

The Billboard

MAY 9, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Novelty Acts Slice Record '53 Melon in All Show Fields

NBC Forms 'Creative' Cadre In Drive to Grab TV Lead

By SAM CHASE

NEW YORK, May 2. — The pacting this week of Adrian Samish to an NBC "creative group" executive contract is regarded as a significant move by program veepee Charles C. (Bud) Barry to put NBC in the lead in the development of fresh talent, ideas and shows for video. The move was followed up immediately by the reclassification of five key NBC producers into similar status, bringing the total to eight in the web's creative group.

The creative group personnel is regarded as the network's top working brain trust in the fashioning of raw material. Each member operates independently,

and if his projects are successful, he participates in the profits. The group members report to Barry via his lieutenant, Tom McAvity.

The two original members of the group were Bob Welsh and Ed Beloin. The five others, who besides Samish also are being promoted into the select circle, are producers Sam Fuller, Pete Barnum, Joe Bigelow, Dee Engelbach and Al McCleery.

Great Hopes

Barry is known to be placing great hopes in the creative group, which he has been developing ever since he took over TV programming responsibilities last fall. He has been assessing the creative abilities of the web's production personnel, with a special eye on freshness of commercial approach. The five were chosen largely for their work along this line.

Samish recently resigned from the Dancer-Fitzgerald-Sample agency, where he was radio-TV veepee. Previously, he was program veepee at ABC, where Barry was his successor. Of the five who were reclassified, McCleery has been widely lauded for his two-hour production of "Hamlet" with Maurice Evans, which aired for Hallmark cards last Sunday. Fuller has been executive producer of the Colgate "Comedy Hour." Bigelow has been a leading light in Barry's comedy development pro-

gram, while Barnum also is an old hand with talent, having come to the web from Music Corporation of America. Engelbach was responsible for the development of Tallulah Bankhead as a broadcasting personality, first via Barry's radio "Big Show" and then via La Bankhead's video outings this season.

The further development of NBC's creative group is being looked upon by the trade as constituting something of an invitation to top production brains both inside and outside the trade to come to the web with their ideas. In effect, the web is pointing out that it can offer two highly desirable conditions: the chance to work in an atmosphere favorable to the incubation of experimental commercial ideas, and the oppor-

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NEW WRINKLE PAYS OFF AT NARTB MEET

HOLLYWOOD, May 2. — Marc Frederic, the Teevee Company general manager, knows what'll attract a convention. He proved his point hands down here this week during the 31st annual National Association of Radio and Television Broadcasters convention—he gave away the famous Marilyn Monroe calendars.

The calendar, originally titled "The New Wrinkle," took on added significance at Frederic's hands. He'd successfully engineered a teaser campaign using that title. It paid off at the conclave for at least 1,500 delegates took advantage of the offer. Not only did they go away with a personal souvenir of the stunt, but got a private showing of an enlarged photo of the same pose of Miss Monroe—in color.

\$16,000,000 Is Estimated Yield Over Year Span

Video Seen Filling Winter Lull After Boom Fair Season

By JIM McHUGH

NEW YORK, May 2.—A booming outdoor talent market will pay off an estimated \$8,000,000 for live performers alone within the four-month fair season and will contribute at least as much again in any 12-month period for the novelty acts appearing in such diverse fields as circuses, amusement parks, arenas, celebrations and television.

Paradoxically, television, the new home entertainment medium, which was viewed at its birth as a threat to the financial well-being of performers mainly identified with outdoor show business, has worked exactly the reverse, with the result that performers now face a theoretical 52-week work potential for the first time. Video's use of such talent is at its height during the cold weather months—a lay-off period without hope that many acts had to survive in the past.

The industry gains in work and earnings are reflected mainly in terms of new outlets rather than in stepped-up budgets. Fairs, the best single market, set their dollar allotments for talent at a record high after the war and there they remain with little hope of

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Pressure Builds For Tax Relief

WASHINGTON, May 2.—The House Ways and Means Committee, which recently staged a quickie hearing on legislation to exempt movie theaters from the federal 20 per cent admissions tax, is getting proddings from an increasing number of spokesmen from other parts of the amusement industry seeking similar relief. Latest to go on record with the House Ways and Means Committee this week was the National Ballroom Operators' Association and the Arena Managers' Association, represented by J. A. Osher-

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Book Larry Adler For Philly Nitery

NEW YORK, May 2. — Larry Adler, harmonica player, will open at the Latin Casino, Philadelphia, later this month. Dave Duschoff, co-owner of the room, said he's willing to sit down with the American Legion and prove that Adler has been unjustly maligned as a disloyal American.

The William Morris office had offered Adler to Duschoff for no money. Duschoff declined and is paying him \$1,000.

TO CATCH THE FISH you've got to BAIT THE HOOK!

And right now you can get some high-class, hybrid, red-worm wigglers to bait your hook, together with spawn and materials for growing your own. All cheap, according to a bargain offer in this week's Billboard classified section.

Yes, sir, to catch the fish you've got to bait the hook. And that applies to selling, too. Bait the hook with a good bargain offer, then go fishing in well-populated waters like The Billboard's three weekly classified sections, where the buyers are waiting in droves for a chance to snap up your offer!

See pages 43, 65, 85. What Do You Want To Buy or Sell?

May Ax Census In Show Field

WASHINGTON, May 2.—Commerce Department's 1953 Amusement Business Census, the most complete ever undertaken by the government, faces a serious threat of being called off as the result of a House Appropriations Subcommittee report this week completely wiping out a \$21,000,000 outlay for all of Commerce Department's business censuses in the fiscal year starting July 1. Since preparations for the business censuses are already well under way, there is a fairly strong chance that Congress will reverse the House Appropriations Subcommittee, which explained its budget-trimming as based on the belief that "there are many more urgent needs to be provided for at present" and declared that "the taking of these censuses can be deferred without causing any undue difficulty." The subcommittee's action came as a shock to Commerce Department, which had amassed plans for taking the first exhaustive census of the TV film production industry since the development of the TV broadcast industry. Census Bureau's plans also embraced exhaustive assembling of information on the indoor and outdoor amusement industries and the coin-operated machine

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Juke Ops Kick Off Birthday Campaign

All Segments of Industry, Plus Suppliers To Celebrate 65th Anniversary Month

By DICK SCHREIBER

CHICAGO, May 2. — Music operators, their trade associations, suppliers and equipment manufacturers plan to make the 65th Anniversary of the Music Machines Industry the most impressive public relations project ever sponsored by the juke box industry.

Kick-off of what is developing into a month-long promotion came yesterday (1) when the Cleveland Press carried a feature

story detailing the growth of the juke box, announced that the Hit Tune Party sponsored by the Press and the Cleveland operators' association would be

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MOONDOG

Will Pound 'Oo' & 'Utsu' At Concert

NEW YORK, May 2. — Moon-dog, the blind, itinerant composer whose Mars album, "Moon-dog on the Streets of New York," is now creating some deejay excitement, is already set for a number of concert appearances. The scholarly percussionist is scheduled to do a concert at the Kaufman Auditorium May 25.

Described by informants as "an Evening of Percussion," the concert will be devoted to a history of this art. The lobby will have a display of drums, tom-toms, bongos and other percussive instruments, of which Moondog has invented seven.

The composer, who plays the "oo," the "utsu" and the samisen, is also expected to beat around

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CAFE DIPLOMACY

To Get Cream Talent Op Must Use Butter

By BILL SMITH

NEW YORK, May 2.—About 10 names can pick their spots and work no more than a couple of months each year. And because there are only these few who can do business in cafes, out of thousands of performers willing to work, they are wooed and catered to by cafe ops, who are anxious to keep their good-will.

To get a Jimmy Durante, Tony Martin, Martin and Lewis, Danny Thomas, Joe E. Lewis, Sophie Tucker, Johnnie Ray or Frankie Laine, buyers today must offer more than money. Money is no longer the lure that'll get these people to work their rooms. It requires a combination of courtesy, diplomacy, tact and other attributes with which few cafe operators are endowed.

The days when the boss of a club was the boss with a capital "B" is gone. If the op wants to play the big names, he has to do more than outbid his competitors for the few weeks a year he might get him.

Jules Podell, known as a rough quick-tempered man, recently gave Johnnie Ray a Cadillac convertible as a present. Danny Thomas, who recently played the Copa for Podell, had the use of Podell's car and chauffeur, all through his four weeker.

Dave Duschoff, of the Philly Latin Casino, who plays the biggest each season, uses still other

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Billboard Backstage

By PAUL ACKERMAN,
Music Editor

People often wonder how we pick those records on Thursday nights at The Billboard. I don't mind telling you. We are geniuses, and that is about the size of it. To deny this would be to invest our music department with a false modesty we do not possess. The staffers—Nev Gehman, Bob Rolontz, Iz Horowitz, Joe Martin and I—are the eyes and ears of the music business. We know instinctively, and thru hypes, what's coming up, going down, and whether the doggie in the window is house-broken.

We know what's in the mind of George Pincus, of Juggy Gayle; we know what the jockeys are thinking, what they are playing, and what they are thinking of playing. Did Al Brackman speak to Jazzbo Collins? We know it. Will "Moon Dog" be reactivated? We're aware of it.

A mass of curious comes our way. Gehman's network, of dealer, distributor and manufacturer information, combs the hinterlands and cities alike. Bayou belles and Nashville nuances — we're familiar with them all and know what's breaking where. Yet, when we get into the

Thursday night record session, great pressures are brought to bear upon the men, and they must bear up bravely. A few publishers are generally present. These let you know—not in so many words — that things are rough. A publisher's mien often indicates the comfort he takes in his knowledge that The Billboard men are aware of the excellence of his disk. We, on our part, are afraid to disenchant him lest he drop dead. These moments are met and surmounted by an odd type of small talk.

Artist and repertory men are not so abrupt, and their attempts to sway Billboard staffers take more devious paths. One attending a session said scarcely a word, yet let it be known, sadly and by thought transference, that the side coming up was really the story of his life.

It is difficult to shove this aside brusquely; to deny that some of us are unaffected by the technique of these Swamis would be an untruth.

A few of the staffers who have specialties are affected by incidents, signs and portents which have little impact on the other

panelists. Bob Rolontz, for instance, numbers among his accomplishments a wide knowledge of the rhythm and blues field. This man, whose private network of information extends to Houston, Tex., right into the backyard of Don Robey, becomes most animated when a mouse runs across the floor of the record room. This bit of unnatural history is likely to occur when Rolontz, who emcees the disk session, spins the low-down blues — those relaxed yet tearful pieces where the singers are always getting ready to jump into the river because they can't stand it any more. It's at this point that the mouse (now an old staffer) grows agitated and creeps across the floor. Rolontz doesn't take it lightly and it wouldn't be right to deny that the goings-on have a bearing on how he rates those Peacock, Atlantic and Aladdin and Specialty sides.

The Telephones

The record session starts at 11:30 p.m. and extends into the early morning hours. There are generally a number of interruptions — often insistent telephone

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Highlight Reviews

Bow-In of 11-Midnite Variety Strip Shows Big TV Potential

By SAM CHASE

There certainly would seem to be a big city market for a late-night variety strip, and "Talk of the Town" may wind up filling the bill for New York. Produced locally by WABC-TV and sponsored by Ruppert's Knickerbocker Beer, the tee-off stanza was spotty but showed promise. The sponsor would certainly seem to have a good buy, especially if that promise is fulfilled.

Individually, the talent on the preem stood up well, on the whole. Cohesively, however, the show still has a way to go. It lacked sparkle, excitement, distinction, yet it made for an entertaining hour. The missing elements should not be too difficult to add.

The primary lack is that of a

key piece of talent to set the tone of the show and give it a personality. Jimmy Blaine is a clean-cut, pleasant young man who does a competent emceeing job, but lacks the magic needed to set a stamp on the show.

Otherwise, the production falls generally into the pattern planned by the station: a variety stanza which is long on relaxing entertainment and short on high-pressure pace. In this regard, it is considerably different from the show with which it must inevitably be compared, NBC's ill-fated "Broadway Open House." Latter stanza was whipped together for speed, while the current vehicle seems to be aiming at endurance—not an unwelcome object.

The comparison, of course, goes (Continued on page 9)

Lena Tops Strong Riviera Bill Ushering in Al Fresco Season

By BILL SMITH

Seems as tho all the Gotham mink and diamond class, transported in wire-wheeled Cadillacs, was out for the opening of the new season at Bill Miller's Riviera, Fort Lee, N. J. First show had the lush trade out front at \$10 per head; second show saw showbiz reps—actors, agents, competitive cafe ops, managers, etc.

Strangely enough, this was one of the few preem Riviera audiences that didn't talk itself to death. Performers worked to rapt attention, which in itself is quite a yardstick for the spot.

Lena Horne, looking fragile and lovely, moved in after a preceding solid show for a big welcome hand. Working in front of her own trio, plus the Walter Nye ork, she opened with an easy "It's All Yours" and followed it with a thrilling blues. These were followed by three-four numbers, winding up with "Tomorrow's Mountains." Her performance was technically perfect, but the Lena Horne fire was missing. So far her reception seemed more a tribute to her reputation than her efforts. It wasn't until she went

into "I Love to Love" that she began to steam. When she followed that with "Do I" everything she did before paled into insignificance. In the last two numbers she was the red-hot Lena, the lush canary who can start the blood racing. When she finished she left the audience limp.

Alan King, working in the middle, did a fine workman-like job. The chunky comic has grown in stature and ability in the past year or so. His timing is excellent, he works easy, and handles situation material with a deft sureness. His biggest yock-puller was his child psychology stuff tied into his married life. The audience identification was unmistakable, drawing solid returns all the way.

The Szonys were never better than on this show. As straight dancers they are easily the cream of the crop. But this time they've added new routines to add to their visual appeal. They do lifts, spins and even a flying split, similar to Darvas and Julia (top acro-terp team around) that drew sensational returns. Girl started the act with a beautiful full length white gown and later re-

(Continued on page 11)

Picture Business

By LEE ZHITO

HOLLYWOOD, May 2.—Publicity is an honorable profession and it boasts many honorable men. Publicists, affectionately referred to in the trade as flacks, are among the best friends a reporter can have. Actually, publicity can rise above the realm of a profession and become an art, for the manner in which a press agent moulds facts is as creative as the sculptor who works his clay. A work of beauty, appeal and excitement is often whipped up by the capable publicity man from what once was nothing.

Those of us in the typewriter pounding game will often look with admiration at an expert flack as he plys his trade with the hand of the creative artist, employing his imagination to the advantage of his clients while captivating the public, retaining the friendship of the press and still working within the restrictions of honor.

This can often be a most difficult task. It is somewhat similar to walking a tightrope. The demands of the clients may run contrary to the dictates of honor, they may strain the bounds of friendship with the flack's press friends, or, as the case may be, they may insult the intelligence of the public. Honor, however, is

often the first to feel the threat of the press agent's art, for in the process of moulding facts the flack may tend to become a little over zealous and go beyond mere moulding to where it becomes actual distortion. But fortunately for all concerned, good conquers evil and the press agent, that is—emerges as the honorable man we know, and fact is free from fiction.

A good example of this is a recent story we ran out of the Hollywood office concerning ABC's top secret development of a third-dimensional system for television. The project, treated with the hush-hush manner of Manhattan Project (and rightfully so from ABC's standpoint) happened to come to our attention from the equally secretive sources that make a reporter's job possible.

A reporter facing such a situation can handle the story in two ways. He can break the story on the facts he has acquired from secondary sources and hope that he comes fairly close to hitting the nail on the head. This is bad business because the story can never be fully accurate under such circumstances; furthermore, the reporter may inadvertently be hurting a contact by prematurely breaking a story. The other way

to handle a story like this is to call a source and check facts. Here's where the flack's press friendship enters the picture. He usually asks the reporter to postpone breaking the story at that particular time and promises to give him a complete fill-in on all the facts at a later date when the story is ready to break. Of course, the reporter who first dug up the story is protected under such circumstances by the unwritten code of good journalistic practice by being permitted to be first to break the yarn.

This, of course, helps the reporter, for he gets his story factual and still has his scoop. It helps the flack's client by saving the story from being splashed in the headlines prematurely, and furthermore, the client benefits by having his case presented to the readers factually.

We chose the accepted better avenue of reporting by immediately calling on ABC's Hollywood executives, who in typical executive manner, referred us to the network's publicity director, Stanton Kramer. While Kramer has been on the job for some weeks now, this reporter hasn't had the pleasure of meeting him, (Continued on page 9)

Legit Line-Up

By BOB FRANCIS

Official kick-off for the 10th Annual Donaldson Awards for achievements in the 1952-1953 Broadway legit season got under way Tuesday (28) via a luncheon tendered by The Billboard to the stage managers of all current Stem productions at Sardi's Restaurant. The string-pullers advised John Effrat, their representative on the Awards Committee, the number of ballots required for their respective troupes and agreed, as usual, to give full co-operation to their distribution and return for tabulation. Several shows which have already shuttered will receive their quotas by direct mail, and, where practicable, road companies will receive similar allotments. Mailing of eligibility lists and ballots is skedded for May 12, with voting deadline set for June 1.

No Hands Across the Sea

Alfred Harding, official representative of Actors' Equity, in a six-week parley with British Equity aimed to co-ordinate employment restrictions on alien actors in both countries, returned from London this week unable to report any substantial agreement. Some progress, however, was made, and it is possible that future conference may ensue. Based on a report of his findings, Equity Council passed the following regulations, effective May 1: 60 per cent of an legit cast must be resident members of American

Actors' Equity. Exceptions will be made in regard to foreign unit troupes of established and recognized repertory companies, and companies of "special character" specifically passed on by the Council. Also, an alien actor, after living and working in the U. S. for three years, may have the six-month waiting period between jobs waived and be permitted to take engagements in stock companies. However, until citizenship is granted his alien dues will still maintain, and the privileges will be contingent on clarification by Equity of new rules governing the summer stock contract, a spokesman for the union advises that objection by the Stock Managers' Association have apparently been ironed out. The SMA had threatened to eliminate production of song-and-dancers from their silo schedules.

Around and About

Rosalind Russell stays on the summer with "Wonderful Town." Star has contract privilege for a leave of absence to make a pic, but prefers to stay with the hit song-and-dancer. A spokesman for RKO stated that her screen commitment is postponed in deference to her wishes. A revised edition of Daniel Blum's "Pictorial History of the American Stage," bringing the tome up to date is now available in the book stores (Grosset and Dunlap, Inc., \$3.95). June Havoc left this week for Bermuda to appear in

Robert Smith's "Strike a Match." Play will be staged by her husband William Spier. If tryout is more successful than that of last fall, when Eva Gabor headed a cast in California and the Southwest, Miss Havoc will bring it to the Stem next season. Billy Rose is prepping an English adaptation of Offenbach's "Orpheus in the Underworld." Ben Hecht will write the new libretto and E. Y. Harburg the lyrics. Laszlo Halasz, who formerly batoned at the City Center, will serve as production associate. Cheryl Crawford has bought Edward Chodorov's new play "Oh, Men! Oh, Women!" Chodorov will direct; rehearsals to start in August. Herbert Kenwith has optioned stage rights to Bill S. Ballinger's novel, "Raferty," published this week by Harpers. Author will adapt his own book. "An Evening with Will Shakespeare" has called off New York stand skedded for May 11. Offering will take to road in the fall with a new reading group. Opening date for repeat engagement of "The Bat" has been put back from May 11 to 18. It's base of operations will be the Broadhurst instead of the Royale. Homer Ficket is now definite for the staging chore. Stephen ("High Button Shoes") Longstreet arrived in town this week for the final re-write of his new play, "The Beach House," adapted from his own novel. Producers Clark Smith and Marian Lloyd Dix bring it to the Stem in the fall.

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BROADWAY SHOWLOG

Performances Thru
May 2, 1953

DRAMAS

Bleak House	4-20, '53	16
Camino Real	3-19, '53	52
Dial "M" for Murder	10-29, '52	276
Men of Distinction	4-30, '53	4
Misalliance	2-18, '53	93
My Three Angels	3-11, '53	62
Picnic	2-19, '53	84
The Children's Hour	12-18, '52	156
The Crucible	1-22, '53	116
The Fifth Season	1-23, '53	115
The Love of Four Colonels	1-15, '53	124
The Moon is Blue	3- 8, '51	891
The Seven-Year Itch	11-30, '52	188
The Time of the Cuckoo	10-15, '52	229
Time Out for Ginger	11-25, '52	181

MUSICALS

An Evening With Beatrice		
Liile	10- 2, '52	246
Guys and Dolls	12-15, '50	1,093
Hazel Flagg	2-11, '53	93
Porgy and Bess	3-10, '53	63
South Pacific	4- 7, '49	1,676
The King and I	3-19, '51	875
Wish You Were Here	8-25, '52	357
Wonderful Town	2-25, '53	77

COMING UP

Can-Can	5- 7, '53
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CLOSED

The Fourposter	5- 2, '53	630
(Opened 10-25, '51)		
The Pink Elephant	4-25, '53	5
(Opened 4-22, '53)		

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No. 19

Mindy Exit to Open Tues. Slot On NBC-TV

NEW YORK, May 2. — The Mindy Carson exiting May 12 from her "Club Embassy" show on NBC-TV will likely open the Tuesday night, 10:30-11, NBC-TV slot for network sale. Miss Carson is bowing off the 10:30-10:45 period to have a child. According to Nick Keesley, radio and TV head of Lennen & Newell, the agency for Embassy, she has done a good job for the client, a fact testified to by her ratings which make the show one of the lowest cost per thousand buys among comparable musical stanzas. She may return to TV in the fall.

NBC-TV is now trying to move Mutual of Omaha's Bob Considine show, which occupies the following 15 minutes on Thursday, to a different time period to clear the half hour. Indications are that it will be done.

Lorillard will now be faced with the problem of finding another show or other ways of advertising Embassy on video. Its other three programs — Fred Allen, Herb Shriner and "Chance of a Lifetime"—are all used for Old Gold regular and king size.

NBC-TV Buys 'Ladies' Choice'

NEW YORK, May 2.—NBC-TV this week bought the Stark-Layton package, "Ladies' Choice," which will originate from the West Coast, beginning June 8, 4:30-5 p.m., across the board.

Johnny Dugan will emcee the new audience-participation ailer, which features an exclusively fem talent scout angle.

The talent presented daily will have each performer sponsored by a prominent fem or a women's organization for the edification of the predominantly female viewing audience at that hour.

SEEK SPOT FOR SON O' OMNIBUS

NEW YORK, May 2.—The Ford Foundation, which is shopping around for a network for its new kid TV show to be unveiled next season, is almost certain to place it elsewhere than on CBS, where the Foundation's "Omnibus" series is running. The moppet program is referred to by F. E. execs as "Son of Omnibus."

FCC Issues 3 TV Grants

WASHINGTON, May 2.—The Federal Communications Commission this week issued three more TV station grants with one to WAFB-TV, Modern Broadcasting Company, of Baton Rouge, La., replacing an expired construction permit authorizing operation on Channel 28, Baton Rouge, La. Other CP's, which brought total TV authorizations to 458, including 350 postfreeze grants, went to: Blue Grass Television Company, Richmond, Ky., UHF Channel 60, and S. H. Patterson, San Francisco, UHF Channel 32.

CBS-TV Sets 2 Properties

NEW YORK, May 2.—CBS-TV this week was readying two daytime properties for next season. The network is close to signing Jo Stafford for a late afternoon half-hour strip that would originate from Hollywood. Stafford is currently one of the top recording artists in the business.

CBS-TV is also prepping a new Walt Framer package, "Take a Guess," to go into the important 11:30-12 strip to replace "There's One in Every Family." Should the new Framer show click, it would give him three daytime strips on the web. The other two are "Strike It Rich," and "The Big Payoff," both of which are sponsored by Colgate.

ABC, Du Mont Set Major Sports Packages on Video

NEW YORK, May 2. — Four major sports packages were moving toward TV this week, while in Washington an effort was begun in the halls of Congress to allow restrictions of major league baseball broadcasts.

Moving on both the baseball and football front, ABC reportedly has set the Philadelphia Athletics as the first team in its major league baseball game-of-the-week show; the web also has signed Standard Oil of Indiana to sponsor telecasts of the Chicago Bears and Cardinals pro football games on a regional Midwest network, a repeat of last season's deal.

Meanwhile, Westinghouse, thru Ketcham, McLeod and Gove, Pittsburgh, signed this week to sponsor other pro football games via Du Mont. This deal would cover the New York Giants, Cleveland Browns, Pittsburgh Steelers and Philadelphia Eagles, and is due to be beamed into New York as well.

At the same time, it was learned that the major TV networks are due to make their pitches to the National Collegiate Athletic Association on May 12 for rights to this year's college grid slate. NCAA is expected to announce its decision in June as to which network, or which bidding advertiser, will get the package.

It is expected that two or three more major league ball clubs, including at least one of the New York teams, will soon go in on ABC's Saturday afternoon baseball telecasts, and the show may be on the air within three or four weeks. Falstaff Beer, which sponsored the opening day Washington-New York game on ABC, will sponsor the game of the week in those markets in which it distributes. The show will be available on a co-op basis in other areas, but major league cities will probably be blacked out.

Westinghouse, which was known to be one of the major bidders for the NCAA package of

college football games, is now considered out of that bidding in view of its buy of the pro games on Du Mont. In addition, Westinghouse's sponsorship of the Betty Furness Friday morning show on CBS-TV may be pulled back.

General Motors, which sponsored the college games last year, may also be out of the bidding at this point. The price on the NCAA package is expected to be considerably higher this year than it was when GM paid for it. Last year it went for \$2,400,000, but in 1953, with some 30 more stations on the air, the nut may go to \$3,000,000 or \$4,000,000.

Public Relations

A big factor in NCAA's choice of network again will probably be the kind and extent of the exchange public relations support offered the colleges.

The Congressional interest in broadcasting of major league games stems from a bill proposed by Sen. Edwin Johnson (D., Colo.), who is president of the Western League. The Senate Interstate and Foreign Commerce Committee, headed by Sen. Charles Tobey (R., N. H.), has scheduled a series of five hearings on the measure to begin Wednesday (6).

Johnson said his bill would permit, but would not require, the major leagues to restrict TV-radio broadcasts to a 50-mile radius of each team's park. He told the Senate recently that the Justice Department's 1949 ruling that such a major league rule was invalid is destroying the minor leagues, because broadcasting of major league games cut their attendance heavily.

Frick to Testify

Among those slated to testify Wednesday, in addition to Justice Department witnesses, are Ford Frick, commissioner of baseball; George M. Trautman, president of the National Association of Professional Baseball Leagues, and Frank Shaughnessy, president of the International League.

It did not appear likely that any government move along these lines would come soon enough to affect ABC's game-of-the-week plan.

NBC Pacts Trio for 'Revue' Appearances

NEW YORK, May 2.—Three personalities were signed to exclusive NBC radio-TV contracts this week by the network's program chief, Charles C. (Bud) Barry. The names involved are country artist Eddy Arnold, comic Dick Wesson and comedienne Cass Daley. The moves underline NBC's theory of developing its own packages, which the web will control.

The pacting of the trio is regarded as especially significant in view of the plans being made for the "Saturday Night Revue" stanza as a showcase for talent new to the web. All three are to be slotted for appearances on the "Revue," which will be the summer replacement for "Show of Shows."

The plan calls for the appearances of this talent, and others

who are likely to be signed, on the summer series, where their capabilities will be studied by the web's creative group (see other story this issue) for possible development into individual series. "Revue" thus is being pinpointed as NBC's vehicle for building fall shows.

Arnold, for one, is very likely to have a TV show built for him. He currently has his own NBC AM stanza at 10 p.m., Saturdays, for Ralston-Purina. He formerly was featured on "Grand Ole Opry." Arnold's deal is for five years. Miss Daley also is slated to cut a kine for a show of her own soon.

The trend toward more NBC-controlled packages was highlighted by the action this week on three such stanzas. The Ezio Pinza "I Bonino" series is being considered by Willys Overland and Procter & Gamble, among others, with a quick sale expected. Another hot NBC property is the Loretta Young TV film series, "Letter to Loretta," jointly owned by the film star and her husband-producer, Tom Lewis. The "Oops, It's Daisy," film series featuring comedienne Helen Halpin, also is regarded as a strong item.

Washington Once-Over

By BEN ATLAS

WASHINGTON, May 2.—At a Senate Agriculture Committee hearing this week, Sen. George D. Aiken (R., Vt.) interrupted a witness who was arguing vigorously for increased U. S. aid to encourage foreign purchases of Southern cotton. "What makes you think the countries overseas want to buy cotton?" asked Aiken dryly. "What they want are U. S.-made short-wave radios."

CONGRESS GETS TITTERS FROM TV LOG JITTERS . . .

The "inside" boys in Washington are beginning to use a new word, which you haven't seen mentioned in the press but which will have an important bearing on the TV-radio broadcasting industry. The new word is "recontrol." It means revival of piecemeal controls, pos-

sibly later this year, in the event of (1) failure to resolve the Korean peace, or (2) signs of a U. S. business slump. The "recontrol" program wouldn't immediately hinder TV-radio sets production, which is zipping along at a merry pace right now. Nor would it have much impact on output of transmitters to get new TV stations started. At least, it wouldn't crimp production unless war clouds darkened. However, "recontrols" could stall color TV which will be getting an official viewing from Federal Communications Commission later this year. The FCC is likely to be asked this fall to give formal once-over to compatible color perfected by Radio Corporation of America and National Television Systems Committee. If Potomac bureaucrats add "recontrol" to their lexicon about

(Continued on page 46)

Edwards Pkg. Bought by Toni

NEW YORK, May 2.—Toni this week reportedly bought a new Ralph Edwards package to replace "Racket Squad" in the Thursday night, 10:30-11, slot on CBS-TV. It is not known whether the show will be programmed every week next season, but the advertiser now has the time period on an alternate-week basis.

Carter, the co-sponsor of the time period, will have to find a replacement for "I've Got a Secret." Camels has an option for weekly sponsorship of the same show, and Carter will have to match the Camels offer, which it is reported unlikely to do. It will then have to find another program or give up its time period.

The Edwards property reportedly is a switch on "This Is Your Life," and has several participants from studio audience identify pictures and personages from their past.

MARATHON RUN SET FOR WBKB

CHICAGO, May 2.—WBKB, ABC's TV station here is planning what it claims is the longest marathon telecast in history. It will begin at 10 p.m., May 22 and conclude at 2 a.m. May 24.

It will aim to collect \$500,000 for the cerebral palsy campaign. Leonard Goldenson, president of ABC-UPT, heads CP national campaign. Stars scheduled for the marathon include Bob Hope, Martin and Lewis, Van Johnson and Jimmy Durante.

Mutual Sets 'Pin-Point Plan' With Murine Sale

NEW YORK, May 2.—Mutual this week launched its new "pin-point plan," a more flexible variation on the web's multi-message program, via the sale of participation sponsorship on five Mutual ailers to the Murine Company. Unlike the web's multi-message plan, which limits a sponsor's choice of shows to one time period across the board (8-8:30 p.m.) and one type of show, the pin-point pact offers a sponsor his choice of any Mutual program, day or night, where availabilities are open, thus assuring the advertiser maximum penetration of a potential market. Murine already has bought into the plan.

Meanwhile, Mutual reports its first quarter sales figures for 1953 were the highest in five years.

Since January, Mutual has garnered \$5,400,000 in gross billings, 11 per cent over the web's sales for the same period in 1952.

Mutual chalked up well over \$1,000,000 in new night business alone last week, via a 26-week pact with Coca-Cola for its twice-weekly Eddie Fisher show, beginning May 11, 10:30 p.m., over 400 stations, and the web's multi-message programs sale to Pepsodent for Rayve Creme Shampoo. The latter sale, one of the largest night-time network radio campaigns ever staged for a single drug product, calls for Pepsodent to sponsor half of each of five Mutual evening mystery series thruout the summer on over 480 stations, beginning May 18, from 8 to 8:30 p.m.

Rumored 50% Slice In 'Voice' Budget

WASHINGTON, May 2.—Size of cut in store for Voice of America by House Appropriations Subcommittee on State, Commerce and Justice Departments is reaching new proportions. The subcommittee omitted the Voice outlays from its report handed to the House this week, and intends, instead, to deal with State Department's information outlays separately. Word currently is that the Voice outlay will be trimmed in half. Dr. Robert L. Johnson, head of the International Information Administration, is bracing for the blow with heavy trimming in the overseas staff (The Billboard, May 2). The Voice has long been criticized for overstaffing and other extravagance.

NBC Forms 'Creative' Cadre In Drive to Grab TV Lead

Continued from page 1

tunity to share financially in the benefits accruing from such ideas.

Notable Example

The most notable examples of that of Irving Mansfield and by Howard at CBS, who have a piece of such shows as "Talent Scouts," "This Is Showbusiness" and the Jane Froman show. Also there are reported to be other individuals with similar pacts at CBS, no cohesive unit exists such as that at NBC.

Also intriguing to the trade is the significance of the NBC move in terms of web control of packages. Success of the creative group would give NBC firm hold on both talent and shows developed, precluding the pirating of such properties by other networks and making the web less reliant on shows developed by ad agencies, indie packagers or talent agencies.

'54 Seen as \$1 Bil Year for TV, Radio

Would Be New High for Combined Media; Gross Income Records Smashed in '52

WASHINGTON, May 2. — All signs point to a \$1,000,000,000 year in gross revenue next year for TV-radio broadcasters for the first time in history, with the combined media having smashed all records to amass total revenue of \$809,400,000 in 1952, a \$223,300,000 gain over the previous year, according to Federal Communications Commission preliminary report, out this week. Amid TV's climb to \$336,300,000 from the previous year's \$235,700,000 (The Billboard, March 21, April 4) the radio broadcast industry continued to forge ahead to roll up total revenues of \$437,100,000 in 1952, a gain of \$22,700,000 over the previous year. Even in the TV markets, most radio stations held their own or improved their revenue. The FCC reported that three out of five AM stations in TV markets increased their total revenues, and at the same time four out of five AM stations in non-TV markets took in more money last year.

In 63 TV markets, 470 radio stations reported total revenue of \$171,500,000 last year, a gain of 2.1 per cent over 1951's \$167,900,000, while 1,629 stations in TV-less markets estimated last year's take at \$119,600,000 a 10.6 per cent increase over the previous annual take of \$108,500,000. While TV-radio rolled up a combine revenue 18 per cent higher than the previous year total, combined expenses rose also. Total expenses increased by nearly 18 per cent to \$692,300,000 in 1952, from the previous year's \$587,000,000, leaving TV-radio's income before taxes at \$117,100,000, an increase of 18.2. This net return, however, was an increase of 18.2 per cent over 1951's \$99,100,000.

One-sixth—362 or 15.9 per cent—of 2,276 radio stations reported a loss last year which, according to the FCC, was "the smallest proportion of losing stations since 1946 when 11 per cent of the 1,015 then operating AM stations were unprofitable." Revenues reported by four nationwide and three regional nets and their owned-and-operated stations dropped from \$104,000,000 in 1951 to \$101,000,000, a 2.9 per cent decrease, but this was offset by all other AM, FM, and AM-FM stations which estimated revenues jumped from \$450,400,000 to \$473,100,000, a 7.4 per cent gain. Expenses of four national and three regional webs dropped correspondingly, however, so that income before taxes for this group totaled \$11,200,000 in 1952, a 10.9 per cent gain over 1951's \$10,100,000. Net income for other stations rose from \$47,400,000 to \$51,400,000, an 8.4 per cent increase.

While 64.2 per cent of the nation's radio stations were licensed after World War II, they took in, after expenses, only 25.7 per cent of radio's net income. Prewar radio stations, on the other hand, represented 35.8 per cent of the total, but realized in 1952 74.3 per cent of the profits. Total net income last year for prewar radio stations was \$40,800,000 compared to \$14,100,000 for postwar stations.

In 63 TV markets, 108 TV stations reported as much total rev-

enue from TV operations. (194,580,000) as 529 AM-FM stations (\$193,618,000). In three major metropolitan areas—Los Angeles, Columbus, O., and Cleveland—more than three out of every five broadcast advertising dollars spent went to TV.

CBS-TV to Come Close To SRO Summer Status

NEW YORK, May 2.—Tho the CBS-TV network will not equal its SRO summer sponsorship status of last season, the web will come mighty close to it this year, especially in light of the fact that its summer discount will be 5 per cent less than in 1952. Two of the CBS-TV shows were not expected to stay on during the warm weather — "See It Now" and "You Are There."

Ed Murrow, the moderator of "See It Now," is bone-tired and has refused to work this summer. Instead, he will go to the Coronation. Murrow, incidentally, made over \$200,000 during 1952 from CBS, the top salary for a CBS exec, and after the government got its bite found he had actually

2-WEEK 'REST' FOR MARINERS

NEW YORK, May 2.—Unofficial word is that the Mariner's Quartet was given a two-week enforced vacation from the Godfrey shows while they originated from Miami recently, "rather than embarrass them." This statement was made by a CBS spokesman in spite of a denial by Miami officials that local ordinances prohibited the Negroes and whites who work in the unit from singing together.

earned \$2,000 less than in the preceding year, when his compensation was not nearly as great. This is another obvious reason for his desire to rest.

The Electric Industries, alternate sponsor of "You Are There," bankrolled the show with the understanding that it would take a hiatus during the summer. The only two losses are expected to be the alternate-week sponsorship of "Crime Syndicated" by Schick and "Suspense" by Autolite. The former sponsor is certain to exit during the summer, and the latter client also is likely to do so. Otherwise, Block Drugs, summer sponsor of "Danger," is now wrapped up, a reversal of its expected warm-weather vacation.

NEWS CAPSULES—COAST TO COAST

'Broadway TV Theater' May Take Hiatus; Brewer, Torme for Froman

NEW YORK, May 2.—There's a chance that WOR-TV may put "Broadway TV Theater" on a summer hiatus, because the Dodger night games make it difficult to program the same-show-every-night-for-a-week series on a sound financial basis. However, producer Warren Wade this week was reportedly negotiating a deal with one of the networks, which may bring the show some extra revenue and allow it to continue thru the summer. The plan calls for the web to pipe the WOR-TV program to their cities for local or co-op sponsorship, with broadcasters allowed to stipulate the night or nights they carry it.

BREWER AND TORME TO REPLACE FROMAN . . .

NEW YORK — Teresa Brewer and Mel Torme are on the verge of being signed to replace Jane Froman in the Tuesday and Thursday, 7:45-8 p.m., CBS-TV slots this summer. General Electric sponsors the Thursday segment.

MINOR NOT TO PRODUCE 'MEDALLION' . . .

NEW YORK — Worthington Minor will not produce "Medallion Theater" for Chrysler. The

dramatic show is slated to go Saturdays, 10-10:30, on CBS-TV late July. Indications are that Minor wanted a piece of the program, a deal unacceptable to the sponsor.

PUREX BUYS GARY MOORE SEG . . .

NEW YORK — Purex, thru Foote, Cone & Belding, this week bought the last 15-minute segment open on the Gary Moore daytime strip, now on the CBS-TV web, 1:30-2 p.m., across the board. The client is also considering a nighttime slot on the network.

FORD VETOS ANNIV. RADIO SHOW . . .

NEW YORK—The Ford Motor Company this week gave up on plans to do an hour broadcast of its 50th Anniversary show on CBS radio, June 15. The sponsor will present the program on the CBS-TV and NBC-TV webs on that date and found problems trying to work out the simultaneous radio airing. The radio stanza was to air 9-10 p.m., and TV will be on from 9-11 p.m.

LEVER TO REMAIN ON RADIO IN SUMMER . . .

NEW YORK—For the first time in its history, Lever Brothers will stay on radio during the summer. The sponsor will air the "Lux Summer Theater" to replace "Lux Radio Theater" beginning June 1 on the CBS radio web, Mondays, 9-10 p.m.

MICHIGAN U OK'S TV EXPANSION . . .

DETROIT—The Regents of the University of Michigan have approved the expenditure of \$169,000 for television expansion and kinescope equipment, looking toward application for UHF Channel 26 here. The plans call for 18 hours weekly live and 10 film or microwave. They intend the station to become an active production center for series to be distributed nationally on an informal exchange basis.

INT. SHOE BUYS 'SPACE CADET' . . .

NEW YORK — The International Shoe Company has bought the veteran science-fiction kids stanza, "Space Cadet," to replace "Kids and Company" on the Du Mont network next season. The program will go into the 11:30-12 p.m. period, now occupied by "Kids" on August 29. The program was sponsored in strip form by Kellogg for several years. Rockhill Productions owns the package.

EAT TALENT COST

NBC Offers Aid to 'Lucy' Competition

NEW YORK, May 2. — Latest deal by which a TV network virtually will eat the talent cost of a show in order to sell a difficult time period is that being offered around the trade by NBC. That web, which has not previously been involved in a practice which is not uncommon in the trade, is trying to unload the 9-9:30 p.m., Monday time, opposite the CBS powerhouse, "I Love Lucy."

The NBC deal involves either the show now airing in that slot, "Eye Witness," or any one of several other shows which the web can make available. NBC has let it be known to ad agencies and sponsors that it is willing to "contribute" to the cost of the show to a degree which will be determined by the Nielsen rating it achieves.

Under the web's proposal, if the show pulls a Nielsen rating under 16, the talent and production cost to the sponsor will be nothing. If the rating runs from 16 to 20, inclusive, the cost will be only \$2,352.94 per show thus rated. If the show pulls between 20 and 25, cost will be \$5,882.35 per stanza. Costs rise proportionately as ratings go up beyond that point. However, NBC is pointing out to potential bankrollers that "Hollywood Opening Night," the predecessor to "Eye Witness" in the time period, never achieved a Nielsen rating over 16. "Eye Wit-

ness" had been sponsored by Pearson Pharmacal until that firm recently bowed out of its contract for this show as well as "Ethel and Albert," in the 7:30-8 p.m., Saturday slot.

Seek Rating

The report around town is that the reason the web is willing to make a deal is to prove that it can get a rating opposite "Lucy." The feeling transmitted by NBC sales execs is that they are willing to talk turkey on eating the talent costs to anybody willing to take on "the lady" (Lucy), and only need a bankroller willing to go to bat with advertising and promotion to prove that "Lucy" can be had.

NBC is able to clear between 25 and 30 live stations for the time period, at a time cost of slightly over \$20,000 weekly. A number of kinescope markets, ranging up to 17, can also be secured. A pact reportedly was close with Bonafide Mills, Inc., along these lines, but no contract was set at press time.

Kingan, Rybutol To Bow Out of Godfrey Seg

NEW YORK, May 2.—Kingan Foods and Rybutol, the sponsors of "King Arthur's Roundtable" on CBS Radio will bow out of the show about the end of May. In neither case can the cancellations be attributed to dissatisfaction with sales results produced by Arthur Godfrey.

Kingan is now under new management and is reviewing all its advertising expenditures. Rybutol, however, asked Godfrey to plug one of its new products, Calometric, a weight-reducing drug. The redhead did not feel justified in plugging the article.

The show will probably go out of the 4:30-5:30 p.m., Sunday period during the summer, but return in the fall under different sponsorship.

New Attempt At TV Thaw

WASHINGTON, May 2.—In a new attempt to break the log-jam of TV applications before the Federal Communications Commission, Sen. Charles W. Tobey, (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee, has scheduled a hearing on May 18 to examine "the work and work-load of the commission and particularly its practices and procedures in considering applications for television station licenses."

In a letter to FCC Chairman Rosel H. Hyde, Tobey voiced concern "because so many applications for new TV stations are backed up awaiting hearing." Many areas, Tobey noted, "are entirely without television service and apparently will be deprived of this service for years to come unless something is done to speed up the processing of applications." He expressed hope that all of the commissioners would appear before the committee at the public hearing, which is to be patterned after the recent hearing conducted by the committee on the subject of educational TV, in an effort to end the FCC's "little freeze" emergency.

the International Boxing Club and with sponsors who do business with the IBC.

Duggan is writing a daily sports column for The Chicago American. NBC is looking for a permanent replacement on his six-a-week commentaries.

1ST QUARTER TV SET OUTPUT DOUBLE '52 . . .

WASHINGTON. — First-quarter production of TV sets totaled 2,259,943 units, almost double the output of 1,300,000 sets turned out during the corresponding period last year, the Radio-Television Manufacturers' Association reported today (4). Radio produc-

(Continued on page 46)

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Top 10 TV Shows Each Day of the Week in MILWAUKEE

(408,000 TV Sets;* Panel Size 200)

... According to Videodex Reports

WTMJ.....The Journal Co.....ABC, CBS, Du Mont, NBC

Videodex reports monthly on each of 25 major markets, besides publishing a monthly national network report based on all 63 markets. In the 25 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 25 markets are determined by comparing the average ratings.

MARCH, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

						Avg. Rtg.
1. COMEDY HOUR	NBC	7:00-8:00	WTMJ	65.3		
2. TV PLAYHOUSE	NBC	8:00-9:00	WTMJ	57.5		
3. MR. PEEPERS	NBC	6:30-7:00	WTMJ	51.9		
4. RED SKELTON	NBC	6:00-6:30	WTMJ	47.4		
5. WHAT'S MY LINE?	CBS	9:30-10:00	WTMJ	40.1		
6. STUDIO ONE	CBS	10:00-11:00	WTMJ	30.9		
7. DEATH VALLEY DAYS	Non-Nef	1:00-1:30	WTMJ	30.7		
8. JOURNAL COMICS	Non-Nef	12:00-12:30	WTMJ	29.2		
9. YOU ASKED FOR IT	ABC	2:30-3:00	WTMJ	28.1		
10. THE GRENADIERS	Non-Nef	4:00-5:00	WTMJ	25.9		

MONDAY, SIGN-ON TO SIGN-OFF

1. I LOVE LUCY	CBS	8:00-8:30	WTMJ	69.1
2. ROBERT MONTGOMERY PRESENTS	NBC	8:30-9:30	WTMJ	60.5
3. WINCHELL-MAHONEY	NBC	7:00-7:30	WTMJ	52.1
4. VOICE OF FIRESTONE	NBC	7:30-8:00	WTMJ	47.0
5. WHO SAID THAT?	NBC	9:30-10:00	WTMJ	37.4
6. CAMEL NEWS CARAVAN	NBC	6:45-7:00	WTMJ	31.7
7. FOREMAN TOM	Non-Nef	5:00-5:30	WTMJ	27.7
8. THOSE TWO	NBC	6:30-6:45	WTMJ	26.1
9. THE NAME'S THE SAME	ABC	10:30-11:00	WTMJ	19.1
10. THE BIG PAYOFF	NBC	2:00-2:30	WTMJ	16.4

TUESDAY, SIGN-ON TO SIGN-OFF

1. TEXACO STAR THEATER	NBC	7:00-8:00	WTMJ	63.9
2. FIRESIDE THEATER	NBC	8:00-8:30	WTMJ	53.8
3. TWO FOR THE MONEY	NBC	8:30-9:30	WTMJ	47.2
4. CIRCLE THEATER	NBC	8:30-9:00	WTMJ	41.9
5. CAMEL NEWS CARAVAN	NBC	6:45-7:00	WTMJ	32.7
6. TRIANGLE THEATER	Non-Nef	9:30-10:00	WTMJ	32.1
7. DINAH SHORE	NBC	6:30-6:45	WTMJ	29.5
8. FOREMAN TOM	Non-Nef	5:00-5:30	WTMJ	29.2
9. ARTHUR GODFREY SHOW	CBS	10:30-11:00 A.M.	WTMJ	19.6
10. LIFE IS WORTH LIVING	Du M.	6:00-6:30	WHMJ	19.0

WEDNESDAY, SIGN-ON TO SIGN-OFF

1. GODFREY AND FRIENDS	CBS	7:00-8:00	WTMJ	58.1
2. KRAFT TV PLAYHOUSE	NBC	8:00-9:00	WTMJ	50.8
3. PABST BLUE RIBBON BOUTS	CBS	9:00-9:45	WTMJ	42.6
4. CAMEL NEWS CARAVAN	NBC	6:45-7:00	WTMJ	34.6
5. MILWAUKEE NEWSREEL	Non-Nef	9:45-10:00	WTMJ	27.5
6. MR. & MRS. NORTH	CBS	10:30-11:00	WTMJ	26.1
7. FOREMAN TOM	Non-Nef	5:00-5:30	WTMJ	25.3
8. THOSE TWO	NBC	6:30-6:45	WTMJ	24.8
9. DRAGNET	NBC	11:00-11:30	WTMJ	24.7
10. KATE SMITH	NBC	3:00-4:00	WTMJ	17.6

THURSDAY, SIGN-ON TO SIGN-OFF

1. GROUCHO MARX	NBC	7:00-7:30	WTMJ	51.1
2. AMOS 'N' ANDY	CBS	7:30-8:00	WTMJ	49.0
3. RCA SHOW	NBC	8:00-8:30	WTMJ	47.8
4. FORD THEATER	NBC	8:00-9:00	WTMJ	43.8
5. MARTIN KANE	NBC	9:00-9:30	WTMJ	40.0
6. CAMEL NEWS CARAVAN	NBC	6:45-7:00	WTMJ	33.7
7. DINAH SHORE	NBC	6:30-6:45	WTMJ	31.6
8. FOREMAN TOM	Non-Nef	5:00-5:30	WTMJ	28.3
9. SPORTS QUIZ	Non-Nef	9:30-10:00	WTMJ	19.0
10. ARTHUR GODFREY	CBS	10:30-11:00 A.M.	WTMJ	18.6

FRIDAY, SIGN-ON TO SIGN-OFF

1. MAMA	CBS	7:00-7:30	WTMJ	51.6
2. BOXING-GILLETTE	Non-Nef	9:00-10:00	WTMJ	42.0
3. PLAYHOUSE OF STARS	CBS	8:00-8:30	WTMJ	39.4
4. CAMEL NEWS CARAVAN	NBC	6:45-7:00	WTMJ	35.9
5. THE ALDRICH FAMILY	NBC	8:30-9:00	WTMJ	32.8
6. FOREMAN TOM	Non-Nef	5:00-5:30	WTMJ	30.4
7. T-MEN IN ACTION	NBC	10:45-11:15	WTMJ	28.1
8. MY LITTLE MARGIE	CBS	11:15-11:45	WTMJ	26.6
9. THOSE TWO	NBC	6:30-6:45	WTMJ	25.7
10. SUPER CIRCUS	ABC	4:00-4:30	WTMJ	19.1

SATURDAY, SIGN-ON TO SIGN-OFF

1. ALL STAR REVUE	NBC	7:00-8:00	WTMJ	66.8
2. YOUR SHOW OF SHOWS	NBC	8:00-8:30	WTMJ	62.5
3. YOUR SHOW OF SHOWS	NBC	9:00-9:30	WTMJ	48.5
4. KIT CARSON	Non-Nef	4:30-5:00	WTMJ	39.0
5. SCHLITZ THEATER	Non-Nef	9:30-11:00	WTMJ	38.8
6. LONE RANGER	Non-Nef	4:00-4:30	WTMJ	37.5
7. BURNS & ALLEN	CBS	8:30-9:00	WTMJ	37.3
8. BOSTON BLACKIE (Film)	Non-Nef	11:00-11:30	WTMJ	33.1
9. BIG TOP	CBS	11:00-12:00 A.M.	WTMJ	32.3
10. MY HERO	NBC	6:30-7:00	WTMJ	32.2

* NBC estimates for February 1, 1953.

NEXT WEEK

Videodex and Pulse Studies of BALTIMORE

Top 10 TV Shows

Each Day
According to Videodex

Top 5 Radio Shows

Each Day
According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages.

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington, or its Branch Offices at 516 5th Avenue, New York, and P. O. Box 6934, Los Angeles 22.

P&G to Audition Daytime Strip

NEW YORK, May 2.—Procter & Gamble this week was set to audition a new daytime TV strip. The stanza, an audience participatory titled "Time Out for Fun," is having a kine cut in Chicago. The show features Fran Allison as femsee and Jim Ameche as announcer. Benton & Bowles is the agency, and the show, if bought, will air via NBC-TV back to back with "Welcome Travellers."

Meanwhile P&G is getting closer to settling its 10 p.m. Sunday situation. The sponsor has definitely decided to stay with NBC-TV, but has not yet firmed up a show. It is still considering several, including the Damon Runyon package, the "Loretta Young series titled "Letter to Loretta," and "Ooops, It's Daisy."

New Sales Set By WABC-TV

NEW YORK, May 2.—WABC-TV, this week, racked up a number of new sales. Nash bought Friday, 9-9:30 p.m., for 26 weeks for "Just Married," a Paul Whiteman package. The time period is subject to pre-emption by the web in the fall. Ludwig Baumann & Spears bought the "TV Newspaper" for both the 5:30-5:45 p.m. strip and the 12-12:15 a.m. strip.

Another sale of news was made to Levy's bread for three 15-minute periods weekly. Piel's also renewed its Tuesday night sponsorship of the fights from Ridgewood Grove, which will be held all summer regardless of weather.

Top 5 Radio Shows Each Day of the Week in SEATTLE

(250,500 Radio Families*)

... According to Pulse Reports

KING	50,000 watts	Ind.	KOMO	50,000 watts	NBC
KIRO	50,000 watts	CBS	KRSC	1,000 watts	Ind.
KISW	2,100 watts	Ind.	KTW	1,000 watts	Ind.
KJR	5,000 watts	ABC	KVI	5,000 watts	MBS
KOL	5,000 watts	Ind.	KXA	(days) 1,000 watts	Ind.

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

JANUARY-FEBRUARY 1953

SUNDAY, 6 P.M. TO 12 P.M.

1. OUR MISS BROOKS	CBS	8:00-8:30	KIRO	13.8
2. MY LITTLE MARGIE	CBS	8:30-9:00	KIRO	12.5
3. E. BERGEN AND C. MCCARTHY	CBS	9:00-9:30	KIRO	11.8
4. JACK BENNY	CBS	9:30-10:00	KIRO	11.5
5. ESCAPE	CBS	6:30-7:00	KIRO	11.0

MONDAY, 6 P.M. TO 12 P.M.

1. LUX RADIO THEATER	CBS	6:00-7:00	KIRO	12.5
2. BOB HAWK SHOW	CBS	7:00-7:30	KIRO	10.8
3. GOD, REY'S TALENT SCOUTS	CBS	8:30-9:00	KIRO	8.8
4. ADAMS, BANDSTAND, THEATER	Non-Nef	7:30-8:00	KIRO	8.3
4. SUSPENSE	CBS	9:00-9:30	KIRO	8.3

TUESDAY, 6 P.M. TO 12 P.M.

1. MARTIN AND LEWIS	NBC	9:00-9:30	KOMO	12.3
2. PEOPLE ARE FUNNY	CBS	7:00-7:30	KIRO	12.0
3. LIFE WITH LUIGI	CBS	6:00-6:30	KIRO	11.3
4. MY FRIEND IRMA	CBS	6:30-7:00	KIRO	10.3
5. FIBBER MCGEE AND MOLLY	NBC	6:30-7:00	KOMO	10.0

WEDNESDAY, 6 P.M. TO 12 P.M.

1. YOU BET YOUR LIFE	NBC	9:00-9:30	KOMO	12.0
2. THE GREAT GILDERSLEEVE	NBC	8:30-9:00	KOMO	10.8
3. WHAT'S MY LINE?	CBS	6:30-7:00	KIRO	10.5
4. PHILLIP MORRIS PLAYHOUSE	CBS	6:00-6:30	KIRO	9.0
5. BOB HOPE	NBC	7:00-7:30	KOMO	8.3

THURSDAY, 6 P.M. TO 12 P.M.

1. THE BIG STORY	NBC	7:00-7:30	KOMO	7.8
2. BING CROSBY	CBS	6:30-7:00	KIRO	7.3
3. TRUTH OR CONSEQUENCES	NBC	7:30-8:00	KOMO	7.0
3. TOP GUY	ABC	7:30-8:00	KJR	7.0
3. FATHER KNOWS BEST	NBC	9:00-9:30	KOMO	7.0

FRIDAY, 6 P.M. TO 12 P.M.

1. YOUR FBI, CRIME LETTER	ABC	8:30-9:00	KJR	6.5
1. OZZIE AND HARRIET	ABC	9:00-9:30	KJR	6.5
3. BOXING	ABC	7:00-8:00	KJR	6.0
3. CISCO KID		7:30-8:00	KVI	6.0
3. HIT PARADE, BEST PLAYS	NBC	8:30-9:00	KOMO	6.0

SATURDAY, 6 P.M. TO 12 P.M.

1. GENE AUTRY	CBS	8:30-9:00	KIRO	7.0
2. GANGBUSTERS	CBS	9:00-9:30	KIRO	6.5
2. CAMEL CARAVAN	CBS	7:00-7:30	KIRO	6.5
4. COUNTRY STYLE, PARTY LINE		7:00-8:00	KIRO	6.0
5. GUNSMOKE	CBS	8:00-8:30	KIRO	5.8
5. BASKETBALL		8:00-9:30	KING	5.8

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

1. ROAD OF LIFE, EISENHOWER	CBS	10:00-10:15	KIRO	7.9
2. MA PERKINS, EISENHOWER	CBS	10:15-10:30	KIRO	7.7
3. HELEN TRENT, EISENHOWER	CBS	9:30-9:45	KIRO	7.6
4. GUIDING LIGHT	CBS	10:45-11:00	KIRO	7.4
4. WENDY WARREN	CBS	9:00-9:15	KIRO	7.4

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

1. KING'S MIKE	Non-Nef	3:00-6:00	KING	5.5
2. GIVE AND TAKE	CBS	8:00-8:30	KIRO	5.3
2. THEATER OF TODAY	CBS	9:00-9:30	KIRO	5.3
2. KING'S RECORD ROOM	Non-Nef	9:30-12:00	KING	5.3
5. STARS OVER HOLLYWOOD	CBS	9:30-10:00	KIRO	5.0
5. HOLLYWOOD LOVE STORY	NBC	10:00-10:30	KOMO	5.0

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

1. BERGEN-MCCARTHY SHOW	CBS	5:00-5:30	KIRO	16.0
2. AMOS 'N' ANDY	CBS	4:30-5:00	KIRO	15.0
2. JACK BENNY	CBS	4:00-4:30	KIRO	15.0
4. NEWSROOM	CBS	5:30-6:00	KIRO	14.3
5. TRUE DETECTIVE MYSTERIES	MBS	2:30-3:00	KVI	6.8

* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Seattle Metropolitan area. This area is synonymous with King County.

R. M. Allerton Feels Radio Has Nothing to Fear From TV

Five-Market Study Concludes That Older Media Can Whip Competition

HOLLYWOOD, May 2.—Radiocosts have gone up 12.5 per cent can meet and conquer the challenge of TV competition. This was the conclusion of a special survey report, "Principles of Profitable Radio Operation," based upon a five-market study as presented by Richard M. Allerton, manager of the National Association of Radio and Television Broadcasters' Research Department, during the NARTB convention here this week. The study was based upon five major points: Programing, sales, personnel, public service and financial.

Television's basic effect, Allerton said, was found to be mainly on revenues of network stations. Local radio revenues have increased just about in proportion to the effort that good radio management has expended in its local selling and programing. Spot revenues have also improved, but not to the same extent as have local revenues.

Costs of radio operations in TV markets have shown a slight increase in programing and sales proportionately over expenditures in those departments compared to 1947. In radio only markets sales

while radio-TV markets show a sales cost boost to 19 per cent, thus indicating a stronger sales effort in those areas were radio locks horns with TV.

Survey found that advertisers in TV markets take about 18 months to get the true picture of TV costs versus results, with some advertisers, after trying TV, returning to radio where they find they get more per dollar spent. In both radio only and radio-TV markets, the report showed broadcasters emphasizing the building of strong local business. In TV markets the new medium's competitive bite is the cause. In radio-only markets pressure of mounting expenses and resulting need for more revenue is the cause.

Allerton's report further revealed:

"Outstanding management believes that radio cannot afford to lower its advertising standards to get business, and believes, further, that the stations which do it are offending the public, are losing public confidence and doing radio great harm.

"The profitable stations in all five markets studied stood firmly

against rate cutting. Everywhere, outstanding management felt that radio cannot make its product more attractive by cutting prices and that rate cutting is not the answer to TV or other radio station competition. The answer is found in all the things we list as the principles of profitable radio station operation.

"The most profitable station in each market outspends competitors in the program department and has a smaller ratio of total expense in the general and administrative category."

"Successful management has demonstrated that there must be a continuing drive for new accounts and new business, regardless of whether you are in a radio-only market or in a radio-television market. In a TV market your very existence is dependent upon your development of new radio advertisers—your drive is not primarily against TV, but must be for radio against all other media and for the advertising business of the retailing or service operation which perhaps has never used advertising to any degree."

FEAST AND FUN

2,000 See Sock Acts At NARTB's Big Feed

HOLLYWOOD, May 2.—Delegates attending the National Association of Radio and Television Broadcasters "gold rush" convention here rushed to a gold mine of talent held in store for them at the annual NARTB banquet. More than 2,000 persons packed the Hollywood Palladium to see Danny Thomas emcee a bonanza bill that boasted Dennis Day, Edgar Bergen and Charlie McCarthy, Celeste Holm, Abbott and Costello, Gene Autry astride his trick horse, Champion, the Cass County Boys and a spectacular leg juggling-balancing act, the Trio Bassi.

Special theme song, "Wonderful Night," written for the occasion by Edward Kay, musical director of Allied Artists Pictures, was performed by Robert Armbruster and orchestra with Western garbed chorus providing the lyrics. An impressive dancing line of 20 drew enthusiastic response from the crowd for their "cancan" number and a clever interpretation of "Frankie and Johnnie."

Emcee Danny Thomas wowed them with a salute to the West based largely upon his well-known "Crotch Callahan" routine. Dennis Day begged off after voicing "It's a Grand Night for Singing," "Tell Me You're Mine,"

"I Believe," with a sock wind-up on his standard "MacNamara's Band." Bergen came on to inform all that he was "a radio star," spoken in a manner indicating he's one of a few remaining rarities. Lightly needling the demands of TV, he pointed out that TV stars were too tired after their day's work to perform at such an event. He brought on his McCarthy and Snerd dolls for a display of his ventriloquism.

Celeste Holm soothed the ears of her audience with "Getting to Know You," "Where or When," and then turned back the musical clock to her starring role in "Oklahoma" for the chuckle spurring "Can't Say No" number. Abbott and Costello followed burly-flavored gags with their standard "Who's on First?" routine for a solid hand.

Trio Bassi, gal and two boys, proved near-show stoppers with their spectacular display of control and balance in juggling balls, cylinders, tables, and other props with their legs working thruout from a reclining position.

Spotlight moved to the opposite side of the hall for Gene Autry's appearance atop his trick horse, Champion, who also entertained by waltzing, doing the hula, and otherwise displaying good rhythmic horse sense. Autry was vocally accompanied by his Cass County Boys on several numbers.

Behind the scenes hands which made the smooth-running show possible were equally impressive in stature and accomplishment. These included NBC's Tom McCray, as show's exec producer; Ed Sobol, production supervisor; Al White Jr., handled staging, assisted by Sonya Sham; William Kayden, unit manager; Angie Davis, costumes; Frank Swig, sets; Robert Armbruster, musical director; and John Rarig, choral director. Lee Zhitto.

SARNOFF SLUGS

Pay-as-You-Go Video Blasted By RCA Boss

HOLLYWOOD, May 2.—Pay-as-you-peak television was tossed a slug this week by Gen. David Sarnoff, Radio Corporation of America board chairman, who found it to be contrary to "the American heritage of freedom to listen and freedom to look." It may work out on a small and local scale, Sarnoff said, but predicted that it would never succeed on a national scale because of its social and economic aspects. He recalled the early-day radio efforts to effect a pay-as-you-listen system. This, he said, today exists in the form of wired music systems such as Muzak, but serves the public on a restricted and local level. Pas-as-you-peak TV may well find its level on a similar basis, Sarnoff found, but will not go beyond it.

Sarnoff's blast at the home box-office TV systems came during his keynote address before delegates attending the National Association of Radio and Television Broadcasters convention here this week. He left the prepared text of his address for a 10-minute extemporaneous stinging rebuke to a system that would seek to charge viewers for the right to be entertained in their homes.

HYDE SPEAKS

TV Hearings Speed-Up By Commission

HOLLYWOOD, May 2.—Elimination of oral hearings without doing away with due process is one manner the new Federal Communications Commission chairman, Rosel H. Hyde, sees as a means of speeding up hearings for television station applicants.

Speaking before the 31st annual convention of the National Association of Radio and Television Broadcasters, Chairman Hyde struck a refreshing note in the hearing processing picture. In his first public appearance as FCC chairman, Hyde called for avoidance of "trivia and minutia." This consists, he said, of the submission of cumbersome records filled with inconsequential details.

The chairman assured NARTB members the commission will eliminate time-wasting and cumbersome details. The commission, he added, will impress applicants with importance of submitting limited records as an aid to speeding up the processing.

Ryan Explains BAB 4-Point Plan to 1,200

HOLLYWOOD, May 2.—Approximately 1,200 radio station execs heard Bill Ryan present the Broadcast Advertising Bureau's four points which Ryan said must be recognized by broadcasters in their campaign to boost the radio advertising medium. These were:

(1) Radio is and always will be a major advertising medium; (2) give radio the best effort in programing and advertising techniques and top sales skill; (3) for broadcasters to sell together as combined force behind the radio medium rather than against one another; (4) to do a missionary job by joining industry-wide movements in promoting the best interests of the medium.

Ryan had disdain for the broadcaster who uses his profit and loss statement as a yardstick for his operations. These broadcasters, he said, do well when a seller's market prevails but have nothing to offer but price cutting when the tide changes to a buyer's market. In conclusion, Ryan told broadcasters that attacks against radio advertising have been "blunted" during the past year and he foresaw eventual victory on that score.

INSURANCE PLAN FOR TV FILMS

HOLLYWOOD, May 2.—CBS this week sought to minimize the chances it takes in TV film purchasing. It involved a demand that all films sold to the net be covered by an insurance policy protecting it against legal action arising from "errors, omissions and slander." America's insurance companies, equally hesitant to take a chance at peddling such protection, had to turn down chances for policy sales. Lloyd's of London, true to its tradition to underwrite any risk, is the sole insurance company undertaking such protection. The charge—\$28 per performance per film.

Direct Aids to the Selection, Purchase and Programing of TV Films

The Billboard

Every Week

Special tv film rating charts that tell how well tv films are doing market by market, with important supplementary buying data . . . lists of top theatrical and other films available for tv . . . what sponsors are buying which film series, and where . . . plus significant news of tv film people, products and activities—all slanted to The Billboard's special buy-right, sell-right approach to the tv-film field.

The Billboard TV Film Program Guide and Market Report

Every Month

Full-scale treatment of the tv-film marketing picture—with valuable studies and ratings of re-runs and other residual values . . . ratings of feature films versus all other types of opposition programs . . . new tv film series in production . . . cities in which syndicated tv film series are available . . . valuable buying lists and directories—all especially treated to make it easier for tv film buyers to buy right, and for tv film producers and distributors to sell right!



May TV Film Program Guide & Market Report . . . dated May 30 . . . out May 26 . . . deadline May 21

TV Film Prime Telecaster Hope

HOLLYWOOD, May 2. — TV film is the prime programming and profit hope for the telecaster in competing with top budget live net shows. This was the conclusion of a panel treating "Film's Place in Television," during the National Association of Radio and Television Broadcasters' convention here this week. The panel was chaired by Paul Adanti, vice-president and general manager of Station WHEN-TV (Syracuse), and included Bill Edwards, CBS-TV film sales general manager; E. H. Ezzes, general sales manager of Motion Pictures for Television, Inc.; Gerald King, prexy of United Television Programs, Inc.; John Mitchell, vice-president and general manager of Screen Gems, Inc.; Ralph W. Nimmons, manager of WFAA-TV, Dallas; Lee Ruwitch, vice-president and general manager of Miami's WTVJ; Robert Barrett, of Consolidated TV Sales; Bob Sarnoff, NBC vice-president in charge of TV film operations, and Harold See, manager of San Francisco's KRON-TV. John Sinn, Ziv TV prexy, skeddled to participate, was absent due to illness.

Miami's Ruwitch told the assembly that 37 per cent of his station's programming was via film, which was responsible for 56 per cent of the station's revenue. Dallas' Nimmons lauded film for delivering high audience acceptance, which was reflected in greater sales for sponsors than with live shows. He said that feature films can more than hold their own in competing with live shows. His only concern was whether producers of TV films and suppliers of feature films will be able to keep pace with the demands for more product as more stations go on the air.

San Francisco's See discussed the need for pre-editing feature films at the source, a project pioneered by Hollywood Television Service, crediting the latter firm for having invested heavily in getting movies cut professionally to the hour and hour-and-a-quarter time segments. This,

See found, gave the stations a well-edited film for its use in proper time segments without throwing the burden of editing on the station. Later procedure has usually resulted in butchered films. See said, since the majority of stations cannot afford proper equipment or men with editing know-how to properly handle the job.

See also treated the need for contract standardization and suggested that a standard form be used which would include several special clauses that can be checked as needed. He mentioned that out of 15 contracts sent him, 12 were different. This, he felt, caused considerable waste of time in studying and effecting deals with distributors. Group-buying, suggested by a member of the assembly, received a negative reply from King, who reminded all that syndicate-buying of transcription failed to prove the answer in radio and would similarly not work in TV. Chief reason for this, King said, was because needs of stations differ according to market demands and tastes, and that no syndicate embracing a number of markets could satisfy all its participating stations.

3-D VIDEO

ABC Unveils TV Process at NARTB Meet

HOLLYWOOD, May 2. — ABC this week unveiled its newly and secretly developed third-dimensional TV process in conjunction with the National Association of Radio and Television Broadcasters convention. The Billboard exclusively reported that ABC engineers Alex Quirega and Glen Aikens had perfected a 3-D tele system in its March 28 issue and stirred a storm of protest and denials from the net's execs. Dimensional illusion was effective in its demonstration despite the necessary utilization of polarized glasses. Initial demonstration, timed in conflict with the convention's opening session and Gen. David Sarnoff's keynote address, attracted a number of the curious despite the competition from the convention, but got off to a bad start by having its poles erroneously switched, necessitating observers to invert their polarized glasses to get the proper effect.

ABC's twofold question: How practical is this system for widespread homeviewer use? Now that ABC has it, what will it do with it?

CBS-TV Film Sales Undergo Big Expansion

HOLLYWOOD, May 2. — Merle Jones, vice-president of CBS owned-operated stations and special services, disclosed here that CBS-TV film sales will undergo an immediate full-scale expansion, including the investment of \$500,000 in an as yet unnamed dramatic half-hour film series, doubling sales personnel and the opening of additional branch offices.

Sales offices will be opened in the immediate future in Atlanta and Dallas, with an additional sales branch to open in San Francisco. Jones was here attending the National Association of Radio and Television Broadcasters convention. CBS TV Film Sales' recent acquisition of the "Amos 'n' Andy" series for syndication has already paid in a sales gross of \$500,000. Division's expansion is based upon its sales success to date plus its realization that over-all growth of the TV film industry and increasing demands for filmed product by stations necessitates the move.

Haverlin Gets Bowles Porker

HOLLYWOOD, May 2. — Thru the years, Honolulu's George Bowles (KONA) had made it an annual habit of bringing island gifts for Broadcast Music, Inc., Prexy Carl Haverlin and Glenn Dolberg, also of BMI. Last year, Bowles promised the BMI-ers a suckling pig. Haverlin, who can take a joke in stride, was somewhat surprised to find an oversized porker, far beyond the suckling stage, swaddling in his hotel room bathtub—a little remembrance from Bowles and the island.

Showmanly Techniques Net Top Sales at NARTB Meet

100 Exhibitors in Competition For 1,447 Attendees' Attention

HOLLYWOOD, May 2.—Top sales were attracted by the showmanly techniques employed by exhibitors during the 31st annual convention of the National Association of Radio and Television Broadcasters in the Biltmore Hotel here this week.

Nearly 100 exhibitors competed for the attention of the 1,447 management and engineering personnel and 346 ladies in attendance.

One firm, Tele-Pictures, Inc., exhibiting for the first time since joining NARTB only a month ago, reported sales of its full-length motion pictures in the amount of nearly \$100,000. Joseph P. Smith, general manager, reported sales to WFIL, Philadelphia; KTNT, Tacoma, Wash.; KDYL, Salt Lake City, and KTYL, Phoenix, Ariz. So encouraged was Smith that he has assigned John Leo as the firm's West Coast sales manager with offices in San Francisco. The Bay City office will be in full operation next week. Leo was for-

merly with Eagle Lion as assistant general sales manager before joining Tele-Pictures four months ago.

Smith said he was overwhelmed with the response at the convention.

"We wrote more firm business Thursday than in the best month we've had since we have been in business," General Sales Manager Ben Frye declared in pointing out the sales were on United Television Programs' regular line of shows.

Among UTP's purchasers was Harry Nace, who opens KTYL, Phoenix, Ariz., today (2). Nace bought the entire UTP line-up of shows. KTYL is now "UTP basic," according to Nace, whose interests also are in motion picture houses.

RCA Recorded Program Services was one of the more elaborate in its showmanship. In a bid to capture buyers for its Thesaurus jingle library, it conducted a con-

certed campaign termed a "Gold Rush Pigeon Derby." Deal started off with 25 hand-picked racing pigeons being released.

Al B. Sambrook, manager of RCA's Recorded Program Service Sales, reported the gimmicks paid off. "We tripled business consummated at last year's convention," he said. "That represents signed contracts," he added.

CBS Television Film Sales reported \$500,000 worth of business for one product in one day—sales in many markets of the "Amos 'n' Andy" series (see separate story). Representing the division at the convention were Wilbur S. Edwards and Walter A. Scanlon, New York; Thomas W. Moore and Lucille Murphy, Los Angeles, and Merle Jones, vice-president in charge of owned-and-operated stations.

"The best convention yet," declared John H. Mitchell, vice-president in charge of sales for Screen Gems, who declared that while he was most interested in regional buys, he did write some firm business as well as establish many valuable contacts. He was accompanied by Harry K. McWilliams, Screen Gems director of advertising and public relations.

Motion Pictures for Television prominently ran off its baseball trailer, "Hall of Fame." In the process, according to General Sales Manager Erwin H. Ezzes, sales were made to XETV, San Diego; WHP, Harrisburg, Pa.; KTNT, Tacoma, Wash.; KDZA, Pueblo, Colo., and many other TV stations. Ezzes was assisted in his duties by Fred Yardley, Boston regional manager; John Cole, Chicago regional manager; Ken Rowsell, Dallas regional manager; Dave Wolper, Los Angeles regional manager, and Dick Feiner, of Los Angeles.

CBS Film's 'Amos' Pix Sold for 500G

HOLLYWOOD, May 2.—Representation at the 31st annual convention here of the National Association of Radio and Television Broadcasters paid off in a big way for CBS Television Film Sales. On one day alone, it sold its "Amos 'n' Andy" series to the tune of \$500,000.

"On the first day of announcing the availability of 'Amos 'n' Andy' we wrote \$500,000 worth of firm business," declared Wilbur S. Edwards. The sales represent many markets, he added, including New York, Chicago, Houston and Lubbock, Tex.; Phoenix, Ariz., and Los Angeles.

The series consists of 52 half-hour CBS-TV syndicated films for local screening. Included are 13 half-hour programs never before televised, 26 that have been shown once and 13 that have been shown twice.

Merle S. Jones, vice-president in charge of CBS-TV-owned stations, said that "Amos 'n' Andy" series is the first major TV program to be made completely available for syndication to local advertisers.

"Amos 'n' Andy" was originated by Freeman Gosden and Charles Correll more than 20 years ago as a top-rated radio show. It made its TV debut last July 28. Current filmed series star Tim Moore, Spencer Williams and Alvin Childress.

The Los Angeles outlet will be CBS-TV network's KNXT, which made the purchase this week of the full 52 episodes. The series will start early in July here.

FCC Cautious In Approach To Color TV

HOLLYWOOD, May 2. — The Federal Communications Commission is eying with caution the development of color television, Chairman Rosel H. Hyde declared in a luncheon address before the 31st annual convention of the National Association of Radio and Television Broadcasters.

It is the commission's policy, Hyde declared, to "encourage, watch and study new developments in the radio art." The color problem, he explained, would be taken up by the FCC "in regular order in an orderly way and, of course, in an objective manner."

Despite the commission's encouragement to color's further development, the chairman insisted that establishing or "changing standards is a serious business" and the color problem would get its day in court.

Set Committee On Licensing

HOLLYWOOD, May 2.—All indications point to an intensified drive to clear up the tangled music licensing situation in television by the National Association of Radio and Television Broadcasters during its convention here. NARTB's music performance licensing committee met and discussed TV's current problems concerning music rights and decided in favor of doubling its strength with an additional eight committee members who will aid in seeking possible solutions and convey these to the committee's general counsel, Stuart Sprague, and special litigation counsel, Judge Simon Rifkind, both of New York.

Possible change in the committee's channel of action was indicated in its taking the new name of All-Industry Local Music Licensing Committee. Joe McDonald, NBC attorney, addressed the group (Continued on page 16)

Video Film, Programs, Talent Grab Ears at NARTB Confab

HOLLYWOOD, May 2.—Mushrooming TV film industry and the problems of readjusting programming and talent to meet the changing demands of radio and TV grabbed the spotlight of the National Association of Radio and Television Broadcasters 31st annual convention held here this week. Despite the fact that this year's convention site was in the Far West, turnout of delegates neared record proportions. Registration listed 1,447 delegates and a turnout of 1,783 persons including guests, making this the second largest in the association's history. It was topped only by last year's Chicago conclave.

This year's convention, however, attracted twice the number of firms exhibiting their product as last year, heretofore the record exhibit year. The meteoric rise of the TV film industry was seen as being greatly responsible for the increased number of exhibits. Lion's share of the talent-programming exhibits was devoted to various TV film distributing firms displaying their wares.

Various panels were conducted to air views in lowering costs of operations, exploiting the advantages of the radio and TV media, and altering the course of pro-

gramming for AM and FM radio to meet the entertainment demands of today while still staying within cost boundaries. Broadcast engineering conference, moderated by KING-TV (Seattle) engineering director James L. Middlebrooks concluded that so-called "low-budget TV" is still not low enough to encourage investment risk in TV markets under 100,000 population. Gilbert Rose (KFKD-Boise) found the outlook discouraging in smaller markets for profitable TV operations. He told those attending that a minimum \$300,000 investment is

needed for a small station's facilities with operating costs running as high as an additional \$300,000 per year plus \$180,000 for 35 to 40 hour per week programming schedule. Some felt that a more realistic union approach would help matters in permitting announcers in small markets to hold engineer cards.

To hold the cost line in FM broadcasting while still providing proper program material, NARTB's manager of FM and promotion, J. H. Smith Jr., who served as chairman of the FM panel, presented a local news and music format to the 200 FM broadcasters attending the meeting. Smith asked broadcasters to try his news-music diet during the next year as an experiment to see whether this formula complies with the change in listening habits since the rise of TV. Smith's recommendation was underscored by Frances Knight (WORX, Madison, Ind.), George Volger (KWPC, Muscatine, Ia.), Walter Brown (WDXY, Spartanburg, S. C.), Paul Bartlett (KRFM, Fresno, Calif.), Ben Strouse (WWDC, Washington) and Hugh Boice (WEMP, Milwaukee).

Resolution was adopted by those (Continued on page 9)

14 Markets Buy 'Victory'

HOLLYWOOD, May 2. — After being available for only two weeks, NBC film division's "Victory at Sea" has been sold in 14 markets. Nine of the sales were made at the 31st annual convention of the National Association of Radio and Television Broadcasters here.

Cities for which "Victory at Sea" (Continued on page 9)

New Gimmick Sells 'McCune'

HOLLYWOOD, May 2.—As an industry gesture to newly licensed television stations not yet on the air, Video Pictures, Inc., has established a new twist to the business of selling its "Hank McCune Show," and from first accounts it appears to be paying off.

In negotiations for the half-hour comedy at the 31st annual convention of the National Association of Radio and Television Broadcasters, Video Pictures offered to eligible buyers the McCune show for a flat fee for first showing and one re-run. As an added bonus, buyers are permitted a second re-run without additional cost.

Wade Crosby, assistant to Video Pictures' president for sales, and B. A. Babb, national merchandising manager, reported this offer was greeted with astonishment. Deal is applicable only to stations which have not as yet commenced telecasting. Business was brisk at their exhibit at the NARTB conclave, Crosby reported.

1st Video Film Set For Theater Distrib

NEW YORK, May 2.—The first reported instance of a video film going into theatrical distribution in the United States will be "African Adventure," the retitled theatrical version of "Ramar of the Jungle." Lippert Films this week made a deal with Leon Fromkes, the producer of "Ramar," to take the property over for the domestic theatrical market. Some additional film will be shot and spliced into the trio of "Ramar" episodes which is being packaged into the 78-minute theatrical film.

Under the same title, "Ramar" has also been sold to a Canadian theatrical distributor and is also showing abroad in England and Belgium. Other deals in European countries are now pending.

Meanwhile Bob Sarnoff, head of the NBC-TV Film Division, this week was in Hollywood trying to work out an agreement with Sol Lesser for foreign distribution of the network's video film properties. Several NBC-TV Film Division series would be similarly packaged in theatrical versions, which would use the top three shows in each series. NBC-TV has available several strong series, including "Dangerous Assignment," "Victory at Sea," "Douglas Fairbanks Presents" and "Hopalong Cassidy."

Set Up Night Beat Firm to Film 'Beat'

HOLLYWOOD, May 2. — With Don Sharpe as its head, a new company was formed this week to film for television the Frank Lovejoy radio starrer, "Night Beat." The new concern will be known as the Night Beat Company, and is composed of Sharpe, Lovejoy, Larry Marcus and Warren Lewis.

Actual production will begin in about two weeks at the RKO-Pathé lot. The tele-version will continue the radio counterpart's reliance on human interest stories revolving around a working newspaperman. It will depart slightly, however, in that Lovejoy will portray the leading role of "Randy Stone" only in every third episode. In the other episodes he'll serve as host, with leads being rotated between two other actors, characters for whom will be introduced.

Lewis will serve as producer, with Sharpe as executive producer. Marcus will write the new series, following his recent stint as story supervisor for the Douglas Fairbanks Theater. Lewis previously produced the radio version for Sharpe.

Wm. Morris Talent Heavy on ABC Net

NEW YORK, May 2.—The recent talent deals made by ABC highlight the solid status enjoyed by the William Morris Agency at the video network. Practically every piece of talent acquired by the web is from the William Morris stable, and most will perform via film. The names include George Jessel, Ray Bolger, Danny Thomas, Joel Grey, and Laraine Day. The only major exception is Martin Block.

The latest William Morris coup was made this week when ABC-TV signed with Hal Roach Jr. to produce six video film series. Roach Jr., of course, sells video film series to network clients thru William Morris. It is interesting

to note that Roach was on the verge of ending his arrangement with William Morris because of lack of sales activity, when ABC-TV appeared on the scene like a fairy godmother.

Of the six films to be produced by Roach, only one is definitely set—"White Collar Girl," to star Laraine Day.

Deals Take Up Slack
ABC has been a godsend to the Morris office this year, because with the demise of NBC's "All Star Revue" and the greater selectivity of "Comedy Hour," several in its stable of top comedians appeared to find themselves playing clubs and theaters instead of TV. The ABC deals, of course, have more than taken up the slack and have projected William Morris into network film programming on a major scale.

Its biggest competitor, Music Corporation of America, has been committed to video film, both on a network and syndicated level. It has been making financial hay in that field, especially in the distribution of TV film. But Morris now has staked out a claim to the same area of the business and may, in the distant future, move into syndication too.

Two other talent buys being discussed with the Morris office by ABC are for Betty Hutton and Sammy Davis Jr.

WTOP-TV Cartoons Snare D.C. Raves

WASHINGTON, May 2. — WTOP-TV, CBS affiliate, is claiming some sort of record currently in the Billy Johnson Cartoon Club morning show, which went on the air March 23 without fanfare. Fan mail began on the second day and was climaxed this week by a Telepulse popularity survey which disclosed that the Billy Johnson show, after three weeks on the air, was the most viewed of any multi-weekly local program on any station at any time in Washington, WTOP-TV reports.

SMALLEST?

Station's 'A' Rate Is \$60 Per Hr.

NEW YORK, May 2.—How much can a video station pay for TV film when its one-hour Class A rate is only \$60? That, at least, is the situation at KVOS, Bellingham, Wash., which is perhaps the smallest station in the country. A one-minute Class A spot there is listed at 12.50.

The station, which is due to go on the air shortly, was built at an estimated \$82,500, and is understood to be made of second-hand equipment to a great extent. Distributors of topical film are understood to feel they hardly have a chance with such a station, since the print cost alone runs to about the same as the station's card rate.

THE BILLBOARD TV FILM BUYING GUIDE

• ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Drama	No. Sets in Market	March ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
DOUG. FAIRBANKS PRESENTS (30 min.—39 rel.—NBC Film Division)							
Boston	1,029,000	14.7	39.4	WBZ	2	M	10:30-11:00 p. m.
Detroit	823,000	10.0	36.6	WWJ	3	T	10:30-11:00 p. m.
Salt Lake City	88,700	20.3	51.3	KSL	2	Su	9:30-10:00 p. m.
San Francisco	600,000	24.1	60.5	KRON	3	S	8:00-8:30 p. m.
FAVORITE STORY (30 min.—Ziv Television Productions)							
Boston	1,029,000	10.6	30.3	WNAC	2	T	10:30-11:00 p. m.
Chicago	1,460,000	19.1	57.3	WBBM	4	F	9:30-10:00 p. m.
Cleveland	740,000	12.2	40.3	WEWS	3	Th	10:30-11:00 p. m.
Detroit	823,000	11.3	36.6	WJBK	3	T	10:30-11:00 p. m.
Los Angeles	1,410,000	8.8	62.5	KTTV	7	W	8:30-9:00 p. m.
New York	3,400,000	9.7	57.1	WNBT	7	Su	10:30-11:00 p. m.
Philadelphia	1,217,000	12.0	47.9	WPTZ	3	S	7:00-7:30 p. m.
Salt Lake City	88,700	28.7	52.4	KSL	2	Su	9:00-9:30 p. m.
Washington	444,000	9.5	34.3	WNBW	4	M	10:30-11:00 p. m.
INVITATION PLAYHOUSE (15 min.—26 rel.—Guild Films, Inc.)							
Los Angeles	1,410,000	3.1	57.7	KLAC	7	W	7:00-7:30 p. m.
New York	3,400,000	1.4	7.0	WCBS	7	Su	2:30-2:45 p. m.
New York	—	1.9	19.4	WCBS	7	S	6:15-6:30 p. m.
JONATHAN STORY (15 min.—52 rel.—Sterling Television Company)							
Salt Lake City	88,700	17.0	24.3	KSL	2	M	6:00-6:15 p. m.
NIGHT EDITOR (15 min.—26 rel.—Harry S. Goodman Productions)							
Cincinnati	375,000	3.8	13.5	WLW-T	3	S	12:00-12:30 p. m.
Dayton	222,000	1.6	4.8	WLW-D	2	S	12:30-1:00 a. m.

