

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE 25 CENTS

N. Y. Video Center: All Talk, No Action

City Papas Juggle Tax Baby; Film Group Quits Trying; Connaughton Bears Torch

By GENE PLOTNIK

NEW YORK, July 3 .- For two years now meetings and studies have been going on between the TV mdustry and city officials on the subject of an industry-wide TV center here in New York, But today the proposed production center is no nearer actuality than it was when the campaign was launched.

The networks have kept the mass of live production here, despite the construction of two new studio plants in Los Angeles. And, further, three of the four networks have set up special studios here for the origination of color shows.

But on the film side, the industry has generally resigned itself to the present geography, in of program production takes place in New York.

It is felt that nothing short of an industry-wide effort, such as would be represented in a New York City TV Center, could appreciably enlarge the amount of TV film production here. But after two years of meeting and of USO-Camp Shows, to head a mulling, nobody is anxiously awaiting this development any- for the TV City. On behalf of the more.

when the Film Producers' Association of New York was formed by 16 of the top non-theatric producers. The TV Center was No. 1 on FPA's agenda at that time. For some months prior to its formation, several of its members has been discussing the project with the Junior Board of Trade.

A few weeks after its formation, FPA teamed up with the Board of Trade proper to form a special TV-motion picture committee for this purpose. The committee was headed by M. D. Griffith, executive vice-president of the Board, and had David Pincus, head of FPA, as vicechairman.

Immediately after this, Pincus and Griffith solicited the cooperation of City Commerce which only a negligible amount Commissioner Walter Shirley. In July, 1952, Shirley made a speech before the National Television Film Council in which he pledged the city government to an all-out fight to keep TV production here.

FISHER BATTERS GROVE; H'WOOD BOWL UP NEXT

HOLLYWOOD, July 3. -Within the past two weeks Eddie Fisher broke all attendance records for the Cocoanut Grove here, signed to do a one-night appearance at the Hollywood Bowl with Andre Kostelanetz and turned down movie offers from M-G-M and Paramount.

Fisher established a new record for the Grove during his 10-day stand which ended" Sunday (27), drawing 8,584 customers. Booked in on a guarantee and 70 per cent of the covers, the disk star drew \$19,230 in covers alone. He smashed previous house records held by Tony Martin, Lena Horne, Frankie Laine and Marge and Gower Champion. All were booked for longer runs than Fisher's.

The Bowl date is set for July 31, while Fisher is also just about set to return to the Ambassador Hotel's Grove at prom time next year. The movie offer turn-downs are based on the inability thus far of any studio to come with a proper story for the singer.

Meanwhile, Fisher will re-

Motor Industries to Open \$58,600,000 **Piggy Bank for TV**

Car and Related Firms on Spree For Talent, Time on Network TV

By LEON MORSE

NEW YORK, July 3 .- Topping previous expenditures by a considerable margin, the automotive industry and related lines will pay an estimated \$58,600,000 for time and talent on nighttime network TV during the coming season.

This figure, of course, does not take into account any new purchases of network video from now until the beginning of the new season.

Of the money spent, \$41,850,000 will be from car manufacturers, and \$16,750,000 from firms which sell products used by car owners. 000 respectively. It is difficult to It is also estimated that an additional \$20,000,000 will be ploughed into local TV by local car dealers during the coming it is known that, exclusive of lo-

TV and the same client's half hour on CBS-TV, American Motors' (Nash-Hudson) half hour of "Disneyland" and Ford's half of the Monday night spectacular on NBC-TV.

An additional \$6,250,000 will be for commitments first made during the latter part of this season. but which are set to be carried over into the 1954-'55 year. Consequently, about 40 per cent of the money being spent by the industry is new to TV

Top motor car spenders will be Chrysler with about \$16,750,000, followed by General Motors and Ford with \$10,400,000 and \$9,200,make comparisons with the advertising expenditures of these companies during other years, but

Not Hopeless

not a hopeless cause. They believe that even the all but a little TV film production has now slipped out of the hands of New Yorkers, the establishment of adequate facilities could still bring it back.

The present city adminstration. needless to say, has given the TV Center project its nod of ap-proval. Mayor Robert F. Wagner has repeatedly stated that he will co-operate in every way to keep the TV industry in New York. But in his six months in office, the mayor, pre-occupied with the city's tax and fiscal problems, has so far made no tangible effort to advance the dust-gathering TV Center plans.

Indications recently have been that the State government is now taking an interest. Officials of the State's Department of Commerce were reported to have queried industry leaders here on what they believe would be required to establish a production center. But no indication was given of just what the State's intentions are.

FPA Impetus

The origin of the present movement goes back to April, 1952,

Service Group **Gives Up Push**

NEW YORK, July 3 .- A group of 21 organizations which make their livelihood from servicing program producers formed a special committee last March to campaign for the establishment of more TV production facilities here in New York. The membership consisted of costume houses, sei builders, fabric suppliers, property firms and their employees' unions.

A check on the progress of the group this week disclosed that it has been inactive for a couple of months. Andrew Geoly, vicepresident of Eaves Costumes, who had spearheaded the move, said they soon discovered a pre-existing group that was doing the same thing, and they decided to bow to them. He could not recall the identity of the other group.

Special Committee

Shirley asked Jim Sauter, head special committee to select a site special TV-motion picture committee, the FPA surveyed all seg-A few optimists claim that it is ments of the industry to find out (Continued on page 12)

cord several new sides for RCA Victor out here prior to returning East in late August to resume his radio-TV series. A strong possibility exists that Fisher will be teamed with Eddie Cantor on one record date.

video year.

Fresh Money

Of these huge sums being spent on the medium, about \$11,700,000 should be considered fresh money (that is, money not previously spent in web TV) from motor car makers whose purchases include Chrysler's hour of time on CBS-

cal radio and TV buying and minor advertising media, in 1953 General Motors spent \$61,876,932; Ford, \$29,136,367, and Chrysler \$26,422,232 on their advertising.

Chrysler Account

The amount of money Chrysler will be paying for network TV during the coming year will be more than half of its entire advertising budget of 1953. Chrysler's heavy spending can be directly attributed to its determination to regain its portion of the car market which was sliced almost in half over the period of a year.

The manufacturer is restyling its vehicles completely, and it is on video that they are expected tc be displayed in a fashion calculated to creat sales impact.

It is also likely that General Motors and Ford will counterpunch by either buying more network time, probably of a special events or local TV nature. The major manufacturers reap multiple rewards because they have several divisions that buy TV programs; their larger advertising budget makes it possible to buy more time and to get better discounts.

Big Mergers

In order to make the independents more able to compete with the majors, 1954 has seen a series of mergers in the industry: Kaiser - Willys have united, as have Nash-Hudson into American Motors, and Studebaker-Packard.

The new Nash-Hudson combine will probably pay a tab of about \$4,000,000 during the year, and (Continued on page 2)

Local Stations **Get Ford Pix**

NEW YORK, July 3. - "Ford Theater" is now booked on between 50 and 60 additional stations as the result of a deal worked out by the Ford Motor Car Company and its dealers. The car manufacturer provides the video film series free to its dealers and they, in turn, buy time on their local markets.

This arrangement, of course, is worked mainly in the smaller markets which the company would not ordinarily purchase. Ford now has the show on about 164 stations of the NBC-TV network. The car maker pays Screen Gems, the producer of the series, an additional sum for the privilege of using the show on so many stations.

NEWS OF THE WEEK

McCann-Erickson TV Billings Up \$9,000,000 in 1954-'55 . . .

McCann - Erickson TV billings jump as Chrysler and Westinghouse buy several shows. Agency will increase its video business about \$9,000,000 during 1954-'55 season Page 4

NBC's Stanton Sees Short Term Vidfilm Deals Hurting Product .

Trend toward short term vidfilm deals worries Carl Stanton, NBC film topper. Network exec sees policy as being shortsighted and lending toward cheapening of product. Page 7

Decca Will Activate Publishing Interests on Participation Basis . . .

Decca Records is making plans to activate its music publishing interests, with the label's artist and repertoire men slated to receive an equity in tunes they bring into the firm,

Most Disk Jockeys Accepted 45 R.P.M. Records: Minority Protests . . .

The majority of jockeys are accepting the 45

r.p.m. disk in the first week of the new "45's for Jocks" policy by the diskeries. Some deejays however, are protesting vociferously. Diskeries are watching each other warily, on

Appeal of Hand-Wound Phonograph Undimmed by Atomic Age

The market for hand-wound phonographs is still growing even in this atomic age, according to the latest government reports on phonograph production. Department of Com-merce figures list production of all types of phonos for 1952 and 1953. Page 15

Kiddie Rides Still Boost Drive-in, Supermarket Sales . . .

Supermarkets and drive-in theater chains are turning to kiddle rides to stimulate box-office and grocery sales. The food store formula is: Have the moppets to prod mother to buy perhaps more than she needs to earn free ducats. The drive-ins use the rides to get the families out early and peddle them food. Page 42

Circus Business Picks Up; Good Weather Helps . . .

Circus business took an upswing this week as traveling shows reached good territory and good weather. King Bros., in the East and Clyde Beatty, in the West, play to big

Juke Boxes Serenade Detroit Shoppers in Drugstores, Markets . . .

Multi-selection hideaway phonograph units, replete with speakers and remote record selectors, bring "music you want when you want it" into new juke markets: the corner grocery, the drugstore down the street. Page 69

Agriculture Dept. Launches Milk Vending Research . . .

Secretary of Agriculture Ezra Taft Benson names a marketing expert head of a project to select areas to test milk vending machines. Will determine the most profitable locations and how venders help boost over-all milk

DEPARTMENTS AND FEATURES

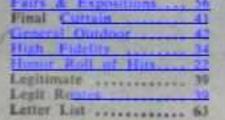
Talent Review

4174 B.T.

TV Dim

Burlesque 40	Magic 40
Carnital 50	Metchandhie 61
Circin fi	Motic
Classified Adv	Music Charts
Coin Mathines 67	Music Machines 69
Coin Machine Market, 36	Parks & Pools
Coming Events	Piper 62
Drive-In Thesters 60	Radio
Fairs & Espositions 56	Rinks
Final Cuttain 41	Roadshow Repertoire 60

Night Club Comics Active on Records: Mull Piracy Threat . . . Night club comics on records are getting added exposure but are concerned about possible piracy of their material. Possibility of a copyright via recording, however, may exist. ******* Page 17





Communications to 1564 Broadway, New York 36, N. Y.

TELEVISION-RADIO

Auto Industries to Splurge \$58,600,000 on Net TV \$11,700,000 Represents Fresh Dough From Car, Related Firms

· Continued from page 1

Packard has already earmarked had sad experiences with their tiser reportedly was thru with

Packard unit should increase its De Soto division of Chrysler. network TV billings before the

troit is a further merger of American Motors and Studebaker-Packard. Such a combination of force would be in a strong position to challenge the leaders and would also be a fertile source of revenue for TV.

Not on TV

The only car maker that does not advertise on network TV is Kaiser-Willys, Several seasons ago both Kaiser and Willys were using network video, but now they are buying network and lo-

Packard, Nash and Hudson have

'Amateur Hour' To Be Bumped From Sat. Slot

NEW YORK, July 3. - "The Nicholson and ork. Original Amateur Hour" will not

eral Motors and Ford, have been was canceled. The newly merged Studebaker- much more successful, as has the In the industries which are pects is for bigger and better net-

Donald O'Connor. This adver- state.

itself for \$1,500,000 for Martha program buys. The big two, Gen- comedy shows when Milton Berle

As the competition waxes warmer in the industry, the pros-1954-'55 season is over. Stude- related to car manufacturing, work commitments. How big is baker has about \$5,000,000 to Texaco has made big news by not known but, in any case, they spend and is said to be shopping purchasing a new comedy show are big enough to keep the net-for network TV. Durante and works in an extremely healthy

ANOTHER GODFREY? **Bob Smith Gets NBC Time to Find Out**

cal radio. In the past practically Smith will have all of the sum- Smith's chances of clicking with all the motor car companies were mer on NBC Radio and TV to the daytime audiences. NBC-TV see whether he can exercise his will keep 12:30-1 p.m. strip dark But one after another, Dodge, charm on adults as well as chil- during the summer, but should dren. NBC feels he has the po- Smith do well enough in the tential of an Arthur Godfrey and earlier half hour he could be exis literally wasting no time in panded into the following halftrying to find out.

Signifying his immediate click, Smith's 10-10:30 morning radio strip, which began last week, will an hour of NBC-TV time across (5). Now the web has assigned strip daily. This isn't nearly the him 12-12:30 across the board on amount of time that Godfrey occu-NBC-TV to see how well he can pies both on radio and on TV, Smith's TV show will be but it is a fair start. do. similar to his radio stanza and

NEW YORK, July 3.-A sock NBC program execs and affili-success on "Howdy Doody," Bob ates are extremely optimistic over hour strip.

be increased another quarter of an hour to 10:45 starting Monday three-quarter hour NBC Radio

will feature Clark Dennis, the Honeydreamers and Bobbie Nicholson and ork. Seeks Kooney

AUTOMOBILE AND RELATED INDUSTRY TV ADVERTISERS MONDAY

TUESDAY Buick-Berle hour, NBC-TV \$2,500,000 Chevrolet, Dinah Shore quarter hour, NBC-TV. 1,000,000 Dodge, half Danny Thomas, ABC-TV..... 1,500,000 Electric Auto-Lite, "Suspense," CBS-TV 2,500,000 WEDNESDAY American Motors (Nash-Hudson) half "Disneyland," ABC-TV\$2,500,000 THURSDAY Chevrolet, Dinah Shore, quarter hour, NBC-TV. \$1,000,000 De Soto, Groucho Marx, NBC-TV 3,000,000 Chrysler, hour show, CBS-TV 5,000,000 Ford, filmed drama, NBC-TV 2,500,000 FRIDAY Pontiac, new show yet to be selected, NBC-TV. \$2,500,000 Gulf Oil's "Life f Riley," NBC-TV 2,500,000 Simoniz, half of "Big Story," NBC-TV 1,250,000 Amoco, half "Person to Person," CBS-TV 1,250,000 SATURDAY Texaco, Durante-O'Connor 3,250,000 SUNDAY Lincoln-Mercury, "Toast of the Town," CBS-TV \$5,000,000 Dodge, "Break the Bank," ABC-TV 2,000,000 Packard, Martha Wright quarter hour, ABC-TV 1,250,000 Goodyear, half "Playhouse," NBC-TV 2,000,000

GE Hiring Prestige Writers for Series

NEW YORK, July 3 .- General | unusual scripts, but the scripters Electric is backing up its new are also being used to tempt film top budgeted half-hour show with the top writing names available. They include mainly literary artists who have not previously written for the medium, tho a few have.

projects are Charles Jackson, They include Robert Anderson, Carson McCullers, Robert Anderson, Lillian Ross, St. Clair McKelway, William Inge, Maurice Valency, Gore Vidal, Jerome Weidman, Truman Capote, and Samuel Taylor. Not only does MCA, the packager of the program, feel that these writers will turn out **GE to Splurge**

names into TV.

Consequently, there are now 11 deals on the fire with top acting names which depend on whether the thesps feel the scripts are good enough. Interestingly enough there are many of the writers on this list that have Working on scripts and writing never worked on feature pictures. Lillian Ross, St. Clair McKelway,

JULY 10, 1954

NBC-TV next season for Pet Milk. The web has notified the adver-tion that it wants a stronger TV Scripters ping is going on.

This does not mean that "The Original Amateur Hour" may not be moved to a different time. All sorts of schemes are being worked on, including one which would put that show on Sunday afternoons, and another which would move Pet into Saturdays 10-10:30 where it could share time with Armour.

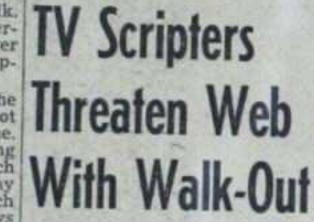
Bristol Myers Buying Celeste

NEW YORK, July 3 .- Bristol-Myers this week was practically set to purchase a new program featuring Celeste Holm to replace "Man Behind the Badge" on CBS-TV Sunday, 9:30-10 p.m.

The program is a situationcomedy about a newspape woman, and is produced and directed by Joe Scibetta. Doherty, Clifford, Steers & Shenfield is the agency.

BRITISH FIGHT PROMOTER BANS ALL TELECASTS

LONDON, July 3. - After studying box office returns on the recent Cockell-Matthews heavyweight fight here, promoter Jack Solomons has banned all future telecasts and full-length films of his fights. The Cockell-Matthews tussle was filmed by BBC-TV which showed it with a ringside commentary the night after the fight. Idea was that paying patrons would not stay away from the arena for a 24-hour-old movie. But it would interest many viewers who would not have gone to the contest. The b.-o. take, however, showed a heavy drop not covered by the BBC-TV fee. Says Solomons, "Everyone knows TV killed boxing in America. It won't here, if I have any say in the matter."



NEW YORK, July 3. - The membership of the Television Writers of America will go on strike sometime during the latter part of next week unless the video networks come to some agreement with the union on two major problems-the union shop and money. Negotiations have been simmering for a long period of time and the membership has already empowered its representatives to call a strike at their discretion.

are stalling on union shop until a Company as bankroller of 12 jurisdictional battle begins between the TWA and the Television Writers' Group. TWA certification ends on August 3 when September 26. The regional feed TWG is certain to file with the will originate from WMAL-TV, National Labor Relations Board Washington. for an election. As for money,

And Ritz Bros.

NEW YORK, July 3. - Max Liebman this week invited Mickey Rooney and the Ritz Brothers to perform on his Saturday or Sunday spectaculars on NBC-TV next season. Their acceptance has yet to be forthcoming.

On Waring's Meanwhile, both Jacques Tati, French film star, and Jack Buchanan, English musical comedy personality, have agreed to entertain on the Liebman shows **Color Outings** this coming fall.

ABC-TV Sells **Redskins Segs**

NEW YORK, July 3 .- ABC-TV The union feels that the webs this week pacted American Oil Washington Redskins football games over a regional network of Southeast TV stations starting

All of the games, except one the negotiators are far apart, the on October 2, will be played Sun- mension in color, and is ready to union asking \$715 per half-hour day afternoon. The October 2 spend big dough to achieve that script and the webs offering \$425. game is a Saturday night affair, objective,

Maurice Valency and probably Carson McCullers.

A similar attempt is being made by Max Liebman to attract top writers for his spectaculars. He has already held talks with James Michener, the author of "South Pacific," to get him to write an original book. The Michener musical would not necessarily have a South Sea background.



The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson

> Publishers Roger S. Littleford Jr. William D. Littleford

NEW YORK, July 3.-General Electric is ready to spend as much as \$100,000 on each Fred Editors

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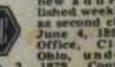
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Cincinnati





NARTB & TvAB Study Plan For Merger of Ad Bureaus

went down to Washington this isting TvAB, which was defiers. After a meeting with mem- of any all-industry sales promo-

NEW YORK, July 3. - The| This move has in effect sus- of all on the outcome of talks Television Advertising Bureau pended the operations of the ex- within the special 10-man com-

week to try to prevent the emer-gence of a two-headed monster to business. The attempt at merger stations that organized the TvAB sell TV to the nation's advertis- is expected to delay the working had voted unanimously to be a

pay-off. The company believes

that Waring's kind of musical

show will really take on new di-

Waring color show this fall. The orchestra leader and his group will do two color shows in the Sunday 9-9:30 p.m. time period, and four all during the season. Show usually is budgeted at \$35,000 per program. Now that color is only several seasons away, GE sees its investment in Waring as being near a



BE

HAPPY

GO

LUCKY

LS/MET.

IT'S TOASTED

TO TASTE

BETTERI

LUCKJES

TASTE

BETTER

Your Lucky Strike Hit Parade says: "So long for a while"

And presents a special summer service

During its 12-week hiatus Your Hit Parade will list in this space the seven top tunes from Your Hit Parade Survey

Here are your Lucky 7 tunes that you would have heard last Saturday

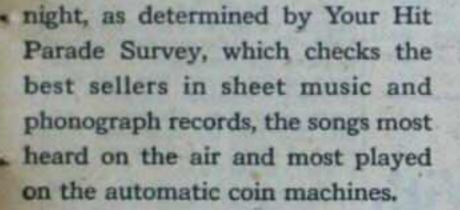


RUSSELL

DRA

BE HAPPY

GO LUCKY



TOASTE

CIGARETTES

4.5./M.F.T.

2. Little Things Mean a Lot

- 3. Hernando's Hideaway
- 4. Happy Wanderer
- 5. Answer Me, My Love
- 6. Wanted

GISELE

The HIT PARADERS

7. If You Love Me

P.S. Be sure to watch Your Hit Parade's summer replacement

and DANCERS



JULY 10, 1954

WASHINGTON ONCE-OVER

By BEN ATLAS

Thomas M. Pelly, (R., Wash.) dentally, is being handled this thinks there's something object- year by Dancer-Fitzgerald-Samionable about advertising alco- ple, Inc. holic beverages while people are eating dinner. He's just hoppered a bill to ban commercials of that SHERIFFS SAY sort between 5 and 7 p.m.

MORE THUNDER ON NETWORKS

legislation to widen the FCC's ceasing to cast sheriffs as crooked R Sheppard (D., Calif.) says he'll voiced gratitude the industry for Says Tint TV R. Sheppard (D., Calif.) says he'll voiced gratitude that TV propress for action next session even grams now characterize the shinyif the current Congress ignores the issue raised by measures hoppered by himself and Sen. John W. Bricker (R., O.), chairman of the Senate Interstate and Foreign action is needed."

AIR FORCE TAPS AD AGENCIES

The Air Force, which plans a heavy recruiting drive via TV-20. The contract will be awarded saying that the trouble lies in the decide on the agency. The Army's

WASHINGTON, July 3 .- Rep. \$500,000 recruiting campaign, inci-

"LOVE THAT TV."

The nation's sheriffs have patched up an old feud with the TV broadcasting industry. The National Sheriffs' Association an-You can expect more sound and nual convention here this week fury in the next Congress on publicly thanked the industry for badged gentry as honorable men.

IT'S A TIE SCORE ON TV COVERAGE

A Senate rules subcommittee is Commerce Committee. Sheppard, groggy from listening to both who introduced a new bill this sides of the question this week week requiring network licensing whether TV should have freeand authorizing the Federal Com- wheeling admittance to Capitol munications Commission to probe Hill hearings. Senators who testinetwork practices "which threaten fied had a variety of views, in- rosy hues for radio, according to radio, still has plenty of TV time for the summer, meanwhile, has to restrict competition," says he's cluding the judgment of Sen. Wal- John F. Meagher, vice-president available, a factor which is leadlace F. Bennett (R., Utah) that in charge of radio of the National ing the web's sales and program- 8-9 p.m. time slot. commercial sponsorship of hear- Association of Radio and Tele- ing chiefs to move a little slowly ings is "a prostitution of the vision Broadcasters. legislative process." Vice-President Richard M. Nixon in a color TV will help destroy the symposium of the Federal Bar fixed patterns of newspaper pref- ever, the web is swiftly filling in Association hailed TV as one of erence by department stores, its programing holes, this week radio this year, is looking for an the most effective media to keep Meagher said that "radio may then inking Brillo into the Thursday ad agency to handle the cam- the public informed. Legalists gain access to sell its services for 9-9:30 time slot for the fall. The paign. With \$1,200,000 to spend, Vincent T. Wasilewski and Abiah rounding out their coverage pic- show Brillo will bankroll is the the Air Force isn't expecting any A. Church, of the National As-as soon as a board of officers can way the hearings are run, not with TV.

A NEW WRINKLE IN AN OLD ROW

A conference of the Federal Health, Education and Welfare Department this week produced day the same degree of your pera new wrinkle in the controversy over whether TV should be blamed for contributing to juvenile delinquency. A surprise upshot was a suggestion that TV should now be asked to aid its reason for gratification with the work," which Vitapix last week critics in telling the juvenile results," he said. delinquency story to the public. Conferees admitted that no one knows whether or not TV pro- the issue, they asked the depart-

PORTABLE MIKE WEIGHS 8 OZ.

NEW YORK, July 3 .-NBC has perfected a new eight-ounce portable microphone which can be concealed by actors and which gives them an unusual degree of mobility. The mike, has a midget transmitter and antenna and covers a range of 5,000 feet. Key to its design is the use of transistors.

To Send Store Adv. to Radio

Predicting that the advent of opera follow-ups. radio's prime competition.

Addressing the first annual meeting of the North Carolina and South Carolina Broadcasters and Telecasters' Association at Myrtle Beach, S. C., Meagher said that radio's future is bright and the year ahead will be "a good one." sonal attention, the same measure of ingenuity and inventiveness and out, the only competition ABCimagination and devotion that they received from you when they were, and national spot, launched and you will have ample

NIGHTTIME GLOW **ABC-TV** Rakes In \$15,820,400 Biz

NEW YORK, July 3. - With The Vitapix network, of course, \$15,820,400 worth of brand new limits an advertiser to a film business pulled in during the past show and more specifically to a 30 days safely tucked under its Vitapix property, whereas ABC belt and the outlook for a close to offers a wider choice of either sold-out nighttime fall schedule live or film stanzas. National pretty rosy indeed, ABC-TV has spot, on the other hand, offers decided to expand its morning more economy and greater versaprograming line-up,

The only daytime entry the Club."

The Don McNeil stanza, how-WASHINGTON, July 3 .- Color ever, altho sold out but for one with their plans for the soap

On the nighttime front, how-

Secret Plans

sorship this week, but the web kept a tight wrap on the details. There's little doubt that ABC-TV is currently sitting pretty so

The national spot "film netbrought into reality, may be able to pull away one or more potenbut this depends upon how

tility in coverage.

Other developments at ABCweb thus far is offering is TV this week had Exquisite Form the "Breakfast Club" simulcast, Bra, which pacted for the Tueswhich would be used as a beach- day night 10:30-11:00 period, rehead for expansion. Current plans ported dropping the idea of using call for two 15-minute soap opera the Arthur Murray "Dance Party" strips to follow the "Breakfast in that time slot and picking up, instead, "Stop the Music."

"Center Stage," the hour-long sustaining dramatic show alterbeen penciled into the Thursday

Two or three other shows were reported definitely set for spon- Mon.-Wed. Slots

NBC-TV Faces

NEW YORK, July 3 .- NBC-TV this week was having its troubles getting station clearances in the "Give to your radio stations to- far as the fall nighttime sponsor- Monday and Wednesday 10:30-11 ship picture is concerned. With p.m. time period. However, the NBC-TV and CBS-TV all but sold web has succeeded in getting the stations to clear Tuesday 10:30-11 TV faces comes from Du Mont for Chrysler Motors' "It's a Great Life."

Because of the Wednesday night impasse, Lever Bros. may have to spot book its "Big to pull away one or more poten-tial advertisers from ABC-TV. Town," around the country itself instead of slotting it 10:30-11 on NBC. The stations seem reluctant to clear for the show, which has been on for years. The half hour is very salable locally and, moreover, the advertiser will probably buy the half hour from most of them, at full station rates if they do not clear. Clearances for Monday 10:30-11, in which Block Drug had expressed an interest, seem hopeless.



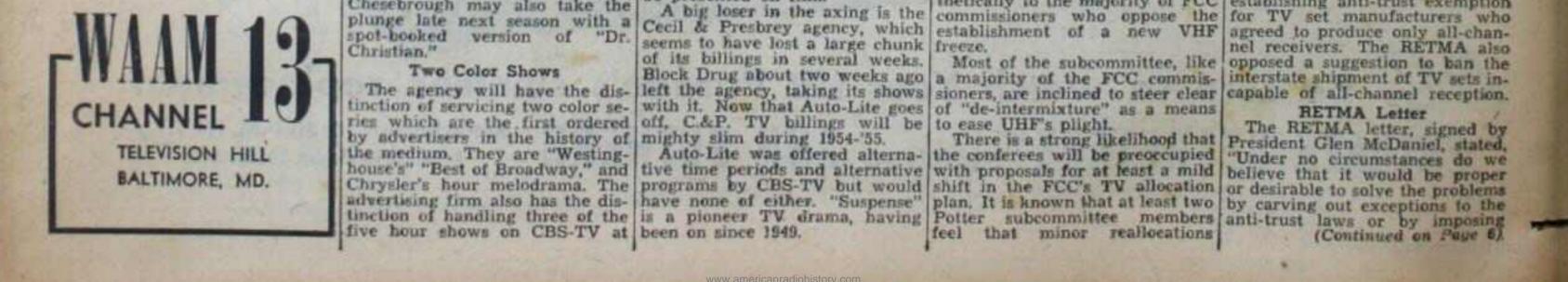
CHANNEL U

NOW! aximu power 316,00 WATTS

ADDED To The Finest Studio and Production Facilities in Baltimore

> Have You Seen the WAAM Story

represented nationally by HARRINGTON, RIGHTER & PARSONS, INC.



grams have had any harmful ef- ment to undertake a scientific swiftly Vitapix can get its plan fects on children. To help settle study of the subject. operating.

McCANN ERICKSON'S TV JACKPOT Agency Boosts Billings \$9 Mil With 4 New Shows, First 2 Color Series

NEW YORK, July 3.—Always nights. As is obvious, the major-an important agency in other ity of McCann's billings has been headed up the Pacific Coast office NBC-TV Near media, McCann - Erickson this contributed by two clients, West- of the CBS-TV network before he coming season will make its pres- inghouse and Chrysler. ence felt in TV. The agency will be billing in the neighborhood of

which will be new video business Haight, has joined the agency as production supervisor of the hour Chrysler dramatic show. Two topnotch execs have been acquired in Russ Johnston and King Horton. Johnston was the head of radio

went into business for himself. With its new business has come Mary Harris, Supervisor of daya strengthening of its radio and time soap operas at Young & Ru-\$24,000,000 next season, three-eighths, or about \$9,000,000, of and legit producer, George month where she will work on the Westinghouse spectaculars.

Another agency whose TV billings will increase radically this year is Kenyon & Eckhardt. After several years of rough going, K&E has broken thru this seaand TV for the ill-fated Ward son with several new properties. For RCA it will service one-



NEW YORK, July 3 .- NBC-TV this week was on the verge of a sale of a good hunk of its daytime programing. Said to be interested in daytime at the webare Miles Laboratories and Colgate-Palmolive-Peet.

The sale of NBC-TV daytime third of the Sid Ceasar hour was hampered by the McCarthyshow, and halt a Monday night Army hearings, but advertiser spectacular. For Hudnut it will interest has grown since their service "The Hit Parade" on end. The probability is that some alternate weeks. This will be in of the Betty White show will go addition to "Toast of the Town." and perhaps a soap opera.

SENATE AND FCC Group May Hearken to **VHF Freeze Battlers**

WASHINGTON, July 3. - The | could be made without upsetting Senate Interstate and Foreign the industry economy.

headed by Sen. Charles E. Potter vision Manufacturers' Association, (R., Mich.), in its scheduled meet- in a letter to Chairman Potter ing with the Federal Communica-tions Commission next Thursday that the U.S. Attorney General (8), is expected to listen sympa- be asked for an opinion aimed at thetically to the majority of FCC establishing anti-trust exemption

Communications Subcommittee, The Radio - Electronics - Tele-

third on NBC-TV and the fourth on ABC-TV. Other McCann business includes Westinghouse's "Studio One," "Death Valley Days" for Pacific Coast Borax, half of Wal-for Winchell for American Safety for the Pepso-

The agency will represent cli-

ents on four new and important

shows next season; Westing-

house's "Best of Broadway,"

Chrysler's hour drama show ten-

fatively titled "Pursuit," and the

same clients' "It's a Great Life,"

segments of Garry Moore and the "Breakfast Club" for Swift, Garry Moore for S.O.S. and participation in "Today" for Maytag.

North," but the sponsorship is to roll the latter show in the 10-10:30 end shortly and the advertiser probably will not return in the fall. But among its newer accounts, Owens-Corning, is likely to take up this slack by purchasing a new video show this fall. Chesebrough may also take the



NEW YORK, July 3 .- "Suspense," now sponsored by Auto-Lite, has been ousted frrom its Congoleum-Nairn, its client, make room for "Life With Fa-currently sponsors "Mr. and Mrs. ther." Johnson's Wax will bank-Tuesday 9:30-10 p.m. spot to make room for "Life With Fa-Tuesday night slot.

"Danger," now telecast at that hour, moves forward a half hour into the "Suspense" time period. "Father," incidentally, will now be presented on film.

Decide on the Network with Lowest Time Costs

DECIDE ON DUMONT

New York

Chicago

FOR EXAMPLE*

TELEVISION	TELEVISION	TELEVISION	DU MONT	
NETWORK	NETWORK	NETWORK	TELEVISION	
A	8	C	NETWORK	
\$3,420	\$3,600	\$2,550	\$1,920	
1,800	1,500	1,320	1,200	

	\$9,510	\$9,000	\$7,410	\$6,510	
Detroit	1,200	1,110	1,020	1,110	
Philadelphia	1,440	1,440	1,320	1,320	
Los Angeles	1,650	1,350	1,200	960	

"Based on Class A 1-time 1/2 hour rates for typical comparison (SRD May 10, 1954) In these 5 top U.S. markets alone, other networks cost as much as 13% to 46.1% more! In addition, the Du Mont Network has the most favorable discount structure. Regionally or nationally, your money goes further on the Du Mont Television Network!

LOWER PRODUCTION COSTS

Your savings at Du Mont on production facilities result in more money available for time buys.

NO "MUST-BUY" PROGRAMS

Du Mont availabilities let you "buy" or build and become the sole sponsor of a program that meets your selling needs.

• TIME PERIOD PROTECTION

The Du Mont Television Network has always protected its sponsors. When you decide on Du Mont you have a time franchise.

YOU'RE WISE TO DECIDE ON THE



515 Medison Avenue, New York 22, N. Y. MUrray Hill 8-2600 435 N. Michigan Avenue, Chicage 11, III, MO 4-6262



XOX JOX

By CHARLOTTE SUMMERS

This 'n' That

S. C., came out No. 1 on the backs of each new release. latest local Pulse survey, with his "Pop Hit Parade" (based on And Another Thing The Billboard charts), pulling more listeners than any show in his time period (Saturdays, 12:05 p.m.). . . . George Lezotte, start a movement to get record-WAVZ, New Haven, Conn., has ing artists to visit some of the installed a short wave radio in smaller stations. Altogether we his car to pick up FM police add up." In a complimentary calls. He uses the tips to build mood (we think!), Gene Riggle, his news show and "averages 10 WINL, Thorntown, Ind., says, "I good calls per night." . . . Shel for one thing your column does a Horton, WHUN, Huntington, Pa., world of good, no matter what was named honorary mayor of certain others may think." Saxton, Pa., in conjunction with George and Marilu Case, WSAI, Ore., pays tribute to two of his the town's 100th anniversary cen- Cincinnati, do a lot of kidding tennial, which he co-hosted and about Marilu's age on their early

night hour show, which high- played only those numbers which because you can't forget them." lights the latest releases of all the were written or copyrighted in major record companies. Local his birth year, 1910. newspaper columnists and record Bruce Miller, KGAR, Garden deejay show, "Pike's Peak," from

appear on the show and discuss Don Bailey, WESC, Greenville, the respective merits or draw-

Bernwyn Ableman WPDR, Portage, Wis., writes, "I'd like to

distributing company execs also City, Kan., wonders if other boys in the business who run request shows run into trouble from liscertain tunes are played for them by request, when the person requesting the dedication doesn't give his name. Bruce has finally solved the problem by stating on the air that he won't dedicate request records unless he can read the name of the person asking for it.

lox Trix

Ken Brooks, KGAE, Salem, co-deejays on the station, Spider Gene MacLean and Lettucehead emseed. Howard Edwards, KONA, San Antonio, is emseeing a Sunday is birthday last month she Howard Edwards, KONA, San Antonio, is emseeing a Sunday paid off like nobody's business,

Senate and FCC WOR Releases Continued from page 4

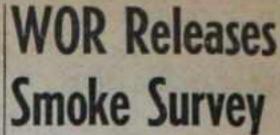
federal regulation on the manufacturer of television sets."

Meanwhile, the latest in a series of experimental grants was made by the FCC this week for a conteners who resent the fact that struction permit to Adler Com- of a Pulse survey of significance munications Laboratories for an to cigarette advertisers, has been experimental "booster" station to operate with UHF station WATR-TV, Channel 53, Waterbury, N. Y.

The experimental station, which will be used to gain engineering data on booster service for UHF reception in shadow areas, will be limited to 10-watt power. Adler also has an experimental TV station at New Rochelle, N. Y., where it is developing linear radio frequency amplifiers which might be used as UHF boosters.

the local Rosedale swimming pool.

John Parker, WCOG, Greens-Ky., now originates his remote a hit is the number 1 believe is switched to the filtered brands



NEW YORK, July 3 .- Results issued by WOR. The WOR-sponsored study, based on interviews of 2,700 adults in 1,500 homes in New York, found that the percentage of females who smoke dropped from 55.2 per cent to 50.9 per cent during the period between May, 1953, and May, 1954.

Smoking among females between 18 and 35 years of age dropped off heavily, the survey shows. The percentage of male smokers remained relatively unchanged for all age groups.

Among the other facts brought out in the study are: (1) The number of male smokers who switched to filter-tipped cigarettes more than doubled, while (Continued on page 30) more than quadrupled; (2) higher percentage of younger men and women smoke than do older men and women and (3) a higher percentage of women than men smoke king-sized cigarettes,

Robert Q. Heads Toward Sell-Out

NEW YORK, July 3.-Robert Q. Lewis this week moved toward the sold out point on his new CBS-TV daytime 2-2:30 p.m. across the board show.

The comedian's newest clients are Johnson's Wax, which bought two quarter-hours, and Doeskin, leaving him with three quarterhours open. Of those three, only two are available. Toni has signified an interest in one, and a product conflict is being worked out.



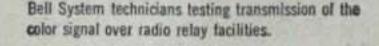


that makes her blus

The color camera can pick up the slightest change in an actress' complexion. But unless the radio relay and coaxial cable routes that carry this picture are specially equipped, her blush would never reach the nation's screens.

It is a big job to install new equipment, necessary for color transmission, along thousands of channel miles in the Bell System network. Personnel must also be trained in the new techniques of transmitting color signals.

But the work is well under way, with facilities now serving an increasing number of cities with color television. The Bell System will keep pace with the industry's needs for color television networks.



To Get Bounce

NEW YORK, July 3.—Procter & Gamble may drop "On Your Account" and substitute two soap operas in the CBS-TV 4:30-5 p.m. across the board slot.

The various divisions of the company which use the program are said to believe that it is too costly a package, and that results, as good or better, can be gotten from the soapers.

Benton & Bowles has the program.

NBC to Screen Grid, Basketball

NEW YORK, July 3.-NBC-TV will telecast the National Basketball Association contests on Saturday afternoons next fall begin-ning October 30. The basketball games will follow NBC telecasts of Canadian professional football and will give viewers a full afternoon of sports on the web.

Once the football series is over, the starting time of the basketball games will be moved up.

'Telltale Clue' **New PM Filler**

NEW YORK, July 3.—Begin-ning July 8, Philip Morris will sponsor "The Telltale Clue" in its Thursday night 10-10:30 time period on CBS-TV.

Show features Anthony Ross as a scientific detective who uses a clue to nab criminals who think they have committed perfect crime, Charles Martin will produce.

NEW YORK, July 3.—The Fed-eral Communications Commission yesterday approved the sale of KPIX, San Francisco, to Westinghouse Broadcasting.

This is the company's third TV

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW



JULY 10, 1954

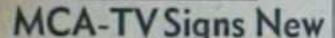
Ziv Launches Sales Push for 'Corliss' Bow Pays \$4 Mil for TV Rights; 'Lives' Continues to Zoom

NEW YORK, July 3 .- As anticipated for some time, Ziv-TV has started its sales drive on "Meet Corliss Archer," aiming at the property's TV debut in the fall. Ziv claims to have paid Plans Three property, which started as the Broadway comedy hit, "Kiss and Tell," by F. Hugh Herbert in 1942, as a motion picture, book, radio show and magazine series.

Meanwhile, sales of the second series of 39 in "I Led Three Lives" continues to zoom. The show has now been renewed in 77 out of 137 markets. Bud Rifkin, sales vice-president, pointed out that current sponsors are signing 52week renewals from four to nine months before their first expirations. Phillips Petroleum, which sponsors "Lives" in 23 markets, has indicated its intention of expanding its spread to 40 markets. Eddie Davis

Production of "Corliss" has begun in Hollywood under the direction of Eddie Davis, and two segments are already in the can. The title role is played by Ann Baker. The parents are played by Helen McCaffrey.

The debut of "The Eddie Cantor Theater," which Ziv announced in December, probably putting it three months after "Corliss."



NBC TRIPLES FILM SALES

NEW YORK, July 3 .- TV stations are now getting 736 weekly half hours of local programing from the NBC Division, as compared to 235 at this time last year, accord-ing to Carl M. Stanton, vee-pee in charge. The figure was part of a half-yearly summary, which also noted that NBC product is seen on outlets in Canada, Alaska, Hawaii, Puerto Rico and Venezuela, in addition to the U.S.

Rooney Firm Film Series

HOLLYWOOD, July 3 .- In addition to starring in his own show for NBC-TV, Mickey Rooney plans to produce three telefilm series thru his Mickey Rooney Enterprises. Rooney's starring series, "Hey, Mulligan," is currently being produced by Volcano Productions at General Service Studios.

Tho details of his anticipated production have not been firmed, siderably less for the vidfilm. Rooney revealed that he plans to tentatively titled "Antelope Hane." | week period.

SHORT-TERM PIC DEALS **DECRIED BY STANTON** Syndicator Price Cuts Disturbing;

Advertisers Develop Bad Habits

concern was voiced by Carl Stan- tisers were being conditioned ahead when there is likely to be ton, veepee in charge of the NBC badly. Instead of staying with an even stiffer battle for sales. Film division, over a tendency on programs and building them, the the part of some film syndicators sponsors get a chance to hit and to accept short-term deals and to run, a process which does neither price cut their shows.

TV FILM

Communications to 1564 Broadway, New York 36, N. Y.

week that such practices could only lead to a degradation of remain there," he said. product and to a general lowering of the syndication industry in the deals on the producer is that the eyes of the advertisers.

opposition to 13-week short-term Since it takes a minimum of 18 deals was only in the case of the months to recoup on vidfilm, fairly expensive series which Stanton claimed, the acceptance have shot a year's product, that is, of short-term deals materially 39 segments. He pointed out that lengthens the time needed to get when sponsors buy shows for the complete investment back. only 13 weeks, the syndicators are left with 26 weeks of product, which usually is hard to move.

No yearly sales are then open in that particular market, and the distributors, as a result, get con-

The subsidiary rights to such produce "The Magic Lamp," star-ring Sabu; a filmed series titled less, Stanton continued. But the "Dateline Tokyo," written by Kitty exec also maintained that such Buhler and to be made in Tokyo programs are being sold short befor which Peter Lorre is slated for cause they do not have a chance the starring role, and a third, to build an audience during a 13-

the syndicators nor the industry The film exec claimed this any good. Advertisers who start "in the bargain basement will

The effect of these short-term point of recovery of his invest-Stanton made it clear that his ment is pushed even further back.

> The result is that when these producers want to make new vidfilms, they find they must finance with less money.

Naturally, their future shows are likely to be inferior to former properties if less money is available. All this has been taking place, Stanton said, during the past few months when there has been plenty of evening time for sale locally.

He urged film producers to realize how they are harming

NEW YORK, July 3 .- Grave And he also stated that adver- themselves in the coming months

THE BILLBOARD

'DEAR PHOEBE' **New Campbell** Show to Go **On in Fall**

NEW YORK, July 3. - Campbell Soup this week bought a situation comedy film series starring Peter Lawford to replace its "Soundstage" on NBC-TV, Friday, 9:30-10 p.m. beginning in the fall. The name of the new show is "Dear Phoebe." It is produced by Alex Gottlieb, producer of the Abbott and Costello movies for Universal.

The show was sold thru the William Morris office to the sponsor's agency, Batten, Barton, Durstine & Osborn. Over the summer, Campbell is using re-run films from Screen Gems and MCA-TV in this slot.

O'Driscoll Heads Official Det. Staff; Garrison, St. Loo

NEW YORK, July 3 .- Official

Mary Brian and John Eldredge. ADTFC Quits as Film Craft Union, The debut of "The Eddie Cantor Theater," which Ziv announced two weeks ago, is expected to be Members Merge Into IATSE Units

the two film craft unions voted reducing their basic staffs.

NEW YORK, July 3.-One of their mode of operation, including Local 52, Editors and Cutters ne two film craft unions voted reducing their basic staffs. Local 771, Assistant Directors Lo-MCA-TV Signs New itself out of existence this week, All of the producers queried cal 161, Make-Up Artists and Hair Stylists Local 798. AD was considerably the producers here who have been out with the now only existing younger organization, having been formed after the war by a group, consisting mostly of veterans, who found IA doors closed to them at that time. It had a

Advertising Agency

NEW YORK, July 3. - MCAdo trade ads and sales promotion for the film distributor.

Dorrance for its layouts and art speculated that they might have work.

WHISTLER' TUNING UP

CBS Tests Vidpix

Audience Potential

its erstwhile rival. A few TV film employing members of the now defunct organization-The Asso-TV has appointed Paris & Peart ciation of Documentary and Teleas its ad agency. P&P, which vision Film Craftsmen-said the also handles the A&P Stores, will move took them by surprise. Offhand the producers were unable to say just what the effect of the MCA-TV previously used Dick union merger might be, tho they

to make some re-adjustments in

and its membership went over to said they were sure satisfactory

arrangements could be worked craftsmen representative, the International Alliance of Theatrical Stage Employees. They usually added the hope that all future negotiations would be carried on with mutual understanding of each others' problems.

It appeared, however, that the demise of ADTFC could deprive some of the studios here of a chief was said to have been carried two offices, Official now has selling point. ADTFC had been promoting the proposition that it took a more realistic approach to TV film production than the older IATSE. And a few producers here had become accustomed to arguing that with an ADTFC shop they could bring in a show for 20 per cent less than what it would cost on the West Coast, whose studios were ruled by precedents set in motion picture production.

The point was not that ADTFC undercut IATSE in scales. On the contrary, AD leadership claimed that in many situations it got higher scales than IA. But the conditions it asked in terms of number of hours and men were, it was said, more realistic for TV.

CIO Loses Out One aspect of AD that was said that, as an affiliate of the CIO, it Holmes," has gone into the distribution business with the former show.

men's Local 644, Studio Mechanics | tion of both series. In his absence,

total membership of about 300. which AD voted to merge was post will be Jack Garrison, former reported to have been attended general manager of a UHF station by about 75 persons. The motion there. With the opening of these almost unanimously by a show branches in New York, Chicago, of hands. The membership at Los Angeles, Boston, Atlanta and

Films hired two new sales execs this week to head up its new offices in Detroit and St. Louis. Frank O'Driscoll, former head of Motion Pictures for Television's East Central division, will take charge of Official's important Detroit office.

The meeting Tuesday (29) at | Top man it. the St. Louis outlarge, according to reports, was Dallas. Altogether the sales staff

(Continued on page 13) now has 18 men.

ON WM'S DOOR **Reynolds Puts 'Intrigue' Show Into Syndication**

in the trade here it looked as if setting up the distribution operathe William Morris Agency had tion. gone into the syndication business, but the name on the door reads Sheldon Reynolds Productions. According to the announcement, Reynolds, producer of "Foreign Intrigue" and "Sherlock

NEW YORK, July 3 .- To many his agent, the Morris office, is

The firm will shortly start selling the 117 segments of "Intrigue" produced over the past three years for P. Ballantine & Sons, which has been spot booking the show in some 30 markets and sub-distributing it to the rest of the country. For re-run this series will be re-titled "Dateline But Reynolds himself has gone Europe." It stars James Daly, Jerome Thor and Sydna Scott.

New "Intrigue"

It is understood that the Reynolds-Morris firm will also syndicate the new 39 "Foreign Intrigue" shows to the markets not bought by Ballantine. The stars of the new series, which will be in a somewhat different format, have not yet been named.

The set-up will for the first time give Reynolds a chance to get residual income out of this show. His deal with Ballantine up to now has in effect been a national sale.

So far the new firm is handling only the one show. Reynolds' "Sherlock Holmes" had previously been signed to Motion Pictures for Television. Presumably Reynolds Productions will be on the hunt for outside properties to fill out its roster. A sales manager for the new operation is due to be named in the next two

Weeks.

Films Sales this week was mak- ratings. ing intensive research studies of its new vidfilm property, "The Whistler," to find its audience composition before the program goes into general release. The studies are being conducted by Oscar Katz, head of research for the CBS-TV network at the direction of Leslie Harris, head of CBS-TV Film Sales.

audience of adults and children, male and female, who will then specific likes and dislikes in regard to the program. It is expected, of course, that the major appeal of this kind of show will be to masculine viewers, but equally as important is how great that preference is.

Certain types of advertisers, those catering predominantly to male customers, if that is what the audience research shows, will be approached and told what the show will do for them.

CBS Film, in addition, is offering a projected rating for the show in cities of 100,000 population. This projection is based in some measure on what the show achieved when it was on radio, The vidfilm series will use the same plot lines and story material as used on those radio versions of the property which were strong rating-wise. The radio sponsor, Signal Oil, who will also bankroll the telefilm show regionally, has kept extensive records on the program's radio ratings. The stanza's stories have

NEW YORK, July 3 .- CBS-TV | been cataloged according to their

Also tied into the audience composition studies will be merchandising and promotion plans. Whatever promotion items are devised will be based on the kind of audiences the program appeals to most. The accent, according to to have made this possible was Harris, is on pre-fabricating the show as much as possible for was organized as a single, vermaximum sales. With that in ticle, trade-wide membership, IA, mind, all violence, bloodshed, on the other hand, as an affiliate Tested by Katz will be a mixed drinking and even cigarettes has of the AFL, is separated into craft been eliminated from the series. locals. Former AD members will The ban on smoking was made now join one or another of the fill out questionnaires to teli their so that cigar advertisers could be following IA branches: Camera- back to Paris for further producapproached.

> Who will be the winners in this all-industry poll?

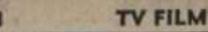
> What products will be selected by popular ballot for awards of merit?

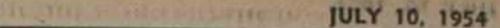
> We're tabulating the ballots now. Final returns are in and the vote is heavy!

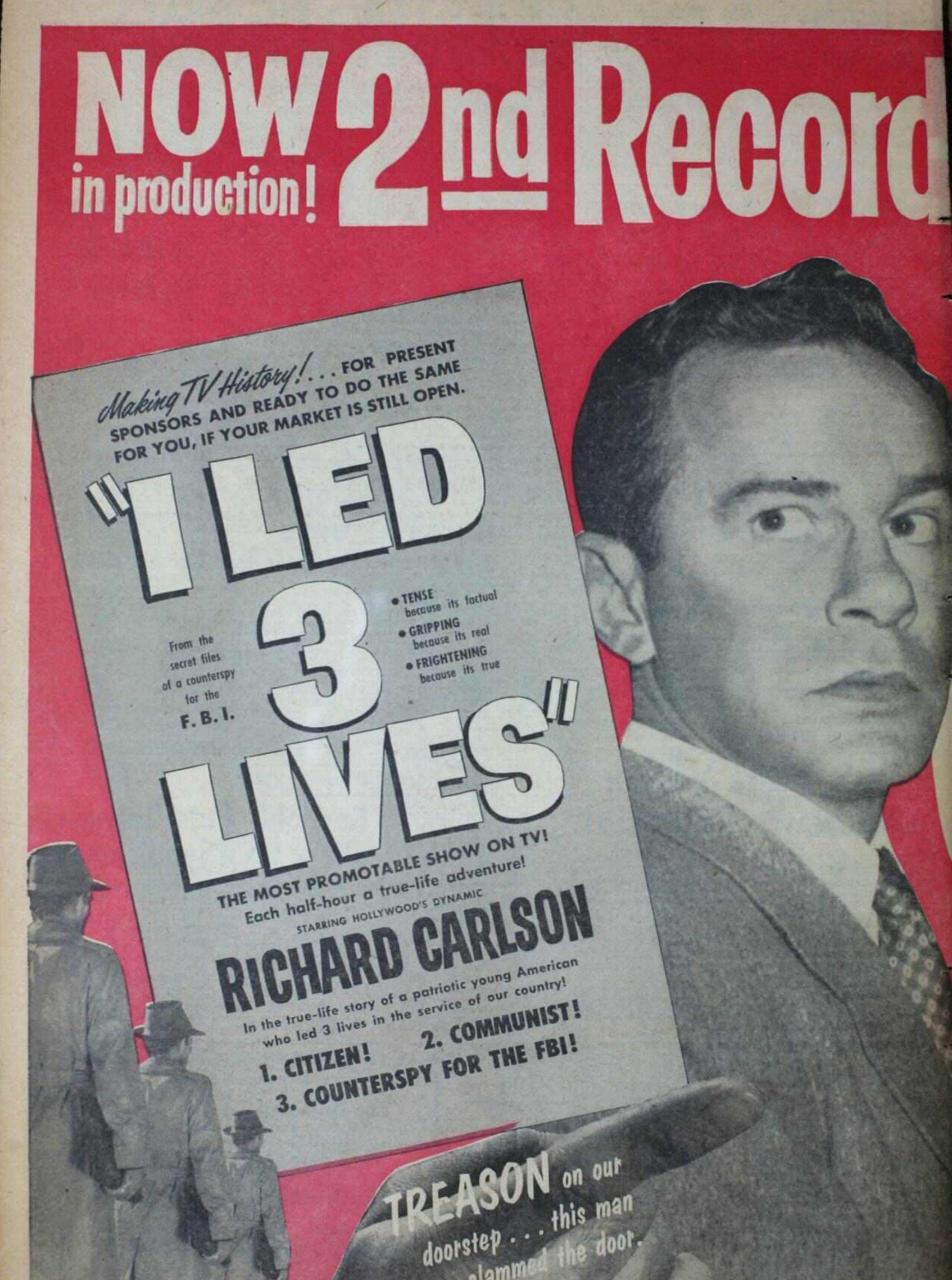
Watch for the announcement of winners in the July 31 issue of The Billboard.



TALENT AWARDS











Record-Breaking Renewals! It's terrific! Stations and sponsors rushing to renew months before expiration date. Renewed for second year by: PHILLIPS PETROLEUM COMPANY in 23 markets; COORS BEER in 8 markets; WIEDEMANN'S in 3 markets; FALLS CITY in Huntington; IDEAL LAUNDRY in Fort Smith; ECKERD'S DRUGS, INC. in Charlotte; KCBD-TV, Lubbock, Texas; WNAC-TV, Boston; KTNT-TV, Tacoma; KRON-TV, San Francisco; GOLDEN STATE CO., LTD., in 8 markets. **Record-Breaking Results!** Sponsors, agencies and stations speak for us in these quotes from typical unsolicited letters.

F. L. Rice, Manager, Advertising Department PHILLIPS PETROLEUM COMPANY

"Our average rating over 23 TV stations used has steadily increased. With I LED 3 LIVES we are getting more than our share of the viewing audience in tough, multi-station markets."

Carl L. Nelson, Advertising Manager

GOLDEN STATE COMPANY, LTD., California

"Every day we receive enthusiastic reports from our sales staff, from letters, comments from market owners, customers or people who have switched to Golden State products because of the show."



TV FILM 10

THE BILLBOARD SCOREBOARD

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

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

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

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions.

All films shown are sold on a syndicated basis unless they are designated by a dagger (1), in which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHP outlets.

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

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

May	Previous	Tide,	Type	and	Distribution	Station-Day-Time	in 1
ARB	Month's	-	Print a			State - Carl	5

SAN FRANCISCO 3 STATIONS

Sign-On to 7 p.m.-Monday thru Friday

21.2. 21.9. Superman-AdvFlamingo Films	each pr
Top Opp. & Rating: Science Lab.; Shell News 7.1	the val
16.6. 18.7. Wild Bill Hickok-West,-Flamingo Films	By r
Top Opp. & Rating: Science Lab.; Shell News	the second s
15.1 Hopalong Causidy-WestNBC Film	arately
Top Opp. & Rating: Science Lab.; Shell News	will al
11.7. 13.4. Biff Baker, U.S.AAdvMCA-TV	splices
Top Opp, & Rating: Science Lab.; Shell News	focusin
6.2., 6.4. Time for Beany-Child Consolidated TV KGO-F, 6:00-6:30 14.2	Gems t
Top Opp. & Rating: Uncle George: Adventure Time	The
4.5. 4.5. Comboy G-Men-West-Flamingo Films KGO-Th, 6:00-6:30 12.3	place a
Top Opp. & Rating: World Thru Stamps; Adventure Time	
2.4. 2.5. Crusader Rabbit-ChildConsolidated TV KPIX-W, 5:55-6:00 12.9	(12) at
Top Opp. & Rating: Howdy Doody	Some
1.8. 1.8 Play of the Week- Drama-Nat'l Telefilm Assoc. 1130-2100	package
	will ru
Top Opp. & Rating: Del Courtney	screenin
	panel
Sign-On to 7 p.m.— Saturday and Sunday	craftsm
9.5. 18.8. Annie Oakley-WestCBS Film	the second se
Top Opp. & Rating: Roy Rogers	unchion
As the this famous West from fair for the the tas the	
Top Opp. & Rating: Sunday Matinge: Cowboy G-Men	Gui
Top Opp. & Rating: Sunday Matinee; Cowboy G-Men	GUI
Top Opp. & Rating: Baseball	
7.1., 5.3 Drew Pearson-News-MPTV	C

1.0.		Rating: Kukla, Fran and Ollie	and the second second
5.8. 7.5.	Rocky Jones,	Space Ranger-Adv UTF KRON-S,	5:00-5:30
		The states of the second state	

top Upp. A Rating: Wrestling

THE BILLBOARD

Rating

ARB

MAY

NBC-TV Hue Test for FPA On New Tack

NEW YORK, July 3. - The color-film demonstration next week for the Film Producers' Association will differ in two major respects from the test that NBC-TV aired for Screen Gems last month. The FPA showing will include 35mm. film, and each process will be demonstrated separately.

The screen Gems test was in 16mm, only, and the three processes were intercut in each scene. NBC-TV had not yet installed a 35mm. color projector place.

The Screen Gems test became the subject of some controversy between the producer and NBC-TV's color experts. The points at issue will presumably be avoided in the FPA test.

Screen Gems had presented its film as the acid test of the virtues of each process. For this purpose, it was said, the three processes were produced under uniform conditions. But Stan Parlan of NBC-TV argued that this was not a valid comparison, since corrections could have been made in ocess to make it duplicate lues in any of the others. unning each process sepin the FPA test, NBC-TV to avoid the multitude of and the continual reg entailed in the Screen est.

demonstration will take at 2:30 p.m. on Monday the Colonial Theater here. 50 different name brand es will be shown. The film in about an hour. The ng will be followed by a discussion among the Internal formed for

duction and NB	C's color expert
Guild's	New
Service	Adds

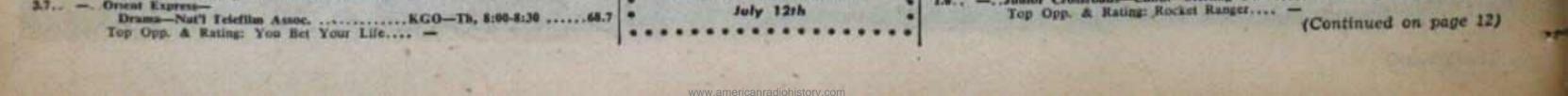
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JULY 10, 1954 Rating "Nonth's Previous Thile, Type and Distribution Station-Day-Time In Line Top Opp. & Rating: This Is Your Life 11:00-11:15 7.7 Top Opp. & Rating: Martin Kane -0.3-. . 0.3. Professor Yes 'n' No-Top Opp. & Rating: Your Show of Shows -CHICAGO 4 STATIONS Sign-On to 7 p.m .- Monday thru Friday 12.4., 13.5., Gene Autry-West-CBS Film WBBM-M to F. Top Opp. & Rating: Close-Up 5.8 5.8. 6.9. Close-Up-News-Guild Films WNBQ-M to F. Top Opp. & Rating: Gene Autry when the Screen Gems test took Sign-On to 7 p.m.-Saturday and Sunday

Top Opp. & Rating: Baseball 19.2 Top Opp. & Rating: Action Theater -Top Opp. & Rating: Baseball -5.8. 20.1. Cisco Nid-West-Ziv TV WBKB-S, 4:30-5:00 20.6 Top Opp. & Rating: Kentucky Derby; Sports Slant -Top Opp. & Rating: Rocky Jones, Space Ranger -Top Opp. & Rating: Ray Rayner -3.2.. 4.0. Rocky Jones, Space Ranger-Adv.-UTP WBKB-5, 5:30-6:00 9.4 Top Opp. & Rating: Jack Benny -0.4-.. 3.3. . 1 Adventures of Blinky-Top Opp. & Rating: Tenth Inning -7 p.m. to Sign-Off-Monday thru Sunday Top Opp. & Rating: Blue Ribbon Bouts; Sports Spot. ... 19.2. Top Opp. & Rating: Make Room for Dandy ... 20.0 Top Opp. & Rating: Liberace 17.6 Top Opp. & Rating: Wrestling 8.4 13.0..17.1..Life of Riley-Comedy-NBC Film WBKB-T, 19:00-10:3044.8 Top Opp. & Rating: Four Leaf Clover Theater 14.8 12.0., 12.7., 1 Led Three Lives-Ady .-- Ziv TV WGN-T, 9:30-10:00 55.2 Top Opp. & Rating: Name's the Same 18.2 Top Opp. & Rating: Person to Person

Top Opp. & Rating: Wrestling; Hollywood Premiere Theater -

Top Opp. & Rating: Rocky Jones; Wrestling	Commercials	9.411.0. Racket Squad-MysABC Film
5.4. 6.1. Adventures of Blinky-		The Part & Ballant Studio Das -
ChildHawley and Hoops	NEW YORK, July 3 Guild	#4 7.1 Boston Blackie-Myz-Ziv TV
Top Opp. A Rating: Game of the Week	Films is offering a new service to	Top Opp. A Rating: Place the Face
4.4., 6.9 / Captain Midnight-AdvWander Co	advertisers by which for a nom-	8.0. 10.7. Heart of the City-Drama-United TV WBKB-M, 10:00-10:3043.0
Top Opp. & Rating: Game of the Weck	inal sum they can have their	Top Opp. & Rating: Weatherman: News
3.7., - !Johnny Jupiter-Child,-Hawley and Hoops., KPIX-S, 1:30-2:00 9.4	commercials inserted in their pro-	8.6 16.0 Dangerous Assignment-Adv NBC Film WBKB-F, 9:00-9:30 58.2
Top Opp. & Rating: Sports Highlights	grams. Customary procedure is	Ton One & Rating: Cavalcade of Sports
The set of	to send these commercials to the	1 8.0., 9.7., Colonel March-MyL-Ollicial Films
Top Opp. & Rating: Kit Carson; Family Play		Too One, & Rating: Place the Face
7 p.m. to Sign-Off-Monday thru Sunday	stations and let the outlets handle	7.2., 6.8. Times Square Playhouse-Drama-Ziv TV WGN-T, 9:00-9:3049.6
I pair to bigh-ori-Monday thru bunday	the insertion of commercials.	Top Opp. & Rating: Danger
38.3 Stranger Than Fiction-MiscUnited World. KRON-F, 7:30-7:45 57.9		7.2. 11.0. The Visitor-Drama-NBC Film
Top. Opp. & Rating: Stu Erwin13.9	stations flagrantly mishandle	Top Opp. & Rating: Four Leaf Clover Theater
28.125.8	film, punch holes in it and splice	7.2, 2.3. Hollywood Half-Hour- Drama-Consolidated TV
Top Opp. & Rating: Waterfront14.2	unnecessarily to the point where	Top Opp & Rating: Public Defender
24.4 Clsco Kid-West,-Ziv TV	they damage the prints. The	6.8., 5.3. City Detective-MysMCA-TV
A THE WEEK OF CONTRACT AND THE TAXABLE AND TAXABLE	handling of the sponsor's com-	Top Opp. & Rating: Kraft TV Theater
	mercials by Guild itself, it is felt,	6.0
Top Opp. & Rating: Television Playhouse		Too One, & Rating: Your Hit Parade
Top Opp. & Rating: Studio One21.7		5.2., 8.8 !Kent Theater-Drama-P. Lorillard WBKB-W, 8:00-8:30 59.8
22.9. 27.8. Range Rider-West-CBS Film	sponsor money in the long run.	Top Opo, & Rating: Kraft TV Theater
Top Opp, & Rating: Science in Action 15.7	Guild clients are advised to	4.8., 7.7. Hollywood Off-Beat-MyzUnited TV WBKB-Th, 10:30-11:00 19.0
21.0, 23.2 Dangerous Assignment-Adv,-NBC Film KGO-M, 8:30-9:0060.6	send their commercials to the dis-	
Top Opp. & Rating: Godfrey's Talent Scouty25.4	tributor, who will then properly	3.2., 1.3., tEversharp TV Theater-
21.0. 16.1 .Racket Squad-MysABC Film	cue them into the shows. Guild	Drama-Eversharp Co
Top Opp. & Rating: Robt, Montgomery,21.0	fees for this service are said to	Top Opp. & Rating: What's My Lines
17.3. 25.1 .1 Led Three Lives-Adv Ziv TV	be one half of what local sponsors	2.8 Ramar of the Jungle-AdvIFA content of the first the
Top Opp. & Kating: Nejes; Cuppa Joe 3.0	are paying, and, in many cases,	
16.3 17.5 Amos 's Andy-Comedy-CBS Film	one-quarter.	2.4, . 3.5. Sportsman Club-Sports-Syndicated Films WGN-M, 8:30-9:0059.8
Top Opp. & Rating: Lone Ranger	Ch. 11.2	Top Opp. & Rating: Red Buttons 2.0 2.0. Captured-MyzNBC Film
15.3. 16.1. I Am the Law-Mys-MCA-TV	Guild will send out direct mail	The fine & Ballon Million Herle
Top Opp. & Rating: Burns and Allen	pieces on its latest service next	1.6
14.6 Janet Denn, R.NDrama-MPTV		Ton Oon & Bation: Your Hit Farade
Top Opp. & Rating: Rocky King 14.2. 10.3. Waterfront-Adv,-United TV	clients is said to be good.	1.4. 5.5. Biff Baker, U.S.AAdvMCA-TV WBBM-Su, 10:15-10:45.,42.4
Analy Transformer-Aux-Child I v street at a street at	the second se	Artic sectors of Barlan, Counters Theater
The floor & Decision Decise 714		Top Opp, & Rating: Courtesy Ancaverson
Top Opp. & Rating: Badge 714	Autor to Marga	Top Opp, & Rating: Courtesy Theater
Top Opp. & Rating: Badge 714	Autry to Merge	0.8. 1.3. Front Page Detective
Top Opp. & Rating: Badge 714	Autry to Merge	0.8. 1.3. Front Page Detective- MysConsolidated TV
Top Opp. & Rating: Badge 714	Autry to Merge Various Pic Firms	6.8. 1.3. Front Page Detective- MysConsolidated TV
Top Opp. & Rating: Badge 714	Autry to Merge Various Pic Firms	0.8. 1.3. Front Page Detective- MysConsolidated TV
Top Opp. & Rating: Badge 714	Various Pic Firms	 8.8. 1.3. Front Page Detective— Mys.—Consolidated TV
Top Opp. & Rating: Badge 714 — 14.217.8 Meart of the City—Drama—United TVKRON—W, 10:30-11:0018.1 Top Opp. & Rating: News; Wrestling	Various Pic Firms CHICAGO, July 3 Gene	6.5. 1.3. Front Page Detective- MysConsolidated TV
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Top Opp. & Rating: Badge 714 14.217.8 Meart of the City-Drama-United TV	Various Pic Firms CHICAGO, July 3. — Gene Autry is going to consolidate his several TV film production com-	4.8 1.3. Front Page Detective- MysConsolidated TV
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Top Opp. & Rating: Badge 714 14.217.8 Meart of the City-Drama-United TV	Various Pic Firms CHICAGO, July 3. — Gene Autry is going to consolidate his several TV film production com- panies under the one title, Flying	4.8 1.3. Front Page Detective- MysConsolidated TV
Top Opp. & Rating: Badge 714 14.217.8 Meart of the City-Drama-United TV	Various Pic Firms CHICAGO, July 3. — Gene Autry is going to consolidate his several TV film production com- panies under the one title, Flying A Productions. This was revealed by Mitch Hamilburg, vice-presi-	A. 1.3. Front Page Detective- MysConsolidated TV
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Top Opp. & Rating: Badge 714 14.217.# Meart of the City-Drama-United TV	Various Pic Firms CHICAGO, July 3. — Gene Autry is going to consolidate his several TV film production com- panies under the one title, Flying A Productions. This was revealed by Mitch Hamilburg, Mice-presi- dent of the company, who was here this week to fimilize the sale of "Annie Oakley" to TV Time	 4.8. 1.3. Front Page Detective- MysComsolidated TV
Top Opp. & Rating: Badge 714 14.217.# Meart of the City-Drama-United TV	Various Pic Firms CHICAGO, July 3. — Gene Autry is going to consolidate his several TV film production com- panies under the one title, Flying A Productions. This was revealed by Mitch Hamilburg, Mice-presi- dent of the company, who was here this week to fimilize the sale of "Annie Oakley" to TV Time	 A. 1.3. Front Page Detective- MysConsolidated TV
Top Opp. & Rating: Badge 714	Various Pic Firms CHICAGO, July 3. — Gene Autry is going to consolidate his several TV film production com- panies under the one title, Flying A Productions. This was revealed by Mitch Hamilburg, Mice-presi- dent of the company, who was here this week to fimilize the sale of "Annie Oakley" to TV Time Popeorn. Hamilburg said there has been too much confusion in	 a. 1.3. Front Page Detective- MysConsolidated TV
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14.2. 17.8 Meart of the City-Drama-United TV KRON-W, 10:30-11:00 18.1 14.0. 13.1 Colonad March-MysOfficial Films KRON-F, 10:00-10:30 37.4 14.0. 13.1 Colonad March-MysOfficial Films KRON-F, 10:00-10:30 37.4 11.9. 15.3 Reston Blackle-MysZity TV KGO-T, 8:30-9:00 59.5 Top Opp. & Rating: Milton Berle. - 117. Mr. Distriet Attorney-MysZity TV KGON-M, 7:90-7:30 49.0 11.7. Mr. Distriet Attorney-MysZity TV KRON-M, 7:90-7:30 .42.0 11.5. 10.6 (Death Valley Days-WestPackle Baerst & #20-9:00 .22.6 11.5. 11.6 (Death Valley Days-WestPackle Baerst & #RON-M, 10:00-10:30 .42.0 11.5. 11.6 (Death Valley Days-WestPackle Baerst & #RON-E, 8:39-9:00 .22.6 11.5. 11.6 (Death Valley Days-WestPackle Baerst & #RON-E, 7:105-0:10:00 .42.0 11.5. 11.6 Counterpoint-Drama-Walted TV	Various Pic Firms CHICAGO, July 3. – Gene Autry is going to consolidate his several TV film production com- panies under the one title, Flying A Productions. This was revealed by Mitch Mamilburg, Mice-presi- dent of the company, who was here this week to finitine the sale of "Annie Oakley" to TV Time Popeorn. Hamilburg said there has been too much confusion in having a separate firm for each of their properties. FUN-KISSEDI GOOD	6.8. 1.3. Front Page Detective— Mys_Commonitated TV WGN-Tb, 7:30-8:80 46.3 Top Opp, & Rating: Four Star Playhouse
14.2. 17.8 Heart of the City-Drama-United TV	Various Pic Firms CHICAGO, July 3. – Gene Autry is going to consolidate his several TV film production com- panies under the one title, Flying A Productions. This was revealed by Mitch Mamilburg, Mice-presi- dent of the company, who was here this week to finitine the sale of "Annie Oakley" to TV Time Popeorn. Hamilburg said there has been too much confusion in having a separate firm for each of their properties. FUN-KISSEDI GOOD	4.8. 1.3. From Page Detective- Mys_Consultated TV.
Top Opp. & Rating: Badge 714 KRON-W, 10:30-11:0018.1 14217.4 Heart of the City-Drama-United Films	Various Pic Firms CHICAGO, July 3. – Gene Autry is going to consolidate his several TV film production com- panies under the one title, Flying A Productions. This was revealed by Mitch Hamilburg, Mice-presi- dent of the company, who was here this week to fimilize the sale of "Annie Oakley" to TV Time Popeorn. Hamilburg said there has been too much confusion in having a separate firm for each of their properties. FUN-KISSED!	4.8. 1.3. From Page Detective- MysConsolidated TV
14.2. 17.8 Heart of the City-Drama-United TV	Various Pic Firms CHICAGO, July 3. – Gene Autry is going to consolidate his several TV film production com- panies under the one title, Flying A Productions. This was revealed by Mitch Mamilburg, Mice-presi- dent of the company, who was here this week to finitine the sale of "Annie Oakley" to TV Time Popeorn. Hamilburg said there has been too much confusion in having a separate firm for each of their properties. FUN-KISSEDI GOOD	4.8. 1.3. From Page Detective- Mys_Consultated TV.



Sheldon Reynolds'

Production of





... Starring Ronald Howard as Sherlock!



The greatest detective of all time comes to TV ... on film. Here is a series that is backed with one of the most extensive pre-sold audiences in TV history. For almost 70 years the adventures of SHERLOCK HOLMES and his friend Dr. Watson have been thrilling

Marion Crawford as Watson

audiences in the great Arthur Conan Doyle books! In the movies ... on the stage ... and in daily and Sunday newspapers ... the magic name of SHERLOCK HOLMES always has meant box office! And now - as a TV film show produced by Sheldon Reynolds, creator of "Foreign Intrigue", and starring Ronald Howard, brilliant young English actorthe potential is even greater!

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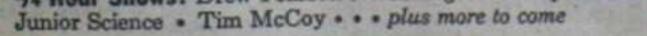
SAN FRANCISCO 625 Market St. San Francisco, Calif. Douglas 2-1387

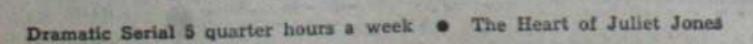
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44 Hour Shows: Drew Pearson's Washington-Merry-Go-Round







12 TV FILM

THE BILLBOARD SCOREBOARD

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

Continued from page 10

Rating Rating

- ARB Month's
- May Frevious Title, Type and Distribution Station-Day-Time
- 1.6. -... IJohnny Jupiter-Child .- Hawley and Hoops ... WEWS-S, 1:30-2:00 11.9 Top Opp. & Rating: Western Theater -
- 1.1. -. Rumar of the Jungle-Adv .- TPA WDTV-S, 1:30-2:00 11.9 Top Opp. & Rating: Western Theater ... -1.1. - Yesterday's Newsreel-Docum.-Ziv TV WDTV-S, 6:45-7:00......16.7
- Top Opp, & Rating: Film Short -
- e.s., -, Animal Time-Child.-Sterling TV WXEL-5, 10:45-11:00.....14.0 tions with the Screen Actors' Top Opp. & Rating: Western Theater -

7 p.m. to Sign-Off-Monday thru Sunday

- 25.9., -...Racket Squad-Mys.-ABC FilmWKBN*-M, 8:30-9:00.....67.2 Sauter never did get involved, side of the 1939 World's Fair at Top Opp. & Rating: Godfrey's Talent Scouts.... 31.0

- 14.1. -.. I Led Three Lives-Adv .-- Ziv TV WEWS-F. 10:30-11:00..... 53.6 Top Opp. & Rating: Cavalcade of Sports: Greatest Fights.... 15.6
- 13.0. ... Foreign Intrigue-Adv .- J. W. Thumpson WEWS-Su, 10:00-10:30....61.0 Top Opp. & Rating: Loretta Young 18.9
- Top Opp. & Rating: Four Star Playhouse 22.7
- Top Opp. & Rating: Paul Winchell. 17.3
- 8.9. -... Biff Baker, U.S.A .-- Adv .-- MCA-TV WEWS-Th, 10:30-11:00. 46.9 Top Opp. & Rating: Stars on Parade....20.0
- 7.6., -.. Crusade in the Pacific-Top Opp. & Rating: Serial Theater -
- 5.9.. -. City Detective-Mys.-MCA-TV WNBK-W, 10:30-11:00...50.7 Top Opp. & Rating: Blue Ribbon Bouts: This Week in Sports
- 4.9. Greatest Drama-Docum.-Gen'l Teleradio ... WFMJ=-Th, 10:30-10:45. .47.0 Top Opp. & Rating: Stars on Parade -
- 4.9. -.. !Kent Theater-Drama-P. Lorillard WEWS-S, 10:30-11:00....59.7 Top Opp. & Rating: Your Hit Parade -
- Top Opp. & Rating: Studio One -
- Boston Blackie-Mys.-Ziv TVWXEL-F, 9:30-10:00.....64.2 43 .. -. Top Opp. & Rating: Our Miss Brooks....
- 3.5. . March of Time-Docum .- March of Time ... WKBN*-T, 8:00-8:30 56.6 Top Opp & Rating: Milton Berle -
- Top Opp. & Rating: Strike It Rich -
- Top Opp. & Rating: Stars on Parade -
- 2.7. -... Mr. District Attorney-Mys .-- Ziv TV WEWS-S, 7:30-8:00 36.9
- Top Opp. & Raling: Playhouse 27 -
- Top Opp. & Rating: Captain Video; Rambling Reporter -
- 1.6. . -.. China Smith-Adv .-. Nat'l Telefilm Assoc. ... WNBK-5, 7:00-7:30..... 18.9 Top Opp. & Rating Crusade in the Pacific -

THE BILLBOARD

Plans for N. Y.'s TV Center Lost In Two Years of Talk, No Action

Continued from page 1

Sets

how much studio space would be around with blueprints drawn up in such a place that there will be needed. The New York Journal- by the engineering firm of Byrne room for expansion norizontally, American ran an editorial salut- Associates at a cost said to He estimated that it will cost uping the drive and pleading "Keep approximate \$40,000. TV Here."

All that was two years ago. Today the first brick has still not in Use been laid, and inside the industry the movement seems to have run. out of steam.

the movement in the latter part is sure that some day all these of 1952 when it got into negotia- efforts will have to come to a Guild on scales for commercials. Shirley went out of office when convinced him that the best locathe new administration came in. The Board of Trade has stepped Flushing Meadows, Queens. Years into the background.

fires were kept burning by a ferent sites in and around the deputy in the City Commerce city, but they were all rejected Commission, Frank Connaughton. by the networks. For the past year and a half Connaughton believes that the

Connaughton Acts

Connaughton has held loads of conferences. He's met with network engineers, with talent and craft unions, with leading advertisers, with banks and money The FPA was diverted from people and with the Mayor. He head.

Connaughton's studies have tion for the Center would be the ago, Park Commissioner Robert Thru all this time the home Moses proposed more than 15 dif-

Connaughton has been playing center will have to be constructed

ward of \$100,000,000 to complete the entire project. Completion of the plans and surveys alone will cost \$1,000,000.

JULY 10, 1954

Meanwhile, it's every producer for himself, and in TV film (not counting interview shows, stock, shot jobs and commericals) this means Hollywood about 30 to one.

Big Advertisers Get Sales Pitch On'Gangbusters'

NEW YORK, July 3 .- General Teleradio's Film Division, which up to now has been devoting all its efforts to its feature film package, this week began pitching its new "Gangbusters" series at national advertisers.

The title "Gangbusters," it's understood, will be kept as the tag for the show unless an advertiser who buys the show decides otherwise, or unless the "Gangbusters" trademark, which General Teleradio purchased from Philips H. Lord, is sold to another producer.

Lord originally produced 17 "Gangbusters" segments for Chesterfield's run on NBC-TV. These 17 episodes, plus nine additional, were turned over to the NBC Film Division for syndica-

The new first-run "Gangbusters" is being produced in Hollywood by Visual-Drama, Inc., the TV film production subsidiary

Leon Fromkess Says TPA Steering Clear of Color

HOLLYWOOD, July 3. - Be- of recoupment in the undecause of the continuing increase termined future. This added cost in the development of quality col- is no small item and is a poor or film and the negative factor risk, Fromkess declares, since the that he does not expect to see pictures themselves doubtless will tinted TV commercially feasible become obsolete by the time they for at least five years, Television could be used on TV. Programs of America's Executive Fromkess also obs

or for some time.

The executive termed as fool- selves to tint. He specifically cited ishly expensive the acquistion of the mystery show as a prime extinted telefilms against the day ample which depends to a large when they could be profitably degree on low key photography telecast. Pending that time, From- and whose effectiveness would be that General Teleradio took over kess pointed out, the producer lost with color. Fromkess pointed from Lord. It's understood that loses on another score-the black- to three of TPA's series-"Halls of eight episodes are already com-negative is inferior in that it lacks and Benita Hume; "Ellery Queen" four segments, never shown on definition. For the producer who and "Lassie," all of which are the air, which General Teleradio wants to maintain superior qual- currently in production-that will acquired from Lord. Whether ity, Fromkess feels that this is an continue to be shot in black and these four episod s will be made as color film quality is constantly tended by Robert Maxwell & being improved and the industry Associates, producers of "Lassie," has not as yet established one col- to shoot the series in color, but or standard for TV transmission. Fromkess indicated this has now Add to this, Fromkess says, the been suspended. Another likely approximately 30 per cent in- candidate for color is TPA's crease in production cost with col- "Ramar of the Jungle," but which or, the producer is merely upping will not be shot in color when his expenditures with moot chance production is resumed. Pix Returning

Fromkess also observed that Producer Leon Fromkess this even with the advent of color TV, week declared none of TPA's he believes, as do other leading production would be done in col- producers, that many of the telefilm series do not lend them- tion under the title "Captured."

- Top Opp. & Rating Big Town -
- 1.3. -. Life With Elizabeth-Comedy-Guild Films .. WDTV-Th. 8:00-8:30 59.7
- Top Opp. & Raint: You Bet Your Life -
- Top Opp. & Rating: News.... -
- Top Opp. & Rating: Meet Millie -
- Top Opp & Rating: Four Star Playbouse -
- Top Opp & Eating: Make Room for Daddy -
- Top Opp. & Pating: Loretta Young -
- 0.5. . Crown Theater-Drama-CBS Film WNBK-M, 10:30-11:00....54.3 Top Opp. & Rating: Studio One -
- Top Opp. & Rating: Badge 714 ... -6.5. - Colonel March-Mys.-Official FilmsWDTV-W, 9:30-10:00....67.5
- Top Opp. & Rating: I've Got a Secret -
- Top Opp. & Rating: This Week in Sports -

- Top Opp. & Rating: Thursday Theater -
- Top Opp. & Rating Thursday Theater -

Sign-On to 7 p.m .- Monday thru Friday

- Top Opp. & Rating: Early Show 10.0
- 12.5. 13.2. Ramar of the Jungle-Adv .- TPA WFIL-M to F, 6:00-6:30. 35.8 Top Opp. & Rating: Frontier Playhouse: Others......9.0
- Top Opp & Rating: Pinky Lee, Howdy Doody -
- Top Opp. & Rating: Love of Life; Search for Tomorrow
- Top Opp, & Rating: Art Linkletter -

Sign-On to 7 p.m .- Saturday and Sunday

- Top Opp, & Rating: Kit Carson 5.1
- 10.5. 9.3 Files of Jeff Jones-Mys.-CBS Film WCAU-5, 4:30-5:00 12.1 Top Opp & Rating: Dig Dobson -
- Top Opp. & Rating: Frontier Playhouse -
- Top Opp. & Rating: Kentucky Derby; Sports -5.7. 10.2 . Adventures of Blinkey-

- Top Opp. & Rating: Badge 714 -

been decided.

Harmon's Grid

HOLLYWOOD, July 3 .- Tom Harmon's "Pigskin Predictions" covering the 1954 football season will be available as a TV feature beginning in mid-September, it was announced here this week by Ed Buckalew, sales manager for Wayne Steffner Productions. The programs covering the entire collegiate football season will be produced on a high speed schedule, making the films available thruout the country before he play

Buckalew said that Harmon would cover beween 35 and 40 games each week. Harmon will diagram outstanding plays of the week and interview various coaches and other guests, then give his predictions which have proved 87 per cent accurate over the past five seasons. The series will not include film clips of game action.

Annie' Sold to 2d Nat'l Client

NEW YORK, July 3 .- "Annie Oakley" was sold to a second national sponsor this week in a two-year deal to begin in October. The sponsor is TV Time Popcorn, which before making this buy had concentrated on spots and participations. B&B Enterprises put the product on the market for the first time only about three years

The new sponsor will carry the show alternate weeks with Canada Dry, which has "Oakley" in some 70 markets. It will pick up the show in each city as the local alternate-week sponsors drop out. B&B is aiming for 100 markets ultimately.

4.4. 11.4. Art Linkletter and the Kids-The deal was set in Chicago Top Opp. & Rating: Late Show -early this week. CBS-TV Film Top Opp & Rating: You Are There -Sales distributes the show. Sher-Top Opp & Rating: Playhouse -1.0. 0.3-. Ramar of the Jungie-Adv .- TPA WFIL-Su, 11:30-12:0011.3 Win Robert Rodgers & Associates Top Opp. & Rating: Zane Grey Western Theater -Top Opp. & Rating: Detective Time is TV Time's agency.

Previous Title, Type and Distribution Station-Day-Time

- Top Opp. & Rating: Kentucky Derby; Sports -

Rating Rating

ARB Month's

May

- Top Opp. & Rating: Dangerous Assignment.... 10.2
- Top Opp. & Rating: I Am the Law 8.9
- 21.1. 23.6 Boston Blackle-Mys.-Ziv TV WCAU-Th, 7:00-7:30 32.3 Top Opp. & Rating: Hopalong Cassidy 6.8
- 17.5. .24.6. . Victory at Sea-Docum.-NBC Film WFIL-T, 7:00-7:3033.8 Top Opp. & Rating: Big Idea 11.7 17.3., -...Bill Baker, U.S.A.-Adv.-MCA-TVWCAU-F, 10:30-11:0042.3
 - Top Opp. & Rating: Sports, Greatest Fights.... 19.0
- 11.7. 13.0. Foreign Intrigue-Adv.-J. W. Thompson WCAU-Th, 10:30-11:00 ... 36.6 Top Opp, & Rating: Mystery Hour 15.6
- Top Opp. & Rating: Ford Playhouse -
- 10.2. 9.5. Dangerous Assignment-Adv .- NBC Film WFIL-M, 7:00-7:30 41.7
 - Top Opp. & Rating: News and Sports -
- 8.9.. 9.2.. I Am the Law-Mys.-MCA-TV WFIL-W, 7:00-7:30 36.8
- Top Opp. & Rating: This Is Your Life.... -7.0.. 4.1. Mr. District Attorney-Mys.-Ziv TV WPTZ-T, 10:30-11:0043.6
- Top Opp. & Rating: Blue Ribbon Bouts; Sports
- 6.8.. 8.9 Hopalong Cassidy-West.-NBC Film WFIL-Th, 7:00-7:30 32.3
- Top Opp. & Rating: Jack Benny -
- 6.0. . -. Life With Elizabeth-Comedy-Guild Films ... WFIL-F, 10:30-11:0042.3

Top Opp. & Rating: Playhouse -

Sets in Use

- - Top Opp. & Rating: Files of Jeff Jones -
 - Top Opp. & Rating: Baseball -
- 7 p.m. to Sign-Off-Monday thru Sunday

27.6. 35.7 . Superman-Adv.-Flamingo Films WCAU-M, 7:00-7:3041.7

24.1. 26.5. I Led Three Lives-Adv .- Ziv TV WCAU-W, 7:00-7:30 36.8 dates on the following weekend.

TV FILM

13

Telefilm Will Shoot Series On B. Goodman

NEW YORK, July 3.-Telefilm Enterprises is setting plans for a half-hour film series starring Benny Goodman. Charles Wick, head of TE and Goodman's personal manager, went to the West Coast this week to present the musician with a format. Wick will try to get the old Goodman sextet together again for this series, which will be an all-jazz show

sales on the Benny Goodman show, and so wants to get produc-tion started in Hollywood as soon tion started in Hollywood as soon as possible. They thus expect to be able to cash in on the ballyhoo for the feature film, "The Benny Goodman Story," which Univerzal is due to release around the Tirst of the year.

Bolger Show Adds Lanfield, **Stan Shapiro**

HOLLYWOOD, July 3 .- Stan Shapiro has been set to produce Ray Bolger's new ABC-TV network show, replacing Jerry Bresler, who was producer for the first year. At the same time it was announced that John Rich would for the series which will be spondirect, replacing Sidney Lanfield, as plans were being made at Motion Picture Center for a shooting slot optioned on the ABC-TV netstarting date later this month.

Desliu Productions this week confirmed that it had inked contracts for the physical production of the Bolger show as well as the Danny Thomas Show, another ABC-TV package. Thomas' pro- not aware of the importance of duction crews, however, remain the meeting.

FILM FESTIVAL

CHICAGO, July 3 .- For the third consecutive year, film companies will have an opportunity to exhibit film packages before advertisers and agency representatives when WGN-TV holds its annual film festival on August 5.

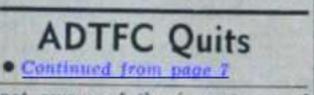
Ted Weber, WGN-TV sales manager, extended invitations to the afternoon and evening performances to all Chicago advertisers and agency personnel to enable them to preview the programs available for TV this fail,

Desilu to Roll Havoc Series

HOLLYWOOD, July 3 .- Desilu Productions this week set August 2 as the starting date for filming of its new June Havoc starring series, tentatively titled "The Artful Miss Dodger," and announced that veteran director George M. Cahan would meg. Shooting will be done at Motion Picture Center.

William Spier, Miss Havoc's husband, will produce the series as well as co-ordinate the writing of three scripters, two of whom will work in Hollywood and the third, Louis Pelleetier, in New York, with whom Spier wrote the original story. The other writers are Alan Lipscott and Bob Fisher.

A decision is yet to be reached on the network and time of airing sored by General Mills. It is understood General Mills has a time work.



ANNUAL WGN-TV Three New Film Series Due For ABC Syndication Div.

'Passport,' Stoloff's Mounties and 'Mandrake' Up; Pacts Not Signed

next season. In addition to "Paus-port to Adventure," ABC will begin shortly in Bermuda under Stands for the president of the dian Mounties and also "Man-|eran producer Bob Mann. drake, the Magician" to be pro-Herald Corporation.

three segments of his show in King Features. Hollywood with Lloyd Bridges

NEW YORK, July 3. - Tho | Bridges is replacing Franchot In addition to the Mountie show, nothing has been signed yet, ABC Tone in the legit hit here, "Oh he is mulling production of an-Film Syndication is definitely in Men! Oh Women!" The show is other series simultaneously.

have the new Victor Stoloff mys- the guidance of John Allen, who tery-adventure about the detec- resigned last week as radio-TV tive division of the Royal Cana- head of Lever Brothers, and vet-

The Herald Corporation is duced by the newly formed partly owned by the John Gibbs agency. Rights to the Mandrake Stoloff has already completed character were obtained from

Hunts Stages

starring. He is now switching Stoloff this week began looking production to New York, since for two large sound stages here.

firm, J. K. Sims, a lawyer from Kichener, Ontario. The firm is backed by several other persons from that town, including the Seagram whiskey people.

Stoloff will be producer-director of the Bridges show, which is still untitled, but will only produce and not direct any other series he may shoot at the same time. Stoloff has Bridges under a three-year contract and has the same for the writer of the show, Robert Hill.

In addition to Bridges, other well-known film personalities will be used in the series on a one-shot basis. Angela Lansbury has already appeared in one episode. Stoloff, a motion picture veteran, has TV credits on "Ford Theater" and "Jewelers' Showcase," among others.

"Passport" stars Cesar Romero. scale production on this one as Film salesmen, learning of the soon as all papers are signed.

White Named

NEW YORK, July 3. - Paul White this week joined Bernard

Schubert's TV film properties are "The Adventures of the Fal-con," distributed by NBC Film

WANTS FIRST-RUN FILMS

that Jim Moran, the fabulous auto firm,

dealer here, was going to substivolume business were stilled this week with the statement that not good prices.

stated that the rumor was probpresent live show. This show, Hygo's "Big Ten" group. "The Courtesy Hour," runs Fridays and presents alternately Prior to the meeting, ADTFC each week a barn dance and a leaders met with IATSE's East variety show. Feelings were that SG Expanding Prior to the meeting, ADTFC each week a barn dance and a Coast Motion Picture Council and the variety show should be For the second season, the Bolger agreed on the merger principle. changed to more production num-The latter group has been driving bers and less of the juggling and to eliminate dual unionism here magic type acts. Thus, the only for almost two years. Earlier this change was to add the ABC oryear the AD launched an educa- chestra under the baton of Rex tional and promotional campaign Maupin and the booking of more The film shows, according to two film craft unions, and that Barkin, have a current ARB rating of 31.0 and are highly effec-

CHICAGO, July 3. - Rumors tive and successful for the auto Hal Roach Jr. will go into full-

tute live shows for the feature unusually high prices paid by films which have gained him his Moran for first-run feature films, are still rushing to him with their properties. Barkin said, "They only will Moran keep his film will continue to pay top price in show, but he will continue to pay this area for first-run features as Schubert V-P long as they can get them. How-Hal Barkin, account executive ever, they won't pay those prices for the Malcom Howard Adver- for second rate films, and that's tising Agency, which handles the Moran Courtesy Motors account, coming in with." An example of vice-president. White was presithe type of picture being used is dent of PSI-TV until 1953. Since ably circulated by a change in "Tulsa," which is currently run- then he has been running his own policy regarding the account's ning in theaters. It is part of production company.



Chi. Auto Dealer Denies He's Switching to Flesh

intact with Lou Edelman as producer and Sheldon Leonard as director.

show format will be changed slightly and for the first time it will be filmed before a studio cardience as is now done with the Thomas series.

NTA Signs 3 Franchises

NEW YORK, July 3 .- National Telefilm Associates this week signed three more franchised agents. To cover Canada out of a Montreal office, NTA named N. Vaillancourt, who has been in the educational film business there for 18 years.

On the West Coast, replacing Bernie Tabakin, who is reported to be going back into production on "China Smith." NTA named Ed Gray, formerly of PSI-TV. And to cover Washington and the the number of sponsers by 800 of this year will see Liberace States of Maryland and Virginia, per cent over that period, from playing in 194 markets, "Palooka" NTA signed Alvin Epstein, for- 39 to 309. Of course during the in 5 and "Life With Elizabeth" merly an ad agency man. Vic first six months of its existence in 104. Bikel, who formerly had that ter- Guild was selling only "Liberritory, has been given a roving ace." Now, in addition, it has assignment and is now in Texas."Joe Palooka," "Life With Eliza-

to let the industry and public singing and dancing acts. know that there were actually

the AD was one of them.

released by Guild next week.

Films has increased its gross bill- ZaBach.

Guild in 2 Years Hikes Gross

From 350G to \$2,200,000

NEW YORK, July 3. - Guild beth," Frankie Laine and Florian

ings from \$350,000 for the first Guild also has a radio division,

six months of 1952 to \$2,200,000 and has sold its new transcribed

for the first six months of this series featuring Liberace in 137

year. This will be made known markets. In the two years there

NY Operation

series in New York are in the works at Screen Gems. This move follows the firm's build-up of its production facilities here, which has already seen close to a 100 Telefilm Associates acquired boards for another doubling of here for showing on the station's the staff in the next year.

Meanwhile, talks are under One of the pictures, "Solution way with real estate owners on by Telephone," was made in Brit-Screen Gems' taking over a site ain this year and has not shown in Manhattan to be turned into a here theatrically. The other two completely equipped production are "They Made Me a Criminal" center.

enberg, who heads up Screen 1945, and "Girl With a Million" Gems' East Coast production, the with Joan Greenwood. in a semi-annual statement to be has been an increase of about 600 staff has been increased from 6 The syndicator has increased films from 26 to 160. The middle department, with Volus Jones in charge and John Brandt as layper cent in the number of finished to 11 persons. A new animation out art director, has been formed. The sales staff for pushing Screen Gems' commercial and institutional filming facilities will also be expanded. The ultimate aim is to achieve a stage of co-ordination where either Hollywood films

'Life' on 217 Outlets

NEW YORK, July 3 .- This Is the Life," the religious film se- about possible syndication of ries sponsored by the Lutheran Church, Missouri Synod, has now comedy with Paul Hartman been placed on 217 stations, the which the same sponsor has canlatest being WMUR-TV, Man- celed off ABC-TV. It's also chester, N. H.

division; "Topper," sponsored by R. J. Reynolds on CBS-TV, and "Mr. and Mrs. North," sponsored by Revlon on NBC-TV.

NEW YORK, July 3.—Plans to produce a new half-hour dramatic NTA Leases 3 for 7 Yrs.

NEW YORK, July 3 .- National per cent increase in its New York three recent pictures on a sevenproduction staff within the past year lease this week, and immethree months. Plans are on the diately made a deal with WPIX daily "First Show."

with Trevor Howard, which was

Under the banner of Ben Ber- released by Warner Brothers in

Prockter Studies 'Badge' Films for MCA-TV Distrib

NEW YORK, July 3 .- With the imminent cancellation of "Man Behind the Badge" by Bristolor New York can be called upon Meyers on CBS-TV, Sunday, 9:30to deliver footage for commer- 10 p.m., the men behind the show cials, programs or institutional are seriously considering filming it for syndication by MCA-TV. Shooting would probably be done either by Bernie Prockter's American National Studios or MCA's **Revue** Productions.

> Nothing has been said lately packaged by MCA.

Three G-K Series at a Crack Tee Off \$5 Mil Film Program

California Studios reaches a new Shuster will direct. high next week with three halfhour series going before the cameras in what will become the first of a \$5 million program of videofilms for the remainder of the year.

Grant's "Mayor of the Town" series starring Thomas Mitchell and produced in association with Gross-Krasne starts rehearsals Tuesday (6) with cameras rolling the following day. A total of 39 films are planned for the series.

HOLLYWOOD, July 3.-Gross- The "Big Town" series has been Krasne's telefilm production at budgeted at \$1,500,000. Harold

The third Gross-Krasne prop-erty to occupy stage space is "The Lone Wolf" series, starring Louis Hayward, which continues at its steady production pace. Currently midway in its production schedule of 39, another 26 episodes are planned for completion before the first of the year.

and Philip N. Krasne announced other 50 have returned requests the signing of A. Edward Sutherland as vice-president of Gross- mailings. Chester Ross, president Frederick Gately was signed as Krasne, Inc., and executive pro- of Bonded, this week got all three cameraman, while Lynn Stal- ducer on both the "Big Town" Detroit stations in on the operamaster was set as casting director. and "O. Henry Television Play-Production on the new "Big house" series. Sutherland is a The consolidation operation is

Bonded Plan

than all of last yea ..

NEW YORK, July 3. - The consolidated film shipping plan of Bonded TV Film Service appears to be moving into full swing. At least 15 stations have Early this week Jack J. Gross already signed contracts, and anfor contract forms in response to

Guild expects that during the

last six months of 1954, when it

will be selling ZaBach and Laine,

it will double the gross it

achieved for the first six months

of the year. It can point to the

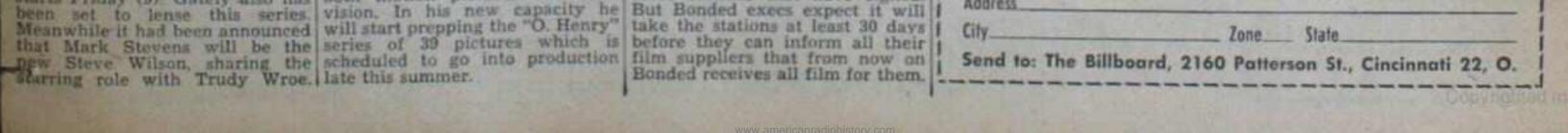
fact that sales for the first six

months of this year were greater

Town" series for Lever Bros. veteran producer and director in actually in effect already for starts Friday (9) Gately also has both motion pictures and tele- those stations that have signed. MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed C Bill mo 888 Name Occupation or Title Company. Address:



MUSIC Communications to 1564 Broadway, New York 36, N. Y.

DJ Reaction to 45's **Better Than Hoped**

But Jockeys in 'Home Office' Areas Yel! Loudest; Diskers Still Must Sell Idea

NEW YORK, July 3. - The can cue their 45's in a similar major diskeries this week sent out manner to the cueing of 78's. their first 45 r.p.m. records to Capitol Records is making up deejays under the new "45's for more of the cue disks, since many jocks" policy. The it was still too stations have indicated they early to estimate the specific per- would like additional ones. Capicentage of acceptance of the tol promotion men who handed donut platters, most of the firms them out to stations with the first agreed that the reaction was more favorable than expected.

However, in a number of major Eastern cities, including New York and Philadelphia, and in some large West Coast cities, the deejays and station managers were still vociferously opposed to the switchover.

In fact, in this city, the jocks gave the promotion men servicing them such a hard time when they came around with the small disks "less dangerous" job.

The record companies, meanwhile, were doing their best to sell the 45 platter to those jocks who still liked the old-fashioned, 10-inch, 78 r.p.m. disk. Capitol Records, for instance, sent out 'Kol Nidre' Infringe try about 5,000 cue disks at no charge, to help the jocks easily cut the 45's.

Cue Disks

The Capitol cue disk is a 12-

Name Singers Set for Filmed

sets of new releases on 45 indicated that jocks were very satisfied with the cue disk, and that it eliminated many objections to 45 r.p.m. platters.

Tradesters have estimated that 50 to 70 per cent of all stations were able to play 45 before the labels decided on the switchover. Those stations who could not, and who now have to convert their equipment, are naturally rather upset about the money they have that one asked for a transfer to a to put out to make the changeover.

The opposition to 45 seems to (Continued on page 36)

Suit Slaps WB for In 'Jazz Singer' Pic

NEW YORK, July 3.—A suit lease of eight albums of his screen Thursday (1). filed in Federal Court this week music. The legislat inch pressing, made of vinylite. It by Leo Russotto, claiming that has grooved edges and a finger his version of "Kol Nidre," noted albums will all be taken from depression to pick up the 45's. By Hebrew melody, was infringed Tiomkin's motion picture scores, placing it on the turntable jocks upon in the re-make of "The Jazz and will be issued under a special Singer" film. The movie was re- label designed for the package. made about one year ago by Previously, Tiomkin's sketching of Warner Brothers Pictures, Inc., "High Noon" and "Duel in the Sun" and the Stanley Warner Corpora- have been released on wax. tion. Russotto claims that he In another company action, Decwrote a version of the song prior ca Records signed thrush Jana to 1946, which was used without Mason to a term recording pact. his consent. He asks an injunc- Miss Mason was signed to a Cotion, damages and an accounting lumbia Pictures contract here sevof profits.

M-G-M TOUTS ITALY GLAMOR

NEW YORK, July 3 .- Another Italian glamor girl hits the recording ranks this week as "the voice that wasn't there." In a move to duplicate its success with "Anna," M-G-M Records is bringing out two sides from the sound track of a new Italian movie, "Hell Raiders of the Deep,' with its star Eleanor Rossi Drago prominently featured on the label, altho Nilla Pizzi

is singing. M-G-M pulled a similar ghost - canary stunt on "Anna," with Flo Sanders doing the warbling, while the film's star Sylvana Mangano rated the label credit. In addition to cashing in on the movies' drawing power, the gimmick enables M-G-M to spice up its own display material with some international cheesecake.

Coral Pact Sets Tiomkin Screen Music

eral weeks ago.

Decca to Activate **Publishing Interests**

NEW YORK, July 3. - Decca thing else. It and Sun Music were Records is drawing up papers this very active during the late '30n week, preparatory to activating and early '40s along with other its music publishing firms. The Decca music publishing firms. details of the contemplated new Decca previously had active partoperation were not disclosed, but nerships with established pubit was learned that a key factor lishing firms, but these have been will be an incentive plan whereby both Decca and Coral artist and repertoire men will be given that Decca's legal department is an equity in any tunes they bring working out organization plans

Music firm has been used more as a holding company than any-

Copyr't Office To Get \$1 Mil '55 Allocation

dent Eisenhower is expected to music publishing. And, of course, HOLLYWOOD, July 3 .- Com- place his signature on 'a bill ap- many music publishers are acposer-conductor Dimitri Tiomkin propriating \$1,100,000 for operation tively in the record business in inked a Coral Records contract of the U. S. Copright Office for some form. here this week calling for the re- the new fiscal year which began The feeling in the trade is that

outlay reached the President's desk Columbia Records' new operation. this week after getting the ap-proval of both houses. The ap-publishing firms, April and propriation is \$53,000 less than the Blackwood Music (formerly agency asked for, but it represents known as Columbia and Okeh restoration of a cut earlier adopted Music) last December, with by the House (The Billboard Howard S. Richmond's Songways June 12).

the music industry may face a delay in service from the U.S. Copyright Office in the fiscal rear, NBC SYMPHONY but this threat is regarded as less

quiet in recent years.

ULY 10, 1954

At the present time it is known into the firm, rather than a piece for the com any's proposed musipublishing companies, including Heretofore Decca's Northern the exact details of the amount and type of participatic . the a.&r. men will have.

The Decca moves now put almost every one of the top labels in the publishing business in some form. Only RCA Victor in still not organized for the handling of music copyrights. The most recent label to move into publishing was the deal consummated between London and Irwin Dash for the handling of copyrights.

Almost every independent line, particularly the country and western and rhythm and blues WASHINGTON, July 3 .- Presi- labels, have been quite active in

Decca's new publishing activities. The legislation authorizing the may be patterned somewhat after

Service, Inc., brought in to service Some possibility remains that and act as selling agent for both (Continued on page 36)

'Carmen Jones'

HOLLYWOOD, July 3 .- Harry Belafonte, Dorothy Dandridge, Pearl Bailey, Olga James, Roy Glenn and Broc Peters have been inked by producer Otto Preminger for roles in the screen version of "Carmen Jones." Unusual twist to the signing is that the artists will perform to tracks, to be dubbed by singers with operatic voices.

The possibility of a sound-track album of the "Carmen Jones" involved and clearances for such considered "normal" for many other labels. Capitol's latest of projected budget.

music director.

bark on a coast-to-coast tour in December. Charles Laughton will travel with the company.

the expected clearance is forth- or Fisher. coming, Belafonte will work with the prisoners to record original folk material.

ERROL FLYNN CUTS RECORDS

LONDON, July 3. - Following the current trend for normally non - vocal film stars to record movie songs, Erroll Flynn this week waxed two sides for Philips Records here. Songs were from the musical film he is making here with British actress Anna Neagle, with whom Flynn breaks new movie ground by dancing a

snappy two-step. The no information is available, the possibility exists that the Flynn disk will be issued on the Columbia

STAR-DUSTED DISKS Majors to Couple Names **To Beat Summer Slump**

major record firms are now Stafford with Frankie Laine, and primed to issue special disks cou- Doris Day with Johnnie Ray. The pling two or more of their power- label is now reported about to house name talents as duets, trios issue a waxing which teams four and quartets. The moves are top names, further evidence of the industryflicker appeared slim, since there wide drive to beat the summer are too many recording companies slump in sales which has been

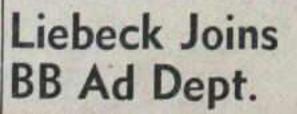
Pic will be released thru RKO, repertoire men is willing to talk been making solid progress in with Herschel Gilbert inked as about his immediate plans, all recent weeks. admit that they have been work-Belafonte, meanwhile, was ing on teaming two or more top the coupling plans are the extra Hand" is featured throut RKO's have come across with bids for signed by producer Paul Gregory artists for disking. And while the deejay play usually attending new picture, "Susan Slept Here," for the lead in a tour tentatively plan is not new, it has been such disks, the heavy promotional and Coral hopes the tie-up will number of big manufacturing titled "An Evening of Negro Folk proved successful when tried in value in the pairing of names and do for it what Frank Sinatra's

RCA Victor, for example, did talent, stage the production, with Walter much to spark its general pop Schumann composing choral mu- business and came up with a solid sic for a 40-voice group who will hit thru the summer-time release of "Maybe," which paired Eddie Gregory is currently negotiating Fisher with Perry Como. The with the governors of the South- same firm has been seeking the ern States to permit Belafonte to enter State prisons and work disk date which would couple the camps to pick up material. If Ames Brothers with either Como

Coral Clicks

Coral, of course, has clicked solidly with the coupling of Johnny Desmond - Don Cornell-Alan Dale, Desmond - Dale-Buddy Greco, and Jane Russell-Della Russell - Connie Haines-Bervi Davis.

Columbia has several times



NEW YORK, July 3. - Herb Liebeck this week joined The Billboard as advertising salesman. He accepted his new post after resigning as director of Eastern exploitation and sales for station. Trend Records.

NEW YORK, July 3 .- Several come up with click disks by Jo

Decca has worked out teams of name artists many times for exteams Betty Hutton with Ten-Tho none of the artist and nessee Ernie, and the disk has

Lore and Music" which will em- both peak and slow seasons of the the excitement which can usually "Three Coins in the Fountain" be generated by teaming top movie-shot did for that number.

release.

serious now that the earlier House cut has been restored.

The new appropriation is identical with the previous fiscal year's. This may impose some hardship on the U.S. Copyright Office because a sharp rise in copyright registrations is anticipated for the new fiscal year. Copyright registrations for this year will be about 4 per cent above last year's 218,000.

Officials at the U.S. Copyright Office are gratified at least, however, over prospects that there will be no necessity for reducing personnel. The rising workload may cause some delay in handling the filing and returning of copyright registration forms.

Coral Ready With New Cornell Wax

Among the basic reasons for Cornell's recording of "Hold My least two record manufacturers

Altho the Cornell disk was Problems, tho not difficult, are recorded some time ago-so the billing, royalty arrangements and label could be shot in close-up possible conflicts with single for the film-Coral has been holdsides by each of the artists which ing it up for the picture's release. are already out or scheduled for The musical will finally be out this month.

802 Asks Per Program Deal For Non-Pacted Stations

NEW YORK, July 3 .- A resolu- have been approved ... and a not under contract to the union of such performance." was adopted here this week by Local 802, American Federation of Musicians.

The move came on the heels of a court decision last week which permanently enjoined the musi-cians from picketing WOR, WOR-TV and the Mutual Broadcasting System (The Billboard, July 3). The decision, which the union will appeal when the courts reconvene in the fall, also directed Local 802 to rescind its order forbidding musicians to work for the

tion requiring per-program nego- written agreement shall have tiations for the use of live music been signed and filed at least 24 PITT DEEJAYS by any radio or television station hours prior to the commencement

> New light meanwhile was shed on the local's decision to reject Mutual's offer of \$200,000 a year for live music. Tho it was half the \$400,000 budgeted for live music under the old contract, Local 802 officials balked when they discovered that "fringe" codicils to the proposed contract would cut staff employment by more than one-half.

The \$200,000 would cover all live music, including individually contracted commercial shows,

Disbanded Ork Gets Disk Bids,-**Other Offers**

NEW YORK, July 3. - By the first week in August, arrangements should be completed for at least one season's full employment by the recently disbanded NBC Symphony Orchestra That is the firm feeling of the commit tee formed by orchestra personnel to seek out ways of keeping the famous ensemble together as a functioning unit.

Steps have already been taken NEW YORK, July 3. - Don to incorporate the orchestra. At firms that may lead to radio and/or television sponsorship have "advanced much further than the inital stages."

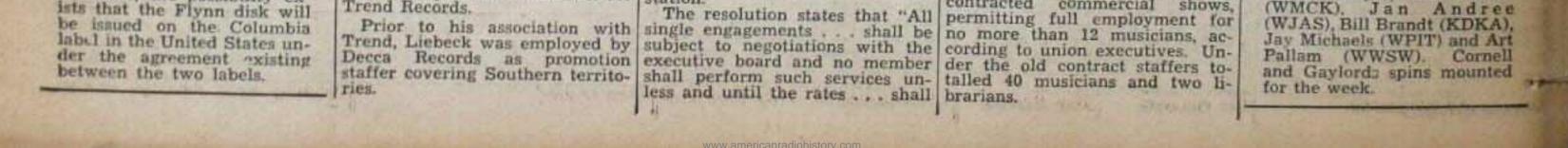
Of great interest to the orchestra players, too, is a softening of the recently quoted resolve of Arturo Toscanini never to again conduct the orchestra organized specifically for him. In a cable from the maestro to the orchestra committee this week, he wrote:

"Please thank Don Gillis (committee chairman and producer of the NBC Orchestra broadcasts) and orchestra members for their (Continued on page 36)

GET INTO ACT

PITTSBURGH July 3. -Six local disk jockeys joined the act when the Don Cornell-Gaylords-Jerry Fielding package played here last week. Mannie Greenfield, Cornell manager handling tour details, enticed a jockey a night to act as ensee at the Vogue Terrace.

Appearing in turn in this unfamiliar role were Joe Deane (KQV), Sid Dickler (WMCK), Jan Andree (WJAS), Bill Brandt (KDKA),



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Juke Box News This Week

News of the automatic phonograph business starts on page 69. Some of the more important stories in that section this week are:

NEW HORIZONS FOR AUTOMATIC MUSIC. Supermarkets and drugstores lead the way in what might be the beginning of an all-new juke box market.

COMMERCIAL M'ISIC FIRM EXPANDS, Magnecord, Inc., continues to add new executives from various fields to bring background music to the juke box operator.

SPOTLIGHT ON EXPORT MARKET. Foreign juke box sales climb from \$3 million to \$6 million in three short years. Export firm seeks new distributors in 10 Latin American countries.

MOONDOG TO WINS Freed Freed of WJW, To Start in N.Y. in Fall

NEW YORK, July 3 .- One of a possible site of the event, aswhich may involve the biggest show with a heavily promoted N. J. rhythm and blues jockey by an Freed had originally intended independent radio station is to stage his own Ebbets Field slated to take place this fall. promotion here, but is now cancalls for Alan (Moondog) Freed of a vacation to recuperate from to shift from WJW, Cleveland, to injuries suffered in an auto acci-WINS here. WINS is said to have dent over a year ago. services to begin some time in September. Freed will get an annual guarantee of about \$75,000 Armory last Friday (25). Armory last Friday (25). signed a commitment for Freed's That Freed can still draw an

change in WINS programing pol- Over a third of the audience was icy, but it will give the local in- made of white teen-agers - the a week from 11 p.m. to 2 a.m.

The deal will probably be con- and Freed's radio show. summated this summer between WINS management, Freed and his manager, Lew Platt. At this stage the Freed and WINS spokesmen will only admit that they have been in negotiation.

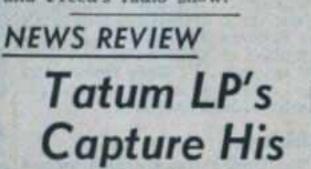
Big Promotion

WINS is known to be readying a mammoth promotional campaign for Freed's arrival here. The campaign will be aimed at the potential listening audience in the station's area and also at station managements around the field of jazz is not one in which country WINS intends to syndicate the ciated. Yet new names bob up mow along with Freed. The current Freed show from WJW is being aired on several other stations now.

the biggest shifts in rhythm and suming the weather is right. If Billie Zito. The event is set for in the complaint. Diamond and Cohen is entitled to one third coblues disk jockeys shows and one not, the station may kick off the Patrylow's Grove in Kenilworth,

The deal, tho not yet signed, celing all plans because of need

The shift does not presage any crows of 3,100 at \$2 per person.



DJ PICNIC WNJR Has **R&B** Star Jamboree

many important rhythm and current hit tune "My Friend." a.m., are tagged at \$1.50.

Nappy Brown, the Orchids, Va- tune, retta Dillard, the Four Bells and There are five causes of action



CHICAGO, July 3. - Mercury Records announced this week it dependent one of the country's nation's increasingly rhythm and will hold its annual distributors strongest rhythm and blues disk blues music audience. Starred on meeting in Miami on July 9-11. ockeys. Plans call for slotting the show were Joe Turner, Faye All distributors of the firm will Freed across the board six nights Adams, Al Savage, Joe Morris' be present as well as all Mercury ork, the Five Keys, Joe Cooper executives and regional men, it was said. Last year's efforts will be discussed and the firm will disclose sales and promotion plans "My Friend" has been waxed by for the coming year.

Among the topics to be covered at the meeting will be the label's new jazz line, Emarcy, new kiddle items as well as proposed EP and Cohen had collaborated with LP releases. Also to be discussed Drake and Shirl in the writing of are the "operation" promotions the tune. It claims that Cohen which Mercury initiated during had conceived the idea for the the last year, and it is likely that the distribs will be notified that this type of program will be continued in light of the success Attending from the home office First Release these campaigns enjoyed. will be I, B. Green, president; Art Talmadge, Vice-president and a.&r. man; Irwin H. Steinberg, treasurer; Morris Price, vice-president and sales director, and Kenny Myers, promotion director. Besides the various regional men, the Eastern a.&r. men, musical directors and classical heads will attend.

'My Friend' Breeds **Real Free for All**

NEWARK, N. J., July 3 .- The legal arena this week when Decca man." disk jockeys of radio Station a.&r. staffer Paul Cohen, Joseph WNJR here are staging a mam- Diamond and Kingsway Music understood ". . . that plaintiff moth jamboree, picnic, outing and filed a joint summons and com- Cohen . . . would share equally show tomorrow (4) at a near-by plaint in the Supremé Court of in the income and royalties to be park area which will feature the State of New York over the received by the writers arising

event, which kicks off at noon complaint were writers Ervin sale of the said musical composiand is scheduled to run thru 2 Drake and Jimmy Shirl; George tion, and plaintiff Cohen so col-Paxton, Inc., the publisher; Mu- laborated with that expectation Artists scheduled to appear are sic Dealer's Service: RCA Victor and understanding." Roy Hamilton, Luther Bond, the Records, and Decca Records. According to th

El Tempos, Joe Liggins, Duke in damages; Paul Cohen asked to the tune and assigned it to Anderson's ork, the Dreams, be listed as a co-writer of the George Paxton, Inc.

ton, Inc., induced Drake and Shiri payable to him." co-writer.

are charged with reproducing the and Drake to write a musical tune mechanically without con- composition for publication by sent of the plaintiffs. Music Deal- said plaintiffs, the composition er's Service is charged with sell- to . . ." consist of material, ing copies of the tune without thoughts and contents to be disconsent of the plaintiffs.

Charges Denied

When checked this week, publisher George Paxton and writers Drake and Shirl denied the charges. They have 21 days to reply to the charges. The tune Eddie Fisher on Victor, Red Foley on Decca and Fred Waring on Decca.

The complaint alleges that theme of "My Friend" ". . .

NEW YORK, July 3 .- A most namely, the friendship and comunusual hassle moved into the panionship between God and

The complaint says that it was out of the publication, public perblues artists. Tickets for the The defendants named in the formance, use, exploitation and

According to the complaint, Orioles, Big Maybelle, Larry Dar-nell, Bull Moose Jackson's ork, way asked for a total of \$500,000 themselves as the sole writers of

Cohen Demand

The complaint states that Kingsway allege that writers writer's interest in the song, and Drake and Shirl Lroke an agree- ". . . so long as . . . Drake and ment with them and placed the Shirl are listed as sole writers tune in Paxton Music after agree- of . . . 'My Friend' . . . Cohen will ing it should go to Kingsway. be deprived of his proportionate They allege that George Pax- share of the writers royalty justly

to break their agreement. Cohen Diamond and Kingsway Music, is alleged to have given the idea according to the complaint, "... for the song to Drake and Shirl in or about September, 1953 and should therefore be listed as entered into an agreement whereby said plaintiff's (Diamond and RCA Victor and Decca Records and Kingsway) engaged Shirl closed by plaintiffs.

It is alleged that Drake and Shirl agreed that the composition and the common law copyright would be delivered to Diamond and Kingsway Music. It is further stated that Drake and Shirl did write the composition, using the material and thoughts and ideas furnished by the plaintiff's Diamond and Kingsway, and this tune was "My Friend."

Drake and Shirl

Then the complaint says that Drake and Shirl ". . . did deliver the said musical composition entitled 'My Friend' and the ownership thereof and the common law copyright thereof to the plaintiffs. . . . But the complaint alleges that while Kingsway was preparing to publish the song, the publishing firm George Paxon Inc., . . appropriated the said musical composition 'My Friend,' published it, printed it and sold copies thereof, licensed others to reproduce and perform the said musical composition . . . The complaint avers that Diamond and Kingsway have expended time and effort to exploit the tune prior to publication. It states that the defendants Diamond and Kingsway . . . "caused the musical composition 'My Friend' to be recorded by a popu-(Continued on page 41)

Locally the promotion may take the form of a "Moondog Birthday Ball" with Ebbets Field

Phonos Rise 500,000 in Year's Gain

NEW YORK, July 3. - The number of phonographs produced in this country jumped from 2,167,000 in 1952 to 2,630,000 in 1953, a gain of almost 500,000. These figures were detailed in the latest bulletin of the United States Department of Commerce, ent out recently by the Record Industry Association of America to all its members.

about the new survey is the increase in production of spring atinued on page 3

Nat'l Music Sales, New Coast Firm, to Hustle Indie Labels HOLLYWOOD, July 3. - Formation of National Music Sales Corporation was announced here this week by Al Schlesinger and Larry Goldberg. Firm will handle national distribution of independent record labels, and cur-

rently has five such record companies under its banner in Jazz Man, Southland, Starlite, the company-owned Palace Records and R&B Records.

Negotiations are currently under way for an additional pro-

Real Genius

NEW YORK, July 3. - The great talent often goes unapprewith such rapidity (and often vanish as swiftly) that we sometimes appear to pay more atten-tion to the glitter than the gold.

If this has been the case with Art Tatum, we are thankful to report that this situation has been completely rectified with the concurrent release of five separate 12-inch LP recordings featuring the artistry of the piano genius in all his wonderful moods. Tatum's work on these recordings is fabulous.

THE GENIUS OF ART TATUM, NOS. 1. 2, 3, 4, 5. (5-12") - Clef MG C 612, 613. 614, 615, 618.

The multiple sets were produced by Norman Granz, who is fast becoming the Maecenas of our times in the jazz field. On the liner notes Granz states: ... I felt it ... my duty as a person who both loves jazz and produces it, to record Tatum for posterity."

Certainly Granz has come close to this, for these five sets are almost a living musical biography of the piano genius, not in words but in music. A listen to any one One of the most striking facts or more of these five albums will be enough to convince those who doubt, and reaffirm those who do not, that Tatum is one of the outstanding jazzmen of our times.

35 Tunes

The five albums contain more than 35 tunes, all of them either standards by composers of note, including Gershwin, Kern, Porter, Rodgers, Berlin, Arlen, et. al., or classical items such as "Humoresque" and Massenet's "Elegy." All the things that have made Tatum's work a standard for others to be judged by are contained on these LP's, including his creativeness, taste and feeling. and his remarkable technique. They reveal the planist in all his range, tender, moody, swinging

and just great. Each LP has things worth talka new rhythm and blues line, 5 are more impressive than the others, but this merely means the other two albums are only excellent. The sets can be purchased group, were the two members gressive jazz line, a Dixieland separately, but it is almost a cer- killed in the crash. firm and a religious record label. tainty that the many jazz fans

Robison Sets Disk Talent For 1-Nighters

HOLLYWOOD, July 3 .- Fabor Robison, president of indie Abbott Records, bows in his role as a pronighters for his roster of country and western talent. Tour kicks off cluded in the package. Material In Expansion moter with a string of 26 one- 15, with sides by Charlie Barnet, July 9 at Baldwin Park, Calif., will be issued at existing prices, and runs thru August 14 where the \$3.95 for the 10-inch LP and \$4.95 troupe has been set for the "Lou- for the 12-inch LP. isiana Hayride." Dates include stops in California, Oregon, Washington, Idaho, Colorado and Louisiana.

Billed as a "string festival," line-up of talent includes Jim Reeves, Ginny Wright, Jim Edwards and Maxine Brown, Shirley Bates, Aladean and Sandy Coker, Jerry Rowley and Tom Hall, Robison will carry six musicians in addition to the headliners. Troupe will work on guarantees against a percentage.

Plane Crash Kills Two Members of Blackwood Group

group were killed in an airplane bound issue. crast. in Clamton, Ala., on Firm also announced the ap-Wednesday (30). R. W. Black- pointment of Dick Buckley to and bass respectively of the cert promotion.

Under New Clef Label Aug. 15

HOLLYWOOD, July 3 .- Norman Granz's Clef Records will bow shortly with an additional series in the company line, tagged 'Dance Series." New wax will be issued under the Clef banner, but will bear a new green label and new art. Clef's present label is black and bears their traditional trumpet-player trademark.

First release under the new Clef flag is scheduled for August

Granz's subsidiary label, Norgran Records, continues to add to this year. Norgran is releasing a firm's office in Chicago on July two tracks feature a jam session | coming in on July 19. with Harry Edison, Flip Phillips, Part III has Charlie Parker with cago, is taking a leave of absence strings, latter originally released due to illness and will enter a as a JATP Clef release, and Oscar hospital in the fall. After a year's Peterson, while Part IV features Coleman Hawkins with Buddy Rich, Ray Brown and Hank Jones.

JATP will also handle the distribution of the Ramsey Long-Playing Jazz Record Guide, thru NEW YORK, July 3 .- Tragedy both Norgran and Clef distribustruck the Blackwood Brothers tors. Latter is a jazz catalog Quartet this week when two which lists for \$3.50 in a papermembers of the famed sacred bound edition and \$4.50 in a cloth-

wood and Bill Lyles, baritone handle Midwest record and con-

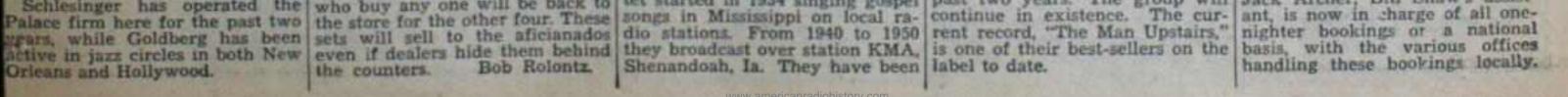
The Black ood Brothers Quar- on RCA Victor Records for the here, in Chicago and Los Angeles. Schlesinger has operated the who buy any one will be back to tet started in 1934 singing gospel past two years. The group will Jack Archer, Bill Shaw's assist-

Shaw Artists

NEW YORK, July 3. - The Shaw Artists Corporation has embarked on a major expansion program and skedded a number its library, meanwhile, with 75 of changes in its operations start-LP's and 150 EP's due to be in ing next week. Bob Astor, head its catalog at year's end. Norgran of the firm's one-nighter departbowed to the trade on March 1 ment here, will take over the \$10 package titled "Norman Granz 26. Jack Whittemore will replace Jazz Concert" on July I. First Astor in the firm's offices here,

Astor has been with Shaw for Lester Young, Bill Harris, Buddy a number of years. Bob O'Con-Rich, Ray Brown and Hank Jones. nor, currently in charge in Chiconvalescence he is expected to rejoin the Chicago office. Whittemore has been with the General Artists Corporation and the Mutual Artists Corporation as a booker, and has given up his own business to join Shaw.

In addition to the above changes, Shaw Artists is starting both a TV department and a Latin-American department. The TV department will be handled by Dick Allen, and the L-A department by Candido. The firm is renting additional office space to handle the new departments. Shaw Artists now has offices



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JULY 10, 1954









MUSIC AS WRITTEN

JOY SIGNS SPRINGER. MISS JAVITS TEAM . . .

The songwriting team of Joan Javits and Phil Springer have of 18 to 6. Here are the league label also signed the Barry Sisbeen signed by Joy Music, Inc., to a long-term exclusive writer pact. The team's latest, which created a stir in publishing and record circles, ware "Santa Baby" and "Lovin' Spree."

RCA 'CARAVAN' FOLIO OFFERED FREE . . .

RCA Victor is setting a free distribution of its 1954 "Country Caravan" souvenir folio, which sold for \$1 each during the caravan tour. The folio holds pictures and biographies of all country and western artists on the label. The only charges to distributors will be for shipping costs.

VICTOR PUTS 2 POPS ON KID PLATTER

RCA Victor Records is recoupling two pop single disks by different artists and setting them back to back on a single record to distributors on July 9.

Aladdin Subsidiary Bows First Release

Aladdin Records' newly formed subsidiary label Lamp Records, bowed last week with its first release in a package of four records. Signed to the Lamp label are Bonnie Evans, Clarence Samuels and the Sky Light Singers, latter a gospel group. Firm will distribute thru Aladdin channels, with plans for additional talent to be added to the Lamp roster in the future.

VIM AND VIGOR FOR DETROIT . . .

Another new independent label started in Detroit this week with area, the establishment of the Vim and Viger Record Company. Owner New York is Virginia Engreal, known professionally as "The Original Vip Vop Queen," a singer and exotic dancer, who also heads her own tion Cal H. Foulke, Victor four-piece unit, the New Talent Band, Miss Engreal has some 25 original numbers lined up for recording, and is currently planning the first cutting session for the new company.

In another game this week Allied two jazz artists for its new LP Records won its first game by series. They are the Beryl Booker defeating Decca-Coral by a score Trio and planist Don Shirley. The standings as of the week ending ters last week for its pop depart-July 3: RCA Victor: five wins, no ment.... The publisher of "Half wins, four defeats.

CORAL SIGNS DINI TO DISK PACT . . .

Coral Records artist and repertoire chief Bob Thiele this week signed U. S. Army Private Bob Dini to a recording contract. Dini, who is stationed at Washington, took over Eddie Fisher's warbling spot with the Army band, when the latter was discharged last year. He cuts his first sides next week. Dini formerly recorded for the Derby label.

3 DATES ADDED TO SPIKE JONES TOUR ...

The Spike Jones "Musical Inaimed at the children's market, sanities" revue has extended its The disk, which will be issued in tour to include dates at Totema colorful folder pairs "The Little Shoemaker" by Hugo Winter-halter with "Vera's Veranda" by Lou Monte. The disk will ship recent engagement at the Chez Paree, Montreal, with approximately 10,000 paid covers during the 10-day engagement.

KTTV, HWD., BOWS R.&B. PACKAGE

Hollywood television took cognizance of the growing popularity of rhythm and blues music in ork and the Robins as guest stars, emseeing the show. Format will ord release. . . . Gary Romer has present r.&b. names working this

defeats. Columbia: four wins, As Lovely," the latest Frank two defeats; Decca-Coral: two Sinatra release on Capitol, is wins, four defeats; Allied: one Eddie Shaw Music, a firm affili-win, two defeats; London: no ated with the American Society of Composers, Authors and Publishers.

Thrush Isobel Robbins is set to replace Denise Lor on the Garry Moore TV show. Gal, managed by Lou Capone, is set to play the Elegante in New York in mid-July ... Mary Mayo is back in town after a tour of veteran's hospitals in the South.... Jane Froman takes off on a Hawaiian vacation next week. . . Orkster Dick Hayman played 40 college Dick Hayman played 40 college dates in the past five months and Perez Set for is now set for a lengthy onenighter tour M-G-M Record's Tommy Mara opens at the Elegante here on July 29. . . . Abbey Record Manufacturing Company, East Newark, N. J., pressing plant, has named David A. Foxman as executive vice-president. Foxman was recently with the Allied plant in the East.... The upcoming Walt Disney film, '20,000 Leagues Under the Sea" will include the tune "A Whale of a Tale," published by the Disney firm, Wonderland, affiliated with Broadcast Music, Inc.... Promotional gimmick being used on the new Roger Coleman Decca disk is the mailing of small bottles of with a string of 11 ene-nighters L'amour Toujours perfume to booked thus far. Dates include Southern California, with Station KTTV bowing a new package called "Rhythm and Blues" Wed-nesday (30). Initial stanza had L'amour."... Pubber Jack Spina Denver, Kansas City, Chicago, L'amour."... Pubber Jack Spina mated at \$1,500 against a per-Harry Bellafonte, Oscar McLollie is out on a promotion tour with centage. the Fontane Sisters to hype deewith disk jockey Jerry Lawrence jay plays on their latest Dot Record release. ... Gary Romer has been named personal manager for Name Band Pic (Texas) Jim Robertson.

Chicago

RECORD RECORD CALL TO VIENNA

NEW YORK, July 3 .- It's pretty common practice for a record company sales execu-tive to pick up the phone, call a distant distributor and play him a new pop waxing. But one of the longest musical calls on record took place this week, and the music was strictly classical.

George Mendelssohn, president of Vox Records, was talking with his Viennese representative, Imre Rozsa, when the latter played into the phone mouthpiece the latest take of a Tchaikovsky opus he had just cut. Over the trans-Atlantic wire came the order from Mendelssohn: "Cut that part over again and call me back."

Waldorf-Astoria

HOLLYWOOD, July 3.-Book-ing of the widely heralded Perez Prado ork at the Walderf-Astoria, New York, was confirmed here this week, with Prade inked for a four-week stand starting July

in addition to the 15-man ork, Prado will bring in the Mentoya Sisters, vocal trio; and the Alvas Brothers, a mamba team.

Prado will work his way east









Columbia Record 40250

THIRD SON BORN TO LLOYD DUNNS

Capitol Records' merchandising vice-president, Lloyd Dunn, completed a third of his baseball team in Hollywood Saturday (26) with the arrival of a third son, Jonathan Lloyd, seven pounds, 14 ounces, at Good Samaritan Hospital.

RCA SOFTBALL TEAM WINS 5TH IN ROW

RCA Victor's softball team won its fifth straight game this week when it defeated London Records on Tuesday (29) by a score of 10 to 6. The Victors now hold undisputed command of first plac.

Phono Disk, Other **Federal Amusement** Tax Yields in Gain

WASHINGTON, July 3 .- The yield from the federal tax on phonograph records and most other amusement levies showed gains in May, the Internal Revenue Service reported.

Revenue from the federal tax \$1,915,000 in May, compared with A SWITCH FOR \$1,052,000 in the previous May.

The federal tax on phonographs, TV and radio sets yielded \$29,976,-000 in May, nearly double the revenue of the previous May. The tax on musical instruments produced \$2,006,000 in May, compared to \$694,000 the previous May.

IRS explained that these figures do not represent the "actual" take inasmuch as taxpayers can file on a quarterly basis instead of on a monthly basis as in previous years.

The yield from the federal tax on admission to cabarets and to roof gardens was \$7,308,000 in May, compared to \$3,880,000 the previous May. The federal tax on admissions to theaters and to concerts yielded \$45.608,000 in May. compared to \$23,630,000 the pre-

Bill Alexander, RCA Victor ad manager, is recuperating in Park East Hospital after a minor operamanager of payrolls and procedures, has also been named personnel manager. . . . Consuelo will come North soon to record new sides for the firm.

The McQuire Sisters tour the deejay- circuit this week in Washington, Boston, Baltimore and Philadelphia to plug their new Coral Record. . . Joni James guests on the Arthur Murray NBC-TV show Tuesday (6) night.

... Jake Friedman, M-G-M Records distributor in Atlanta, is in New York this week for confabs with the label's sales execs.... M-G-M canary Odette will appear on Ted Straeter's Du Mont TV show July 12 Video baritone Clark Ranger opens at No. 1 Fifth Avenue here Tuesday (6).

Gene Becker, Columbia a.&r. staffer, became the father of a boy last week.... Carol Coleman, publicist, became the mother of a daughter last week. The lassie's name is Deborah Fineman. . Mitch Miller, Columbia pop a.&r. chief, returned here today (3) after two weeks of recording on the West Coast Harmonicist and guitarist Toots Thielmans has been signed by the jazz wing of Columbia Records.

Cadence Records has signed

ANDY RUSSELL

NEW YORK, July 3. -Andy Russell, the singer who hit the big time on the Capitol label some years ago with American versions of Spanish and Latin-American tunes, is currently involved in turning out Spanish language versions of American pops. The second Russell release on the RCA Victor label is currently being issued.

After being away from the disk scene for some time while working as a night club act with his wife Della, Russell is now under contract to the Mexican RCA Victor. He was signed by Mariano Rivera Conde. The latest

at the Streamliner June 22. The Bill Taylor Trio opens in the same house July 13. . . . Captain Stubby and the Buccaneers are hour musical TV shows starring now recording for the Tiffany the Les Brown band and Harold label, and their first release, "Over Stern and His Singing Strings, Velasquez, Mexican pianist-composer and writer of "Besame "Let's Drink to Happiness," will Productions, Inc., for Tele-Music Mucho," has been signed to a be out soon. ... Kenny Myers. Associates, Inc. long-term Victor contract. She promotion director for Mercury Latter firm Records, leaves on a three-week vacation in Miami.

> Dinah Kaye, Label X thrush, ditional filming, among them who went to the West Coast for Harry James, Perez Prado and engagement commitments, has Sauter-Finegan. Series of 26 films been in the hospital at Mercer, are to be shot, with plans for a Wash., for six weeks with back fall bow being worked for. Allan troubles. Tommy Priscoe in A. Buckhantz, formerly director town making the rounds to plug of TV Station KNXT here, di-his release of "My Love Is Yours" rected the filming of the Sternon the Mercury label. ... The lo- Les Brown bands. cal Decca office is passing out

free ducats to the deejays and press to plug its properties in "Wonderful Town," now appear-ing here. Johnny Desmond. Coral artist, was given a one-week extension of his vacation from 'Breakfast Club." He will return July 12. . . Dick Noel, Decca bary, moves into Woolhurst Country Club, Littleton, Colo., near Denver, July 12 for a 10-day stand, set by Pat Lombard, of the local GAC office. Noel is under the personal management of Harry Carlson, Cincinnati photographer-songwriter.

Indianapolis

Billy Moore and His Californians have had their contract extended past Labor Day at the Patio of the Marott Hotel. . . . Ethel Me?" and "Get Out and Get Un-Smith set a new attendance record in a 15-day stand in the Patio just ended. Room is booked by Ross W. Christena Associates. . . John Winn Trio set at the B. & B. M-G-M Packages Lounge here until December. Unit has Jeanne Hardesty on accordion and show drums; Jack Murray, Hammond organ, and Winn, guitar.

Hollywood

Last Frontier, Las Vegas, has pocket EP's. been extended another week. Hotel has already inked her for ages include "Samething Won-a return date based on business derful," with Jane Powell; of her current stanza. . . . Margaret Whiting headlines at the Thunderbird in Vegas, opening Only Love," featuring Wally for three weeks on August 12. Stott and his orchestra, and first local nitery stand at Charley Winterhalter's orchestra and

HOLLYWOOD, July 3 .- Television recordings of four half-

Latter firm, headed by Melvil Schlank, is currently negotiating with other name bands for ad-

M-G-M Signs **New Artists**

NEW YORK, July 3 -- M-G-M Records this week signed recording contracts with the Billy Moore Quartet, The Stuarts and country and western singer Ray Haney. Moore's first disk, "Don't Do Me No Good" backed by "Out of the Bushes," is being sent to all pop jocks in addition to the c.&w. deejays.

Haney's first platter is "I'm Sorry, Sorry Now" and "Resie's TV Song," while The Stuarts, a Philadelphia group, make their M-G-M debut with "How About der the Moon." All three records have July 16 release dates.

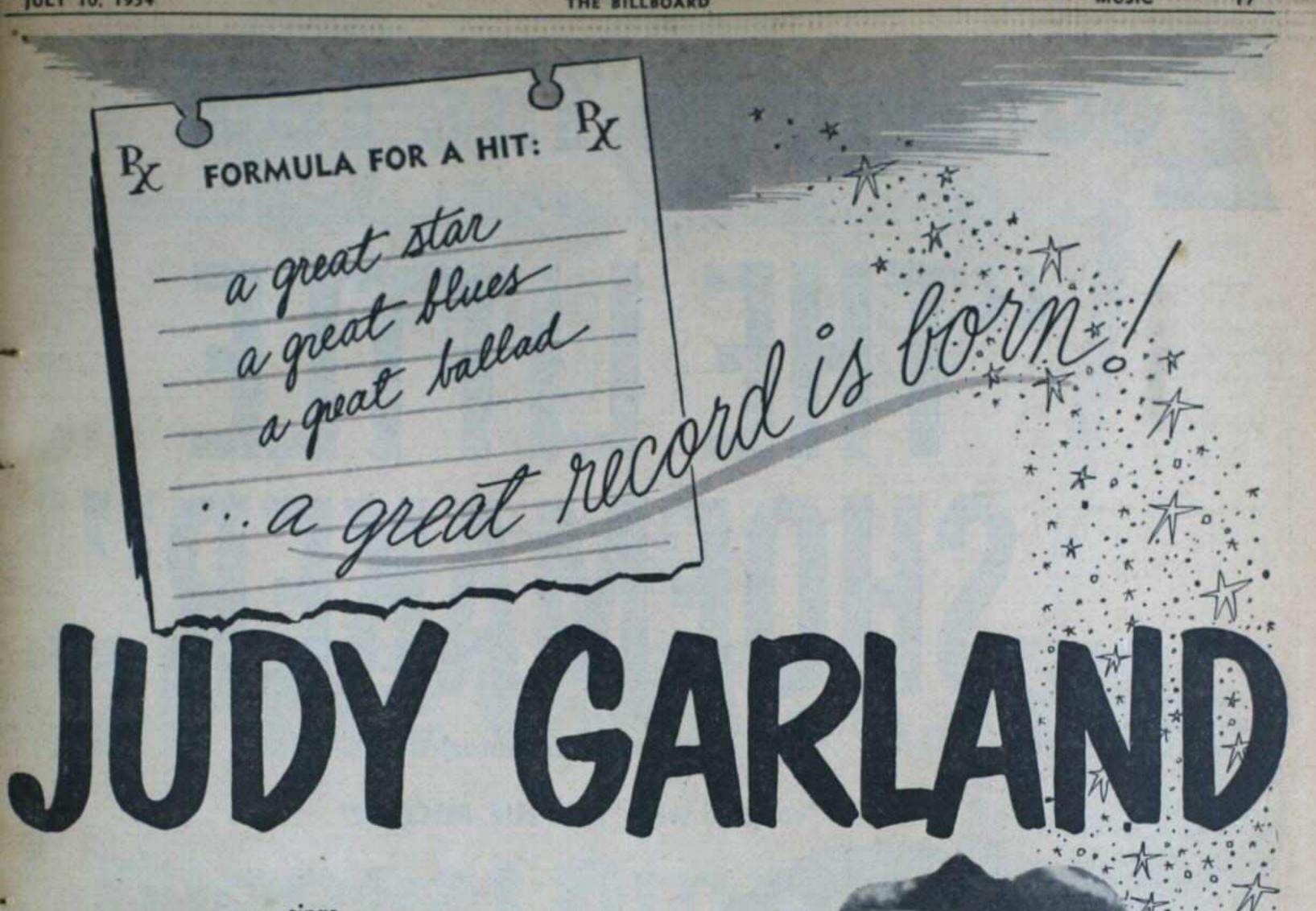
12 Disks in EP Sets

NEW YORK, July 3. - In a move to boost EP sales, M-G-M Records is re-issuing 12 singles as EP packages this month. The disks have been assembled into Patty Andrews' stint at the four one-pocket and one two-

The five one-pocket EP pack-"Frank Petty Plays,' with the Frank Petty Trio; "My One and Gogi Grant bows in her "Sweet, With a Beat," with Hugo



JULY 10, 1954



sings THE MAN THAT GOT AWAY

and

HERE'S WHAT I'M HERE FOR

from "A Star Is Born." A Transcona Production. Presented By Warner Bros.

Lyrics by Ira Gershwin Music by Harold Arlen Orchestra under the direction of Ray Heindorf

.4.

78 rpm 40270 • 45 rpm 4-40270

and watch for Columbia's exclusive album of Judy Garland in songs from "A STAR IS BORN" -coming soon!



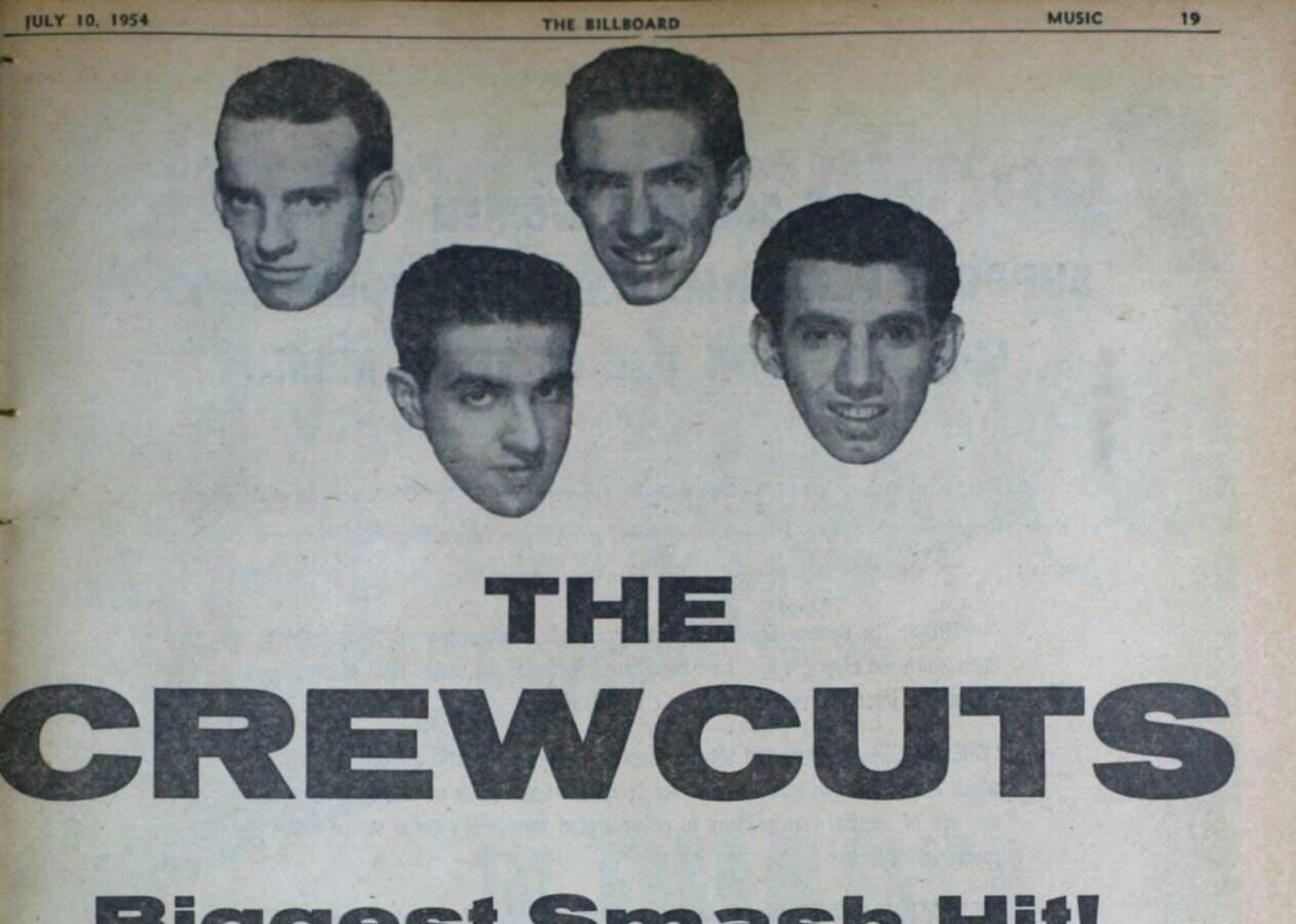


by the GAYLORDG

MERCURY 70403 · 70403X45

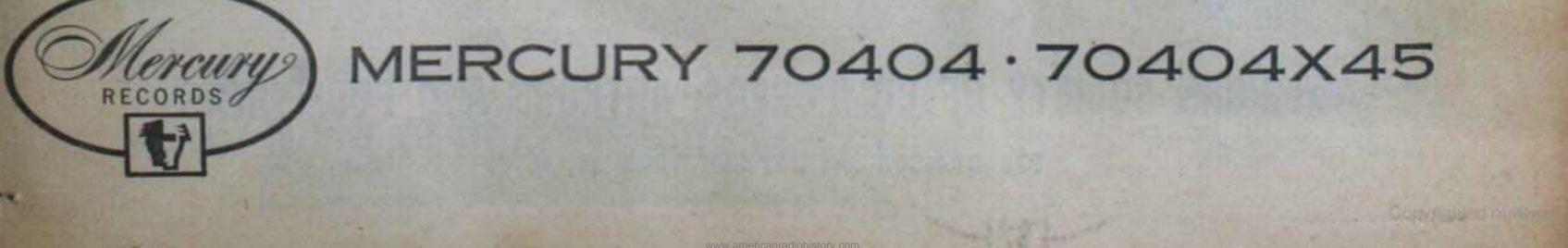






Biggest Smash H

Exploding Everywhere!



20

5,500,000 WOMEN SUPPORT PERFORMANCE FEE TO COMPOSERS FOR JUKE BOX USE OF THEIR MUSIC

The General Federation of Women's Clubs, representing 5,500,000 American club women, at their annual convention in Denver, Colorado, passed the following resolution on Tuesday, June 1st:

> "WHEREAS, The General Federation of Women's Clubs has supported the principles upon which the copyright laws have been based, including the vested right of authors, composers, inventors, etc. in their own creation; and

"WHEREAS, We are concerned about exemptions and exceptions in the copyright laws which in practice can lead to inequities in various fields (such as is now evident in the use of musical compositions in coin-operated machines without compensatory payments); therefore

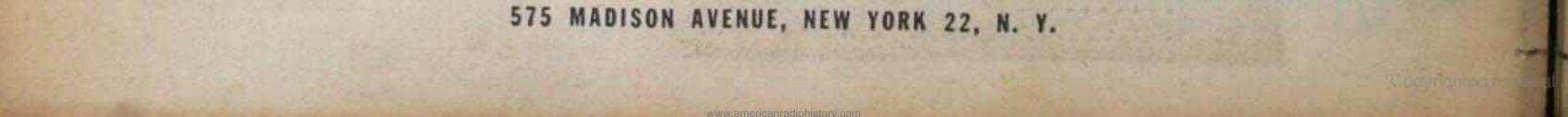
"RESOLVED, That the General Federation of Women's Clubs in convention assembled, June 1954, supports legislation for amending copyright laws which will remedy inequities which now prevent the application of principles upon which the copyright laws are based and the rights which they were intended to protect."

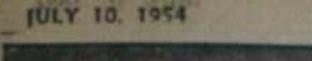
This forward-looking action is welcomed by all those in the music field as an important step in obtaining legislation which would grant justice to the men and women who create our nation's songs, and eliminate the present discrimination against all other commercial users of music who pay a public performance fee.

The Federation, in passing this resolution, now adds its voice to such other important national groups as the American Bar Association; American Patent Law Association; American Society of Composers, Authors and Publishers; Authors' League of America; Broadcast Music, Incorporated; Los Angeles Copyright Society; Music Publishers' Protective Association; National Federation of Music Clubs; National Music Council; Songwriters' Protective Association; local bar associations; United States Copyright Office (Library of Congress); and the United States Department of State-which have endorsed legislation to modernize the Copyright Act.



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS





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THE BILLBOARD

MUSIC

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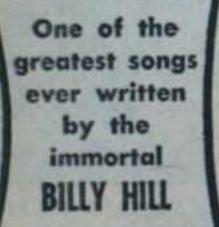
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Out This Week-Coast to Coast

*

UNSURPASSED VERSION OF THE NET TOP HIT IN AMERICA



JUBILEE #5154



b/w Thank The Lord



JULY 10, 1954 THE BILLBOARD MUSIC 22 RECORDS, ALBUMS AND SHEET MUSIC - POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL The Billboard Music Popularity Charts THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES Best Selling **Talent** Corner Sheet Music HONOR ROLL OF HITS Tunes are ranked in order of their cur-If proof were needed that rent national selling importance at the top-flight record star can always sheet music jobber level. manage to come thru with a click Weeks despite slack periods when noth-This. Last Mark ing seems to go right, the current Week Charl Week Reg. Vaughn Monroe disking of "They I. Three Coins in the Were Doing the Mambo" is near-perfect example. His first Fountain I The Nation's Top Tunes RCA Victor disk in a long time Robbins 2. Little Things Mean a took off healthily following its Lot 2 10 For survey week ending June 30 recent release and appears Frint headed for a chart slotting 3. Hernando's Hideaway. . 3 Weeks shortly. Last This Frank Monroe, who has been working 4. Happy Wanderer 4 Week Chart Week the night club circuit as a single since giving up his band, now 5. If You Love Me (Really 1 11 **1. Little Things Mean a Lot** Love Me) 6 9 Duchess By Edith Lindeman, Carl Stutz-Published by Feist (ASCAP) 6. My Friend..... 7 BEST SELLING RECORD: K. Kallen, Dec 29037. OTHER RECORDS AVAILABLE: H. Forrest, Paxton Bell 1046; D. Jacobs, Coral 61180; B. Reading, Groove 0022. 6. Wanted 5 18 Witmark 8 2. Three Coins in the Fountain 8. Answer Me, My Love., 9 16 Bourne By June Styne, Sammy Cahn-Published by Robbins (ASCAP) **S. I Understand Just How** BEST SELLING RECORDS: Four Aces, Dec 29123; F. Sinatra, Cap 2816. OTHER RECORDS You Feel..... 8 AVAILABLE: T. Arden, Col 40225; Dominoes, King 8474; Tommy & Jimmy Dorsey, Bell 1044; J. La Rosa, Cadence 1240; D. Shore, V 20-5755; E. Smith, Dec 29186; M. Stevens, M-G-M 11724, Jubilee 7 3 3. Hernando's Hideaway Vesta By Richard Adler-Jerry Ross-Published by Frank (ASCAP) Sunbeam. BEST SELLING RECORDS: A. Bleyer, Cadence 1241; J. Ray, Col 40224; G. Lombardo, Dr. 12. Make Love to Me.....12 21 29173. OTHER RECORDS AVAILABLE: D. Hawkins, Epic 9049; R. Hayman, Mercury 70387; Metrose B. May, Cap 2840; A. Norman, Bell 1047; T. Rodriguez, V 20-5759; E. Smith, Dec 29186. 13. Cross Over the Bridge. 13 19 Valando 4 10 4. Happy Wanderer 13. Man With the Banjo...15 10 VAUGHN MONROE Mellin By Antonia Ridge, Friedrich Moller-Published by Fox (ASCAP). 15. Green Years-BEST SELLING RECORDS: F. Weir, London 1448; H. Rene, V 20-5715. OTHER RECORDS figures to command even bigger Harms AVAILABLE: Bob Crosby, Bell 1045; A Drake, Cadence 1238; T. Leonetti, Cap 2788; The Obenmoney and draw bigger crowds 15. Here 12 Hill & Range kirchen Children's Choir, Dec 29193; L Prima, Dec 29128. on his personal appearances. Could be, too, that the era of the 5 19 5. Wanted **Tunes** with Greatest robust-voiced singers is coming By Jack Fulton, Lois Steele-Published by Witmark (ASCAP) back. BEST SELLING RECORD: P. Como, V 20-5647. OTHER RECORDS AVAILABLE: L. Becker, Of equal interest and for a **Radio-TV** Audiences From 1078; T. Dorsey, Bell 1041; M. Mullican, King 1337. similar reason is the first disk cut on the Dot label by the Fontane 6 11 6. If You Love Me (Really Love Me) Sisters. Coupling "If I Didn't Have You" with "Happy Days and Lonely Nights," the disk is.

Radio

By Margaret Monnet and Geos Frey Parsons-Published by Duchess (BMI)

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BEST SELLING RECORD: K. Starr. Capitol 2769. OTHER RECORDS AVAILABLE: H. Brooks,

decree My Love (K)-Bearne-	
ASCAP	
Don't Worry Bout Me (R)-Mills-ASCAP	
lappy Wanderer (R)-Fox-ASCAP	
fere (R)-Hill & Range-BMI	
fernando's Hideaway (R)-Frank-ASCAP	7. 1
ley There (R) (M)-Frank-ASCAP	
ligh and the Mighty (R) (F)-Witmark-	
ASCAP	
Can't Believe That You're in Love With	
Me (R)-Mills-ASCAP Could Have Told You (R)-United-	8.]
ASCAP	
Get So Lonely (R)-Melrone-ASCAP	
Understand Just How You Feel (R)-	
Jubilee-ASCAP	
I You Love Me (Really Love Me) (R)-	9.
Duchess-BMI	
n the Chapel in the Moonlight (R)-Shapiro- Bernstein-ASCAP	
de of Capri (R)-T. B. Harms-ASCAP	
nock on Wood (R) (F)-Famous-ASCAP	
ittle Shoemaker (R)-Bourne-ASCAP	9. 1
attle Things Mean a Lot (R)-Feist-	
ASCAP	
fagic Tango (R)-Chappell-ASCAP	
dake Her Mine (R)-Bregman, Vocco &	a start and
Conn-ASCAP	1. 1. 1. 1. 1. 1
dake Love to Me (R)-Melrone-ASCAP dan With the Banjo (R)-Mellin-BMI	
ecret Love (R)-Remick-ASCAP	
iome Day (R)-Famous-ASCAP	
leam Heat (R) (M)-Frank-ASCAP	11. AN
way (R)-Peer-BMI	
There Never Was a Night So Beautiful (R)	11. MY
-Broadcast-BMI	
Phree Coins in the Fountain (R) (F)-	11. CR
Robbins-ASCAP Wanted (R)-Witmark-ASCAP	
Wedding Bells are Breaking Up That Old	14. YO
Gane of Mine (R)-Mills-ASCAP	
Young at Heart (R)-Sunbeam-BMI	15. CR
Television	1 2 2 2 2 2 2
And Away We Go (R)-Songsmith-ASCAP	16. OH
Angels in the Sky (R) Ridgeway-BMI	
Answer Me, My Love (R)-Bourne-	16. ISI
ASCAP	
Buttons Bounce (R)-Lord-ASCAP	16. GB
Coney Island Boat (R)-E. H. Morris-	and the
Goodnight, Sweetheart, Goodnight (R)-	19. ST
Arc-BMI	1-12-1
Grees Years (R)-Harms-ASCAP	20. MJ
Happy Wanderer (R)-Fox-ASCAP	
Hernando's Hideaway (R)-Frank-ASCAP	20. TH
Hey! Brother, Pour the Wine (R)-Frank-	1. 188
Hey There (R) (M)-Frank-ASCAP	
Hit and Run Affair (R)-Duchess-BMI	1 martine day
I Get So Lonely (R)-Melrose-ASCAP	WARNI
In a Garden of Roses (R)-Goday-BMI	righted 1
loey (R)-Lowell-BMI	The Bill
Lazy Afternoon (R) (M)-Chappell-ASCAP Little Things Mean a Lot (R)-Feist-	The Dill
ASCAP	Contraction of the
Lonety Days and Nights More Lonely (R)-	1000
Egap-ASCAP	2 Million
Make Her Mine (R)-Bregman, Vocco &	1 1 2
Cunn-ASCAP	A.C.L.
Make Love to Me (R)-Melrose-ASCAP Marie (R)-Berlin-ASCAP	Rank?
Money Burns a Hole in My Pocket (R)-	1 3 5 ×
Chappell-ASCAP	12 19 1
My Friend (R)-Paxton-ASCAP	

Oh, My Papa (R)-Shapiro-Berniteln-ASCAP

Ricuchet (R)-Sheldon-BMI Song of the Sewer (R)-Geo. Lee-ASCAP

Steam Heat (R) (M)-Frank-ASCAP Three Coins in the Fountain (R) (F)- Oken 7020; B. Crosby, Dec 29144; H. Forest, Bell 1046; S. Harmer, M-G-M 11667; M. Marlowe, P. Faith, Col 40149; V. Lynn, London 1412; J. Peerce, V 20-5580.

I Understand Just How You Feel

By Pat Best-Published by Jubiles (ASCAP) **BEST SELLING RECORDS:** Four Tunes, Jubilee 5132; J. Valli, V 20-5740. OTHER RECORDS AVAILABLE: S. Stewart Epic 9839.

Man Upstairs

By Dorinda Morgan, Harold Stanley, Gerry Manners-Published by Vesta (BMD) BEST SELLING RECORD: K. Starr, Cap 2769. OTHER RECORDS AVAILABLE: Blackwood Brothers, V 20-5761; Cowboy Copas, King 1306.

Little Shoemaker

By Rudi Revil, Geoffrey Parsons, John Turner-Published by Bourne (ASCAP) BEST SELLING RECORD: Gaylords, Mercury 70403. OTHER RECORDS AVAILABLE: Textor Singers, Cap 2862; F. Weir, London, 1482; H. Winterhalter, V 20-5769.

Sh-Boom

By James Keys, Claude Feaster, Floyd McRae, James Edwards-Published by Hill & Range (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70404; Cherds, Cat 104. OTHER RECORDS AVAILABLE: B. Williams, Coral 61212.

Second Ten

Published by Bourne (ASCAP) 11. MY FRIEND	3
	9
11. CROSS OVER THE BRIDGE	
14. YOUNG AT HEART	1
15. CRAZY BOUT YOU, BABY	8
16. OH. BABY MINE	3
16. ISLE OF CAPRI 15 Published by Harms (ASCAP)	9
16. GREEN YEARS 15 Fublished by Harms (ASCAP)	4
	5
	6
20. THANK YOU FOR CALLING. Fublished by Blackwood (BMI)	1

NG-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the bits has been copyby The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, board, 1564 Broadway, New York, and Permission will be immediately granted.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

INDEX TO CHARTS

Popular Records, Singles . . . 24

Country & Western . . 31 Rhythm & Blues 32 kicking up quite a fuss in lots of towns. Oddly enough, the gals



FONTANE SISTERS

clicked while taking their regular summer vacation from the Perry Como TV show. If the video program were still on the air, the gals could plug their Dot disking with expectations of further hyping sales.

Complete reports on the current sales information on both records can be found under "This Week's Best Buys" on Page 22.

England's Top Twenty

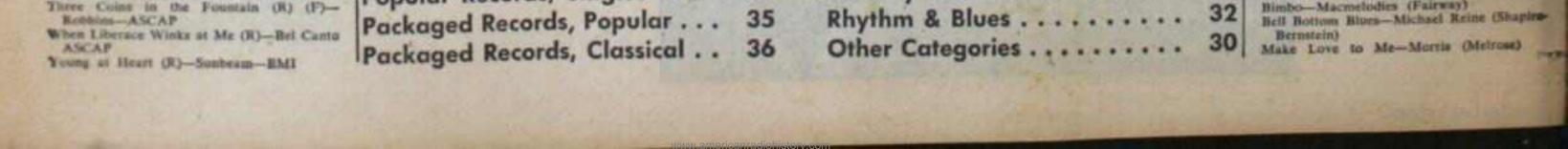
Based on cabled reports from England's top music jobbers. American publisher of each rune is listed in parenthesis. Asterisk Indicates no American publinher.

Someone Else's Roses-Jogn Fields (Leeds) Secret Love-Harms, Connelly (Remick) Happy Wanderer-Bosworth (Fox) Friends and Neighbors -- Michael Reine (Ross Jungnickei)

Heart of My Heart-Francis Day (Robbins) The Little Shoemaker-Bourne (Bourne) Little Things Mean a Lot-Robbins (Feist) Wanted-Harms, Connelly (Witmark) Someone Else's Roses-John Fields (Leeds) I Get So Lonely-Edwin H. Morris, Lid. (Melrose)

Cara Mia-Robbins (Feist) Idle Gossip-Bron (Redd Evans) Changing Partners-Robert Meilin (Porgie) Don't Laugh at Me (Came I'm a Fool)-David Toff (Leeds)

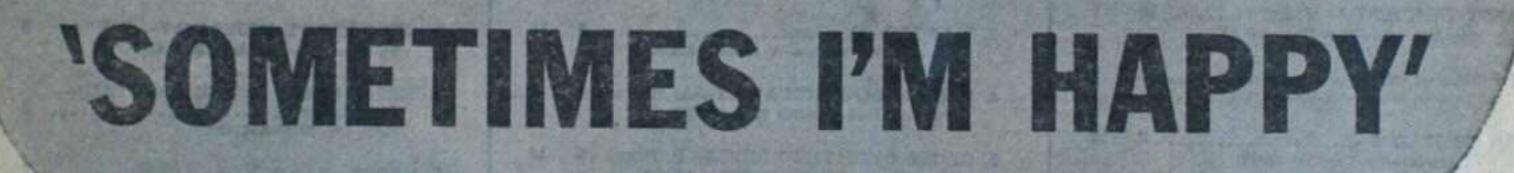
Cross Over the Bridge-New World (Laurel) Young at Heart-Victoria (Sunbeam) Such a Night-Sterling (Raleigh) The Book-Kassner (Kassner) Bimbo-Macmelodies (Fairway)



MUSIC 23

THE HONEY DREAMERS

Debut on Capitol!



'PERDIDO'

RECORD NO. 2857





MUSIC

24

THE BILLBOARD

POPULAR RECORDS The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending June 30

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis Weeks after the flip title it indicates what posi- Last This. Week Charl tion it occupies on the chart Week 1. LITTLE THINGS MEAN A LOT-13 K. Kallen..... I Don't Think You Love Me Anymore-Dec 29037-ASCAP 2. THREE COINS IN THE FOUNTAIN-8 Four Aces..... Wedding Bells (Are Breaking Up That Old Gang of Mine)-Dec 29123-ASCAP 3. HERNANDO'S HIDEAWAY-A. Bleyer..... 3 7 S'Il Vous Plait-Cadence 1241-ASCAP 4. HAPPY WANDERER-F. Weir..... 4 11 From Your Lips-London 1448-ASCAP 5. IF YOU LOVE ME (REALLY LOVE 12 ME}-K. Starr..... Man Upstairs-(14)-Cap 2769-BMI 6. WANTED-P. Como..... 5 19 Look Out the Window-V 20-5647-ASCAP 7. THREE COINS IN THE FOUNTAIN-F. Sinatra..... 7 6 Ruin-Cap 2816-ASCAP 8. SH-BOOM-Crew Cuts.....-I Spoke Too Soon-Mercury 70404-BMI 2 9. LITTLE SHOEMAKER-Gaylords..... 12 Mecque, Mecque-Mercury 70403-ASCAP 10. I UNDERSTAND JUST HOW YOU FEEL-Four Tunes..... 13 7 Sugar Lump-Jubilee 5132-ASCAP 11. CRAZY BOUT YOU, BABY-

This Week's Best Buys

THEY WERE DOING THE MAMBO (E. H. Morris, ASCAP) - Vaughn Monroe Ork -RCA Victor 20-5767

The maestro has his hottest record in many moons in this Latin-styled opus. This week the disk placed on the Boston territorial chart and was reported strong in New York, Baltimore, Pittsburgh, St. Louis, Atlanta and Los Angeles. Flip is "Mister Sandman" (E. H. Morris, ASCAP).

SWAY (Peer, BMI)

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MONEY BURNS A HOLE IN MY POCKET (Chappell, ASCAP) - Dean Martin - Capitol 2818

Record has been coming up steadily, bucking an unfavorable market, and is now surging ahead rapidly in almost every part of the country. One of the top sellers in Los Angeles and New York, the disk was reported good or strong in over a dozen major sales territories checked this week. Altho "Sway" has been established as the side, several territories have a preference indicated for the flip. A previous Billboard "Spotlight" pick.

For survey week ending June 30

Weeks

Week Charl

00

5

Most Played in Juke Boxes

nation's juke bos operators. The reverse Last

K. Kallen..... 1

Four Aces..... 2

RECORDS are ranked in order of the

greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the

Week side of each record is also listed.

Dec 29037-ASCAP

1. LITTLE THINGS MEAN A LOT-

I Don't Think You Love Me Anymore-

2. THREE COINS IN THE FOUNTAIN

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

HAPPY DAYS AND LONELY NIGHTS (Advanced, ASCAP)

IF I DIDN'T HAVE YOU (Spinlan, ASCAP) -Fontane Sisters-Dot 15171

The gal trio has come thru on their first recording for the label. At this point the disk is stronger with operators than over the retail counters. Growing steadily during the slowest part of the disk season, the record is now reported as good or strong in Eastern, Midwestern and Southern markets. A previous Billboard "Spotlight" pick.

Please send The Billboard

One Year name..... ····· \$10 tille or position (1 year at single copy price USA company..... and Canada is \$13. nature of business..... Foreign Rate \$20. address..... Payment city, zone, state..... enclosed · 2160 Patterson St. · Cincinnall 22. Ohio The Billboard 970

	For survey week ending June 3
This Week	RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throut the country Results are based on The Billboard's weekly sur- vey among the nation's disk jockeys. The reverse side of each record is also listed Week Cha
1. L	ITTLE THINGS MEANS A LOT- K. Kallen

12. HAPPY WANDERER-H. Rene..... 10 My Impossible Love-V 20-5715-ASCAP

Angelia Mia-Mercury 70341-BMI

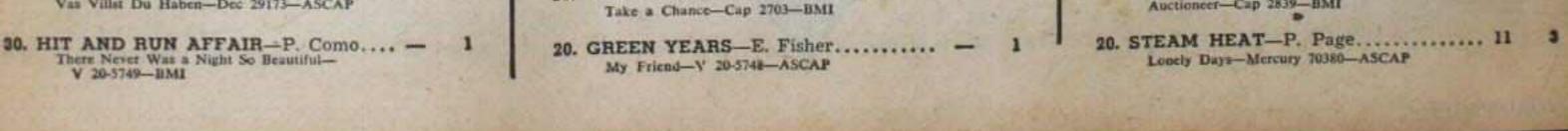
Crew Cuts...... 8

- 13. SH-BOOM-Chords 16 Cross Over the Bridge-Cat 104-BMI
- 14. MAN UPSTAIRS-K. Starr..... 9 13 If You Love Me-(5)-Cap 2769-BMI
- 15. I UNDERSTAND JUST HOW YOU Love, Tears and Kisses-V 20-5740-ASCAP
- 16. GOODNIGHT, SWEETHEART, GOODN'GHT-McGuire Sisters -Heavenly Feeling-Coral 61187-BMI
- 17. YOUNG AT HEART-F. Sinatra..... 11 21 Take a Chance-Cap 2703-BMI
- 18. SOMEDAY-F. Laine..... 30 There Must Be a Reason-Col 40235-ASCAP
- 19. THANK YOU FOR CALLING-J. Stafford 26 14 Where Are You?-Col 40250-BMI
- 20. MY FRIEND-E. Fisher..... 19 5 Green Years-V 20-5748-ASCAP
- 20. STEAM HEAT-P. Page 24 Lonely Days-Mercury 70380-ASCAP
- 22. ANSWER ME, MY LOVE-Nat (King) Cole 13 19 Why?-Cap 2687-ASCAP
- 23. POINT OF ORDER-S. Freberg..... 15 3 Person to Pearson-Cap 2838-BMI
- 24. HERE-T. Martin..... 20 16 Philosophy-V 20-5665-BMI
- 25. ISLE OF CAPRI-Gaylords..... 22 19 Love I You-Mercury 70350-ASCAP
- 26. ISLE OF CAPRI-J. Lee. 18 By the Light of the Silvery Moon-Coral 61149-ASCAP
- 27. OH, BABY MINE-Four Knights..... 21 23 I Couldn't Stay Away From You-Cap 2654-ASCAP
- 28. HERNANDO'S HIDEAWAY-J. Ray., 29 Hey There-Col 40224-ASCAP
- 28. HERNANDO'S HIDEAWAY-G. Lombardo. -Vas Villst Du Haben-Dec 29173-ASCAP

- Wedding Bells (Are Breaking Up That Old Gang of Mine) Dec 29123-ASCAP
- 3. WANTED-P. Como..... 3 18 Look Out the Window-V 20-5647-ASCAP
- 4. HERNANDO'S HIDEAWAY-A. Bleyer 4 6 S'll Vous Plait-Cadence 1241-ASCAP
- 5. CROSS OVER THE BRIDGE-P. Page. 5 18 My Restless Lover-Mercury 70302-ASCAP
- 6. HAPPY WANDERER-F. Weir 6 9 From Your Lips-London 1448-ASCAP
- 7. IF YOU LOVE ME (REALLY LOVE ME)-K. Starr..... 11 9 Man Upstairs-Cap 2769-BMI
- 8. OH, BABY MINE-Four Knights..... 7 22 I Couldn't Stay Away From You-Cap 2654-ASCAP
- 9. STEAM HEAT-P. Page...... 8 5 Lonely Days-Mercury 70380-ASCAP
- 10. MAN UPSTAIRS-K. Starr..... 9 10 If You Love Me (Really Love Me)-Cap 2769-BMI
- 11. I UNDERSTAND JUST HOW YOU FEEL-Four Tunes.....-Sugar Lump-Jubilee 5132-ASCAP
- 12. MAN WITH THE BANJO-Ames Brothers..... 10 17 Man, Man Is for the Woman Made-V 20-5644-BMI
- 12. MAKE LOVE TO ME-J. Stafford 12 23 Adi-Adios Amigo-Col 40143-ASCAP
- 14. CRAZY 'BOUT YOU, BABY-Crew Cuts..... 17 Angelia Mia-Mercury 70341-BMI
- 15. ISLE OF CAPRI-Gaylords 14 Love I You-Mercury 70350-ASCAP
- 16. HERE-T. Martin..... 18 15 Philosophy-V 20-5665-BMI
- 17. THREE COINS IN THE FOUNTAIN-F. Sinatra..... 14 Rain-Cap 2816-ASCAP
- 18. ANSWER ME, MY LOVE-Nat (King) Cole 16 16 Why?-Cap 2687-ASCAP
- 18. SOMEDAY-F. Laine -There Must Be a Reason-Col 40235-ASCAP
- 19. YOUNG AT HEART-F. Sinatra..... 13 18

Old Gang of Mine)-Dec 29123-ASCAP

- 3. HERNANDO'S HIDEAWAY-A. Bleyer 3 5'll Vous Plait-Cadence 1241-ASCAP
- 4. THREE COINS IN THE FOUNTAIN-F. Sinatra..... 5 Rain-Cap 2816-ASCAP
- 5. HAPPY WANDERER-F. Weir..... 6 10 From Your Lips-London 1448-ASCAP
- 6. WANTED-P. Como..... 4 19 Look Out the Window-V 20-5647-ASCAP
- 7. IF YOU LOVE ME (REALLY LOVE 12 ME)-K. Starr..... 7 Man Upstairs-Cap 2769-BMI
- 8. GREEN YEARS-E. Fisher..... 8 My Friend-V 20-5748-ASCAP
- 9. LITTLE SHOEMAKER-Gaylords..... 15 Mecque, Mecque-Mercury 70403-ASCAP
- 10. HAPPY WANDERER-H. Rene..... 9 10 My Impossible Love-V 20-5715-ASCAP
- 11. I UNDERSTAND JUST HOW YOU FEEL_J. Valli..... 15 Love, Tears and Kisses-V 20-3740-ASCAP
- 12. SH-BOOM-Crew Cuts..... I Spoke Too Soon-Mercury 70404-BMI
- 12. THANK YOU FOR CALLING-Jo Stafford..... Where Are You?-Col 40250-BMI
- 14. I UNDERSTAND JUST HOW YOU FEEL-Four Tunes..... 17 Sugar Lump-Jubilee 5132-ASCAP
- 15. HIT AND RUN AFFAIR-P. Como 19 There Never Was a Night So Beautiful-V 20-5749-BMI
- 16. MAN UNSTAIRS-K. Starr..... 10 13 If You Love Me (Really Love' Me)-Coral 2769-BMI
- 17. CRAZY 'BOUT YOU, BABY-Crew Cuts..... 13 Angelia Mia-Mercury 70341-BMI
- 18. JOEY-B. Madigan..... 12 3 And So I Walked Home-M-G-M 11716-BMI
- 19. I'M A FOOL TO CARE-Auctioncer-Cap 2839-BMI



JULY 10, 1954

B-14

BIG STAR!

BIG SONG!

BIG ARRANGEMENT!

THE SKY ITSELF!

BIG AS

THE BILLBOARD

singing

with orchestra and chorus directed by Henri Rene

> a "New Orthophonic" High Fidelity recording 20/47-5757

10 in



JULY 10, 1954



The Billboard Music Popularity Charts POPULAR RECORDS

For survey week ending June 30

Listings are based on late reports secured from top dealers in each of the markets listed.

- 3. Hernando's Hideaway, A. Bleyer, Cdc.
- 4. If You Love Me (Really Love Me)
- 5. 1 Understand Just How You Feel

Denver

- J. Little Things Mean a Lot
- 2. Hernando's Hideaway, A. Bleyer, Cdc. 3. Three Coins in the Fountain
- 4. Happy Wanderer, F. Weir, Lon. 5. If You Love Me (Really Love Me)
- 7. Three Coins in the Fountain
- 8. Young at Heart, F. Sinatra, Cap.

Detroit

- 1. Little Things Mean a Lot
- 3. Hernando's Hideaway, A. Bleyer, Cdc.
- 4. Little Shoemaker, Gaylords, Mer.
- 5. Three Coins in the Fountain
- 6. I Understand Just How You Feel
- 7. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
- 8. Someday, F. Laine, Col.
- 9. Wanted, P. Como, V.

Kansas City

- 2. Hernando's Hideaway, A. Bleyer, Cdc. **3.** Three Coins in the Fountain

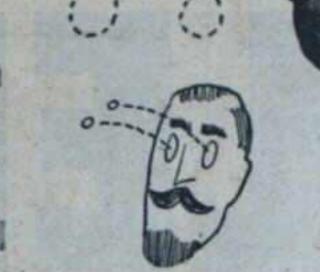
- 6. If You Love Me (Really Love Me)
- 8. Man Upstairs, K. Starr. Cap. 9. I Understand Just How You Feel

Los Angeles

- 1. Little Things Mean a Lot
- 2. Hernando's Hideaway, A. Bleyer, Cdc. 3. Three Coins in the Fountain
- 4. Happy Wanderer, F. Weir, Lon.
- 5. If You Love Me (Really Love Me)



THE ENGINEERS APPLAUDED! THE PUBLISHER FLIPPED! EVEN MITCH WAS WOWED!



OUT OF ONE OF THE MOST EXCITING RECORDING SESSIONS IN COLUMBIA HISTORY COMES TONY BENNETT'S GREATEST PERFORMANCE



She's got sugardipped kisses and cherry-tipped charms ...

She's a marshmallow mamma with a jelly-roll heart...

Words and Music by Lincoln Chase b/w TAKE ME BACK AGAIN Columbia 40272 • 4-40272

with a sensational backing by Percy Faith and his orchestra

Tony Bennett



She's a Cinnamon Sinner selling Iollipop lies...

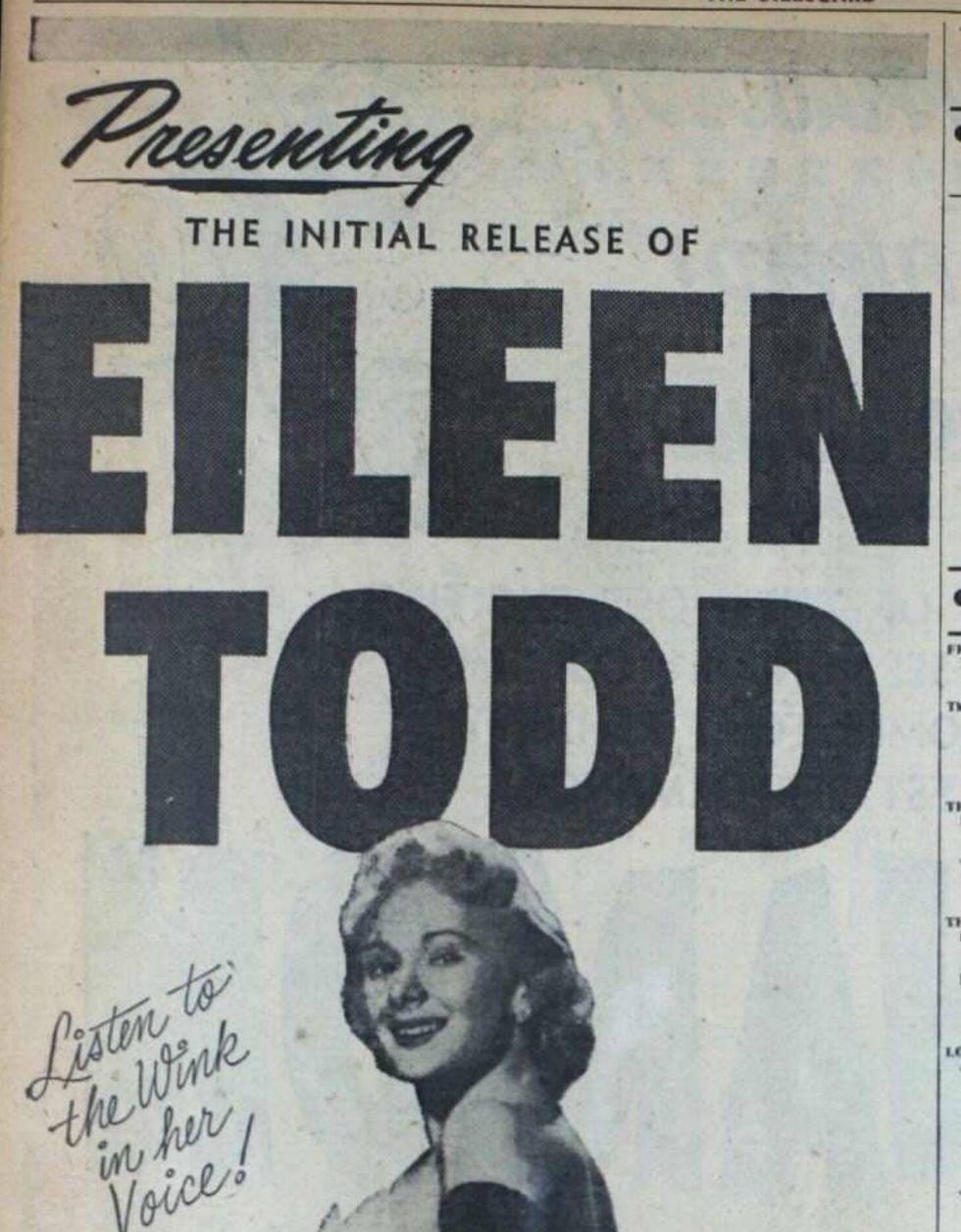


MUSIC

28

THE BILLBOARD

JULY 10, 1954



The Billboard Music Popularity Charts **POPULAR RECORDS**

• Review Spotlight on . . . RECORDS

TONY BENNETT

Take Me Back Again (Jefferson, ASCAP) Cinnamon Sinner (Raleigh, BMI)-Columbia 40272-Two fine performances by Tony Bennett. The top side is a soaring melody that the warbler handles with charm. Flip is a bright, bouncy tune that could pull many juke plays. Two good sides.