Mystery	No. Sets in Market	March ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
BOSTON BLACKIE (30 min.—78 rel.—Ziv Television Productions)							
Boston	1,029,000	41.3	51.6	WNAC	2	S	7:00-7:30 p. m.
Chicago	1,460,000	27.8	55.9	WBBM	4	Th	9:30-10:00 p. m.
Cincinnati	375,000	37.8	66.9	WLWT	3	Th	8:30-9:00 p. m.
Columbus	258,000	33.2	64.3	WBNS	3	S	9:00-9:30 p. m.
Dayton	222,000	21.8	56.5	WHIO	2	T	9:00-9:30 p. m.
Detroit	823,000	26.3	46.0	WHJ	3	Su	6:30-7:00 p. m.
Los Angeles	1,410,000	5.9	57.7	KNBH	7	W	7:00-7:30 p. m.
New York	3,400,000	12.1	65.1	WABD	7	F	9:30-10:00 p. m.
Philadelphia	1,217,000	27.8	35.8	WCAU	3	W	7:00-7:30 p. m.
San Francisco	600,000	25.7	59.9	KPIX	3	W	8:30-9:00 p. m.
FRONT PAGE DETECTIVE (30 min.—39 rel.—Consolidated Television Sales)							
Chicago	1,460,000	5.0	64.3	WGN	4	W	8:00-8:30 p. m.
Dayton	222,000	7.9	30.2	WLW-D	2	S	6:00-6:30 p. m.
Los Angeles	1,410,000	6.4	68.5	KTTV	7	Su	9:00-9:30 p. m.
Salt Lake City	88,700	28.7	55.4	KDYL	2	Su	8:00-8:30 p. m.
FILES OF JEFFREY JONES (30 min.—39 rel.—CBS Television Film Sales)							
Boston	1,029,000	19.7	30.3	WBZ	2	T	10:30-11:00 p. m.
Cincinnati	375,000	11.6	61.5	WCPO	3	F	8:30-9:00 p. m.
Detroit	823,000	13.9	34.3	WJBK	3	Su	6:00-6:30 p. m.
San Francisco	600,000	15.6	66.4	KPIX	3	Su	8:00-8:30 p. m.
HEART OF THE CITY (30 min.—26 rel.—United Television Programs)							
Chicago	1,460,000	6.9	16.6	WBKB	4	Su	10:00-10:30 p. m.
Chicago	—	7.4	25.2	WBKB	4	T	10:30-11:00 p. m.
Chicago	—	4.1	57.7	WBKB	4	F	9:30-10:00 p. m.
Detroit	823,000	20.5	30.5	WXYZ	3	W	7:00-7:30 p. m.
New York	3,400,000	3.9	64.2	WABD	7	F	8:00-8:30 p. m.
San Francisco	600,000	6.0	39.1	KGO	3	Th	10:00-10:30 p. m.
Washington	444,000	5.4	53.1	WTTG	4	F	8:00-8:30 p. m.
I'M THE LAW (30 min.—26 rel.—MCA-TV)							
Detroit	823,000	11.0	57.2	WXYZ	3	T	9:00-9:30 p. m.
Los Angeles	1,410,000	5.0	70.1	KLAC	7	W	8:00-8:30 p. m.
New York	3,400,000	6.3	56.3	WABD	7	M	8:00-8:30 p. m.
Philadelphia	1,217,000	11.4	55.8	WPTZ	3	W	10:30-11:00 p. m.
San Francisco	600,000	32.7	68.6	KRON	3	Th	8:30-9:00 p. m.
Washington	444,000	12.1	56.6	WTTG	4	M	8:00-8:30 p. m.
CRAIG KENNEDY, CRIMINOLOGIST (30 min.—26 rel.—Louis Weiss & Co.)							
Philadelphia	1,217,000	16.8	27.6	WCAU	3	Th	7:00-7:30 p. m.

Sports	No. Sets in Market	March ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
ROLLER DERBY (30 min.—52 rel.—TV Exploitations)							
Baltimore	410,000	6.5	62.0	WAAM	3	T	9:00-9:30 p. m.
New York	3,400,000	1.1	21.7	WPIX	7	Su	3:00-3:30 p. m.
TELESPORTS DIGEST (30 min.—weekly—United Artists Television)							
Columbus	258,000	11.8	37.4	WBNS	3	W	7:00-7:30 p. m.

This is a weekly service of The Billboard with ratings by American Research Bureau. Different categories are covered each week. Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.0 rating in a 100,000-set market shows 10,000 sets tuned to the rated show. Subtracting the RATING figure from the SETS-IN-USE figure provides the total of the ratings of all opposition shows. Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22.

WARNING: Check distributor for availability. Any of the films listed here may be available in the immediate or near future regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.

WOR-TV Buys 56 Films as B'ball Standbys

NEW YORK, May 2. — In a move to line up flexible programming material for the forthcoming baseball season, WOR-TV here this week purchased 56 feature films—a 26 Edward Small film package and a group of 30 Sol Lesser pictures. Veepee Jim Gaines, WOR-TV's headman, has been searching for a way to simplify the annual reshuffling of programs and sponsors necessitated every year during the baseball season, when the station carries the afternoon and evening Dodger games. The new film parcel is expected to provide a partial answer since a feature film show can be yanked at the last minute without any production cost to the station.

WOR-TV's deal on its two new feature film packages is set up so that the station is allowed unlimited film plays during the contract period, with prices pegged at around \$1,800 per flicker. The

QUICK TAKES

Daniel Vilardi has joined George F. Foley, Inc., as Eastern sales manager of the film department. . . "Fireside Theater," pioneer TV film series, begins its fifth consecutive year May 12. . . The Lutheran Church - Missouri Synod has signed Family Films to do another 26 segments in the "This Is the Life" series. The deal runs to \$550,000. . . Film-art Service, animated art service for TV film producers, has moved to 1587 Broadway, New York.

Edward Small pictures, distributed by Peerless Television Productions, includes "My Son, My Son," "Gentlemen After Dark" and "Count of Monte Cristo." The Sol Lesser package, distributed by Major Television Productions, includes "Pygmalion," "Major Barbara" and "Our Town."

CHICAGO.—Zenith Radio Corporation is crediting its UHF tuner strips with a major part in bringing the company's net profit for the first quarter of 1953 to \$2,109,461, an increase of 95 per cent over the same period a year ago.

Zenith President E. F. McDonald Jr. said the company has a powerful merchandising advantage in the UHF tuner strips, which sell for current models at \$8.95 plus installation. Both sales and performance have been good in new UHF areas, said McDonald.

TV FILM FRANCHISES AVAILABLE

Exclusive distribution franchises available to individuals or organizations for selling TV film programs. Should be financially able to set up your regional selling organization as part of national operation. Advertising or broadcasting sales background helpful. Write fully, BOX #853, The Billboard, 1564 Broadway, New York City.

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Write for information on Available ZIV PROGRAMS

Bar of Music, Hollywood
(Thursday, April 30)

Capacity, 400. Price policy, \$2 minimum. Saturdays. Shows at 9:30, 11 and 12:30. Operators, Albert and Regina Villaudy. Manager, Jack Villaudy. Publicity, Jerry Riley. Estimated budget this show, \$3,000. Estimated budget last show, \$3,000.

When word gets around that Josephine Premice is an imaginative, colorful and tantalizing entertainer, this nitery might just have to put out the SRO sign.

Miss Premice is blessed with a distinctively melodic voice she can use on numbers ranging from the calypso, for which she's famous, to a ballad rendered with feeling. Her other attributes are a pixiness that pleases, and a sense of rhythm, vocally and bodily, that captures more than the imagination.

For an opener, singer on opening night belted out the calypso, "Down in the Indies," which got a heavy mitt and assured ready acceptance for what followed. She didn't waste time running thru her repertoire. Interspersed with appropriate patter, Miss Premice's songs were awaited expectantly. Vocalist followed up her opener with a risqué song in French that was a build-up for three numbers which were veritable house shakers—"It Ain't a Sin in Trinidad," a ballad, "How Did He Look?" and a jumpy "Fancy Living." Latter was embellished with great congo drum work of Luis Martinez.

Miss Premice showed versatility with another ballad, "Thank You for the Time," then returned to a calypso, "Siesta," with crowd giving heavy mitting for Martinez's drum beating.

Singer was called back for three encores. On all counts, she scored. Her first was her well-known "Est Si Bon," accompanied by her slow grand; "Lord Invader," the story of a tongue-tied man having an affair and talking baby-talk, and "The Earth Trembles" with drum accompaniment to the Haitian chant.

Exceptionally good backing was provided by Eddie Bradford at the piano, Bob McNeil, bass, and Martinez. Bradford's ork supplied danceable rhythms, and intermissions are well filled with the duo-pianists, Nilo Menendez and Gregory Stone. Ed Velarde.

Cocanut Grove, Ambassador Hotel, Los Angeles
(Wednesday, April 29)

Capacity, 960. Price policy, \$2 cover. Shows at 10:30 week nights; 9:30 and 12 Saturdays. Owner, Schine chain. Publicity, August V. Tozzi. Booking policy, non-exclusive. Estimated budget this show, \$3,000.

A refreshing note was added here with appearance of Anne Jeffreys and Robert Sterling, man-and-wife team, who are making their West Coast debut as night club entertainers. Each already had carved a niche in show business. Whether as a team they can do as much may be debatable, but they left no doubt they've got the stuff to please the more discriminating. They got a reception that is ordinarily accorded polished and sophisticated performers, which they were, with minor exceptions.

Miss Jeffreys left nothing to be desired in the vocalizing department, unless it could have been a slight change in repertoire. She might have added a couple of the more rousing songs of which she's capable—a pace-changer. This oversight, if it is one, may have been attributed to her partner's limited singing ability. Whatever the reason, Jeffreys demonstrated a fine feeling

Night Club-Vaude Reviews

Olympia, Miami
(Wednesday, April 29)

Capacity 2,170. Four shows daily. Price range, 63c-\$1.03. House booker, Harry Levine. Show played by Les Rohde's orchestra (11).

Pleasant little show on tap this week doesn't kill anyone but does provide a few flashes of entertainment. Little Jack Little, the 52-year-old tunesmith, pianist and crooner, tops the bill with his keyboardings and nasal-vocalizing of nostalgic and new songs. One medley is a sort of "then-I-wrote" thing which he handles exceptionally well.

While Jack picks up the best hands in the show for his remember-when stint, the applause was brisk, too, for Dolinoff and the Raya Sisters and comic Guy Rennie. Latter just finished a long term at Bill Jordan's Bar of Music in Miami Beach.

The Dolinoff outfit, no newcomers here, scored well with their dance-illusions, in which a bodiless head "floating" across the stage is always good for a hand. Rennie, while starting slowly to get the feel of a theater crowd after so long in nitery work, finished up okay.

Balance of the bill includes acro-balancers Ferdinand & Jerry and sleight-of-hand artists Darnys & Mercedes. Both acts picked up so-so response for well executed routines—which have been seen so many times on this stage.

Pic, "Count the Hours."
Herb Rau.

Boulevard Room, Hotel Jefferson, St. Louis
(Monday, April 20)

Capacity 475. Price policy, \$1-\$1.50. Shows, 8:30-11:30. Owner, Hilton Chain. Exclusive booker, Merriell Abbott. Publicity, Bud Thompson. Estimate talent cost, \$4,000.

For their first visit here, the Blackburn Twins scored a real hit. Marion Colby, who works with the twins, was equally well received. Gal sings and dances, keeping pace with the twins all the way. Act moves plenty fast, a highlight being the boy's well-known mirror dance. The twins and Miss Colby had to beg off.

Leo de Lyon's zany pianistics and vocal bits won them all the way.

Hal Havird, local ork leader, cut show, doing a good stint on the rather difficult music for the Blackburn Twins. Crew also plays excellent dance music. Shoe convention in town helped boost patronage to overflow biz.
Abie L. Morris.

voice of husband Sterling joined her effectively. With Sterling's appearance act segued into the man-wife routine. This consisted of a singing-patter debate regarding the correct version of how they met. Unfortunately, this was a low spot of act for Sterling attempted almost amateurishly to imitate various well-known motion picture actors. The take-off on the latter was off well.

Bill Miller's Riviera, Ft. Lee, N. J.
(Tuesday, April 28)

Capacity, 1,025. Price policy, \$5 minimum. Shows at 8:30 and 12:30 (three shows week-ends). Operator, Bill Miller. Booking, non-exclusive. Publicity, Seth Babits. Estimated talent budget current show, \$12,000.

Continued from page 2
moved the skirt for the acro-lifts. The hand they got almost rated a show-stop.

Productions by Donn Arden were exciting and eye-filling. Using 16 girls, not too many for the huge stage, kids came on via a well-planted production gimmick (one girl stage-side against a closed curtain) and immediately drew oohs and ahs for costuming. Latter consisted of lace knee-length bullfighter pants, treader hats and lacy coats (all pink) belted around the waist. But if the costumes were wonderful, the dancing was superb. The girls, all lookers, worked with a precision, going thru intricate choreographical formations with a crispness and sureness that was remarkable. There must've been plenty of rehearsals behind them. Slim, tiny, featured Joy Skylar, a Donn Arden standard, had a little specialty in front of the line that gave the entire production added piquancy.

Second production (there were only two) had the kids in stylized East Indian costumes that was the equal of the opener. Both productions earned and got enthusiastic applause.

Boy production singer, Doug Rogers, did a good job handling the two numbers. He also did some hoofing which was well planted and equally well executed.

Walter Nye's band cut the show in top-drawer style. Pupi Campo's ork jammed the floor with mombo-ists. By this time Campo, with his familiar Maurice Chevalier straw hat, is a draw by himself. The fact that he gives out with off-beat rhythms in solid fashion is another plus.
Bill Smith.

Mocambo, Hollywood
(Tuesday, April 28)

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

An obviously paid-up fan enthusiastically howled for Don at the pantomime. It was a one-week engagement here. Seen in athletic pants and right rough phony wig, he must have been the de facto crowd puller and headliner.

Persian Room, Hotel Plaza, New York
(Thursday, April 30)

Capacity, 280. Price policy, \$2-\$2.50 cover. Shows at 9:30 and 12:30. Owners, Hilton Hotel chain. Exclusive booker, Merriell Abbott. Publicity, Ed Seay. Estimated talent cost, \$3,500.

This lush hotel room has seldom had a better show than this. Whether it will do business is another matter, tho opening night, even tho marred by a rain storm, saw the place comfortably filled.

Evelyn Knight, the tall, slim blonde canary, has never been better than this time around. Her singing talents are long familiar to the trade, but it was her display of acting talents that came as a surprise. In a special, "Where Were You Last Night," a torch-eroo with comic overtones, she gave a reading of a flirtation and a mild drunk scene that was comparable to any done by a top legit actress. It packed a series of delightful chuckles, built beautifully, and wound up as a great number sold superbly.

She came on in a lovely gown with a special, "Each Year Here," and then into the "Last Night" number mentioned above. Then doing a Helen Morgan atop the Steinway, she gave with a moody "Summer-time" and her familiar "Grandfather's Clock." Coming off the piano, the next was a strangely stylized "St. Louis Blues" that seemed to take on new meaning. It held the room.
(Continued on page 44)

Palace, New York
(Monday, April 27)

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

House comes back on the eight-act, four-a-day beam with a fairly solid tee-off bill. Only real weak spot is a jive-terp opener. Quartet, the Congareo, hardly classes-up to the fare.

Back in presence, Apollon, new

Empire Room, Waldorf-Astoria, New York
Wednesday, April 29)

Capacity, 440. Price policy, \$1-\$2 cover. Shows at 9:30 and 12:15. Owners, Hilton hotel chain. Exclusive booker, Merriell Abbott. Publicity, Paul Stewart. Estimated talent cost, \$2,500.

In this, his second time here, Jose Greco and his troupe of six people were superb. The flamenco dancing was fiery, but its impact was increased this time around because of the new boy singer, Chinin de Triana. Latter's wailing vocals behind Greco's machine-gun heel staccatos, plus the wonderful guitar playing of Gironimo Villarina, brought electrifying results from an exciting performance that drew yells and cheers even from those who find the Spanish flamenco a mystery.

The Greco act is gorgeously costumed with as many changes as there are numbers. Group works as singles, doubles, trios and altogether. As one goes off for a costume change, another stays on. Roger Machado's piano—he's a wonderfully skilled technician—also takes over as a single while the entire company changes costumes.

Show caught is basically a concert with routines ranging from the light romantic flirtation terps to the heavier productions. Two of the company's biggest numbers.
(Continued on page 44)

Chicago, Chicago
(Friday, May 1)

Capacity, 4,200. Price policy, 55 cents to \$1.50. Four shows daily. House booker, Harry Levine. Show played by Louis Basil and house band.

This hiatus in the house's string of name shows comes up, nevertheless, with good entertainment, pleasing the vacationing school kids that helped fill the house.

The Blackburn Twins open with a peppy song and dance called "Let's Put the Show on the Road," and then introduce Marion Colby, who joins for "I'm in a Dancing Mood." The brothers display capable dancing together with musical chatter and thrush fills in the background and lead.

MONEY ISN'T EVERYTHING

Tact and Courtesy Keep Names Happy

Continued from page 1

softener-uppers. When Sophie Tucker plays the Latin Casino, Duschoff arranges dinner parties with specially prepared dishes. Miss Tucker's friends are invited to these dinners (pre-show affairs) and Duschoff picks up the check.

Will Mastin, uncle of Sammy Davis Jr., who works in the act bearing his name, feels very keenly the prejudice towards his race. To help offset part of this, Duschoff has Mastin out to his home as a guest on frequent occasions. A few weeks ago Robert Q. Lewis played for Duschoff. Lewis hired three extra musicians. Duschoff insisted on paying for the sidemen, even tho it wasn't in the deal.

Courtesies

Picking up tabs, sending congratulatory messages on various occasions, are all part today of a successful cafe man's operation, particularly where a name is concerned. The smart operator extends these courtesies even to the small performer—not because he feels any need for him at the time, but who knows, the small guy of today may become the name of tomorrow.

Gratitude is not a particularly widespread virtue in show business. Ops frequently complain that so-and-so got his break "from me—if not for me, he'd of still been a bum today. And now when I need a couple of weeks, he won't give 'em to me," or, "He's holding me up..."

The truth is somewhere in between. Operators seldom give performers jobs because the performers need the breaks. They need the variety of reasons.

ple of weeks of badly needed time.

It all ends up in a public relations program that starts when a performer comes in, no matter how small and unimportant, and building on it as the years go on.

One of the dismal failures among operators with a Napoleonic complex was a local cafe man who played the biggest—Danny Kaye, Danny Thomas, etc., when they first started. His bad treatment of performers was legendary. When, in later years, these people became big and he needed them, they flatly refused to work for him. The man is out of business today.

Roberts Into Industry Shows

CHICAGO, May 2. — James A. Roberts Agency, in a pitch for a chunk of the lucrative industrial show business, has joined forces with John A. McGee, veteran producer of promotions for a number of big business firms in the Midwest.

The McGee organization has signed an exclusive contract with Roberts to handle all production chores for the industrial shows, including the writing of scripts and music. Roberts, who has heretofore confined his activities to booking club dates and the like, will sell the service and provide needed talent for the productions.

A former teacher of dramatics at Purdue University, McGee has been creating dramatized business shows for the past 20 years. He

late charge of the 1947 production for the produced two and more for the the, pro- of

of social

PHILLY HYPNOS HIT BAN EFFORT

PHILADELPHIA, May 2.—Philadelphia hypnotists and magicians were up in arms today over an effort by two local legislators to ban the performers in this State. Charging sponsors of bill, which would provide for \$1,000 fine or a year's imprisonment, are "Either unfortunately misinformed or the tools of some organization," the local chapter of the National Guild of Hypnotism defended the skill.

COURT RULES

Newark Erred In Burly Ban Before Preem

TRENTON, N. J., May 2.—The New Jersey Supreme Court ruled that the city of Newark made a mistake when it refused to license a burlesque show before it opened. The court agreed with the law division of the Superior Court which ordered Newark's Director of Public Safety John B. Keenan to issue a license to the Adams Theater Company.

In its opinion, the Supreme Court said: "The performance of a play or show, whether burlesque or other kind of theater, is a form of speech and prima facie expression protected by the State and Federal constitutions. In the instant case, the attempt by the defendant director was to impose a previous restraint by the refusal of a theater license. No burlesque show has been staged in Newark by the plaintiff as a consequence.

In its decision, the court discussed a definition of "modern burlesque," credited to David Dressler, the author.

The court said in part: "That which has been termed 'modern burlesque' has been described as a 'plotless musical entertainment consisting of a series of unrelated episodes and dances, all with the purpose of depicting or suggesting sexual subjects or objects."

"The one outstanding characteristic of modern burlesque is the fact that is completely sex-oriented. It has some low comedy, occasionally some humor, and a piece de resistance is a striptease, partially disrobes, partially and this act varies from season and the burlesque of today is so it is vice, thought of in the thought of social

may not an in-sancti- and indi- ing ans

Derby Town Nitery Ops Prune Act Budgets After Gaming Nix

LOUISVILLE, May 2. — Local nitery ops, who usually found lucrative picking from the sporting element over the Kentucky Derby week-end, spent little or nothing over their regular show budgets to attract Derbygoers this week. In past years, with the exception of 1952, bars were usually let down on gambling over Derby week-end, with the result that night club nabobs went way overboard on their show budgets in an effort to lure the lucre gentry. This season, as last, the nitery ops received an edict from authorities to obey the law against gaming or stand the chance of losing their liquor licenses.

Only one local nitery, the Iroquois, operated by S. C. McDonald, exceeded its regular weekly budget to cater to the Derby crowd. Normally on a \$750-\$1,000-a-week budget, the Iroquois this week put out around \$1,500 to feature Carrie Finnell, the vet stripper, and three other turns—Mathers and Livingston, Doreen, and the Edmontons.

Even local hotel operators felt the pinch, finding it more difficult than other years to sell Derbygoers on the three-day package deal on rooms at \$75 to \$90. In a move that began last year, many Derbygoers are finding it more interesting and more economical to spend Derby Eve at such places as Cincinnati and Indianapolis and way points, where hotel tariffs remain standard and where there's more action for those addicted to the galloping dominoes or sundry other pastimes.

Cincinnati hotels reported the biggest Derby week-end business in the 79-year history of the Running of the Roses. The niteries just across the Ohio River in Northern Kentucky drew capacity crowds Friday and Saturday nights.

Lexington Pulls \$64,000

LEXINGTON, Ky., The two-day show put on here at the Capitol, headed by Happy Chandler, pulled a terrific \$64,000 for Wednesday and Thursday (28-29). Sponsors of the pre-Derby show were so gratified at the box office returns that show will now become an annual event, to run for four days, with two days still given over to name talent.

The Wednesday show had Judy Garland and Vaughn Monroe. The latter, with his entire entourage, worked the first half. Miss Garland did the second half. She worked as a single, doing about 35 minutes. The package cost about \$18,000 and did \$29,000 business.

The Thursday show had Bob Hope and Marilyn Maxwell doing the second half (they did about 70 minutes) and a vaude show the first half. The latter had the Buddy Morrow band, Alan Dean, the Honey Boys and Darvas and Julia. The show cost about \$21,000 and did about \$36,000 at the vox office.

It was apparent that the Community Hall (site of the show on

the campus of the University of Kentucky) would do big with Hope. Garland advance business wasn't up to expectations. The 14,000-seat auditorium, which never had a show before—it's used largely for college basketball games—presented a major production problem.

Sam Lambert, New York producer, was brought down to produce and direct. He spent about \$800 for drapes, curtains and sets, most of it rented, and put on a show that had the sponsors very happy.

Next year and in subsequent years, the show will again be put on. But instead of starting two days ahead of the Kentucky Derby—with one day as a gap with nothing doing—next year's proceedings will have one night for a social event, a Blue Grass Cotillion; another night for the premier of a motion picture, and the last two nights for the big show using big names.

All profits were turned over to various charities, with the Damon Runyon Fund coming in for a chunk.

Breach Widens In Philly Fight

NEW YORK, May 2. — The possibility of a settlement of the battle between the Philly cafe operators and the American Guild of Variety Artists fell apart this week with each side accusing the other of bad faith.

Last week it was tentatively agreed between the various cafe men and AGVA that a deal was possible. The basis was a new arbitration system and payment of the \$2.50 weekly welfare board contribution. The ops also agreed to go along with AGVA and call themselves employers, and performers employees. The question of tax collection under this new definition, however, would be left

(Continued on page 44)

Det. Olympia Stadium Signs 'Biggest Show'

DETROIT, May 2.—Olympia Stadium has booked "The Biggest Show of '53" for one performance on Sunday, May 3, starring Frankie Laine, Louis Jordan, Woody Herman and Ella Fitzgerald. This is the fourth annual "Biggest Show" package to play Detroit, which has proved to be the top grossing city in the country for the three earlier units.

Unusual interest is given the return of the show to Olympia, as the preceding unit played the Fox Theater October 26 to gross \$30,000, while an earlier unit played the Fox last April 27 to gross \$23,000. Before that, however, bookings were at Olympia.

Extra Added

an attraction to do one show a night, the second show... The Modernaires were not a replacement at the Valley Theater, Cincy. They were set for the months ago.

etro-Goldwyn-ived in

Wallichs Seeks Distrib Pacts in Hop to Europe

Col.-Philips Tie-in Seen Aiding Cap's Foreign Rep Deals

NEW YORK, May 2.—Glenn Wallichs, president of Capitol Records, leaves for Europe today to strengthen the diskery's representation there and to hold a series of confabs with Bobby Weiss, the label's European topper. Wallichs will return to the United States in mid-June.

Wallichs said he hoped to complete negotiations for better representation in France and Belgium, similar to the recent distribution deal made by Capitol in Holland with the N. V. Bovemo Company. On the Capitol president's last trip to Europe he completed arrangements for representation in Switzerland and Sweden. The label also made distribution deals fairly recently with Cetra in Italy, and with Telefunken in Germany. English distribution is handled thru Decca Records, Ltd.

According to Wallichs, the arrangement drawn up last year between American Columbia and Philips in Holland opened the door for Capitol to close its deal with N. V. Bovemo. The reshuffle of distribution deals abroad, said Wallichs, has released first rate independent operations in various countries for Capitol to sign.

The diskery, meanwhile, is continuing promotional activities thruout Europe. Weiss, for example, has been arranging a series of special dealer screenings of the Capitol-produced color film, "Wanna Buy a Record?" The same film was shown to dealers in this country last year.

HALVAH HASSLE

Race Over 'Uska Dara' Underway

NEW YORK, May 2.—A new rat-race, with exotic overtones, is shaping up in Tin Pan Alley over the Turkish ditty "Uska Dara." The halvah hassle stems from the fact that Eartha Kitt's RCA Victor waxing of the Turkish effort, which was a pop hit there many years back, has developed surprise action for the diskery, and the tune happens to be public domain.

As soon as the Kitt slicing, which is sung by the thrush in Turkish, began to break out, a number of pubbers whipped up English lyrics for the ditty and rushed them to a.&r. men. First out with an English version was Coral Records, with thrush Eydie Gorme, who knows a few words of Turkish as well as English. This version was published by (Continued on page 43)

Local 802 to Insist On Scale For Disk Arrangers, Copyists

NEW YORK, May 2.—Within several weeks, Local 802, American Federation of Musicians, will notify the trade that payment for disk dates must include scale payment for arrangers and copyists. This dictum is expected to do away with so-called package deals whereby mechanical men and arrangers agree on a sum of money for a number of arrangements. According to 802 execs, arrangers and copyists, in the eyes of the union, are musicians and must be treated as are the instrumentalists.

Currently, Local 802 gets a lump sum from the disk manufacturer covering a recording date. This sum 802 breaks down into sums for the individual musicians. When the new ruling becomes effective, the arrangers and copyists will be included in this breakdown.

Local 802 feels the jurisdiction

FOLSOM GIVEN GOLD 45 R.P.M.

NEW YORK, May 2.—Commemorating the 50th anniversary of RCA Victor's Red Seal label, Frank Folsom, president of the Radio Corporation of America, was presented with a gold 45 r.p.m. disk Thursday (30). The presentation was made by Milton Rackmil, Decca topper and president of the Record Industry Association of America.

The ceremony took place on the Dave Garroway early morning TV show, "Today." The gold disk was a transcription of "Caro Mio Ben," sung by Ada Crossley and waxed by the diskery on April 30, 1903.

Taxes Rise On Disks, Radio And TV Sets

WASHINGTON, May 2.—Collections from the federal taxes on phonograph disks, phonographs, TV sets, radios and musical instruments showed broad gains in March over the same month in the previous year. Internal Revenue Bureau's latest figures showed today. Gains were likewise shown in all other amusement tax yields except coin-operated devices.

The yield from the federal tax on phonograph records was \$844,179 in March, compared with \$797,714 the previous March. The tax on phonographs, TV sets, radio sets and components yielded \$16,114.03 in March, a gain of \$3,427,328 over the previous March. Gains in both of those tax yields are regarded as reflecting increased business volume. The same is viewed as true in the case of the musical instruments tax, which yielded \$746,915 in March. (Continued on page 31)

S-J Major Releases to Get Tailor-Made Boosts

NEW YORK, May 2.—All important disk releases of tunes published by Santly-Joy, Inc., will be given a tailor-made promotion campaign geared to the specific requirements of the song and the artist. The policy, which is a project of Joe Csida, Santly-Joy exec, is already being put into play in connection with the Rosemary Clooney-Jimmy Boyd Columbia disk, "Dennis, the Menace," and on several other upcoming tunes which are scheduled for dishing and release shortly.

The policy of customized exploitation strikes a new note in Tin Pan Alley as regards publisher-disk relations. This type of exploitation will be above and

Mercury Trails in Releases, But Leads in BB Pop Ratings

Accent on Quality Seems to Pay Off; Columbia, '52 Leader, 2d With 5.7%

By NEV GEHMAN

NEW YORK, May 2.—The hottest pop label during the first third of the year has been Mercury. Of the 109 published pop sides the diskery has released this year, seven have hit The Billboard's weekly chart of the 20 top weekly sellers for a hit performance rating of 6.4 per cent. Runner-up at this moment is Columbia, last year's leader, with 5.7 per cent, garnered from seven chart entries of 123 published sides issued since the first of the year.

Following Columbia comes Capitol, which has hit the best-seller charts with six of its 178 sides. Cap's hit rating is 3.4 per

cent. RCA Victor, which has come up with a 2.9 per cent rating, ranks fourth with four hits out of 136 sides. M-G-M has hit for three out of 133, a 2.4 per cent hit performance.

Decca, the sixth label whose releases are tabulated in the Music Publishers' Record Scoreboard, has yet to come thru with a chart entry of the 155 published sides released thus far in 1953.

Quantity Unnecessary

Curiously enough, Mercury, the leader, has issued the fewest records so far this year, again pointing up the oft-mentioned but less frequently practiced homily that quantity does not spell quality. A year ago, Columbia's run-away

lead resulted from a combination of the top number of hits and the fewest releases.

Hope for the dealer, whose shelves have warped as a result of the weight of an over-abundance of releases (further complicated by double-speed stocking); comes from the fact that the combined releases of these six companies have been cut back 29 per cent from the 1,074 sides issued during the first four months of 1952.

Mercury's margin includes the year's top record to date—Patti Page's "Doggie in the Window." Rusty Draper has hit solidly with "No Help Wanted." Georgia Gibbs' "Seven Lonely Days" has been another top entry. Mercury (Continued on page 43)

Senate Anticipates Juke Box Hearings

WASHINGTON, May 2.—The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks anticipates holding a hearing on the McCarran and Dirksen bills to impose copyright royalties on juke box use of phonograph disks. Just when the hearing will be held is presently undetermined, but a subcommittee spokesman said that the subcommittee has received "a large number of requests" from proponents who want to be heard on the legislation and presumably the subcommittee chairman will comply.

The subcommittee is headed by Sen. Alexander Wiley (R., Wis.), and its membership is made up of Senators William E. Jenner (R., Ind.), and James O. Eastland (D., Miss.). Wiley and Jenner have

been bogged down with other committee work. Wiley is chairman of the Senate Foreign Relations Committee which is preoccupied with hearings on a variety of subjects and Jenner is chairman of the busy committee on rules and administration. Eastland might have to fill in as acting chairman most of the time if the Senate Judiciary Subcommittee stages a hearing in the next two months. Unless a hearing is held in that time, it would be deferred until the next term of Congress, inasmuch as congressional leaders are currently hoping that both houses will reach a recess in July for the balance of the year.

At present, there are two juke box copyright bills before the Senate, while not a single bill has been hopped in the House on the subject so far this session. One of the Senate bills is by Sen. Pat McCarran (D., Nev.), proposing to extend the Copyright Act to juke boxes but exempting operators of single boxes. The other bill, sponsored by Sen. Everett M. Dirksen (R., Ill.), is identical with legislation sponsored some years ago by Rep. Hugh Scott Jr. (R., Pa.), proposing to amend the Copyright Act so as to wipe out the juke box exemption but without specifying how the royalties would be collected or what the royalties would be.

In the last Congress, the Judiciary Subcommittee on Copyrights, Patents and Trademarks staged lengthy hearing on legislation sponsored by the late Joseph Bryson (D., S. C.), then chairman of the subcommittee, and Sen. Estes Kefauver (D., Tenn.). The Bryson-Kefauver bill in proposing to extend the Copyright Act to juke boxes proposed royalty rates and a method of collection.

The latest juke box legislation is being championed by the same (Continued on page 78)

MOONDOG

Will Pound 'Oo' & 'Utsu' At Concert

Continued from page 1

the bush at several other concert appearances and guest shots this summer. It's reported he may do a Juilliard appearance plus symphony guest shots this summer, in view of the great academic interest the percussionist is stirring up.

The Moondog EP Mars disk has an envelope showing the composer intently playing his unusual instruments, while wearing a new music business (Brooks Bros.) blanket.

The latest? Marlon Brando, legit actor and amateur drummer, wants to record with Moondog.

2G Guarantee For Foley on Coast Jaunt

HOLLYWOOD, May 2.—Red Foley, of radio's "Grand Ole Opry," starts an eight-city personal appearance tour in California May 18 with a nightly guarantee of \$2,000.

Foley's California appearances are his first on the Pacific Coast since 1949 when he grossed \$48,000 in five nights. His tour is being promoted by Marty Landau, operator of Riverside Rancho here.

Singer's tour opens May 18 in San Diego's Balboa Park Bowl, with p.a.'s following in Long Beach Municipal Auditorium, May 19; Tulare Fairgrounds, May 20; Fresno Memorial Auditorium, May 21; Turlock Fairgrounds, May 22; Richmond Auditorium, May 23; Redwood City Rodeo Grounds the afternoon of May 24, and at Sacramento's Will's Point the evening of May 24.

Decca's New Policy for Gold Labels

NEW YORK, May 2.—In a general step-up of activity next fall, Decca's Gold Label releases will lay new stress on standard classical catalog entries. Until now, the label has concentrated on waxing of more esoteric works, not heavily duplicated by other diskeries. The standard symphonic repertoire will be dipped into heavily and Decca will also come out with its first full-length operas.

Si Rady, the firm's classical a.&r. chief, recently returned from an extensive European trip during which he conferred with Deutsche Grammophon execs on future program plans. The German diskery supplies many of the classical masters pressed here by Decca.

Lou Simpkins, United Prexy, Dies in Minn.

CHICAGO, May 2.—Lou Simpkins, president of the United Record Company, died at the age of 35 at St. Mary's Hospital, Rochester, Minn. He had been ill six weeks.

Simpkins formed United in partnership with Leonard Allen, who will assume the presidency of the firm. Some of the recent releases of United are "My Hat's on the Side of My Head" by The Four Blazers, "Security Blues" by Roosevelt Sykes, and "Night Train" by Jimmy Forest. The firm has dealt strictly in the r.&b. field.

Simpkins is survived by his widow, Eva, and two children, Randy and Pamela.

Duchess Ditty Will Theme NBC Seg

NEW YORK, May 2.—An instrumental in the Duchess Music catalog has been selected as the theme song of a new NBC simulcast radio and television network show which will premiere on May 10 from 3 to 3:30 p.m. Name of both the instrumental and the simulcast show is "Life in New York." Work has been recorded by the Essex label and is due to be released shortly.

Melody was written by Bernie Wayne. The Essex disk cut by Dave Miller is by the Monty Kelly's 40 piece ork and 10 voices. Show features Tex McCrary and Ben Grauer. (Continued on page 31)

of arrangers and copyists needs policing. Scale is being paid in some areas, the local is certain—but it also is of the opinion that in many instances underscaling, particularly with regard to package deals, is prevalent.

In some instances, the re-use of an arrangement calls for a second fee. These instances generally occur with regard to arrangements for spot announcements on radio. In this field, it is common for a sponsor to switch products, using the same spot announcement. In these circumstances, an additional fee must be paid.

A closer entente between the recording, radio-television and film departments of the Local is foreshadowed by the up-coming drive to police arrangers and copyists. Execs admit that a consolidation of these departments is in the works, altho those men (Continued on page 31)

AGENCIES SET SIGHTS

If Plans for Fall Materialize, '53 May Set 1-Nighter Package Mark

NEW YORK, May 2.—If all the plans now being formulated for fall road shows materialize, this will be the biggest season in the history of the one-nighter packages. Plans are currently being drawn up by four agencies for over half-a-dozen major road shows, even before the "Biggest Show of '53" and the "Gene Krupa (Goodman) ork-Louis Armstrong packages have finished their road trek.

The Associated Booking Corporation, for instance, which books the Krupa-Armstrong unit, is working on three arena-auditorium units for the fall. Two of them will be musical packages, with one featuring the Lionel Hampton ork plus another big band, and the other spotlighting Duke Ellington, a name singer, plus other attractions.

The third package will be a complete show, with ex-champ Sugar Ray Robinson a featured performer. All of these shows, according to ABC head Joe Glaser, will be artist-owned packages, with ABC merely acting as agency and booker for the attractions. All of the key performers in these units will get a percentage.

Gale Unit

In addition to the three ABC packages, the Gale Agency intends to send out another "Biggest Show of '53" this fall. Like

previous shows of the Gale Agency, this one will feature top record names, plus a big ork as well as other acts. The "Biggest Show of '52," with Cole, Kenton and Sarah Vaughan last year, hit the top gross of any package unit of this type to date—over \$900,000 for 60-odd dates.

Norman Granz will send out another "Jazz at the Philharmonic" jazz unit this fall. Granz' JATP tours, which now plays the Hawaiian Islands and Europe in addition to the U. S., have been solid money-makers since they were started about five years ago and have been responsible for bringing to public attention some of the newer and hotter crop of jazz artists.

R.&B. Package

For the first time in many a season, a giant rhythm and blues package is being prepped by the Gale Agency, which will be sent out in the summer months and will play ball parks in addition to arenas and auditoriums. The unit will consist of Ruth Brown, Louis

Jorgan, The Clovers, Wynonie Harris, Erskine Hawkins ork, Dusty Fletcher, Stuffie Bryant, Gordon and Gordon, plus other acts. Package will tee off on July 17 and will be out for at least four weeks, with the possibility of two more weeks if it pulls strongly.

In all probability, most of the above-named shows will hit the road this fall, and there is also a distinct possibility that other shows—including a Billy Eckstine package—and shows not now even in the embryonic stage, will be on their way by fall. Up to now, the market has been expanding and road shows have been able to pull in a lot of loot, except when illness has hit a key performer as in the cast of Nat Cole with the "Record Show" and Benny Goodman with the Goodman-Armstrong package.

The "Record Show" closed after 10 days, and the Goodman-Armstrong show has continued, with Krupa taking over the Goodman ork. The Krupa-Armstrong show

(Continued on page 36)

Billboard Backstage

Continued from page 2

calls. Bill Smith, the night club-vaude editor, is much sought after.

"Is Bill Smith in?"

"No."

With passion: "How do you know?"

Another phone call at 2 a.m.: "Where can I phone Joe Chitwood's Hell Drivers?"

Truly, tho, and despite the kidding we give and take, five of us listen very carefully to those disks and weigh many factors before moving them into "Records to Watch" or "Best Buys." We do nothing frivolously, or on impulse. We have many friends but this scarcely affects our choices—for our vanity is too great to allow sentiment to affect our judgment.

Perhaps some of our readers do not realize that we listen to records of merit quite a few times before we are thru with them. On the Thursday session everything gets a spin, and those which are commercially outstanding are picked for "Records to Watch"—or—in rare instances, "Best Buys." Over the week-end, the batch of next Thursday's records are divided among the men and reviewed—these reviews to be published in The Billboard. On Tuesday, the staffers hold another collective session and bring up for Pick consideration disks which may have appealed to them personally over the week-end. These disks are again played (the third spin), and are evaluated again.

Tying in with this careful reviewing and joint discussion is a mass of data collected by Gehman from sources all over the United States. This data details what is happening to records in every important area on manufacturer, distributor, dealer, jockey and juke box levels.

All that, and much more, goes into those Picks.

THEY ALL GET INTO THE ACT

NEW YORK, May 2.—The it is generally agreed that there is no shortage of disk talent, circumstances recently were such that a distributor, a manufacturer, a promotion man and a porter all found their way onto a record.

It happened in Philadelphia (where else?) when disker Dave Miller was cutting the Bill Haley original of "Crazy, Man, Crazy" and had hired a group to handle the gang-sing shouts of "go, go, go." The group didn't sound big enough to Miller and the engineer, so pressed into service as part of the gang-sing were Miller himself, his Essex label promotion man D. Malamud, distributor Jerry Blaine and the studio porter.

LOCAL TALENT

Amateur Fills In On Drums For Herman

BOSTON, May 2.—But for an unknown local amateur drummer, Jack Sager, the spring edition of "The Biggest Show" might have returned about 8,500 admissions Monday night (22). At the scheduled 8:30 p.m. kick-off in the Boston Garden only Frankie Laine, Woody Herman and three of his musicians were on hand. Ella Fitzgerald, Louis Jordan and the rest of the Herman band were still en route from Montreal.

Over an hour later, the absentees had still not arrived. There was talk about canceling the concert. At that point Jerry Flato, owner of the Boston Record Distributors, local one-stop, told Laine that an employee of his was a drummer and was in the audience. Sager was brought up, and he, Herman and the three musicians present jammed until almost 10:30 when the rest of the troupe finally arrived.

RCA's April Sales Ahead Of '51 Mark

NEW YORK, May 2.—RCA Victor Records this week reported that April sales topped the previous April's figures by 20 per cent. Disks which accounted for a major share of the heavy shipments made last month were Perry Como's "My One and Only Heart" and "Say You're Mine Again," Eddie Fisher's "I'm Walking Behind You" and "Just Another Polka," and Homer and Jethro's "That Hound Dog in the Window" and "Poor Ol' Koolhauser."

Also moving strongly for the label were Ralph Flanagan's "Hot Toddy," Como's "Wild Horses" and Fisher's "How Do You Speak to an Angel."

4 Star Buys Big Town

HOLLYWOOD, May 2.—Four Star Records has acquired the "Big Town" label from Bob Geddings and retained the latter as artist and repertoire man in addition to signing Geddings to an exclusive seven-year contract for his song writing. Diskery also this week closed deal to lease all Trialon Records masters.

Diskery chief, Bill McCall, made deal this week and expects soon to release first record on rejuvenated label. Tune is "Tin Pan Alley" as done by Jimmy Wilson.

In the "Big Town" deal McCall acquired 40 masters and the rights to use of label's name. Geddings signed a three-year pact to serve as a.&r. rep for the rhythm and blues label. In addition, he'll turn over all his song-writing efforts to Four Star's publishing firm.

McCall closed the Trialon deal with Rene Lamarre. Included in masters he's acquired is the original recording of "I Wonder, I Wonder, I Wonder" as done by the Four Aces 10 years ago in Oakland. McCall said he planned to re-cut a new master on the tune for early release.

Mercury's Hayman Cited by Randle

NEW YORK, May 2.—Dick Hayman, newly-appointed Eastern a.&r. head for Mercury, received two plaques this week from Cleveland disk jockey Bill Randle. One was for his dinking of "Ruby." The other, the Bill Randle WERE Award, was presented to Hayman for his "outstanding artistic achievement in the field of popular music."

Pubs Sue Eatery On Use of Tunes

NEW YORK, May 2.—Three major publishing firms filed suit yesterday (1) in New York Federal Court against the Alamac Restaurant, Inc., charging infringement of copyrighted tunes. Suit was filed jointly by Chappell, Famous and Harms in a combined action against the restaurant. The publishers seek an injunction and payment for damages sustained of no less than \$250 for each publisher, plus attorney's fees.

The publishers charge that the restaurant infringed on their copyrights last February 19 by giving a public performance of Chappell's "There's a Small Hotel," Famous' "When We're Alone," and Harms' "Dancing in the Dark."

London Completes Best April Billing in History

NEW YORK, May 2.—Having just completed its biggest year in history, London Records, Inc., has opened its new fiscal year with the biggest April billing it has ever had, a month in which dollar volume doubled the figures for April 1952. This April's increase marks the 14th consecutive month in which the firm has topped the mark set in the same period of the previous year.

In reaching its high-water mark during fiscal 1952 (London's fiscal year runs from April 1 to the following March 31), London Records bettered its 1951 volume record by 32 per cent. Key factors in this advance were continued increased acceptance of the firm's LP catalog, two Vera Lynn pop hits ("Auf Wiederseh'n Sweetheart" and "Yours"), two strong Mantovani sets ("Strauss Waltzes" and "Favorite Waltzes") and a highly successful fall dealer stocking program.

The strong start that April has provided to the firm's intentions to improve on its fiscal 1952 record was sparked primarily by Mantovani. His "Victor Herbert" set has gotten off to the fastest start of any LP in the company's history. The violinist-conductor

is also bidding for hit stature with his pop dinking of "Moulin Rouge."

The April has already been a Mantovani month sales-wise, the label has geared itself for a "May Is Mantovani Month" promotion. In addition to a continued push on the current Mantovani merchandise, London is releasing 12 new Mantovani EP's. Together with his two Victor Herbert EP's, the label now has 14 EP's in the catalog and is readying plans to include other artists in its EP catalog.

Many Name Artists Change Disk Addresses This Spring

NEW YORK, May 2.—Several big name artists have decided to change their record addresses this spring. In fact, the shifts have taken place with such rapidity that the last few months have looked like moving day in the industry.

Name artists who have made the move to other diskeries include Frank Sinatra, Duke Elling-

Majors Boost DeeJay Service On Classic Wax

NEW YORK, May 2.—Three major diskeries have expanded or revised their disk jockey exploitation on classical recordings in moves to further stimulate interest in longhair wax. Columbia has revised the basic format of its "Masterworks of Music" and "Music in the Air" deeJay shows, Capitol has signed over 50 stations to handle the diskery's longhair wax programing, while RCA Victor this week instituted a new service to 65 college campus radio stations.

Columbia has increased the budget for its classical and semi-classical deeJay services, hired James Fasset of the CBS network as commentator and combined the two half-hour programs into a full hour of music. The monthly service includes new releases, some standards, transcriptions of Fasset's commentary and transcriptions of guest interviews.

RCA Victor's new college station service offers the school broadcasters a basic classical library of 50 albums, with 50 additional sets to be delivered during the ensuing year. Stations must agree to carry a full hour program weekly for 26 weeks. There is no charge for the disks shipped, tho technically they are on loan to the stations.

Capitol's service, which includes a complete guide to programming classical music and regular releases, has been acquired by over 50 stations in the short time since it has been offered.

Seek Optional SPA-Pub Pact

NEW YORK, May 2.—Music publishers very shortly will present to the Songwriters' Protective Association an optional 90-day agreement which would permit them to work on songs rapidly—without being delayed by the voluminous paper work required in completing the writer-publisher pact.

A publisher who wishes to take a song from a writer and try for quick action will be able to do so with the new pact. If nothing develops within the 90 days and both parties want out, the writer gets his tune back. Should the publisher hold the tune beyond the 90 days, then the writer-publisher relation falls under the regulations of the usual SPA-publisher agreement.



See the Music Machines Section

... in the Coin Machine Department of this issue for many special reports of music and music machine activities built around the ...

Juke Box Industry's 65th Anniversary

and

National Juke Box Week

ton, the Ames Brothers, Judy Garland and Roy Acuff. The Voices of Walter Schumann are negotiating with RCA Victor for a long-term pact. It is also understood that other important name changes are in the wind.

Capitol Records snagged three of the name artists with the signing of Sinatra, Ellington and Roy Acuff. All had been with Columbia Records, Sinatra for more than a decade, Duke for about six years, and Acuff for over 20 years. Columbia, in turn, picked up Judy Garland, who had been a Decca regular many years. The Ames Brothers, now with RCA Victor, scored their biggest hits on the Coral label, having started with Decca before the subsidiary was formed. The Voices of Walter Schumann have been with Capitol Records for about two years, and now look set at RCA Victor.

Oftentimes a label change by an artist means a new lift for his career. Don Cornell stepped into the big-selling class at Coral after an unimpressive career on the RCA Victor label, and Peggy Lee moved back into the top brackets at Decca with "Lover" after long service on the Capitol label.

'Moon Is Blue' Movie Theme Bought By S-J

NEW YORK, May 2.—Santley-Joy has acquired the theme Melody from the forthcoming motion picture "The Moon Is Blue." The pic is based on the F. Fitzhugh Herbert legit play and has been produced by Herbert and Otto Preminger. Film will be released in July by United Artists. S-J will first work on the melody as an instrumental, altho a lyric has already been written by Sylvia Fine.

Recent success of film music instrumental disks, such as "Ruby," "Anna" and "Moulin Rouge," points up the switch in music business action in recent years. Time was when pubbers had a difficult task in getting disk action on such instrumental themes, altho a few have made the grade over the years.

The film stars William Holden and David Niven. The melody of "The Moon Is Blue" is heavily spotted both as a theme and as background.

April Big for SPA Members

NEW YORK, May 2.—April was a near record month for new members signed up by the Songwriters' Protective Association. Among those who joined in April were Dimitri Tiomkin, of "High Noon" fame; Red Buttons, comic turned writer; Elly Beadell, English writer of "Cruising Down the River;" ork leader Ray Anthony and diskery exec Bill Borelli. Others inked include Seger Ellis, Martin Gold, Buddy Greco, Jerry Seelan, Jay Sims, Herb Kenny, D. Stanford, Ernest Breuer and Elliott Grennard.

Total membership of SPA now stands at about 2,200. Five years ago the organization numbered some 1,400 writers in its ranks.

Ready Two New Record Fan Mags

NEW YORK, May 2.—Two new fan magazines based on disk talent will make their bow this summer. The Dell Publishing Company will issue a special "Who's Who in Popular Music" magazine, which will contain photos and biographies of 1,000 record artists gleaned from all labels. Dell is currently compiling the editorial matter for the magazine.

Artist Publications, Inc., Cincinnati, will issue a new monthly publication devoted to country and Western artists. The first issue will be on the newsstands August 1. The company has launched a contest among hillbilly deejays to locate a name for the magazine from among the deejays' listeners. First prize is a 1953 Nash Rambler sedan for the winning name, plus a Gruen watch for the jockey whose listener submits the name.

M-G-M Inks Juilliard Student Jazz Combo

NEW YORK, May 2.—M-G-M Records has signed a new jazz combo led by 22-year-old Sperie Karas, third-year student at the Juilliard School of Music, and composed of Sperie and 11 other Juilliard students. The combo uses strings, woodwinds and rhythm section and has appeared professionally only once.

The diskery will soon release four sides by the group, all standards. Arranger for the combo is Eliot Glenn. Karas has played drums for the New York Philharmonic and the Radio City Music Hall Symphony Orchestra.

WHY?

OVER 100
INDIE LABELS
DO BIZ WITH
RCA VICTOR!

Flip to "Market Place"
PAGE 43

Music as Written

PHIL KAHL JOINS PATRICIA MUSIC . . .

Phil Kahl has worked out a partnership in Patricia Music with Morris Levy and will start next week as general professional manager of the firm. In addition, Kahl and Levy are setting up another BMI firm to be called Phil Kahl Music. Patricia Music, in addition to its music activities also handles Alan Dean, Francis Faye and Bud Powell. Kahl was formerly professional manager of Disney Music for three years.

CHRISTOPHERS LAND 'I BELIEVE' . . .

The current click song "I Believe" this week won a special Christopher Award for the writers of the tune. The Christopher Awards are made annually for "creative works that reflect the power for good that can be exerted." Award went to co-writers Ervin Drake, Jimmy Shirl, Al Stillman and Irvin Graham. Tune is published by Cromwell Music and was originally written specially for the Jane Froman TV show.

BLOCK HONORED AT LUNCHEON . . .

Martin Block will be guest of honor at a luncheon this afternoon (2) at the Waldorf Astoria here, by the Henry Fiel Philanthropic League. Affair is being held to thank the deejay for his charitable activities. Artists who will appear at the function include Louis Prima, Stan Freeman, Josh White, Nancy Reed, Jerry Vale, Art Lowry, The Four Lads, and others.

JUGGY GAYLES IS GRANDDAD AT 39 . . .

Juggy Gayles, of Gale and Gayles and United Music, laid claim to the title of the youngest grandfather in the music business when his daughter, Jackson (Jacqueline), gave birth to a boy on Tuesday (28). Gayle is only 39 years old.

WCOP TO STAGE HILLBILLY FETE . . .

WCOP, Boston, will stage a massive Hillbilly Jamboree at Boston Garden, May 22. This is the largest c.&w. show staged to date by the station, which has been running c.&w. programs in the city for the past year. Stars of the jamboree will include

Ger. Court Rules Vs. Recorders

NEW YORK, May 2.—A decision handed down in a West Berlin, Germany, court last week is beginning to percolate interest among tape record manufacturers, publishers, diskeries and licensing organizations in this country.

The court ruled that a tape recorder could infringe on musical copyrights, and that the manufacturers of tape recorders must pay a licensing fee of 1 per cent of the selling price of the equipment to GEMA, German music licensing society.

The suit was filed by GEMA and three German diskeries. The plaintiffs claimed that tape recorders could drive "the entire record industry, copyright owners and performers" out of business. GEMA had previously signed licensing agreements with two other tape recorder manufacturers.

Bible Recorded on 16 r.p.m. Talk Disks

NEW YORK, May 2.—The Gimbel Bros. department store here will run ads in local papers tomorrow (3) offering the complete New Testament on 16 r.p.m. "talking books" records. The store will also offer an adapter for converting 33 1/3 r.p.m. turntables to the new speed. The album will retail for \$20, while the adapter is priced at \$2.95.

The same offer will be made on the West Coast thru the Broadway Hale chain of stores in Los Angeles. Disks are manufactured by the Audio Book Company, Hollywood. The Bible reading is said to play for 23 hours. The diskery plans to issue readings of both classic and popular literature.

Hank Snow, Grandpa Jones, Hawkshaw Hawkins, Carl Smith, Minnie Pearl and Eddie Zack.

JOE GIAMPA FORMS AMIJO DISKERY . . .

Joe Giampa, a Chicago employee of NBC in the script duplicating department, has formed his own recording firm, Amijo Recordings. The firm has a BMI license and has been in existence almost two months. Phyllis Brown and Vern Fiedler are the first artists signed by the firm. Miss Brown, of the "National Barn Dance," cut "I Carry Your Kiss in My Pocket," backed with "No Runs, No Hits, No Errors." Vern Fiedler cut "12th St. Rag," backed with "Cold-Hearted Women."

GOLD RINGS FOR DEEJAYS . . .

Gold wedding bands are being sent out to deejays by George Wiener, of Winar Music, to focus attention on the firm's new ditty, "The Ring." The tune has been cut by Linda Shannon on King, and by Little Sylvia on Jubilee.

FIRST RELEASE BY AUDIVOX . . .

Audivox Records, new diskery organized by Dorothy Collins, Raymond Scott and Leonard Wolf, will release its first wax next week, a slicing featuring Miss Collins in a Scott original, "To Make a Long Story Short," and the standard, "My Heart Stood Still." An Extended Play disk containing four Scott instrumentals is also in preparation.

New York

Columbia Records cut the show, "John Brown's Body," with the original cast last week. . . . Tommy Talbert's concert at Carnegie Recital Hall here Thursday (23) was completely sold out. . . . Sid Seigal, of Seeco Records, is now on a trip to Cuba. . . . Mickie Fitzhugh is now a deejay on station WOPA, Chicago, with his own show daily. . . . Norman Rubin, formerly with the Big Three, joins Weiss and Barry Music next week as a contact man. . . . Eddie Heller, head of Rainbow Records, signed a new group, The Super-sonics, for the firm last week. Heller claims it is the first group with three dimensional sound. . . . Hal Cook, national sales head of Capitol Records, returned here this week after two weeks on the Coast. . . . E. B. Marks Music is starting a national drive on the new Mills Brothers waxing of "Say Si Si." George Schottler will cover the East, with Lester Collins and Marvin Frank; Larry Norrett will cover Chicago; Nat Mortain the South, and Bob Marks the West Coast. . . . Paul Jaulus, GAC flack, became the father of a girl, Jo Ann, Tuesday (21). . . . Julius La Rosa's cadence record of "My Lady Loves to Dance" contains an unusual gimmick on the sleeve. It has an order blank to be used by all the fans of La Rosa who want a picture of the singer. . . . The Claude Thornhill ork switches booking offices on May 16 from the Music Corporation of America to the General Artists Corporation. The band recently was signed to wax for the Trend diskery. . . . Set as summer replacements for the Jane Froman TV show are Mel Torme and Teresa Brewer. . . . Fran Warren plays the El Gante Club, Brooklyn, N. Y., for the week of May 21 and has been set for the Steel Pier, Atlantic City, in June. . . . Music Suppliers of New England, M-G-M Records distributor in Boston headed by Sam Clark

and Harry Carter, move to new offices tomorrow (3). The event will include a cocktail party for local dealers, operators and deejays. Disk artists Jo Ann Tolley, Bill Hayes and Danny Davis will attend. . . . Jack Meyerson, national sales manager for Greylin Engineering, phono manufacturer, is due back from a Chicago trip, Wednesday (6). . . . RCA Victor a.&r. chief Dave Kapp is due back from California next week. . . . Joni James returns to the La Vie En Rose night spot for 10 days beginning May 7. She will guest on the new Eddie Fisher TV show Wednesday and Friday (6 and 8). . . . Major Electronics, a phono manufacturing firm headed by Murray Schrier and Mel Lane, have joined the Phonograph Manufacturers' Association. . . . Atlanta disk distributor Jake Friedman is in New York this week. . . . Bob Santa Maria, a chanter newly signed by M-G-M Records, gets his own half-hour TV show on the ABC network beginning today (2), from 10:30 to 11 p.m.

Dick Haymes will be featured vocalist in the three day Neches River Festival, at Beaumont, Tex., which opened yesterday (1). Paul Neighbor and his band will also be featured during the celebration.

Jimmy Hilliard, Decca a.&r. topper, has signed the Chicago thrush, Bea Gardy, and Dick Noel, Cincinnati chanter. . . . Phil Rose, Coral-Brunswick staffer, covered deejays in Philadelphia, Baltimore and Washington this week, plugging recent releases by Bette McLaurin and Sarah McLawler. . . . Norm Weinstroer, Coral sales manager, leaves next week on a business trip to Texas and New Orleans. . . . Publisher Bud Brandon, here on a visit last week, has taken on Phil Tannen for deejay promotion. . . . Brunswick Records has pacted The Cincinnatians, a gospel group heard frequently over station WZIP, Covington, Ky. . . . It will be a Decca package for the Paramount the end of this month, when orkster Jerry Gray and The Four Aces bow in.

Redd Evans, of Jefferson and Redd Evans Music, left today for a three-day trip to see jocks in Washington, Baltimore and other Southern cities. . . . Nat Cole is resting comfortably after his operation. The warbler expects to return to work on June 5 at

(Continued on page 43)

Pick E. M. Warner Music House Head

NEW YORK, May 2.—The newly-elected president of the Music House, Inc., music-appliance chain in Buffalo, is Eugene M. Warner. He succeeds the late D. Bernard Simon. Other officers elected this week were Mrs. Dorothy K. Simon as vice-president. Warner, who was secretary-treasurer of the firm, will continue as treasurer. Miss Barbara Rideout continues as controller.

Board of directors of the chain are Warner, Mrs. Simon, Edward Kavinoky and H. K. Stovroff.

RCA Counter Rack Holds 300 Disks

NEW YORK, May 2.—RCA Victor has started shipping to distributors a new counter merchandiser for 45 EP disks. The all-metal merchandiser measures 21 1/2" by 18" by 11" and will hold up to 300 EPs.

The diskery suggests that distributors offer the merchandisers free to retailers with every order for 150 or more 45 EP albums.

New Scale, Conditions For Danish Musicians

COPENHAGEN, Denmark, May 2.—The Danish Federation of Musicians has upped its scale this season for musicians working for touring circuses. Basic rate is now \$152.25 per month for one show nightly. Extra shows call for \$4.35 additional per show. All transportation is paid for, including return to home town. Musicians cannot be required to assist in any other work aside from music.

For Scandinavia this new rate

2d Composer Contest Set By Haverlin

NEW YORK, May 2.—Carl Haverlin, president of Broadcast Music, Inc., this week launched the second annual Student Composers Radio Awards. The contest this year will also be open to fledgling composers in Canada. First prize will be worth \$2,000, with nine additional awards, totaling \$7,500 in all, earmarked for distribution to winners. All prizes go to finance additional study.

The competition is sponsored by radio broadcasters, and BMI here and in Canada. Judges include William Schuman, president of the Juilliard School of Music; Earl V. Moore, of the University of Michigan, and Henry Cowell, president of the American Composers' Alliance.

Victor Sets Up Sales Meetings

NEW YORK, May 2.—Sales brass of RCA Victor Records will take off on another series of regional meetings with distributor personnel beginning May 15. The spring confabs with distributors and field sales managers will be held here and in Boston, Chicago, Kansas City, Dallas, San Francisco, Cleveland and Atlanta.

George Marek will handle the local meeting, while the Boston session will be run by Larry Kanaga. Bill Bullock will direct the meetings in Chicago and Kansas City; John Burgess in Dallas and San Francisco, while Ed Dodelin will take over the Cleveland and Atlanta gatherings.

Ormondy to Lead Danish Ork in Summer Concerts

COPENHAGEN, Denmark, May 2.—Among the well-known musicians and singers who will appear this summer in Tivoli's big concert hall are Eugene Ormondy and Dean Dixon, who will conduct the 50-piece Tivoli Orchestra in symphony concerts.

Soloists appearing with the orchestra will include Elizabeth Schwarzkopf, Mattwilda Dobbs and Lawrence Winters, in addition to many top-ranking Danish and European concert artists. Svend Christian Felumb is the resident conductor of the Tivoli Orchestra and director of music in the park, which has two concert bands and a 65-piece boys' band, in addition to its symphony orchestra.

Stanley Weiner, American violinist, gave a concert at the Odd Fellows Palace on Wednesday (29). I. Blicher-Hansen, concert booker, has signed up violinist Jascha Heifitz for a concert at the Odd Fellows Hall on May 15. Accompanist will be Emanuel Bay. Boyd Bachmann and his show band gave two shows on Thursday (30) night in the Circus Revue tent at Dyrehavsbakken amusement park.

RCA Pacts New Artists

NEW YORK, May 2.—Four new artists will soon make their bow on the RCA Victor label. The diskery has signed term contracts with Latin American pianist Frank Damiron for the International series and with singer Sonny Howard for the pop label. Howard, who's been working clubs and theaters as both a singer and impressionist, formerly recorded for Mercury. His first disk, "Jigsaw Puzzle Heart," and "The Old Triangle" will be shipped next week.

Also set to record for the International label were Latin American combos headed by Noro Morales and Al Romero. Morales has been on several other labels in recent years.

is good, as circus season is six months and many circuses play some stands of two to four weeks—the latter mostly in Copenhagen, where different lots are played for one or two weeks, making for economical living costs.

M'DOWELL 'ROSE' NOW POP DITTY

NEW YORK, May 2. — It doesn't take long these days, when a tune goes into public domain, before it is jumped on by Tin Pan Alleyites, fitted with a set of lyrics, and played for the a.&r. heads of the various diskeries. Latest adaptation is the familiar "To a Wild Rose" by Edward MacDowell, which went into public domain about two months ago. The tune, now called "Wedding Day," was given its first set of lyrics by writers Buddy Kaye, Bill Harrington and Frank Stanton, and is being published by Bregman, Vocco and Conn.

Refurbish DC Amphitheater

WASHINGTON, May 2.—The Carter Barron Amphitheater here, which opens June 15 for a 12-week season of musicals and plays, is being shaped into one of the nation's best outdoor show-places for concerts, operas and stage productions. The Amphitheater, leased this week for the summer by Washington Festival, Inc., is being equipped with a movable acoustical shell, meeting standards set by Radio Corporation of America's Research Laboratory at Princeton, N. J. The shell can be easily installed for concerts, with fidelity described by engineers as on a par with the best outdoor concert theaters in the world, altho no concerts are planned for the upcoming season. The stage will be equipped with a unique telescopic curtain, motor-controlled and weather-resistant. The amphitheater seats 4,000. Washington Festival, Inc., headed by Actress Constance Pennett, has lined up "Showboat" for the opening week, to be followed by "The Merry Widow," "Annie. Get Your Gun" and others. The corporation has put up an estimated \$75,000 to \$100,000. The Department of Interior, which has charge of the Amphitheater, awarded the contract to festival for \$50 a day, plus 1 per cent of gross receipts (minus taxes) up to \$30,000 weekly, and 15 per cent thereafter. The corporation estimates its weekly production costs at \$18,000 to \$21,000.

NOW PASS THE BROMO SELTZER

NEW YORK, May 2.—The life of a trade paper reporter isn't always a gay one, but this week's activities made up for some of the sad days that have gone by. Music business hacks were once again regaled by a series of luncheons and cocktail parties at which the pastrami, bourbon and even pate de foie gras was plentiful. On Thursday, for example, the hacks were under pressure to make two simultaneous cocktail parties—one for Dick Hayman, Mercury Records' new Eastern a.&r. topper, and the other for Julius La Rosa, Cadence Records' sole wax artist. Wednesday was just as difficult when Audivox Records asked the boys to meet with singer Dorothy Collins at lunch while the Dow Chemical Company was entertaining the press to show off a new all-plastic guitar. But it isn't always like this.

Sauter-Finegan Break-In Dates

NEW YORK, May 2. — The Sauter-Finegan ork will start out May 8 on a series of break-in dates before teeing off on a one-nighter trek in June. First dates include Sienna College, Albany, N. Y., May 8; Sampson Air Base, May 9; a concert in Buffalo, May 10, with singer Joe Mooney; the University of Pennsylvania Ivy Ball, May 15; Sunnybrook Ballroom, Pottstown, Pa., May 16; Taunton, Mass., May 23; New London, Conn., May 24.

This series of break-in dates will give the band a chance to get a feel of the road before its road trip this summer. The band will go out with 19 men, including four on percussion. Ork will carry a singing group of five or six warblers and its own engineer. Both Sauter and Finegan will lead the ork. Bookings for the RCA Victor crew are being handled by Willard Alexander.

The ork will tee off for its official road trek in June, starting with a nine-day location engagement at Frank Dailey's Meadowbrook on June 12. After that the band will go on one-nighters thru July and August, except for a two-week engagement at the Blue Note in Chicago starting July 31.

Blondes Album Goes to M-G-M

NEW YORK, May 2.—M-G-M Records will release a soundtrack album of "Gentlemen Prefer Blondes," the upcoming 20th Century-Fox motion picture starring Marilyn Monroe and Jane Russell. This will be the second album the diskery has garnered from 20th. First was "Stars and Stripes Forever."

The "Gentlemen" album will feature the gal stars singing several selections from the score of the original Broadway legit version of the Anita Loos story. In addition, two new tunes, written by Hoagy Carmichael and Harold Adamson, have been added to the film and will be in the album. Tunes, "Ain't There Anyone Here for Love" and "When Love Goes Wrong," will be published by Robbins Music.

Youngman and ABC Talking

NEW YORK, May 2. — Talks got under way late this week between comic Henny Youngman and ABC talent veepee Bob Weitman. Discussions are relative to a pact by which Youngman's services would be available to the web.

Weitman is understood to be interested in slotting Youngman into the "Talk of the Town" local stanza, which airs across the board via WABC-TV in the 11 p.m.-midnight strip. Youngman guested on the strip's preem show last Monday (27), and impressed in his brief stint.

Sides in Current Release

For Week Ending May 2

Music Publishers' Record Scoreboard

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

PUBLISHERS	TUNE	ARTIST AND LABEL
Aacuff-Rose	Is It Love or Lies?	Roy Acuff, Cap (f)
	Lonesome Joe	Roy Acuff, Cap (f)
	I Just Love the Way You Tell a Lie	Don Gibson, Col (f)
	Walkin' in the Moonlight	Don Gibson, Col (f)
	I Couldn't Keep From Crying	Jack and Daniel, Dec (f)
	Knothole	Jack and Daniel, Dec (f)
	I'm Yvonne	Goldie Hill, Dec (f)
	I Long to Tell You	Sue Thompson, Mer (f)
Bishop Bourne	Crash!	Donald O'Connor, Dec (p)
	Them There Eyes	Lenny Dec, Dec (p)
	A Fool in Love	Jimmy Darro, Mer (p)
Brandom Group	Dansero	Richard Hayman, Mer (p)
—BAF	Shake Hands With a Fool	Joe Costa, RCA (p)
—Brandom	Love Me, Love Me	Bobby Wayne, Mer (p)
CPM	Rhumba Bells	Jan August, Mer (p)
	Jamboree	Jan August, Mer (p)
Campbell	Red Top	Gene Ammons, Mer (r)
Cedarwood	Say Big Boy	Goldie Hill, Dec (f)
Champagne	Dancing Doll	Lawrence Welk, Mer (p)
Chappell	I Am in Love	Nat (King) Cole, Cap (p)
	Easy to Love	Erroll Garner, Col (p)
Clover	Oh Jimmy, Jimmy	Lenny Dec, Dec (p)
Colonial	Misirlou	Xavier Cugat, Mer (p)
Eastwick	Crazy, Man, Crazy	Ralph Marterie, Mer (p)
Famous Group	Brass Ring Love	June Valli, RCA (p)
—Famous	I Don't Want to Walk Without You	Jimmy Darro, Mer (p)
—Paramount	Just Another Polka	Richard Hayes, Mer (r)
Frank	One Wild Oat	Gordon Jenkins, Dec (p)
Goday	Go Away	Ralph Marterie, Mer (p)
Harman		
Hill & Range Group	I Passed By Your Window	George Morgan, Col (f)
—Alamo	Country Way	Eddie Kirk, RCA (f)
—Hill & Range	I Need Everything	Bobby Williamson, RCA (f)
	Wanderin' Eyes	Eddie Kirk, RCA (f)
Keystone		
Leeds Group	I'm Loved	Liberace, Col (p)
—Duchess	I'm Walking Behind You	Donald O'Connor, Dec (p)
—Leeds	Between Fire and Water	Hank Snow, RCA (f)
—Pickwick	Trust Me	Richard Hayes, Mer (f)
Lochrae	Spanish Fire Ball	Hank Snow, RCA (f)
Lowery	Say Si Si	Mills Brothers, Dec (p)
E. B. Marks	Sentimental Me and Romantic You	Tommy Dorsey, Dec (p)
Mellow Mills	I'd Never Forgive Myself	Liberace, Col (p)
	I'm Gettin' Sentimental Over You	Tommy Dorsey, Dec (p)
	Idaho	Gene Ammons, Mer (r)
E. H. Morris Group	I'm With You	Mills Brothers, Dec (p)
—Melrose	Send My Baby Back to Me	Judy Garland, Col (p)
—E. H. Morris		
Music Publishers Holding Group	Fiddle Dee Dee	Lawrence Welk, Mer (p)
—Harms	Return to Paradise	Percy Faith, Col (p)
—Remick	You'll Be a Long Time Sorry	Mary Small, Mer (p)
Noteworthy	Lullaby of Birdland	Erroll Garner, Col (p)
Patricia	Big Mamou	"Big" Howard, RCA (p)
Peer Int.	La Hora	Xavier Cugat, Mer (p)
Pemora	Half-Hearted	George Morgan, Col (f)
Pine Ridge	Where Were You Last Night	Bobby Williamson, RCA (f)
Ridgeway		
Robbins Group	Without a Song	Duke Ellington, Cap (p)
—Miller	My Flaming Heart	Nat (King) Cole, Cap (p)
—Robbins		
Santly-Joy Group	Tattle-Tale Duck	Sammy Kaye, Col (p)
—Oxford	That Pickle in the Window	Mickey Katz, Cap (p)
—Santly-Joy	Without a Memory	Judy Garland, Col (p)
Shapiro-Bernstein	Kentucky	Joe Costa, RCA (p)
Sheldon	More Than I	Bobby Wayne, Mer (p)
Simon	Wild Corsets	Mickey Katz, Cap (p)
Tamasa	Rose of Birdland	Paul Quinichette, Mer (r)
	Galoshes and Rubbers	Paul Quinichette, Mer (r)
Tannen	I'm Not That Kind of Girl	Sue Thompson, Mer (f)
Tempo	Satin Doll	Duke Ellington, Cap (p)
Village	Scrap of Paper	"Big" Howard, RCA (p)
Weiss & Barry	When They Speak of You	Gordon Jenkins, Dec (p)
	Many Are the Times	June Valli, RCA (p)
	There's a Fareaway Look in Your Eyes	Mary Small, Mer (p)
	Orange Blossom Serenade	Sammy Kaye, Col (p)

Total Sides for Week Released by Each Label

*These totals do not include P. D. Tunes

For Week Ending May 2

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	6	2	—
COLUMBIA	9	4	—
DECCA	10	4	—
MERCURY	17	2	4
M-G-M	—	—	—
RCA	6	6	—

Total Number of Sides Released by Each Label

*These totals do not include P. D. Tunes

January 1, 1953, to Date

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	170	80	2
COLUMBIA	123	69	6
DECCA	155	60	2
MERCURY	109	18	25
M-G-M	133	48	38
RCA	136	104	59

Coral to Pay Cash Bonuses

NEW YORK, May 2. — Coral Records will pay all its branch and distributor salesmen special cash bonuses for sales of LP disks on its label and Brunswick, as well as on singles in Coral's standard catalog, made from May 4

until the end of the month. The list of 50 standard singles from which sales credits may be drawn include many former strong sellers by such artists as Don Cornell, the Ames Brothers, Les Brown, Pearl Bailey and Lawrence Welk.

Distributors have already been shipped quantities of special order forms for use during the drive. They will have to furnish Coral headquarters with weekly tabulations of sales of applicable merchandise for bonus computations.

DOT'S HOT
with
AL LOMBARDY'S
"CHOPPIN"
b/w
"NEW SUMMIT RIDGE DRIVE"
Dot 15060

FOR MOTHER'S DAY PROGRAMMING!
MY MOTHER'S EYES
LEO FEIST, INC.

WHEN THE RED RED ROBBIN
Comes Bob Bob Bobbin'
Along
"A FOOL IN LOVE"
"OH, BROTHER"
ABC MUSIC CORP. BOURNE, INC.

Another Smash!
FRANKIE LAINE'S RAMBLIN' MAN
COLUMBIA RECORD NO. 39979

IT'S SWEEPING THE COUNTRY
CARAVAN
RALPH MARGERIE Mercury ESQUIRE BOYS Rainbow
BAS-SHEVA Capitol FERRANTE & TEICHER Entre (Columbia)
BILLY ECKSTINE MGM LEROY HOLMES MGM
AMERICAN ACADEMY OF MUSIC, INC.
Sole Selling Agent, MILLS MUSIC, Inc.

MEXICO
By Francis Lopez
Recorded by **Ken REMO**
for MGM Records

Set Committee On Licensing

Continued from page 7

surveying the TV music problems on the network level. Acquisition of the additional eight members by the committee will give the group broader industry as well as geographic representation.

Dwight Martin, General Tele-radio, continues as chairman of the committee along with members Paul Adanti, WHEN; Donald McGannon, Du Mont; Irving R. Rosenthal, WATV; G. Richard Shafto, WIS; Robert D. Swezey, WDSU; Robert Thompson, WBen, and Nathan Lord, WABE. Additional members elected to serve during the coming year include W. D. Rogers, KDUB-TV; Campbell Arnoux, WTAR-TV; Phillip Lasky, KPIX-TV; Gaines Kelley, WFNY-TV; Wayne Coy, KOB; Jack Harris, KPRC; Hugh Terry, KLZV; Walter Damm, WTMJ, and Roger Clipp, WFIL.

A Cross-Country Favorite
PERCY FAITH'S SWEDISH RHAPSODY
(Midsummer Vigil)
recorded by **PERCY FAITH**
and his Orchestra
on Columbia Records
CROMWELL MUSIC, INC.
New York, N. Y.

Breaking Wide Open!
scrap of paper
Biggs Howard—Victor (fox trot)
Dolores Hawkins—Okeh (waltz)
Bonnie Lou—King (waltz)
Village Music Company
1619 BROADWAY—SUITE 507
NEW YORK 19, N. Y.

Another BMI Pin-Up Hit!
SAY YOU'RE MINE AGAIN
Published by Blue River
Recorded by
Perry Como (Victor) (Mercury)
Eddy Howard (Decca)
Dolores Gray (Allied)
Three Guys (Allied)
June Hutton (Capitol)
Axel Stordahl (Capitol)
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M-G-M Record Hits

<p>JONI JAMES ALMOST ALWAYS and IS IT ANY WONDER MGM 11470 78 rpm K 11470 45 rpm</p>	<p>BILLY ECKSTINE COQUETTE and A FOOL IN LOVE MGM 11439 78 rpm K 11439 45 rpm</p>	<p>JONI JAMES YOUR CHEATIN' HEART and I'LL BE WAITING FOR YOU MGM 11426 78 rpm K 11426 45 rpm</p>
<p>LEW DOUGLAS and his Orchestra RUBY and MY FLAMING HEART MGM 11472 78 rpm K 11472 45 rpm</p>	<p>KEN REMO MEXICO and MY HEART IS A KINGDOM MGM 11419 78 rpm K 11419 45 rpm</p>	<p>TOMMY EDWARDS TAKE THESE CHAINS FROM MY HEART and PAGING MR. JACKSON MGM 11485 78 rpm K 11485 45 rpm</p>
<p>TOMMY EDWARDS I LIVED WHEN I MET YOU and AU REVOIR MGM 11465 78 rpm K 11465 45 rpm</p>	<p>HANK WILLIAMS TAKE THESE CHAINS FROM MY HEART and RAMBLIN' MAN MGM 11479 78 rpm K 11479 45 rpm</p>	<p>DAVID ROSE and his Orchestra WALTZ OF THE BUBBLES and LONESOME ON MAIN STREET MGM 30773 78 rpm K 30773 45 rpm</p>
<p>HERB KENNY BUT ALWAYS YOUR FRIEND and (I DREAMED OF A) STAR SPANGLED DAWN MGM 11487 78 rpm K 11487 45 rpm</p>	<p>JACK FINA and his Orchestra WRONG NOTE RAG and LITTLE RED MONKEY MGM 11477 78 rpm K 11477 45 rpm</p>	<p>JO AN TOLLEY I'D NEVER FORGIVE MYSELF and YOU CAN LIVE WITH A BROKEN HEART MGM 11471 78 rpm K 11471 45 rpm</p>
<p>LESLIE CARON and MEL FERRER HI-LILI, HI-LO and LILI AND THE PUPPETS MGM 30759 78 rpm K 30759 45 rpm</p>	<p>BUDDY DE FRANCO THE SONG FROM MOULIN ROUGE and MANY ARE THE TIMES MGM 11791 78 rpm K 11791 45 rpm</p>	<p>BARBARA RUICK NOW THAT I'M IN LOVE and GHI-LI, GHI-LI, GHI-LI MGM 11483 78 rpm K 11483 45 rpm</p>
<p>BLUE BARRON and his Orchestra APRIL IN PORTUGAL and I'VE BEEN KISSED BEFORE MGM 11312 78 rpm K 11312 45 rpm</p>	<p>FRAN WARREN A PUPPET ON A STRING and I CHALLENGE YOU MGM 11481 78 rpm K 11481 45 rpm</p>	<p>BIG R & B HIT! THE BLENDERS I DON'T MISS YOU ANYMORE and IF THAT'S THE WAY YOU WANT IT BABY MGM 11488 78 rpm K 11488 45 rpm</p>



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SILVANA MANGANO

sings
Anna
and I LOVED YOU
MGM 11457 78 RPM K-11457 45 RPM

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YES—
M-G-M Means
Mighty Good Music

The Billboard Music Popularity Charts HONOR ROLL OF HITS

The Nation's Ten Top Tunes

... For Week Ending May 2

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

- | This Week | Last Week | Chart |
|--|-----------|-----------|
| 1. Doggie in the Window | 1 | 14 |
| By Bob Merrill—Published by Santly-Joy (ASCAP)
BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R. Kujawa, Dana 795 | | |
| 2. Song From Moulin Rouge | 4 | 5 |
| By W. Engvick, G. Auric—Published by Broadcast (BMI)
BEST SELLING RECORD: P. Faith-F. Sanders, Col 39944. OTHER RECORDS AVAILABLE: Boston Pops Ork, V 10-4166; B. De Franco, M-G-M 11491; S. Fisher, Okeh 6963; J. Hutton, Cap 2429; Mantovani, London 1328; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675. | | |
| 3. I Believe | 2 | 10 |
| By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)
BEST SELLING RECORDS: Frankie Laine, Col 39938; J. Froman, Cap 2332. OTHER RECORDS: J. Froman, Cap 2332, E. James, Meteor 5000. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28694; Henry Jerome ork, Lang-Worth. | | |
| 4. Pretend | 3 | 14 |
| By Lew Douglas, Parmar & Le Vere—Published by Brandom (ASCAP)
BEST SELLING RECORD: Nat (King) Cole, Cap 2346. OTHER RECORDS: E. Barton, Coral 60927; D. Belloc, Dot 15048; K. Griffin, Col 39915; G. Lombardo, Dec 28576; R. Marterie, Mercury 70045. TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth. | | |
| 5. April in Portugal | 7 | 5 |
| By Kennedy-Feprao—Published by Chappell (ASCAP)
BEST SELLING RECORD: L. Baxter, Cap 2374. OTHER RECORDS AVAILABLE: B. Barton, M-G-M 11312; G. Carr, Cap 2223; V. Damone, Mercury 70128; Y. Giraud, V 26-7107; D. Hayman, Mercury 70014; F. Martin, V 20-5052; R. Senter, V 20-4894; F. Zabach, Dec 28646. | | |
| 6. Your Cheatin' Heart | 5 | 11 |
| By Hank Williams—Published by Acuff-Rose (BMI)
BEST SELLING RECORD: Joni James, M-G-M 11426. OTHER RECORDS: J. Garber, Cap 2377; F. Laine, Col 39938; B. London, Crystalette 652; H. Williams, M-G-M 11416. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |
| 7. Till I Waltz Again With You | 6 | 21 |
| By Sidney Prosen—Published by Villave (BMI)
BEST SELLING RECORD: T. Brewer, Coral 60873. OTHER RECORDS: Boston Pops Ork V 20-4166; Five Bells, Brunswick 84002; C. Gore-R. Wright, King 1169; K. Griffin, Col 39952; R. Morgan, Dec 28539; Jerry Murad's Harmonicats, Mercury 70069; N. Perito, Coral 60984; T. Sosebee, Coral 60916; D. Travis and J. Swanson, Jubilee 6014; D. Todd, Dec 28506. TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth. | | |
| 8. Seven Lonely Days | 9 | 8 |
| By Schuman, Schuman & Brown—Published by Jefferson (ASCAP)
BEST SELLING RECORD: G. Gibbs, Mercury 70095. OTHER RECORDS AVAILABLE: Crows, Roma 3; G. Lombardo, Dec 28655; B. Lou, King 1192; D. Meehan, V 20-5219; Pinetopper-Martin Sisters, Coral 60949. | | |
| 9. Tell Me a Story | 8 | 7 |
| By Terry Gilkyson—Published by Montclare (BMI)
BEST SELLING RECORD: Jimmie Boyd-Frankie Laine, Col 39945. | | |
| 10. Ruby | 13 | 3 |
| By Mitchell Paris—Published By Miller (ASCAP)
BEST SELLING RECORD: R. Hayman, Mercury 70115. OTHER RECORDS: L. Baxter, Cap 2457; L. Brown, Coral 60959; L. Douglas, M-G-M 11472; Hot Lips Page, King 4594; V. Monroe, V 20-5286; N. Perito, Coral 60983; V. Young, Dec 28675. | | |
| 11. SIDE BY SIDE | 11 | 14 |
| Published by Shapiro-Bernstein (ASCAP) | | |
| 11. CARAVAN | 12 | 6 |
| Published by Mills (ASCAP) | | |
| 13. SAY YOU'RE MINE AGAIN | 15 | 2 |
| Published by Meridian (BMI) | | |
| 14. TELL ME YOU'RE MINE | 10 | 18 |
| Published By Capri Music | | |
| 15. ANNA | 17 | 3 |
| Published by Hollis (BMI) | | |
| 16. DON'T LET THE STARS GET IN YOUR EYES | 19 | 22 |
| Published by Four Star Sales (BMI) | | |
| 17. I'M SITTING ON TOP OF THE WORLD | 17 | 4 |
| Published by Leo Feist (ASCAP) | | |
| 18. SOMEBODY STOLE MY GAL | 20 | 3 |
| Published by Robbins (ASCAP) | | |
| 19. WILD HORSES | 14 | 11 |
| Published by George Simon (ASCAP) | | |
| 19. GOMEN NASAI | — | 8 |
| Published By Disney | | |

Second Ten

- | | | |
|---|-----------|-----------|
| 11. SIDE BY SIDE | 11 | 14 |
| Published by Shapiro-Bernstein (ASCAP) | | |
| 11. CARAVAN | 12 | 6 |
| Published by Mills (ASCAP) | | |
| 13. SAY YOU'RE MINE AGAIN | 15 | 2 |
| Published by Meridian (BMI) | | |
| 14. TELL ME YOU'RE MINE | 10 | 18 |
| Published By Capri Music | | |
| 15. ANNA | 17 | 3 |
| Published by Hollis (BMI) | | |
| 16. DON'T LET THE STARS GET IN YOUR EYES | 19 | 22 |
| Published by Four Star Sales (BMI) | | |
| 17. I'M SITTING ON TOP OF THE WORLD | 17 | 4 |
| Published by Leo Feist (ASCAP) | | |
| 18. SOMEBODY STOLE MY GAL | 20 | 3 |
| Published by Robbins (ASCAP) | | |
| 19. WILD HORSES | 14 | 11 |
| Published by George Simon (ASCAP) | | |
| 19. GOMEN NASAI | — | 8 |
| Published By Disney | | |

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Buyboard

TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
2. PRETEND
DON'T LET YOUR EYES GO SHOPPING..... N. Cole 2346
3. BLUE GARDENIA
CAN'T I N. Cole 2389
4. I BELIEVE
THE GHOST OF A ROSE..... J. Froman 2332
5. I'M SITTING ON TOP OF THE WORLD
SLEEP L. Paul & M. Ford 2400
6. SIDE BY SIDE
NOAH! K. Starr 2334
7. LEAN BABY
I'M WALKING BEHIND YOU..... F. Sinatra 2450
8. SAY YOU'RE MINE AGAIN
THE SONG FROM MOULIN ROUGE..... J. Hutton & A. Sfordahl 2429
9. RUBY
A LITTLE LOVE..... L. Baxter 2457
10. YES SIR, THAT'S MY BABY
YOKOHAMA MAMA H. Kari 2392
11. HEY, MR. COTTON PICKER
THREE THINGS T. Ernie 2443
12. THE NEARNESS OF YOU
GYPSY GIRL B. Manning 2383
13. BIG MAMOU
IS IT ANY WONDER E. M. Morse 2441
14. I AM IN LOVE
MY FLAMING HEART..... N. Cole 2459
15. GET IT WHILE YOU'RE YOUNG
LIPSTICK-A-POWDER-'N'-PAINT G. MacKenzie & H. O'Connell 2404
16. OH!
SAN P. Hunt 2442
17. HERE ARE MY ARMS
THERE'S MUSIC IN YOU..... A. Martino 2431

LATEST RELEASE

No. 367

- (How Much Is) THAT PICKLE IN THE WINDOW
WILD CORSETS Mickey Katz 2456
- WITHOUT A SONG
STAIN DOLL Duke Ellington 2458
- I AM IN LOVE
MY FLAMING HEART..... Nat "King" Cole 2459
- IS IT LOVE OR IS IT LIES?
LONESOME JOE Roy Acuff 2460
- JUST ANOTHER FRIEND
WHAT'S SAUCE FOR THE GANDER..... Freddie Chapman 2462

• You haven't heard
**"SOMEBODY
STOLE MY GAL"**
till you hear Mel Blanc's version—
the new comedy sensation!
b/w
"I LOVE ME"
with Lou Busch and his Tickle-Toe Four
on Record No. 2470

TOP SELLERS— COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
2. HANK'S SONG
I'LL NEVER HAVE YOU
F. Huskey 2397
3. HIGH NOON
GO ON! GET OUT!
T. Riffer 2120
4. I'VE GOT TO WIN YOUR LOVE AGAIN
I CAN'T LAST LONG
S. McDonald 2434
5. NO HELP WANTED
I'D HAVE NEVER FOUND SOMEBODY
NEW
H. Thompson 2376
6. THE FAMILY WHO PRAYS
LET US TRAVEL, TRAVEL ON
Louvin Bros. 2296
7. SATISFIED
HIDE ME, ROCK OF AGES
M. Carson 1500
8. GOIN' STEADY
JUST OUT OF REACH
F. Young 2299
9. HILLBILLY HULA
I'M A POOR LONESOME FELLOW
J. Carman 2345
10. WHAT WILL I DO
TIED DOWN
R. Acuff 2385

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. SKETCHES ON STANDARDS
Stan Kenton 426
2. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
3. LOVER'S RHAPSODY & SONGS FROM
LOVER'S RHAPSODY
Jackie Gleason 366
4. THE HIT MAKERS!
Les Paul & Mary Ford 416
5. NEW CONCEPTS OF ARTISTRY IN
RHYTHM
Stan Kenton 383
6. BY THE LIGHT OF THE SILVERY MOON
Gordon MacRae & June Hutton 422
7. THE BILLY MAY BAND
Billy May 412
8. THE BENNY GOODMAN BAND
Benny Goodman 409
9. THE KAY STARR STYLE
Kay Starr 363
10. BACCHANALIA!
Billy May 374
11. MIDNIGHT ON BOURBON STREET
Sharkey 367
12. RAY ANTHONY CONCERT
Ray Anthony 406
13. THE DIXIE STYLE OF PETE KELLY'S
BIG 7
Pete Kelly 404

TOP SELLING— CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

1. SCRIBAIN—"POEM OF ECSTASY, OP. 54",
LOEFFLER—"A PAGAN POEM"
Paris Philharmonic Orchestra Conducted by
Manuel Rosenthal 8188
2. TCHAIKOVSKY-TANEIEFF—GOUNOD—"RO-
MEO AND JULIET DUETS"
Franz Waxman Conducting The Los An-
geles Orchestral Society 8189
3. DEBUSSY—"CLAIR DE LUNE", CHOPIN—
"WALTZ IN D FLAT", LISZT—"LIEBES-
TRAUME"
Leonard Pennario 8205
4. MENDELSSOHN—"SYMPHONY NO. 3 IN A
MINOR, OP. 56"
The Pittsburgh Symphony Orchestra Con-
ducted by William Steinberg 8192
5. GERSHWIN—"THEME FROM RHAPSODY IN
BLUE" AND "THREE PRELUDES FOR
PIANO"
Leonard Pennario 8206
6. WAGNER—"SIEGFRIED'S RHINE JOURNEY"
AND "SIEGFRIED'S FUNERAL MUSIC"
AND "PRELUDE AND LIEBESTOD FROM
FROM TRISTAN UND ISOLDE"
The Pittsburgh Symphony Orchestra Con-
ducted by William Steinberg 8185
7. GLAZUNOV—"RAYMONDA, OP. 57"
Paris Philharmonic Orchestra Conducted by
Manuel Rosenthal 8184
8. CHOPIN—"POLONAISE IN A FLAT", FALLA—
"RITUAL FIRE DANCE", ALBENIZ—
"SEGUIDILLA"
Leonard Pennario 8204
9. TCHAIKOVSKY—"SELECTIONS FROM THE
NUTCRACKER SUITE"
Roger Desormiere Conducting The French
National Symphony Orchestra 8202
10. TCHAIKOVSKY—"THE NUTCRACKER SUITE"
AND "SUITE FROM SWAN LAKE"
Roger Desormiere Conducting The French
National Symphony Orchestra 8140
11. RACHMANINOFF—"PRELUDE IN C SHARP
MINOR, OP. 3, NO. 2, PRELUDE IN G
MINOR, OP. 23, NO. 5"; LISZT—"HUN-
GARIAN RHAPSODY NO. 2"
Leonard Pennario 8186
12. TCHAIKOVSKY—"QUARTET NO. 1 IN D
MAJOR, OP. 11", BORODIN—"QUARTET
NO. 2 IN D MAJOR"
The Hollywood String Quartet 8187
13. BEETHOVEN—"SYMPHONY NO. 6 PASTO-
RALE"
The Pittsburgh Symphony Orchestra Orches-
tra Conducted by William Steinberg 8159

the colossal COLE combination!

NAT 'KING' COLE sings
COLE PORTER'S

"I am
In Love"

from the new Broadway musical "CAN-CAN"

and
"My Flaming Heart"

as sung by Nat 'King' Cole in the
MGM picture "Small Town Girl"

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HILLBILLY"

is headed
for another hit!

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OR IS IT
LIES?"

"LONESOME
JOE"



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ACUFF

and his SMOKY
MOUNTAIN BOYS
No. 2460

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all the way...



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AND HALEY'S COMETS

Singing

CRAZY

MAN

CRAZY

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The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending May 2

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. SONG FROM MOULIN ROUGE (R) (F)—Broadcast...	4	4
2. I BELIEVE (R)—Cromwell.....	2	9
3. DOGGIE IN THE WINDOW (R)—Santly-Joy.....	1	12
4. PRETEND (R)—Brandom.....	7	14
5. APRIL IN PORTUGAL (R)—Chappell.....	5	4
6. YOUR CHEATIN' HEART (R)—Acuff-Rose.....	6	10
7. TILL I WALTZ AGAIN WITH YOU (R)—Village.....	3	19
8. SEVEN LONELY DAYS (R)—Jefferson.....	11	4
9. RUBY (R)—Miller.....	—	1
10. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales.....	9	22
10. SAY YOU'RE MINE AGAIN (R)—Meridian.....	—	1
12. SIDE BY SIDE (R)—Shapiro-Bernstein.....	8	9
13. TELL ME A STORY (R)—Montclare.....	10	5
14. TELL ME YOU'RE MINE (R)—Capri Music.....	13	15
15. DANCING WITH SOMEONE (R)—Valando.....	—	1

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

A Little Love (R)—Lion—BMI	My Flaming Heart (R)—Robbins—ASCAP
All by Myself (R)—Berlin—ASCAP	Nearness of You (R)—Famous—ASCAP
April in Portugal (R)—Chappell—ASCAP	No Help Wanted (R)—Acuff-Rose—BMI
Blue Gardenia (R)—Harms—ASCAP	Pretend (R)—Brandom—ASCAP
The Breeze (R)—Leeds—ASCAP	Red Canary (R)—Shapiro-Bernstein—ASCAP
Can't I (R)—Harvard—BMI	Say You're Mine Again (R)—Blue River—BMI
Caravan (R)—American Academy—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
Doggie in the Window (R)—Santly-Joy—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Golden Years (R)—Paramount—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Have You Heard? (R)—Brandom—ASCAP	Suddenly (R)—Hill & Range—BMI
Haven't Got a Worry (R)—Famous—ASCAP	Thumbelina (R) (F)—Frank—ASCAP
How Do You Speak to an Angel? (R) (M)—Chappell—ASCAP	Till I Waltz Again With You (R)—Village—BMI
Hush A-Bye (R)—Remick—ASCAP	Twice as Much (R)—Porgie—BMI
I Believe (R)—Cromwell—ASCAP	Wild Horses (R)—Simon—ASCAP
I'll Be Hanging Around (R)—Broadcast—BMI	Your Cheatin' Heart (R)—Acuff-Rose—BMI
I'm Sitting on Top of the World (R)—Feist—ASCAP	

Top 10 in Television

Crazy, Man Crazy (R)—Eastwick—BMI	Pretend (R)—Brandom—ASCAP
Dancing With Someone (R)—Valando—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
I Believe (R)—Cromwell—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
I'm Sitting on Top of the World (R)—Feist—ASCAP	Till I Waltz Again With You (R)—Village—BMI
Moon Was Yellow (R)—Bregman, Vocco & Conn—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI

England's Top Twenty

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

1. Doggie in the Window—Connelly (Santly Joy)	11. Downhearted—New World (Paxton)
2. In a Golden Coach—Box & Cox (Box & Cox)	12. I Believe—Cinephonic (Cromwell)
3. Wonderful Copenhagen—Morris (Frank)	13. Pretty Little Black Eyed Susie—Cinephonic (Santly-Joy)
4. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)	14. I Talk to the Trees—Chappell (Chappell)
5. I'm Walking Behind You—Peter Maurice (Leeds)	15. Why Don't You Believe Me?—Francis Day (Brandom)
6. Little Red Monkey—Robbins (Miller)	16. Outside of Heaven—Bradbury Wood (Bregman, Vocco & Conn)
7. Broken Wings—Johnfields (Shapiro-Bernstein)	17. Don't Let the Stars Get in Your Eyes—Morris (Four Star)
8. She Wears Red Feathers—Dash (Oxford)	18. Now—Dash (Ardmore)
9. Pretend—Leeds (Brandom)	19. Because You're Mine—Robbins (Feist)
10. Till I Waltz Again With You—Francis Day (Village)	20. The Windsor Waltz—Michael Reine (E. B. Marks)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending May 2

STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 ● 4-39981
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 ● 4-39944
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 ● 4-39938
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 ● 4-39945
I LET HER GO RAMBLIN' MAN	Frankie Laine	39979 ● 4-39979
DOT'S NICE—DONNA FIGHT! IT'S THE SAME	Rosemary Clooney and Marlene Dietrich	39980 ● 4-39980
SOMEBODY STOLE MY GAL GLAD RAG DOLL	Johnnie Ray	39961 ● 4-39961
WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BEAUTIFUL MUSIC TO LOVE BY	Doris Day	39970 ● 4-39970
RUBY PALLADIUM PARTY	Harry James	39994 ● 4-39994
NO ONE WILL EVER KNOW I'M THE KING OF BROKEN HEARTS	Tony Bennett	39964 ● 4-39964
I WONDER, I WONDER, I WONDER HE WHO HAS LOVE	The Four Lads	39958 ● 4-39958
GOMEN—NASAI TOKYO BOOGIE WOOGIE	Richard Bowers	39954 ● 4-39954
APRIL IN PORTUGAL LITTLE RED MONKEY	Ken Griffin	39983 ● 4-39983
WHAT A LITTLE MOONLIGHT CAN DO I'LL NEVER SAY "NEVER AGAIN" AGAIN	Benny Goodman	39976 ● 4-39976
ANNA DUTCH TREAT	Paul Weston	39968 ● 4-39968

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending May 2

THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 ● 4-21087
BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084 ● 4-21084
SIDEMEAT AND CABBAGE TEARDROPS	"Little" Jimmy Dickens	21093 ● 4-21093
THE PRICE FOR LOVING YOU THAT'S WHAT I GET FOR LOVING YOU	Ray Price	21089 ● 4-21089
WHY DID YOU WANDER THINKING ABOUT YOU	Lester Flatt and Earl Scruggs	21091 ● 4-21091
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 ● 4-21085
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 ● 4-21075
MARCHING ON TO GLORY THEY'VE MADE A NEW BIBLE	The Masters Family	21094s ● 4-21094s
I'LL GO ON ALONE YOU'RE BREAKING MY HEART	Marty Robbins	21022 ● 4-21022
AT THE DAWNING WHEN HE CALLS I'LL FLY AWAY	The Chuck Wagon Gang	21097s ● 4-21097s

NEW EXTENDED PLAY RELEASES

BENNY GOODMAN PRESENTS PEGGY LEE	B-1636
JO STAFFORD SPOTLITE	B-1649
DANNY KAYE SPOTLITE	B-1650
PEARL BAILEY SPOTLITE	B-1651
FRANKIE YANKOVIC'S WALTZ FAVORITES	B-1652
A VICTOR BORGE PROGRAM	B-1653
LOUIS ARMSTRONG SINGS HOAGY CARMICHAEL	B-1654
RAYMOND SCOTT SPOTLITE	B-1655
ERROLL GARNER	B-1656

BEST SELLING ALBUMS

BY THE LIGHT OF THE SILVERY MOON— Doris Day "Lp" CL 6248 ● 45 Set B-334 ● 78 Set C-334
SWEETHEARTS—Marion Marlowe and Frank Parker "Lp" CL 6241 ● 45 Set B-331 ● 78 Set C-331
ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 ● 45 Set G 4-18 ● 78 Set G-18
BROADWAY'S BEST—Jo Stafford "Lp" CL 6238 ● 45 Set B-328
ONE NIGHT STAND—Harry James "Lp" GL 522
AN EVENING WITH LIBERACE "Lp" CL 6239 ● 45 Set B-329

Now recording exclusively for Columbia!
the inimitable

JUDY GARLAND WITHOUT A MEMORY SEND MY BABY BACK TO ME

with Paul Weston and his Orchestra
40010 ● 4-40010

NEW POPULAR ALBUMS

DANNY KAYE ENTERTAINS
The Princess of Pure Delight ● One Life to Live
● Molly Malone ● It's Never Too Late to Mendels-
sohn ● Jenny ● My Ship ● Tchaikowsky
"Lp" GL 6249

SOFT LISTENING

Lover ● L'ame des poetes ● Always ● Laura
● Vanity ● Unless ● Acceleration Waltz ● Be
My Love
by fine European ensembles
"Lp" CL 6250 ● 45 Extended Play. Set B-335.

now on Extended Play

Benny Goodman presents Eddie Sauter Arrange-
ments. Set G 4-19.

Benny Goodman presents Fletcher Henderson Ar-
rangements. Set G 4-20.

NEW POPULAR RELEASES

Percy Faith RETURN TO PARADISE (two parts) from "Return to Paradise"	39998 ● 4-39998
Sammy Kaye TATTLE-TALE DUCK ORANGE BLOSSOM SERENADE	39999 ● 4-39999
Liberace I'D NEVER FORGIVE MYSELF I'M LOVED	39995 ● 4-39995
Erroll Garner LULLABY OF BIRDLAND EASY TO LOVE	39996 ● 4-39996

NEW FOLK MUSIC RELEASES

George Morgan I PASSED BY YOUR WINDOW HALF-HEARTED	21108 ● 4-21108
Don Gibson I JUST LOVE THE WAY YOU TELL A LIE WALKIN' IN THE MOONLIGHT	21109 ● 4-21109
Carl Smith with The Carter Sisters and Mother Maybelle THE NAIL-SCARRED HAND WE SHALL MEET SOME DAY	21110s ● 4-21110s

for bull's-eye:
off like a shot!

RED BUTTONS STRANGE THINGS ARE HAPPENING THE HO HO SONG

39981 ● 4-39981

COLUMBIA RECORDS

The Billboard Music Popularity Charts

... for Week Ending May 2

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- FOUR ACES**
Organ Grinder's Swing86
 DECCA 28691 — The Aces give a sharp, driving performance to the great swing tune. This side should catch plenty of deejay play. An excellent performance by the boys, and a solid waxing.
Honey in the Horn....78
 The attractive tune gets a flavorsome performance by the Aces. Side was waxed instrumentally by the Commanders, new ork on the label. Flip side has the power.
- FRANKIE LAINE**
Ramblin' Man85
 CAPITOL 39979—Powerful ballad about a footloose gent, written and cut for the folk market by the late Hank Williams, is a great vehicle for Laine. He awards a stunning performance and the side could earn plenty of loot.
I Let Her Go....80
 Romantic ballad is sold in big style by the chanter. Laine fans will like and the slicing should garner much coin.
- THE HILLTOPPERS**
I'd Rather Die Young83
 DOT 15085 — Jimmy Sacco, lead chanter of The Hilltoppers, turns in a most appealing reading of the gentle weeper. It should please many and the side could stir up a strong reaction. Looks like a coin-grabber.
P.S. I Love You....74
 Small talk in the form of a musical letter makes listenable disk fare. Might win spins
- RALPH MARGERIE ORK**
Crazy Man, Crazy82
 MERCURY 70135 — This could be another big one for the fast-rising Margerie ork. It's a cover of the wild opus now getting action in a number of areas via the Bill Halley cutting on Essex. This version is every bit as lively and exciting as the other and it has a gang vocal too. It should move out fast and grab a lot of coins.
Go Away....75
 The vocal chorus does a good job with its chanting on this bouncy, tho slight rhythm effort, backed with a beat by the precise Margerie ork. Should get spins.
- THE TRAVELERS**
Why Darling, Why?80
 OKEH 6959 — The Travelers, new group on the label, make a very impressive debut with a solid reading of a bright piece of material, over strong backing by the Hugo Peretti ork. The boys have a style, a sound and a beat, and with exposure the side could pull loot. Watch this one and watch the group.
Go Away....75
 The group works its tonsils neatly on this slight rhythm effort, but it doesn't have the power of the flip. It could get a lot of spins, tho.
- ROSEMARY CLOONEY-MARLENE DIETRICH**
Dot's Nice-Donna Fight79
 COLUMBIA 39980 — Odd ditty is spoofed gently by the gals to a bouncy accompaniment by Stan Freeman's harpsichord. Many will chuckle while it spins and the side is certain to gain deejay exposure.
It's the Same....74
 More of the same, but not as cute as flip.
- EYDIE GORME**
Frenes78
 CORAL 60977—Petite Eydie Gorme has her best platter here since she started to wax for the label. She hauds the bright oldie a sparkling rendition singing it in rhythmic fashion over solid ork backing. It's a strong side for the lass and should grab bundles of spins.
All Night Long....77
 The thrush sells this wistful ballad with warmth, and feeling, with help from a vocal group. Ork backing and arrangement is rst-rate. This side too looks headed for deejay play.
- THE SUPER-SONICS**
Sheik of Araby78
 RAINBOW 214—The old novelty gets a new treatment here via a driving guitar arrangement. The Super-Sonics should get plenty of play with this side. It's a strong debut for the boys on their first slicing for the label.
New Guitar Boogie Shuffle....75
 The Boogie beat via a guitar arrangement is offered on this side by the group. Considerable novelty appeal. Also good for some loot
- RAY ANTHONY**
Thunderbird78
 CAPITOL 2451 — Interesting instrumental is sparked by a baritone sax riff that has more than a little r.&b. flavor. Band swings away in the background in many sections. Deejays could pile up plays on this one, and it could go in the boxes.
Piccadilly Circus....74
 Anthony looks to London for the inspiration on this and gives a picture of a very busy circle. His fans will love it.

(Continued on page 40)

NEW RECORDS TO WATCH

Popular

- THE HILLTOPPERS**
I'd Rather Die Young—Dot 15085—New disk by the group has already gotten off to a fast start in Pittsburgh and Cincinnati. "I'd Rather" is a plaintive tune which Jimmy Sacco socks across as he leads the group. Disk could hit in the hillbilly as well as the pop field. Flip is "P. S. I Love You."
- ROSEMARY CLOONEY-MARLENE DIETRICH**
Dot's Nice—Donna Fight—Columbia 39980 —The gal duo tickles ribs on their performance of the oldie. Deejays could get on it heavily. Flip is "It's the Same."
- HELENE DIXON**
Don't Call My Name — Okeh 6964 — New Benjamin-Weiss tune with a strong spiritual flavor is given a driving performance via an appealing vocal by the new artist, gang chorus and handclapping backing. Record hit the New York market at the end of the week and is currently causing excitement. Flip is "The Breeze."
- PHIL ELLIS CHORUS**
Hi-Lili-Hi-Lo—Rainbow 214—A likely candidate for top disk honors on the puppet song from the movie "Lili." Other labels have earlier versions available. Impact of the movie is just being felt. The Rainbow version is a very beautiful choral version. Flip is "You're Painting the Town Red."
- RAY ANTHONY ORK**
Thunderbird—Capitol 2451—A fine instrumental that's built around a riff blown by a baritone sax. In this day of instrumentals, this could get action. Flip is "Piccadilly Circus."
- SAUTER-FINEGAN ORK**
Honey Jump — RCA Victor 20-5307 — The advance-design ork, on the eve of its one-nighter debut, is out with potentially its most commercial side to date. Tune has already made its mark in the r.&b. field; this one, in real dance tempo with a solid beat, could stir the pop market. Jockeys could spin it mightily. Flip is "Time to Dream."

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong over-all potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

Country & Western

- HANK SNOW**
Spanish Fireball — RCA Victor 20-5296— "Fireball" is a strong rhythm effort by Snow with a sparkling instrumental backing. Beat, quite logically, is on the Latin kick. Flip is "Between Fire and Water."
- HANK THOMPSON**
Rub-A-Dub-Dub—Capitol 2445 — Warbler makes a weeper out of the old nursery rhyme. It's clever enough to happen. Flip is "I Signed My Heart Away."
- RED FOLEY**
I Believe
Mansion Over the Hilltop—Decca 28694— Here's a disk which stacks up as another strong Foley catalog item. Could sell for a long time.
- JIMMY NELSON**
Married Men Like Sport—RPM 385—Nelson packs a lot of power into his vocal of this appealing tune. Could stir up considerable activity. Flip is "Meet Me With Your Black Dress On."

Sacred

Rhythm & Blues

Spiritual

- SWAN SILVERTONE SINGERS**
He Won't Deny Me
Man in Jerusalem — Specialty 844 — Two rhythmical etchings by the group pack potential power. "He Won't Deny Me," particularly builds up to fervent pitch.
- ROSEMARY CLOONEY**
Little Red Monkey
Little Joe Worm—Columbia MJV 164—Two fine efforts by the thrush which could appeal to mamas and kiddies alike if given the proper dealer exposure.

Country & Western

- SKEETS McDONALD**
I Can't Last Long80
 CAPITOL 2434 — Life is no longer worthwhile since his gal has left him. Not a new idea but presented with a fresh twist, and McDonald sells it for all he's worth. A good record.
I've Got to Win Your Love Again....80
 Jumpy tune with rapid-fire lyrics is projected well by McDonald. Tune has the same unusual type of construction found in "Don't Let the Stars Get in Your Eyes." Disk bears watching.
- HANK THOMPSON**
Rub-A-Dub-Dub80
 CAPITOL 2445—Thompson borrows on the "Three Men in a Tub" nursery rhyme for his inspiration on this tune. It's a clever lyric well-projected by the singer. Good potential here.
I Signed My Heart Away....79
 This one's about divorce, with Thompson on the losing end. Singer projects it with a lot of feeling. Broazos Valley Boys fill in nicely.
- TOMMY SOSEBEE**
Love is Deeper Than Pride78
 CORAL 64154 — Sosebee should win new fans with this etching. It's a fine weeper that he offers up with genuine feeling and engaging warmth. Side bears watching.
Nervous Feeling....74
 Cute ditty is read easily by the chanter. Platter could earn juke coin.
- AL ROGERS**
Too Blue to Care76
 CAPITOL 2435 — Al Rogers does a noteworthy job with this country ballad. He belts out a touching story with an emotion-packed delivery.
All Alone, All Alone....70
 Another of the myriad ditties in the

Spanish-flavored style made notable by Slim Willett's "Don't Let the Stars." This side has not much distinction. Al Rogers belts out the vocal.

- CORKY ROBBINS-JOHNNY BOSWORTH**
Oh, How I Love You75
 OKEH 6957—Arrangement, performance and type of material combine to make this an interesting hybrid—pop and country. Backing is sophisticated; tune is country-flavored. Good, relaxed performance by Robbins and Bosworth
I Won't Believe It....74
 Corky Robbins and Johnny Bosworth do a heartfelt vocal on this country-flavored ballad of undying love. A nice side.

- JOHNNY HORTON**
Plaid and Calico74
 ABBOTT 135—Side is being re-issued by the label, this time on a national basis. Horton socks across a fine vocal with the help of Bill Thompson and the Westernaires. Should deejays give this a whirl, something could happen.
Shadows on the Old Bayou....69
 Horton gives out with a full-voiced reading of a haunting tune. Side has a nice beat that should pull a lot of plays.

(Continued on page 40)

Spiritual

- THE SWAN SILVERTONE SINGERS**
He Won't Deny Me80
 SPECIALTY 844 — The spiritual group set a fine mood with this rhythmic reading of an above average religious ditty. The lead shouter sparks the group into a fervent wind up for a strong dsking. Should grab sales in the spiritual market.
Man in Jerusalem....78
 Another strong side by the group, that should also receive plays on gospel segs.

Rhythm & Blues

- BILLY WARD-THE DOMINOES**
These Foolish Things
Remind Me of You84
 FEDERAL 12129—Billy ward and his Dominoes have a potent waxing here and one that could easily break thru for the big loot. The group performs the evergreen in meaningful style, with Ward turning in a solid lead vocal, and the bass adding some cute vocal effects. It's a mighty strong side by the boys.
Don't Leave Me This Way....79
 Another excellent job by the Dominoes, this time on a slow-tempo ballad. Once again Ward contributes an outstanding lead, with the boys coming thru solidly behind him. It should get spins and plays too.
- ANNISTEEN ALLEN**
Trying To Live Without You79
 KING 4622—Miss Allen has material worthy of her talents here and she projects the blues with conviction. Side has lots of appeal and could build with exposure.
My Baby Keeps Rollin'....75
 The thrush sells this one ably. Effort has a persistent beat and it could attract some juke loot.
- WILLIE JONES**
Jockey Jump75
 ATLAS 1028—The good Doctor Jones gets off a fine shoutin' vocal on a typical blues rocker while the combo behind him turns in a rousing performance. Good wax, this.
Sad Love....74
 A slow blues on this side for another good reading.
- CHARLES BROWN**
Take Me75
 ALADDIN 3176 — Intimate style of

(Continued on page 40)

Jazz

- PUD BROWN TRIO**
Take the "A" Train77
 CAPITOL 2433 — The Pud Brown trio takes off on the Billy Strayhorn opus from the opening groove and stays with it all the way. A solid drum backing gives the saxist a chance to go to town and he does, and the pianist does too. Group is solid and waxing is exciting. Should appeal to jazz fans.
Memories of You....73
 The lovely evergreen is handled softly and tenderly by the trio, with a fine sax solo thruout. A listenable platter.
- CHARLIE SINGLETON**
Broadway Beat72
 ATLAS 1029—Singleton's tenor leads the bop combo thru a typical tho good instrumental built on a familiar riff.
Pony Express....72
 Material here is straight blues. Rendition is good.
- THE BOO BOO TURNER GROUP**
I Goodie69
 FORTUNE 809 — The combo is a good one for boppish music and Turner knows his way with a lyric—but this isn't particularly strong material, tho it's well written.
Cooling With Boo Boo....69
 Group essays a modern jazz style instrumental for good results.

Children's

- ROSEMARY CLOONEY**
Little Red Monkey84
 COLUMBIA MJV-164 — The eerie English TV tune has been around the pop markets for a couple of months without too much happening. This go-around is for the kiddie market. Lyrics have been added and are well-projected by the songstress whose clear enunciation is so good for the moppet field. There could also be some pop potential here if the tune's welcome hasn't been worn out.
Little Joe Worm....83
 "Little Joe Worm" is the son of "Glow Worm." It's a clever re-write of the tune which was recently revived as a big hit. Two good sides here which make for a very strong record. Pop jockeys would do well to pick up a copy.

- PERCY FAITH ORK**
Little Jumping Jack80
 COLUMBIA MJV-159 — The Faith ork and vocal group deliver a strong reading of a delightful new kidddy which could easily become a standard seller. It's a fine hunk of wax for kids of all ages.
Funny Fellow....76
 Orkster Faith had a hand in writing this one. Latin-American ditty has a fine beat and serves to set the mood for a happy performance. Both sides feature the large Faith ork.

Sacred

- THE CHUCK WAGON GANG**
At the Dawning77
 COLUMBIA 21097—This sacred song receives a fine performance by the Chuck Wagon Gang. The group's singing is good technically, and in conception.
When He Calls I'll Fly Away....76
 A spirited performance marks the Chuck Wagon Gang's singing of this sacred number. Rendition has beat and movement.
- ACE RICHMAN AND THE SUNSHINE BOYS**
This Heart of Mine75
 BIBLETONE 2111—Richman and the group maintain a strong beat thru a sacred opus. Should do well in the right territory.
Sunday Meeting Time....73
 At a slower tempo the group still blends nicely. This ditty has a pop flavor.

International

- FRANK WOJNAROWSKI**
Pusta Kieszen78
 DANA 794—The ork comes up with one of its typical and spirited polka renditions with the Polish vocal handled by the orkster and a fem chirp. Should be a good one.
Pod Borem Sosna Gorzala....74
 Wojnarowski and the ork deliver a lilting gang-sing waltz with a strong dance beat. A pleasant record.
- STAS JAWORSKI**
Ja Mam Tylko Ciebie67
 STELLA 2002—Vocal tango in Polish should do well enough in its limited market.
Magda i Maciek....67
 Similar rendition on an oberek.

RATINGS: 90-100, Tops; 80-89, Excellent; 60-79, Good; 40-69, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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



LOOKIN' FOR A HIT...

WE'VE GOT ONE!

Just Released

DEL WOOD

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Allen Distributing Co.
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- New Orleans, Louisiana
Amann Distributing Co.
642 Baronne Street
- Portland, Oregon
B. G. Record Service
337 N. W. 6th Street
- Dallas, Texas
Big State Distributors
137 Glass Street
- Jacksonville, Florida
Binkley Distributing Co.
50 Riverside Avenue So.
- Miami, Florida
Binkley Distributing Co.
301 S. W. 6th St.
- Detroit, Michigan
Cadet Distributing Co.
3766 Woodward Avenue
- New York City, New York
Cosnat Distributing Co.
315 West 47th Street
- Newark, N. J.
Cosnat Distributing Co.
278 Halsey St.
- Philadelphia, Pa.
Cosnat Distributing Co.
1710 North St.
- Los Angeles, California
Diamond Distributors
1819 West Pico Blvd.
- Atlanta, Georgia
Dixie Distributing Co.
445 Edgewood Ave., S.E.
- Chicago, Illinois
Frumkin Sales Co.
2007 S. Michigan Ave.
- Cincinnati, Ohio
Hit Record Distributing Co.
1043 Central Avenue
- Indianapolis, Indiana
Indiana State Distributors
505 East Washington St.
- Minneapolis, Minnesota
Lieberman Music Co.
257 Plymouth Avenue, No.
- El Paso, Texas
M. B. Krupp Distrib. Co.
309 S. Santa Fe Street

Elmer's Tune

"Jersey Bounce" 7043

STILL GOING STRONG

"12th Street Rag"

B/W "PICKIN' AND GRINNIN'" 7036

A GREAT SPIRITUAL

Edna Gallmon Cooke Sings

"AMEN" 7040

OVER 20,000 SOLD THE FIRST TWO WEEKS

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ALL REPUBLIC RECORDS ON 45 R.P.M.

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Mangold Distributing Co.
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Mangold Distributing Co.
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- Denver, Colorado
Mountain Distributors
3630 Downing Street
- Memphis, Tennessee
Music Sales Co.
1117 Union Avenue
- Boston, Massachusetts
Mutual Distributing Co.
1259 Tremont Street
- Cleveland, Ohio
Ohio Record Distributors
1737 Chester Avenue
- Oklahoma City, Okla.
Okla. Record & Supply Co.
627 N. W. Second Street
- Kansas City, Missouri
Roberts Record Distributors
321 Southwest Blvd.
- St. Louis, Missouri
Roberts Record Distributors
1518 Pine Street
- Houston, Texas
South Coast Amusement Co.
314 E. 11th Street
- Pittsburgh, Pa.
Standard Distributing Co.
1705 Fifth Avenue
- Madison, Wisconsin
Tell Distributing Co.
2702 Monroe Street
- San Francisco, California
United Music Sales Corp.
440 6th Street

THIS WEEK'S BEST BUYS

In the opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

Popular

ORGAN GRINDER'S SWING

HONEY IN THE HORN—Four Aces—Decca 28691

Record has gotten off to a strong start. With the exception of Boston which is getting action on both sides, the strong side is "Organ Grinder." It's the strongest of this week's selections. A previous "New Record to Watch."

YOU SHOULDN'T HAVE KISSED ME THE FIRST TIME SOMEBODY WONDERFUL—Norman Brooks—Zodiac 102

Popped out with real strength this week. Last week's reports showed that most areas were just receiving the record. Real strength showed up this week in Boston, Pittsburgh, Cincinnati and Chicago. Both sides are showing depending on area, with the edge going to "Kissed." A previous "New Record to Watch."

JUST ANOTHER POLKA—Jo Stafford—Columbia 40000

There's still operator resistance in New York and Philadelphia because of the Eddie Fisher coupling (as noted in a story last week). Boston operators, however, are now buying the Stafford record in quantity, and Midwest operator action is showing. Retail-wise, the record is moving well in such areas as Detroit, Chicago, Pittsburgh and L. A. Flip side is "My Dear-est, My Darling." A previous "New Record to Watch."

WHO'S GONNA PAY THE CHECK

SORRY BABY, YOU LET MY LOVE GET COLD—Peggy Lee—Decca 28631

Trend on this record in the last three weeks has been good. It is steadily increasing in strength in Boston, Philadelphia, Chicago, Detroit and L. A. Side preference varies by territory.

THE BREEZE—Trudy Richards—Derby 823

Particularly good as an operator bet. Retail reports have been comparatively weak, but there's good juke box activity in New York, Philadelphia, Detroit and several Midwestern points. At this moment it is not recommended as a retail "Best Buy." Flip is "I Can't Love You Anymore."

LEAN BABY

I'M WALKING BEHIND YOU—Frank Sinatra—Capitol 2450

Singer's new release is getting good jockey activity and good

resulting retail sales. Operator-wise, the only action reported is in New York. Thus it is not recommended as an operator "Best Buy" at this time. Retail activity is good in Buffalo, Pittsburgh, Detroit, St. Louis and L. A. With exception of St. Louis, reported interest centers on "Lean Baby."

Country & Western

TOO YOUNG TO TANGO—Sunshine Ruby—RCA Victor 20-5250

This week's reports show that the record is getting off the ground. North Carolina reported real strength, and definite building action was reported from Buffalo, L. A., Pittsburgh and Chicago. Flip is "Hearts Weren't Meant to Be Broken."

HEY, MR. COTTON PICKER—Tennessee Ernie—Capitol 2443

Tune is getting activity in both the hillbilly and pop markets. There's real strength in Southern California. Boston, Buffalo and Chicago report good activity. Southern hillbilly reports thus far are light. Flip is "Three Things." A previous "New Record to Watch."

SEVEN LONELY DAYS—Bonnie Lou—King 1192

Strong retail action on this record, particularly in the East Central part of the country. It's recommended as a good record to dealers who haven't been concentrating on the Gibbs version for their hillbilly customers. Because of the action that Gibbs has been given in this as well as the pop field, title strips are not being sent to operators. Flip is "Just Out of Reach."

Rhythm & Blues

RHYTHM AND BLUES — RHYTHM AND BLUES — R&B WHAT'S THE RIFF—Illinois Jacquet—Mercury 89036

Record has been out for a number of weeks and has been showing real strength in Pittsburgh and Chicago. It's still holding up there and is showing increased power in New York, Detroit and L. A. Flip is "Ecstasy."

I'VE LEARNED MY LESSON—Emita Slay Trio—Savoy 892

Off to a very fast start in New York, Cincinnati, Philadelphia, Buffalo and Detroit. Flip is "You Told Me That You Loved me." A previous "New Record to Watch."

Late Reports on Recent 'Best Buys'

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box Chart.

Popular

CRAZY, MAN CRAZY

Bill Haley—Essex 321

Record showed spreading strength this week. Sharp pick-up reported in Eastern North Carolina, St. Louis and Detroit. Boston and Buffalo also picked up. Other areas reported last week held their strength. Action on the Mar-terie cover version was reported from New York, Buffalo and Chicago with first two noting an edge for Mar-terie.

I'M WALKING BEHIND YOU

Eddie Fisher—RCA Victor

20-5293
Hit both the national retail and juke box charts for the first time this week.

MY LADY LOVES TO DANCE

Julius La Rosa—Cadence 1231

Holding its strength in areas reported last week and building elsewhere.

SAY SI SI

Mills Brothers—Decca 28670

Good reports have been returned by all key contacts across the country. Still moving up at a fast clip.

THAT HOUND DOG IN THE WINDOW

Homer & Jethro—RCA Victor

20-5280

Doing well in both the pop and hillbilly fields. All areas checked found action very good and gaining momentum.

NOW HEAR THIS

APRIL IN PORTUGAL

Tony Martin—RCA Victor

20-5279

This past week saw pick-up for Martin in Buffalo and Pittsburgh. Conversely it dipped in Detroit.

Country & Western

SLAVES OF A HOPELESS LOVE AFFAIR

Red Foley—Decca 28567

Made the national juke box chart for the first time this week. Also appears on the Houston and Dallas-Ft. Worth territorial charts.

TAKE THESE CHAINS FROM MY HEART

RAMBLIN' MAN

Hank Williams—M-G-M

11479

Just off national retail chart and on four territorial lists.

YOU SAID THAT YOU COULD DO WITHOUT ME

Kitty Wells—Decca 28666

Reports show good, and in some cases, building action.

Rhythm & Blues

HITTIN' ON ME

Buddy Johnson—Mercury

70116

Growth noted this week on West Coast, Chicago, New York and Detroit. Maintaining strength on other reports except Pittsburgh and St. Louis.

WAY BACK HOME

Big Maybelle—Okeh 6955

One of Detroit's top 10 and strong in Chicago and Cincinnati. Reports from both Coasts and much of the South do not show any sign of growth, however.

ONE ROOM COUNTRY SHACK

Mercy Dee—Specialty 458

Additional areas besides those reported last week as showing good action on this record are Los Angeles and Buffalo, with gains in New York. Holding all areas in which it scored previously.

Coming Up in the Trade

The following records have been selected by dealers, disk jockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

Popular

1. OO! WHAT YOU DO TO ME
Patti Page—Mercury 70127
2. MY LADY LOVES TO DANCE
Julius La Rosa—Cadence 1231
3. I'M WALKING BEHIND YOU
Frank Sinatra—Capitol 2450
4. USKA DARA
Eartha Kitt—RCA Victor 20-5284
5. SAY SI SI
Mills Brothers—Decca 28670
6. I LET HER GO
Frankie Laine—Columbia 39979
7. JUST ANOTHER POLKA
Jo Stafford—Columbia 40000

Country & Western

1. TAKE THESE CHAINS FROM MY HEART
Hank Williams—M-G-M 11479
2. THAT HOUND DOG IN THE WINDOW
Homer & Jethro—RCA Victor 20-5280
3. RAMBLIN' MAN
Hank Williams—M-G-M 11479
4. RESTLESS HEART
Sim Whitman—Imperial 8199
5. HEY, MR. COTTON PICKER
Tennessee Ernie—Capitol 2443

Rhythm & Blues

1. HITTIN' ON ME
Buddy Johnson—Mercury 70116
2. CRAZY, CRAZY, CRAZY
Five Royales—Apollo 446
3. HELP ME, SOMEBODY
Five Royales—Apollo 446
4. SHE'S GOT TO GO
The Ravens—Mercury 70119
5. HONEY JUMP
Oscar McLollie—Modern 902
6. I WANNA KNOW
Dolly Cooper—Savoy 891

The Disk Jockeys Pick

Popular

1. LEAN BABY
Frank Sinatra—Capitol 2450
2. I'M WALKING BEHIND YOU
Frank Sinatra—Capitol 2450
3. JUST ANOTHER POLKA
Jo Stafford—Columbia 40000

Country & Western

1. RAMBLIN' MAN
Hank Williams—M-G-M 11479
2. TAKE THESE CHAINS FROM MY HEART
Hank Williams—M-G-M 11479
3. RUB-A-DUB-DUB
Hank Thompson—Capitol 2445

The Operators Pick

Popular

1. BIG MAMOU
Pete Hanley—Okeh 6956

RECORD DEALERS—

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes—The Billboard's weekly record sales aid. "This Week's Best Buys" are now listed in Today's Top Tunes. For details write: Today's Top Tunes, The Billboard, 2160 Patterson St., Cincinnati, Ohio.

JUKE BOX OPERATORS—

Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are included in weekly title strip releases. For more information write: Title Strip Service, The Billboard, 1564 Broadway, New York City.

RADIO-TV STATIONS—

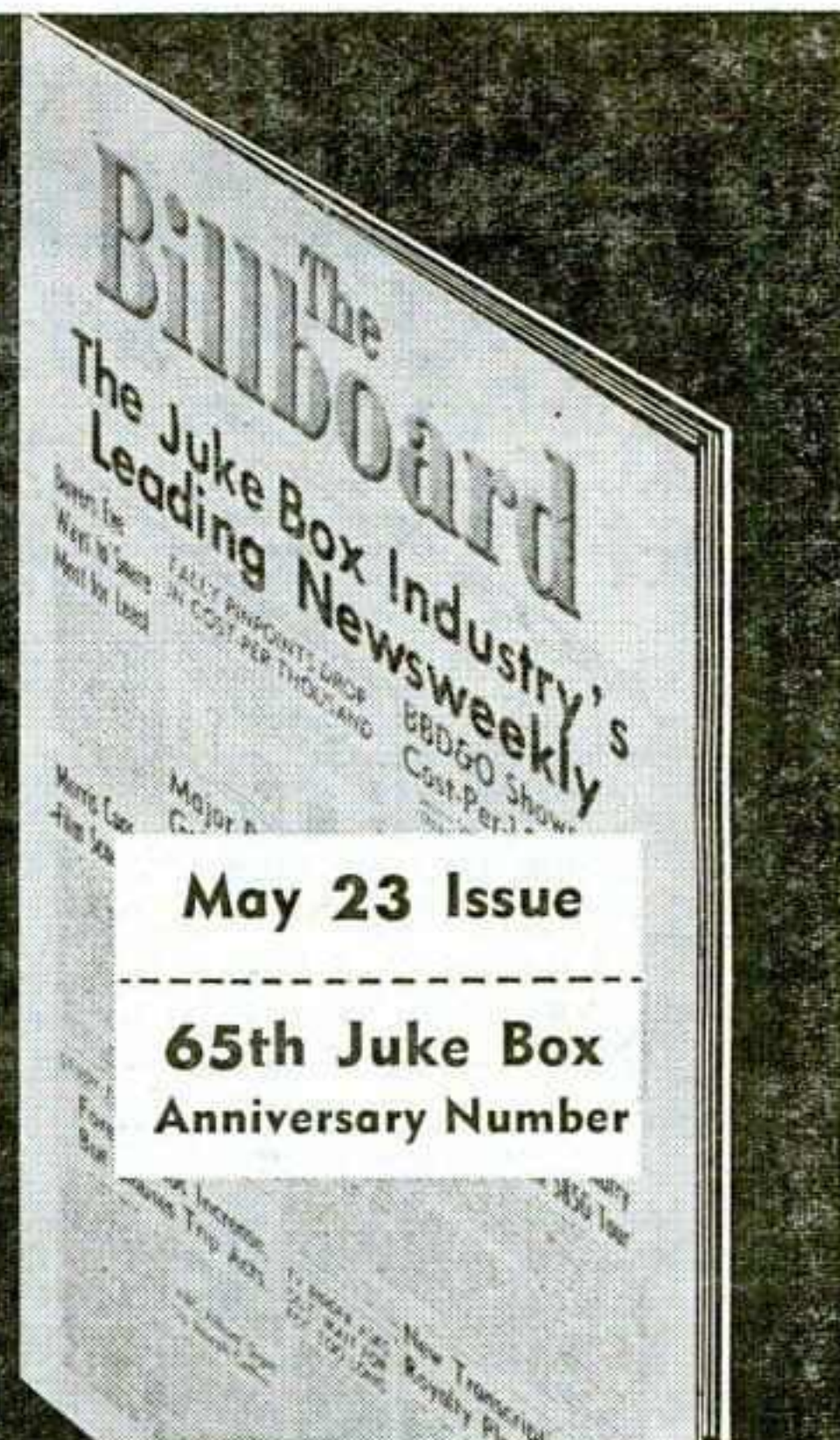
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PROGRAM**
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publishing history

—including a 65th Juke Box Anniversary programming kit for radio and television disk jockeys and program directors . . . a specially prepared 16-page history of the juke box industry from the mechanical as well as the talent, tunes and records angle . . . a fact sheet for disk jockey chatter material and operator interviews . . . personal contact with top radio-television network stars and shows for juke plugs and programs built around the 65th Anniversary . . . record company co-operation for release of special juke box anniversary records and albums . . . special "promote-play-during-May-Juke-Box-Week" program for operators . . . con-

test suggestions . . . record dealer tie-in plans . . . especially written speeches for operators to deliver before local groups and associations . . . title-strip tie-ins . . . extra publicity via artist representatives, press agents and song pluggers . . . special news releases for operators to place with local newspapers . . . general news release to all top newspapers thruout the country . . . special material to key gossip and amusement columnists—all planned and developed exclusively by The Billboard with the hearty endorsement of the complete juke box industry!

with
scores of
**OUTSTANDING
EDITORIAL FEATURES,
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**PROMOTION
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A special 50,000-piece direct mail program to reach every existing and potential operator . . . extra pre-and-post-anniversary editorial features . . . a tremendous 10,000-line campaign of trade messages in The Billboard itself . . . special direct mail to radio-television disk jockeys, program directors and station managers . . . questionnaire mailings . . . a \$10,000 exclusive Billboard promotion in support of the juke box industry's 65th Anniversary!

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65th Juke Box
Anniversary Number**
dated May 23
distributed May 19
ad deadline May 14



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Billboard**



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The Billboard Music Popularity Charts . . . for Week Ending May 2

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1		15	DOGGIE IN THE WINDOW—P. Page... My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCAP	
2		6	SONG FROM MOULIN ROUGE— P. Faith-F. Sanders..... Swedish Rhapsody— Col(78)39944; (45)4-39944—BMI	
3		12	I BELIEVE—F. Laine..... Your Cheatin' Heart— Col(78)39938; (45)4-39938—ASCAP	
4		13	PRETEND—Nat (King) Cole..... Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP	
5		6	APRIL IN PORTUGAL—L. Baxter.... Suddenly—Cap(78)2374; (45)F-2374—ASCAP	
6		5	RUBY—R. Hayman..... Love Mood— Mercury(78)70115; (45)70115X45—ASCAP	
7		9	TELL ME A STORY—F. Laine-J. Boyd. Little Boy and the Old Man— Col(78)39945; (45)9-39945—BMI	
8		5	ANNA—S. Mangano..... I Loved You— M-G-M(78)11457; (45)K-11457—BMI	
9		3	SAY YOU'RE MINE AGAIN— Perry Como..... My One and Only Heart— V(78)20-5277; (45)47-5277—ASCAP	
10		12	YOUR CHEATIN' HEART—Joni James. I'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	
11		9	SEVEN LONELY DAYS—G. Gibbs..... If You Take My Heart Away— Mercury(78)70095; (45)70095X45—ASCAP	
12		2	THE HO HO SONG—Red Buttons..... Strange Things Are Happening— Col(78)39981; (45)4-39981—ASCAP	
13		22	TILL I WALTZ AGAIN WITH YOU— T. Brewer..... Hello Bluebird— Coral(78)60873; (45)9-60873—BMI	
14		21	TELL ME YOU'RE MINE—Gaylords... Aye, Aye, Aye— Mercury(78)70067; (45)70067-45—BMI	
15		8	CARAVAN—R. Marterie..... While We Dream— Mercury(78)70097; (45)70097X45—ASCAP	
16		1	STRANGE THINGS ARE HAPPENING —R. Buttons..... Ho Ho Song— Col(78)39981; (45)4-39981—ASCAP	
17		2	I BELIEVE—J. Froman..... Ghost of a Rose— Cap(78)2332; (45)F-2332—ASCAP	
18		1	I'M WALKING BEHIND YOU— E. Fisher-H. Winterhalter..... Just Another Polka— V(78)20-5293; (45)47-5293—ASCAP	
19		2	APRIL IN PORTUGAL—R. Hayman.... Anna— Mercury(78)70114; (45)70114X45—ASCAP	
20		1	IS IT ANY WONDER?—J. James..... Almost Always— M-G-M(78)11470; (45)K-11470—ASCAP	

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1		14	DOGGIE IN THE WINDOW— Patti Page..... My Jealous Eyes— Mercury(78)70070; (45)45-70070—ASCAP	
2		12	PRETEND—Nat (King) Cole..... Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP	
3		12	YOUR CHEATIN' HEART—Joni James. I'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	
4		22	TILL I WALTZ AGAIN WITH YOU— T. Brewer..... Hello Bluebird— Coral(78)60873; (45)9-60873—BMI	
4		9	I BELIEVE—F. Laine..... Your Cheatin' Heart— Col(78)39938; (45)4-39938—ASCAP	
4		12	SONG FROM MOULIN ROUGE— P. Faith-F. Sanders..... Swedish Rhapsody— Col(78)39944; (45)4-39944—BMI	
7		2	SAY YOU'RE MINE AGAIN—P. Como... My One and Only Heart— V(78)20-5277; (45)47-5277—BMI	
8		7	TELL ME A STORY—F. Laine-J. Boyd.. Little Boy and the Old Man— Col(78)39945; (45)4-39945—BMI	
8		9	SEVEN LONELY DAYS—G. Gibbs..... If You Take My Heart Away— Mercury(78)70095; (45)70095X45—ASCAP	
10		3	APRIL IN PORTUGAL—L. Baxter.... Suddenly—Cap(78)2374; (45)F-2374—ASCAP	
11		4	SOMEBODY STOLE MY GAL—J. Ray.. Glad Rag Doll— Col(78)39961; (45)4-39961—ASCAP	
12		4	CARAVAN—R. Marterie..... While We Dream— Mercury(78)70097; (45)70097X45—ASCAP	
13		5	RAMONA—Gaylords..... Spinning a Web— Mercury(78)70112; (45)70112X45—ASCAP	
14		2	ALMOST ALWAYS—J. James..... Is It Any Wonder— M-G-M(78)11470; (45)K-11470—ASCAP	
15		18	TELL ME YOU'RE MINE—Gaylords... Aye, Aye, Aye— Mercury(78)70067; (45)70067X45—BMI	
15		11	DOWNHEARTED— E. Fisher-H. Winterhalter..... How Do You Speak to an Angel?— V(78)20-5137; (45)47-5137—ASCAP	
17		1	APRIL IN PORTUGAL—R. Hayman.... Anna— Mercury(78)70114; (45)70114X45—ASCAP	
18		9	NO HELP WANTED—R. Draper..... Texarkana Baby— Mercury(78)70077; (45)70077X45—BMI	
18		1	I'M WALKING BEHIND YOU— E. Fisher-H. Winterhalter..... Just Another Polka— V(78)20-5293; (45)47-5293—ASCAP	
20		6	I'M SITTING ON TOP OF THE WORLD—L. Paul-M. Ford..... Sleep—Cap(78)2400; (45)F-2400—ASCAP	
20		3	HOT TODDY—R. Flanagan..... Serenade—V(78)20-5095; (45)47-5095—ASCAP	

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1		13	DOGGIE IN THE WINDOW—P. Page.. My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCAP	
2		3	SONG OF MOULIN ROUGE— P. Faith-F. Sanders..... Swedish Rhapsody— Col(78)39944; (45)4-39944—BMI	
3		12	PRETEND—Nat (King) Cole..... Don't Let Your Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP	
4		4	RUBY—R. Hayman..... Love Mood— Mercury(78)70115; (45)70115X45—ASCAP	
5		11	YOUR CHEATING HEART—J. James.. I'll Be Waiting for You— M-G-M(78)11426; (45)K-11426—BMI	
6		10	I BELIEVE—F. Laine..... Your Cheatin' Heart— Col(78)39938; (45)4-39938—ASCAP	
7		8	SEVEN LONELY DAYS—G. Gibbs..... If You Take My Heart Away— Mercury(78)70095; (45)70095X45—ASCAP	
8		8	CARAVAN—R. Marterie..... While We Dream— Mercury(78)70097; (45)70097X45—ASCAP	
9		5	APRIL IN PORTUGAL—L. Baxter.... Suddenly—Cap(78)2374; (45)F-2374—ASCAP	
10		21	TILL I WALTZ AGAIN WITH YOU— T. Brewer..... Hello Bluebird— Coral(78)60873; (45)4-60873—BMI	
11		2	SAY YOU'RE MINE AGAIN— Perry Como..... My One and Only Heart— V(78)20-5277; (45)47-5277—BMI	
12		4	CARAVAN—R. Marterie..... While We Dream— Mercury(78)70097; (45)70097X45—ASCAP	
13		5	RAMONA—Gaylords..... Spinning a Web— Mercury(78)70112; (45)70112X45—ASCAP	
14		2	ALMOST ALWAYS—J. James..... Is It Any Wonder— M-G-M(78)11470; (45)K-11470—ASCAP	
15		18	TELL ME YOU'RE MINE—Gaylords.. Aye, Aye, Aye— Mercury(78)70067; (45)70067X45—BMI	
15		11	DOWNHEARTED— E. Fisher-H. Winterhalter..... How Do You Speak to an Angel?— V(78)20-5137; (45)47-5137—ASCAP	
17		1	APRIL IN PORTUGAL—R. Hayman.... Anna— Mercury(78)70114; (45)70114X45—ASCAP	
18		9	NO HELP WANTED—R. Draper..... Texarkana Baby— Mercury(78)70077; (45)70077X45—BMI	
18		1	I'M WALKING BEHIND YOU— E. Fisher-H. Winterhalter..... Just Another Polka— V(78)20-5293; (45)47-5293—ASCAP	
20		6	I'M SITTING ON TOP OF THE WORLD—L. Paul-M. Ford..... Sleep—Cap(78)2400; (45)F-2400—ASCAP	
20		3	HOT TODDY—R. Flanagan..... Serenade—V(78)20-5095; (45)47-5095—ASCAP	

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

This Week	Last Week	Weeks on Chart	Title	Label
33 1/3 R.P.M.				
1		17	HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec DL-5433.....	
2		17	MUSIC FOR LOVERS ONLY—J. Gleason—Cap H-352.....	
3		7	ARTHUR GODFREY'S TV CALENDAR SHOW—A. Godfrey and His Friends—Col CL-521..	
4		17	STARS AND STRIPES FOREVER—A. Newman—M-G-M E-176.....	
4		6	CALL ME MADAM—E. Merman-D. Haymes-E. Wilson-G. Jenkins—Dec(78)A-818; (33)DL-8035; Dec(78)A-813; (33)DL-5304.....	
6		11	SWEETHEARTS—M. Marlowe and F. Parker—Col CL-6241.....	
7		37	LIBERACE AT THE PIANO—Liberace—Col CL-6217.....	
8		2	STAN KENTON NEW CONCEPTS—S. Kenton—Cap H-383.....	
9		13	KAY STARR STYLE—Kay Starr—Cap H-383.....	
10		5	JAZZ SINGER—D. Thomas-F. DeVol—V LPM-3118.....	
45 R.P.M.				
1		15	HANS CHRISTIAN ANDERSEN—D. Kaye-G. Jenkins—Dec 9-364.....	
2		12	MUSIC FOR LOVERS ONLY (4)—J. Gleason—Cap EBF-325.....	
3		7	ARTHUR GODFREY'S TV CALENDAR SHOW—A. Godfrey and His Friends—Col G 4-18..	
4		11	SWEETHEARTS (4)—M. Marlowe and Frank Parker—Col B-331.....	
5		18	STARS AND STRIPES FOREVER—A. Newman and 20th Century-Fox Studio Ork— M-G-M K-176.....	
5		7	CALL ME MADAM (6 or 4)—E. Merman-D. Haymes-E. Wilson-G. Jenkins— Dec(78)A-818; (45)9-166; Dec(78)A-813; (45)9-153.....	
7		9	LIBERACE AT THE PIANO (4)—Liberace—Col B-308.....	
8		8	KAY STARR STYLE—Kay Starr—Cap EBF-363.....	
8		12	HONKY TONK PIANO (3)—F. Carle—V(78)P-327; (45)WP-327.....	
8		18	BYE, BYE BLUES—L. Paul-M. Ford—Cap EBF-356.....	

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

This Week	Last Week	Weeks on Chart	Title	Label
1		11	PETER PAN (2)—B. Driscoll-Original Cast—V(78)VY-4001; (45)WY-4001.....	
2		11	HANS CHRISTIAN ANDERSEN (4)—D. Kaye—Dec(78)A-919; (45)9-364; (33)DL-5433.....	
3		35	ROBIN HOOD (2)—B. May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins—Cap(78)DBX-3138; (45)CBXF-3138.....	
4		35	BOZO HAS A PARTY (2)—B. May Ork-P. Colvig—Cap(78)DBX-3133; (45)CBXF-3133.....	
4		23	TRAIN TO THE ZOO (1)—N. Rose—Children's Guild(78)1001; (45)1001-45.....	
6		98	PETER AND THE WOLF (2)—Sterling Holloway—V(78)Y-386; (45)WY-386.....	
6		117	TWEETY PIE (1)—M. Blanc-B. May—Cap(78)CAS-3074; (45)CASE-3074.....	
8		3	DOGGIE IN THE WINDOW (1)—Patti Page—Mercury(78)70070; (45)70070X45.....	
9		2	DOGGIE IN THE WINDOW (1)—S. Sweetland-T. Mottola—Col PV-387.....	
10		167	CINDERELLA (2)—I. Woods and Others—V(78)Y-399; (45)WY-399.....	
10		103	LITTLE ENGINE THAT COULD (1)—G. Lombardo—Dec(78)K-57; (45)1-182.....	
10		69	BOZO ON THE FARM (2)—P. Colvig-B. May—Cap(78)DBX-3076; (45)CBXF-3076.....	
10		25	LONE RANGER VOL. I (He Becomes the Lone Ranger) (1)—G. Trendle—Dec(78)K-29; (45)1-152.....	
14		205	BOZO AT THE CIRCUS (2)—A. Livingston-Vance (Pinto) Colvig—Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114.....	
14		5	SNOW WHITE AND DOPEY (1)—Dennis Day—V(78)Y-488; (45)WY-488.....	

the "money songs"

ARE ON RCA VICTOR RECORDS



*Thanks to Arnold Shaw, author of the new Tin Pan Alley novel, "The Money Song"

NEW RELEASES

RCA VICTOR—
Release #53-19

BEST SELLERS

This Week's
RCA Victor
Best Sellers

POPULAR

78 | 45



June Valli
star of the Lucky Strike Hit
Parade sings

BRASS RING LOVE
MANY ARE THE TIMES

with Henri Rene and his Orch.
20-5298 (47-5298)*

BIG MAMOU
SCRAP OF PAPER

"Bigs" Howard and his Orch.
Vocal by Joya Sherrill

20-5299 (47-5299)*

Virile voice—beautiful ballad



Joe Costa
with Howard Biggs and Henri
Rene's Orchs.

sings

KENTUCKY
SHAKE HANDS WITH A FOOL

20-5301 (47-5301)*

THE EVERGREEN WALTZ

TARA-ZENKA—Polka

Johnny Vadnal and his
Orch.

20-5297 (47-5297)*

COUNTRY-WESTERN

WANDERIN' EYES

COUNTRY WAY

Eddie Kirk

20-5287 (47-5287)*

I NEED EVERYTHING

WHERE WERE YOU LAST NIGHT

Bobby Williamson

20-5288 (47-5288)*



It's Fast! It's Hot! It's Terrific!

Hank Snow
sings

SPANISH FIRE BALL
BETWEEN FIRE AND WATER

with the Rainbow Ranch Boys

20-5296 (47-5296)*

*45 rpm cat. nos.

POPULAR

78 | 45

MY ONE AND ONLY HEART/SAY YOU'RE MINE AGAIN
Perry Como20-5277 (47-5277)

I'M WALKING BEHIND YOU/JUST ANOTHER POLKA
Eddie Fisher20-5293 (47-5293)

THAT HOUND DOG IN THE WINDOW/PORE OL' KOO-LIGER
Homer & Jethro20-5280 (47-5280)

USKA DARA/TWO LOVERS
Eartha Kitt20-5284 (47-5284)

NOW HEAR THIS/APRIL IN PORTUGAL
Tony Martin20-5279 (47-5279)

HOT TODDY/SERENADE
Ralph Flanagan20-5095 (47-5095)

APRIL IN PORTUGAL/PENNY WHISTLE BLUES
Freddie Martin20-5052 (47-5052)

WHAT A CRAZY GUY/THERE IS A TAVERN IN THE TOWN
Wally Cox20-5278 (47-5278)

WILD HORSES/I CONFESS
Perry Como20-5152 (47-5152)

HOW DO YOU SPEAK TO AN ANGEL!/DOWNHEARTED
Eddie Fisher20-5137 (47-5137)

WALTZ OF PAREE/PADAM . . . PADAM
Melachrino Strings20-5285 (47-5285)

THE SONG FROM MOULIN ROUGE/STREET OF SHADOWS
Henri Rene20-5264 (47-5264)

DON'T LET THE STARS GET IN YOUR EYES/LIES
Perry Como20-5064 (47-5064)

LITTLE RED MONKEY/ANNA
The Three Suns20-5246 (47-5246)

RUBY/LESS THAN TOMORROW
Vaughn Monroe20-5286 (47-5286)

COUNTRY-WESTERN

**I'M GONNA LOCK MY HEART/
YOU ALWAYS HURT THE ONE YOU LOVE**
Eddy Arnold20-5193 (47-5193)

**TOO YOUNG TO TANGO/
HEARTS WEREN'T MEANT TO BE BROKEN**
Sunshine Ruby20-5250 (47-5250)

SCREWBALL/LAST NIGHT ON THE BACK PORCH
Pee Wee King20-5260 (47-5260)

A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'
Hank Snow20-5034 (47-5034)

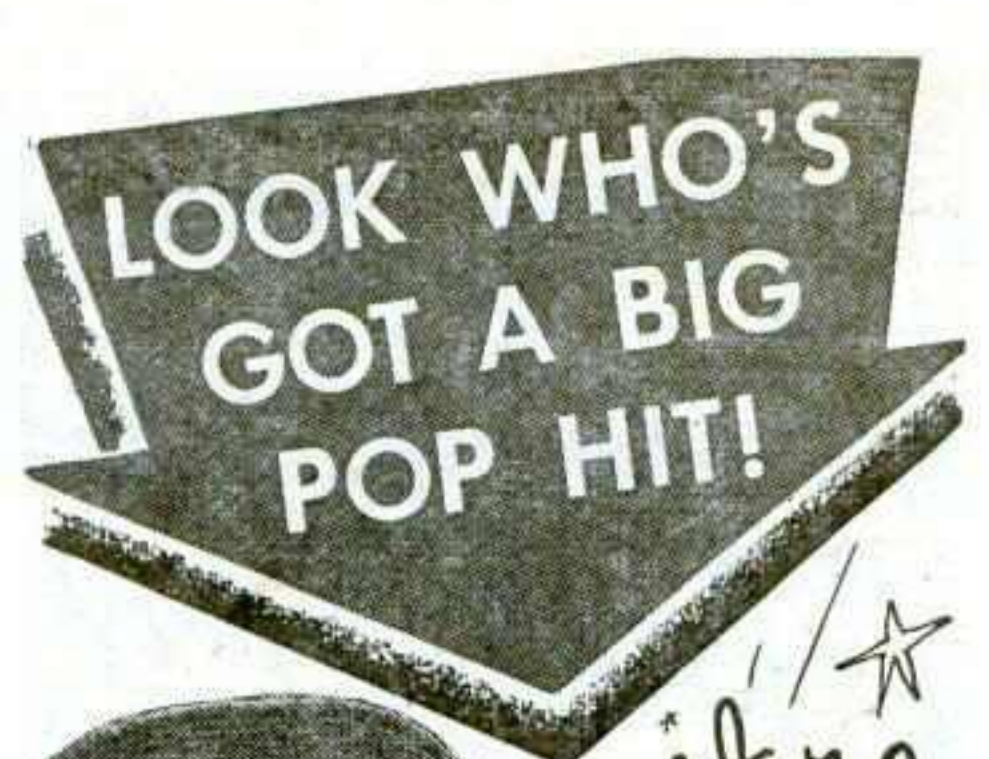
BROKEN WINGS/CANNONBALL YODEL
Elton Britt20-5251 (47-5251)

RHYTHM-BLUES

I WANNA KNOW/LAUGHING BLUES
The Du Droppers20-5229 (47-5229)

I'M GONNA TELL EVERYBODY/SHE'S DYNAMITE
Piano Red20-5224 (47-5224)

OH WHY/ALL NIGHT BABY
The Robins20-5271 (47-5271)



(How Much is)

THAT HOUND DOG IN THE WINDOW

o/w

PORE OL' KOO-LIGER

20/47-5280

*another hit by
the writer of
"Till I Waltz Again
With You"*

scrap of paper

c/w

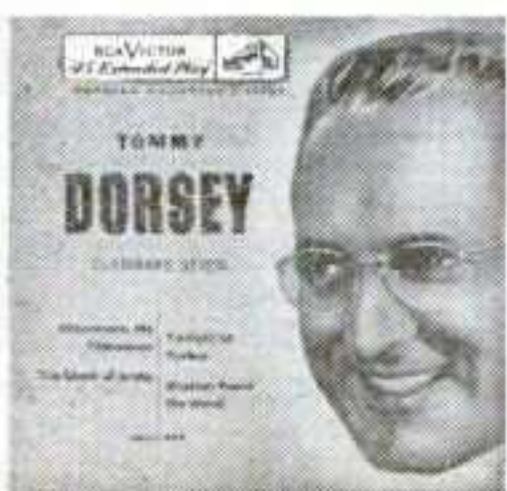
BIG MAMOU
"BIGS" HOWARD

and his Orch.

VR by Joya Sherrill

20/47-5299

"45 EXTENDED PLAY" ALBUMS MEAN EXTRA PROFITS



EPAT-408



EPA-406



EPA-442



RCA VICTOR
FIRST IN RECORDED MUSIC



EILEEN BARTON



Sings

POT LUCK

(With RAY BLOCH)

and

A PRETTY GIRL

MILKING HER COW

(With JACK PLEIS)

CORAL
60986 (78 rpm)
and
9-60986 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

The Billboard's Music Popularity Charts

Territorial Best

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Atlanta... RUBY	V. Young, Decca 28675
New York	
Chicago	
New Orleans	
Boston... ANNA	R. Hayman, Mercury 70114
Chicago	
St. Louis... I'M WALKING BEHIND YOU	E. Fisher-H. Winterhalter, Victor 20-5293
Philadelphia... SAY SI SI	Mills Brothers, Decca 28670
Boston... OO, WHAT DO YOU DO TO ME	P. Page, Mercury 70127
Seattle... JUST ANOTHER POLKA	J. Stafford, Columbia 40000

Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

New York

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Ho Ho Song
R. Buttons, Columbia
3. Anna
R. Hayman, Mercury
4. Doggie in the Window
P. Page, Mercury
5. Ruby
R. Hayman, Mercury
6. Pretend
Nat (King) Cole, Capitol
7. I Believe
F. Laine, Columbia
8. April in Portugal
L. Baxter, Capitol
9. Till I Waltz Again With You
T. Brewer, Coral
10. Say You're Mine Again
P. Como, Victor

Los Angeles

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Doggie in the Window
P. Page, Mercury
3. Ruby
R. Hayman, Mercury
4. Anna
S. Mangano, M-G-M
5. Pretend
Nat (King) Cole, Capitol
6. Tell Me a Story
J. Boyd-F. Laine, Columbia
7. I Believe
F. Laine, Columbia
8. Till I Waltz Again With You
T. Brewer, Coral
9. Your Cheatin' Heart
J. James, M-G-M
10. Say You're Mine Again
P. Como, Victor

Philadelphia

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Doggie in the Window
P. Page, Mercury
3. Say You're Mine Again
P. Como, Victor
4. I Believe
F. Laine, Columbia
5. Strange Things Are Happening
R. Buttons, Columbia
6. April in Portugal
L. Baxter, Capitol
7. Tell Me a Story
J. Boyd-F. Laine, Columbia
8. Till I Waltz Again With You
T. Brewer, Coral
9. Pretend
Nat (King) Cole, Capitol
10. Say Si Si
Mills Brothers, Decca

Detroit

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. April in Portugal
R. Hayman, Mercury
3. Doggie in the Window
P. Page, Mercury
4. Pretend
Nat (King) Cole, Capitol
5. Ho Ho Song
R. Buttons, Columbia
6. Spinning a Web
Gaylords, Mercury

7. Ruby
R. Hayman, Mercury
8. April in Portugal
L. Baxter, Capitol
9. I Believe
F. Laine, Columbia
10. Tell Me a Story
F. Laine-J. Boyd, Columbia

Boston

1. Doggie in the Window
P. Page, Mercury
2. Anna
R. Hayman, Mercury
3. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
4. Ruby
R. Hayman, Mercury
5. Pretend
Nat (King) Cole, Capitol
6. Say You're Mine Again
P. Como, Victor
7. I Believe
F. Laine, Columbia
8. Strange Things Are Happening
R. Buttons, Columbia
9. Is It Any Wonder
J. James, M-G-M
10. Oh, What You Do To Me
P. Page, Mercury

Atlanta

1. Pretend
Nat (King) Cole, Capitol
2. April in Portugal
L. Baxter, Capitol
3. Song From Moulin Rouge
Mantovani, London
4. Doggie in the Window
P. Page, Mercury
5. My One and Only Heart
P. Como, Victor
6. I Believe
J. Froman, Capitol
7. Tell Me You're Mine
Gaylords, Mercury
8. Caravan
R. Marterie, Mercury
9. Ruby
V. Young, Decca
10. I'm Walking Behind You
F. Sinatra, Capitol

Chicago

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Anna
R. Hayman, Mercury
3. Ho Ho Song
R. Buttons, Columbia
4. April in Portugal
L. Baxter, Capitol
5. Say You're Mine Again
P. Como, Victor
6. Ruby
R. Hayman, Mercury
7. Doggie in the Window
P. Page, Mercury
8. April in Portugal
R. Hayman, Mercury
9. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor

St. Louis

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. April in Portugal
L. Baxter, Capitol
3. Ruby
R. Hayman, Mercury

... For Week Ending May 2

Sellers (Popular)

4. **Is It Any Wonder**
J. James, M-G-M
5. **Song From Moulin Rouge**
Mantovani, London
6. **Say You're Mine Again**
P. Como, Victor
7. **Dancin' With Someone**
T. Brewer, Coral
8. **Anna**
S. Mangano, M-G-M
9. **Doggie in the Window**
P. Page, Mercury
10. **I'm Walking Behind You**
E. Fisher-H. Winterhalter,
Victor

Washington-Baltimore

1. **Song From Moulin Rouge**
P. Faith-F. Sanders, Columbia
2. **Doggie in the Window**
P. Page, Mercury
3. **April in Portugal**
L. Baxter, Capitol
4. **Ruby**
R. Hayman, Mercury
5. **Say You're Mine Again**
P. Como, Victor
6. **Anna**
S. Mangano, M-G-M
7. **I Believe**
J. Froman, Capitol
8. **I Believe**
F. Laine, Columbia
9. **Tell Me a Story**
J. Boyd-F. Laine, Columbia
10. **Can't I?**
Nat (King) Cole, Capitol

Seattle

1. **Song From Moulin Rouge**
P. Faith-F. Sanders, Columbia
2. **Doggie in the Window**
P. Page, Mercury
3. **Pretend**
Nat (King) Cole, Capitol
4. **I Believe**
F. Laine, Columbia
5. **April in Portugal**
L. Baxter, Capitol
6. **Just Another Polka**
J. Stafford, Columbia
7. **Anna**
S. Mangano, M-G-M

New Orleans

1. **April in Portugal**
L. Baxter, Capitol
2. **Doggie in the Window**
P. Page, Mercury
3. **Anna**
R. Hayman, Mercury
4. **Song From Moulin Rouge**
P. Faith-F. Sanders, Columbia
5. **I Believe**
F. Laine, Columbia
6. **Tell Me a Story**
J. Boyd-F. Laine, Columbia
7. **You Fooled Me**
Four Aces, Decca
8. **Pretend**
Nat (King) Cole, Capitol
9. **Pour Me a Glass of Teardrops**
B. Williams, M-G-M
10. **Is It Any Wonder**
J. James, M-G-M

Pittsburgh

1. **I Believe**
F. Laine, Columbia
2. **Doggie in the Window**
P. Page, Mercury
3. **Pretend**
Nat (King) Cole, Capitol
4. **My Lady Loves to Dance**
J. La Rosa, Cadence
5. **April in Portugal**
L. Baxter, Capitol
6. **Almost Always**
J. James, M-G-M
7. **Ramona**
Gaylords, Mercury
8. **April in Portugal**
V. Damone, Mercury
9. **Song From Moulin Rouge**
P. Faith-F. Sanders, Columbia
10. **Anna**
S. Mangano, M-G-M

Dallas-Ft. Worth

1. **Doggie in the Window**
P. Page, Mercury
2. **Seven Lonely Days**
G. Gibbs, Mercury
3. **I Believe**
J. Froman, Capitol
4. **Song From Moulin Rouge**
P. Faith-F. Sanders, Columbia
5. **Ruby**
R. Hayman, Mercury

6. **Pretend**
Nat (King) Cole, Capitol
7. **April in Portugal**
L. Baxter, Capitol
8. **Till I Waltz Again With You**
T. Brewer, Coral
9. **Ho Ho Song**
R. Buttons, Columbia
10. **Tell Me a Story**
F. Laine-J. Boyd, Columbia

Denver

1. **Pretend**
Nat (King) Cole, Capitol
2. **Doggie in the Window**
P. Page, Mercury
3. **I Believe**
F. Laine, Columbia
4. **Your Cheatin' Heart**
J. James, M-G-M
5. **Song From Moulin Rouge**
P. Faith-F. Sanders, Columbia
6. **Till I Waltz Again With You**
T. Brewer, Coral

Cincinnati

1. **Song From Moulin Rouge**
P. Faith-F. Sanders, Columbia
2. **I Believe**
J. Froman, Capitol
3. **Pretend**
Nat (King) Cole, Capitol
4. **I Believe**
F. Laine, Columbia
5. **Doggie in the Window**
P. Page, Mercury
6. **Ruby**
R. Hayman, Mercury
7. **April in Portugal**
R. Hayman, Mercury
8. **Your Cheatin' Heart**
J. James, M-G-M
9. **April in Portugal**
L. Baxter, Capitol
10. **Somebody Stole My Gal**
J. Ray, Columbia

S-J Releases

• Continued from page 13

exploitation in fields other than newspapers.

The proposals follow: (1). Deejays could play the disk and ask listeners to send in stories relating in 25 words the most mischievous Dennis-type experience. Prizes would be determined by further consultation between Columbia Records, "Dennis, the Menace" interests and S-J. (2). Record dealers could run a similar contest. (3). Efforts would be made to co-ordinate the deejay and dealer contests with newspaper promotion.

Promotional blueprint points out the possibilities of a book-record exploitation tie-up, inasmuch as the "Dennis, the Menace" book has sold over 130,000 copies.

These promotional blueprints are in preparation for upcoming disks in the S-J affiliated firms, including Oxford, Hawthorne and Trinity, the latter being the new S-J affiliate of Broadcast Music, Inc.

Taxes Rise

• Continued from page 13

a gain of \$5,720 over the previous March.

The tax on admissions to theaters and concerts yielded \$21,225,027 in March, a gain of \$1,132,021 over the previous March. Collections from the tax on admissions to cabarets and roof gardens in March totaled \$3,716,441, a gain of \$219,285 over the previous March. The tax on coin-operated devices yielded \$160,204 in March, compared to \$170,582 the previous March.

Total federal alcohol taxes yielded \$229,089,541, a gain of \$25,515,270 over the previous March. The federal tobacco tax yield was \$13,621,492 in March, a gain of \$20,035,741 over the previous March.

Local 802

• Continued from page 13

presently in charge of the different departments will remain in charge. The plan, however, is to have them work more closely together with a view of getting as much employment as possible out of the different music fields.

DON HOWARD



Sings



WHY MUST

I LOVE YOU

and

YOU CAN LIVE

with a **BROKEN**

HEART

with
Neal Hefti

CORAL
60987 (78 rpm)
and
60987 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company



The MOST Exciting New Singing
Personality In America!

**RUSTY
DRAPER**

THE "NO HELP WANTED" STAR

HEAR HIS LATEST HIT

**"BIG
MAMOU"**

WATCH FOR
RUSTY DRAPER'S
APPEARANCE IN
YOUR CITY . . .
HE'S FANTASTIC!

Coupled With "WHY, WHY, WHY"
MERCURY 70137 • 70137X45



VOX JOX

By GENE PLOTNIK

Trips and Mishaps

Bob Lloyd, WAVZ, New Haven, Conn., announced one recent morning, at his 5:30 sign-on, that the station would award a prize to the first person who called for it, in person, within the next 15 minutes. Ten minutes later, a man popped in who had heard the offer from his car. As the prize, Lloyd gave him the only thing readily available. And that's why there's no longer an ash tray in the WAVZ reception room. . . . On his Saturday afternoon show, Uncle Joe Allison, KTSA, San Antonio, Tex., has a teen-age panel that

Art Laboe, KXLA, Hollywood, is conducting a "Queen of Cuisine" contest for local car hops. . . . "Rhythm at Random," conducted by Joe Hyder via WRJM, Newport, R. I., is being piped into the gym of the local Berkely-Peckham School so that the guys and gals can practice dancing. . . . Jim Kirwan, WNLK, Norwalk, Conn., receives many requests from factories saying employees listen to his show while at work. . . . Don Belair and Lou Dennis, WCOU, Lewiston, Me., have a player-piano in the studio with rolls of tunes such as "Glow Worm," which they play with random chatter preceding spinning of newest version.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MAY 8, 1943

1. I've Heard That Song Before
 2. That Old Black Magic
 3. Brazil
 4. Velvet Moon
 5. Murder, He Says
 6. Don't Get Around Much Anymore
 7. As Time Goes By
 8. Taking A Chance on Love
- MAY 8, 1948
1. Now Is the Hour
 2. Manana
 3. Nature Boy
 4. You Can't Be True, Dear
 5. Tootie Oolie Doolie (The Yodel Polka)
 6. Sabre Dance
 7. Baby Face
 8. The Dickey-Bird Song
 9. Little White Lies
 10. I'm Looking Over a Four-Leaf Clover

gives its opinions on the new releases. . . . Floyd Wilson, KDIX, Dickinson, N. D., is occasionally playing old records out of his collection of tunes that have become popular again. . . . Jim Crist and Don Bruchey, WFBR, Baltimore, are awarding an album of pop records a day to the listener that submits the best disk line-up for a quarter-hour show. . . .

Chatter

Bob Winsott, formerly with KLIF, Dallas, has moved over to KGKO, same town, with his nightly "Journey Into Music." . . . Tom Harvey, formerly with WIBG, Philadelphia, has joined KMPC, Los Angeles. . . . Max Henderson and Jack Thayer, WCTN, Minneapolis, are writing, producing and starring in a daily humorous series entitled "Hammy-Dammy." . . . Charlie Shaw, WOLF, Syracuse, N. Y., got the thrill of his life when his brother, Master Sgt. Bob Shaw, was announced as one of the first Korean POW's to be released. . . . Bud Shurian, WARE, Ware, Mass., is now running a newspaper column. . . . Wally Dunlap and Bob Crane, WICC, Bridgeport, Conn., have started their own TV shows on WICC-TV. . . . Stew McDonnell, WIMS, Michigan City, Ind., is now also doing a cowboy stint on WSBT-TV, UHF station in South Bend, Ind. . . . Ted Booth has joined Jim Bryant on latter's four-hour request show, "Call the Spin," on WJVB, Jacksonville Beach, Fla. . . . Bill Gsallney has left WLPM, Suffolk, Va., to join WJAR, Norfolk, Va. . . . Bill Dawson, formerly of WGKV, Charleston, W. Va., has joined WORZ, Orlando, Fla., as morning deejay.

Music as Written

Hartford

Joe Matarese has started new spring-summer music policy, with jazz attractions, on Friday and Saturday nights at Matarese Circle on Route 5, in suburban Newington, Conn. . . . Irving Kramer's orchestra, formerly at the Old Colony Supper Club, is now providing Saturday night dance music at Ye Castle Inn, Saybrook, Conn. Friday nights will be added during the summer. . . . Crystal Lake Ballroom, Rockville, Conn., is featuring Polish-American dance music on Sunday nights, with regular dance units on Saturday nights. The dance hall is operated by Edwin, Frank and Joseph Surdell. . . . Frankie Dee's orchestra opened the Sunday night dance policy at Ocean Beach Ballroom, New London, Conn. . . . Paul McGeary's Trio is providing dance music nightly at the newly opened Cow Shed Inn, East Hartford. . . . Ocean Beach Park, city-owned and -operated amusement park in New London, Conn., has started Sunday night dancing. The initial program (27) featured the Sammy Kaye aggregation. . . . Jerry Wald's orchestra, booked for May 10, will open the Sunday night dance season at Lake Compounce, Bristol, Conn. . . . The Rosebud Trio moved into the Saturday night dance spot at Rosebud Restaurant, Plainville, Conn. . . . Charlie Donnelly's orchestra is now playing for dancing on Saturday nights at the Villa Rosa Restaurant, near Bradley Air Terminal.

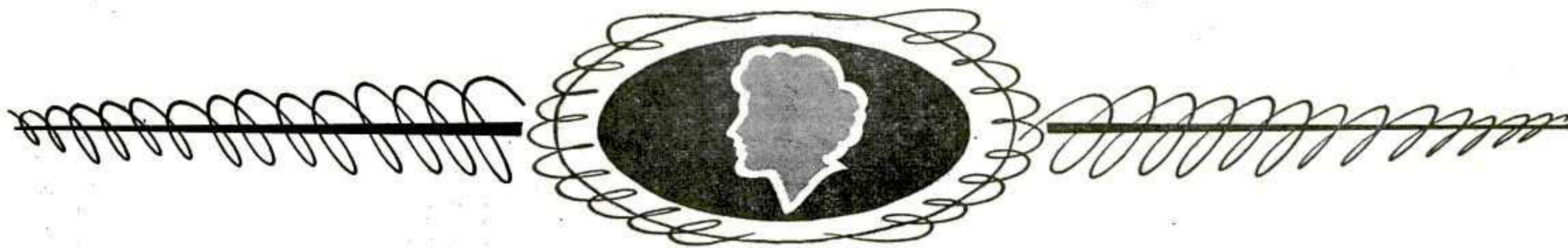
Detroit

Boris Romanoff, piano stylist, opened the new Bagley Room, annex to the Bagley Cocktail Lounge, under the management of Max Silk. . . . Dorothy Shay, the Park Avenue hillbilly, opened Thursday (23) at the Hotel Statler Terrace Room for a two-week run. . . . The Quintetto Allegro, all-male singing combo, opened Monday (13) at the Hotel Statler Terrace Room.

Hollywood

Mechanicville, N. Y., has declared May 9 as "Ray Heindorf Day" to honor the Warner Bros. musical director. The conductor and Mrs. Heindorf will leave Hollywood after he completes the scoring on his latest films, "Calamity Jane" and "So This Is Love." He'll also be honored by the American Federation of Musicians with presentation by Chris Miller, Local 318 prexy, of a gold lifetime membership card in recognition of his 30 years in the AFM.

Ellen Sutton, Kem Records thrush, guests with Jimmy Wakeley on latter's Pacific CBS network show Tuesday, May 5. . . . Dimitri Tiomkin, music director of "I Confess," returns to the Warner Bros. lot to write the music score and conduct for "Blowing Wild." . . . Russ Morgan ork has been booked for a two-week tour in the San Francisco area by Dick Reinhart and Milton Levy Jr., of Consolidated Artists, in the Bay City. Tour starts June 5 with dates set for Santa Cruz, Los Altos, Oakland, Palo Alto and Sacramento. . . . Del Roy has returned to the Coast from a 5,000-mile trip thru the Southwest on behalf of Ridgeway Music, Pee Wee King and Wade Ray. . . . Aladdin Prexy Eddie Mesner has left for Chicago, where he's set waxing sessions for Charles Brown. . . . 7-11 Prexy Rudolph Toombs has recorded four by a new artist, Dessa Ray, who hails from Newport News, Va. . . . The Katherine Dunham Company has been set for three weeks in San Francisco's Fairmont Hotel starting May 5, two weeks at El Rancho Vegas, Las Vegas, and two weeks in the Mapes Hotel, Reno. Group last week ended an engagement at Ciro's, where they'll return July 10 for two weeks. Universal-International's music department has seven films scheduled for scoring within next six weeks. This will mark highest peak of activity of any time during the last year.



WITH GREAT PRIDE

CAPITOL RECORDS

ANNOUNCES

2 IMPORTANT RELEASES BY

Miss Kay Starr

"The First Lady of Song"

"Half A Photograph"

A POIGNANT STORY TOLD WITH FULL VOICED CHOIR

AND

"Allez Vous En"

COLE PORTER'S HAUNTING BALLAD FROM "CAN CAN"

Record No. 2464



3500 CRITICS AGREE!



PICKED AS THE HIT TUNE FOR MAY BY THE CLEVELAND PRESS AND PHONOGRAPH MERCHANTS' ASSOCIATION



Buddy GRECO

and the Heathertones

YOU'RE DRIVING ME CRAZY

(WHAT DID I DO) and I PREDICT

Coral 60979 (78 rpm) and 9-60979 (45 rpm)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

The Billboard's Music Popularity Charts

Classical Records

... For Week Ending May 2

Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Sym-phony Ork, A. Toscanini, conductor.... V(33)LM-6009	1	30
2.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork, Dorati, conductor. Mercury(33)MG-50009	2	7
3.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, conductor..... V(33)LM-1001	3	15
4.	RACHMANINOFF: CONCERTO NO. 2—A. Rubinstein, piano, NBC Symphony Ork, Golschman, conductor.... V(33)LM-1005	—	1
5.	VERDI: IL TROVATORE—Z. Milanov, J. Bjoerling, F. Barbieri, L. Warren, R. Shaw, Chorale; RCA Victor.... V(33)LM-6008	5	25
45 R.P.M.			
1.	ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony Ork, A. Toscanini, conductor..... V(45)WDM-605	1	33
2.	RACHMANINOFF: CONCERTO FOR PIANO—A. Rubin-stein, NBC Symphony Ork..... V(45)WDM-1075	2	21
3.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Phila-delphia Symphony Ork, E. Ormandy, conductor..... Col A-251	—	1
4.	MUSIC OF JOHANN STRAUSS—Minneapolis Sym-phony Ork, E. Ormandy, conductor.... V(45)WDM-262	4	39
5.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork..... V(45)WDM-1020	3	13

Reviews of the Current Classical Releases

HELEN TRAUBEL SINGS—(1-10") 79
 V (33) LM 7013
 There are 10 folk songs and familiar ballads on this disk, all sung with the superb phrasing and tonal beauty we have come to expect from Miss Traubel. The set should have wide appeal, overlapping the classical and lighter music markets. Tunes include such favorites as "Greensleeves," "Come Back to Sorrento" and "The Lonesome Road." Orchestral accompaniments are led by Robert Armbruster.

HUGO ALFVEN: SWEDISH RHAPSODY; GREIG: ANITRA'S DANCE, IN THE HALL OF THE MOUNTAIN KING—The Philadelphia Orchestra; Eugene Ormandy, Cond. (1-10").... 75
 Columbia (33) AAL 35
 There has been a renewed interest in "Midsommarvaka," or "Swedish Rhapsody," as a result of Percy Faith's abridged pop version. Ormandy leads the Philadelphia ork in a pleasing but rather literal interpretation. The London record with Thor Johnson (a longer version) is more free-swinging, with sharper contrast. Price-wise, the Columbia disk is considerably less and the importance of the Philadelphia ork must be considered. The coupling of this Columbia disk is a good one. The two Greig items are well played, especially the "Mountain King" in which the conductor injects a lot of verve and fire.

BEETHOVEN: OVERTURES — Vienna Philharmonic; London Symphony and London Philharmonic orks; Felix Weingartner, Cond. (1-12") 73
 Columbia (33) ML 4647
 This set complements the Weingartner Beethoven-Brahms re-issues put out by Columbia over a year ago. Included are the "Egmont," "Leonore, No. 2," "Prometheus," "Fidelio" and "Consecration of the House" overtures. Cut many years ago, the sound on this disk is not up to present standards. But collectors will buy the package for the interpretations, almost legendary for their logic and drive. Dealers who've jotted down the names of buyers of the earlier Weingartner re-issues, can expect to move a number of these sets with dispatch.