JACKIE LEE

The Donkey Serenade (Schirmer, ASCAP) - Coral 61214-Jackie Lee, now hot with "Isle of Capri," handles his honky-tonk piano with much assurance as he jazzes up the fine standard. Good juke wax here. Flip is "Mr. Hot Piano."

BILL HALEY ORK

Shake, Ratile and Roll (Progressive, BMI)

A.B.C. Boogie (Myers, ASCAP) - Decca 29204 - This one is especially recommended for operators, and the pulsating manner in which the ork plays and shouts these tunes could help the disk attract a lot of coins. Top side is the current r.&b. hit; flip is an infectious boogie.

Reviews of New Pop Records

FRANK SINATRA

light" 7-3-'54,

The Gal That Got Away 79 Sinatra turos in a driving reading of the tune from the new Judy Garland flick "A Star Is Born." Side should poll spins and loot, altho flip is stronger.

THE MILLS BROTHERS.

DECCA 29185-A Billboard "Spotlight" 6-26-'54. (Emperor, BMI) Why Do I Keep Lovis' You? 16 A Billbeard "Spotlight" 6-26-'54. (Sheridian, HMT)

THE FOUR KNIGHTS

store. (Purgie, BMI)

light" 6-26-'54. (Hill & Range, BMI) A slow ballad is sung with feeling by the Knights. Spins a-plenty are in

LOLA LEE

did well with her last release "Padre," turns in a warm reading here on this pretty new ballad. She handles the tuite tenderly, singing with herself with the aid of multiple taping. Record should get spinn and boot. Watch it. (Windy City, ASCAP)

DAVID WHITFIELD-MANTOVANI ORK

Cars Mia LONDON 1486-David Whitfield has an explosive style that punches out emotion powerfully. This side, teo, could do some business. It's a very pretty tune, and could get decisy action.

How, When or Where? 75

Fem voices assist the Mantovanl strings prettily behind Whitfield's forceful chanting. Ballad is a passionate opus that may appeal to bobby susters. The sound is cuitstanding.

VOICES OF WALTER SCHUMANN

V 26-5777-Ditty from another and past era is showcased freshly in a sparkling arrangement. Effort has lots of appeal, with a strong beat, and it could do lots of summer business. (Shapiro-Bernstein, ASCAP)

The Goodnight Waltz 74

The chorus injects much sentiment in this fine reading of the slow and dreamy walts ballad. Should get spins. (Gleawood, BMI)

THE SALMAS BROTHERS I Can't Smoke You

Out of My Heart

PARADISE

ond

GOODNIGHT, O MY DARLING

CORAL 61210 (78 rpm) and 9-61210 (45 rpm) 1 1 1 1 1 TONN Orchestra under the direction of

PHIL MOORE

You're the One 75

A bright, housey novelty is handed a mighty sharp reading by the shrush over a mappy arrangement, featuring some good male chorus and ork work. This side, too, could pick up a lot of juke ceins. (Brandom, ASCAP)

DON CORNELL

CORAL 61206-A personable vocal by Cornell on an attractive tune. The disk should get spins both for its own meril, and the fact that it's due for a special push in conjunction with the flick "Sunan Slept Here," Cornell's vocal is featured thrucut the film. (Raphael, ASCAP)

Cornell warbles a pleasant ballad with much feeling for another good side. Both sides have a chance for coins. (Vim, ASCAP)

ANDY GRIFFITH

CAPITOL (45) F2855-Recording of a live performance conveys the spirit of spontaneous fun. And Andy Griffith's droll description of the art of the ballet will get many to chuckle. Could sell lots of copies. This is a two-part disk. Griffith fans will enjoy. (Benily, BMI)

JUDY GARLAND

COLUMBIA 40270 - Judy sings a torchy tune from her forthcoming movie "A Star Is Bore" with much feeling in her own vigorous style. The disk should get an extra hype from the sentiment and promotion attached to her comeback film. Should get action when the movie opens. (E. H. Morris, ASCAP)

Here's What I'm Here For 75 Another pleasant ballad from the canary's new picture. It should also get spins, but the flip has more of the sob-in-her-voice styling so admired by Miss Gattand's fame. (E. H. Morris, ASCAP)

RALPH MARTERIE ORK

MERCURY 70406-A melodic instrumental wrapped up with lazy charm by Murterie. This is a well-performed side, and could pull many, many spins. (Brandom, ASCAP) Bumble Boogie 74

A bright boogle arrangement of "Flight of the Bumble Bee." H's in the pattern of Harry James' hit of years ago, and should pull spins, (Murtin, ASCAP)

TED NORMAN

V (45) 47-5792-Rapid patter ditty about romance and travel in exotic places is sung well by Norman, while the ork beats out an exciting backing. A good side that could create some

EPIC 5060-The Salmas Brothers, a new group from the West Coast who have been doing well on the night club beat, bow on the label with a warm reading of a listenable new opus. The boys sound a lot like the Ames Brothers which could limit their impact, but they can sell a tune. This side could get some action. (Piness, ASCAP)

Someone Like You (For Me) 75

Here, again, the Salmas Brothers show off their close - to - Ames Brothers sound on a pretty new effort, selling the tune very ismoothly. It's a good group and with exposure the record has possibilities. (Criterion, ASCAF)

RUSTY DRAFER

MERCURY 70415 - Rusty Draper injects sincere emotion in this forceful performance of the religious ballad. The disking is impressive. (Hill & Range, BMI)

Pease, Please 73

The chanter takes the rhythm opus and hands it a good performance. Side will likely prove a profitable juke box entry, pulling many nickels, The coupling here, however, can't do either side any good. (Brownwood, BMD)

BILLY WILLIAMS QUARTET

Sh-Boom 75 CORAL 61212-The quartet's first side for the label is impressive. Their bright rhythmic treatment of the hit novelty really goes. There's a lot of competition, but this version should get its share of spins. (Progressive, BMD

Whenever, Wherever 72

A solid vocal job on an infectious ditty with good backing by Jack Pleis. (Edgar, BMI)

BILLY MAY ORK

is "Hi Fi," but it's a down-to-carth riff effort, and a bright one, played with skill by the May crew. It features some happy ensemble and a punching beat. Ork's followers will want. (Beechwood; BMI)

The Song Is You 71

Fast-tempo peppers instrumental version of the standard by the May crew. Should please the Lindy-hoppers and the ork's fans. (T. B. Harms, ASCAPI

VICTOR YOUNG ORK

DECCA 29203-There's lots of competition on this movie tune, but the Young version should get action too. It's a lush instrumental, with the gimmick whistling that distinguishes the tune. (Witmark, ASCAP)

A pleasant instrumental arrangement of the standard which should get its share of juke and jock plays. However, the flip is more commercial, (Robbins, ASCAP)

BAS SHEVA Rock-a-Rye Your Baby

PROMOTION



Frank

Gnatra

Connie

MQQD

Foggy Night

from the motion picture "A STAR IS BORN"

b/w

Got Away"

"The Gal that

"Half as Lovely (TWICE AS TRUE)"

Record No. 2864



San Francisco" from the motion picture "DRAGNET"

b/w

"One Arabian

Night"

Record No. 2854



30

13. 19. 14.2

THE BILLBOARD

3810223B. 74.3

JULY 10, 1954

MAMBOLINO

BLUE SKIES

KING 4723

FRIENDS AND

NEIGHBORS

Recorded by

Billy CottonLondon

Sammy KayeColumbia

The Plunkett Family Essex

Tommy Prisco Mercury

Roy RogersBell

Others to come

ROSS JUNGNICKEL, INC.

1650 Broadway New York, N.Y.

★ A BILLBOARD SPOTLIGHT

It's the great R.C.A. Victor

Record = 20-5666

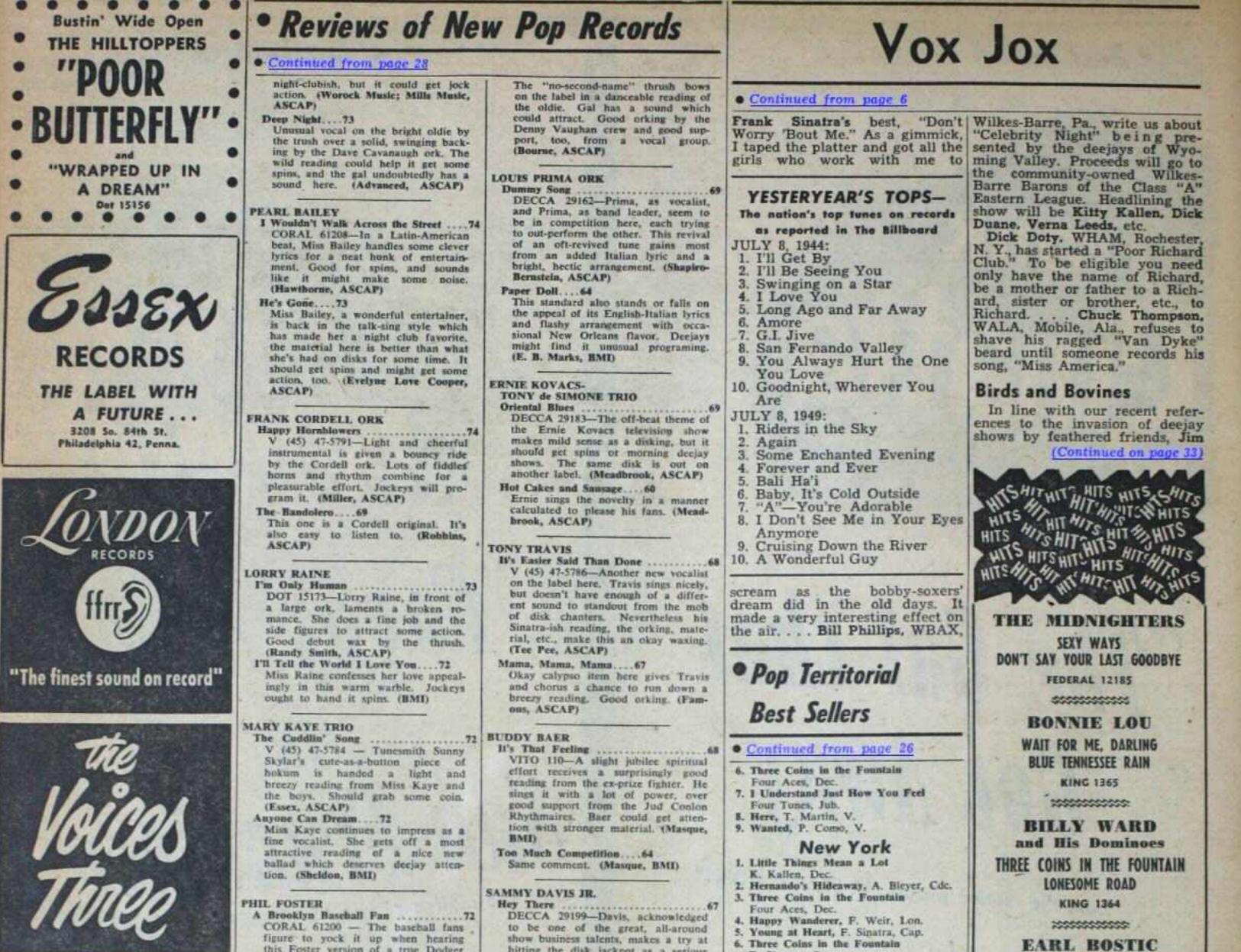
- This is why I love you

* A B.M.I. PIN-UP HIT

* A CASHBOX BEST BET

DISTRIBUTED BY

RECORDS



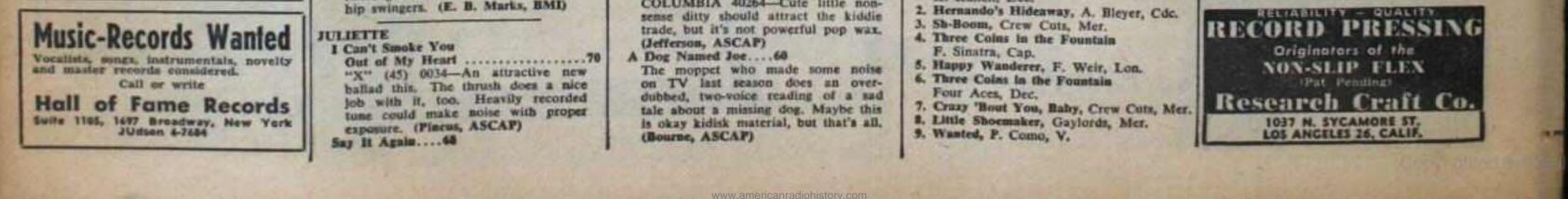
and the second s **NEW RECORDS--For Sale** 50,000 \$6.00 per 100 Independent Labels \$50.00 per 1000 CAN BE USED FOR SPECIAL SALES! NEW Victor-Decca-Columbia-Mercury-MGM Records for Retorn Privileges 10"-511.00 per 1,000 12"- 13.00 per 1,000 WANTED! Any Quantity of GLENN MILLER 45 or 33 RPM Limited Edition State Quantity and Lowest Price N. Y. DISTRIBUTING CO. 625 10th Are., Circle 6-2144 New York 36, N. Y. man man



CORRECTION

Due to an error in the June 26 DOT RECORD ad, the wrong distributor was listed for Cincinnati, Ohio. It should have read

HIT RECORD DISTRIBUTING CO. **1043 Central Avenue** Cincinnati, Ohio



this Foster version of a true Dodger fan. It's great material and should get plenty of air play during the remainder of the season. The material and disk handling of it are excellent. (Broadway Music, ASCAP)

The Kid's on the Corner.....67

Foster tackles some of his regular night club material as disk fare and comes up with a neat hunk of comedy material which should get some spins. It's funny, but not, perhaps, as funny in every part of the the country. Big city dealers could use it, tho. (Bourne, ASCAP)

ELLA FITZGERALD

DECCA 29198-Here's some of Miss Fitzgerald's great, modern scat singing. It should please her many fans. The gal is as wonderful as ever on this one. (Jay Cee, BMI) Lullaby of Birdland 65

The Birdland jazz joint's theme now has a lyric. Not much, tho, of interest to the mass market. (Patricia, BMI)

VINCE CARSON

label, reads off the oldie in a slick rbythmic fashion and with a neat assist from the ork and chorus. The lad sings nicely. Two-part second chorus adds interest. (Mills, ASCAP) Ou-Cafonie....70

Italian-ish ditty about a phoney character should get spins and might intrigue the ops. It's a happy item, (Regent, BMI)

ROCCO GRECO

- of a sweet ballad by Greco over pretty backing. The vocal and the ork arrangement is in the Eddy Howard style, (James, ASCAP) Hey Cupid 69
- Rocco Greco bows on the label with a satisfactory reading of a new novelty item over loud ork backing. (Hawthorne, ASCAP)

XAVIER CUGAT ORK

the label is, perhaps, auspicious, in that he's got a slick hunk of Perez Prado mambo material. The ork does a nice job on it. The Latin dance set will like it. (Peer, BMI) Cha Cha Cha 68

More good dance music here for the hip swingers. (E. B. Marks, BMI)

- hitting the disk jackpot as a serious ballad singer. The guy has a sound and projects nicely, but it will take more than this to break thru. The tune, of course, is from "Pajama Game." (Frank, ASCAP)
- And This Is My Beloved 67
- Again Davis tries his vocal chords on a show tune, this from "Kismet." The singer impresses with his ability to sell, but the tune is a difficult one to catch on in this current market. (Frank, ASCAP)

BILL CAREY

reading of rhythmic hunk of material about a Southern town and its jubilee. (Glenwood, BMI)

Slowly 67

The country and western smash as written and recorded by Webb Pierce gets a pop reading which turns out to be just fair, the it's no fault of Carey's. (Hill & Range, BMI)

BUDDY MORROW ORK

an okay hunk of terp material while orkster Morrow and a fem chirp tackle the lyric about a new dance routine. Good riff. (Leeds, ASCAP)

Suppertime....65

Thrush Betty Anne Steele does quite nicely with the ultra-lovely Irving Berlin oldie which is not heard as often as it should be. (Berlin, ASCAP)

EILEEN TODD

- side for Coral is adequate, but her sexiness is too studied for conviction on the standard. (Feist, ASCAP)
- Goodnight, O My Darling 65 Gal is more natural on this pleasant ballad, however, the flip tune is stronger. (Ajax, ASCAP)

BRUCE BARKLEY

- COLUMBIA 21267-An okay instrumental version of the Handy standard, with competent plano work. (Handy Bros., ASCAP) Jumpin' Jack 62
- Same comment. (Peer, BMI)

GAYLA PEEVEY

- COLUMBIA 40264-Cute little nonsense ditty should attract the kiddle

- 6. Three Coins in the Fountain
- F. Sinatra, Cap. 7. If You Love Me (Really Love Me)
- K. Starr, Cap.
- 8. Wanted, P. Como, V.
- 9. Oh, Baby Mine, Four Knights, Cap. 10, I Understand Just How You Feel Four Tunes, Jub.

Philadelphia

- 1. Little Things Mean a Lot
- K. Kallen, Dec.
- 2. Hernando's Hideaway, A. Bleyer, Cdc. 3. Three Coins in the Fountain
- Four Aces, Dec.
- 4. Sh-Boom, Chords, Cat
- 5. Happy Wanderer, F. Weir, Lon.
- 6. Wanted, P. Como, V.
- 7. Crazy 'Bout You, Baby, Crew Cuts, Mer.
- 8. Hit and Run Affair, P. Como, V. 9, If You Love Me (Really Love Me)
- K. Starr, Cap.
- 10. Green Years, E. Fisher, V.

Pittsburgh

- 1. Three Colus in the Fountain Four Aces, Dec.
- 2. Little Things Mean a Lot
- K. Kallen, Dec.
- 3. Hernando's Hideaway, A. Bleyer, Cdc. 4. Sh-Boom, Crew Cuts, Mer.
- 5. Moonlight and Roses, Three Suns, V.
- 6. Little Shoemaker, Gaylords, Mer.
- 7. Wanted, P. Como, V.
- 8. My Friend, E. Fisher, V.

St. Louis

- 1. Little Things Mean a Lot
- K. Kallen, Dec.
- 2. Hernando's Hideaway, A. Bleyer, Cdc. 3. Three Coins in the Fountain
- Four Aces, Dec.
- 4. Someday, F. Laine, Col.
- 5. Crazy 'Bout You, Baby, Crew Cuts, Mer.
- 6. Three Coins in the Fountain
- F. Sinatra, Cap. 7. Happy Wanderer, F. Weir, Lon.

San Francisco

- 1. Little Things Mean a Lot
- K. Kallen, Dec.
- 2. Hernando's Hideaway, A. Bleyer, Cdc.
- 3. Happy Wanderer, F. Weir, Lon.
- 4. Three Coins in the Fountain
- Four Aces, Dec. 5. Wanted, P. Como, V.
- 6. If You Love Me (Really Love Me)

Seattle

- K. Starr, Cap. 7. Young at Heart, F. Sinatra, Cap.
- 8. Three Coins in the Fountain
- F. Sinatra, Cap. 9. Sh-Boom, Chords, Cat

K. Kallen, Dec.

1. Little Things Mean a Lot

JULY 10, 1954

THE BILLBOARD

RECORDS The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending June 30

RECORDS are ranked in order of their current mational selling importance at the retail level. Results are based on The Bill- board's weekly mirvey among dealers thro- out the country with a high volume of tales in memory and western records. The re- week verse side of each record is also listed.	Last Week	Week
1. 1 DON'T HURT ANYMORE-H. Sno	w. 1	4
2. ONE BY ONE-K. Wells & R. Foley.	. 2	
1'm a Stranger in My Home-Dec 29065-BM		121
Scarkling Brown Eyes-Dec 29107-BMI	312	2
You Just Can't Be True-Dec 28191-BMI		-
5. I REALLY DON'T WANT TO ENOW E. Arnold	5	: 2
6. SPARKLING BROWN EYES-		
W. Pierce	177 6	
7. ROSE MARIE-S. Whitman.	g- 7	1
8. LOOKING BACK TO SEE_		12
J. Tubb-G. Hill. 1 Miss You So-Dec 29145-BMI	1. 1.	2
9. HONKY TONK GIRL-H. Thompson We've Gone Too Far-Cap 2023-BMI	a., 1	
10. BACK UP, BUDDY-C. Smith If You Tried As Hard to Love Me- Col 21226-HMI	1	1 1
11. YOU BETTER NOT DO THAT-		
T. Collins. High on a Hilltop-Cap 2701-BMI	1	5 1
12. RELEASE ME-R. Price	1	0 1
13. MUCH TOO YOUNG TO DIE-R. P. I Loved You So Mach I Let You Go- Cal 21249-BMI	rice 1	3
14. PRETTY WORDS-M. Robbins,		
B. Walker Pretend You Just Don't Know Me- Col 21256-BMI		

Most Played in Juke Boxes

For survey week ending June 30

This Week	RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among op- erators thruout the country using a high proportion of country and western records.	Last Wrek	Weeks ou Chart
meen	PROPERTY AND		6

Folk Talent and Tunes

Br JOEL FRIEDMAN -5000 Sunset Boulevard, Hollywood

Tex Williams has purchased Harmony Park Ballroom, Ana. heim, Calif., and will operate it weekends with both his own band and guest orks. He expects to originate future TV shows from there, just as he originates his NBC radio show from Knott's Berry Farm near Santa Ana, Calif. ... Rex Henderson, former Charlie Monroe sideman, has been discharged from the Army and is free-lancing in the Louisville area. . . . Acuff-Rose has published a guitar course written by Chet Atkins. Chet will be host to his fan club at its fourth annual convention in Nashville, July 21-25, with president Margaret Fields presiding.... Ginger Callahan doing TV guest shots with the Pee Wee King band and is slated to play fair dates with the group. . Dottie Sales has replaced Betty Amos with the Carlisles. . . . Songscribe Gary Walker, now a pri-vate first class in the Army, was married to Peggy Boone last week at Gainesville, Mo. . . . Hank Snow set for two shows at the Atlanta ball park, July 11.

"Grand Ole Opry." featuring Carl Smith, June Carter, Ray Price and Marty Robbins, played to a jammed house at the Portland, Ore., auditorium recently. Ann Jones and her Western Sweethearts set for the rodeo at Klamath Falls, Ore., July 2-4, and Tillamook (Ore.) Fair, August 12-13. . . . Wagonwheel Park, Camas, thru Washington and Oregon thru July.... Rex Allen worked Odessa, Tex., July 3, and a holiday stand at Craterville Park, Cache, Okla., July 4-5. . . . Jimmy Key planning on closing the "All-Star Jamboree," Eastland, Tex., for the

summer about July 15. . . . Blackwood Brothers copped top honors on a recent Arthur Godfrey show via their rendition of "The Man

Review Spotlight on . . . RECORDS

RED FOLEY-ERNEST TUBB It's the Mileage That's Slowin' Us Down (Acuff-Rose,

BMD Double Datin' (Alamo, ASCAP) - Decca 29195 - The two country warblers team up for listenable performances of a pair of cute novelty efforts that should please their many fans. Sides have power for dealers and operators.

This Week's Best Buys

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

IF YOU SAW HER THROUGH MY EYES (Driftwood, BMD) GO, BOY, GO (Valley, BMI)-Carl Smith-Columbia 21266

Smith's latest release is following a familiar pattern of quick acceptance that is almost matter-of-fact in Southern, Midwestern and East Coast sales territories. Early reports from Nashville, Richmond, Durham, Atlanta, Cleveland, St. Louis and Dallas ranged from good to strong, indicating that the record is chartbound. Action on both sides is good, with a good possibility at this stage for either or both sides to hit pay dirt. A previous Billboard "Spotlight" pick.

C&W Territorial Best Sellers

For survey week ending June 30

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

Birmingham

- I. I Don't Hurt Anymore, H. Snow, V.
- 2. Slowly, W. Pierce, Dec. 3. One by One, K. Wells-R. Foley, Dec.
- 4. Looking Back to See
- G. Hill-J. Tubb, Dec.
- 5. 1 Really Don't Want to Know E. Arnold, V.
- 6. My Everything, E. Arnold, V.
- 7. Even Tho, W. Pierce, Dec.

Charlotte

- 1. I Don't Hurt Anymore, H. Snow, V. 1. One by One, K. Wells-R. Foley, Dec. 3. Even Tho, W. Pierce, Dec.
- 4. Sparkling Brown Eyes, W. Pierce, Dec. 5. Rose Marie, S. Whitman, Imp.
- 6. Pretty Words, M. Robbins, Col.
- 7. Looking Back to See
 - G. Hill-J. Tubb, Dec.

Cincinnati

1. I Don't Hurt Anymore, H. Snow, V. 2. One by One, K. Wells-R. Foley, Dec. 10, Even Tho, W. Pierce, Dec. I Really Don't Want to Know

7. We've Gone Ton Far H. Thompson, Cap. 8. Sparkling Brown Eyes, W. Pierce, Det.

Knoxville

- L I Don't Hurt Anymore, H. Snow, V.
- 2. Thunk You for Calling, B. Walker, Col.
- 3, One by One, K. Wells-R. Foley, Dec. 4. Honky Tonk Girl, H. Thompson, Cap.
- 5. Even Tho, W. Pierce, Dec.

Memphis

- 1. I Don't Hart Anymore, H. Snow, V.
- 2. Much Too Young to Die, R. Price, Col. 3. One by One, K. Wells-R. Foley, Dec.
- 4. Looking Back to See M. & J. E. Brown, Fab.
- 5. I Really Don't Want to Know
- E. Arnold, V.
- 6. We've Gone Too Far
 - H. Thompson, Cap.
- 7. Point of Order, C. Pryor, FS.

- 8. Thank You for Calling, B. Walker, Col.
- 9. Looking Back to See
 - G. Hill-J. Tubb, Dec.
 - Machuille

I. I DON I HUNI ANTHONS - IL CHON	Constanting of the local division of the loc		
2. EVEN THO-W. Pierce	5	5	
3. SLOWLY-W. Pierce		20	
4. ONE BY ONE-K. Wells-R. Foley	4	5	
5. I REALLY DON'T WANT TO KNOW-			
E. Arnold	3	26	
6. ROSE MARIE-S. Whitman	7	9	
7. SPARKLING BROWN EYES-			
W. Pierce	10	2	
8. YOU BETTER NOT DO THAT-			
T. Collins Cap 2701-BMI	9	19	
8. BACK UP, BUDDY-C. Smith	8	9	
IO. AS FAR AS I'M CONCERNED- R. Foley Dec 29000-BMI	-	10	
the second s	_		-

Most Played by Jockeys

For survey week ending June 30

SIDES are "anked in order of the greatest number of plays on disk tockry radio shows thrucut the country according to The Bill- board's weekly survey of top disk tockry work thows in all key markets.	Laut		Week Otar
I. EVEN THO-W. Pierce		1	1
2. I DON'T HURT ANYMORE-H. Snot		3	2.4
3. ONE BY ONE-K. Wells-R. Foley		2	1,3
4. CRY, CRY, DARLING_J. Newman.		5	- 1
4. BACK UP, BUDDY-C. Smith		6	20
6. OH. BABY MINE-Johnnie & Jack.		4	1
7. SPARKLING BROWN EYES-		1	
W. Pierce			
8. ROSE MARIE-S. Whitman		12	
9. I REALLY DON'T WANT TO KNOW	-	10	2
y 20-5525-BMI 9. SLOWLY-W. Pierce		-	1
9. SLOWLY-W. Pierce. Dec 28991-BMI 11. MY EVERYTHING-E. Arnold			
A SAACH HMI			
12. I'M A STRANGER IN MY HOME- R. Foley-K. Wells.		-	
12. FLL BE THERE-R. Price		7	1
IN THANK YOU FOR CALLING-			
B. Walker			
15. LOOKING BACK TO SEE- J. Tubb-G. Hill.		-	
* Dec 29145-BMI			

Upstairs." The Oklahoma
Wranglers inked in at famed
Webb's City, St. Petersburg, Fla.,
for a two-week stand starting
July 10 Porter Wagoner
working the new Westphalia, Mo.,
hillbilly park last week (27)
Joe St. Clair Grieshop has his first
song in Bonnie Lou's King record-
ing of "Blue Tennessee Rain,"
published by White Oak Music.
"Grand Ole Opry" troupe drew
5,000 payees at their City Audi-

torium date at Denver rece WHOO, Orlando, Fla., wor July 4 celebrations at Ocala, B nell and Kissimmee, Fla. . . . Thompson ork, along with Price and his Sante Fe Ri worked the New River Ra Rising Sun, Md., to good cro . Norman Perry inked for Big "D" Jamboree at Dallas. Arlene Wright, formerly hears WABD, Pittsburgh, now hi show on WNNJ, Newton, N. J Slim Short now airing his "F house Jamboree" from the tonsburg High School Auditor with WGTM, Wilson, N. C., rying the show via remote. Tex Justus Jr., 11 years old, his radio debut on his Dad's via WBNL, Boonville, Ind. cently.... Jean Shepard inke a return date at the "Grand Jamboree," Houston, with show moving to air-condit Eagle's Hall for the summer Jay Bennett, KGAR, Garden Kan, has reorganized his the Western Swingtroopers. "Tennessee Valley Shindig" via WAGC, Chattanooga, added Eddie Smith, Cass



E. Arnold, V.	Nashville
4. Slowly, W. Pierce, Dec.	I. Looking Back to See
5. Rose Marie, S. Whitman, Imp.	G. Hill & J. Tubb, Dec.
6. Sparkling Brown Eyes, W. Pierce, Dec.	2. I Don't Hurt Anymore, H. Snow, V. 3. Even Tho, W. Pierce, Dec.
7. I Saw Your Face in the Moon	4. One by One, K. Wells-R. Foley, Dec.
M. Wiseman, Dot	5. Much Too Young to Die, R. Price, Col.
Dallas-Ft. Worth	6. Pretty Words, M. Robbins, Col.
L I Don't Hurt Anymore, H. Snow, V.	New Orleans
L One by One, R. Foley-K. Wells, Dec.	
Even Tho, W. Pierce, Dec.	1. Looking Back to See
I Really Don't Want to Know	G. Hill & J. Tubb, Dec.
E. Arnold, V.	2. Thank You for Calling, B. Walker, Col.
, Pretty Words, M. Robbins, Col.	3. Honky Tonk Girl, H. Thompson, Cap. 4. One by One, K. Wells-R. Foley, Dec.
6. Table Next to Mine, S. James, Cap.	5. Sparkling Brown Eyes, W. Pierce, Dec.
I. Cry, Cry Darling, J. Newman, Dot	6. I Don't Hurt Anymore, H. Soow, V.
, Honky Tonk Girl, H. Thompson, Cap.	7. Even Tho, W. Pierce, Dec.
Houston	Richmond, Va.
. Even Tho, W. Pierce, Dec.	
1. I Don't Hurt Anymore, H. Snow, V.	L I Loved You So Much I Let You Go
3. One hy One, K. Wells-R. Foley, Dec.	R. Price, Col. 2. I Don't Hurt Anymore, H. Snow, V.
4. Slowly, W. Pierce, Dec 5. I Really Don't Want to Know	3. Honky Tonk Girl, H. Thompson, Cap.
E. Arnold, V.	4. One by One, R. Foley-K. Wells, Doc.
6. Tell Her Lie, Feed Her Candy	5. Lookin' Back to See
C. Walker, Dec.	Maxine & J. E. Brown, Fab.
 Reviews of Nev 	V C & W Records
ACTICITY OF ACT	ve a m necoras
HOMER & JETHRO	AUTRY INMAN
Wanted	Little One
V 20-5788-A Billboard "Spotlight"	DECCA 29170-Inman warbles his
7-3-'54. (Witmark, ASCAP)	own composition, a plaintive hallad,
Hernando's Hideaway82	with sincerity and warmth. Should
A Billboard "Spotlight" 7-3-'54.	get spins. (Forrest, BMI)
(Frank, ASCAP)	Once More72
	Same comment. (Forrest, BMI)
ARL SMITH	WESLEY & MARILYN TUTTLE
If You Saw Her Through My Eyes 87	Friendly Love
COLUMBIA 21266 - A Billboard	CAPITOL 2850-Warm dusting by
"Spotlight" 7-3-'54. (Driftwood, BMD)	the pair on this bouncy novelty about
Go, Boy, Go 84	a shy boy and girl. It's cute and
A Billboard "Spotlight" 7-3-'54.	worthy of spins. (Bellanry, ASCAP)
Wallow BARD	
(Valley, BMI)	Never 72
	Never
T. TEXAS TYLER	Never72 Another pretty side by the duo that should get air play. (American Mu-
T. TEXAS TYLER The Firemen and	Never
T. TEXAS TYLER The Firemen and the Engineer's Ball	Never72 Another pretty side by the duo that should get air play. (American Mu-
T. TEXAS TYLER The Firemen and	Never72 Another pretty side by the duo that should get air play. (American Mu- sic, BMI) BOOTS WOODALL
T. TEXAS TYLER The Firemen and the Engineer's Ball	Never
TEXAS TYLER The Firemen and the Engineer's Ball	Never
TEXAS TYLER The Firemen and the Engineer's Rafi	Never72 Another pretty side by the duo that should get air play. (American Ma- sic, BMI) BOOTS WOODALL I'm Gonna Start at the Top
T. TEXAS TYLER The Firemen and the Engineer's Ball	Never
T. TEXAS TYLER The Firemen and the Engineer's Ball	Never
The Firemen and the Engineer's Rall	Never72 Another pretty side by the duo that should get air play. (American Ma- sic, BMD) BOOTS WOODALL I'm Gonna Start at the Top
T. TEXAS TYLER The Firemen and the Engineer's Ball	Never
T. TEXAS TYLER The Firemen and the Engineer's Rall	Never
T. TEXAS TYLER The Firemen and the Engineer's Rafi	Never
The Firemen and the Engineer's Ball	Never
T. TEXAS TYLER The Firemen and the Engineer's Rafl	Never
The Firemen and the Engineer's Rail	Never
The Firemen and the Engineer's Rail	Never
T. TEXAS TYLER The Firemen and the Engineer's Rafi	Never
T. TEXAS TYLER The Firemen and the Engineer's Rall	Never
T. TEXAS TYLER The Firemen and the Engineer's Rall	Never
T. TEXAS TYLER The Firemen and the Engineer's Rall	Never
T. TEXAS TYLER The Firemen and the Engineer's Rall	Never

A tearful weeper about the girl who

JOE CARSON



MUSIC

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THE BILLBOARD

The Billboard Music Popularity Charts

	• Best Sellers in Stores
	For survey week ending June 3
SUGAR MAMA PEACHY PAPA	RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in thythm and blues records. The reverse side of each record is also Week Charlisted.
by by	1. HONEY LOVE-C. McPhatter 2
PERCY MAYFIELD	2. WORK WITH ME. ANNIE-Midnighters
0 • Au	3. SHAKE, RATTLE AND ROLL_I Turner
Specially records	4. SH-BOOM-Chords
8506 Sunset Blvd. Hollywood 46, Calif.	S. JUST MAKE LOVE TO ME-Muddy Waters
	6. IF I LOVED YOU-R. Hamilton
	So Let There Be Love-Epic 9047-ASCAP
JUST OUT	7. GOODNIGHT. SWEETHEART, GOODNIGHT-
"How Long Has It Been"	You Don't Move Me-Vee Jay 107-BMI 8. LOVEY DOVEY-Clovers. 7
b/w "ACE HIGH"	Little Mama-Atlantic 1022-BMI
=180-United Five C's	9. SEXY WAYS-Midnighters. Don't Say Your Last Goodbye-Federal 12185-BMI
"GOODIE GOODIE"	10. I FEEL SO BAD-C. Willis.
b/w "My Heart's Got the Blues" #139-S Junior Wells	
b's Bout the Break of Day"	· This Wook's Doct Dung
I STATISTICS IN COLUMN TWO IS NOT THE OWNER.	• This Week's Best Buys
SUSS & COTTAGE GROVE AVE CHICAGO 15. HL	According to sales reports in key markets, the following
Phane: WAgner 4-2022	recent releases are recommended for extra profits:
L'and a state of the state of t	SPIDER WEB (Jay & Cee, BMI)-Tiny Bradshaw-King 4727 Bradshaw still appears to be in solid with his following.
	I diest record, in its inited week is rated good or strong in Des
A Mighty Powerful Record	Louis, Like most of his other disks, this will probably
DIXIE HUMMINGBIRDS	oc a steady seller that can be profitably bont in stall land
doing	the main action on it has died down. Flip is "The Gypsy" (Le ASCAP). A previous Billboard "Spotlight" pick.
PRAYER WHEEL	DEAR ONE—The Scarlets—Robin 128 This record, which appears this week on the Los Angeles
	Washington-Daltimore territorial charts is coming up fact
b/w	included New York, Philadelphia and St Louis Chicago
LIVE RIGHT, DIE RIGHT	reports also were good. Some action is also reported on the "I've Lost."
Peacock #1727	
PEACOCK RECORDS, Inc.	. D.S. R. Torritorial Deat Call
	• R & B Territorial Best Sellers
2809 Erastus St. Houston 26, Texas	
	Listings are based on late sales reports secured via Western Union messenger ser
	ice from top rhythm and blues dealers and juke box operators in the markets liste

Dest Jellers in Stores		
RECORDS are ranked in order of their current national selling importance at the retail level. Results are based	June 3	0
the country with a high volume of sales in rhythm and Last	A second s	ri Weel
warm Your Heart-Atlantic 1020-BMI		4 1.
WORK WITH ME. ANNIE-Midnighters		2 2.
SHAKE, RATTLE AND ROLL-J. Turner	3 1	0 3.
SH-BOOM-Chords Cross Over the Bridge-Cat 104-BMI	-	2 4.
on, Ich-Chess D/I-BMI	4	6 5.
So Let Inere Be Love-Epic 9047-ASCAP	6	5 6.
GOODNIGHT. SWEETHEART, GOODNIGHT-	9 1	1 7.
LOVEY DOVEY-Clovers		
SEXY WAYS-Midnighters		1 9.
I FEEL SO BAD-C. Willis		1 9.
	For survey week ending RECORDS are ranked in order of their current national seling importance at the retail level. Results are based on the Billboard's weekly survey among dealers through the country with a high volume of sales is record is also Law Image: Strate Country with a high volume of sales is record is also Law Image: Strate Country with a high volume of sales is record is also Law Image: Strate Country with a high volume of sales is record is also Law Image: Strate Country with a high volume of sales is record is also Law Image: Strate Country with a high volume of sales is record is also Law Image: Strate Country with a high volume of sales is record is also Law Image: Strate Country with a high volume of sales is record is also Law Image: Strate Country of the reverse sale of each record is also Law Image: Strate Country of the reverse sale of each record is also Law Image: Strate Country of the reverse sale of each record is also Law Image: Strate Country of the reverse sale of each record is also Law Image: Strate Country of the reverse sale of each record is also Law Image: Strate Country of the reverse sale of each record is also Law Image: Strate Country of the reverse sale of each record is also Law Image: S	For survey week ending June 3 RECORDS are ranked in order of their current national selins importance at the retail level. Results are based on The Billboard's weekly survey among dealers throout the country with a high volume of sales it chythm and blues records. The reverse side of each record is also Week Image: the country with a high volume of sales it chythm and blues records. The reverse side of each record is also Week Image: the country with a high volume of sales it chythm and blues records. The reverse side of each record is also Week Image: the country with a high volume of sales it chythm and blues records. The reverse side of each record is also Week Image: the country with a high volume of sales it chythm and blues records. The reverse bide of each record is also Week Image: the country with a high volume of sales it chythm and blues records. The reverse bide of each record is also Week Image: the count float dealers. 2 Warm Your Heart-Atlantic 1020-BMI 1 Sheak chow 1 Love You-Atlantic 1026-BMI 3 Sheak chow 1 Love You-Atlantic 1026-BMI 8 Image: the floate bide car 104-BMI 5 Sheak chore Be love Beig 0047-ASCAP 6 GOODNIGHT. SWEETHEART, GOODNIGHT. 9 Spaniels 9 1 You Don't Move Me-Vee Jay 107-BMI 9 <

RHYTHM & BLUES RECORDS

Most Played in Juke Boxes

For survey week ending June 30

This	and annound a needly survey among operators thrubut	Last		Weeks on Chart
1.	WORK WITH ME. ANNIE-Midnighters		1	8
2.	SHAKE, RATTLE AND ROLL-J. Turner		2	9
з.	YOU'LL NEVER WALK ALONE-R. Hamilton Epic 9015-BMI	••	3	19
4.	HONEY LOVE-Drifters		4	3
5.	JUST MAKE LOVE TO ME-Muddy Waters		5	5
6.	GOODNIGHT, SWEETHEART, GOODNIGHT-			
	Spaniels	1202		2
	GEE—Crows	State 1		10
8.	IF I LOVED YOU-R. Hamilton	1	0	2
9.	YOU'RE THE ONE-Spiders		-	2
9.	SH-BOOM—Chords Cat 104—BMI		-	1

This Week's Best Buys

SPIDER WEB (Jay & Cee, BMI)-Tiny Bradshaw-King 4727 Bradshaw still appears to be in solid with his following. His latest record, in its third week is rated good or strong in Boston, New York, Philadelphia, Buffalo, Cincinnati, Chicago and St. Louis. Like most of his other disks, this will probably prove to be a steady seller that can be profitably kept in stock long after the main action on it has died down. Flip is "The Gypsy" (Leeds, ASCAP). A previous Billboard "Spotlight" pick.

DEAR ONE-The Scarlets-Robin 128

This record, which appears this week on the Los Angeles and Washington-Baltimore territorial charts, is coming up fast and has good chart potential. Other territories reporting it strong included New York, Philadelphia and St. Louis. Chicago sales reports also were good. Some action is also reported on the flip "I've Lost."

Review Spotlight on . . . RECORDS

THE CLOVERS

I've Got My Eyes on You (Progressive, BMI) Your Cash Ain't Nothin' But Trash (Progressive, BMI) Atlantic 1035—The Clovers should expand their solid following with these two solid vocal readings. Top side is a pulsating, pounding effort on which the group goes to town. Flip is a happy novelty with a beat. Solid items.

RAY CHARLES

Don't You Know (Progressive, BMI)-Atlantic 1037-Here's a fine performance by Ray Charles over some strong support by the combo. Charles has a potent cutting here that should get a lot of action on all levels. Flip is "Losing Hand" (Progressive, BMI).

SPIRITUALS

THE DIXIE HUMMINGBIRDS

Prayer Wheel (Lion, BMI)

Live Right, Die Right (Lion, BMI)-Peacock 1727-The Dixie Hummingbirds prove again that they are one of the country's top gospel groups with these two moving renditions. The tunes have meaning and the boys sell them with conviction. Fine wax for the market.



For survey week ending June 30

IULY 10, 1954

THE BILLBOARD

XOL XOA

MUSIC

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Reviews of New R&B Records

ROY MILTON

SPECIALTY 326-A Billboard "Spothight," 6-26-754. (Bar, BMI)

Milton warbles a and, slow-paced effort about a puy who says it's hoptate for him to fall in love with anybody else. An appealing rocal which abcold get spins and plays. (Bar, #MD

BILLY WARD AND HIS DOMINOES.

- Little Things Menn a Lot accounter, 79 KING 1368-The group covers the current his tune here and comes up with a powerful offering that could guill in a lot of coins in both the r.85. and pup fields. It is effectively harmonized and set to all easy, swingy beal. (Felst, ASCAP)
- I Realty Don'i Want to Know 78 This tune has recently demonstrated its potency in the pop and country fields and the boys hand it a solid reading. Two good sides. (Hill & Range, 8551)

LOUIS JORDAN

ALADDEN 3246-This is Louis Jordan's best side to date on the infections label, and it could get both apins and juke coim. It's a wild, effort featuring the chanter on a atrong talk-sing socal over good support by the sidemen. Watch this one, it could move out. (Bayon Music)

Menny Benny 76

Here's another good side by the chanter, this time on a driving norelly effort that poes. Jordan sounds eclased on this one and he sells it well with good help from the Tyrepany Five. Flip is stronger but this side should not be overlooked. Golteen (Music)

PERCY MAYFIELD

SPECIALTY 499-A slow-tempo afterhours blues receives a sock vocal from the deep-voiced chanter, over quiet combo support. His many fans will want this new release and jocks are sure to apin. (Venice, BMI)

Sugar Maga-Peachy Papa 76 A bright, pop-styled novelty is sung seatly by Mayfield and an unbilled thrush over a sock beat by the ork. It's not the strongest side the chanter has had but it's certainly one of the most listenable. (Venice, BMI)

AMOS MILBURN

ALADDIN 3248-The evergreen gets a soft and sexy vocal treatment by Milburn, who is plf his "whishey" kick. Solid performance here, and it could pull toot. Watch it. (Shapiro-Bernstein, ASCAP)

are the arounds given out on any on this torenable incremental afterhours black by the Rhythes Cats, new on the label. Should pull many late might pock spins. (Venice, BMI)

The roll nove is a familiar one which as probably why it is called "Cost Caravan." But it goes and the ock goes with it. Joke bases could use this new instrumental and it allouid pull coles, (Venice, BMD)

ARTHUR (BIG BOY) CRUDUP

She's Got No Hair GROOVE 0925-Back dance beat of this one is infectious and it supports. Crudup's monotonom chant effectively. Side has juke possibilities. thew many nickets the title above will entice is susperdictable. (Monument, BMD/ If You Have

Southern blues about the charms of a Georgia gat is shouted strongly by Crudup: Another good side. (Monnment, BMEs

CHERRI LYNN

APOLLO 455-Pretty pap ballad is handled nicety by the thrush on this. new slicing. She sings the tune with some feeling and the cambo supports her well, Side could gull spins. (Fisher, ASCAP) Your Money Ain't Long Enough 79

Thrush Cherri Lynn bows on the labet with a satisfactory reading of a weak blues effort. She is supported in okay fashion by the combo. (Ress, BMD)

PERLA MARINE

- GROOVE 0925-Perts Marini sings Candy the oldie to a rundra blass backing. An effective side that could do as well pop as r.Rb. (Feist, ASCAP) All or Nothing at All 70
- The distinctive voice of Perla Marini conveys the spirit of the evergreen capably. An interesting alicing, (Leeds, ASCAP)

DON REED

- APOLLO, 457-Reed makes a big. pitch for this girl in this bright, pop-stried ballad. While there is misthing distinctive about the "sound" of Reed's voice, he has an easy, relased style that puts over this material convincingly. (Bess, BMI)
- To a slow, restrained backing, the singer admits what a fool he was for believing a woman's encouraging words. Reed doesn't wring much emotion out of the material. (Simon House, BMD

· Continued from page 20

Stewart, WHEP, Foley, Ala., has added a canary to his early morning show. The Lird, who warbles along with the wax, is named "Whepodee," and alse especially likes Evelyn and Her Magic Violin. . . . Cousin Alvin's "Early Bird Show" is also featured on WHEP from five to six a.m. every morning. However, Alvin caters to the cow-crowd, and farmers write that the show has a good audience, "especially with the cows being milked at that time." One listener suggests Alvin re-title his show "Music to Milk By."

Surface Noises

water, Minn., declares, possibly get the coverage that as program director. they get at present when the switch is made to 45's. I'm crazy about 45's for home use but not in studio work."

45's to us. We received the new Mantovani album this morning."

Jimmy Lowe, WRR, Dallas, would like to echa the recent marks made by Buddy Har KGKO, Dallas, who stated t 'cat" records were the big th in Dallas at present. Lowe wri "He is absolutely right. So ri that I recently started a fate ni show of "cat" music exclusiv called "Cat's Caravan." . . . Tonander, WBEL, Rockford, is championing the "mus backing" on the current pop h "Without the backing even 'greatest' voice would have tough time producing. Let's be

Folk Talent and Tunes

· Continued from page 31

Bob Harris, of WIBC, and Kenny nection with the sheriff's Passe Si, of WIRE, both in Indianapolis Rodeo there. have joined forces to promote Kenny Si's "Hoosler Jamboree" c.&w. shows in that neck of the pulling mail from every State in woods ... Otis Blanton, WLBJ, the union ... Rex Lawrence, Bowling Green, Ky., back from KOCA, Kilgore, Tex., entertained Nashville where he guested on Dot Barnhart and family, latter the "Mr. Disk Jockey" show and president of the Johnny Horton also appeared at the "Ernest Tubb |Fan Club. ... Joining Billie and Record Shop" show.

Wild Bill Coates, WCOJ, Coatsville, Pa., visited with Audrey Williams at Sunset Park, West Grove, Pa., recently. . . . Holly Houfberg, KLIX, Twin Falls, Idaho, guested at the Maddox Brothers and Rose show at Je-Henry Sampson, WSHB, Still- rome, Idaho, recently. . . "Jam-"We're boree" aired via WREV, Reidsagin 45's in these hyar parts!" . . . ville, N. C., has moved from a Johnny Mack, WVOK, Birming- town location to the fairgrounds. ham, writes, "Just another of the many complaints directed to Mer-cury. I don't see how they can moved to WOIC, Columbia, S. C.,

Slim Bryant, KDKA, Pilts- Jimmy ties the knot July 24 burgh, beaming proudly with the Boots Harris, for 12 years steel news that his son won an art guitar man at WSFA, Montgom. scholarship at Carnegie Tech Uni- ery, Ala., has left for Jackson, Bob Wayne, WESB, Bradford, versity. Slim and his Wildcats Miss., for disk jockey work, and Pa, has some thoughts on the will vacation from their many TV has been replaced by Sam Repsubject, too. "My biggest com- and radio chores for a few weeks erts, Evergreen, Ala. . . Many plaint is the change to 45 for sta- beginning July12 Jack Hunt stars visiting with Curley Wittions. Very few are equipped to and his Rhythm Ranch Eands, liams at his "Curley's Club" in use them. Why don't they find out formerly with KWKH, Shreve- Montgomery, which stations can use them and port, La, have moved to KBLO. Among them were Curtis Gordon, continue to send 78's to those still Hot Springs. Group is available Ray Whitley. Monte Hale, Ken using the old speed? Landon Rec- for personal appearances in Marvin, Larry Dexter, Al (Furzy) ords were the first to send the Arkansas, Louisiana and Texas. St. John and Marty Roberts, Playboys, KSIL, Silver City, signed to Republic Records can-N. M., appearing at the Silver tract recently,

and the Country Partners. . . |Park Race Track July 2 in con-

Gordon Hamrick's "Honey Hutt" radio shows, is 11-year-old Gate Baggett and banjo player Earl Harden on WCSC, Charleston, S. C. ... Hank Snow slated for a visit to Atlanta for personal appearances. . . Jerry Hewell, WTJH, East Point, Ga., off on a two-week vacation. . . . Tommy Hipps, KSET, El Paso, winning wide favor via his daily radio show. Tom Gibson, formerty of Atlanta's "Open House Party" at WATL, now airing c.&w. wat via WTJH, East Point, Ga Jimmy Kish working some dates with Doug and Barbara Autry. Ala, recently, . Eddie Potts and his Blue Sky Ruth Talley, Jacksonville, Fla.,

• Reviews of Ner	w C & W Records
• Continued from page 31	
about a girl who hung a disa't enter sign on her heart. He sings the ellist nicely. (Brazos Valley, BAIL) Show Me Now	click. James does nicely. (Athens, BMD I m a Pig About Your Lovin'. 67 Routine material gets okay reading. (Athens, BMD) CORDON JENNINGS Monday Morning Blues ALBA 416 - Jennings has a test

Sahy, Baby, All the Time 76 Milburn borns in an attractive love ballad in slow and easy style. This side, too, is pleasant but he has had stronger wax. (Aladdin, BMI)

BILLY MOORE QUARTET

M-G-M 11777-Novelty item has cute lyrica which are handled well by the group. But the solid and infectious beal is the most appealing part of this good slicing. Could attract much juke play, (American Academy, ASCAP)

That Don't Do Me No Good 73

Another good effort, tho not as strong as flip. Disk could pull in both the pop and blues fields. (American Academy, ASCAP)

THE RHYTHM CATS

SPECIALTY 496-Blue and lowdown

MILT TRENIER Day Old Berad72

GROOVE 0928-No more toot-it was all spont on his gal-has brought film to a sorry financial state. Chanter handles the shythm blues well (Mobile, B510)

Give a Little Time 79 Treniet aells the okay item powerfully, but over-all impact isn't too strong, (Berkshire, BMB)

SONNY BROOKS

Champ Ale sic, BMD

Sentimental Abres.....63

of Johnnie Ray and uses them pretty well in this mouraful blues. Backing by ebythis and vocal group is tasteful. (American Music, BMI)

GROOVE 0027-This hymn to the cosl brew moves well. It ought to do okay in lavers jukes. (American Mu-

Brooks has the surface mannerisms

• Rhythm and Blue Notes

Continued from page 32

music, a new record by the Ray of the origins of American folk Anthony ork on Capitol Records music. Hi-fi records will be made is titled "Cat Dance Boppin'."

are set for a long one-nighter trip be produced by George Wein, thru Florida and the South on a owner of Storyville and Mahog-Weinberg tour that will last from any Hall in Beston. August 31 to September 19, with a three-day vacation. After that festival include Duke Ellington, the package plays a string of onenighters thru the Texas territory for promoter Howard Lewis starting October 10. . . Ruth Brown starts at Pep's in Philadelphia for one week on August 23.

American Jazz will be held this Young, Roy Eldridge, Count Basie summer in the resort town on and many others. The title of the July 17 and 18. Proceeds from the festival is "A Living History of festival will be used to give American Jazz."

Hamilton. . . . Speaking of "cat" | scholarships in jazz and the study of the festival and presented to

Fats Domino and the Clovers the Library of Congress. It will

Jazz stars set to appear at the George Shearing, Billie Holiday, Eddie Condon, Art Tatum, Teddy Wilson, Lee Konitz, Dizzie Gillespie. Charlie Parker, Lennie Tristano, Gerry Mulligan, Sarah Vaughan, Stan Kenton, Ella Fitz-The Newport (R. I.) Festival of gerald, Oscar Peterson, Lester

thankful for the bands and orks GRANDPA JONES who back up today's great voices to the fullest and give us much of the good sounds on records today."

Reviews of New Sacred Records

RILEY CRABTREE

COLUMBIA 21264-Crabbee warns that if we don't repeat our sins, the day of indement easy come unexpectedly and it will be too late. The singer has a very attractive piece of material tiere, to which gives powerful emotional impact, (Hanna & Co.) The singer has another appealing side here, in which he happy tells of the satisfaction one gets in walking at God's side. Here again he gets solid support from thorus and string band. (Hauna & Cus

CARL'STORY

MERCURA' 76407-Lively sacred effort is sung brightly by Story with good help fram a smale vocal group. The guitar backing about theip sell this good wreing to the sacred and country market. Good socal work here by Story. (Marion Exterling, SESACE

Another fine side by the sacred singer and the chorus on a pretty gospel ditty. Story sells of with conviction, The flip is livelier toot this one is listenshie at sott, Gitamps Gaster,

THE STANLEY BROTHERS

MERCURY 79409-The duo hat one of their strongent aides here in some time. Their exocation of a loving mother who lives in their memory in touching and will have wide appeal in this market, (Acult-Rose, 2541)

Could You Love Me 78 The same solid wacat harmonizing can be heard on this side. The material is not sacred, being a country ballad of the real down-country va-

ticty. (Acult-Ruse, GMD)

LOUVIN BROTHERS

CAPITOL 2452-The boys explain bow Satan lind to these by promiting to be their friend on this interesting hallad. Good moral here and a side that will appeal to the family market. (Acalf-Rase, #MI)

If We Forget Gad 72 The boys complain of the sonfulness

- V 20-5789-Okay c.A.w. material is handled nicely by Jones and it should clease his fans. (Tanaca, BMR)
- A High Hat and a Another nice reading here in fones" typical fashion. (Adams, Wre & Abbott, BMD

ROCKY PORTER

- COLUMBIA 21264-Here's a "Mule Train" type of dilly which Porter does in good style. (Tim Pan Valley, BMD
- I Talked to the Man in the Moon ... 57 Porter delivers a sincere-sounding vocal on a sail little ditty shoot a lover's troubles. (Driftwood, 4501)

CHUCK REED

- MERCURY 70411-The chanter tries hard on the pretty wattr, but he mitses somehow. (Ridgeway, UNII) Don't Put Your
- Heart Up for Sale 68 Reed sings this weeper adequately, following a lot of other singer's styles. (Milene, ASCAPs

WILMA LEE & STONEY COOPER

Brand New Baby COLUMBIA 21265 - Stancy Cooper explains that he has found a new girl since his old one started consing around. It's cute and spinable. (Tasnen, BMD

A melodic weeper is handled pleas-

antly by the chanter with tack from the Clinch Mountain Boys, (Peer, BMD)

V 20-5790-This comes pretty close to "Don't Let the Stars Get in Your Eyes," but not cluse enough to restly

wax. (Palmetto, BMI) Strolling Home With Mary 64 A pleasant love ballad sold with quiet persuasion by the singer. (Palmetto, BMI)

fangiver after a "lost" weekend, and

he drolly tells of his troubles. Okey

JACK BRADSHAW

- MAR-VEL (45) 750-A likable sucut job on an up-tempo tune by Jack Bradshaw, (BMI)
- Don't Cause Me to Hate You 63 Bradshaw warbles plaintively on a and, slow ballad with appealing tyrical (B5H)

JACKIE RUSSELL

- SHERATON 50959-A pleasant avacble by Russell. Backing by guitars is gentle, (BMI)
- Jackie Russell lifts his light tenne in a tuneful expression of love. (BMB)

Bethlehem Opens Sales Warehouse

NEW YORK, July 3 .- Bethte hem Records has established new sales and warehouse facilities to service the 29 distributors new handling the line. The new facitities, run under the direction of Murray Singer, national sale manager, are in addition to exec utive offices already established

The independent diskers formed about five months age numbers Jim Bright, Beuta Swan, Chris Connor, Burt Bryson Ray De Meno and the Simmon Twins among its artists. Sp Oliver is musical director.

... on every glorious Arizona mara-_ing I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!" John Gale Barker Barker Music Center Billböard McLellan's Store The Amusement Industry! Leading Newsweek! Tucson, Arizona SUBSCRIPTION ORDER FORM NAME AND ADDRESS THE BILLBOARD 2160 Patterson St. Cincinnati 12, Olio Please enter my Billboard subscription for one your (52 issues) at \$10-to start with the next issue. Poyments enclosed, Mome. Address_



BROTHER JOE MAY-THE PILGRIM TRAVELERS

- light" 7-1-54.
- I'm Happy Working for the Lord 80 Brother Joe May sings this side alone and he hands it a solid vocal filled with conviction over a first-rate backing by the combo. May's many fans will want this solid disk. (Martin & Morris, BALLS

MEDITATION SINGERS

I'm Determined to Ros This Race 78 SPECIALTY #66 - The Meditation Singers, a fine girls' chorus, turn in a solid rendition of a new gospel effort.

Another solid side by the chorus on a fast-tempo apiritual, this time led by another fine lead singer. They sell the tone with spirit and sincerity, with the lead shouting all the way boine. Two solid sides, (Marile & Morris, BALLY

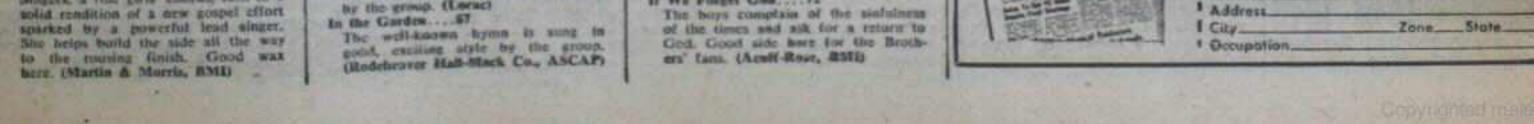
WEST COAST JUBILEE SINCERS

JOY 540-The lead singer assores us that if we kears to sing and about with juy in times of trouble, we can overcome all of life's unhappiness. The material is read enthusiastically

by the group. (Locac)

SESAC)

TOM JAMES





34

HIGH FIDELITY

Communications to 1564 Broadway, New York 36, N. Y.

JULY 10, 1954

Tape Trade Group To Fix Standards

NEW YORK, July 3 .- A con-|Fritz Reiner and the Chicago certed effort to work out a set of Symphony Orchestra. standards for tape recorders and pre-recorded tape has been launched by the Magnetic Recording Industry Association. The committee, formed to wrestle legal, traffic, credit, and market with the problems of speeds, hub and research committees. size and equalization, is headed by Robert Leon, of Brush Electronics, who will be given en-gineering assistance from many Sentinel Corp. of the 26 firms already belonging

Allied to the question of industry standards is consideration being given to a suggestion that foreign tape and equipment manufacturers be asked to join MRIA. Such a move is believed to hold promise of the eventual adoption of standards on an international basis.

importance of agreeing on acceptable standards while the tape field is still in its early growth stage. This can only aid in furthering the use of tape and equipment by the average consumer, they assert.

Meanwhile, the problem of standardization has already cropped up in the infant stereophonic tape facet of the industry. RCA Victor has alerted its dis-tributors to be certain that its table model will retail at \$159.95 first stereophonic tape, to be released in September, be played on the machine it is designed for. Two alternate tages will be issued for machines with "in line" heads and those with "displaced" heads. The first Victor stereophonic tape is a recording of the Richard Strauss tone poem "Also Sprach Zarathustra," played by in black and gray leatherette.

New Multi-Speed Boston, Atlanta Pentron Recorder

The association, under its president, Joseph F. Hards, of Magne-Tronics, Inc., has also set up

to the six-month-old trade group. Allied to the question of in-Phonos, Taper

CHICAGO, July 3 .- The Sentiweek at its annual convention at Industry observers stress the the Sheraton Hotel here. Both ments thruout the country. . . also are combination radios.

> first venture into the high fidelity table combo, which has twin field. The units, one table model speakers and lists at \$119.95. and one console, have a fre-quency response of 20 to 20,000 IN THE FIELD . . . cycles per second. Both contain three speakers as well as a builtin jack for connection with an external tape recorder for performance of tape as well as rein blond and the console will retail at \$219.95 in blond.

The tape recorder is a dual speed unit featuring dual track recording, making possible two hours of music on a seven-inch reel. Frequency response is 65 to 10,000 c.p.s. Retail price of the portable is \$124.50. It is available EQUIPMENT NEWS MODEL NEWS . . .

Philharmonic will introduce a new kaleidoscopic phono tagged kaleidoscopic pattern which is ing thru Thursday, July 15, projected on a one-foot-square set as yet. . . Magnavox this recorders, TV, radios, phono-week unveiled the first hi-fi graphs, records, sheet music, three-speed record player engl- trade publications, accessories, neered specifically for music education classroom use. The table model, listing at \$85, is tagged the Magnavox Classmate, It weighs 35 pounds. Special headphone terminals make it usable by the hard of hearing and for individual listening in record Receivership nel Radio Corporation unveiled shops. Magnavox is mailing 37,two new high fidelity phono-graphs and a tape recorder this new model to elementary and secondary school music depart-Stewart-Warner is showing its This showing marks the firm's new model, "Concert Grand" hi-fi

Olson & Company, Philadelphia, reportedly has been named Sears will install a general mandistributor for Capehart-Farnsworth in that area, succeeding Trilling & Montague. . . . Emerson staged a realignment of executive personnel this week, with Michael Kory, administrative director of the sales department, upped to director of sales, and Sol W. Gross, formerly sales veepee and assistant to the president.

Arnold Henderson, formerly ping manager for six years, has been named distribution manager. Radio sales manager Leo Hahn now manages sales for both radio and TV.

Music Dealers Heading For NAMM Convention

"Picturola" at the Music Show in across the country were packing on the fourth and ninth floors of Chicago this month. The small this week, in anticipation of mak- the Palmer House. "Sunshine console phono has a disk which ing their annual trek to attend Gene" Flack, sales counsel and is caused to rotate by the vibra- the National Association of Music director of advertising for Suntions from a playing record. As Merchants' convention here start- shine Biscuits, Inc., will be the the disk spins around it forms a ing Sunday, July 11, and extend- feature speaker at the opening

The exhibits will open Monday screen. No retail price has been (12) at 9 a.m., with high fidelity

Crescent Firm Seeks Removal

CHICAGO, July 3 .- Crescent Industries, manufacturers of highfidelity and regular phonographs as well as a complete line of tape recorders, was in court this week to seek removal of the receiver-ship status in a co-operation Showing of merger with Sears, Roebuck & Company.

Sears is buying Crescent's land and buildings, which will give Crescent a working capital. Then ager and operate the business as Crescent Industries.

Also, in an effort to revitalize the firm, Sears will continue to use the majority of Crescent's products under its own brand name, Silvertone. The present line of distributorship will also remain intact.

One of the known moves under the new set-up will be the for microgroove and 78 r.p.m. affiliation of Herbert Gumz with disks, three-stage amplification, assistant to the sales veepee, be- the Crescent firm. Gumz was and built-in provision for an excomes director of sales adminis- formerly executive vice-president tension speaker. The unit weighs tration, while Israel Levine, ship- of Webster-Chicago Corporation. 32 pounds.

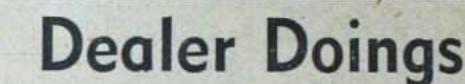
CHICAGO, July 3. - Dealers and musical merchandise located luncheon.

> Tuesday (13) will be highlighted by the Association's first annual breakfast meeting at 8 a.m., while the traditional music industry banquet will climax the convention on Thursday (15) night. Three store operation sessions will be held earlier that day. A hi-fi forum and a sheet music clinic are both scheduled for 10 a.m., while the NAMM's educational division sessions (tagged "Expose Our Merchandise" this year) start at 1:30 p.m.



NEW YORK, July 3 .- London Records will introduce the latest model of its "Piccadilly" phono-graph at the forthcoming Chicago convention of the National Association of Music Merchants. The three-speed portable, made in England, will be promoted as a high fidelity player.

List price of the manual phonograph is \$149.50. Features include separate magnetic pick-up heads



Plan Fall Hi-Fi Music Shows

NEW YORK, July 3. - The North and the South for once are in complete agreement, with both Boston and Atlanta readying plans for city-wide high-fidelity shows. Boston's first annual hi-fi music show will be held at the Hotel Touraine, October 22 thru 24. The Atlanta audio festival will take place at the Henry Grady Hotel August 27 thru 29.

Patterned after the New York audio fair, the Boston show is being organized by a non-profit group, interested in the propagation of music, and set up to plan and publicize the event. The committee includes local radio and TV execs, music critics and Boston "Pops" conductor Arthur Feidler. Over 100 exhibitors are expected to participate in the show.

The Atlanta event is under the sponsorship of the Dixie Audio Festival Association, a new group of members of Electric Parts Manufacturers. Approximately 50 manufacturers of hi-fi phonos, radios and tape recording equipment will demonstrate their products during the show, which will be open to the public during the last two days. A demonstration House, home base of the National of binaural sound will be run Association of Music Merchants continuously.

CHICAGO, July 3 .- The Pentron Corporation this week announced the release of its new multi-speed portable tape recorder Model TR-4. The unit is a two-speed dual-track operation giving up to two hours of listening time at the slow speed, and is set to retail at \$189,50, including microphone.

Extra features include a positive interlock control switch which prevents accidental erasure or tape spillage. Also contained are a system of four jacks on the front panel which allow mike recording, radio recording, auxiliary speaker and public address system use.

Victor Will Party **Dealers at Chicago**

NEW YORK, July 3. - RCA Victor has scheduled a special dealer party to be held in Chicago during the week of July 11. Event is to be part of the company's celebration of the fifth anniversary of the introduction of 45 r.p.m. records. Date and location of the event is not yet set.

Preliminary plans call for the issuance of invitations at the regular RCA Victor exhibit to be held all week at the Palmer convention and trade show.

John E. Amberg, Seattle, was appointed Admiral distributor in the Western half of Washington ON THE RACK State . . . Magnavox has named John Roper, formerly Harrisburg, Pa., district sales manager, as sales promotion manager of the company, and R. J. Weber, formerly Chicago district service manager, to the newly created post or sales training manager.

R. J. Guilfoyle, service manager for a section of New York State, succeeds Roper in Harris-burg, while Edward F. Morgan, ex-CBS-Columbia exec, moves into Guilfoyle's present post.

Philharmonic Radio & TV this week elected two new veepees-Eli Saltz was named veepee in charge of manufacturing and Mike J. Morris, veepee in charge of engineering.

The Tom Holloway Distributing Company, Memphis, is the new Capehart TV and radio distributor there, marking the Holloway firm's entrance into the electronics field. . . . Equipment Sales Corporation, new Mobile, Ala., firm, has taken over distributor for Motorola, replacing a branch operation of Industrial Sales, New Orleans, which continues as Louisiana distributor. The territory covers sections of Alabama, Mississippi and Florida.

Robert L. Farnsworth has been named assistant sales manager of the Pentron Corporation, tape recorder manufacturer. . . . Joseph A. Kerr has resigned from Gross Distributors, New York, as Stromberg-Carlson district manager to join the sales staff of

Motorola-New York, Inc.

pointed two new distributors to and improvements in products handle its line of Howdy Doody account for the new high in recphonos. Hamburg Brothers, Pitts- ord sales (\$250,000,000 worth in burgh, will cover eight counties 1953) and right now is the time in Ohio, and 30 counties in Penn- the 78 disk and dual inventories. sylvania. Van Zant Supply, Let's not forget that 90 per cent Huntington, W. Va., will cover of all records produced West Virginia, Eastern Ohio and desirable as single records. Eastern Kentucky.

Milton Allenson, former adver-

By JUNE BUNDY.

Record Shop, Hyannis, Mass. writes, "When are the manufacturers going to realize that we equal or better, and the records can't keep up with so many labels. It's about time they con- to become damaged in handling sidered the dealer's rising costs and playing." of operation. Transportation costs PRAIRIE CATS are four times what they were 10 years ago. We pay \$1.95 for one box of 25 records-minimum charge-while it costs 4 cents per record for transportation plus loss of 5 per cent return earnings. The only thing we dealers can do is cut down on labels. We just can't buy them." ... Kay Miller, Home Appliance Store, Susanville, Calif., wants to know why "money-making" records like Abbott and Costello's "Who's on First' and Arthur Guitar Smith's "I. H. Boogie" have been discontinued. "We have calls at least once a week for these records," says Miss Miller. . . . Echoing the lament o: many dealers this month, Frank Perry, Perry Music Store, Creston, Ia., moans, "My main beef is that whenever the temperature goes up, down go the sale of records. It never fails. However, I think The Billboard did a great job with "Operation Pushpop," which is what is needed these hot summer months. The Honor Roll of Hits chart attracts the customers' attention. Keep up the good work."

DOWN WITH 78

Veteran record dealer, J. G. Bradburn Sr., Lil' Pal Store, Houston, contends, "The national picture of sales by speeds does not reflect sales in well regulated shops, for this ratio is entirely Shura-Tone Products has ap- reversed. The change in speeds in West Virginia, 23 counties for an all-out push to eliminate are

"Victor's plan to sell 500,000 45 players by adding a bonus package of classical EP's would be tising and sales promotion mana- far more effective if the bonus

ble factor in the classical music Mrs. Louis E. Dean, Dean sphere. Even now I see many LP collectors switching to 45's because the sound reproduction is are more durable and less likely

Another Texas dealer, the University Co-Operative Society, Austin, has this to say about cur-rent record trends: "The spread of rhythm and blues record sales here to college and high school kids has made the 'Honor Roll of Hits' take a back seat. There are seven or eight 'bop' records that steadily outsell anything on the top 10 charts, 10 to one. The kids are buying 'cat' records now in place of the pop and country and western platters they used to ask for."

HORSE SHOE SECTION

A flock of new stores are opening this summer. Bob Andrews launches "Bob Andrews Recordville" this month in North Redondo Beach, Calif.... Robert D. England has set up a new record specialty shop, Words & Music, in Atlanta. The shop carries 38 different record labels, 17 jazztype, and the rest classical. England's major emphasis will be on classical releases, with high fidelity players available for all disk demonstrations. . . . The Village Den, owned by Chester Lew, is another new store specializing in hi-fi. The Fresno, Calif., shop stresses hi-fi sound equipment, record players and home music systems. Lew owns Chester's Record City in the same city Down in Greenville, S. C., D. W. Payne reports a "phenomenal" response to the opening sale in his new Payne's for Music store, with record players and TV sets moving fastest Carl Stuzman has opened a new hi-fi store in Bakersfield, Calif., first in the area to stock custom hi-fi sound equipment and components. He plans to carry foreign as well as domestic hi-fi disks.

Capitol's Stan Freberg made a personal appearance this month at the Lit Brothers' record department counter in Philadelphia

Phono Production Up 500,000 in a Year

Continued from page 15

wound phonographs from 459,000 | ture for 1953 over 1952 was in the in 1952 to 709,000 in 1953. Altho case of combinations. All other many of these spring or motor units are up substantially. The wound phonos are for export, great increase in the production many are sold right here in the of attachments is possibly due in U. S. The over-all increase in pho- part to the increase in the number nograph manufacture from 1952 of radio and TV sets equipped to 1953 was about 16 per cent.

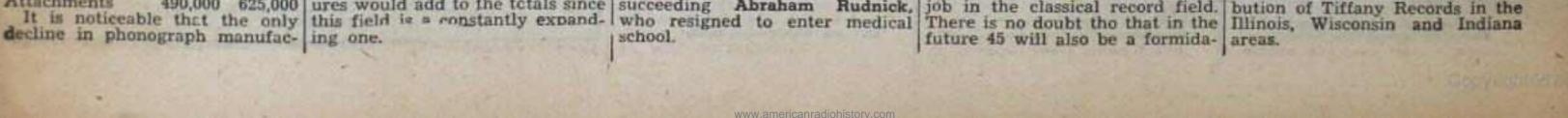
Here is the list of phonos manufactured in 1952 and 1953, divided by types of units:

AT THE STATE	1952	1953
Acoustical	459,000	709,000
	322,000	489,000
Electronic (coin)	49,000	61,000
Combinations	847,000	746,000
Attachmente	400 000	895 000

with plug-in jacks for these attachments.

These figures do not include the number of components turned out for hi-fi sets.

These units, consisting of turn-9,000 tables, speakers and amplifiers, ger for Motorola-New York, Inc., consisted of semi-classical and to autograph copies of his new 1,000 are usually assembled by hi-fi has joined Sunset Stores. New pops, since the LP factions in the "Point of Order" disk... James 6,000 customers themselves. These fig- York, as advertising director, industry have done a far better H. Martin has taken over distri-



JULY 10, 1954

THE BILLBOARD

35

The Billboard Music Popularity Chart PACKAGED RECORDS "Classical Possibilities" Best Selling Popular Albums LINER NOTES Records listed below show strong initial sales action, adcording to a national mervey of kny classical dealers. All are By IS HOROWITZ. recent releases. While none has yet exceived enough reports Albuma are ranked in order of their national aales strength to rate at a bout seller, in each case early consumer response at the retail level as determined by a survey of top dealers in TENOR LOANED . . . indicates : profitable sales run. Writh for a complete "Classical Best Seller" chart next work, all key murkets. Richard Tucker, Metropolitan Opera Company tenor and exclusive Columbia Records artist, has LP'S 1. ALBENIZ-ARBOS: IBERIA: TURINA: DANZAS FANTASbeen loaned to Angel Records for L GLENN MILLER PLAYS SELECTIONS FROM THE a recording of Verdi's "La Forza del Destino." The work will be 2. MUSIC FOR LOVERS ONLY-Jackie Gleason ... Capitol H 353 MENDELSSOHN: SYMPHONIES NOS. 3 AND 5-New York produced at Milan's La Scala. ROBERTA PETERS: SOPRANO ARIAS ... RCA Victor LM 1786 3. THE GLENN MILLER STORY-Sound Track ... Decca DL5519 The arrangement is illustrative of the way record companies oc-THE STUDENT PRINCE-Mario Lanza... RCA Victor LM 1837 casionally cut a path thru restric-THE PAJAMA GAME-Original Cast Columbia ML 4840 tive contracts to create a record-SONGS FOR YOUNG LOVERS-Frank Sinatra .. Capitol H 488 ing of special artistic interest. La • Reviews and Ratings of 8. 10th ANNIVERSARY-Nat (King) Cole Capitol W 514 Scala has an exclusive recording contract with Angel. The Metop-era has a similar deal with Co-**New Classical Releases** Iumbia. EP'S Columbia's executive vice-president, Goddard Liebarson, and 1. GLENN MILLER PLAYS SELECTIONS FROM "THE Dario Soria of Angel arranged DUKAS: THE SORCERER'S APPREN-BRAHMS: PIANO SONATA IN F MIthe deal. It calls for Tucker to TICE: FAURE: PELLEAS AND ME-NOR, OP. 5 (1-12")-Badura Skoda, cut "La Forza" at La Scala in LISANDE: BOUSSEL: THE SPIDER'S Capitol EBF 35 August with Brooklyn-born Ma-FEAST (1-12") - Detroit Symphony Orchestra; Paul Faray, Cond. Mercary Skoda, one of the few performers to 3. THE GLENN MILLER STORY-Sound Track ria Callas; Tullio Serafin will trace his strong following here almost en-Decca ED 2124-1 conduct. Tucker and Miss Callas, tirely to records, has an important addi-Mercury's Olympian series has scored 4. THE STUDENT PRINCE-Mario Lanza ... RCA Victor ERB 183 tion to the list of his solo disks on Westincidentally, made their Italian repeatedly sales-wise, and this album minster. And it should sell quite well to debuts together in "La Gioconda" should certainly help the label maintain those who have come to know and appre-6. SONGS FOR YOUNG LOVERS-Frank Sinatra in Verona seven years ago, its high butting average. The coupling clate the young planist's sensitive work. Capitol EBF 48 makes good sense from the point of view Competition, the, is quite heavy for the HARPSICHORD MEDLEY 7. 10th ANIVERSARY-Nat (King) Cole Capitol EAP 514 of high fidelity; the works are designed somewhat less than mass appeal enjoyed Wanda Landowska, who almost to show off the spectacular Mercury 8. MUSIC TO MAKE YOU MISTY-Jackie Gleason by this sonata. alone returned the harpsichord to sound. And with the Dukas favorite as Capitol EBF 458 the lead item, the set ought to pull acceptance as a musical instru-atrongly as repertoire. Performances are ment worthy of public perform-DEBUSSY: STRING QUARTET IN G tirsi-cate. MINOR; MILHAUD: STRING QUARance, celebrates her 75th birthday TET NO. 12 (1-12")-Quartetto Itali-Monday (5). Only a month ago TCHAIKOVSKY: PIANO CONCERTO ano. Angel 3513071 MUSIC AS WRITTEN she completed the last album in NO, I (1-12")-Geza Anda, Plann; The Italian quartet approaches its task her complete reading of Bach's with rare delicacy and finesse. These are Philharmonia Orchestra; Alceo Galli-"Well-Tempered Clavier." It will virtues but it is not certain that most Hard on the heels of his reading of the be released in October by RCA collectors will find in their readings the • Continued from page 16 Rachmaninoff "Second," Ands is to be freshness and vigor that other groups Victor, which is also mulling the have given us on records. The coupling heard in another planistic warhorse. In release of a special commemoraley's on the strip. . . . Eartha Never Too Young". . . . Lucky the Tchaikovsky his work at the keyboard on this disk is appropriate, with the tive Landowska album. And Miss is just as compelling. This is a planist Landowska, still tremendously Kitt is back from her stand at Records' Janine, along with Ker Milhaud an LP first. who can make his mark on the record active, is already at work prepar- the Mocambo starting July 13. ... Moore takes off on a month-long world and attract better than fair sales ing for another series of Bach Eddie Truman penned the music promotion tour plugging "M NICOLAI GEDDA OPERA RECITAL despite the name power arrayed against for the revue, "Going Up," which Momma Says No." him here. An encore piece, the Dohnanyi . . . Kay recordings. Following this introduction, tenor bowed at the Troupers Audi- Armen set for the "Hit the Deck arrangement of the waltz from Delibes' Meanwhile, an attempt is being Gedda abould be much in demand in this "Copellia," is a welcome bonus torium. flicker at M-G-M starring Vi made to convince tariff officials country; the young Swede (29), in the Benay Venuta co-stars with Damone. ... Roberta Linn break that a harpsichord is a keyboard infancy of his career, impresses as a tenor VAUGHAN WILLIAMS: ENGLISH Don Ameche and Pat Crowley in in some new material at Tops of great capability, with the intense spirit instrument and not a stringed in-FOLK SONG SUITE: NORFOLK the role she created on Broadway San Diego, July 23-25. . . . Bobby and feeling required of those who aim at strument. The latter are subject RHAPSODY FANTASIA ON GREENin "Hazel Flagg," in Dallas for Ramos returns to Ciro's following greatness. Selections chosen for this solo to 40 per cent import duties, with SLEEVES; FANTASIA ON A THEME the levy only 20 per cent for key-board instruments. A letter pub-lished in the New York Times this week complains of the high debut include arias from "Eugene One-OF THOMAS TALLIS (1-12")-Philgin," "Werther," "Manon," "Rigoletto," "Martha," "La Giaconda" and othera. Gedda, of course, has won attention as harmonic Promenade Orchestra; Sir Adrian Boult, Cond. Westminster WL 5270

Ralph Vaughan Williams has never achieved the same measure of appreciation here as he has in his native England, but perhaps this LP will help to make up in some small part for this situation. It contains two important works, the "Notfolk Rhapsody" and the "Fantasia on a Theme of Thomas Tallis." They are played beautifully by the Philharmonic Promenade Orchestra of London, under the knowing baton of Sir Adrian Boult. In addition, two lighter works by the composer, the "English Folk Song Suite" and the "Fantasia on Greensleeves" are included. There should be a good audience for this new set, recorded in England last fall.

CHAUSSON: POEM OF LOVE AND THE SEA: FRENCH ART SONGS (1-12")-Gladys Swarthout. RCA Vic-

The dark and mellow timbre of Miss Swarthout's voice is ideally suited to the Impressionistic Chausson score, here for the first time made available with orchestral accompaniment (Pierre Monteux is the conductor). Together with a recital of French art songs by Debussy, Duparc, Poulenc and others, the set aims at a sophisticated and knowing segment of the record-buying public. They will find much to relish here.

the tenor in the "Merry Widow" and "Land of Smiles," released earlier by Angel

MARCHES AROUND THE WORLD, VOL. 2 (1-10") - Vanguard Military Band; Hans Ahninger, Cond. Vanguard VRS 700964

This album features favorite marches from Spain, England, Austria and the U.S.A., following the format of an earlier volume in this series. There are more collectors of this type of music than is generally known, and dealers may be sure that this unusual package will find delighted acceptance among fans of band music. The musicians are Viennese and are masters of the band style and of the national idioms of the various countries represented here.

MALIPIERO: VIOLIN CONCERTO; **RAKOV: VIOLIN CONCERTO (1-12°)**

Fluent performances of two contemporary violin concertos. Buyers of this set will be those whose interest in modern works is insatiable; the soloists, Fritz Kirmse and Saschko Bavrilov, furnish capable if not distinguished performances. Definitely not a stock item for the average dealer.

this week complains of the high duty and pleads for recognition of the harpsichord, an ancestor of the piano, as a thorobred keyboard instrument.

NEWS ITEMS . . .

Cover photo of Columbia's re-cent "I Love Paris" album was shot by Fred Plaut, Columbia recording engineer and well-known photographer. . . . Vox Records will add to its "Echoes" series in the fall, with pianist George Feyer playing a medley of 41 tunes in a package called "Echoes of Childhood (For Children Between 6 and 66)." . . . RCA Victor is readying a catalog listing all Bluebird LP's to be released thru 1954

his songs against a definite terp beat by the Heliun band. Trenet and a fem chorus sing a group of Gallic tunes in a personable fashion, but it's Helian's spirited backing that dominates the LP. However, Trenet is better known here, and most of the album's sales will probably be made on the strength of his name.

Peter Walters, Piano solos (1-10") Decca DL 5530

A thoroly enjoyable package of romantic pop standards, which should find favor with summertime customers in search of light musical divertisement. Planist Walters, a classical artist who turned pop after soloing with the Boston Symphony, has a deft touch and a straightforward style. The album, his first for Decca, includes such well-liked oldies as "Laura," "Bewitched," "All the Things You Are" and "September Song."

MADEMOISELLE DE PARISI

(1-12") Columbia CL 570

Misa Francoia, every bit as capable, has never garnered the public acclaim here that fell to Edith Pial. Perhaps this collection of lovely Pariaian tunes. will help Miss Francois attain more stature. Certainly she deserves it. This set, therefore, will primarily sttract the East Side bistro act-those who often hear singers and songs like these. The collection is varied, yet all based on the theme of "Mademoinelle de Paris." The liner potes should appeal to the Francophiles, too. In any case this is a smartly packaged collection which should have a lengthy if not overly strong ante:

(1-10")

Tho Miss Bennett has been singing with various well-known hands for

-

my Cahn and Arthur Schwartz Monday (5). . . . Les Brown or will pen the music for the new off on the annual one-nighte Martin and Lowis flicker "You're string. This trip it's 90 dates.



Reviews and Ratings of New Popular Albums

LOUIS ARMSTRONG AND THE (1-19")

Decca DL 5509

Decca has compiled an album from some of the outstanding sides recorded by Armstrong and the Mills Brothers during the thirties and early forties. The nostalgic package has definite collector value and should do well as a standard item. Among the great singles now available on the LP are "Marie," "Cherry," "My Walking Stick," "The Flat Foot Floogie," "The Song Is Ended," "Darling Nellie Gray," "In the Shade of the Old Apple Tree," and "Boog

BORRAH MINEVITCH AND HIS

(1-10") Capitol H 490

Borrah Minevitch and His Harmonica Rascals have been one of the top theatrical acts thrucut the world for close to two decades. There are few who visit night clubs or vaudeville houses who haven't seen the group at least once. The act has always been notable for being both a great sight act and a fine musical act. On this new cutting Capitol has waxed some of the favorite atrangements of the Minevitch crew, including "Warnaw

JULIETTE GRECO ST. GERMAIN (1-12")

Columbia CL 569 Here's an interesting album which

should appeal both to admirers of the Edith Piaf school of warbling and those who simply like something different. The darling of the existentialists, French singer Juliette Greco, has a considerable reputation among Paris' intellectual set as a singer of modern poetry set to music. She has a rough, deep voice and the tense, dramatic style so typical of the life is-real-life-is-exmest school of Galije chantennes.

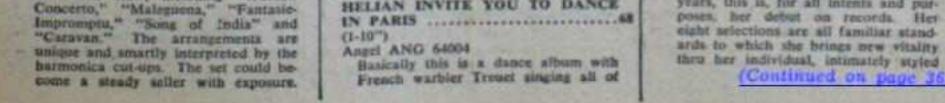
Art Ferrante and Lou Teicher (1-10") Columbia CL 6291

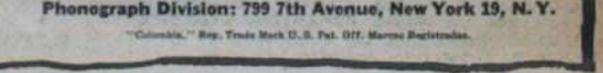
Duo-planists Ferrante and Teicher have a light-hearted, accusingly effortless way with a pop tune that should find ready acceptance on the summer market. Both excellent classical mosicians, they are surprisingly inventive and humocous when they turn to the pop field. This collection includes a group of standards kryed to the title theme-"The Continental," "The Lost Time I Saw Paris," "Little Dutch Mill," etc.

CHARLES TRENET AND JACQUES HELIAN INVITE YOU TO DANCE

Trend TL 1006

years, this is, for all intents and pur-





DJ Reaction to 45's Better RANCHO SETS

Continued from page 14

36

that they can continue to get 78's sistent 45-ers. by convincing publishers it would be to their advantage to buy them and supply them to the jocks.

Record companies have stopped selling publishers specially priced 78's, but it is true that a publisher can buy them at list, or at 60 cents from a one-stop.

Some of the anti-45 jocks and librarians have even claimed that the stations will buy their own 78's rather than use the free 45's. However, this is a rather doubtful happenstance. Some jocks ask about 78 r.p.m. acetates, which have traditionally been rushed to key jocks whenever a record company believes it has a smash hit.

They want to know if these rush acetates will now be shipped



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MODEL Y-M Corporation 121 BENTON HIABOR MICHICAN

be centered in those cities close on 45 rather than 78. Some jocks to the music business home of- claim the diskeries will have to fices. Many of these deejays feel do this in order to remain con-

Wary Eyes

The record companies are watching each other's promotion staffs warily, ready to yell "foul" at the first instance of anyone slipping a "hot" 78 to an important deejay. A promotion man who walks down the street with a 78 r.p.m. record today is almost considered a "bootlegger."

Record companies feel that even the most obstinate anti-45 jocks will eventually go along with the donut disk. However, many execs admit, off the record, that they still have a selling job to do on 45's in some cities.

4 WILLS BROS.

HOLLYWOOD, July 3. -Marty Landau, operator of Riverside Rancho here, has set the appearance of the Four Wills Brothers for a weekend date at the famed country and western dance palace, on July 23-24.

Landau has teamed Bob Wills, Johnnie Lee Wills, Luke Wills and Billy Jack Wills in their first appearance on one stage in more than 20 years.

Bob Wills and his ork opens July 9 for a four-week stand, replacing Jimmy Wakely. Latter will continue airing his weekly television show from the Rancho.

• **Reviews and Ratings** of New Popular Albums

Continued from page 35

approach. An interesting disk discovery of whom we should be hearing more.

Jazz

JOHN GRAAS FRENCH HORN JAZZ. 80 (1-10")

Trend TL 1005

For the modernists you couldn't put together a tastier package than this one. It includes Graas on French horn, Shorty Rogers on trumpet. Shelly Manne on drums, Jim Giuttre on baritone, Bob Cooper on tenor, Russ Freeman on bass and Bud Shank on alto-and playing originals, yeif It's modern, cool and listenable. The jazz customers will want this if the dealers will show it and play it. And it deserves the attention. Fine sound and packaging are evident, foo.

FIREHOUSE FIVE PLUS 2 GOES (1-10")

Good Time Jazz L 23

The Firchouse Five Plus 2, one of the oldest of new two-beat groups, is now up to its fifth LP. This time the swinging Disicland group goes South to play such tunes as "Basin Street Blues," Original Disieland One-Step," "At a Georgia Camp Meetin'," "Alahama Jubilee," and two happy items, "Tuck Me to Sleep in My Old Kentucky Home" and "I'm Gonna Charleston Back to Charleston," The sides are played with the happy abandon that characterizes the Firehouse Five and Disieland fans will certainly get a boot out of them.