MOTETS OF THE VENETIAN SCHOOL OF THE 16TH CENTURY—The Chapel Choir of the Cathedral of Treviso, under the direction of Msgr. Giovanni D'Alessi (1-12")..... 70
 Vox (33) PL 8030
 Label continues to bring out new (to the LP catalog) and finely recorded material. These motets (13 in all) date back to the Sixteenth Century. They are short selections for a large choir. The performance of the Chapel Choir of the Cathedral of Treviso (boys and adults) is excellent. Added emotional power comes from the fine acoustics of the cathedral. The reverberations are there but the clarity does not suffer. Tho the market may not be large for this, it's a disk that its owner will treasure.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor.
 HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition, effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

MAY is Mantovani Month












the perfect combination...

the music of **Victor Herbert**
the orchestra of **Mantovani**
the sound of **ffrr**

THE MUSIC OF VICTOR HERBERT

LL-746 1-12" \$5.95

Ah Sweet Mystery Of Life: When You're Away: Neapolitan Love Song: March Of The Toys: I'm Falling In Love With Someone: Gypsy Love Song: Kiss Me Again: Indian Summer: To The Land Of My Own Romance: Italian Street Song: A Kiss In The Dark: Habanera: Sweethearts: The Irish Have A Great Day Tonight

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	THE MUSIC OF VICTOR HERBERT 33 1/3 RPM LL-746 1-12" \$5.95	STRAUSS WALTZES 33 1/3 RPM LL-685 1-12" \$5.95	A SELECTION OF FAVORITE WALTZES 33 1/3 RPM LL-570 1-12" \$5.95		1 WALTZING WITH MANTOVANI 33 1/3 RPM LB-381 1-10" \$3.95	2 MUSICAL MOMENTS 33 1/3 RPM LB-218 1-10" \$3.95
3 A MANTOVANI PROGRAM 33 1/3 RPM LB-127 1-10" \$3.95	4 STRAUSS WALTZES Vol. 1 Blue Danube: Roses From The South: Wine, Women and Song: Village Swallows Extended Play BEP-6001 1-7" \$1.47	5 STRAUSS WALTZES Vol. 2 Tales From The Vienna Woods: Morning Papers: You And You: Vienna Blood Extended Play BEP-6002 1-7" \$1.47	6 	7 STRAUSS WALTZES Vol. 3 Emperor Waltz: Accelerations: Voices Of Spring Artists' Life Extended Play BEP-6003 1-7" \$1.47	8 	9 FAVORITE WALTZES Vol. 1 Greensleeves: Love Makes The World Go Round: At Dawn: I Love You Truly Extended Play BEP-6004 1-7" \$1.47
10 FAVORITE WALTZES Vol. 2 Mexicali Rose: Lovely Lady: Love Here Is My Heart: My Moonlight Madonna Extended Play BEP-6005 1-7" \$1.47	11 	12 FAVORITE WALTZES Vol. 3 Dancing With Tears In My Eyes: Dear Love My Love: Was It A Dream: It Happened In Monterey Extended Play BEP-6006 1-7" \$1.47	13 DANCE TIME Vol. 1 El Choclo: Tango D'Amore: The Agnes Waltz: Die Schonbrunner Waltz Extended Play BEP-6007 1-7" \$1.47	14 DANCE TIME Vol. 2 Tell Me You Love Me: La Chaland Qui Passe: Symphony: Faith Extended Play BEP-6008 1-7" \$1.47	15 	16 DANCE TIME Vol. 3 La Cumparsita: Tango De La Luna: Mexican Starlight: Tango Bolero Extended Play BEP-6010 1-7" \$1.47
17 HIGHLIGHTS Vol. 1 Carriage And Pair: Bees In The Bonnet: Oh Mama Mama: Gypsy Trumpeter Extended Play BEP-6009 1-7" \$1.47	18 Waltzing with MANTOVANI Vol. 1 Under The Roofs Of Paris: Wyoming: Kisses In The Dark: For You Extended Play BEP-6012 1-7" \$1.47	19 Waltzing with MANTOVANI Vol. 2 Diana: Babette: Charmaine: Just For A While Extended Play BEP-6013 1-7" \$1.47	20 	21 MUSIC OF VICTOR HERBERT Vol. 1 Indian Summer: A Kiss In The Dark: Sweethearts: I'm Falling In Love With Someone Extended Play BEP-6074 1-7" \$1.47	22 MUSIC OF VICTOR HERBERT Vol. 2 Ah! Sweet Mystery Of Life: Kiss Me Again: To The Land Of My Own Romance: Italian Street Song Extended Play BEP-6075 1-7" \$1.47	23 
24 / 31 	25 THE MUSIC OF VICTOR HERBERT 78 RPM LA-242 4-10" \$4.45	26 	27 SELECTION OF FAVORITE WALTZES Vol. 1 78 RPM LA-240 3-10" \$3.56	28 SELECTION OF FAVORITE WALTZES Vol. 2 78 RPM LA-241 3-10" \$3.56	29 	30 WALTZING WITH MANTOVANI 78 RPM LA-239 4-10" \$4.45



LONDON RECORDS



The Billboard's Music Popularity Charts

TOP C&W RECORDS

... For Week Ending May 2

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 national best sellers including 'Kaw-Liga' by Hank Williams and 'Mexican Joe' by J. Reeves.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 most played by jockeys including 'Your Cheatin' Heart' by Hank Williams.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 most played in juke boxes including 'No Help Wanted' by Carlisles.

Agencies Set

Continued from page 14

is doing fair, tho not going into percentage as it did when Goodman fronted the crew during the first three days of the show.

Handling Methods

There is considerable difference in the method of handling the various road units, depending on what agency has the package, what type of show it is, etc. Gale Agency shows are usually put together by the agency, with many of the day acts being General Artist Corporation pacts.

dates thru the Arena Managers Association, and work with the promoters on each date.

Norman Granz, whose JATP units are all jazz, eschewing the vaudeville format, puts together his own shows and handles his own promotions. He has become so important as a promoter that many agencies will hire Granz to handle their promotions or certain key dates.

Advertisement for Edton Britt's 'Cannon Ball Yodel' featuring an image of him playing guitar and a large '5 YEARS in the MAKING' graphic.

5 YEARS in the MAKING TIMES RECORDED and finally...

HERE IT IS...

EDTON BRITT'S

'CANNON BALL YODEL'



b/w BROKEN WINGS RCA Victor 20/47-5251

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and 'DON'T BE ASHAMED OF YOUR PAST'

RCA Victor 20/47-5242

RCA VICTOR RECORDS

The Billboard Music Popularity Charts

... for Week Ending May 2

TOP COUNTRY & WESTERN RECORDS

This Week's Territorial Best Sellers to Watch

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

- Dallas-Fort Worth
Houston
Cincinnati... **TAKE THESE CHAINS FROM MY HEART**
H. Williams, M-G-M 11479
- Nashville... **ROCKET TO THE MOON**
M. Mullican, King 1198
- MOONLIGHT AND ROSES**
E. Arnold, Victor 20-5192
- New Orleans... **RAMBLIN' MAN**
H. Williams, M-G-M 11479

Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

- | New Orleans | Houston |
|---|--|
| 1. Your Cheatin' Heart
H. Williams, M-G-M | 1. Mexican Joe
J. Reeves, Abbott |
| 2. No Help Wanted
Carlises, Mercury | 2. I Haven't Got the Heart
W. Pierce, Decca |
| 3. No Help Wanted
H. Thompson, Capitol | 3. Kaw-Liga
H. Williams, M-G-M |
| 4. Ramblin' Man
H. Williams, M-G-M | 4. Slaves of a Hopeless Love Affair
R. Foley, Decca |
| 5. This Orchid Means Goodbye
C. Smith, Columbia | 5. Just Wait Till I Get You Alone
C. Smith, Columbia |
| 6. Just Wait Till I Get You Alone
C. Smith, Columbia | 6. Take These Chains From My Heart
H. Williams, M-G-M |
| 7. Playing Dominoes and Shootin' Dice
J. Dolan, Capitol | 7. I Couldn't Keep From Cryin'
M. Robbins, Columbia |
| 8. Time Changes Things
L. Frizzell, Columbia | 8. After You Leave
M. Robbins, Columbia |
| 9. No Help Wanted, No. 2
R. Foley & E. Tubb, Decca | 9. Red Rose
S. Willet, Four Star |
| 10. Death of Hank Williams
J. Cardwell, King | 10. Bring Your Sweet Self Back To Me
L. Frizzell, Columbia |
-
- | Cincinnati | Nashville |
|---|--|
| 1. No Help Wanted
Carlises, Mercury | 1. Your Cheatin' Heart
H. Williams, M-G-M |
| 2. Seven Lonely Days
B. Lou, King | 2. This Orchid Means Goodbye
C. Smith, Columbia |
| 3. Kaw-Liga
H. Williams, M-G-M | 3. No Help Wanted
Carlises, Mercury |
| 4. Bumming Around
J. Dean, Four Star | 4. Bumming Around
T. T. Tyler, Decca |
| 5. I Couldn't Keep From Cryin'
M. Robbins, Columbia | 5. Mexican Joe
J. Reeves, Abbott |
| 6. Mexican Joe
J. Reeves, Abbott | 6. Last Waltz
W. Pierce, Decca |
| 7. Take These Chains From My Heart
H. Williams, M-G-M | 7. I Couldn't Keep From Cryin'
M. Robbins, Columbia |
| 8. Singin' Teacher in Heaven
J. Skinner, Capitol | 8. Rocket to the Moon
M. Mullican, King |
| 9. Your Cheatin' Heart
H. Williams, M-G-M | 9. Just Wait Till I Get You Alone
C. Smith, Columbia |
| 10. Last Waltz
W. Pierce, Decca | 10. Moonlight and Roses
E. Arnold, Victor |
-
- | Dallas-Ft. Worth |
|--|
| 1. Mexican Joe
J. Reeves, Abbott |
| 2. No Help Wanted
Carlises, Mercury |
| 3. Kaw-Liga
H. Williams, M-G-M |
| 4. Slaves of a Hopeless Love Affair
R. Foley, Decca |
| 5. Just Wait Till I Get You Alone
C. Smith, Columbia |
| 6. This Orchid Means Good-Bye
C. Smith, Columbia |

FOLK TALENT AND TUNES

Nashville

Chill Wills, Arlene Whelan, John Russell and Charles Winger in Nashville, April 29 and 30 for premiere of Republic's "The Sun Shines Bright" at new Tennessee Theater. Altho bad weather came both days, theater was sold out for all performances which also included first appearance of **Chet Atkins** and his Banjo Band made up of 10 banjo pickers.

Eddy Arnold's date at Las Vegas' Hotel Sahara beginning May 5 looking big with manager, Tom Parker, in Nevada for two weeks' advance work. RCA Victor and Eddy's radio sponsor, Purina Mills, co-operating in promo. . . . **Hank Snow** set to do Christmas sides in Nashville middle of May. Snow's son, Jimmie, solos and duets with father on two sides of his current "Hank Snow Salutes Jimmie Rodgers" album. Son Jimmie will be presented with one of Rodgers' guitars during Jimmie Rodgers Memorial Day in Meridian, Miss., May 26. . . . **Homer & Jethro** entertaining at Great Lakes Naval Training Center in Waukegan May 7. Duo's parodies, "Poor Ol' Koo-liger" and "How Much Is That Hound Dog in the Winder" riding close to top of Victor's sales list.


Intro's **Smiley Burnette** set for month's Canadian tour following present commitments by Chicago's **Earl Kutz**. . . . Columbia's **Johnny Bond** doing California appearances when it doesn't interfere with his golf. . . . Victor's **George Beverly Shea** in St. Louis with Billy Graham's Evangelistic Team. . . . WLS Chicago's **Arkie**, "The Arkansas Woodchopper," in Morgantown, Ind., May 3, for a one-man jamboree. . . . Victor's **Jimmy Murphy** now in Cincinnati under management of Lou Epstein who also handles Capitol's **Jimmy Skinner**.

J. C. Johnson, WGOV, Valdosta, Ga., spinning four hours of records and heading Saturday night jamborees for station in addition to fronting own band. . . .

1. **I Couldn't Keep From Cryin'**
M. Robbins, Columbia
2. **I Haven't Got the Heart**
W. Pierce, Decca
3. **Your Cheatin' Heart**
H. Williams, M-G-M
4. **Take These Chains From My Heart**
H. Williams, M-G-M


Clay Eager, WLOK, Lima, O., doing a daily half-hour on TV in addition to four hours of records

daily. **Amos Place**, Paul Trame and **George Bowerman** have recently joined Eager's Country Cousins' Gang. . . . **Ray Honaker**, spinner at WOKE, Oak Ridge, Tenn., fronting new group, Rhythm Rangers, who Saturday night at Clinton's Square Dance Club. . . . **Bob Ferguson** (KCLX, *Continued on page 39*)




BILLY McGHEE

"I'M GONNA BUY ME ANOTHER HEART"
b/w
"I'M YOUR HENPECKED MAN"
Imperial 8190




VAN HOWARD

"HONEY, I WANT TO BE SURE"
b/w
"I'M JUST A FOOL FOR YOUR LOVE"
Imperial 8191




BILL MACK

"THAT'S WHAT I GET FOR LOVING YOU"
b/w
"FOREVER I'LL WAIT FOR YOU"
Imperial 8192



Imperial Records
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Hollywood 28, Calif.

SMILEY MAXEDON



"What Good Is My Love"
b/w
"We Can't Live Together"
Columbia 21095

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A Tribute to Jimmie Rodgers



- A Special Memorial Spread featuring—
- Jimmie Rodgers' Influence on Country Music
 - "Throw Your Things Together Kid"—by Mrs. Jimmie Rodgers
 - The Discovery of Jimmie Rodgers
 - Biography of Jimmie Rodgers
 - List of Songs Composed by Jimmie Rodgers
 - Jimmie Rodgers Records Still Available—and other features
- DISK JOCKEYS—Tie in a program with the Dedication of the Jimmie Rodgers Memorial, to be unveiled at Meridian, Miss., May 26, 1953.

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Name _____

Occupation _____

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City _____ Zone _____ State _____

The Billboard Music Popularity Chart

... for Week Ending May 2

TOP RHYTHM & BLUES RECORDS

NOTICE!

IT'S STILL NOT ON THE CHARTS!

If YOU don't believe what we say about

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being a good record then see our nearest distributor and give a listen for yourself.

NOT ALL THE GOOD RECORDS ARE ON THE CHARTS!



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FATS DOMINO "GOIN' TO THE RIVER"



PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking the names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

3 Big Ones For You!!!

Charles Brown "RISIN' SUN" AL 3176

Shirley & Lee "SHIRLEY, COME BACK TO ME" AL 3173

Amos Milburn "LET ME GO HOME, WHISKEY" AL 3164



National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 national best sellers.

Most Played in Juke Boxes

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 most played in juke boxes.

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Table listing territorial best sellers by city: Atlanta, St. Louis, New Orleans, Cincinnati, Detroit, Philadelphia, Cincinnati.

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger, service from top rhythm and blues dealers and juke box operators in the markets listed.

Table listing territorial best sellers by city: Charlotte, Atlanta, St. Louis.

- 3. Bear Cat R. Thomas Jr., Sun
4. Red Top King Pleasure, Prestige
5. Goin' to the River C. Willis, Okeh
6. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
7. Baby, Don't Do It Five Royales, Apollo
8. You're Mine Crickets, M-G-M
9. Crawlin' Clovers, Atlantic
10. Help Me, Somebody Five Royales, Apollo

Detroit

- 1. Hound Dog W. M. Thornton, Peacock
2. Goin' to the River C. Willis, Okeh
3. I Wanna Know Du-Droppers, Victor
4. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
5. I'm Mad W. Mabon, Chess
6. Bear Cat R. Thomas Jr., Sun
7. Crazy, Crazy, Crazy Five Royales, Apollo
8. Way Back Home Big Maybelle, Okeh
9. Crawlin' Clovers, Atlantic
10. Baby, Don't Do It Five Royales, Apollo

New York

- 1. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
2. Hound Dog W. M. Thornton, Peacock
3. Red Top King Pleasure, Prestige
4. Let Me Go Home Whiskey A. Milburn, Aladdin
5. Soft T. Bradshaw, King
6. Can't I? Nat (King) Cole, Capitol
7. Pretend Nat (King) Cole, Capitol
8. I'm Mad W. Mabon, Chess
9. Bear Cat R. Thomas Jr., Sun
10. Is It a Dream Vocaleers, Robin

New Orleans

- 1. Hound Dog W. M. Thornton, Peacock
2. Goin' to the River Fats Domino, Imperial
3. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
4. Woke Up This Morning B. B. King, RPM
5. Crawlin' Clovers, Atlantic
6. Bear Cat R. Thomas Jr., Sun
7. Hittin' on Me B. Johnson, Mercury
8. I'm Mad W. Mabon, Chess
9. Help Me, Somebody Five Royales, Apollo
10. Off the Wall Little Walter, Checker

Cincinnati

- 1. Hound Dog W. M. Thornton, Peacock
2. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
3. Shirley, Come Back to Me Shirley & Lee, Aladdin
4. Hittin' on Me B. Johnson, Mercury
5. Heavy Juice T. Bradshaw, King
6. Help Me, Somebody Five Royales, Apollo
7. What's the Matter Now L. Price, Specialty
8. Woke Up This Morning B. B. King, RPM
9. 24 Hours E. Boyd, Chess
10. My Kind of Women E. Slay, Savoy

Washington-Baltimore

- 1. I Wanna Know Du-Droppers, Victor
2. Hound Dog W. M. Thornton, Peacock
3. Goin' to the River Fats Domino, Imperial
4. I'm Mad W. Mabon, Chess

Advertisement for 'I'M MAD' by Willie Mabon, Chess #1538.



Advertisement for NEW RECORDS DISTRIBUTOR'S CLOSEOUTS 7 1/2¢ and up, VEDEX COMPANY.

Advertisement for Breaking Big! A Disk Jockey Pick! "OFF THE WALL" By LITTLE WALTER.

Advertisement for Order This Smash Now! ANDREW WIDEMAN "MAMA'S LITTLE BOY GOT THE BLUES".

Advertisement for CLIMBING FAST EUNICE "Rock Little Daddy" DAVIS' "GO TO WORK PRETTY DADDY".

Advertisement for SURE FIRE HIT! WHERE YOU AT? by LLOYD PRICE, Specialty records.

5. Red Top
King Pleasure, Prestige
6. Good Ole 99
Marylanders, Jubilee
7. Woke Up This Morning
B. B. King, RPM
8. You're Mine
Crickets, M-G-M
9. Is It a Dream
Vocaleers, Robin
10. Play Girl
S. Lewis, Imperial

Chicago

1. Hound Dog
W. M. Thornton, Peacock
2. I'm Mad
W. Mabon, Chess
3. Bear Cat
R. Thomas Jr., Sun
4. Red Top
King Pleasure, Prestige
5. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
6. Daughter, That's Your Red Wagon
S. Kari-B. Irving, States
7. I Wanna Know
Du-Droppers, Victor
8. Crawlin'
Clovers, Atlantic
9. Hey, Miss Fannie
Clovers, Atlantic
10. Let Me Go Home Whiskey
A. Milburn, Aladdin

Los Angeles

1. Hound Dog
W. M. Thornton, Peacock
2. Red Top
King Pleasure, Prestige
3. Crawlin'
Clovers, Atlantic
4. I Wanna Know
Du-Droppers, Victor
5. Soft
T. Bradshaw, King
6. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic

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- ★ THE ORIGINAL BLIND BOYS
- ★ SPIRIT OF MEMPHIS
- ★ ORIGINAL GOSPEL HARMONETTES
- ★ THE SALLY MARTIN SINGERS
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- ★ THE CHOSEN GOSPEL SINGERS

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Flip to "Market Place" PAGE 43

HOT in Baltimore & Washington
SMILEY LEWIS "PLAYGIRL"
Imperial 5234
Imperial Records
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7. I'm Mad
W. Mabon, Chess
8. Pappa
B. Brown, Gotham
9. Let Me Go Home Whiskey
A. Milburn, Aladdin
10. You're Mine
Crickets, M-G-M

Philadelphia

1. Hound Dog
W. M. Thornton, Peacock
2. Red Top
King Pleasure, Prestige
3. Is It a Dream
Vocaleers, Robin
4. Crawlin'
Clovers, Atlantic
5. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
6. You're Mine
Crickets, M-G-M
7. Goin' to the River
C. Willis, Okeh
8. I Wanna Know
Du-Droppers, Victor
9. Goin' to the River
Fats Domino, Imperial
10. I Wanna Know
D. Cooper, Savoy

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Gale Agency is prepping a giant r.&b. package to go out on the road this summer. Featured performers set to date include **Louis Jordan, Ruth Brown, The Clovers, Wynonie Harris, the Erskine Hawkins** ork, **Dusty Fletcher** and **Stuffy Bryant**, with additional acts being added. The unit will be out for four weeks, starting July 17, with the possibility of two additional weeks if the package pulls well enough. It will play arenas, auditoriums and ballparks.

Ahmet Ertegun, exec of Atlantic Records, spent three days in Canada this week to set up Canadian distribution for the label. . . . **Lou Krefitz**, who has been sales manager for Atlantic Record for the past year, is leaving next week to devote more time to the management of **The Clovers**, one of the country's top vocal groups. The Clovers, who will be part of the forthcoming Gale Agency r.&b. package, have their sixth hit in a row for Atlantic with "Crawlin'." . . . **Arthur Prysock** starts at the Orchard Room in Kansas City, Mo., Friday (8). . . . **Varetta Dillard** opens on Monday (4) at the Downbeat, Providence. **Mabel Scott** has been booked into the DeLisa Club, Chicago, for eight weeks starting Friday (8). . . . Savoy Records has pacted two new vocal groups, **The Falcons**, a New York group, and **The Carols** from Detroit. . . . The Shaw Artists package, consisting of **T-Bone Walker, Lowell Fulson** and **Lloyd Glenn**, pulled a gross of \$5,600 in Houston, Thursday (30). . . . RCA Victor hit **The Billboard** r.&b. charts for the first time in nearly a year with the **Du Droppers'** waxing of "I Wanna Know."

Nat King Cole is resting fairly comfortably after his ulcer operation in New York this week. It is expected that Nat will be up and around in early June. . . . **Lou Simpkins**, head of United Records, died this week after a short illness (see separate story). . . . **Andrew Wideman**, 12-year-old singing star of NBC's "Star Time," starts at the Apollo Theater, New York, May 15.

Myrtle Young, former saxist with the Sweethearts and Darlings of Rhythm, has settled down in Philadelphia with her all-girl Rays combo. . . . **Billy Gaines** and his organ and band are back at Butler Cafe, Philadelphia. . . . **H-Bomb Ferguson** with the **Guy Dickerson** combo usher in the season at the Whispering Pines Inn, near Hightstown, N. J. . . . **T.N.T. Tribble** and His T.N.T. Boys have been booked by the **Jolly Joyce Agency** for an indefinite run at the Flamingo Club, Washington.

First Pop Copyright in Presser Firm Is 'Sleep'
PHILADELPHIA, May 2. — Theodore Presser, Standard Music Publishing firm, which recently created a pop division, has acquired its first pop copyright. The tune is "Sleep," which has been recorded on the Capitol label by Les Paul and Mary Ford. Presser also publishes the classical music magazine, *Etude*, and operates one of the largest music stores in the East.

FOLK TALENT AND TUNES

Continued from page 37

Colfax, Wash.), set his Ramblers at Moscow, Ia., club for indefinite stand.

Shel Horton, WHUN, Huntingdon, W. Va., added an extra hour to recent marathon for Heart Fund making 42 and one-half hours straight at mike. Time makes a record along with contributions which are still reaching station. . . . **WWVA, Wheeling, W. Va.**, artists each cutting one wax side to be included in station's 20th anniversary album which will be sold to station's listeners. . . . **Clyde Perdue**, who handled **Hank Williams** until his death, has inked management of **King's Hawkshaw Hawkins** to take on **Roy Scott**, a new Pennant recorder. . . . Management of **KRCT, Baytown, Tex.**, taken by **John Touchstone** replacing **Ed Mallory**. . . . **Oklahoma Wranglers** and **Paul Buskirk** of Memphis were featured guests on **WFAA's "Shindig"** in Dallas April 25.

Carolina Cotton (M-G-M) collected two cups last week for outstanding horsemanship. One was from Western Wranglers organization. Past week she has headed Chula Vista horse show at San Diego. . . . **Eddy Arnold** sent wires to host of pop jockeys last week pushing his "You Always Hurt the One You Love" as pop as well as country style. . . . First anniversary celebration at **Jimmie Skinner's Music Center** in Cincinnati recently was held mid snow and ice with crowds packing street for four-hour show with **King's Charlie Gore** and **Bonnie Lou, Coral's Earl Songer, Preston Ward** and **Billy Thomas**. Also present were **Al Runyon, Texas Slim, Estel Lee, Estel Whitson**, along with **Ray Scott, Don Davis** and **Mike Martin**. . . . **Joe (Cornbread) Asher**, of Miami, Fla., **WINZ** just opened Cornbread Record Shop, in Miami with oatunes on the front shelf. . . . **Al Robinson**, of **KSYL** in Alexandria, La., also setting up country record salon.

Los Angeles' KFVD doing two daily country record shows and four hours Saturday night with librarian, **Edythe Klinger**, in charge of wax supply. . . . **Edgar Clayton** set for **WERH** in Hamilton, Ala., after leaving **Sheffield's WLAY**. . . . **James Atkinson** spinning three hours daily at **WAKN** in Aiken, S. C. . . . **Elmer Snodgrass, of WAKE, Greenville, S. C.**, set for surgery May 3 that will keep him out a week. . . . **John Parker** took second place in Western saddle division of local horse show in addition to spinning honors at **WCOG, Greensboro, N. C.** . . . **Red Sparks** recently made his **WFOM, Marietta, Ga.**, daily shows exclusively 45 r.p.m. . . . **Bill Scott** broadcast chirping of first spring bird to **WRLD** audience in West Point, Ga., after climbing tree with mike. . . . **Wm. ("Pigfoot Pete") Saunders, WOKO, Albany, N. Y.**, recently asked listeners for radio to entertain elderly lady entering hospital with immediate response. . . . **Lloyd Payne, WDXB, Chattanooga, Ga.**, writes from Warm Springs, Ga., that treatments are helping his polio paralyzed legs and thanks all friends for cards and letters. . . . **Max Henderson, WTAC, Flint, Mich.**, guested with **Roy Rogers, George Morgan** and **Moon Mullican** on their local appearances last month. . . . **Martha Carson** played to packed houses in Fayetteville and Logan, W. Va., last week in spite of snow. . . . **Elton Britt (RCA Victor)** currently at **Shorty Warren's Copa Club, Secaucus, N. J.**, according to spinner **Burt Beck** of **WSOU, So. Orange, N. J.** . . . **Danny Clark** of **WDAR, Savannah, Ga.**, promoted **Ray Price (Columbia)** at city's largest nite club, **The Barn**, with top crowd on May 1.

Grand Ole Opry artist dates coming week find **Moon Mullican (King)** at Detroit's Roosevelt Lounge 8, 9 and 10. **Ernest Tubb (Decca), Martha Carson (Capitol)** and **Autry Inman (Decca)** touring Oklahoma, Texas, Louisiana, Mississippi and Arkansas on as many nights. **Red Foley (Decca)** and **Rod Brasfield** in Missouri and Kansas. **Bill Monroe (Decca)** does his first traveling appearance in Akron, O., May 10. **Johnnie & Jack (RCA Victor)** with **Kitty Wells (Decca)** thru Missouri and Kansas. **Jimmy Dickens (Columbia)** doing five Kentucky stands. **Cowboy Copas (King)** in Indiana all week. **Tommy Sosebee (Coral)** heads cast at **Wichita Falls, Tex., Horseshoe Lake Park**.

WMPS in Memphis will be celebrating the sixth anniversary of **Bob Neal's** farm program (5-8 a.m. daily) on May 10 with a jamboree. Top country names are being brought in to make what should be the biggest show ever to hit Memphis. . . . **Capitol's Jimmie Skinner** with manager, **Lou Epstein**, held the first anniversary jamboree of the **Jimmie Skinner Music Center** in Cincinnati April 19. Stores full of fans enjoyed the entertainment of many visiting artists and deejays at the affair. . . . **M-G-M's Carolina Cotton** served as grand marshal for **Grubstake Days** in California's **Yucca Valley** April 18-20. . . . **Hubert Long, Nashville** manager and booker, takes over **Webb Pierce's** booking May 1.

The Hinterlands

Latest c.&w. show on **KGNC, Amarillo, Tex.**, is "Cousin Keith's Dude Ranch." Handling the platters and chatter is **Keith Lloyd**. . . . **Skyline Records' Pal Thibadeaux**, now a Pfc. in the United States Army overseas, recently played a show with **Ernest Tubb** at **K. 16 Air Field** in Korea. . . . When **Slim Whitman** played **Symphony Hall, Boston**, the entire house was sold out by 8:20 p.m., with 500 customers turned away. The date was booked by **Jim Small, WCOP, Boston**. . . . According to **Johnny Horton Fan Club President Dot Barnhart**, **Horton** played to 1,100 persons at the **Hayloft Jamboree, Texarkana, Tex.** . . . **Nation's Business** magazine recently ran a five-page article on "Grand Ole Opry" and **Radio Station WSM**. . . . **Hawkshaw Hawkins** and his **Wheeling, W. Va.**, crew will play **Norfolk, Va.**, May 17, doing two shows. **Red Foley** recently played to 4,500 persons in **Norfolk, Va.**, during two performances. With **Foley** were **Sally Sweet, Moon Mullican, Grady Martin, Jerry Byrd, Rod Brasfield** and **Jimmie Selph**. . . . **Tom Diskin, Chicago**, signed **Tommy Sands** to a personal management pact. . . . Recent guests with **Red Smith, WBOK, New Orleans**, were **Vin Bruce** and **Billy Walker**. . . . **Dick Granville**, emcee on **WATL's** morning show, "Wake Up and Smile," has replaced **Don Ross** of the Atlanta station's "Hillbilly Open House," Monday thru Friday evening show. **Dick** is using the name of **Jed Jolly**. . . . **Homer Allen**, managed by **Happy Ison** and **Art Gibson**, is now playing the **Dixie Dinette, Orlando, Fla.** . . . **Charlie Louvin**, of the **Louvin Brothers**, is now in the Army. . . . **Red Jones** is touring with **Ernest Tubb** thru Texas for the week of May 4 thru May 8. . . . **Bernie Pearlman** cut four sides of a **Jack Cardwell** tune for **King Records** on his recent visit to New Orleans. . . . **Ari Narrett, WSAP, Portsmouth, Va.**, is now in his 15th year of broadcasting. . . . **Elmer Smodgrass, WAKE**, visited with **Carl Smith** when the chanter and his band played the **Center Theater, Greenville, S. C.**

Hollywood

Clyde Miller and his **Sunshine Valley Boys** have signed with **Flat R Recording Corporation**, along with **Billy Frizzell, Johnnie and Jack** and the **Tennessee Mountain Boys** and **Kitty Wells**, of the "Grand Ole Opry" gang, played at **Marty Landau's Riverside Rancho, Hollywood**, before jumping to **San Diego** for their last date en route to **Nashville**. Gang was accompanied by **Frankie More**, manager, and **Nashville rep for Charlie Adams' Ridgeway Music Company**. . . . **Jimmy Trippe** writes to say he's now with **WBHP, Huntsville, Ala.**, doing a half-hour Monday-thru-Friday show, "Hayloft Hoedown." He also has a three-hour seg every Saturday called "Saturday afternoon Hoedown," and another Saturday two-hour show, "Alabama Jubilee." . . . **Bill Martin** advises that **Jimmy Smith, of Victor**, has started a new show over **WLWA-TV, Atlanta**, along with his **Texans**. . . . He also says **Webb Pierce, the Smith Brothers, Hank Thompson** and **Lefty Frizzell** are due for p.a.'s in Atlanta. . . . **Jimmy Dawson** writes from **Tucson, Ariz.**, that he's released his first record on his new **Playboy Records** label, "Flat Top," backed by "Here Today and Gone Tomorrow," and has four sides for release in near future.

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ANN LEAF
TAMBO
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1196 and 45-1196

IRVING FIELD TRIO
CUBAN CARNIVAL
MR. PIANO PLAYER
1182 and 45-1182

Folk/Western

MOON MULICAN
RHEUMATISM BOOGIE
ROCKET TO THE MOON
1198 and 45-1198

BONNIE LOU
SEVEN LONELY DAYS
JUST OUT OF REACH
1192 and 45-1192

CHARLEY GORE & LOUIE INNIS
MEXICAN JOE
'YOU AIN'T NOTHIN'
BUT A FEMALE' HOUND
DOG
1212 and 45-1212

COWBOY COPAS
I CAN'T GO ON
A WREATH ON THE DOOR
OF MY HEAD
1200 and 45-1200

JIMMIE OSBORNE
NAC, NAC, NAC
I'M SCARED TO GO HOME
1193 and 45-1193

Rhythm/Blues

ROY BROWN
GAMBLIN' MAN
MR. HOUND DOG'S IN
TOWN
4627 and 45-4627

TINY BRADSHAW
SOFT
STRANGE
4577 and 45-4577

OFF THE WALL
THE BLUES CAME POUR-
ING DOWN
4621 and 45-4621

WYNONIE HARRIS
WASN'T THAT GOOD?
MAMA, YOUR DAUGH-
TER'S DONE LIED TO ME
4620 and 45-4620

EARL BOSTIC
CHEROKEE
THE SONG IS ENDED
4623 and 45-4623

Federal

BILLY WARD
AND HIS DOM'NOES
THESE FOOLISH THINGS
REMINDE ME OF YOU
DON'T LEAVE ME THIS
WAY
12129 and 45-12129

LITTLE WILLIE LITTLEFIELD
K.C. LOVING
PLEADING AT MIDNIGHT
12110 and 45-12110

CAMILLE HOWARD
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I'M SO CONFUSED
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Rhythm & Blues Record Reviews

Continued from page 24

Brown comes across well on wax in this quiet plea for romance.
Risin' Sun... 74
Another fine vocal effort by Brown, with the small ork contributing a moody accompaniment. Good after-hours wax.

EARL BOTSIC ORK
Cherokee... 74
KING 4623—The Bostic ork takes off on the Charlie Barnett ork hit of a decade ago and turns in a good instrumental reading of the tune. Bostic solos on sax thruout.
The Song Is Ended... 73
Bill Williams does an okay job on vocal on this slicing of the oldie, with the Bostic ork supporting—the singer with a bright arrangement and a hefty beat.

MARSHAL ROYAL ORK
Where Is Your Heart?... 75
MERCURY 70140 — Ditty based on the "Moulin Rouge" theme is handled instrumentally as a show piece for Royal's sax stylings. Should get spins, too.
I Wanna Get Nasty... 75
More Royal here, this time on a bluesy instrumental.

THE CHAPTERS
Goodbye, My Love... 74
REPUBLIC 7038 — A slow, bluesy effort is sung with feeling by the group, with a solid lead singer sparking the disk. Band backs the boys brightly, with good piano coming thru. Nice after hours stuff.
Love You, Love You, Love You... 72
The Chapters turn in some warm harmony on a melodic ballad, with the lead doing an effective job. Combo backing is hefty.

THE CROWS
No Help Wanted... 74
RAMA 3—Tune has already hit in both the country and pop fields. This cutting has a good bouncy beat and is well handled by the group. Something could stir here.
Seven Lonely Days... 68
R.&B. coverage of the pop hit The Crows put a lot of zip into it. Gimnick comes at the end with the group breaking into tears.

ST. LOUIS JIMMY
Whiskey Drinkin' Woman... 73
HERALD 408 — Blues arrangement and rendition by St. Louis Jimmy is deep Southern style. Adequate performance.
Your Evil Ways... 73
Another blues. Same comment.

SMOKEY HOGG
Gone, Gone, Gone... 73
FEDERAL 12127 — Hogg ain't mad 'cause his baby's gone, because things have come his way, he sings. Okay Southern blues.

I Ain't Got Over It Yet... 73
A melodic blues is sung attractively by Smokey Hogg over smooth piano and rhythm backing.

ROBERT HENRY
Something's Wrong With My Lovin' Machine... 72
KING 4624 — Robert Henry tells about his troubles, and they are serious, but the title is more impressive than the lyrics. Down home blues.
Miss Anna B... 69
A Southern blues, about a lazy miss named Anna B., is intoned adequately by Henry, over rhythm and guitar.

BLIND BILLY TATE
I Got News for You, Baby... 72
HERALD 411—Blind Billy wails the blues persuasively to Southern backing. Might do some regional business.
Love Is a Crazy Thing... 64
Beat set by the ork is solid, but the chanter is not too convincing on this side.

SONNY TIL
(Danger) Soft Shoulders... 70
JUBILEE 5118—Til tries hard on this sensuous effort and does an effective job, but the material is quite difficult and doesn't come over on a record as well as it would on a night club floor. Ork backing by Sid Bass is good but side misses.
Congratulations to Someone... 67
Okay reading of the recent pop hit by Til, with smooth ork support.

ANDREW WIEDMAN
Mama's Little Boy Got the Blues... 68
JUBILEE 5117 — The 12-year-old warbler shows up nicely here on his debut waxing for the label, doing a good job with the rhythm effort, over good ork backing. Could catch some spins.
I'm Not a Child Anymore... 63
Andrew Wiedman, who, tho only 12 years old, is already a featured performer on radio and TV, comes thru adequately here on his first slicing. Tune is a slow ballad. Ork backing is in keeping with the disk.

THE FIVE BUDDS
I Want Her Back... 65
RAMA 2—Slow jump blues has a good beat and is well projected by the group.
I Guess It's All Over Now... 65
Relaxed delivery of the slow ballad is listenable. Lead singer does nicely.

HELEN FOSTER
They Tell Me... 63
REPUBLIC 7037—A draggy ballad is performed adequately by Helen Foster, over okay backing.
Somebody, Somewhere... 60
The thrush tries hard on this side but the ork seems determined to play another tune. It's loud and noisy but not very good.

ANDREWS SISTERS
Now That I'm in Love... 76
DECCA 28680—The Andrews Sisters do a good job with the bright new tune based on Rossini's William Tell Overture. The ork backing by the Matty Matlock crew is lively. Side should pull a bunch of jock spins and if the tune breaks this version could catch a share.
Fugue for Tinorns... 75
The gals have a cute production here of the melodic effort about horse players from the musical "Guys and Dolls." It's most listenable and should pull spins, especially on specialty platter programs.

TOMMY DORSEY ORK
I'm Gettin' Sentimental Over You... 75
DECCA 28684 — A mighty pretty reading of the Dorsey theme featuring Tommy's mellow trombone phrasing. A slow dreamy slicing that will be listened to with pleasure by many.
Sentimental Me... 72
Another oldie is revived pleasantly, with Lynn Roberts piping the lyrics sweetly.

JUNE CHRISTY
I Lived When I Met You... 75
CAPITOL 2432—June Christy turns in a smooth rendition of the new ballad, singing it neatly, with excellent support from the Pete Rugolo ork. It's a pleasant, tho unexciting side.
Great Scot... 74
Slight rhythm opus receives an okay performance from the thrush, with solid backing by the ork. It's in the usual Christy style and her fans should like.

BUDDY De FRANCO ORK
Many Are the Times... 74
M-G-M 11491—Here's a pretty instrumental version of the melodic waltz ditty, that could grab a bundle of spins. It's played with charm by the ork, with De Franco again featured on clarinet. Ork is conducted by Richard Maltby.
The Song From Moulin Rouge... 72
Another instrumental version of the lovely song from the flick "Moulin Rouge," this time by a full ork with clarinetist Buddy De Franco featured. Side is rather late and it is doubtful if it will be able to cut in on the Percy Faith and Mantovani slicings.

BOB SANTA MARIA
You're Mine, My Love... 74
M-G-M 11484 — Santa Maria tackles this a la Don Cornell for a strong reading of the type of ditty which has been making noise in disk circles.
Don't Ever Cry... 72
The new chanter has some of the Tony Martin style in his voice. His efforts, combined with a good ballad, make a fairly impressive recording.

LENNY DEE
Them There Eyes... 74
DECCA 28639—Lenny Dee, who sings a bit like the Continental without an accent, with a bit of Billy Danfels thrown in, turns in a mighty warm reading of the oldie on his first slicing for the label. Organ backing supports him neatly. Side is a good one and could get a lot of attention for the singer if exposed.
Oh Jimmy, Jimmy... 71
On this instrumental reading of the new ballad, Dee performs it in cornball fashion on the organ, over rhythm accompaniment. It's cute.
(Continued on page 42)

C & W Record Reviews

Continued from page 24

JOE (CANNONBALL) LEWIS
You've Been Honky Tonkin'... 73
KENTUCKY 574—Joe (Cannonball) Lewis points an accusing finger at his honey, who's been honky-tonkin' around. A fast tempo, country novelty.
Cold and Lonely Heart... 70
Routine country ballad and performance.

CURLY WILLIAMS
On the Okefenokee... 72
COLUMBIA 21096—Interesting country novelty. Catchy lyrics are coupled with an unusual melody. Curley Williams with the vocal, backed by the Cotton Pickers, have cut an uncommon side here. Side is quite brief. Good for boxes.
What's the Matter With My Heart... 70
The age-old question—this time country style — is asked by Curley Williams. His vocal style on this side is straightforward, rhythmic.

BOYD BENNETT
Precious Little Sweetheart... 72
KING 1201—Warbler flashes a pleasant voice as he spins thru this ballad. Given stronger material, singer has good potential.
I'm Wasting My Time... 69
Bouncy weeper is projected a little too happily by the singer.

SHORTY WARREN
Golden Gate Express... 71
RITA 104—Gimmicked performance, with rhythm instruments imitating the drive of the express train—as indicative of the passing of the cowboy's old way of life. Warren chants the vocal, backed by his Western Rangers.

You're Only Foolin' Yourself... 65
Trite country ballad. Routhie performance.

LEON BENSON
Prison Cell No. 13... 68
FORTUNE 169 — Fairly routine weeper materia here. Benson is okay, but that's all.
St. Joe Boogie... 66
Country chanter is just fair in his reading of a rhythmic ditty cut of familiar cloth. The beat is there, tho.

LOYD WEAVER
Woman Trouble Blues... 68
CORAL 64155 — Weaver sings easily about a mournful subject, to a bouncy backing by the string band. He can yodel nicely too.
After My Love Has Turned to Hate... 64
Straightforward chanting about a busted romance has its moments. Okay folk wax.

DEE STONE ORK
Pilot Mountain Rag... 67
BLUE RIDGE 203 — Peppy square dance has an authentic sound and will give country terpers a real run for their money.
No Room in Your Life for Me Now... 66
Bouncy ditty is waxed pleasantly by the group for a side that should sell copies in the mountain country.

TENNESSEE DRIFTERS
Boogie Woogie Baby... 64
DOT 116—Etching, a so-so effort, might snare some rural spins.
Drive These Blues Away... 60
Routine outune is read casually by Billy Worth and the group.

Popular Record Reviews

Continued from page 24

BUDDY GRECO
You're Driving Me Crazy (What Did I Do)... 77
CORAL 60979 — A sophisticated arrangement gives an insinuating quality to this fetching standard. The vocal is precise, full of impact. Greco's performance is strong.
I Predict... 71
The ballad essays a lot of natural philosophy; of spring, the seasons, the turning of the earth, and love. It's clumsy, but tries to depart from the usual groove. Greco's performance is okay.

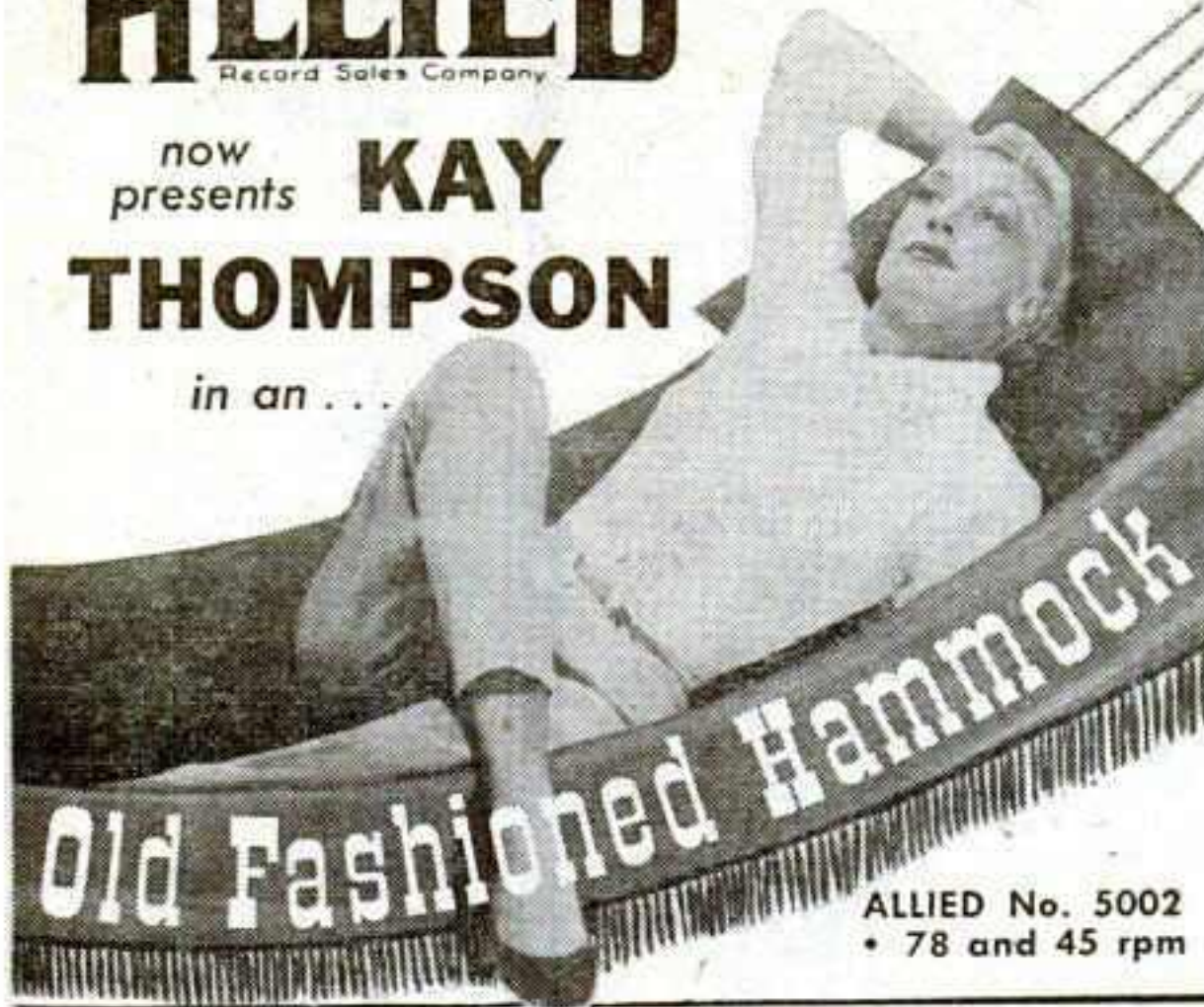
JOE (FINGERS) CARR
Mexican Joe... 77
CAPITOL 2463 — Joe (Fingers) Carr has a good time here with the hit c.&w. ballad, while thrush Barbara Carr comes thru with a good reading of the happy tune. It's a swinging side and could really gather some box loot.
Here Comes My Daddy, Now... 75
The bouncy oldie, with all its old-fashioned flavor, receives a bright, attractive reading from the rag-time pianist and thrush Barbara Carr. It's another strong side for the boxes.

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Album and LP Reviews

MAMBOS
RAMON ARGUESO ORK70
 Lion (33) E 70006 (1-10")
SQUARE DANCES
BILLY BARRETT ORK
 Lion (33) E 70007 (1-10")
TOPS IN POPS
SHEP FIELDS ORK
 Lion (33) E 70008 (1-10")
ALL-TIME FAVORITES
TEDDY POWELL ORK
 Lion (33) E 70009 (1-10")
 M-G-M Records has added four more sets to its low-priced LP pop line series on the Lion label, which come under the heading "Designed for Dancing." All of these disks are 10-inch platters, and they retail for \$1.69 each. The mambo album with the Ramon Argueso ork does a good job with standard mambos, including "Sun Sun Babae" and "Mambo En Espana." Billy Barrett and his Hot Timers turn in bright readings of eight square dances with Barrett himself on the calls. Shep Fields and his Rippling Rhythm crew perform eight current pop hits smoothly, including "Have You Heard?" "Pretend," "Side by Side" and others now on The Billboard charts. The Teddy Powell LP contains 20 evergreens that are most danceable. These sets should appeal, in their various fields, to many.

ONE NIGHT STAND78
 Harry James Ork (1-12")
 Columbia (33) GL 522
 Columbia Records, having hit the jackpot with the Benny Goodman ork off-the-air tapes, has done the same thing with the Harry James ork, by taping the crew via an air-check during a one-night stand at the Aragon Ballroom in Chicago. And there is little doubt that the diskery has come off with a much more exciting LP than if the session were cut in a regular recording studio. For the sound of the dancers adds much to the disks, and certainly makes the band sound much more alive, as well. The ork does a good job on most of the tunes, and the James trumpet is happily omnipresent. One could ask when the kids in attendance at the Aragon Ballroom this night danced, for most of the tunes are more for listening than dancing. Best sides are

Other Records Released This Week

Angel—Cal Cala (God Bless Our Boys in Korea) Vanity 512
 Arthur-Itis—Chuck Bowers-The Velvet-Airs (Three Wishes) Velvet E-GAR 17
 Au Revoir-Pleasant Dreams — Ben Bernie Ork (It's a Lonesome Old Town) Decca 11058
 Baby, Won't You Please Come Home?—Kay Starr (Laughing on the Outside) Crystal-ette 647
 Blue Mountain Waltz—Steve Garchar Ork (Terry Ann Polka) Coral 60981
 The Boys in the Backroom — Marlene Dietrich-Victor Young Ork (Falling in Love Again) Decca 11059
 Congratulations to Someone—Bob London-Lloyd Shaffer Ork (How Close Can You Be) Crystalette 653
 Crash — Donald O'Connor (I'm Walking Behind You) Decca 28692
 Crazy Man, Crazy — Bill Haley-Haley's Comets (Whatcha Gonna Do) Essex 321

"Ultra," the blues from "An American in Paris," "You Go to My Head," "Feet Draggin' Blues" and "Back Beat Boogie." This is the best wax from the James crew in a long time and should interest jazz followers as well as the many James fans.

SUNDAY JAZZ ALBUM73
 Howard Rumsey's Lighthouse All-Stars (1-12")
 Lighthouse (33) LP 301-Z
 Material here was cut at the Hermos Beach, Calif., spot, which has been doing some fine business with jazz concerts. Musicians include such well-known names as Shorty Rogers, Milt Bernhart, Jim Giuffre, Bob Cooper, Maynard Ferguson, Shelley Manne, Frank Patchen, Hampton Hawes, Carlos Vidal and Howard Rumsey. Many, obviously are Kenton's sidemen playing for kicks. On the spot waxing includes crowd noises, etc. The boys turn in some fine solos, tho the ensemble stuff, as should be expected, is quite routine in most spots. The jazz fans should go for this in a big way. It's a smartly packaged disk, tho the program notes are all too brief for this type of wax session since individual solos are not identified.

Deep Down Inside — Evy Brooks (I'll Remember You) Triple A 2513
 Do Me a Favor—Jenny Barrett (He Loves Me) Vogue 1024
 Falling in Love Again—Marlene Dietrich-Victor Young Ork (The Boys in the Backroom) Decca 11059
 He Loves Me—Jenny Barrett (Do Me a Favor) Vogue 1024
 God Bless Our Boys in Korea — Cal Cala (Angel) Vanity 512
 Grandfather's Clock—Claude Gordon (Piper Heidsieck) Vogue 1010
 Hello, Momma (part 1 & 2)—George Jessel Decca 11075
 How Close Can You Be—Bob London-Lloyd Shaffer Ork (Congratulations to Someone) Crystalette 653
 I Don't Have to Tell You That I Love You — Bobby Linn-Graham Prince Ork (You Took Away the Friends I Had Around Me) Cammarota 25
 I'll Remember You—Evy Brooks (Deep Down Inside) Triple A 2513
 I'm Walking Behind You — Donald O'Connor (Crash) Decca 28692
 Imagine—Hall Daniels (Tear Drops) Velvet E-GAR 9
 It's a Lonesome Old Town—Ben Bernie Ork (Au Revoir-Pleasant Dreams) Decca 11058
 Keep A-Knockin'—Lyn Ballard (Summery Summer Love) Grenoble 803
 Laughing on the Outside—Kay Starr (Baby, Won't You Please Come Home?) Crystal-ettes 647
 Love for Sale—Libby Holman (Moanin' Low) Decca 11060
 Moanin' Low—Libby Holman (Love for Sale) Decca 11060
 Piper Heidsieck—Claude Gordon (Grandfather's Clock) Vogue 1010
 Summery Summer Love—Lyn Ballard (Keep A-Knockin') Grenoble 803
 Tear Drops—Hall Daniels (Imagine) Velvet E-GAR 9
 Terry Ann Polka—Steve Garchar Ork (Blue Mountain Waltz) Coral 60981
 Three Wishes—Chuck Bowers-The Velvet-Airs (Arthur-Itis) Velvet E-GAR 17
 Whatcha Gonna Do—Bill Haley-Haley's Comets (Crazy Man, Crazy) Essex 321
 You Took Away the Friends I Had Around Me—Bobby Linn-Graham Prince Ork (I Don't Have to Tell You That I Love You) Cammarota 25

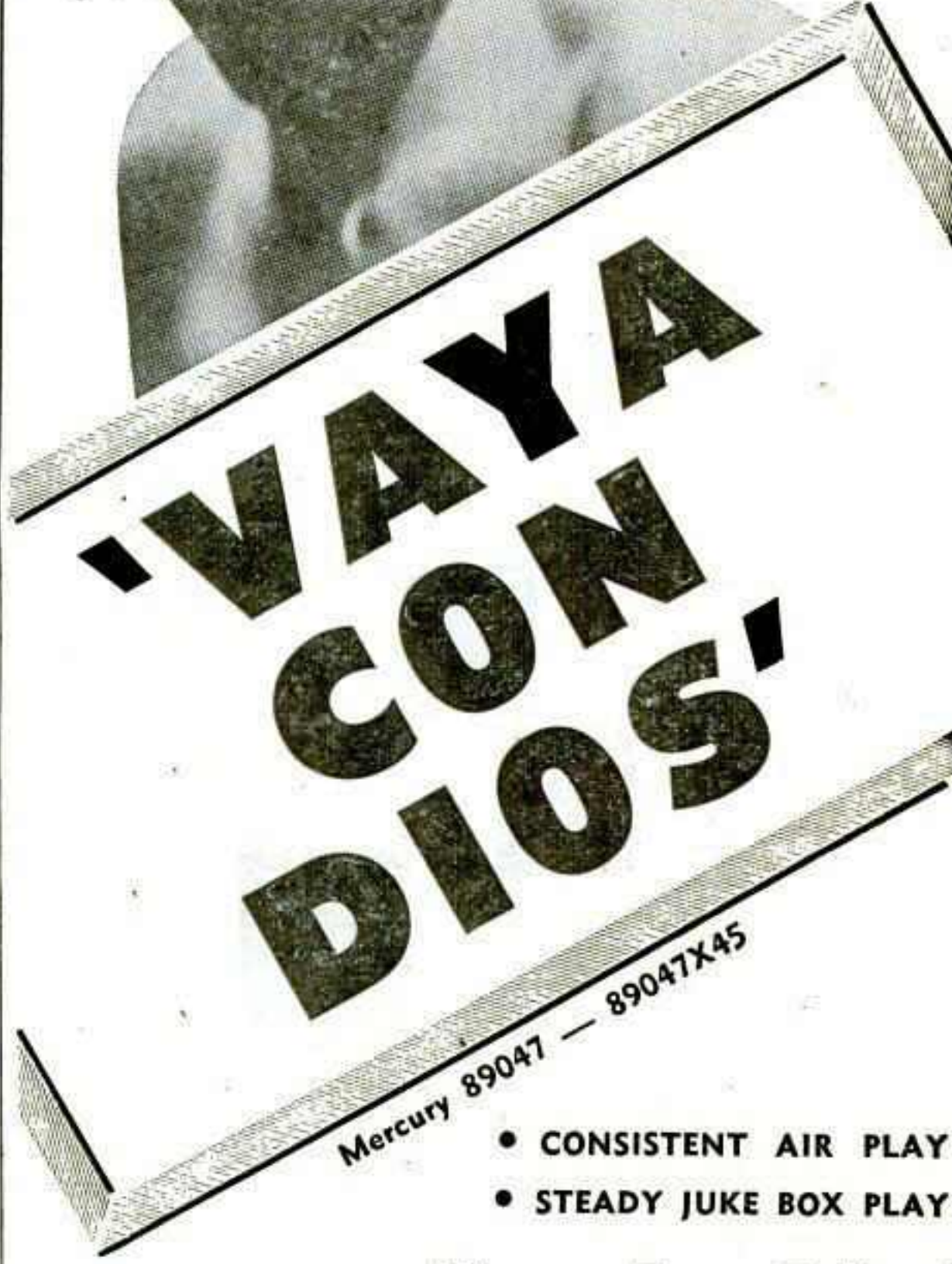


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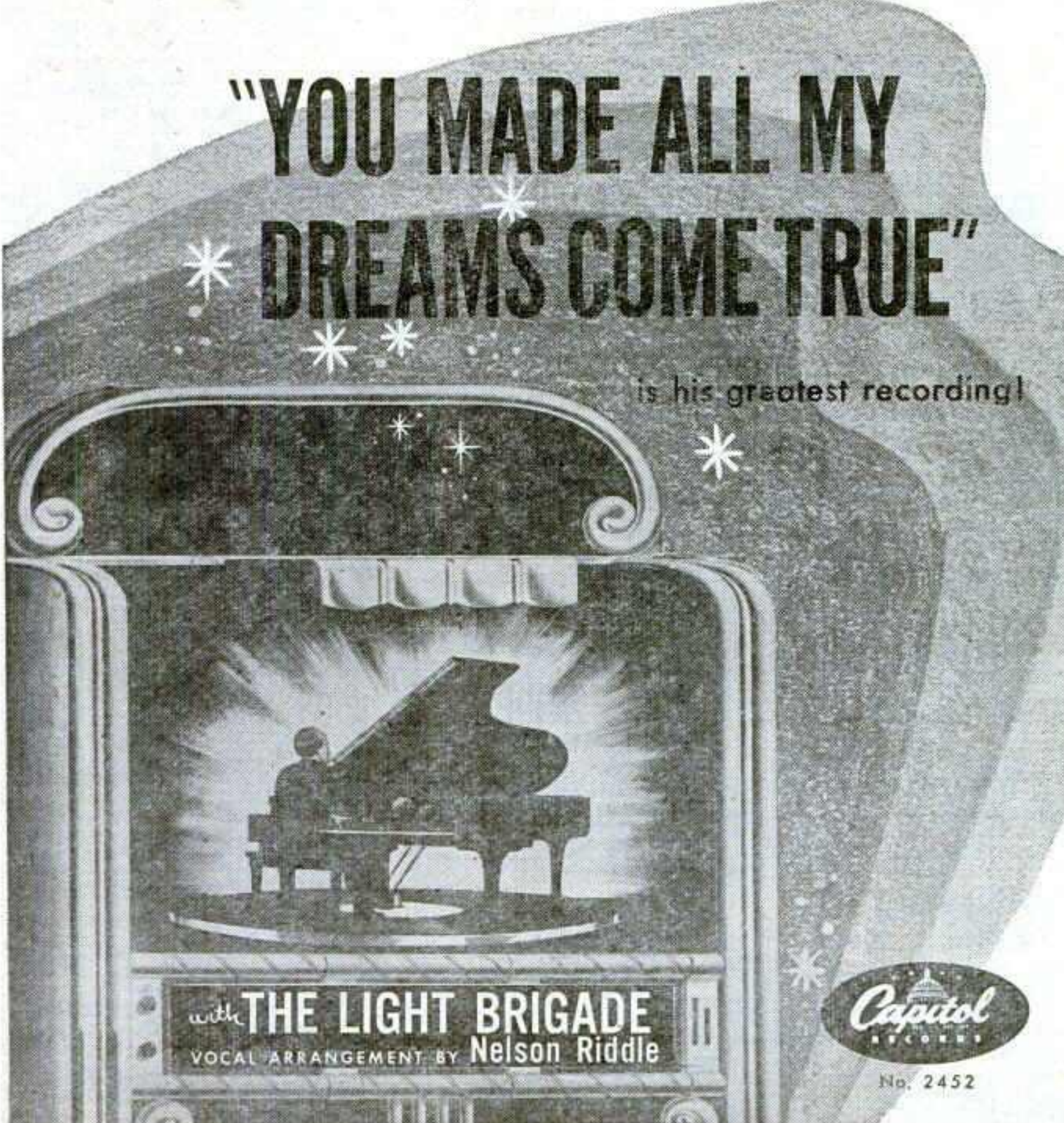
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Popular Record Reviews

Continued from page 40

MARK CARTER-KIMMY STEVENS
Kiss Me Quick and Go74
 KING 1205—Cute item about young romance is teasingly presented by the boy-girl duo. They have a side teenagers might go for and the entry might stir action if promoted.
Home.....72
 Oldie is effectively staged by the ork and vocal combo, in slow and moody style. Another attractive etching.

TONI ARDEN
Fr Instance74
 COLUMBIA 39978 — Toni Arden gives a relaxed, melodic performance on this tune. Ditty has the touch of special material; but it is pretty enough to catch on nevertheless.
It's Only My Heart.....73
 A weeper—but with a semi-classical backing relying on dramatic use of strings and piano. Toni Arden sings it well. Idea is to convince some listeners they are hearing something fancy. Might work.

TOMMY EDWARDS
Take These Chains From My Heart...74
 M-G-M 11485 — Plenty of action accruing to this ditty these days—and Edwards should get some of the play.
Paging Mister Jackson.....72
 Edwards penned this one some time ago when he was working with jump bands. It's much different from his more recent disk style.

GEORGIA CARR
Laugh74
 CAPITOL 2466—R.&b. tune is projected at a slow beat. Miss Carr's sensitive reading is backed by a male chorus. A very pleasant side.
Why, Darling, Why?.....72
 Male chorus kicks this one off for the thrush who joins in with her mellifluous voice. A very rhythmical side.

PEE WEE HUNT
San74
 CAPITOL 2442 — Band makes heavy use of muted brasses as it turns in a bouncy instrumental reading of the oldie. Operators should give this a good listen.
Oh!.....68
 Same treatment as the other side but band fails to project the same excitement.

AL TRACE
Let Me Be Your Honey, Honey73
 M-G-M 11482 — Chirp Betsy Gay delivers a Teresa Brewer type of reading on a cute new bounce ditty. The Trace ork supplies the proper, cornball background in country style.
Crazy, Crazy.....73
 Okay ditty inspired by bop talk serves as the vehicle for more of Miss Gay's chirping.

DAVID ROSE ORK
Waltz of the Bubbles.....73
 M-G-M 30773—This is one of those typical Rose written and played instrumentals. It's got the lilt and a fairly retentive melody line. Should get spins.
Lonesome On Main St....73
 More of the same type of material—tho this is on a more modern, semi-symphonic kick.

JIMMY PALMER
Somebody Stole My Gal73
 MERCURY 70126 — Tiny McDaniel and vocal group handles the lyric on the oldie done up in new style. Gimmick is for Tiny to read the lyric to "Somebody" while the gang chants "You Made Me Love You." The Mickey ork sets up a good dance beat. Should do well in the Midwest.
Never, Never, Never....73
 Another bounce item here, tho a fairly attractive new one. Rendition is good.

FRAN WARREN
A Puppet on a String73
 M-G-M 11481—The ditty is mighty attractive and Miss Warren, as usual, lends her all to the rendition. It's a mighty pretty slicing and could pull a lot of deejay spins.
I Challenge You.....72
 Another slick ballad offering and another good chanting job.

HERB KENNY
But Always Your Friend72
 M-G-M 11487—Kenny and the group tackle a good ballad for a smoothly blended vocal offering.
(I Dreamed of a)
Star Spangled Dawn....70
 Material here is somewhat less effective.

TEDDY PHILLIPS ORK
Cloudburst71
 KING 1202 — Sophisticated opus is played well by the ork, while the sax handles the solo line ably. A listenable side that should get some air exposure.
I Was Talkin'
(When I Shoulda Been Listenin')....68
 Cute novelty is sung prettily by Lynn Hoyt to simple backing by the ork. An okay effort.

ART MOONEY ORK
Miss You70
 M-G-M 11486—Mooney does this in typical ballroom dance style—kind of like Kaye or Barron, in fact Good standard material.
Gee Whiz!....70
 Chirp Cathy Ryan handles the vocal chores on a lightweight bouncer. It's danceable.

BILL MCGRAW
Blue, Blue Are Her Eyes70
 ART-DISC K-252 — Familiar waltz melody has been fitted with a neat set of lyrics which are gracefully sung by the warm-voiced chanter. An attractive slicing that could move some with exposure.

To Be in Love....66
 Overly-long intro dulls the edge of the romantic ballad. McGraw awards it a legit performance.

BEN LIGHT
Marie70
 CAPITOL 2452 — The nimble fingers of Light turn in a sparkling interpretation of the Berlin oldie. Good for the boxes as is usual with Light's platters.
You Made All My Dreams Come True....69
 Another oldie, this one proffered in a quiet way with a mixed chorus singing in the background. The magic fingers of Light again show up well.

BOBBY BREEN
It's the End of the World to Me70
 A-BELL 834 — Breen is the former boy singer discovered by Eddie Cantor. His voice still has the same tenor timbre, but not the quality of a legit tenor. The ditty, a semi-beguine pop weeper, is okay. In all, a pretty good disk.
There's a Bell That Rings in My Heart....68
 Lush ork takes top honors here on a bouncy ditty with a good lyric idea. Breen does it well enough.

GINO ROCKFORD
Something Wonderful Happens70
 VOGUE 1025 — Gino Rockford, a young warbler with an attractive quality in his voice, plus a powerful set of pipes, turns in a good rendition of this new ballad, over a pretty ork backing. A pleasant side.
What Did I Do?....67
 Another effective side by the singer, once again on a ballad and again with the ork contributing a pretty backing. With right material Rockford has a chance to bust thru.

NEAL HEFTI ORK
Sahara's Aide70
 CORAL 60980—This musical nod to Rimsky-Korsakov shapes up as a rhythmic band item well played by the Hefti group.
Waltzing on a Cloud....65
 An okay instrumental of a fast waltz opus, penned by Hefti himself. Danceable.

TINY STOKES
You Can Push Your Luck Too Far....69
 RONDO 303—Stokes pipes this blues-like ditty warmly with an attractive yodel which he uses sparingly. A listenable slicing worth promoting.
Sunshine at Midnight....65
 Tuneful ditty is presented neatly. Flip has more appeal, tho.

EDDIE CONNORS
Somebody Stole My Gal69
 DANA 2052—There's lots of movement to this somewhat hokey reading of the ditty. Connors shows off a refreshing style on the banjo and the small combo backs him pleasantly. Good juke filler.
Am I Blue....64
 More of the same on a slow-paced ditty.

THE NICKELODEONS
Wang Wang Blues68
 TREND 50—Gimmick here is to get the ork to sound like a nickelodeon! They come close in spots. It's honky tonk stuff which ops can use in many locations.
Somebody Stole My Gal....68
 Same stuff here with the added feature of a hoked up chorus, too.

RONNIE LANE
A Letter From a Friend66
 MONARCH 3004 — Weeper in the country idiom shapes as a tuneful waltz ditty. Might spin some.
He's Never Coming Back....59
 Miss Lane has an appealing quality to her voice, but the ditty she penned here has limited potential.

BUDDY COSTA
Enchanted Guitar65
 PYRAMID 3001—Okay performance by Costa and the Johnny Dee trio on an ordinary Latin-American type ditty.
Heaven Forbid....65
 The Milton James female vocal group backs Costa in fair fashion on an unexciting new ditty.

DICK LARKIN
You Mended a Heart63
That Was Broken63
 CAMMAROTA 26 — The warbler sings this slight effort in okay style, while a chorus backs him closely. Combo arrangement is smooth.
Why Don't You Tell Me You're Sorry?....60
 Adequate vocal by Larkin on a draggy new ballad with help from chorus and combo.

HALL DANIELS-THE NATURALS
Goodbye Again60
 VELVET E-GAR 12—The ork, with a danceable sound, comes thru with a typical ballroom reading of a routine new ballad while bary Warren Gale handles the lyric capably.
I Didn't Mean to Be Mean to You....57
 Bass bary Dick Jones is the vocalist on this side. Ork is okay and the material is fair.

CHUCK BOWERS-THE VELVET-AIRS
Umm John57
 VELVET E-GAR 7 — Chirp Ceci Julian handles the lyric in typical band singer style while the ork handles the dance beat background on a poor hunk of material.
Imagine That....60
 Miss Julian, a routine type of band chirp, does well as can be expected on a bouncy ditty of little importance.

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Continued from page 15

Tiffany's, Los Angeles... Milton Karle is now handling disk promotion for the Woody Herman ork. The ork will play a one-nighter at Roseland Ballroom here, May 15, on the occasion of the group's 15th anniversary... Anne Fulchino has been promoted to assistant sales promotion manager of Columbia Records... Jan August played a date at Fort Dix, N. J., April 29... Jerry Gray's ork opens at the Hotel Statler, Buffalo on Tuesday (5) for two weeks. After this stand, the ork opens at the Paramount Theater here... Bobby Breen has been signed by WJAR-TV, Providence, to a five-day-a-week TV show. Breen is now waxing for the A-Bell label... The Ted Weems ork plays one-nighters thru Kentucky, Indiana, Michigan, Iowa, Kansas, Oklahoma and Texas in May... Village Music will issue another sheet music version of its latest tune, "Scrap of Paper." The new version will be issued in 4/4 time, due to the new waxing of the tune in this meter by the Bigs Howard ork on RCA Victor. Original sheet music version of the tune was in 2/4 time... Leeds Music has picked up the tune "I'm a Lika Da Pizza Pie" by Al Arland and Frank Kells, two amateur clefters. The tune was picked up by Dewey Bergman, of King Records, for release on the label by The Holidays... Archie Levington, of Midway Music Chicago, was in town for a few days this week. He is the publisher of "Is It Any Wonder?" issued on M-G-M with Joni James... Three of the songs from the forthcoming Bing Crosby flick, "Little Boy Lost," will be published by Burke and Van

Heusen, Inc. The flick was made in France and will be released in September... Columbia Records is going on an all-out push on the forthcoming Judy Garland waxing, with special folders, photos, etc. being sent to jocks across the country... Joe Roncoroni, of Joseph Fields Music, Ltd., England, is in town for a few weeks to pick up material for England as well as to place material here. He is taking back the Shapiro-Bernstein tune, "Red Canary," for exploitation in Britain as well... George Devine, operator of Million-Dollar Ballroom, Milwaukee, and his wife are making a two-month tour of Europe. Tour kicked off in London and will take them thru 11 countries. The Devines expect to visit relatives in Ireland and also make a study of ballroom activities in major cities of Europe before returning in mid-June.

Joseph Cammarota has formed the Cammarota Recording and Publishing Company, and already released two disks to the trade. The head of the firm writes his own material and has pacted chanter Dick Larkin to a term deal... John Lewis Jones is prexy of the newly-formed Elvieve Recording and Publishing firm, headquartered in Wilmington, N. C.

Chicago

Opening night of Linn Burton's "Operation Midnight" radio show found one of the largest gatherings of music and record people ever assembled in one spot in Chicago. The show got under way Monday (27), from the Starlight Room of Burton's Steak House over WCFL. The program, a re-

Mercury Trails

Continued from page 13

has also been the leader in the resurgence of instrumentals, with three clicks: "Ruby" (Richard Hayman), "Caravan" (Ralph Marterie) and "April in Portugal" (Hayman). The first two are the top-selling versions of the tunes. The seventh Mercury chart entry has been the Gaylords' "Spinning a Web." Interestingly, Hayman, Mercury's new Eastern a.&r. director personally has accounted for two of the seven.

Columbia's leaders of this year's issues are "Moulin Rouge" (Percy Faith), "I Believe" (Frankie Laine), "Tell Me a Story" (Laine-Jimmy Boyd), "Somebody Stole My Gal" (Johnnie Ray), the Red Buttons record ("The Ho Ho Song") and "Strange Things Are Happening" and Jo Stafford's "A Fool Such as I."

Capitol Hits

Capitol's hit roster this far includes "Pretend" and "Can't I" (King Cole), "Side by Side" (Kay Starr), "April in Portugal" (Les Baxter) and "I'm Sitting on Top of the World" (Les Paul-Mary Ford). RCA Victor has registered with two sides each by Perry Como and Eddie Fisher: "Wild Horses" and "Say You're Mine Again" (Como), and "Downhearted" and "I'm Walking Behind You" (Fisher). M-G-M's 1953 chart entries have been "Your Cheatin' Heart" and "Is It Any Wonder?" (Joni James) and "Anna" (Silvana Mangano).

Only two other disks of the grand total of pop records released thus far in 1953 have made The Billboard best-seller list. These are "Anywhere I Wonder" by Julius La Rosa (Cadence) and the Coral version of "Pretend by Eileen Barton.

Halvah Hassle

Continued from page 13

Robert Mellin, RCA Victor has been under pressure to do a different English version from another publisher, but was left at the post by Coral's fast action.

Eartha Kitt first heard the tune "Uska Dara" when she was in Turkey a few years ago. She was aided in her search for the complete Turkish set of lyrics for the tune by Ahmet Ertegun, Atlantic Records exec who is of Turkish descent. Ertegun helped the thrush with her Turkish pronunciation, and the canary waxed it for RCA Victor for an album, and it was released as a single a few weeks ago.

ord-chatter show, airs Monday thru Saturday from midnight to 3 A.M. Every record company was represented. A host of deejays were also present.

Celebs attending included Jeri Southern, George Shearing, Herbie Fields, Buddy Di Vito, Fran Allison, Randy Wood (Dot Prexy), Danny Kessler, Bud Brandom and Archie Levington. Long distance calls were received from Ralph Marterie, Buddy Greco, the Gaylords and Ray Anthony.

Randy Wood signed the Dinning Sisters to a three-year contract on the Dot label last week... Irving Green, of Mercury, back from his round-the-world tour... Jeri Southern and WGN deejay Ray Hutchins wed Saturday (2)... Representatives of record companies and the juke box operators met last week and set July 16 at the Southmoor Country Club as the date and place of the fourth annual golf field day. Dinner, dancing and stars follow the tournament... Tony Martin opens at the Chez Paree May 10.

Ray Anthony in town for one day last week to pick up his wife who underwent foot surgery at a local hospital... Patsy Abbott opened April 30 at the Vine Gardens... The Belle-Tones, four gals who double in vocals as well as double on a complete array of instruments, were held over until July at the Old Heidelberg. The gals are Betty McGuire, Verle Henry, Zoe Rutherford and Betty Lou White... Mike Conner, head of artist relations in Decca's New York office, in town for a few days.

Herb Lutz, Lutz Bros. Music Company, in town plugging Peggy Mann's "So Did I" and Felicia Sanders' "What Should I Do?"... Bernice Parks cut "Uskadora" backed with "Nowhere Guy" for Mercury last week. This is her second release for the label. David Carroll's orchestra backed the session.

Cincinnati

Burt Farber, town's top pianist, did the arrangement, played piano and conducted to Norman Brooks' waxing on the Zodiac label of "Somebody Wonderful" and "You Shouldn't Have Kissed Me the First Time," published by Erwin & Howard and just released. "Somebody" was written by Lee Erwin, with Sherman Feller, Boston disk jock, putting the words and music to "You Shouldn't Have..." The Benny Goodman-Louis Armstrong unit, with Gene Krupa spelling the former, comes into Music Hall here May 10.

Paul Kingsley, vice-president of World-Wide Music Publishing Company, Miami Beach, Fla., was in town Thursday (30) to confer with Charles Kanter, World-Wide prexy and prominent local juke box operator, on the firm's first release, "My Love, Don't Desert Me," which Linda Shannon has cut for King Records. Kingsley left here Friday (1) for New York to huddle with Jack Lee, of Meridian Publishing Company, who will represent World-Wide in the East. Following his New York stay, Kingsley will make a disk jockey tour of the larger cities.

Hollywood

Milton Saunders returns his music to the Warwick Room of the Hotel Warwick... Jan Wynn, new songbird linked to the local Essex label, is being managed by Charlie Curry, of the Clock Lounge... Peggy Lee will make her first nitery appearance here at the Latin Casino on May 21... A May week also set aside at Lee Guber's Rendezvous for Sarah Vaughan... Bud Brees, WPEN disk jockey, set up his own shop as Bud Brees Associates while continuing his mike chores... It's brothers sharing the Rendezvous stand this week with Buddy Greco coming in to head the bill, which includes saxophonist Al Graco and his quartet... Charley Ventura back at his Open House nitery at nearby Lindenwald, N. J., with pianist Roy Kral and singer Jackie Cain

joining the outfit... Ernie Ventura at the suburban Broomall (Pa.) Inn... Arena brings in another all-star show on May 7 with Frankie Laine, Ella Fitzgerald, Woody Herman and Louis Jordan... Janie Ford, former Art Mooney canary, singing solo at the Embassy Club... Pete Rubino making his first local appearance in four years at Pacey's.

Milwaukee

Ray Shaw, Mercury chanter, in town to plug his newest disking, "The Only One in Love"... Thrush Doris Drew, appearing with hubby, comic Larry Allen, at the Tic-Toc Club, held over for an additional two weeks... Carl Jannette, whose trio played a long stand at the Towne Room last winter, is getting set to return to the nitery business with a quartet this time... Ballroom operator, George Devine is touring Europe with his wife. Itinerary will take him to all parts of the Continent to permit a complete study of foreign terper business... Polda bandsman Dick Metko is invading Midwest ballrooms for the next few months and has submitted several masters to Mercury Records.

Philadelphia

Billy Hays, local maestro, gets the Esquire Boys to introduce his "Let's Play Song" on wax... Local tunesmiths Pete Angelis and Bob Marcucci get their "Constantly" ballad waxed by Vince Carson... Mac McGuire is the first of the music makers to provide the dance incentives for the Wilson Line boat cruises down the Delaware River to Baltimore... Pembroke Davenport, former conductor of the "Can-Can" musical, has settled his dismissal dispute with the Cole Porter-Abe Burrows musical debuting here for seven weeks' pay. The American Federation of Musicians patched up the issue.

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Hocus-Pocus

By BILL SACHS

RONALD HAINES, chairman of the 25th Annual Conference of the Society of American Magicians to be held at Hotel Netherland Plaza, Cincinnati, May 27-30, reports that things are shaping up well for the big event. Among the acts already definitely set to show their wares on the various convention shows are **Max Terhune**, **Al Saal**, **Tommy Windsor**, **Bill Dodson**, **Bobby Mays**, **Al Sharpe**, **Bob Haskell**, **Arie McChesney**, **Tenkai**, **Milbourne Christopher**, **Willard Smith**, **Ace Gorham**, **Ray Muse**, **Leslie P. Guest**, **Don Alan**, **Bobo**, **Jack Chanin** and **Stewart Judah**. Dealers already signed are **Ronald Haines**, **Gemagic**, **Satan**, **Al Sharpe**, **Walker Fleming**, **Yogi Magic Art**, **Jack Chanin**, **Killip**, **Jimmy Sanders**, **Joe Berg**, **Don Redmon**, **E. J. Moore**, **Chick Kueser**, **Merv Taylor**, **Arlane Manufacturing Company** and **Regow's**. Convention committee chairmen are **Ace Gorham**, contests; **John Braun**, educational and close-up magic; **Lester Lake**, shows; **Robert Geer**, publicity; **Ronald Haines**, registrations; **Ed O. Drane**, dealers; **James Murray Jr.**, hotel; **Blair Strawser**, banquet; **Tracy Balcom**, program, and **Martha Nichols**, ladies. . . . Was **George Marquis** giving us a bum steer recently when he reported that he would soon begin a swing over the Kemp Time in the South under the direction of **Joe Karston**? **Ray-Mond** phoned the other day from North Carolina to say that Karston has handled his five-people unit exclusively for the last 18 months and is still working in that capacity, and that the latter knows nothing of a deal to pilot Marquis. . . . **Milbourne Christopher** was a feature on the **Eddie Albert** show over CBS-TV from New York last Friday (1). **Mr. and Mrs. Harry Blackstone**, **Jay Palmer** and **Doreen**, **Bruce Reynolds** and **Jimmy Renneaux** stopped by Christopher's New York apartment the other day for a trick session. . . . **Lucille** and **Eddie Roberts** return to the Statler Hotel, Detroit, May 4, for two weeks, followed by four weeks at the new **Black Orchid Room**, Chicago.

AL DELAGE and **Shirley**, after winding up with the **Sophie Tucker** show at the **Riverside Hotel**, Reno, Nev., this week move into the **Sahara Hotel**, Las Vegas, Nev., with **Hollywood** and **San Francisco** slated to follow. This is their annual fling away from their club and private dates in and around New York. . . . **Lady Francis (Frances R. Francis)** type-writes from New York under date of April 29: "The Magicians' Guild dinner and show last Sunday night (26) was a gala affair. **Harry Blackstone** presented his usual terrific card stunt with 10 men on stage. Caught the Palace show the other night, and **Del-Ray**, former **Blackstone** assistant, does a great piece of magic pantomime, employing cards, cigarettes, a dove production and a canary bird transposition with three canaries. Yours truly is now doing the dice pick-up, with cup and stacking four dice on top of each other, for table work. Next I guess it'll be a gambling expose. . . . **Vin Carey**, Baltimore baffle and magic huckster, is a hard guy to find around his magic shop if there's a circus playing within reasonable driving distance of the Monument City. He saw eight circuses last season and hopes to see at least that many this year. . . . **Anton Scibilia**, veteran unit producer and agent, who piloted the **Bill Neff** mystery opy for several seasons, is lining up a tour for **Brandon the Magician (Arthur J. Brandon)**, starting on the West Coast and working eastward. **C. Roger Coker** will serve as company manager. . . . **Jack Lythgoe (Shalmar the Magician)** winds up his tour at **Oklahoma City** Friday (8) after a busy season thru Arizona, New Mexico, the Dakotas, Colorado and Montana for National School Assemblies of Los Angeles. Next season **Shalmar** is slated to show his magic and puppetry thru Missouri, Nebraska, Colorado and Idaho for the same agency. . . . **Elmer W. Morris** posts from Fort Smith, Ark.: "The **Lee Grable** show appeared here recently and, altho the crowd was slim, perhaps due to the prices being set a little too high for this area, presented an excellent magic program. Grable is a clever manipulator. Don't miss him if he comes your way."

Empire Room

Continued from page 11

bers were the "Bolero" and the "El Cortijo." The first got the excitement that any drum number draws. Here, however, it was intensified by the en masse heel imagination choreography devised for the number by **La Argentina**. A lot of it segued into unison precision calling in the entire group, **Lola de Ronda**, **Malena Vargas**, **Julio Torres**, **Luis Olivares**, **Juanela Maya** and **Greco** himself.

The "El Cortijo" was **Greco's** famous horse number consisting of three boys dressed in identical costumes and **Greco**, with a similar styled costume of a different color working as the rider. The mitting for that one was tremendous.

Greco's music is powerfully exciting. **Nat Brandwynn's** conducting of what is a series of difficult scores, gave it added luster.

Mischa Borr's ork played the in-between dance music.

Bill Smith.

CHRISTINE

Breaks in Vaude Act in Connecticut

HARTFORD, Conn., May 2.—Two **Stanley - Warner** Theaters' film houses are being used this week-end for break-in dates of **Christine Jorgensen**, who is booked for major vaudeville engagement in Los Angeles at mid-month.

Miss Jorgensen is headlining a revue featuring **Jack Palmer** and his **TV Quartet**, the **Four Bartons**, and **Leonardo and Anita**, today (2) at **Stanley - Warner** Garde, **New London**, and **Sunday (3)** at the **State**, **Waterbury**, with five performances scheduled daily. **Gal's** turn, about 23 minutes, will consist of narrating a color film "Denmark."

Stanley-Warner executives are using extensive advertising and promotion campaign to push the stage appearances in theaters normally featuring first-run motion pictures.

Persian Room

Continued from page 11

spellbound. For the comeback, she gave out with a medley of her old **Decca** hits, "Powder Your Face With Sunshine," the "Dance With the Doll" and the "Little Bird Told Me Numbers." In between, she threw in a novelty, "London Town," a special with folk song lyrics and music, but a number she picked up some time ago as an original.

When **Miss Knight** wound up there was little doubt she was a smash hit. She was forced back for two extra bows and finally went into a beg-off. Her melodic easy style, her confidence (she had it even when she blew some lyrics—turning it into a laugh) plus her material and deliberate underselling, helps make her one of the finest sight girl singers around.

John and June Belmont's second date here hasn't diminished their skill as ballroom dancers or their charm and grace as performers. If there's any fault, it is in the too many talking bits that the team now uses as breathers. But that aside, the kids are genuinely fine. The slim red-headed gal moves around like she didn't have a bone in her body. Her provocative fem postures, shoulder shrugs, down under looks, etc., tantalized the audience into a hypnosis.

The boy has also stepped up his confidence. He's no longer the diffident, shy lad. He's always been an excellent dancer, and the ease he displays now permits him to radiate an assurance for added authority.

Dick La Salle's ork played exceptionally well for both acts. **La-Salle's** piano backing of **Miss Knight** was particularly well done.

Mark Monte's Continentals did the in between sessions.

Bill Smith.

Palace, N. Y.

Continued from page 11

as "Summertime" and a spiced-up "Lover Come Back to Me" for an all-out, smash finish with his own arrangement of "Second Hungarian Rhapsody." Meanwhile, with able assists, he clowns, terps and takes a short turn at the keyboard. New act has warmth and showmanship and looks like a natural.

Four other standard acts spot the excellent hand-balancing routines of **Ladd Lyon** and his fem stooge; **Frank Ross** and **Anita La Pieere**, with their uncanny trumpet imitations; **Buster Shaver** and diminutive **Olive** celebrating their 25th year of partnership and looking not a day older, and **Howard** and **Wanda Bell** with their top-flight brand of ballroom acro.

For novelty, there is a fine brand sleight-of-hand from **Del Ray**. **Magician** projects smoothly on passes with cigarettes, kerchiefs and cards and has a neat flash wind-up with a half-dozen vanishing canaries. Also crowd-pleasers are the antics of **Manuel** and **Marita Viera's** monks, **Tippy** and **Cobina**, with **Jo Lombardi** giving a noble assist from the pit. **Booker Dan Friendly** has put together an over-all well-bal-

Burlesque Bits

By UNO

Gaby DeLys, with **Max Furman**, **Alma Maiben** and the six **Paul Morokoff** girls, opened May 4 at the **Carousel Cafe**, Pittsburgh; thru the **Miller-Kaplan** agency. . . . **Primrose Semon**, long time soubret with many **Hurtig & Seamon** shows on the old **Columbia** wheel and more recently a headlined comedienne-emcee known as the "Redheaded Bombshell" in niteries, passed away April 27 in the **James Ewing Hospital**, New York, a victim of cancer. Lone survivor is **Hal Gould**, husband and artists' representative. **Burial** services were held April 30 in **Frank Campbell's** **Funeral Parlor**, New York. . . . **Jack Montgomery**, of the **Chicago Schuster** agency, is hospitalized as the result of an auto mishap on April 20 when his car was struck by a street car, the collision shaking him up considerably. X-rays are being made to ascertain the extent of his injuries. . . . **Roxy**, Cleveland, changed from road shows to summer stock May 1, with **Jack LaMont**, **Count Gregory**, a new French comic, and **Harry White** part of the opening cast. . . . **Paul Weinstaub**, former counsel to the **Burlesque Code Authority** under the **National Recovery Administration**, made this comment on the decision of the **New Jersey Supreme Court** on April 27 granting **Harold Minsky** a license to operate the **Adams Theater** in **Newark** as a burlesque house: "The decision of the highest court of the State of **New Jersey** is most gratifying because

it justifies the contention of burly people that no license commissioner has a right to deny a license to a theater merely on the ground that he disapproves of the policy the theater proposes to present. The first applicant who has the courage to test the matter in the **Court of Appeals** of the **State of New York** will also win license to present burly in the **City of New York**."

James (Higgy) King and **Joann (Mrs. King)** closed 18 weeks at the **Star** in **Portland, Ore.**, and moved to the **President-Follies**, **San Francisco**, for an indefinite stay. It is a return for the **Kings** whose previous engagement covered a continuous run of 95 weeks. Co-principals include **Charlie Fritcher**, **Joe and Loreena Hammond**, **Tony LaCicero**, **Linda Lee**, **Penny Redwing**, **Jeanine Swanson**, **Bonny Bonne** and **Cathy Carver**, producer. . . . **Mac Dennison**, comic, is mourning the loss of his mother who died in her **Bronx**, **New York**, home on April 25. . . . **Sedal Mills Bennett**, former burly topnotcher, sends word from **Santa Monica, Calif.** of the death on April 20 of her sister, **Rae**, 60, long a member and a tireless worker for the **National Vaudeville Artists org.** . . . **Mel Bishop** has joined the **Miller-Kaplan** agency in the capacity of associate and will assist **Gus August** in the **Miami** branch office. . . . The **Grand, St. Louis**, shuttered for the season May 3 after a run of nine months, with **Manager Dick Zeisler** and his wife departing for their summer home, **Villas, N. J.**, and **Vina Faye** house singer, moving to **Club 30**, **Wheeling, West Va.** . . . **Milton Douglas**, comic, whose last burly appearance was 20 years back when he led the ork and emceed the shows at the **Columbia** (now the **Mayfair**) **New York** for 10 weeks, heads a unit now touring the **Hirst** circuit. His style of comedy, somewhat different from the usual slap-stick routine, consists mostly of humorous gags and chatter. Opposite funsters are **Joe Morris** and **Perry Mayo**, also former burleskers doing a comeback like **Douglas**. **Morris** is the former team-mate of **Flossie Campbell**.

Breach Widens

Continued from page 12

to various governmental bodies and the courts.

AGVA claimed it was specific in requesting that if this deal was thoroughly understood, it didn't need the approval of any organization, such as **Theater Restaurant Owners' of America**. **AGVA** spokesman said **Philly** ops denied any connection with **TROA** and agreed that the deal, if consummated, was only for them.

A few days later, at a subsequent meeting, **AGVA** said, ops who had previously agreed on the welfare fund contributions came up with a plan that would have them insure all performers directly and not pay anything to **AGVA**. After being kicked around, **AGVA** agreed, provided the operators could furnish written proof that insurance coverage was in effect.

Ops then said they wanted the deal presented to the entire membership, and the whole thing fell apart.

Jack Irving said, "Rather than make a deal with a **TROA** we don't know anything about, or know who its members are, I'll resign first."

TROA officials denied any bad faith. They said that an agreement on a nationwide basis is what they've wanted and will insist on getting. They further pointed out that **AGVA's** refusal to make peace "threatened the entire night club business and the livelihood of **AGVA** members."

"We'd like to appear as a body in **Washington** to change the 20 per cent tax law. To succeed we'd have to get labor with us. If we got that 20 per cent reduced, there are thousands of rooms thruout the country that would throw out musical acts and put vocal acts in instead." What's **AGVA** thinking about?"

Chicago, Chi

Continued from page 11

Largely because of mike trouble, the bass didn't come thru on the lyrics clearly enough, but the lads have harmony and the act pleases.

Pietro Brothers, jugglers, open and make with the clubs and wands for good hands. Their brickbat business is okay, and a hat-spinning turn is novel. **Comic Lenny Colyer** acts as emcee and turns in some lines, a couple of vocal impressions and a curtailed version of his **TV** pitchman with a 90-proof product for so-so results.

Pic, "House of Wax." Tom Parkinson.

anced bill to get the house off on the right foot for the four-a-day return.

Pic: "The Blue Gardenia." Bob Francis.

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NEWS NUGGETS

Completion of Omaha Arena Expected in '54

OMAHA—The new 11,000-seat arena being built here by Aquila, Inc., is scheduled for completion in mid-1954, it was announced by Frank J. Berry. Besides the main hall, structure will have a music hall seating 3,000, a little theater for 1,500 and an exhibition hall.

HOUSTON HOME EXPO TOPS '52 EDITION BY 2,000...

HOUSTON—Houston National Home Show, April 19-26, at Sam Houston Coliseum attracted about 87,000 paid admissions and displayed a capacity 100-booth expo. Last year's attendance was just under 85,000. Entertainment feature of the expo was the Tune-Schmitts (4), novelty band.

2D HOME SHOW OPENS MAY 5 AT KNOXVILLE...

KNOXVILLE—Second annual East Tennessee Home Show and Better Living expo will be in the area at Chilhowee Park here May 5-10. Paul Waters, who conducted the initial try last fall, continues in charge. Space is reported sold out. "Uncle Willie" will give four shows daily.

FT. WAYNE COLISEUM SCORES BIG CROWDS...

FORT WAYNE, Ind.—Attractions promoted by Rodger R. Nelson at the new Allen County War Memorial Coliseum here since October 1 have drawn nearly 350,000 persons, it was reported this week. "Biggest Show of '53" played April 14. Bob Hope topped 11,000 in February. Roller Derby runs May 14-30.

ESKEW RODEO BOOKED AT CLEVELAND ARENA...

CLEVELAND—Col. Jim Eskew's rodeo and Wild West show, with the Range Rider and Dick West, is booked at the Cleveland Arena Monday (11) thru Sunday (17). Both featured performers are movie stunt men who have been on TV. Ellen Robertson is handling promotion.

TOLEDO SPORTS ARENA HAS "BIGGEST SHOW"...

TOLEDO—"Biggest Show of '53", with Frankie Laine, Louis Jordan, Woody Herman and Ella Fitzgerald, plays here Saturday (2) at the Sports Arena. Also in the show are Frank Marlow, Dusty Fletcher and Bobby Ephram. "Ice Cycles" comes in for May 25-31. George and Dee Poli recently joined International Ice Attractions, Inc., as press agents for "Cycles." Ralph Flanagan's orchestra is booked at the Sports Arena for Friday (8).

CORPUS CHRISTI JACEES SPONSOR "ICE VOGUES"...

CORPUS CHRISTI, Tex.—Junior Chamber of Commerce will sponsor appearances of "Ice Vogues of 1953" in Buccaneer Stadium here on May 11-16. General admission will be \$1.80, with reserved seats selling up to \$2.75.

"CYCLES" STARTING USE OF NEW EQUIPMENT...

CLEVELAND—"Ice Cycles" will start use of its new portable equipment when it plays buildings in Canton and Marion, O. The John Harris show is scheduled to use the equipment also in an outdoor trek scheduled to follow an upcoming vacation.

ROY ROGERS ATTRACTS SHREVEPORT CROWDS...

SHREVEPORT, La.—Roy Rogers' show drew two full houses at Municipal Auditorium here Friday (24) under auspices of the Optimist Club. Show came here from Fort Worth. It plays Atlanta May 1.

DENVER HOME EXPO READY TO START...

DENVER—Seventh annual home show, sponsored by Home Builders and the Denver Post, opens at University of Denver Arena, Friday (10), with 200,000 square feet of space in use. John Ragsdale, manager, anticipates attendance of 100,000, he said. Talent booked includes Shepard Brothers, Swiss bell ringers; Paul Rodgers, juggler, and Wimpy, cycling clown.

REVIVALIST, EXPO FILL KIEL AUD SCHEDULE...

ST. LOUIS—Continuation of rally schedule started in April by Billy Graham, revivalist, and opening of the Home Builders Association home expo mark the schedule for May at Kiel Auditorium here. Home show run is May 2-10. Rallies continue thru May 17. Benny Goodman orchestra is booked for May 23.

SCHOOLS MONOPOLIZE ATLANTA AUD'S BOOK...

ATLANTA—School graduation exercises, which will predominate schedules of many auds and arenas in the next several weeks, will occupy almost all time at Municipal Auditorium here starting May 18 and continuing into June. Manager H. H. Niebrugge said Thursday wrestling will go on, but schools would fill all other time.

Gotham Queen Contest Hikes Empire's Gate

BROOKLYN, May 2.—Even after 13 years, the nation's original skate queen contest is a tried-and-true business builder, reports operator Mike Durante, who hosted both eliminations and finals of the 1953 running at his Empire Roller-drome here. Durante reports a box office hike of better than 200 per cent when prelims were conducted on a usually dull Thursday evening, and a jump of well over 100 per cent for finals on Easter Eve. The latter event included an amateur skating show and served as the spot's annual March of Dimes benefit.

The contest drew an entry of 600 girls, representing rinks in New York, New Jersey and Connecticut. Selected from the field of 47 finalists was Joan Valk, of the home rink, a 20-year-old blue-eyed blonde who works for the New York Telephone Company, and plans to marry in October.

Judges were model agent Harry Conover and Candy Jones, his cover girl wife, at the finals; and Mary Austin (Miss Rheingold) and Journal-American Skating Editor Bill Love for eliminations. Prizes for the Queen were an all-expense cruise to Bermuda aboard the Furness liner Queen of Bermuda, with accommodations at the Princess Hotel; a trophy, flowers, and a wardrobe of shoes, stockings, gloves and handbag from A. S. Beck. Girls picked second to fifth took home similar Beck outfits, and numbers seven to 18 received skating frocks by Apollon Company, New York.

URO Holds Area Meets, Campaign For New Members

LANSING, Mich., May 2.—United Rink Operators held its regional meetings during the past month and has instituted a membership drive, reports Robert L. Baker, association secretary and operator of Palomar Roller Gardens here.

The Midwest meeting was held at Blue Plaza Rink, Sturgis, Mich., John Hostetler, manager; Southeast meeting, Black's Rink, Huntington, W. Va., Robert Black, manager; Southern, Gentilly Rink, New Orleans, A. H. Genesee, manager; Northwest, Skateland, Everett, Wash., Frank Ferrara, manager; Western, Moonlight Rollerway, Pasadena, Calif., Clifford Neschke, manager, and Northeast, Twin City Arena, Elizabeth, N. J., William Schmitz, manager.

Currently under way is an association drive aimed at doubling membership by the time the annual meeting occurs in Akron in July. Already added to the membership roll are the following: Bowen's Roll Arena, Grand Rapids, Mich., Si Bowen Jr., manager; Sylvan Gardens Rink, Onstead, Mich., William Davis, manager; Swank Rink, Chicago, Elmer Byrnes, manager; Park City Skateland, Bridgeport, Conn., Connie J. Macklow, manager, and Olympic Park Rink, Irvington, N. J., Jack Edelstein, manager.

Deuback Skatery Names Sweetheart

DALLAS, May 2.—Pauline Hutcherson, who amassed 2,321 votes, was crowned winner of a sweetheart contest held March 21-28 in conjunction with the 16th anniversary celebration at Deuback Roller Rink here. Her prize was a pass to the rink good for four months of skating.

Second-place winner, with 2,107 votes, was Berniece Anderson, Vickery, who won a three-month pass. She was followed by Norma Eschman, Richardson, 2,088 votes, two-month pass; Nina Johnson, Carrollton, 1,385 votes, one-month pass, and four other contestants who received passes.

The 16th anniversary floor show, "1953 Roller Revue," was presented the last three nights of the celebration and drew nearly 1,500 persons to the rink. A variety of merchandise prizes were awarded to winners of other contests held during the celebration.

J-A's Hall of Fame Makes 6 Selections

NEW YORK, May 2.—Roller Skating's new Hall of Fame became a reality last week, at least on paper, with announcement in the New York Journal-American skating feature of six selections for 1953. Nominations were made earlier by readers of the J-A column and The Billboard, with final decision being made by Art Goodfellow, publisher of the National Roller Skating Guide; Joseph Shevelson, of the Chicago Skate Company, and Journal skate scribe, Bill Love.

Named for the honor (in alphabetical order) were Roland Cioni, Harley Davidson, Fred Martin, James Plimpton, Perry Rawson and Earl and Inez Van Horn.

Honorable mention was given Walter Bickmeyer, Jack and Irene Boyer, Jesse Carey, Betty Lytle, Gloria Nord, Nancy Lee Parker, Rodney Peters and the team of Gladys and George Werner.

Citations follow:

Roland Cioni—World professional speed skating champ at age 15. . . . Holder of the world title from 1914 until he retired, undefeated, in 1935. He became rink instructor in 1936 and, with wife Margaret, taught dance, figures and speed until now. Under their tutelage, teams at Park Circle and Eastern Parkway rinks, Brooklyn, won the New York State, Northeastern regional and national championships for eight consecutive years, the individual skaters collecting 108 first place medals in national and two in world competition.

Harley Davidson (deceased)—A great speed skating champion and record-holder on both ice and rollers during late 1890's and early part of this century. He was also an outstanding bicycle racer, motorcycle racer and all-round athlete. His last public appearance as an active contestant was in six-day roller race, held in Madison Square Garden during 1928.

Fred Martin—His fame as one of the greatest long-distance roller racers of yesteryear has been overshadowed by the reputation he built for unselfish performance of duty while secretary-treasurer of the Roller Skating Rink Operators' Association, a post he held from 1937 to 1949. He was an outstanding rink manager and promoter, and was one of the founders of the RSROA.

James Plimpton (deceased)—Born April 14, 1828, he later migrated from New England to New

York, and in 1863 answered a hundred-year quest by inventing the first roller skate that permitted a person to move in a curved line while all wheels remained on the skating surface. This was the forerunner of present-day models. He organized the New York Roller Skating Association in 1863 and built one of the city's first roller-dromes.

Perry Rawson—A retired Wall Street man, Perry Rawson has devoted endless hours to the improvement of roller skates and techniques, even going so far as to erect a "clinical" rink on his New Jersey estate. He has written many instructional books on the subject, has devised mechanical aids for beginners, and is largely responsible for today's high level of artistic skating.

Earl and Inez Van Horn—As a professional skating act, they toured this country and Europe, playing New York's famed Palace Theater 22 times. Later, they opened the Mineola (L. I.) Rink, which is generally accepted as a model operation by rink people. They played an active part in the founding of both rink associations, developed many amateur titlists, and did much to promote dance skating in this country.

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Special Events Aid Pk. Circle

BROOKLYN, May 2.—Emphasis on special events is credited by operators Padula and Harrison with giving a hypo to spring business at Park Circle Roller-drome here. During recent weeks customers have been served racing, open to PSROA amateurs on Thursday nights; sock dancing with contests in ballroom steps on Friday and Saturday evenings, and roller-dance tilts, open to RSROA skaters, on Sunday nights.

Sock dances (ballroom dancing in stocking feet) are held the last half hour of the regular public session. Roller-dance competitions, on the card all season, are open to skaters in novice division or below for three out of four weeks and to all amateurs on the fourth. Trophies and medals are awarded each time.

Skating Shows
Ice Capades of 1953: (Pan Pacific Aud.) Los Angeles, thru May 24.
Ice Cycles of 1953: (Memorial Auditorium) Canton, O., 5-12; (Robert Arena) Troy 13-19.

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Borge, Victor: (Ford) Baltimore.
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Dial "M" for Murder: (Harris) Chicago.
Deep Blue Sea: (Wisconsin Union) Madison, Wis., 6-7; (Blackstone) Chicago 8-9.
Fourposter: (KRNT) Des Moines, Ia., 4-6; (Paramount) Omaha, Neb., 7-8.
Guys and Dolls: (Strand) Vancouver, B. C., Can.
Good Night, Ladies: (Royal Alexandra) Toronto.
Gigi: (United Nations) San Francisco.
Hutton, Betty: (Shubert) Chicago.
Me and Juliet: (Shubert) Boston.
Maid of the Ozarks: (Selwyn) Chicago.
Mrs. McThing, with Helen Hayes: (Er-langer) Chicago.
New Faces: (Great Northern) Chicago.
Oklahoma: (Colonial) Boston.
Pal Joey: (Shubert) Philadelphia.
Point of No Return: (Baltimore) Los Angeles.
South Pacific: (Quimby Auditorium) Fort Wayne, Ind.
Stalag 17: (Hanna) Cleveland.
Top Banana: (Memorial Auditorium) Sacramento, Calif., 7-9.
Miscellaneous
Miller's, Irvin C., Brown-Skin Models: (Texas) Odessa, Tex., 6-9.

The Final Curtain

ADLER—Sarah Levitzka, 95, "dowager duchess" of the Yiddish theater and widow of Jacob P. Adler, foremost Yiddish actor of his age, in Gramercy Nursing Home, New York, April 28 after a long illness. She was the mother of five stage performers, including Luther and Stella Adler. She appeared in scores of Yiddish comedies and dramas throughout the U. S. and Europe between the late '80's and 1926, when her husband died. Born in Odessa, Russia, she made her debut there in Schiller's "The Robbers" when she was eight years old. She later studied singing and acting and appeared in a succession of other plays throughout Europe. Other survivors include a son, Jack Adler, motion picture actor; two daughters, actresses Mrs. Frances Shoengold and Mrs. Julia Foshko; two sons by a former marriage, Dr. Joseph and Max Heiner; two stepsons, Adolph and Charles Adler, actors, and a stepdaughter, actress Celia Adler Cohn.

ALTMILLER—Justus W., 55, former orchestra leader and drummer, April 23 in Chester (Pa.) Hospital. He was drummer at the Fox Theater, Philadelphia for 17 years until 1940, when he started a novelty band. For the past five years he operated Ogden Inn in Upper Chichester, Pa. He played drums under such conductors as John Philip Sousa, Victor Herbert and Leopold Stokowski. Surviving are his widow, Elizabeth W., a son and a brother. Services April 28 in Marcus Hook, Pa., and burial in Hiram Memorial Gardens near Chester.

BAGLEY—Wilbur (Bill), 61, veteran pianist and organist of the old silent picture days, March 28 in Tipton, Ind. In 1913 he won a piano-playing endurance contest, playing for 50 hours and 10 minutes, a feat that was recorded in the World Almanac of 1915. He is survived by his widow and six children. Burial in Sharpville, Ind.

BOWEN—John J., 61, veteran member of the sales staff of M-G-M, on April 26 at Methodist Hospital, Brooklyn. He started as a booker with the Goldwyn Company in 1919. From 1941-'51 he was district manager in charge of M-G-M's New York and New Jersey territory. He is survived by his wife and three sisters.

BRAYTON—Lily, 76, April 30 at Dawlish, England. An actress, she appeared mainly in Shakespearean roles, making her debut in 1896 in "Richard III." She had been joint manager of His Majesty's Theater, London, with her first husband, Oscar Asche. She was later married to De Chalmers Watson. She played the lead in "Chu-Chin-Chow," which ran in London from 1916-'21 for 2,000 performances. Her last role was as Portia in a revival of "Julius Caesar" in 1932.

CLARK—John C. C., 65, secretary of the Melfort, Sask., Agricultural Society for several years until his retirement in 1952 because of illness, April 5 at Melfort, Sask. Surviving are his widow, one son and two daughters. Burial was at Melfort.

CONNOR—Marie Pettes, 74, stage, vaudeville and radio actress, on April 24 at her residence in the Markwell Hotel, New York. She was a member of the Elsie Ferguson Company

News Capsules

Continued from page 4

tion soared from 2,300,000 sets during the first three months of 1952 to 3,834,784 sets this quarter, RTMA pointed out. March production figures made public by RTMA revealed that in the five-week period 810,112 TV sets and 1,549,203 radios, compared with 510,561 TV sets and 975,892 radios manufactured in March, 1952.

At the same time the association announced that 974,154 cathode ray tubes valued at \$23,772,801 and 44,691,200 receiving tubes worth \$29,978,827 were sold in March. First quarter sales totaled 122,058,756 receiving tubes valued at \$83,955,367 and 2,798,921 TV picture tubes worth \$67,696,464.

RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

William Kreitner has been appointed radio research supervisor for NBC spot sales. . . Al Sands signed as scripter for the Arlene Francis-Bill Cullen CBS show, "Fun for All." . . Singer Ziggy Lane landed the singing emcee spot on WOR-TV's nightly "Dinner Date" show. . . NBC is sending "Today" staffers Jack Lescoulie and Tom Naud to Chicago May 14 to cover the Walcott-Marciano match. . . Richard Lewine has been appointed supervisor of network daytime programming for CBS-TV. . . F. Carleton McVarnish, Mutual's manager of audience promotion and merchandising. . . CBS radio's sports director, John Derr, will emcee a new weekly sports show over the web, beginning Sunday (3), 10:45-11 p.m. . . Gunnar O Wiig, has been named executive vicepee of the Allegheny Broadcasting Corporation, Pittsburgh. . . Walter Hartman, ex-assistant play editor for Paramount Pictures, has joined Transworld Feature Syndicate as manager of its new radio-TV division. . . Lennen & Newell, this week hired former Benton & Bowles man George Kern as new radio-TV media director.

In "Mrs. Warren's Profession." She also appeared in "Artists and Models of 1923," "Pearl of Great Price," "The Royal Family," "Subway Express" and "Swing Your Lady."

May We Express Our Sincere Thanks
and grateful appreciation for the many kind expressions of sympathy shown us during the illness and at the death of our beloved mother.
(Signed) Mrs. Mickey King
Mrs. Antoinette Concello
Carl Poro and Family

COWAN—Hobart, 54, who had conducted orchestras at Calgary, Banff and Sylvan Lake, Alta., April 11 in Calgary, Alta. Surviving are his widow, two daughters and a son in Calgary. Burial was in Calgary.

In cherished memory of PETER DE ROSE
Born March 10, 1896
Died April 23, 1953
Beloved Husband of
MAY SINGHI BREEN
Forever in my heart and prayers

ELLIOT—Nick, 75, former burly manager and booker, April 28 in New York after a long illness. In his younger days he was a wrestler, later becoming manager of Minsky's National Wintergarden, a burly roof theater on East Houston Street, New York. His booking offices were in the Palace Theater Building. He is survived by his widow, Bessie; a son, Howard; three daughters, Mrs. Martha Berliant, Mrs. Hermanie Alexander and Mrs. Audrey Borg, and seven grandchildren.

ELLIS—John, 68, former wrestler on the Ringling-Barnum circus, suddenly at Arma, Kan. Survived by his widow, Stella, and five stepchildren, Frank Wheeler, in the Air Force, Enid, Okla.; Leonard Wheeler, Marine Hospital, Chicago; Mrs. Shirley McCormick, Sidney, Neb., and Stella and Kenneth Wheeler; one brother, Andrew, and a sister, Helen. Burial in Highland Park Cemetery, Pittsburg, Kan.

FORTUNE—George E., 48, veteran concessionaire, April 10 at Rosenberg, Tex., of a heart attack. He formerly was with United Exposition and Lee Haywood shows. Survived by his widow, Valera, of Galveston, Tex., and two sisters, of Madison, S. D. Burial in Eagles Cemetery, Houston.

In Cherished Memory of EDDIE GOLDMAN
Passed away May 9, 1952.
Beloved husband and father
Always in our hearts
Ray, Estelle, Harold and Beverly

JAMES—Rian, 53, screen writer and actor, April 26 in Hollywood. Over a period of 25 years his screen credits included "Down Argentine Way," "42nd Street" and "The Housekeeper's Daughter." Survived by his widow, Ann, and two children, Jeffrey and Victoria.

In Memory of Our Beloved Father-in-Law EDDIE GOLDMAN
A good friend and pal
Irving Gordon Nat Lieberman

JENSEN—Karl Albert, 59, carpenter-foreman of Tivoli Park, Copenhagen, Denmark, April 23.

JOLSON—Harry, 71, older brother of the late Al Jolson with whom he once toured the vaude circuit and also a stage headliner in his own right, April 26 in Cedars of Lebanon Hospital, Los Angeles. He was the first of the brothers to go on the stage. At the turn of century the brothers financed themselves in a minstrel-type show. Their early hit was "The Hebrew and the Cadet" in 1900. Another hit was in 1902, "A Little of Everything." Soon thereafter, act broke up and Harry became Al's agent. Born Hirsch Joelson in Srednik, a village on the border between Poland and Russia. Harry also was in the insurance business. He also wrote a book, "Mistah Jolson." His widow, Sylvia, and two adopted children, survive. Interment in Forest Lawn Hollywood Hills.

KENT—Billy (Bark), 66, formerly with Marshal Walker Shows and the Merry Madcaps, April 21 at War Eagle, Ark. His widow, Estelle, and a sister, Angie Kelley, survive.

NBC Opera
Continued from page 9

Herbert, whose portrayal of the aging but still romantically inclined Baron Ochs has just the proper amount of mischief. His introspective aria at the close of Act II was a high point. Also impressive were Frances Bible as the 17-year-old knight, and Wilma Spence as the princess. Virginia Haskins as the damsel Sophie sang her soprano part with distinction. Is Horowitz.

PLATT—Robert L. Sr., 52, art director for the William C. Hunt Enterprises, Wildwood, N. J. operator of theaters, a dance hall and Boardwalk amusements, April 24 in Atlantic City Hospital. He was associated with the Hunt firm for 25 years. Surviving are his widow, Olga, and a son. Services April 28 in Wildwood and burial there.

IN MEMORY OF OUR DEAR FRIEND IDA SKERBECK
WHO PASSED AWAY MAY 11, 1952
HE'EN & RAY NORD

SIMPKINS—Lou, 35, president of United Record Company, April 27 in St. Mary's Hospital, Rochester, Minn. He started United Records two and one-half years ago and had several hits in the r.&b. field. Funeral services were held in Chicago May 2 and interment was in the Lincoln Cemetery. He is survived by his widow, Eva, and two children, Randy and Pamela. (Details in Music section.)

THOMPkins—J. E., 78, theater manager in the Rocky Mountain area and associated with theaters since 1910, recently in Colorado Springs, Colo., after a long illness. In 1910 Thompkins moved from Denver to Colorado Springs, where he was associated with the Princess and American theaters. In 1930 he opened the Thompkins Theater, which is now part of the Cooper Foundation chain. He was active in civic enterprises through the Rocky Mountain area, and his "free kiddie" shows during the depression set a precedent in the entertainment field. He was past president of the Colorado Springs Kiwanis Club. Surviving are his widow and a daughter, Mrs. Leona Lianso, Houston.

VOSS—James (Jimmy), 73, treasurer of the APL Musicians' Union Local 6, San Francisco, April 20, in Oakland, Calif. Survived by a stepdaughter and a sister.

ZELIE—Frank B., 81, old-time clarinetist and saxophonist, April 25 in Benedictine Hospital, Kingston, N. Y. For many years he toured with the Sousa, Arthur Prior and Barnum & Bailey Circus bands and at one time played with the Chicago and Cincinnati symphonies. Early in his career he played with the West Point Military Academy Band, the Colonial City Band of Kingston and also led the old Kingston Opera House Orchestra. He was a close friend of Merle Evans, leader of the Ringling-Barnum band, and is credited with having recommended Evans when the show was looking for a leader 35 years ago. Survived by two daughters and two sons. Services April 27 and burial in Willwyck Cemetery, Kingston.

Washington O. O.

Continued from page 3

that time, look for color TV to go aglimmering for another few years. Otherwise, there'll be ample color activity in 1954 and 1955 to get sets in fairly good production by the time the 1956 national political conventions are held. That would mean commercial sponsorship of rainbow-hued convention telecasts for the first time in history.

CONGRESS GETS TITTERS FROM TV LOG JITTERS . . .

The House got a chuckle the other day over its delay in putting the District of Columbia on daylight-saving time with the rest of the nation. When the D. C. daylight bill came up for action after a week-end of confused program schedules on TV and radio, Rep. George Bender (R., O.) rose to give his blessings to the bill. He kept a deadpan expression as he said: "Why don't we make this retroactive?" . . . House Speaker Joe Martin (R., Mass.) put in a rush phone call to John S. Hayes, president of WTOP-TV-AM-FM, whose stations kept reminding listeners at recurrent intervals that the program log mixup was caused by Congress's delay on a vote. Speaker Martin, whose office was harassed by phone calls from irate viewers, implored Hayes: "Please call off those announcements about Congress: haven't you got better commercials than that?"

RADIO'S JEREMIAHS GET THE BURN . . .

Federal Communications Commission's report this week on radio's 1952 revenue should produce some blushes among soothsayers who a couple of years ago were foretelling radio's demise amid TV's rise. In the last two years when TV sets sales were soaring, 155 new AM stations went on the air. Those stations weren't world-beaters, but they survived in the black to the tune of \$700,000 net profit. . . Licensing of new TV stations has reached a pace far faster than FCC had contemplated when the freeze was lifted a year ago. Year-end total of TV stations on the air is likely to be about 250. That's two and a third times the number of stations when the freeze came off. Prospect is that there'll be some 350 TV stations on the air by the end of 1954 despite the logjam caused by contested applications.

Roadshow Rep

LILLIAN McCURDY, the former Lillian Gill, of the Possum and Blossom act, is a cashier at the Huckins Hotel Coffee Shop, Oklahoma City. She says that she was divorced from Charles E. Gill recently. . . Replying to a recent query carried here concerning the roster of Allen Bros. Comedians, Ernest Murchile comes thru with the following: Jack Vivian, owner-manager; Irene Vivian, Mr. and Mrs. Walter Pruitt, Sunny and Dolly DuVell, Emile Conley and Daisy Johnson. Murchile says that cast made up the show in 1940. Org's itinerary included spots in Missouri and Arkansas. . . E. J. Corrigan, currently headquartering in Tampa, will open his small tent show in Central Louisiana soon. "I plan to use some short-cast bills and will do some selling but not enough to kill my show," Corrigan advises. "This, I believe, is one of the causes of the waning tent-rep attractions. Too much talk. I've kept busy around here most of the winter, but there's nothing much locally for standard performers. It's the same all over the Alligator State. If you're not a name there's nothing for you."

J. C. Bisbee's comedians, currently touring Tennessee, are following the same route played by the org last year, with business and weather showing an improvement over 1953. Dick Tanss reports that this year's line-up includes Jess and Mary Bisbee, L. L. (Boob) Brasfield, Alta and Esther Emig, Billy and Vera Choat, Otis and Octavia Arnold, Charles and Vivian McDowell, Dick and Virginia Tanas, Leo and Maxine Lacey, Audra and Virginia Hardesty and Slim Osborn. Providing the specialty vaude turns are Marvin and Ginny Girard and Kit and Chickie Noble. Cliff and Malcolm have the concessions. Joe Arlington has the band. Canvas crew includes Leonard Houston, Curtis Jackson, Alfred Hart, Calvin Smiley and William Menser. New this year is a specially designed trailer for the canvas crew. It is transported by a new truck. Show moves on four semi-trailers and two trucks and carries a 5k.w. light plant for emergency use.

"I hope that rep-tent show business is as well off as Neil Schaffner paints it, but here in Texas we are blanked out," pens E. N. Garney from Waco. "In Dallas, Houston and some other big spots there always is some activity which for the most part is attached to the students in schools and colleges. But the Glenn Brunks, Billy Youngs, Al Coopers, J. Doug Morgans and all the rest we used to wait for here in the Lone Star State have left us this long time. Here and there we strike a small tent show that sells merchandise along with a vaude show that gets by, but these shows make no effort to present dramatics. I don't blame them because they get together a small cast that can change often and they are vaude performers, with some med experience. We've caught a family show or two the past winter, but the real days seem to have passed us. The loss is with those like the writer who miss the shows. But that's no worse than the old days of the best of the minstrels and the great days of the 10-20-30 and roadshows. All were good, but they are no more. Just attribute it to the changing times."

Drivin' Around The Drive-Ins

THE booking and buying for most of the open-air theaters in the Eastern Pennsylvania-Southern New Jersey-Delaware area will be handled by the two major service organizations in Philadelphia. Allied Motion Picture handles these drive-ins: Circle, Dickson City, Pa.; Dallas, Dallas, Pa.; Lincoln, Thomasville, Pa.; Stony Brook, York, Pa.; Silver Springs, Hagestown, Pa.; Cumberland, Newville, Pa.; Pottsville, Pottsville, Pa.; Burnham, Burnham, Pa.; Midway, Lewistown, Pa.; Mahoning, Lehighton, Pa.; Valley, Sayre, Pa.; Starlite, Tunkhannock, Pa.; Y, Wellsboro, Pa.; Sky Vu, Gratz, Pa.; Wysox, Wysox, Pa.; Triangle, Halifax, Pa.; Arrow, Danville, Pa., and Midway, Hummelstown, Pa. Of these, the Pottsville, Lewistown, Millers-town, Lehighton and Hummelstown spots are new operations. Sandy Gottlieb, head of Tri-State Buying & Booking Service, reported he is handling the White Beauty, Lake Wallenpapauk, Pa.; Wayne, Lake Ariel, Pa.; Maple, Indian Orchard, Pa.; Oak Hill, Moosic, Pa.; Hanson, Harvey's Lake, Pa.; Midway, Wilkes-Barre, Pa.; Harvest Moon, Linden, Pa.; Silver Moon, West Milton, Pa.; Pine Grove, Pine Grove, Pa.; Pocono, Stroudsburg, Pa.; Starlight, Brandonville, Pa.; Sunset, Chambersburg, Pa.; Route 202, West Chester, Pa., and Kerry, Wilmington, Del. Of these, Indian Orchard and Wilkes-Barre spots are new operations.

PHILIP RAPP, manager of the State Theater, Schenectady, N.Y., will manage the Mohawk and Saratoga Drive-In theaters this season. Rapp's appointment was announced by Saul J. Ullman, division manager of the Fabian theaters. During Rapp's absence, the State will be under management of his brother, Louis Rapp. . . Provincial planning board of Alberta, Can., has issued a permit to Western Drive-In Theaters, Ltd., to build a theater on the outskirts of Calgary. Action upsets a decision of the Calgary district planning commission which refused the application on the grounds that the land was to be zoned as a residential area. Permit will allow the theater to operate for 10 years, at which time it may be renewed or canceled.

MEL GELLER and Sam Taustin, co-directors of the Brandywine Drive-In, Wilmington, Del., and neighboring Wilmington Speedway, revived stock car racing at the Speedway Sunday (19), with Bob Sall directing activities for NASCAR. . . Robert P. MacLary's Pleasant Hill Drive-In, Dover, Del., reopened April 9.

BARNARD MURRAY will have a hobby-novelty show on the road touring summer spots in Pennsylvania. He plans to open about the middle of June. He spent the past winter promoting hobby shows in the Harrisburg, Pa., area. . . Billy and Bonnie Terrell, former owner-operators of Billy Terrell's Comediana, celebrated their 40th wedding anniversary recently at their home in Roseland, La. Billy presented his wife with a new car. If Billy's health permits, they will make an extensive motor tour during August. Billy advises that he plans to motor to Meridian, Miss., for the dedication of the Jimmie Rodgers Memorial there May 26. Rodgers did his first trouping with the Terrells.

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Want Pianist (male or female) and Trombone Man who can read music. Show Drummer with own drums. M.C. with neat appearance, clear voice, doing specialty act. Two more young, neat, experienced Chorus Girls. One more Comedian. Novelty Circus or Vaudeville act, single or team. Good pay every day. Long season. Drunks and agitators, don't answer. Write, wire or telephone EARLE HENDREN RABBIT FOOT MINSTRELS, P. O. Box 535. Send photograph. Phone 7-2827. Rehearsals start May 7th, Sportsmen's Building, Mid-South Fairgrounds, Memphis, Tenn.

Symphonic Drama Set for Ohio Fair

Legislature Votes Funds to Construct 300G Exhibit Bldg. On Columbus Grounds

COLUMBUS, O., May 2.—“The Seventeenth Star,” a symphonic drama of Ohio history written by Paul Green, noted playwright, will be a major event of Ohio's sesquicentennial celebration and of the 103d annual Ohio State Fair.

An outdoor show, to be staged in front of the grandstand August 27 thru September 7, the pageant will portray the building of Ohio by a determined and imaginative people, the power of agriculture and industry in its growth, and a look at the future.

Prof. W. Hayes Yeager, chairman of the Speech Department of Ohio State University, will be general manager. Mrs. Ticken Gerarchy, Chicago, known for her work at the Chicago Railroad Fair and at Chicago's “A Century of Progress,” will be director; Adrian Awan, New York, production supervisor for “The Song of Norway” and “Red Mill,” technical director; Isaac Van Grove, Cleveland, musical director and Joan Woodruff (Mrs. Van Grove), choreographer.

Famed Author

Green is famed for his drama of history and folk lore, including, “In Abraham's Bosom,” “The Lost Colony,” and “The Common Glory,” the latter presented annually at Williamsburg to honor Thomas Jefferson.

Way was paved for the presentation of “The Seventeenth Star” (Ohio's admission to the Union in 1803 as the 17th State)

when the Ohio General Assembly appropriated \$100,000. Erwin C. Zepp, executive secretary of the Ohio Sesquicentennial Commission, and Howard S. Foust, director of agriculture and State Fair manager, are co-operating in its presentation.

A new \$300,000 building for exhibition of aircraft, automobiles, farm machinery, household appliances, farm produce and education displays, has been authorized for the fairgrounds. It is expected that work will be rushed to make the building ready for the State Fair, August 26th thru September 4.

Grayville Oil Show Mapping Big Program

GRAYVILLE, Ill., May 2.—A midway, two dances and afternoon and night stage shows composed of name talent are being mapped as entertainment features at the fourth annual Tri-State Oil Show here on Labor Day week-end, September 5-7, said Vandell Smith, publicity chairman.

These plans for the show, dedicated to the oil industry of the tri-State area, were set up at a recent meeting of committees representing the American Association of Oil Well Drilling Contractors and the Independent Oil Producers and Land Owners' Association, which are supporting the show.

Governors of Illinois, Indiana and Kentucky are being invited to attend. Plans are also under way to select an oil queen, a competition which each year attracts 20 or more girls. A crowd of more than 15,000 is expected to view the parade which will open the show Saturday (5). An added attraction will be a giveaway of a Fleetwood Cadillac.

New Track Set At Edmonton

EDMONTON, Alta., May 2.—A proposal to build a \$60,000 stadium and midget car track in Westmount Park has been approved by city council and 10 acres of land will be leased at \$1-a-year to Al Davey, promoter. The city is to get a percentage of the gate and concession receipts and the project is to revert to the city in 25 years. The stadium will seat 6,000 and the track will be used for bicycle, motorcycle, midget car racing and other sports.

MARTIN REPORTS

New Eng. Ops Count On Good Year Ahead

BOSTON, May 2.—Hopes for a good season are running relatively high thruout New England, Al Martin, head of the talent agency bearing his name, reported this week. Amusement parks and carnivals which have won so few days in their gamble with the weather to date have, nevertheless, reported good business and a bright outlook.

A sizable group of operators, those interested primarily in the bazaar business, holds little more hope this year than last. Strict legislation has cut heavily into the previously lucrative church and fraternal sponsored doings and, as of now, there is little hope for a full-scale revival.

Martin has already visited a number of his early-starting clients. While rainouts create no joy, he reports that many operations have survived and prospered in the cold and damp weather that they have had to battle.

Martin reports his booking of

Novelty Acts Slice Record Melon in All Show Fields

Continued from page 1

showing big, over-all gains since the seasonal nature of the business and grandstand capacities makes definite limitations.

Average Budget \$7,500

George A. Hamid, head of his own major booking agency, estimated that the average talent budget that fairs generally operate for only six days with only one full performance scheduled for each day. Given decent weather, the shows pay off big with multi-thousand-seat grandstands assuring a big grossing potential.

The larger fairs will pay upwards of \$35,000 for their grandstand talent alone, while the smaller events, which agents will give time and money in pursuing, will range down to around \$3,000. It is noteworthy that many of the packages sold to fairs, including those in the \$25,000 and up bracket, contain no name talent or bands. The talent dividing the earnings, while often the best in their field, are un-

known to the general public, yet their accomplishments are such that their price tags often range above \$1,000.

The field is serviced by specialists, headed up by Hamid in the East and Barnes-Carruthers in the West. The booking problems involved are enough to discourage agencies outside the field. The weather and routing problems are bad enough but a bigger problem might well be the necessity of selling competitively a 12 or 15 man fair board.

Many Agencies in Field

Other agencies handling sizeable chunks of the outdoor business in the East and prepared to route the highly favored revue-type presentation are the Frank Wirth Agency, New York; Al Martin Agency, Boston, and Cooke and Rose, Lancaster, Pa. Competing with the Barnes-Carruthers office in Chicago are the Ernie Young, Charles Zemater and Boyle Woolfolk agencies.

While all agencies report an

adequate supply of acts, the peak weeks, notably Labor Day week, will find most agencies turning flip-flops to unearth enough talent to service late requests. The McCarren act and the inflated demands of foreign acts has considerably tightened up the import of foreign talent. Hamid said that Dave Solti, a staffer, was spending virtually full time attending to immigration details for talent booked by his firm.

In Chicago, Zemater pointed up that foreign acts demand big money which fairs and other buyers of such talent are not prepared to pay. The foreign acts do not have a realistic understanding of American conditions and their asking prices sometimes border on the fantastic, he said.

Act Supply Tight

Al Martin reported a definitely tight talent picture as of now, well in advance of the peak season. He said that he will be able to use additional good acts right thru the season and predicted that most agencies would be scuffling to fill in during their busiest weeks.

A scarcity of multi-person aerial and animal acts was reported by various bookers. The lack of a schooling system, and the small number of weeks available for the high costing turns were given as the reasons for the short supply.

Costs in the talent business have risen sharply as in all other industry. Hamid estimated that the smallest acts playing outdoors had an initial investment of upwards of \$10,000, not counting the worth of their time. Transportation, usually a car and trailer, is a big and necessary item.

In the matter of revues, production costs run to around \$35,000-\$40,000. The cost of transportation units bring the total cost up to \$60,000-\$75,000. Hamid's principal revue, “Grandstand Follies,” will carry some 50 people plus a 14-piece band, five changes of costumes and scenery, and will travel on four tractor-trailer units, two trucks and a 40-passenger bus. The staging costs of a lesser revue will run to as much as \$25,000. A case in point is the cost of costumes which could be bought for \$35 to \$45 in 1941 but which now cost from \$150 to \$165.

Television may well raise the standards of acts, Hamid said. He claims that the time restrictions encountered by acts in the new media will result in better, faster routines. He also points out that many top directors are currently employed in television, and says that acts should benefit from every appearance under such competent personnel. Traditionally, many of the outdoor acts have been relatively careless in their routing with their performances often not even standardized as to time. With the public viewing an assortment of acts on TV, the talent will be hard pressed to stay at the top of its own category, he says.

Diving Horse Act Revived By Steel Pier

NEW YORK, May 2.—Carver's Diving Horse, a long-time stellar outdoor attraction, is being revived by Steel Pier, where the original act was featured for many years. The last diving horse presented by Lorena Carver, daughter of the originator of the act, was named John the Baptist. The act was discontinued when the horse broke its leg in a dive in Egypt about 1945.

George A. Hamid, pier president, said that the continuing queries for the diving horse each year at the pier prompted him to seek out Miss Carver, who had retired from show business. She has spent the winter in Dallas, where she has managed to train three out of 37 horses to do the act. One of the horses is reported good, another fair, and the third a possibility. The horse is to dive from a 40-foot platform.

House Committee Gets Prodding on Tax Relief

Continued from page 1

man, D. C. legalist. The House committee has said it hopes to schedule a hearing on all excise legislation sometime in the future (The Billboard, April 4, 11, 18, 25, May 2). Osherman informed the committee that “The problem expressed by the moving picture industry is our problem too” and he strongly urged against “piecemeal legislation relieving one group in the industry without granting similar relief for all other groups in the industry.”

Time is extremely limited for any forthcoming hearing by House Ways and Means Committee on legislation later this session. The committee is engrossed right now in hearings on reciprocal trade, which will probably continue into the third week of May. There is a mass of other business before the committee. House leaders are hoping that Congress will be able to recess in July. Meanwhile, the White House is continuing to discourage tax reductions of any kind beyond those already mandated by previous Congresses. Movie interests have shown no let-up in their pressure on Congress to push for early action on the Mason Bill to exempt film theaters from the federal admissions tax. It is no secret that congressmen are being buttonholed daily by movie theater representatives in D. C.

Bills are continuing to pour in

proposing various kinds of relief from the admissions tax. Several more movie theater tax exemption bills were dropped in the hopper in the last few weeks. Latest legislation hopped this week included a bill to grant tax relief to circuses, carnivals, rodeos and exhibition games if the proceeds are marked for religious, educational or charitable organizations (see separate story).

Meanwhile, the American Federation of Labor, in a letter to Rep. Daniel A. Reed (R., N. Y.), chairman of the House Ways and Means Committee, went on record as strongly favoring “substantial reductions in the tax on motion picture theaters, plays and concerts” when budget reductions make tax cuts possible. The AFL letter was signed by George Meany, AFL president. Meany pointed out that the federation favors retention of all taxes at current levels until necessary needs of the federal government for revenue permits a reduction. “When tax reductions come,” said Meany, “The excise taxes should be first, since they violate principles of sound economy and equity.” “Substantial reductions in these excise taxes,” said Meany, “Would be reflected in lower prices which would provide a needed stimulus to purchasing power.”

Meany continued as follows: “The failure of Congress to reduce the World War II imposed emergency excise taxes in the early postwar years undoubtedly contributed to the inflationary forces operating during those years. Additional increases in rates imposed in 1951 have aggravated this situation since all excise taxes are reflected in an increase in the general price level which results in pressures for corresponding increases in income of wage earners and salaried workers.”

Schedule Features For Fort Recovery Harvest Jubilee

FORT RECOVERY, O., May 2.—This town's annual Harvest Jubilee will be held July 6-11. F. E. Gooding Amusement Company has been contracted to furnish rides.

Burleigh Burke, who has charge of concessions, has signed contracts with Charles Zemater, Chicago booking agent, for two free acts. Because this year's Jubilee will be held two weeks before Mercer County's (Ohio) sesquicentennial observance, the Brothers of the Brush are expected to participate in the event in some capacity.

L. J. Guggenbiller is chairman of this year's jubilee.

May Ax Census In Show Field

Continued from page 1

industry, from the manufacturing end to the operators.

Despite the House Appropriations Subcommittee's recommended slash, plans will continue uninterrupted for the amusement business censuses under appropriations for balance of the current fiscal year, which ends June 30. What happens after that must be determined by Congress. If allowed to proceed, census will canvass industry in December and January, with data to be compiled and possibly published in 1954. The last business census was taken in 1947, called the Census of 1948, the year in which compilation and analysis took place. Since TV broadcasting was barely a toddling infant in 1947, with only a handful of stations on the air, the 1953 census of TV film production and distribution would establish a milestone. The bureau is planning to assemble information from all distribution as well as production centers. Census will cover such familiar territory in the amusement industry as movie production, movie theaters, drive-in theaters, circuses, carnivals, concessions, night clubs, cabarets, hotels, motels, legit theaters, concert houses, amusement parks, arenas, auditoriums, musical instrument stores, outdoor theaters, advertising agencies and all classifications of coin-operated devices. The last-named will be broken down into categories of amusement and other devices, with separate enumeration to cover manufacturers, distributors and operators. The survey will include information on numbers of machines, whether operated on location, under lease or independently owned. The category of vending machines will be broken down to numerous types including weighing machines, lockers, etc. The census is intended to gather figures on receipts from each type of machine.

The Census Bureau is planning to compile detailed information on each amusement industry, showing volume of business, number of employees, weekly payroll, annual payroll, number of proprietors, admissions receipts in all classes of amusement industries where admissions are paid.

PROMISING AREA

Batt Views Buenos, Rio, Caracas Spots

By HARRY J. BATT

President, Pontchartrain Beach, New Orleans

(This is the last of a series of articles in which the author discusses the status and opportunities of recreation areas in South America.)

It would have been most gratifying to everyone in the outdoor amusement field to listen in on the recreation discussions at the recent fourth annual Inter-American Municipal Congress in Montevideo.

Mayors and public officials from every nation of this hemisphere were on hand and it was most enlightening to realize the importance all placed on better use of leisure time for the population, and the need for improved recreational and entertainment facilities.

I was invited to give my views, and I am happy so many requests were made for information regarding amusement park operations in the United States. Park Commissioner Victor Schiro of New Orleans, also spoke on municipal recreation facilities.

When we bade "good-bye" to the model, little country of Uruguay and Montevideo's genial mayor, German Barbato, after five days of business and social gatherings we all had a deep and vast appreciation of the hospitality and friendliness of Uruguayans.

At our next stop, Buenos Aires, we were met and royally entertained by Mayor Jorge Sabato, from the moment we landed at the spanking new and modern airport until we left two and a half days later.

Buenos Aires has over four million people, most of whom are hospitable and congenial, altho it did seem to me that they did not smile frequently enough as a happy, contented people should.

We were most impressed with the parks, the magnificent statuary, and the heavy green foliage and shrubbery. Many of these public parks and play areas are dedicated as pet projects of the late Eva Peron, who is reputed to have said: "There are no privileged people in the Argentine except the children."

One of the highlights of our

visit here was the Argentine equivalent of a Creole barbecue (Asado Criollo) dinner at one of the most elaborate of these play areas, called Balneario del Norte (Seaside of the North). This area was built on reclaimed land. It has a tremendous swimming pool about 2,000 feet long and 100 feet wide, and a play area to accommodate over 25,000 people.

However, Buenos Aires should be a fertile field for the ride manufacturers and purveyors of the better type of amusements found in our various parks. For instance, the Parque Retiro is right near the center of the city, occupying about six acres. This park has been in operation for many years and all of its equipment is outdated except for an Octopus and Flying Scooter.

Overcrowded

The whole layout at Retiro is badly overcrowded and in need of much repair. There were a few shooting galleries, none of them mechanically operated, and some sorry looking food and drink stands, including a large beer garden and restaurant, which seemed to be doing plenty of business.

The park did have two meritorious rides, one of them a German made mono-rail ride called Aero-Via. This was probably the only one of its kind ever built. The other was called Rugva Loco (Crazy Wheel), which may have provided some idea for the American Rock-o-Plane. However its heavy steel construction would make it imprac-

tical for present day construction. "Flying down to Rio" is all that the song implies in beauty, and also is a physical fact as we fly from Sao Paulo (at a height of 2,700 feet) to Rio which is at sea level.

Sao Paulo, termed "the Chicago of South America," is the fastest growing city in the world. We, in New Orleans, thought we had been doing well last year when we built 6,000 new homes. The mayor of Sao Paulo informed me that between 50,000 and 60,000 homes had been built in his city and the population had jumped to over 2,500,000.

Sao Paulo

As yet there is no major amusement park in Sao Paulo, but I am certain it will not be long before one becomes an integral part of this bustling and populous city. It seemed as if all of the beauties of South America—mountains, lakes, and beaches—are encompassed in Rio de Janeiro.

The Brazilians claim that they are our best friends in all South America—in peace and war—and they anticipate increased trade relations with us. Certainly the people we met were most friendly and cordial. We were entertained by the President of Brazil, Getulio Vargas, at his summer Palacio Rio Negro at Petropolis, and also by Herbert Moses, owner of two of the leading newspapers and head of the Brazilian Press Association. Another impressive Brazilian with whom we enjoyed contact was Gov. Lucas Garcez, a personable 39-year-old chap, who is being hailed as Vargas' successor, the next president of Brazil.

Of course, my primary interest after drinking in the beauties of the magnificent Sugar Loaf and the inspiring Cocovado Mountain on which stands the mammoth figure of Christ with outstretched arms, was the amusement park areas.

Public Park

The most important one in Brazil is the Quinta de Boa Vista, on which is located the Parque De Diversoes. On the edges of this public park are a number of riding devices, and a few refreshment stands. There is a Montana Russa (Roller Coaster, equivalent to our scenic railroads of 25 years ago); a Rolloplane; a Skooter (1928 vintage); a No. 12 Ferris Wheel; a Whip; a Dark Ride; an old Caterpillar, and a Strat-o-Ship. These rides were laid out on both sides of a roadway that runs thru the park. The walks are of clay and no attempt has been made at building decorative fronts or features in any part of the park operation.

In the main section of the public park are about six other rides. They include a Skooter, an original German Rocket, a No. 5 Ferris Wheel, and a few kiddie rides.

I noted also in downtown Rio that there are many "Camelots," a counterpart of our United States "pitchmen," who operate on all of the major streets.

Traffic Congestion

One cannot come away from Rio without noting the tremendous congestion of traffic on the main thoroughfares. It seems that there must be at least five old street cars and twice that many busses in each block and each vehicle seems to be overflowing with passengers.

Traveling 13,500 miles in 19 days, visiting 11 cities in eight countries and being entertained by most of the outstanding figures of South America, was certainly a most rewarding experience. And the last lap of our journey from Rio de Janeiro to Caracas, Venezuela, was certainly one of the most exciting of our long trip.

This jaunt requires 13 hours of normal flying time, but when a fuel pump failure forced us to remain in Belem at the mouth of the Amazon for six hours, we were long overdue in Caracas.

Festivities Enjoyed

The usual royal reception by Caracas city officials, an interesting tour of the city, which is rapidly being modernized thru a tremendous building program, and a reception at the American embassy were all thoroly enjoyed. But the real surprise to me in Caracas was finding a truly modern amusement park, frankly the only one that I found in all South America. The owners, B. A. Borges Villegas and Sam Bakerman, are perhaps as well informed amusement park operators as are to be found anywhere. Besides their Coney Island park in Caracas, they own a complete park at Maracaibo and a Kiddieland at El Paraiso (called Parque Infantill). They

also own a traveling carnival along with their park operations.

Coney Island at Caracas contains all of the modern riding devices found in the best amusement parks in the United States. The usual run of games, with prizes typical of those found on our games in the States, are a major part of this Caracas amusement park. A well-equipped restaurant, serving good food, is well patronized, and to my greatest surprise, I found hot dog stands selling kosher hot dogs imported from New York City.

One of the outstanding riding devices that was getting a good play was an English ride that operated around a banked track. This modern English car is electrically powered, the car getting its current to operate from the floor rather than from the ceiling.

I again repeat, it was a grand experience—the entire trip—and one that holds great promise for the amusement park industry of our nation. Our industry has just really gained a foothold in Venezuela and a few other spots in South America. But the people have taken a liking to our methods as demonstrated by the success of the Venezuelan operations at Caracas and elsewhere.

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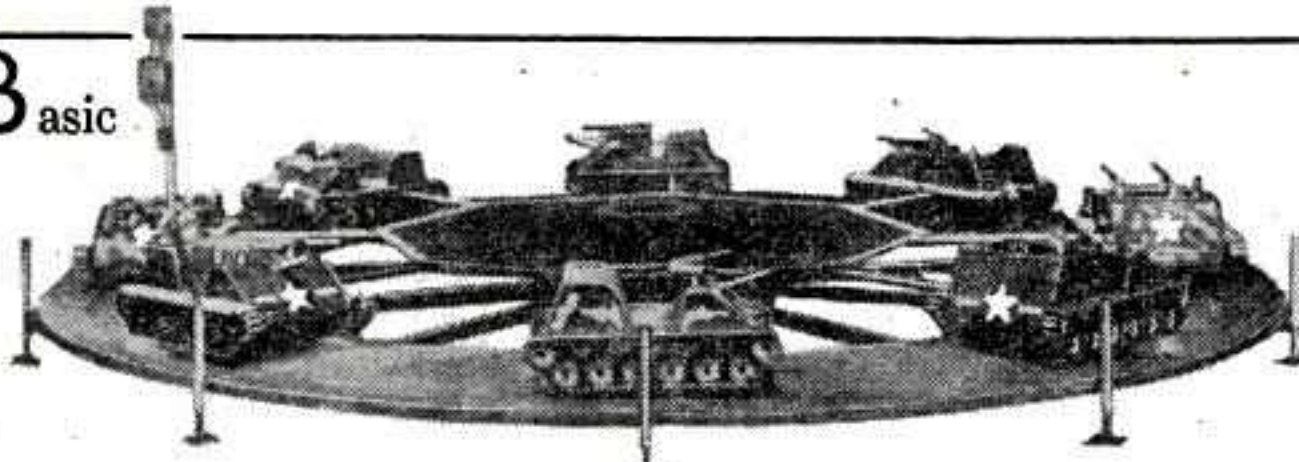
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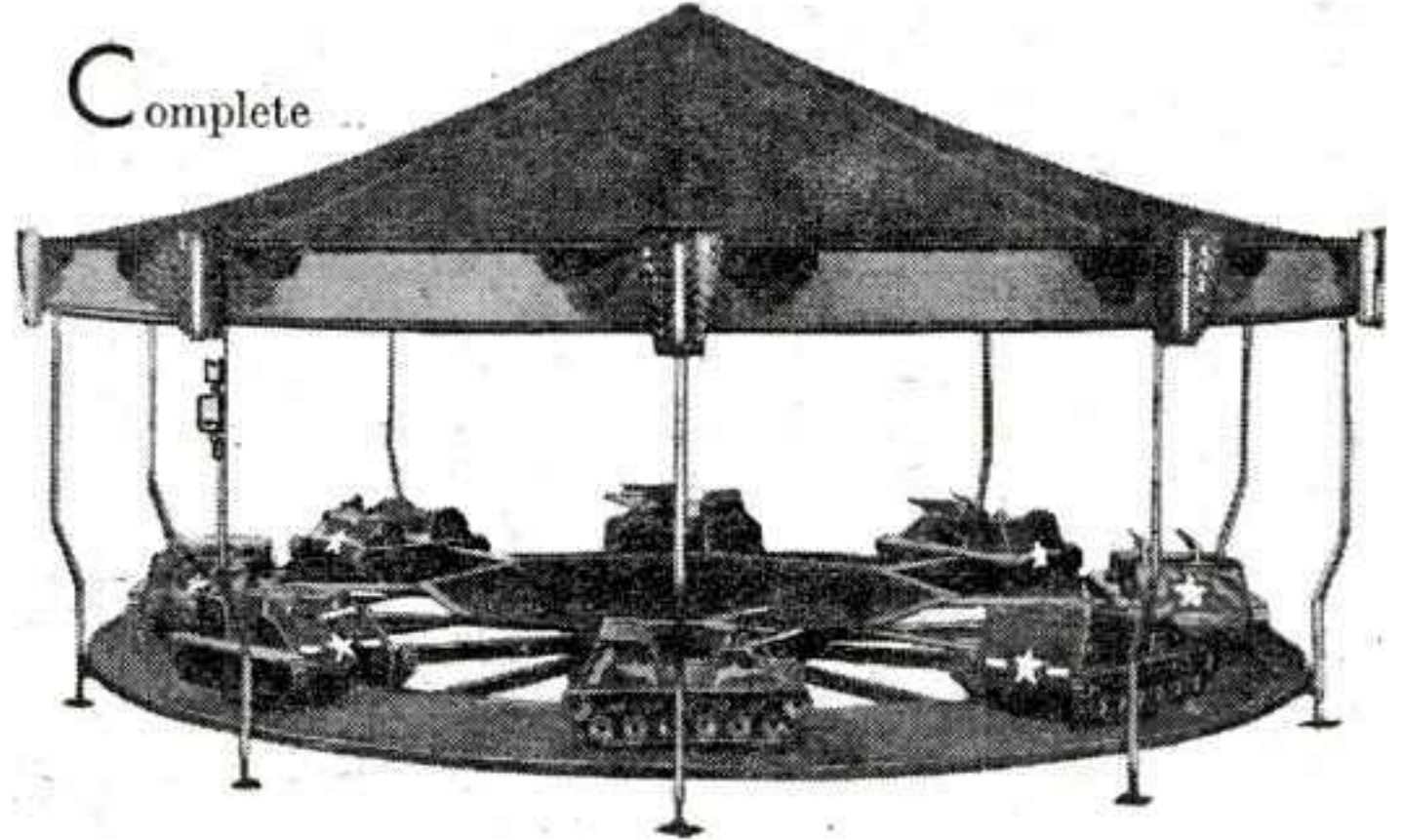
The "A" model is a low-cost operating ride designed for permanent installation, with the operator supplying a concrete base and platform. Support posts, cornish, lights, tent tops and side walls are not included, but these accessories may be added at any time. Complete instructions and blue-prints for the concrete work and installation are included.

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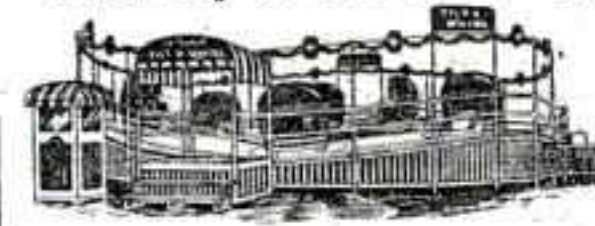
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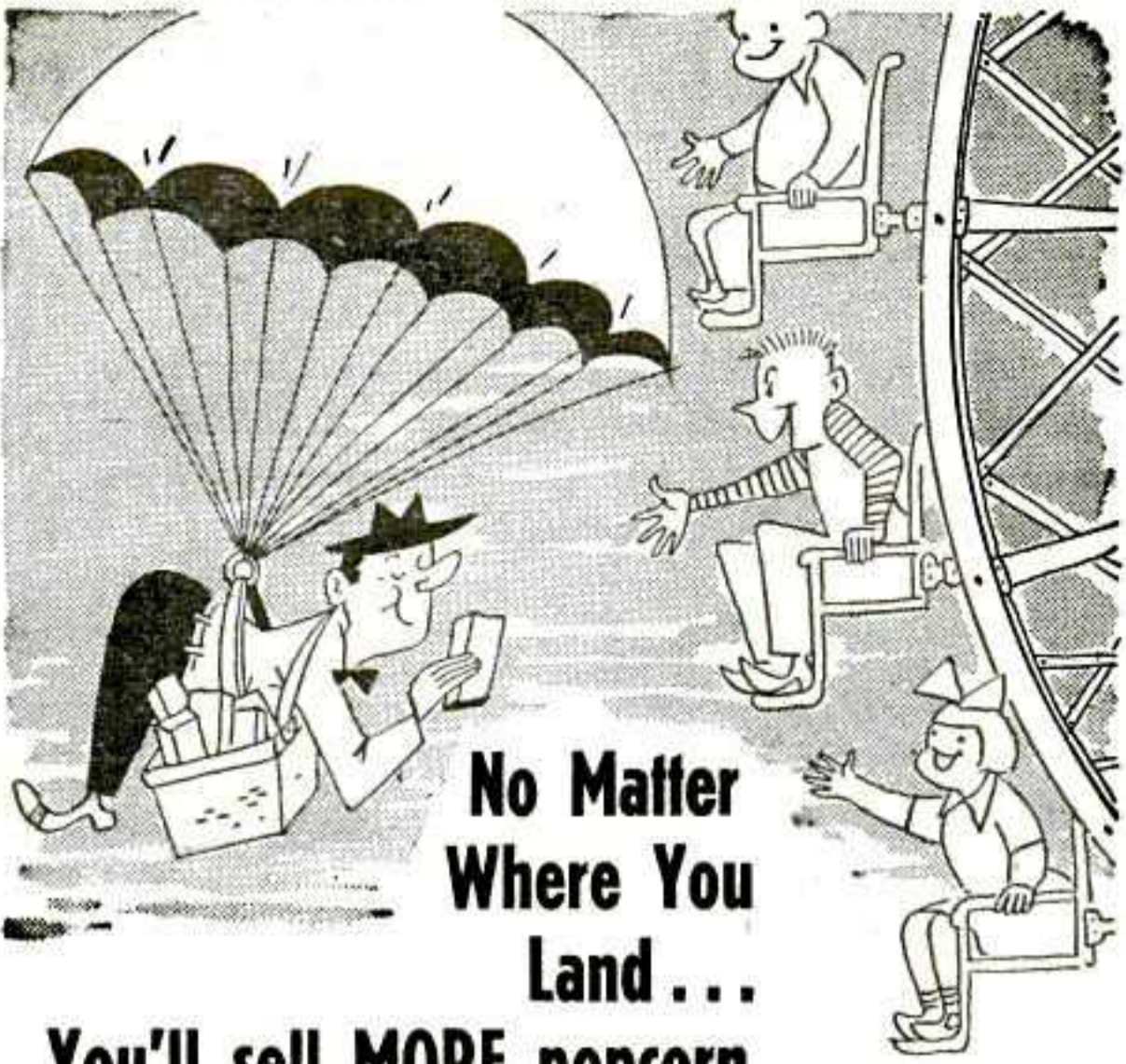
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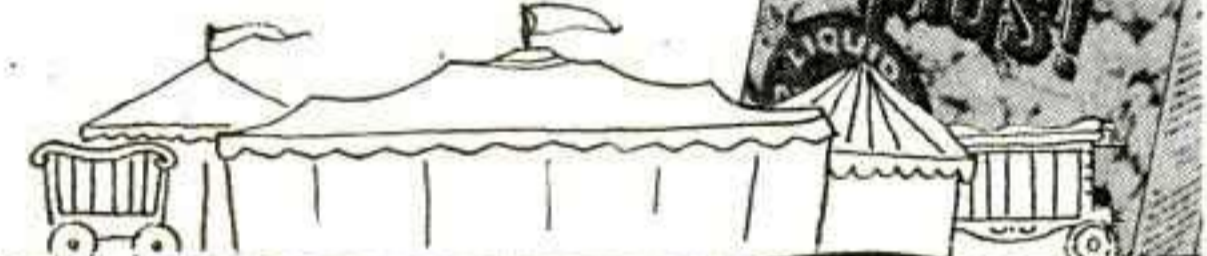
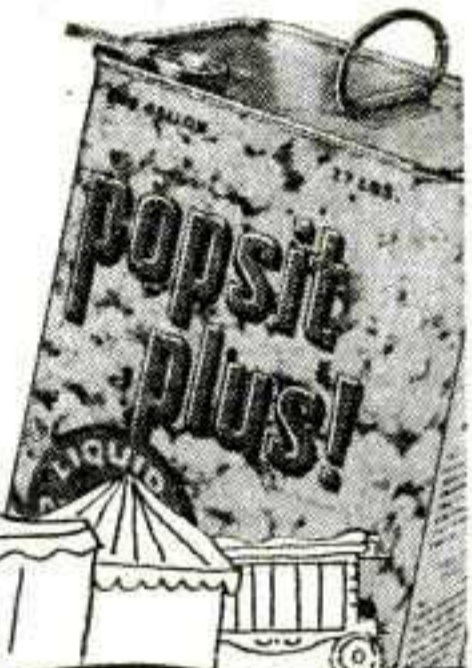
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Dressing Room Gossip

Ringling-Barnum

Show people kept busy this week with many TV and radio shows. Norman Carroll reports that the show has had 122 guest star spots on TV shows since we hit town. Weather has warmed up after a cold spell that even showed snow flurries.

Merle Evans and the band boys spend each morning making recordings. Their new spot in the Garden is just off the hippodrome track, instead of upstairs. Music never sounded better, and the band creates an extra hit when it marches in for finale.

Circus fan Pop Hausman, Lansing, Mich., distributed 1,200 pictures he took during rehearsals in Sarasota. Sylvia Downs also visited. Circus fans, Mr. and Mrs. M. G. Garrow, traveled from Wisconsin to see the show. Father Ed Sullivan had a busy visiting day. Mary Jane Miller's mother, Mrs. Sally Campbell, flew up from Sarasota for a few weeks' visit. Camera Magazine features a picture story by Mary Jane's husband, Dick Miller.

Sympathy went to Antoinette Cencello, whose mother died, and also to Larry Wilcox on the death of his brother.

Wardrobe department keeps costumes and floats in tip-top condition. In the department are Mac McCarthy, Ben Wilson, Hughie and Jim; Jean Carson, Genevieve McCarthy, Ann Martinez, Jody Lin, Ann Hayes, Faye Chaney and Mickey Freeman.

Lou Jacobs has a miniature airliner into which he folds himself. This clown gag, with Jimmy Armstrong as hostess, goes over big.

Mr. and Mrs. Albert Loeffler visited Frankie Saluto. Other visitors included Bonnie Fobes, Mr. and Mrs. Armand Brodeur, Conchita Morales, Terry O'Rourke and family, Mary Seifert and grandson Tommy, Eddie Callahan, Mrs. Edith Clausen, Mr. and Mrs. Paul Arley, Mr. and Mrs. Buddy Arley, Vincent Nardiello, Jimmy Strook, Anita Codona and daughter Lita and Joe Land.—MARY JANE MILLER.

Capell Bros.

The week rounds out our spring tour of Texas. Altho business and weather have both been spotty, they are a little better than last year.

At Winnsboro, the Lions Club did a bang up job of getting the schools out for a full matinee house and a three-quarter night house. Mount Pleasant (22) gave us a half house for matinee and a near capacity at night.

At Bogata (23), the weather man hit us with two of his dirtiest tricks. A small twister blew down the Side Show top just after the matinee, but no one was hurt and no damage was done. Rain started as the doors opened for the night show, and a small cloudburst hit as the spec was starting in. About half of the audience stayed and the night show was given. Performances were called off at DeKalb (24) because the lot was under water.

Buster Todd added a house-trailer to the concession department as a sleeping quarters for his butchers and pie car help. The Aerial Burdecks, visiting their parents, the Shartons, completed new rigging for their high pole act and tested it at Mount Pleasant, doing it as a free act on the midway at the night show.

Little Terry Lee Capell is now making spec. Norma Jean also sports new wardrobe for her cloud swing. Dorothy Capell helps by shopping for the cook-house. Buck Capell has taken on the mechanic's job and assists the electrician.

Johnnie Stevens has returned from Gonzales, where he was called by illness in his family. Day Red and Askie were up from Gonzales to spend the day.

As both the Diano and Bailey circuses have been close, the lot has been full of visitors. Mr. and Mrs. Doc Capell exchanged visits with Ben and Eva Davenport, Tony Diano and Big Bob Stevens. Other visitors were Fred Brad, Blackie Mays, Buster Todd's sister and brother-in-law, Jack and Ruth Landers, Speck Lawson and family, and William T. (Tommy) Randolph.—PAUL BEJANO AND HARRY ROGERS.

Polack Western

At Cucciola's birthday party, June Madison directed Nicki Bell, Vicky Zoppe, and Joyce Ward in an Hawaiian floor show. During the Oakland date Virginia Powell entertained many with a party for Pink and June Madison, Gus and Betty Bell, Harold and Mildred Ward, Ross and Mary Paul, Bob Holman, Janice Voise, Arthur Springer, Frenchy Durant, Laurence Cross, Ed Raymond, Chester and Joe Sherman, Nickie Bell, Joyce Ward, and Harry Dann.

Cross, conductor of the Railroad Club, offered a change in transportation for the jump to Santa Rosa, a chartered bus. Another new feature of the trip was coffee time. In Santa Rosa many folks visited circus fan Gene Darnell at the Circus Snackshop.

A special show was given at Sonoma County Home by all the clowns, Herta Clausser, John Siems, the Jim Wong troupe, and the Schaller brothers. Shriners entertained the participants with a dinner. Joe Sherman's taxi service gave the clowns quick transportation out to the location at the Fairgrounds Coliseum.

Dollye Green is again doing her acro contortion bit in the opening number. Dennis Stevens is now sound effects man in Ed Raymond's space man gag. The Madisons' boxer dog is the mother of six pups. Janice Voise and Dorothy Jerkes have a long-haired white Peruvian Covie which wears a pink hair bow. Baseball fans are happy that the season has opened, but Raymond misses Ernie Wiswell's bets. -- HARRY DANN

Mills Bros.

Confusion resulted as we zig-zagged across the Ohio-Indiana border, shifting from Eastern to Central time, complicated further by Daylight Saving in some spots.

The Rosettis were visited by their son, Jacque. Bama Campbell's natty ring attire rivals Joe Rossi's. Following Billy Hammond's example, youngsters of new foreign acts already are becoming young cowboys.

Since Johnny Lewis, Charley Brady's big top assistant, confessed a weakness for roast duck, clown alley keeps close watch on ducks Lucy and Webster. Midget clowns entertained hospital shut-ins at Lima. Jack La-Pearl was honored with membership in the Circus Clown Club.

Felix Brazon's prop crew wears snappy blue uniforms with the show's name on backs. Can can wardrobe for web number and sailorette costumes for ladders draw praise.

Ralph Spidell returned to Chambersburg, Pa., after a week's vacation with show. Russ Wilson of New Castle, Pa., sat in with the band at several Indiana stands, and Harry Reimschuessel joined clown alley for a day. Lima visitors were the Conover family, Bog King, Paul Bowers, Archie Stines and George Piercy. On at Fort Wayne were Dr. and Mrs. Schlack, Eddie Woeckner and Jim Batchelor. Other recent visitors included Earl Fisher, Mr. and Mrs. Bob Weaver, Mr. and Mrs. Franklin Feckler, Jim Jervis Mr. and Mrs. Frank Martin, Swain Stevenson and family, Tommy Swain, Mr. and Mrs. Eddie Grady, and Clarence Shank. — JACK LA PEARL

Wallace & Clark

The first couple of weeks gave show all types of weather, but business was better than expected. Jack Noakes sustained a broken ankle and will be out the rest of the season. Si Murray's cook-house is popular. Gee Gee Powell and Frank Ellis keep the midway alive.

Marie Loutter plays the Hammond organ. Billie Mitchel, boss mechanic, keeps the show rolling. Shorty Lynn gets the top up speedily. Bob Cusson has the Side Show canvas and tickets. Pearl Ferris is the dancer. Dee Aldrich manages the midway.

Recent visitors included Mr. and Mrs. Zack Terrell and Mrs. Terrell's mother, from Owensboro, Ky. Specks Groscurth, of Blue Grass Shows; Mr. and Mrs. Phillip Newman, parents of Wayne Newman; Mr. and Mrs. Rene Hudson, of Emporia, Kan., and Jake Foster, of Owensboro, Ky.

Hagen Bros.

Oklahoma greeted us with high winds and cold weather. In Norman the afternoon was hot, but the weather changed about 6 o'clock. Night was cold with rain and sleet. Everyone dove down to the bottom of the wardrobe for long handles.

Herman Lumpkin has taken over the shoe-shining department since cold weather put a crimp in his snow cone business. At Midwest City Raymond Duke departed for his home in Ora, Ind., and Jack Mansfield has replaced Duke as 24-hour man. Slim Biggerstaff is now sitting web for Diana Wilson, ballet girl.

Mr. and Mrs. Howard Suez, owners, have been attending the show daily. Their daughter, Mary Sue, made her debut for the season.

Bill Griffin and Harry Allen had birthdays. Mr. and Mrs. Bert Wallace received a new house trailer in Oklahoma City, and Bert Ward picked up his trailer, which had been in storage. Lee Verture worked by candlelight to finish the new wardrobe for the big web production. Frank Smith received greetings from Uncle Sam and will leave in a few days.

Oklahoma City is Jack Banta's home, and his mother, father and two daughters were on the show there. Also at Oklahoma City, Mr. and Mrs. Harry Allen had visits from Mrs. Allen's mother and family. Other visitors were: The Punctets, Doc Sherwood, Windy and Marvin Miller, Guy Kimbill, Indian Jackie, Eddie Meff, Polock Many, Frenchie Freddie Klows, Jack Morriss, Mary Olmstead, George Trexler and Noel Cooney.

The Side Show's baby lion escaped from its cage. Many took cover, and only after the cat was recaptured was it discovered that the cub did not have a tooth in its head.

At Nowata, Okla., we had our first night move of the season, and off of a soft lot. At Vinita we had a sunny day, but before the night show got underway it rained four inches in about an hour. We had to blow the night show.

Muskogee weather was fine for the afternoon and cool at night. Due to high wind and small lot the show was sidewalled at Miami.

Jack Banta, tight wire walker, blew his jump over the flame of fire a few nights ago, and before he could get to his feet the propertymen had his wire rigging sloughed and loaded in the property truck. Manager Harry Allen directs ballet in the cookhouse every week. Dan Steward, of the cookhouse, celebrated his birthday.

At Muskogee visitors came from the World of Today winter quarters. At Miami, Paul Van Pool of Joplin, Mo., was on hand with his movie camera. Other visitors included: Harry Bonzell, Foy Brown, Jim and Louise Chevanee, Capt. Harrell and Lucille Young, of California.—HARRY VILLEPONTEAUX.

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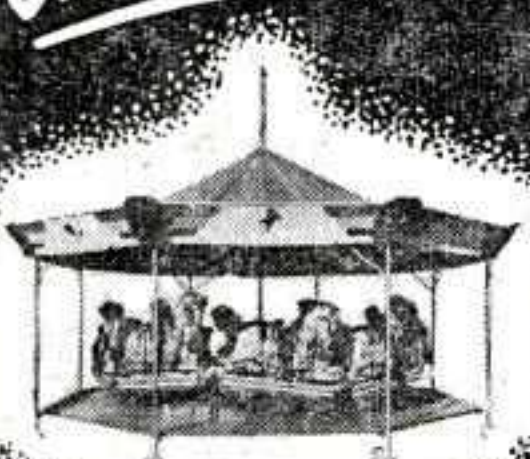
A plague of colds hit the personnel. Adding to the misery are a series of bad lots and severe changes in weather. Charlie Hunt has nightmares on small lots where only a three pole big top and a two pole Side Show can be erected. Hazel Case ruined her trailer dolly pulling onto the lot Sunday. We blew the night performance in Takoma Park, where the American Legion secured a permit for the wrong county.

Lou Barton's dog walked off with and buried Lou's new false teeth. With one exception, all of clown alley has gone blond. Anita Conley had the season's first birthday party.

In the morning Guy Leslie often parks his truck at fire hydrants to water his seals. Ray Sinclair says that the newly formed Society of Fine Arts now has 13 members. Fishing sprees have started; Charles Kelley and Lou Barton, the first ones out, returned late at night and empty handed.

Recent visitors included: Vin Currie, Al Porter, Vincent Dorr, Zeke La Mont, Dave Endy, Jim Carter, Dr. William Mann, George and Marguerite Barton, Dime and Connie Wilson and family, the Ariols, Rick Roy, Rudy Docky, Roland Tiebor Jr., and Rudy Rudynoff Jr.—BILLY BARTON.

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Highlights of Sundays off are sound movies that Benni Zerbini shows at night in the back yard. He shows feature length pictures, as well as shorts of the Cristiani families.

Larry and Nancy White, grandchildren of Ernie (Upside Down) White, had a big two days on our show at Marietta, Ga. Hi Lo Merk of Elizabethtown, Tenn., spent the day with us in Johnson City and helped to liven up clown alley. Corky Budd has been on the sick list.

Wild Bill Berryman is doing some real trick riding in the concert. Our Seneca Indian family, the White Clouds, have a new wardrobe. Chief White Cloud's target-shooting routine draws a big hand. One of the big laughs in the clown walkaround is Bagondi's Alaskan dog sled number.

We did three shows in Kingsport, Tenn., the third house being the biggest this writer has ever seen for an extra show—packed to capacity. Side Show and wild life exhibit on the midway also did tremendous business in Kingsport. Tommy Hart was grinding from 10 a.m. until midnight, and the inside lecturer, Charley Roark, said at the end of the day he could easily use his throat for sandpaper.

New flags for all floats and cages in parade make a big flash on the street, and one of the highlights is Eloise Berchold riding the camel she broke in quarters. Coldest day many of us ever spent on a lot was in Bluefield, W. Va. Spectators were huddled under blankets in the seats, and our girls were purple from the cold before coming into the Big Top. But warm sunshine greeted us next day in Welch.

Even Lucio Cristiani denies he knows the identity of the "Masked Marvel," concert wrestling champion who disappears after each match.—COL. HARRY THOMAS.

Siebrand Bros.

Silver City, N. M., gave us a good opening night house Tuesday (21), but the next day the weather turned quite cold. During the night a light snow fell, canceling night show Wednesday (23), the first regular night performance missed this season. Week-end brought fine weather and big attendance at three Saturday (25) shows.

Acts at a special show at the Fort Bayard Vets Hospital included Pancho and Danita, Charlie Sanders, Oliver Boliver, Bob Emerico and the Eriksons.

Rudy Mueller's truck broke down on the run into Silver City, and he had to be towed over the mountains. George Vest's wife came on for a short visit. Carl and Concha Erickson's new son-in-law, Bob Yerkans, made a special trip to see them.

Mr. and Mrs. Charlie Sanders make a good draw for the bally when they stroll the midway—with Charlie on his high stilts. Walter Fleck's promotion with a local car dealer resulted in a lot of publicity, and Bob Emerico reports a strained arm from handing out kid ducats on this deal.

C. J. Matchett left for Tampa to bring his wife, Teresa, and children to next stand. We were pleased to hear from Ed and Helaine Hendricks but sorry to hear that their infant son, Michael, is in the hospital.

Visitors included Y. (GooGoo) Natarno, the Magical Clown, who is playing school dates in the area.—JOE HODGES HODGINI.

Kelly-Morris

Cool weather has held down attendance to some extent but Beaufort and Walterboro, N. C., came up with good houses at night.

Mrs. Morris' Doberman Pincher was accidentally left behind in Cochran, Ga. Police there rounded him up and held him until Bill Morris motored back to pick him up.

Harry Rawls has added a fire eater to his Side Show. Willie Rawls is in the ticket box. He's also doing some lettering and banners for the show. L. J. Bolt handles the banner sales. Jean Kuhn baked a cake for Juanita Snyders' birthday. Bill Morris substituted for the organist several times and did a good job.—BETTY BENNETT.

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PACE QUICKENED

Big One Tightens Up Garden Performance

NEW YORK, May 2. — The Ringling Bros. and Barnum & Bailey Circus, which is currently heading toward its last week in Madison Square Garden, has tightened up its entire performance to the point where it is

running with the perfection of a trainmaster's watch. The show has juggled the positioning of some acts, both in their order of appearance and their ring locations, with the result that the show's pace has quickened and its over-all presentation strengthened.

Foreign acts have also gotten into the swing of American circus presentation methods and have learned the cute twists that please the audience and garner stronger hands, which also helps the pacing and production of the Big One.

Even Mr. Mistin Jr., John North's stellar attraction for the current season, has had his act slashed down to eight minutes from its original 15, and the act now moves freely and rapidly, yet offering the youngster ample opportunity to present his talents. His father and uncle no longer precede him with their duet. He works solo, except for the brief moment when his father covers the face of the xylophone with a cloth, and proceeds to pull a hand even before he finishes his opener of the "Poet and Peasant Overture."

His golden curls have also been trimmed and as he mounts the revolving jeep-supported platform he now gives the crowd a big warm youthful hello. When the lad speaks to the audience, inviting them to participate in a community sing on "My Gal Sal," he does so with only a mild trace of a foreign accent and is easily understood, a condition which did not exist at the opening. He no longer overstays his welcome with unnecessary flourishes and bows, but makes a dignified and appreciative exit to strong hands.

The Camillo Mayer Troupe's high-wire presentation has been moved forward several notches in the latter portion of the show. Veteran Camillo Mayer, who just celebrated his 63d birthday, has recently returned to the troupe for his first appearance of the season. The act moves smoothly and pulls the audience to the front of its seats as it displays its high-altitude feats.

Clown capers have been increased since the opening, and Lou Jacobs and his midget plane are one of the additional bits of hilarity that have been added since opening night. The clowns seem to have multiplied in numbers since the opener, and their hi-jinks add much to the pacing of the show as well as provide the audience with an opportunity to exercise laughter-producing muscles.

In the equine department, Czeslan Mroczkowski continues his superb presentation of Liberty horses, with the act improved, if possible, only by the lack of opening-night nervousness on the part of the stock. Roberto de Vasconcellos also has his dressage performance stamped with the label of perfection, and his exit tour of the oval brings a visible and audible wave of applause.

The Bostocks, Zoppis and Parents have improved their bareback riding stunts greatly since the opener. Their exhibitions show much progress, but the lack of co-operation on the part of ring stock works to their disfavor. A revamped line-up of the program includes:

Display 1—Trevor Bale, Bengal

Fair Dates

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The following corrections and additions to the list of Fair Dates were received during the week ended May 1.
The complete list of Fair Dates was published in the issue dated April 11. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

Alabama
Athens—Limestone Co. Fair, Sept. 7-12. W. A. Owens.
Troy—Pike Co. Fair, Week of Oct. 19. I. J. Hasson.

Florida
Live Oak—Suwannee Co. Fair Assn. Oct. 19-24. Floyd L. Eubanks.

Georgia
Columbus—Chattahoochee Valley Expo. Oct. 12-17. Felix L. Jenkins.
Douglas—Coffee Co. Fair, Oct. —, Fred Blair.
Valdosta—South Georgia Fair, Nov. 9-14. Howard Hall.

Kansas
Russell—4-H Russell Co. Fair Assn. Aug. 19-22. Joe Dauber Jr., Bunkerhill, Kan.

Louisiana
Bastrop—Morehouse Parish Fair, Oct. 14-17. John Madison Smith.
De Ridder—Beauregard Parish Fair, Sept. 29-Oct. 3. John T. Wooten.
Perriday—Concordia Parish Fair Assn. Oct. 20-24. Mrs. J. O. Glanton.
Franklin—St. Mary Parish Fair Assn. Oct. 1-4. Charles R. Prevost.
Marksville—Louisiana Livestock & Pasture Festival, Oct. 5-11. Kermit J. Ducote.

Maine
Dover-Foxcroft—Piscataquis Valley Fair Assn. Aug. 29. C. G. Cushman.
Gulfport—Gulfport Fair Assn. Sept. 12. P. H. Jackson.Topsham—Sagadahoc Agril. Soc. Oct. 13-15. Emery W. Booker, Brunswick, Me.

Massachusetts
Lakeville—Middleboro Agril. Soc. Sept. 20-26. Thomas Sena.

Michigan
Atlanta—Montmorency Co. 4-H Fair, Aug. 27-29. Evelyn C. Sherwood.
Ewart—Osceola Co. 4-H FFA Fair, Aug. 27-29. Arthur Gronlund.

Mississippi
Starkville—Oktibbeha Fair, Oct. 5-10. O. P. Parker.

Missouri
Cuba—Cuba Community Fair, Aug. 6-8. Mrs. June Munzert.
Thayer—Oregon Co. Fair, July 27-Aug. 1. George Hutchinson.

Nebraska
Fremont—Fremont 4-H Club Fair, Aug. 12-14. C. W. Motter.

New Mexico
Farmington—San Juan Co. Fair Assn. Sept. 18-21. Mrs. Janet Sage.
Springer—Colfax Co. Fair Assn. Sept. 18-20. Mrs. Helen Dickson.

North Carolina
Dunn—Dunn Am. Legion 4-County Fair, Sept. 21-26. J. O. West.

Ohio
Rockspring—Meigs Co. Agril. Soc. Aug. 18-21. C. L. Heaton, Pomeroy, O.

Oregon
Albany—Linn Co. 4-H Fair, Aug. 31-Sept. 1. O. E. Mikesell, Lebanon, Ore.
Burns—Harney Co. Fair, Sept. 11-13. George W. Bain.

California
Canby—Clackamas Co. Fair, Sept. 1-4. J. E. Blankhorn, Oregon City.
Deer Island—Columbia Co. Fair Assn. Aug. 13-15. Jewett A. Bush, Clatskanie, Ore.
Eugene—Lane Co. Fair, Sept. 14-19. H. P. Welch.

Idaho
Gold Beach—Curry Co. Fair, Aug. 21-23. Ellen Dougherty.
Grants Pass—Josephine Co. Fair, Aug. 12-15. Millard B. Hodges.

tigers; Oscar Konyot, lions; Albert Rix, bears. 2—Clowns. 3—Trapeze, featuring the Platos, the Pivotos, Miss Mara, the Renellys, Greta Frisk, and the Montons. 4—Elephants presented by Jeanne Sleeter (5) and Rose Alexander (5) with baby elephants (7) in center ring by Eugene Scott. 5—Paul Jung's Clown Soldiers.

6—Bareback riders (The Bostocks, Zoppis and Parents). 7—Clowns. 8—Hammerschmidt's monkeys, Tassi's dog, Bibini's ponies. 9—Clowns. 10—Maxims, contortionists; Great Linares, tight wire; Harry and Long, comedy gymnasts, and the Heirols, roller skating. 11—Equine exhibition with Czeslan Mroczkowski center ring, and Gena Lipowska and Miss Marion.

12—Lou Jacobs' midget plane. 13—Ballet "Minnehaha," with 60 girls aloft; Pinito Del Oro featured center ring trapeze. 14—Alcettys, plate spinning, Dieter Tasso, slack-wire juggler; Helmut Gunther, juggler. 15—Mr. Mistin Jr., xylophone. 16—"Candyland" spec. Intermission.

17—Aerialists (the Artons, Flying Concellos, Flying Comets). 18—Clowns. 19—"Derby Day" with dressage riders Marion Seifert, Roberto de Vasconcellos, Erika de Vasconcellos. 20—Clowns. 21—Six Frielanis, cycling acro; the Heltanos, balancing; Cycling Ricoris; the Haslevs, trampoline. 22—Camillo Mayer Troupe, high wire. 23—Clowns, Souper Douper Market. 24—Riggettis, ladders; Fenis-Feroni Due, balancing; the Mornings, perch; the Rassos, balancing; the Ricardos, ladder.

25—Otto Griebing vs. Fred Freeman, clown boxing match. 26—Acrobatics with the Dorvils and Abbott Girls, Freddi Troupe, Fredonia Family, Bokara Troupe, and Sons of the Midnight Sun. 27—Tell Teigen, chair balancing aloft a spar. Finale, "Americana, U.S.A." Frank Luppino Jr.

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Heppner—Morrow Co. Fair, Sept. 3-5. N. C. Anderson.
Hillsboro—Washington Co. Fair, Aug. 26-30. Mrs. Mary Hadley.
John Day—Grant Co. Fair, Sept. 16-19. William K. Farrell, Canyon City, Ore.
Medford—Jackson Co. Fair Assn. Aug. 18-22. R. W. Fowler.
Odell—Hood River Co. Fair, Aug. 12-14. A. L. Marble, Hood River, Ore.
Ontario—Malheur Co. Fair, Sept. 3-5. Harry V. Sandquist.
Prineville—Crooked River Round-Up & Fair Assn. Aug. 7-9. Orrin Mills.
Redmond—Deschutes Co. Fair Assn. Aug. 21-23. Darrell Smith.
Rickreall—Polk Co. Fair, Aug. 27-29. Josiah Wills, Dallas, Ore.
Roseburg—Douglas Co. Fair, Aug. 4-8. Ivan Pickens.
Tillamook—Tillamook Co. Fair, Aug. 12-15. H. G. Smith.
Tygh Valley—Wasco Co. Fair, Aug. 27-30. Howard L. Corner, Maupin, Ore.

Pennsylvania
Cochranon—Cochranon Community Fair, Sept. 9-12. Harold L. Blair.
Mount Cobb—Jefferson Community Fair, Aug. 27-29. Agnes C. Hreha.
Newfountain—Greene Dreher Fair Assn. Aug. 27-29. Henry G. Botjer, Greentown, Pa.

(Continued on page 70)

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WEIGH OMENS

Eastern Ops Expect Prosperous Season

NEW YORK, May 2.—Eastern park operators may look forward to a pleasantly prosperous season if early-season experiences of veteran operators are taken as a criterion.

Park owners who pioneered the season with early week-end, and in some cases full-week, operation, reported patrons turning out in goodly numbers and spending freely.