CHARLIE VENTURA ORK

CORAL 61209-The alto of Charlie Ventura in heard against a comantic background lush with strings in this reading of the pretty standard. He makes his instrument sing. Deejays will like this. (Schuberth, SESAC)

Ventura switches to base sax on this side and gets a warm, exciting sound that adds new luster to this old favorite. The arrangement is a very pretty one, and shows off the swingy competence of the George Williams ock quite handsomely. (Feist, ASCAP)

(1-10") Prestige LP 181

Pleasant and listenable are these ren-

approach to jazz within older, relatively conservative forms. He gets an unusually bright, colorful sound and builds up a feeling of almost electric drive in these performances.

TEDDY CHARLES QUARTET

PRESTIGE 189-A fine group of musicians, including Wardell Gray on tenor, making with something approaching modern sounds on this Charles original.

If the listener is able to ignore Nancy Overton's lackluster recitation of the tune, he will hear some topnotch munic-making in the background. Aside from the vocal this is a quiet, relaxing, and well-thoughtout arrangement.

JOE HOLIDAY ORK

Martha's Harp PRESTIGE #87-Holiday "blows a mean tenor in this fast, lively onus, He gets uneven support from the rest of the group, however, so that while the side has drive, it is lacking in imagination.

I Don't Want to

Walk Without You 65 Holiday is backed by Billy Taylor at the organ and a Latin rhythm section in this slow, relaxed reading of the standard. It is pretty tepid stuff in this so-so arrangement.

Children's

THE TEDDY BEAR'S PICNIC; TEDDY Big Jon Arthur (1-78) Decca K 94

Perhaps the smartest release in the "no school today" series, this disk couples two of the "signature" ditties of the popular radio show. Kids will want it and their parents will probably buy it in generous quantity.

THE JONES BOY: ROO ROO

The Kiddy Kain (1-45) Columbia J 4-200

The march beat of "Jones" is stremed in this bright reading for the younger set. Novelty elements of "Roo Roo" should also appeal to many kid listeners. New lyrics in the latter are moppet designed.

Decca Activates Publishing Continued from page 14

outfits. Deal calls for Columbia to pay a service charge to Songways to cover copyrighting, distributing, and royalty payments for April and Blackwood, A provision is nade for Columbia's a.&r. men to share in the profits of tunes that become hits.

Richmond's own music firms are in no way involved with this service. Material for Blackwood and April is found by Columbia exclusively, and the Songways contract with the Columbia firms is non-exclusive. To date the partnership has resulted in two hits: "I Believe" and, more recently, "Thank You for Calling." Columbia's Jo Stafford disking of the song is currently on the bestselling pop charts, while the firm's other waxing of the ditty, by Billy Walker, is riding high on drop the whole idea. the country and western top-10 listings, thus pointing up some of the lucrative advantages accruing to a record company from such a plan.

Capitol Plan

Capitol's music publishing activities are run on a different Plan Another Day basis with its two firms Ardmore and Beechwoe', handled thru For Webb Pierce

Capitol Records Distributing Corporation, separate from the record company operation. Material can be shown to any disk outfit for recording and does not have to be shown to Capitol first. Both Ardmore and Beechwood publish

and exploit their own tunes. At one time RCA Victor owned Southern Music, which was subsequently acquired by Ralph Peer. Then a few years ago Victor looked into the possibilities of setting up its own publishing firm again to pre-test tunes by controlling the copyrights, but the study proved disappointing and the powers-that-be decided to

Now that Decca is joining the publishing arena too, the trade is speculating on the possibility that Victor may reconsider.



MONROE, La., July 3. - The Webb Pierce Day held here last month has presaged a second edition of the event to be staged both here and in West Monroe, La. Pierce, one of the top country and western artists in the country, calls this section of the country his home.

The recent event wound up with an outdoor show including Pierce, Faron Young, the Wilburn Brothers and Red Sovine. The event drew over 5,500 people. The Pierce Day was jointly sponsored and promoted by the local Chambers of Commerce and Business Men's Association.

"I WISH I HAD ORDERED

TODAY'S TOP TUNES"

ditions of a group of original tunes by the Art Farmer Quintet. The combo features Farmer on trumpet, Gigi Gryce on alto, Horace Silver on piano, Percy Heath on bass and Kenny Clarke on drums. The four tunes in the set, "A Night at Tony's," "Hine Concept," "Stupendous-Lee" and "Deltitnu," were penned by altoist Gryce. Altho the material is not particularly inspired, the work of Farmer, Silver and Gryce is bright enough here to interest many cool jazz funs.

Ken Collyer's Jazz Men (1-10") London LB 904

The power that New Orleans jazz still has to generate lively, imaginative music within traditional forms is demonstrated in this exciting disk made by a recently formed English combo. Ken Collyer on trampet plays an authoritative lead and gets very able backing from Chris Barber, whose trombone playing is of the best tailgate variety, and Monty Sunshine, a clarinetist with a variety of ideas and a thoro technical command. The rhythm section is without a piano, in the manner of the earliest New Orleans bands, and makes the section's crisp sound and electric drive all the more apparent, For New Orleans fams there is something new under the sun.

BERNARD FEIFFER ET SON TRIO73 (1-10")

Norgran MGN 11

Bernard Peiffer is a rather good French planist, who has snagged many prizes in France for his fine jazz work. He is featured on this new waxing in a group of standards and some less well-known efforts with his trio, consisting of Jean-Louis Viale on drums, Pierre Michelet on bass and Peiffer on piano. Peiffer is in the tradition of Shearing and Peterson and he plays a lot of plano on these French aides. Those who know of the French 88-er will want this set, and their word-of-mouth approval should help introduce him to a wider audience.

LEON SASH

EMARCY 16003-Wild riff effort receives a solid performance from Sash on the accordion over solid rhythm backing and smart vocal sounds by a chorus. Side is an exciting one and it could get many jock spins. (Mariny, BMD

Package for Peggy....68

Instrumental effort is played neatly by Sash on accordion with help from the trio and a humming chorus. Sash can go on his instrument. (Marjay, BMD

JOE NEWMAN AND HIS BAND 72 (1-10")

Vanguard VRS 8007

A musician who has played trampet in the Hampton, Jacquet and Basie aggregations, has assembled a small group of present and former associates from those bands to play his

NBC Symphony Continued from page 14

touching, kind cable. Greatly appreciate it, but my age and present feeling do not allow me to make plans for the future. Extend my best wishes to each member of the orchestra."

This retreat from his previous "nevermore, nevermore" statement was interpreted by Gillis and his associates as opening the door to a possible reunion with Toscanini, if he ever visits the United States,

At a meeting next week, the committee will choose a name and two alternates from 15 suggested names under which the orchestra will incorporate. Some of the tags advanced are "Maestro," "United States Symphony" and "Symphony of the Air." In any case, a subtitle will identify the group as being formerly The NBC. Toscanin.'s name will also figure in the subtitle in a way still to be determined.

Recording Bids

Recording bids so far have come from two independent firms. Each stipulates a minimum number of LP sides, the deal to be on a non-exclusive basis. However, the orchestra is still hopeful of working out an exclusive arrangement with a major diskery.

Commercial sponsorship, however, is what the orchestra is banking on to lift the project on to a solid financial plane. This, together with recording income, would provide satisfactory salaries for personnel and keep the orchestra intact.

The committee, meanwhile, has been receiving donations at its temporary Leadquarters at Room 100 Carnegie Hall here to carry it thru its reorganizational phase.

Merc Gets Scharf Theme Recording

HOLLYWOOD, July 3 .- Mercury Records this week acquired the Walter Scharf recording of theme music from the Paramount flicker, "About Mrs. Leslie." Disk is titled "I Love You So" and is used in the film as background dramatic scoring, for which original music was penned by Victor Young.

Scharf and George Gottfried, latter a certified public accountant

TODAY'S TOP TUNES is The Billboard Hunor Rell of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORD-ING TO POPULARITY, TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, tous sides.

Your name, address and phone number imprinted an each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the arder form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every Friday from Cincinnati.

Belty G. Orvis migned) Gingrich Jewelers & Pepular Music Co. 3631 Eaut 11th St. TUILE, Okla.

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during our Christmas rush

We would like to continue

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Woodruff, Wis.

White Electric Company

TISING

TUNES.

Mr. Al Meyer of Town and Country Music, Westwood, blew Jarney, writes:

"Yesterday we had an es-ample of the pumer of The Billbeard 'Today's Tee The Billbeard 'Today's Top Tures.' A woman come in and bought one record. We suggested several offiers to her, but the refused them all. Ten minutes after the laft, her daughter was back with four records checked aff 'Today's Top Tumer' which we had enclosed with her purchase." F PUPENANA.

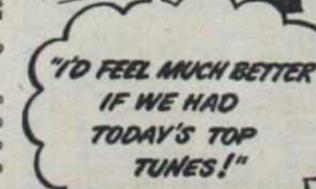
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JULY 10, 1954

TALENT REVIEW

Communications to 1564 Brasdway, New York 36, N. Y.

THE BILLBOARD

NEWS AT A GLANCE

\$30 Mil. Worth of New **Building Stirs Vegas**

LAS VEGAS, Nev., July 3.-The most fantastic spree of build-ing activity ever to occur in this and Carmen Torres, singer. Paris thrust the possibility of at least talent are Casanova, with Gypsy

two of them nearing completion, and all but one having passed the ground-breaking stage. These are the Showboat (\$3,000,000). due for Labor Day opening; Des- grossed \$132,500 for the first eight ert Spa (\$1,500,000), under con- weeks of a 16-week tour in Engstruction; Riviera (\$5,500,000), un- land, according to his manager, der construction; Dunes (\$3,500,- Eddie Joy. Mitchell is doing one-000), ground broken; Nevada Roy- nighters thruout Great Britain, al (\$4,000,000), ground broken; carrying seven voices, an accom-and Stardust (\$5,000,000), still in panist, three lead musicians and the planning stage.

grams under way include the Sa- Japan. hara (\$1,000,000), nearing comple-tion; and the Last Frontier, (\$2,- Sign Krupa Trir 000,000), construction under way. For Australia .

Added to the optimistic future picture is a program submitted week signed contracts for an 11to county officials that insurance day tour of Australia with his financing (\$3,000,000) be put up jazz trio. The combo leaves by to construct a 10,000-capacity con- plane August 9, following their vention hall on county land, stand at the Blue Note in Chicago. which would be paid for on a Deal, set by Associated Booking long-term lease to the combined Corporation with Aztec Producresort hotels.

center, Funland, opened to the tation for personnel and equippublic on the Boulder City high- ment. As now set, Krupa's combo way, four miles from Las Vegas, will play seven concerts in Sidney, Palace and other RKO houses

PARNELL TO GUIDE PALLADIUM BIOPIC . . .

LONDON - Several topliners who have played the Palladium here will be appearing in a motion picture to be woven around the history of the house since it SPOTLIGHT REVIEW opened in 1910. Deal has been / set between Hollywood executive Harry Ginsburg and Palladium boss Val Parnell, who will act as technical advisor on the picture. Negotiations were handled by the Harry Foster Agency.

fantastic town has suddenly night spots also using American \$30,000,000 worth of new tourist Markoff; Chez Spivy, with Herb resort facilities on the local scene. Jeffries, pianist, and Grand Ecart. Included are six resort hotels, with Mary-Lou Williams, planist.

GUY MITCHELL ON BRITISH TOUR

NEW YORK - Guy Mitchell a conductor. After Mitchell winds In addition to these, existing up his English tour in September resort hotels with expansion pro- he's slated for Australia and

NEW YORK .- Gene Krupa last Palace May Show tions in Sidney, calls for the Krupa Also on July 1, an amusement trio to get a guarantee, transporwith an investment of \$1,000,000. Brisbane, Melbourne and other will breathe a little easier. ork and other acts.

SHE'S A BUMP, **GRIND EXPERT**

YORK, July 3,-NEW Gypsy Rose Lee is now a qualified legal expert on bumps and grinds, according to New York Supreme Court Judge James B. M. McNally.

The title was bestowed on her last week after she appeared as a witness for Gus Van in a suit where the latter was sued by George Ross, harmonica player. Ross charged that Van had punched him. Van denied the charge.

Miss Lee, sworn in as a witness, testified it was a shove, just a small shove your honor ... "When the jury returned the verdict, the judge congratulated them and said:

Gentlemen, when you heard Miss Gypsy Rose Lee testify, you listened to an authority on bumbs and grinds. And when she said it was a shove, then you can take an expert's version of it-it was just a shove."

German Products

NEW YORK, July 3. - The German film "Desires," success at the arty World Theater, has started RKO interest. The chain's Palace (the only house with vaude) has had trouble getting picture products. If it makes a deal with Sidney Kaufman, the dental if used at all. If such a

the combo on the personal ap- the name of the German produc- cost is a significant item. pearances will be a large local ing company) has 16 pix on hand and producing 90 more.

Comics Find New Work With Disks

club comics have suddenly come and at least one-Columbia-is into demand, not by night clubs now preparing to go into it either but by record companies which on its own label or on Epic. The see a possibility of cashing in on company recently did an Art familiar routines never before Carney record, his "Sewer Song," available on wax.

unsuitable for clubs, or material demands. that had become so old it was meaningless.

sold. Old Jack Benny and Eddie calling for flat fees plus percent-Cantor-and in comparatively re- ages. There is no set pattern. cent times Danny Thomas - albums hardly sold enough to more than pay for the labels.

ious reasons. Either the increased popularity of the artist or the low cost of such a recording session material. made the venture attractive. The most successful has been Coral. Coral has recorded Buddy Hackett's "Chinese Waiter," the straigh, and double talk routines of Joey Adams and Al Kelly, Eddie Lawrence's "Old Vienna' and, most recently, Phil Foster's "Brooklyn Fan." Most of these are cheap dates. Music is incirecord sells 25,000 copies, it makes money. And in these days Col'bia Plans

The Coral venture has been

NEW YORK, July 3 - Night watched by the other companies, but nothing happened.

37

This demand has posed a series Right now it is looking for of questions for the performers night club comics, preferably and their representatives. In the those who can sing, who can do past few comics would record enough to warrant LP waxing. their routines for fear of giving Columbia now has several such away their acts. If they did re- comics under consideration and cord, they either used material has feelers out as to deals and

Deals probably vary in each case. In most instances the deals The result is that few of these will probably be one shotters,

These offers are tantalizing to night club comics in these days where jobs are comparatively Every now and then, however, scarce. There is even a possibility a company tool a chance for var- that by putting their routines on wax they may have a partial solution on how to copyright their

> Under the copyright law a recorded work that is previously registered by a publisher may not be used without the payment of royalties. The prol em is how much of the talking material is copyrighted, or whether it can be copyrighted. There is no question about music. That is protected by laws.

But whether or not talking material is protected against lifting Australian cities. Accompanying Kaufman's Grand Prize (that's of slow record sales, the initial by other comics, tho important, is not of immediate significance. What is more important is that it gives the comics a new source of income, however small, and permits them greater exposure in markets that may find the disks important enough to increase the personal appearance value of the comic.

FACE-LIFTING FOR SCHROEDER HOTEL

MILWAUKEE-Construction is expected to begin shortly on a 25-story addition to the Schroeder show which opened Thursday (1) Hotel, Milwaukee's key hostelry, is a surprisingly good one for its Boost in capacity to a total of comparative lightness in name 1,300 to 1,550 rooms also includes value. What it lacks in the cusplans to build a new main dining tomary Copa box-office appeal. it room to replace the Empire Room more than makes up for thruwhich now is used for bands and sheer entertainment. The bill has shows.

CORAL LABEL LINES UP NEW TALENT

NEW YORK - Coral Records cial cafe show. has lined up a flock of new recording artists within the last Vincent, who has played this month. This week alone, artist and repertoire chief Bob Thiele signed comedian Jimmy Komach, Bill Lawrence, The Kings VI and Bob Dini. Other singers acquired by the label recently include Eileen Todd, the Billy Williams Quartet and Jack Harris.

PARIS SPOTS USE U. S. TALENT . . .

PARIS-The Alhambra, which has been oscillating between modest stage shows and films, brought in Sugar Ray Robinson to top its stage show from Friday (2) thru Thursday (15). Robinson, who will play on the Riviera and in England, is being given a big build-up. Moulin Rouge has Mil-dred Seymour, the Wiere Brothers, Rob Murray, Batan's puppets,

Domenecks, and the Chandra Kaly dancers. Olympia has Jean

Vincent Sparks Good Copa Show; Mary Burton Comes Back Strong

By BILL SMITH

The New York Copa's new pace, comedy, top-flight singing and, with the line and productions, has the necessary sight values which help make a commer-

room time and again, has seldom been better. His sharp but gentle characterizations of the Italian barber, the Texas booster and other varied personalities were wonderful to watch and hear. Vincent is still one of the better singing comics. The audience was crazy about him, including a Pittsburgh tour party that filled one of the balconies.

Mary Burton was a major surprise. She has been out of the business for more than 10 years and staged a come-back about a year ago, working around New York, getting her act into shape and acquiring confidence. She opened here with a solid special, kept up the pace and wound a real big hit.

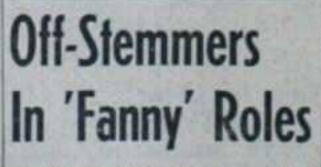
Salesmanship

Looking good in an off the

ton started easily with "That's for the tourist trade. Entertainment" via a few special The productions, singing and topical choruses. Then, using a dancing, were all fine. kind of a Sthie Tucker-ish approach and salesmanship, she moved ahead with more specials with just enough salt in them to make them solidly commercial.

Even tho this reviewer has never caught her, he recognized showmanship, salesmanship and stage authority. If she's been out of the business for 11 years, as she claimed, her performance Romo Vincent, a new lighter didn't indicate it. The audience almost forced her into a beg-off.

> Al Morgan, who didn't make it some years ago at the Latin Quarter, will probably make it here. His obvious corn, his choice of songs (all oldies) and his wild pianistics make it a little hard to take at the onset.



NEW YORK, July 3. - Two non-Broadway legit performers will get their initial break in the Josh Logan show, "Fanny," when it opens here next November. Performers will be Jennie Gold-stein and Najla Ates.

Miss Goldstein, a seasoned actress in the Yiddish theater, including Yiddish musical comedy, hasn't appeared in American musicals. Logan caught her as the gypsy in "Camino Real."

Najla Ates is a tiny Turkish belly dancer who has worked clubs, chiefly the Lou Walters Latin Quarter or in his package shows when they toured the road.

shoulder blue lace job, Miss Bur- | Yorkers, but he should be a cinch

Romo Vincent

Mary Burton, Al Morgan, Bob Warren, Kathy Collin, Ramona Lang, Jack Purcell, the Doug Coudy line.

(Copacabana, New York, July 1.) Les Brown band.

Marx Augments **Talent Roster**

HOLLYWOOD, July 3. - Al Marx, president of Trend Records, Inc., this week added to the firm's talent roster with the signing of pianist Joe Mooney. Latter, inked in Florida this week, is expected to record shortly for fall release. Marx also inked trumpeters Don Fagerquist and Ronnie Lang, both currently members of the

SPEAKING OF LEGIT

By BOB FRANCIS

Plans to give that most worthy time her sister in the show will welfare org, the Actors' Fund, a hefty financial hypo teed off this week, when the National Theater Arts Council, headed by Albin O. But once he is accepted as a Holder, announced the launching saloon singer, he makes it very of a nation-wide drive via a spenicely. It is a little doubtful how cial Christmas asue of the Theahe'll register with native New ter Arts magazine. The entire proceeds of the issue will go to the fund.

> Aside from the fact that the de luxe book will sell for a dollar instead of the customary 50 cents, a page ad will cost each donor 500 clackers. Since this is the sort of cause which actors step up for, it recipient of a right tidy sum.

> Plans call for spotting committees in various key cities across the country. Holder and prexy Ralph Bellamy of Equity head the exec committee, which comprises Vinton Freedley, Peggy Wood, Shirley Booth, Jean Dalrymple and Alexander Inc. Patrons already listed are Alfred Drake, Lloyd Nolan, Deborah Kerr, Joseph Cotten, Katharine Cornell, Franchot Tone, Audrey Hepburn, Edith Adams, Gilbert Whiting, Nancy Kelly, Hermione Laurence.

> Edith Adams says the reason she didn't make the trek West with "Wonderful Town" is her top-heavy fall TV schedule. Right now she is prepping a long-

be Imogene Coca.

"Town's" stage manager, John Effrat, likewise confides he has had to pass up the tour. Effrat, as usual, is up to his armpits in good works for Equity and welfare drives. He's even likely to be wielding a sponge at the Lambs Club annual wash-out at East Islip, L. L. come Sunday (25).

Philip Coolidge, who has been "Kismet's" Omar since the show opened, leaves the cast Monday (5). The doctor says he must rest appears that the fund may be the and put on weight. Understudy Richard Vine takes over the stint for a week, until Francis Compton steps into the part Monday (12). Susan Oliver will have the fem lead in "The Moon Is Blue" at the Seacliff (N. Y.) Summer Theater the week of Monday (12). . . . Sam Jaffe has been signed for the Inquisitor's role in "Saint Joan" revival, which the Producers' Theater sends on tour in September, starring Jean Arthur.

More about musical "Peter Miller, Jessie Royce Landis, Jack Pan." Kathe Nolan, TV actress, will make her stage debut in the Gingold, Mel Ferrer and Paula Barrie fantasy. Miss Nolan started rehearsals for the part of Wendy to the Peter of Mary Martin. The Edwin Lester production opens in San Francisco July 19 with a new score by Caroline Leigh and Mark Char-

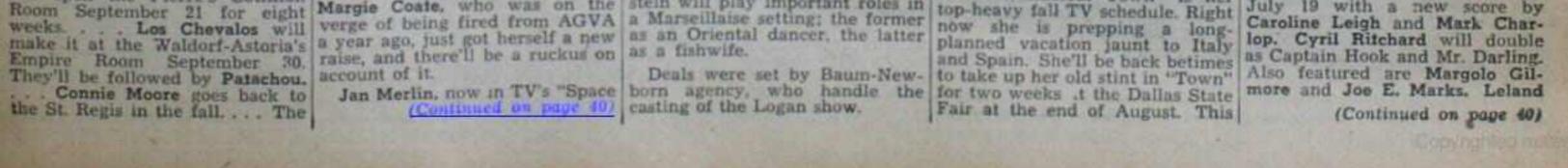
Dennis Day goes into the Copa November 19 for three weeks.... Stockholm, Sweden, has a new law. Any guy "accosting" a gal on the street can be jugged and shows on tap and needs acts. fined \$40. There's no law against

ACTS AND ATTRACTIONS

Clifford Guest is now working in can Guild of Variety Artists fired Gothenburg, Sweden, at the Ca- its Detroit rep. "If they wanted baret Hall.

Hildegarde and Johnny John-son open the Pierre's Cotillion Room September 21 for eight Margie Coate, who was on the weeks

Detroit cabaret owners are a gal doing the accosting. . . complaining because the Amerihim so much, it's so much more



Droodles (TV)

38

Star, Roger Price, Panel: Marc Connolly, Denise Lor and Carl Reiner. Guest star, Denise Darcel. Director. Craig Allen. Producer, Alan Dinehart. Executive producer, Sy Fischer.

(NBC-TV. 8-8:30 p.m., ZDT. June 21.)

owlish-looking humorist who girl that she has an incurable combines erudition and intelli- disease. gence with simple minded art, at last has got himself a show, after years of doing guest shots all over the TV lot.

drawings invented by Price which seem to bear some relationship to doodling. They can connote almost anything, but the meaning Price gives them usually is unexpectedly comic.

Marc Connolly-to identify the droodles. Denise Darcel was used as a guest star, and later joined and Cliff Robertson. the panel. Droodles are submitted by viewers. It then becomes the task of the panel to identify the droodle within a space of four minutes, which is too long a time.

Lively Panel

The panel was reasonably lively and the droodles fairly clever. One showed a glass filled with some foamy liquid which had a spot in the middle of the foam. The title was "Glass of beer with a hole in the head."

More suspense might be generated if the time element was played upon more. "Droodles" could conceivably catch on; it has already taken the fancy of the newspaper reading public.

Leon Morse.

Song Snapshots on a Summer Holiday (TV) Cast: Merv Griffin and Betty Ann Grove, Producer-director, Byron Paul. Writers,

Irvin Graham, Jimmy Shirl, Ervin Drake. Music conductor, Hank Sylvern. Choreographer, Peter Birch. Created by Irving Mansfield. Sponmental tosh.

This reporter has not read Ed- who has retired from the fisticuff win Balmer's novel, "In His profession and, under the influ-Hands," nor does he want to, if ence of a Harvard alumnus, turns it bears the slightest resemblance to culture. Potentially it is a gem, to the TV adaptation Agnes Eck- and the first episode did indeed hardt has made of it and called deliver a fair amount of laughs. "The Decision." The decision has to do with that plot cliche dear don Leonard in supporting roles to soap operas, about the doctor who can't make up his mind Roger Price, a bespectacled whether or not he must tell his

Worthy Cast

What moments the drama had stemmed from the highly competent contributions of Montgom-"Droodles," as the show is ery's summer stock players, called, is founded on fantastic rather than the unconvincing twaddle that Miss Eckhardt gave them to say.

John Newland and Jan Miner, as the doctor and his doomed fiancee, were towers of rational strength in a sea of sticky senti-The show uses a panel—in this ment. Likewise, they received case, Carl Reiner, Denise Lor and expert backing from supporting players, Elizabeth Montgomery, Vaughn Taylor, Anne Seymour

Montgomery introed and closed the show with customery pleascigarette plugs were unobtrusively interpolated between the acts. Bob Francis.

L'Apache (TV)

Cast: Andre Toffel. Director. Tom DeVito. Announcer, George Garn. Producer, Jack Miller.

(WABC-TV, New York, July 1, 7-7:10 p.m., EDT.)

French baritone Andre Toffel is given 10 minutes to carry all by his lonesome self, and all he has to do it with is a guitar and his vocal chords. It's actually too much to ask of a singer. To give him some sight values he's dressed in a striped T-shirt and neckerchief, just like the shady characters of Paris' side streets. And that's where he gets his name for this show. But after a quick glance, that's that.

a fine job on three songs in three 21.) different languages: "Moulin Rouge," "Mi Capitain," and "The Last Time I Saw Paris." His vocals were backed by his own guitar plus another in the background. Toffel is a fairly handsome fellow, and has a gentle, unassuming manner. He could easily get the audience to like terested. Gene Plotnik.

THE BILLBOARD

added up to a welter of senti- situation in this new show. The Stories of the Century lead is an ex-champion pugilist With Allen Jenkins and Shelas the fighter's handler and promoter respectively, "The Duke" has the proper Hollywood view of New York's Eighth Avenue. And Claude Strough is a deft caricature of a Harvard man.

The title role is played by the versatile young comic, Paul Gilbert. Gilbert carried off the first installment with a series of skillfully timed double-takes and gentle mugging. On his own he did a beautiful job.

But Gilbert is not really the man to make "The Duke" all that he might be. Whereas everything else about the show is a caricature, Gilbert is a zany on his own terms. He doesn't really satirize a boxer as conceived by Runyon or anyone else. And when he strips down to trunks he is all too obviously a comic making like a ant salesmanship and filmed fighter. But even the Gilbert is too bright and chipper to carry thru the rough hewn character of ries has the largest production yet the rest of the show, the half seen on TV. Its second episode in sort of a contest between the star and the format, and between the Studio City certainly should not two there's more than a little entertainment for summer viewers. Gene Plotnik.

Studio One Summer Theater (TV)

Cast: Kenneth Utt, Darren McGavin, Royal Dano, Hurd Hatfield, Monica Boyar, William Harrigan, John Boruff, Arthur O'Connell, Parker Fennelly and George Matthews. Producer, Alex March. Director, Allen Reisner. Sponsor: Westinghouse Electric Corporation, thru McCann-Erickson.

"Studio One Summer Theater' got off to a pretty good start for version.

(TV Film)

Cast: Jim Davis, Mary Castle. **Richard Jaeckel**, Richard Travis, Robert (Buzz) Henry, Alex Montoya, Duane Thorsen and Fred Coby. Produced by Studio City TV Productions, Inc. Director, William Witney: associate producer, Edward J. White: writer, Maurice Tombragel; director of photography, Bud Thackery: film editors, Irving Schoenberg, A.C.E., and Cliff Bell, A.C.E.; assistant director, A. J. Vitarelli; art director, Frank Arrigo: set decorations, John McCarthy Jr. and Perry Murdock: optical effects, Consolidated Film Industries; sound, Dick Tyler, Sponsored by Sears, Roebuck & Company, thru Mayers Company. Distributed by Hollywood Television Service.

(KTTV, Los Angeles, 9-9:30 p.m., PDT, June 27.)

Republic Studios' telefilm subsidiary, Studio City Television Productions, is boasting that its new "Stories of the Century" sehour by no means falls flat. It's the series, "Billy the Kid," would seem to bear this out. However, confine its boasting to the production values alone. Segment caught was a tightly written and directed half hour of genuine entertainment for young and old alike whose believability was accentuated by understanding and taut acting.

of the old West, based on official to create any great advertiser inrailroad files and newspaper ac- terest. The show's format-mucounts during and around the time sic, both live and recorded, and of the Civil War. Jim Davis por- news - has already been duplitrays Matt Clark, railroad detec- cated on other networks. Its one tive, aided by Mary Castle as new element is the personality of Frankie Adams, Matt's undercover ventriloquist Jimmy Nelson and poetic license is amply employed phrey Higby and Farfel, the dog. for the sake of dramatic presentation. This is clear in the "Billy comes off as an amiable chap, the Kid" episode where there may neither he nor his dummies are On the vocal side, 'L'Apache did (CBS-TV, 10-11 p.m., EDT, June be some doubt as to how the young strong enough to generate contindesperado of the Western plains uous interest. The dummies, too, met his end, tho it certainly does are not distinctive enough. They not detract from the telefilmed would be entirely acceptable on a cellently into their portrayal stanza which lasts several hours. and rugged, is the type one would cellent musically. The records semissions. Miss Castle, a pretty platters presented was Frank Siand capable actress, is permited natra singing "Little Girl Blue," to remain feminine yet not devoid Frank Black and his ork playing of the characteristics of the rugged "Falling in Love With Love" and orite horse operas, with virtue stock of that period. In this seg- Mary Martin's smash, "My Heart foiling villiany for a full-bodied ment, Richard Jaeckel is a stand- Belongs to Daddy." The live muout as the brash, conceited young sic was also effective and fea-However, "Fandango" had the hoodlum who dies by the same tured among other groups Buddy benefit of an excellently picked means he lived-the gun. Stock Hackett and his quintet and footage of cattle hordes is used Buddy Weed and his trio. to good advantage and future re-Reisner, which made the hero's liance on Republic's vaults of such all top flight. They were Paul ing sufficiently suspenseful. Like- suggested it be kept to a minimum mer Davis. But the format of musure to develop a wide audience, extremely personable entertainer. Ed Velarde.

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chandise ads-on one of the across - the - board Peter Lind Hayes' segments this week.

Drawing upon The Billboard's music charts as a reference source for the records to be played, Hayes swung easily from recording to recording, mixing in a little info about the paper and reading some of the colorful advertising it carries in its outdoor section.

The transitions from gab to platter were smooth, thanks to Hayes' easy-going pleasant style of delivery. Vocalist Jack Haskell and the Norman Paris Trio backed Hayes up with some neatly done numbers.

All in all, the stanza caught made interesting listening for the average "pop" music fancier. Jack Singer.

Jimmy Nelson's Highway Frolics (Radio)

Features Jimmy Nelson and his dummies. Music: Bobby Hackett and his quintet. Buddy Weed and his trio. Billy Butterfield and his Dixieland band and Joe Biviano and his polka players. Commentators: Elmer Davis, Paul Harvey, Walter Winchell, George Sokolsky and Taylor Grant. Director, Clark Andrews, Assistant directors, Tony Piano and Bill Demarest. Writer, Don Witty. Executive producer, Bill Hamilton. Sustaining.

(ABC, 5:05-6 p.m., 6:45-9 p.m. and 9:30-10 p.m. EDT., June 6.)

Aimed mainly at the motorist. "Highway Frolics," ABC radio's "Stories" is an historical series new summer series, is not likely agent. It is obvious, however, that his dummies Danny O'Day, Hum-Unfortunately, the Nelson shorter show, but Nelson is forced Davis and Miss Castle fit ex- to spread his routines thin in this niches. Davis, handsome, robust To its credit the program is exexpect to engage in dangerous lected were good. Among the The news commentators were frantic, if somewhat complicated, film doubtless will prove profitable Harvey, George Sokolsky, Taylor efforts to save his pal from hang- for the series, tho it should be Grant, Walter Winchell and Elfor the home screens. "Stories" sic and news does not compel tra-smooth camera work were a is an exciting, authentic Western listening unless bolstered by an Otherwise, music and news depends upon dialer habits and Leon Morse. inertia.

sor, General Electric Company thru Batten, Barton, Durstine & Osborn.

(CBS-TV, 7:45-8 p.m., EDT, June 24.)

A neat, little, twice-a-week, summer-time package, wrapped him - if his show had enough around Betty Ann Grove and visual content to keep them in-Mery Griffin, has been put together by some of CBS-TV's top production talent as a replacement for Tuesday eve's Jo Stafford show and Thursday eve's Jane Froman show.

It's a friendly, light-hearted series with the main emphasis strictly on things tuneful. Betty Ann Grove, pert and pretty in a summer dress, and Merv Griffin play the part of a young couple making the rounds of summer vacation spots.

The story line, however, is little more than the knot that ties together the flow of musical numbers, which follow one another smoothly and spontaneously. Central Park was the locale spotlighted on the premiere by a tipster who, in some way, segment.

The Griffin-Grove combo is backed up visually and vocally by a boy-girl group, working together easily and airily.

The staging and directing was outstanding, which helped no end in making the most of a somewhat limited set.

Jack Singer.

Summer Stock (TV)

Cast: John Newland, Elizabeth Montgomery, Jan Miner, Vaughn Taylor, Anne Seymour, Cliff Robertson. Host. Robert Montgomery. Producer, Joseph W. Bailey, Director. Grey Lockwood. Writer, Agnes Eckhardt. Sponsor, American Tobacco Company, thru Batten, Barton, Durstine & Osborn.

NBC-TV, 9:30-10:30 p.m., EDT. June 28.)

For a third summer season Robert Montgomery is hosting a 12-week series of hour-long dramas on Monday nights. The "Summer Stock" format is the hot weather replacement for "Robert Montgomery Presents." Sponsorship alternates weekly between the American Tobacco Company and Johnson's Wax.

Being the vet program that it is, the Monday (28) show was technically top drawer in all de-

What Do You Have in Common? (TV) Emsee, Ralph Story. Assistant, Fran Bennett. Director, John Claar. Producer, Bill Brennan. Sustaining.

CBS-TV, 9-9:30 p.m., EDT., July

Acceptable summer fare is pro-

vided by CBS-TV's new sustainer, big help. "What Do You Have in Common?" The series offers three against time to find what they have in common for money prizes after they have been submitted was responsible for their common link. The four trios who were on humorous moments as they tried to learn their common bond. Especially good were a trio of young men who were submitted by a fetching young lady who had dated them all.

One of the troubles with the show is that many of the contestants ask their questions so rapidly that much of them cannot be heard by viewers. Consequently much of the humor and fun is missed. The emsee, Ralph Story, occasionally worked with (CBS-TV. Monday (28), 5-5:30 the contestants when they ask for p.m., EDT.) clues which are paid out of their potential winnings. Some means should be devised to let the viewers hear the questions. Perhaps as a funnel for the questions. man who has a pleasant TV per-Leon Morse. sonality.

The Duke (TV)

Cast: Paul Gilbert, Allen Jenkins, Claude Strough, Sheldon Leonard, Phyllis Coastes. Director, Dick Mc-Donough. Staged by Charles Isaacs. Music, Lou Bring. Writers, Charles Isaacs and Jack Elinson. Producer, William Harmon. Exec producer, Pete Barnum.

a 13-week hot weather session via a Western, "Fandango at War Bonnet," by Cary Wilbur.

In itself, the script was neither better nor worse than many of its kind. The dialog was, overall, well-written, but had its ups and downs of inertia, and its payoff smacked of any of your favjustice fade-out.

cast of fine players, and exceptionally canny direction by Allen wise, good backgrounding and ul-

Darren McGavin was first-rate as a cow-hand who raced against contestants quizzing each other the clock to stave off his friend's execution. Hurd Hatfield added another well-played chore to his growing list in the villainy department, and this reporter particularly liked character contributions from Royal Dano, Kenneth the initial show provided some Utt, William Harrigan and Parker tributor has had a careful job Fennelly.

on hand to demonstrate stylishly the virtues of Westinghouse's giant washer-dryer combination duction. and the company's suction-fin.

Bob Francis.

Time for Color (Color TV Film)

The first presentation of color film on the CBS color system used a Gene Autry Western expressly produced for TV on 16mm. even better would be using Story Kodachrome. The at no time was the color telecast true color, it Story is a tall bespectacled young was acceptable, if inferior to some of the second-rate color processes used on 35mm. film.

The Western naturall/ had many outdoor scenes. These shots seemed to have little green in them, and whenever scenes called for green, they seemed to come out blue. The reds were far from constant; some would appear with an orange tint, and, at other times, the red would have a wine cast.

The orange tint was especially apparent in a shawl worn by the heroine. In spite of these faults,

TALES OF TOMORROW (TV Film), Distributor, TeeVee Company, (Caught Again)

The TeeVee Company is offering a good buy in the first former network show to go into syndication by teletranscription. The disdone on the prints, and it is un-Betty Furness, of course, was likely that viewers in general will be aware of the difference between this and direct film pro-

> The stanza reviewed, "Time to Go" by Mann Rubin, had a finicky housewife (Sylvia Sidney) must drastically improve over opening an account at a savings bank at which deposits are made in time rather than money. One tablished. It would seem that ba-day the bank president (Robert sically the situation was promis-Harris) arrives at her house to in- ing - a squabbling middle-aged form her that the other world couple that runs a one truck which has been borrowing on the transportation concern - espebank's time is going to have to cially as played by William Demake an extended loan on her marest and Hope Emerson. resources, which means death at midnight.

> With Miss Sidney frantic with fright, the viewer might expect a fresh manner, even tho there her husband or some other spend- are a few laughs scattered thru thrift to wake her up in the nick the 30 minutes. The crude situa-of time's deadly grip. But, no, tion concerned Jim Cobb's belief of time's deadly grip. But, no, midnight strikes, and crash-Gene Plotnik. she's dead.

Peter Lind Hayes (Radio)

Cast: Peter Lind Hayes, Jack Haskell, Norman Paris Trio. Director, Bruno Zirato. Producer, Lew Melamed.

(CBS, 7:15-7:45 p.m., EDT, June

The Cobbs (Radio)

Cast: William Demarest, Hope Emerson, Peggy O'Malley, Charlie Cantor, Olive Sturgess, Myra Marsh and John Dehner. Producer-director-writer, Henry Garson. Music, Bill Sabaranski, Sustaining.

CBS, 9-9:30 p.m., June 13.)

"The Cobbs" is a series that what was offered on the debut show if it is ever to become established. It would seem that ba-

Unfortunately, however, the story nor the characters were treated in anything approaching that his Katie didn't love him and his attempts to get back into her good graces via a 25th anniversary celebration.

It wound up when the two lowbrows went to the Sadler's Wells ballet and won the hearts of an uppercrust couple, after a few difficult moments.

Along with this formula plot comes another standard story mechanism, the friend who sets up the situation by continually giv-



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TALENT REVIEW

point the bombastic crude style release his old shows. of Demarest, Charlie Cantor plays his pal, a part in need of Charlie McCarthy's acerbic duel from its long engagement on the more skillful writing. Myra with W. C. Fields, his colloguy "Show of Shows" television opus, Marsh's acting of Mrs. Swinnerton was overdone. Leon Morse.

Woman's Talk (Radio)

Cast: Helen Hall. Director. Tony Piano. Sustaining.

(WABC, New York, 10:15-10:30 p.m. EDT, June 15.)

Firmly convinced that its female audience can be profitably catered to at night, as well as during the day, WABC has come up with a rather informative and swiftly moving nighttime, across- to the fact that its Lanolin Plus the-board chatter show designed restores oils to the hair. especially for women. It's pretty good.

It's nothing more than straight monolog, delivered by Helen Hall, about everything and anything of interest to women. But Miss Hall knows her onions when it comes to what women want to know.

Possessed of a decisive, femaleexecutive-type voice, she makes the most of her time by moving rapidly from subject to subject, discussing each item briefly and packing enough of them in, so that most women should find specific interest to them.

Talk Topics

On the episode caught, for instance, among the subjects touched upon were: What are good gifts to present men on Father's Day, what hairdos go best with certain types of facial features, the extent to which men outnumber women in America, woman's role in modern society how a court has upheld the right of a woman to lie about her age and the autobiography of Lillian Roth.

Scorning the theory that subjects she discusses with an indream existed.

Jack Singer. pretty well.

or the vocal manner to counter- | him when and if he gets ready to | his vent technique to where he

with John Barrymore, Don gives out with terping familiar Ameche playing "Gazzola" and to TV viewers. Altho the routines Bergen's application for a job were other than those used on the with Rudy Vallee. Mortimer air, the style and presentation Snerd was also used for the agri- were the same. Offer numerous cultural skit with Jimmy Stew- situation routines loaded with exart. And Charlie's famous engagement with Marilyn Monroe was given a short reprise.

Nelson Eddy, who acted as conarrator, re-enacted his Northwest Mountie skit with Charlie and then sang several songs, the best of which was "The Happy Wanderer."

Hudnut's sales pitch is geared

Leon Morse.

Palace, New York

McHarris and Dolores, Albenice, Gayle and Barnett. Morris and North, Los Gatos, The New Yorkers, Will Mahoney. The Cyclettes, Jo Lombardi and his ork.

(Reviewed July 2.)

With Will Mahoney back in the next-to-closing slot, bill builds to a sock climax. Vet comic has combined four of has standard items for a 15-minute seg which plenty of material in the show of could run twice as long and still have the customers palming for more. The current Mahoney fare includes the bag-punching bit, the scissoring of the stooge's dress routine, the musical boxing a Paris creation, reaps heavy apphone tap specialty. As usual, in style on her umpteenth return room-an excellent, capsule ver- stunt has one man doing hand match and, of course, his xylo- plause with her homey-folksy this reporter's book, Mahoney is engagement at the Empire Room. a great clown. Incidentally, his Maybe all the Chicagoans are in new fem assistant, Davie Hall, is reality transplanted mountain not only a cute trick but consid- folks for it seems from past ex- owner of the Sands) acquits him-

> taping duo, get the bill off to a hefty start. Routine is practically tween times.

> two audience stooges.

Presented were highlights of The Bob Hamilton Trio, fresh pressiveness, among them "Blackmith Blues," "Under Cover," "She Walks Past His Window," and a fast, hectic and pleasing finale, "Crazy, Man, Crazy."

Capitol Records stable, walks on to a chorus of wolf calls from the conventioneers, and then proceeds to capture attention with act looks promising. her vocalizing. She is gorgeously gowned and has a pleasing personality at the mike. Scores heavily with "Ain't Misbehaving" and a medley of "Great Day" and "Get Happy." Also did "I Am Loved," "What Kind of Woman," and her theme song, "Everything I Have Is Yours."

Steve Schickel.

Dorothy Shay

Darvas and Julia, Charlie ra: Eddie Fisk's orches O'Neal, accompanist.

(Palmer House, Empire Room, Chicago, July 1.)

Dorothy Shay, fresh from a European tour and resplendant in top raters.

The Park Avenue Hillbilly, as a continuous challenge, with Mc- usual, relies almost completely on women are dopes, she treats the Harris exhibiting about every her recorded material. There's no step in the book for spontaneous taking it away from her that she telligence that most daytime hands and his partner getting in can really sell the bit of being a women's shows would never plenty of hot stepping licks be- back-country girl complete with, double entendres and cute lyrics. If WABC's theory that there's Albenice's sleight-of-hand, uti-an intelligent female audience available to radio at night is cor-novelty crowd-pleaser in second and "Feudin, Fightin, and Fus-Have Mentioned It Before?" and in all sorts of colors—bearing out most of the acts on the bill. "Why Shore." She does a heavy the rainbow theme. Ted Wolfra The dance team of Darvas and Julia, in their debut performance in the Midwest, score a major im- pany, who fit like a glove in such pression. The team is first-rate a production, with choreography and its routine is considered to match. Aside from their regu- (Cocoanut Grove, Ambassador Honothing short of sensational by lar routine which has been seen tel, Los Angeles, June 29.) the seatholders. Highpoint of the act is the ability of Julia to perform difficult spins and high-dive leaps ending in splits. Their ence forget the monotony of the timing and music are flawless, making this an excellent selection for second billing on this show. They, too, have to beg off from Arms," with singer Chuck Nelson the eager audience.

NEW ACTS

ter, New York, July 2.

two lads toss in a bit of every- he also uses Knucklehead and a thing from comedy and satire to female dummy along Mae West musicianship. Some of their com- lines. A hilarious closing routine, flash finish via a sax-and-drums clubs. jam session wind-up. Over-all, the B.F.

PAUL WINCHELL (ventriloquist), Ches Paree, Chicago, June 28.

to millions of television followers, smoothly together in a variety of his turn at the Chez Parce must acro-cycling tricks. Man solos in be considered as a new item as top-notch form for solid hands, it is his first night club appear- Good taste in dressing and proance in six years. Winchell is jection keeps pace with obvious top-drawer talent all the way. His techincal skill,

Frank Sinatra

George Tapps, Chuck Belson. Dorothy Mathews, the Martin Brothers, Ray Sinatra's ork.

Sands Hotel, Las Vegas, Nev., June 14.)

for a local room is featured by cult and tricky balancing and Jack Entratter in the Sands' Copa plastic posing routines. Unusual age is called "Ziegfeld Follies." Frank Sinatra (a 2 per cent erable of a comedienne of her perience that a hillbilly flavor is self for past naughty-boy antics own account. In Las Vegas. His routine in-McHarris and Dolores, Negro in town. This act is among the cludes a selection of old and new pops familiar to juke box fans, and carefully devised and effec- his uncanny manipulation of two tive "ad libs" including even a crack about New York Mirror columnist Lee Mortimer, whose name used to make Sinatra foam at the mouth.

Sinatra joins with the "Ziegfeld hit the big time. Show Girls" in one extravagant number billed as "Rainbow combo of Victor Barna and the Blues," in which he cuts up, effec- 12-piece band of Tage Luneborg rect, then this stanza should do slot. Magico has good patter and sin." Among her new tunes were tively decked out in a green tuxbuilds for a solid finish via aid of "Don't You Think You Should edo, while the girls are arrayed Lorry's summer garden, as do

GAYLE AND BARNETT (sing- vent work is perfect. His giming impressions). Palace Thea- micks, such as putting live arms on his dummies, are highly ef-Act is hard to classify, since fective. Besides Jerry Mahoney, edy impressions are sharp and involved Bob Hamilton, of the some need plenty of polishing. Duo's current fault is an over- which Winchell, Hamilton and powering selling approach. If a Mahoney all used the Mahoney Lovely Monica Lewis, of the gag is good, it doesn't need super- voice. The act should prove a selling. Boys have a whale of a huge success both in theaters and S. S.

THE CYCLETTES (cyclists), Palace Theater, New York, July 2.

An excellent act in its field. Even the Winchell is known Duo (man and fem) work super-B.F.

> jumping stunts. She and her male assistant allow the pooches to ad lib, very briefly but amusingly, by hopping to the foot-lights and going into a sugar-begging stance. Classy presentation sells this act.

The Four Angels, a family act of two fems and two males, are the hardest toilers on the bill. An ambitious stage production Quartet goes thru a series of diffiwhile supporting all three of his partners on his back and neck. Big hand.

Freddy Angelita romps thru fast-paced juggling medley in which he tosses up to eight hoops simultaneously. Outstanding is stubby batons-one held in his mouth. He keeps two assistants busy tossing him all the items he makes use of. He is young but all he needs is a little more polish to

Both the Hungarian string Ted Wolfram.

Jack LaDelle's Musical Scrapbook (Radio)

Cast: Jack LaDelle, the Johnny Guarnieri Quartet. Director, Draper Lewis. Music arranger. Al Kohn. Producer. Steve White. Sponsors, participating.

(WNBC, New York, 12:05-1 p.m., EDT. June 21.)

A smooth and pleasant new nour - long, across - the - board music stanza, with singer Jack LaDelle handling the chatter and doing a few songs himself, has made its bow on WNBC.

Mixed in among the records, quartet numbers and LaDelle vocals are several editorial features, which provide the show with an occasional change of pace. There's a "Lost and Found Pets" insert, for instance, which has LaDelle airing descriptions of a few lost or found pets and calling upon his listeners for aid in getting the stray animals back to their owners.

There also is a "Music Memory Letter" feature, in which LaDelle reads a letter from a listener describing his or her favorite song and the reason why it is a favorite. LaDelle then sings the song and sends a recording of his reading the letter and singing the She takes a stance at the mike song to the writer.

The show's major emphasis, however, is on music. In this, LaDelle is aided by Johnny LaDelle is aided by Johnny Sultry manner and "I Wanna Guarnieri who, in addition to Be Evil" sets the theme. "Someproviding background music for providing background music for body Bad" brings a hand and LaDelle's between-record chatter "Let's Fall in Love" is pleasant sessions, contributes a couple of and less affected than the others. piano solo numbers on his own. Her clincher is the trade-mark,

LaDelle is the possessor of a "C'Est Si Bon." likable personality, a good singing voice, a smooth and somewhat enthusiastic line of chatter Fosse. Juggling by Trixie is rouand a Midwest accent. It's a good tine. Dick Shawn works to great band sound of yesteryear is misscombination, and it makes for a relaxed, easy-to-listen-to show. Jack Singer.

EDGAR BERGEN - CHARLIE McCARTHY (Radio), CBS. Sunday (20), 9:30-10 a.m. EDT. (Caught Again)

For his last show under the sponsorship of Warner-Hudnut, Edgar Bergen dipped into his 16-

Another vet act on the current agenda is Joe Morris' standard beg-off at the finale. heckling routine. That shapely redhead, Susan North, is back with him as his stage target. Material, which doesn't change a comma over the years, gets its regular quota of laughs. Also playing return date in the house are Los Gatos, one of the really top-flight acro trios. Lads do really amazing tricks to jitterbug tempo. Back also are the New Yorkers, Ben Yost-sponsored quartet (three men and a gal). Group harmonizes well and has a flourishing finish with a Victor Herbert medley, but other tune material seems considerably over-arranged.

Gale and Barnett and the Cyclettes are reviewed elsewhere under New Acts.

The pic is "The Outcast." Bob Francis.

Eartha Kitt

Trixie, Bobbye Priest and Al

25.)

Eartha Kitt makes an adequate appearance as she returns to the city where her legit work led to fame, but now she is working a straight sex-and-sing turn that has little to distinguish it from others. and, except for plenty of gesturing, stays nearly motionless thru most of the act.

Show opens with tramp dancing by Bobbye Priest and Al as length and the material isn't overgoes off to the best hand of the dance sets as well. Tom Parkinson. program.

Paul Winchell

Monica Lewis, Bob Hamilton Trio, Brian Farnom orchestra. and Jack Rodrigues orchestra for dancing.

Steve Schickel

Arthur Lee Simpkins, Earl (Fatha) Hines Ork (The Crescendo, Hollywood, June 22.)

Strip bistro augers well for guid-Fosse, Dick Shawn. (Chicago Theater, Chicago, June Chuck Landis. Current layout Tapps company, is by Bob Gilfloors Arthur Lee Simpkins, long bert and Renee Stewart. a favorite in these parts, and a new seven-man combo heimed by Earl (Fatha) Hines.

Simpkins runs the gamut from operatic arias to the popular "Enjoy Yourself." His pearl-shaped tones drew a solid mitt, and after 11 songs and 40 minutes had passed, he begged off to the emphatic cheers of a well satisfied audience. His established num-bers, "Marie," "Eli Eli" and 'Sweet Molly Malone" more than adequately shows his depth of repertoire.

New Hines ork takes its lead show and is forced to return for from the maestro at piano, with an encore. He has a powerful but Fatha fingering such choice items pleasing voice, good presence and as "Honeysuckle Rose" and "St. Louis Blues." Tho the big ing, the new aggregation provides worked with laughs, but the comic for easy listening. Ork cuts the

Joel Friedman.

DRAMATIC & MUSICAL ROUTES

Tapps & Co.

The hardest workers in the show are George Tapps and combefore, the group puts on a wellreceived interpretation of Ravel's "Bolero," which makes the audimusic.

Tapps also joins in one of the staged numbers, "My Venus Has and two lovelies-American Venus Dorothy Mathews and Traditional Venus Judy Guyll.

The opening number, complete with fans on the chorus girls, is "Compared to a Beautiful Girl," featuring Nelson on the vocal.

Also in the show, to kill time for costume changes, are the puppeteering Martin Brothers.

Lyrics for the production are New jazz policy at this Sunset by Sid Kuller, while music is by Ray Sinatra and Lyn Murray.

Ed Oncken.

Henning Kaersgaard

Else Malling and Ib d'Acosta, Benna Moe, Freddy Angelito, Lyne Lamar, Four Angels, Victor Barna quintet and Tage Luneborg's band.

(Lorry, Copenhagen, June 18)

Henning Kaersgaard is a concert rather than a cabaret singer but he puts across a number of classic and semi-classic songs in such fashion that he stops the and the ability to sell his songs sans any form of hokum.

Benna Moe is also a talented musician, coming on twice for sessions at the Hammond organ. She also sticks to the classic and light classic melodies, drawing heavy applause.

This show being a bit topheavy with serious music the brief but peppy and airy dance evolutions of Else Malling and Ib d'Acosta are a welcome change of pace. Else is a graceful eyeful and Ib lifts and whirls her

Los Chavales De Espana, Nat Brandwynne Ork

Tho lacking marquee bait, Los Chavales de Espana (the Kids from Spain) are likely to prove to be regulars around the Grove. If opening night is an indication, the room should do exceptional business during their stay.

Essentially a musical aggregation, the troupe (11) performs with heavy accent on the dramatic. The flourish and gusto with which they present numbers, as in "Under Paris Skies," is an avid example of top showmanship and staging. The fable that all Spaniards are lovers was emphatically emphasized by tenor Luis Tamayo, a handsome hulk, who kept the females sighing thruout the evening.

It was diminutive Trini Reyes who won top accolades tho, with a brilliant presentation of three flamenco numbers. Her flashing eyes matched the tempo of her flashing feet, enlivened by repeated shouts of encouragement from the band. Garbed in traditional flamenco costume, Miss Reyes drew enthusiastic plaudits from the audience.

Repertoire consists mainly of authentic Spanish material, with "April in Portugal," "Granada" and "Mme. De Paris" among the familiar airs. Band doubles on a multitude of instruments, augmenting their sound exceptionally well. Other standouts include vocal work by Luis Bona and Pepe Lara.

Nat Brandwynne ork plays for dancing, with Dick Day on intermission plano.

Patty Andrews

Marquis Family, Honey Brothers, Garwood Van's ork.

(Last Frontier, Las Vegas, Nev. June 30.)

The show this week bills Patty Andrews' act as her first solo performance away from her famous sisters, and with husband Walter



JULY 10, 1954

HOCUS-POCUS

By BILL SACHS

of the International Brotherhood Mich., June 25 for a visit with of Magicians at the organization's Ray Brison, magician and Side 26th annual convention held at Show manager of the Hagen the Kentucky Hotel, Louisville, Bros.' Circus which was playing June 23-26. Other officers chosen there. Carey was en route home were Charles A. RossKam, Providence, first vice-president; Chauncey Sheridan, Toronto, second vice-president; Dr. A. L. Baldwin, Pittsburgh, secretary; Hazel M. Krock, Kenton, O., treasurer Frances Ireland, Chicago, and Michael P. Zerance, Harrisburg, Pa., executive committee members, and Thornton Poole, Vancouver, B. C., territorial vice-president for Canada. More than 700 registered for the four-day conclave. The 1955 convention will be held in Pittsburgh. The Magic Dealers' Association, at its business session Saturday morning (26), elected Russ Walsh, Chicago, president, and Frances Ireland. Chicago, vice-president, Harold Rice, executive secretary, was reelected. W. S. Berger, Fort Mitchell, Ky., was re-elected president of the International Brotherhood of Ventriloquists, and Charles Ising, Louisville, was named the new secretary. . . Charles (Colta) Jones, dean of Harrisburg, Pa., magicians, accompanied by Mimi Colta and Edward Miller, of Chicago, presented. five magic shows at the Kosair Crippled Children's Hospital in Louisville during the recent IBM convention. They were accompanied by ventriloquists Charles Powers, of Monticello, Ky., and Pat Stillwell, of Tulsa, Okla., who attended the International Brotherhood of Ventriloquists convention held in the conjunction with the IBM event. . . , Lucille and Eddie Roberts returned to the Normandie Room of the Montreal, June 28, for a fortnight's stand. During their last engagement there two years ago they remained 10 weeks. . . . Escape artist Charles Ruben recently did a piece on Jewish magicians for Los Angeles paper put out by coreligionists. . . . Karoli, Hungariar. conjuror, is in Los Angeles on a visit. . . . Conde de Saa is playing the Cuban provinces. ... Vin

TAMES C. McLEMORE, Indian- Carey, Baltimore baffler and jugapolis, was elected president gler, stopped off at Cold Water, from the jugglers' convention.

/ERNON COLBERT and Loretta

LaPearl returned to the States via Pan-American Airways July 6 after playing the 4th State Fair in Honolulu, June 25-July 4, for the George Hunt office, Hollywood. Vern did his magic and produced the clown numbers, and Loretta presented her canine turn. They are dickering to return to Hawaii in October for more fair dates. The Colberts recently closed with the Siebrand Circus, where Vern did large illusions as a bally feature. Loretta recently made two appearances on the Pinky Lee TV show. Roy Benson's recent appearance at the Royal Hotel, Montreal, netted rave notices in all the local dailies. . . . Counye Shearer, nitery dancer, is working up a new routine that will incorporate magic with her hoofing routines. She expects to break it in in a few weeks. . . Lady Frances (Francis R. Francis) recently hopped to Buffalo from New York for a weekend club date for the Buffalo Ad Club. While there, she bumped into her ex-brother-in-law, Les Gilbert, who arranged for her to return to Buffalo for another club date a little later on. . . . John Siems. clown magician, headed the clown Federated Brokerage Group, has parade at Soldier Field, Chicago, announced a new type of insur-July 4, as part of the annual Fourth of July observance sponsored by the Cook County Coun- appearance" hazar" die to can- Kraus. . . . Sam (Horseshoe) cil of the American Legion.... Al Munroe, veteran Detroit ma- Coverage was worked out with Ward Central Three, Montefiore gician and collector, has resumed assistance from Willard Swire. Hospital, New York, from a recent his newspaper duties after returning from a vacation trip rector of the American National down South with Mrs. Munroe. Theater and Academy, Early sub- ered from a heart attack which Nashville and inspected the late Margaret Truman, Sam Levinson is appearing in "Happy "Birth-W. W. Durbin's Egyptian Hall and Victor Borge. collection of magic photos and paper, which Price recently ac- which will unveil its wares at the bury. Conn. . . . Joe E. Marks, quired in Kenton, O. . . . Jack Bijou Theater in September, ad- former burly comic, has joined Herbert recently made a flying vises that in addition to the altrip from Chicago to Cincinnati to play for the Retail Coal Dealers' Association at the Sheraton-Gibson HoteL Herbert wonders if we've heard about the traveling magic show truck that overturned on the highway. The magician "Timon of Athens." The last has Science Monitor, v.-p.; Louis Cal-was unhurt but his illusions were not been done here professionally ta, New York Times, treasurer, shattered! Incidentally, Jack since 1893. made the June issue of Coronet | ... At the meeting this week of secretary. with a quip. . . . Prince Samara (Terry Brady), veteran mentalist, is back at his home in Burley Idaho, after spending a year in a veterans' hospital for treatment of an ailment contracted in World War I, where he served with the 48th Gordon Highlanders. He plans to make the fairs at Filer,

BROADWAY SHOWLOG Performances Thru

July 3, 1954

DRAMAS

Anniversary Waltz 4- 7, '54 101 Caine Mutiny Court 189

King of Hearts 4- 1, '54	10
Oh, Men! Oh, Women! 12-17, '53	22
Sabrina Fair	26
Tea and Sympathy 9-30, '53	31
The Remarkable Mr.	
Fennypacker	21
The Seven-Year Itch 11-20, '52	67
The Solid Gold Cadillac.11- 5, '53	27
The Teahouse of the	

MUSICALS

Arabian Nights	5-24.	454	12
By the Beautiful Sea 4			100
Can-Can			484
Caronnel	62	'54	37
Kinnet			244
Pajama Game 5			60
The Golden Apple 3			233

RECESSING

John Murray	Anderson's			
Almanac		12-10,	253	228
Comedy in 3				315

CLOSING

156 Wanderful Town 2-25, '53

SPEAKING OF LEGIT

· Continued from page 37

Hayward has an eye on the show for a fall Stem showing.

Michael H. Levy, head of the ance coverage for actors. The policy protects against "nonformer Equity exec, and now di-

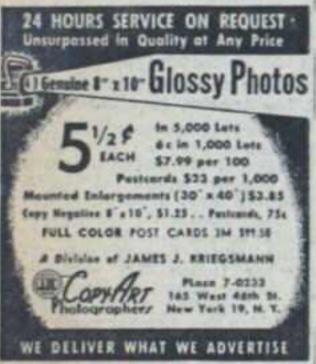
BURLESQUE BITS

ress," was operated on June 22 of "Peter Pan" which opens July for a nasal uplift and is recuper- 19 at the Curran Theater, San ating at the home of her sister, Francisco, and, after four weeks, Mrs. Vela Dora, 32221/2 Huron goes to the Los Angeles Phil-Beach to Woodland Park, Colo., bana, Ill., writes to ascertain the where he is set to open at the addresses, personal talents, start-Thunderhead Ranch. . . . Maxine ing dates and a description of the McSween, of the comedy team of particular acts of Georgia Soth-Maxie and Jackie in their act ern, Vivienne Morgan and Sha-"Bits of Nonsense," sends word ron Shane. . . . Martha Phillips, from the President Theater in dancer and magician assistant to San Francisco of the death in a Harry (The Great) Szerlip, is relocal hospital on June 22 of covering in her home after a thy-Charles (Haba Baba Myer) rold operation in Maimonides Fritcher, a burly comic for 40 Eospital in Brooklyn. . . . Hy years. Also that the body was Gardner, in his "Coast to Coast" shipped to the home of the de- column in The Herald Tribune of ceased in Webster, Mass., thru ar- June 24, mentioned Rose LaRose rangements by a sister and a as "the stripper who'll do a sumbrother-in-law. . . . Della, "The mer stock revival of 'Rose Tattoo' Irish Lollypop Girl," of Philadel- (or, should we call it, Rose Laphia was granted a court permis. Rose Tattoo) has invited Marlon sion recently to change her last Brando to play the truck-driving name from Rooney to Roman. male lead." ... Dave Ferguson. She is concluding a four-week head of the Jewish Theatrical stay at Skyway Lounge, Cleve- Guild, and Meyer Harris, exland, and will open at Orsatti's in Philadelphia July 14. . . . Magician Harry (West) Szerlip and along with other show folk and his large bag of tricks mystified stagehands gathered at the C and 80 members of Parkway Post, No. 61 of the Jewish Veterans of the tomers of the C and C, one of the United States and their wives on oldest of its kind in the Times June 24 in their clubrooms in Brooklyn, gathered to honor Judge David L. Malbin, candidate for the Democratic nomination for County Judge of Kings County. Among the notables present was campaign manager Jacob Greenwald, who once handled the insurance end of the Star and booked feature in burly houses Gayety theaters in Brooklyn for the Raymond family, Nat Waldman, Laura Cohn and Michael cellation of current engagements. Lewis, comic, is convalescing in

operation. Jack Diamond, comic, recov-They visited with David Price in scribers to the insurance are kept him idle for several months, day," starring Imogene Coca at The Ensemble, new rep group the Country Playhouse in West-

Rita Ravell, "The Latin Tempt-] the cast of the musical version comic now boss of the Columbia Lighting Company of New York, C restaurant. All regular cus-Square, New York district, they were guests of Eugene McCrorken, owner, on June 30 to celebrate the latter's lengthy successful operation of the establishment. . . . Vivienne Morgan, spotand nitery headliner, is being personally managed by Harry Van of the former vaude team of Douglas and Van.





GLOSSY AS LOW AS

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IN QUANTITY

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FOR NEW

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SAMPLES

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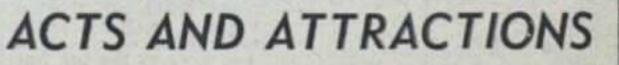
FAN MAIL GLOSSY PHOTOS IN ALL SIZES . POSTEARDS . BLOW-UPS . BLACK AND WHITE OR BEAUTIFUL NATURAL COLOR-SEE OUR PRICE LIST AND COMPARE REFORE BUYING ANY-WHERE+HIGH QUALITY AND FAST COURTEOUS SERVICE SINCE 1936+





ready announced Eugene O'Neil

drama, "Moon for the Misbegot- the Drama Desk, org of theater ten," its schedule will include reporters and editors, John Keat-William Saroyan's "My Heart's in ing of Cue mag was elected the Highlands" and a modern president. Other officers picked dress version of Shakespear's were John Beaufort, Christian "Timon of Athens." The last has Science Monitor, v.-p.; Louis Caland Ted Kraus, Critical Digest,



Continued from page 37

auto trade. Engineers call them Agency. "Dagmars." . . . Victor Borge probably holds the record for longevity in a Broadway house doing a one-man show. There was one week, not too long ago, where he did more business than

Lena Horne will holiday in Paris before taking up bookings hospital immediately following at Ostend, Belgium, and Monte his run to have his throat treated. Carlo and Juan Les Pins in the South of France. . . . Billy Eckstine has been booked at the not included on the usual national Sporting Club, Monte Carlo, on circuit. July 23. ... The London Palla- Cab (dium denied a report it will book Sugar tay Robinson for the fall. ... Sidney Bechet, just out of the hospital in Paris, is mulling an offer from the Vieux Colombier Club in Juan Les Pins, South of France, for August.

Members of Club Sevenoaks, San Antonio, have been polled by mail to see if they wish to buy the club. There are currently 1,944 members. Club Sevenoaks was formerly a local night club and more recently a private club. David Alexander will direct the Martha Raye TV show. . . . Max Liebman's talent line-up so far will include Betty Hutton, two

Cadet," is being screen tested for Walters' Miami Latin Quarter M-G-M's "Bad Day at Black next winter. ... Peter Lawford's Rock." . . . Opera plus dinner is TV-er, "Dear Phoebe," has been the latest of Community Opera's sold to Campbell roup by the at Town Hall, New York Carl Morris office. Ditto for Celeste Ballatine and wife, Ceil Cabot, Holmes' "Honestly Celeste." Tho have a baby girl, Sara, born June for another sponsor, it's also a 25. ... Those bumper guards on Morris office deal. ... Don Coplin cars have a strange name in the is now with Baum-Newborn

> George Gobel follows Dorothy Shay at the Palmer House Empire Room August 12. He was signed to headline the Kewanee, III, Centennial July 15-18, . . . Paul Winchell, currently doing his first night club date in six years at the Chez Parce, is checking into a ... King Cole is set to do a series of one-nighters soon to hit towns

Cab Calloway is thinking over plans to enter the night club field again. As yet, it has not been disclosed whether he will do a single or re-form a band. However, it is known that he will go into night clubs and TV work after the "Porgy 'n' Bess" show closes in Los Angeles next August.

A press agent claims that Leonna Anderson, one time in the silent films and currently "singing star of Horrible Records, has had such great success with her records . . . that she's working up pleads, "Why can't you use my solomon a night club act . . . entitled 'Song to Forget'." . . Jules a new 19-year lease for his club. Norman Brooks has left the

General Artists Corporation and



PROFESSIONAL COMEDY MATERIAL "FUN-MASTER" for All Branches of Theatricals



Idaho; Blackfoot, Idaho, and Salt

Lake City this season with his

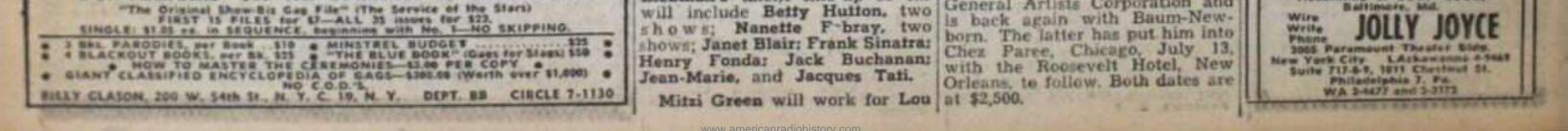
blindfold drive.

ing is missing, even tho a bit of comedy is thrown in for diversification,

The Marquis Family chimpanzee act is held over, presumably for the moppet traffic, judging the Roxy or the Paramount. from the audiences made up of parents and their delighted offspring. During the second week of Miss Andrews' run, this act will be replaced by Frank Fontaine.

The Honey Brothers, crowdpleasers in Las Vegas in the past, should change their material, which by now needs a rest.

The girls of the chorus line put on a ragged performance, showing either insufficient rehearsal, or insufficient ability. Ed Oncken.



JULY 10. 1954

THE BILLBOARD CENERAL NEWS

'My Friend' Free-for-All THE FINAL CURTAIN

· Continued from page 15

lar recording artist whose records | and said records are being sold in ALLEN-Caroline Batterfield. un the past ... have sold in great large quantities." quantities and whose recordings All Ch contribute to the success of a popular musical composition."

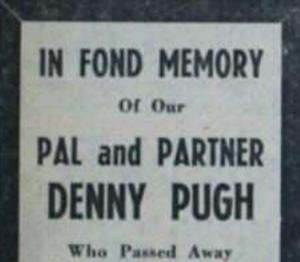
Plaintiffs Diamond and Kingsway claim they have been damaged in the sum of \$250,000 since they claim that they had pubthey claim that they had pub-lished and exploited the song. The George Paxton, Inc., in the case profits and income, according to their information and belief, would have amounted to \$250,000.

Paxton Charge

The complaint further states that George Paxton, publisher of "My Friend" ". . intentionally induced" Drake and Shirl to break their agreement with Kingsway and Diamond and persuaded them to transfer the ownership of the tune to George Paxton Inc.

The complaint comments upon the music business by stating that it takes a long time to line up records on a tune, and that Kingsway did not print copies of "My Friend" since it is normal music business custom to defer printing copies until all records are lined up. The complaint alleges Drake and Shirl knew these things about the music business.

Another part of the complaint claims "that plaintiff Diamond is and . . . was associated with and the advisor of the Red Foley ... plaintiff induced said Red Foley and defendant Decca Records to record the . . . composition . .



All Charges

The complaint asks for the following: (1) That all defendants be enjoined from infringing the copyrights of the plaintiffs; (2) recognition of Diamond's and of "My Friend"; (3) Paxton's turning over to Diamond and Kingsway all title to "My Friend"; (4) all defendants place income and profits, etc., from the tune into a fund for the use of Diamond and Kingsway; (5) all infringing" records and sheet music copies of "My Friend" be destroyed; (6) that plaintiff's Diamond and Kingsway receive a judgment against Drake and Shirl for \$250,000 and against George Paxton, Inc., for \$250,000; (7) that Cohen be declared a co-writer of "My Friend" and receive onethird share of writer's royalties; (8) that Drake and Shirl execute a songwriter's contract with Kingsway for "My Friend" on which Cohen is to be listed as a co-writer.

Lawyer for the defendants. Drake and Shirl and George Paxton, Inc., is Lew Dreyer. Counsel for the plaintiffs is Harold Ornstein.

Chicago & N. Y. to

NEW YORK, July 3. - Two

closed-circuit showings of color

film-one in Chicago and the

other in New York-are sched-

The Chicago showing will be

held at a sales meeting of Motor-

ola dealers. In order to demon-

strate Motorola's color TV sets,

the company has made arrange-

ments with CBS-TV in New York

to transmit over a closed circuit a

Get Closed Color

Showings July 8

uled for next Thursday (8).

former actress in densatie stock and daughter of the late Cal. W. S. Buller-Debi, lounder of an extensive Michigan thuater ecrouit, June 28 in Cleand Rapids. Mich. of injuries suffered in an axioband, a son and two daughters. Interment in Grand Rapids.

BLACKWOOD-R. W.

member of the Blackwood Brothers' Quartet, June 30 in Clanton, Ala. (See Music department for details.)

BOLE-James Franklin,

85, who beined the Regina (Back.) Exhibilion board in 1997, June 26 in Regins aller a long illness. He had been mairman of the entertainment committee for many years and four years ago was made an honorary life memher of the heard. In 1912 he was president of the Dominion Pair held in Regina. His father was chairman of Regina's first exhibition in 1884. Two sons survive. Burial in Regina Cemetery.

BOURSKATA-Ins,

\$7, former opera singer who made her American debut with the Metropolilan Opera Company in 1923, June 25 in Chicago. She had also sung with the Chicago Opera Company before retiring 14 years ago.

BROOKS-Gentge.

73, veteran plichman, recently in Phoeniz, Ariz.

BRUCE-Altred (Jerry),

\$7, widely known stage performer in the resort towns of Wisconsin, June 2 In Beaver Dam, Wis., of a heart attack. For the last five years he had been featured in character rolls with a group known as the Radio Players with Toby and the Choir Boys playing a circuit of resort theaters. Burvived by his daughter, Mrs. Grant D. Lindquist, Bloux Palls, S. D. Burisl in Owstonna, Minn.

CANADESUS-Francis.

23. composer and conductor. June 27 in. Sureane, France, A pupil of Cesar Franck and Albert Lavignac, he was the author of symphonies, operas, orainrios and symphonic posms. He had led orchestras. throout Europe and was a music critic for the newspaper L'Aurore from 1907 to 1914. In 1918 M. Catadeaus founded the American Conservatory at Pontainebleau and was also vice-president of the French Society of Authors, Composers of Marius, composer and violinist; father of J. R., secretary-general of the review Climata; grandfather of Odette, a poet, and uncle of Ginele, a member of the Comedie Francaise, and of Robert, the noted planist-composer.

CHAPMAN-Roy K.,

former licket seller with At G. Barnes Circus, at Veterans' Haspila), New Orleans, June 14. Mr had been working on aight-seeing buses.

GRANT-HATTY D.,

St. retired suidoor showman, June 18 in Hartingen, Tex. A voteran in outdoor show business before his retirement 20 years ago, he operated cook house concessions in various fairs thruout the United States and in Canada.

HALK-Lyie,

43, manager of Hale's Shows of Tomatrow, June 19 in Kanoas City, Kan. (Detalls in Carnival section.)

HOLMES-WIII IL.

84, for many years a familiar figure in Atlanta theater circles, June 26 in that city. At one time he was assistant manager of the old Atlanta Theater. Later he was an advertising assistant with the Erlanger Theater, Atlanta, now called the Tower. Burvived by his widow.

JACKSON-Mrs. Dorathy Wahl,

39, of Presport, N. Y., retired vaude, musical comedy and radio performer known as Moon Jackson and formerly of the team of Sinnewall and Jackson, of a heart atlack while visiting her son, Grieg B. (Chubby) Jackson, bass man, in Chicago. She was the widow of Slewart Jackson, the other half of the Stonewall and Jackson act. Burvived by her son and two grandchildren.

LAMBERT-Helfrid,

85, Swedish operatia singer, June 15 In. Stockholm, She made her debut in 1886 as opera singer, but became a star of operettas and revues. Thru a radio appearance in 1951 she staged a comeback which lasted until a few weeks ago when she fell and broke her legduring an appearance.

LEMKOW-Victor,

71, former director of Tivoli, June 17 in Copenhagen. He was well known as a writer and playwright, serving as president of the Copenhagen Theater Council and director of the Danish Dramaticus' Federation; publisher and editor of theatrical paper, Teater. From 1925 thru 1950 was director of Tivoli, after which he returned to playwriting.

LYLES-BIIL

member of the Blackwood Brothers' Quartet, June 30 in Clanton, Ata, (See Music department for details.)

MAURICE-JACQUET-Henri,

Prench composer and planist, and a member of the Legion of Honor, June 29 in New York, Among his compositions are a ballet written for the Opera. Comique of Paris, "Les Dances de Chez Nous"; a symphony, "American Syma cantata, phony": "The Mystie Trumpeter"; two operas. "Romanitza" and "Messaouda," and two operetias, "Le Pollu" and "La Petite Daciyio." His widow, a harpist whose professional name is Andree Analou, survives.

OGDEN-Agars.

for many years employed by Helen Bares, the actress, and mother of Tuesy Phillips, night club dancer, June 21 in Nyack, N. Y. Burial June 25 in Nyack.

RIGGS-Lynn,

54, author of "Green Grow the Lilans," which was the basis for the muzical "Okiahomat." June 30 to New York. Riggs was first represented in New York with "The Big Lake," which brought him ertical attention and won for him a Ouggenheim Pellawship. During a year in France, he wrote "Green Grow the Lilnes," which was presented on Broadway in 1931. Other plays by Riggs were "Russet Mantle" and "The Longsome West," 1938; "The Cream in the Well," 1941, and "Laughter Prom a Cloud," 1947. In 1950 the Pestival Theater produced "Borned in Texas," a rewrite of "Roadside," which lasted only eight performances. Besides his plays, he had written verse, published in "The Iran Diah"; several screen plays, and was completing his first nevel at his death. A sister and three brothers survive.

STAFFORD-Fred W. Jr.,

35, press agent for Mills Bros." Circus since 1948, at a Boston Hospital after a lengthy filness. Burial at Rutland, Vt. Burvived by his father and stepmother. (Details in Circus section.)

SYLOW-Henry C. (Hank),

70, veteran outdoor showman, June 30 In Tampa, of cancer. Puneral July 1 from Blount's Funeral Home, Tampa, with burial in Bhowman's Rest, Tampa,

TAYLOR-EYA.

former rider and cowgirl in circusca, rodeos and wild west shows, June 13 th Fort Wayne, Ind. Survived by her husband, Harry, and a son, Jimmie. Burial in Riverside Cemetery, Andrews, Ind.

TULLES-John R.

73. formar circus trouper, June 20 in Newport, Oce. He had trouped with such shows as Ringling Bros., Bells-Flots, Hagenbeck & Wallace, Rhoda Royal and Buffalo Bill, Injury in a railroad wreck at Lansing, Mich., in 1922 caused a stroke and forced retirement. A sister and two brothers survive. Burial in Toledo, Ore.

VERNOR-James St.,

formerly member of the board of managers of the Michigan State Pair and president of the Vernor Ginger Ale Company, Detroit, June 30 in Bloomfield Hills, Mich. Survived by his widow and a son, James Jr.



01

My Dear Husband

Denny Pugh

July 10, 1949 "Always in Our Hearts" JOE and SALLY MURPHY

IN MEMORY of **DENNY PUGH** who passed on JULY 10, 1949 SIMMY and INEZ CARROLL

In Fond Memory of Our PAL and PARTNER DENNY PUGH Who Passed Away July 10, 1949 **JACK and KETTA** LINDSEY

-

Le

IN MEMORY KAYLETTA

IN LOVING MEMORY Of My Husband JOHN F. HOLSTON Who passed away July 6, 1953 MRS. ROSE HOLSTON

20-minute program of color film. The reason for utilizing New York as an originating point for the Chicago showing is that none of the Chicago stations are equipped to transmit color film. In New York, on the same day, NBC-TV will put on a closed-circuit demonstration for the National Television Film Council. Among the films to be shown is a test reel produced at Eastman Kodak for the National Television Systems Committee, the industry-wide group which formulated the color TV standards adopted by the FCC.

Bergundy Label **Bows in Detroit**

DETROIT, July 3. - Another new record label, Burgundy, made its official debut here this week. The label has opened up offices at the Donovan Building, with Bob Sutton named publicity man, and Terry Shaffer head of promotion. Burgundy has signed Dorothy Dunn to a recording contract, and is setting up a recording session for her following her closing at the Flamingo in Las Vegas next month.

Screen Gem Tries Color on 'Ford'

HOLLYWOOD, July 3.-Screen Gems this week made its first move into color lensing of its film series with the current "Ford Theater" episode.

It is understood the firm will study the costs involved and then decide whether or not to continue shooting "Ford Theater," as well as other series in color.

MARRIAGES

BROWN-NANTAIS-

Patrick Brown and Bannis Nantais, member of the exchange shaft for Paramount Pictures, Detroit, recently in that clty.

CUNNINGHAM-BOECK-

Howard Cunningham, staff announcer on Biation KOBS-TV, San Antonia, and Laura Jane Borck, non pro, recently in San Marcos, Tex.

MADDEN-KENT-

Chick Madden, singer and at one time a member of the original Thousand Pounds of Harmony, and Opta Kent, July 25 in Reno, Nev.

MRCMURRAY-HAVER-

veteran all-round circus and showhoat trouper, at Veterans' Hospital, New Orleans, June 14. He had been with Campbell Bros., Coulter's Cole Bros., Colimar Bros. and Dailey Bros.' circuses, among others, as bareback rider, equestrian director, bagpiper and musician. He re-tired in 1950 to his home in Evansville, Ind ... and had been hospitalized off and on since then, Burial near Evansville. Survived by his widow. At the time of his death he was working on a mutic

COWARD-Mrs. Vielet.

91, mother of Noel Coward, actor, playwright and songwriter, June 20 in London.

DAVEY-Samuel, Sr.,

64, violinist and orchestra leader, in Bridgeport, Conn., June 27 after a short illness. He formerly directed the pit orchestras at Loew's Lyric and Loew's Pull-Palace theaters in Bridgeport and also was a member of the Connecticut Symphony Orchestra. He has been president of Local 63, AFM, Bridgeport, the last 20 years. Survived by his widow, Louise: a son, Samuel, Jr., Dallas, and a daughter, Mrs. M. Mackwekis, Shelton, Conn. Burial in Pine Grove Cemetery, Ansonia, Conn., June 30.

DUNAVAN-Howard H.,

42, June 22 in Dallas. He was employed by the Music Corporation of America. Burvived by his widow, a son and a daughter.

DURFEE-Mrs. Mas Hicks,

as, actress and widow of Albert R. Durfee, June 25 in North Middleboro, Mass. She began her career with the Orinnell Family, acrobats and dancers, and had toured the U.S. with the Fanny Davenport Company Blinded at 38, she oper-ated a theatrical boarding house with her husband.

FRANK-Henry J.,

so, former circus publicity man and retired government employee, June 25 at his home in Washington. He had formerly been connected with the Beils Bros. and Ringling shows. Survived by a brother, Harry C., Los Angeles, Burial in Washington National Cemetery.

BIRTHS

BECKMAN-

A daughter, Jane, to Mr. and Mrs. John Beckman June 21 15 Good Bamaritan Hospital, Los Angeles. Father is Warner Bros, art director; mother is former actress Layne Grey.

COGLIN-

A son, Kevin, to Mr. and Mrs. Russ. Coglin June 19 in San Francisco, Father is assistant manager and a disk jockey al Station KROW, San Prancisco.

DUNN-

A son, Jonathan Lloyd, to Mr. and Mrs. Linyd Dunn June 26 at Good Samavitan Hospital, Los Angeles. Father is a vicepresident at Capitol Hecords, Inc.

LEMMONS-

A sam, Christopher, to Mr. and Mrs.

MCOORMICK-Arthur Langdon,

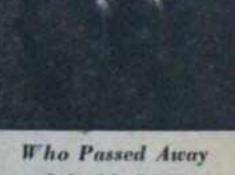
#1, author of many plays which depended heavily on spectacular stage effeets, June 25 in New York. A former actor with Otla Skinner, he turned to playwrighting, deviaing such effects as cyclones and forest fires for audience reaction In 1906 he wrote "The Burglar and the Lady," starring Gentleman Jim Corbett, which included the driving of s horse and buggy thru a plate-glass window. Another play, "The Btorm," had a blizzard in the first act and a forest fire in the third. The author of about 50 plays, he achieved greatest attention with "The Western Girl," "Money and the Woman," "How Hearts Are Broken," "Wanted by the Police," "The Convict and the Girl," "When the World Bleeps," "The Life of an Actress," "The Pace," "The Guif," "The Toll Gate Inn" and "Shipwrecked," the last being his latest Broadway show, produced in 1924. Origimally a scientist, McCormick invented the arc light which he sold to a tohacco company. During the depression he found work in amusement parks where entrepreneurs wanted such effects as tunnels of love. The papier mache spooks that frightened thousands at Luna Park, New York, were his.

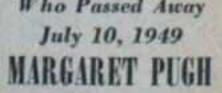
MeTIGHE-Jahu M.,

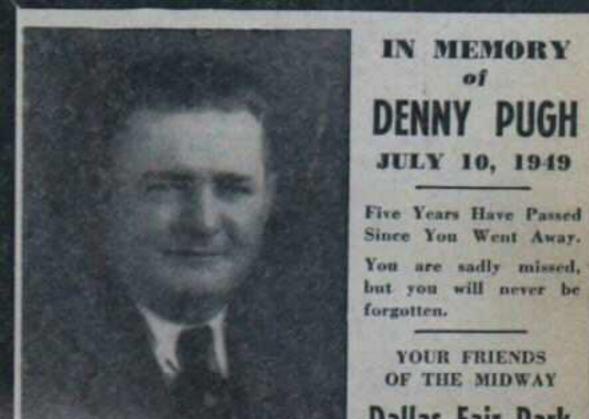
53, assistant to the manager of Kennywood Park, Pittsburgh, June 30, He had been with the park since he was 14 and in his latest post for 15 years. He lived at the park. Burvived by his widow, his mother and a sister. Burial in Pittsburgh.

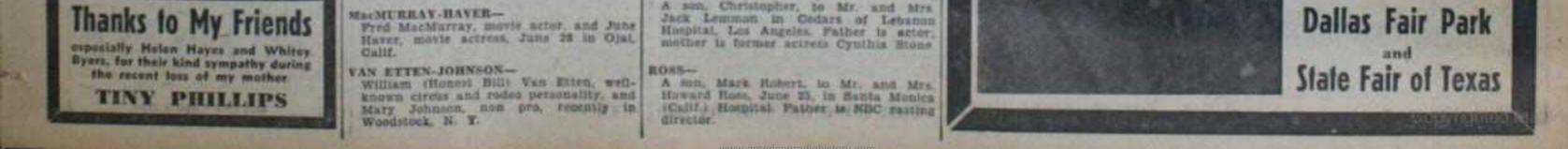
NEWTON-Green,

42, trumpet player for Leonard Duncan's Harlem Review on the Metropolitan Shows, June 27 in Rockford, Ill., of injuries sustained when run over by wagon. Burial in Houston.









OUTDOOR

42 THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

SUCCESS FORECASTS EXPANSION Free Kiddie Rides Boost Biz For Groceries and Drive-Ins

COLOR AND PROPERTY OF THE PARTY OF THE PARTY

NEW YORK, July 3 .- The use another spot. The chain in post- drive-ins, the Lawrence and Trenof free rides is continuing to draw war years has expanded its supeople out of their homes but burban operations, erecting airtheir destinations are not kiddle conditioned stores having spaand major amusement parks or cious parking lots. the carnivals-it's drive-in theaters and groceries. Firms following this practice have earned added money but instead of from tickets the revenue accrues from the sale of food, both canned and cooked.

Free rides are offered at all seven drive-in theaters of the Walter Reade chain and now the gimmick has been picked up as a business stimulant by Safeway stores, major supermarket operators.

Ten weeks ago Safeway purchased a circular Locomotive Train on a 36-foot platform from Standard Kiddie Rides Company of Long Island. The ride was op-City store's parking lot and then was moved over to the lot outside Safeway's Henpstead, N. Y., store three weeks ago. A purchase of a few dollars' worth of groceries must be made in order for the child to get his ride.

Free Zoo, Ponies, Rides

The Walter Reade people have a pony ride at each drive-in, and this year added four Ahrens kiddie Merry Whirl carrousels. One of the seven drive-ins has a free zoo. The only ride the chain works for revenue is a Big Eli wheel at its Eatontown, N. J., theater. Tickets there are 9 cents each, three for a quarter.

As to whether the practice will spread the liklihood is that it will. Earle W. Young, Safeway exec, said that within another month of studying its test operation at Hempstead it will de ide whether to abandon the free ride policy or buy additional rides. So far, he said, managers have reported excellent turnouts for the Locomotive Train. whether the ride is a lure to takes were well ahead of last year. shoppers and also whether it Aut Swenson's Thrillcade was the provides a service by diverting kids while their parents shop. The ride is maintained by a man doing good business. hired locally by the store manager. Transportation of the de- all grandstand attractions, includvice from one store to another is ing Swenson's show in the afterarranged by Safeway's home of- noon and the Young revue at night. fice. Altho there would be no Harness racing was canceled the large-scale buying of rides, it was first three days of the run due to explained, the probability is that heavy mud. Despite light rain they would be operated several and low temperatures, there was weeks at a store, then moved to a good turnout on Wednesday and

Seven Pony Rides

Walter Reade's first drive-in opened in September 1948 in Woodbridge, N. J., and the pony ride, an opening-day gimmick, has been retained. All seven driveins have the rides now. Each location has one pony during the early part of the season, then adds a second for the hot days. Promotion-wise the ponies pay off in more ways than one since the theaters name them and send them around to schools, giving free rides. Literature bearing the ponies' signatures are sent out via mail to the local theaters' customers.

erated seven weeks at a Jersey Eatontown, Woodbridge, Pleas- throwing playground equipment antville and Tom's River, N. J.,

ton, both in Trenton, and the 9W in Kingston, N. Y.

Each theater has a free playground. An attendant at the playground is responsible for operating the carrousel and where there are both carrousel and playground, the place employs two men.

Sole reason for its free rides is the movie chain's desire to draw family groups to the drive-ins as early as 7 p.m. altho the shows do not begin until around 9.

Food Receipts Benefit

"It's strictly mercenary," a spokesman said. "We can never hope to earn a profit on one pony or one carrousel. But we get them outdoors early and they eat like crazy."

Since the firm runs all its own The Reade chain operates the food concessions the practice of (Continued on page 45)

HELD NO GOOD FOR CONEY BIZ

NEW YORK, July 3 .- The nearness of Mrs. Haroy, 65-ton finback whale exhibited on Coney Island by Raye D. Perkins, has caused its expected effect.

The area's food and drink sellers complained last week that the combination of hot sunlight and embalmed whale has caused crowds to thin out in that section. "They aren't anti-whale," the concession-aires said, "but if something isn't done about the condition we will all lose business."

Health Department summonses were served on Perkins, Owner Leif Soegaard and Nathan Handwerker, of Nathan's Famous, owner of the lot, returnable in Brooklyn Municipal Court.