Several New England operators who hesitated over throwing open their gates on Easter Sunday were amazed at the turnout, and sadly viewed the patrons turn to other parks or amusements when their own gates were discovered closed.

Weather Headache

Since the early openings of some operations, weather has been the big headache. But spring weather always presents a gamble and operators face the risk every year.

operators who are opening by degrees and whose plants will all be open by the Decoration Day (30) official opener.

Last week-end, which produced generally good weather in the East for the outdoor amusement industry, brought large numbers of free-spending patrons, and one large park owner made the observation that any operator in the area who only admitted fair business was guilty of a great understatement.

Another statement made by a New York area park owner pointed out that even years of experience had failed to awaken him to the business he might expect this year. Additional new parking areas that had been readied for the 1953 season had not been opened last week-end and the operator was unable to open the extra space in time to handle the sudden Sunday arrival of more cars than the previously adequate areas could accommodate.

Picnic Interest Up

A mid-March survey of Eastern excursion boat lines and charter bus companies indicated greater-than-usual interest in picnic bookings and, at that time, it appeared from bookings already scheduled that parks would get the lion's share of one-day trips.

Talent Topics

Walter Lankford, veteran of nearly 50 years in show business, is off the road and living in Warner Robins, Ga. Lankford was formerly a musician and band leader. Until a few years ago he had out Lankford's Overland Show, a traveling zoo.

Nina and Risko, plate spin, were uninjured in an auto crash following their close with Cole Bros. Circus at Cincinnati. The duo's house trailer, however, was badly damaged.

Bert and Corinne Dearo, high performers, are still working in-door circuses and will wind up their trek in Grand Forks, N. D., on May 3. They will then go to Camden, N. J., for May 9 and 16 appearances on the "Big Top" TV show.

Dick Henderson, Allan Herschell Company exec, is a patient in the Buffalo General Hospital. National Speedways, Inc., auto race org, held its recent annual spring staff meeting in Des Moines, to make ready for it season which opens May 10 in Danville, Ill.

Bobby Ashe is a new addition to the Bouncing Budos, trampoline act. He replaces Eddie Roy, who now is with the Air Force. Ashe is the current N.E.A.A.U. tumbling and springboard diving champion.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- Alamo Expo.: Pleasant Grove, Tex. American Beauty: Columbia, Mo.; Fulton 11-16. American Midway: Greenville, Tex.; Halton City 11-16. Amusement Co. of America: Hot Springs, Ark. A.M.P.: Rockymount, Va. Badger State: (Villard & Hopkins) Milwaukee, Wis. Baker United: Edinburg, Ind. Beam's Attrs.: Johnstown, Pa. Becht, Lee: (Court & Cutter) Cincinnati, O., 8-17. Bee's Old Reliable: Corbin, Ky., 14-23. Belle City: (N. 2d St. & W. Capitol Drive) Milwaukee, Wis., 5-14. Bernard & Barry: Peterboro, Ont., Can.; (Adelaide St. P.O.) Toronto 11-16. B. & H.: Charlotte, N. C., 4-16. Big State: Madisonville, Tex. Blue Grass: Evansville, Ind. Bogle, F. C.: El Dorado, Kan.; Hutchinson 11-16. Bohm, Sons United: Hillsboro, Tex. Boone Valley: Boone, Ia. Borderland: Jal, N. M. Brodbeck: Hennessey, Okla. Brown & Wallace: Elizabethton, Tenn.; Kingsport 11-16. Buck, O. C.-Model: (11th & Pattison Sts.) Philadelphia, Pa. Burdick Greater: Brady, Tex. Burke, Harry: Independence, La. Burkhardt's: Havana, Ill.; Bartonville 11-16. Byers Bros.: Hughes Springs, Tex. Capital City: Dalton, Ga.; Dayton, Tenn., 11-16. Casey, E. J.: St. James, Man., Can., 9-16. Carpenter Bros.: St. Marys, O., 12-16. Cavalcade of Amusements: Decatur, Ala.; Evansville, Ind., 11-16. Cavalcade of West: Kirkland, Wash., 5-10. Nansimo, Vancouver Island, B. C., Can., 11-16. Central American: Abilene, Kan. Central States: Salina, Kan. Cetlin & Wilson: Petersburg, Va. Cetlin & Wilson: Philadelphia, Pa., 12-23. Chamos, Jimmie: Richmond, Ind. Cherokee Am. Co.: Parsons, Kan. Coleman Bros.: Norwich, Conn. Collins, Wm. T.: Minneapolis, Minn., 11-22. Continental: Bennington, Vt. Cote Am. Co.: Utica, Mich., 9-16. County Fair: Ord, Neb. Crafts Expo.: Lone Pine, Calif., 4-10; Las Vegas, Nev., 14-17. Cunningham's Expo.: New Martinsville, W. Va., 11-16. Dan-Louis: Mount Vernon, Ind., 9-16. Desbro: Geneva, N. Y., 7-18. Dobson's United: Willernie, Minn., 4-13; Eleva, Wis., 15-17. Douglas Greater: Hoquiam, Wash. Down River Am. Co.: Roseville, Mich. Drago Am.: Kokomo, Ind. Drew, James H.: Ashland, Ky. Dumont: Richmond, Va. Dyer's Greater: Carbondale, Ill. Eastern Am.: Portland, Maine. Eddie's Expo.: Glenwillard, Pa.; Fredericktown 11-16. Evans United: Richmond, Mo. Fleming, Mad Cody: Jesup, Ga.; Waycross 11-16. Frames Greater: Philipsburg, Pa. Franklin, Don, No. 1: McAlester, Okla.; Fryor 11-16. Franklin, Don, No. 2: (Fair) Sequin, Tex. Garden State: (Edgemont Park) Walnutport, Pa., 4-30. Gayland: Calgary, Alta., Can.; Edmonton 11-16. G. & B.: Buckhannon, W. Va.; Anmoore 11-16. Gem City: Paris, Tenn. Gentsch, J. A.: Starkville, Miss. Georgia Am. Co.: Dahlonega, Ga. Gladstone Expo.: Humboldt, Tenn.; Camden 11-16. Gold Bond: Creve Coeur, Ill.; Monmouth, 11-16. Gold Medal: Gadsden, Ala. Gooding Am. Co., No. 1: Chillicothe, O. Gooding Am. Co., No. 2: Muncie, Ind. Gooding Am. Co., No. 3: Greensburg, Pa. Gooding Am. Co., No. 5: (Garfield & Mount Vernon) Columbus, O. Gooding Am. Co., No. 6: Ford City, Pa. Gooding Am. Co., No. 7: (140th & Triskett) Cleveland, O. Goree & Son: Hugoton, Kan. Grand American: Chillicothe, Mo.; Ottumwa, Ia., 11-16. Great Sutton: Clinton, Mo.; Sedalia 11-16. Groves Greater: Vinton, La.; DeQuincy 11-16. Hale's: Kansas City, Kan., 5-16. Hammond, Bob: Corpus Christi, Tex., 4-6. Hannum, Morris: Dunmore, Pa.; Scranton 11-16. Happy Attrs.: Dennison, O.; Weirton, W. Va. 11-16. Harrison Greater: Edenton, N. C. Helman United: Melville, La.; Bunkle 11-16. Heth, L. J.: North Birmingham, Ala. Hiawatha: Suburb of Toledo, O. Hill's Greater: Gallup, N. M. H. & M.: Lithonia, Ga.; College Park 11-16. Holly Am. Co.: Chamber, Ga. Hottle, Buff: McComb, Miss. Hugo's Novelty Expo.: Sunflower Village, Kan. Imperial: Fairbury, Ill., 7-9; Beardstown 11-16. Interstate: Lawrenceburg, Tenn. I. T.: Inwood, L. N. Y., 11-16. Jollytime: Klimarock, Va. Jovial Midway Attrs.: Belleville, Mich. Keystone Attrs.: Berwick, Pa.; Riverside 11-16. Keystone Expo.: Jonesville, S. C.; Cowpens 11-16. Klein Am. Co.: Sioux Falls, S. D., 8-12; Orange City, Ia., 14-16. Kleinke Am. Co.: Mount Vernon, O., 11-16. Lane, Leo: Savannah Beach, Ga. Lee United: Fenton, Mich. Maddox Bros.: Elsworth, Kan.; Lyons 11-16. Manning, Ross: Jersey City, N. J. Marks, John H.: (Harvey's Field) Lynchburg, Va. M.D. Am. Co.: Hazelton, Pa. Merriam's Midway: Atlantic, Ia. Merry Midway: Trimble, Tenn. Metropolitan: Asheville, N. C., 11-16. Midway of Mirth: Louisiana, Mo. Midwest: Carson City, Nev. Mighty Hoosier State: Jeffersonville, Ind. Mighty Page: Mount Airy, N. C.; Martinsville, Va., 11-16. Milliken Bros.: Baxley, Ga. Moore's Modern: Ada, Okla.; Seminole 11-16. Motor State: Rochester, Mich.; Chesaning 11-16. Mullins Royal Pine: West Warwick, R. I. New England Am. Co.: Athol, Mass.; Wilimansett 11-16. Nolan Am. Co.: Rosedale, O.; New Lexington 11-16. Page Bros.: Mayfield, Ky.; Benton 11-16. Palmer: Charlotte, N. C. Paul's Am. Co.: Waldron, Ark. Penn Premier: Lebanon, Pa. Playtime: Quincy, Mass.; Clinton 11-16. Powelson Greater: Gloucester, O.; (9th & Alton Ave.) Columbus 11-16. Prell's Broadway: Richmond, Va.; Harrisonburg 11-16. Rainier: Wenatchee, Wash.

- Reid, King: Menands, (Troy) N. Y. Rose City Rides: Lutesville, Mo.; Perryville 11-16. Royal American: Memphis, Tenn., 9-16. Royal Crown: Marietta, Ga. Royal Midwest: Austin, Ind.; Seymour 11-16. Schafer's Just for Fun: Madison, Ill.; East St. Louis 11-16. Shan Bros.: Danville, Ky. Siebrand Bros.: Roswell, N. M. Smith, George Clyde: (Six-Mile House Lot) Cumberland, Md., 7-16. Smith's Funland: Byesville, O. Snapp Greater: Webb City, Mo. Southern Valley: Lafayette, La. Star Am. Co.: Bald Knob, Ark. Stephens, C. A.: Rockmart, Ga.; Jasper 11-16. Sterling Crown: Albany, Ga. Strates, James E.: Upper Darby, Pa. Sunset Am. Co.: Excelsior Springs, Mo.; Hannibal 11-16. Superior: King City, Calif. Tassel, Barney: Beaufort, S. C. Tatham Bros.: Virginia, Ill. Thomas Joyland: Vivian, W. Va. Tinsley, Johnny T.: Farmington, N. M. Tivoli Expo.: Kansas City, Kan. 20th Century: Alton, Ill.; Columbia, Mo., 11-16. United States: Abingdon, Va.; Coeburn 11-18. Veterans United: Worthington, Minn., 14-23. Virginia Greater: Roebeling, N. J., 6-16. Vivona Bros.: Hoboken, N. J. Wade's Expo.: Ann Arbor, Mich. Wade, W. G.: Monroe, Mich., 8-16. Wallace Bros.: Memphis, Tenn., 8-16. Wallace, J. K.: Stuart, Va. West Coast: Richmond, Calif., 5-10; Alameda 12-17. Western: Port Angeles, Wash. World of Mirth: Washington, D. C. Wilcox, Dick: Sanford, Me.; South Portland 11-16. Williams, Ray: Marlon, O.; Lima 11-16. Wilson Famous: Mexico, Mo.; Pittsfield, Ill., 11-16. Wilson Greater: Winslow, Ariz. Wolf Greater: Kirksville, Mo.; Burlington, Ia., 11-16. Wolfe Am. Co.: Mocksville, N. C. World of Pleasure: Toledo, O.; Lansing, Mich., 11-16. World of Today: Tulsa, Okla., 1-9.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Bailey Bros.: Las Vegas, N. M., 4; Raton 5; Trinidad, Colo., 6; Monte Vista 7; Alamosa 8; Walsenburg 9; Pueblo 10; Sterling 12; Scotts Bluff, Neb., 14. Beatty, Clyde: San Pedro, Calif., 4; Arcadia 5; Glendale 6; Burbank 7; North Hollywood 8; Panorama City 9; Inyokern 10; Lancaster 11; Ventura 12; Santa Barbara 13; Santa Maria 14; San Luis Obispo 15; Camp Roberts 16; Salinas 17. Beers-Barnes: Pittsboro, N. C., 4; Fuquay Springs 6. Davenport, Orrin: Winnipeg, Man., Can., 9-16. Diano Bros.: Newport, Ark., 5; Jonesboro 6; Paragould 7; Blytheville 8; Kennett, Mo., 9; Poplar Bluff 11; Cape Girardeau 12; Flat River 13. Gran Circo Americano: Baso Ramsey, P. R., 5-7; Aguadilla 8-13; Mayaguez 14-25. Hagen Bros.: Kansas City, Kan., 4-5; Clinton, Mo., 6; Warrensburg 7. Hagan-Wallace: Fairmont, W. Va., 5; Connelville, Pa., 6; Frostburg, Md., 7; Chambersburg, Pa., 8; Hanover 9; Sunbury 11; Lewiston 12. Hamid-Morton: Montreal, Que., Can., 9-16. Hunt Bros.: Claymont, Del., 5; Broomall, Pa., 6; Springfield 7; Narbeth 8; Norris-town 9. Kelly-Miller: Mayfield, Ky., 7. Kelly-Morris: Fredericktown, Va., 6; Quantico 7; Alexandria 8; Falls Church 9; Charles Town, W. Va., 11; Gettysburg, Pa., 12; Shippensburg 13. King Bros. & Christian: Covington, Va., 5; Staunton 6; Harrisonburg 7; Winchester 8; Martinburg, W. Va., 9; Cumberland, Md., 11; Somerset, Pa., 12; Johnstown 13; Latrobe 14; Morgantown, W. Va., 15; Fairmont 16. Mills Bros.: Canton, O., 5; Mayfield Heights 6; Lakewood 7; Euclid 8; Brooklyn 9; Ashtabula 11; Conneaut 12; Erie, Pa., 13; Corry 14; Titusville 15; Warren 16. Polack Bros. (Eastern): (Coliseum) Austin, Tex., 6-9; (Ball Park) Corpus Christi 11-14. Polack Bros. (Western): (Auditorium) Stockton, Calif., 4-10; (Auditorium) San Francisco 13-24. Ring Bros.: Dandridge, Tenn., 5; Jefferson City 6; Rogersville 7; Gate City 8; Appalachia 9; Pound 11; Coeburn 12; St. Paul 13; Lebanon 14. Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 10; (Boston Garden) Boston, Mass., 12-17. Rogers Bros.: Manchester, Tenn., 4; Lebanon 5; Gallatin 6; Springfield 7; Hopkinsville, Ky., 8; Madisonville 9; Princeton 11. Wallace & Clark: Somerset, Ky., 4; Lancaster 5; Richmond 6; Irvine 7; Beattyville 8; West Liberty 9.

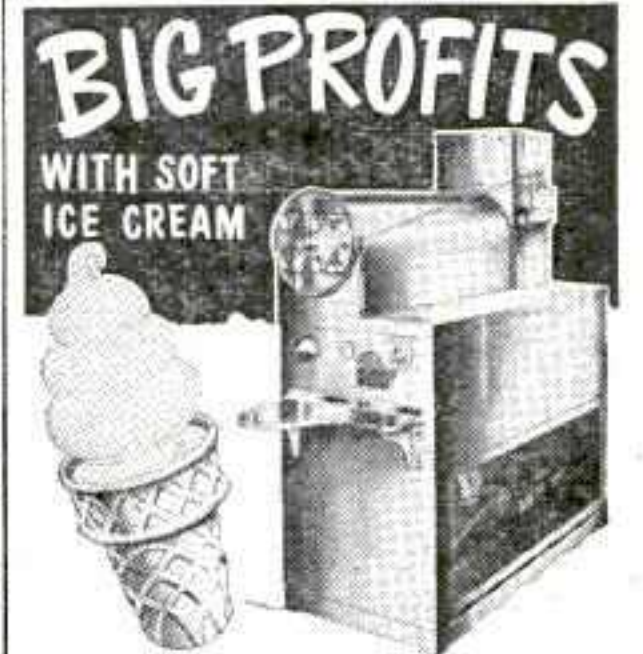
Walt Kaner, publicist for Rock-aways Playland, obtained good daily newspaper coverage on the Queens funspot's tie-in with the U. S. Chamber of Commerce, which is currently staging a nationwide search for the "Kid of the Year." Competing youngsters were treated to a day's outing at the Queens funspot Sunday (26), and pictures, stories and feature articles in the Gotham dailies resulted. . . . Peter Steel is on a Canadian trip representing the George A. Hamid & Son agency of New York.

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DIANO TAKES BIG AFTER BLOWDOWN

Rain Continues at Little Rock; Few Injuries in Benton Twister

LITTLE ROCK, May 2.—Storms that rapped the Southwest hit Diano Bros.' Circus at both Benton and Little Rock this week, but the outfit emerged with only slight damage.

Show made Wednesday (29) papers after the big top blew down during the night show at Benton.

Canvas billowed over some 2,500 persons while the wild animal act was on, injuring eight persons and giving one lion 30 minutes of freedom. Arumi Singh held the animal at bay until the spectators dispersed. The main injuries were to a woman spectator, who suffered a sprained back, and an employee who was struck by a falling pole.

The lion was one of eight in the main arena when the tent blew down about 8:45 p.m., just a half hour after the performance began. Two boys were struck by the falling center pole, and three other persons suffered minor cuts and bruises when they were hit by falling canvas and other gear.

Business Okay

The circus played to near capacity houses under sunny skies at the previous stops, which included Pine Bluff and Malvern. Camden was light.

At Little Rock, circus was still

in the mud. School kids built the matinee to an overflow crowd following a parade which started rolling at noon thru the downtown streets.

The evening show played to a near-full house despite interference by the city's fire inspector who clamped down on ticket sales on account of mud that was nearly ankle deep in spots. B. C. Davenport, general manager, said ticket sales probably would have gone another \$250 if the ban hadn't been clamped on. American Legion sponsored at Little Rock. Davenport said the outfit rolled into Little Rock early because of the Benton storm which forced an early roll-up there.

Mills Business Holds Despite Rainy Weather

DEFIANCE, O., May 2.—Weather lashed Mills Bros. Circus much of this week, but the show still scored several good-sized houses.

Muncie, Ind., (22), was clear and warm, and matinee there was packed, while night house was nearly filled. Huntington, Ind., (23) also had good weather, but business was weak, apparently because the 10-man auspices organization was unable to carry out much advance work.

Lima, O., on Saturday (25), had a three-quarter matinee and half house at night, despite an all-day rain. In Fort Wayne, Ind., on Monday (27), matinee was filled and night house was half of capacity, while weather was cloudy. Defiance had a half-house matinee and fractional night showing in cold and rainy weather. Because of mud, the side show top was not erected here.

Deny Big One to Shift Quarters

BRIDGETON, N. J., May 2.—Rumors that the Ringling-Barnum show might change winter quarter location to a Southern New Jersey location in this area was spiked by Jacob Jones, former head of the Bridgeton Gas Company, who has just returned from the South where he toured the resorts and spent several days at the Ringling-Barnum headquarters. The Big One plays here in June.

Rumors started as a result of many strange real estate activities here and in near-by Tuckahoe, other reports placing the rumored quarters closer to neighboring Milville.

R-B to Move To Boston in 1 35-Car Train

NEW YORK, May 2.—The Ringling circus, which closes here Sunday night (10) after its 40-day, 79-performance run, will move to Boston on one 35-car train. After its six-day stand in the Boston Garden, the Big One moves to Washington where it will open the under-canvas season and meet the other two trains.

The show will tour this season with three trains and will utilize in the neighborhood of 70 railroad cars. The No. 1 train will carry the cookhouse, menagerie and ring stock. The No. 2 train will carry the Big Top and rigging, and the No. 3 train will carry the seat wagons and performers. Some 13 railroad cars alone are needed for the 26-seat wagons.

The show train from Boston, upon arriving in Washington, will find the big top up and waiting for its arrival. Before leaving Boston the show will be juggled to compensate for elimination of the two stages which are used for presentation purposes in New York and the Hub. Dick Barstow will handle the chore in Boston and will tighten up the show in Washington and Philadelphia.

Real Test

Rigging men, prop men and roustabouts will meet the real test during the Washington teardown and Philadelphia setting up, but will fast get into the swing of operations following several outdoor dates.

According to Fred Bennett, assistant properties superintendent, the fastest setting up of the big top, complete with rigging and lighting, was done in one hour and 55 minutes. Normal teardown consumes one hour and a half.

Wirth Sets Ottawa Talent

NEW YORK, May 2.—Frank Wirth, local booker, announced the talent line-up this week for the circus he will produce May 9-16 for Tom Gorman, manager of the Ottawa Auditorium.

Included are Buschbom's Liberty Horses; The Novellos; Toni, the Monkey Girl; Young China Troupe; Packs' Baby Elephants; Ernie Wiswell and his Funny Ford; Sensational Kays; Terrell Jacobs' Wild Animals; Johnson and Owen; Zacchini's Double Cannon; Flying Zacchins; The Eddys, and Payo and Mai.

Clown alley will be inhabited by Charlie Frank, Arthur Jordan, Rube Simmonds, Al Florenz, Roy Barrett and Herb Taylor.

Clyde Beatty Wins in Pomona

POMONA, Calif., May 2.—Clyde Beatty Circus played to a three-quarter matinee and near-full night house here Friday (24) under auspices of a hospital organization. Weather was excellent, and advance promotion was good.

Rink Wright Date Betters '52 Tab; Wins 4 Turnaways

OMAHA, May 2.—Rink Wright's Tangier Shrine Circus, here April 6-11, scored four turnaways. According to Dr. Fred F. Whitcomb, chairman, each performance showed an increase over its 1952 counterpart. Weather was rainy and cold most of the week.

Howard Bary Zoo Moves

VANCOUVER, B. C., May 2.—After a two-week stand on Canadian Pacific tracks in downtown Vancouver, Howard Y. Bary's African Zoo Train moved to suburban Kerrisdale for a four-day showing, before heading east across the province. Business in the downtown section was fair. Cool nights and some rain slowed the action.

KING WINS CROWDS; 2nd BALLOON LOST

Kingsport Gives Three Full Ones; Trailer Demolished in Mountains

WELCH, W. Va., May 2.—Consistently top-grade business marked the trail of King Bros. & Cristiani Circus this week. But two accidents-marred the picture. The show's second balloon was burned Saturday (25) as it was being inflated at Johnson City, Tenn. Co-owner Floyd King's house trailer was demolished when the hitch broke and the vehicle tumbled down a mountain. No one was injured.

At Marion, Va., (23), the show had a three-quarter matinee and full night house in warm weather. Lions Club auspices reported a \$700 net.

In Kingsport, Tenn., (24) matinee was full and turnaway at night brought on a second performance, which also was packed. The three-show score came in ideal weather, with the parade

drawing well. Moose Club was auspices.

Johnson City scored twin capacity houses despite showers all day. Jaycee auspices reported total attendance of 6,000, netting them better than \$1,000. Balloon fire came as the bag was being inflated for an ascension. It was not learned immediately whether another balloon would be available.

Welch gave the show two near-capacity houses on Tuesday (28). Parade was late because of the long route.

Kelly-Miller Nipped by Rain After 4 Winners

NORMAN, Okla., May 2.—Al G. Kelly & Miller Bros.' Circus played to capacity houses at Hugo, the opening stand, Durant, Ardmore and Pauls Valley, Okla., but rainy weather and subsequent drop in business hit the show in Norman.

Rain here began about 11 a.m. and continued thru matinee time, holding that crowd to less than one-quarter of capacity. Skies cleared by night and the second performance was near-full for the Thursday (23) stand. Hagen Bros. had played here six days earlier.

Jacobi Unit Has Henrys, Detrick

SAN JOSE, Calif., May 2.—Rudy Bros.' Circus, owned by Rudy Jacobi, played to half houses at a school auditorium here Saturday (25). Auspices date was handled by Ken Jensen.

Acts included Toni Madison, dogs; Bernie Griggs, clowning; Bill Detrick, ponies; Nimblets (3), tumbling; Hap Henry, wire; Flying Cowhands, teeterboard; Buddy Hughes, juggling; Detrick, dogs and ponies; Los Larrabees, whips; Detrick, pick-out pony; The Henrys, rolling globe; Nimblets, trampoline, and Henry, single elephant. Jacobi is announcer.

Beers-Barnes Opens Strong

WHITMIRE, S. C., May 2.—Beers-Barnes Circus scored a red one here Monday (27), the show's seventh stand of the season. Opening at Ocilla, Ga., (20) brought a full one. Louisville, Ga., (21) was satisfactory, as were Iva and Ninety Six, S. C. (24-25). Show this season is headed for the Piedmont area of North Carolina and will skip its usual spring territory in the mountains.

H-M Increases Altoona Gross; Hops to Canada

ALTOONA, Pa., May 2.—Hamid-Morton Circus ends its six-day run for the Shrine Temple here Saturday (2), concluding its indoor dates in the States. Upcoming are Canadian stands and a June run outdoors at Richmond, Va.

Robert H. Morton, director, said at mid-week that the Altoona date would close comfortably ahead of 1952, the gross increasing by about \$8,000. The 4,000-seat building, he said, was filling up for each show and an extra performance was given Thursday (30).

Show opens in Montreal Saturday (9) for a week. It will make a special rail move after the shows Saturday (16) in order to open in Quebec on Sunday (17).

Earlier, the show scored heavily at Harrisburg, Pa., for the week ending April 13, and in Washington, it built from a slow Monday start to near-capacities late in the week and over the week-end. Morton said the date was substantially better than a year ago, and that the season so far has proved much stronger than anticipated.

POLACK TABS OAKLAND MARK; ROUTE ALTERED

OAKLAND, Calif., May 2.—Western unit of Polack Bros.' Circus stacked up a new local attendance record here with a 10-day run that closed Sunday (26) with a three-performance crowd of 19,000. Louis J. Stern, managing director, said the opening week-end was big and that attendance started to build early in the week for the capacity week-end crowds in the 8,500-seat building.

Oakland, start of the show's long run in California, came a month earlier than usual and the run was two days shorter than last year's. Twenty-four performances were scheduled, with two matinees omitted, four morning shows added and two extra matinees given. Four morning shows drew 30,000 youngsters.

Biz Strong

Stern said the show's business started strongly at Santa Rosa,

which usually is first on the California route but this year followed Oakland. After Santa Rosa (28-29) comes Stockton for seven days and San Francisco for 12 days. Route shift was made because the Western States Shrine convention is at Stockton, where the show will play a month later than usual.

T. Dwight Pepple, general agent, is returning to Chicago after spending several days with the show.

Show now is using a newly prepared program booklet by Press Chief Justus Edwards. The 16-page book, in color, has features and pictures. It replaces usual books because of California Masonic regulations preventing use of program advertising. Polack remains in California until August, and will return in the fall following a swing thru the Northwest.

Government Workers Pass Up Hunt Bros.; Night Show Lost

LAUREL, Md., May 2.—Light business marked the final four days of the first week in Hunt Bros.' season, it was reported here this week.

Kensington, Md., (22), had a good matinee but the night house was considerably smaller, although this was the first day of good weather for the show. Lot was small, and auspices was Lions Club.

A day at Takoma Park, (23), brought a mix-up, with auspices getting license from wrong county. Because of this the night show was blown. Matinee was light. Midway was jammed when cancellation was announced.

Both performances drew light houses at Mount Rainier Friday (24). The town had been canceled last year because the lot

was flooded then. Then three towns are populated largely by government workers, and weak business was attributed to prospects of cuts in government payrolls.

Rain made the jump from Laurel difficult, but weather was fair for the performances, which attracted small crowds. Show then hopped to Baltimore area.

Side Show has been getting a play, and it has four acts and 22 animals, including seven bulls, lions, bears, camels, zebras and midget donkey. Bill English is manager and personnel includes Curtis Peck, tickets; Boot Serrecco, inside lecturer, fire-eater and Hindu torture board; Bob Serrecco, magic; Joyce Atkins, sword ladder; Dick Atkins, door, and Tommy Butler, animals.

Mills Does Biz In Wapakoneta

WAPAKONETA, O., May 2.—Mills Bros. Circus, in a one-day stand on the Big Auglaize County Fairgrounds here Thursday (30) played to over a half-house at its matinee performance, but threatening weather held down attendance at night. Date was sponsored by the Lions Club.

As secretary of the local Chamber of Commerce, Harry Kahn, who also is secretary of the fair here, was the breakfast guest of Jack Mills in the cookhouse.

Dressing Room Gossip Appears on Page 50

PHONEMEN

Not 100, not 50

Just 6 men who can and will sell UPC and Program Advertising for a Lions' Club Hillbilly Jamboree. Solid season ahead. Pay daily.

CAMPAIGN DIRECTOR

Room 228, Colorado Hotel, Denver, Colo.

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WANTED

Boss Canvasman to handle 60 foot round top, 40 foot middle piece. Gimp Leg Kelly have good proposition for you. Contact. Can use Seat Butchers and working men for all departments.

FRANCO RICHARDS RING BROS.' CIRCUS

May 7, Rogersville, Tenn.; May 8, Gate City, Va.; May 9, Appalacia, Va.; May 11, Pound, Va.

ENLARGING SIDE SHOW

Want Working Acts, Musical Act, Hawaiian Team. Will consider small organized Colored Band with own transportation. Want Boss Canvasman capable handling 50 with two 30's. If you can't stay sober, don't come. State salary expected. Will buy Sword Box cheap for cash.

BILL ENGLISH, HUNT BROS.' CIRCUS

Broomall, Pa., May 6; Springfield, 7; Narbeth, 8; Norristown, 9.

PHONEMEN

Experienced Banners, U.P.C., Block Tickets. Call galore. Four weeks' work here. Strong civic auspice in Philadelphia proper. Mills Bros.' Circus. Season's work to producers. Call

MR. KING, Devonshire 3-7356

No collects Pay your own.

ALL SHOW MANAGERS

Interested in All-Lady Phone Crew, best in business on UPC Tickets and Banners. Neat appearance, create no heat. Every call a sale. All we ask is to keep us working. We are show people and know the business. Here this week with Lions Club, phone day or nite, 2161, Mrs.

ALICE WILSON

Crew Manager, Newton, Iowa.

PHONEMEN

Books, Tickets. Show sponsored by Vigo County Union Trades Council—20 locals. Police deal to follow.

W. WILHITE

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PHONEMEN

Youngstown and Canton, Ohio. Office ready to go. V.F.W. deal. Book and tickets. Collect and pay daily.

T. C. TERRELL

Phone: 6-7839, Youngstown, Ohio

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LOUISVILLE, KY., STAGE SHOW Legion and United Vets Pay Each Day TICKETS25% BOOK35% 2 Weeks' Work Phone Clay 8663. Ask for BOB.

PHONEMEN

Starting now our annual industrial and civil defense issue of the Labor Journal newspaper. Covering all of New Jersey. Work from tap cards from last year—all reloads. 35% paid daily.

MACK WITZER

704 Market Street Camden, New Jersey Emerson 5-5000

Anyone knowing the whereabouts of THOMAS P. CAREY JR.

also known as THOMAS EDWARD CAREY, and/or JOHN R. CAREY, sons of Thomas P. Carey, deceased, formerly of Brooklyn, New York, kindly communicate with Mackey & Tully, 47 Wall Street, New York 5, N. Y.

Under the Marquee

A retired circus performer, 52-year-old Charles (Curly) Brent, now living at Preston, Conn., with his wife and 11-year-old daughter, was subject of an interview in the Norwich (Conn.) Bulletin last Saturday (25). Brent, now running a successful chicken farm, was a former acrobat for Ringling Bros., Barnum & Bailey Circus for three years, performing a triple somersault, with a bag over his head, accompanied by two other acrobats, one, his brother.

John Ringling North is back in New York after a trip to Rochester, Minn., for a physical check-up at the Mayo clinic. He will be off for Europe on his annual talent hunting expedition about June 1. His brother, Henry, vice-president of the Big Show, was in New York for a short visit prior to the opening of the circus at Madison Square Garden. He has returned to Italy where he is in government service.

Norman Carroll, head of the Ringling radio-TV department, left New York Friday (1) for Boston to inaugurate the audio-video bally prior to the Big One's Boston Garden stand. Charles Schuler remains in New York to wind up details. Production co-ordinator Ralph Allan also left with Carroll for Boston. . . . Fred Bennett, assistant properties superintendent for the R-B circus, has temporarily taken on full responsibility for the prop department following the departure of boss prop-man Bob Reynolds last week for winter quarters in Sarasota, Fla.

Bill McGough, ticket superintendent of the Big One, will have his full staff of sellers on hand for the Boston stand. His men are not utilized in New York, as local sellers handle the chore during the Gotham stand. Several advance ticket sellers are already in the Hub to handle sales.

Charles Davitt and Joe and Wally Beach, Springfield, Mass., caught the recent Hartford, Conn., Shrine Circus and visited in clown alley with Herb Taylor, Roy Barrett, Rube Simonds, Hop Green, Bumpy Anthony, Ernie Wiswell, Dutch Lully and Florence.

Circus Fans James McKenna, Ernest Brunette and Fred Sherry participated in lobby promotion in Pawtucket, R. I., during the showing of the "Greatest Show on Earth" film. McKenna had his model circus on display while Brunette and Sherry, in clown costumes, distributed candy.

Cecil and Billie Eddington are with Diano Bros.' Circus, in clown alley. . . . Ted Sato, photographer with the Big One, recently had an unusual photo that he had taken used as a full-page in the New York Enquirer. The striking shot stopped one of the show's tigers just as it was jumping thru a ring encircled with electric bulbs. The picture is slated for heavy publicity use during the coming season.

Tommy Sales, acrobatic clown, who joined the Clyde Beatty Circus in Los Angeles April 1, is back in harness after being laid up in Georgia Street Receiving Hospital, Los Angeles, following injuries suffered April 12 during a performance. Sales, who was taking part in a burning house skit, injured his back in a jump from the roof when he missed a net held by fellow clowns.

Tige Hale caught the Florida State University circus at Tampa. . . . Hagan-Wallace is contracted for Sandusky, O., May 24. It will be the first tenter there for two years. . . . Capt. J. Hill, of Hamilton, Ont., who recently lost an arm as a result of an attack by one of his lions, is recuperating at Calgary, Alta. . . . Spencer A. Stine and family caught Hunt Bros. Circus at Landover Hills, Md., (18), and visited with Franco Byron, who has the concert.

George Hubler and Tommy Hanneford visited in Chicago this week. . . . John Sullivan, of the Ringling museum, Sarasota, reports the Sarasota Sailor Circus opened in Clearwater, Fla., Saturday (18). . . . Billy Dick and Bob Hagen caught the opening of Ring Bros. Circus at Robertsdale, Ala., and visited the Franco Richardses, the George Fosters,

Willie Rawls, Robert and Queenie Hall, Swede and Mabel Johnson, Lucky Davis and the Matt Lawrishes. . . . Smetona, wire act, fell while with Jerome Wilson's Gran Circo Americano in Puerto Rico and was out of the show a few days.

Happy Kellems met Betty Hutton at the Chicago airport Tuesday (28) in a tie-up press hit for Cole Bros.' Circus and the Hutton stage show. Later, Kellems returned to his hotel and surprised a burglar in his room. Craig Kurlander, 7-year-old grandson of Sam J. Levy, is clowning the show with Kellems and uses a duplicate of Kellems' make-up. . . . Another Cole tie-in had two show elephants appearing in downtown Chicago with Mary Hartline, of "Super Circus," for a Marine Club charity. . . . James Blair and J. H. McMurray, of the Puyallup, Wash., fair, caught the Cole show.

Capt. Bill Curtis is staying at his Cuevas, Miss., pecan farm this season. He gets down to Jack Adams' zoo frequently and says a number of show folks stop off to visit him at Cuevas often. Bill writes that the pecan crop was lost last fall because of dry weather. He tramped with Royal American Shows in 1952.

Ray Bickford, of the Circus Clown Club, advises that the CCC has volunteered to aid the United Cerebral Palsy Association in its annual fund drive.

Tom Hayes, groom with many of the big riding acts of the past, is working ring horse trappings with Ringling-Barnum. . . . Tommie Randolph, Gladewater, Tex., saw Capell Bros. at Bogata, Tex., Thursday (23). He arrived shortly after the Side Show top had blown down. There was no damage. . . . The Hugo (Okla.) Daily News carried a front page editorial entitled "Bon Voyage to Al G. Kelly & Miller Bros.' Circus" on the day the show opened there. . . . Kelly Miller is confined to his Hugo home by illness.

Bill Lange, of Los Angeles, reports two Dutch shows, Circus Strassburger and Circus Mikonie, are going to Sweden and Germany, while the German show Circus Athoff, is headed for Holland. Four other shows staying in Holland are Joseph Mullens, VanBever, Tosca and Boltini.

L. M. White, president of the Mexico (Mo.) Ledger, authored two circus features for his paper recently. One was about Fred Emmett Kelly. Coming up is a famed rider of the old days, who lived at Mexico.

Howard Suez, owner of Hagen Bros' Circus, was in Chicago this week. He caught the Cole show and visited with booking agents. Suez reported his show has had bad weather since opening.

Survivors of Mrs. Norma Davenport, who died in Chicago recently, include a daughter, Ella Davenport, with whom she made her home for 50 years; a son, George; a sister-in-law, Lulu Davenport, and a brother-in-law, Orrin Davenport.

Ray B. Dean, circus press man, handed press for the Shrine circus at Columbus, O., where the Orrin Davenport unit played. Dean counted 63 art hits in the papers, a two-page feature spread before opening, and good support from newspaper columnists and radio and TV stations. He's back in Milford Center, O., recuperating from a heavy cold. . . . Bill White, clown with Stevens and Terrell Jacobs, advises from Sheridan, Wyo., that he may go on the road late this month.

Charlie Bell, Ringling clown, judged the annual pet show at Rockaways' Playland, Queens, on Sunday (3). Bell has also made many radio and TV guest shots during the Big One's Madison Square Garden run.

Allen Lester, one of the Big One's tub-thumping press representatives, took a few hours off from his duties Friday (24) in New York to undergo an operation on his right wrist.

F. Beverly Kelley is in New York carrying on personal business after having closed with the road company of "Call Me Mad-

am." The former Ringling publicist has been out in front of a number of touring legit companies since concluding his stint with the Big Show.

Fan Don Howland visited in Chicago and looked in on the Atwell Club recently. . . . Sam Stratton is back in Hartford, Conn., after a long season as manager of Cornelia Otis Skinner's show.

Paul Van Pool, Joplin, Mo., fan, is making his regular spring junket to shows in the Southwest, catching Hagen Bros., Diano Bros., Kelly-Miller and Cole & Walters.

Little Bob Stevens has the concessions on Hagen Bros. . . . Roy Bumgarner, Hickory, N. C., caught the King-Cristiani show and reports big crowds. He visited with Lucio Cristiani.

Mrs. Norma Cristiani and her mother, Mrs. Eva Davenport, have returned to the King-Cristiani show after visiting several days on the Diano Bros.' show. . . . Ed Grady, Diano ticket superintendent, has been released from a hospital following an automobile accident at Gonzales, Tex., but still is recuperating. . . . The Shreveport (La.) Journal gave Diano Bros. two reviews, one for the show and one for the parade. . . . Jerome Wilson's Circo Americano has moved from Santurce, Puerto Rico, near San Juan, to Veja Baja. The Great Anthony is working again after being out a few days because of a fall. Mrs. Jerome Wilson and baby have returned to New Orleans.

Clowns at Cole Bros.' Circus, Chicago Stadium, are Joe Coyle, Jerry Bangs, Auggie Augstadt, Eddie Manette, Happy Kellems, Bill Alcott, Grover O'Day, Lew Christie, Wimpy, Percy Rademacher, Peewee Pette, Jack and Ruby Landrus, Roy and Joy Thomas, Lew Kish, Norman Atwell and Larry Benner. Clowns-Jack Klippel and Snell brothers were visitors. The Thomases' trailer was scorched when a store next to the parking area burned Monday (27). Trailerites were routed out at 3 a.m. to move their trailers. . . . Marvin L. Hulick, Sioux Falls, S. D., visited the Cole show.

Polack Bros.' Eastern unit scored well in Akron, despite a bus strike there. Kris Krenkel reports the show drew 36,000 people in six days at the Akron Armory. . . . Byron Gosh, who recently closed a 22-stand route for his All-American Indoor Circus, is setting another circus tour of auditoriums and arenas for October and is planning a rodeo for next spring. He recently joined the Knoxville Chamber of Commerce.

Ringling - Barnum contracting agents will be scouting for a new lot in Chicago. West Side site used last season for the first time will not be available for the circus or for the annual Italian Festival, which has used it for some time.

Mabel Stark's tiger-training career drew a five-column yarn and page of pictures in The Los Angeles Times recently. . . . Eddie Johnson has closed his season with the Ringling-Barnum press department. . . . Jack Lyon, Guelph, Ont., fan, reports things are booming in his neighborhood and showmen are hep to it. Both Ringling and King-Cristiani will make Guelph and near-by cities.

Acts with Hunt Bros.' Circus this season include the Conley Family, riders; Phil Wirth's horses; DeRiskie Troupe; the Stanleys; Powell's Dogs; Jean Hopkins, aerialist; the Case Duo; Eddie Hunt's family; Billy Barton cloud swing; Gayle DeRiskie, head-balancing traps; Hunt's Liberty horses and ponies, worked by Eddie Hunt and Lou Barton; seven elephants, worked by Roy Bush, and clowns Ray Sinclair, Paul Kaye, Bill Lancaster and Lem Keeler. Bob Mills has the band.

M. G. Gorrow, Appleton, Wis., caught the Ringling-Barnum show in New York. . . . William B. Horstman, of Cole Bros. and the Chicago Stadium, became a member of the Shrine at Chicago's Medinah Temple Friday (24). . . . Al G. Kelly & Miller Bros. plays Newport, Ark., May 2, and Diano Bros. comes in May 5.

WANTED AT ONCE

Colored Musicians, Freaks, Acts, Dancing Girls for Side Show. Also Double Drummer for Big Show Band. Contact Jack Koffron, Band Leader. Want Boss Canvasman for Side Show, inside Concession Agent. Contact Dave Fineman. Address

Hagan-Wallace Circus

As per route: Conneltsville, Pa., May 6; Frostburg, Md., 7; Chambersburg, 8; Hanover, 9; Sunbury, 11; Lewiston, 12; all Penna.

IT CAN BE SOLD

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WANTED

Boss Canvasman to handle 60' round top with 40' middle. Shorty Lynn, Sweaters McFarland, Les Garner, contact. Also can use good Cook for Cookhouse. Boss Prop Men and Seat Butchers needed. Dub Doogan, if you have not located, contact us as we can use room. Wire or come on as per route. May 5, Dandridge, Tenn.; May 6, Jefferson City, Tenn.; May 7, Rogersville, Tenn.; May 8, Gate City, Va.; May 9, Appalacia, Va.; May 11, Pound, Va.; May 12, Coeburn, Va.; May 13, St. Paul, Va.; May 14, Lebanon, Va.; May 15, Tazewell, Va.; May 16, Pocahontas, Va.

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BAILEY BROS.' CIRCUS

Raton, N. M., May 5; Trinidad, 6; Monte Vista, 7; Alamosa, 8; Walsenburg, 9.

PROMOTERS WANTED

Start Immediately Full Season's Work Clyde Beatty Circus Archie Gayer, Promotion Director 4977 Brewster Drive, Tazana, Calif. Telephone: Dickens 3-6404

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PHONEMEN

2 Ad Men, 2 Ticket Men. 2 deals—4 months' work. Jack Williams, Gene Lloyd, write. CHAIRMAN Room 4, 203 Eye Street, N. W. Washington 2, D. C. REpublic 7-5232. No Collects.

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Wire or phone where I can contact you at once. HHH B'ham. 2-3159 or 3-9236—Ext 510. 2008—8th Ave., So., Birmingham, Ala.

2 PHONE MEN

To work Labor Day—Established papers. Start May 15—Cards furnished, pay weekly, 35%. No drinks—no collect calls. Only two men working phones. Phone: 6-3711—Charleston, W. Va. P. O. Box 5063 Capitol Station.

LLOYD STOLTZ WANTS

For Grotto Circus at Springfield, Memorial Auditorium, May 26 and 27; one feature Thrill Act, also Acts of all types. State lowest price, all answers to GROTTO CIRCUS OFFICE 32 1/2 S. Fountain Ave., Springfield, O.

NAPPB to Revamp Dec. Meeting Program to Heighten Interest

NEW YORK, May 2.—Program plans for the December meeting of the National Association of Amusement Parks, Pools and Beaches were put in motion here this week by George A. Hamid, president; A. B. Gurtler, second vice-president and program chairman, and Arnold Gurtler Sr., a member of the finance committee and a past president.

The Gurtlers, operators of Elitch Gardens, Denver, are combining Association business with their annual spring visit to New York. A. B. Gurtler explained that it was his intention to create an exciting meeting format, the success of which might well form a pattern for many future sessions.

The big job, it was explained, is to get away from a monotony of presentation that often involved reports that were over the heads of the average delegate in the sense that the lessons offered were theoretical and not readily adaptable to other park operations.

Look to Experts

Elaborating on the plan, Hamid said that an effort would be made to have park operators send to Chicago key personnel actually responsible for the workings of departments or events of special interest to the conventioning parkmen. In this way, it was

pointed out, the experts themselves would have an opportunity to outline their specialties and, more important, be ready to answer any an all questions pertaining to their specific operations. This was not always possible in the past, it was said, since the reporting owner often had little knowledge of many of the all-important details in operational plans.

The reports will be kept brief and pithy, with Gurtler Jr. making suggestions on the material to be incorporated in talks after receiving advance copies. A special effort will be made to secure sectional and operational variety.

As an example of the type of operational lesson sought, Hamid said that an effort would be made to have George Whitney, operator of San Francisco's unique Cliff House, send to the convention a person qualified to outline the operation of a unique gift shop. This type of instruction might

well prove fruitful to many amusement parks in a position to set up such an operation since it promised individual sales measured in dollars rather than in cents, Hamid said.

Publicity and promotion, the working up of picnics and other similar, fundamental subjects will also have a place on the program as in the past, but an effort will be made to create new and more interesting presentations. Lessons that are easily adaptable for all other amusement parks will be sought.

In an effort to build attendance at the business meetings and the night pent-house sessions, valuable door prizes will be offered each day. Operators of major amusement centers will be asked to solicit their concessionaires for the contribution of a single, worthwhile prize. This should provide enough prizes to cover all of the business and fun sessions, Hamid said.

Elitch Adds Kid Zoo; Points to Big Season

Gurtler Visits N. Y. to Get Broadway Talent, Stage Vehicles for Playhouse

NEW YORK, May 2.—One of the additions at Elitch Gardens this year will be a farm-animal zoo for the kiddies, according to Arnold Gurtler Sr., head of the Denver funspot.

Gurtler, who is on a business trip here with his wife and son, Arnold Jr., said that the kid zoo is ready for the park's opening, Thursday (7), and that it consisted of meandering paths running thru an orchard, decorated with large plaques on which nursery rhymes appear, and where the corres-

ponding animals, such as the three little pigs, Mary's lamb, etc., are to be found.

Gurtler's prime purpose in visiting New York at this time is to obtain the necessary Broadway talent and stage vehicles to be presented at his Playhouse. His time here is filled attending all the Broadway productions and interviewing prospective talent. The job of getting top-notch plays, according to him, is a difficult one, inasmuch as representatives of the latest shows, whom he always seeks, are somewhat reticent about permitting him to present their productions with his resident company, until such time as the road show company has played Denver.

Visits

On the current trip, Gurtler has visited with Irving Rosenthal, Palisades (N. J.) Park, and George A. Hamid Sr. He also intends to visit parks in Philadelphia prior to his return to Denver, as well as Ed Carroll's Riverside Park, Agawam, Mass.

The business outlook for Denver is excellent, according to Gurtler, because of the population being extremely amusement-minded. His park does not let up on its constant advertising schedule and even inserts newspaper ads at yuletide. The relocation of federal agencies has brought many government workers to Denver, and with this situation on top of normal growth, Gurtler looks for a banner year.

WABD to Do Video Seg From Palisades

Show Will Emanate From Park for 13 Weeks, 8:30-9:30, Wednesday Nights

NEW YORK, May 2. — Irving Rosenthal, co-owner of Palisades (N. J.) Park, has jelled a deal again this year whereby WABD, local Du Mont TV outlet, will do a live one-hour evening network show from the park.

Titled "Straw Hatters," the show will emanate for 13 weeks from the park on Wednesday nights, beginning Wednesday (27). The time slot, 8:30-9:30 p.m., is one of the most valuable obtainable and is considered Class A time in television circles. On a 13-time rate,

each show would ordinarily cost \$2,145 locally for time alone, with additional costs involved for the remote pick-up. Rosenthal will plug the TV station via newspaper ads and car cards plus posters in the park.

The station will probably use talent from its various shows, using their personal appearances at the park to plug the respective shows of the name: involved. The show last year panned cameras around the park to good advantage and also showed the New York skyline to viewers from the park location atop the New Jersey cliff overlooking the city and Hudson River. The show is slated to run thru the end of August.

Remote Pick-up

The station will send camera crews, trucks and necessary equipment to the park for the pick-up, and the signal will be beamed to the Empire State Building and to the Du Mont headquarters in Manhattan for rebroadcasting.

Rosenthal, extremely promotion minded, also has a gimmick running in the Ringling circus program which offers moppets a \$1-value ticket for 25 cents and three bottle caps from Hoffman soft drinks. He also has made arrangements wherein the city's 12,000 taxicabs will sport stickers plugging the park and the police-sponsored orphans outing that will be held there in July.

Jersey Resort Ops to Meet At Wildwood

WILDWOOD, N. J., May 2.—Annual meeting of the New Jersey Resort Association will be held here May 18. Officers for the ensuing year will be elected. President George Smock II, mayor of Asbury Park, was nominated for re-election, and Mal Dodson, advertising and publicity director of Atlantic City, was the choice for secretary. William C. Hunt, head of the Hunt Amusement Enterprises here, was one of four nominated for vice-president.

Nominations for board of directors included Mayor Harry Steele, Wildwood; John J. Kay, public relations director of Wildwood; Mayor Howard E. Schiffer, Brant Beach; A. Paul King, Toms River; Albert B. Johnson, Atlantic City; George Zuckerman, Asbury Park, and Mayor Fred Chapman of Somers Point.

The Association gave approval of a proposal to advocate a new link in the State highway system to take care of traffic from Trenton-Morrisville to Fort Dix and thence to the seashore resorts along the Coast.

Endorsement of a campaign to induce the Highway Authority to start work on the proposed parkway from Paramus to Cape May City found favor with association members.

Louis A. Bruno Named Mgr. Of Ohio Spot

TOLEDO, May 2.—Louis A. Bruno has been appointed manager of Wilgus Enterprises at Russels Point, Indian Lake, near Bellefontaine, O.

He will be in charge of the Plaza Show Boat, Starlight Ballroom, Plaza Hotel, the boardwalk and other facilities at the resort.

Bruno, who was former manager of the Trianon ballroom in Toledo and manager last year of Joyland Park, Lexington, was manager of Wilgus' competitor, Sandy Beach Park, from 1942 to 1948.

Holyokers Buy Train

HOLYOKE, Mass., May 2.—Mountain Park Amusement Company here has added a kiddie train purchased from Miniature Train Company, of Rensselaer, Ind. Owners Dennis and John Collins ordered 2,400 feet of track for the new device. The "suburban" model has a capacity of 36.

the sand to become sticky. Other considerations were that officials wanted more space for refreshment service and the fact that after every flood the sand had to be replaced, which meant 33 carloads at a cost of \$12,000 to \$14,000. Space in the bath house formerly occupied by refreshment facilities will be devoted to additional lockers.

Lawn, Service Building for Coney's Pool

CINCINNATI, May 2.—Coney Island here is abandoning its white sand beach in connection with Sunlite Pool and is replacing it with a spacious terraced lawn, said Edward L. Schott, park president and general manager.

Beach chairs under colored umbrellas will be available on the lawn for bathers, said Schott. Also new will be a swanky refreshment building on the top terrace. It will be of California architecture and functionally suggestive of cabanas on Florida beaches. Available will be a soft drink counter, self-service counter and tables and chairs inside the building and on the terrace adequate for the accommodation of 800 persons. Now being constructed under the direction of Shirley Watkins, superintendent of maintenance, the building is expected to be ready for the May 16 opening of the swimming season.

Schott said the change was made because it was found that during hot weather bathers found the sand too hot. It was also found to be damaging to fabrics of women's swim suits. Another reason was that use of sun oil caused

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Factory built. Motors in good shape. Lost lease. \$1,500 for the lot. Will deliver for nominal fee.
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North Carolina Bans Pre-Dating of Fairs

Nix Carnival Dates 30 Days Prior to Regular Agricultural Fair Showings

RALEIGH, N. C., May 2.—A bill sponsored by the North Carolina Association of Agricultural Fairs and passed by the Legislature makes it unlawful for any touring outdoor organization, including carnivals, to play a date within 30 days of any regularly scheduled and advertised agricultural fair. A fine, imprisonment, or both, can be imposed upon violators at the discretion of the court.

The legislation was aimed at the many carnivals which flock to North Carolina during the fair season and set up promotional events on highways, often pre-dating regularly scheduled annuals. Recent legislation, also sponsored by the association, provides that events must qualify with the Department of Agricul-

ture in order to use the word "fair" in their title and advertising.

The bill also provides that nothing contained in the legislation "... shall prevent veterans' organizations and posts chartered by Congress or organized and operated on a State-wide or nation-wide basis from holding fairs or tobacco festivals on any dates which they may select if such fairs or festivals have heretofore been held as annual events."

Need Sheriff's Permit

That section of the bill, H. B. No. 935, pertaining to carnivals, reads: "Every person, firm or corporation engaged in the business of a carnival company or a show of like kind, including menageries, Merry-Go-Rounds, Ferris Wheels, riding devices and similar amusements and enterprises operated and conducted for profit, shall, prior to exhibiting in any county annually staging an agricultural fair, apply to the sheriff of the county in which the exhibit is to be held for a permit to exhibit. The sheriff of the county shall issue a permit without charge; provided, however, that no permit shall be issued if he shall find the requested exhibition date is less than 30 days prior to a regularly advertised agricultural fair and so in conflict with G. S. 105-39. Exhibition without a permit from the sheriff of the county in which the exhibition is to be held shall constitute a misdemeanor and shall be punished by a fine or imprisonment, or both, in the discretion of the court."

Norman Y. Chambliss, Rocky Mount, an association vice-president and spark-plug of the group's legislative committee, reports that he has been working on the passage of this bill for some three years. According to Chambliss, repeated warnings to operators, voiced each year at the annual meetings of the Association, did not achieve the desired results. The new law, it was pointed out, will make it possible for operators of bona fide fairs to secure full protection in the event that their fairs are about to be pre-dated.

Chambliss also reported that three additional North Carolina counties, making an estimated total of six, had recently passed laws banning carnivals. He laid the blame for this type of legislation squarely on that segment of the carnival industry which, he said, had failed to "clean up."

Calgary Keeps Heavy Horses

CALGARY, Alta., May 2.—The Calgary Exhibition and Stampede, Ltd., will retain heavy horses as part of the summer show and will construct an outside judging ring and bleacher accommodation for heavy horse exhibitors, according to Maurice E. Hartnett, manager.

Despite the reduction in heavy horse breeding, there is still a place for heavy horses at the exhibition and stampede, Hartnett contends. At Edmonton, Alta., the exhibition decided to divorce the heavy horse show from the summer fair and hold it in conjunction with the spring light horse show in Edmonton Gardens.

The Southern Alberta Pioneers and Old Timers' Association will build a memorial hall and meeting place at the exhibition grounds. The stampede board has offered a \$5,000 grant toward the building, which will be on a 25-year renewable lease basis. The board also will supervise the building and will be able to use it when it is not required by the old timers.

The Canadian government has approved the application of the exhibition for an extension of the spring race meet from 14 to 19 days so that it will take in the national Coronation Day holiday, June 2. More than 650 horses from all over Canada are expected to be entered.

48 N. Y. ANNUALS GROSS \$2,419,307

But \$2,416,780 in Costs Hold Average Net Profits to Meager 2 1/2%

NEW YORK, May 2.—New York State fairs are big business, but they operate on meager profits, according to a compilation of the 1952 season just released by the Department of Agriculture and Markets. The report shows that the 48 county and town fairs took in \$2,419,307 and paid out \$2,416,780, with an over-all profit of \$2,526.

The 48 fairs attracted 994,435 paid admissions, in addition to thousands who went in on passes. The department pointed out that a large majority of the agricultural fairs find it necessary to borrow money in order to meet their obligations before receiving the State-aid money as reimbursement for their premiums of up to \$10,000 for each society. A total of 33 fairs received the \$10,000 maximum premium reimbursement.

Fair disbursements indicate that they paid out more than \$436,000 on notes, second only to the premium payments of \$591,241. Also on the debit side of the ledgers was \$95,000 for permanent improvements, \$63,000 for repairs, \$50,000 for insurance premiums, \$123,000 for printing and advertising, \$343,000 for attractions and

several hundred thousands of dollars in wages for maintenance of grounds, policing, judging and selling and ticket taking.

Premium breakdowns paid to (Continued on page 62)



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Bexar County Coliseum, San Antonio, Texas, May 10-17
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For our
WINNEBAGO COUNTY FAIR
At Pecatonica, Illinois, to be held
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OKMULGEE COUNTY FREE FAIR
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WANTED RIDES For County Fair
Sept. 23, 24, 25, 26, Vinita, Okla.
Merry-Go-Round, Ferris Wheel, Kiddie Rides. Write
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Greensboro Revamps Track To Race Stock Cars Weekly

GREENSBORO, N. C., May 2.—First alterations to the track at the fairgrounds here since its construction 53 years ago are being made to permit weekly stock car races which will begin this month and continue thru the season.

Arrangements for operation of weekly race events at the new third-of-a-mile track were completed this week between Bill France, NASCAR president, and Clyde Kendall, manager of the Greensboro annual. The track is being revamped to provide a third-of-a-mile layout in place of the old half-mile track. A new turn in the circle has been formed to make it possible for spectators in the covered grandstand to view the entire course. The short track will eliminate the possible future presentation of big car races, a long-time feature at Greensboro.

New fencing is being erected for the protection of patrons, and part of the old race course has

been leveled and will be utilized for additional parking space. New bleacher seats for 1,000 persons will also be erected shortly to join one end of the grandstand.

France indicated that present plans call for racing events every Wednesday night.

GRESHAM NAMED HEAD

Hamid Office Expands Press Department to Aid Annuals

NEW YORK, May 2.—An expanded publicity-promotion department was set in motion this week by the George A. Hamid & Son agency. William Gresham, well-known author on outdoor show business activities, who also has an extensive background in the newspaper and magazine publishing fields, will head the department.

Hamid said that the hiring of Gresham will lead to the culmination of a plan long in the making to service better the buyers of outdoor attractions. The primary concern will be to service fairs, Hamid said, since these seasonal events often are inadequately staffed to sell properly and exploit their grandstand shows.

The need for publicizing outdoor attractions is greater now than ever before, Hamid said, because there are more competing endeavors vying for same potential patronage. It is the intention of his firm, he said, to furnish fairs buying talent thru his office with complete publicity kits, the proper use of which should result in a top-flight selling job. Gresham will personally handle the exploitation at as many fairs as possible. Hamid pointed out, however, that only a few could receive the personal service because of the large number of fairs squeezed into the comparatively brief season.

Gresham is the author of "Nightmare Alley," which was made into a movie, and "Limbo Tower." He has also authored a number of factual stories on outdoor show endeavors which have appeared in such publications as The Saturday Evening Post, Esquire, Redbook, True Life and Colliers. Many of these articles have been compiled in book form and will be published by Rhinehart in October. One of his most recent efforts, a story on Jack Kochman's Hell Drivers, is scheduled for True magazine.

Gresham will continue his writing activities, and much of this, as it has in the past, will probably have for its subject matter outdoor activities. As such, it will prove beneficial to the industry as a whole, Hamid said.

Hamid said that he was prompted to expand his publicity facilities because so many fairs did an inadequate job in selling the grandstand shows in which they had invested considerable money. A proper selling job could lead to full grandstands on nearly all occasions, he said, and this, in turn, would mean bigger earnings for fairs.

The Hamid office expects to furnish stories, photos, mats and radio copy readily adaptable to most locales and also special material as required.

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COLEMAN SCORES BONANZA PREEM

Initial Stand Tops 1952 by 40%; Top Season Earnings Predicted

MIDDLETOWN, Conn., May 2.—Coleman Bros. Shows got off on a bonanza pace as it started its 1953 season here, its winter quarters home. The earnings were big, with an over-all gain of some 40 per cent anticipated by tonight's closing, despite the fact that generally bad weather has prevailed throughout the run.

On the basis of his experience here, Owner Dick Coleman said that he was looking forward to an exceptionally good year. Actually, the Coleman organization last year, and for a number of years prior to 1952, has enjoyed lucrative business. Even equaling last season, which was not a record one, would be considered good. Surpassing it will set the earnings up among the show's record takes.

Shows, rides and concessions,

all got their share of the earnings, thus indicating no particular preference on the part of the public. The cool weather has obviously held the gate down on a number of nights, but per capita spending was such that the grosses were good all around. It is noteworthy that the rides were particularly well patronized in view of the cold.

Industry Booming

Coleman pointed to booming local economic conditions as the reason for the strong opening. Big plants, including airplane factories, are working full shifts and the worker's take-home pay is high. Conditions throughout Connecticut, where the show will spend the next few weeks, are good, and there is every reason to expect that grosses will continue high, he said.

The show has had to battle weather all the way. Several nights were nearly lost and on Sunday, with a matinee scheduled, the skies didn't clear until after noon. The crowds surged on to the lot then, however, and the grounds were jammed. At the end of four days Coleman estimated that the show had grossed as much as it did last year in 10 days.

The show is scheduled to be first in at many of its stands, and this advantage is expected to pay off. The show grounds here are owned by Coleman, and while he holds no such advantage in many other cities, he has been playing some dates for so many years that he has worked up special considerations.

The show is well equipped for its early dates, but Coleman said that other units would be added right along. Jack Faircloth has the Motordrome with four riders—two men and two girls—featured. Doc Jones has the Side Show and the Girl Show.

The show is carrying a free act, the Stardusters, aerialists, booked thru the Al Martin Agency, Boston.

Coleman said that demands of industry in his territory had created a labor shortage and that the movement of the show is dependent in part on the securing of extra help for the jumps.

Mann to Provide Rides At Taylor Springs, Ill.

TAYLOR SPRINGS, Ill., May 2.—Ivan Mann has been signed to provide the rides at the annual homecoming celebration here June 10-14, with August Vanessi, celebration manager, signing on behalf of the event. Tol Rasor, of the Boyle Woolfolk Agency, Chicago, was awarded the contract for acts.

VIONA PR MAN DEFENDS 'LIVE BABY' GIVEAWAY

PHILADELPHIA, May 2.—Harry Wilson, press agent for Vivona Bros.' Shows, currently playing suburban Leiperville, couldn't understand the excitement when the show offered to give away a "real live baby" at tonight's show.

He explained that the baby would be accompanied by adoption papers and would go to the holder of the lucky number, providing the winner agreed never to mistreat it, to give it the family name and to "believe it is my own flesh and blood."

Wilson was puzzled when law enforcement authorities and welfare officials protested. He pointed out that the show has already given away five such babies—with nobody complaining. To prove his point, he showed the protesters the baby—a squealing little pig.

Admission Tax Bill Amendment Sought by NSA

NEW YORK, May 2.—Phil Isser, president of the National Showmen's Association, wrote this week to Rep. Noah Mason in regard to the admissions tax bill (HR 157) introduced by Mason, asking that an amendment be made to provide relief for the outdoor amusement industry.

Isser asked that the bill, pertaining to the exemption of movie theaters from the federal admissions tax, be amended as follows: "Resolved: (1) That the outdoor-open-air-shows-amusements shall also be included in that bill (H.R. 157). (2) To exclude tax on tickets sold below the 60-cent price. (3) That while we would not object to a complete repeal of the amusement tax, we are not in favor to submit such resolution."

Isser pointed out in his letter that the suggested amendment was the result of a discussion at a regular meeting of the showmen's association and that it had been unanimously agreed upon at that time that such a request was to be made to Mason.

Vivona Opens At Leiperville To Strong Biz

LEIPERVILLE, Pa., May 2.—Vivona Bros.' Shows, which opened here Wednesday (22) for a 10-day stand, has enjoyed its best business of the season.

Weather was ideal and large crowds turned out. The free spending encountered here the first six days, if continued thru closing, could make this showing one of the outstanding still dates of the season, according to show officials. One of the biggest kiddie matinees ever enjoyed by the show also materialized here, with over 4,000 youngsters on the lot with plenty of money.

The advent of Daylight Saving Time helped bring out the Tuesday evening (28) crowds early for the sunset matinee promotion, and the show has had pleasing success with its promotions. Present plans call for three promoted days each week.

Hot Springs Sets Back Monument Unveiling

HOT SPRINGS, May 2.—Unveiling of a monument at the cemetery of the Hot Spring Showmen's Association here has been postponed until November, when ceremonies will be held the Sunday prior to the club's annual banquet. Postponement was caused by inability to obtain suitable stone in time for unveiling this spring.

RAIN CANCELS WOM D.C. BOW

63-M.P.H. Gale Tumbles Set-Up; Cox Returns as Publicity Director

WASHINGTON, May 2.—The elements gave the World of Mirth a hard time of it here this week as that organization got its season under way. A 63-mile-per-hour gale caused extensive damage to equipment on Sunday (26) as units were spotted ready for setting up. The scheduled opening on Thursday night (30) was washed out.

The Funhouse suffered the most damage in the wind storm when the wagon toppled on its side. Several house trailers were damaged, with the unit owned by Mr. and Mrs. Oscar Adams totally destroyed as it was flattered out and pushed into the Anacostia River, which borders the Benning Road show grounds. The roofs were ripped off a number of show wagons, and the Ferris Wheel front, which was one of the few units up in the air, was demolished.

The wind damage would have been much more extensive, show officials pointed out, if the rides and canvas had all been erected. As it was, only the units that offered a broad surface to the wind were hit badly.

To Expand Publicity

Frank Bergen, general manager, reported that Richmond Cox had rejoined the show as publicity director after an absence of several years, during which he served the Cetlin & Wilson Shows in a similar capacity. Increased activity in the publicity promotion fields is planned. Last season, Gerald Snellens, general representative, handled this work along with his other duties.

Bernard (Bucky) Allen, concession manager, has all of his equipment in top shape and ready

American Midway Pacts Two Texas Celebrations

PARIS, Tex., May 2.—The American Midway Shows have been awarded the midway contract for the second year at the Lindale Blackberry Festival, Lindale, Tex., June 4-6, and the Emancipation Celebration at Marshall, Tex., June 17-20. New to the organization's fair route this year will be the Reisel District Fair, July 15-18.

Rain Dilutes C&W Bow Date in Petersburg, Va.

PETERSBURG, Va., May 2.—Rain stymied the efforts of the Cetlin & Wilson Shows personnel to get off to a successful opening here Thursday night (30). Co-Owners Jack Wilson and Issy Cetlin had their crews go thru all the motions, and the front-gate ticket boxes were manned for a time in the hope that the rain would let up sufficiently for customers to be attracted. However, the storm continued and only a few hundred paid admissions were registered before the try had to be labeled a blank.

With good weather in prospect for the week-end, Wilson said that the date would turn out all right and, furthermore, that prospects for the season were especially good. With Fort Lee only a few miles from the show grounds on U. S. Route 1, and with two pay days set for the soldiers during the show's engagement here, the prospects of top earnings are good.

Predicts Best Opening

Wilson said that he was anticipating one of the best openings his organization has ever had here, its winter quarters home. There is plenty of money in the area, besides that stemming from Army pay rolls. People are once again anxious to get outdoors for their entertainment, and the C&W organization has the additional advantage of being the first outdoor offering, he said.

Strong gusts of wind earlier on opening day blew down several

front panels, but the damage to equipment was slight.

William B. Moore, concession manager, has the front end sparkling and ready for a prosperous season. The grounds here are somewhat cramped for the best presentation of all units, but the lot has the advantage of being located in town.

Raynell's novel use of chorus boys with the usual girl line has worked out well in rehearsals and gives promise of shaping into an unusual and popular attraction, Wilson said.

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Northern Expo Quarters' Work Outpaces Sked

WORTHING, S. D., May 2.—Mike Smith's Northern Exposition Shows work is well ahead of schedule, with the show set to open the middle of the month on the main street here under the auspices of the Odd Fellows. Lawrence LaLonde, general agent, said. Six major and six kid rides will be featured at the start of the season with three more devices to be added after July 4. The show is booked solid thru September 17.

Following the local date, Northern Exposition will move to Canton for three days on the streets and then into western South Dakota before going into North Dakota and Montana.

LaLonde added that a feature will be a back-end this year. Helen Golden's 10-in-1, Les Evans' Motordrome and a Snake Show, posing, wild life, mechanical and novelty shows have already been booked.

Office staff, in addition to Mike Smith, owner-manager, will include Mrs. Mike Smith, secretary-treasurer; Jess Trout, ride foreman; Bruce Smith, electrician, and LaLonde. Gil Tuve, former general agent, returns to the organization to head the bill car.

Recent visitors at winter quarters here include Claude Decker, Dave Kelly and Ellery Reynolds. Decker and Kelly will have several concessions on the show this season.

Strates Gets Weather, Top Biz in Wilmington

WILMINGTON, Del., May 2.—The weatherman generally was kind to the James E. Strates Shows which had a good week at suburban Price's Corner, closing Saturday (25) and moving to Philadelphia.

Poor unloading facilities at the Price's Corner lot made the show's arrival slow. Despite a cold Monday night following snow flurries, some 1,200 patrons came thru the gate. Tuesday was still cold but attendance picked up. Attendance

was good Wednesday night and big on Thursday, Friday and Saturday, with Friday night the peak and Saturday matinee attendance high. Shows, rides and concessions benefited from ideal weather the last three days.

Entertain Kids

Strates performers entertained about 200 youngsters in the auditorium of the Governor Bacon Health Center at near-by Delaware City Friday (24) afternoon. The program was headlined by Nate Eagle's Hollywood Midgets; Mickey, chimp from Leo Carell's Animal Circus; Melvin Burkhart, anatomical wonder, and the Indian sculptor, Felice. Host and hostesses for the children's party were Mr. and Mrs. William S. Rupert and Mrs. John Biggs.

Starr DeBelle, press agent, hit the Wilmington Sunday Star magazine with a big picture layout and story on Mickey the chimpanzee doing a newspaper stunt. The charity show at the Bacon Health Center hit the Wilmington Morning News and Journal-Every Evening for added publicity.

Keyman Readies Show at Sioux Falls

SIOUX FALLS, S. D., May 2.—Henry Keyman is organizing a new show to open here in the middle of May. Unit, which will carry a Merry-Go-Round, Ferris Wheel, Chairplane and two kid rides, will play in South Dakota, Minnesota, Iowa and Nebraska until Labor Day, after which it will be routed thru the South.

Midway Confab

Mrs. Louie E. Berger, wife of the assistant manager of the Amusement Company of America, is still in Augustana Hospital, Chicago, where she is being treated for virus pneumonia. . . . Sally Rand, after a week at the Rialto Theater, Chicago, went home to Glendora, Calif., to spend some time before leaving for Honolulu, where she will appear at the forthcoming 49th State Fair.

Mr. and Mrs. G. Howard Lovell, nearing completion of the last lap of a world tour, arrived in Los Angeles recently and have taken an apartment there for three months. They plan to visit with their family and friends while in the City of the Angels. They will return to their home in Manila in July via Honolulu, Tokyo and Hong Kong. Lovell is the son of L. D. King, former general agent, while his wife, the former Rosemary Loomis, is the niece of Doc and Clara Zeiger and daughter of Glenn and Jessie Loomis, of the California Shows.

William (Tex) Spencer, wrestler and Athletic Show manager, has been re-admitted to the Veterans Hospital, Indianapolis, for further treatment. He would like to read letters from friends. . . . Glenn E. Beal, who operates a sign service in Tempe, Ariz., is with Foley & Burk Shows, which opened last week at the fairgrounds, Santa Rosa, Calif. In addition to painting on the shows, Beal and his wife, Tanya, will operate their Single-O Show. . . . Rita Raye has signed with Metropolitan Shows for 1953. . . . R. J. Steinmetz, concessionaire and Side Show operator, was forced to postpone his opening with Nolan Amusement Company at Bainbridge, O., because of a throat infection. He is recovering at his home in Huron, O., and would like to read letters from friends. . . . Kasha, European exotic feature of Jack Gallupp's Club Continental Review on Penn Premier Shows, and Pat O'Day, comedian and emcee, appeared on a recent television show on WMAR while playing Baltimore.

Ethel T. Reitz spent a recent week-end in San Antonio with Mary Casey and Francis Leslie. She will not be on the road this year, having secured a position in a commissary for Peterson & Fell, Houston. . . . Prof. Willie J. Bernard reports that he and Mrs. Bernard are working as ticket sellers on the Playtime Shows.

BIG SEND-OFF

Garman Sunset Opens to Heavy Publicity Play

EXCELSIOR SPRINGS, Mo., May 2.—Ken Garman's Sunset Amusement Company Thursday (30) launched its season here, the org's home base, to the accompaniment of a powerful publicity play by The Daily Standard. Paper page-one'd a story about the opening and the show's route for the year and also ran a story on the Excelsior Springs Rotary Club, in which it was pointed out that Garman, a member of the Danville, Ill., Rotary Club, attended.

Biggest splash was inside the paper and consisted of a double-truck spread of which more than 14 columns were advertisements extending best wishes for a successful season. Advertisements included space by two banks, as well as show suppliers and other business establishments.

Rigid Sanitation Rules Passed by Macon

MACON, Ga., May 2.—The City council last week adopted an ordinance recommended by the health department, which imposes rigid sanitation requirements on carnivals, circuses, med shows and tent revival meetings. An okay by the health department is now required before consideration of licenses and permits. No house trailers will be permitted on lots.

Linda Lopez's Side Show and Girl Show opened the season recently at Great Bend, Kan., with the Central States Shows to good business. Bill Valdez is handling the front of the Girl Show. Side Show roster includes Jimmie Farmer, manager, knife thrower and sword swallower; Chester Rooney and Loyd Cunningham, tickets; Cowboy Charley, lecturer and magic; Ruby Renee, blade box and snakes; Sleepy Winn, alligator-skin boy, and Raymond Volt, iron tongue; Bonnie Bell, annex and front talker. In addition there are three performing monkeys and sacred birds of India. Arrival of a baby chimp, suffering from pneumonia, scored with the press in Great Bend when it was put under an oxygen tent.

Walter Anderson, who operated Anderson's Rides before fire (Continued on page 62)

Coney Island Tattoo Lady, Talker Wed

By UNO

NEW YORK, May 2.—A romance that began last summer on Coney Island, when Larry Rapp was a talker outside Dave Rosen's Palace of Wonders and sometimes lectured inside, where Jean Carroll, billed as the Tattooed Venus, was exhibiting, had its culmination Thursday (30) when Larry and Jean were married in Kingston, N. Y. A fitting climax was an engraved invitation to attend a reception that was held on the basement floor of Hubert's Museum, West 42d Street, Manhattan. The affair lasted from 11:15 p.m. to 4 a.m. Gifts came from many friends and relatives. Following a plentiful supply of eats and drinks, came dancing to the tunes played by phonograph records.

Among those taking part were Prince Julian, lecturer; Audry Durand or Renee Andree, bubble bath attraction in the Sid Show; Roy Heckler, flea circus operator; Archie Phelan, weight lifter; Benny Bernard, magician and Punch and Judy; Alex Lint-n, sword swallower; Little Margie, midget, and her manager, Frances Schmeisser; Princess Wago, snake dancer; Sailor White, Navy hercules; Edith Martin, vocal and musical mimic; Renee, Spanish dancer; Chief Wofoo, African exhibit; Max Shafer and Bill and Fred Snark, museum operators, and Jack Elkins, week-end lecturer.

Coney Contingent

From Coney Island came Mr. and Mrs. David Rosen with Rose Westlake or Fifi, the Sheep-Headed Girl, their newest freak, and Edith Purdin, their new inside lecturer. Also on hand were Albert-Alberta, former Hubert's headliner; Albert Ruldiger, midget, and Oscar Buchwald and Ike Denkberg, partners of Rapp in the monogrammed hats and photo concession.

This is Larry's second marital leap. His first was with late Babe Bennett, a featured burly soubret in her days by whom he had three children, Milton, Paul and Cecil. It is also the bride's second marriage. Her first husband was John Carson, another lecturer. This summer, the Tattooed Venus will again be one of the many attractions in the Palace of Wonders.

Ctibor Takes Out Arrowhead; Plans Minn., Wis. Tour

ST. CHARLES, Minn., May 2.—Leo Ctibor, owner of the W. & C. Show Printing Company, Winona, Minn., for the past 18 years and veteran kiddie ride operator and concessionaire, will head the Arrowhead Shows this season, he announced from local quarters this week. Work in quarters on the fairgrounds here is about completed and org will be ready for its opening in this city Thursday (7).

Ctibor said that the shows will play Minnesota and Wisconsin locations with 7 rides, 4 shows and about 30 concessions. Four major rides will be carried in conjunction with the Kiddieland, he announced.

19th Annual... Elks' Hellsdorado & Rodeo LAS VEGAS, NEV.

MAY 14-17, INCLUSIVE

100,000 Attendance—4 Big Days—Around the Clock Operation—Colorful Parades—Pageants—Gay Fiestas.

Carnival plays inside Elks' Village, only one block from Big Rodeo Grounds. NOW BOOKING SHOWS AND CONCESSIONS.

CRAFTS 20 BIG SHOWS, Inc.

7283 BELLAIRE AVE.

PHONE: POPular 5-0909

NORTH HOLLYWOOD, CALIF.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WANT: Hanky Panks, Basket Ball, Ball Games, Punks and Bottles, String Game, Novelties, Custard, Ice Cream. Any Hanky Pank. Wire will answer.

SHOWS: What have you? Wire will answer.

RIDE HELP: Second Men, Tilt, Wheel, Scooter.

If you are looking for the show that has the route and the finest of equipment in the business, then drive by and pay us a visit.

WE INVITE YOU TO VISIT INDIANA'S FINEST CARNIVAL

All replies to
W. R. GEREN

This week 10th and Wall Streets, Jeffersonville, Indiana; May 11th to 16th, Columbus, Indiana.

NEW

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

TOLEDO, OHIO ALL THIS WEEK, LANSING, MICH. COMMUNITY FAIR, MAY 11-16; JACKSON, MICH. TO FOLLOW.

WANTED

CONCESSIONS—Hanky Panks of all kinds.
SHOWS—Motordrome, Glass House, Monkey, Snake or any Grind Shows. Girl Shows booked.
HELP—Want Ride Help in all departments. Must drive. Very good salary and percentage if you qualify.
We feature a solid route of Michigan Celebrations and Fairs throughout the season.
Gene Rose wants professional Bobo and Hanky Pank Agents.

World of Mirth SHOWS

Largest Midway on Earth

WANT WANT WANT

TRAIN HELP

Al Moody wants Polers, Train Hands. Can also use generally useful Help in all departments.

FOR SALE

Hi Ball and C-Cruise. Also two giant Searchlights. Reason for selling, have four. All equipment in good condition. Circus Top in A-1 shape, 80 by 170.

Want to hear from FRANK ALLEN and EDDIE DYER.
Zeke Shumway wants Lady and Men Fancy and Trick Riders. Salary \$100.00 a week, guaranteed by office.

All replies to FRANK BERGEN, general manager, WORLD OF MIRTH SHOWS, Wilmington, Del.

NORTHERN EXPOSITION SHOWS

LAST CALL—OPENING WORTHING, SOUTH DAKOTA, MAY 12—LAST CALL

THE NORTHWEST'S FINEST ROUTE. SANISH, N. D., 4TH OF JULY; WOLF POINT WILD HORSE STAMPEDE; ENTIRE MONTANA "B" & "C" CIRCUIT OF FAIRS. SPRING STREET CELEBRATIONS SECOND TO NONE. 23 FAIRS AND CELEBRATIONS.

WANT—Ride Help who can drive. Must be sober and reliable. Best of equipment, treatment and wages.

WANT—Can place a few more Hanky Panks. Must be well framed and flashed. We book only one of a kind. Bill Shelford wants Cookhouse Help for new cookhouse. Dave Kelly wants to buy Rat Wheel. Can place clean sober Agents for office-operated Hanky Panks.

WANT—Well-framed Grind Shows that cater to family trade. Want Operator for Single-O Posing Show. We have new equipment.

MIKE SMITH, Owner, Worthing, South Dakota. Phone 2691

W.G. WADE SHOWS

Now Contracting
RIDES • SHOWS
• **CONCESSIONS** •
For our 1953 Season

G. P. O. Box 1488
Detroit 31, Michigan

Traveling Units Face Top Problem As Working Help Shortage Grows

NEW YORK, May 2.—An acute shortage of knowledgeable help that may well result in the curtailed movement of some shows is already of prime concern to carnival operators this season.

Reports filtering in from the South, where the first of the traveling organizations got under way, and the North, where a number of shows are now in operation, are identical. Help is scarce and prospects of filling the ranks of the ride operators and working men are bleak.

While the scarcity of good help has been a problem ever since the war when booming industry laid claim to all of the nation's able bodied workers, the early concern with help shortages being voiced this season by owners and managers indicates that the problem may be expanding at an unforeseen rate.

Silver Lining

The demands of industry are increasing, and outdoor show

business cannot hope to compete with the industrial labor markets in terms of either hours or wages. But, as always, there is a silver lining to the cloud that swallows the workingmen. As long as general employment remains at high levels, then the large mass of prospective patrons will have money and the outdoor brethren will have the opportunity of playing to a flush public.

A particular shortage of capable ride foremen and second men exists. The good ride foreman must be well equipped with mechanical and supervisory knowledge, qualifications which make him ideal material for literally hundreds of high-paying industrial jobs.

Besides the best salaries ever offered, capable ride foremen today are being paid a percentage of the gross. The bonus payment is timed for the end of the season. Without such insurance, the market for help would turn into an auction and undoubtedly lead at times, and in desperation, to figures beyond the earning capacity of the units in need of management.

Few Newcomers

The old guard among foremen has been hanging on for many years, and newcomers are relatively few. Of the latter, many owners complain that work competency is often overcome by unreliability, and, they add, they are powerless to institute any stringent disciplinary measures.

The key to many operations today is the ability to secure extra help in the towns played. Costs for the part-time help have risen. Cumulatively, they sometimes represent a sizable portion of the operating costs. As such, the extra help dollar represents only a fraction of the production the same dollar gets in the employment of regular help.

While most shows can generally count on getting out of winter quarters with a sizable crew made up of workers lured by regular meals, this did not seem to hold true this year as many units started off with skeleton crews. Even starting out at good strength offers no assurance of continuing without help problems. Generally, a week or two is needed for the 40-milers to draw what they can and to take off in search of less muscle-straining chores. The first wet teardown is enough to separate the men from the boys.

Truck Units Hit

The truck units still seem to be the hardest hit. Men capable of guiding the heavy-rated tractor trailer units today can almost all find good driving jobs without pushing the big trucks for carnivals and, when they get thru with their runs, helping to set up or tear down the canvas and pig iron.

This has been a particular problem for the mobile unit operators and one of the important reasons for the Lawrence Greater Shows switching to rail transportation this year under the Metropolitan Shows banner. By and large, rail shows do seem to have the best of it insofar as transportation help is concerned. They can move with

a good trainmaster and a few polers and chalers, while a motorized unit with some 30 vehicles has to find as many expert drivers

On still dates, the carnivals still have some 42 hours to get it down, make their jumps and get it up. With many kids' days scheduled for Mondays at fairs, they have some 10 hours less to work in. But the fairs are still a long way off, and the hope is that the help situation will be eased somewhat by then, when the biggest grosses are in the offing.

HELPING HAND

Johnny Keefe Aids Storm-Hit Stephens Org

MACON, Ga., May 2.—An outstanding example of tradition in the carnival business came to light last week while Johnny Keefe's Capitol City Shows were playing near-by Warner Robins, site of an Air Force base.

C. A. Stephens Shows, playing Montezuma, suffered heavy storm damage and faced the prospect of playing Newnan without a Ferris Wheel. Keefe, who had two Ferris Wheels, quickly communicated with Stephens and loaned him one of the wheels.

This happened just a week after an intense billing battle over the Warner Robins date, the Stephens' org having played the spot a week ahead of Capitol City Shows.

Stephens, playing under Lions Club auspices, reported a fair week, but Keefe, playing under the School Boy Patrol, stretched his date to a second week to catch the big payday and he reported disappointing results. Bill Franks, former show owner now operating a drive-in and motel at Warner Robins, helped promote the spot for Keefe. While the date was not a loser, rain and cold held the crowds down.

Gale Does 10G Damage to R-C

COLUMBUS, G., May 2.—Royal Crown Shows, owned and operated by Dolly Young, sustained an estimated \$10,000 damage to equipment when they were hit by a 66-mile-an-hour gale at 4 a.m., here Wednesday (29). The big blow, which started about midnight Tuesday (28), laid low and demolished the new Girl Show top, Mrs. Young said.

Also in the path of the gale were the Funhouse and Glass House, which were overturned and all panels demolished. Storm also inflicted some damage to the new front entrance and Kiddie Auto Rides.

Mrs. Young said that none of the loss was covered by insurance. She said, however, that reconstruction work on the damaged equipment would begin immediately.

FOR SALE
2 MINIATURE TRAINS

One Electric, one Gasoline, or will trade for other Kid Rides. What have you? State space required. On account of operating two Units, can place several stock concessions including Peanuts, Popcorn, Snow Balls, Candy Apples, Cotton Candy. Want Ride Help in all departments. No tear downs. All address

JOHN B. DAVIS
Long Beach Resort, Panama City, Fla.

MAY 27 TO 30, EDMBURG, PA.
FIREMEN'S ANNUAL MEMORIAL DAY CELEBRATION

Want all kind legitimate Concessions, one of kind only. Parade and special events. Rides already booked. Grove City to follow. Write or wire

GEO. LOCKHART
Lowellville, Ohio

SOL ROSENFELD
WANTS AGENTS

For Six Cats, Buckets and Hanky Panks.

NOTICE—FOR SALE
New Flat Ride, also truck to haul; best offer, or will trade for Custard on truck. Can be seen Ashland, Ky., till May 9, c/o Drew Shows; then as per route.

1950 Chevrolet Tractors

Model 5100, 2-speed rears, vacuum brakes, 825-20 tires. Mechanically perfect. \$750 full price.

JOHNNY CANOLE
Altoona, Pa. Phone 9347.

WANT

Reliable operators for all rides. Long season.

MILLER AMUSEMENT ENTERPRISES
LaGrange, Ill.

FOR SALE

Hand Carved Mechanical Circus. Most complete reproduction of 3 ring circus ever built. Band Street Parade, Menagerie, completely mounted on special built 1½ ton Dodge. Ready for exhibition inside or outside. Fast money maker. Cost \$10,000, sacrifice \$3500.00 or trade for kid rides. **F. ALLEN**
1400 Brewerton Road, Syracuse 6, N. Y. Phone 54-3000

Pea Pool Dealer Wanted

Blakie Adams call me between eight and ten p.m., 33616, Mobile, Ala.

FRANK W. PEPPERS

WANTED
HIGH CLASS PRESS AGENT

Must be able to handle Kiddie Matinee Promotions.

CAVALCADE OF AMUSEMENTS
Decatur, Ala., This Week;
Evansville, Ind., Next Week

REWARD PAID

for address of
ROXIE LEE HENDY
and
BOB HENDY

Wire or Write **ART LEWIS**
Virginian Hotel, Lynchburg, Va.

CARNIVAL WANTED

WHITEFISH GOLDEN ANNIVERSARY AND GALA DAYS
July 23-24-25
A. F. EVEY, Chairman
Whitefish, Mont.

MAD CODY FLEMING SHOWS

Want Ride Help, Concession Agents, Show Grinders. For Sale—Major Rides. Long Range Gallery on Truck. Can be booked on Show. Will sell Short Range High Striker.

Address Jesup, Ga., This Week;
Waycross, May 11 to 16

TIVOLI EXPOSITION SHOWS

HELP WANTED
Second Men on all Rides. Foreman to take over Caterpillar Ride. All Ride Men must drive trucks. Contact
TIVOLI EXPOSITION SHOWS
Kansas City, Kansas, this week; then as per route.
P.S.: Fay Lutz wants Reader for Mitt Camp.