WHALE-SUN DUO Dime Tickets Left Untaxed **By NY Impost**

NEW YORK, July 3 .- The 10cent ticket will be untaxed under the newly-enacted 5 per cent amusements levy. The regula-tions, drawn up and distributed by the comptreller's office, provide that, "where the admission charge is 10 cents or less, no tax is due. . . .

JULY 10, 1954

Using the half-penny as a divider, "Where the tax to be paid by a patron includes a fraction of one cent, the fraction shall not be paid where it is less than onehalf cent, and a full cent shall be paid where the fraction is onehalf cent or more."

The regulations describe the exemptions possible under the tax, how to apply for exemptions, and how to file tax returns. They specify that where tickets are used, the admission price and tax be stamped on them, and that all tax-subject locations must post prices, including tax, at the outer mates and near the box offices,

Returns must be filed with the city treasurer for the periods ending on the last days of Au-gust, November, February and INDIANAPOLIS, July 3.-Ar-thur M. Wirtz's Chicago Stadium Amusement Tax Regulation are

Brandon Shrugs Off Rain to Match '53 All-Day Rain Washes Out Tuesday's Thrill Show, Races, Grandstand Revue

BRANDON, Man., July 3.—The both the evening show and mid-five-day Manitoba Provincial Ex-hibition, first of the Western Cana- Thursday turnout broke all pre-Thursday turnout broke all predian A Fairs, shrugged off the ef- vious records, according to offi- winding up the 15-year lease unfects of rain this week and thru cials,

Thursday (1) was matching last year at the outside gate. And big turnouts on Thursday, Dominion Royal American Shows racked ap big grosses on the opening day's kid matinee. Rain the fol-Day, were expected to boost the lowing day sharply cut earnings and the next day was so-so, pick- feet of cable and other show Opening day, Monday (28) was ing up substantially on Dominion equipment valued at about \$8,000. Day.

Wirtz Suing Ind. Coliseum; **Icers** Jockey

Corporation has filed suit against available at the Bureau of Excise the Indiana Fair Board for taxes, City Comptroller's office, \$100,000 for holding property 120 West 32 Street 1, N. Y. which the Chicago Stadium der which Wirtz leased the Indi-

count ahead of '53.

the best first day in years, officials reported. Weather was good and Managers are asked to learn the gate, grandstand and midway afternoon feature with Ernie Young's revue the night fare, both

Rain the next day washed out 5-Expo Sport Show Loop Set in Ohio, Kentucky

'Waters' Scores

(Continued on page 45) iday on Ice."

Involved are 76 spotlights, 6,000

Meanwhile, it has been reported. that next season will see Wirtz "Dancing Waters" chalked up taking his ice show, "Hollywood top grosses followed in order by Ice Revue," to the Butler Field "Moulin Rouge," Leon Claxton's House instead of the Coliseum. "Harlem in Havana," Lester's Illu- The new lease-holders at the Colisions, Murray's Motordrome and seum reportedly are seeking "Hol-

To Top 1953

MOOSE JAW, Sask., July 3 .-Moose Jaw's three-day exhibition wound up on the right side of the ledger Saturday (26) with paid attendance totaling 33,138 against last year's 30,662.

With good weather and the midway-Johnny Denton's Gold Medal Shows-set up and ready to go, the first day was the strongest of the three. Moppets enjoyed many of the attractions at reduced rates and they swarmed into the grounds to make the opener one of the best kids' days in the fair's history.

Only sour note weather-wise was Saturday when 50-mile-an-

Front gate attendance, with (Continued on page 45)

Chicago's Amphitheater Lists Major '55 Exposition Bookings

the new section now being built 26-December 4; Chicago Auto handled. to the International Amphitheater Show, January 7-16; Plant Main- Taking here have been announced by tenance Exposition, January 24-27; ganization were Ben Cowall, Co-Building Manager Merton E. Thayer.

The \$2,000,000 addition expands the Amphitheater by 40 per cent and makes it the largest exposition building in the world, he said. Square footage will total 473,500, while the new hall being built in New York is to have 273,672. Thayer pointed out that the Amphitheater would be able to handle three expositions at the same time, where it can handle two now, and also house an arena event.

The building's announcement of Association for 1955 and 1960. Thayer said these were the only

shows. Management of the Am- of the public. win for Chicago.

Chicago Boat Show, February 4- lumbus; Bill Lavery, Cleveland; 13; International Sports and Out- Herman Penn, Louisville: Bill door Show, February 18-27; Na- Bain, Cincinnati, and Dick Kroestional Packaging Exposition, April sen, Cleveland, 18-21; National Material Handling | Locations of the shows and the Exposition, April 16-20; National dates are: Machine Tool Builders' Associa- Cleveland Arena, January 4-9; tion, September 6-17. Each will Cincinnati Gardens, February 7. use all or some of the new build- 13; Louisville Armery, March 9present building.

NEWARK, O., July 3 .- Dates | Acts will be booked to play for five sports vacation and boat the entire circuit. Contracts were shows in Ohio and Kentucky cities okayed for a new stage, with de- hour winds lashed the fairgrounds during 1955 were formed at a sign innovations and for new all afternoon and evening. meeting here of show directors. trout fishing tanks with refrigera-They also arranged to combine tion. A beauty queen will be se- 1953 figures in brackets, was as for operation of a single office lected at each show. CHICAGO, July 3 .- Names of Rodeo, October 8-17; International from which national exhibitor major expositions which will use Livestock Exposition, November space and show publicity will be

Taking part in the circuit or-

Coliseum, March 23-28.

Del Mar, Calif., Fair Runs Ahead of '53 Gate

newly named Southern California of the fair showed 87,035 as Exposition and San Diego County against 81,112 a car ago. And Fair Combined, despite cold daily attendances surpassed the weather for the start, was ahead same days with the exception of ing as well as all or some of the 13, and Columbus Fairgrounds, of its 1953 run by nearly 6,000 at- Sunday (27) when the turnstiles tendance at the end of four of its clocked 32,651 as against 33,620.

DEL MAR, Calif., July 3 .- The annual 11-day run. This segment

The title of Southern California Exposition was added for the current run to distinguish this annual from other events that have and are being held in the area under the "fair" billing. The SCE name is featured over that of San Diego County Fair, but the latter is being carried predominantly to associate the two.

The number of kids was upped from

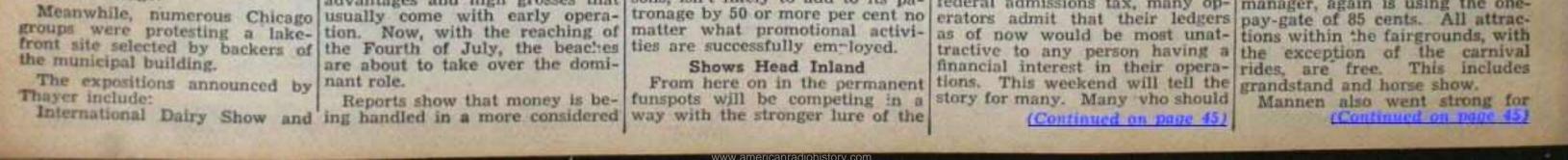
advantages and high grosses that sons, isn't likely to add to its pa- federal admissions tax, many op- manager, again is using the one-

Gimmick Deals Point Up Need bookings includes the road ma-chine trade show in 1957 and the National Machine Tool Builders' To Spur Interest in Many Events

the problem since an established these resort locations.

NEW YORK, July 3 .- An ap- way in many instances. If this, beach resorts if they are at all Attendance Monday (28) was two shows in the nation which parent caution in the spending of is an indication that the public close to the shore line. The car- boosted with the switching of could not previously be handled a dollar for fun, and a continuing wants bargains, then the cheap nival and other nomadic opera- Kids' Day from the opening one growth of entertainment-recrea- and cut rates will have to be tions realize this and they have and the booking of Lawrence Signing them, it was said, un- tional outlets based on a low or offered to set up a strong enough already departed for the inland Welk and his entertainers, a dercuts backers of a proposed Chi- no cost formula, has many opera- lure. Failing this, more people country where they must compete strong favorite in the region, for cago municipal convention hall, tors of strictly commercial enter- must be attracted to hold grosses only with the lake and mountain that day and Tuesday. who had announced a city-owned prises hunting around for gimmick to last year's levels but this is regions, a not-too-difficult task double-deal pulled 19,244, comhall was needed to get the two attractions to whet the interest probably the toughest approach to since they can often go right into pared with 14,201 last year. The

phitheater said it already has the business the city building was to operators in this area to lose the nually draws 100,000 or more per- Without the savings resulting of the Paul T. Mannen, secretary-



JULY 10, 1954

Sensational NEW

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KIDDIE RIDE

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43

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Also Builders of Adult and Kiddle Chairplanes, Kiddie Space Planes, Trailer Mounted Auto Rides, Beat Rides and Ferris Wheels.



Aud Managers' **Conclave Set;** Expo Sold Out

LONG BEACH, Calif. July 3 .--Plans for the annual convention door showmen it was a fair sumof the International Association mer's weekend but not as lucraof Auditorium Managers, which will be here July 18-22, are near-ing completion. Host manager will late June, be David Olmstead, of the Long Beach Municipal Auditorium.

In Chicago M. E. Thayer, man-ager of the International Amphi-theater and director of the IAAM's Oakland, Calif., trade show, reported all but one booth has been reserved for the convention show. Building equip-ment and supply companies are exhibitors.

From Detroit C. W. Van Lopik, manager of the Masonic Temple Auditorium and chief of the IAAM publicity and promotion contest, urged building managers to submit resumes of their outstanding programs for the past year.

Du Quoin Fair Inks Fisher

DU QUOIN, III., July 3 .- Eddie Fisher, RCA-Victor recording artist, will headline the Labor Day grandstand show at this year's Du Quoin State Fair. Featured with Fisher will be the Mills Brothers.

its nine-day run on August 29, last year featured a revue with Guy Lombardo. Bob Crosby's ork and acts was the grandstand fare during the rest of the '53 fair. Fisher last year played a number of outdoor events, including the Michigan State Fair at Detroit.

Heat and Wind Combination Curbs Eastern Weekend

NEW YORK, July 3 .- Eastern | The New York area sweltered weather took a warm turn last on Saturday afternoon, during weekend, with torrid temperatures which the urge to get outdoors was prominent. Beaches and rein the 90's in many areas and sort areas were crowded, taking shifting to winds and intermittent the play away from amusement rains Sunday (27). For the out- parks. Ride business in general tive as they are accustomed to for



OAKLAND, Calif., July 3 .- The Pacific International Motor Sports Show will be in the Oakland Exposition Building this fall. Heretofore the show has been held in San Francisco.

L. C. Lueddke, director of the auditorium and exposition building, said the dates will be October 9-17. More than 100 sports cars from Europe and America will be shown. Event drew 85,000 persons last year. Manager of the show is Mary Slonaker, and pro-ducer is the Crown American Caterer, Touring Company.

Rogers to Promote Rantoul Centennial

John B. Rogers Producing Com- Amusement Parks, Pools and pany, Fostoria, O., has been en- Beaches, announced the following gaged by the Rantoul Centennial route had been prepared by Corporation to promote the Cen- NAAPPB: tennial, August 1-7, and direct the New York, June 29-30; Philageneral secretary. (1) he will crown the centennial July 22. march with the queen at the centennial ball the second night. The pageant will be named "Rantoul Sunday (1) will be designated Chanute Air Force Base Day

enjoyed an expected spurt at night, when hot, muggy weather continued to send city dwellers out on the road. Drive-in theaters, roadside restaurants and amusement ride locations experienced a good evening's business.

Sunday (27) dawned bright and clear, but by midafternoon scattered showers and stiff breezes discouraged the resort-goers. Out at Steeplechase Park, only one 'chute on the Parachute Drop was in operation, and that was the one sheltered from winds by the main tower.

Within the park and elsewhere on Coney Island, business was off during that day and evening.

Day-long breezes kept the crowds down at Rockaways' Playland on Sunday, altho 1,500 blind and crippled children had the run of the Queens funspot. Occasion was Ed Zeltner's (N. Y. Mirror) Nights Before Christmas benefit.

Sunday afternoon and evening were also off at Palisades (N. J.) Amusement Park, according to Irving Rosenthal. He said business at the pool was good, however.

Thompson, English American Funspots

CHICAGO, July 3. - Leonard Thompson, caterer at England's major resort center, Blackpool, is visiting American amusement parks. Paul Huedepohl, secretary RANTOUL, III., July 3. - The of the National Association of

five-night pageant performance, delphia, July 1-2; Chicago, July according to Carl V. Kornmeyer, 3-5; St. Louis, July 6; Kansas City, July 7; Dallas, July 8-9; Illinois Gov, William G. Stratton Houston, July 10-11; New Orleans, will be honorary parade marshall July 12-14; Chattanooga, July 15for the huge procession slated to 17; Cincinnati, July 18-19; Pitts-be held August 2. Monday night burgh, July 20-21; Philadelphia,



KIDDIE RIDES: SKY FIGHTER . BUGGY RIDE . JEEP RIDE . PORTABLE ROLLER COASTER . AUTO RIDE TANK RIDE . MERRY-GO-ROUND BOAT RIDE . JOLLY CATERPILLAR MAJOR RIDES: CATERPILLAR . MOON ROCKET . CARROUSELS . HURRI-CANE . WHIZ-BANG . LOOPER.





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is built to per-

The Du Quoin Fair, which opens

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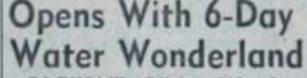
ROCK-O-PLANE

ROLL-O-PLANE

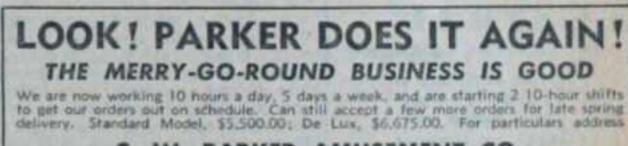
MIDGE-O-RACER **BUILGY THE WHALE**

FLY-O-PLANE

OCTOPUS



SAGINAW, Mich., July 3. -Riverside Amusement Park, closed queen and will lead the grand for several years, was reopened last week for a six-day Water Wonderland presentation, combining showboat style presentation Salutes a Century." and a river-bank amphitheater. Presentation was staged for a as American Heritage Day, (2) charity benefit with regular open- Founders and Homecoming Day, ing of the 72-acre area for recrea- (3) Civic Progress Day, (4) Vettion purposes slated to follow. erans' nd Patriotic Day, (5) Youth Present owner is Arthur M. Day, (6) Farmers' Day and (7) lickey.



C. W. PARKER AMUSEMENT CO. LEAVENWORTH, KANSAS

Price Down; Gross Up

DAYTONA BEACH, Fla., July 3. - Turner Scott's Sea View Amusement Park here has been playing to a better gross than last year with reduced prices. Scott said that following elimination of the federal tax, he has used a 15cent tag on kiddle rides, Wheel and Coaster for everyone. Dark ride still is 25 cents. He is planning to play several Southern fairs with his rides after his local season.



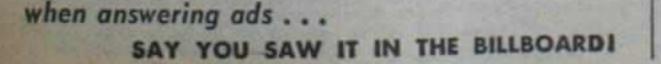
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44

TENTS

ALL SIZES-ALL TYPES

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TENTS

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Tent &

CHICAGO 12

mildew-treated ducks,

2315-21 W. Huran

POWERS

Hess Cartoon Depicts Sells, CLEAR LAKE, Man., July **Dutton Days** 3 .- Aut Swenson, owner-manager of the Thrill Show bear-

CINCINNATI, July 3 .- On July 10 and 11, more than a hundred newspapers thruout the country will carry a quarter-page drawing, in color, of one of Erwin L. Hess's "The Good Old Days" cartoon features depicting a circus billing crew finishing up the side of a blacksmith shop with a 24sheet heralding the Sells Bros." Enormous United Shows. Idea for the cartoon originated with R. B. Hastings, well-known circus fan and collector of old circus paper, of Huntington, W. Va.

The cartoon was drafted from an original litho showing Effic Dutton and Frank Melville in champion bareback equestrian exploits. It is one of the 1895 series, pedestal to left, that Harry S. Mann used to hang in bank and jewelers' windows.

Shown is a typical wagon-show bill wagon, and a billposter writing out a comp for a kid for carrying water to thin the paste, with the comment: "Fourteen buckets of water at 10 buckets a ticket. . . . Guess I better make this out for two, so you can take your girl!" A covered bridge is shown This is one show I want to see!

Effie Dutton, at 87, is still as an old friend, Mrs. Billy Rice, in

BLUE HILL, Me., July 3 .- The New and recently refinished Blue Hill Fair, September 4-6, has

City Buys Ringling Barn For Baraboo Museum

tablishment of a circus museum ater. Newsreel and TV film crews at Baraboo, former home of the were expected to be on hand for Ringling family, was assured the showing. Baraboo citizens when the city council voted \$10,- and fans elsewhere were buying 000 for the purchase of the build- the benefit tickets. ing which formerly was the Ringling ring barn. The action was taken Thursday (24).

will be an affiliate of the Wis- to the audience. consin State Historical Society.

The action culminates a sevenyear campaign by John M. Kelley for the museum. Kelley for many years was attorney for Ringling shows and the Ringling brothers. He will place his files of circus record the stage program Saturmaterial in the museum as nuc- day night, according to manager leus of the display. Kelley also Berwyn Ableman, program direchas acquired the Columbia band- tor. The station also interviewed wagon and restored it to top con- Kelley on a Friday (2) program. dition for display in the museum. Charles P. Fox, Oconomowoc, the "Mother Goose" pony-sized parade float as another display for the museum. It was book nounced that librarians and curators of the State historical society would catalog material for the museum.

The old ring barn is being purchased from L. R. Carpenter of Baraboo. The city appropriated money from a civic promotional fund.

In a program designed to mark the re-issuance of the movie "The Greatest Show on Earth" by Paramount Pictures and to benefit the film was scheduled for Sat-

Hagen Finds Sandusky Fair

BARABOO, Wis., July 3 .- Es- | urday (3) at the Al Ringling The-

Kelley will be master of ceremonies for a stage program which will precede the movie at the Earlier, the Circus World Mu- Ringling Theater. Cecil B. Deseum was incorporated as a not- Mille, who directed the movie, is for-profit group. That name will scheduled to make a telephone be used for the museum, which call to the theater for broadcast

Charlton Heston, who appeared in the film, is expected to attend the showing. Radio Station WPDR, Portage, Wis., planned to interview Heston Saturday and

At Urichsville

UHRICHSVILLE, O., July 3 .wrestling.

the museum, a special showing of fifth annual event held at Urichsville, "the clay center of the A second showing here was world." More than 40 per cent followed by an appearance at the everyone.

The event will open Sunday (1) night with a vesper service in the City Park Ampitheater. SANDUSKY, O., July 3 .- Hagen Slated for Monday night is a style

22% Opener **Rise Heartens**

RAIN CHASES

AUT SWENSON

ing his name, isn't mad at the

weatherman but the feeling

apparently isn't mutual. Unit

got its first show in okay at

the Brandon, Man., fair this

week but lost the following

day's performance to rain.

Swenson also dropped the

scheduled show at Milford,

Ia., June 20, and was again

rained out July 1 at Dauphin,

Man. Troupe moved here for

a Friday (2) performance

with its collective fingers

METROPOLIS, III., July 3 .- A

of all clay pipes are made within Griggsville (Ill.) Fair. Holiday souvenirs will be available for Anderson (1-d.) Fair. The show usual late season territory.

Kochman Unit

crossed.

22 per cent increase in gross business at the opening show of the season at the Metropolis Fair here in the background. A group of Tuesday night (29) had Jack kids in the foreground, with one Kochman and his automobile thrill saying: "Shucks! Why was he More than 50,000 persons from show personnel rejolcing over the here first?" An old GAR vet, eyall over the country are expected season's prospects. With only fair ing the litho, says: "Effie Dutton! here during National Clay Week, dates routed, with the exception August 2-7, to take part in fes- of five still dates carded for such Yessir! Sure as I was at Chickativities that will include a mid- cities as Indianapolis, Cincinnati mauga?" way, talent show and professional and Columbus, O., the season could be one of the best in Kochman's spry and pretty as a new kitten, This year's affair will be the lengthy career if the business done Hastings reports, and is living with here is any criterion.

A second showing here was Valley Stream, Long Island, N. Y. a radius of 20 miles, and clay showings were scheduled for the Blue Hill, Me., Middle West for the next two Sets Program



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walking, WENDY rolls her head and trunk and gives out loud elephant cries from her powerful trumpet. WENDY is powered from within by a gasoline engine that activates the legs and produces the walking motion. WENDY can be turned in any direction and can walk backwards as well as forward. This giant pachyderm is easy to operate and maintain, and is licensed to walk on streets and public highways. For traveling, WENDY is transported in her special trailer.

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and in Waterfront, with Preston Foster. She also has worked in "The Life of Riley," with William Bendix: "Panorama Pacific," the Ina Ray Hutton all-girl revue, the Pinky Lee variety show, and the Art Linkletter show. On June 21, Cindy appeared on the Art Baker TV show, "You Asked for It," as "the world's most amazing chimpanzee." Cindy has two more movies coming up in July, then she and her sister, Bally, a twoyear-old understudy, start on fairs

100 Central Ave.

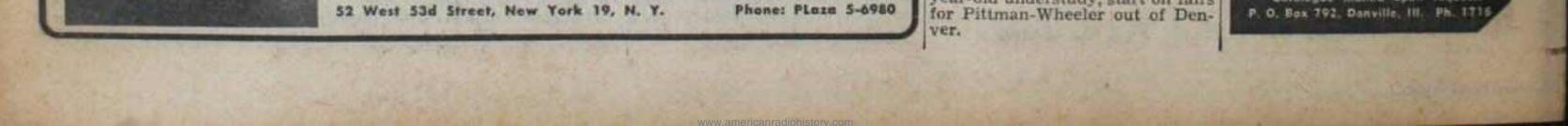
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THE BILLBOARD

GENERAL OUTDOOR

Moose Jaw Ex

· Continued from page 42

follows: Thursday, 11,245 (9,082); Friday, 10,965 (10,883); Saturday. 10,925 (10,697).

Grandstand figures, with 1953 in brackets, were: Thursday, 2,034 (1,527); Friday, 4,433 (4,409); Sat-urday, 2,763 (3,906). Two evening performances were presented Sat-urday night, as has been done in the past at Moose Jaw.

From the viewpoint of attendance and money, the fair was one of the best on record, according to Mrs. Verna Hyland, secretarytreasurer. She termed it even more successful than when it was a four-day event. She also had favorable comment for Denton's Gold Medal Shows. Appearance of the carnival and its moneymaking were quite satisfactory, she said.

Denton 10 Per Cent Ahead Denton reported his three-day gross was 10 per cent ahead of last year when J. P. (Jimmy) Sullivan's Wallace Bros.' Shows were on the midway. He said he was highly gratified with the success of his initial date on the 14town Western Canadian Class B Fairs Circuit.

Hospitality of Moose Jaw people and the enthusiastic reception accorded his first Western Canadian_offering were commented on by Charles Zemater Jr., who handled the grandstand show, Contimater Productions, Chicago. Unit • Continued from page 42 was not seen to its best advantage at its two Saturday night be off the nut and working for having to be taken down as a safety measure and every act having to do battle with the strong wind.

tal Holiday is as follows: Miguelito, comedy panto; Los Aeros, aerial; the Phillips, jugglers; Flying Melzoras, trapeze; Arwoods, unused. If independent ride or dogs; Four Karls, balancing; the concession operators are involve." Leonards, dance team; Claire they redeem only the ducats they Estelle dancers, six-girl line; Dick collect for their products or serv-Ware, master of ceremonies; Dick ices with the park holding onto Sparks, organist.

Fair's livestock entries were high and exhibits of all kinds filled available space to capacity. Features included a car giveaway, fireworks, light horse competitions, a Travelers' Day parade and a livestock parade.

Del Mar Fair Ahead of '53

· Continued from page 42

Finnegan band on Friday and fol- one of the 19,244 who attended on lowing it with Les Brown on Sat- Monday. urday. Sunday's bill was head-lined by Smokey Rogers, who has munity stageshows with Bette I hours and 45 minutes five times and Bill Gerard, of the BBB Pup-Tuesday with Spade Cooley head- and Gerard put on his BeBe, the lining Wednesday and Thursday clown turn, as well as magic. The Bennie Lagance band and Kermit Dart presented his show show played Friday and Satur- twice daily, Rogers returns tomorrow day. and Welk for the closing on Monday.

by Jo and Newton (Carolina) 24-sheets on "Dancing Waters," Brunson of the Hollywood The- which was featured as one of the atrical Agency, Hollywood, free attractions, were also used. opened with the Moro-Landis Comic books were used to pro-Dancers (8), Clark's Bears and mote the exposition among the Pedro and Durand, the latter fea- moppets. Spot radio announceturing Peter, 8-year-old son of ments were used a week preced-Pedro. The Clarks closed Mon- ing opening and during the fair, day with the Marquis Family, Television spots for the first time chimps, coming in. Rochelle and were included in the budget. Beebe opened yesterday (2) for . William Arballo, who has been four days, replacing Pedro and with the fair for several years, pany, bicycle act.

during his two-day stand. The

Gimmick Deals

performances, with the backdrop holding money are not, but the season is not yet a dud for any.

Strip tickets offering bonus values but still aimed at earning a buck apiece are popular with Line-up of Zemater's Continen- many funspots. It can work out that the park is actually giving nothing away since a good percentage of these tickets are lost or what amounts to breakage money.

Cut Rates Appear A number of spots have found

that aiming for the dollar on all the Ringling circus. Palmetto is seven days is asking for too much. 12 miles from Sarasota.

bands, opening with the Sauler- |leader getting practically every

a week over KFMB-TV. San peteers, doing their round of rou-Diego, Welk played Monday and Lines. They offer d the puppets,

Dancing Waters

Promotion for the fair was increased this year with 60 more The grandstand show, booked six-sheets being used. Well placed

Durand. Playing yesterday and was in charge of publicity. His today was the Wally Blair Com- pre-exposition promotion included picture spreads in the Los Angeles Welk pulled the biggest crowds and San Diego newspapers, some of which were hit in this fashion 6,500 grandstand was packed for for the first time. He was asall performances with this band- sisted in the office by Terry Hunt and Wanda Borer.

Frank W. Babcock United Shows were featured on the midway.

Roland Butler Leaves Show

JAMESTOWN, N. Y., July 3 -Roland Butler closed with Ringling Bros. and Barnum & Bailey Circus here Monday (28). The veteran press chief's final act was to look in on The Jamestown Post-Journal.

After performances here he departed for Palmetto, Fla., his home. There he will be associated with Julien Hoze in a commercial printing shop. In the past, the shop has done some printing for Butler was succeeded by Ed Knoblaugh as director of the show's publicity. Butler began in circus business 32 years ago with the Sparks Circus and was with Ringling 25 years.

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UNDERWORD

Brandon Okay

· Continued from page 42

Bobbie Hasson's Side Show. The Roundup and Skywheels led the ride parade.

Pete Burkhart, assistant to concession manager Sam Gordon, is in Tampa where he underwent surgery Wednesday (30). He is expected to be gone from the show for four weeks, with J. C. (Tommy) Thomas filling in during his absence. Bob Lohmar, show's general agent, is back in good health and is again working ahead of the show.

The Royal American Shrine Club played host to the Brandon Shrine Club at a Sunday dinner. Films of the club's activities were shown and Spanish food was served. A. L. Rossman, president of the RAS club, presented the local organization with a check for \$120 to be used in its charitable work.

Visitors here include a party from the Regina fair. In it were Norman Catley, president; Gordon Grant, second vice-president; Jack Gordon, of the attractions committee; Fred England, concessions committee; Charlie Leech, assistant manager, and Bruce Peacock, of The Regina Leader-Post. All were guests of Tom Johnson, of the Canadian Pacific Railway. From Saskatoon were S. N. Maccommittee; Murray McIntyre, but until that time we will keep chairman of the attractions com- on offering whatever we can in mittee, and A. D. Munro, treasurer. the way of free gimmicks to pull Maurice Brown represented the patrons." Calgary Exhibition. Pat O'Dwyer, of The Winnipeg Free Press, headed up a staff of reporters and photographers who were on hand to cover Royal American Shows. E. J. Casey, owner of the shows feet deep and extending some 200 bearing his name, and Jack yards down the length of the the-Swain, Regina, also visited.

Talent line-up in the Ernie with open fronts, containing cages Young revue included: Stovers, with barnyard and other animals. vocal duo; All American Boys, Altho costly from the animal acro and teeterboard; Egan and food standpoint, the zoo has Parker, ventriloquist; Fedi-Fedi, served its purpose of drawing novelty dance; Keaton and Arm- families to the drive-in hours be- chains early this year was thinkfield, comedy; Bozo Harrell, panto- fore show time so that they con- ing of a similar lure for mothers Peru, tod. mime and balancing; Peg-Leg sume their evening meals there, and children. They intended,

Consequently cut rates down to 5 and 10 cents for rides have been employed. There is no doubt that the nickel and dime approach appeals to a lot of folks but for profit, like the 2-cent days of the depression, considerable volume has to be involved.

The award of prizes still has some appeal, apparently, since a number of spots are making use of giveaways. But the potency of this gimmick in the immediate merchandise was usually featured, is not at all what it used to be.

Any indication of a rlackening in spending is sure to bring on all kinds of stunts designed to maintain the desired level of spending. But the shortness of the season, coupled with the time it takes to conditions, means at best a trya sure gimmick on the first try. gnu and Brahma steer.

Broken Bow Mat. **OK for Bucks Show**

BROKEN BOW, Neb., July 3 .postwar years when hard-to-get Edgar B. Bucks' Circus played here Saturday (19) to a threequarters afternoon and light night. Heavy rain fell during the teardown. This was the largest town the show had played in several weeks.

Show moves on 14 semi-trailers, eight straight trucks and four properly analyze the prevailing panels. Midway has Circus Diner, Snake Show and midget cows. and-discard system. Rarely will Sidewalled menagerie has cage an operator be able to improvise trucks, two elephants, a camel,

Success Forecasts Expansion

Continued from page 42

and free rides out as bait has tions they are hard to beat. The admittedly worked wonders with rides offered, perennially appealgrosses at the food counters, as ing to kiddies, are a stimulus at well as boosting gate admissions. one amusement location but

There is a desire by the driveins to eventually expand to the point where they would operate fects of a gratis ride operating in regular kiddle parks, and in this reference the Route 6 Drive-Inof Phil Smith, in Rutherford, N. J., was cited. Smith has 14 rides and were inclined to view the devela miniature golf.

"The capital outlay stymied us," Eachern, fair manager; J. H. War- it was reported. "We still expect ren, chairman of the fair's midway to get into the kiddie park field

2d Year for Zoo

The Lawrence drive-in has a zoo which is re-stocked at the beginning of each season. It consists of a strip of enclosures, 20 ater. They are roofed shelters

another, where admission is charged, is likely to feel the efits neighborhood.

Some operators of permanent kiddielands and amusement parks opment with misgivings, particularly the interest shown by grocery chains. The food stores, they pointed out, are in heavily populated neighborhoods and often adjacent to established kiddlelands. If more food chains or stores adopt a kiddie ride operation on a giveaway basis, they feel that it could have a marked effect on their own commercial operations.

Aware, thru long experience, of the problems involved in the operation of rides, they question the possibility of operating kiddle ride units for long, or satisfactorily, without skilled help since adjustments and repairs are very much a part of the operational picture. One of Canada's largest food



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THE BILLBOARD

New Building To Seat 3,000 At Holland

HOLLAND, Mich., July 3 .- A new civic center with seating capacity ranging from 1,000 to 3,000 will be opened at Holland August 15. The building was used for the city's recent Tulip Time festival, altho it was not yet completed.

It will include 1,000 theater seats, 1,250 chairs for use on the auditorium floor and space for 750 on portable bleachers. Building has a 40-foot stage and new lighting effects. Sound equipment includes two amplifiers at each side and perimeter speakers thruout the balcony exhibition rooms. Exhibit space totals 13,000 square feet. Parking lot will hold 400 cars.

Manager Earl F. Price said the building will be available for stage productions, concerts, circuses, conventions, home shows, sport shows and similar events.

Sold for 75G

KANSAS CITY, Mo., July 3 .-Riverside Stadium, three-year-old sports center here, has been sold to Jim Russell, Kansas City, Kan., newspaper distributor, for a reported \$75,000.

The plant, which has been in bankruptcy for nearly two years, has a half and quarter-mile race track and has been the site of auto racing, thrill shows and other attractions since it was built. Currently, midget auto races are being operated each Saturday night and a program of stock car coin slots project from each ditional auto races and thrill

AUD-ARENAS **Tulsa Building** Parades-4th of July-All Others Set for Shows, **Trade Exhibits**

TULSA, Okla., July 3. - The \$250,000 Education Building at the Oklahoma State Fair, which was opened in April, has a seating capacity of about 3,500 for stageshows. The air-conditioned aud has 32,000 square feet of exhibit space, and equipment includes a stage, catering service rooms and sound equipment.

Oakland Schedule Has Religious Rallys . . .

OAKLAND, Calif .- July activities at Municipal Auditorium here center on religious rallys and meetings. A carnival, Crafts Shows, was to be on the building's parking lot, July 1-5. Youth for Christ has booking a rally each Saturday in the month. There are three other religious meetings as well.

First Pet Fair Planned At Amphitheater . . .

CHICAGO - International Amphitheater here will be the scene of the first annual International Pet Fair, September 21-26. The fair, open to the trade and to the public, is expected to draw 250,000 in a space roughly 18 feet by 20. persons. Exhibitors will include dealers in pet supplies and equipment.

Annie' Grosses 3G At Regina Building

REGINA, Sask .--- A Civic Drama a pair of Scientific's Jungle Joes. Guild of New York production of "Annie Get Your Gun" grossed four against each wall. A two-\$3,036 at Exhibition Stadium re- sided, leather-covered counter has cently. Attendance was 1,521, and the 16 guns resting on it, eight on tickets were scaled to \$2.50 top. Jaycees were the auspices.

Canadian Sports Show Reveals Finances . . .

Sportsmen's Show here revealed year-old Chicken Sams, due to in its annual report that a reserve leaky condensers. This was traced of \$100,000 has been set up. This to the Arcade's ocean-front locais apart from the \$60,000 available tion, which made the old confor conservation work. President denser parts susceptible to changes Frank H. Kortright said gross in humidity. Plastic condensers earnings were \$308,912. Sale of were brought in, and the trouble exhibit space this year increased was eliminated. from \$73,738 to \$97,777. Net earnings were \$80,520.

corner of the Arcade at Rockaways' (N. Y.) Playland. Most of the units used are pre-World War II vintage, spruced up and painted.

Multi-Unit Gun Game Wins for Big Arcade

NEW YORK, July 3 .- A major | multi-unit gun game serves best Rockaways' Playland, Queens. The square feet of floor space. corner was modernized by stack-

Joe Goldsmith installed the units eight years ago, making his principal unit the old Seeburg Chicken Sam. The corner has eight of these plus four Bally Rapid-Fires,

The targets are in two rows of sided, leather-covered counter has each side, so that the beams cross. These are the original guns, most of which have been chrome-plated for effect.

Goldsmith, Arcade manager, had TORONTO-Canadian National trouble when he first ran the 20-Another problem was light intensity, since the Arcade gets direct sunlight. The photo-electric cell in each moving target acted up strangely with variations in light, sometimes causing too much score, sometimes none at all. The gallery now has two facades dropping from the ceiling to about six and a half feet above the floor. This shields the targets from excessive outside light, keeping the gallery dark except for the lights Marshall, secretary of the Odon inside the target boxes. At a nickel play for a half min- annual Old Settlers' Meeting here, ute duration, the 16 units have a has retired after holding that pohigh earning power. Part of this sition for 19 years. Lex Seneff is due to the variety injected into will replace Marshall. Others on the targets by painting them over the committee include C. J. Stotts, so that they present a different president, and J. Harold Flynn, motif in each box. Goldsmith cautions that the set for August 19-21.

Arizona

Eloy-Mex. Independence Day Celebration,

Glendale-Mex. Independence Day Cele-

Glendale-State Melon Growers' Pestival

Nogales-Mex. Independence Day Celebra-

Tucson-Mex. Independence Day Celebra-

Arkansas

Heber Springs-Cleburne Co. Livestock

Hope-Third Dist. Livestock Show, Sept

California

Long Beach-International Association of

Los Angeles-California Gift Show, Bilt-

San Prancisco-Plower Show, Aug. 25-26.

Colorado

Arvada - Harvest Festival, Sept. 10-11.

Brighton-Adams Co. Open Horse Show,

Colorado Springs-Jr. League Horse Show,

Denver-Antique Show, July 22-25. L. Verne

Delta-Deltarado Days, July 30-31.

Slout, Vermontville, Mich.

Alfred Stettler, Room 278, City Hall.

Chamber of Commerce.

Ralph H. Lonecker.

July 24-25.

July 9-11.

more and Alexandria hotels, July 25-30.

Auditorium Managers' Convention, July

Show, Sept. 23-25. J. T. Edwards.

Gila Bend-Celebration, Sept. 6.

bration, Sept. 15-16.

tion, Sept. 15-16.

tion, Sept. 15-16.

Sept. 15-18.

July 9-10.

20-25.

18-22

Arcade which has transformed a slow corner into a stylish and well-grossing area is the one at has 350 Arcade pieces in 8,000 K. C. Stadium

As for expense, old Chicken ing 16 electric-eye target games Sams, no longer in production, can be scouted up and acquired for anywhere from \$10 to \$50, but the buyer must be wary of condition. Completely rebuilt ones go at the distributors for around \$110. Reconditioned Rapid Fires are selltwo Seeburg Shoot-the-Bears, and ing at \$125, and Shoot-the-Bears at \$225, according to Mike Munves, New York. Old Chicken Sams are in fairly plentiful supply, but newer model gun games are more reliable in the long run, it is said. Cables running from each gun to its target in Playland are covered in a wooden housing, so that the floor of the gallery shows only two long, wooden boxes crossing each other and running from each counter to the opposite wall. Eight races on Sunday afternoons. Ad-







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Cranbrook, B. C., Arena Shows 5-Month Profit

CRANBROOK, B. C .- Operating profit of \$731 was shown on fivemonth operation of the Cranbrook Memorial Arena during its first season with artificial ice. Total revenue was \$6,798.

Pan-Pacific Schedules 2d 'Self' Expo . . .

LOS ANGELES-Second annual "Do It Yourself" show at Pan-Pacific Auditorium here will Le July 23-August 1, with Ted Bentley as promoter. George Lloyd Baker will give lectures on gardening and demonstrate gardening equipment and supplies.

counter front, and a large metal number is nailed beside each slot. Each target bears the proper number.

In spite of these precautions, Kan., in recent years. some customers still insist on shooting at the wrong-numbered target. This gets them nothing but aggravation which they vent on the Arcade staff. In fact, the situation is the only problem Goldsmith has been unable to lick.

Marshall Retires As Odon Cele Exec ODON, Ind., July 3. - H. O. Park Committee, sponsors of the

treasurer. This year's event is

Idaho Springs-Gold Rush Days, July 2-10.

Kit Carson-Kit Carson Day, Sept. 18. Paul

La Junta-Koshare Indian Spring Festi-

Littleton-Homecoming, Sept. 17-18. Stan

Walsenburg-Spanish Peaks Fiests, July

Woodland Park - Ute Train Stampede,

Connecticut

Georgia

Atlanta-Southeastern China, Glass & Gift

Illinois

Avon-Fat Steer Show, Aug. 19-31. Nick

Chicago-Italian Festival (Grand & Craw-

Chicago-International Pet Fair, Sept. 21-

Chrisman-Homecoming, July 7-10. Stanley

El Paso-Sweet Corn Festival & Centennial,

Parmersville-Irish Day Pienle, July 23-24.

Flora - Centennial, July 5-16. George

Galva-Centennial, July 28-Aug. 1. C. F.

Grayville-Tri-State Oil Show, Sept. 4-6.

Hoopeston - Sweet Corn Festival, Sept.

Johnston City - Tri-County Labor Day

Celebration, Sept. 1-7, Ralph Cooksey,

Compton-Homecoming, July 10-11.

Dwight-Centennial, Aug. 16-22.

Rewance-Centennial, July 15-18.

Lexington-Homecoming, July 21-24.

Show, July 18-21. Poster B. Steward,

Danbury-Celebration, June 28-July 3.

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ford), July 21-Aug. 1.

COMING EVENTS

Bock.

Brodd.

28-31.

Vacca.

R. Kent.

Aug. 23-28.

Vanell Smith.

Cooper.

Balley.

7-9.

26.

July 24-25.

val, July 16-18.

snows are tentatively scheduled for this summer.

Russell has been developing a horse show arena in Kansas City,

Sacramento Fair Cracks Old Mark With 30,254 Gate

SACRAMENTO, July 3. -Final attendance tabulations for the four-day Sacramento County Fair, held here for the first time on the California State Fair grounds, showed that the event set a new day record and surpassed its former 10-day run top mark by 10,000, Bob Baker, manager, said. Fair closed Saturday (19).

Total attendance was 30,254 beating the '49 all-time high of 20,000 when the event ran 10 days in Galt and included parimutuel horse racing. Saturday's 11,312 was the highest single day in the exposition's history.

Starting Wednesday (16), total gate figure was 5,159 as compared with 600 for opening day in Galt in 1953 when the total attendance was 7,128. The second day pulled 2,520 far above the 963 recorded at the old site. Friday, the third day, chalked up 4,059.

Wallace Ross, elephant trainer with the Gene Holter Wild Animal Show, was injured Friday night (18) when Big Babe refused to drop him at the climax when the pachyderm carried the trainer with his head in its mouth. Ross was treated at the Sacramento Hospital and released.

Friday was unofficinally underprivileged children's day. The idea, started by Gene Hotler, was picked up by the fair management and concessionaires and turned into an all-out effort. About 200 children from the Stanford Home, Sacramento Children's Home, St. Patrick's Home and Lincoln Christian Center were taken to the fair, given free carnival rides, rides on the Holter show elephant and refreshments. West Coast Shows played the midway.

Roodhouse - Jaycee Homecoming, Aug. 19-21.

Stockton-Street Celebration, July 15-17, Frank C. Niemer, Liona Club. Waterman-Harvest Jubilee, July 16-17.

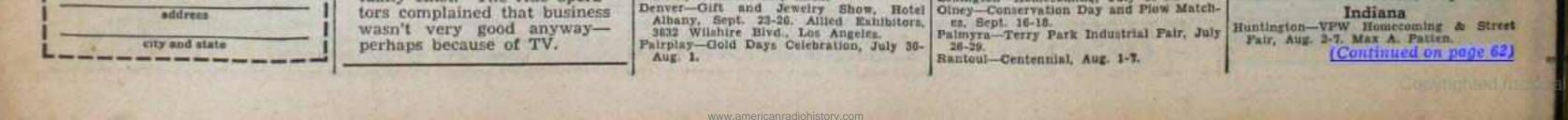
Tex. Century Cele **Pacts Eddie Dean**

SULPHUR SPRINGS, Tex. July 3. - Cowboy actor and singer Eddie Dean is scheduled to perform here during the Sulphur Springs Centennial program, July 4-10. He is tentatively scheduled to appear here July 9. Dean was graduated from the local high school and was raised in this area. He has promised to attend the local affair without a fee. The local sponsoring group is paying his transportation by air as well as that of his wife.

QUEEN SCREENS DESPITE RIDES

LONDON, July 3 .- The debate about whether TV interfers with outdoor show business took on a new twist at an English town recently with towners claiming the generators at a carnival were causing interference on their TV screens. They asked that the rides shut down for a few hours so they could see a telecast of the Queen. Investigation showed, however, that such interference didn't actually exist. The ride opera-

29-Oct. 2. Robert Shivers. Jonesboro-Craighead Co. Livestock Show, Sept. 20-25. Norman Wimpy. Lake City-Watermelon Festival. Aug. 30-Sept. 4. Madison-St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2. Jack Porter. Pine Bluff-S. Ark: Livestock Shows, Sept.



CLOSE-UP: HARRY NELSON

Striker Vet's Still Ringing Bell at 74

By IRWIN KIRBY

NEW YORK, June 12 .- Don't ever teach a fellow your business. He may come back a competitor some day.

Harry Nelson has applied that philosophy for the 30-odd years he has been turning out high strikers, with the result that his one-man productions are heavily in demand. A bigger work staff would earn more money, he was in the early '20s and operated told. His answer: "So what?" models for himself and had them

up in some far-off places, includ- fact, it was at his striker that the ing a pair he turned out for a present Mrs. Nelson was brought, party who walked into his Coney back in "about 1926." Island shop one day and wanted "We were introduced and two strikers to be sent to Tel made it short and sweet. I said Aviv, Israel,

they never asked for any more, landed me." They just started copying it with Anna and Harry Nelson make rack will come back. their own versions. Well, that's an interesting combination of life."

20 Years As Agent

The first Nelson striker apin some 20 years as concession harmony. Anna was born in cheaper before World War IL agent at both stationary stalls Leipzig, as her husband tells it. And the \$50 doll rack with 45 and on the road.



HARRY NELSON

"All started in 1902," he says. end of the pier."

contact with a striker.

"I stayed with the striker for that figure generally." three years, then went out on a It's still the same on prizes. doll rack in 1911, then back to a Nothing fancy, he says, since they striker."

Met Wife At Striker

Nelson made his first striker Nelson's strikers have been set agented, for several years. In

I wasn't interested in getting "There was also one sent to the married, and we could take it

show business. Nelson, the striker man, and Anna, an accomplished up, but only slightly in comparivaudeville trouper, have worked son with other items, he says. peared after its builder had put together since in near-perfect The \$400 portable model was \$50 into show business, crossing the slightly cheaper. Since the only

> one singing and she doesn't like into the job. the voice, she jams her fingers they doing there, peddling fish?" | wages."

About 74

Nelson's humorous approach to life is the result of long, hard years in the business. And at 74-"I think it's about 74," he says-he still swings the mallet with authority.

"What's the matter, kid, you "I took a job on the old Iron Pier chicken? Watch the old-timer," selling waffles at a penny each, he says to youngsters at his two six for a nickel. Next year I strikers on 16th Street and the worked on a train ride at the Bowery on Coney Island. And the old-timer still gets a ring For the next five years, thru out of the bell four times out of five. Nelson's Corner, as he is fond of calling it, consists of the strikers, a workshop, 17 concession stores, and a parking lot. And when people comment on the size of the property, Nelson retorts with his usual rejoinder: That's right, he'll be the richest man in the cemetery. The corner was acquired in 1939, after Nelson had his fill of travel.

vive. Every once in a while I call him old Borrowed Time Sacha."

Altho striker rates to the customer haven't changed for some years, Nelson thinks he pioneered the three-for-10-cents play, As late as 1927, he recalls, it was Arkansas Missouri two strikes for a nickel, "and no Little Back-Ark Livestock show & Bedes, Brockfield Bodes, Sept. 4-6. Candenton Candentes Bades, July 7. prize, either."

Three For Dime

"In 1939, I remember it was 1908, he worked successively at Mardi Gras night on Coney, I put a picture gallery, ring pitch over up a sign saying Three Strikes, Los Angeles-L A. Co. Sheriff's Rodes. blocks, pitch plates onto spot, doll 10 cents. They said, 'Nelson, you'll rack, and finally came his first take that sign down." But I didn't and the price has leveled off at Petatuma-Petamuia Radeo, July 31-Aug. 1

> all want to try the striker. Two bells, a lei. Three bells, a cigar.

"That's why I always have a stogie in my mouth. I have to have so many cigars around I Ventura-Ventura Bodeo, Oct. 9-10. can't stay away from them."

It used to take Nelson all of a week to make a striker singlehandedly. Now he turns one out in two days flat. It's about the same for the doll rack, which has Brighton-Brighton Rodeo, Aug. 14-15. been declining in popularity with the increasing play gained by Philippines," he says wryly, "but from there. In six months she punk and cat racks. But that's Cheyenne Wells Reden all right, Nelson opines. The doll

Not Much Price Rise

Prices of strikers have gone and took a formally trained voice faces in nine rows was also only Monte Vista-Ski III Biampede, Aug. 3-5. Atlantic 19 times with shows, expense involved is lumber, the "She still has an appreciation manufacturer's costs are not much for fine music and doesn't mind higher. Once he got the work letting people know it," Nelson down to a science, Nelson says, grins, "Whenever she hears some- he was really putting less labor

"Labor's cheap," he wisecracks. into her ears and yells; 'What are |"I don't have to pay myself union

Altho he goes to the Chicago

"First day or so we're all sociable, the other striker makers Downey-Marsh Valley Rodeo, Aug. 27-28. and me. Then near the end it's Emmett-Emmett Rodeo, Aug. 13-14. all business and they're not my pals any more. To heck with Idaho Falls-Warbonnet Roundup, Aug. that."

The Nelsons' son, Lester, occasionally helps out in their stores when they operate those that Nampa-Bnake River Stampede, July 13-16. aren't rented out for the season | Earl Garrity. at Coney. But Nelson quips that Oakley-Oakley Ploneer Celebration, July Lester, a Civil Service worker, isn't fast enough for the striker business.

Rodeo Dates

Oct. 4-2. Diyde H. Byrd. Pine Bluff-Pine Bluff Boden, Sept. 23-25.

California

Portuna-Purtura Roden, July 10-11. J. D. O'Dell.

App. 25. E. W. Hiseallux.

Marced Merced Hodeo, Aug. 27-38. Oirnn Pountain.

Salinaz-California Rodeo, July 15-18. E. J. Lesch Ban Diego-Ban Diego Rodeo, Aug, 27-28.

San Francisco-Grand National Livestock Expension, Oct. 29-Nov. 7. Parter Seanon. Ban Fernando-Ban Pernando Roleo, Sept. 6-1

fian Juan Bautista-Piesta-Rodeo De San Juan Baut, July 11. Leonard Castano. Yuba City-Yuba-Butter Hodes, July 20-21. Leon C. Baylor.

Colorado

Akron-Akron Rodeo, Aug. 13-14. Boulder-Paw Wow Days, Horse Show & Rodes, July 31-Aug. 2. Bob Buls. Burna Vista-Burna Vista Rodro, Aug. 7-8. Castle Rock-Castle Rock Rodeo, Sept. 11-12 Sept 3-4. Colorado Springs-Pikes Peak or Bust Rodeo, Aug. 3-7. Jasper Ackerman. Denver-National Western Rodeo, Jan. 14-22. Wilson McCarthy. Durango-Bpanish Trails Picata, Aug. 6-8 Franklin McKelvey. Evergreen-Hig Show in the High Hills Rodeo, July 31-Aug. 1. Gunnison-Cattlemen's Days & Rodeo. July 14-18. Lamar-Lamar Rodeo, Aug. 21-22. Allen Franell. Mante Vista-Ski III Stampede, Aug. 3-5. John H. Beatty. Pueblo-Colorado State Pair Rodeo, Aug 25-27. W. H. (Bill) Klitle. Trinidad-Trinidad Rodeo, Sept. 4-6. Harry L. Beirne. Woodland Park-Woodland Park Rodeo. July 24-35. Yuma-Yuma Rodeo, Aug. 10-11. Florida Perry-Perry Badeo, Oct. 16-17. Idaho conventions, Nelson isn't sure Burley-Burley Bodeo, Aug. 26-28. Truman how long he'll keep it up. Bradley. Caldwell Night Bodeo Aug. 10-14. Caldwell-Caldwell Night Rodeo, Aug. 10-14. P. L. Blomquist.

> Filer-Piler Rodeo, Sept. 1-4. Gooding-Gooding Rodeo, Aug. 19-21.

18-21 Jarome-Jerome Rodeo, Aug. 12-14. Malad-Oneida Co. Rodeo, July 8-10. Montpeller-Bear Lake Rodea, Aug. 19-31.

Missouri

Camdenton-Camdenton Roden, July 7-11. La Belle-La Belle Bodes, Aug. 6-8. Plaite City-Plaite City Rodeo, July 23-38. Mt. Juarph-BL Joseph Rodes, Bept, 24-26. Ht. Louis-Ht. Louis Hoden, Aug. 24-29. Mikeston - Sizestan Rades, Sept. 15-18. Trenton-Trenton Bodeo, Aug. 16-18.

Montana

Billings-Midland Empire Pair Hodes, Aug. 15-14. H. L. Pitton. Butte-Butte Rudeo, July 7-18. Dedson-Dodann Rodeo, Aug. 7-8. Fursyth-Forsyth Radeo, Aug. 18-79. Great Falls-North Montana State Falr Radon, July 20-Ang. 2. Los C. Dalley. Kalispell-Kalispell Rodso, Sept. 18-11. Lewiston-Central Montana Pair Bodes, July 29-31. James M. Benultz. Shelby---Marias Pair Rodeo, July 32-23. Clifford C. Coover. Walf Point-Walf Point Radeo, July 9-11. Nebraska Burwell-Burwell Roden, Aug. 11-14, Gardon-Gardan Co. Fair & Bodeo, Bept. 11-13. Geo. B. Comer. Johnston-Johnston Rodes, Bept. 3-6. Omaha-Az-Bar-Ben Roden, Sept. 24-Oct. 3. J. J. Isaasson. Seward Beward Rodeo, Aug. 17-18. Bidney-Skiney Rodeo, Aug. 28-28. New Mexico Albuquerque-Albuquerque Rodeo, Sept. 25-Oct. 1. Roswell-Roswell Rodeo, Oct. 5-3. Banta Pr-Banta Pr Rodeo, July 8-11. Bacorro-Bocorro Rodeo, Bepl. 4-5. North Dakota Beulah-Beulah Rodes, Sept. 5-6. Oklahoma Ada-Ada Rodeo, Aug. 10-14. Chickasha-Chickasha Rodeo, July 14-17, Claremore-Claremore Rodeo, July 7-10. Elk City-Elk City Rodeo, Aug. 26-28. Healdton-Healdton Bodeo, July 27-28. Minton-Minton Rodeo, July 19-31. McAlester-McAlester Rodeo, Bept. 2-5. Vinita-Vinita Rodeo, Aug. 25-39. Walters-Walters Rodeo, July 15-17. Yukon-Yukan Rodeo, July 30-31. Oregon Elgin-Elgin Hodeo, July 24-25, Heppner-Reppner Rodeo, Sept. 4-5. Joseph-Chief Joseph Days Rodeo, July 30-Aug. 1. M. V. Witty. Moro-Moro Rodeo, Sept. 11-12. Pendleton-Pendleton Roundup, Sept. 16-18. B. A. Davis. Prineville-Crooked River Roundup, Aug. 6-B. Don Yancy. Redmond-Redmond Rodes, Aug. 20-29. South Dakota Buffalo-Labor Day Rodco, Bepl. 5-6. Clear Lake-Crystal Spring Ranch Hores, Aug. 24-27. Deadwood-Days of '16, Aug. 6-8. Nell Perrigour. Pairfax-Pairfax Rodeo, July 4-5. Paith-Tri-Co. Stock Show & Hodro, Aug. 13-15. Huron-Huron Rodeo, July 9-11. McLaughlin-McLaughlin Rodeo, Sept. 5-6, Mission-Great Platna Roundup, July 24-25.



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It's Coney For Him

"They can have that setting up and tearing down in the rain and mud," he says. "I had plenty of it. All over the East and Midwest. I'll take Coney Island, of which there's nothing like it."

And travel he did. A native New Yorker, he covered plenty of territory on the road with shows ranging from the smallest to the biggest, including Strates, World of Mirth, Cetlin & Wilson, Oscar Buck, Endy Bros., Mel Dodson, Prell's, Perry, Johnny J. Jones, Mike Buck, Harry Heller, and others. And he says the big shows were better for strikers.

"They got more people onto the midway, especially when there were free acts. Of course, the big ones charged more but I did better in the long run. The rents before the war ran from \$25 on. a gilly show to \$75 on a big one."

Before Nelson entered the striker manufacturing field most were made by Farmer Dan of Pottstown, Pa. Nelson added a few improvements and the design has been basically the same for many years. One change was that from using a long pole as a support to portable strikers which are raised in sections. And an incident involving the old-style striker brings a broad grin to Nelson's face.

Swaypole Act

Nat Sachs has painted the lettering on Nelson's product since the old, old days. He used to use a bosun's chair and suspend himself in it while painting numbers on high.

"One day he was up there when a rope broke and the chair fell," Nelson recalls. "I heard a fellow shouting 'Get me down from here!' and there was Nat hanging onto the boards 45 feet up. We got him okay, but a kid was watching the painting and the stuff splashed him from head to toe when it came down.

Dodson's Problem

"I sent him out a while with Mel Dodson's show and Mel said he couldn't get any work out of the boy. I said to Mel when the Fort Madison-Fort Madison Rodeo, Bept. boy wasn't around home he was Mel's problem, not mine,"

The places Nelson has operated are almost countless. Among them were Long Beach, South Beach, Atlantic Highlands, Bridgeport, Poughkeepsie, Long Branch Pier, Keenesburg, Norfolk, Milford, Union City and elsewhere. On Coney there were Surf Avenue by the Tilyou Theater, Surf and 21th, 23d and the Boardwalk, and both 15th and 16th and the Bowery.

That's a heap of locations, but Nelson thinks of them in other terms. "It's also a heap of cigars, he says, with typical candid Nelson humor.

24.

Pocatello-Pocatello Frontier Days, July

15-17. Roy Lindley. Preston-Famous Night Rodco, Aug. 5-7. St. Anthony-Premont Co. Pioncer Days, July 23-24.

Soda Springs-Stampede, Aug. 13-14. Weiser-Weiser Roundup, Aug. 5-7.

Iowa

10-12 Sidney-Iowa's Championship Rodes, Aug

17-21. Ralph Travis.

Kansas Abilene-Wild Bul Hickock Rodeo, Aug. 23-38. C. S. Peck. Coffeyville-Coffeyville Rodeo, Sept. 4-5.

Culby-Colby Rodeo, Aug. 7-8. Parsons-Parsons Rodeo, Aug. 20-22, Phillipsburg-Phillipsburg Rodes, Aug. 5-8. Pretty Prairie-Pretty Prairie Rodso, Aug.

3-5 Topeka-Santa Pe Trail Rodeo, July 15-18. Chas. M. Boyles.

St. Prancis-St. Francis Rodeo, Aug. 26-27 Wichits-Wichits Rodeo, Sepi. 23-26.

Winfield-Winfield Rodeo, Bept. 1-3. Louisiana

Alexandria-Alexandria Rodeo, Aug. 24-38. West Monroe-West Monroe Rodeo, Sept. 15-18.

Minnesota

Wainut Grove-Walnut Grove Bodeo, July 10-11.

Oelrichs-Last Roundup, Bept. 18-19. Rapid City-Black Hills Range Days, Aug. 19-22. K L. Roberts.

St. Onge-Rough Riders Rodes, Aug. 26-27, Sturgis-Sturgis Rodeo, July 17-18.

Tennessee

Memphis-Memphis Rodes, Sept. 25-Oct. 3. Memphis-World's Championship Rodeo of Mid-Bouth Fair, Sept. 25-Oct. 3. (Continued on page 54)

Houston Shuffles '55 Run to Avoid **Date Overlapping**

HOUSTON, July 2 .- The 1955 Houston Fat Stock Show has been especially scheduled this year so as not to conflict with the San Antonio Livestock Exposition dates.

For the past few years, dates of the two shows have conflicted. The exposition is scheduled for February 28. The Houston show will be open February 2,

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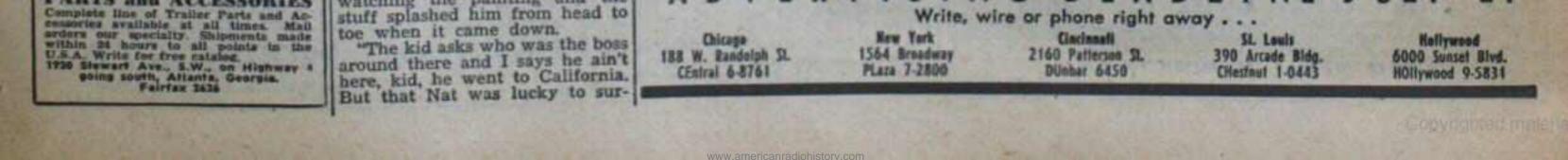
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Game operators, streetmen, pitchmen-everybody who uses prize, gift and novelty items-use this issue to find "Where to Buy It" the countless merchandise offerings they'll be featuring the rest of the season-right thru the 3 blg Fair months just ahead.

ERTISING DEADLINE JULY Write, wire or phone right away . . .

New York

21



Cleaning Prolongs Life of Poppers

CHICAGO, July 3 .- The most | 6. Each week remove the raw important factor in the proper corn drawer and clean thoroly. maintenance of any popcorn ma- 7. Each month remove the exchine is cleanliness, according to haust filter and clean in a hot solu-C. J. Cretors, of C. Cretors & Com- tion of cleaning compound and pany, Inc., veteran manufacturer water. of popping machinery.

that requires regular attention is Use high grade SAE 20 motor oil. seven days a week, altho concerts the popping pan, which, like any 9. Every three months remove other cooking utensil, becomes the gear box cover and check the during the week is good, they restained inside from hard and regu- oil level. Oil should touch botlar usage. In order to present the tom of large gear wheel. When popped corn to the public in the necessary add Stanoil 200 or SAE most appetizing manner possible, 50 or 60 motor oil only. Do not it is esssential that the popping use grease. pan be kept spotless, Cretors said. 10. Stand back from your ma-

cleaning compound which is placed "critical" eye. Does the glass sparin the popping pan together with kle or has it a smeary look? How two cups of water and allowed about the lucite top. Has it been to simmer for 10 minutes. The so- cleaned? Are any light bulbs lution is then dumped and the burned out? Have the stainless pan wiped clean with a damp panels and trim been polished. In cloth. Following this procedure at other words are you proud of your frequent intervals will keep the machine? You should be. popping pan interior spotlessly clean and Cretors recommends this LISTEN 20 hours of operation.

The exterior of the popping pan needs only be wiped with a soft cloth while still warm to maintain its high luster. In the event the exterior has been permitted to become unsightly thru neglect, cleaning compounds have been developed that will restore the initial brilliance of the popping pan.

Clean Inside

It is important that the interior of the popping case also be kept Wile, secretary of the Indepenthe popper case interior is usually composed of stainless steel and glass, only a little effort is required. When the operator is thru for the day all unsold popcorn should be removed and the case thoroly cleaned. The waste corn tray should also be emptied daily and if the machine is one of the new elevator models, the cleanout drawer in the bottom of the elevator should also be emptied.

The second factor in popcorn machine maintenance is lubrication, Cretors said. Every three months a few drops of light machine oil should be placed in the oil cups at both ends of the driving motor, exhaust blower and elevator stove blower. At the same time the cover should be removed from the transmission and the oil level checked. The filter for the elevator blower and the filter for the exhaust blower should be inspected and replaced if necessary. The pilot light bulbs should be replaced immediately if they burn out and the illuminated lights inside the top should also be replaced in the event of failure to light.

8. Every two months put a few The main part of the machine drops of oil in the motor bearings.

He recommends the use of a chine and look it over with a

Tune Up Ears For Quality Popped Corn

COLUMBUS, O., July 3 .- You can put more pop in popcorn just dent Theater Owners of Ohio.

In his recent bulletin, Wile said "that if your ears are tuned, you can know whether or not you're getting all the pop there is to get." The bigger pop is the result of experiments by Purdue University gentecists who have worked for 14 years to coax more cups of popped corn from one cup of unpopped corn. Their current record is 36 cups. A few years ago, 30 cups was considered tops.

O. E. Nelson, of the university's

Denver Ops Biz Grows

DENVER, July 3.-Regularly scheduled concerts and a big influx of tourists at the Red Rocks Amphitheater here this summer is racking up good eat-and-drink business for Johancen Brothers, concessionaires at the spot.

The organization, which opened a new concession stand at the theater four weeks ago, are keeping it open eight hours a day, are not given every day. Business port, but it is booming on the weekends.



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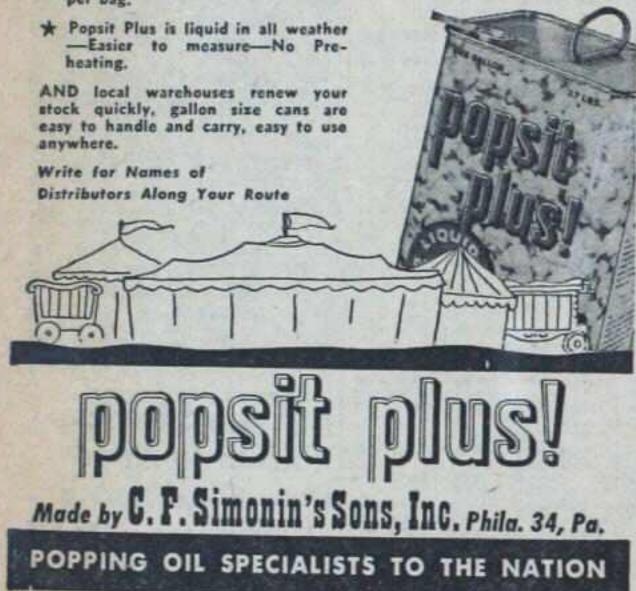
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Ten Tips

Ten tips to operators for the maintenance of their poppers are as follows:

1. Wipe the outside of the pan after each series of poppings with a soft cloth. This practice will Adds New Dealer keep the nickel finish bright indefinitely.

2. Clean the inside of the pan twice a week with a cleaning solution. Preferably on Friday and Monday, before and after the Serv dairy freezer and Sani-Shake heavy weekend business.

3. Each week remove the cover and clean thoroly.

4. After every 40 hours of operation remove the stirrer blades and lubricate the drive shaft with graphite paste.

5. Each week remove the waste corn screen and waste corn drawer and clean thoroly. Also clean the housing in which the waste corn drawer slides.

laboratory, has come up with a yellow-grained corn known as '202," which they say has terrific expansion and burst ratio. Nelson says the bigger the pieces of popcorn, the fewer it takes to fill a bag and also added that the consumer should be happy as the more the kernal expands, the crisper, flakier and more tender is the finished product.

He says he can tell by listening to the kernels pop whether they are just right for the popper. "People who have popped a lot of corn can tell whether it's too dry or too wet by the way it sounds," he said. "If it's too wet, it has a kind of dull thud. If it's too dry, it crackles. The right sound is a sharp explosion."

General Equipment

INDIANAPOLIS, July 3 .- General Equipment Sales, Inc., has announced the appointment of another dealer to handle its Sanimalt and shake makers. The firm is B. & S. Enterprises, 5028 Edgewood Road, College Park, Md., which has an exclusive in the Washington, D. C. area. Gerald Buchanan and Franklin B. Saville head up the firm.





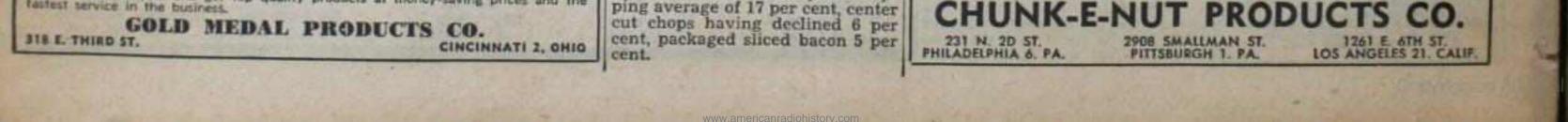


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Wholesale Meat Prices Dip 11%

CHICAGO, July 3 .- Wholesale meat prices in the United States have dropped 11 per cent during the past six weeks, the American Meat Insitute reported.

Wholesale meat prices in Chicago, generally typical of the country as a whole, averaged 3 per cent below prices of a month ago, the Institute said. Chuck roast at retail was down 7 per cent from prices of a month agoit dropped 3 per cent during the past week alone. Greatest declines. in pork at retail were registered in rib-end loin roasts which had declined in a month by a whop-



IULY 10, 1954

NEW DEVELOPMENTS

Mobile Pop Dispenser Boasts Big Capacity

CHICAGO, July 3. - Vacuum each containing a half pound of Can Company is marketing a mo- meat. Firm's barbecue sauce A. C. A. Margurits, Mich. bile beverage container that can comes in three-ounce bottles,--be wheeled wherever needed for Blackweider's Barbecue, 304 fast serving of any hot or gold, North Depot Street, Salisbury. non-carbonated beverage. The vacuum insulated container is Deep Fryer constructed of stainless steel and Does Double Duty . . . holds the equivalent of nine cases CHICAGO-Hotpoint, Inc., de- Beers Old Ballattle: Bichmend, Ry ; Mount of beverage at one loading. It can scribes its new "Mark 313" deep dispense over 1,000 drinks per fryer as two fry kettles, claiming hour, the manufacturer states, it turns out twice the production Bernard & Barry: Taronte, Ont. 8-10; Standard equipment includes a of ordinary units. In addition to Big Pour (Pair) Pressure, Wis, 5-11. cup holder, drain, cup dispenser high-speed frying, the 313, they Big Blate Ballins, Kan ; Clay Center 13-17. and cup supply compartment. The claim, semi-automatically takes B & J. Oceaster Hapedale, O., 7-10. unit rolls on semi-pneumatic, ball over such accessory functions as Bine Grass: Paducan, Ky.; Balem, III. bearing wheels.-Vacuum Can draining and straining fat and fat nine Ribbon: New Lender, Wis. Company, 19 South Hoyne Ave- changeover. The unit got its Blue Valley Cameran, Ma.; Buckner 15-12. nue, Chicago 12.

Magnetic Opener Keeps Tops Off Floor . . .

ST. LOUIS-A magnetic bottle opener that keeps bottle caps off the floor has been introduced by the Dazey Corporation here. The Candy Machine

unit is mounted on a wall bracket Possesses Flash . . . and has a permanent magnet which catches the cap and holds Miller has developed a new candy it until the user removes it. This patented method of removing the caps is said not to distort or damage the tops .- Dazey Corporation, large bars of chocolate that can Louis 7.

Ready-Mixed Batter for Breading

batter called "Kwik-Dip" has been already in operation at 1011 developed and, according to the Boardwalk, Atlantic City .- Linmaker, it results in an appealing dell's New Candy System, 412 Exgolden brown color when used on change Street, Vermilion. breaded specialties such as shrimp, scallops, filets, chicken, cutlets and chops. They also claim it retains the natural juices of the it retains the natural juices of the fish or meats. Ingredients include a combination of cereals, powdered egg yolk, dry milk solids, salt and vitamin A. It is easily prepared by adding water and prepared by adding water and stirring.—Willmark Sales Company, Inc., 630 Dean Street,

designation "313" because it is Boone Valley Tama, In. 7-10. said it turns out 313 two-ounce Burderland: Balmerhen, Tex. Buck, O. C.-Mudel: Anderson, Ind. servings of French fries in an hour Burks, Barry: Oakdals, La., 5-12. using only 28 pounds of fat __ Burkhart: Coltax, Bl ; Kewanes 12-17. Hotpoint, Inc., 227 Seeley Avenue, Chicago 12

VERMILION, O. - Lindell L. Chance, Jimmie: Anderson, Ind.; Muncie machine that is claimed will draw crowds due to its operation. The unit, thru the use of heat, melts be used for on-the-spot dipping of candy or ice cream. He claims it can be used in concoction with Cumberland Valley: McKenzie, Tenn. a concession stand making ice Davis Am.: Nywesa, Idaho, 7-11. BROOKLYN - A ready-mixed cream bars. Miller says a unit is Det-Flore Am.: Connelleville, Pa.



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12-17.

12-17.

14.

12-17.

12-17

Wis., 15-18.

Mierling 12-57.

Mukwemage 10-11.

22-28

Ideal Rides: Riving Son, Ind., 7-18. Imperial: (Pair) Brewnstown, 20.; (Pairi, Carpolitan 11-16. Interviene: Hasard, Ky. I. T.; Middlebown, N. Y. Johnny's United Brasil, Ind. Ken-Pen; Punzoulawney, Pa.; Blavena 13-11 Routes are far surrent work when no Mey City: Demotie, Ind., 7-10; Hymera dates are given. In came instances. 13-17. Revelence Expo : Pageland, B. C. Mile, Fleyd O.; Margeline, Ma-Lagance Am. Co.: Hudsen, Man. American Beauty: Mnowrite, In., 7-12; Lee United. Shepherd, Mich. Lewis, Ted: Coplague, L. L. N. Y., 8-13. Badger State: Bernarville, Minn.; Pertile Majestic Oreater: Port Buron, Mich., 12-18. Manning, Boss; Monsey, N. Y., 7-16. Marion Greater: Drezel, N. C. Baker United Linten, Ind.; Franklin 12-17. Beam's Attra : Sligh, Pa. Becht, Lee: (Girls' Tuwn) Cincinnati ?-Marks, John H : Long Branch, N. J. Marvel: Norris, Ill., 9-11; Danvers 13-17. McKenna's Hidea & Am : New Hulatein, Wis., 7-12; North Fund du Lar 13-18. Merriam's Midway; Grand Meadow, Minn. 6-T; Blooming Prairie 5-11; Pine Island Belle City (Lakenide) Racine, Win., 8-9, 12-14; Narthfield 13-17. Midway of Mirth: Carlyle, III. Mighty Hostler State: Pault, Ind., Shuals 13-17. Mighty Page: Galan, Va. Missouri Valley: Tenks, In. Mosher Am : Kinds, Mich., 9-11; Schewalng 13-15. Moser-Bundle: Braden, Ja., 8-10. Motor State: Paulding, O.; Bradner 12-17. Mound City, No. 1; Nakomis, Ill. Mound City, No. 3; Salem, Mo., 5; Alten. III., T-10. Myers, Sonny: (Fair) Albany, Mo.; St. Noseph 11-17. Nelson, George W.: Round Lake, Minn., 8-10; Corwills, In., 13-14. New England Am. Stoughton, Mass.; Central States: South Sloux City, Neb.; Brookfield 12-17. Nolan Am, Co., No. I: (Pair) Grove City, Cetlin & Wilnum: Erie, Pa.; New Castle O., 6-10; Obets 7-12. Nalan Am. Co., No. 2: Mount Sterling, O., 7-12 Northern Expo.: Wolf Point, Mont. Cherukse Am. Co.: Springhill, Kan., 7-10; Norton's Rides; Huron, S. D. Page Bros.; South Shore, Ky. Pan American Am. Corp.; (Pair) Palo Coleman Bros.: Pittsfield, Mass., 11-20. Collins, Wer: T.: (Fair) Bugby, N. D.: Langdon 12-17. Alto, Calif., 7-11; (Fair) Ban Rafael 14-1E. Penn Premier: Erie, Pa.; Du Bois 12-17. Playtims: Palmouth, Mass., 8-17. Crafts Expo.: (Pair) Roseville, Calif., 8-11. Powelson Greater: Shreve, O., 7-10; Reynpldsburg 14-17. Prell's Broadway: Riverhead, L. L. N. Y .; Levittown 11-21. Putska, A. H.: Hopkins Park, III., 8-11. Raines Am. Co.: Pawnee, Okla., 5-7; Bixby 11-16. Dobson's United; Black River Palls, Wis., Raley Bros.: Hookerton, N. C. 5-7; Prairie Furm 9-11; Turtle Lake 12-Reid, King: Houlton, Me., 5-6; Fredrickton, N. B., 8-17. Reithoffer: Spring Valley, N. Y. Down River Am. Co.: Denter, Mich.; Stock-Rocky Mountain Empire: Newcastle, Wyo., 7-11. Rockwell, Mike: Newcastle, W50., 7-10. Drew, James H.: Point Pleasant, W. Va.; Rogers Bros.; Onamis, Minn., 7-8; Cambridge 9-10; Ironton 12-13; Staples 15-17. Rose City Rides: Seymour, Mo. Royal American: Calgary, Alta. Royal Midwest: Chrisman, Ill., 7-10. Royal United: Danbury, Ia., 7-8; Manning Ellis, Doug! Newport, Ky.; South Newport 9-10; Charlotte 12-13; Clinton 14-17. Rumble Greater: Loogootee, Ind.; Jasper Emshoff: Capron, Ill., 2-10; Walworth, 11-17. Schafer's Just for Pun: Gary, Ind. NEW YORK, July 3 .- Sales of Fidier's United: Princeton, III.; Minonk Bhugart, Doc & Son: Pottsboro, Tex., 6-10. Hebrand Hrus.; Anaconda;

Holly Am.: Rast Point, Ga. Buttle, Butt, No. 1: Patrileid, III. Holtie, Butt, No. 2: Phora, III.

Mugu's Novelis Expe. Harilin, Mrs., 7-56.



49

EASTON, Pa., July 3 .- Little change in the picture for paper cups is predicted this year by J. G. Fageley, of the Dixie Cup Company.

Prices are fundamentally the same as last year, he said, and the general outlook for cup business in the outdoor amusement industry remains about the same as last year.

The firm, which manufactures containers ranging in size from 5 to 24 ounces, has introduced several new items this year that are slanted in many respects to the outdoor business.

West Coast: Medford, Ore., 7-11; Roneburg 12-18 West Coast No. 2; Vallejo, Calif., 5-14; Tracy 15-30. West Coast Expo.: Sacramento, Calif., 15-3.94 Western: North City (Seattle), Wash, Wilcon, Dick: Mallawamkrag, Mr. Williams Am. Co.: Old Furt, N. C., 6-10; Wytheville, Va., 12-17. Wilson Pamous; Toulan, Ill., 7-9; Springfield 10-11. Wolf Greater; S. St. Paul, Minn., 7-10; Cosmus 12-14. World of Mirth: Worcester, Mass. World of Pleasure: Cadillac, Mich. World of Today; (Pair) - Hallock, Minn., 7-12; (Pair) Thirf River Falls 13-16. Young, Moniy; Nephi, Utah, 7-10; Ogden 14-34.



C. Over 32 Years of In-

Brooklyn. Frozen Donuts Keep 6 Months . . .

age for the institutional trade con- days after defreezing. tains three dozen doughnuts .- Dix Ridge Road, Wilmette.

Barbecued Meat In Frozen Form . . .

SALISBURY, N. C .- Blackwelder's Barbecue is marketing barbecued pork loins and spare ribs in the frozen form, with largecooked over hickory coals and rochial schools as a Friday item. quickly frozen. The half pound carton is plastic lined and can be placed in an oven with the lid removed, heated and is ready to serve. A two-pound carton is available for bigger users and the firm plans to add five and 10pound cartons. The barbecued ribs are packed in plastic bags,



shrimp rolls have boomed enough to cause Flavo-Rite Foods to cast about for a new factory site. The Prontier: Glendale, Ariz, 8-11. Bronx firm started with Chinese WILMETTE, Ill. - Minit-Fresh egg rolls four years ago, and then Frozen Donuts it is claimed will began on its biggest seller, Flavos Gem City: Richmund, Ind., 7-17. keep under deep freeze for six pre-cooked shrimp rolls in noodle Gentach, J. A.: Trenton, Tenn.; Buntingmonths or more and can be jackets. Packed 50 to a 10-pound thawed or refrozen without loss of case, they are shipped frozen and flavor or any other deterioration, require only deep-fry warming To cook, the doughnuts are placed after which they can be kept in in the fryer and are ready to serve bun-warmers. They can be kept in about one minute. The pack- under normal refrigeration for 10

Cost to the concessionaire is Food Specialties Company, 421 about 12 cents per roll and retail Gooding Am. Co., No. 3: Indiana, Pa. price varies between 25 and 35 cents. Flavo-Rite supplies pointof-sales display material and also Gooding Am. Co., No. 71 Port Recovery, O. has decorative paper bags in Gooding Am. Co., No. 8: Cleveland. which to serve the item. The shrimp rolls contain shrimp and celery, with a small amount of cabbage. Item is sold at 250 drivesized quantities slanted for the in- in theaters, at roadside stands, stitutional trade. The meat is restaurants, markets, and pa-

10. **Circus Routes**

2160 Patterson St. Cincinnati 22. O. Alavardo: Gurrett, Ind., 6.

Send to

Bailey-Cristiani: Anchorage, Alaska, 7. Beatty, Clyde: Burlington, Wash., 6; Bellingham 7; Vancouver, B. C., 8-16; Port Alberni 12; Courtenay 13; Victoria 14-15; Duncan 16; Nanaima 17; New Westmineler 19; Chilliwas 20.

N D., 12-14; Perman 15-17,

Olens Palls 17.

Saranac Loke 10.

Livingsion 17.

Ps., 7; Tioncola 8; Marienville 9; Knoz 30.

Pranklin, Don, No. 2: Marshalltown, In., Smith's Funland: Ripley, W. Va.; Webster 7-17. Punland: Camdenion, Mo., 7-11. Gallo Am. Surf City, N. J. don 12-17. Georgia Am. Co.: Griffin, Ga. Gladstone Expo.: Marengo, Ind.; (Pair) Sterling Crown: Jerseyville, Ill. Orleans 12-17. Glass City: Toledo, O. Gold Bond Gilbert, Minn., 7-11. Gold Medal: Portage La Prairie, Man., 5-71 Carman \$-10; Yurkion, Sask., 12-14; Melfort 13-17. Gooding Am. Co., No. 1: Chillicothe, O. Gooding Am. Co., No. 2: Bloomington, Ind. Gooding Am. Co., No. 4: Lerain, O. Gooding Am. Co., No. 3: Elkhart, Ind. Gooding Am. Co., No. 6: Martins Ferry, O. Gooding Am. Co., No. 8: Granville, O. Gopher State: Echo, Minn. 5-11; Mantorville 15-18. Grand American: Toledo, In., 8-10; Iowa Falls 14-17. Great Wallace: Bellaire, O. Greater Dixieland Expo.: (Pair) Corydan, In., 7-10; (Fair) Wapello 13-16. Hale's Shows of Tomorrow: Lenoz, In., 5. Hames, Bill: Round Rock, Tex., 6-17.

Hammond, Bob: Granbury, Tex., 7-10; Shawnes, Okla., 12-17. Hannum, Morris: (Fair) Conshohocken, Pa., 7-17. Happy Attra : Quaker City, O., 7-10; New Washington 12-17. Happyland No. 1: Reseville, Mich., 7-11. Rappyland No. 2: Traverse City, Mich., 7-10. Helman United: Melcher, Ia., 7-10. Heih, L. J.: Sparta, Ill.; (Pair) Pinckney-

ville 12-17. Hiuwatha: Luckey, O., 7-10; Fustoria 12-17. Hul's Greater: Bidney, Neb. H. & M. Am.: Greensburg, Pa.



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Phone: 7-5914



CARNIVALS

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, III,

JULY 10, 1954

MOOSE JAW UP 10% FOR JOHNNY DENTON

Taylor-Teichner Show, Scooter Lead; Officials Okay Sunday Weyburn Move

Johnny J. Denton's Gold Medal two. Shows off to a flying start for "A Canadian Class B Fairs Circuit, finally got the break we've been

50

and made a 92-mile truck hop said he was pleased with his first to Weyburn, Sask, for another Canadian stop, three-day fair. Estevan, Sask., 54 miles from Weyburn, was the next move and then the show, Negro musical, operated by

commercial trucks on Saskatch- and Motordrome were practically by Attorney-General J. W. Cor- and Kiddieland went over well. man because a Monday opening Concession play was good, Art had to be made, Denton reported. (When Royal Canadian Shows ported. closed in Regina the previous

same period last year, according Melfort, Sask., 208; Lloydminster, Bayle's Restaurant, Clifton, N. J. to Denton and Mrs Verna Hy-land, secretary-treasurer of the Vegreville, Alta., 58; Red Deer, date marking the happy event, the of the shows, expected to get a stay on the B circuit by J. P. (Jimmy) Sullivan's Wallace Bros.' Shows.

Strong, day-long wind which stirred up clouds of dust on the fairgrounds on Saturday held the gross to the level of the first two days, otherwise it might have been even better, Denton commented. Despite the weather, the turnout was big and the grounds were jammed until

MOOSE JAW, Sask., July 3 .- | closing time. Every day biz was Hefty biz on each of three days excellent and the weather was at the Moose Jaw Exhibition got particularly good for the first

"After 11 weeks of rain and its 14-town trek of the Western one tornado, it looks like we've Org closed here Saturday (26) waiting for," said Denton. He

Top Grosser

Top grosser was "Top Hat," a playing Canada for the first time, Charlie Taylor and Charles was to be transported by rail. Teichner, with Red Perry on the A long-standing government front. A Taylor-Teichner unit statute, dusted off in recent featuring Latin-American danc-weeks, bans the movement of ers was second and the Side Show ewan highways on Sunday but tied for third spot. Among the the move to Weyburn was okayed rides, the Scooter held the lead Frazier, business manager, re-

Denton's mileage in Western Saturday, the trucks stayed on Canada will be 2,634, according the lot until Monday before to the route card. Rail hops are



PAMELA LEONARD, of the dance duo, the Leonards, has been entered in the contest for the title of Miss Outdoor Show Business of 1954, being sponsored by the Showmen's League of America. She is the candidate of the Charles Zemater Theatrical Agency,



NEW YORK, July 3 .- The Sam heading for Saskatoon). The gross for the first two days was 10 per cent ahead of the Man., 107; Yorkton, Sask., 337; E. Prells will celebrate their golden anniversary with a dinner and en-tertainment, Sunday (18) at Gene

Moose Jaw Exhibition. Last year marked the close of a long-term stay on the B circuit by J. P. Alta., 148; North Battleford, 132, and Lethbridge, Alta., 614. Prells are celebrating at a time family and group of friends. State license for operation of all family and group of friends.

WOM Holiday Stand **Finally Set at Lowell**

rangements for the appearance of ton (Mass.) Fair, the World of Mirth Shows on city The sponsors paid the city \$5,000 property for a four-day holiday for the date. They also agreed showing beginning last night were that local concessionaires would be finally completed last Tuesday allowed to participate in the fete, (29).

listed as the sponsor and holder concessionaire. of the special license calling for the use of the South Common, a here will be especially welcomed city park, and John F. Carney, by the show personnel after two local promoter, whose family has weeks of the dullest activity the been active in the promotion of show has faced in many years at the famed holiday celebrations Upper Darby, Pa. A five-day layhere for many years, figuring off followed the Upper Darby date prominently, all of the details for as the show made a leisurely move

Altho there is a site switch involved- from the North to the South Common-the affair looms Monday night and journey to Worto be as big as ever in the past. cester, Mass., where it will open Last year the World of Mirth Tuesday night. Show officials are grossed around \$40,000 for the three-day period with no girl will approximate that of two years shows or concessions of any kind ago when a bonanza date at a operating. The switch to the different location was cut short be-South Common was made because of the objection of noise in the vicinity of the North Common. Usual procedure here is to operate thruout the night before the holiday and right on thru Independence Day.

Sunday Operation

Frank Bergen, general manager show is granted a similar privilege

Del Mar Fair

midway.

DEL MAR, Calif., July 3 .- Busi-

LOWELL, Mass., July 3 .- Ar- each year when playing the Brock-

as in the past. The World of Mirth With the Marine Corps League is being regarded as a single large

Any good earnings garnered the presentation were worked out. in here, arriving on the grounds Thursday morning.

> The show will tear down here hopeful that business in Worcester cause of noise complaints.

After Worcester the show heads for Maine and a combination of still dates and fairs played for many years.

Continental's Grosses Good In Plattsburg

LANCASTER, N. H., July 3-The Continental Shows jumped in here after a good week in Platts-

Shrinking Dates, High Road Costs Worry Independent Concessionaires

NEW YORK, July 3 .- Increas- lack of show spots. Local and The three-day weekend means burg, N. Y. Originally scheduled ing difficulty in laying their traps State legislation have narrowed that many may miss the Sunday to go to St. Albans, Vt., the date down and the continuing high the field considerably. Service, which is likely to be the biggest was switched to make an appearcost of on-the-road living are veteran and fratenal organiza- in the three-day period. Monday, ance here possible. This town has clobbering the independent con- tions, flush from boom and com- they know from past experience, not harbored a still-dating carnival cessionaire and the agent for hire. fortable times, have found easier is likely to be a comparatively in several years and business is A contributing factor is the eduand lazier ways of making money dull wind-up day. cation of committees, which leads to bolster their coffers. to their eventually taking over The good dates are not all gone opportunity there is little evifor an amateur and freeze-out by any means but the good ones dence that the ranks of the indeoperation. appear to be spaced out more pendent concessionaires are di- to build a holiday spirit and crowd, Given large shots of bum than in the past. The winning minishing. Let there be rumor of The show will move quickly out weather, as happened this spring, week with the circus in Philadel- a bonanza potential and they will to add to the fixed problems, the phia, for example, was followed descend like a horde of locusts. at Woodsville, N. H. outlook becomes a dismal one. by lay-offs for any number of Any fair of substance doesn't have The chance for earnings, some operators. When the profits for to look interested more than once say, is being narrowed more and Dick Wilcox Shows moved here more, each year, making the fairs one week, no matter how good, before it will be swamped by have to be spread over two, three applicants for space. or even four weeks, there is little The complaint that serviced rigid but Roland Champagne, gen-The slicing of potential workmoney or attraction left to the committees are quickly educated eral manager, reported that everystorm that sprung the Ferris ing time leaves the operators even business. and soon take over operations more vulnerable to the whims of the tops and scattered equipment the weather and concession man-The agents, who look for work themselves are well founded. But where they can get it and stay as this part of the picture is not agers alike. His pick-and-choose The big blow came at opening authority becomes limited and he long as it's good, point to a mini- entirely bleak, either. Many of time Tuesday (22) and was ac- winds up on the short end of the mum \$75 to \$85 a week nut just the better spots continue to work companied by heavy rains. The supply and demand control facfor living expenses as a principal with professional aid, well aware factor in holding down their case of the fact that better earnings money. For many whose living will usually accrue to them.

Wind Belts Wilcox Org At Caribou

FORT KENT, Me., July 3 .this week from Caribou, Me., increasingly important. where the org was hit by a wind-Wheel, knocked down many of all over the lot.

Merry-Go-Round was damaged tors. slightly but the concessions and back-end received the brunt of the blow.

The Searo's 30 by 50-foot top was moved seven feet, the frame broken and stock scattered. The Bo Harris girl show top was blown down. Two days of sewing put it back in shape but Harris has ordered new canvas. Dave Bottner's ball game top was demolished and Ginsburg's novelties were scattered. Storti's guessyour-weight was demolished and he's building a new one.

in here, it was in fair shape but rainy season recently, the Vivona some concession ops were waiting clan last week had to buck for new canvas. Recent visitors weather of the opposite extreme. included Mr. and Mrs. Charles Hot weather and the nearness of Gualay, of Philadelphia; Thomas a beach kept many potential cus-Keegan, San Francisco; Nora tomers off the midway at Wes-Wright, Houston; Mrs. Bozo Har- terly, but Vivona Bros.' Shows ris, Bangor, Me.; Nick Longo, still managed to do all right Boston; Mrs. George Storti and thanks to a co-operative VFW son, Joe, from Andover, N. B., and committee. Steven, Louis and Leon Byrson, of Canada.

C&W, Serfass **Co-Date Erie**

Wilson Shows had a fair opening and Barney Oatmeal's Monkey here Monday (28) as they started Motordrome has also come on to a 13-day stand. The show was round out the back end which all alone during the first week, now consists of eight shows.