RIDE MEN WANTED

Must have drivers' licenses. Top salary. Also want Concession Agents.

BILL GULLETTE
Imperial Shows, Fairbury, Ill., May 7-9;
Beardstown, Ill., 11-16.

WANT

Manager and Caller for large up-to-date Bingo to join on wire. Will give attractive proposition if you can produce. Also want Counterman on Bingo to join on wire.

INTERSTATE SHOWS
Lawrenceburg, Tenn.

TRAILER FOR SALE

22' long, tandem axles, Trail True dolly, 4-wheel electric brakes, complete with custard, popcorn and peanut machines, with stainless steel insides and sink. Serve from all four sides, with screens. Price \$12,000.00 and terms are cash.

BARTONE'S TRAILERS
1228 E. 26th St. Erie, Pa.

JOHNNY DAVENPORT
WANTS AGENTS

For Swinger, Buckets and Six-Cats.

Address:
Care Schafer's Just for Fun Shows
Madison, Ill., this week; then East St. Louis, Illinois.

BOBBY HAYNES

Can place Motordrome Help for Cavalcade of Amusements. Trick Riders, \$100.00 weekly; Straight Riders, \$75.00 weekly; Girl Riders, \$100.00 weekly. Salaries paid out of office. Joe Farris and Bill Slea, contact immediately. Address: Decatur, Ala., this week. P.S.: Will buy two Wall Machines.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Want **RIDE FOREMAN**, limited openings. Top salaries, long season—twelve fairs—percentage and bonus to those with proven record.

CONCESSIONS: Legitimate concessions—Hanky Panks.

SHOWS: What have you to offer? Opening for good **ARCADE**. Honey Lee Walker can place girls for Revue and Posing shows. Neat-appearing, business-like advance agent wanted. George Leonard-wire. ALL address

ART LEWIS, General Manager, Virginia Hotel, Lynchburg, Va.

GENERAL SUPERINTENDENT WANTED—one who knows equipment and can lay out lot.

BARNEY TASSELL UNIT SHOWS

WANT FOR IN AND AROUND WASHINGTON, D. C., ALL SUMMER.

Hanky Pank Concessions—Pitch-Till-You-Win, Balloon Darts, Fish and Duck Ponds, Short and Long Range Galleries, Photos, Seals and Age, Hi-Striker, Coke Bottle, Ball Games, Slum Spindle, Jewelry, Hoop-La, String Game. Can place Kiddie Ride. Can also place First and Second Men on Wheel, Tilt-a-Whirl, Merry-Go-Round, Rolloplane and Spitfire. Must drive semi trailers.

Wire after Wednesday, Western Union, Raleigh, N. C.

LAST CALL
KLENKE AMUSEMENT
OPENING MT. VERNON, OHIO, MAY 11-16.

CONCESSIONS—All Hanky Panks, Ball Games, Seale, Age, Jewelry, Duck Pond, Fish Pond, Photo, Balloon Dart, etc. **SHOWS**—Mechanical Monkey or any show of merit. Gorilla Mike and Sammy Lewis, come on. **HELP**—Foremen and Second Men on all Rides. No drunks or chasers tolerated. Top salary for those who qualify. Can use wives on Concessions. All men who worked for me before contact. Cliff and Ada, please contact. Want Agents for Concessions. Bud Steve, Slick and Levi Whitecomb, come on. Concessions contact **FRANK GRIFFITH**, Gen. Mgr., Ride Help contact **KENNETH KLAUITTER** (Kingston, Ohio, May 18-23); Wellston, Ohio, to follow.

BINGO HELP WANTED

Bingo Callers, Countermen. Jack Martinus come on. Contact

DANNY DORSO
O. C. BUCK MODEL SHOWS
Philadelphia, Penn., This Week.

CARNIVAL TEAR DOWN POWER UNIT

FOR SALE to operator making reasonable offer. Gasoline driven unit producing 1750 watts from two generators, 12.5 KVA and 5 KVA in GMC low mileage, self-propelled, Yellow Coach chassis, formerly a Health Exhibit. Enclosed body has large room for management quarters. Inspection invited. **KINGHAM TRAILER SALES**, 607 W. Gen. Robinson St., Pittsburgh 12, Pa.

Royal Midwest Shows

Want Long and Short Range Gallery, Photos and Stock Concessions. Address:

ROXIE HARRIS
ROYAL MIDWEST SHOWS
Austin, Ind., this week; Seymour, Ind., next week.

LION DROME
FOR SALE

Booked in Palisades Park, across river from New York. Location good indefinitely. Lions that ride in autos around wall. Motorcycles, new top, finest equipment in the world. **WILL SACRIFICE**. Information given to reliable parties only. Now in operation. Will also teach new riders.

Contact
EARL PURTLE
1041 Briarway, Palisades, New Jersey

WANTED

For College Park, Georgia, May 11-16, sponsored by Colored YMCA. 20,000 to draw from.

Concessions—Hanky Panks only. String Game, Short Range, Mug Outfit, Hoop-La, Clothes Pin, Coke Bottle, or What have you? Shows—Walk Through, Wild Life, Big Snake. We carry 4 Rides. Could use Ride Help. All reply to

H & M SHOW
Lithonia, Ga., week of May 4; then the big one.
WILLIAM MYERS **JOLLY JAILLET**

WANT SPECIAL AGENT

Capable of handling contracting and publicity and help with Kids Matinees. Good proposition for man who qualifies.

ART LEWIS, Gen'l Mgr.
MARKS SHOWS
Lynchburg, Va.

A. L. (MAC) MARTIN
WANTS GIRLS FOR GIRL SHOW

Mac, please answer or come on home.

Care Cavalcade of Amusements, Decatur, Ala., this week.

DIAMOND JUBILEE

Tremont Fire Co. No. 1
Tremont, Schuylkill County, Pa.

Want Concessions of all kinds and worth-while Shows, June 29 to July 4, inclusive. Contact

AL KUTZER
Tremont, Pa.

KIDDIE RIDES
AT YOUR OWN PRICE

Boat Ride, steel tank, four boats, capacity 14; Chair Swing, capacity 8; Two-Wheel Trailer for hauling boats. Due to domestic trouble, no reasonable offer refused.

W. T. FAY
334 Grand Ave. East Alton, Ill.

RIDE FOREMAN

Wheel, Merry-Go-Round, Screwball. Top wages to sober, reliable help. Best working conditions in these parts.

A. J. SUNNY AMUSEMENTS
3006 E. 130 St. Cleveland 20, Ohio
WA 1-4679

Concessions Wanted

HYMERA, INDIANA
Old Soldiers' Reunion
July 9-10-11.
Address:
CHARLES R. DAVIS, Hymera, Ind.

FOR SALE

One Buda KJ6-75 KW three phase Electric Light Plant on skids. Motor just had complete check. Will sacrifice F.O.B. Pensacola, as is, where is, first \$1250.00, cash takes it.

PENSACOLA MOTOR SPEEDWAY
Pensacola, Florida.

8 PASSENGER
KIDDIE CAR RIDE

CARL UTTER
Box 475, Adena, Ohio

WANTED

Ride Help for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Rock-o-Plane. **TOP SALARY—MUST BE SOBER AND RELIABLE.**

DELGARIAN AMUSEMENT CO.
2303 N. Melvina Chicago 39, Ill.

NORTH HAVEN FAIR

Connecticut's Fastest Growing Fair
Day and Evenings Sept. 10th thru 13th, I would like to book Fun House, Animal Show, Freak Show or any other clean legitimate show. Please write to

NORVIN STEPHENS
6 Bishop Street North Haven, Conn.

MSA Sets Up Temp Offices

MIAMI, May 2. — The Miami Showmen's Association, which has been located at 236 West Flagler Street for the past 10 years, has vacated its quarters there and has placed the furniture and equipment in storage, pending completion of the new clubrooms.

Temporary offices have been set up at the Silver Court Trailer Park, 3170 S. W. Eighth Street. Dutch Holtzman, former showman and owner of the trailer park, has donated space to the organization for the temporary offices, with a resultant summer rent saving of \$1,000 for the club.

Cliff Wilson, building committee chairman, reports that a survey of the new clubroom location, by engineers, discovered a muck base, which will necessitate a much stronger foundation than originally planned.

Ray Williams Shows

WANT FOR

LIMA, OHIO, WITH SPRINGFIELD TO FOLLOW

SHOWS:

Will book any outstanding Show or Back End Attraction capable of making money in these industrial towns, where unemployment is nil. Where everyone is working. Good proposition to Minstrel Show.

CONCESSIONS:

Hanky Panks, Mug outfit, Short Range, Cork Gallery, Guess Your Age, Scales, Novelties, Cigarette Pitch, some PC if you have Hankys.

RIDES:

Will book Spitfire, Tilt, Dark Ride. Earl Kelly wants Slum Skillo Agents and one Wheel Man. Charlie Miles, answer. Red Burton wants Agents for Peek Stores. Cat Rack and Hanky Panks, also Men to up and down concessions. Duffy wants Bucket Agent and Pitch-Til-U-Win Agent.

RIDE HELP:

Charles Dee, Geo. Dobbins, Charlie, Mike and Johnny and Ray Meade, get in touch with Ray Higgins.

All replies to Marion, Ohio, this week

EARL KELLY
BUSINESS MANAGER

BUCK DENBY
LEGAL ADJUSTOR

RAY WILLIAMS
OWNER

C.S. PECK presents **KEY CITY SHOWS**

SHOW OPENS MAY 18TH—on streets at SHELDON, Ill.
We Hold Contracts for 12 other Celebrations and 8 Fairs

WANTED—Ride Foremen for Merry-Go-Round, Octopus and Chair-o-Plane. Also Second Men for all rides; if you are a good second man we will make a ride foreman out of you. Must drive semi. Top wages paid each week, no hold back. Come on now, wages start as soon as you get here.

CONCESSIONS—Will book Scale, Coke Bottle, High Striker, Cork Gallery, or what have you. NO 6-CAT, NO P. C.—NO FLATS—NO GYPSIES. Clarence Cave call me. Quarters at Peotone, Illinois, Fair Grounds.

Wire or write C. S. PECK, 495 S. Yates, Kankakee, Ill.

SHOW

T-E-N-T-S

Concession—Circus—Carnival

AMERICAN TENT & AWNING CORP.

132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

ATTENTION ALL MEMBERS MIAMI SHOWMEN'S ASSOCIATION

Until the new clubhouse is completed, the temporary address of the Club will be

3170 S. W. 8th Street Miami, Florida

20th century shows

WANT FOR GOOD STILL ROUTE AND 18 FAIRS

CONCESSIONS: Good opportunity for Short Range. Will book a few more legitimate concessions. RIDES: Will book Fly-o-Plane or Rock-o-Plane, Live Pony ride. (W. F. COOK, contact). SHOWS: Want Fun House, Monkey Show (have new top and front). RIDE HELP: Want Roll-o-Plane Foreman and Second Men who drive. Contact: **E. D. McCRARY, MGR.** Alton, Ill., this Week; Columbia, Mo., Next Week.

MACK HOGE & EARL LIVINGSTON

WANTS FOR TENNESSEE VALLEY SHOWS

Count Store and Skillo Agents. Hanky Panks all open. Will lease or buy Merry-Go-Round. All replies

MACK HOGE
Livingston, Tenn.

FITZIE BROWN & AL WALLACE Shows

SHOWS: Want Girl Show Operator, with flash. Have complete outfit. (Frankie Pazzano, if not connected come on). Homer Lee and George Dennis can place one Blues Singer for "New Orleans Hep Cats."

HELP: Can place Foremen for Tilt-A-Whirl and Ferris Wheel.

CONCESSIONS: All Concession open, come on, will place you. Especially want Glass Pitch, and Guess Your Age and Weight.

Address: Elizabethton, Tenn., this week; Kingsport, Tenn., next week.

Glass City Shows & Anderson Amusement

Open May 15 at Willard, Ohio; May 27 to 30, Defiance, Ohio; June 3 to 6, McClure, Ohio; June 12 to 14, Holland, Ohio; (Strawberry Festival), June 15 to July 5; the Biggest Celebration of Northwestern Ohio—Ohio Sesquicentennial Celebration at Toledo.

Can place Hanky Panks now. Committeemen have weeks open with Second Unit for July, August and September. Can place Rides not conflicting.

GERALD R. ANDERSON, Mgr.
1488 South Ave. Toledo 9, Ohio

PENGUIN BIRD SHOW, \$2,500.00

Complete on '47 Dodge, 28-foot semi, with living quarters for two. Includes Willie the Penguin and Oscar the giant South American tame Condor with a wing spread of nine feet. Both alive. Also three "dead" items—"sea monster" fish, Jap atomic mummy and wax communist warrior figure. Ideal show for couple or extra show for wife to operate. Reason for selling: I have three units—no help. Pete Collendar, come and get it!

HUGHES PENGUIN SHOW
This week, Bill Geren's Hoosier State Shows, downtown, Jeffersonville, Ind.

GROVES GREATER SHOW

VINTON, LA., THIS WEEK; DEQUINCY, NEXT

Want Booking Agent who knows Louisiana. CONCESSIONS—Hanky Panks of all kinds, Cookhouse, Grab, Pronto Pup, Foot-Long Hot Dog, Popcorn, Lead Gallery, Long and Short Range, Coke Bottle, Six Cat that work for stock, Nickle Pitch, Diggers, Bingo, Ball Game, Agent for office-owned Penny Pitch. Bill Kirshman, Johnnie Saunders, Red Stanton. All parties with us please contact. RIDE HELP—Foreman and Second Men on all rides must drive semi, will book Pony Cart and Live Ponies. SHOWS—With own outfit, Snake, (Curly Mirothy waiting on you), Monkey, 10-in-1, Fat Show, Motor Drome, Unborn.

ALL REPLIES: ED GROVES
LAKE CHARLES, LA. PHONE 69166

WANT FOREMAN

For Merry-Go-Round and Ferris Wheel, top wages. John Leatherman contact me at once. For sale DC Light Plants on Wheels, 16½ KW, \$500 each; Hercules Engines with GE Generators.

MIKE PRUDENT
PRUDENT'S AMUSEMENT SHOWS
124 CEDAR AVE. PATCHOGUE, N. Y.

FOR SALE LONG RANGE GALLERY

Mounted on 1947 Dodge 1½-Ton Truck. 4 good Guns and some Shells. Truck and Gallery in good shape. Reason for selling, death in family. Can be seen 1 mile east of Waynesville, Mo., Highway 66, next to Park and Eat Drive-in. MRS. PAT BROWN, Box 737, Waynesville, Mo.

GIRLS AND ALL SHOW PERSONNEL, ATTENTION HONEY LEE WALKER WANTS

Dancers, Comics, Strips, Etc. Capable Canvasmen and Ticket Sellers for two big Shows. Good salaries every week or nightly bonus at end of season. Tickets if I know you. Wire, Write or come on.

HONEY LEE WALKER care John Marks Shows
LYNCHBURG, VIRGINIA

Wanted—KEYSTONE EXPOSITION SHOWS—Wanted

THIS WEEK, JONESVILLE, S. C.; THEN COWPENS, S. C., MAY 11 THRU MAY 16

This carnival is playing all mill towns, with pay day every week. No blanks whatsoever

WANT CONCESSIONS—Glass Pitch, Bowling Alley, Fish Pond, Balloon Dart, Jewelry, Coke Bottle, Bumper, Country Store, Six Cats, Hi Striker, (good proposition for Bingo), String Game, Candy Floss, Custard, Penny Arcade, or any other kind of concessions that works for stock. Will book Rides not conflicting, with low percentage for the rest of the season. Want Second Men on all rides who can drive trucks. Office wants Stock Store Agents and P.C. Dealers.

Write or wire **KEYSTONE EXPOSITION SHOWS**
COWPENS, S. C., MAY 4-9; JONESVILLE, S. C., 11-16.
P.S. Due to disappointment will book small Grab Stand.

HELP WANTED

Men for 3 Kiddie Rides, two Men to up and down Concessions. Salary and bonus. Extra if you work Concession.

Contact **HARRY J. KAHN**
NEW ENGLAND AMUSEMENT CO.
Athol, Mass., till May 9th; Williamansett, Mass., follows.

MOTOR STATE SHOWS

WANT WANT WANT

For city Swimming Pool Festival—City Park—Chesaning, May 5-12. Hanky Panks of all type. Second Men on all rides. Man for Monkey and Snake Show.

JOE FREDERICK, Owner-Mgr.
Rochester, Mich., this week; Chesaning, Mich., follows.

THOMAS JOYLAND SHOWS

WANT WANT

Long Range, French Fries, Bumper, Heart Pitch, Hoop-La, Hucky Buck, Novelties, Hats, Custard, Penny Arcade, String Game and Hanky Panks. Harry Weisbond wants Help for Popcorn. Will also book Wild Life and 10-in-1. (Street Family Midgets, wire; very good proposition.)

Address: **L. I. THOMAS, Mgr., per route**

WANT

Capable Reader for Mitt Camp. Long season.

RACHEL LILLY
World of Mirth Shows, Washington, D. C., this week; then as per route.

KLEIN AMUSEMENT COMPANY

Sioux Falls, South Dakota

SIX NEW RIDES—20 CONCESSIONS—2 SHOWS

THREE STREET CELEBRATIONS A WEEK. BOOK ONLY ONE OF A KIND

CONCESSIONS—Can place three—write and tell us what you have.

SHOWS—Want Fun, Glass—and good Grind Show.

No Mitt Camps—No racket—No Girl or Athletic Shows.

AMERICAN EAGLE SHOWS

Want for Humbolt, Tenn., Colored Strawberry Festival, May 11-16

CONCESSIONS: Fish Pond, Cork Shooting Gallery, Devil's Bowling Alley, Heart and Block Pitch, Hoop-La, Ball Games, Long Range, Short Range, String Game, Six Cats and Swinger. RIDES: Will book set of Kiddie Rides—Autos, Train, etc. SHOWS: Snake, Minstrel, Animal, Mechanical or Girl Show. HELP: Want Man and Wife for Bingo.

All replies: **DANNY ARNETT, Mgr, per route**

WANT DROME RIDERS

Top salary and long season. Will consider new beginners. Also want two Cub Lions, 4 to 8 months old.

FEARLESS EGBERT
c/o Cetlin & Wilson Shows
Petersburg, Va., this week

CAVALCADE OF AMUSEMENTS

Can place Man to handle Jig Show Front, put up same and sell Tickets. (Walter Dillon, answer). Want capable man to handle Glass House and Fun House. Real proposition to capable operator. Can place 2 Polers, salary \$50.00 weekly. Will book Unborn, Wild Life. Will furnish wagons if necessary. Will place Hanky Panks of all kinds.

ADDRESS: Decatur, Ala., This Week; Evansville, Ind., Next Week.

FOR SALE USED C-CRUISE MAJOR RIDE

Four Boats and four passenger-controlled Tubs revolving on an irregular circular track • Self-loading and unloading • 32-passenger capacity • Electric motor driven.

SPECIAL SALE PRICE **\$3,500.00**

WRITE—WIRE—PHONE

WEST SALEM MACHINERY CO. 7TH & MURLARK SALEM, OREGON

SPOT STORE AGENTS

Want experienced Spot Store Agents for James E. Strates Shows to join in Plainfield, N. J. May 11.

Contact **Mr. Marino**
P.O. Box 525 New Britain, Conn.

You'll get more return for your money . . . show more profits . . . with our RIFLE SPORT and CHALLENGER.

Write today!

A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

CARNIVAL WANTED

Due to route change can use good Carnival. Other attractions when playing this territory contact

FRED ELKIN SR.
AMVETS POST LEXINGTON, N.C.



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

I. T. SHOWS

WANTED: Concession Help in all Departments. Also bucket and swinger Agents.

SHOWS: Can use any good grind show capable of getting money.

LONG SEASON THRU LONG ISLAND INCLUDING 8 FAIRS

Opening MAY 11 at INWOOD, L. I. Season closes after the Mineola Fair, October 18th.

Concessionaires, contact ED LEWIS in care of PHIL ISSER, 1539 East 29th St., Brooklyn, N. Y.

Phone: NAvarre 8-8960

Want--CONCESSIONS--Want

MUST BE STRICTLY LEGITIMATE FOR FOLLOWING LOCATIONS--

MAY 11-16--COLUMBUS, OHIO MAY 25-30--FARRELL, PA.
MAY 18-23--WARREN, OHIO JUNE 8-13--WELLSBURG, W. VA.

Everything open--limited space.

GOODING AMUSEMENT CO.

1300 NORTON AVE. UNIVERSITY 1193 COLUMBUS 8, OHIO

INTERSTATE SHOWS

WANT WANT WANT
Heading north--Fairs begin June 22 in Illinois, continuing through November 14.

Girl Show--will furnish top and front or will book one with own equipment. Want Man to take Side Show--will furnish 20x120-ft. top and 140-ft. banner line if you have something for the inside; or will book one with own equipment, committee money only. Will book any non-conflicting Grind Shows, small percentage. Excellent proposition for Motordrome, Fun House, Penny Arcade, Ride Help--Foremen for Tilt, Dark Ride; Second Men on all Rides, prefer semi drivers. All Hanky Panks open. Live and let live privilege. Want Men for head of each--Roll-down, Clothes Pin, Skillo. Will book Swinger, Buckets, Nails. Harry Smiley wants Pin Store Agents. Good opening for Long Range, Short Range, Novelties, Jewelry, Hi-Striker, Age and Weight, Snow Cones, Frozen Custard.

Replies to Lawrenceburg, Tenn.

IDEAL RIDES

CONCESSIONS WANTED. Limit 2 of a kind. Stock Concessions for opening at uptown Indianapolis, May 12 to 24; incl. White lot, good auspices, followed by 3 more weeks in Indianapolis. Phone Concession Manager, Idlewood 1290, Indianapolis.

RIDE MEN WANTED for Wheel and Merry-Go-Round. Can use married couple on Kiddie Rides. Good deal. Elmer Bennetfield and White Cater, contact.

Paul T. Robertson, Martinsville, Illinois. Phone 147

JOLLY TIME SHOWS

Want Bingo, Custard, French Fries, Cork Gallery, Bumper, String Games, Cat Rack, Swinger, Buckets, Guess Your Age and Weight, High Striker, Short Range. All replies

W. R. PRICE, JOLLY TIME SHOWS, Kilmarnock, Virginia

WANT AGENTS

For HANKY PANKS and PERCENTAGE

Joining METROPOLITAN SHOWS, opening Asheville, N. C., May 11. Wire or phone prepaid.

MRS. E. C. EVANS

1215 AUGUSTA STREET WEST COLUMBIA, S. C.
Phone 2-3975 until May 8, then Asheville, N. C.

G & B RIDES AND SHOWS

Want Scales, Hi-Striker, Fish or Duck Pond, Coke Bottles, Balloon Darts, Ball Games, Spot, Hoop-La, Cork Gallery, Six Cats and Pitch-Till-You-Win. Percentage with Concessions. Johnny Caruso wants Agents. All replies to

GEORGE BROAD

As Per Route: This Week, Buckhannon, W. Va.

CARNIVAL WANTED

60,000 people expected in Dodge City for 200-mile National Motorcycle Races, July 4th and 5th.

Top-notch carnival needed. Can use other Shows and Acts during the week. Write DODGE CITY SPEEDWAY

Box 954 Dodge City, Kansas

Midway Confab

(Continued on page 59)

put him out of business in 1951, has been awarded a contract to supply rides and concessions at Toledo's Ohio Sesquicentennial celebration. Also planned for the event are an aerial free act, fireworks, shows and exhibits.

En route from St. Louis to White Castle, La., Walter E. Hood visited with Don and Buck Fortner on the Gladstone Exposition Shows in Batesville, Miss.

N. Y. Annuals

Continued from page 57

exhibitors reveal that 4-H clubs and Future Farmers of America led all departments, aside from harness race purses, receiving a total of \$116,000. Cattle were next with \$101,600, and other farm livestock and produce accounted for considerably lesser amounts.

Gate receipts provided the largest revenue, with \$558,179 coming from that source and \$236,687 from the grandstands before payment of nearly \$50,000 in Federal amusement taxes.

Disregarding the State fair, all fairs in the State had a combined balance of \$177,844 as they faced the 1953 season, according to the reports received by the department, which works closely with the fairs in advisory and regulatory capacities in addition to auditing premium payments.

HANKY PANKS

CADILLACS ARE HERE FOR KEEPS!

Get Yours This Year . . .

The majority of our games work for quarters.

Cats for Punk Racks, 3 balls for 25¢. Slot Roll-Downs, 4 balls for 25¢. Hucky-Buck Games, 3 balls for 25¢. Add-Em-Up Dart Games, 4 darts for 25¢. Dam Family Ball Games, 3 balls for 25¢. Bottle Games now worked 3 balls for 25¢. Get Your '53 Cadillac Now!

WRITE FOR CATALOG

RAY OAKES & SONS

7731 OGDEN AVE. LYONS, ILL.
Day Phone: Lyons 3-4632
Nite Phone: Brookfield 8860

TILT HELP WANTED

Due to disappointment can place Foreman and one Second Man. Foreman's salary, \$60.00 and \$5.00 a week bonus. Still Dates; Fairs, \$70.00 and \$5.00 a week bonus if you remain for the season. Loads with electric hoist. No truck driving. Chuck, also Fred Johnson, contact.

WILLIAM PINK

c/o Amusement Co. of America
Hot Springs, Ark., May 4-9; East St. Louis, Ill., May 11-16.

WANTED

Al Stephens, come on. Also man and woman for Derby: 50-50 or salary. Also any Help I know, come on.

EARL FISHER

c/o Gooding Shows
Muncie, Ind.

BOSS CANVASMAN

Wanted at once for Merchant's Home Show. Steady work all season. Must be sober and reliable to handle 80x200-foot bale ring top. Move once a week. Can use four Assistant Canvasmen who can drive semi-trailers. Wire or write

MANAGER, HOME SHOW

c/o Rogers Tent & Awning Co.
Fremont, Neb.

SHOW TRUCK MECHANIC

Want sober, experienced Truck Mechanic with tools. Top wages. Contact

Beam's Attractions

D Street Show Lot Johnstown, Pa.

WANTED

First and Second Men on Eli Wheel; top wages. Must drive semi.

Lone Star Amusements

1701 Harrison Amarillo, Texas
Phone 2-5783

BILL HARRIS

WANTS AGENTS

For Count Store, Swinger Agents, also Hanky Pank Agents. Red Williams, Jack said come on in. Tommie Mooney, can place you. BILL HARRIS, Royal Midwest Shows, Austin, Ind., this week.

H.C. SWISHER'S

PARADA SHOWS

AMERICA'S FINEST MIDWAY

OPENING DOWNTOWN STREETS, DEWEY, OKLA., THURSDAY, MAY 7

THREE DAYS

We have 18 Fairs and Celebrations, Largest 4th of July in the State of Kansas, full week plenty of shade. Now get with a winner.

WANT

Bingo Caller and Counter Men. Concessions--Place all kinds if you work like we like. Shows--Will book any Show of merit; have tops for you. Fun House--Want Man to take charge of factory-built Fun House. Octopus Foreman and Second Men on all Rides; pay day Wednesday, and we never miss.

HELP

Truck Drivers, Ticket Sellers, Agent for Minnie the Mouse, Night Watchman; useful Show People of all kinds, come on.

H. C. Swisher, call 468 Caney, Kan., till Wednesday, May 6, then Dewey, Okla. For Sale--Eli Wheel and Trailer, \$5,250.00; without Trailer, \$5,000.00. New motor, all crated, \$2,000.00 down, balance \$100.00 month during operating season; no payments during winter months.

WORLD OF TODAY SHOWS

Want, due to misrepresentation, one completely organized Girl Show. Must be high-class and have four or more girls. Want one completely organized Jig Show. Must have P.A. system, wardrobe and transportation for actors. Have new elaborate wagon fronts for above. Also want Motordrome with own equipment.

Information regarding whereabouts of Robt. Phillips appreciated. Can place First and Second Men on all rides. Top salaries, top route, good treatment. Join now. Wire, don't write.

Address World of Today Shows

(Barton Show Grounds)

Tulsa, Okla.

ALAMO EXPOSITION SHOWS

Want for Pleasant Grove, Texas, Business Men's Spring Fiesta, May 4 to 9. This town has 30,000 population and all are working people. Just seven miles from Dallas.

Concessions--Can place all Hanky Panks, Lead Gallery, Custard, Six Cat, Buckets, Glass Pitch. Can also place Penny Arcade and Photo Gallery. Joe Murphy wants Girls for Hawaiian Show. John T. Hutchins can place Acts that do not conflict for his Circus Side Show. Have opening for Fun House and Snake Show. Can use Ride Boys who drive trucks. We now have twelve fairs with two more Louisiana Fairs pending. All contact

JACK RUBACK, Mgr.

Pleasant Grove, Texas, May 4 to 9; then Abilene, Texas, May 11 to 16.

LAST CALL

AMERICAN LEGION FESTIVAL

STAMFORD, CONN., OPENING DAY, MAY 10TH, THROUGH SUNDAY, MAY 17TH

CONCESSIONS: Hanky Panks all open, French Fries; Harry Agne, Whitey McTigue, acknowledge. Want Penny Arcade. HELP: Working Help: Roger Henry, come on. Frank Cook, High Wire Act booked, Norwalk follows. All answers

Days--Stamford 45977; Nights--Norwalk 86446. 211 Atlantic St., Stamford.

ROBERT PAUL

COLEMAN BROS.' SHOWS

WANT Ride Help, Frozen Custard, Mechanical Show, Midget Show, any good Grind Show. Doc Jones wants Magician, Punch & Judy, Annex Attraction, other Side Show Acts, Ticket Sellers who can grind, Girls for Girl Show; salary every night. All replies:

DICK COLEMAN, COLEMAN BROS.' SHOWS, NORWICH, CONN.

NEWELL C. TAYLOR

Wants help for glass and dinnerware pitches for Memphis Cotton Carnival; also Hoosier State Shows, Jeffersonville, Indiana; Blue Grass Shows, Evansville, Indiana. Have a unit open for a capable operator who is not afraid of work.

For Blue Grass Shows, contact LUTHER SINCLAIR, Evansville, Indiana.

All others, contact NEWELL C. TAYLOR, Chisca Hotel, Memphis, Tenn.

STERLING CROWN SHOWS

WANT

ELECTRICIAN, ALSO LOT MAN

WANT

Electrician must handle three G.M. plants and know how to wire show. Lot Man must know how to get show up and down and handle men. Must be sober and drive truck. Top salaries to right parties. Address:

E. L. YOUNG, Mgr., STERLING CROWN SHOWS

ALBANY, GA., THIS WEEK.

HOWARD BROS.' SHOWS

Spring Opening, Piketon, Ohio, May 11 to 16. Atomic Plant Site.

Want small Cookhouse or Grab, Long or Short Range Gallery, Ball Games, Pitch Wins, Bumper. No grit. Want two small Shows, Fat Show, Snake, Mechanical City. Ride Help who drive.

RAY HOWARD, Box 23, Chauncey, Ohio Phone 2564

RUSTY WAGNER WANTS SLUM AGENTS

For Slum Blower, Airplane Bumper, Add-Em-Up Darts, Hucky Buck and others. Prefer semi drivers, extra pay for driving. I leave this show May 23 to join Blue Ribbon Shows in Wisconsin. Those joining now will be given preference. If you are interested in making money more than a good time, come on. Agents worth their salt can always get place. Address:

c/o AMERICAN BEAUTY SHOWS, Columbia, Mo., May 4-9; Fulton, Mo., 11-16; Mexico, Mo., 18-23; then Blue Ribbon Shows, Oconto Falls, Wis. (Celebration), May 26.

BEAMS Attractions

PLAYING 25 WEEKS OF COMMUNITY SPONSORED EVENTS AND FAIRS

CONCESSIONS—Sell X on Novelties. Book all types Hanky Panks. SHOWS—Want Girl Revue. Talker and Acts for Side Show. HELP—Sober, reliable Kiddie Ride Foreman—top wages. BINGO WORKERS—Pappy Walker, John Childers, contact Lou Arner. CONCESSION WORKERS for Balloon Darts, Ball Games (man and wife), Cigarettes (Ray Stevens, wire). SECOND MEN for Rides who can drive. MOTORDROME HELP, contact Walter Marks. FREE GATE at all CELEBRATIONS with the best of PROMOTION. "D" St. show lot, Johnstown, Pa., this week; PORTAGE, PA., next week.

CONTACT M. A. BEAM or STEVE DECKER
JOHNSTOWN, PA., or WINDBER, PA.

WANT UP AND DOWN MEN LADY MANAGER

Must drive trucks over run, also need Glass Pitch personnel.
Over 30 to handle Glass Pitch unit. Must know how to handle responsible position. Experience unnecessary, will train. Send photo with reference. All replies to
CASSIDY'S GLASS PITCHES
Polly Ann Pippin, care of James Cassidy, care of
20th Century Shows, or Amusement Company of America,
Alton, Illinois Hot Springs, Ark.

9 Rides—FESTIVAL OF FUN SHOWS—9 Rides

Playing Ohio, Michigan, Kentucky, Centennial, Street Celebrations, Homecomings; Fairs through October.
Want for Blossom Festival, Southern Michigan, week May 25-May 30.
Concessions—Cookhouse, good proposition; Popcorn, Scales, Fish Pond, Darts, Cork Gallery, Coke, Hoop-La, Glass Pitch, Candy Floss, Hi Striker, Arcade, Shooting Gallery, Photos, Cats, Ball Game, Basket Ball, Novelties, Jewelry, all kinds Hanky Panks, American Palmistry. All booking now given preference—big dates. Shows—Will place Girl Show, Monkey, Mechanical, Geek, Snake; also have show tops, transportation; one good operator handle all; good proposition to good manager. Can use Fun House, Motor Drome. Rides—Will book or buy Roll-o-Plane. Ride Help—Want Ferris Wheel, Octopus, Merry-Go-Round Foreman; Second Men on all Rides who drive semis. Man and wife or son for Kid Rides; drivers. Good treatment. Salary—drawing account daily. Bonus to good, responsible men. Want Free Act—Animal, High Pole, Balloon. Joe Miller, ride man, contact; important. All replies:
P. O. BOX 187, PLAINWELL, MICH.

CANADA—CANADA—CANADA—CANADA HORSEMANSHIP EXHIBITION—WANT FOR

SOMETHING NEW—FIRST TIME IN NORTH AMERICA, CANADA AND U. S. A.
Jouquiere, Que. May 16 to 24
Reberval, Que. May 26 to 31
Dolbeau, Que. June 2 to 11
St. Honoré, Que. June 13 to 18
Port Alfred, Que. June 20 to 28
WANT Rides and Shows with transportation. Concessions all open, no exclusive except will sell exclusive on BINGO and PERCENTAGE.
R. LAVOIE, c/o Race Track, Jonquiere, P. Quebec

Nolan Amusement Co.

Rosedale, Ohio, May 4-9, Heart of Town; New Lexington, Ohio, May 11-16, Main Street, around the Court House.

CONCESSIONS—Lead Gallery, Fish Pond, Ball Games, Scale and Age, Dart and Stock Concessions of all kind not conflicting. Want Girl Show. RIDE HELP—Foreman for Merry-Go-Round and Octopus; top salary. Ride Superintendent for all Rides, top salary. Also Ride Help for all Rides.

FRED NOLAN, MOXHALA PARK
PHONES: 2-8252 and 2-7671 SOUTH ZANESVILLE, OHIO

CARL BOHN & SONS UNITED SHOWS

Want Concessions—Any and all Hanky Panks, \$15. Agents for Pin and Roll-down and Count Stores. Don Morgan wants Bingo and Cookhouse Help. Shows—Want Manager for Monkey Show, any other not conflicting. Low P.C. Rides—Will book any Flat Ride, prefer a Tilt-a-Whirl. Help—Always use good Ride Help; good pay and treatment. Duke Berly, let me hear from you. I am heading this show into Colorado and Wyoming. Would also like to hear from Eddie Patterson, good proposition for your Concession. Contact as per route:
Hillsboro, Texas, this week; Cisco and Stamford follow; all Texas towns.

GREAT SUTTON SHOWS

OUR FAIRS START JULY 20—WE HAVE 14 FAIRS IN MISSOURI AND ARKANSAS. Will sell exclusive on Bingo, Popcorn, Candy Floss, Snow Cones, Candied Apples, Baby Duck Pitch. Will book Stock Concessions and Ball Racks, \$21.50 each. No strong outfits on this show. Will furnish Tent and Front for Girl Show. Will book Independent Shows with own equipment, 25%.
F. M. SUTTON SR., OWNER
CLINTON, MO., THIS WEEK; SEDALIA, MO., NEXT WEEK.

ROYAL CROWN SHOWS

WANT RIDE HELP—Second Men and General Help for all Rides. Foreman for Twin Ferris Wheels. General Help for Light Towers and Front Gate.
All answer Dolly Young, Manager
ROYAL CROWN SHOWS MARIETTA, GA.

GOLD MEDAL Shows

Want Foremen and Second Men for Twin Ferris Wheels, Merry-Go-Round, Tilt-a-Whirl and set of Kiddie Rides.
Wire **JOHNNY J. DENTON, GOLD MEDAL SHOWS**
GADSDEN, ALABAMA, THIS WEEK.

HARRISON GREATER SHOW

WANTS FOR EDENTON, NORTH CAROLINA.
Concessions of all kinds. Want Electrician for Diesel plants. Want A-1 Mechanic with own tools. Good opening for Bingo to join on wire; Percentage open. Robert Terrell, come on home or get in touch at once. Want Roll-o-Plane Foreman and Second Men on all Rides. All mail and wires to
FRANK HARRISON, Edenton, N. C., this week

C. A. STEPHENS SHOWS WANT

CONCESSIONS—Custard, Long Range, Hanky Panks of all kinds. Johnny Perry needs Agents for Set Game. Jimmy Sennell wants Agents for Pins. Caller for Bingo, Counter-man, Waiter for Cookhouse. SHOWS—Place any worth-while Show. RIDES—Second Men who drive semis.
Rockmart, Ga., this week; Jasper, Ga., follows.

ATTENTION

All those contracted to work for me be in Memphis no later than May 7.

Due to the customary disappointments encountered this time of year, can use immediately two Ticket Sellers who can grind and make second openings. Also Vent and Juggler. Too late for letters; wire.

BOB HASSON
Royal American Shows
Claridge Hotel, Memphis, Tenn.

WANTED

Agents for Fish Pond, Pitch-Till-U-Win, Basket Ball, Buckets and straight Stock Wheels. Can also use Help on Six Cats. Opening with Wm. T. Collins Show, May 25, Fargo, N. D.

Address
CARL HANSON
5975 N.E. Second Ave.
Miami, Florida

WANT BINGO HELP

Caller, Stock Man, Counter Men. Long season in park; no teardown. Must be experienced.

LEWIS PERRY
NEW LIBERTY PARK
Williams St. and Union Road.
Buffalo 25, N. Y.
Phone Bailey 2445

GEORGE HALL SHOWS WANT

Hanky Pank Concessions of all kinds. Grind Stores that work for stock. Agents for Ball Games and Snow Cones, also Cook House Help. Ferris Wheel Foreman who can get ride up on Monday, also Chair-o-Plane Foreman. Man to handle Kiddie Rides. All must drive semis. This show will have NO racket or gate. Playing cities where the smokestacks and pay rolls have the edge on the farmers. Address:
Box 372, Lawton, Okla.

MIGHTY PAGE SHOWS

Want Pin Store Agents, head open to capable man (Billy Boss, contact). Reliable Man with crew for newly framed Block Store. We have six Stores exclusively for still dates and fourteen fairs and an outstanding Fourth of July spot at Galax, Va. All replies to
Roland Page
Concession Manager, or
Mark (Curley) Graham
Business Manager
Mount Airy, N. C., May 4 to 9; Martinsville, Va., May 11 to 16.

Majestic Greater Shows

Mayson Turner Street, Atlanta, Ga. Want Bingo, Photo, Scales and legitimate Merchandise Stands. Set of Kid Rides, Grind Shows with own equipment. Five more weeks in Atlanta, all choice locations. All replies:
SAM GOLDSTEIN
Southland Hotel Phone: Elgin 5575

CARNIVAL

For July 1, 2, 3, 4.
Want clean Show, Annual J. C. Celebration. Crowd of at least 8,000 on grounds. No fees. Wire or write
ROSS RYAN, Secy.
Carthage Junior Chamber of Commerce
Carthage, Missouri

WANT

Now and for the balance of the season, all Celebrations and Fairs, Fish or Ducks, String Game, Add 'em Darts, Short Range or any other Concessions that work for stock; one of a kind. No phone calls; wire or come on.
BURKHART SHOWS
Havana, Ill., this week; Bartonville American Legion Spring Festival, on the streets, next.

FOR SALE SUPER ROLLOPLANE

with or without transportation. Call or wire
D. F. GOODRICH
Route 4, Bragg Blvd., Fayetteville, N. C.
Phone: 2-4476

MOUND CITY SHOWS WANT

2 good Ferris Wheel Foremen, First and Second Men for Octopus, Ride Men for all Rides. Also Concessions for Fairs and Celebrations. Address:
1417 Gratton St., St. Louis 4, Mo.

VIVONA BROS. Combined SHOWS

CAN PLACE FOR

UNIT #1

Linden, N. J., week May 11 and entire season, including 15 Fairs and Celebrations starting middle of July.

CONCESSIONS: Sell "X" on Long and Short Range Gallery. Want French Fries, Basket Ball, Photos, Derby, Novelties and Hanky Panks of all kinds.

SHOWS: Wild Life, Drome, Glass House. Want Man to handle Monkey Show. We have complete outfit, including some Monkeys and a Baboon.

RIDES: Set of Kiddie Rides to replace ours, which are going with #2 unit.

HELP: Chairplane Foreman and Second Men on all Rides. Must drive semis.

Address: JOHN VIVONA, Sixth and Jackson Sts., Hoboken, N. J., this week.

UNIT #2

20 weeks of Church Bazaars and Celebrations starting May 11 on Bloomfield Ave., VERONA, N. J., benefit Cerebral Palsy Fund.

ONLY LEGITIMATE CONCESSIONS WILL OPERATE.

Want Hanky Panks of all kinds. Will buy four 12x12 center Concessions, also two Punk Ball Games.

RIDES: Will book or buy Merry-Go-Round. Must be A-#1.

HELP: Experienced Ride Help. Must drive semis.

Address: **MORRIS VIVONA**
103 South 21st St., Irvington 11, N. Jer.

Introducing THE Miniature Basketball Game

This game has been worked successfully at some of the best Fairs in the country, and proven to be the top money-getter on the Midway.

Those interested get in touch with
PAUL MILLER
Originator and Manufacturer
Patent applied for
1006 Fletcher Avenue Indianapolis, Indiana
Phone: Franklin 6556
Don't be misled, this game is brand new. This is the same game seen in Tampa.

C.C. (SPECK) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

Want for immediate placement. Mechanic with own tools. Must know his business and be able to drive shop truck. Billposter with own transportation. Ferris Wheel Foreman for Twin Wheels. Girls for office-owned Girl Show. Top salaries paid to all, with big bonuses. Must be strictly sober and reliable. All wire
G. C. GROSCURTH, General Manager
Blue Grass Shows, Evansville, Ind., all this week.

SCHAFER'S JUST FOR FUN SHOWS

"The Most Beautiful Motorized Show on the Road"
OUR ROUTE WILL TAKE US INTO THE INDUSTRIAL CITIES OF THE MIDDLEWEST, INCLUDING GREATER ST. LOUIS, MO.; GARY, IND., ETC., AND THEN TO TEN EARLY TOP FAIRS IN WISCONSIN.
Can place Hanky Pank Concessions that will work for stock. WANT Minstrel Show Performers and Musicians, Girl Show People, Attractions and Acts for Side Show.
WANT Operator for Glass House and Fun House.
All address: **W. A. SCHAFER, Mgr.**
Madison, Ill., this week; then East St. Louis, Ill.—Two Saturdays and Two Sundays.

LAST CALL—NAVY RELIEF CARNIVAL

on the El Toro Marine Base—just outside Santa Ana, Calif. 4 BIG DAYS AND NIGHTS—4—May 21-24, inclusive.
WANT—Photos, Basket Ball, Derby Racer, Hanky Panks, Grind Shows.
Lt. Col. R. M. Haynes **Monroe Eisenman,**
Carnival Chairman Civilian Consultant
El Toro Marine Base, Santa Ana, Calif.
Phone Kimberly 2-6241, Ext. 636 Kimberly 2-6241, Ext. 636

SUNSET AMUSEMENT CO.

Have two 90-ft. Girl Shows open for dependable operator. Can place independent Shows for official opening at Hannibal, Mo., May 11 to 16.
Excelsior Springs, Mo., this week.

ROYAL CROWN SHOWS

WANT For Marietta, Ga., with Athens, Ga., American Legion Celebration to follow. CONCESSIONS of all kinds that operate for stock. SHOWS—Can use Wild Life, Monkey Show, Mechanical City or any kind of Grind Show.
All answer Dolly Young, Mgr.
ROYAL CROWN SHOWS MARIETTA, GA.

WANTED CONCESSION HELP

Men to up-and-down Concessions and work in stands. Glass Pitches, Truck and Semi Drivers. Best of equipment, excellent salaries and bonus if you last the season. May 4 to 10, Edinburg, Ind.; Camp Atterbury, May 11 to 16; Beach Grove, Indianapolis, Ind., follows.

EDDIE HACKETT BAKER UNITED SHOWS

10 RIDES 8 SHOWS GRAND AMERICAN SHOWS

Want for OTTUMWA, IOWA, SHRINE CLUB CARNIVAL, May 11-16; June and July Celebrations, and August Fairs in Iowa.

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Fernstine, Tony
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Francis
Ferenzi, Regina
Fields, Mrs. Myrtle
Flora, Mike
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Fowler, Carl J.
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Frazier, Harold
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Fritts, F. R.
Gallagher, Jack
Gardner, M. H. Bill
Gerard, Mrs. Edna
Gatehouse, Henry
Gauvreau, Delphis H.

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Parker, Lee
Pasco, Betty
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Philipson, G. & Katherine
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Reed, Stuart (Holiday on Ice)
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Remley, Miss Pat
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Keegan, Thomas
Krasner, Danny
McCarthy, Stitch
McLoughney, John
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COSTUME JEWELRY—MANUFACTURER'S production of \$1-\$2 retailers of bracelets, necklaces, scatter pins, earrings; some boxed; \$42 per gross; 3 dozen samples, \$12; cash with order. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco", X-L, Boston 19, Mass. np

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JOKESTER'S PRINTED NOVELTIES wholesale; fifty samples, \$1; refunded first order. Sebastian, 10934-B Hamlin, N. Hollywood, Calif. jn13

OUTSTANDING! MEN'S WALLET, black brown, \$6.50 per doz. 1/3 deposit with order, balance C. O. D. or send \$1 for sample. Be convinced that this is an outstanding buy. Write: Arlene, P. O. Box 631, Washington, D. C.

PINS AND EARRINGS — MANY BEAUTIFUL styles in tailored and stoned earrings, \$2 and \$2.50 per assorted dozen, respectively; also attractive tailored and stoned pins at \$2 and \$2.50, respectively, per assorted dozen. Sample dozen regular price. 25% deposit, balance c.o.d. New England, 9 Empire St., Providence, R. I. my16

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PITCHMEN! I HAVE ONE THAT REALLY moves. Long profit. Write for free information. J. R. Jewell, 905 S. 16 St., Lincoln, Neb.

RED HOT AND SENSIBLE 7x11" ILLUSTRATED color blended light reflecting signs; 2000 varieties. Sell everyone. Trial offer \$1; 15, \$6; 100 best or free sample and catalog prepaid. Koehler, 335 Goetz, St. Louis 23, Mo. my30

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SENSATIONAL DOLLAR SELLER—"LOVING Cup Salt and Peppers, \$6 dozen, boxed; sample set, \$1, postpaid. Jack Blades, 105 First Ave., Altoona, Pa.

VACUUM CLEANERS—TANKS, UPRIGHTS; all makes; rebuilt like new; guaranteed. Any quantity, all prices; samples on request. Brand New Sewing Machines, Metropolitan, 4143 Third Ave., N.Y.C. CY 9-5960. my16

SOLID LEATHER HAND MADE BILLFOLDS, men's and women's, all colors, secret compartment, year bills, card case and removable window change purse if desired. Sample \$2, dozen \$21, postpaid. R. C. McIntire, 910 W. Broad St., High Point, N. C.

WALLET-SIZE COMIC CARDS — WONDERFUL novelty advertising gift for discerning businessmen. Complete set is 15 cards; 3 different sets, #1, #2, #3. Hathaway Specialties Associates, 145 S. College St., Akron 4, Ohio.

WHEN PA GETS FRESH WITH MA, SEE what happens. Magnetic novelty, \$1. Agents wanted. Lou Correll, c/o Shirley's, 515 W. Fifth, Warren, Pa.

WHOLESALE CATALOG OF FAMOUS MSEA, S-1351 Third Ave., New York 21.

ANIMALS, BIRDS, PETS

ALLIGATORS, Tegu LIZARDS, BOA CON- dictors, White Face Black Ringtail and Spider Monkeys, various exotic animals, reptiles and birds. World's largest collection of Rattlesnakes. Write for information about special Snake Dens. Tropical Import Co., Box 402, Slidell, La. Phone BB-3-M-4, 8 p.m. to 8 a.m. only.

ANOTHER HUGE PLANE LOAD OF ANI- mals, Birds, Snakes and Lizards. We can furnish you with reptile dens, complete reptile exhibits, complete wildlife shows and bird exhibits. If its variety of stock, reasonable prices and good service you want, contact Tarpon Zoo, Tarpon Springs, Fla. This week's special, "Tame Baby Squirrel Monkeys, \$22.50."

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BABY PET MONKEYS—CINNAMON RING- tails, \$35; Spiders, \$35; Whiteface Ring- tails, \$35 each; Bonnet Macaques, \$35; Squirrel Monkeys, tiny, \$22.50 each, 5 for \$100; half grown Ocelots, \$45. Bronson Tropical Birds, 2228 Amsterdam Ave., N. Y. C.

BABY DUCKLINGS FOR PRIZES—LARGE volume available and dependable service. Estimate your 1953 needs and let us send prices. Write DeVries Poultry Farm, Box B, Zeeland, Mich. np

BADGERS, DESCENTED SKUNKS, RAC- coons, Ferrets, Coatis, Monkeys, Lynx, Cotes, Horned Owls, Fancy Pheasants, Parrots, Parakeets, Ravens, Many other types of Animals, Birds, Charone Animal Ranch, Burlington, Wis. Telephone Wheat- land 23U.

BEAR CUBS, SMALL, FOR IMMEDIATE delivery. Orders also accepted for later delivery. Box C-318, c/o Billboard, 2160 Patterson, Cincinnati 22, O.

CALIFORNIA SEALS, SEA LIONS — WILD or trained. Main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

CHIMPS, CAMELS, RHEAS, ELEPHANTS, Penguins, Storks, Baby Ringtails, Man- gats, Baboons, Patagonian Cavy, Sloths, Eagle Chase Wild Animal Farm, Egypt, Mass. my16

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MONKEYS—YOUNG, BLACK-WHITE FACE Ringtails or Golden Spiders from Central America, 3 for \$100 c.o.d. Miami, my9

NOW THAT YOU READ ALL THE ADS, write to Tropical Hobbyland for new spring price list. Here is a sample of what it contains: 6 young Cinnamon Ringtails, \$135; 5 young Squirrel Monkeys, \$100; 100 (S. A. Caiman) Baby Alligators, \$85. Live delivery guaranteed. Tropical Hobbyland, 1325 N. W. 27 Ave., Miami, Fla.

PLENTY SNAKES, ALSO ARMADILLOS, Horned Toads, Pacas, Alligators, Coati-mundis, Wild Cats, Kinkajous, Parakeets. Caution, our snakes are fresh caught, direct to you. We do not exhibit snakes, neither do we milk snakes nor haul half dead snakes over the country. We ship only fresh snakes by railway express. Shipping snakes from here for over forty years. Wire Otto Martin Locke, Phone 141, New Braunfels, Tex. my16

ROSS ALLEN'S REPTILE INSTITUTE — Mail Order, Dept., Silver Springs, Fla., U. S. A. Giant Snakes, Tropical Lizards on hand now; Anacondas up to 18 ft.; Boas up to 10 ft., Pythons up to 16 ft., Giant Tegu Lizards, Tortoises, dens of large and small harmless Snakes, Florida Diamondback Rattlesnakes, Texas Diamond- back Rattlesnakes at the lowest prices since 1940. Telephone Marion 2-7080; at night call Marion 2-3336. my9

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YOUNG PARROTS AND MYNAH BIRDS—Make fine talkers and colorful, affectionate pets. Natural, mimics. Herb Miller, 1911-N, Lubbock, Tex. my9

WANTED—ANIMAL ACTS FOR AN 8-month stand, January 1 to September 1. State price and full details concerning act. The Animals, Inc., Silver Springs, Fla., U.S.A.

(Continued on page 66)

5-in-1 SCREWDRIVER KIT!

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

Sells On Sight!
BREAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel.
Comes complete with plastic pouch.
Has a blade for every size and type of screw.
Vise-grip chuck locks blades securely in place.

CASH IN NOW!
Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN CASH IN NOW! ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with a vise-like grip. Tremendous reorders from dealers prove this the most sensational tool value ever offered. Sample, \$1.00 postpaid.

**25% Deposit with orders,
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Also Rebuil: Name Brand Watches, \$9.50 up with Band. (Stoppers Replaced Free.)

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Price Incl. Fancy Exp. Band

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG

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Don't fail to send for your Free Copy of our General Catalog that will be ready for mailing on or about May 10. It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.

GELLMAN BROS. MINNEAPOLIS 1, MINN.
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Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63.

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CUDDLE BEAR

PUT HIM ON YOUR SHELVES AND WATCH THE ACTION YOU'LL GET!

ORDER A SAMPLE DOZEN TO BE FIRST WITH IT!

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27 INCHES HIGH



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The most adorable cuddly bear we've ever handled, every child, woman and even the men will want to cuddle it in their arms. Vinyl rubber feet and paws.

WISCONSIN DELUXE CO.

1902 N. Third Street Milwaukee, Wisconsin

Phone: Locust 2-5431

ANIMALS, BIRDS, PETS

Continued from page 55

SIX TO SEVEN THOUSAND REPTILES IN stock now. Freshly caught South American Boas, 6 ft., \$12; 7 ft., \$17.50; 8 ft., self-feeders, \$24. Spectacular, colorful "Dens" for any type attraction from \$15. Our \$50 assortment is a "complete show." Cage Ocelots, \$35; Giant Anteaters, \$125; Lesser Anteaters, \$35; Azara's Wild Dogs (rare), \$25; young King Vultures, very hardy, \$35. Special offer: Audubon's Cara Cara (Mexican Eagle), \$30 pair, and many others. Specify U.S. Flight 201 for the "fastest" delivery service ever offered a showman by America's largest Latin American (live material) direct importers and dealers in domestic reptiles, Mono Training Co. Inc., Box 212 (Phone 84-0941), International Airport, Miami (48), Fla.

WE IMPORT DIRECT, MR. SHOWMAN, any animal, bird or reptile at a savings to you. Phone 6-7323 for rush delivery of Russell Vipers, Kratts, King and Hooded Cobras, Giant Rattlers, Boas, Python, Anacondas, Indigo and special Dogs, Baboons, White Face Ringtail, Golden Spider, Rhesus, Woolley Monkeys, Mowrer's, 1421 St. Louis, Springfield, Mo.

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ALL SNO BALL SUPPLIES—BIG PROFITS, reasonable prices, good flavors, cups, scrapers, etc. Send for prices, information, Stuchbery Mfg., Dept. BS, 1417 Market, Chattanooga, Tenn. my23

ALL SNOWBALL FLAVORS AND SUPPLIES. \$7 buys Ice Shaver that shaves into paper cup and enough flavor and cups for thousand snowballs. Electric shaver and flavor and cups, \$75; other outlets, \$2.50 up. Free illustrated circulars. Snowball Co., 9534-C Lemturner, Jacksonville 8, Fla. my30

BUY FROM MANUFACTURERS, WHOLESALE, branded merchandise; thousands of items; mail order, direct selling, personal use. Business Guide, 1153 Broadway, N.Y.C.

EARN \$15,000-\$30,000 ANNUALLY. FRANCHISE protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send 50¢ for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. my9

EVERLASTING STAR FLOWERS WITH LYCOPODIUM. Fast selling, low priced, carnival item. Enclose 25¢ for all colors. Corsage. Lycopodium Foundation, St. Paul 13, Minn. my30

GOLDEN OPPORTUNITY! 500 BROADCAST Stations Nationwide! Commission Basis! You pay only for orders received. No risk! Also other information how to proceed. Plus sample letter you can use in writing these stations. Send \$1.00 to Dennett's Products, Box 165, Providence 1, R. I. my16

GROW MUSHROOMS

without manure, in boxes, year around. Write D. C. LABORATORY, Beacon, N. Y. Box 189X my23

MONEY MAKING HOME BUSINESS! Packaging ready mixed Typewriter Ribbon Revolver, under your name. Distribute locally or mail order. Free details. Neeeto Necessities, Dept. 4-B, Asheville, N. C.

NEW ELECTRIC MACHINE BAKES 5 greaseless doughnuts; attracts crowd; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

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PORTABLE ROLLER RINK—MUST SACRIFICE quick sale. Tent and Maple Floor, 50 by 130 ft., skates, new sound system ordered, grinder and other odds and ends, \$4,500. Rink stored in Southern Wisconsin. Contact: W. F. Wirth, 838 Becker St., Hammond, Ind. my9

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SELL LAWN ASSORTMENTS OF FIREWORKS, \$14.95 retail value; samples, 1 Noise Assortment, 1 Safe and Sane Assortment, \$17.50. Machler, Deerfield Beach, Fla. my23

START VENETIAN BLIND LAUNDRY—Profitable lifetime business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. my16

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WHATEVER YOU SELL—WE'VE GOT IT at lower prices! Defrosters, Mops, 6-in-1 Saws, Screw Driver Sets, Cigarette Lighters, Auto Lamps, etc. All for \$1.00. Write: Write for Free Catalog. Modern Merchandise Co., Dept. 43, 169 W. Madison St., Chicago, Ill. np

\$600.00 A MONTH

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PRE-POPPED POPCORN, "READY TO EAT" shipped everywhere. New popcorn Machines, Supplies, Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. my9

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FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jn6

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14 FT. CENTER JOINT—FRAMED FOR "Digger or Gold Fish." Lewis R. Cunningham, 906 E. Hawthorne, Albert Lea, Minn.

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ALLAN HERSHELL MERRY-GO-ROUND, 40 ft., 36 large jumping horses, 3 abreast, 2 chariots, electric or gas engine, new top, steel center pole and all gears O.K. Best machine they ever built; sacrifice \$4,500; worth double the amount. Fred Allen, 1400 Brewerton Rd., Syracuse 8, N. Y. Ph. 54-3000.

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ELECTRIC GENERATING PLANTS, GASOLINE or Diesel, any size and at great reductions. E. F. Schmaltz, 314 Wyoming Ave., Kingston, Pa. my23

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JUST RECEIVED FOR SALE—500 USED 16mm sound feature pictures; many never before available on sale basis! Priced from \$29.95! Good used 16mm. sound projectors, often available low as \$99.95. All sorts of film, equipment, accessories, but limited. Our big new catalog is free! Blackhawk Films, Inc., 2302 Eastin Pictures Bldg., Davenport, Iowa. my23

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MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. jn20

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SHORT RANGE TARGETS — NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

USED TENT—42X98. FAIR CONDITION, poles, stakes, wall; three hundred fifty dollars. Particulars, Write Ray Zarrington, Raleigh, Ill.

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If you want to INCREASE RESULTS use this eye-catching

DISPLAY-CLASSIFIED

style of ad see first page this section

SUB MINIATURE RADIOPHONE FOR Mentalist; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. jn20

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BEAUTIFUL CROSS



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When you place the center to your eye you can see the

LORD'S PRAYER

clearly and distinctly.

RETAILS UP TO \$6.95 EACH OUR PRICES TALK !!!

#999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.

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Sensational Profits !! EVERY DAY !!

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No. 877—Heavy mounting. Sparkling. It's a beauty. Gold finish.

No. 185 Full of Life! Firal Brilliance \$3.85 doz.



Gold finish. White brilliant center. Red sides.

No. 1098 NEW FLASH! Copy of a \$500.00 Ring \$4.75 doz.



Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

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49 Westminster St., Providence, R. I.

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SMASH HIT! THE BEER DRINKER

Fat and Funny Fastest seller to hit the big time! Squash him down, he comes up squawkin', lifting his mug for a hearty prosit. 6" tall. Attracts on sight. Sells the minute it's demonstrated.



OUR "STATE EXPRESS 33" Only one of its kind It really glows Has end "ashes" Has burned paper Fools everyone 1 gross \$3.00 10 gross. \$2.70 per gross 50 gross. \$2.50 per gross

Single dozen \$8.00 Gross or more, ea. doz. 7.20

Cash with order—shipped prepaid. 25% deposit—shipped C.O.D., shipping charges collect. If rated, shipped open account, f.o.b. Milwaukee. Jobbers: write on your firm's letterhead for jobbing prices.

M. D. ORUM CO.

444 North Plankinton Ave. Milwaukee, Wis.

Colorful Eye-Catching PENDULETTE CLOWN CLOCK

2 Black Seals flanking Pendulum Ball. Height 6 1/2". Width at base 5 3/4". Individually Boxed. \$30.00 doz. Fed. Tax included. SAMPLE \$2.75 ea. 25% deposit, balance C.O.D., F.O.B. Chicago.

SPECIALS!

Lazy Babies, Stuffed, 16" .. \$5.40 dz.
12"x42" Agate Airshape \$6.75 gr.
13" Agate Pad-die Shape Oak Rubber Bal-loons \$6.75 gr.
Dart Balls, 5 gr. min. ... \$.70 gr.
All Balls are First Quality.
12" Honey Brown Tele-scope Bamboo Fishing Pole. Min. 1 doz. ... \$7.00 dz.
WRITE FOR NEW 1953 ILLUSTRATED CATALOG

BELL SALES CO.

1107 S. Halsted Street Chicago 7, Illinois

KANDELITE LAMP MFG. CO.

4516 N. 13th St., Philadelphia 40, Pa.

Bright Chrome Finish—Fire Polished Thick Base With Optic Ball—Assorted Color, Beautiful Acetate Shades With Ribbon, 15 inches tall.

\$1.25 EACH SAMPLE PREPAID \$2.00

25% Dep., Bal. C.O.D. Most Magnificent Vanity in America at This Price. Others \$1.00 Up ONLY LAMP MFR. IN AMERICA WITHOUT COMPETITION



FREE! MONEY-MAKING CATALOG BIG CASH PROFITS FOR YOU

Write today for our latest 32-page illustrated catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year 'round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!

STEPHEN PRODUCTS CO. 1947 Broadway, Dept. B, New York 23, N. Y.



Bulova • Waltham Elgin • Benrus Gruen Watches for men \$9.95 EA for women

Yellow Expansion Band, 95¢ add. SPECIAL \$50 DEAL 6 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model watches, case and dial. Reconditioned and guaranteed like new.

New Big 1953 Wholesale Catalog, 25¢ Wholesale only—\$1 additional for samples, 25% with order, balance C.O.D. 5-day money-back guarantee if not satisfied.

55 Wabash Av. Dept. B-2 Chicago 10, Ill. "The Watch and Diamond House"

7 in 1 tool kit 6 tools and pocket knife all in beautiful plastic roll kit. Carry it in your pocket—keep it in your car—keep one at home. 1000 and 1 uses

When folded no larger than a pack of cigarettes.

Contains: 1—Pocket Knife 2—Leather Pouch 3—Screw Driver 4—File 5—Chisel 6—Bottle & Can Opener 7—Fish scaler & Hook remover

THE HANDY ALL AROUND GADGET Ideal for car owner, fisherman, sportsman ONLY \$10.80 doz.

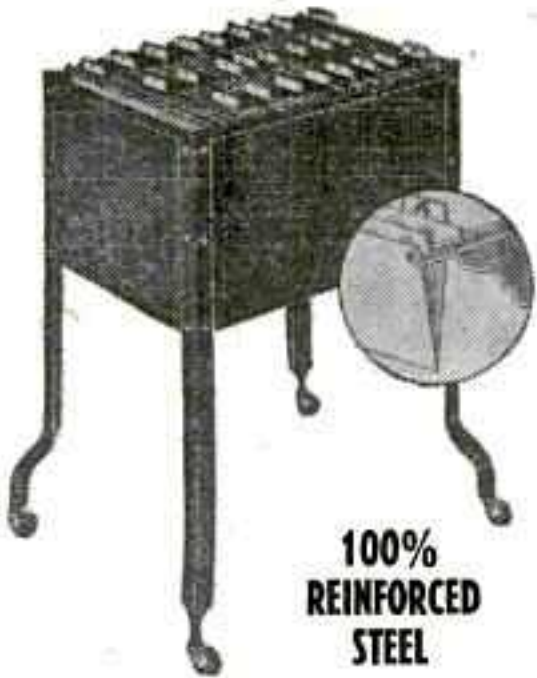
DOVAL SALES, 158 West 23 St., N.Y.C.

FLORIDA FLAMINGOS Made of cast aluminum, finished in true-to-life colors, \$2.75 a pair wholesale. 10" tall, 8" wide, 3" deep. Money-back guarantee.

BLOYD MFG. CO. Valley Station, Ky.

ROLL-A-WAY FILE CABINET

1,000 BRAND NEW



26" high, 18" long, 13" wide, 10" deep, finished in Office Green enamel. Has easy-to-roll castors. Shipped knocked down.

File Cabinet only

\$5.95

\$12.95 Value

Hinged SLIDING COVER to match

\$5.95 value NOW **\$3.95** with cabinet

A-Z Heavy Fibre INDEX DIVIDERS. \$6.95 value. \$2.95 with cabinet

Cabinet with A-Z Index **\$72.00** doz.

Cabinet, Index and Cover **\$92.00** doz.

AUCTIONEERS! ROUTE MEN!

JUST RECEIVED!

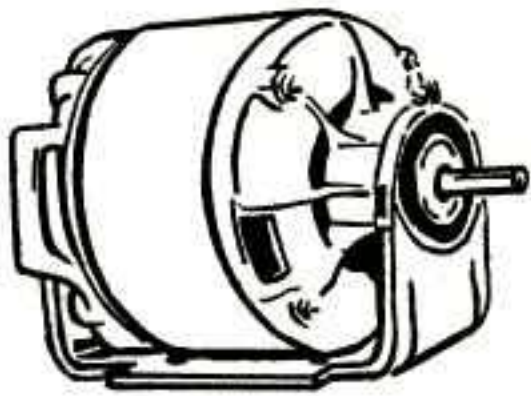
1,000

1/3 HP G. E. MOTORS

Brand New and Guaranteed!

\$31.00 list 1725 rpm, 110V, 60 cycle, single phase, rubber mtd., clock-wise rotation. **\$15.50** ea. **\$11.00** ea. 12 or more

Write for prices on larger quantities



1/2" ELECTRIC DRILLS

Only 1,000 Left!

110V AC. All in original cartons NEW and GUARANTEED!

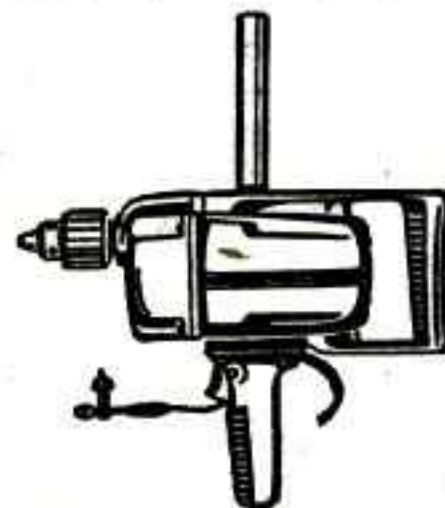
Retail Price \$32.95

\$20.77 ea. 12 or more **\$23.07** ea. lots of 3

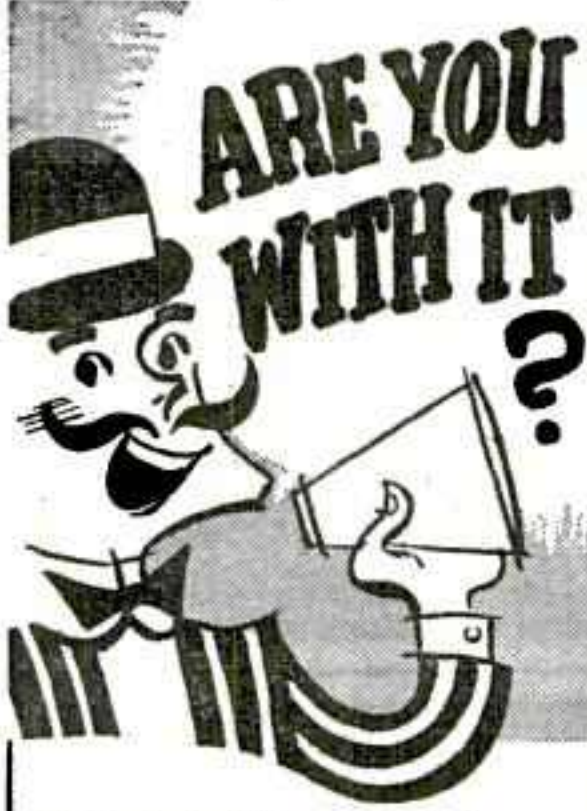
Sample \$24.57 ea.

TERMS: 1/2 dep., cert. ck. or money order, bal. C.O.D., F.O.B. Chicago.

721 W. Randolph Chicago, Ill. Phone: RAndolph 6-4183



EMECO SURPLUS: MFRS. OUTLET



ARE YOU WITH IT?

Guggenheim's been with it for over forty years—offering highest quality, fastest service and lowest possible prices.

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Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

30" GIANT PLUSH BEAR

Terrific value, asst. colors. 1 doz. \$20.00 dz. to ctn. \$11.50 dz.

20" RAYON PLUSH BEAR, asst. colors. 4 doz. \$5.75 dz. in Gross Lots

10"x8" PLUSH SCOTTY DOG, asst. colors. 25% deposit with order, bal. C. O. D.

36" CHUBBY CLOWN, MULTI-color, silk taffeta, plastic mask face, 1 1/2 doz. to ctn. \$17.50 dz.

TEE JAY TOYS

48 W. 20 St. N. Y. 11, N. Y.

WRITE FOR YOUR COPY OF CATALOG NO. 152 Listing—

- IDENTS \$9.00 GRO. & UP •
- SPORT PENDANTS • ANKLETS
- CHARM BRACELETS • RINGS
- LOCKETS • PINS • EARRINGS
- CUFF LINKS • KEY CHAINS

FREE VIBRO-GRAVER WITH EACH ORDER AMOUNTING TO \$100.00 OR MORE

"FRISCO PET" 604-606 W. Lake St. Chicago 6, Ill. All Phone: FRanklin 2-2567

Attention, Promoters! The New Retractable BALL PEN



Only 40¢ Each with New MIRACLE INK Guaranteed Not to Leak Not to Smudge

PRESS BUTTON—IT WRITES PRESS CLIP—POINT DISAPPEARS Immediate Delivery—Any Quantity 25% Dep., Bal. C.O.D.—2 Samples, \$1.00

PACKARD BALL PEN 28 East 22d St. New York 10, N. Y. 5Pring 7-7180

SPECIAL! HORSE CLOCKS

Full Size, 17 1/4" x 11 1/4" In Two-Toned Bronze or Gold Finish With popular electric movement **\$5.60** Ea. in Lots of 6 Sample, \$6.25. With 40-hour wind movement **\$5.00** Ea. in Lots of 6 Sample, \$5.50.

NEW LOW PRICE ON BRONZE HORSES Send for free 1953 catalog, 25% deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale, add federal tax.

HOUSE OF BRONZE 1497 Myrtle Ave. Brooklyn 37, N. Y. GLenmore 6-1840

MISCELLANEOUS

GO FISHING WITH HYBRID REDWORM wigglers, \$1 per 100, \$9 per 1,000, post-paid. Spawn and materials for growing your own free literature. Hanna, 3806 Brooklyn, Kansas City 3, Mo. my16

MINIATURE STEAM TRAIN, LIKE NEW, for transportation or amusement; featured January Popular Science. For particulars write Mary Martin, 166 So. Lemon, Orange, Calif. my30

PHONOGRAPH RECORD SALESMAN—Fifteen years' experience selling and promotion, seeks employment with distributor or direct factory company. 32 years old, married. Will travel. Box 903, c/o Billboard, 350 Arcade Bldg., St. Louis 1, Mo.

SITUATION WANTED AS PARTNER TO lady in whip act, subject to ideas of lady partner. T. Phillips, 51 Hamilton Pl., Apt. 3, New York City.

YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline; 3 different \$1; not over 36 letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. jn6

1953 CIRCUS PHOTOS—8x10 of DIANO Bros. parade shows, four blocks lineup in Shreveport, \$2. A-Area Advertising, Box 1326, Gladewater, Tex.

PARTNERS WANTED

PLATINUM BLONDE, 57", WEIGHS 135, look good. Does Soman Knife Slave, Hawaiian, various Pan American, all ballroom, many others, play uke, sing, and skits. Have outstanding wardrobe. Want partner, terrific dancer, over 6', to travel world. C. Castle, R. No. 3, Box 831, Tacoma, Wash. Gr 7270. my16

PERSONALS

MAIL ADDRESS—USE ME AS YOUR home. Telephone service, public stenographer, letter writer specialist, notary public. Esther Lavin, 670 N. Michigan Ave., Chicago 11, Ill.

WANT TO HEAR FROM BESSIE FINLEY, daughter of Jess and Viola Finley, so badly. Ernest Jeter, Alden, Kan.

YOUR PERSONAL LETTERS REMAILED anywhere in U. S. and Possessions, Canada, Mexico, 25¢; foreign, \$1. Universal Industries, P.O. Box 378, Staten Island 9, N. Y. my9

PHOTO SUPPLIES

DEVELOPING-PRINTING

AT LAST IT'S HERE! THE NEW VICTOR portable direct positive Camera. Compact, light in weight and amazingly simple to operate. Write for details. Benson Camera Co., 166 Bowery, New York 12, N. Y. my9

CARNIVAL PHOTOGRAPHERS—PIEDMONT Direct Positive Cameras and largest stock list. Eastman D. P. Paper, chemicals, supplies. Write for catalog. Memphis Photo Supply, 123 S. Court, Memphis, Tenn. my30

COMIC FOREGROUNDS & BACKGROUNDS. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. jn6

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds comic foregrouns, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and price lists are available since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jn6

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester 4, New York. my30

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jn6

PORTABLE OUTDOOR CAMERAS NOW ready, Eastman and Direx paper, all supplies for Direct Positive Operators. Eagan Photo Co., 2405 Elm, Dallas Tex. my9

PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE. lowest prices, 14x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper cards, Tribune Press, Dept. BB-M2, Earl Park, Ind. jn6

PRINTED REPRODUCTIONS OF ANYTHING hand written, typewritten, printed, drawn. Also Autograph Music Printing. Kennedy Printing Company, 173 Washington, Barre, Vt. my9

QUALITY PRINTING—PROMPT SERVICE. low prices. Anything in any quantity. For free samples, prices, or special quotations, write Wilcox, Nichols 2, Ga. my16

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa. my23

200 LETTERHEADS WITH ENVELOPES, \$3.50, 5 lines. Posters, Decals available; black or blue ink. Mallo Press, 767-B, Leith, Flint 5, Mich. my9

1,000 GENESEE BRISTOL BUSINESS Cards to 7 lines, \$3; Midea, world's smest Bible 10¢ and 3¢ stamp. W. Anderson, Box 855, Mountain Home, Tenn. my9

SALESMEN WANTED

ANYONE CAN SELL HOOVER DUPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free. Write fully, Hoover Dept. M-102, New York 11, N. Y. jy25

For advertising that SELLS and SELLS and SELLS

Try a Billboard classified ad see first page this section

SCENERY & BANNERS

FLAMEPROOF CURTAINS—THEATRICAL. Carnival, Stage, Concession Stands: All sizes and types. Wide selection colors. Fabrics: Satins, Velours, Flashes, Demasks, etc. Immediate delivery. We're overloaded! You save 1/2 now! Send your dimensions and needs for quotation. We ship immediately, ready to hang. Buy direct from Knoxville Scenic Studios, Box 1029, Telephone 7-5551, Knoxville, Tenn. np

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago, CA 6-2544. my9

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. my23

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies, 25¢. Zels Studio, 728 Lesley, Rockford, Ill. au15

WANTED TO BUY

CONCESSION TENTS, CARNIVAL Wheels, Hobby Horses, Kiddie Rides, Candy Floss Machines. What have you? Write details. We'll Curiosity Shop, 20 South Second St., Philadelphia 5, Pa. jf

MINISTER WANTS TENT FOR REVIVALS. Must hold 400 or 500 people; good condition; cheap. Write Rev. P. M. O'Reilly, 1008 1/2 Congress, Houston, Tex.

WANT ONE RAFFLE WHEEL WITH MINIMUM fifteen spaces. Good condition and bargain. Write Louis Woods, Owner, Hotel Troy, Troy, Ala.

WILL PAY CASH FOR MAGICAL SECRETS, Spiritualist Glasses, new Fire Eating, Snake Charms, Decoyon Dye, Snake Charming Secrets. Send information to Henry W. Hayes, General Delivery, Tifton, Ga.

HELP WANTED

DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

COMMERCIAL DRUMMER—LATIN ESSENTIAL; lead trumpet, string bass, tenor sax; hotel band; salary \$85. Peppard, General Delivery, Corpus Christi, Tex.

DEMONSTRATORS FOR NATIONALLY known manufacturer of hair, beauty and cosmetic products. Wonderful opportunity. Salary plus commission. Box C-332, c/o Billboard, Cincinnati 22, Ohio.

DRUMMER—MICKEY BAND. HOME every night; travel cars; guaranteed salary. We don't play jazz. Bobby Mills, Phone 3082, Columbus, Neb. my16

EXPERIENCED DEMONSTRATORS WANTED for Foot Balm and other good items. Salary and commission. Write and give phone number. H. B. Distributing Co., 35 Way St., Boston 18, Mass. my16

EXPERIENCED GIRL AERIALIST FOR High Ladder Act, account misrepresentation, \$100 weekly; state all by air mail. Contact Jerry D. Martin, Billboard Office, Cincinnati 22, Ohio. my16

FIDDLE MAN—JUNE 1ST, FOR RADIO, fill-in, background, Reddown; union; sober, neat, reliable important. Write at once stating salary, age, experience. Box C-331, c/o Billboard, Cincinnati 22, Ohio.

GET OFF THE ROAD! RADIO-TV DANCE band needs piano and drummer. Union scale. Send full particulars first letter. Musical Director, KELO-TV, Sioux Falls, S. D. my23

GIRLS—DANCERS, STRIPS FOR STOCK burlesque; steady work, good pay; experience not necessary. Stone Theater, 2511 Woodward, Detroit 1, Mich. my23

GIRLS FOR PARK GAMES AND REFRESHment stands. Easy hours, good salary, pleasant season. Must be reliable and ambitious, best treatment. Cowan, Olcott, N. Y. my9

GUITARIST—VOCALS, SOLO, RHYTHM, good appearance, sober; guaranteed salary; locations. Well established trio. Wire phone 98-4822. Write, Musician, 3017 Stillman, Jacksonville, Fla., availability and qualifications.

HELP WANTED FOR RIDES, CONCESSIONS and drivers, also Bingo Manager. Steady work, pay top wages; plenty of free time. Phil Daniello Shows, Box 65, Solvay, N. Y. my16

LADY 23-45—TRAVEL NATIONALLY, SU-perb amateur theatrical production; civic clubs small cities for 47 year old company. Hotel, meals, transportation paid, plus \$200-\$400 monthly. Complete training. Permanent position. Write Etta Wilson, 3419 Broadway, Kansas City, Mo.

MAN TO HANDLE TICKET BOX AND help up and down Girl Show. Will consider man and wife. Tanya, c/o Foley & Burk Shows, Santa Rosa, Calif.

MEDICINE PERFORMERS FOR WHITE Platform Show. Two-week stands. Write, state all. Open middle May. Also couple for concession stand. Dark Medicine Show, P. O. Box 229, South Pittsburg, Tenn.

NAME UNIT DESIRES COMMERCIAL vibes doubling Latin drums or other double. Finest hotels only; very steady. Bassist who sings and accordionists also write. Box C-328, c/o Billboard, Cincinnati 22, O.

ORGANIST (WITHOUT ORGAN) FOR grandstand show at fairs. Williams and Lee, 484 Holly Ave., St. Paul, Minn. my16

PIANIST, IMMEDIATELY, FOR LONG LOCATION with well-known hotel style quintet for cocktail stand. Good salary, six days per week. Write or wire Orchestra Leader, Wright's Trailer Court, Albany, Ga.

SAX AND CLARINET MAN—IMMEDIATELY, for Polka Band. Steady; good transportation. Wire Viking Accordion Band, Albert Lea, Minn. my9

TENOR MAN, MALE BALLAD VOCALIST for Midwest territory orchestra. Guaranteed weekly salary. Contact Jess Gayer, 2023 N. Huston, Grand Island, Neb.

VOCALIST—MUST BE ATTRACTIVE, know modulation, etc. Steady location in top cocktail bar with trio. Send photos, immediate opening. Leader, 675 Emerson Dr., Lexington, Ky.

WANT FOR FULL SUMMER'S WORK around Baltimore; Wheel Man, Concession Agent, Lady for Pop Corn Apple Trailer, 1000 N. Rolling Rd., Baltimore 28, Md. Phone CA 2330. my9

WANTED AT ONCE—USEFUL SINGLE Acts, Singers, String Musicians, Novelty Act. Long season—week stands, no Sunday show. Tell all in first letter; no wires; state if you drive a car. We make no offers, so name your lowest weekly salary or you will receive no reply. Pioneer Medicine Co., Gen. Del., Valdosta, Ga. my9

WANTED—ACROBAT FOR TRAMPOLINE and comedy act. Write H. J. Savilla, R. 2, Box 316, De Soto, Mo.

WANTED—DANCERS AT ONCE; TOP SALARY, summer work, good treatment. Wire my expense, will furnish ticket. Oscar Corbin, 927 North Main St., Kokomo, Ind.

WANTED—BOY, GIRL FOR HIGH ACT; booked; also boy, girl for acrobatic stage act. Box 854, The Billboard, 1564 Broad-

STERLING JEWELERS' WORLD'S GREATEST RING VALUES



M-164 **\$4.00** doz. \$45 gross

MASSIVE BRILLIANT. Large center sim. diamond—twin sim. ruby or white side stones. Beauty of a ring and price.



M-019 **\$3.50** doz. \$36 gross

BRILLIANTS—RUBY. Brilliant center, 2 limit. ruby or white side stones. A steal at any price!



M-90 (C) or (H) **\$3.50** doz. \$36 gross

IMIT. double-head CAMEO. Heavy with 2 sim. diamonds. Also intaglio or hematite, same price. Discriminating buy of all times!



M-191 (H) or (C) **\$3.25** doz. \$33 gross

KNIGHTS RING with gleaming sim. silver insert. Also double-head limit. Cameo, same price. All prices slashed—compare.



M-01 **\$4.00** doz. \$45 gross

5 BRILLIANTS, giant sim. diamond, 4 ruby or white side stones. Highest elegance at lowest cost.



M-901 (O) or (R) **\$3.75** doz. \$42 gross

ONYX with CHIP (available also with ruby top and chip), same price. See it—buy it—you won't miss with this number.



These are not stum rings. Every single ring is real heavy hand-pronged mounting either 16 kt. gold finish or rhodium finish.

Velvet-lined, open-face trays, holds 12 rings, \$1 ea. Ring boxes from 60¢ dz. up. Cannot accept orders for less than one dozen of any number.

Jobbers, Distributors 10% discount on all orders of 10 gross or More!

\$20 minimum on all orders from Canada & other foreign countries! All rings for resale, other-wise add 20% fed. ex. tax.

25% DEPOSIT required with all orders, balance C.O.D. Avoid confusion—order by number, please.

STERLING JEWELERS PHONE ADAMS 4021 44 E. LONG ST., CHICAGO, ILL.

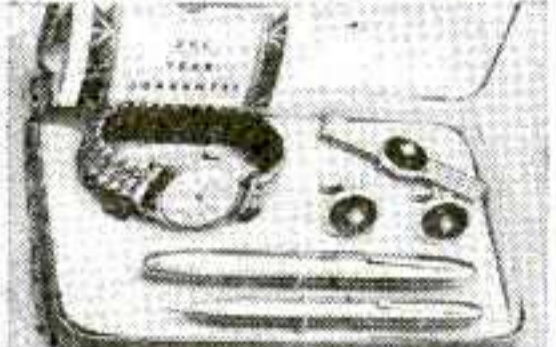
SENSATIONAL SELLERS!

JEWEL WONDER BRACELET



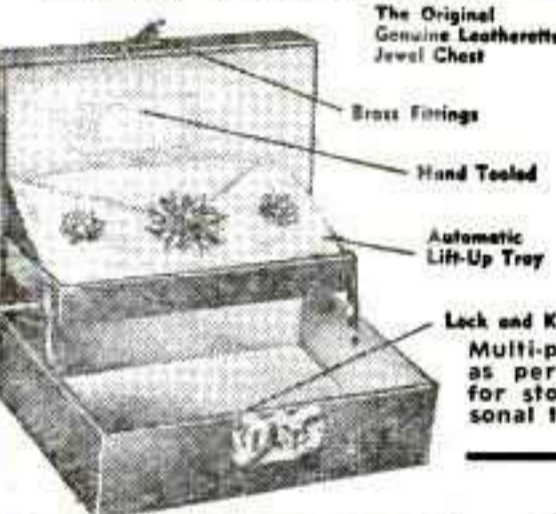
No. 1019 Brand-new Parisian Fashion! Adjustable to fit any wrist. Bracelet 1 inch wide, filigree embossed, set with 10 stones completely around bracelet. Hamilton gold plated and packed in a metallic gift box, 12 assorted to carton. **\$12.00 DOZ.**

WATCH & JEWELRY SET



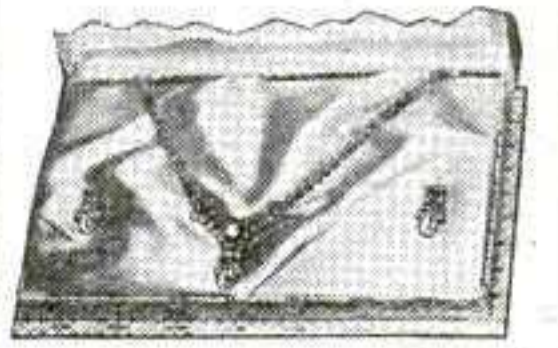
No. 125/3 Every piece in set is yellow gold plated. Set consists of a Jeweled Watch with expansion band, one-year guarantee. Tie Clasp and Cuff Links, beautifully set with simulated black onyx and rhinestones. Pen and Pencil. All steel Gift Box satin lined with leatherette covering. Box alone worth \$3.00 retail. Merchandise and box in brand-new styles. **\$8.00 EA.**

TREASURE CHESTS OF JEWELRY



Beautiful 3 PC. SETS HAMILTON GOLD PLATED (Necklace may be worn as pin) SATIN LINED, GIFT BOXED PRONGED STONES—NO GLUE AND NO DROPOUTS. **ONLY 90¢ A SET!** Send \$10.00 for 12 Ass't Sets

RHINESTONES



4 styles in crystal stones, 6 styles in pastel stones. All 3-piece sets. **ANY ABOVE \$24.00 DOZ.**

NEW, NEW SUMMER STYLES

In pastel colored and milk-white stones. No crystal stones in this group. Similar to style pictured above. All stones pronged. 4 styles. **NEW LOW PRICE \$18.00 DOZ.**

4 PC. SETS Same as above only 4-pc. set has bracelet. New summer design and colored stones. **\$24.00 DOZ.**

4 PC. SETS IN PLASTIC TOP BOX



Something really different! Loaded with sales appeal. They can't resist this item. Lovely plastic box suitable for lady's dressing table. Various styles and colors. Some came and some colored stone sets. All orders **ONLY \$1.50 EA.**

Genuine hand-pronged imported stones. Each set consists of necklace and earrings. Necklace may be worn as pin. Assorted styles and colors. ALL HAMILTON GOLD PLATED. Multi-purpose chest is useful as permanent jewelry chest for storage of madam's personal things. **ONLY \$1.50 EACH**

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

SENSATIONAL TRIO AVAILABLE FOR smart lounges, hotels. Just concluded 18 mos. spot in New York. Attractive girl pianist, 2 males sax, doubling clarinet and drums; all sing. Have car; travel anywhere. Norman Cogan, 1974 Anthony Ave., Bronx, N. Y.