Apart from the weather and its expected annual toll, most operators seem concerned about the

Heat & Beach Slice Into Vivona Biz

PAWTUCKET, R. I., July 3 .-By the time the show pulled After having come out of the

Altho attendance was far from the best experienced this year, spending by those who came was not bad. Sunset matinee on Wednesday (30) was the best day did not fare well in spite of it Mich. Stand being a Saturday.

Frank Zorda has joined to take ERIE, Pa., July 3 .- Cetlin & over the office-swned Side Show, but will have plenty of company Equipment is being painted for and for the second straight week rides were featured from 10 a.m. which Sutton renamed. and competition next week. Due to show here Monday (F) all ride help pitching in on the duced normal grosses. Show had honored 7,000 passes distributed to F. M. (Pete) Sutton Jr., business

habits have been molded by plush years, the minimum nut **Babcock Biz** for living on the road would perhaps pay for no more than onehalf their needs.

The rough springs, with a lot of work and little money, have been berated by the operators for vears. Now, as in the past any Down 10% at years. Now, as in the past, any number are swearing a later start for next year but the chances are, come April and exodus from Florida, they'll again be part of the caravans heading for the North.

This week inactive concession- ness of the Frank W. Babcock aires were plentiful in the eastern United Shows playing the midway area. The lay-offs resulted from of the Southern California Expothe usual before-the-Fourth lull, sition and San Diego County Fair Worse still was the knowledge Combined was reported about 10 that the holiday opportunities ofper cent behind the first four days fered but slim pickings with the of last year. The event runs 11 better spots gobbled up and at days and closes Monday (5). the saturation point well in advance.



SAULTE STE. MARIE, Mich., July 3 .- Amusement Company of America railed here this week Kids' Day at the fair. Nine-cent the former Groves Greater Chows

expected to be good altho the Despite the claimed lack of opening days were held down by inclement weather.

Fireworks tonight are expected of here to make a holiday stand

Plattsburg was reported very good even tho the show was predated. Bingo did not operate and the restrictions on girl shows were one got some money.

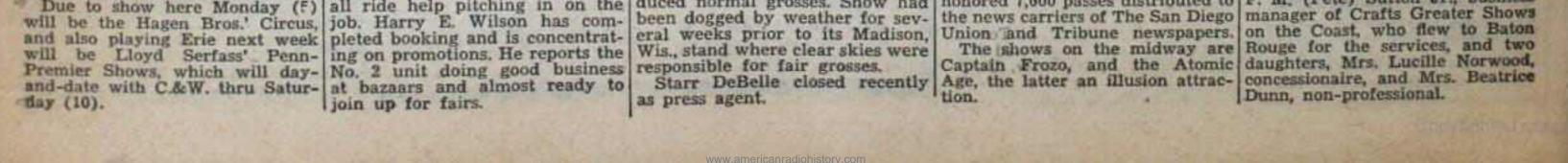
The holiday stand at Woodsville is scheduled to get underway tomorrow night with a gigantic bonfire, a traditional Fourth feature in this area. On Monday (5) a large fireworks display will be presented. It has been five years since the show played Woodsville. The date has been heavily advertised and the sponsoring American Legion is looking for a big week.

Agent Paul LaCross has been on the road for about a week handling advance promotion. A radius of 75 miles is being covered. Some 1,200 cards have been placed in addition to bumper strips, newspaper and radio advertising.



BATON ROUGE, La., July 3 .-Frank W. Babcock, owner, Funeral services for Frank M. brought in 20 rides, 2 shows and Sutton Sr., veteran carnival own-The traveling operators are not 64 concessions for the date. They er and manager who died of a too happy with the calendar set- are under the direction of Larry self-inflicted gunshot wound June up of the holiday this weekend. Ferris as manager. Mrs. Rose Fer- 25 in Denham Springs, La., were ris is in charge of the Kiddieland, held June 27 at the Hollabaugh which is separate from the main & Searle Funeral Parlor here.

Sutton, who had been a show In the carnival midway, Ferris owner and manager for 49 years is using 10 rides with the Cater- and was one of the oldest active pillar and Round-Up making their outdoor showmen, died in his debuts on the show in this loca- trailer on the midway at Denham tion. Also being used are 15 30- Springs where the Gulf Coast foot and five 40-foot light towers. Shows, which he managed, was Monday (28) was the annual playing. The Gulf Coast org is

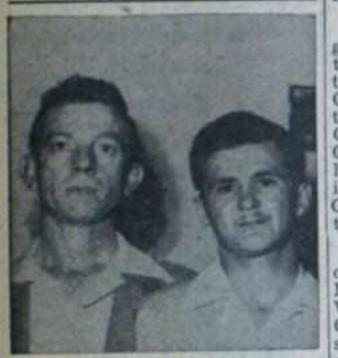


51

MIDWAY CONFAB

Ala, headquarters last Monday from a Wisconsin fishing trip (29) for his annual busman's holi-day. This year Fox will spend three weeks on Shan Bros.' with her 10-year old son, Buddy. The youngster proved the best angler of the party, landing a 12-Shows in a pinch-hitting capacity, pound trout. Also on the trip were and may attend the Circus His-torical Society national conven-tion at Columbus, O., before returning to Mobile. Recent visitors to the Fox apartment in Mobile ley Shows at its Cameron, Mo., included James Cephus, former July 4 date included concessionincluded James Cephus, former July 4 date included concession-circus boss canvasman; Harry aires Charles Pierce, 4; Henry Bartlett, former concessioner with Patterson, 2; Les Howe, 1; Curly Cavalcade of Amusements; S. A. McBrien, 2; Buck Jones, 1; Bill Ratliff, retired circu billposter, and Johnny Adams. . . Frank W. Delaney. 1, and Copelands, 3. Peppers. owner-manager of Ala- Rose and Jack Smith were the bama Amusements, recently suf- free act. Ride men included Don fered a mild heart attack and wa confined to his Mobile, Ala., Garner, Merry-Go-Round; Dave home for several days.

Mr. and Mrs. Harry Bartlett, who operated glass-pitch concessions on the Cavalcade of Amusements for four years, are now in reports the show now has 21 chil-the restaurant business on Dog dren under 12 and a total of 30 River, near Mobile, Ala. . . Mr. dogs. One of the youngsters, and Mrs. Larry Simmons card from Prichard, Ala., that they re-the casualty list when he fell and



THOMAS H. CROSBY, concessionaire, and Eddie Bisson, one of his agents, are with the County Fair Shows. Both make their homes in Los Angeles,

cently took delivery on an M-

Walter B. Fox left his Mobile, | Amusements, recently returned angler of the party, landing a 12-Mr. and Mrs. Al Luther and Ed

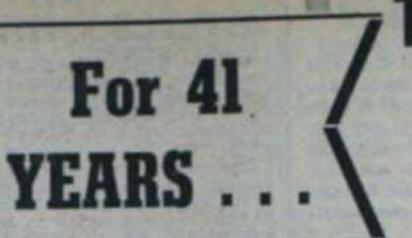
> Personnel line-up on Blue Val-West, 1; Leona Conwell, 3; Mrs. Hoover, Ferris Wheel; Kenny Doge, kid rides, and Buck Jones. Mix-Up.

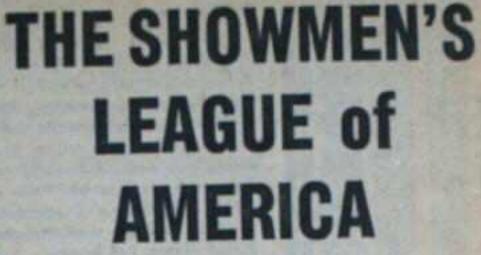
> Census Report: G. Robinson. of the Star Amusement Company, broke his arm.

Starr DeBelle, who recently gave up the press agent post with the A. C. A. Shows, has joined the Floyd E. Gooding Amusement Company, working as a sort of a trouble shooter for the various Gooding units, DeBelle was in Cincinnati last Wednesday (30) looking over the Gooding "Danc-ing Waters" unit at Ed Schott's Coney Island. He is working out of the Columbus, O., headquarters.

Gene Kight, who has the 10-in-one on Johnny Denton's Gold Medal Shows, now playing the Western Canadian B Class Fairs Circuit, has an impalement act, sharpshooter, blade box, vent-magic act, electric chair, spider illusion, guillotine, sword swallower, alligator-skin man and a half and half.

Folks on Miller Bros.' Amusement Company played summer Santa Claus to a big group of orphans while playing Fort Wayne, Ind., recently. The youngsters, 2 p.m. to 5:30 p.m., rode the rides and left with plenty of merchandise won on the front-end where everything was free. Sol Rosenfield and Jimmy Pippin supervised the activities; Dad and Ma Miller were busy handing out candy apples and popcorn and Port Jervis, N. Y., and Mrs. a busy place all day. Johnny Levin put on a special show with his cannon act. Harry Schwartz has joined Prell's Brodway Shows with his sit-down grab. . . . Richmond Cox. World of Mirth publicist, was a New York visitor Monday (28) the five cays between the Philadelphia and Lowell stands. . . . John Crandall, of Cross Roads Al Weinberg was visiting his sis-Amusement Company, is sporting ter in New York this week after





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Help support its many outstanding charitable activities by casting your votes for . . .

MISS OUTDOOR SHOW BUSINESS OF '54

Every Vote Helps the League Do More!!

20th CENTURY SHOWS E. D. MCCRARY MRS. E. D. MCCRARY A 30-CAR RAILROAD SHOW ON TRUCKS *

System house trailer manufac-Simmonses formerly operated from St. Vincent's Villa, came in concessions on Wonder City and other shows, but are now off the road.

Aggie Ross, of Prell's Broadway Shows, and her son, Gary, visited their home recently to help Aggie's mother and father celebrate Joan Prell and her son visited in Paul Miller's foot-long stand was their 50th wedding anniversary. Charles Gutterworth and sons spent a recent week in New Jersey.

Bill (Slim) Chappas, of the Dick Wilcox Shows, was lucky recently when his panel truck, which he was towing behind his cookhouse vehicle, broke loose but wasn't en route to Lowell, Mass., for the damaged. The vehicle came loose show's July 4 date. . . . Dada King unbeknown to Chappas, who and other World of Mirth agents backtracked and found it upright holed up in New York for most of in a field.

a new house trailer. Howard Fass- making some firemen's doings in bender, also of that show, visited Maryland, friends on the Hagen Bros., Cir-cus, including Mr. and Mrs. Harry Allen.

John Lagasse recently added a greyhound game to his concession string on Playtime Shows and is readying a beano game for the fairs. Harry Rees and Charlie Baker joined Playtime with three concessions and Billy Boudreau came on with his Motordrome, three hours' duration Wednesday the show are Hap and Kit Sadlier, who came on with their time. string.

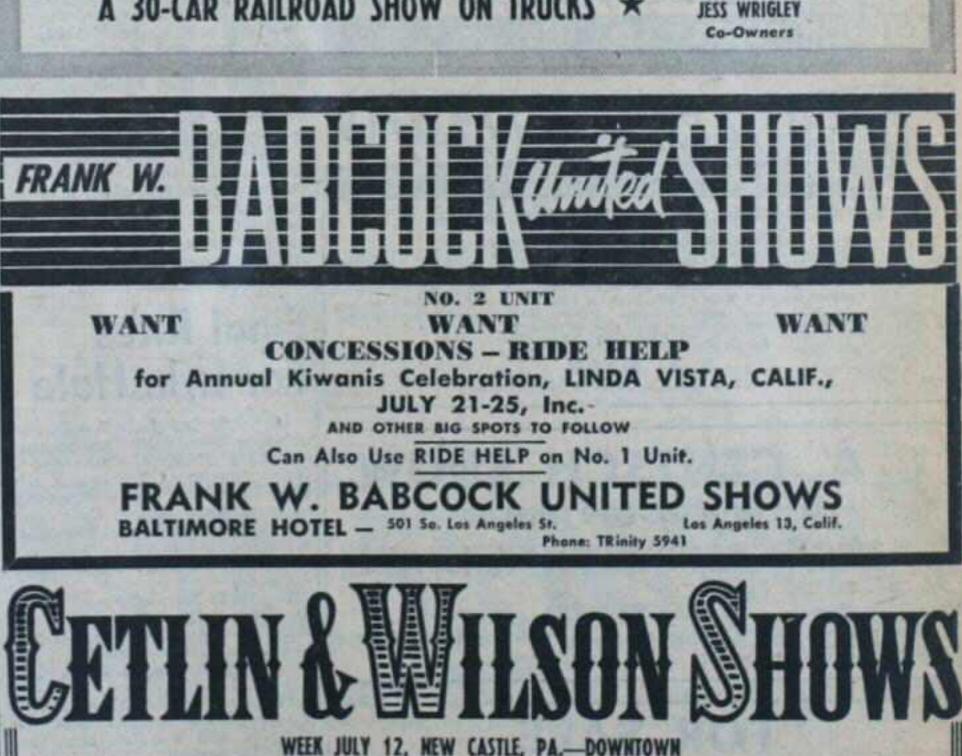
For Fun Shows were in Chicago recently visiting relatives and friends. . . . Casey Jones. snake show op on Eddie's Exposition Shows, is in a Washington, Pa., hosted John and Marie Vivona. hospital after being bitten by a rattlesnake. His wife, Lee, is operating the show in his absence.

this season. Cruz has the camp during the week with several and match box concessions. . . . Fred Bell, of U. S. Shows, has remodeled his cookhouse and has a new top covering the eatery. Bell Dom Vivona is doing a great job also has jewelry on the org with helping his ma in the main office, Kellis Hamilton as agent. Also Wilson says. Visitors in Westerly who is handling tickets, and Ben- Ann and her husband.

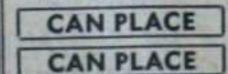
Concessionaire George (Dixie) Malanga is now in a Newark (N. J.) Hospital for a check-up. His wife, Lucille, is staying with his relatives at 10 Stone Street.

Pete Burkhardt, assistant concession manager on Royal American Shows and formerly with the World of Mirth Shows, underwent a major stomach operation of Also added to the front end of (30) at St. Joseph's Hospital, Tampa. He will be confined for some

Vivona Bros.' Shows credited Chuck and Lil Schafer of Just VFW committee head Angelo Sposate and his group for a winning week at Westerly, R. I., with hot, muggy weather having threatened to hold down grosses. Sposato Rosita and Danny Dell, Moe Vivona and Peggy and Harry Wilson at a dinner party in his home. Grover Marks and Ed Cruz are Dell reciprocated by having the with the Midway of Mirth Shows welcome sign out at his office parties being tossed there. Ann Detwiler has taken over mail and The Billboard on the show, and with the show are Mabel Bell, included Phil Vivona, his sister



Long Circuit of Fairs starting week August 9 at Ionia Free Fair, Ionia, Mich .--- Missouri Stale Fair, Sedalia, Me .-- Allen County Free Fair, Fort Wayne, Ind.-Roading Fair, Roading, Pa .-- Virginia State Fair, Richmond, Va .-- Greenwood Fair, Greenwood, S. C .-- Piedment Interstate Fair, Sparlanburg, S. C .- Orangeburg County Fair, Orangeburg, S. C .- Georgia State Fair, Macon, 6a .- Sumler County Fair, Sumter, S. C.



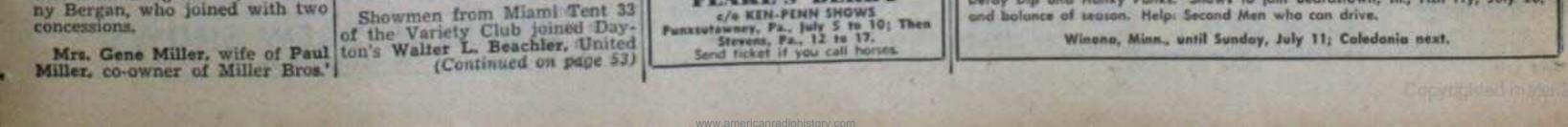
FIRST-CLASS COLORED REVUE, must be organized with own wordrobe and sound.

To join now. Fly-o-Plane, Roto, Spitfire, Rollo Coaster or Little Dipper, Octopus, Scrambler or any Ride that does not conflict with what we have. Will furnish wagons if wanted.

RAYNELL wants Pasing Show People, Top Help, Frant Help; also can use some Girls. Billy Taylor, am depending on you; wire. Roy Mowery, come on.

All address ERIE, PA., CETLIN & WILSON SHOWS





52



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WANT CONCESSIONS

FOR FOLLOWING FAIRS

JULY 21-25-ANNUAL HOMECOMING-FRASER, MICH. JULY 26-31-FIREMEN'S BENEFIT-CHARLESTOWN, IND. AUG. 2-7-JOHNSON CO. 4-H FAIR-FRANKLIN, IND. AUG. 2-7-DAVIESS CO. FAIR-ELNORA, IND. AUG. 9-14-MONROE CO. FAIR-MONROE, MICH. AUG. 16-21-OWOSSO CO. FAIR-CORUNNA, MICH.

BINGO AVAILABLE AT CASS CO. FAIR, LOGANSPORT, IND., JULY 25-31.

GOODING AMUSEMENT CO.



Up-State N. Y. Spots Net BIRDS-BIRDS Strates Slim Grosses

UTICA, N. Y., July 3.-Slack, help stimulate show attendance, pre-holiday business marked the opparently had an adverse effect. appearances of the James E. Strates Shows in Albany the past two weeks and early part of this the city with one parade alone reweek here.

interest and grosses at the final night, sessions today.

bration, "Cradle of the Union" week, which it was hoped would big events.

Ferris Hosts Moppets at **Del Mar Fair**

DE MAR, Calif., July 3.-Larry Ferris, manager of the Frank W. Babcock United Shows, played host to the polio and spastic children of San Diego at the Southern California Exposition and San Diego County Fair Combined Tuesday and Wednesday (29-30) for the eight consecutive year. When Ferris has not played the midway here with either his own show or the Babcock unit, he has arranged for the children to have free rides.

The event has grown in scope

Cele Detracts

Celebration events held folks in ported drawing 100,000 persons. Business for the local stand was An automobile giveaway at midreported under that of last year, week jammed the midway. The altho yesterday's heavy industry closing Saturday matinee was payrolls were expected to boost good and business fair on that

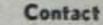
Only a few weeks remain before The Albany date, with the the Strates organization heads showgrounds in adjacent Water- into its fair route and the pervliet, was also reported a little sonnel is presently concentrating under last year. An Albany cele- on the final refurbishing of all show and ride units for these

The weather, an important adverse factor at many of the stands played so far, now appears to be changing for the better. The feeling persists that business will improve considerably with longer stretches of good weather.

Astor Again Chosen for **NSA Banquet**

NEW YORK, July 3 .- Arrangements were concluded this week for the National Showmen's Association's 17th annual banquet, according to executive secretary Ethel Weinberg. The site will again be the grand ballroom of the





MAX SHARP Bluemont Hotel Galax, Va.



have. Will answer. All address this week, care Western Union.

was stymied, but only for a moment. She approached the



9.60

8,000

Wheel tickets carried in

JULY 10, 1954

53





tandem wheels, with living quarters. Fac information and price on all contact DICK KNIGHT, 902 E. 14th St., Hislesh, OF DUKE DOUGHERTY, 55 S.E. FIA. Third Ave., Mismi, Fla. Tel. 9-3194.

on 1948 LWB Chevrolet, new motor, with

first-class living quarters. 1 1951 Chev-rolet, same as above, both with new rubher. Both are well built and first-class equipment. 1 Double Horse Trailer,

WANT TO BUY

Electric Chair, Stuffed Dog, Iron Boots for torture scene, used Velvet Costumes for Queen Victoria.

Write stating complete description, prices, etc.

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CORPORATION

Dallas, Texas

WANT

Grinder and Acts for Side and Snake Shows, Alao Ride Help.

EDDIE COY

c/e Debxon United Shows

Prairie Farm, Wis., and as per route,

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

shows and fireworks nightly. Mrs. Louise Geritz, wife of Boob

Geritz, for years concessionaire on the World of Pleasure Shows, is in serious condition at Aultman Hospital, Canton, O. Mrs. Geritz suffered a heart attack June 19. Friends may write her in care of 503 N. E. Walnut Street, Canton, O.

ly by the Virginia show. Events will include merchant, farm and

4-H exhibits; racing, grandstand

Bill Norton, Cetlin & Wilson concessionaire, was joined last week in Erie, Pa., by his wife, Florence, who arrived from Hollywood, Fla. . . . Concessionaires Bob and Ida Rubin, of Cetlin & Wilson, became grandparents of a boy born in Brooklyn Jewish Hospital to Phillip and Nancy Praisner Rubin.

Mrs. Scott has joined the Continental Shows with three concessions. Slim Litchfield has augmented his string of eight to build a total of 12 on the same show.

Bozo Kelly (Lou Rich), former circus clown, and his son, Bozo Jr., are at Kiddie Town, new amusement center opened recently in Stratford, Conn. For the past three years they have been at the Milford Drive-In Theater, Milford, Conn.

W. G. Wade, founder of the shows bearing his name, is convalescing at the family home at Adrian, Mich., following a recent serious illness in Florida.

Jack Kaplan is currently with Amusement Company of America Shows working the advance. . . Frank D. Bland, former agent for Page Bros.' Shows, is with the Great Wallace Shows where he is handling the agent chores along with press and kid day promotions. Eddie Steele is legal adjuster with the Wallace org.

WANT

GRIDDLE MAN

Must be sober and reliable.

HARRY SCHWARTZ

PRELL'S BROADWAY SHOWS

RIVERHEAD, L. I., N. Y.

Seconsections

WANTED

Forris Wheel Foreman, Hanky Panks of

all kinds.





RIDES: Want Octopus, Rock-o-Plane or Caterpillar. Also Kiddie Rides that do not conflict.

SHOWS: Can Place Snake Show, Monkey Show and any Grind Shows not conflicting. Good proposition for Fun House or Glass House.

CONCESSIONS: Will Book Legitimate Concessions of all kinds. Good proposition for Cook House.

HELP: Can Place a few Second Men who can drive.

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JAMESTOWN, N. D., JULY 5-6-7; ROLLA, N. D., JULY 8-9-10



or gypsies. McEride needs Hanky Pank Agents.

Grass Lake, Mich., Homocoming, July 15-18; Petersburg, Mich., Fair: Blissfield, Mich., Fair; Chelses, Mich., Fair; Manchester, Mich., Fair, and good hona fide Celebrations till October.



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One of America's Lorgest Builders

of Fine Show Tents.

CORPORATION

CONCESSION,

54 CARNIVALS

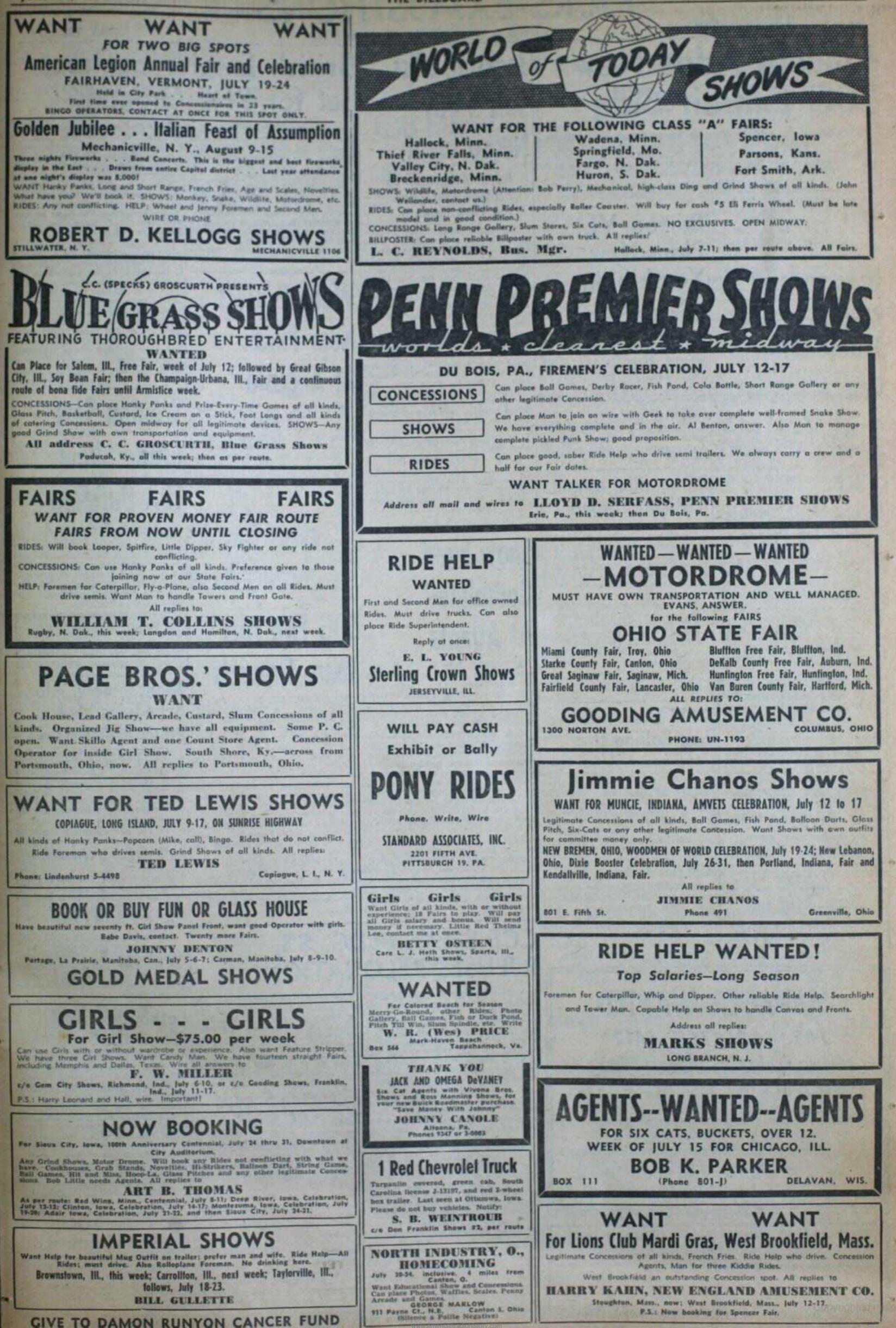
THE BILLBOARD



JULY 10, 1954

THE BILLBOARD

CARNIVALS 55



FAIRS-EXPOSITIONS

THE BILLBOARD

56

Communications to 188 W. Randolph St., Chicago 1, Ill.

JULY 10, 1954

Lincoln Adds New 50G Exhibit Bldg.

project being a \$50,000 building square feet. that will house the poultry, rabbit and pigeon shows during fair time. In the off-season, the structure will be used for trade shows, according to Ed Schultz, fair secretary.

The new addition replaces the old poultry exhibit building and will be completed in time for this year's fair. Over-all size will be 300 by 70 feet. On the front will be a 20-by-60-foot two-story area which will house offices. Along

Calgary Sets Home Show

CALGARY, Alta., July 3.-The Calgary Exhibition and Stampede, Ltd., has completed arrangements with National Homes Shows, of Dallas, for staging the fifth annual Calgary Better Homes Exposition at the Stampede Corral, September 10-18. George Colouris, of Dallas, a representative of NHS, has opened an office in the Stampede Corral and will stay in the city until the show is presented.

Keene N. H., Holds To '53 Tic Prices

KEENE, N. H., July 3, - Directors of the Cheshire Fair Asso- at the Clay County Fair here July ciation have announced that, ex- 8. The ceremonies will take place cept for a slight increase in the on the opening night of the three-Saturday admission prices, all day fair. fair tickets will cost the same as last year. Grandstand and parking charges will also be un- has 20 exhibit booths underneath changed. The Monadnock Stock Car Racing Association has been granted permission to hold a special race July 5 at the fairgrounds track.

LINCOLN, Neb., July 3.—The the 300-foot back wall will be a Nebraska State Fair is continuing porch under which will be housed to plow its profits back into plant the water fowl exhibits. Total inimprovements, with the latest side exhibit space will be 21,000

Barton, Vt.,

Plans New

Other improvements include a (Continued on page 62)

Youth Bldg. BARTON, Vt., July 3.-Stock-holders of Orleans County Fair have voted to demolish old barn three-day event. No. 9 to make way for a new scheduled dates, August 19-22.

Talent is being booked thru the Hamid agency and will include a revue, a high act and an electric organ. One day will be given over to a thrill show, and plans for a rodeo are in the works. LaGasse Amusements will again have the midway.

Barnesville, Minn., **Dedicates Stand**

BARNESVILLE, Minn., July 3. -Douglas Baldwin, secretary of the Minnesota State Fair, St. Paul, will dedicate the new grandstand

Jackson, Miss., Sets 3-Day **Negro Event**

Royal American to Provide Fun Zone For New Annual

JACKSON, Miss., July 3 .- Organization of a new Negro State fair has been announced here and the event is scheduled to take place on the grounds of the 18-20. sissippi State Fair, October 18-20. Royal American Shows, which plays the State fair here October place on the grounds of the Misthe midway attractions for the

A board of directors and offi-Youth Building to be erected by the County Farm Bureau. New building, 26 by 84 feet, is ex-pected to be ready for the fair's commission has given the organitural and Industrial Exposition Commission has given the organization \$5,000 for premiums. The regular fair is donating lights, water, electricians, plumbers, ticket takers, police and guards the cost of which is expected to total another \$5,000, according to J. M. Dean, State fair executive sponsored by the Exchange Club. A new 100-by-200-foot all-steel secretary.

> Dean also announced that the fair recently acquired most of the 31/2 acres adjoining the fairgrounds and has already started demolishing a number of houses and clearing the grounds.



British Empire Games Set for PNE Grounds

grounds July 30-August 7. Most of the action will take place in the fair's new exhibition stadium which seats 25,000 and was recently completed. Hundreds of athletes from all the various Commonwealth countries will compete and by mid-June, PNE ticket sales officials reported an advance sale of \$95,000. This figure rep-

Near Finish

At Augusta

located.

VANCOUVER, B. C., July 3.- resents 24 per cent of the games' The British Empire Games will \$385,000 ticket objective. Sammy pre-date the Pacific National Ex- Rosen, ticket sales director said hibition here, with the events set the choice seats for the finals in to be held here on the big fair- boxing, swimming and track have all been sold.

> Lamoureux Concessions of Vancouver has been awarded the food stands for the games and West Coast Concession Company of San Francisco will have the flags, souvenirs and novelties.

> The PNE recently completed work on the installation of its big 80-by-76-foot relief map of British Columbia, which is located in the British Columbia Building. The map took 34,686 man hours to build over a seven-year period.

> Fair patrons will be able to get more rest this year due to the addition of 200 more wood park benches. Additional rest facilities are also planned along the new roadway leading from the Pure Foods Building to the B. C. Building.



TRENTON, N. J., July 3 .- The each is having a concrete floor New Jersey State Fair is putting added. Most of the construction up a prefabricated structure to program is expected to be com- house its FFA livestock show this year. Titled the New Jersey All-State Future Farmers of America building will make possible the acquisition of national advertisers the first time last year and was

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Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spoctacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free ratalog NOW. Write, wire or phone **Continental Fireworks Co.** 5 Jacksonville, 111. Phone R-4913 or 1351 R. R. 25

CARNIVAL WANTED

For Cole Camp Fair Sept. 9, 10, 11. Large crowds attend. Contact JOHN W. RAGLAND, Secy. Cole Camp, Missouri Phone: 226

WANTED Good, clean Carnival with five or six Rides for PUTNAM COUNTY FAIR at Unionville, Missouri, on Sept. 7-8-9-10 (4 Days) For reference contact L. O. WEAVER, Grand American Shows, Fairfax, Iowa, who has played this fair past 5 years. Interested parties contact DON HER-RICK, Unionville, Mo.

The new structure is built of steel and concrete, seats 2,000 and the seats. Fair's featured special event this year is Pioneer Day on which couples married 50 years or more receive free entry to the gate and grandstand. A prize ried the longest.

CNE Show to Have Log-Rolling Dog

TORONTO, July 3 .- Bill Fontana and his log-rolling dog, Peppy, have been booked by Bill Shilling of New York into the water show at the Canadian National Exhibition. The CNE this year will also show Shillingbooked outdoor trout fishing at a portable tank, and Flo Chadwick, distance swimmer.

Charter Mebane, N. C. MEBANE, N. C., July 3 .- Me-

bane Tri-County Fair Association, the various Inc., a non-stock corporation, has participating. been granted a charter by the secretary of state. The principals include S. E. Compton and Albert Tinnen, both of Mebane, and Mrs. Monroe Allen, of Cedar Grove.

ATLANTA, July 3 .- The Southeastern Fair this week completed will be awarded the couple mar- its grandstand show plans with the signing of a contract with George A. Hamid & Son for a variety program, E. Lee Carteron, Fair buildings Tuesday (29), causgeneral manager, announced.

> Coronas, wire; Sylvia's Kennecade covered by insurance. days special kid matinees will go stallation now under construction. at a dime.

> be the week-end grandstand at- 18. traction. As an added grandstand A horse show which was to be



pleted early next month.

The directors believe the new

McMINNVILLE, Tenn., July 3. -Fire gutted the Warren County ing damage estimated at near \$50,- Annual Oct. 18-23 Acts set include the Amandis 000. George D. Romans, presi-Troupe, teeterboard and trampo- dent of the private fair associa-Pedro and Durand, head balancing; \$40,000 and \$50,000, was partly

25 cents for children. On school fair business and has a new in-The county-owned association will Jack Kochman's thrill show will have its exhibition September 16-

attraction Carteron has planned a held at the fairgrounds July 3, parade and band concert in front sponsored by the McMinnville hibits. The concourses on the --ain of the grandstand with winners in the various youth competitions High School athletic field, it was stated.

CCE SEEKS BLDG. \$\$, **REFUSES RELOCATION**

and determined to get the bandstand away from the midway area.

A contract was let for a onestory, cinder block storage building on the low bid of \$8,155. But a coming structure, estimated to 35G on Utilities cost over \$300,000, was supported for next year. To have 20,000 Directors of the Edmonton Exhibisquare feet of floor space, the project will be designed shortly by an architectural firm which has already been engaged.

The new building would measure 100 by 200 feet and be located east and slightly south of the years, the horse show will have a grandstand. It would house the small profit, James Paul, manwork of handicrafts, hobby shows, aging director, reported.

OTTAWA, July 3 .- The Central| The relocation discussion came Canada Exhibition Association on up simultaneously with that on Monday night (28) turned down the proposed women's building. consideration of moving from the Director Omar G. Armstrong sugpresent Lansdowne Park site, let gested that finding a new and a bid for a new storage building, larger site might be more advisdecided to ask financial aid to able than expanding on Lanserect a major exhibit structure, downe Park. He said the coming (Continued on page 62)

Edmonton Spends

tion Association, approved expenditure of \$35,000 to replace the water and sewer mains at the fairgrounds.

For the first time in several The

an unqualified success.

The new building will be next to the Cattle Coliseum. Owen E. Kiser, State superintendent of agricultural education, urged the larger quarters after the fair was (Continued on page 57)

Montgomery, Ala., Schedules New

MONTGOMERY, Ala., July 3 .line; Three Tommies, comedy acro; tion, said the damage between The South Alabama Fair Association has been organized under auspices of the Kiwanis to operate Comedy Dogs and the Virginians, An exhibition by the fair had an agricultural fair here October juggling. Carteron said the show not been planned this year since 18-23. Metropolitan Shows have will go at 50 cents for adults and Warren County has entered the been signed to provide the midway attractions.

> The fair will operate around the new Alabama State Coliseum, which was completed here last fall at the cost of \$3,000,000. The building's arena, 260 by 130 feet, will be used for commercial exfloor and the arena level will be used for agricultural exhibits. Barns behind the coliseum are available for livestock.

Officers are James G. Pruett Jr., president; Ben M. Wilbanks, first vice-president; John Graves, second vice-president; C. M. Reaves Jr., secretary; H. G. Carlin, treasurer, and William R. Lynn, executive secretary.

Lethbridge Adds

LETHBRIDGE, Alta., July 3. -A \$45,000 4-H and agricultural building is being erected at the Lethbridge fairgrounds. Steel structure, 60 by 160 feet, will have boys' and girls' dormitories, a superintendent's room, kitchen, dining room and restrooms. Half of the building will be winterized to handle various meetings and shows during the winter months. At fair time, it will house soil products exhibits, government and agricultural displays, competitive district displays and horticultural shows.

East Jordan, Mich., Fair Board Dissolved

MANAGER WANTED FOR BROCKTON FAIR New England's Biggest Fair

Offers attractive full time position to qualified man. Fair located 30 minutes from Boston.

Write:

GEORGE A. BUCKLEY

12 Cottage Street, Brockton, Massachusetts



PARKS-RESORTS-POOLS

JULY 10, 1954

Communications to 188 W. Randolph St., Chicago 1, 111,

THE BILLBOARD

57

JULY 27 AT WHALOM **Final Plans Set for**

N. E. Summer Meet

EXETER, N. H., July 3 .- Final | Registration will begin at the Park, Fitchburg, Mass., Tuesday ner will follow. (27), were announced here this Park operate week by Fred L. Markey, association secretary.

Season Open For Pleasure Beach, Conn.

Pleasure Beach Park, municipally Meanwhile, he says, there are posoperated amusement park, opened sibly many new members of the for the season recently. Under association who are not familiar Minn. Kid Spot Board, it is managed and directed funspot. by John C. Molloy and has 15 rides, 12 concession games, a large and one of the oldest in the State. It is located on a lake and conmachines.

reasons, will be name orchestras room, skating rink and summer on Sundays and holidays, with stock company, local bands during the week, and Jack Still handling the house band.

The Penny Areade has been analy rebuilt after being damaged 2 Schiff Units

Mrs. Katherine Shea is in charge of booking outings and picnics and reports that she has lined up a considerable number to date. A Merry-Go-Round has been purchased from Timothy F. Murphy,

plans for the 25th annual summer amusement center starting at 10 meeting of the New England Amo-ciation of Amusement Parks and I o'clock. A cocktail party will Beaches to be held at Whalom be held between 5 and 6 and din-

Park operator Henry Bowen bake. All park facilities will be thruout the day and evering hours. Research Foundation.

Motel Reservations

park. Those notifying Bowen in of the group could be presented. advance of their planned arrival The baseball, radio and teletime by plane will find a car vision networks plug the fund daily awaiting them.

summer meeting held at Whalom BRIDGEPORT, Conn., July 3 .- was in 1944, just 10 years ago.

tains all of the usual major units, Policy of ballroom, as in past including a giant Coaster, ball-



CHARITY TIE-IN N. E. Group

Gets Behind

Jimmy Fund

EXETER, N. H., July 3 .- Members of the New England Association of Amusement Parks and announces that the dinner will Beaches will support the Jimmy feature a real New England clam Fund, popular New England charitable endeavor, the proceeds of

Fred L. Markey, association secand, in addition to supporting a Markey points out that the last worthy work, Markey said considerable publicity could also re-

sult for the funspots.



the first season brought nearly who sell such listings, 100,000 persons. Two months last summer were rained out. Layout June 13 last year.

structures depicting nursery followed for several years by Palirhymes. Some of these are con- sades. cession stands. Center of the layout is Santa Claus house, a toy

Palisades Intros 7-for-50c Combo Via Door-to-Door 10% Return Would Yield \$200,000 **To Pep Lagging Season Grosses**

works out as he hopes. The park hypo. Reservations are now being retary, said that the funds would is distributing four million coumade by Markey and Bowen for be forwarded to a single point so pons, each to be redeemed at the lodging at the Motel Caswell, a that single checks representing gate fer free admission and a ticket brand-new hostelry close to the the combined fund-raising effort good for seven rides-total cost 50 cents. This is substantially cheaper than the previous such combination ticket.

coupon or 400,000 patrons. All the patrons onto the grounds. rides are not being offered, however, the ticket being good just fer-a choice of 12 with the more expensive devices kept off the list. As for who will pay for the printing, Rosenthal has interested a soap company whose discount coupons will be handed out together with the park's.

Half of the coupons will be dis-

tributed door-to-door by an ANOKA, Minn., July 3 .- Santa agency, and the other half in the Claus Town, a kiddieland operated park's usual manner, by mail to by Bernard H. Swanson, now is firms employing over 50 people. moving into its second year of op- Lists are obtained from city, couneration, with Swanson estimating ty, State and by commercial firms

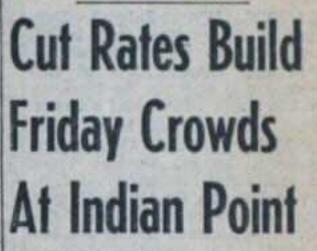
New Low Combination

The 50-cent ticket represents a opens daily in June, July and Au- severe cut below the offering that gust and weekends in May, Sep- has been made since the season tember and October. It opened opened. Millions of coupons were Friday in the last couple of years. sent out by mail to companies,

a train. Site is dotted with novel 75 cents. This practice has been season. Hot, dry weather brought

enjoy \$200,000 in additional gross bert's on Mondays. Every Tuesavailable free to all registrants which go to the Children's Cancer receipts if Irving Rosenthal's cur- day and Thursday is bargain day rent plan to stimulate business on ride prices, another business

> Rosenthal claimed around 15,000 persons have been granted the Monday and Friday tickets, which are not made out to the individual so they can be passed around among friends. They may be used only a couple of times during the Recenthal said he is shooting season, he reasons, but the lure at a 10 per cent return on the of free admission will at least get



PEEKSKILL, N. Y., July 3 .-The first try at cut rates-5 and 10-cent rides-bolstered business for Indian Point Park last weekend, E. D. Kelmans, manager, reported business the best of any

The weekend was also reported Spot has kiddle rides, including offering the same features but for one of the best of the current

Asbury Park, N. J., for \$15,000, plus approximately \$800 to cover the cost of labor and materials used to prepare the apparatus for the season.

Park will be closed on Mondays, and will open other days at 1 p.m.

Outing Drive By Lakewood

on picnic bookings is paying off were three adult units, an Octopus, days with promotion and publicity for Lakewood Park on Southeast- Rock-o-Plane and Tilt-a-Whirl. ern Fairgrounds here, General Tickets this year are a dime for ager show. Special Father's Day Manager E. Lee Carteron this week the kiddle rides and 20 cents each, rates, with free admissions and announcing the booking of out- three for 45, for the big rides: other gimmicks, pulled big crowds ings for Veterans' Administration Business is reported as comparable for that weekend. Special rates employees and the Truck Drivers to last year's by manager Al Me- are offered to clubs and lodges for and Helpers' Local:

Set for distribution by mail is an elaborate colored folder which details facilities offered by the park. Several thousand of these folders will go to schools, churches and large commercial firms within the next few weeks, each with a return card requesting a reservation. The park makes no charge for its facilities when booking picnics, and in the case of large outings special rates are fixed for werker to the presidency for 1954. rides and shows. In the past only His nomination was at the sug- Schuchman, includes Tito Maing has been used to acquaint the public with the park picnic plan.

Lakeside Pushes **Bargain Rates** For Denverites

dozen organizations are coming in two weekends, September 10-12 dumb members of city-wide

High Boys' Band has put nearly wife, Dorothy, Handwerker was capless Coke bottle game, the 500 boys out selling tickets to the not present to accept his prexy first one rigged that way on Surf Dark," film about stock car racing, includes the fireworks and in- one of the Garrow brothers still stock car race at the Lakeside Stillwell avenues and the Bow- an archery a few doors away. track.

erating for its fourth year . with cus-type cages display animals. five more rides than used during 1953.

Counting the two latest kieldie ride additions there are new 19 devices in operation. Recently added were two Schiff rides, a Kiddie Coaster and Circle Swing. ATLANTA, July 3 .- Emphasis Installed for the season opener deen-agers' dance nights on Mon-

Kee.

NEW YORK, July 3 .- Fairyland factory and store, wishing well, enon Queens Boulevard, one ef the chanted forest, and similar attrac-East's largest kiddle parks, is op- tions for youngsters. Twelve cir-

> **Elitch Promotes** Fathers' Day Rates

DENVER, July 3 .- Elitch Gardens current promotions include over a Denver TV station's teen-

rides and concessions.

Resenthal said the door-to-door plan is being used by him for the humid. first time, and should bring in many families whose wage-earners are not employed at large companies;

"We might as well face it," Rosenthal said, "business is off and we're trying to stimulate it."

Also being tried for the first time this year are free-admission tickets for slow days, given out thru disk joekeys whose shows are presented at the park. Murray Kaufman, of WMCA, and Bill Silbert, of WMGM, send the passes out to those who write in request-

large turnouts Saturday and Sunday (26-27), altho Saturday's weather was threatening and

The cut-price days will be continued, Kelmans said. The expectation is that the low-cost lure will build crowds on these usually dull days thru the season.









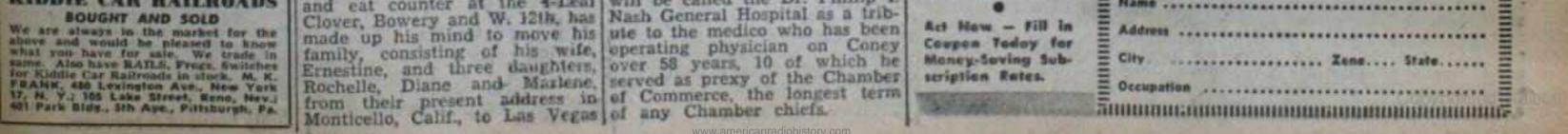
Seven Seas restaurant, unanimously elected Murray Handson, executive secretary for the guitar player and Western singer. Chamber of Commerce. Other Headwaiter the last 14 years is officers elected were John Ward Andrew Cheuces and head barand Leonard Tria, vice-presi- keep, Whitey Bush. dents; Ed Watson, treasurer; A scheduled concert by the Mile that day of Murray Jr., to his Levy, who operates an empty, park. A tie-in promotion with the honors. Sindell's entire program Avenue, and also a balloon game, Universal Pictures' "Johnny of promotional activities which his partner Nick Garrow, only ery was accepted.

KIDDIE CAR HAILROADS and eat counter at the 4-Leaf will be called the Dr. Phillip I.

The Coney Island Carnival where he plans opening a gam-Company, meeting June 24 at the bling casino after the close of the Coney season. . . . This season the talent at the Atlantis Casino on the boardwalk, operated by Herman and Lena newspaper, radio and TV advertis- gestion of Fred Sindell, head of zette and his five-piece ork, Ivette the Promotion Committee who Cuvet, vocalist, and Billie Albert presided along with Mee S. Sil- from Oklahoma, just returned berman, prexy, and Bill Nichol- from Army service in Korea,

Max Smith, former ticket seller Arthur McShea, assistant treas- for Harry Nevins, Isadore Krauz urer, and Bill Nicholson, seere- and James Petano at their Flying DENVER, July 3 .- Family days, tary. Dee Sazani, last years Scooter, Hi-Ball and Looper convention rates and bargain float builder, made another bid Plane rides, is now serving in prices for organizations are among for the current quota. The date the same capacity for Neil and the numerous promotion ideas be- for the Mardi Gras celebration Helen Kyrimes' Whip ride in ing used at Ben Krasner's Lake- was set for September 13 thru New Luna Park. . . . August 14 side Park here. More than two 19. A plan to run festivities over is the date when 2000 deaf and for special rates on rides and con-cessions in a two-week period. and 17-19, was nixed by several agencies will make merry at members. Because of the birth Steeplechase Park. . . . Jack was set to include a Johnny Dark creased lighting on Surf and in the sign painting biz, conducts Signs are Nick's side line. . .

Herman Wolff, former Arcade The Concy General Hospital owner, now operating a drink being erected on Ocean Parkway



CIRCUSES

THE BILLBOARD

58

Communications to 188 W. Randolph St., Chicago 1, III.

ULY 10, 1954

Portland Packs Top 3 Days for Beatty

Turnaways at Night Mark Business; Final Parade Draws; Other Towns Fair

PORTLAND, Ore., July 3 .- | near-capacity and each of the stand here, Friday (25) thru Sun- from night shows was biggest on day (27). The gross was run up Saturday night (26), with an estidespite intermittant rain on all mated 600 turned back at the ticket three days.

Bailey-Cristiani Starts Toward Alaskan Stands

CASPER, Wyo., July 3 .- Personnel of Bailey Bros. & Cristiani Circus was en route this week to Anchorage, Alaska, first of two stands it will make in the territory that has never before had a circus.

Part of the people were going by boat from Seattle. Others, plus elephants, horses, cannon truck and equipment are going via railroad to Dawson Creek, B. C., and then overland on the Alcan Highway. Seven circus trucks are being used.

The show's stand in Casper began Thursday (24) with a three- The injury was described as se- ill with a kidney ailment for two quarters matinee and half of a vere. grandstand at night. Rain fell at, was the auspices.

chorage, July 7-16, and Fairbanks, canceled and a single 5 p.m. per- times doubled as general agent

Clyde Beatty Circus scored rousing three night shows was a capacity good business thruout a three-day house. The number turned away windows. The business held up Each Portland matinee was thru Sunday night.

The show's final parade of the season, according to plans, was given at Portland on Saturday morning, and it drew a large crowd and much newspaper attention. There also was a good crowd out Friday to watch the arrival. Advance publicity via billing, news-papers, radio and television was strong.

At Salem, Ore., Wednesday (23), with Jaycee auspices, the show had a three-quarter matinee and somewhat better night house. Oregon City, near Portland, had half and three-quarter houses on Thursday (24).

Hamiter Injured

Jimmy Hamiter was hospitalized at Oregon City with a foot injury received when a section of the wild animal arena fell on him. Hamiter was supervising teardown of the arena, and he continued after the accident. Then he asked a policeman to call a doctor. Newspaper picked up the story with a "show must go on" died in a Boston hospital Tuesangle since Hamiter had avoided day (29). Burial was at Rutland,

En route to Tillamook, Ore., for Stafford was regarded as one night. Kelly-Miller played the Sunday (20), the train was de- of the promising men among city four days later. Shrine club layed by a rock slide. Show ar- younger circus staffers. With the rived at 11 a.m., whereupon the Mills show he not only headed



FRED W. STAFFORD

Fred Stafford,

Mills Staffer,

Dies in Boston Press Chief III 2 Years; Staged GOP, Parade Stunts

BRISTOL, Conn., July 3 .- Fred W. Stafford Jr., 35, press agent paper, undoubtedly aiding the for Mills Bros.' Circus since 1948, night business. years.

Carrying the unique dates of An- regularly scheduled shows were the press department but some-

KING TOP BULGES IN 2 MASS. TOWNS New Bedford, Fall River Produce; Show Buys 2 New Tops, Animals

EAST PROVIDENCE, R. I., Friday (25) had two near-full July 3 .- King Bros.' Circus played houses. Pawtucket, R. I., on Satto big business at two stands in urday (26) was hurt by a late Massachusetts and several others parade. Truck breakdown made were good for near-capacity busi- the march two hours late while ness. In contrast, East Providence about 20,000 people waited, Matwas down to two half houses.

F. Maley bought some more ani- rain. Newport, R. I., Monday (28) mals, including a llama, camel had a big parade crowd and two and monkeys at the Chase Wild near-full houses. Animal Farm. At East Providence Show top. They were bought son visited at East Providence. from U. S. Tent & Awning Company, Chicago.

Two big stands were New Bed-ford, played Tuesday (29), and Fall River, Wednesday (30). A crowd estimated at 30,000 saw the New Bedford parade. The matinee there was a heavy straw house. At night the regular show was a turnaway, and a second, extra night performance was given for about 1,000 people. Lions Club was the auspices. A good review of the parade appeared on page 1 of the New Bedford afternoon

Short Jumps Made

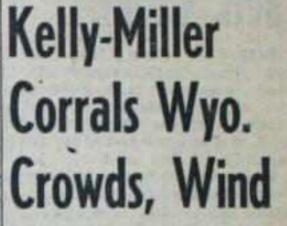
In Fall River both performances any disturbance of the audience. Vt., Thursday (1). He had been drew turnaway business, but there was not enough to warrant an extra show.

Earlier, New London, Conn., on

Hunt Business

ince was two-thirds filled and Co-Owners Floyd King and A. night was about the same in a

Short jumps have been the they took delivery on a new 60 rule. Longest of these stands was with three '30's. The top replaces 58 miles to Pawtucket. Fall River one lost in a storm at East Liver- and East Providence jumps were pool, O. It will be used as a 13 and 15 miles. Joe Gilligan, formenagerie until a 70 with three merly transport boss on Downie middle pieces arrives later, when Bros., joined in the same capacity this one will become the Side on King Bros. Ray and Theol Nel-



EDGERTON, Wyo., July 3 .-Business for Al G. Kelly & Miller Bros.' Circus took a swing upward as the show entered Wyoming. Crowds were large at several towns.

In Gillette, Wyo., the menageric top blew down in a windstorm that hit during the matinee. Audience was dismissed as a precaution, but there were no other difficulties and when the wind died down the performance was resumed. New Castle, Wyo., came thru with a full matinee and straw night to top the list. Sheridan was strong, with a good matinee and capacity night. Lightest was Buffalo, Wyo., the Saturday (26) NORTHVILLE, N. Y., July 3.- stand, where the matinee was one-Matinee attendance at Hunt Bros.' third filled and night house was Edgerton on Sunday (27) drew a

July 19-25, are the show's standard formance was substituted. A sound and handled public relations roles two-color heralds printed by Cen- truck announced the change in with the show. He scored several Sags in Towns tral Show Print, Mason City, Ia., and a special small leaflet printed pulled a straw house. Show was sons. in Cheyenne for airplane distribution in Alaskan towns,

10-Week Deal **Keeps Danes** From Folding

COPENHAGEN, Denmark, July 3 .- The newly organized Darfish Circus Meta, working under canvas, was almost forced to throw in the sponge as a result of poor attendance during a seven-week tour just ended. Einar Jensen, owner, was able to arrange a deal. with F. Horty, operator of a shore resort on the Isle of Man, off the coast of England, thru which the circus will play a 10-week season on the island under a guarantee. Cost of transporting the circus Was \$5,800.

Extremely warm weather during May and first half of June hurt attendance of practically all Host was Harry Allen, manager of Denmark's tent circuses.

first into the town in about 10 In 1952 he was instrumental in years,

plans. The single performance major press breaks in recent sea-

(Continued on page 60)

MEET ON HAGEN BROS. **CFA Elects Wareing** At Jackson Conclave

JACKSON, Mich., July 3. -Nearly 100 members of the Circus Fans Association convened here Thursday thru Saturday (24-26) and elected Dick Wareing, North Sacramento, Calif., as pres-ident to succeed John W. Boyle, Cleveland.

The fans met Saturday (26) with Hagen Bros.' Circus. Fans were invited to breakfast at the cookhouse. They were guests on the lot during the day and were L. (Bill) Montague, public relacustomers at the performance. tions. Steward Al Dean prepared two large cakes honoring the CFA. of the show, and Mrs. Allen.

Other officers named in business sessions as the Hayes Hotel included John C.-Arter, Charleston, W. Va.; Roger S. Brown, Sioux Falls, S. D.; Reginald W. MacFarland, Louisberg, N. C.; and Lyman L. Sheldon, Hollywood, regional vice-presidents.

Re-elected were Gil Conlim, secretary-treausurer; George L. Chindahl, historian; the Rev. Edward S. Sullivan, chaplain, and W.

Directors include Boyle, retir-ing president; Joseph P. Carber-ry, Worcester, Mass.; Chester Weddle, Hagerstown, Md;. Edward S. Olson, Starbuck, Minn.; Floyd L. McClintock, Uhrichsville, O.; Tedd Prichard, Cheyenne, Wyo.; Dr. Ray E. McFarland, Wichita, Kan.; Oscar L. Larkins, Enter-prise, Ala.; and Jack Martin, Athens, Ga.

Business Fair as R-B Completes N. Y. Route

PITTSBURGH, July 3.-Ring- North Tonawanda and was in ling-Barnum rolled along with Jamestown for Monday, Tuesday light afternoon business and good (29) in Youngstown, O., turned night turnouts this week, com- up a near-full night, but the matpleting its long stay in New York | ince stayed at the halfway mark. State and coming in here for a three-day stand.

At Oswego on Thursday (24) the matinee was half and the night was three-quarters filled. It was the show's first time in Oswego. The local Shrine theater gave a special showing for circus personnel. The matinee in Rochester Friday (25) was half filled and despite the aftermath of local the night house was another strikes in the city. The show was three-quarters score. Weather was hot and humid.

the combination. In cloudy blamed on traffic and parking

Pitt Advance Good

New Castle, Pa., Wednesday (30) was a repeat of Youngstown's business. Local business conditions were said to be off, and Mills played the town six days earlier.

The advance sale in Pittsburgh opened unusually strong, giving good indications for the weekend using a lot first broken in seven years ago, For two years business (26) stop, was another first for quent tries brought declines Cole in Michigan weather both houses were two- snarls. Opening of a new super

Greetings to Wirth

The association sent greetings to Charles Wirth, of The Billboard, for his many years of interest in circus business. On Saturday, Brown, Herb Georg, Springfield, Ill., and Don Francis, San Francisco, were inter-viewed on station WKHM along with the new president and Mrs. Wareing.

Boyle was commended for the number of local CFA tents which were organized or reactivated during his term as president. There was discussion about where the 1955 convention should be held, with Hunt Bros.' Circus and Ringling-Barnum winter quarters among the leading candi-dates. No selection was made.

Along Hudson

Circus bogged down to half houses half filled. The matinee-only in as the show swung into rural New York State along the Hudson half house in a town with 203 River. Evening houses, altho population. lighter than earlier, were averaging about 60 per cent at such stands as Catskill, Ravena, New Scotland and Schoharie.

Show plans to use more pictorial lithos and a sound truck as well as regular press material in upcoming towns such as Saratoga Springs, Lake Placid and Saranac Lake.



AKRON, July 3. - Ohio has been good to Ring Bros.' Circus, Franco Richards reported this week as he wound up a four-week tour thru the State and headed into Pennsylvania.

The 15-truck circus didn't do stands, but Ohio has more than Circus, and Bum Henry. made up for it. At Seville, south-

Hap Henry Suffers **Skull Fracture in Elephant Accident**

INGLEWOOD, Calif., July 3 .--Hap Henry, elephant man with Rudy Bros.' Circus, is in serious condition in Centenella Hospital here following a Saturday (26) accident involving Daisy, 700pound elephant, in which Henry suffered a fractured skull and brain concussion.

Henry, who completed his elephant act in the show which was played under Grotto auspices, was leading the bull off the lot when he stumbled and fell and the animal tripped and fell upon him. Henry remained conscious long enough to stake the animal and then collapsed.

Henry is the brother of Glenn well financially in its Kentucky Henry, currently with the Gil Gray

The Rudy show has been playeast of here, the circus showed to a Sunday (27) matinee of 600, (Continued on page 60) ing dates in the Los Angeles area following a trek thru Oregon and Washington.

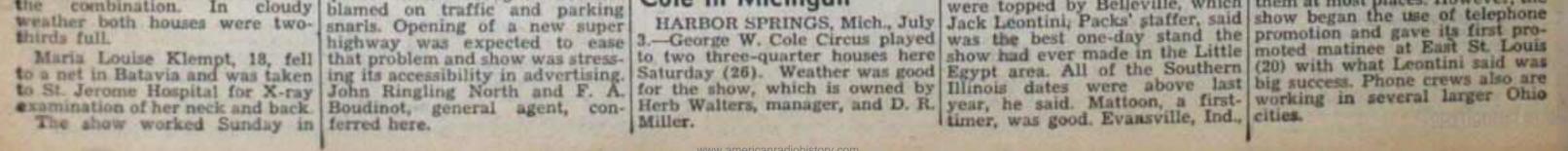
Packs Wins in Little Egypt; St. Louis Shrine Starts Big

Circus has completed its annual swing thru Southern Illinois and officials declared it was highly ing the 18,000-seat Public Schools successful, with no sign of a "re- Stadium, drew 14,000 for its best cession" there. Show opened here St. Louis opening night. Special Wednesday (30) for a six-day run format here uses six stages and under Shrine auspices.

Packs is the Toledo Grotto an- July 7. nual. Show will play that starting Show has given only five mat-July 3L

ST. LOUIS, July 3 .- Tom Packs' | a two-day stop, also was strong. four rings, showing up to 10 acts Among new dates signed by at one time. Stand runs thru

inces so far this season and will The Southern Illinois dates continue its policy of omitting were topped by Belleville, which them at most places. However, the



IULY 10, 1954

UNDER THE MARQUEE

By TOM PARKINSON

Jack LaPearl, press agent, has Henry Kyes' Cocktail Trio and cluded the CFA convention. closed with Mills Bros. ... Happy Nate Lewis.

Harrison reports Jon Friday, trapeze, who won a circus talent con- JoJo Lewis writes from Mills play fairs. . . . Harry Hunt was test on TV's, "Contest Carnival," Bros. that the show mourned the is a protege of hers. He was with loss of Fred Stafford. A floral Kelly-Morris last season and now piece was sent to the funeral. plays Steel Pier, Atlantic City..... The Harriett Beatty Tent, CFA, Ninon Hanel writes that Alex turned out in force at New Castle. Hanel Jr. is working a pony ride Pa. . . June Drewsbury celeon Hagen Bros. and that Nina brated a birthday. . . . Ambridge Hanel was the favorite subject of hospital show was set by Jack photographers during the CFA Mills and emseed by Abe Goldconvention, . . . Carl Solts writes stein. . . . Several Mills people that the Aerial Solts will play Sundayed in Pittsburgh. ... Bar-North Judson, Ind., July 5-10; ber Shop Michael was on the lot. Clinton, Ia., July 14-17, and Knox, Harry Baker says his girls" Ind., July 19-24.

Miller comes word that Roland Visitors included Ed Feldbauer, Jule Shaple, vocals. . . J. D. Tiebor and Roland Tiebor Jr. Henry Van Loon, who recorded (Mac) McNeely, for 40 years a were busy with guests when the the band; Ray Feisal, Bill Bert, billposter and banner man, is show played North Tonawanda, George Green, Larry Musser, Vic- hanging up his hammer and N. Y., their home. . . . Larry for Thomas, Gaylord Hartman, working at the Weissinger and took a busload of sightseeing per- Otto A. Zange, George Wilson, Gaubert apartment building, Louformers to Niagara Falls. ... Issy Cetlin, George Johnson, Emmerick Mroczkowski has Frank Stymack and Mike Piccolo. joined for the summer vacation. . . A daugher was born in Sara- Kelly-Miller's A. L. Thompson sota to the W. E. Lawsons. . . . writes that most people with the And a daughter was born to the Bailey-Cristiani circus visited Eddie Howes. . . . Les Thomas is when Kelly-Miller played Casper. improving after suffering a head Wyo., as they were preparing for injury. . . A number of CFA their trip to Alaska. . . . Ben members visited on their way Davenport and Pete Cristiani vishome from their convention. . . , ited as they were returning to the Ray, Betty and Margaret Moreau show. ... Jimmy Rossi and Grace visited. Ray is inactiviated by an McIntosh promoted a picnic for Pontchartrain Beach, New Orinjured foot.... The candy butch- show people at Edgerton, Wyo., leans.... Eddie Milan, formerly Royal Dumbar Circus in South ers miss Cocky. . . . Barbette calls but the Cokes were warm since of the George Vallentine flying America, report that their longest daily trapeze and iron-jaw prac- ice couldn't be bought at any act, also is at Pontchartrain Beach, stand to date was a six-week run tice sessions. . . . Hughie Burgoon, price. . . . Jimmy Rossi is working son, Richie: George Barlow, the Harts, the Rupps and Mr. Archibald.

ern unit, reports two weddings. town, Conn. . . . E. J. (Red) Rum-Carla Wallenda, of the Wallendas, veteran agent, has closed his were married. A double wedding season with Alvarado Wonder party was held at Salt Lake City. ... Nate Lewis caught a nice salmon at American Falls. . . . Harriet Lewis has some new gowns by Adriana of Hollywood. Joyce Circus, recently organized indoor the Suesz-owned circus. Frank neford act, was hospitalized after a fall during a carrying act. ... Joe Seitz is back after a bout making the entire Tom Packs ing the Plano, Ill., centennial were with blood poisoning. . . . Herta route. Dorothy Smidt of the Royal the Solt Family. Don Sweet, and Klausser was bitten by a bear Rockets was given a surprise Cain. during her act. . . . Personnel visited Siebrand Bros. at Dillon, Mont. . . Working a hospital shire when an elephant was formers are enjoying fishing and show in Salt Lake were Gene staked out in a field while the swimimng in Michigan ... Jim-Randow, Rollo, Larry Benner, Al truck was taken out for repairs. my Gallagher is charapion fisher-Ackerman, Frank Werner, Sir George Mills, N. H., villagers be- man, having caught enough for a Frederick Glass, Frank DeRue, Kitty Kaye, Paul Merky Trio, Polay DeOreo, Pinky and June Madison, Landon's Midgets, Wallenda's ladder act, and the Boginos.

ball team is in trim for the holiday game. . . . Plans are being From Ringling's Mary Jane made for a personnel picnic.

ited with the Howard Kings on ival, with Jose Compo aiding. Henry Kyes, Polack Bros.' East- King Bros.' Circus at Middle-Circus and gone to Plainfield, Ind.

The Butler Brothers, trampoline and Rinley, left Hunt Bros. to. serenaded by the Hunt circus band on his 49th birthday at Scoharie, N. Y. (26). Joe Basile, band leader, visited Hunt Bros.

In Joe Rossi's Silver Star Band on Mills Bros. are Rossi; Carmen Petrarca, Ovila Lebouef and Willard Isley, trumpets; Frank Tonar, and John DeFronzo, clarinet-saxes; Joe Green and Kenneth Fesmire, trombones; Emilio Paolucci, baritone; Carl Berggren, sousaphone; Robert Banky, bass drum; Doc Guilford, snare drum; isville.

Tom Aiton writes that a number of acts played the celebration of Omaha's centennial last week. Mrs. Alice Randoll is recuperating from an operation at New Orleans, Her husband was in the Hagenbeck-Wallace band. Jean Wise, formerly with the Atterbury circus, is working clubs in New Orleans. . . . The Flying

Bill Green, former Polack press agent now with Cinerama, visited Hagen Bros.' Circus at a couple greeted King Bros.' Circus at its of Michigan stands, talking with June 24 stand in Norwich, Conn., Buck Leahy will clown the Harry and Maxine Allen. Also according to Charles A. Bowker, Pawtucket, R. I., Shrine show the visiting were Ben and Margaret old-time tent theater man who is Yearty, who formerly were with now in the dance business. unit, didn't make its Gilroy, Calif., Cain will clown at the Camdenton, date. . . The Three Royal Rockets Mo., fair, July 7-11 and the Galva, George M. Cole Circus that good and the Marvel Trio, skating, are Ill., centennial, July 28-31. Playgot press attention in New Hamp- Cole Circus, writes that the perlieved at first that the bull was fish supper in the cookhouse at loose. . . . Marge V. Kelly, secre- Tawas City (14). . . . Two-yeartary of the Circus Clowns Club, old Jesse Clark is working in the reports a number of Shrine clown balancing act with her mother, his mother, Hope Brown, in an act. Mugsy Clark. Mugsy is back in the act after being out two weeks visited. because of a broken bone in her left foot. The bone was fractured while she was working elephants. ... Mrs. Billie Grubb was out two days because of a monkey bite. Norman and Shirley Carroll are ... Jimmy Gallagher and Chief and Tillie Keys are holding a good percentage for the concert. ... Visitors included Whitie Kie-Tyson, Guelph, Ont., fan, caught pert, Harold Conn. Jack Davis and Ralph Brown. Kelly-Miller's Tommy Thomp-Pa., caught King Bros. in three son reports that the lot at Deadstands. . . . Shreveport, La., wood, S. D., was near the Lead Shrine show is set for October 5- gold mine, but none of the troup-10, with the Bailey Bros. & Cris- ers prospected . . . Ione Stevens' tiani Circus replacing Gil Gray trailer was punctured by seven as the producer. . . . Troy Scruggs, center poles when a truck backed Merry-Go-Round superintendent into it. . . . Tommy Thompson's on Royal American and a circus trailer hitch broke but safety saw the Two Hemispheres band- Jim Keenan fractured three ribs wagon at Davenport, Ia. George Chindahl, CFA national Shirley Logan's brother, young historian, is visiting relatives in Peter Lindemann, joined clown Illinois and Wisconsin and made alley. ... Terrell Jacobs had a the CFA convention. . . . The share of bad luck, having to put ing at Excelsior Springs, Mo., trucks. . . Edward Lasseter. after spending a few days Mark Leahy and Harrison Aulger, convention. . . . Pete Pepke, fan. Spearfish, S. D., visited at Belle and others in a North Warren, Pa., Fourche. . . . Earl Lindsay visited Rex Rossi at Rapid City. ... Deacon and Dave McIntosh are keep-



AMBRIDGE, Pa., July 3 .- Mills Bros.' Circus played to a threequarters matinee and near-full night here Monday (28) under auspices of a July 4 Committee.

At Girard, Pa., (21), the show had half houses in rainy weather under Optimist auspices. New Castle, Pa., Thursday (24), had light turnouts. Ringling played there six days later. Mills' auspices was the Civil Air Patrol. Elwood City had light crowds, with some employees of a local plant laid off and Ringling paper in the town for the New Castle stand.

Mills Bros. and Ringling-Barnum play DuBois, Pa., day and date July 8. Both shows have billed the stand.

ler's Seals, and the Great Veno. wire act, Olympic Park, Irving-ton, N. J., and Lucky Walters, stunt man, Willow Grove Park, Philadelphia, Lakewood Park, Mahoney City, Pa., showed the Three Tuckers, trampoline, and Six Dolphinettes, water ballet.



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South River, N. J., July 6: Rasitan, 7: Lehighton, Pa., 8: Berwick, 9: Risemsburg, 10: Alfoona, 12: Johns-teum, 13: Greenburg, 14: Beaver Falls, 15: Salem, Ohio, 16.

WANTED-WANTED-WANTED

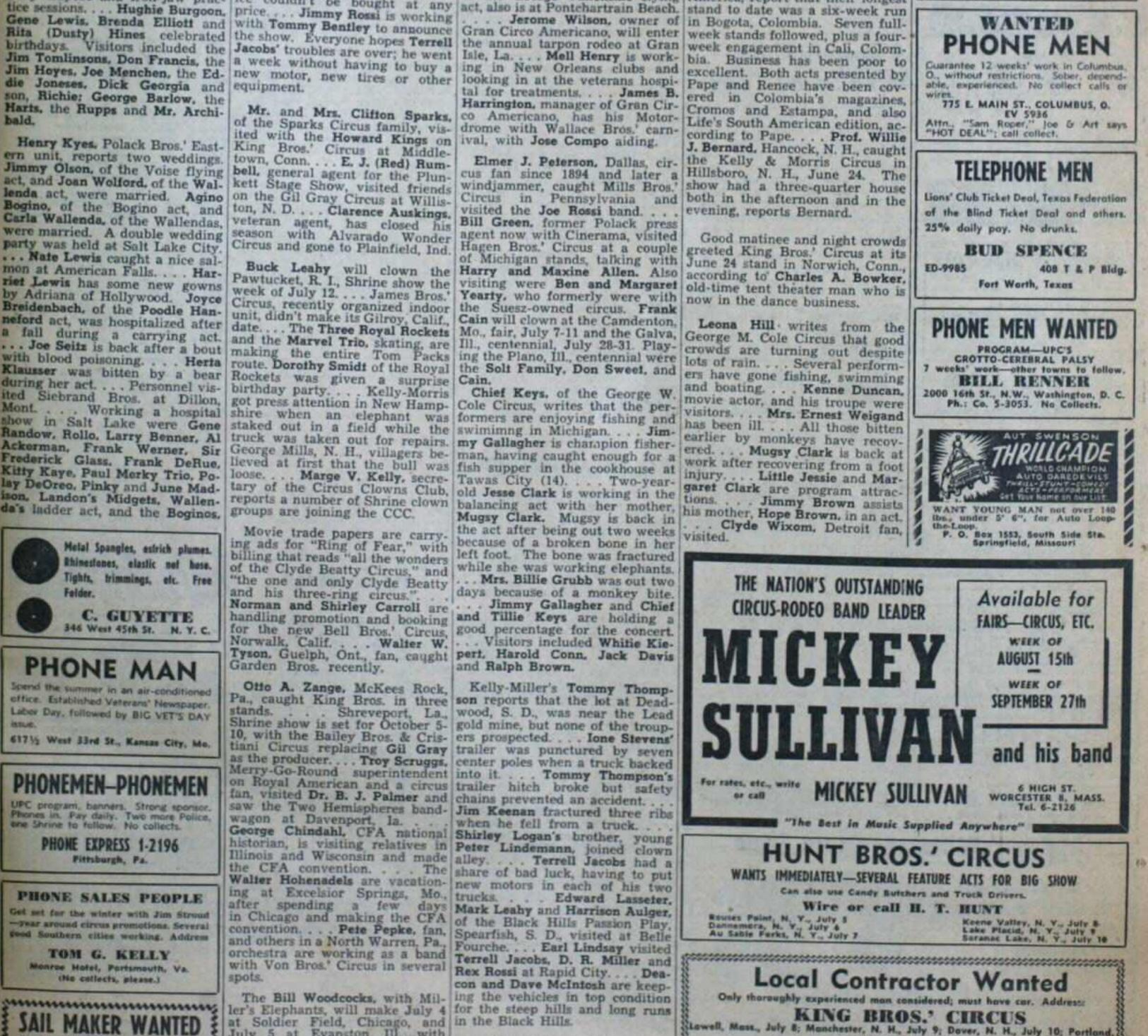
Good Animal Acts-to please children. 8 weeks' work guaranteed, or will rent several coges of small Animals. Would buy for cash if cheap. Hill, Moore, Moleen, Ritz, contact

Harold LaRoy

Care Bod Davis Drive-In Theatre P. O. Bax 1016, Panama City, Florida P. S. Money guaranteed.



Chairman, Knights of Columbus Circus 1530 Kenmore Ave., Buffalo 23, N. Y. Tel., Victoria 9211-Delaware 3502 Jim Valle, come on.





PHONE MAN Spend the summer in an air-conditioned office. Established Vaterans' Newspaper. Laber Day, followed by BIG VET'S DAY

MILLIE.

6171/2 West 33rd St., Kansas City, Mo.

PHONEMEN-PHONEMEN UPC program, banners. Strong sponsor, Phones in. Pay daily. Two more Police, one Shrine to follow. No collects. PHONE EXPRESS 1-2196

Fittsburgh, Pa.

PHONE SALES PEOPLE Get set for the winter with Jim Stroud

-- Fear around circus promotions. Several cood Southern cities working. Address

TOM G. KELLY Monroe Hotel, Partsmouth, Va. the collects, please.3



week of July 12. . . . James Bros.' birthday party. . . Kelly-Morris Chief Keys, of the George W

Movie trade papers are carrying ads for "Ring of Fear," with billing that reads "all the wonders of the Clyde Beatty Circus," and "the one and only Clyde Beatty and his three-ring circus.". . . handling promotion and booking for the new Bell Bros.' Circus, Norwalk, Calif. . . . Walter W. Garden Bros. recently.

Otto A. Zange, McKees Rock, fan, visited Dr. B. J. Palmer and chains prevented an accident. . . Walter Hohenadels are vacation- new motors in each of his two in Chicago and making the CFA of the Black Hills Passion Play, orchestra are working as a band Terrell Jacobs, D. R. Miller and with Von Bros." Circus in several spots.

THE BILLBOARD

Communications to 2160 Patterson St., Cincinnati 22, O.

RINKS & SKATERS

RSROA Expects 900 Skaters at Denver Trade Show Emphasis at Meet; Martin

Sees Halt in Current Business Slump

DETROIT, July 3 .- Return to pears to have reached the end of the West of the annual American an apparent recession period, championships of the Roller Skat- Martin said, with rinks generally ing Rink Operators' Association is expected to draw skater partici-pation of about 900, probably the sponsible for the situation, he largest turnout on record, accord- suggested, citing: ing to early returns at the national RSROA office here. The nized cycle in skating interest; meet will be held at Mammoth Garden, Denver, operated by Harry Sigman and James Lorello, July 25-31.

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The annual convention of the RSROA, to be held simultaneously, is expected to draw a good representation of nonmember rink operators from Western States.

The trade show aspect of the combined convention and championships will also be strong, according to RSROA Secretary-Treasurer Robert D. Martin, with both manufacturers and distributors making an exceptional number of early reservations. Interest in building business for commercial products is indicated as unusually high.

Skating business nationally ap-

largest

exclusive

skate

distributor

in the country

BUY and SELL

NEW and

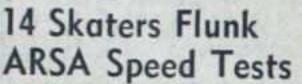
USED RINK

lowest prices

(1) The low point of a recog-(2) continued draft of young men, which is taking both them and their partners away from the rinks; (3) general reports of business recession; (4) significant amounts of unemployment in some areas, and (5) a tendency on the part of the public to save money at this time rather than spend, particularly on recreation.

The outlook for the near future said, stressing that the low point has now been reached and that any forward step means improvement.

Everyone in the business is doing more promoting than they have this is bound to have results,' said Martin.



ROLLER SKATES ELIZABETH, N. J., July 3 .-Fourteen racing hopefuls failed Theater, McCamey, Tex., has been By buying and sellingin proficiency tests held June 27 repairing and renovating-we pay the highest -sell for less. Write at Twin City Arena here, refor quotations. One Day speed for the America on Wheels Long Theaters, Port Lavaca, chain of rinks, of which Twin Tex., has announced that the Port City is a link. The tests were held Drive-In there will be converted Pa.: Catherine Sperling, Penndel, Pa. by the United States Amateur into a 1,600-car twin-screen drive-Roller Skating Association and in. The project is expected to be were the first offered by the completed by September 1 and USARSA.

DRIVIN' 'ROUND THE DRIVE-INS

HARLES ZACK, city manager for the Philip Smith drive-in interests at Detroit, has completed installation of Cinema-Scope equipment at the East Side door installation of this new tech- W. Coopersmith, operator of Philadelphia; Mary Artysiewier, Holly Oak. Drive-In, making the first outnique in the region. Zack's West Great Leopard Roller Rink here, Juvenile B girls' speed. Janet Poriman, Side Drive-In has installed a new large screen in anticipation of CinemaScope. . . . The Blue Sky ships of the Roller Skating Rink Drive-In at Pontiac, Mich., is in- Operators' Association, held June stalling a huge attraction board, 18-20 at Great Leopard and called 40 feet long by 27 high, said to one of the most successful events be the largest for an outdoor ever staged in the area. theater in the State. . . . Ralph Batschelet's Centennial Drive-In, the preceding night by Acting Denver, is looking for big busi- Mayor W. Alrich Price and operness thru the summer as the ator Coopersmith, followed by exracing season gets under way, hibitions by diaper division Located on part of the grounds skaters. Nearly a thousand guests of the West's most modern track, were present from Pennsylvania, the Centennial is a natural to Delaware, Maryland, Virginia, draw not only the regular patron- West Virginia, Washington and Beverly Ellwein, Lancaster; Michael Mcage of tourists and natives, but Canada. also horsemen in town for the is encouraging, however, Martin 100-day running season. Excellent Coopersmith hosted about 75 oppublicity and promotion has de- erators, professionals and guests veloped good trade for the twin- at a dinner in the Tri-State Yacht veloped good trade for the twinscreen drive-in. Participating spots on local TV shows, along "We are looking forward to a with passes to teen-agers partici- climaxed by two watermelon very considerable improvement in pating in the shows, live acts and skating, beginning in September. other gimmicks has made the Centennial formidable compe- plus cantalopes and peaches were tition. Last week, in addition to in the past couple of years, and the usual twin-feature bill, Bat- arranged a last-minute farewell Kenneth and Carol Ebel, Pittsburgh; schelet brought in Morey Burbank, party for some 60 guests, treating aerial artist, for an intermission act, as well as to Mr. Zero, midget final night at Linton's Restaurant, Reading. employee, who takes kiddies for Chester. rides in his small car, gives them postcards and does a generally guests were enthusiastic in their good job of appealing to the kid praise of the manner in which trade. . . . Doug Spieckerman. former manager of the Grand named manager of the Palace Drive-In, Burkburnett, Tex. . . ported Jack Edwards, director of Arthur Heiling, city manager of dled speed-skating events.

COOPERSMITH THE HOST E. Regional Guests **Entertained Royally**

played gracious and generous host New Brighton; Rosemary Ellwein, Lanto the Eastern Regional champion-

The meet was officially opened

On the evening of June 19 Club on the Delaware River at Essington. Skating events were London, Ont. Novice pairs, George Knorr parties held on the Great Leopard grounds. Over 100 watermelons available for all. Coopersmith also them to midnight snacks on the

Contestants, professionals and the contests were conducted. In charge of artistic events was Edna | York; Richard DeLong and Jack Kauff-Betz, professional at Lexington Skating Palace, Pittsburgh, while Robert Phillips, Cleveland, han-Contest results:

Senior ladies' speed, Shirley Hill, Holly Oak, Del.; Catherine Eliwein, Lancaster,

CHESTER, Pa., July 3 .- Jack Eing and Margaret Laurilliard, Philadelcaster; Mary Ann Taylor, Penndel. Juvenile B boys' speed, Henry Grooks, Glasgow; Hichard Scheck, Penndel; Francis Steward, Holly Oak, Novice fours, Frank Vollero, Mary Tigano, Kenneth Ebel, Carol Ebel, Pittsburgh; George Knorr, Shella Adams, Leland Lesher, Jean Fridinger, Reading; Robert Ward, Adrienne Clough, Ronald Hamilton, Berta Cober, Eric, Pa. Intermediate fours, Jack Kauffman, Shirley Trealer, Clarence Gillespie, Edith Auge, Reading.

ULY 10, 1954

Juvenile dance, Duane Lee and Patricia Kosjer, Norfolk; Jeffre Hackman and Toby Cathey, Lancaster; Joseph Zucchero and Cledda Gregg, Washington, D. C .: Junior dance, Jerry Church and Tanice Hought, Washington, Pa.; Robert Minnich and Namara and Sandra Rowe, York Novice dance, Robert Campbell and Ingrid, Fuchrer, Philadelphia; Joseph Hayden and Maralyn Wayles, Philadelphia; Dave and Eleanor Intrabartolo, Norfolk, Junior pairs, Henry Hartman and Donna Kress, Pittsburgh; Claude Whitehurst and Joan Barrett, Norfolk; Harry and Beverly Bowers, and Jean Fridinger, Reading; Richard Miller and Shirley Yoder, Reading, Intermediate pairs, Robert Woods and Carole Howard, Toronto; Jack Kauifman and Shirley Trexier, Reading; Robert Ward and Adrienne Clough, Erie. Senior pairs, William Moorhouse and Irene Perris, Toronto; Charence Gillesple and Edith Auge, Reading. Junior fours, Peter Tuttle, Stephanie Roboski, Ronald Stegman and Dawn Schlegel,

Novice men's singles, Elvin Griffin, Glasgow; Norbert Thompson, Erie; Stanley Craig, Lancaster, Intermediate ladies' singles, Edith Auge, Reading; Mary B. Tigano, Pittsburgh; Helen Ayerst, Toronto. Intermediate men's singles, Charles O'Neal, man, Reading. Senior ladies' singles, Irene Ferris, Toronto; Barbara Myers, Reading; Adrienne Clough, Erie. Senior men's singles, Roland Trebbne and William Moorhouse, Toronto; Allan Turner, Norfolk, Juvenile pairs, Joseph Zucchero and Cledda Gregg, Washington, Pa.; Peter Tuttle and Dawn Schlegel, Reading; Theodore Snyder and Susan Snyder, Reading. Intermediate Indics' figures, Helen Ayerst, Toronto. Bernadette Schmidt and Helen Donagby, Philadelphia, Intermediate men's figures, Vincent Ursic, Pittsburgh. Senior ladies' figures, Barbura Myers, Reading; Sylvia Burnep, Toronto, Juvenile girls' singles, Donna Kress, Pittsburgh; Beverly Bowers, London, Ont.; Cledda Gregg, Washington, Pa. Juvenile boys' singles, William Yoder, Reading; Duane Lee, Norfolk; Jeffre Hackman, Lancaster, Junior girls' singles, Sandra Rowe, York; Carole Howard, Toronto; Shella Adams, Reading, Junior hoys' singles, Claude Whitehurst, Norfolk; Melvin Beyes, Toronto; Henry Brooks, Giasguw. Novice Indies' singles, Mary Ward, Pittsburgh; Nancy Newcomer. York: Jacqueline Sparkman, Toronto Disper division, Mary Artyslewicz, Holly Oak; William Betz, Pittsburgh, Juvenile boys' figures, Duane Lee, Noriolk; William Yoder, Reading; Peter Tuttle, Reading Juvenile girls' figures, Sharon Hill, Turonto; Beverly Bowers, London, Out.; Donna Eress, Pittsburgh, Junior boys' figures, Henry Hartman, Pittsburgh; Harry Bowers, London, Ont.; Ronald Stegman, Reading. Junior girls' figures, Jean Fridinger, Reading; Shelia Adama, Reading; Irene Darlove, Toronto, Novice ladies" figures, Marlyn Caswell, Philadelphia; Audrey Payton, Glasgow; Mary Ward, Plittsburgh. Novice men's figures. Robert. Murphy, Philadelphia; Elvin Griffin and Walter Graham, Glasgow.

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Maintenance Man and Wife for Roller Rink near Chicago. State experience and other information in first letter. Threeroom apartment, furnished.

> SPOTLITE 66 ROLLER RINK Route 1, La Grange, Illinois

as the one-mile test, the last of three for the bronze award. They were short by two and five Corpus Christi, Tex. . . Fire Joan Harper, Shirley Hill, John Pyle, seconds.

The USARSA is staging another speed test tomorrow at Alexandria (Va.) Arena.

while Hudson gave a half house

Monday afternoon (28) and a sur-

The program opens with Martha

Smiga on the tight wire, followed

by Beryl Hazelwood in a contor-

tion number; Miss Hazelwood's

show announcer and tax box; Joe

Smiga, concessions; Jack Reader,

reserve tickets; Mrs. Reader, cook-

house; J. C. Rosenheim, general

agent; Dean Pearson, master me-

chanic; Johnny Popell, snake pit

show; Otis Shealy, boss canvas-

man; Frederick Little, electrician,

and Mike Minnelli, drums.

prising three-quarters at night.

Ring's Role

Continued from page 58

will cost around \$70,000. . . . A Only two contestants got as far curved 44 by 80-foot Cinema-Scope screen has been installed at the Twin Pals Drive-In at caused an estimated \$800 damages to the Jet Drive-In, Grand Prairie,

> Tex. Fire was believed to have been caused by faulty wiring. . . O. N. Shannon has announced that work has been started on a new drive-in located north of Portland, Tex. The dirt and shell fill has been completed and work started on the screen and concession stand.

ROADSHOW REP

H. A. (HAPPY) ANDERSON, solo entertainer, writes from Monticello, Utah: "After a poor winter in halls I am working some celebrations and fairs. They are small in this area and spread apart, but I get some indoor dates to break the long jumps. At Escalante, Utah, recently I met the Gitts Family Show, a good little the naming of a Mills elephant as outfit that comes from California and works its way into Canada. Usually the show carries four of the family, but the daughter is remaining at home to make ready for college. The outfit does okay short-cast family style bills. They are also musicians and all-round performers. I carry some merchandise which helps, but the season is short and the winters are too rough to carry on. Most of the entertainers I meet in this area are strollers who skip from town to town." ... Albert Marceau has a three-cast show working in the Ottawa aera and is moving west due to slow business in Ontario. . . . J. H. Earle, Washington, D. C., asks that someone send in the roster of the Harry Mack Minstrels of 1953. . . . Lew Markey. old-time rep actor, writes from Fort Myers, Fla.: "It's good to read the notes of the old-time roadshows, but the picture for small shows is dubious to me. - I have a magazine crew and I know what it costs to travel. I can see, tho, that family shows and solo entertainers will hang on. Anyone who can lecture or entertain and has good, modern stuff, can get

Senior men's speed, Robert Kelly, Philadelphia; John Pyle, Holly Oak; Robert Campbell, Philadelphia, Men's relay, Robert Campbell, Robert Kelly, Richard Fekete, Bernard Chalmers, Philadelphia; Payton Cherrix, James Rice, John Pyle, James Hirst, Holly Oak, Ladies' relay, Joan Harper, Shirley Hill, Barbara Maxwell, Catherine Murphy, Holly Oak. Mixed relay, James Hirst, Holly Oak; Joseph Devlin, Jack Nahm, Eileen Tracy, Catherine Sperling, Penndel.

Juvenile A girls' speed, Kathryn Pyle, Holly Oak; Edith Toarsky, New Brighton, Pa.; Evelyn Hunt, Penndel, Juvenile A bors' speed, George Crudza, Penndel; Robert Mentzer, Lancaster; Ronald Johnaton, New Brighton, Junior boys' speed, David Axe, Lancaster; Robert May, Holly Oak; Elvin Griffin, Glasgow, Del. Junior girls' speed. Edith Wardell, Holly Oak; Barbara Maxwell, Holly Oak; Gwendolyn Pischer, Reading, Pa. Intermediate ladies' speed, Joan Harper, Holly Oak; Catherine Murphy, Holly Oak; Elleen Tracy, Penndel. Intermediate men's speed, Bernard Chalmers, Philadelphia; Jack Nahm, Penndel; Payton Cherrix, Holly Oak.

Intermediate dance, Buddy Gerard and Hilda Nill, Philadelphia; Danlel Devine and Joan Ward, Upper Darby, Pa. James Kepler and Joan Siar, York, Pa. Senior dance, Jack Corbett and Caroline Eglof, Philadelphia; William Cannon and June Hutchinson, Washington, D. C.; George

Fred Stafford

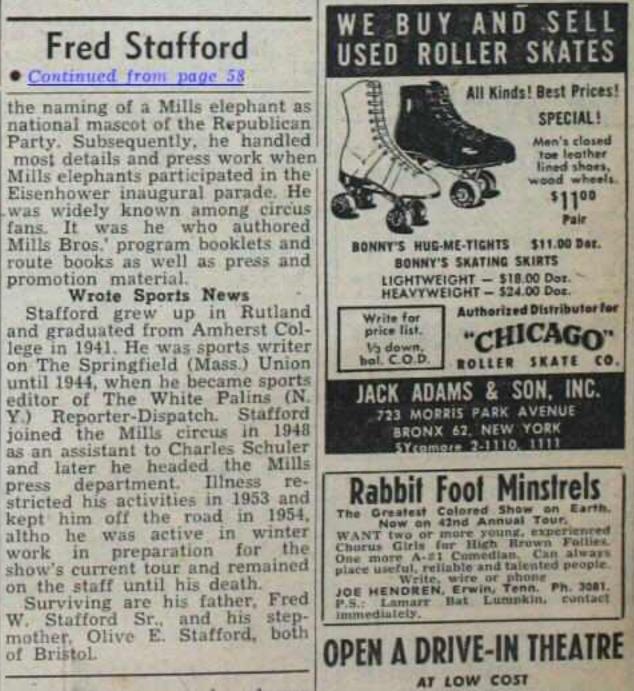
Wrote Sports News

on the staff until his death.

of Bristol

Continued from page 58

promotion material.

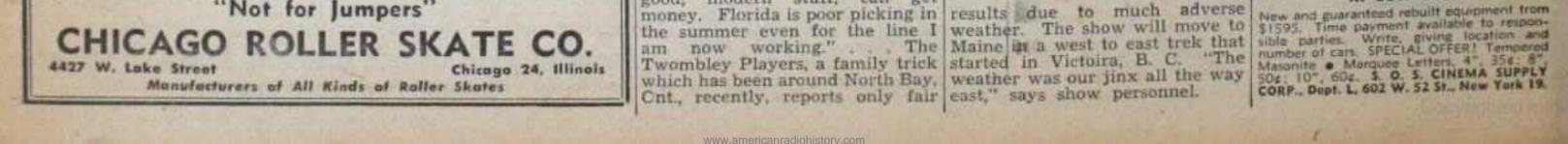


New and guaranteed rebuilt equipment from



Free, Flexible Action Mr. Rawson: "That is what the Dancers want" "Not for Jumpers"

ladder number; Capt. John Smiley Lahew's showing of Bonnie, the smaller of the show's two elephants; a trampoline number by Happy Davis and Beryl Hazelwood; Lucy Richards on the slack wire, a web number by the girls on the show and the elephants worked by Miss Richards, Happy Davis clowns thruout the show. The staff includes Richards. manager and owner: Robert Hall assistant manager; Kenneth Ikert, treasurer; J. C. McCarthy, legal adjuster; Mr. and Mrs. Joe Sullivan, special representatives; L. O. (Hoot) Black, Side Show, big



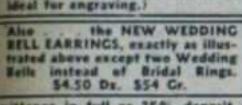
IULY 10, 1954

MERCHANDISE Communications to 2160 Patterson St., Cincinnati 22, O.

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MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Thrift Novelty Company. Inc., bright new package with a Denver, continues to offer its un-usual simulated turquoise jewelry. \$34 per gross. Pitchmen should The line is quite complete and in- find this product a good producer. cludes button, screwback and pierced-type earrings in assorted Ogdin Manufacturing Company. styles; medallion and pendant- Dayton, Or, is presenting a new type necklaces, wide cuff brace- patented flying toy plane. This lets, assorted adjustable rings, dif- is a whistling jet which is conferently styled pins and multi- trolled from a 24-inch rod and link bracelets, as well as a group cord. Brilliant in color and design for children which is called with a whirling front propeller Indian princess kiddle turquoise and twirling three-color spinner jewelry. Because of the unusually in the rear, the manufacturer attractive color and wide variety, claims this plastic item will outthe line should be of particular flash anything in its field. interest to jewelry and spindle workers. Prices are low and delivery good.

directions is easily operated by any child. The distributor reported a complete sellout at fair demonstrations last season. Theitem moves well indoors or outdoors. It is priced at \$13.50 per gross, but \$1 will get you samples.

Tamor Plastics Corporation. Leominster, Mass., strikes a new note with its line of natural color nylon combs. They claim the combs are practically indestructible, as they can be struck with a hammer, twisted and turned, and bent in half. The combs are offered in matched sets covering a variety of styles. Deliveries are made the same day an order is received. Pitchmen are invited to send \$1 for samples which will be doubly refunded with the first order.

Magidson Bros., Chicago, is featuring a new line of exotic African dancers which the firm calls an

Wheel Lifters, Inc., Boise, Idaho, continues the sales of its Easy-On device for lining up a tire so that Wellington Novelties. Miami, it can easily be bolted on. The has a new item called the jet double-pronged product has a parachute toy. It's made of pure long handle which readily lifts silk, seven by seven inches, in the wheel into the correct posiassorted colors. The two-color tion without any struggling or picture tube with mouthpiece and strain, thereby eliminating mess and unnecessary effort. This should interest women.

> Rose Lamp Manufacturing Company, Philadelphia, is showing a new group of modern vanity lamps. Some are wrought iron with opal glass and vanity shade and come in black, red, green and chartreuse with white and gold trim. Others have a solid color glaze and a designed parchment shade. Colors are forest green, black, chartreuse and grey. The manufacturer calls them the smartest vanity lamp. They are offered at a low price only because they are shipped direct from factory. Samples are available.

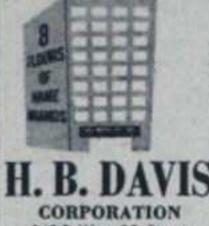
Myrlo Company, Cleveland, has a new 100-foot string of 48 by 12 by 18-inch pennants which are made of all-weather durafilm. So confident is this firm that the pennants will satisfy that they offer to refund money if a customer is not satisfied. Pennants are red, green, yellow and blue.

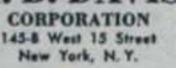


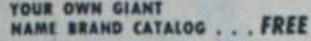
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TOUR MAIN



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inspired creation. The action figures are 18 inches high and have flowing headdress, loin, wrist and calf adornments together with shield and drum. Ebony black with splash white provide a striking contrasting color combination. Other colors include chartreuse with forest green and coral splash with gray. The ideal companion piece for these figures is a largesize planter 15 inches in length. It is neoprene treated for high water resistance and comes in colors the same as the figures. The combination has produced repeat orders wherever displayed, says the firm.

Tomac of Pittsburgh is invading the auto polish market with a revolutionary new auto polish called Coat-O-Plastic. A thin coat of clear plastic is applied to a clean finish and it dries to hard, bright luster which is not affected by weather over a long period of time. Workers will be particularly interested in this product, as practically every family in the country has a car on which they are continually trying new products. Comes' in a

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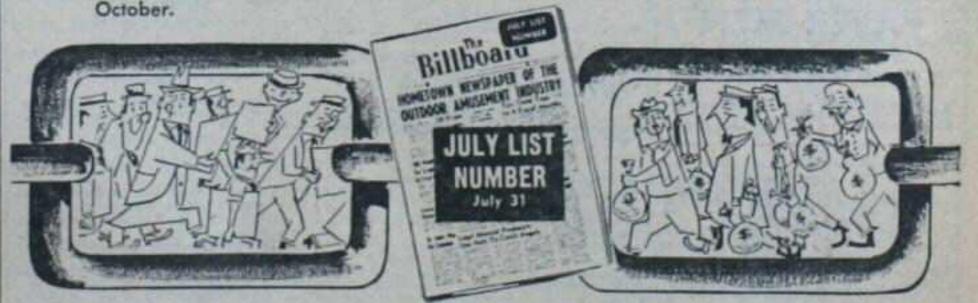
Los Tropicalos, Miami, is warehousing a tremendous stock of hand-made, hand-painted genuine star fish lamps and tropical and religious sea shell lamps. The minute and exquisite detail on these lamps as well as the beautiful colors and careful construction at once draw attention. Here are a group of items which have exceptional eye lure and which will deliver a maximum of attraction power, the firm states.

Al Bedroff, Philadelphia, is so sure his new crucifix is a top item that he offers to refund the purchase price if a user is not satisfied. The item is made of pearlescent white plastic with the figure in gleaming gold. Another model has a blue crucifix. Both are individually boxed and are available at \$6 per dozen.



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21 DEADLINE JULY A D NG Write, wire or phone right away . . .



MERCHANDISE

62

THE BILLBOARD



PIPES FOR PITCHMEN

By BILL BAKER

the end of the road in Phoenix, you. Ariz, a couple of weeks ago at the age of 78. Born in a small MERTON CRAIG town just outside of London, England, George joined the English Merchant Marine while still in the missing persons column very young. For several years he traveled the seven seas as a merchant sailor. Upon landing in the United States after one of his trips he figured that he had had from active show business but I'm enough of the salt breezes and decided to stay here for keeps. It was shortly after his arrival here that he launched his 40year connection with the pitch raternity during which time the old boy sold everything in the

Pipes column was a little cramped coming up from the South. They for space so we weren't able to all seem to be gettin' the money give a full report on some of the but all the owners and managers Norvelt-Firemen's Pair, Aug. 2-7, boys whom Ellwyn Sproat saw were singing the same song-they Pittsburgh (Herra Island)-W.

gates at the Bendix plant. Blackie a pitcheroo from way back, pen- Beard wasn't setting the world cils a note from Indianapolis on fire in Flint, Mich., with his Atlantic City-Miss America Pageant, Sept. which is beginning to make this condensers at the Fisher Body column look like the obituary plant. Red Gunn was also in Flint page. He tells us of the passing working sharpners to pretty fair of old George H. Brooks, the takes in front of Buick's office Arkansas traveler. On two dif- gate. Thanks to our friend Sproat, ferent occasions here we mention- this report comprises a pretty comed that during the last several prehensive run down on some of months, George had done a lot the boys whom we haven't heard Cherry Valley-Celebration, July 10. of traveling but that unfortunate- from in quite some time. Now if ly most of it was from one hos- anyone else knows any thing pital to another. According to about any of the other members Sam, his old pal George came to of the fraternity, let's hear from

is an old timer we flushed out of the bushes by listing his name published here June 26. Get a load of this stuff. "Well, you and others asked for it so here goes from Merton Craig. I'm retired still able to drive 791 miles from Fayetteville, N. C., where I spent the winter to Utica, N. Y. This trip was made without a stop other than those necessary to pick up some eats and some gas for the car. I am now romping around the hills of Vermont. Listen you boys in the pitch game" says Craig, "If you guys want to hit pens the following while en route the jackpot try working Fayetteto Columbia, S. C. to work the ville. That is a boom town. Be-State Farmers' Market: "I had a tween 55 and 65 thousand soldiers few words with Horace Brazile, there get paid the first of every Speed Murphy and our friend Mr. month and that really makes for Mangum at the D. L. Dunlap good business. I remember when headquarters in Charlotte, N. C. I played there last winter I caught I hadn't seen Mangum since his a few store workers and one or eye operation and the old boy two corner workers. They all really looked pretty good. Brazile seemed to be doing pretty well for says he's doing fine since he went themselves but they were all new on the water wagon about three at the game. Very few of them years' ago." Steve says that after knew me or ever heard of my working the market in Columbia, Craig Bros.' Show of a couple Coudersport-Potter Co. Sesquicentennial he's going to do a short turn with years back. As I get around I hear some people express the Erie-Am. Legion Gelebration, July 5-10. opinion that med shows are the thing of the past. That's a lot of

Union-4-H Livestock & Home Economics Show, Aug. 1-4. Albert Behulte. Urbana-Four-Go, Dairy Show, Sept. 25. H. H. Klein Nebreska

Omaha-Centennial, May 31-Sept. & Nevada

Ety-Nevada Pair of Industry, Aug. 24-26. P. P. Hoover

New Jersey

7-11

Hammonton-Feast of the Lady of Mount. Carmel, July 12-17

Hammonton - Our Lady of Assumption Celebration, Aug. 9-14. Ralph Santelli, 211 French St.

Long Branch-Golden Jubilee, July 1-11. Wharton-Celebration, July 26-31.

New York

Deposit-Delaware Co. Firemen's Convention, Sept. 2-6.

Fredonia-Firemen's Celebration, July 21-24.

Haverstraw - Centennial, July 26-Aug 1 Morgan Demarest.

Monticello-Seiquicentennial, Sept. 8-11. New York-International Gift Show, Astor Hotel, Aug. 22-27.

Ningara Falls-Home Show, Sept. 11-19. Anthony P Boluri

Phelps-Celebration, July 4-10. Tioughnioga-Tioughnioga Carnival & Pair,

Aug. 10-22, Ray Wells. Ohio

Cincinnati-Pood and Home Show, Aug.

16-29. G. J. Predriks. Dunkirk-Community Park Pestival, Aug.

19-20 Roy Wilson. Fort Recovery-Harvest Jubilee, July 5-11

B. B. Burke.

Postoria-Centennial, July 12-17. Grove City-Street Fair, July 6-10.

New Bremen-Woodmen of World Celebration, July 19-24.

New Lebanon-Divie Boaster Club Celebration, July 26-31.

New Riegie Firemen's Onlehration, July 5-9. Harold Brukett.

Troy-Miami Valley Pood & Appliance Show, Sept. 17-19

Unrichaville-National Clay Week, Aug. 2-7. Wauseon-Centennial, Aug. 16-31

Anadarko-Indian Exposition, Aug. 16-31. Henryetta-Labor Day Celebration, Sept. 6-11.

Pawhuska-Intl. Roundup Club Cavalcade, July 23-25.

Rush Springs-Watermelon Festival, Aug.

Arnold - Old Home Week, July 11-17 Arthur P. Pleeger.

July 18-24.

Latrobe-Western Pa. Firemen's Conven-

Lincoln Adds

Continued from page 56

new \$12,000 hay barn to replace the one destroyed by fire last year Already completed is a tool and work shop built at a cost of \$5,00 and another \$7,000 is being spen to put the race track into top running condition.

Attraction-wise, in addition to Barnes-Carruthers grandstand re vue, the William T. Collins' Show as the midway attractions and auto races by Al Sweeney's Na tional Speedways, Inc., the fail will have a "Dancing Waters" uni on the grounds this year. A rail road exhibit and the Centennia Railroad Exposition will also b added attractions. Thearle - Duf field Fireworks, Inc., will again provide the pyrotechnics, and Tournament of Thrills, the thril show.

Fair will be kicked off this year with a pre-opening pageant, com memorating the Nebraska Terri torial Centennial. Fair's gates will open at 6 p.m. on Saturday, Sep tember 4, with regular gate and grandstand admission to charged. The spec will depict more than 100 years of Nebraska his tory and will be repeated the following night.

CCE Seeks \$\$

Continued from page 56

of the St. Lawrence Seaway would result in industries moving ont the desirable locations, that is time Lansdowne Park might be come overcrowded, and that th finding of a better spot in the fu ture would be infinitely more dif ficult.

D. M. Stewart, vice-presiden of the association, said the argu ment was an old one. He laude the current site as the best ther is and predicted: "There'll be lot of us guys missing from th world when the exhibition moved."

The motion for seeking func for a new building was passed h a 12-2 vote.

The bandshell decision we made on complaints of music los ers and the RCAF Central Ban which performs there every year They said midway noises inter fered with the band concerts an suggested that a more remote le cation be found for the concerts.

Twinsburg-Homscoming, July 7-10. Oklahoma

9-14. Shawnee-VFW Celebration, July 12-17.

Pennsylvania

Avonmore-VPW & Firemen's Pair, July

Du Bois-Piremen's Celebration, July 12-17.

W. E. LaSalle, Tipton.

Pa.

tion, Aug. 8-14. M F. Saxman. New Eagle-Firemen's Convention, Aug.

Irvona-Old Home Week, June 28-July 3

Pig Roundup; Aug. 17-18. Chas. L. McAdama

19-24.

Homer City-Centennial, July 26-31.

Rapids, Mich. Sproat says he saw kids of today don't try to perfect Shade Gap-Boldiers-Sallors' Fair & Pic-Mr. Wallien vorking glass cutters themselves so they can work on in a lot in downtown Dayton, O. a week stand and change each His sister-in-law was also there night." Brother Craig says he enpushing an egg separator in one joys reading about his old friends of the dime stores. Shorty Brecht in the pitch business and he hopes was in South Bend, Ind., bally- to be reading more pipes from hooing sharpners at one of the them. COMING EVENTS Loogootee-Lions Club Celebration, July Hillsdale-S. Eastern Mich, Guernsey Brenders Show, Aug. 12. Bill Bradstreet. Muncie-Amyets Celebration, July 12-17, Inilay City-Mich. Ayrahire Breeders Show, Odon-Old Settlers Meeting, Aug. 19-21. Aug. 4. Alice Taylor. Iron Mountain-Legion Pestival, July 7-10 Ishpeming - Centennial Celebration, July South Marion-Street Pair, July 12-17. 25-31. Howard Varvil, Woolworth Bldg. Jackson - Freedom Festival, July 4-10. Terre Haute-Miners' Picnic, Aug. 6-8 James W. Kling. Lakeview-Lakeview Jr. Livestock Show, Veederaburg-Am. Legion Fair, July 13-17. Aug. 10. H. W. Reading. Lapeer-Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury. Charles City-Centennial, Aug. 15-21. Menominee-Menominee Dairy Show, July 31. Gail E. Bowers, Courthouse, Hartley-Dismond Jubilee, Sept. 9-10. Midland-Mich, Gladiolus Show, Aug. 15-16. Millington-Millington Centennial, Aug. 11-Muscatine-Celebration. Spet. 6-7. A. 14. Dale P. Stewart. 12-13 Wichita-Territorial Centennial, Sept. 19-Minnesota Caledonia-Centennial, July 16-18. M. A. Benfro Valley - Homecoming, Aug. 30-Durbury Edgerton-Dutch Pestival & Diamond Jubi-Kentwood-Florida Parish Dairy & Agri lee, July 21-22. Lake Benton-Diamond Jubilee, July 9-11 Villa Platte-Cotton Pestival, Sept. 25-26. Junior Clark. Eikton-Cecil Co. Breeders Fair, Sept. 11. George. Ann Arbor-Gladiolus Show, Aug. 8-9 Baraga-Baraga Co. Dairy Show, Aug. 12. Charlotte-Mich Swine Breeders Show, East Lansing-Gladiolus Show, Aug. 7.

between Cincinnati and Grand who can change for a week. The

Saxton-Saxton-Liberty Centennial, July

BIC. Aug. 2-7.

South Dakota

Burke-Homecoming Days, Aug. 20-21. Custer-Gold Discovery Days, July 26-27. Elkton-Tith Anniversary Celebration, July 27-28

Groton-Harvest Festival, Aug. 20-21. Kennebec-Lyman Co. Fall Pestival, Sept. 17-18.

Lake Preston-Diamond Jubilee & Watermelon Festival. Sept. 5-6. Madison-Yankee Doodle Days, July 30-31. Marion - 75th Anniversary Celebration, July 28-29.

Mitchell-Corn Palace Festival, Sept. 19-26. Leon Harmon.

Parkston-Community Days, Aug. 30-31 Rapid City - Shrine Circus, July 9-11. Salem-Harvest Festival, Aug. 23-24. Timber Lake-Days of 1910, Aug. 28-29. Vermillion-Days of '59, Aug. 24-27. Wagner-Celebration, Sept. 5-6.

Yankton-Free Pancake Days, Sept. 30 Oct. 2.

Tennessee

Tullahoma-Celebration, Aug. 23-38. Texas

Dalhart-XIT Reunion and Rodeo, Aug 9-10. Nick P. Craig.

Dallas-Allied Gift & Jewelry Show, Hotel Adolphus, Sept. 5-9. Ailled Exhibitors. 2832 Wilshire Blvd., Los Angeles,

Plores-Peanut Pestival, Sept. 24-25. Robert P. Spence.

Predericksburg-Angora Goat Show & Sale, Aug. 5-7, Pete Guley, Uvalde,

Granbury-Hood Co. Reunion, July 7-10 Hico-Reunion, Aug. 23-28.

Junction-Hill Country Race Meel & Goal Sale, Aug. 12-14. Pordtran Johnston.

Kerrville-Southwest Sheep Dog Trials, Sepi. 24. Jim Thucker.

Utah

Brigham City-Peach Days, Sept. 10-11 Chamber of Commerce.

Virginia

Haymarket-St. Paul's Parish Horse Show. Aug. 28.

Louisa-Pirzmen's Pair, July 5-10. L. S. Key, 328% Street, Charlotteville.

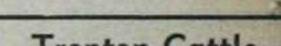
27-31.

Laramie-Jubilee Days, July 9-10.

Aug. 7-5.

Colouria, 11021/ Division Bt. Johnny Scallan, 11311 110th Avenue.





Trenton Cattle

Continued from page 56

deluged with entries last yea There will be five divisions an as many as eight awards in each class of Ayrshire, Brown Swin Guernseys, Holsteins and Jersey In each division boys may ent females, two years and over, at heifers.

A junior champion female und two years of age and a gran champion will be chosen, and the will be special awards by the Ne Jersey Ayrshire, Holstein-Friesia Guernsey and Brown Swiss Bree ers' Association, and the Jerse Cattle Association.

Show superintendents will | George W. Lange, State executiv secretary of agricultural education, and William E. Kenny, far youth credit services supervisor the State Department of Agricu ture. They are being assisted b Kiser and William F. Evans, St.

supervisor of teacher training. Fair dates are September 26

October 3.



Port Huron-Blue Water Festival, July 12-18. Floyd B. Walters. Rudyard-U. P. Jr. Pat Stock Show, Aug. St. Clair-Water Pestival, July 14-18. Wyandotte-Centennial, July 6-10.

JULY 10, 1954

THE BILLBOARD

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St.

Cincinnati 22, O.

DEDERS OF 6 WATCHES SLOG ADDITIONAL FOR SAM PLES. 10% deposit with order, Batence C.O.D. SIND FOR FREE CATALOG BROOKS PRODUCTS 92 LIBERTY STREET

SIMULATED PEARLS 5 Row & 6 Row Graduated NECKLACES with beautiful domestic **Rhinestone** Clasps \$6 doz. min, order 1 gross (1/2 5 row, 1/2 6 row) 25% Depasit, Balance C.O.D.

NEW YORK 1 MUrray Hill 6-4177-8

Mrs. Firns, Jack Furd, Grady Palette Galther, S. W. Gibeney, Robert. Gillemie, Billy Boots Servers (Dohm: Gillet, Mrs. Lucz Gilly, Ralph E. Gnagl, Howard & Guidstein, Irving Guidstein, Irving Guidstein, Teddy Ganlde, J. E. Gorenkaff, Marr S. Gutrher Jr., C. R. Graffa, John Gray, C. H. Greeno, Editle Greer, Walter Ed. 38.00 Hackman, E. Otly (Phonema: Wells Halstend, A. R. Wells Hamblin, Claud B. Harris, Mr. Mrs. Rart, Hutble Hassett, Frank Hawath, Joe. Henderson, Gayler Benderson, Ruth & (Tattoord Lady) (terman, Al H. Hildebrandt, Frank Hill, Mrs. J. T

Netsall. Lee MICH. William (Nelsons One Mar. Band annahaker, Geneze J Rochman's H Drive (Parks imeifi, Mrs. Margari J. W

Deaney, Bouilty Shellay, Mrs. Robert. Charge, Bdgar Shumaker, Hort Shumway, Joke bean, Log -Skeals, Lee Smallwood, Bill Bert Smith, Earl Smith, Jack Wondrow Rod mitch. lornsen, Julia Robert orwithers, conters, Cirne 16 Marzoris MARCH THE varks. Sherman pengle J. A pengy Jr. George pencer, Richy piper, Margie (Tangerin tabler, Col. H. W. tandridge, John tanley, Bud nunks, Charles. vel, Eddie & Mrs. evens, G. M. vellkaf, Mr. Serafim witter, Mrs. Jusephine ert. Ernant iter witherg, Leonard or John Hansen winder, Wittiam ow, H. C. to, Wayne C. ne, Eva ntar, R. J. "han, John "ell, Harry A ha, Adam -as Dallie omas, Robert. empositi, Harstell Tamina ompion, Jack D Charles fan, James Marcum mini, Benry vri, Maria rich, Geo. alenti, Francine Vistoria, Dolty (Vietoria Troupe) Vivano, Mariano Wade, Roht Eugene Walo, Andy-Pat Ward, J. Roht. & Juliene Watts, Leona M. Webster, George H. Wegand, Ed & Mrs. Weiner, Herman

ennets, Mrs. Virginia or, Trank Cost a Lating. Adrieu Robert Tuny William 11



MERCHANDISE

63



MERCHANDISE

THE BILLBOARD

JULY 10, 1954



PERIN DUCKLINGS MAKE BIG PROFITS for carnival men. Evedybody from 5 to 50 will pitch for these cute rellow baby ducklings. Can supply immediate weekly

1724

Money refunded if not aptisfied. MYRLO COMPANY







and baritone; read or fake; big band, combo or Dixieland. Available for summer resort at once, Reliable, sober, neat ap-pearing. Al Regni, 36 Banks' Ave., John-son City, N. Y.

DRUMMER-UNION; YOUNG AND RE-

MCBRIDE JEWELRY CO., 1261 BROADWAY AT 315T. ST., N. Y. I. N. Y.

Hand Fallahed for Real Hash!

1902 North Third St.

Milwaukee 12. Wisconsin

SPECIAL!

Full Size, 1754"x11\4"

TENOR, CLARINET, FLUTE-28. SINGLE, name experience, will travel; all offers considered. Jerry Noble, Trinidad Apts., Apt. 11. Herahey, Penn. Phone 3-8971. jy24 TROMBONE AND ARRANGER-UNION; have car; will travel; experienced; read, fake, also double bass. Write or wire Howard Chapman, 1162 Riverdale, West



COIN MACHINES Communications to 188 W. Randolph St., Chicago T, III.

JULY 10, 1954

THE BILLBOARD

Calendar for Coinmen

July 9-11--National Association of Bulk Vendors, annual convention and exhibit, Congress Hotel, Chicago.

July 11-Music operators of Southern Illinois, formation meeting, Harrisburg.

July 12-Amusement Machine Operators' Association of Baltimore, bi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

July 21-Recorded Music Service Association, fifth annual golf outing, Bunker Hill Country Club, Chicago.

July 26-Executive board of directors of MOA, Morrison Hotel, Chicago.

July 26-Central States Phonograph Operators' Association, monthly meeting, Peoria Telematic Company's offices, Peoria.

August 1-5-National Candy Wholesalers' Association, Inc., annual convention, exhibit, Hotel Commodore, New York. September 11-12-Nebraska Music Guild, quarterly meeting, site to be announced, Scotts Bhuff, Neb.

Court Aid Studies Chi Pin Legality

Master-in-Chancery Holds Hearings In Law Office Lined With Games

CHICAGO, July 3 .- Master- earlier order for an injunction factured by at least three dif- on the law and facts (The Billcrent coin machine companies board, June 26). he games were moved into his The court stipulated the W. Washington Street office.



n-Chancery William J. McGah restraining the city from interferbe Chicago pinball case while games and referred the case to tudying seven pinball units man- McGah for a hearing and a report

master's findings be submitted in Superior Court Judge George 30 days. The case, Nelson vs. the I. Fisher June 16 vacated an City of Chicago, was brought by Nels A. Nelson, Elmer Larson, James P. Garrity and Ray Nicolei, coin machine operators.

Involved in the case is 1953 State legislation, which eliminated pinball games from classibanned the games.

NEW JERSEY ABC BANS PEEPS

NEWARK, N. J., July 3.-William H. Davis, State Alcoholic Board Commission director, ruled that coin-operated picture machines with "peep shows" are not permissible in taverns in New Jersey.

A descriptive circular and a letter was sent to Davis last month by a Newark tavern owner asking if he would be allowed to install one. Davis replied it was apparent that the prime subject of the pictures was "Artists' Models."

Davis ruled out the machine as improper and that he was opposed to anything resembling the device at taverns.

A.B.T. Mfg. Corp. **Skeds Vacation**

CHICAGO, July 3.-A. B. T. Manufacturing Corporation will be closed during a two-week va-cation period, August 2-15, George Kory, sales manager, announced this week.

customers.

Doberman Aids Op On 130-Unit Route

By KEN KNAUF

A GAME DOG

CHICAGO, July 3. - One of the busiest amusement games "routemen" on Chicago's South Side is a 100-pound Doberman pinscher. He's Champ Jeff, owned by Lew (Colonel) Lewis of Merit Industries.

The big dog, with trimmed ears that stand up straight, is businesslike in his dual role as Merit Industries' watchdog and the colonel's personal route companion.

of high noon by lounging in the shade of a shuffle game as this reporter arrived, but was keeping an eye on the Merit merchandise, Champ Jeff is usually stationed in the display window where he is known to have given many a would-be intruder a change of heart.

Regular Visitor

Wherever Lewis goes, Champ Jeff goes, and that includes the According to Kozy a skeleton amusement games route. The crew will handle Rifle Sport colonel no more than picks up his Johnson money counter and

Champ Jeff is ready to hit the road. The dog sits in the back of the sedan delivery truck used on the route and visits all the amusement game locations. Lewis had the 3-year-old Doberman trained by a canine expert, including the disarming of a man with a weapon. The colonel pointed out that

67

many of the neighborhood places (Continued on page 68)

the dog was beating the warmth thigh noon by lounging in the Williams Ships Screamo, New **Five-Ball Game**

CHICAGO, July 3 .- Williams Manufacturing Company is shipping to its distributors Screamo, a new five-ball game featuring numbers on a center card spotted for in-line scores.

In contrast to the usual in-line scoring methods of five-ball games, Screamo features in-line numbers that must first be spotted by tripping six bumpers and a kicker mechanism in the middle of the bumpers, or by tripping two side roll-overs, two side kicker mechanisms, or landing the ball in a hole at the middle of the playfield.

After numbers are spotted, inline scores can be registered on a nine-number card. Two flippers at the bottom of the playfield shoot the ball toward the center hole which scores 500,000. The flippers are operated by pressing

KANSAS CITY CASHES IN **Airport Coin Units** Net Over 5G Monthly

which houses 134 coin-operated chines. amusement games and vending

KANSAS CITY, Mo .- July 3 - the rest of the airport brings the "Bingo Boulevard" is the nick- annual total to \$172,589 net profit, fication as gambling devices, and name applied to the lobby of the but the amazing fact is the an old city ordinance which Municipal Air Terminal building amount taken from the coin ma-



lew Rifle Game Calif. Ops Warned Of Mach. Permits

CHICAGO, July 3 .- Jungle Gun, elm, sales manager, announced.

Jungle Gun uses an authenticype Remington 22 rifle operating n the electrical contact system. fargets and jungle backdrop are effected from the bottom onto he backglass.

The player gets 20 shots for a time at three rows of targets, neluding elephants, lions and orillas, and five additional shots I vari-sized bull's-eye targets which pop up if a perfect score made on the first 20 shots.

Score Tops

round. The five bonus shots ount 50 points each.

The game is available in a e luxe model featuring match core with a number, clover and star. Both models have an ptional free-play set-up for a erfect score. The games are 73 CHICAGO, July 3.-The sum-sches high, 31 inches wide and mer Arcade season will be off to nd three-for-quarter play.

According to De Selm, the Park. ame is relatively easy to service. tea set screw.

Dwner's Death Hits a. Vending Co.

RICHMOND, Va., July 3 .- The oanoke Vending Exchange Inc., oanoke, Va., marked the loss of president and owner with the

p to Roanoke. He was a native Southwest Virginia, and operution business in Roanoke until didn't solve the problem. at summer when it was moved Richmond,

SACRAMENTO, July 3 .- Operhe latest coin-operated amuse- ators of amusement games and sent gun game, is now being vending machines were warned apped to distributors of United by city assessor-collector G. C. anufacturing Company, Bill De McKinley that municipal permits

must be attached to machines. The warning was issued after a numper of reports that several over a quarter million dollars a juke boxes and cigarette venders were found on location without the they have paid the required fees but neglected to affix the permits.

McKinley emphasized that the further violations of the ordinance will result in confiscation of the equipment and the citing of the from landing fees, fixed base opoperators,

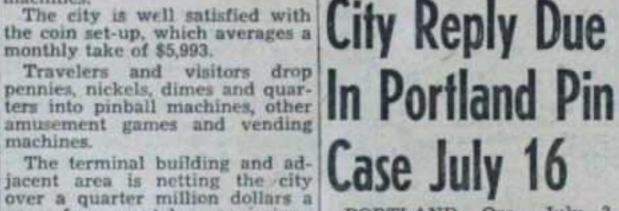
machines.

monthly take of \$5,993.

Travelers and visitors drop pennies, nickels, dimes and guarters into pinball machines, other amusement games and vending machines.

The terminal building and adjacent area is netting the city year from rentals, concessions, which return \$1,573 a month.

Revenue received by the city erators, rentals and leases from



PORTLAND, Ore., July 3. restaurants, parking lot and coin | Next move in the Portland pinball permits. Some operators contend machines, according to R. M. case is due July 16. The State Su-White, director of aviation. The preme Court this week set that with the center number and the top take in the terminal lobby is date for the city's answer to a Joe Gilbert's newsstand, snack brief filed by Stanley G. Terry permits must be attached and that bar and food vending machines attacking anew the city's right to outlaw free-play games.

The brief filed by Terry, Portland operator, asked the court to hear again his arguments against the 1951 Portland ordinance banrights in prohibiting games de-spite a State law taxing such Scheduled in

Court held the city had exceeded its jurisidiction, games have operated in Portland without city fees.

Iourney Kits Among the amusement games Says Berger

buttons on the sides of the cabinet. Two other automatic flippers flank the bottom of the playfield. Besides the center hole, two

side holes, two side roll-overs and a bottom roll-over score 500,000 each. Scoring is adjustable by the operator to give replays for high scores. Adjustable mechanisms give the player a replay for getting three numbers in-line or five balls in the center hole, 29 replays for completing all nine numbers on the card, and five replays for lighting up criss-cross on the card four corner numbers.

The game is equipped with a nickel coin chute, but is convertible to dime play.

License Fees Since 1951, when a Circuit Sydney, N. S.

SYDNEY, N. S., July 3.-A schedule of licenses for coin macontrol or payment of license chines was set this week by the city council of Sydney following a bitter 90-minute discussion.

Final decisions on the yearly sums to be paid for the licenses were: Cigar and cigarette machines, \$50; juke boxes and music of all kinds, \$50; pinballs, \$50; popcorn, gum, candy, peanut machines, \$10; automatic scales, \$20.

The license on soft drink machines was set at \$25, after some of the aldermen had favored a \$50 fee. Yet a minority group, predicting that the \$25 fee would kill the local carbonated beverage industry, proposed the fee be set at \$5, and the council scheduled a reconsideration of this fee at the next meeting.

Dissenters to the license schedhave been made in the first ule set by the council favored seven-day period they were put either no license fees or a maxion the market, following the ap-proval by the New York Licens- the largest community on Cape ing Board of prizes in shuffle- Breton Island, the eastern extremity of Nova Scotia province.

Albert Rake Dies

DETROIT, July 3.-Albert Berger currently has tournaments Popcorn Sales, died June 26.



By KEN KNAUF

Inches deep and can be ordered a flying start if Arcade locations with twin coin chutes for 10-cent keep pace with the early-season take at Riverview Amusement

Herb Tekip, manager of three nd all the targets can be lined coin-operated amusement game p by adjusting a single target Arcades at Riverview, says that receipts have jumped 10 per cent for the first five weeks of the season over last year-a semicentennial year.

Tekip, with 261 coin machines bringing in pennies, nickels and quarters, expects the 10 per cent higher take to stand up thru this season, which winds up in September.

The harvest of coins was realath of Frank E. Page, 57, June ized despite eight days of rain at Page died while on a business lowed by a heat wave. After a week of heat, said Tekip, people usually don't show up in the Arted his vending machine distri- cades. Fans were installed, but

Weekend Profits, 50 Per Cent

He had been active in real six cashiers operate the three Ar- visit.

Divided among the Arcades are 196 penny machines, 53 nickel machines and 12 dime units. During the week ending June 13 records show 60 penny machines took in \$700, 26 nickel machines In 440 Bars, made \$500 and four dime units reaped \$400.

doing a big business are three Chicago Coin Round the World Trainers, three International Mutoscope photomatics, four Exhibit Supply and Genco gun games, 10 Exhibit Card Venders, two bowler-ray games and a Chicago Coin Home Run model.

40-Year-Old Unit

Beside the regular line of Arcade games are a 40-year-old fortune-telling machine called Khayyam the Mystic, which makes a regular yearly profit; three penny machines-one at each Arcadecalled Nudist Colonies, which the curious penny depositor discovers;

NEW YORK, July 3 .- Shuffleboard tournaments are currently being held in some 440 New York bar locations, according to Harry Berger, West Side Distributors, manufacturer of a tournament kit for the coin operated games (The Billboard, July 3).

board competition.

On three of his own locations, are ant villages inhabited by about Berger reported the following in-1,000 ants. The ant village at creases during the first full week Arcade No. 1 was temporarily out of tournament play compared of order due to a missing queen with the previous week: \$26 to Rake, husband of Mrs. Florence Tekip, a crew of 10 men and ant when this reporter paid a \$80, \$26 to \$60 and \$44 to \$62. Rake, principal in the Nu-Way

Berger said that all kit sales



COIN MACHINES

THE BILLBOARD

JULY 10, 1954

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Eculoment and prices fisted 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.

States and the second		20105-010	MERINA S	ALC: NO.
	Issue of	Essne of	Issue of	Essue o
	July 3		June 19	June 1
ABC (Ualted)	\$50.00 115.00	\$50.00 115.00	\$50.00(2) 115.00	\$50.00(2 115.0
Air Way (Williams)		177.00		125.0
Army & Navy Atlantic City (Bally)	170.00 150.00 155.00 160.00 170.00 175.00(2) 195.00	175.00 150.00 170.00 175.00(2) 195.00	165.00 150.00 195.00	145.00 165.0 150.00 185.0 195.0
Basketball Champ [(Chicago Coln)	175.00 195.00 250.00	175.00 250.00	175.00 250.00	175.00(2
Batting Practice	65.00 89.50	65.00 B9.50	89.50	89.5
Beach Club (Bally)	350.00(2)	375.00(3)	385.00 395.00	385.00(2
Constant Constant Constant Constant	375.00 385.00 395.00(2)	285.00 395.00		395.0
Beauty (Bally)	285.00 315.00	285.00 315.00	315.00 325.00	295.00 315.0
	325.00	325.00		325.0
le Bop (Exhibit)	84.50	84.50	84.50	84.5
Serminta (Chicago Coln)	49.50	49.50	49.50	49.5
lalero	125.00	125.00	125.00	125.0
Sosten (Williams)	69.50	69.50	69.50	79.5
lowling Champ (Gottlieb).	69.50	69.50	69.50	69.5
Iright Lights (Bally)	75.00 85.00 89.50 95.00(2)	75.00 89.50 95.00(2)	95.00	75.00 89.5 95.00(2
Bright Spot (Bally)	95.00 110.00	100.00	145.00	125.00 145.0
	115.00 125.00	125.00(2)		
and the second of the	145.00	145.00		1000
fuffalo Bill (Gottfieh)	69.50	69.50	69.50	69.5
abans (United)	225.00(2) 275.00	275.00	275.00	225.00 275.0
ampus (Exhibit)	84.50	84.50	84.50	84.5
hampion (Bally)	89.50	89.50	89.50	89.5
lireus (United)	225.00	225.00	225.00	225.0
Itation (Bally)	79.50	29.50 79.50	79.50	29.50 79.5
oney Island (Bally)	95.00 125.00	110.00 125.00	130.00	125.00 130.0
Sector States	130.00(2)	130.00		I TO AND
county Fair	75.00 135.00	75.00	75.00	75.0
Grione (Gottlieb)				69.0

Lumber Strike **Hits Coin Take** In Ore. Areas

PORTLAND, Ore., July 3 .-Game and music grosses were hard hit in many parts of Oregon this week as the coast-wise lumber strike spread into new areas. The downturn came as operators in lumbering centers reported recovery from the seasonal slump in the industry that earlier this year had given Oregon the highest rate of unemployment of any State.

Definite estimates of losses were not available as conditions grew tighter and allied industries, such as railroads, began to feel the pinch. The strike involved AFL and CIO lumber unions and hit mills as well as logging operations.

Hardest hit were communities where forest products are the mainstay of economic activity. Notable examples were Coos Bay, Eugene and Roseburg, while the affected operations were in per season. the fir operations in the Western

part of the State, altho many in the pine belt of the interior also were closed.

Altho negotiations looking toward a settlement continued, word from both labor and management indicated a long stalemate, some even talking of a shutdown all summer. Estimates of the number of men on strike that the gun games might intervaried but an average placed the figure at 60,000 workers idle. At issue was a union demand for a 1212-cent hourly pay increase.

Salt Lake City **Ops Await Action** 69.00 On License Bids

Riverview Continued from page 67

the units must survive constant play and more than the usual abuse. Tekip thinks most of the new machines are money makers. They are more expensive, but where the equipment stands up with limited servicing, it is worth the higher price.

According to Tekip, a new machine on location at Riverview federal tax on coin-operated for one week will often equal the amusement devices yielded \$60,00 take of a similar machine placed in May, a drop of \$3,000 from th on another location for six previous May, the Federal Interna months. Manufacturing companies Revenue Service reported this have a habit of testing new equip-ment at the park, where faulty mechanisms and other draw-\$91,000 in revenue, compared to backs are soon discovered and \$95,000 the previous May. corrected.

Servicing Problem

Servicing is one of the main problems at the Arcades, where at least one man is kept busy at each making repairs and adjustments on the machines. Tekip says that this is not as much the fault of the coin units, as it is the abuse of the machines by the patrons.

Manufacturers have done much to alleviate the repair problem in their new machines. While old card venders, for example, require constant servicing, Exhibit Supply's new model is no trouble plants in the Portland area also at all. The venders at Riverview were closed. A preponderance of distribute close to 2,000,000 cards

Plenty of Space

Space is not a problem at the Arcades, and there is plenty of room for gun games and kiddle rides which are both big moneymakers. The Riverview Park Company, which owns all of the coin machines except a number of photomatics which are used on a percentage basis, at first thought fere with play at other gun con-cessions at the park, but after trial, it was found that the concessions were not affected.

Tekip finds that the arcade pieces that go over best are the ones that require some act of . Continued from page 67 participation by the patron. Thus older model movie machines have been burglarized but Merit which require the player to turn Industries hasn't been disturbed. a crank to move the reels are barring one incident when a thief often more successful than auto- lifted a clock from the show winmatic models. One good money dow when Champ Jeff was sittin



WASHINGTON, July 3 .- The

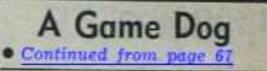
IRS explained that these figures do not represent the actual take from these revenue sources inasmuch as taxpayers can file on quarterly basis instead of on monthly basis as in previous years The federal tax on cigarettes produced \$125,029,000 in May, compared to \$123,165,000 the previous May.

Automatic Named **Cleaner** Distrib

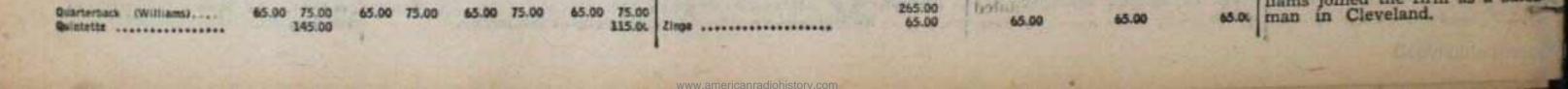
LOS ANGELES, July 3 .-- R. E Smith, of Automatic Enterprises. has been appointed national distributor of the Halkirk portable steam cleaner for vending machines.

Thermostatically controlled, the cleaner uses the cleaning action of pressurized steam, and according to Smith, cleans, de-greases and removes contamination without disassembly of the unit.

The cleaning unit weighs 50 pounds, is 14 inches square, and can be used on location by filling the container with water and plugging in any standard electrical circuit.



and the second s	10.70		10.00		CATE TATES OT	T Tula 2	matic mod	dels. One g	ood money	dow when Champ Jeff was sitting
Dafta (Williams)	69.50	25.00 69.50 225.00	69.50	29.00 69.50	SALT LAKE CIT		maker is	an electric	shock ma-	in the delivery truck outside.
Dealer (Williams)	245.00	663.99		245.00	Four operators have		chine mad	le by Adva	nce Manu-	Champ jumped out and grabbed
De-leer (Williams)				00.9E	the city for license		facturing	Company,	with which	the thief. When the thief dropped
Deluxe Baseball (Williams)	49.50	49.50	49.50	295.00 29.00 49.50	87 coin-operated an	nusement	the natron	gate nlent	r of action	the clock, Champ dropped the
Dew-Wa-Ditty (Williams)	89.50	89.50	89.50	89.50	games.		Attanda	non at the	y of action	thief
Double Feature (Gottlieb) Dreamy (Williams)	79.50	25.00 79.50	25.00 79.50	25.00 89.50	Public Safety (Commissioner		nce at the		
Disk Jockey (Williams)	13.54	ap.00 11.54	115.00	115.00	Lyle B. Nicholes s			so far this	year to last	On another occasion the dog
Dude Ranch (Bally)	365.00 395.00	385.00 395.00	425.00(2)	395.00				anner year r	nark. Tekip	saved the day when Lewis was
Mode Marian (Daild)	425.00(4)	425.00(4)	-	425.00(3)	applications would		and a server	the public	ity depart-	making route collections along
		12.0010			screened before an	ly action is	ment has	become mor	e conscious	Ashland Avenue last August. Two
			50.00	50.00 59.00	taken.		of free pa	sses and ba	rgain days.	thugs threatened to re-collect the
8 Ball		1000	24.44	20.00 23.00	In an unprecede	ented move,	Monday, J	Wednesday	and Friday	collections from Lewis until the
Patrone	125.00	125.00		110.00	Mayor Earl J. Glas	de said that	are 2-cent	days and T	uesday and	colonel yelled, "Get 'em!" to
Falrway Five Star (United)	110,00	*******		55.00 60.00	applications for all	such licenses	Thursday	nights adm	izzion iz 5	Champ Jeff, who sent the two fly-
Floating Power (Genco)	49.50	49.50	49.50	49.50		by the full	ante Frid	au and Sate	under night	champ sen, who sent the two ny-
Flying High (Gottlieb)	149.50	149.50	149.50	149.50	would be reviewed	by me tun	cents, Frid	tay and San	urday hight	ing for cover.
400 (Genco)	69.50 75.00	69.50 75.00	40.00 69.50	69.50	city commission.			iy anternoon	draws big	Lewis operates and services
	80.00	Contract of the second	- TOURS - TANK		The screening of			Lange same m	menter	about 130 amusement games in
Four Corners			75.00	75.00 95.00	tions is in line with	h city policy	The Arc	ades run at	Riverview	taverns, bowling alleys, restaurants
Four Horsemen (Gottlieb)	109.50	109.50	109.50	109.50	which is tightening	up on pin-	for 17 w	eeks, then	travel the	and other locations, for the most
Frisky (Bally)				39.00	ball operations.	and the second	country af	iter Septemb	per.	part on the South Side. Lewis
Frolis (Bally)	185.00(2)	185.00(2)	185.00 225.00	185.00 195.00			alla la farma	La Car		feels that an operator can't suc-
and the first and the second second second	195.00	195.00	and the second second	225.00		12 1 10	and a second	and the second	100000	cessfully spread out his operations
	225.00(3)	225.00(2)				Isuse of	Issue of	issue of	Essue of	too much as it proves a handicap
				and a second	and the second sec	July 3	June 26	June 19	June 12	
Georgia				39.00	Rag Mop (Williams)	89.50	89.50	89.50	39.00 99.50	to good servicing. He says every
Gizmo (Williams)	49.50	49.50	49.50	49.50	Red Shoes (United)	79.50	79.50	79.50		location wants the best equipment,
Globe Trotter (Gottlieb)		and the second second	75.00	75.00	Rio (United)	345.00 415.00	415.00	415.00		The second se
Gold Cup (Bally)	59.50	29.50 59.50	59.50	29.50 59.50	Rocket				39.00	second second with the second second second
Golden Nugget (Genco)	95.00 195.00	95.00 195.00	50.00	100.00(2)	Rockettes	40.75	45.55	40.00	69.00	Lewis feels that the appeal of the
a management of the second second	107.00			195.00	Rondeevoo (United)	49.50	49.50	49.50	49.50 90.00	game itself in any locations ac-
Grand Slam (Gottlieb)	125.00	125.00		145.00	Rose Bowl	75.00			TRIME	counts for 90 per cent of play.
Green Pastures	100 00			195.00	Callin (Chinese Calu)	49.50	49.50	49.50	49.50	the second se
Guys-Dolts (Gottlieb)	145.00	145.00	135.00	135.00 165.00	Sally (Chicago Coln)	49.50	49.50	49.50		a year in key locations. He usually
	129.50	120 55			Screwball (Gencol	49.50	49.50	49.50	49.50	
Happy Days (Gottlieb)	324.30	129.50	119.00 129.50	129.50	Shindig	165.00	150.00		175.00	perhaps another Arcade piece in
Harvest Time (Genco)	465.00	465.00	25.00	25.00 44.00	Shoo Shoo (Williams)		-01070-	65.00	29.00	a location. Lewis says that there.
Havana	493.09	403.00	465.00	465.00	Silver Chest			125.00	135.00	
Harvey	75.00(2)	75.00(2)	75.00(2) 79.00		Slugfest	85.00			in the second	is no adequate truck on the market
Hayburner Nit 'n' Run (Gottlieb)	115.00 129.50	129.50	10000000 17000	69.00 75.00(2) 129.50	South Pacific		and a second		24,00	for moving games. He believes
Woliday		75.00		49.00 95.00	Special Entry (Bally)	49.50	49.50	49.50		and the second se
				100.00	Spot-Lite (Bally)	- I Provide the second se	85:00 90.00(2)	90.00 110.00		specially built body for moving
Hong Kong			70.00	70.00	and the second second second second second	95.00 110.00	110.00		95.00 110.00	the heavy games with their deli-
				and the second second						cate mechanisms;
Jalopy (Williams)	75.00(2)	60.00 75.00(2)	75.00(2)	75.00(2)					39.00	The colonel uses the sedan de-
Lary Q	225.00	210.00	E4 50		St. Louis		95.00		95.00	livery truck and a pickup truck for
Jockry Specials (Bally)	54.50 99.50	54.50 99.50	54.50 99.50	54.50	Stars (United)	150.00	150.00	125.00		moving equipment and games.
Joker (Gottlieb)	91.50	94.50	94.50	99.50 94.50	Juliy Vulley	the second second				Service is available day and night,
Judy (Exhibit)	85.00	85.00	34.59	85.00	Stardust (United)	49.50	49.50	49.50	49.50	wthin two hours of the call.
Jumping Jack (Genco) Just 21 (Gottlieb)	59.50	59.50	59.50	59.50	Struggle Buggy	195.00			195.00	Lewis says he sells eight to 10
Knock Out (Gottlieb)	89.50	89.50	75.00 89.50	39.00 89.50	Summertime (United)	49.50	49.50	49.50	49.50	games a month to private homes,
Lander Highland	90.00	90.00	90.00	90.00	Super World Series		The state section			where they are put in family dens
Alter of Line Difference	50.00	50.00(2)	50.00	50.00	Williams	125.00 195.00	125.00 175.00	195.00	125.00(2)	or game rooms. He advertises
Long Beach (Williams)	90.00 95.00(2)	95.00(2)	75.00 95.00	75.00 95.00			195.00		145.00 195.00	used games for these purposes in
Lucky Inning (Williams)	59.50	59.50	59.50	69.50			10.70	69.50	19 50	community papers. He believes in
and a second second second	1	- ANGER	20125	Serie fr	fampico (United)	69.50	69.50	03:30	325.00	keeping games on route looking
Marble Queen (Gottlieb)			175.00		Enhiti (United)	335.00	49.50	49.50	49.50	
Mercury (Bally)				29.00	Tennessee (Williams)	49.50	69.50	69.50	50.00	good as well as working good.
Merry Widow (Genco)	49.50	49.50	49.50	49.50	Tesas Leaguer (Keeneg)	69.50	1100		29.00	An old showman-he used to
Minttrel Man (Gottlieb)	95.00	the state	49.50	45.00	Thing	18.50	18.50	18.50	18.50	lead the Royal Vagabonds orches-
Monterrey (United)	49.50	49.50	49.50	49.50	Three-of-a-Kind Three Musketeers (Gottlieb)	79.50	79.50	79.50	49.00 79.50	tra-Lew Lewis looks at amuse-
Mystic Marvel	225.00		a second second	and the second	Thrill (Chicago Coln)	49.50	49.50	49.50	49.50	ment games as another echelon
Niagara			65.00	65.00	Times Square	110.00	110.00	125.00	125.00	of show business.
Nifty	20.50	10.50	10.00	39.00 69.50	Tri-Score				34.00	The state of the second
Oklahoma (United)	69.50 95.00	69.50	69.50	84.30	Trupics (United)	295.00(2)	350.00		275.00	Lorillard Elevates
Olympics	12/00	75,00			Contra Contra Contra Contra	350.00			29.00	
Palm Beach (Bally)	145.00	175.00 185.00	185.00	175.00 185.00	Tucson			74 25	74.50	Two on Sales Staff
	185.00(2)	195.00	and the second	190.00 195.00	Tumbleweed (Exhibit)	74.50	74.50	74.50 45.00 109.50	39.50 45.00	The second
	195.00				Turf King (Bally)	45.00 109.50	39.50 45.00 109.50	0.00 101.00	A5 00 109 50	NEW YORK, July 3 The P.
Paim Sprirms (Bally)	435.00 445.00	445.00	495.00(2)	485.00	and many and the second	74.50	74.50	74.50	84.50	Lorillard Company promoted two
	465.00	495.00(2)		495.00(3)	Utah (United)	14.50		a come	and the second se	members of its sales staff to as-
Manager Children and	495.00(5)			and the second	Muniata Additional	49.50	49.50	49.50	49.50	sistant managerships.
Paradise United)	49.50	49.50	49.50	49.50	Virgiela (Williams)	and the second	and a state	65.00	65.00	They are Leo G. Haglund,
Pin Wheel				185.00	Wild West (Gottlieh)		2 -9.4m		99.50	Seattle, and Charles T. Williams,
Pinky Poker Face (Gottlieb).		149.50		165.00	Yanks (Williams)	49.50	49.50	49.50	49.50	Cleveland, Hagiund started as a
Puddin' Head (Genco)	54.50		54.50	54.50	Yacht Club (Bally)	225.00 245.00	7250.00(3)	250.00	250.00(2)	salesman in Oakland, Calif. Wil-
and the second s	(1		e tore	-2 Date	Benning Street and Connection of the	250.00(4)	265.00		States - Sugar	liams joined the firm as a sales-
Building and and and and	185 00 TE 00	AT 00 TE 00	AT AR TE AR	AT 00. TT 00	and the second states of the s	265.00	Tr'risian -		and the second s	City in the second



IULY 10, 1954

MUSIC MACHINES

Communications to IEE W, Randolph St., Chicage 1, III.

THE BILLBOARD

69

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 ACTIVATE PUB INTERESTS. Incentive plan may give equity on tunes to a.&r. men (Music department).

TAPE TRADE GROUP TO FIX STANDARDS. Committee to work out problems of speeds, hub size, etc. (Music department).

DJ REACTION TO 45'S BETTER THAN EXPECTED. Jockeys in "home office" areas yell; selling still a must (Music

And many other informative news stories, as well as the

OCAL-NATIONAL Juke Box Week Clicks In S. D.; Stout Digs In

PIERRE, S. D., July 3 .- Dem- ments of the event along with the graph Operators' Association, retailers displayed posters. ed in with "Play Your Juke Box per held in this city.

Thruout the week, newspapers ublished stories and avertise-

Appoint 2 New Regional Mgrs. At Magnecord CHICAGO, July 3.—Continuing rapid expansion program in Evans Appoints ainted two new regional sales lanagers in that division this eck William L. Dunn, president of e firm, announced that Charles hlicht had been named for the writery of Wisconsin, Minnesota, nd that Ralph Bloom would hane North and South Carolina, achine business. He joined Mills idustries in June 1923, when it as known as Mills Novelty ompany. Beginning in the payvision, Later he joined O. D. country, snnings & Company as director sales research. e Friden Calculating Company, Rieck said.

strating the possibilities of history and efforts of the juke ing a national public relations box industry; radios plugged the uild good will on a local level, announcements; locations disforden Stout, head of the Gordon played signs calling attention to ent of the South Dakota Pho- When You Want It," and record

Stout, who backed the industryeek," June 20-26, and staged wide campaign 100 per cent, ran hal was probably the most suc- advertisements daily in The Capisful promotional campaign tal Journal. Each ad carried a different phase of the juke box business, but all were tied in with the theme of "Play Your Juke Box."

The ads covered the history of the business, the importance of the industry, an offer of an auto-graphed picture of any one of New S. A. Juke 14 top recording stars, a comparison of the cost of hearing a top. entertainer at a night club and on a juke box, and the advan-tage of hearing "Music You Want Export Program When You Want is."

The offer of an autographed picture of a recording star was (Continued on page 76)

Tailor-Made Music Offers New Horizons to Juke Ops Supermarkets, Drug Stores Show **Possibilities of Selective Music**

By HAL REVES sical horizons and selling their services to such retail establishments as drugstores and supermarkets.

Typical of this trend is Willens' Music System, a Detroit operation started two years ago with the express goal of selling coin-operated music to drugstores.

How successful Willens has been will be demonstrated August 1. On that day, giant Northland Center-the world's largest shopping center-opens for business. A featured store in the center will be Northland Drugs where customers will listen to instrumental background music provided by Willens.

Owner Sam Willens is excelent proof that the juke box bugi-

Mallegg Adopts

To Appoint Distribs In 10 Countries to Hondle Evons' Line CHICAGO, July 3.-O. O. Mal-Vesterday before Recorders' Judge Gaylor said that Clason had Chi Golf Day gram.

chine operators, whose business is far from saturated. A band once was mainly in bars and leader in the 1920's, Willens got cafes, are broadening their moa company in Ann Arbor, Mich. Then he turned to other busi- that idea. nesses until two years ago when

Iness, which boasts nearly half selection to suit every musical DETROIT, July 3 .- Music ma- a million machines on location, taste-might well open new ac-

The last two years confirmed

"We have opened a new field he saw his first multiselection of business here in the large automatic phonograph. The idea drugstores," Willens said. "These struck Willens that these new are all new accounts. We have juke boxes-offering a sufficient (Continued on page 72)

SIXTH WEEK **Rival Union Plans Aired** In Detroit Racket Trial

DETROIT, July 3 .- Testimony juke box business. In the meanhighlighted the juke box union of president of the new union. conspiracy trial here this week. "The union held only one meet-

head of the Automatic Phono- gressional committee." graph Operators' Association, to Defense James E. Haggerty supposedly taking over the juke Teamsters union. He replied: box industry in this city." "No. He only talk The trial of William E. Bufalino, so-called syndicate."

president of Local 985 of the Questioned directly about the olize the juke box business ended its sixth week of testimony here

by a retired police lieutenant time, he said, he took the job

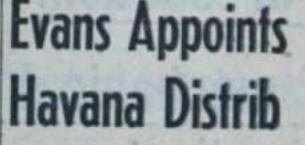
The former officer, Theodore R. ing," Gaylor said, "after which I Gaylor, took the witness stand resigned because Clason's group Thursday and testified that he wanted only one faction (Bufahad been hired by Roy Clason, lino's) investigated by the con-

organize a new Electronic Work- asked Gaylor on cross-examinaers' Union and to investigate "the tion if Clason had ever indicated attempts of a so-called syndicate a desire to "smear" the AFL

"No. He only talked about the

Teamsters Union, AFL, and six May, 1953, bombing of the New other defendants charged with ex- Palmer Bar, Gaylor said that he fortion and conspiracy to monop- knew nothing about it. On that (Continued on page 76)

> Set July 21 At Bunker Hill



CHICAGO, July 3 .- H. C. Evans & Company added another distributor to its ranks this week schlicht comes to Magnecord do, of Machado & Company, with over 30 years in the coin Havana, as its outlet throout He pointed out that the first Cuba.

manager of Evans, said that Moses D. Stivers, a newcomer to Machado had already received his the Mallegg staff, who was all department, Schlicht rose to first shipment of Holidays and formerly with Coca-Cola, had left les manager of the firm's music was contacting operators in the for Central America Monday (28)

He added that future plans called for complete coverage, Stivers is expected to visit Guate-Bloom previously held sales with service facilities being estab- mala, Honduras, Nicaragua, Costaanagement positions with Ray- lished in key areas. Machado, a Rica, Panama, Dominican Repubcon Manufacturing Company, veteran comman, has set up an lic, Puerto Rico, Salvador, Venedie and television division, and Evans service shop in Havana,

Within the next two months, Mallegg said, distributors would be appointed in 10 countries from Guatemala to Colombia to handle the Evans Holiday line.

step of this new program was Les Rieck, phonograph sales already under way. He said that to begin distributor transactions. Before the trip is completed, (Continued on page 76)

JUKE WEEK

First-Class

Send-Off by

legg, H. C. Evans exporter, an- assured him of being on the staff nounced this week that his firm of Rep. Clare Hofman's House was in the process of adopting committee, which later investigatan all-new Central and South ed reports that Local 985 was American juke box export pro- seeking to monopolize the Detroit

IT'S OFFICIAL **New Orleans** Proclaims Juke Box Wk.

successful public relations cam- would be on hand to entertain paigns ever held by the juke box the operators. industry, Mayor deLesseps S. The day's program consists of Box Week."

R. S. Dupuy, representatives of Street, Chicago, the juke box industry. The event | Bunker Hill Country Club is at Vaughn Monroe.

CHICAGO, July 3.-The fifth annual golf outing of the Recorded Music Service Association will be held Wednesday, July 21, at the Bunker Hill Country Club.

According to Roy Cunliffe, association president, the event is expected to draw an even greater crowd than last year, when over 600 guests attended. He added that plans to line up recording artists were underway and that NEW ORLEANS, July 3 .- At by the time the event rolled the crest of one of the most around a host of top-notch stars

Merrison proclaimed the week of 18 holes of golf, lunch, banquet, June 20-26 as "Play Your Juke entertainment and dancing, along with numerous door prizes.

The official proclamation was Cunliffe said that tickets could presented to Joseph (Pat) Ricks, be obtained thru the association's M. J. Chauffe, J. H. Lynch and headquarters at 188 W. Randolph

was attended by recording star 6635 North Milwaukee Avenue, Niles

South. Illinois Ops Rally; Lay Assn. Groundwork

HARRISBURG, III., July 3-1 The pair explained the pitfalls juke box operators' association.

Before the meeting adjourned, operators had elected five board of directors to handle the necessary details of drawing up a charter, heard talks on the benefits of a well-organized association from two leading association heads, called a board of directors meeting for July 1 and scheduled a regular business meeting July 11.

Taking time off from their own All operators were urged to at-

Music operators of Southern and headaches of forming an as-Illinois rallied here Monday (28) sociation and reviewed the steps to lay the groundwork for a new taken by their own group when it started.

Both pointed out the advantages of belonging to MOA, mentioning its efforts against unfair legislation, local and national, and tax council aid.

The board of directors elected at the meeting were Keneth Kline, Elizabeth Town; Bernard William, Infield; C. S. McKelvey, Granite City; Fred Weale, Farrina, and Mitch Golish, Harrisburg.

ing overboard with additional cision was reached. Operators Stone, who is a strong advocate operations so that they explain the deal of better juke box operator and the advantages resulting from a held in Harrisburg at the head-

IR MYSTERY TUNE **Peoria Ops Study Methods Of Building Public Interest**

sociation here last Monday lectors during their regular calls,

Operators discussed possible rticipation in programing, cond mystery tune promotions lar. ere among the ideas projected aring the meeting.

The mystery tune promotion as the top subject. Les. Monoth, a director of the association nd a vice-president of Music perators of America, pointed r handling such a move.

Operators agreed that the one ethod of handling a mystery ne on their juke boxes without

PEORIA, III., July 3 .- The need | machines were suggested for color increasing public interest in lecting the customers' answers. It e juke hox business highlighted was pointed out that the box, e monthly meeting of the Cen- sealed but for a small slot at al States Phonograph Operators' the top, could be opened by col-

thus eliminating extra leg work. The mystery tunes would be ethods to arouse the public's picked carefully, probably from triosity and increase play. Public old instrumentals. To make the contest more interesting, customsts in regards to the number ers might also be asked to pick tunes played in a week's time the year that the time was popu- show to plug the juke box in-

> Because some type of prize relations campaign. would have to be given, Montooth explained, the location owner rose to fame thru the automatic would probably welcome the idea music machines, chrosing his sethru the possibility of drawing lections from the list of Juke Box customers back to his spot often. All Time Favorites published by And if handled right, he added, The Billboard, the customer would be more than anxious to see if he had the out the significance of the juke correct answer.

meeting to a close altho no de- parison to its origin.

S. C. Deejay CHARLESTON, S. C., July 3 .-Disk Jockey Al Stone launched "Play Your Juke Box Week" in this area on the eve of the event,

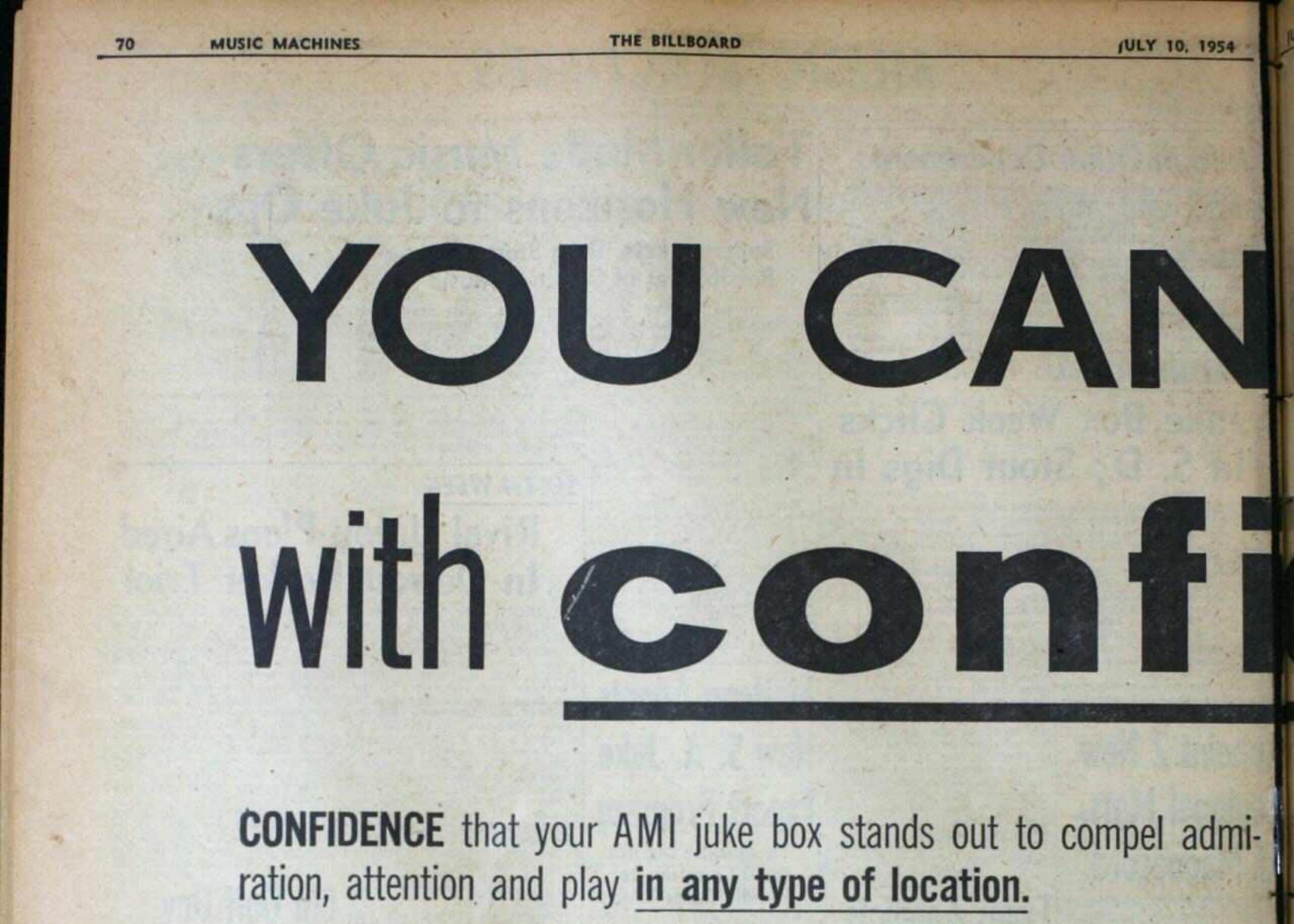
June 19, on his radio program "Juke Box Saturday Night." Stone used his entire two-hour

dustry's second national public

He spun only those tunes which

Between records, Stone pointed box industry as a media of enter-Charles Sisney, president of the tainment, stressing facts about the association, finally called the size of the business today in com-



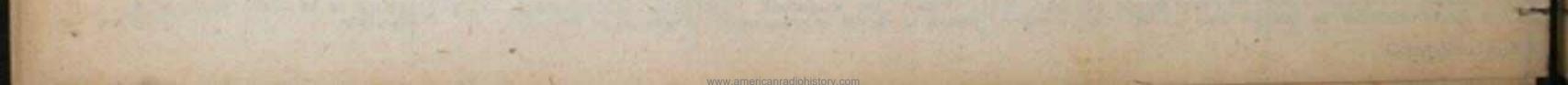


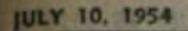
CONFIDENCE that AMI <u>simplicity of mechanical design</u> gives unfaltering performance in the busiest locations.

CONFIDENCE that AMI low maintenance costs leave you <u>higher</u> net profits.

CONFIDENCE that the <u>full year guarantee</u> on every AMI juke box protects you from abnormal repair costs.
CONFIDENCE that you will get <u>more years of profitable use</u> from your AMI equipment.

Originator of the Automatic Selective Juke Box in 1927





BUYAN

dence



CONFIDENCE that you can always receive a generous trade-in allowance on any AMI juke box **anywhere**.

CONFIDENCE that AMI **looks ahead** to enable you in the future, as it has in the past, to escape the penalty of premature obsolescence.

CONFIDENCE that you, MR. Operator, benefit most from AMI's **more extensive experience** in designing, engineering and manufacturing juke boxes of highest quality.

A Incorporated

GENERAL OFFICES AND FACTORY. 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates-building the IMA-AMI Juke Box sold through Oscar Sicsbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Ahead Then-Ahead Now

COINMEN YOU KNOW

Milwaukee

Communications to: Benn Ollman UPtown 3-8018

Paster Dist. Co. Acquires New Otrs. . .

Paster Distributing Company announced this week that it had completed arrangements for the purchase of a new building. Property is located on the North Side, but, according to Sam Cooper, office manager, definite plans for moving into the newly acquired building have not yet been completed. Present quarters on Fond du Lac have admittedly been cramped for some time. (See story in Music section.)

sales staffer for the Capitol Rec- acceptance of the new Rock-Ola other strikes, is that business is ords office, is ending his connec- phonograph by operators all over not getting better fast enough. tion with the diskery this week. Allison is leaving his post to take convince themselves that we've over the management of a grocery business in Mauston, Wis.

.

It's wedding bells August 28 for Arline Hackbarth, office clerk for newly acquired office girl at the the Paster Distributing Company. Badger Novelty firm. A new Her betrothed is Carl Wallerman, salesman has also been added to New addition to the Paster office the payroll. He is Bill Punton, staff is Phyllis Fleischer. She is who formerly worked for Badger replacing Mildred Tebay, who left and has just returned to the fold. her job to go to California to join Punton covers the State territory. her husband, just back from Ray Van Toor, in charge of the Korea.

Stopping in for their disk needs vacation. this week at Radio Doctors, according to Stu Glassman, were Vince Waters, Red Whiskerchen, Happel reports that sales of Leo Bartol, of Wausau; De Rusha Northwestern bulk vending equip-Vending, of Fond du Lac; Ken ment is holding steady. The new Vallaincourt, of Racine, and Red "Super Jet" bulk vender is mak-Barret, also of that city. Tops on ing a big hit with buyers. One the operators' buying list, adds feature of today's bulk vending Amusement Company, is interest-Stu Glassman, were "Sh-Boom" activities hereabouts, according to ed in the quality of Seeburg's by the Crew Cuts on Mercury, Happel, is that there are more high fidelity equipment. Many the Gaylords on the same label good venders around and fewer people don't realize, says Haser, with "Shoemaker," and still re- part-time operators. ceiving lots of action is Archie Bleyer's waxing of "Hernando's Pittsburgh Hideaway."

Pesick Radio is sporting an attractive new front on its building. Pesick has added a lot of appliances to its regular lines. The firm still operates music routes, however.

for the L. R. Distributing Company.

manager, reports that the oper- Dan O'Neill. ators are not cutting down their disk buying. Main Columbia choices for operators, says Farr, ton Vendors, says that when one are "Gilly-Gilly" by the Four of his men wants a day off, other Lads and Frankie Laine's "Some men stagger the work, receiving Day." Big things are expected the same accommodation when the Columbia headquarters they want time off. from the new Rosemary Clooney version of "Hey There" and Tony Bennett's new heart burner. Both are good for music boxes, says Farr. Another number that should tional truck to replace a truck in make a big juke box hit is the need of repair. recent Epic release by Mary Small, "I Want Johnny, Johnny.

the State. 'They're beginning to got an excellent music machine." he says.

Mrs. Bonnie Blumenberg is the parts department for Badger Novelty, is leaving this week for his

On the bulk vending front Carl

Communications to:

PROVEN . . . MORE PLAY APPEAL . . .

Leon Leffingwell WAlnut 1-0102

School Vacations Perk Soft Drink Vending in Theaters . . . Soft drink vending has in- such other entertainment as telecreased since the trolley strike vision and radio. Bob Reinhardt, city salesman for Columbia Records, is set for his vacation. Also on the vacation list is Ed Rillyard, route man who with servicemen Ray Corporation of Western Pennsyl-

Haynes, William Couch, Frank DeGiazio, and Bud Rudge service the local theaters for ABC Vend-Bill Farr. Columbia Records' ing Corporation here managed by

Charles Zimmerman, of Brigh-

Robert Stanton and Dan Feldman, of Stanton Distributors, have purchased a new Interna-

L. Bernstein, of Stedeford's on Federal Street, reports the gen-Carl Happel, Badger Novelty eral reaction among juke box op-Elbert (Al) Allison, veteran boss, is happy over the growing erators following the trolley and

> John Hecht, of Harrison Music Company, and George Tincheck, of the music vending department, feel juke box operators face a the boxes assume a promising role with TV available and with colored TV in the offing.

Gus Georges, of Pennsylvania Vending Corporation, and his sons, James, Raymond and Reges, flew to New York, Montreal, then by private plane for a 10-day fishing trip and outing in the "wilds" of Canada.

George and William Sopira, of the Service Rental Coin Machine Company, have purchased a new Dodge truck which enables them to handle juke boxes easier.

Robert Haser, of Allegheny that they are listening to "highs" and "lows" of music they never heard before, rather than a change in instrumental tone.

Any decreased play on kiddle rides, reports the management of Williams Vending Company, owned by Mrs. M. A. Williams, seems natural when one considers

vania, says there always will be new problems coming up in vending and one is never lucky enough to steer clear of them.

Mike Ballinger, of Acme Vending Machine Company, keeps right on the dot. He quits work about 4:15, and by 4:30 p.m. generally is on his way home.

Tim McCaffrey, of coin control at Coca-Cola Bottling Company, says sales have been excellent, even with employment off considerably in the area.

Theater Candy Company, Inc., Raymond Showe, president, does Communications to: considerable business in the West Virginia, Ohio, and Eastern Pennsylvania areas. Locally, some of the swimming pools have proved good spots.

on the avenue hustling along to company would resume operaone of their enterprises.

Tri - State Automatic Candy Corporation, managed by Howard C. Crombie, finds business com ing along good with the drive ins going.

Morris Moskovitz, partner, Sidmor Vending Company, is moving into a yellow stone house, brand new, in Scott Township,

Joseph McGlenn has been in Allegheny General Hospital fo about two weeks for surgery. He is now at home.

Chicago

Ken Knauf **CEntral 6-8761**

Gottlieb Begins

2-Week Vacation Alvin Gottlieb, D. Gottiieb & J. D. Lazar and his son, Bob. Company, announced that the (Continued on page 1

Tailor-Made Music Offers

Continued from page 69.

sold the merchant on a plan two for a dime and six-for-awhich costs him nothing and ac- quarter. Because of the cost of tually brings in revenue."

Willens' company now has 25 stiff promotional fight to have locations in which it maintains multi-selection hideaway phonograph mechanisms, carefully placed speakers and remote selectors. All but four of these 25 outlets are drugstores. The rental basis, the rental determiscellaneous locations include a country club, two drive-in res- count in the store.' The rental taurants and a barbecue.

All three of the drugstores operated by the Wrigley Supermarket chain have Willens music equipment. He has just installed units in new stores opened by the Kinsel Daug chain in Allen Park and St. Clair Shores, the first of eight modern stores on the market broaden the types the chain is opening. When the and increase the numbers of remaining six open, Willens will locations in which music systems service them as well.

Super Duper

But the prize installation in the package will be the Northland Center drugstore. Willens describes it as a "super duper." He is investing better than \$2,-000 in the mechanism, three recessed speakers and nine remote control selectors.

making the installations (anaverage of \$1,400), Willens requires the stores to sign a three to five-year contract with a \$20 weekly guarantee.

Some of Willens' machines are installed on a straight annual mined by a survey of the traffic ranges from \$300 to \$500 annually. Any amount which the installation earns over this figure is divided evenly between the store and the music company.

Increases Locations

Willens' belief that the multiselection phonographs currently

can be installed, was confirmed in The Billboard's annual Juke Box Poll completed last spring (The Billboard, March 6). That study showed taverns and bars still the predominant outlet for coin-operated music. But tavern outlets' share of the total phonograph market has been slipping.

Juke box operators participat-All of the winding will be con- ing in the Poll were asked to rate the three top types of music Willens picks his drugstore locations on the basis of earnings. outlets with considerable care. Taverns accounted for only 46.1 They must have a soda fountain per cent of the votes; restaurants, and a high traffic count. Willens diners, drive-ins, cafes, dairy and For Willens, the Poll results were no surprise. His own experience proves that store owners "The average druggist," Willen recognize the value of a selective points out, "is not making money music system which enhances the on his fountain and he welcomes modern principle of self-service As a rule of thumb, Willens by putting customers in the re-laxed frame of mind that induces them to buy more.

cealed.

always places the remote control confectionery stores followed in selection boxes near the soda that order. fountain, and he uses the fountain as his principal sales argument.

puts in one remote control selector box for every four and one-half stools at the soda fountain.

Obstacle Overcome

One of the obstacles Willens encountered was the objection that the installation of a coin-operated phonograph might turn the soda fountain into a hang-out for teenagers.

at the time he is shopping," Wil-lens says. "With the large number of selections and good programing I feel we are getting customers who never played a juke box before—older people the J. P. Seeburg Corporation who like instrumental pieces and shut down their production lines music that is soothing and re- Friday (2) for two-week vacalaxing.

"In some locations," Willens continued, "we have women of 40 or 50 coming in who would return to production on the mornnever give a second thought to ing of July 19, with Rock-Ola re-playing a regular juke box. But turning the following morning. when they hear the soothing July 20. music they want to know where The Rudolph Wurlitzer plant it comes from. The clerk will will commence its vacation period tell them , and before long they on the evening of July 23, returnare putting in a nickel to hear ing to production August 9. their own selection."

Right Music

operates. Willens has no abso-

music operator who goes after

this kind of business should stay

lens services offer 20 semi-clas-

nary.

Picking the right kind of music



CHICAGO, July 3 .- Four juke box manufacturers-AMI, Inc.; tions.

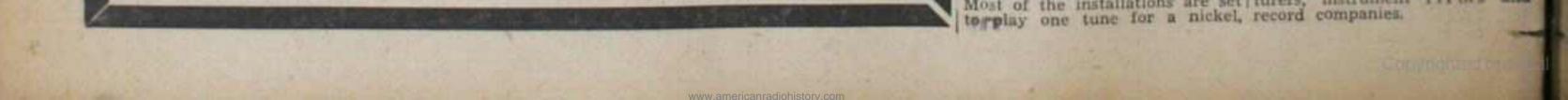
NAMM Trade Show is obviously important to the type of music service Willens To Open July 12 lute rules, but he believes the At Palmer House

CHICAGO, July 3 .- Arrangeaway from anything "too loud, ments for the 1954 National As-too abusive or too rash" and sociation of Music Merchants' "avoid what is out of the ordi-nary."

Most of the drugstores Wil-ens services offer 20 semi-clas- The exhibitor roster is already sics, 20 to 25 pop tunes (instru-mentals preferred to vocals), 10 over a week remaining before western or country and the re- convention time, there was every indication that this year's event

In order to keep a fresh selec-tion of tunes, Willens allocates 15 per cent of each machine's show include needle manufacturweekly gross to record purchases. ers, radio and television manufac-Most of the installations are set turers, instrument firms and





STARTS A REAL

IN COLLECTIONS

Warlitger

allian

Maybe it's the smart styling that sparks its splendid earning power! Maybe it's the 104 selections! No question but that it's fabulous high fidelity sound system and that eye-arresting Carousel Record Changer contribute their part. The point is—wherever a Wurlitzer 1700HF Phonograph goes in—collections go up.

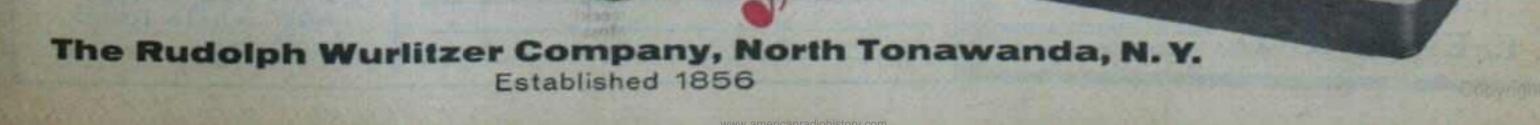
We've got success stories galore to prove it. Why not prove it yourself on your own route. You'll be pleasantly and profitably rewarded.

SEE IT . HEAR IT . BUY IT . AT YOUR WURLITZER DISTRIBUTORS

THE FABULOUS, HIGH FIDELITY

TAKES THE MASK OFF THE MUSIC





COINMEN YOU KNOW

Continued from page 72

entire plant closes down.

Dave Gottlieb, D. Gottlieb & Company, plans to spend a vacation at Eagle River, Wis., getting away from the heat of the city. Dave says strenuous activities new Williams five-ball game, ators thruout Southern Califorduring his vacation will be cut to a minimum.

Reports are that Como Manufacturing Company got to Don Moloney, pitching for Donan Dis-turing Company, was trying to tributing Company, for a 10-8 diamond victory which was Jungle Gun in production at the er for Chicago Coin, is still in called when a downpour spoiled things after six innings Tuesday (29). Mac Brier, of Donan, is Brandt. United, is all set to hit Simon Sales Company, returned ready to travel the vacation road the Florida vacationland. to Hayward, Wis. Norb Vallee, of the Donan accounting department, says he will be with Uncle Sam's Army in September. Norm Wiebrecht, of the service man come July 10.

Herb Perkins, owner of Purveyor Distributing Company. Los Angeles returned Thursday (1) from a trip out West. Herb reports a Communications to: big business in coin machine equipment in the Western cities, especially in pinball games. Purveyor plans are for another extended road trip thru Illinois, Badger Sales Co. . . .

tions July 19 after a two-week followed by Joe Perkins the next est in Badger Sales Company, Century Bowler and Keeney in the near future. cigarette machines.

> Williams Manufacturing Com- mailed hundreds of "Play Your pany, has all the answers on the Juke Box Week" posters to oper-Screamo, recently announced by nia. Minthorne firm also display-Sam Stern, executive vice- ed a three-foot-square blow-up president.

get a perfect score on the new

John Witas and Joe Lima, amusement game servicemen in one of the three Arcades at Riverside Amusement Park, are department, will be a married always busy keeping the customers as well as the coin machines under control.

Joel Friedman HOllywood 9-6831

Paster Invests In

NEW-ALL THE WAY THRU!

EVANS'

HOLIDAY

Michigan, Indiana and parts of Herman Paster, president of Wisconsin and Iowa. Monte West Mayflower Novelty Company in will lead off this week, to be Milwaukee, has acquired an inter-

vacation period which starts July week. Monte and Joe will stay Los Angeles. Latter firm will 2. A number of the office per- on the road, with Herb joining continue to be helmed by Presisonnel will be on hand to answer them later. Purveyor is busy dent Bill Happel, with Paster calls during the period, while the filling orders for the Keeney expected to settle in California

Stanley Peca, final inspector at of Minthorne Music Company, of the poster next to the new Hi-Fi phono in their front Communications to: windows.

> Phil Robinson, regional managfrom a brief business trip to Las Vegas, Nev. Gabe Orland, California Music Company, is slated for a vacation now that major domo Sam Ricklin has returned.

Ray Powers, Ray Powers Sales Company, reports a flood of orders for both the Nelson Modernization Kit and the Chrome Pilaster Kit, Abe Chapman moves from the city to Malibu Beach sota and spent a few weeks there. for the summer, Jimmy Wilkins, Paul Laymon Company, is spending more time on the road these days, now that Bill Fritz is spelling him in the firm's parts department.

of the United Ace Shuffle-Alley. shop." Minthorne Music Company holds open house for the showing of its recently acquired Keeney line this week. Ed Kilkes stormed with orders for Bally's new Hi-Fi bingo game at the Paul Laymon Company.

Hartford, Conn. Communications to:

Allen Widem Florida, Brilliant also reports that Pioneer Novelty continues to CHapel 9-8211 Jack Baynes, now a salesman for Brilliant Music, is doing a fine says owner Ex Griffith, Ex an job in sales in the Grand Rapids area territory.

Roth Holds 3-Day RCA Victor Show Louis K. Roth held a three-day showing of new RCA Victor line of radios, television sets, phono- Max G. Koeppe, in the vending Your Juke Box Week" campaign graphs and home appliances at business here for 16 years, has was a success.

YOUR NAME

- Price List -

2 copies 7.00

copy over 2, \$3.00 ea.

Each additional

ORDER FORM

(PLEASE PRINT CLEARLY)

Billboard

the Radio and Appliance East | bought the General Coin Machine Hartford showrooms.

Operators of Connecticut and ice and repair of vending equip-owner of General Amusement ment. Koeppe was formerly man-Games Corporation, Hartford, had ager for 12 years for Pitsos Vendbeen invited to go sailing on Long ing Company, cigarette operation, Island Sound with Meyer Parkoff, of the Atlantic-New York Corpo-ration, Seeburg distributors, and pany, established last year by Dave Simon. Simon Sales, both of Leo Kalyvas. New York.

end, says he hasn't actually en route by car with his wife and accepted the invitation. "Let's two sons for about five weeks' say that I'm thinking seriously of vacation in California. His partembarking on the briny deep ner, Paul Gold, who is heading with my pals. We'll just have to up business operations meantime, wait for a calm, cool and collected reports the firm is considering afternoon!"

Detroit

Hal Reves

WOodward 2-1100

Twenty Members in Detroit Shuffle Assn. . . .

The Detroit Shuffleboard Association has issued a new roster showing a strength of 20 members, representing over-all coverage of the Detroit industry. Roster was issued by President Martin (Barney) Burke and executive director Fred Chlopan.

Linden Bush, operator of Bush Music Company on the West Side, has been away for a few weeks. Bush attended a funeral in Minne-

Mrs. Lillian Patton, owner of White Novelty, is back on the job supplying music box operators after a few weeks' bout with a virus infection. Mrs. Patton got back in time to keep her promise Charley Robinson and Al to treat neighborhood high school Bettleman, C. A. Robinson Com- graduates to "30 minutes of playpany, report excellent reception ing anything you want in the

> Thomas G. Jones, of Jones Music, just returned from the upper Sid Lotenberg, looks forward to Michigan regions where he has a good ice cream business this been vacationing. Been telling summer and is expanding routes everyone of the huge mess of almost constantly. fish he hooked up there.

> Ray Taylor, assistant to Joseph Zoo concession, said that recent Brilliant, of Brilliant Music, is warm weather has brought many away from his office managing young customers to his kiddle duties. He is vacationing in rides.

Sales & Repair Company from Dorothy C. Sinclair, and will spe-Abe Fish, president of the Music cialize exclusively in sales, servpany, established last year by

Paul Chover, partner in the Abe Fish, a landlubber to the Michigan Vending Company, is expanding into the coffee vending field, in addition to its large cigarette operation.

> Ben Okum and Alan Smith, of the Okay Vending Company, are organizing another enterprise, the Title Investment Company. . . . James M. Vernor Sr., president for the past 25 years of the Vernor Ginger Ale Company, died Wednesday (30).

> F. L. Jacobs Company, manufacturers, reported earnings for the nine months ending April 30 at \$861,793, a net of \$1.19 a share, compared to a loss of 44 cents in the similar period last year.

Washington

Communications to: Delores Newcomb EMerson 3-7451

G. B. Macke Corp. Extends Operation . . .

The G. B. Macke Corporation has machines in the Richmond, Va., area. Meyer Gelfand said his firm has a branch office in Peersburg, Va., to service machines on location at Fort Lee and Camp Pickett.

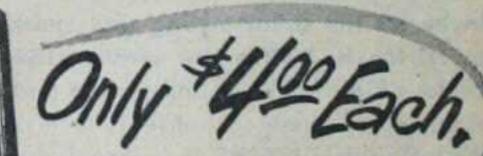
Westway Vending, headed by

Gordon Leach, who operates the

says owner Ev Griffith. Ev, an officer of the Washington Music Guild, reports the recent "Play



HANDY, ATTRACTIVE BINDERS HOLD **UP TO 4 COPIES OF THE BILLBOARD**



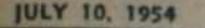
with your name imprinted in gold on the cover (Special: 2 binders for \$7.00)

These handsome, sturdy binders-with your own or your company's name imprinted in gold on the cover-are ideal for displaying current and previous issues of The Billboard in your office reception room . . . for keeping reference copies . . . handy, neat and easy-to-use . . . for general staff use.

Special binding mechanism holds up to 4 issues of The Billboard. Made of heavy-weight, washable assimilated leather, Color: blue.

Order your binders NOW while limited supply lasts.





THE BILLBOARD

lift your profit / CEILING/ with ...

How much more money can you make? Frankly, there's no limit! With Magnecord's "Packaged" Background Music Service you're not selling "music boxes" or peddling "music discs," instead you're offering something completely different - a **Business Utility!**

000

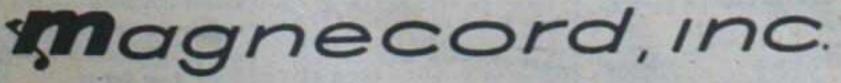
SCAIS

It's A Business Utility because now Background Music can go to any location, right on location, via practical, economical, foolproof magnetic tape reels!



"Without going overboard financially, you can broaden your market, build your future, and boost your earnings. Isn't it time you sent me your coupon TODAY!"

"Heinie" Roberts



Schools Factories **Retail Shops Motels** Amusements Parks

AGNECORD

10 2. 20

and

AMERICA'S

NEWEST UTILITY

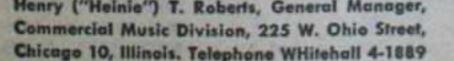
CA Planned Music "PACKAGED" BACKGROUND MUSIC SERVICE

It's A Business Utility because this RCA Planned Music is played through Magnecord's own, special, continuous magnetic tape playback for truer tone and higher fidelity.

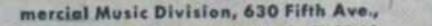
High Fidelity Continuous Reproducer

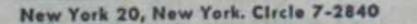
It's A Business Utility because here is Background Music expertly planned, programmed, and produced by RCA itself to be psychologically correct and diversified.

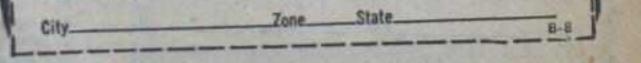
Tail Today To: Magnecord, Inc. 225 West Ohio Street Chicago, Illinois Dear "Heinie":	s on how I can fit into the Magnecord
I am a D Music Operator and I hundle these coin operated	m Distributor
Name	



A. J. Kendrick, Eastern Manager, Com-









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THE BILLBOARD **Coven Distrib Readies 4-Day** Service School CHICAGO, July 3.-Beginning Tuesday (6) and continuing thru Friday (9), Coven Distributors, Wurlitzer outlet, will hold service schools for operators and servicemen in Greater Chicago. Ben Coven, head of the distributing firm, said that the classes. would be held in a different section of the city each day. He explained that by departing from the general procedure of holding all of the classes in one office. much of the time lost by operators traveling to and from the school would be eliminated. **Class Sked**

Classes are scheduled as follows: Tuesday at the headquarters of Coven Distributors; Wednesday at the ABC Music Service Corporation's offices; Thursday at the Western Automatic Music, Inc. and Friday, operators will be schooled at the offices of either Town & Country Music, General Music Corporation, or A. H. Entertainers.

Reed Whiple, Wurlitzer regional service manager will conduct the sessions. Chris Tiasen, of Coven, will be on hand to assist. o

Milwaukee AMI **Distrib** Plans **New Quarters**

MILWAUKEE, July 3.-Paster Distributing Company, AMI dis-

THE BILLBOARD INDEX

ULY 10, 1954

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,

IMI		Issue of July 3	Issue of June 26	from of June 19	forue of June 12
ladel	A			\$155.00	\$139.50 149.50
					155.00
odel	8	\$275.00		12 TH 35. 11	265.00
Intel	¢	235.00 249.50	\$275.00	275.00(2)	265.00
					275.00(3)
		Real Value			295.00
	D-40	369.50	369.59		369.5012
					395.00(2
del.	8.85				400.00
	0-90	419.50 495.00	00.CVP 0C.P14	475.00 495.00	475.0012 495.00(Z
HIC	AGO COIM			- Carton	
and 1	Gan				139.00
VAN	5				
nstel	atles				195.00 250.00
HLLS	1				
	latine		S. C. Carl		75.00 95.00
OCK	OLA				
-	III, 45 RPM		395.00		475.00
22		89.09	69,00	09.00 95.00	75.00 79.00
22.				2.4. 1.970	89.00 95.00
26		109.00	109.00	109.00 130.00	109.00 130.00
and the second second				175.00	175.00 179.00
34			375.00		365.00
36 1	fireball 45 RPM	475.00	475.00	475.00(2)	475.0012
EBU	IRG				1 States
109	A (78 RPM)	439.50		425.00 495.00	495.0
6		99.00	99.00	95.00 99.00	79.00 95.00
146	Hideaway	75.00	75.00	75.00	75.00
		129.00	129.00	129.00 130.00	95.00 129.00
148	Hidenety	95.00	95.00	95.00	+ 95.00
		and the second second		175.00	175.00 179.00
6 8		189.00	189.00	189.00	189.00
8 8	L	199.00	199.00	199.00	199.00

through JULY 19)th	quarters would include approxi- mately 13,000 square feet of floor space, nearly three times the a- mount now occupied by the firm;	WELLIAMS Music Mite	125.00	49.00	120.00 130.00	49.00 95.00 125.00 130.00 83.50
ROCK-OLA Manufacturing		ample parking facilities, and a work shop set up like a modern supermarket. The building is located in the 1700 block in Fond du Lac Av	1090 1190 1259	99.00 109.50 219.50 295.00	99.00	99.00 225.00	95.00 99.00 110.00 195.00 225.00(2) 265.00 275.00(3)
	I. ILLINOIS	enue, nine blocks from the firm's present offices. Cooper said that he expected the move to be completed within 30 to 60 days and that an oper-	1450	399.50	319.50	465.00	415.00 445.00 465.00(2) 445.00
GIVE TO DAMON RUNYON CANCER	FUND	ator grand opening would follow immediately.	Sixth Wee		Whitman. In addit	ion to the ents, Stout	newspaper

spot announcements over radio night, he said, Clason had told station KGFX. Listeners were inhim to investigate possible trouformed that the week of June 20ble on the East Side of town. 26 had been selected for spot-He admitted that he had stayed lighting the 66th anniversary of home that evening rather than the juke box business.

Stout, who is an advocate of building stronger public relations in his area, pointed out that altho collections could not be expected to soar during a campaign, the effects of such promotion went a long way in giving the playing public a better understanding of the juke box industry.

Mallogg Adopts • Continued from page 69

zuela, and Colombia. Mallegg said that in some of the countries Stivers had been instructed to set up more than one distributor.

Specifically, Mallegg pointed out the rising activity in the Colombia juke box market. He said that he hoped to have as many as five distributors thruout the country.

Mallegg explained that the new program was necessitated by the increasing importance of the South American market as a juke box outlet. He said the market there had more than doubled its dollar volume, rising from approximately \$3 million in 1951 to \$6 million last year.



"SOME DAY"

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealor merchandising. Billboard's weekly BEST BUTS are the answer. Arrange new to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save tim- and money . . . you'll be riding only the winners for top play the year around!

How Was Your Timing on . . .





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 splected (average 10 records -20 cards) delivered weekly for a period of 3 months.

(Cards	(Cost	Cards	
PT.	lsr.5	per	.fo
Wrek)	fathom	Week3	mbr
20 1 400	strigs3 \$ 9.00	70 (1400	urips) \$2
	strips) 13.00	1	
49 1 800	stripst 17.00		strips) X
50 (1000	strips) 21.00	20 (1800	stript) 3

FRANKIE LAINE he had been threatened twice over COLUMBIA 30235 the telephone just prior to his

JUNE

8, 1954

JUNE

comply with Clason's orders.

On Friday, Gaylor testified that

appearance before the grand jury.

He said that he did not know who

Gaylor was not asked by either

Gaylor, who now lives in

Tampa, was subpoensed in La-Follete, Tenn., where he was visit-

ing his sick mother. Attorneys

for the defense had charged that

he was a "key" witness and that

the State purposely failed to pro-

duce him because it feared his

testimony would be detrimental.

Gillis heard testimony from Mrs.

Ida Watson, juke box operator; Leo Burdelski, tavern owner;

George Klein, tavern owner; Sam

LaGrasso, produce dealer, and

The trial will continue Monday.

Local-National

handled as follows: Stout listed

14 stars by their last name, leav-

Continued from page 69

several policemen.

Earlier in the week, Judge

prosecution or the defense to elab-

orate on his testimony.

Now on Billboard's "Best Selling Singles" Chart made the calls.

Spotted as a Billboard BEST BUY

Title Strips

Announcing A Distinguished Business Opportunity A Muzak FRANCHISE

Some fortunate business man in your area will shortly be appointed an exclusive MUZAK franchiser. That man For the past 20 years MUZAK, the originator and pioneer of functional background music, has been serving many of the best known hotels, restaurants, banks, offices, factories, and similar places of business, in key metropolitan areas. Now, thanks to an exclusive Muzak engineering triumph-a new automatic high-fidelity multi-channel tape transmission instrument-costs of franchise operation have been so reduced that markets down to 50,000 (and could be you! No special technical knowledge is necessary; the entire MUZAK studio operation is push-button automatic. Equipment takes up a minimum of space, can be housed almost anywhere. A visit once a day to change reels is even less) population can handsomely support a MuZAK franchise.

all that's normally required.

ノゴ

HERE ARE THE FACTS ON FUNCTIONAL BACKGROUND MUSIC!

Only Muzak-Muzak alone!-has music specifically selected, arranged, and recorded for one purpose only: functional background music to work to and relax to. Only Muzak, with its library of 7,000 basic selections, has a reservoir of music large enough to permit scientific, non-repetitive programming. So valuable is this big library that Muzak protects each selection by "watermarking" it indelibly yet inaudibly with electronic impulses which spell out MUZAK on the tape. Only Muzak has different programs each set up to meet

the special psychological needs of three different markets:

factories; offices; and public places like hotels, restaurants, Only Muzak is true background music. Other music, such as radio transcriptions and record music, is primarily entertainment music. Its jarring contrasts of rhythm, mood, and loudness may have an effect exactly opposite from that of pure With Muzak, you-and your subscribers!-are sure!

Not Just Another Music Service, But Muzak The Only <u>Planned</u> Background Music in Existence!

MUSIC

To get the whole story, send in

the coupon or phone or wire MUZAK today.

MUZAK CORPORATION, Dept. B

229 Fourth Avenue, New York 3, New York Phone: ORchard 4-7400

I'm interested in becoming a MUZAK Franchiser. Please send me your booklet "A Distinguished Business Opportunity: A MUZAK Franchine"



78

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, III,

VENDING MACHINES

JULY 10, 1954

1954 NABV Convention Opens in ChiFriday (9) Profit, Taxes, Sanitation, Legal

Facts to Key 2-Day Business Meets

week for the fifth annual con- in this section). day (11).

line bulk vending topics, ranging and products. from taxes to cleanliness and for making the growing industry meet Saturday (10) and continue discussions. grow faster.

The two-day business program -which starts off Saturday (10)bristles with panels on ways and means on how the industry can building thru equipment financing, increasing profits and the latest merchandising methods.

Exhibitors Signed

At press time 16 exhibitorsrepresenting the major equipment

Sunshine, 2 Ops Agree to FTC **Consent Order** To End Exclusive Dealing; Contest **Unfair Price Charge**

Bannered "The Vending Pag-eant of 1954," the NABV meeting manufacturers and suppliers of by Bernard K. Bitterman, presi-

thru the third and final day.

"To the operator who is con-

sentatives of the bulk vending in- and charm firms-were signed up for new ideas, new merchandise dustry converge on Chicago this (see exhibitor listing elsewhere and bigger profits, this will certainly be the place to find themvention of the National Associa- The convention will score sev- this year's convention will have tion of Bulk Vendors which gets eral "firsts" for NABV. It will many more exhibitors than we 11:30 a.m.-12:30 p.m.-"Legal Aspects of Tomorrow," talk by Milton under way at the Congress Hotel be the first full three-day meet- have ever had in the past," de-Friday (9) and runs thru Sun-day (11). Ing. It will be the first time ex-day (11). Ing. It will be the first time ex-bibit space will be available to chairman. Clared Rolfe Lobell, convention 12:30 p.m.- 2:00 p.m.- Luncheon. All exhibits will be open. 2:00 p.m.- 2:30 p.m.- "Ethics-and Their Benefits," panel

will run the whole gamut of head- other than bulk-type machines dent, at its opening 10 a.m. Saturday, the morning meeting will The business meetings will start off at 10:30 a.m. with the ethics, and will spotlight ideas open on the second day of the first of three half-hour panel

(Continued on page 88)

NABV Convention Program

Friday, July 9

0:00 a.m12:30 p.mBoard of Directors meeting	and lunch.	Caller
1:00 p.m 2:30 p.mRegistration in convention 593-593A.	neadquarters,	Suite
2:30 p.m10:00 p.mAll exhibits will be open.		1
Evening-Cocktail party sponsored	by Sam Ep	py de

Company.

Saturday, July 10

- 10:00 a.m.-10:30 a.m.-Convention opening. Welcoming address by CHICAGO, July 3.—Repre-manufacturers, product suppliers stantly on the alert and looking intatives of the bulk vending in-intatives of the bulk vending in-istry converge on Chicago this (see exhibitor listing elsewhere and bigger profits this will core
 - Chicago Board of Health.
 - 11:00 a.m.-11:30 a.m.-"The Operator Can Increase His Profits!" panel discussion lcd by Bernard K. Bitterman.
 - T. Raynor, NABV general counsel.
 - 2:00 p.m.- 2:30 p.m.-"Ethics-and Their Benefits," panel discussion led by Rolfe Lobell, Leaf Brands, Inc.
 - 2:30 p.m.- 3:00 p.m.- "Mechanical Aids for Placing Charms-Mer-chandising and General Welfare," panel discussion led by Robert Guggenheim, Karl Guggenheim, Inc.
 - 3:00 p.m.- 4:30 p.m.-General discussion meeting and open discussion, 4:30 p.m.-10:00 p.m -All exhibits will be open.
 - Evening-Buffet supper sponsored by Leaf Brands, Inc.

Sunday, July 11

	and a second sec
0:00 a.m10:30 a.m1	Election of officers and directors for 1954-'55
	term.
	'How to Build Thru Equipment Financing,"
A CONTRACTOR OF A CONTRACT OF	panel discussion led by Sid Bloom, Oak Manu-
	facturing Company.
1:00 a.m11:30 a.m'	'Development of Locations (Single and Mul-
	tiple), Progress With Chain Stores and Getting
	New Placements," panel discussion led by Roger
	Folz, olz Vending Company.
1:30 a.m12:00 noon-	"New Horizons for Operators-Candy Bar
	Vending," panel discussion led by Philip Schner-
	ing, vice-president of Curtiss Candy Company.
2:00 noon-12:30 p.m	"A Cost Analysis of Your Business," panel dis-
	cussion led by Alvin R. Kantor, Confection Spe-
a set of the set of the	cialties.
1:00 p.m 2:30 p.m	Farewell luncheon.
2-20 p.m. 10:00 p.m.	All out-thits will be seen

2:30 p.m.-19:00 p.m.-All exhibits will be open.

NAMA Trade Show **Plans Take Shape**

Ready Program; 95 Exhibitors Sign Up For October Washington Conclave

means on how the industry can expand and includes such sub-jects as location development, wilding then conjument (inanc-**Okays Cigarette Vending Machines Ordinance** Permits Installation Of Venders in Non-Public Spots

CHICAGO, July 3. - After an tobacco wholesalers revived their absence of 17 years, cigarette ma- argument that approval of cigachines will shortly make their ap- rette machines in the city would pearance in Chicago.

Wednesday (30) to lift Chicago's the amendment passed with the long-time ban on cigarette vend- endorsement of the mayor and Poers and permit the operation of lice Commissioner Timothy O'Conthe machines in industrial plants, nor.

open the tobacco industry locally City Council voted 35 to 9 to hoodlums and racketeers. But

offices and similar establishments Most manufacturers of cigarette which are not open to the general vending machines had factory representatives in Chicago within 24 The council action climaxed an hours of the council action. Some 18-month drive to have the ciga- were reported to have shipped in rette machine prohibition set aside. quantities of machines in anticipa-Automatic Merchandising Asso- Juke box distributors, most of exhibit to be held in Washington, Buffalo, and business program ciation and its legislative counsel, whom also job used cigarette vending machines, had been buying up Actually, machines will not be equipment for weeks in the belief ress," the show will feature the placed on location until the new that manufacturers would not be biggest display of new vending ordinance is signed by Mayor Mar- able to supply the demand for ma- equipment and vending supplies tin H. Kennelley. The mayor de- chines if and when cigarette vend- ever concentrated under one roof,

The first will be directed by

WASHINGTON, July 3 .- Sun-

shine Biscuits, Inc., of Long Island City, and two vending operators have consented to a Federal Trade Commission order prohibiting exclusive dealing practices in the sale of packaged bakery products. The operating firms are Statler Manufacturers Corporation and Statler Distributors, Inc., both of New York.

All three firms were charged with "exclusive dealing." The FTC had charged that Sunshine and the two operators participated in an arrangement whereby the operators would sell or lease their (Continued on page 85)

SodaShoppe Up 300% in Sales, Apco V-P Says

NEW YORK, July 3.-Current sales of SodaShoppe cup drink venders are running about 300 per cent ahead of the figure, Melville B. Rapp, vice-president of In a last-minute attempt to Apco, Inc., annouced this week block passage of the ordinance, on returning from the firm's Minneapolis plant.

Rapp said that the plant has just gone on a two-and-a-half shift basis and a six-day week, Previously, the plant had been operating on a two-shift basis and a six-day week.

He explained that the extra half shift was added so that the firm would not fall behind on orders.

Rapp said the address of the new West Coast office in Los Angeles, headed by Stanley Rheeling, would be announced in two weeks.

Stoner Distributor Sets Fall Showings

NEW YORK, July 3. - Bill Furst, partner in Furst & Schwartz, local Stoner distributor. announced this week that showings of the Stoner coffee vender have been suspended for the summer, with the next showing scheduled September 17 and 18 the week following the ACS rein Harrisburg, Pa. He added that port.

public.

Leading the drive was National tion of the end of the ban. Fred L. Brandstrader.

clared he would sign the ordi- ers were permitted to return. nance, probably within the next 10 days.

\$120 License

will buy \$120 annual tobacco li- At one stage of the fight, the censes for each location in which wholesalers told council approval they place machines. They will of cigarette machines would bring hibit which will be held in Washalso pay an annual registration fee of \$5 per machine. If more than 10 cigarette machines are placed in any single location, an additional IT'S CHEAPER TO \$120 license must be purchased.

Cigarette machines have been prohibited in Chicago since 1937. They were outlawed at the instigation of tobacco wholesalers and retailers who argued that the machines made it easy for minors to purchase cigarettes. That same argument-plus the threat of hoodlum domination-resulted in the limited aproval of the venders this week.

Mayor Approves

BLESSING IN DISGUISE?

Bitter Battle

ter battle between tobacco whole- committee. Operators of cigarette machines salers and the vending industry.

(Continued on page 86)

GO BY VENDER

TORONTO, July 3 .- Subway riders here can slice a third off their transportation costs by patronizing vending machines. A new 15-cent fare for the city's only underground went into effect this week. However, for those travelers who want to buy their tokens from vending machines, the price is a dime.

CHICAGO, July 3 .- Plans are | Other program highlights, anquickly taking shape for the 1954 nounced by general program National Automatic Merchandis- chairman Frank J. Bradley, Auing Association convention and tomatic Equipment Corporation, D. C., October 10-13.

according to Davre Davidson, Davidson Brothers, Los Angeles, Council's action climaxed a bit- chairman of the exhibit sales

ington's National Guard Armory. (See separate story in this section.)

Exhibit space in the 70,000square-foot Armory hall is going fast and booth sales are already well ahead of 1953 commitments, said Davidson.

Highlighting the convention be "McNulty's program will Nightmare," a dramatic fantasy presenting in quick-revue style some of the problems of vending operators. The production will be presented thru the courtesy of the Coca-Cola Company and produced by the Jam Handy company.

chairman Meyer Gelfand, G. Themed "Blueprint for Prog- B. Macke Corporation, Washing-

ton, D. C., will include: 1. Premiere of the New NAMA public relations motion picture now being produced by Sa.ra, Inc. (The Billboard, July 3).

2. New type of discussion pres-(Continued on page 87)

A total of 95 vending machine manufacturers and suppliers have to far reserved space at the ex-**4-Year Bottle** Mach. Financing

DALLAS, July 3 .- A new nodown payment four-year finance plan for bottle vending machines to replace its present three-year plan was announced today (2) by the Dr. Pepper Company.

The plan allows Dr. Pepper bottlers to increase substantially the number of bottle vending locations at a minimum capital outlay and lower monthly pay-ments, according to W. W. Clements, vice-president and general sales manager.

Replacing the former threeyear contract plan, the new arrangement also permits planning of a simultaneous four-year (Continued on page 85)

Egg-Milk Unit In Production;

NEWARK, N. J., July 3. combination milk and egg vender ever built is slated to go on location in about a week.

The unit, built by the Para-On the other hand, he argued, mount Freezing Equipment Com-

ACS Report Aids Filter-Tip Sales; **Ops Seek More Multi-Price Units**

NEW YORK, July 3 -- While the capable of vending at two or more point in making available to emrecent report of the American prices, say they will install more ployees a product which is alleged Cancer Society, citing the rela- multi-price venders, and those, to have a relationship with a ing and the death rate, is hardly some-with the idea of vending calculated to bring a rising vote more of the filter-tip, premium- that if the employees wanted to of thanks from members of the priced brands. vending fraternity, several large

operators in the New York area claim to have discovered a silver lining in the cloud.

urban Westchester County, the to get his machines off the premoperators all have noticed a sharp ises. upsurge in filter-tip sales during

Factory Problem

famous statement, one of his best tion. In the city's five boroughs, in locations, a large factory with II Northern New Jersey, and in sub- venders, called up and told him

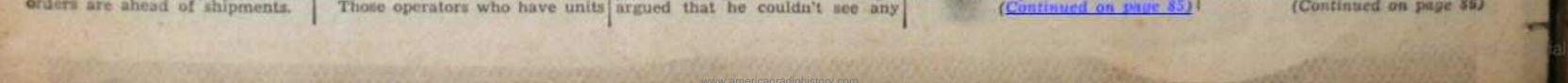
The operator rushed to the loca- case the operator would be happy \$3,400. tion to discuss the matter with the to replace some of the units with The manually-operated vender plant manager. The manager newer, multi-price venders capable holds 84 dozen eggs in vending

smoke, they would bring an extra One operator reported that as of the venders would have little soon as the ACS issued its now- effect on their cigarette consump-

Happy Solution

perhaps the employees wanted to pany here, is designed primarily smoke filter-tip cigarettes, in which for outdoor locations and lists for

pack from home, and the removal What is believed to be the first



VENDING MACHINES

THIS IS NE

15"

49"

HIGH

IOROSCOPE

-13" WIDE

NABV Exhibitor List

Equipment Manufacturers

Champion Vendorr Supply Company, Inc., 1119 East Houston Street, San Antonio,

Northwestern Corporation, 900 Armstrong Street, Morris, m.

Oak Manufacturing Company, Inc., 11411 Knightsbridge Avenue, Culver City, Calif.

Victor Vending Corporation, 5701-13 West Grand Avenue, Chicago 39.

Product Suppliers

Austin Packing Company, Inc., 2930 Washington Boulevard, Baltimore.

Ball-Gum, Inc., 2610 West 19th Street, Chicago.

Curtiss Candy Company, 1101 Betmont Avenue, Chicago.

H, K. Hart Confections, Inc., 540 39th Street, Union City, N. J.

Leaf Brands, Inc., 1135 North Cicero Avenue, Chicago 51. Ferrara Candy Company, 2200 West Taylor Avenue, Chicago.

Kenworth & Fowler, 9 South Clinton Street, Chicago,

Charms

Samuel Eppy & Company, Inc., 9-15 144th Place, Jamaica 2, L. L. N. Y.

Karl Guggenheim, Inc., 33 Union Square, New York 3. Penny King Company, 2538 Mission Street, Pittsburgh 3. Plastic Processes, 83 Hanse Street, Freeport, N. Y. Paul A. Price Company, 55 Leonard Street, New York 13.

Fruit Vender Can Dispense **Canned Drinks, Ferman Says**

NEW YORK, July 3. - Bob | the unit enables the machines to Fruit - o - Matic Manufacturing or both. Company, announced this week that a conversion unit for the

Philip Morris Wins Matchbook Award

NEW YORK, July 3. - Philip Morris & Company, Ltd., Inc., received the Joshua Award, tobacco industry division, for distinguished match-book advertising.

Harry W. Chesley Jr., Philip Morris vice-president, accepted the award at the weekly Tobacco Table luncheon at the Hotel Marversal Match Company's New

man, local distributor for the vend either canned drinks or fruit

According to Ferman, the conversion, which sells for less than fruit venders is now available; \$10, is merely a can opener and straw compariment. He said the conveyor belt compartments, normally used for containing fruit, will also hold 5.5-ounce flat-top juice or carbonated beyerage cans.

> is a four-selection unit which has industry. 112 compartments. Ferman said the most likely arrangement would be two selections of fruit and two drink selections. The Fruit-o-Matic Junior has two selections and a capacity of 112. Tests Due

tinique. Jesse M. Market, the Uni- the next two weeks, Ferman said. moted to national sales manager York representative, made the presentation. Advertisers and suppliers sub-mitted entries from more than 65 classes of industry using 12.5 billion match books annually. Meanwhile, Ferman announced that Nat Hochman, Uneeda Vend-ing Service, has been named local distributor for the Wittenborg multi-selection vender. Ferman represents the Danish manufac-turer in this country. Meanwhile, Ferman announced of the fountain division.

Central Tool Markets Can **Prink Vender**

HARTFORD, Jlly 3. - Central Tool Company, Inc., has introduced a can vending model of its Choice-Vend bottle machine offering four selections and listing at \$495, plus changemaker.

The unit handles, with a "screwdriver adjustment," cap or flat top cans in either the 6 or 12ounce size. Maximum capacity is 156 6-ounce cans in vending and 300 in pre-cool position. Operation is fully sutomatic, pushbutton type. Cans are horizontally stacked in eight tiers (two per flavor). Pre-cool space is furnished in the base and also up the left nide of the cabinet via five shelves,

The cabinet is 351/2 inches wide, 25 inches deep and 73 inches high. Approximate weight: 450 pounds. Max Miller, president, stated the bottle version of the vender has been in production for 18 months. Reason for introducing the can drink model: "It appears canned soft drinks will in time become a factor in the (soft drink) field, and we feel that to merchandise cans properly a vending machine would be necessary."

The vender will be sold thru factory representatives, Miller stated

Central Tool has been a manufacturer of aircraft tools and parts for the past 14 years, continues to supply this field with its entry The Fruit-o-Matic large model into the automatic merchandising

Pepper Names Abernathy

DALLAS, July 3. - Dr. Pepper Company appointed Harold G. Abernathy general sales promotion manager this week. He suc-Location tests will be made in ceeds Robert Stone, recently pro-



79

TOP OF SCALE PAYS BIG DIVIDENDS ... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as lc. -

TWO MACHINES IN ONE ... A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 14, ILLINOIS

Oak Rainbow

Precision built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK'S streamlined Bainbow. 10 columns to vend tab gum, charm candies, Her-sheys. Guaranteed mechanically.

Here's the OAK "400" VENDOR

You Asked for on activated, guaranteed to be the big per-other compute, field. Designed to captivate EAST TO FILL: 400 CAPACITY WEIGHT: 7 LEL . HEIGHT: 17 ... WIDTH: 8"

Oak Acorn

The unqualified suc-cess of the ACORN All-Purpose Vendor makes it today the most popular and most wanted vending ma-chine of its type in the world. Vends all bulk merchandiae; nuts, gum balls, candy, charms. halls, candy, charms, Has polished, easy-toclean merchandize chute. Completely tam-perproof. Held together



Ready for Immediate Delivery THE 3 BIGGEST MONEY MAKING **BULK VENDORS** IN THE WORLD! and...all Instantly Convertible!

Here's the most flexible trio in the bulk vending machine business with a ready success story behind each machine. Operator-designed because they are Operator-demanded. New locations mean new demands . . . Any one

of these machines can convert into the location needs and big profits that are yours.

EASTERN OFFICE . NATIONAL SALES HEADQUARTERS PENNY KING COMPANY 2538 MISSION STREET . PITTSBURGH 3, PENNSYLVANIA WESTERN SALES OFFICES

OPERATORS VENDING MACHINE SUPPLY 1023 GRAND AVENUE . LOS ANGELES, CALIFORNIA

oak manufacturing company, inc. 11421 Knightsbridge Ave.







JULY 10, 1954

See You at the

Convention

THE BILLBOARD



NEW YORK, July 3. - Feur

Nu-Matic hot deg venders re-

SUPER JET NEW! SENSATIONAL! CAPSULE VENDER

Magic Flow Hopper permits accurate vending of different size capsules without jamming, missing or breaking.

Wide-open top for quick, easy loading. Separate locks for top and bottom.

Copsule copacity 325.

Style-engineered to attract immediate attention.

Elear-view plastic front provides outstanding display of merchandise visible on three sides.

All metal construction.

Northwestern ET

Entirely new vending principle designed to vend charms or ball gum and charms perfectly.

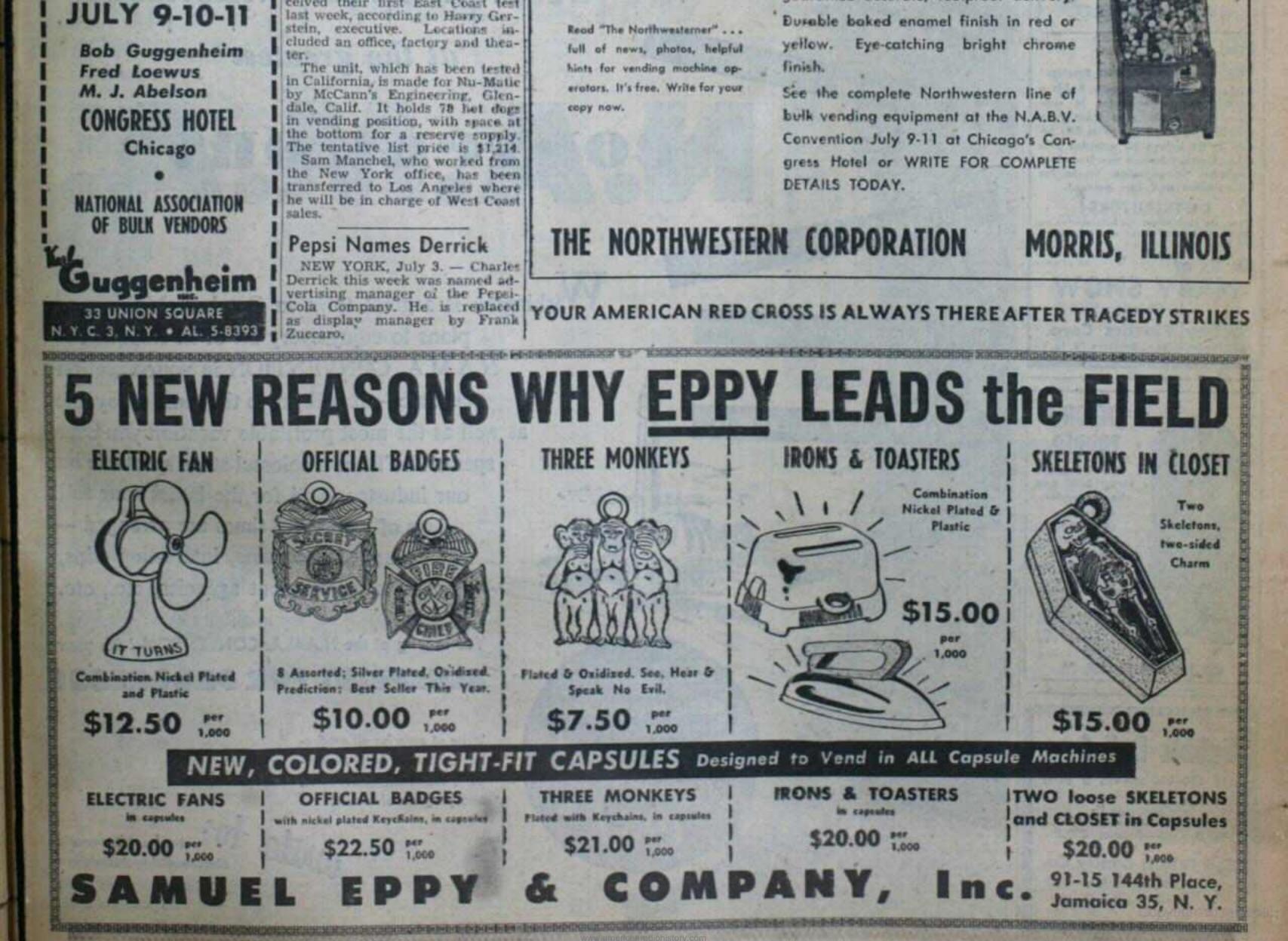
Available for 1c or 5c play. Will also

vend capsules with capacity of 215.

four specialized merchandise wheels

guarantee accurate, foolproof delivery.

81



KNOW WHAT'S GOING

ON IN BULK VENDING

VENDING MACHINES

THE BILLBOARD

JULY 10, 1954

TRULY A wonderful two-



popular Topsy Turvy Mystery Spinner now with an added gimmick, making it the most irresistible attraction ever put in any vending machine - anywhere anytimel

in-one game per-fect for Rocket

Vending! The

An Abbey Plastics exclusive Ipatents pending). This Spinner with the built-in Baseball and Put & Take Game is definitely destined to become the big money-making sensation of the year. Gold, green, red and black in color.

A 5c Vend AND **n**.00 all by itself ONLY per MI Exceptionally terrific when used halfand-half with the regular two-tone Topsy



ew Signel Beauty)

Wittenborg Firm At Danish Show

COPENMAGEN, Denmark, July 3 .- The Wittenborg firm here exhibited at the recent Rationalization in Trade and Commerce Exposition in the big Forum Exhibition Hall. Wittenborg not only occupied two booths, but also had some of its counter weighing scales displayed in exhibits of other firms as part of facsimile self-service one machine with three vertical stores, etc.

borg firm displayed 18 vending item-per-cubicle type, while the machines, five counter scales and third unit was made up of rotating one large-size meat or cheese cubicles, half of which had three and canned goods venders, two displayed. Other combinations can and manufacturer. bread and cakes, three coffee and easily be made up. one stocking vender.

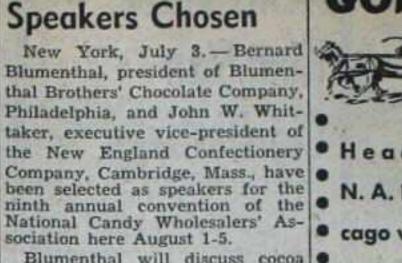
Evidently there is an increasing Latest models of the firm's ciga- moderating. demand for machines dispensing rette venders have a chute which Leading lines of candy, choco-

Florida Cig Receipts TALLAHASSEE, Fla., July 3. -State cigarette tax collections for April totaled \$1,733,361, State Beverage Director A. E. Mc-Kinney Jr. reported.

"Under the law," McKinney explained, "Florida municipalities will share \$1,366,233 of the money with the remaining \$367,137 going into the State's general fund.

units of 12 cubicles each. Two of At its two booths, the Witten- these units were of the usual one-

a large number of small items, not only makes change, but will late and gum will be featured at For grocery store use there was accept either a 1 or 2-krone coin. the NCWA exposition,



Blumenthal will discuss cocoa production and consumption as it slicer. In all, there were nine compartments and the remainder, affects the wholesaler, while Whitcigarette venders of different types six. This makes it possible to dis- taker will treat with the problem and sizes, three combination candy pense 78 items, altho only 36 are as it affects both the wholesaler

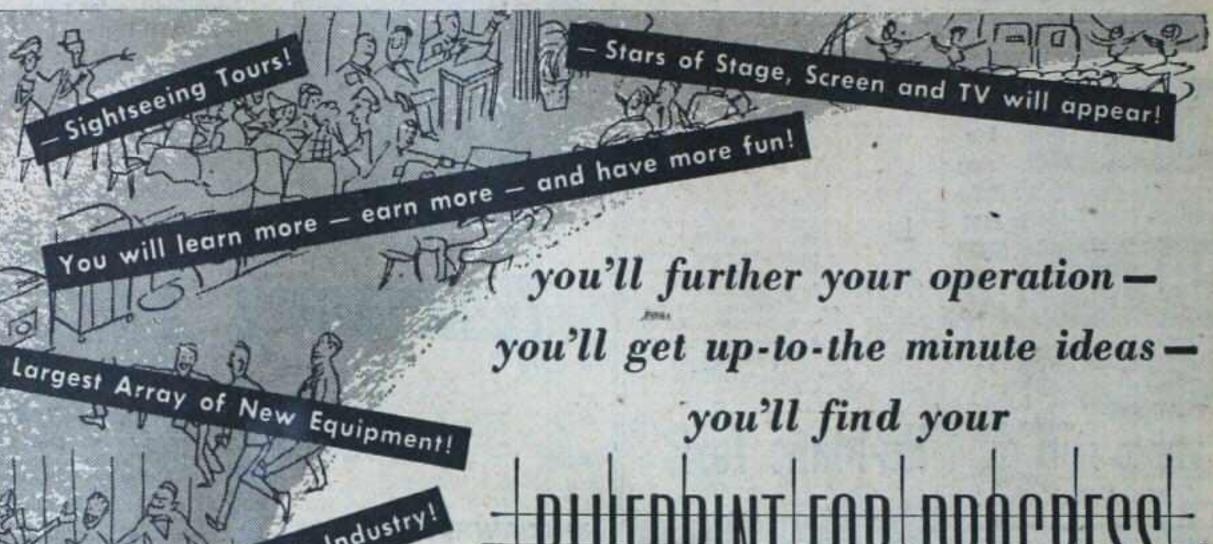
NCWA Confab

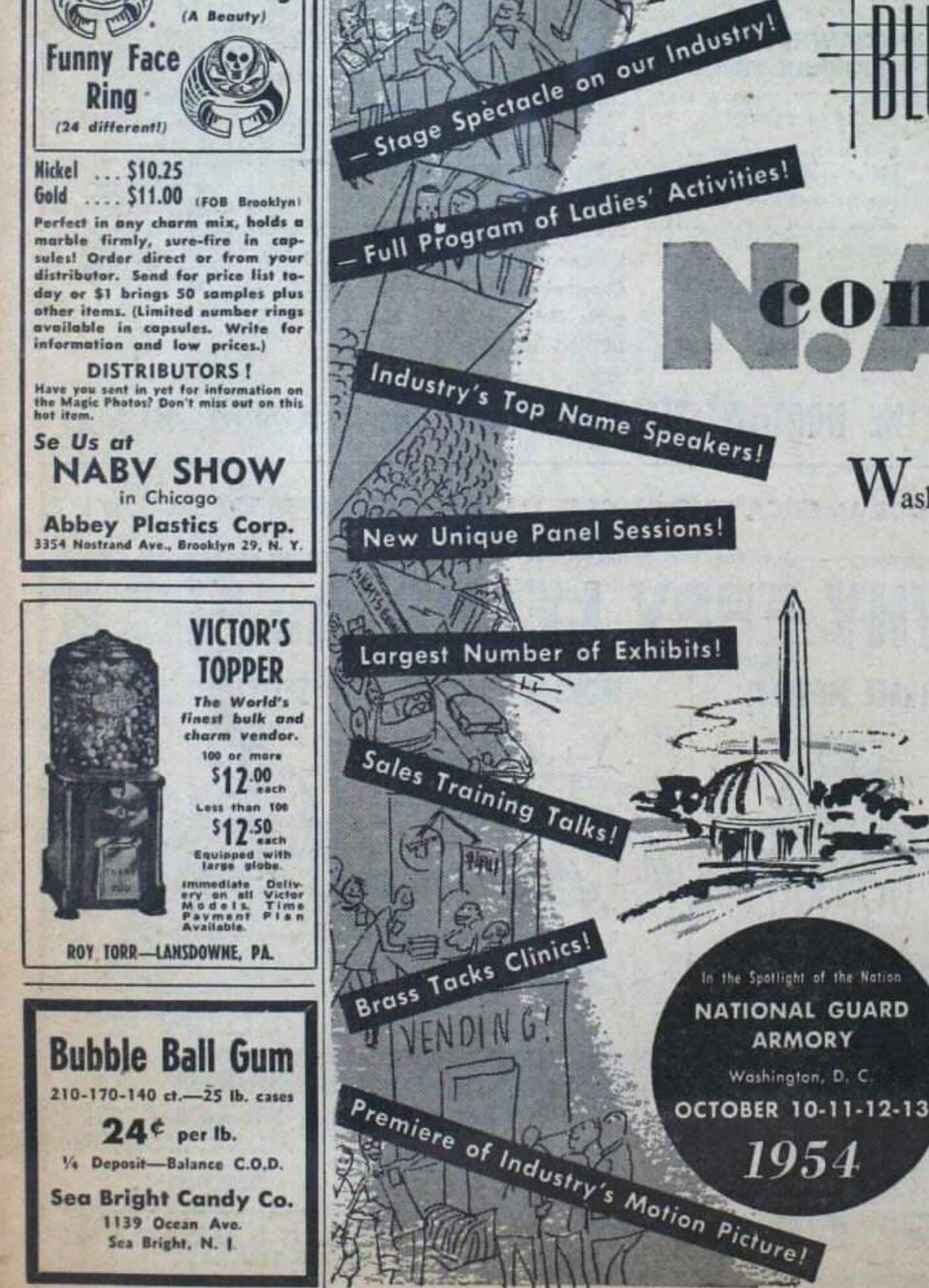
The five business sessions will The Wittenborg firm has a full get under way with the early birds' All machines were of the stand- line of coin chutes, some of which breakfast, August 2, with John ard types commonly used here, are equipped for making change, Mock, NCWA sales consultant,



BILL FALK

PLASTIC PROCESSES INC. E3 HANSE AVE FREEPORT NY





at the greatest

convention?

Washington is a great town in October! Make your plans to enjoy every bit of it. Include the N.A.M.A. CONVENTION in your vacation schedule - it will prove the most enjoyable as well as the most profitable vacation you ever spent. You'll see a colossal stage spectacle on our industry. And for the ladies four full days of wonderful times are arranged planned programs, interesting trips, visits to government agencies, etc., etc.

> You belong at the N.A.M.A. CONVENTION ... It's your r progress!

Write at once for all particulars concerning hotel reservations, exhibition space, rates, and program of events!

National Automatic Merchandising Association 7 South Dearborn Street



1954

ARMORY

N. D. Cig Receipts

BISMARCK, N. D., July 1showed a drop in the first five amounted to \$1,080,853, compared to \$1,128,496 for the same period. last year.

However, in May cigarette taxes totaled \$219,579, or an increase of 9.12 per cent compared with the \$200,253 collected in May of 1953



send 35¢

Benson Sets Milk months of 1954 compared with 1953 figures, says J. Arthur Engen, State tax collector. Cigarette and Vending Research

Picks Expert to Head Ag Project to Spot **Best Locations, Determine Machines' Value**

WASHINGTON, July 3 .- The Thompson will start in the Agriculture Department will agency's market development launch a marketing research program next week to determine the most profitable locations for automatic milk venders and to find out just how good a job the venders can do in boosting over-all milk sales.

Agriculture Secretary Ezra Taft Benson, who has taken the promotion of milk vending on as a pet project, already has hired marketing expert Walter Thompson to head up the new project.

TIRC Names

T. V. Hartnett

NEW YORK, July 3 .- Thomas

V. Hartnett, president of the Brown

Committee. He replaces O. P. Mc-

Comas, president of Philip Morris

& Company Ltd., Inc., who headed

Hartnett said the tobacco in-

about smoking and health."

support as needed.

months.

branch next week to select the areas and locations to be tested. Vending machine operators and milk distributors and producers will be asked to co-operate when the test areas are determined.

THE BILLBOARD

The research program as it now is set up calls for putting milk venders in factory areas, gas stations, office buildings, restaurants, grocery stores, vacant lots in surburban areas and every other possible machine location in the general test area. Careful checks will be kept on machine sales and on whatever effect the milk vender sales have on total milk sales in the area.

Not only will locations be put on trial, but the agency also wants to try to out cup drink milk venders as well as machines which yend half pint, pint, quart & Williamson Tobacco Company, and half gallon cartons. Operthis week was named chairman ators, milk distributors and proof the Tobacco Industry Research ducers will be called on to provide the milk venders and to promote their use by the public, while the agency will provide the the committee for the last three research experts.

Altho the marketing experiment is designed to turn up information to guide the further expansion dustry "is determined to find the of the milk vending industry, an answers to the public's questions agency spokesman said its profitor-loss figures for different lo-The committee has donated cations probably will be of value \$500,000 for research and is ex- to all operators. The research, he pected to give continued financial said, is expected to wind up with a final report by July 1, 1955.

IT TAKES ONLY ONE . . .

24 7 0

can, International Leagues. Simple directions for applying inclosed in c.apsule!

Here is an item with universal appeal to children of all ages. By simply pressing the emblem with a hot iron he can walk around with the emblem of his favorite ball club on his sleeve, shirt, cap, etc. If he doesn't get his favorite ball team, you can bet he will try until he does. DON'T WAIT-You have until WORLD SERIES time to cash in on this new and fast moving capsule item.

ONLY \$19.00 includes emblem and



TO FILL ALL YOUR BUYING NEEDS!

VENDING

COLOURNOUT COLORADO

83

Complete Soles Agents Somple Kit for ACORN	MAC
Be sure to attend the N.A.B.V. Show in the Congress Hotel, Chi- coppo, IIL, July 9 to 11.	VENL
PENNY KING COMPANY 2538 Mission Street Fittsburgh 3, Po.	Acorn Tab Gum (10 col.) Adams Gum Vender (6 col.) Advance Model D Ball Gum. Advance No. 11 Mdse Advance Stick Gum, 1c
<section-header><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></section-header>	25c Ball Point Pen Vendor C-8 Electron Columbus 1c DuGrenier Champion (9 col.). DuGrenier Model S (7 col.). DuGrenier Model W (9 col.). Exhibit Card Vendor, 1c Foot Ease Hawkeye Hot Popcers Hershey 1c (2 col.) Keeney Electric (9 col.) Kleenis 5c or 10c Master 1c & 5c Master 3c
STAINDARD TOPPER \$12.00 each 108 ar more \$12.50 each less than 100 EQUIPPED WITH LARGE OLOBE. Sidmor Vending Co. 2127 5th Ave. ATTantic 1-2540 BALL and	Mills Candy (B col.) Mills Tab Gum National 930 Northwestern 33 Ball Gum Northwestern Deluxe Ic and Sc Northwestern Model 39, 1c Northwestern 49, 1c Northwestern 49, 1c Northwestern 49, 1c Northwestern Tab Gum Pup Corn Sez Pup Corn Sez
VENDING GUMS New LOW Factory Prices BUBBLE • CHICLE CHIOROPHYLL Bubble Ball Cum, 140-170 5 210 ct. Close-se-Vend Ball Cum, 140 5 210 ct. Close-se-Vend Chicks, 275 5 320 ct. Chicke Chicks, 320 6 520	25c Razer Blade Rowe Candy (B col.) Rowe Diplomat Electric (B col.) Rowe President (B col.) Rowe President (D col.) Rowe Royal (D col.) Rowe Royal (D col.) Rowe Royal (D col.) Rowe Royal (D col.) Silver King, Jc Bulk Silver King Sc Bulk Silver King Je Ball Gom Silver King Je Mdte Silver King Je Mdte Silver King Het Nut Silver King Het Nut Silver King Het Nut
Bubble Chicks, 320 6 520	Uneeds Challenger (8 col.)

National

CHINE PRICES

THE BILLBOARD INDEX

ADVERTISED USED

DING MACHINES



VENDING MACHINES

84

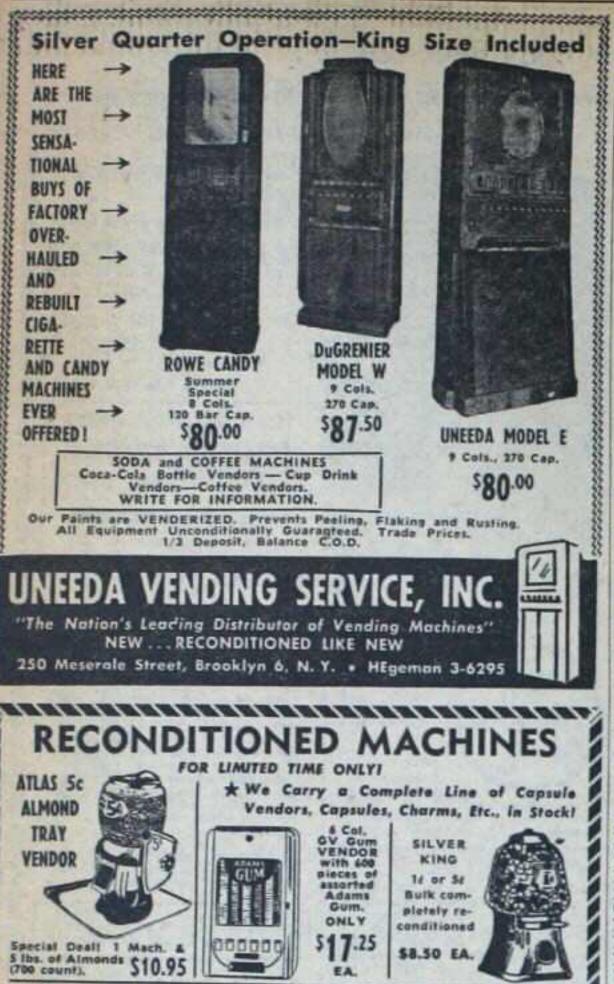
THE BILLBOARD

JULY 10, 1954

NATD Meet Postponed

NEW YORK, July 3.-The Na-tional Association af Tobacco Distributors Automatic Merchandising Conference, originally scheduled for the Hotel Statler Saturday (26), has been postponed until July 17.







95 Exhibitors Sign for '54 NAMA Meet

CHICAGO, July 3 .- Ninety-five

Settle 3-Year

Candy, Tobacco

JULY 10, 1954

THE BILLBOARD

COIN MACHINES

85

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

					100.0	Carebral Bawler (Knewsyl	225.00	225.00	245.00	250.00
	Inne of	Isse of	Inner at	Inne at	ACS Report	Cancale Shuffle Alley, 6 player (United)	225.00 245.00	225.00 245.00	225 00 235.00	225.00 245.00
Rati Alicrafs (Reamy)		Jone 26	June 19		• Continued from page 78		249.50 250.00(2)	250.00(2) 259.50 295.00	245.00 250.00 259.50 265.00	269.50 270.00 295.00
Assess Jet Space Ship		\$195.00		842.04	of vending such brands as Parlia-		295.00			
Ramball (Chicapo Cola)	\$79.50	79.50	\$79.50	79.50 79.50	ments, L&M Filters, Winstons, Kents and Mariboros,	(United)	270.00 275.00 209.50	270.00 295.00(2)	270.00 265.00(2)	245.00 276.00 295.00(2)
Burderthall (Chicago Coin)	145.00 165.00		155.00 165.00		The upshot was that the vend- ers were replaced by new 11-		295.00(2) 315.00 385.00	299.50 315.00	295.00 299.50 515.00	315.00(2)
A support	250.00	april 12 and	250.00	345.00(2)	column units and that the operator	Citerer Station Wiley, & Breker	240.00 245.00	250.00 255.00	250.00	255.00(2)
Rie Reses (Eally)		150.00	150.00	500.00	is way ahead of his previous takes on the location, due to filter-tip		255.00(2) 265.00 269.50	265.00 275.00 279.50 315.00	255.00(2) 265.00 275.00	265.00 275.00(2)
Blim Ball (Kirk)	45.00	45.00	45.00	125.00	sales at 30 cents and 35 cents. Another operator, with more	Club Bouler, 10 player	275.00 315.00		279.50 295.00	289.50 315.00
Bant-a-Ball (Chicago Coln)					than 500 units on location in a	Cel Cup-Replay Model	195.00	195.00	185.00 195.00	225.00
Dans Vender (Exhibit) Daslanger (ABT)	19.00 20.00		19.00 20.00	19.00 20.00	suburban area, says his current sales are behind what they were	Criss-Crass Bowler	365.00	365.00	365.00	365.00
Cumples Herse (Bally)	75.00		75.00	75.00	by about 5 per cent, but that his		415.00 425.00 275.00 285.00	415.00 425.00 265.00 275.00	425.00 260.00 270.00	275.00 285.00
Chighen Sam (Seeburg)	65.00 110.00	65.00 110.00	65.00 110.00	45.00 110.00	filter-tip sales have increased to the extent that his net is about		295.00	285.00 295.00	275.00 285.00 295.00	295.00
Bale Gan (Exhibit)	55.00(2) 94.50 95.00	25.00 55.00(2) 94.50	15.00(2) 94.50	55.00(2) 69.50 94.50	the same.	Dumina Bowler (Keeney? Double Header (Williami)	40.00 50.00	40.00 50.00	40.00 75.00	40.00 75.00
Derbe, 4 player				a solution	Hospital Sales Operators with locations in the	Double Score Bowler		249.00 280.00	345.00.240.00	
SChicage Colal			100.00	100.00 195.00	city's leading hospitals report no falling off of sales, nor any re-	10th Frame (Chicago Coin)	235.00 249.50 280.00	300.00	245.00 249.00 200.00	225.00 275.00 280.00
Delacemakile (Mutascope)	195.00	195 00(2)	195.00	195.00	quests for machine removals. One excellent location is the headquar-	Five Player Shuffle Alley	50.00 75.00×/m	50.00 75.00w/p	50.00 75.00w/p	50.00 75.00w/s
Einstein Shucker (Manarch)	The second		540.00		ters of a large research organiza-		85.00 99.50 75.00	109.50 75.00	85.00 109.50 75.00	109.50
Flash Heckey (Cainex)	75.00 159.00	75.00 159.00	75.00 159.00	75.00	tion which devotes much of its time to cancer-the vender is still	Four Player Shuffle Alley	40.00 60.00	40.00 60.00	40.00 65.00w/p	40.00 60.00
Calinging Beauty Horse				345.00		United)	65.00w/s 89.50	65.00w/s 99.50		65.00w/p 99.50
Garler TChicage Colol	75.00 110.00 119.50	75.00 100.00 110.00 110.00 119.50	75.00 100.00 119.50	75.00 95.00 100.00 119.50	they were attaching cingle column	Gold Cup (Chicage Colis) HI-Score, & player			285.00	
	160.00	125.00	165.00(2)	165.00	venders in an attempt to capture	(Chicago Cain)	125.00	125.00	125.00	125.00
Can Patrol (Exhibit)	165.00(2) 185.00	165.00(2) 165.00	185.00	175.00 185.00	more of the filter-tip market-with excellent results.					45.00
A CONTRACTOR			In the state	195.00	Others said that a goodly por- tion of their next orders would be	(United)	355.00	360.00	360.00	365.00(2)
Heavy Hitter (Eally)	40.00 69.50	40.00 69.50	40.00 69.50	40.00 45.00 50.00 69.50	devoted to the multi-price units	A State of the sta	365.00(2) 369.50	365.00(2) 379.50	365.00(2) 375.00 379.50	375.00 389.50
H-Ball (Exhibit)	75.00 18.50	75.00 18.50	75,00 18.50	18.50	currently being made by Eastern, Apco, National and Rowe in an				50.00	50.00 69.00
teresape test Rad Automobile		195.00		395.00	attempt to sell filters at premium prices.	(Keenty)			45.00	49.00
Bork Rabbit			99.50	99.50 195.00	Sales Steady	(Keenry)			70.00	69.00
bry Gen (Exhibit)	175.00 195.00	175.00 195.00	175.00 195.00	175.00(2) 195.00	A large New Jersey operator pointed out that, since the ACS	League Bowles (United).	410.00 425.00	450.00 425.00(2)	450.00 425.00	450.00 425.00(3)
as Saucer (Mutantope)				95.00	report, his sales have been hold- ing up, while retail outlets near	Matched Bowler, & player				State Sale
Sundant Fighter	aller and a				his locations have fallen off as much as 50 per cent in cigarette	renneally painterseess	165,00	165.00	165.00	165.00 175.00
X & Fighter	195.00	19.5			And a state of the second s	the second se	210.00	210.00	210.00	210.00 215.00
Lite League	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50	cations, the patrons are hard-	a player (United)	135.00	125.00 135.00	135.00(2)	125.00 135.00
Betal Typer (Harvard)	150.00 250.00	150.00 250.00	150.00 250.00	150.00 250.00	bitten smokers who don't scare easily-that when they are out of	arytemes semance which	265.00 269.50	265.00 279.50	265.00 279.50	265.00 285.00
Wingst Manies	185.00 295.00	185.00 295.00	185.00 295.00	105 00 205 00	smokes, they will continue to go	and the second of the	285.00 289.00 295.00	285.00 289.00 295.00	285.00 289.00 295.00	289.50 290.00 295.00
Chinage Colin)		128 22 1	175.00	165.00	to the nearest venders and buy a pack.	man of the same states	325.00	325.00	325.00	325.00
The America Bost	Anna Y	295.00		de la la	On the other hand, the retail store has more of a cross-section	a setti a secondaria da a secondaria	345.00(2) 349.50 395.00	345.00(2) 359.50 395.00	345.00(2) 359.50	345.00(2) 369.50 395.00
Signs Fighter (Genus)	295.00 310.00	295.00 310.09	295.00 310.00	12212121	students old folks and humanham	Shuffle Alley Deluxe, 6 player	95 00 05 00+/+			
Parecane (Millis)	250.00 20.00	250.00	20.00	250.00	driacs-many of whom may have been scared off by the ACS in-	The second	110.00 119.50 125.00 135.00	125.00 129.50	110.00 125.00	125 00 129.50
"ctanatic (Mutourope)	250.00 650 (00tiate)	250.00 650.00(late)		650.00(late) (2)	rerence.	Shuffle Alley, 6 slayer		133.00	129.50 135.00	135.00
ates Pets (Chicago Coin)	99.50	85.00 95.00 99.50	85.00 95.00 99.50	75.00 85.00 95.00 99.50	the report hasn't burt collections	(Kerney)	85.00(2) 89.50w/s	85.00(2) 89.50w/p	75.00 85.00	75.00 85.00
fab 'En & Ret 'En	185.00	165.00	185.00	95.00	to any marked degree, tho they add it's still too eary to tell. Most		99.00 195.00	99.00 100.00 195.00	99.00 00.00	89.50#/# 99.00 100.00 195.00
un Up	18.50 24.50	75.00 18.50 24.30	18.50 24.50	18.50 24.50	of them feel that the report will	Shuffle Alley, 6 player (United)	85.00 109.50	85.00 119.50	63.00 119.50	
becking Bag (Mills)	189.00	189.00	189.00	169.00	cause a lot of smokers to switch to filter-tip cigarettes-which isn't	Shuffle Alley, 10 player	and the second		11150	75.00 85.00 119.50
Hall Pool Table	125.00	125.00	125.00	125.00	but few will cut down or discon-	Six Player 10th Frame	150.00 215.00	150.00 215.00	150.00	150.00
anid Fire (Eally)	95.00	95.00	95.00	95.00	tinue.	(Usited) Star Bowler, 2 player	160.00	160.00	160.00	160.00
offe Ramer Ray Gon	65.00	65.00	65.00	65.00	Dr. Panner	Star 6 Player (United)	150.00(2) 160.00 165.00	150.00 175.00(2)	150.00 160.00	150.00 175.00 189.50 195.00
a later	75.00	75.00	75.00	245.00	Dr. Pepper Continued from page 78	Star 10 Frame, & player	175.00	225.00		and an and the
lignas Art Show	45.00 49.50	45.00 49.50	45.00 49.50	24.50		fUnited)	175.00 185.00 190.00 190.00	185.00	175.00 185.00 195.00 200.00	185.00 195.00 225.00 239.50
Not the Bear (Seeburg)	195.00(2)	195.00(2)	195.00(2)	145.00	payment and depreciation sched- ule.	Super Delune, & player	209.50	219.50	219.50	
iver Baliets (Mutoscope)	225.00	123.00 135.00	135.00	125.00 135.00	Unaffected by the new bottle vender finance plan is the firm's	(Keenry) Soper Matched Bowler			85.00	
* Gan Riffe Rampe (ABT)	550.00	550.00 135.00	450.00 135.00	650.00	three-year cup vending finance program, put into effect in April,	Chicago Coini Super Six Shuffle Alley	200.00	200.00	200.00	200.00
me Balt (Williams)	145.00(2) 150.00 175.00	145.00(Z) 150.00	145.00(2) 158.00	145.00(3) 150.00	1953.	United	149.50 169.00	125.00	140.00(2)	140.00(2) 169.50
6 Rall (Exam)	95.00 25.00	95.00 25.00	95.00 25.00	95.00 25.00	Existing bottle vender contracts will not be changed, Clements	STATE OF ALL DESCRIPTION OF ALL		159.50 169.00		175.00(2)
ane Gan (Eabibit)	125.00 145.00		145.00 195.00	125.00 185.00	C. I. T. Corporation, Houston,	Target (Gencal) Team Bowler (United)	425.00 465.00	450.00 465.00	465.00 495.00	69.00
	The seal	A land	465.00	Contra a	which helped Dr. Pepper develop the plan, will handle all monthly	(Kenney)	175.00	175.00	170.00 175.00	195.00 215.00
Ar Series (Williams)	75.00(2) 95.00 75.00 109.50	75.00(2) 95.00 75.00 109.50	75.00 95.00 75.00 100.00		payment collections directly.	fenth Frame Special Bowler IDNicage Colina	235.00	- Inch	Pril and	
And Frank P	1	1997-19	109.50	75.00 100.00 109.50	The Dr. Pepper Finance Com- pany, a subsidiary which former-	10th Frame Super Shuffle	165.00 185.00	235.00	235.00	235.00
there at (Chicago Coin)	125.00	125.00	125.00	110.00 125.00	ly handled all vender financing, will continue to pass upon all		189.50 209,00	165.00 199.58 209.00	165.00 180.00 199.50 209.00	165.00 210.00 219.50
n Strike (Erans)	169.00	135.00 169.00	169.00	169.00	new vender finance orders.	10th Frame Bowler (Chicago Coin)	165.00	165.00	145 0000	
Way Athletic Scale	24.50 65.00 10.50	18.50 24.50	38.50 24.50	18.50 24.50	The entire plan was devised in answer to many requests for a	Triple Score Bowler (Chicago Coin)	275 00 330.00	265.00 275.00	165.00(2) 275.00(2)	165.00(2)
(Merrary)	89.50	89.50	89.50	89.50	longer payment period on vend- ers," Clements said. "It is in		125.00	325.00 330.00 125.00	330.00 100.00 125.00	275.00 295.00
derma Raider	150.00	150.00	150.00	150.00 150.00	keeping with Dr. Pepper's policy		The second	in the second second	****** *******	100.00 125.00

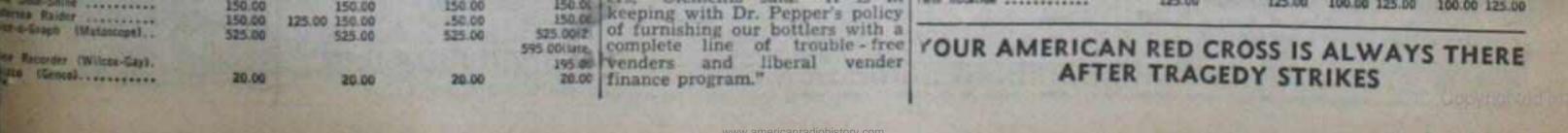
Williams Division Names Sales Rep

CHICAGO, July 3.—Walter R. Fairk Company, Philadelphia, was named by the Sealectric Division of Williams Manufactur-ing Company, Chicago, as sales representatives in Eastern Penn-sylvania and Southern New Jersey.

SHUFFLE GAMES

Emipment and prices fished 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 advectized the same equipment at the same price, trequency with which the price occurred to indicated in parentheses. Where quantity discounts are advartised, 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.

	12000	a la sua la la			Jerney.	site and an opened, on the		State of the state of the	and the second	a man and the	
ARC	ADE L	QUIP	MEN	Т	The Sealectric Division was recently formed to produce relays, circuit breakers and hermetically scaled electrical controls.	Advance Bowler	tour of July 3	tinue of June 26 \$395.00(2)	Inue of June 19 \$395.00(2)	Inser of June 32 \$395.00(2)	
Equipment and prices I militated below. All advert	1300 8300 34(2)84	the and privations in	Robert Williams	and the second se	Ford SeBastian, previously exocutive vice-president of the	UChicage Coint	\$395.00(2)	1010 WAL	arrander a		
advertised the same equips indicated in parentheses. Wi any the single machine price age, time an incation, territ	here quantity disc e is listed. Any pri	munts are advertise ice abvioutly deper	with which the p	price occurred is	Electro-Snap Switch and Manu- facturing Company, is vice-presi- dent and general manager of the new Williams division,	(Reserved)	69.00 745.00 135.00 345.00 59.50	69.00 395.00 135.00 345.00 59.50	59.00 595.00 100.00 135.00 345.00 59.50	69.00 395.00 135.00 345.00 59.50	
	toold and product its	over rectory		and the second second	ACS Passat	Carnival Bassler (Krennyl	225.00	225.00	245.00	250.00	
Rati Alizzaft (Reentry)	Irme of July 3	Insee of June 26 \$195.00	Itnue at June 19	from at June 12 595.00		Cascade Shaffle Alley, 6 player (United)	225.00 245.00 249.50 250.00(2) 295.00	225.00 245.00 250.00(2) 259.50 295.00	225 00 235 00 245 00 250.00 259.50 265.00	225.00 265.00 269.50 270.00 295.00	
Ramtalt (Chicape Cole) Ramtalt (Scientific) Baskeikalt (Chicapo Cole) Pat-a-Score (Evanu)	\$79.50	79.50	\$79.50 195.00 155.00 165.00	79.50 79.50	The upshot was that the vend-		270.00 275.00 209.50 295.00(2) 315.00 385.00	270.00 295.00(2) 299.50 315.00	270.00 265.00(2) 295.00 299.50 315.00	245.00 276.00 295.00(2) 315.00(2)	
Rig Brunes (Exhibit)	250.00	150.00	250.00	145.00(2) 250.00 500.00 140.00 150.00	ers were replaced by new 11- column units and that the operator is way ahead of his previous takes on the location, due to filter-tip	(United)	240.00 245.00 255.00(2) 265.00 259.50	250.00 255.00 265.00 275.00 279.50 315.00	250.00 255.00(2) 265.00 275.00	255.00(2) 265.00 275.00(2)	
Basentrang Basi-a-Ball (Chicago Cols).	45.00	45.00	45.00	125.00	sales at 30 cents and 35 cents. Another operator, with more	Club Bouler, 10 player (Kenney)	275.00 315.00	195.00	279.50 295.00	289.50 315.00	
Card Vender (Exhibit)	19.00 20.00	49.00	49.00		than 500 units on location in a suburban area, says his current sales are behind what they were	Cel Cup-Replay Model (Chicago Coin)	365.00	365.00	365.00	365.00	
Champion Herse (Bally)	75.00	19.00 20.00 75.00	19.00 20.00 75.00	19.00 20.00 75.00 500.00	I IS REALIZED AN ADDRESS AND ADDRESS AND ADDRESS AND ADDRESS ADDRE	(Chicago Coin)	415.00 425.00 275.00 285.00	415.00 425.00 265.00 275.00	425.00	275.00 285.00	
Chiebre Sam (Sceburg)	65.00 110.00	65.00 110.00	65.00 110.00	45.00 110.00	filter-tip sales have increased to the extent that his net is about	- BARSSIN	295.00	285.00 295.00	275.00 285.00 295.00	295.00	
Dale Gas (Exhibit)	55.00(2) 94.50 95.00	25.00 55.00(2) 94.50	15.00(2) 94.50	55.00(2) 69.50 94.50	the same. Hospital Sales	Durtina Bowler (Keeney? Double Header (Williams)	40.00 50.00	40.00 50.00	40.00 75.00	40.00 75.00	
Derby, 4 player IChicage Colal			100.00	100.00 195.00	Operators with locations in the city's leading hospitals report no	Double Score Bowler 10th Frame (Chicago Coin)	235.00 249.50	249.00 280.00	245.00 249.00	225.00 275.00	
Determakile (Mutascope)	195.00	195.00(2)	195.00		falling off of sales, nor any re- quests for machine removals. One	Fire Player Chuffle Alley	280.00	300.00	200.00	290.00	
Instrie Shucker (Menarch)			340.00		ters of a large research organiza-	Waited	85.00 99.50	50.00 75.00w/p 109.50 75.00	85.00 109.50	109.50	
Flash Hackey (Coloce)	75.00 159.00	75.00 159.00	75.00 159.00	75.00 159.00	tion which devotes much of its time to cancer—the vender is still	Four Player (Keenry) Four Player Shuffle Alley United)	40.00 60.00	40.00 60.00	75.00 40.00 65.00#/p	45.00 /5.00	
Carlinging Beauty Horse	75.00 110.00	75.00 100.00	75.00 100.00	345.00 75.00 95.00	several operators reported that		65.00w/s 89.50	65.00w/s 99.50	90.00 99.50	65.00w/p 99.50	
	119.50	110.00 119.50	119.50	100.00 119.50	auxiliary units to their standard	Gold Cup (Chicago Coin) Hi-Score, & player (Chicago Coin)	125.00	125.00	285.00	125.00	
Las Patrel (Exhibit)	165.00(2) 185.00	125.00 165.00(2) 165.00	165.00(2) 185.00	165.00 165.00(2) 175.00 165.00	venders in an attempt to capture more of the filter-tip market-with excellent results.	A REAL TO A		1100	1 - 2	45.00	
				195.00		Imperial Shuffle Alley (United)	355.00	360.00	360.00	365.00(2)	
havy Hitter (Bally)	40.00 69.50	40.00 69.50	40.00 69.50	40.00 45.00 50.00 69.50	devoted to the multi-price units currently being made by Eastern, Apco. National and Rome in an	- State of the state of the state of the state of the	365.00(2) 369.50	365.00(2) 379.50	365.00(2) 375.00 379.50	375.00 389.50	
Ball (Exh/bit)	75.00 18.50	75.00 18.50	75,00 18.50	18.50	Apco, National and Rowe in an attempt to sell filters at premium				50.00	50.00 69.00	
et Rad Automobile		195.00	99.30	99.50	Sales Steady	(Keenry) League Bowler, & player			45.00	49.00	
ry Gen (Exhibit)	175.00 195.00	175.00 195.00	175.00 195.00	195.00 175.00(2) 195.00	A large New Jersey operator pointed out that, since the ACS	(Keenny) League Bowles (United). League Shuffle Alley (United).	450.00	450.00 425.00(2)	70.00 450.00 425.00	69.00 450.00 425.00(3)	
Saucer (Mutancope)				3 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	report, his sales have been hold- ing up, while retail outlets near	Matched Bowler, & player			423.00	40.000	
antiout Fighter	195.00				his locations have fallen off as much as 50 per cent in cigarette	rentrange weindanassessa	165.00	165.00	165.00	165.00 175.00 210.00 215.00	
R Fighter	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50	He theorizes that in tavern lo-	Official Shuffle Alley,			210,00	210.00 215.09	
Antal Typer (Harvard)	150.00	150.00	150.00	120,00	cations, the patrons are hard- bitten smokers who don't scare	Olympics Shuffle Alley	135.00 265.00 269.50	125.00 135.00	135.00(2)	125.00 135.00	
Retail Typer (Rosers)	185.00 295.00	185.00 295.00	185.00 295.00	195.00 295.00	casily-that when they are out of smokes, they will continue to go to the nearest venders and buy	The Start Starts	285.00 289.00 295.00 325.00	285.00 289.00 295.00 325.00	285.00 299.00 295.00 325.00	265.00 285.00 289.50 290.00 295.00 325.00	
(Disage Cols)		295.00	175.00	165.00	on the other hand, the retail	Reyal Shuffle Alley (United)	345.00(2) 349.50 395.00	345.00(2) 359.50 395.00	345.00(2) 359.50	345.00(2) 369.50 395.00	
ight Fighter (Genta)	295.00 310.00	295.00 310.00	295.00 310.00	£13.00 310.00	store has more of a cross-section patronage-including housewives,	Shuffle Alley Deluxe, 6 player					
American (Millis)	250.00	250.00	20.60	70.00	students, old folks and hypochon- driacs-many of whom may have been scared off by the ACS in-	Whited)	110.00 119.50 125.00 135.00	125.00 129.50 135.00	95.00 95.00w/p 110.00 125.00 129.50 135.00	95.00 75.00#/p 125.00 129.50 135.00	
Atal Pete (Chicago Coin)	250.00 650.00tiate) 85.00 95.00(2)	250.00 650.00(late) 85.00 95.00	250.00 650.00(late) 85.00 95.00	650.00(late) (2) 75.00 85.00	All told the, local operators say	Shuffle Alley, 6 player				124	
ant 'Em & Rat 'Em	99.50 185.00	99.50 165.00	99.50 185.00	95.00 99.50 185.00(2)	the report hasn't hurt collections to any marked degree, the they		85.00(2) 89.50w/s 99.00 195.00	85.00(2) 89.50w/p 99.00 100.00	75.00 85.00 99.00 00.00	75.00 85.00 89.50s/s 99.00 100.00 195.00	
nei Tahis (Edeica)	75.00 18.50 24.50	75.00 18.50 24.50	75.00 18.50 24.50	18.50 24.50	of them feel that the report will	Thutthe Atlant & alterna	85.00 109.50	195.00	aler 1		
anching Bag (Millis)	189.00	189.00	189.00	169.00	to filter-tip cigarettes-which isn't	Shuffle Alley, 10 player		85.00 119.50	65.00 119.50	75.00 85.00 119.50	
Hatt Post Table	325.00	125.00 95.00	125.00 95.00	125.00	bad from the operator viewpoint- but few will cut down or discon- tinue.	Six Player 10th Frame (United)		150.00 215.00	150.00	150.00	
anid Fire (Eally)	125.00					Star 6 Player (United)	160.00	160.00	160.00 165.00 150.00 160.00	160.00	
schet Ship (Methan)		65.00	65.00	85.00 245.00	Dr. Pepper	Star 10 Frame, & player	160.00 165.00 175.00	175.00(2) 225.00	175.00(2)	189.50 195.00	
ta Jeckey (Acme)	73,00 24,50 45,00 49,50	75.00 24.30 45.00 49.30	75.00 24.50 45.00 49.50	24.50	Continued from page 78	(United)	175.00 185.00 190.00 195.00	185.00 195.00(2)	175.00 185.00 195.00 200.00	185.00 195.00	
Not the Bear (Seeburg)	195.00(2)	195.00(2)	195.00(2)	145.00 195.00(3)	There are a second and a second secon	Super Deluse, & player	209.50	219.50	219.50	225.00 239.50	
ter Ballets (Exhibit)	225.00 125.00 135.00 550.00	125.00 135.00	135.00	650.00	Unaffected by the new bottle vender finance plan is the firm's three-year cup yending finance	(Keenry) Soper Matched Bowler (Chicapo Coin)	200.00	200.00	200.00		
a Shoster (Exhibit)	135.00 145.00(2)	135.00 145.00(2)	135.00 145.00(2)	145.00(3)	three-year cup vending finance program, put into effect in April, 1953.	Super Six Shuffle Alley	340.00	125.00	140.00(2)	200.00	
o Rall (Exam)	150.00 175.00 95.00 25.00	150.00 95.00 25.00	158.00 95.00 25.00	150.00	Existing bottle vender contracts will not be changed. Clements		149.50 169.00	140.00(2) 159.50 169.00	159.50 169.00	169.50 175.00(2)	
r Fighter (Mutescopel	125.00 145.00		145.00 195.00	125.00 185.00	said.	Target (Gencal) Team Bowler (United)	425.00 465.00	450.00 465.00	50.00 465.00 495.00	69.00	
ans Sho (Bally)	75.00(2) 95.00	75.00(2) 95.00	465.00		which helped Dr. Pepper develop the plan, will handle all monthly	OKeenigs	175.00	175.00	170.00 175.00	193.00 215.00	
ar Series (Williami)	75.00 109.50	75,00 109.50	75.00 100.00 109.50	49.00 65.00 75.00 100.00	payment collections directly. The Dr. Pepper Finance Com-	Inth Frame Special Bowler IChicago Colina 10th Frame Super Shuffle	235.00	235.00	235.00	235.00	
Ameriae Gen (Kerney)	125.00	125.00	225.00	109.50	pany, a subsidiary which former- ly handled all vender financing.	Alley (United)	185.00 185.00 189.50 209.00	165.00 199.50 209.00	165.00 180.00 199.50 209.00	165.00 210.00 219.50	
a Strike (Erans)	149.00	135.00 169.00	149.00	169.00	new vender finance orders.	10th Frame Bowler (Chicage Celal	165.00	311 37			
-Way Gridger (Gottlieb).	24.50 65.00 18.50	18.50 24.50	18.50 24.50	and the second second second	in answer to many requests for a	Triple Score Bowler (Chicago Coin)	275.00 330.00	165.00 265.00 275.00	165.00(2) 275.00(2)	165.00(2) 275.00 295.00	
(Mernay) els Shae-Shine Germa Raider	89.50 150.00 150.00	89.50 150.00 125.00 150.00	89.50 150.00 -50.00	100.00	ers," Clements said. "It is in keeping with Dr. Pepper's policy	Twis Rotation	125.00	325.00 330.00 125.00	330.00 100.00 125.00	330.00 100.00 125.00	



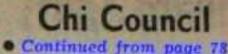
COIN MACHINES

It's WORLD WIDE Every Time-

for the Best Games Sold ... Anywhere!

86

Sunshine, Two Ops



racketeers into the tobacco business and that the machines would be used to sell doped cigarettes and cigarettes with counterfeit tax stamps.

Little was made, in the last stages of the fight, of the original argument that the machines would contribute to juvenile delinquency, dise, the FTC stated. The order NAMA had produced a number of expert witnesses who exploded this argument. Among them was Miss Jesse Binford, long-time head of Chicago's famous Juvenile Protective League. Miss Binford's testimony had helped secure the prohibition of the machines in 1937, It specifically outlaws agree- but this spring she testified it was ments with sellers of automatic her opinion the machines would FTC hearing examiner John vending machines, stipulating that not in themselves contribute to

\$300,000 More

There were varying estimates as to the number of cigarette machines which would be placed in Chicago as a result of the council action. Best guesses indicated between 3,000 and 5,000 cigarette machines would move into Chicago plants, offices and other non-public commercial establishments. The city expects to realize an additional \$300,000 in tax revenue as a result.

Meantime, NAMA notified all Chicago area vending companies that it would hold a meeting next Wednesday (7) at the Bismarck Hotel. The purpose of the meeting: To explain just how the city's new ordinance would affect cigarette vending.

Write for Our Lists

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.

855 M. BROAD STREET PHILADELPHIA, 23, PA

PHONE: STEVENSON 2-2903



Okay Consent Order Late 5-Bails Bingos Continued from page 78 World Wide Conditioned **Thoroughly Reconditioned** Williams LAZY Q STRUGGLE BUGGY 185 PALM SPRINGS 425 NINE SISTERS 185 DUDE RANCH 375 cakes. ARMY & NAVY 145 YACHT CLUB 245 TIMES SQUARE 110 BEAUTY 295 CARAVAN 75 ATLANTIC CITY 155 Gottlieb BRT. SPOT 95 petitors) in violation of the Robin-BRT. LIGHT 75 SHINDIG 160 son-Patman Act. SPOT LITE 85 GUYS-DOLLS 145 Examiner's Ruling United LEADER 85 QUINTETTE 135 The settlement is incorporated CABANA 225 GRAND SLAM 125 in an initial decision filed by TROPICS 275 HIT 'N' RUN 110 ROSE BOWL 95 TERMS: 1/3 Deposit, Balance Sight Draft. to review. ing Sunshine with price dis-Sunshine has filed an answer to the illegal price charge and also hone: a motion to dismiss it. Chicago 47 Verglade 4-2300 2330 N. Western Ave The three firms, under the allegations, but agreed to obey THE "The Amusement Industry's the FTC order barring such prac-BILLBOARD Leading Newsweekly" tices. Under the consent order, Sunshine is prohibited from selling or ... with Audited Paid Circulation to match! contracting to sell its products on

venders only on condition that the condition, agreement or unthey be used to vend Sunshine derstanding that purchasers will cookies, biscuits, crackers and not deal in competitive merchan-Sunshine was also charged with also bans Sunshine from enforcillegal price discrimination (sell- ing or continuing in operation ing to the Statler firms at a lower "Any such condition, agreement price than it sold to Statler com- or understanding in connection with existing sales contracts," the FTC said.

Outlaws Agreements

Lewis. This is not a final decision "its vendees, operators, brokers juvenile delinquency. of the commission but is subject or licensees would dispense Sunshine products exclusively thru The FTC in announcing the ac- their vending machines," and it tion said that the settlement in- forbids Sunshine to co-operate volves one of two counts in the with the Statler firms to carry complaint. The other count charg- out any such conditions, agreements or understandings made by crimination is being contested. them with their vendees, operators, brokers or licensees to dispense thru the machines Sunshine products exclusively.

In consenting to the order, Sunterms of the settlement, did not shine and the vending machine admit to the exclusive dealing firms "admit only the jurisdictional allegations" of the FTC's complaint, the FTC said. In his urisdictional findings, based on the stipulation entered into by the firms, FTC examiner Lewis described Sunshine as the second largest producer and distributor of packaged bakery products, with gross sales in 1952 of about

reserve. Dimensions are 6.5 feet

wide, 8 feet long and 7 feet high.

Weight is about 3,900 pounds. The

Ed Dembeck, Paramount presi-dent, said the first unit was sold

to a farmer in Utica, N. Y., and

would be placed on location at the

junction of Routes 28 and 22. GIVE TO DAMON RUNYON

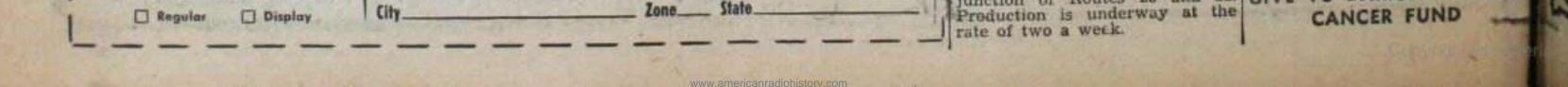
cabinet is stainless steel.

Used Coin-Operated Equipment

Wanted To Buy

3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your od the words you want emphasized. Rates above. Sorry, no illustrations or cuts. Name:

Address.



Payment enclosed

JULY 10, 1954

THE BILLBOARD







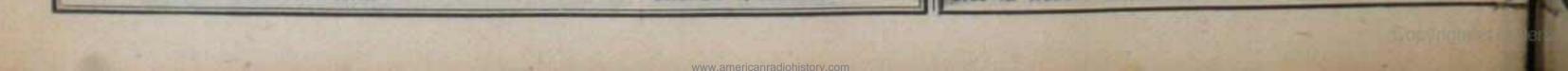


COIN MACHINES

88

THE BILLBOARD



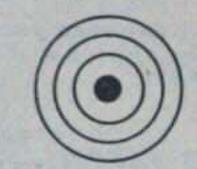


HERE IT IS !!... # BELLES TARGETS!



GENCO'S ALL-LOCATION RIFLE GALLERY

- FULL COLOR MOVING TARGETS DROP WHEN HIT!
- BRIGHTLY COLORED High-Lighted interior.
- GENUINE .22 cal. RIFLE with realistic gun flash, sound, and "kick"!
- PLUG ARRANGEMENT for optional Free-Play or Match Feature!



Special Bonus For "Expert" Rating An extra row of 5 Special Targets automatically "pops up" and gives player five extra shots!

5-BALLS

NEWEST, MOST EXCITING RIFLE GAME

Watch the ducks and rabbits move—just like a real arcade shooting gallery! 20 shots . . . 20 targets . . . 20 chances for thrilling, realistic action. Every hit actually knocks down a target. Total score on

big multi-colored board lights up "Expert", "Sharpshooter", "Marksman", or "Rifleman" award. It's a real test of skill that produces plenty of fun and profit!

- Advance-type scoring with bonuses.
- Super-accurate swivel-action Rifle
- Easy access for servicing
- Compact: 6 ft. high, 43" deep, 30" wide

MFG. & SALES CO. 2621 North Ashland Chicago 14, Illinois





COIN MACHINES

GOTTLIEB'S

million

THE BILLBOARD

... JUST THE FACTS, MAN! ... THEY'LL TALK!

JULY 10, 1954

FROM START TO END!

CONCLUSIVE EVIDENCE ...

DOUBLE AWARDS

Proven Play Incentive! Inserting second coin DOUBLES ALL AWARDS!

RACONETES

ROTATION SEQUENCE From 1 to 8 lights bottom Roll-Overs for REPLAYS!

5 TRAP HOLES

4 trapped balls in square awards REPLAY! Making 5 holes awards an additional REPLAY!

MORE FACTS! ...

. NEW MULTIPLE TYPE POINT SCORE!

Hitting bottom Roll-Overs "A" and "B" lights top Roll-Over for SPECIALI

. High Score to 7 Million

· 5 Pop Bumpers

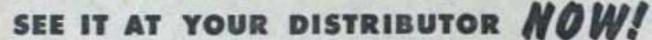
2 Cyclonic Kickers

2 Super-Powered
 Flippers

CHICAGO 51, ILLINOIS

CANGED PRODUCTION -----

Moont





THE BILLBOARD

91

Keeneys CENTURY BOWLER

> Supplies players with this sensationally popular feature that captures and holds the play!

CHANGING VALUES AT THE START OF EVERY FRAME

Scoring values of Strikes-Spares-and Blows shuffle automatically after each frame on a mystery basis and range from 30-20-10 all the way to 300-200-100. Can be set to advance progressively each frame. Balanced scoring keeps each player in the game from start to finish. Strikes keep on shooting in 10th frame.

plus DIAMOND MATCH FEATURE

PLEXIGLASS PROTECTED ROLLOVERS

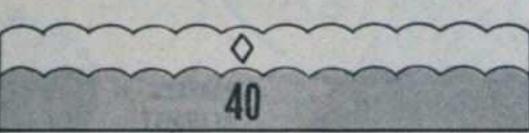
93

2 St Plan

4 th Pilegen

50.00 S=N-

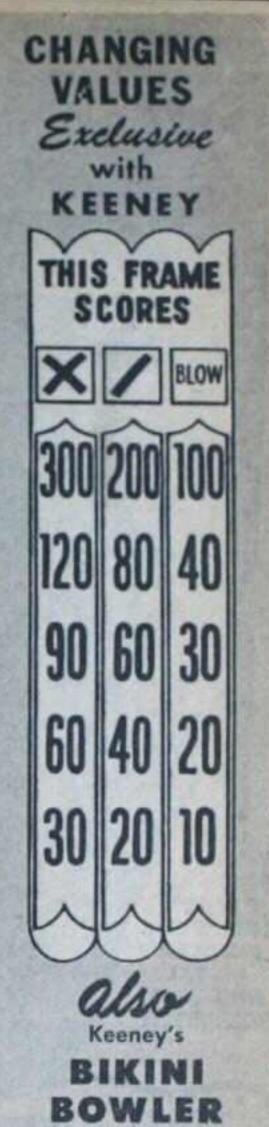
Can Televiller Reads



Points are scored in various values indicated on the backglass in "matching frames" when player presses button. MATCHING FRAMES may be set at 3 or 10 and 3-4-or 5.

Flexibility OF PLAY MEETS EVERY LOCATION REQUIREMENT

Use the Changing Frame Values and different Matching Features to give players a change of pace!



PLAYERS for BIGGER PROFITS

CHOICE TERRITORIES **OPEN FOR DISTRIBUTORS 1**

> 9 foot Playfield on 8 foot Cabinet

> 8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD





SEE YOUR **KEENEY DISTRIBUTOR** NOW!

HAS EVERY NEW KEENEY SERVICING

Identical to CENTURY BOWLER excepting it has no "Match" feature.

J. H. Keeney & CO., INC.

2000 W. FIFTHETH STREET & CHICAGO 3T. ILLINOIS

OPERATORS AND **DISTRIBUTORS** IN GEORGIA AND SOUTHERN STATES:

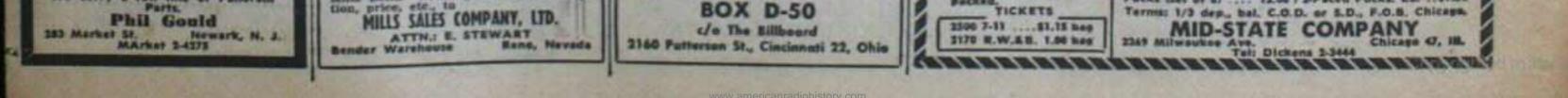
You are cordially invited to attend a Grand Showing of the complete KEENEY LINE on display at the Savannah Hotel, Savannah, Georgia, Thursday and Friday-July 8 and 9. See the new play-inviting scoring features of KEENEY'S CENTURY BOWLER and BIKINI BOWLER . . . also the new Keeney CIGARETTE VENDOR that is capturing choice locations wherever it appears. Keeney's factory representative will be on hand to demonstrate the smart servicing innovations of Keeney Bowlers and Cigarette Vendors.

Your Host: C. O. MOON

VARIETY DISTRIBUTING COMPANY, 585 Grant Street, S.E., Atlanta, Ga.

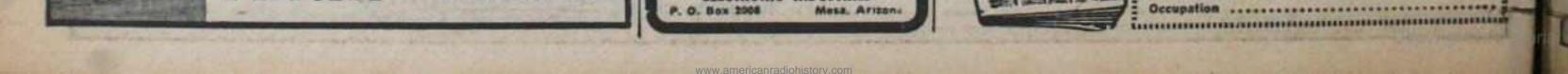






FOR SALE

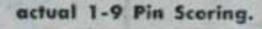




THE BILLBOARD

93





EXTRA Frame Scoring!

chicago coin's SUPER

HOME RUN

6 PLAYER BASEBALL GAME

New Front Hinged Score Frame Glass for Easier Servicing!



chicago coin's

A RX

BOWLER

Individual player by matching one or several numbers lights up one or several Stars in each game!

> Each of & players have the same oppertunity to match numbers and light up stars under their indlvidual scores!

Matching features begin in the first frame and contique in every frame until the game is over !

STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features, Tep score of 900.

AVAILABLE IN STRAIGHT 10c:-- er 10c 3 for 25c PLAYI

Play!

美的威

m. BUWIER

CHICAGO 14 1725 W. DIVERSEY BLVD. .

chicago

with the 3 WAY "MATCH" & "FREE PLAY" Features! (1) Match a Number! (2) Match

a Number with a Star! (3) Match a Number with 2 Stars!

Game can be set to operate at 1. 2 er 3 innings per game. Each inning constitutes 3 outs.

Single player continues at bat until game is over - Multiple players alternate as in bowling games after 3 outs are made.

> Player hitting ball into B HOME RUN plus RUNS for every man on base!

> Player hitting ball into Upper Grand Stand gets a HOME BUN plus BUNS for every man on base . . . plus 3 EXTRA RUNS!

> Player hitting ball OVER the ROOF gets a HOME RUN plus RUNS for every



AVAILABLE

IN STRAIGHT

10c; -- er 10c

3 for 25c

PLAYI

COIN MACHINES 94



famous IN-LINE features plus new exciting **SKILL-ACTION**

NOW in-line scoring is more thrilling than ever, earns more money than ever-thanks to the new BUMP-feature. Electrically operated, the new Bally BUMP-mechanism



BUTTON

Advancing arrows light BUMP on backglass, allowing

player to bump or jiggle playfield-to swerve balls toward desired holes or away from holes not

desired. Lit number indicates number of bumps allowed-up to 10 bumps per game.

Players love chance to jiggle without

cilting and play plenty to light the

eliminates player-fatigue caused by hand-operated devices -and gives more action and skill-control. Smooth and quiet in operation, BUMP-feature gets immediate extra play and profit. Get in on the ground floor of the 1954 BUMPer boom. Get HI-FI on location now.

IN-LINE SCORES • CORNER SCORES ADVANCING SCORES · SELECT-A-SPOT EXTRA TIME • EXTRA BALLS SUPER-CARDS . SPOT ROLL-OVERS



6

JULY 10, 1954

THE BILLBOARD

COIN MACHINES

95









45 R.P.M. EXCLUSIVELY

was the world's first coin-operated mechanism designed exclusively for the playing of 45 R.P.M. records. The advantages of longer life, lightweight, compactness — made possible by this most modern of recording speeds - have been recognized by our entire industry.





THE MOST WIDELY PUBLICIZED MECHANISM FOR THE PLAYING OF RECORDED MUSIC

America's finest and most complete music systems