VERSATILE NINE-PIECE ORCHESTRA— Southernaire, of Mississippi Southern College, wants summer engagement beginning June 1; prefers Southeast United States. Three saxes, three brass, three rhythm. Bass man doubles on vocals with big name experience. All old standards and pops. For records and pictures write or call K. Sills, Box 54, Sta. A, Hattiesburg, Miss. Phone 9410.

CIRCUS & CARNIVAL

ALL 'ROUND NOVELTY TEAM FOR CIRCUS or Med. Show Join at once. Acker & Kaye, Box 72, Waycross, Ga.

HALF AND HALF FOR ANNEK OR SINGLE Girl Show. Own openings, flashy wardrobe, expose! Reliable managers only. Jean Nadja, 1917 S. 18th St., Philadelphia, Pa. my16

MISCELLANEOUS

NOVELTY SCOTCH ACT. EXPERT BAG- piper: prize winning Highland dances; authentic costumes. Versatile routine for outdoor or indoor. Go anywhere. Box 852, The Billboard, 1564 Broadway, New York.

MUSICIANS

ACCORDION-VOCALIST — AVAILABLE IN May for good location work. Complete qualifications on request. Glenn Tomlinson, 223 Wyoming Ave., Billings, Mont. my9

ALTO SAX, CLARINET, FLUTE, TENOR— Name hand experience; section or lead work; will travel; available immediately. Box C-329, c/o Billboard, Cincinnati 22, O. my23

AVAILABLE IMMEDIATELY — ALTO Tenor and Clarinet. Read and transpose good; play on cut or no notice basis; name society experience. Bob Richards, 17 20th St., Hermosa Beach, Calif. Phone FR 43309.

DIXIELAND DRUMMER—TWO-BEAT BUT not micky; good solid drive. Will pay own transportation to job. White pearl Slingerlands, Zildjian cymbals. Age 30; sober, dependable, good appearance and personality. Location only Chuck Regan, 326 S. Minnesota, Sioux Falls, S. D. my9

HAMMOND ORGANIST—BIG ORGAN WITH lounge, music at its best. Let's get together. Write Box C-330, c/o Billboard, Cincinnati 22, O. my16

PIANIST—EXCELLENT FULL CAVALLARO style; clean, tasty, good technique; also nice Latin, fine reader. Played Phoenix Flame Supper Club past 22 months. Previous locations with good commercial society orchestras, include hotels Roosevelt, Healdberg, St. Anthony, Cavalier, Claridge, Heidelberg, etc. Age 27. Ted Jones, 2502 North 32 St., Phoenix, Ariz. Travel anywhere.

PIANIST — WANTS STEADY WORK; \$90 minimum with transportation paid. Fred my Pruitt, Moss Terrace Hotel, Panama City, Fla.

PIANIST — AVAILABLE IMMEDIATELY; age 30, reliable, union, sober, all around. Fast butterfly style; prefer society or tenor bands; cut shows, experienced. Joe De Gregory, 534 Linden Ave., Steubenville, O. my16

PIANO MAN—AVAILABLE AFTER APRIL 26. Read, fake; prefer society combo; sober, reliable. Vernon Ludwick, Jolly George Lounge, Bismarck, N. D. my9

SOCIETY DRUMMER — NAME EXPERI- ence; read, cut show; good habits, age 34, married. Prefer hotel or resort location in West; can join immediately. Wire Musician, 1433 South 14th East, Salt Lake City, Utah. Phone 7-3643.

STROLLING ACCORDIONIST FOR BAR; hillbilly band, act, or? Anywhere, consider all. P. O. Box 1324, Washington 13, D. C.

TAKE-OFF GUITAR — UNION; SOBER; name Western experience; prefer smooth Western radio style; cut or no notice available after May 20th. Address Musician, 708 Beech St., Gaffney, S. C.

TRUMPET—AVAILABLE MAY 10; SEMI- name, show experience. Room 409, Wood Hotel, Syracuse, N. Y.

PARKS & FAIRS

AT LIBERTY—SENSATIONAL HIGH-FIRE Diving Act Somersaulting thru the air; sharp, ugly spears; no safety devices; flaming oil and gasoline; no body protection, shallow tank, etc.; 25 years of impressive results; featured by Fox Movie-Tone; receiving high rating on applause meter. There is no substitute for experience. Contact Capt. Earl MacDonald, the Top-Notch American Dare-Devil and Stunt Man, 456 Lambier Place, N. E., Warren, Ohio. Tel. 4-5337. my9

AT LIBERTY—DASHINGTON'S ANIMAL Act. Dogs, cats, for fairs, parks, celebrations, circuses. July Fourth open; you can't do better. Agents invited. 1413 Euclid St., Philadelphia, Pa. my16

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. my30

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PEORIA 2, ILLINOIS

Pipes for Pitchmen

By BILL BAKER

"ON MY . . . vacation I plan to drive my new Packard down to New Orleans and the big costume shops there where I will exploit my new double needle theories," cards Henry T. Varner from Akron.

EDWARD MURRAY . . . advises that Glenn Housberg, widely known in pitch circles, is seriously ill at Hillside Trailer Court, Oklahoma City. "Glenn and Marsha are two of the greatest pitcher-heroes to ever enter the business," Murray writes. "If I had a penny for every pitcher and carnival worker who have put their feet under the Housberg

table I could retire. They've always had the welcome sign out for those in need."

BEN (HORSEBACK) MEYERS . . . writes from Baltimore that his take in Florida was so poor that he was forced to return to the Maryland city for a general check-up. "I started in the pitch business on 14th Street, New York and played Sixth Avenue and Times Square and numerous other spots in the big city," Ben says. "My case always used to expire when the sham told me to go. But I often carried on to pay the 10-cent or quarter fine. I'd like to read pipes here from Walter and Mary Stoephal, Mr. and Mrs. Anthony, Mr. and Mrs. Morriarity, Bill Boyce."

LET'S HAVE . . . some pipes from the following: E. C. Pardee, Tony Rino, George H. Brooks, Dorothy Stillman, Fred C. Landrus, Ed Mack, Jim Wall, Mary and Madeline Ragan, Art Nelson, Tommy Neville, Annabelle Schwartz, Earle B. Wilson, W. F. McDonough, Jerry Jordan, Alma Love, Ruby Neeck, Sid Weiss, Peggy Duncan, Zimmie Philips, Gene Gregory, Doc Duncan, Herman Keller, Tip and Lil Halstrom, Tommy and Josie Ware, Al Wilson, Ray Herbers, Bert Kenny, George Allander, Doc M. R. and Lillian Marvin, Eddie Gillespie, Phil Culivan, Hank Frederick, Mr. and Mrs. Johnny Moore, Sam Butler, George Fitzgerald, Sol Addis, Jack Greenfield, Eddie Gould, A. J. Harvey Jr., Marshall J. Lockey, George Lunsford, Bob Posey and Chief White Eagle.

ALBERT J. BEARD . . . well-known West Coast demonstrator and now with the Morgan Linsey Stores in Louisiana and Texas, and Mrs. Pauline Abramson, who retired from show business in 1938, were married recently in Natchitoches, La. Following a trip to Indiana and Kentucky to visit the groom's sisters, the Beards will make their home in Natchitoches.

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You'll get sweet sales with this handsome, handy combination. Dainty . . . ideal for milady's purse, golfer's belt, etc. 24K electro-gold plated. Mechanical pencil propels, repels, expels. Leather case. Sold in dozen lots only. Temple exclusive.

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Visit our showroom when in Philadelphia

708 Sansom Street Philadelphia 6, Pa. Market 7-8242

Fair Dates

Continued from page 52

- Penbrook, Harrisburg—Penbrook Lions Club Family Fair, July 13-18, Adam Hoover, Penbrook.
- Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 1-3, Mrs. Blaine Cessna, R. 1, Hopewell, Pa.
- Rhode Island**
- Kingston—Rhode Island State Fair Assn. Aug. 13-22, James C. Muldowney, Green Inn, Narragansett, R. I.
- South Dakota**
- Nisland—Butte Co. Fair, Aug. 20-22, R. W. Milberg, Newell, S. D.
- Tennessee**
- Alexandria—DeKalb Co. Fair, Aug. 5-8, G. G. Gorley.
- Columbia—Maury Co. Fair, Sept. 7-12, B. H. Hardwick.
- Dyersburg—Dyer Co. Fair Assn. Sept. 7-12, George O. Wilson.
- Gallatin—Sumner Co. Fair, Aug. 19-22, J. P. Hugin.
- Lebanon—Wilson Co. Fair, Sept. 9-12, A. W. McCartney.
- Lewisburg—Marshall Co. Fair, Aug. 20-22, Conway Cobb.
- Mos—Clay Co. Fair, Aug. 25-29, B. E. Hestand.
- Rogersville—Hawkins Co. 4-H Fair Assn. Oct. 8-10, Ed Testerman.
- Springfield—Robertson Co. Fair Assn. Sept. 16-19, L. S. Morton.
- Texas**
- Johnson City—Blanco Co. Fair, Aug. 7-8, George E. Byars.
- Longview—Gregg Co. Fair, Sept. 28-Oct. 3, Francis Paris.
- Tomball—Harris Co. Fair Assn, Sept. 10-12, H. Buescher.
- Virginia**
- Amherst—Amherst Co. Fair Assn. Oct. 5-10, Charles G. Tracey.
- Bristol—Tri-State Fair, Am. Legion, Aug. 17-22, R. C. McCarter, General Shelby Hotel Bldg.
- Chatham Hill—Rich Valley Fair Assn, Aug. 24-29, J. T. Gardner.
- Tasley—Tasley Fair, Aug. 18-22, Levi T. Finney, RFD, Meifa, Va.
- Wise—Wise Co. Fair, Aug. 13-15, J. Monroe Roberson.
- Washington**
- Longview—Columbia Empire Fair, Aug. 19-22, William Rosebraugh.
- Port Angeles—Clallam Co. Fair Assn, Aug. 27-30, Mrs. Nellie Parr.
- Wyoming**
- Afton—Lincoln Co. Fair, Aug. 28-29, Orrin Jenkins.
- Rawlins—Carbon Co. Fair, Aug. 27-29, Dean Robinson.
- Rock Springs—Sweetwater Co. Fair, Aug. 20-22, Warren T. Ferrell.
- Canada**
- Manitoba**
- Carberry—Carberry Agrl. Soc. July 9-11, H. L. Dempsey.
- Dauphin—Dauphin Agrl. Soc. July 20-22, Emma H. Ringstrom.
- Deloraine—Deloraine Agrl. Soc. July 17-18, A. Ready.
- Melita—Arthur Agrl. Soc. July 9, K. H. Williams.
- Morris—Morris Agrl. Soc. July 3-4, J. G. Friesen.
- Russell—Russell Agrl. Soc. July 16-17, J. A. Burgess.
- Swan River—Swan Lake Agrl. Soc/ July 23-24, S. J. Wray.

2 BRAND NEW BIG FLASH BALLOONS



No. 12 Mickey Mouse Agate or Mottled

No. 14 K Kat Head Mottled

BIGGER FLASHIER & GOOD PITCH

- Made from a brand new compound especially developed for outdoor selling.
- Available S-T-R-E-T-C-H-E-D for bigger value at the handout.
- Priced right . . . ask your jobber for

No. 12 HM-SAG
No. 12 HM-SMO
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Calendar for Coinmen

- May 4—Illinois Amusement Operators' Association monthly meeting, 208 N. Madison Street, Rockford.
- May 14—Music Operators of Northern Illinois, monthly meeting. Place to be announced.
- May 18—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- May 25—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.
- May 26—Western Vending Machine Operators' Association, regular monthly meeting, Unique Restaurant, Los Angeles.

MONDIAL PUSHES FRENCH COIN GAMES

New York, Boston Arcades Buy Football, Basketball Units; Licensed by New York

NEW YORK, May 2.—Two coin-operated games made by Nova, a Marseilles, France, firm, are now being distributed in this country by the Mondial Commercial Corporation here. The games—European Football (soccer) and Basketball—are mechanically operated.

Mondial, which is headed by Suren D. Fesdjian, was set up here two months ago as exclusive U. S. distributor for Nova. During the last 10 days, it has sold games to the Mardi-Gras Arcade, Boston, and to Pennyland, New York.

The Basketball game is played with two teams. The goal is to pick the ball up by means of magnets attached to the individual manikins (five to a side as in the regulation game) and toss it thru the hoop. The contestants can use the miniature players for either shooting at the hoop or

blocking shots. When the ball is free, the players may be maneuvered so that they may pick up the ball by means of the attached magnet.

When five balls are shot thru the hoops the game is terminated.

Football Similar
The European Football game is similar, except that there are 11 players on each side and no magnets are used. This game, however, may be played either with two or four contestants.

The games are currently being played at a nickel each, altho the coin chute can be adjusted for dime play. The average game takes about two minutes. The Basketball game will sell for about \$350, while the European Football game will list for approximately \$280. Each game is four feet long and three feet wide. The Basketball game weighs 180 pounds, while the European Football game weighs about 250 pounds.

Wood From N. Africa
Wood used in the games comes from North Africa, where the cabinets are made. The metal parts are made in France, with the assembly at the Nova plant in Marseilles.

Fesdjian said the games are primarily location pieces thruout Europe, mostly in bars and restaurants. He added that the European Football game has been in operation on the Continent for nearly 25 years, while the Basketball game was introduced about a year ago.

The games were recently approved by the New York City Department of Licenses, Fesdjian said. He pointed out that while the first sales have been to Arcades, Mondial plans to market the games to operators for use on locations.

Service Calls Rare
He explained that because of its mechanical operation, service calls on the games are rare, and therefore they are economical units as far as the operator is concerned.

Three dozen of the games are expected to arrive here from Marseilles, May 15.

Danish Vender Has Capacity Of 108 Items

COPENHAGEN, Denmark, May 2.—Probably the largest automatic merchandiser on location in Copenhagen is a fruit vending machine in front of Poul Stryn's fruit store on the corner of Vesterbrogade and Pile Alle, which is a choice spot as it is the bus and street-car stop for crowds going to the city's zoo.

In reality, there are two machines, made by the Soren Wistoft firm, which have been attached to the corner angle of the store in such a manner that they appear to be a single vender. In all, there are 108 separate cubicles in the double machine—seven vertical units, each with 12 cubicles; and three verticle units, each with eight large cubicles. Each vertical unit operates thru one coin slot—some taking one or two 25-ore (3½ or 7 cent) coins, the remainder taking a one-krone (15-cent) coin. While these machines are currently being used for sale of bananas and oranges, there is no reason why as many as 108 different items could not be handled by the machine. Reason for the exceptionally large set-up is that the zoo draws its peak crowds on weekends and holidays—when the store is closed—so the big-capacity vender is a natural for the spot. Also, the heavy traffic assures the machine of little risk of being tampered with. Last Sunday (26), 15,000 persons visited the zoo.

NEW CMI QTRS. IN SAME BLDG.

CHICAGO, May 2.—Coin Machine Institute moved its headquarters Friday (1) to Suite 922 in the same building at 134 N. LaSalle Street, Dudley Ruttenberg, executive secretary and legal director, announced. The phone number was changed to Franklin 2-9066.

SOLONS VOTE 58 TO 36

Illinois House Kills Anti-Manufacturing Bill

By TOM McDONOUGH

SPRINGFIELD, Ill., May 2.—The trade in general breathed a sigh of relief Tuesday (28) when the House of Representatives by a vote of 58 to 36 killed controversial House Bill 184. Seventy-seven votes were required for passage.

Introduced March 21 (The Billboard March 28), the measure was considered to be specifically aimed at the manufacture of bell machines. A study of the bill, however, revealed it to be so general that it might include virtually every type of coin-operated amusement equipment, plus other amusement items not related to the coin machine industry.

Despite opposition, the House labor and industrial committee approved the measure by a 27 to 1 vote and then just prior to its advancement to the passage stage (The Billboard, May 2), an amendment, including the banning of pinball game manufacture, was added.

Over all, the bill had a stormy career. At one time there was even an attempt to include an amendment which would have outlawed pari-mutuel betting on

running and harness horses. Among the principal arguments against its passage were that it would hurt Illinois manufacturers, who ship bell machines exclusively to Nevada and foreign countries, and would not aid law enforcement at the local level. The main point stressed for its

passage was that it would make it more difficult to operate bell devices illegally in Illinois.

At Tuesday's session only Rep. John M. King and Rep. Joseph R. Peterson, its sponsors, spoke in favor of the bill.

FED COIN TAX DOWN IN MARCH

WASHINGTON, May 4.—Receipts from the federal tax on coin-operated devices totaled \$160,204.15 in March, the Bureau of Internal Revenue announced today. Receipts from this tax in the same month last year totaled \$170,582.77. Figures for March, 1953, include \$78,508.67 collected from the tax on amusement devices. Internal Revenue Bureau made no such breakdown for the previous March figures. The federal tobacco taxes in March yielded \$143,621,492, an increase of \$20,035,741 over the previous March.

Ore. Coinmen Postpone Fete, Expand Program

PORTLAND, Ore., May 2.—Expansion of the program for the game operators' benefit dinner here May 18 was announced this week by Charles Ohling, field secretary of the Coin Machine Men of Oregon.

State-wide participation is now envisioned for the affair, staged to raise funds for the purchase of television sets for two hospitals in Portland. The association has taken over the entire facilities of Amato's Supper Club and has lined up an impressive array of entertainment. Distributors are contributing prizes to be awarded, such as to the guest traveling the longest distance.

The dinner date was changed from April 27 to accommodate the expanded plans, Ohling said.

IF FCC APPROVES—

Coin-Operated TV May Make Debut in Gotham

NEW YORK, May 2.—If the Federal Communications Commission approves coin-operated "pay-as-you see" television, this city will be the logical place for the initial large-scale application, according to Paul McNamara, head of the International Telemeter Corporation, Los Angeles, one of several concerns developing such systems.

McNamara explained that New York would be tried first because of its large concentration of population and large number of special events, such as prize fights and baseball games, particularly suitable for subscription broadcast.

Telemeter officials said that the technical details of coin-operated video had been worked out and that the only remaining barrier was FCC approval, which would be asked for sometime this year.

Telemeter System
Under the Telemeter system, video images would be scrambled, and could be unscrambled only by inserting the required number of coins.

With this arrangement, he added, a manufacturer would dis-

tribute, as premiums with his product, tokens that would fit into the coin box to enable the purchaser to see a special program. The viewer could also insert coins, which when collected would go back to the sponsor. The Telemeter coin box contains a magnetic tape that records what programs are tuned in.

The present estimated cost of the boxes in quantity is \$30, with installations \$8.

Perkins Begins Export Trip

LOS ANGELES, May 2.—Herb Perkins, owner of Purveyor Distributing Company, arrived here by plane today, the first stop of a business tour which will take him to Hawaii and Australia.

Purpose of the over-all trip is to expand Purveyor's export outlets in foreign coin machine markets. Following a series of conferences with Los Angeles export coinmen, Perkins will fly to Hawaii Tuesday (5). The entire trip will be completed in three weeks.

N. Y. BANK BUYS PHOTOMAT FOR SIG CARDS

NEW YORK, May 2.—Herb Klein, sales manager of International Mutoscope, revealed this week that a large New York bank had purchased a Photomat from his firm. The bank uses the Photomat to photograph signature cards of depositors, and leaves the photographic reproductions with the tellers.

In this way, said Klein, the original signature cards may be kept in the files where they cannot be worn or damaged. The Photomat is the same type used in Arcades, he added, except that the coin mechanism has been removed. Klein said that special personnel is not needed to operate the unit. He said that International Mutoscope is now running at capacity, and that a second shift has been added at the plant.

Det. Shuffle Head Cites Planning Lack

DETROIT, May 2.—This is a critical time in planning for the organized future of shuffleboard, according to Fred Chlopan, president of the Detroit Shuffleboard Association. In a statement to member operators this week, Chlopan frankly pointed out, after reviewing the result-producing programs of inter-league competition, tournaments and other activities: "Let's face it. Today we have no future program."

Termining it "a challenge to every member for action," Chlopan called upon operators to dig deep into their own experience and constructive business imagination to produce "a new program aimed at building greater popularity for shuffleboard play."

Discussion of new lines of activity will be the No. 1 item on the agenda at the May meeting on Thursday (7) at the Hotel Tuller. It is hoped to activate the new program that may be adopted in order to combat the effects of the usual anticipated summer lull in the business.

Westchester Ops To Meet May 25

PORT CHESTER, N. Y., May 2.—The next monthly meeting of the Westchester Operators' Guild, Inc., originally scheduled for May 18, will be held here May 25.

Seymour Pollak, secretary of the organization, explained that the shift in dates was made because of the WOG's annual dinner at Elmsford, N. Y., May 19. Pollak said that the restaurant had a 350-seat capacity, and that nearly that many tickets had been sold to date.

To Destroy Marbles

SAN ANTONIO, May 2.—Some 30 marble machines have been earmarked for confiscation here soon. They are machines seized in raids dating back over the past two years.

A 15 to 30-day stay is mandatory under the State law, according to Asst. Dist. Atty. Anthony Nichols, who made the motion for the destruction of the machines.

ROUTE TO SUCCESS

Finds Sound Credit Key Operating Aid

PITTSBURGH, May 2.—One secret of success in the operating field today, says Eugene Wojack, partner of Henry Jasik in City Coin, is keeping your credit sound.

City Coin, the third largest operation of its type in the city, has considerable equipment, including wall boxes, cigarette machines and bowlers.

"A sound business today doesn't bite off too much and keeps its credit sound," says Wojack. "With credit the astute operator can keep building and rebuilding without too much risk."

Getting started in vending simply means getting a break, putting out one or two big pieces, giving good service and developing connections, Wojack points out.

"The lure of music forces one to get the next placement," says Wojack. "It's the fascination of meeting different types of people and breaking the monotony of a daily routine."

"Many times I have wanted to

quit operating and go into the tavern business; in fact I can remember when I did sell out. But I came right back again!

"One returns because of the excitement of the game, the novelty, the tension. In selling you discuss, debate, bring out the fine points. Everywhere you go the atmosphere changes. You get other people's versions of things. You don't look at the same four walls all day. To keep these advantages, you keep struggling and selling."

Wojack entered the coin machine business as a mechanic with Mills Novelty of Chicago about 1929. Today City Coin covers Allegheny County but prefers to remain fairly close to the Pittsburgh city limits: Glenshaw, Millvale, Castle Shannon, Whitehall and West End.

Music machines are a must at most locations doing well with bowling games because these locations seek additional revenue. "We look forward to a better year," Wojack concludes.

SURVEY EYES APPEAL

Ride Service Improving But More Polish Needed

CHICAGO, May 2. — Altho rides seems to be improving at a steady pace, there is still plenty of room for improvement it was revealed in a survey completed this week by The Billboard in several key cities.

Since many of the major ride routes are spread over wide areas, it is virtually impossible for operators to keep in personal contact with all locations, several firm heads pointed out. Many admitted they had not set up a working arrangement to have location personnel keep equipment looking neat.

One of the major findings in the survey was the most of the service complaints originated in clothing sections of department stores or independent shops—such as drug stores. In many of these instances it was revealed that store personnel had waited from two days to a week to report out of service calls.

1st Shipments Of Sea Skate

CHICAGO, May 2. — First deliveries of Sea Skate, the new type coin-operated kiddie boat ride, were made this week by Exhibit Supply, Art Weinand, assistant sales manager, announced.

Sea Skate simulates a high-speed boat ride and is easily controlled by youngsters. It can be angled from side to side and is made of rugged materials which offer long wear on location. Finished in red, white and blue, the paint on Sea Skate resists scuff marks. Among the eye catching features of the Exhibit Supply ride are air blasts, flasher lights and its trim light blue base.

Other rides in production include horses, rocket rides, rabbits, bulls and reindeers. A companion piece to the rides is Space Gun. This permits even the real small fry to run up a good score by the use of a special series of steps which results in hits on the space men targets.

Still another important type of service breach was spotlighted in the survey. This involved the prompt reporting of out-of-order rides and failure or some operators to check their units for several days. In these instances the location owners were put out because they felt broken down equipment gave the location a poor reputation and also fostered

Rides, Venders Aid Ore. Chain Counter Sales

PORTLAND, Ore., May 2.— Kiddie Rides and vending machines have proved a good combination in boosting over the counter sales of merchandise at the Fred Meyer, Inc., chain of 16 variety stores. In addition, the company has units operating in its Salem, Eugene and Roseburg, Ore., stores.

Chain officials point out that in addition to bringing in plus revenue, without added investment, the rides and the venders serve to occupy the attention of the moppets while their parents shop. This also reduces the turmoil usually apparent in variety stores.

A battery of 24 penny machines on a specially constructed rack have been installed in each store. They vend gum, candy, nuts and charms. Usual location is in front of the string of cash registers, where shoppers receive their change. These venders augment the machines that dispense cold drinks and cigarettes in addition to the kiddie rides.

The company owns the penny machines, altho some of the other machines are operator-owned. While no figures on the gross from the penny venders were available, Hal White, of the company, said the volume of penny merchandise vended was considerable.

negative public relations.

One of the apparently spreading moves along the service lines is the tendency of some of the more experienced operating firms to permit ride equipment to stay on location in a run down appearance, tho the ride was functioning perfectly. A glaring instance in a nationally known variety store in Chicago was pointed out when it was noted that the entire seat and back rest on a rocket ride was worn away entirely. Inquiries disclosed this to be a top location and it would have only required a few dollars for a new seat and upholstered back rest.

As a whole the service problem, the survey disclosed at the same time, seemed to be improving. Much of the credit belongs to the ride equipment itself because of its small breakdown incidence on location, compared with conventional coin-operated equipment. Naturally, this is a major factor in the general earning capacity of the kiddie rides.

Chicago Suburb Market Center Gets Ride Area

EVERGREEN PARK, Ill., May 2.—A kiddie ride area was opened here this week by a firm which specializes in baby sitting while the parents of the youngsters make purchases in the mammoth shopping center here.

Thus far two rides are on location—a Bally Space-Ship and Exhibit Supply's Big Bronco—but the management plans to add more units soon.

Evergreen Park was opened as a shopping center last winter. It is just south and west of Chicago's city limits. In addition to the new kiddie ride area, Evergreen Park has coin-operated rides in the Kresge store and the Kroger supermarket. It also has a non-coin carnival type ride area in one of its large parking areas.

WALL ST. PAPER PLUGS SALES AID OF RIDES

NEW YORK, May 2.—The Wall Street Journal in its business bulletin column Thursday (30) took cognizance of the coin-operated kiddie ride as a stimulant of department store sales.

"Kiddie rides on such coin-operated devices as the atomic space ship or the aquajet boat help build off-season toy sales in department stores," the bulletin stated. "Hess Bros. in Allentown, Pa., had a 30 per cent jump in toy sales last month and attributes most of it to a battery of 14 such machines. Big supermarkets and 5 and 10-cent stores are also using the devices."

Conat Unveils Ducky Wucky

NEW YORK, May 2. — The Ducky Wucky, a new Kiddie Ride, was shown to the trade for the first time here this week by Conat Sales, exclusive national distributor for Nasco Manufacturing Company.

Unit is mounted on a 24 by 40-inch steel base and has a fiberglass body. The duck quacks while the ride is in motion. The ride comes equipped with casters, which swing out on pivots and which are removable. List price is \$345.

Nat Cohn, Conat president, said the new rides are coming off the assembly lines in Philadelphia.

Chicago Coin Ships First Super Jets

CHICAGO, May 2. — Initial distributor samples of the Super Jet ride were shipped last week by Chicago Coin Machine Company.

Built on a rugged square shaped metal base, which houses the mechanism, Super Jet is a rocket kiddie ride with exception-

al maneuverability. Controlled by moppet's movements, the rocket climbs, dips, moves to either side and in other ways simulates a jet plane in flight. Despite all these features, the ride has been designed and engineered with maximum safety in mind.

Sales manager Ed Levin reported that production on Super Jet will be stepped up gradually. Currently deliveries are on an approximate 10-day basis but as output increases this will be improved. The firm's regular distributors are handling Chicago Coin rides.

SPACE PATROL

3-D Video Spotlights Coin Rides

LOS ANGELES, May 2.—The kiddie ride business in general and Exhibit Supply of Chicago in particular received an indirect nationwide publicity break Wednesday (29) when the ABC network held a press demonstration of three-dimensional television. (Details in TV section).

The live program presented was "Space Patrol," which features jet planes similar to the coin-operated kiddie rocket rides now on location in many of the country's leading department, variety and supermarkets.

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ANOTHER NATIONAL KIDDIE RIDES SCOOP!

IN-PLANT FEEDING

Civilian Industry Eyes Venders As Solution

CHICAGO, May 2. — With civilian industry gearing its activity on a more definite basis following the government's move to stretch out the defense program, management and employees are looking to a permanent solution of their in-plant feeding problems. Vending equipment, supplementing concessionaire-caterer operations in numerous instances and in many others replacing counter and cart service entirely, is definitely a major consideration in this solution (The Billboard, May 2).

Current battery-type installations on plant floors, in their cafeteria and recreation areas, are back-boned by proven standard units: candy bar, cigarette, cup and bottle cold drink and milk machines. The postwar influx of hot beverage venders, paced by

coffee, include soup and chocolate. Canned and cup juice machines are also a growing factor, as are cold sandwich, ice cream, pie, cookie, doughnut and cake units. Gum, bulk candy and peanut venders remain an important adjunct.

Hot Sandwiches

Both operators and plant management, however, are eager to place an equally dependable, reasonably priced hot sandwich

(Continued on page 76)

Ratify N. C. Bill Repealing Vender Taxes

RALEIGH, N. C., May 2. — House Bill 758, repealing all State taxes on merchandise vending machines, with the exception of cold drink units handling carbonated beverages, was ratified here Wednesday (29). In several instances, however, rates for operating licenses on certain types of equipment were increased.

The \$15 tax on cup and bottle soft drink machines, handling carbonated drinks, remains in effect. Juice, coffee and other non-carbonated beverage units come under the tax repeal bill.

New rates for operator licenses for routes of five or more units follow: cigarettes, \$250, up from \$100; soft drinks, \$100 (unchanged); food and other nickel, dime or quarter equipment, \$150, up from \$100; penny venders, \$25 (unchanged), and penny scales, \$50, up from \$25.

Operators with four or less units will continue to pay the following per machine taxes: beverages, \$15; cigarettes, \$5; scales, \$2.50 and penny venders, 50 cents. All other types of venders operating on a nickel, \$1.

Bright Future Predicted for Cia Business

BOSTON, May 2. — Harry L. Hilyard, treasurer of the American Tobacco Company, this week predicted that the outlook for the tobacco industry is "exceedingly bright."

In a statement to the Boston Security Analysts here, he pointed out that the prospect of increase cigarette sales, stable tobacco leaf prices and lower taxes, and the recent 5 per cent increase in cigarette prices were the factors upon which he based his prediction.

Moreover, he said that if the excess profit tax expires on June 30, and the company maintains the 1952 sales and costs, the effect would be to boost the firm's per share earnings to \$7.25 in 1953 from \$4.79 in 1952.

He predicted that cigarette sales in the next few years would increase at the rate of 4 per cent annually, or at twice the rate of gain in population.

Slater Retiring as Western Assn. Head; Held Post 11 Years

LOS ANGELES, May 2.—With the Western Vending Machine Operators Association to hold its annual election next month, M. I. Slater, president for the past 11 years, asked the members this week to consider another candidate for the presidency. Slater recently sold his route and is retiring from the vending machine business after 15 years. His announcement, coupled with work for the elimination of the State sales tax on candy, occupied the regular monthly WVMOA session on Tuesday (28) night at the Unique Restaurant here.

Slater said that he had sold his route, principally candy venders, to Ed Farwell and William Tracy. The purchasers took over the operation as of April 1. Slater said he had no immediate plans but would attend the June meeting and continue to keep in touch with the association as time permitted.

With the Senate Committee hearing on the removal of the

sales tax on candy set for Friday (1), Slater advised members to telegraph four State senators, Hugh Burns, Jess Dorsey, James McBride and Luther Gibson in Sacramento, urging their support of Senate Bill 1192. He also asked that operators as individuals write members of the Assembly Committee asking them to change

(Continued on page 76)

Portland Ops Slow on Kings; Push Standards

PORTLAND, Ore., May 2.—The addition of Old Golds and Raleighs to the king-size market has not made an appreciable dent in Portland's cigarette-vending operations. The reason: Demand for the longer smokes has not developed locally.

When Chesterfields first marketed king-size, a flurry of curiosity buying was noted, but it tapered off as the novelty waned. Operators here feel that the heavy

(Continued on page 76)

First Self-Percolating Coffee Vender Unveiled at Philly Showing

ABC Vending Bows Square Manufacturing-Built Machine; to Offer on General Market

PHILADELPHIA, May 2.—After two years' development and a minimum \$300,000 in expenditure, Square Manufacturing Company's self-brewing coffee vender was officially unveiled at a special preview at the Bellevue Stratford Hotel here Thursday and Friday (30-1).

The machine, designed by Leslie Arnett for Square Manufacturing, Chicago, was shown by ABC Vending Company. Square is owned by Max and Paul Rosenbaum, who also have substantial interests in ABC. Called the Perk-O-Matic, the unit pilot operated for six months in the employee area of a Chicago department store. While the exact method of marketing the machine has not been determined, the Rosenbaums state that it would not be produced for any single corporation. A royalty placement policy is being considered.

Jack Beresin, ABC president,

said production models are now being installed in the subway here. Other units will shortly be placed in Baltimore, Washington and several other cities. Square is currently in the midst of a 300 machine run on the new vender.

600 Cups

Beresin said the Perk-O-Matic was designed to vend 600 cups of coffee, with 100 cups brewed at a maximum of 100 at a time. Coffee is made in six brewing units, each switches on automatically as the supply in the serving tank is exhausted. An automatic cut-off prevents coffee being brewed in the same unit twice. Latter are removed by unscrewing hose connections at top and bottom. The empty units are then returned to the operating firm's headquarters for cleaning and refilling. Capacity, as well as drink strength, can be varied by changing the amount of water and coffee used in each brewing unit.

As one of the six percolating units drops below the 15-cup mark, it automatically kicks off the next unit so that freshly-brewed coffee is served at all times.

Coffee, as in the concentrate type venders, can be served four ways: black, black with sugar, with cream or with cream and sugar.

The machine is 76.5 inches high, 30 inches wide and 27.5 inches deep.

When the present 300 unit production run is completed, according to Max Rosenbaum, Square Manufacturing will build a 2,000-cup model using fresh rather than powdered cream as in the present unit.

Introduction of the self-percolating coffee vender marks a policy departure by Square Manufacturing Company. Formerly, it restricted output to cold cup machines, all of which went to ABC Vending or its subsidiaries.

Candy Vender Conversions Grow; Become Hot Drink Units

4 Firms Market Rebuilt Models; Peg Prices From \$196 to \$895

DUBUQUE, Ia., May 2.—Conversions of candy bar venders, pulled off location and retired by their original operators, are being offered at prices ranging from \$196 to as high as \$895 after hot water systems have been added and exteriors refinished. The move, started earlier this year by a Minneapolis firm (The Billboard, January 24), has gained momentum until there are at least four companies marketing such equipment.

Among the latest to offer the converted hot beverage units is Continental Merchandising Corporation here. According to Martin E. Underwood, Continental has acquired a number of five-column candy machines "pulled by an old line (operating) company and replaced with eight-column machines" called the Snack Bar. The five-column units have a 70-package capacity, are equipped with three-gallon hot water tanks, new slug ejectors and electric heating elements. Sugar cup dispensers are mounted

(Continued on page 77)

SAN FRANCISCO, May 2.—The recently formed Coin-O-Matic Company here, headed by Robert D'Orsay, is the latest firm to join the "candy vender to hot beverage machine" parade (The Billboard, May 2).

One of the four units, Model 570, offered by the firm is a five-column candy vender refinished and equipped with hot water tank and heater. Like the other conversions, it vends packets of coffee, soup, etc. concentrates for manual mixing by the patron. Capacity, 70 packets. Price is \$295.

D'Orsay said that the three other models have "new cabinets built by a local manufacturer for Coin-O-Matic." Prices on these units, with capacities ranging from 150 to 1,000 cups and-or cookies and doughnuts, peak at \$895. The larger models, also, feature more automatic operation; the customer does not have to place the concentrate in the cup. A special valve is said to offer the customer three-way "flavor control" by regulating to taste the amount of concentrate used in each drink.

MINNEAPOLIS, May 2.—Snack Bar Company, headed by George A. Van Doren Jr., was formed last January to market a hot beverage conversion unit for the Statler cookie vender and a line of concentrate and powder packets for coffee, soup, chocolate, soup, etc. Later, the firm added a converted Statler vender for \$196; the conversion kits, alone, were priced at \$79.

The Statler conversion leaves three columns for cookies, six for the various hot drink concentrates or powders. A thermostatically controlled, three-gallon electric hot water tank and heater is installed in the vender's base.

(Continued on page 76)

Halley Elected Lorillard Head

NEW YORK, May 2.—William J. Halley was elected president of the P. Lorillard Company Tuesday (28), succeeding R. M. Ganger, whose resignation was accepted by the board of directors the same day. Ganger's resignation was prompted by ill health.

Herbert A. Kent, chairman of the board and formerly president of the company, was named executive officer. Frank Hopewell was elected executive vice-president. All changes are effective immediately.

Kent, in making the announcement, said there would be no changes in the policies or operation of the company. Before Ganger became president last year, Kent had filled that post for 10 years.

Halley, who was formerly

(Continued on page 77)

Telecoin Anti-Trust Decision Reversed

NEW YORK, May 2.—A judgment which held that the Telecoin Corporation of New York had violated the anti-trust statutes by its arrangement with the Bendix Corporation, whereby Telecoin was the exclusive purchaser of commercial washing machines from Bendix, has been reversed by the U. S. Court of Appeals here.

According to Arthur W. Percival, president of Telecoin, his firm and Bendix had entered into an agreement whereby Telecoin would buy, on an exclusive basis, the entire commercial output of Bendix washing machines. These units, with coin mechanisms attached, were placed on location in apartment houses.

Percival pointed out that any operator could buy a Bendix washing machine thru retail channels, and he added that operators also could buy directly from other washing machine manufacturers.

1951 Judgment

In November, 1951, a judgment was obtained under anti-trust statutes by former owners of automatic stores and route opera-

tors of Bendix washing machines against Telecoin.

Clarence Fried, of the law firm of Hawkins, Delafield & Wood, representing Telecoin, said that the 1951 decision followed when the judge instructed the jury to

(Continued on page 77)

NEW FOR BULK VENDING

Charm Mfr. Cites Bright Future in Toys, Novelties

NEW YORK, May 2.—The bulk vending industry, confined largely to nuts and ball gum with charms since its inception, is entering a new phase of development according to Sam Eppy, president of Samuel Eppy & Company, Inc.

Eppy predicted that equipment like the new Victor Rocket bulk vender, which dispenses miniature toys one at a time, would help establish the bulk vending industry as a method of distribution for toys and novelties which would normally be sold over the counter,

but which are not, due to distribution costs.

He forecast a day when bulk venders will handle single items at 5, 10 and 25 cents thru mechanism which can be adjusted to accommodate a variety of items."

Jobbers Wary

The miniature toy and novelty field, he points out, is suffering because the jobber and manufacturer are wary of the short life of these items and because of the distribution costs, which cut heavily into the price of items usually sold for pennies.

Eppy said the salesman wants 10 per cent, the jobber upwards of 50 per cent and the retailer 33 per cent, all of which adds up to nearly the whole melon.

Bulk vending, he maintains, opens up direct distribution, with only the operator between the manufacturer and the vending machine, which, in effect, is the non-salaried retailer.

Production Plans

That Eppy believes the day of the bulk vender as a seller of miniature toys is drawing nigh, is evident

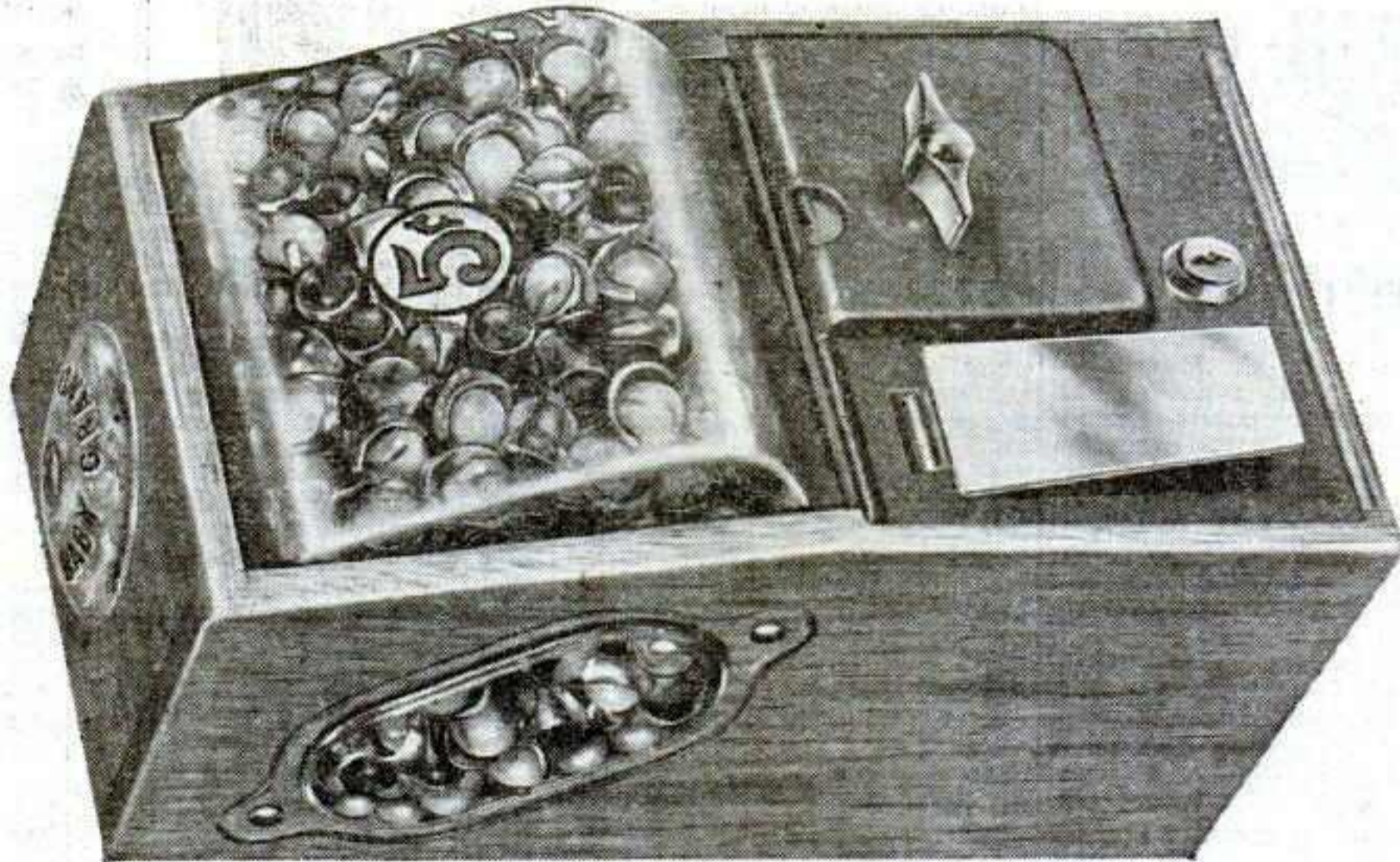
(Continued on page 77)

New Fla. Bills Would Impose Flat Op Tax

TALLAHASSEE, Fla., May 2.—Sen. Leaird, Fort Lauderdale, introduced two bills in the Legislature changing the State license tax on vending machines. The proposed measures would impose a flat tax of \$40 on each person or firm operating one or more vending machines.

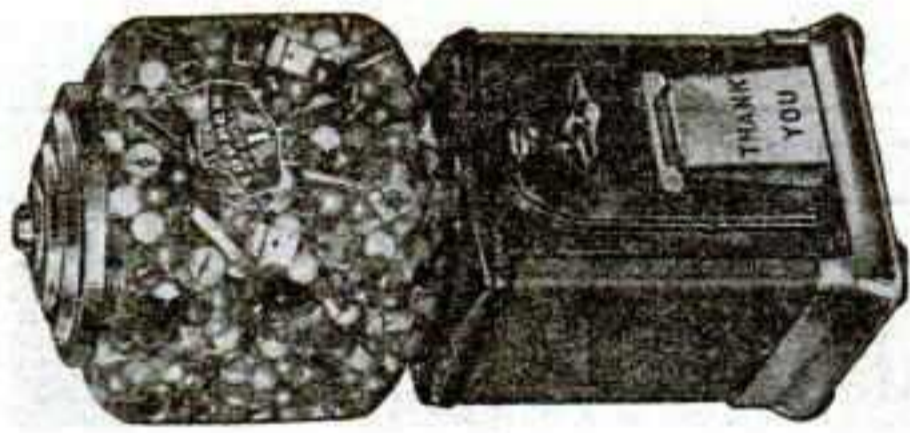
At present the tax is imposed on a sliding scale, including \$2 for each cigarette machine, except those in places of business which already have paid a license tax to sell cigarettes. A \$5 tax is placed on all other venders.

**VICTOR'S NEW COMBINATION
ROCKET CHARMS and
BABY GRAND DELUXE**



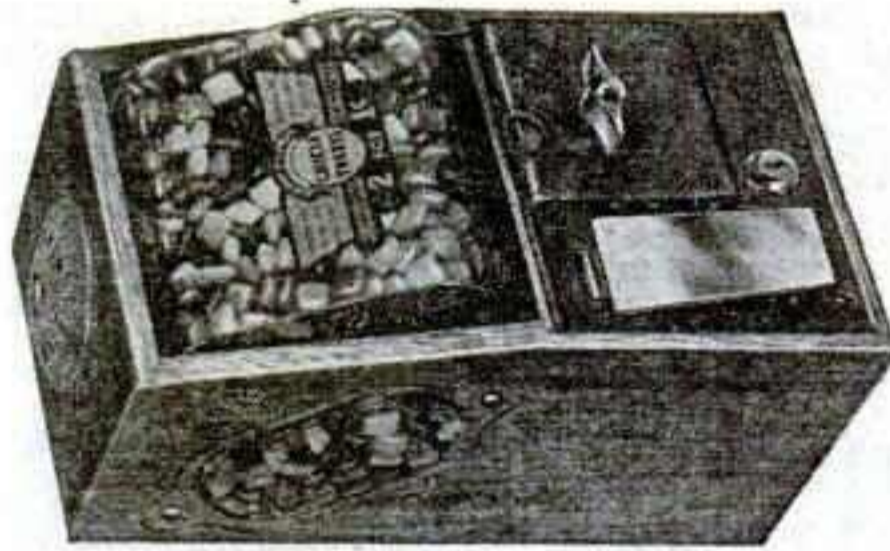
Featuring all the earning power that can be packed into a Bulk Vendor.

Test locations show that **ROCKET CHARMS** and **BABY GRAND** empty in 4 to 5 days. **BABY GRAND** holds 500 **ROCKET CHARMS**.



TOPPER DELUXE GLOBE STYLE

Rugged, durable Globe Style vender finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Gum. Packed and sold 4 to the case.

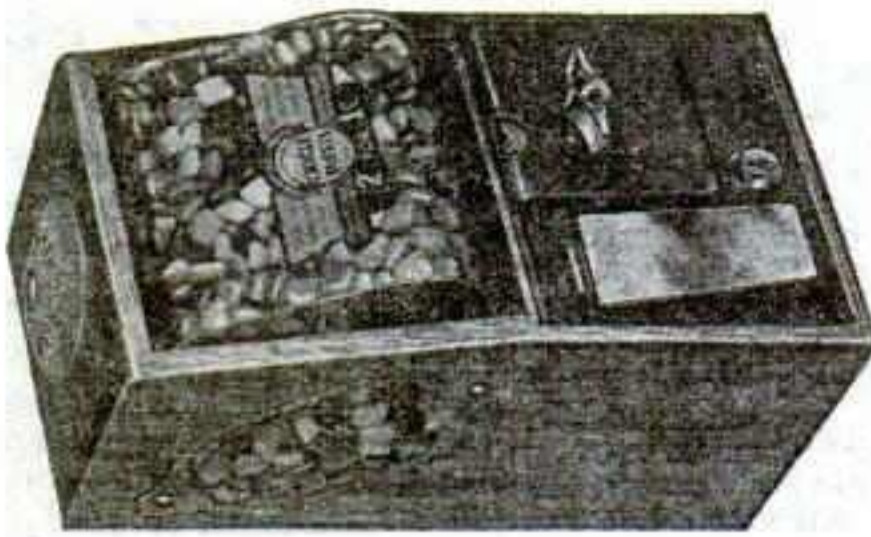


BABY GRAND DELUXE and CHICLE TREATS

Featuring Victor's Project-O-View Window of transparent Lucite . . . shatter-proof for safety. Two locks . . . one for fast loading . . . one for money compartment. Cabinet of solid Oak with natural finish. Vend Chiclé-Treats 330 Count . . . 6 colors . . . 6 flavors . . . 2 for 1¢. Capacity: 6½ lbs. Packed and sold 4 to the case.

TOPPER DELUXE HALF-CABINET STYLE

The New Style by Victor . . . a combination of steel and Lucite finished in red, black and yellow, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.



**BABY GRAND DELUXE and
CHICLORO TREATS**

Featuring all of the innovations and refinements embodied in Victor's Sensational **BABY GRAND DELUXE**. Vends Chicloro Treats 2 for 5¢ . . . 250 count. Or will vend average of 4 for 5¢ when equipped with Merchandise Wheel (part No. 50). Capacity: 6½ lbs.

SEE . . . The most complete line of Bulk Venders!
BUY . . . The Finest Mechanisms in the World!
VICTOR . . . Manufacturers of the Finest Bulk Vending Equipment

**You can *DEPEND* on
VICTOR
Always . . .**

**FOR THE LATEST AND
BIGGEST MONEY-MAKERS
IN BULK VENDING**

World-Famous for Durability . . . Dependability
. . . Attractive Appearance . . . Consistently the
most profitable equipment offered to the Bulk
Vending Trade . . . Featuring the utmost in
economical operation.

**SOLD EXCLUSIVELY THRU VICTOR
DISTRIBUTORS**

VICTOR VENDING CORP.
5701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

MONEYGOLDS



from Sandy MacTight's garden of profit.

They bloom better if you operate

VICTOR'S

Topper Deluxe Half-Cabinet Style

Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-ins Accepted.

\$14.25 ea.

\$13.25 ea.

100 or more. All machines packed and sold 4 to the case.

ROY TORR—LANSDOWNE, PA.

Welch Nut Buys Riggi Candy Co.

CHICAGO, May 2.—Welch Nut & Candy Company purchased the Riggi Candy Company and rights to the latter's entire line, including bulk and packaged items. Both firms occupied quarters at 3720 W. North Avenue.

I. Robert Ballin, Welch sales director, stated that his firm was in the process of revamping its line so as to be suitable for use in venders.

R. B. Trotter Named Rowe Sales Rep

NEW YORK, May 2.—John S. Mills, vice-president and sales manager of the Rowe Manufacturing Company here, announced today that R. B. Trotter has been appointed Rowe sales representative for Texas, Oklahoma, Arkansas and Louisiana.

Trotter will make his headquarters in Dallas, his native city. He will handle all Rowe cigarette, candy, ice cream pastry and milk venders.

Jersey Vending Group Formed

CAMDEN, N. J., May 2.—The newly organized Cigarette Merchandisers of South Jersey, composed of vending operators in the Camden area, held their first meeting at the Walt Whitman hotel here Tuesday (28).

Leo Spector is president. Sol Kesselman, counsel for the New Jersey Music Guild, helped organize CMSJ.

Life Savers Earnings

PORT CHESTER, N. Y., May 2.—Life Savers Corporation earned a net income of \$428,143 for the first 1953 quarter. For the like 1952 period, net earnings were \$424,581.

End Peanut Price Supports, Candy Bar Makers Plead

WASHINGTON, May 2.—Candy bar manufacturers pleaded for relief from peanut price supports at the recent National Peanut Congress meeting here. Government supports "have almost priced peanuts out of candy bars," they declared.

William Olsen, Curtiss Candy Company, said: "Let's get Congress out of the peanut business so we can stay in it."

Olsen, speaking for the National Confectioners' Association, whose members use approximately 22 per cent of the total edible peanut crop, added: "Peanuts represent the most costly government price-supported basic crop in 1952. It is ridiculous to class peanuts, which represent less than 1 per cent of the total farm income from crops, as basic."

Continuing, Olsen explained, "It is foolhardy to guarantee price supports based on 90 per cent of a parity computed during the period 1909-1914, when only about 350 million pounds were produced for eating in the shell at baseball parks and zoos, compared to present production of 1.5 billion pounds."

In 1952, candy makers used 117,000,000 pounds of peanuts, 18 per cent less than the average used in 1944-1947.

Cuban Sugar Slated For Britain, France

HAVANA, May 2.—A deal for the sale of 1,000,000 tons of Cuban sugar to Great Britain was closed in negotiations between representatives of the two countries, it was officially announced by President Batista this week.

Of this, 600,000 tons will be shipped before December 31, and the additional 400,000 tons will be shipped next year. According to the government reports, the 600,000 tons from this year's crop in Cuba would be sold at 2.75 cents a pound f.o.b. and next year's shipments at 3.08 cents.

Additional negotiations are being completed with France for the sale of an additional 200,000 tons to that country, under the same conditions as were agreed upon for a similar quantity last year. It is also expected that some agreement for sale of sugar will shortly be reached with Western Germany and Japan.

Northwestern Sets K. C. Distributor

MORRIS, Ill., May 2.—The Northwestern Corporation this week appointed Bernard K. Bitterman a factory distributor for its line of bulk, gum and stamp venders.

Bitterman, 4709 East 27th Street, Kansas City, Mo., will carry a complete stock of Northwestern parts and accessories, President W. E. Bolen stated.

Bayuk First Quarter Sales, Profit Tops '52

PHILADELPHIA, May 2.—A net profit of \$87,844, equal to 11 cents a common share, on sales of \$7,125,877 was reported this week by Bayuk Cigars, Inc., for the first quarter of 1953.

For the same period last year, sales were \$6,458,111, with a net profit of \$64,614, or 8 cents a common share.

Eppy Baseball Charms

NEW YORK, May 2.—Samuel Eppy & Company, Inc., announced this week that his firm was making baseball charms. The charms are white with black stitches.

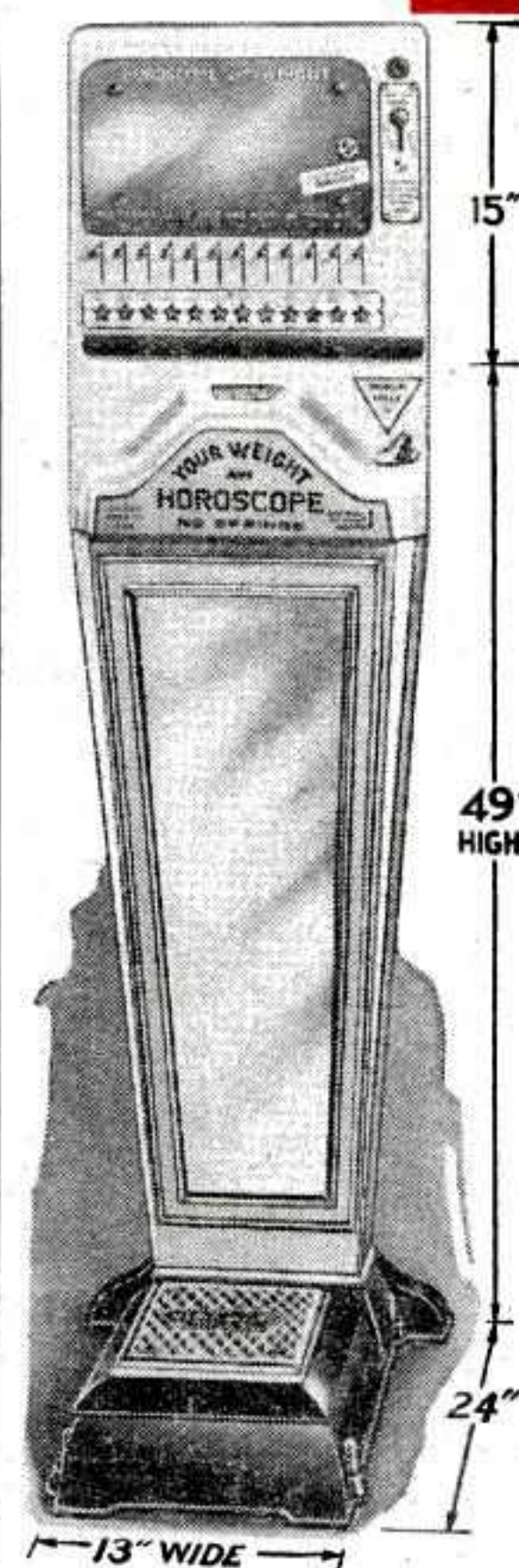
S. C. Scale Regulation

COLUMBIA, S. C., May 2.—Among five bills sent to Governor Byrnes last week for his signature was one "to regulate coin-operated weighing scales more strictly."

Correction

WOBURN, Mass., May 2.—In a story which appeared in the May 2 issue of The Billboard, it was erroneously stated that Sealtes Dairy and Lily-Tulip are negotiating a contract for 12,000,000 o Lily's new plastic cups. Actually Schroeder Products here is negotiating the contract with Lily Tulip.

THIS IS NEW!



5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c Horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 44, ILLINOIS

BIG! BIG! BIG!



VICTOR'S NEW COMBINATION ROCKET CHARMS AND BABY GRAND DELUXE

- 1 Baby Grand Deluxe.....\$14.50
- 500 Rocket Charms.....10.00
- TOTAL COST.....\$24.50
- 4 Baby Grand Deluxe.....\$57.00
- 2000 Rocket Charms.....40.00
- TOTAL COST.....\$97.00

1/3 Dep. on all orders. F.O.B. Boston

Everything for the Operator at Lowest Market Prices!

CHAMPION NUT CO.

1194 Tremont St. Boston 20, Mass.

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREATS VENDOR

ORDER TODAY

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

"BIG PROFITS!"

Vendors and Jobbers CHEWING GUM LINE!

- ★ Cellophane Wrapped
- ★ Fresh from the Factory
- ★ All Flavors and Types— PLUS Bubble Gums— 1c, 2c, 5c Items!

Half of Standard Brand Prices

All sizes Ball and Vending Gum, Chlorophyll Gum, Chicle & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes—520, 320 & 250 per lb.

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

Buy your JAP IMPORT specialty items DIRECT from the IMPORTER

- Pearl Knives\$2.98 per gr.
- Ohio Harmonicas\$3.99 per gr.
- Playing Cards with Silver \$5.25 per M

Write for free samples and quantity discounts.

OHIO GUM CO.
P. O. BOX 3621, CLEVELAND 19, OHIO

Available Now!

1c or 5c

ACORN

ALL-PURPOSE BULK MERCHANDISER

Featuring the new SILVER STREAK BRUSH HOUSING

Empire

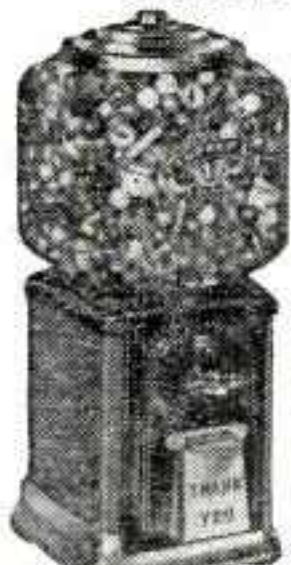
COIN MACHINE EXCHANGE

1012 Milwaukee Ave. • Chicago 22, Ill.

12 DEALS

Only experienced vendor salesmen considered who will qualify by letter with full information, giving names of companies worked for in past and type of machine you now sell—Jobbers, operators need not reply. Men who qualify will handle 12 different deals, several are exclusive. Write BOX CH-154, The Billboard, 188 W. Randolph, Chicago 1, Ill.

VICTOR'S TOPPER DE LUXE GLASS GLOBE STYLE



\$14.20 each
Cases of four (minimum order)
\$13.20 each
100 or more
Also available in half cabinet style.
Write for lowest prices on gum and charms

H. B. Hutchinson Jr.
860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

Buy COLUMBUS VENDORS

and end your servicing troubles

Columbus Vending Co.
Columbus, Ohio

KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!

SPECIAL
DuGrenier V or VD, up to 298 cap.\$82.50
SILVER QUARTER OPERATION—KING SIZE INCLUDED!

SILVER QUARTER OPERATION KING SIZE INCLUDED!
Rowe Royal—6 or 8 col.\$90.00
Rowe Royal—10 col., 400 cap. 95.00
U-NEED-A "A," 6 col., 180 cap. 87.50
U-Need-A "E," 4 col., 100 cap. 47.50
DuGrenier "S," 7 col., 210 cap. 77.50
Add \$5.00 to Above Prices for 30c Vending

CANDY MACHINES
DuGrenier Candyman With Base, 72-Bar Cap.\$49.50
Without Base45.00 \$97.50

SPECIAL!
Uneda Monarch, 6 Col., 380 pack cap. \$92.50

Our Paints Are VENDERIZED Prevents Peeling Flaking & Rusting.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW RECONDITIONED LIKE NEW

166 Clymer Street, Brooklyn 11, N. Y. • EVERgreen 7-4568

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

East & Midwest: M. J. Abelson, Gen. Sales Mgr., 2033 Fifth Ave., Pittsburgh Phone: AT 1-6478
Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles



"Smokeshop Lo-Boy"
THE NATION'S FINEST CIGARETTE VENDOR!
486 PACK CAPACITY
Tear Out and Mail This Ad for Details
Smokeshop CORP.
(AUTOMATIC PRODUCTS CO.)
250 West 57th Street, New York 19, N. Y.

Lorillard Gears Decal Program To King Cigs

NEW YORK, May 2. — P. Lorillard's sticker and decal program, for point-of-sale aids, is being geared to king-size Old Golds, according to Ray Young, Lorillard sales executive.

Young said that yellow and red stickers, suitable for vending machines, are being prepared. These stickers read, "Now, Old Gold King-Size Here," with an arrow pointing to the OG king-size column.

Decals, suitable for placing in store windows, read, "Cigarettes Sold Here, Old Gold Regular and King-Size, Vending Machine Inside."

Conn. Coke, Pepsi Bottlers Up Wages

BRIDGEPORT, Conn. May 2.—The Coca-Cola Company of Stamford this week granted increases of \$3.50 a week for driver-salesmen and 10 cents an hour for other workers under a two-year contract. An additional 5 cents an hour will be paid the latter group next year. Each will be paid \$42 a week, plus 6 cents per case for soda handled.

The Pepsi-Cola Company of Fairfield granted similar increases, immediately following the move by the Coca-Cola Company, which now assures a guaranteed weekly wage of \$62.50. Both contracts were negotiated by Joseph P. Cleary, secretary-treasurer of the International Association of Teamsters (AFL).

5 New Vender Firms Chartered in Calif.

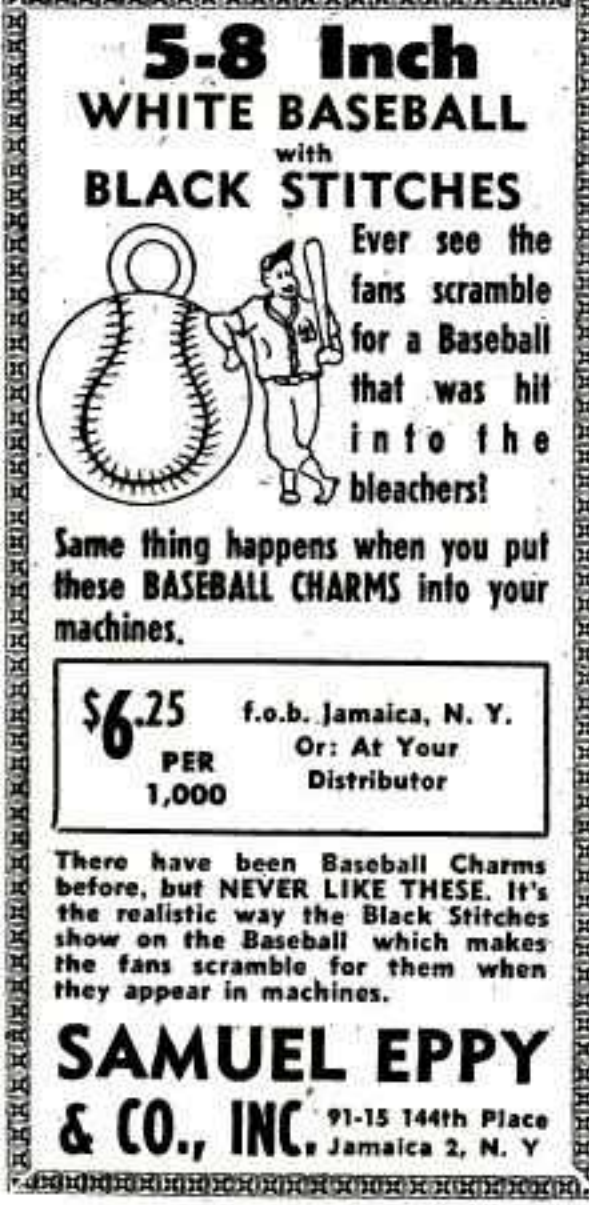
SACRAMENTO, May 2.—Vita-Vend Corporation has been chartered to distribute vending machines in Monterey County. Authorized capital is \$25,000. Directors are James M. Reed, Merton Dale and Ruth Nigberg.

Trendco Manufacturing Company was formed to manufacture, lease, distribute and sell vending machines in Fresno County. Authorized capital was listed as \$25,000. Directors are Kenneth Ball, Lillian A. Zachritz and G. Paul Zachritz.

W. F. Advertising, Ltd., has been granted a charter for the distribution of venders in Monterey County. Authorized capital, \$25,000. Directors are Clara Den, Frieda Drue and Ruth Nigberg.

The F. E. Erickson Company has been chartered to manufacture coin-operated machines and related equipment in Sacramento County. Authorized capital is 2000 shares, no par value. Directors are F. E. Erickson, Rose G. Erickson and Heinz P. Huebner.

Western Dairy-Matic, Inc., was organized to sell milk and other food products thru vending machines in San Diego County. Authorized capital is \$25,000. Directors are William F. and Mary Jane Halsey and William F. Reed.



5-8 Inch WHITE BASEBALL with BLACK STITCHES
Ever see the fans scramble for a Baseball that was hit into the bleachers?
Same thing happens when you put these **BASEBALL CHARMS** into your machines.
\$6.25 PER 1,000 f.o.b. Jamaica, N. Y. Or: At Your Distributor
There have been Baseball Charms before, but NEVER LIKE THESE. It's the realistic way the Black Stitches show on the Baseball which makes the fans scramble for them when they appear in machines.
SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, N. Y.

Portland Ops

Continued from page 73

demand for standard size requires them to vend all the leading brands, so that to add a king-size would find them marketing one brand in two columns, a step they feel unjustified.

Another barrier to the switch is found in those locations vending at a quarter. This would require the operator to absorb the price differential. The majority of locations, however, are on an odd-cent basis, penny having been resumed at the time of the latest wholesale price increase. In this area, 23 cents is the going price. But this opportunity for exact pricing has not found operators willing to vend king-size in their eight-column machines.

Tenn. Tobacco Receipts

NASHVILLE, May 2. — Tobacco tax collections for the first nine months of the current fiscal year (July 1-March 31) totaled \$10,281,788. This was an increase of \$444,720 over the \$9,837,068 collected during a similar period in the 1951-'52 fiscal year, it was announced by Z. T. Atkins, State finance and taxation commissioner.

In-Plant Feeding

Continued from page 73

and all-around hot food type unit. Numerous prototypes of this equipment, with special emphasis on hot sandwich machines, have seen test use since 1946.

Quantity output of hot sandwich units, it is felt by operators and industrial officials, will do much to further consolidate automatic merchandising in its position as an industrial necessity.

Acting as an incentive to discontinue the "brought from home" lunch and encourage venter patronage is the plant workers' high weekly earnings. These increased an average of 18 cents to \$1.73 an hour in the two-year period ended January 15, the U.S. Labor Department reported. This increase brought weekly earnings to \$71.27 in mid-January, up \$8.52 from December, 1950.

Among the highest hourly wage boosts over the last two years were those by metal and metal-working industries, and in food and rubber trades.

Indicating that the latter holds top potential as a volume vender field is the recent \$250,000 machine installation at the Good-year Tire & Rubber Company's Akron plant.

In the radio, television and electronics field generally, in-plant vending is also increasing as a package deal. In RCA's Camden, N. J., plant, for instance, venders are termed an "overwhelming success" by the company's food service division chief. He said that 150 venders, set up in 22 batteries, each with 12 types of machines, replaced a "costly wagon cart service."

Sandwich venders, said the RCA food division head, are the base of the operation.

Slater Retires

Continued from page 73

only five words in the sales tax law, thus removing candy from the taxable list by rating it as a food. The Assembly Committee hearing was postponed from its scheduled session Thursday (30). Letters, Slater said, were still needed and the postponement should allow for more messages.

While it was generally known that Slater had sold his route, the official announcement was not made until the meeting. Lew Feldman, of the Acme Vending Machine Company, motioned for the association to give the retiring president a rising vote of thanks.

The next meeting will be held also at the Unique Restaurant, Washington Boulevard and Figueroa, on May 26. WMVOA meets the last Tuesday night in each month, except in August and December, when meetings are canceled.

Snack Bar Co.

Continued from page 73

The conversion kits include a mirror, drain pan, water heater and faucet, column adapters for the packets, and a sugar and cup dispenser.

Like most of the other conversions, the Snack Bar units require the customer to deposit coin for desired concentrate or powder packet, remove cup from side dispenser and break packet into cup, then hold cup under manually operated hot water faucet to make the finished beverage.

In some of the later models, the concentrate and powder comes already portioned in the cup. Customer then has only two manual operations; hold the cup under the spigot and open and close latter.



RECONDITIONED VENDORS SPECIALS—FOR LIMITED TIME ONLY!

LEHIGH PX 400 Pack Capacity, 25¢ Operation, King Size \$149.50	NORTHWESTERN DELUXE 1c or 5c COMB. Comp. Refinished and Reconditioned \$8.50 Ea.	ASCO 5c HOT NUT VENDORS \$7.50 Ea. Orig. \$49.50 New.
SILVER KING VENDORS 1c or 5c Bulk 1c Charm King Completely Reconditioned and Refinished! \$8.50 Ea.	National Postage Service, Roll Type, Vends 1c & 3c, New Just Received Machines, Like New \$45.00	NORTHWESTERN MODEL 49 \$17.35 Each 1c or 5c Bulk or 1c Ball Gum. Specify When Ordering.
Columbus Model 466 Ball Gum, New. \$10.00 Recond. \$6.95 WHILE THEY LAST!	Advance Model D Ball Gum, New. \$10.00 Recond. \$6.50	Pop Corn Set Machine, 10¢ Chute. A Good Buy! Cost \$185.00 New. \$49.50

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00; All Others 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



WE HAVE NEWER CHARMS!
NEW IDEAS — NEW DESIGNS — NEW FINISHES
We take pride in producing the finest and most complete line of charms in the country.
IMMEDIATE DELIVERY!
Send 35c for complete samples and low, low prices. FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS
PENNY KING CO. 2538 MISSION STREET PITTSBURGH 3, PA.

Intro New Moisture Control Material

NEW YORK, May 2.—Development of a new moisture absorbent material, under the name Ansul T-Flo, for eliminating moisture from refrigerating systems, was announced by Ansul Chemical Company this week.

The new drier is leak tested at 300-pound pressure. It may be installed by either standard flare or solder connections. Drying material used in the device is a chemically treated gelatinous aluminum oxide hydrate in the form of 3/8-inch-diameter spheres. It also removes acids from refrigerating systems.

The new unit will be introduced Monday (4) and sold thru refrigeration wholesalers.

Special Cook Bars Plug M-G-M Movies

CHICAGO, May 2.—Cook Chocolate Company announced a new "first" this week—a tie-in between a Hollywood movie studio and a candy manufacturer. Deal involves Metro-Goldwyn-Mayer and Cook bars in giant 1, 2, 5, 10 and 25-pound sizes. Latter will have wrappers imprinted with actual scenes from two films, names of actors, etc., and will be used as prizes and gifts.

The first movie to be featured will be "Never Let Me Go," followed by "Dream Wife."

Oppose Higher Cig Licenses in Conn.

HARTFORD, May 2. — Proposed increases in cigarette dealer licenses and fees on vending machines in Connecticut were opposed at a hearing Tuesday (28) of the finance committee of the State Legislature here.

The proposed cigarette license measure would require a \$1 annual license rather than a \$1 permanent license.

The vending machine bill also calls for a \$1 annual license.

State Tax Commissioner William F. Connelly asserted that the revenue involved would not be high and it would cost the tax agency \$25,000 to police the measure.

Liggett & Myers Nets \$4,770,000 1st Quarter

NEW YORK, May 2. — The net income of the Liggett & Myers Tobacco Company, Inc., for the first quarter of 1953 was \$4,770,000, equal to \$1.13 a common share, compared to \$3,912,000, equal to 91 cents a common share, for the first quarter of 1952.

Sales totaled \$141,459,000, compared with \$131,294,000 for the first quarter a year earlier.

Dixie Cup Shows Gain

EASTON, Pa., May 2.—Dixie Cup Company increased its net income by \$38,466 in the first 1953 quarter over the like 1952 quarter. This year, net earnings were \$509,059, against \$470,593 in 1952.



VICTOR'S BABY GRAND ROCKET STYLE
1 Baby Grand DeLuxe (5¢ Play), \$14.50.
500 Rocket Charms, \$10.00.
Total cost of single deal, \$24.50.
4 Baby Grand DeLuxe, \$57 per case of 4, 2000 Rocket Charms, \$40.
Total cost of case deal, \$97.
Your Gross take at 5¢ per play is \$50 per 1,000.
Also Available
• VICTOR'S Topper DeLuxe Globe Style
• VICTOR'S Topper DeLuxe, Half-Cabinet Style
Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-ins Accepted.
1 to 23 \$14.25 Ea.
24 to 47 14.00 Ea.
48 to 99 13.75 Ea.
100 or more 13.20 Ea.
• VICTOR'S Baby Grand DeLuxe
\$14.25 ea \$13.25 ea more
All machines packed & sold 4 to the case. Write for our complete charm and merchandise list. Prices subject to change without notice.
Pioneer Vending Service
590 Albany Avenue Brooklyn 3, N. Y.
Phone: PResident 4-5358



WHAT ARE YOU VENDING?
Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?
ADVANCE Is the Vender for You
Cigarette Machines. All Models in Stock. Want more information? Write today to
J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
PResident 2-2900



VICTOR'S Topper DeLuxe Globe Style
1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.



CANADIAN OPERATORS! SAVE MONEY ON YOUR VENDING SUPPLIES
Be first with these new Charm Sensations...
• Name Stamps
• Luminous Life Blues
• Canadian Provinces
• Yo Yos
• Brand Name Bottles
• False Teeth
• Plastic Bullets
• Baseball Cards
For Best Results Use the
ACORN ALL-PURPOSE VENDOR
Write today for your free introductory offer of ONE THOUSAND (1000) FREE CHARMS with every one hundred (100) pounds of International's ball gum. Send 50¢ today for our complete charm sample kit.
INTERNATIONAL VENDING CO., LTD.
940 Gerrard St. East Toronto, Ont. Hargrave 2179
501 Gladstone Ottawa, Ont. Ottawa 3-5782



COLUMBUS VENDORS
First Choice Since 1908
Columbus Vending Co.
Columbus, Ohio

ARROW

Guaranteed Reconditioned Machines

- Acorn, 1c or 5c \$ 8.95
- Advance #D B.G. 6.95
- Advance #11 5.95
- Asco Hot Nut, 5c 7.50
- A.S.T. Challenger, 5c 24.50
- Cebco 2 Col. Hot Nut, 5c 14.50
- Columbus, 1c or 5c 7.45
- Exhibit Card Machine (metal) 14.50
- Hunter 1c B.G. 18.50
- Kicker & Catcher 22.50
- N. W. Deluxe 1c & 5c Comb. 12.95
- N. W. #49, 1c or 5c 12.50
- Pop Corn Sez, 10c 59.50
- Regal 1c B.G. or Mds. 4.95
- Silver King, 1c or 5c 7.45
- Shipman Stamp Mach., 3 Col. 24.50
- Victor Model V 6.95

Merchandise

- Jumbo Queen Pist. Nuts \$.90
- Vendors Mix Pist. Nuts81
- Calif. Vac. Pac. Almonds65
- Cashews, whole44
- Cashew Butts55
- Mixed Nuts52
- Virginia Peanuts35
- Spanish Peanuts28
- Squash Seeds25
- Tiny Jelly Beans28
- Boston Beans28
- Rainbow Peanuts28
- Licorice Lozenges25
- M & M44
- Baby Chicks33
- Ball Gum, all sizes, 200 lbs. or more, freight prepaid28

Accessories

- Money Weighing Scales \$18.50
- Tubular Coin Counter 1.00
- Wall Brackets 1.25
- Suction Cups, Per Doz. 7.50
- Stamp Folders, 10,000 5.00
- Globes from 1.25
- Stands 4.75

Charms—Write for List, 1/3 deposit, balance C.O.D.

ARROW VENDING MACHINE CO.
102-17 Roosevelt Avenue
Corona 62, Queens, N. Y. C., N. Y.
Tel.: Illinois 7-9218

VICTOR'S BABY GRAND

ROCKET STYLE

- 1 Baby Grand De Luxe (5c Play), \$14.50
- 500 Rocket Charms, \$10.00
- Total cost of single deal, \$24.50
- 4 Baby Grand De Luxe, \$57 per case of 4
- 2000 Rocket Charms, \$40
- Total cost of case deal, \$97
- Your Gross Profit at 5c per play is \$50 per 1,000

Immediate Delivery on all Victor Models

Time Payment Plan Available. Trade-ins Accepted.

\$14.25 ea. \$13.25 ea. 100 or more

All machines packed & sold 4 to the case, 1 to 23 | 24 to 47 | 48 to 99 | 100 or more
\$14.20 Ea. | \$14.00 Ea. | \$13.75 Ea. | \$13.20 Ea.

Also Available

- VICTOR'S Topper De Luxe, Globe Style
- VICTOR'S Baby Grand De Luxe
- VICTOR'S Topper De Luxe, Half-Cabinet style

Write for our complete charm and merchandise list. Prices subject to change without notice.

BERNARD K. BITTERMAN
4709 East 27th St. Kansas City 1, Mo.

CONVERSIONS

We convert all types of cigarette machines to 25c or 30c operation!

CIGARETTE MACHINES

Unconditionally guaranteed! Silver quarter & King Size included. \$5.00 additional for 30c vending

- Rowe President, 8 or 10 Cols. \$125.00
- Rowe Royal, 8 or 10 Cols. 90.00
- Rowe Imperial, 8 Cols. 78.50
- Uneda "500", 7 or 9 Cols. 90.00
- Uneda Monarch, 6 or 8 Cols. 75.00

Parts for all machines available. All our machines are factory reconditioned.

1/3 DEP., BAL. C.O.D.

JEM VENDING SERVICE
2147 76th ST., BROOKLYN 14, N. Y.
Phone: Beachview 2-5159 or Laurelton 5-5504

COLUMBUS VENDORS

- Easy to Assemble
- Easy to Operate
- Low Upkeep

Columbus Vending Co.
Columbus, Ohio

CHARMS

New JET SERIES

120 ASSORTED CHARMS

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

- Plastic \$2.00 M
- Copper 3.00 M
- Silver 3.25 M

DOMINOES

Beautifully designed black plastic with clear white dots.

\$5.75 per M
f.o.b. NYC

- WHISTLES • SIRENS, ETC.

COMPLETE LINE OF CHARMS

SEND FOR FREE PRICE LIST!

PAUL A. PRICE CO.
55 Leonard St., New York 13

Candy Vender
• Continued from page 73

on the sides, manually operated by the customer.

Continental Merchandising Corporation is offering the converted candy units equipped to vend four columns of nickel or dime packets of coffee, soup and chocolate with one column of cookies or doughnuts. Price to the distributor is \$395. Price at which the latter should sell the unit: \$895 or \$795 in quantity orders. Continental stressed the retail prices, stating, "We do not want price cutting."

For the five - column, rebuilt candy machine equipped to vend only "candy bars and cookies" at a nickel, the operators' price should be "at least \$495," Continental suggested. Cost to the distributor is \$200.

A Minneapolis firm, Sol-U-Pak Company, was suggested as being the source of merchandise supplies. Underwood stated the latter firm had no connection with the venders.

In an earlier story (The Billboard, January 24), Super-Matix Manufacturing Company, Minneapolis, announced a candy vender converted for hot beverage operation, at \$295 f.o.b. Angus Grant Jr., president, stated that conversions on the candy machines were being made at 3114-16 West 28th Street, Minneapolis. This is the same address listed for Sol-U-Pak Company.

Grant had announced in January that his firm acquired "over 1,500 Mills five - column candy venders removed from locations by Mills Automatic Merchandising Company."

Exterior dimensions of both Continental and Super - Matix converted candy units are identical: 67 inches high, 21 inches wide and 14 inches deep.

Telecoin Decision
• Continued from page 73

find against Telecoin.

However, the Appellate Court ruled that the case was improperly submitted to the jury because of an erroneous charge by the trial judge, and set aside the judgments obtained by some of the plaintiffs. Seventeen of the 19 plaintiffs, mostly apartment house owners and launderette operators, had been awarded triple damages of \$17,000 each, plus costs, and \$12,500 in counsel fees.

Hung Jury

The original legal action, which originated in December, 1948, resulted in a hung jury. In the second trial, November, 1951, the judge found no violation of the Clayton Act. However, the Court of Appeals ruled that in taking the question of violation of the Sherman Act from the jury, the judge committed a reversible error.

The case was remanded to the lower court and a new trial ordered.

Meanwhile Percival said that his firm and Bendix would continue with their exclusive agreement. Telecoin, operating thruout the United States, was a pioneer in the coin-operated self-service laundry systems in stores and apartment houses.

Halley Elected
• Continued from page 73

executive vice - president, has been with the company for more than 25 years.

Hopewell, who replaces Halley as executive vice-president, has also been with Lorillard for more than 25 years and has been a vice-president since 1946. He started as a salesman, serving at various times as sales manager and general manager of the cigar division.

P. Lorillard sells Old Gold, Embassy and Kent cigarettes. The company's sales last year accounted for 5.7 per cent of all cigarette output, against 5.4 per cent of the volume in 1951.

Dugas Heads Pepsi Sales Training Dept.

NEW YORK, May 2. — Pepsi-Cola Company has appointed Benjamin U. Dugas director of sales training. Dugas was formerly with the Dale Carnegie organization as sales promoter and teacher. From 1933 to 1950 he was associated with the Louisiana Coca-Cola Bottling Company of New Orleans.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk 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.

	Issue of May 2	Issue of April 25	Issue of April 18	Issue of April 11
ABT Guess Your Weight Scale	\$100.00	\$100.00	\$100.00	
Acorn, 1c or 5c	8.95	8.95		
Ace Shoe Shine			49.50	\$49.50
Advance Model D Ball Gum	6.95 7.45	6.95 7.45	7.45	5.95 7.45
Advance No. 11	5.95(2)	5.95(2)	5.95	5.95
Alkuna Cracker Machine	37.50	37.50	37.50	
Almond, 5c				5.00
Asco Hot Nut, 5c	7.50	7.50(2)	7.50	7.50
Atlas Deluxe	7.95			
Atlas Bantam, 5c				6.95
Atlas Deluxe Nut Vender			7.95	7.95
Cebco Nut, 5c (2 col.)	14.50	14.50		10.00
Columbus, 1c	6.45 7.45(2)	7.45(2) 8.00	7.45 8.00	5.00 7.45 8.00
Columbus, 5c	7.45	7.45 8.50	8.50	5.00 8.50
DuGrenier Adams Gum, (4 col.) 1c			17.50	17.50
DuGrenier Candyman	45.00 49.50	45.00 49.50	45.00 49.50	57.50
DuGrenier V	82.50	82.50	82.50	
DuGrenier VD	82.50	82.50	82.50	
DuGrenier S (7 col.)	77.50	77.50	77.50	
Eastern Electric C-8	125.00		125.00	
Exhibit Card Vender, 1c	14.50 15.00	14.50 15.00(2)	15.00(2)	15.00(2)
Foot Ease (Exhibit)	95.00	85.00	85.00 95.00	85.00 95.00
Jewel, 5c		10.00	10.00	10.00
Kirk Astrology Scale	90.00	90.00	90.00	95.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95	7.95 10.00	7.95 10.00
Master, 1c	6.45 7.45	7.45 8.50	7.45 8.50	5.00 7.45 8.50
Master, 5c	6.45 7.45	7.45	7.45	5.00 7.45
Mills Adams Gum Vender	16.50	16.50 17.50	17.50	17.50
Mills Candy (5 col.)	89.50	89.50	89.50	89.50
Mills Tab Gum	16.50	16.50	16.50	16.50
National Candy (8 col.)	89.50			99.00
National Candy (9 col.)	19.50	19.50	19.50	19.50
National King Candy	99.50		99.50	99.50
National Electric	130.00	130.00	130.00	130.00
National 930	145.00	145.00	145.00	145.00
National 950	6.95 7.95	7.50(2) 7.95	7.50(2) 7.95	7.50(2) 7.95
Northwestern 33 Ball Gum	10.95 12.95	12.95 13.95	13.95	13.95
Northwestern Deluxe 1c and 5c	13.95			
Northwestern Model 39, 1c	6.95 7.95	7.95 8.50	7.95 8.50	7.95 8.50
Northwestern Model 49, 1c or 5c	12.50	12.50(2)	12.50	12.50
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum	7.50			
Pop Corn Sez	59.50 69.50	59.50 69.50	69.00	69.00 69.50
Regal 1c Ball Gum or Mds.	4.95	4.95		
Rowe Gum, 1c (5 col.)	78.50	78.50		5.00
Rowe Imperial (8 col.)	125.00	125.00	78.50 82.50	82.50
Rowe President (8 col.)	125.00	125.00	125.00	125.00
Rowe President (10 col.)	125.00 155.00	125.00 155.00	155.00	125.00 155.00
Rowe Royal (6 col.)	90.00	90.00	90.00	90.00
Rowe Royal (8 col.)	90.00(2) 130.00	90.00(2) 130.00	90.00 130.00	90.00(2) 130.00
Rowe Royal (10 col.)	90.00 95.00	90.00 95.00	95.00 140.00	90.00 95.00
Rowe Royal (12 col.)	140.00	140.00	140.00	140.00
Shinar 3-Way Stamp Vender	24.50 39.50	24.50 39.50	39.50	39.50
Silver King Hunter	18.50	18.50		20.00(2)
Silver King 1c Ball Gum	7.45	7.45 8.50	7.45	7.45
Silver King, 1c or 5c	7.45	7.45 8.50	8.50	8.50
Silver King 5c	7.45	7.45 8.50	7.45	7.45 7.95
Silver King Nut, 5c				7.95
Siros Brush-Up	50.00	50.00	50.00	50.00
Stamp Vender (4 col.)	18.50	18.50	18.50	18.50
Star Candy	10.95	10.95	10.95	
Stick Gum	9.95	9.95	9.95	
Uneda Model A (6 col.)	87.50	87.50	87.50	
Uneda Electric (9 col.)			125.00	125.00
Uneda Model E (4 col.)	47.50			
Uneda Model E (8 col.)			80.00	80.00
Uneda Model E (9 col.)			80.00	80.00
Uneda Model E (12 col.)			80.00	80.00
Uneda Model 500 (7 col.)	90.00	90.00	90.00	90.00
Uneda Model 500 (9 col.)	90.00 135.00	90.00	135.00	90.00 95.00
Uneda Model 500 (15 col.)			135.00	135.00
Uneda Monarch (6 col.)	75.00	75.00	75.00	75.00
Uneda Monarch (8 col.)	75.00	75.00	75.00	75.00
Uneda Monarch, 25c			79.50	79.50
J-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	49.50	49.50	49.50
Victor Baby Grand	11.00	11.00	11.00	11.00
Watling Scale		89.50	89.50	89.50
Watling Fortune Scale	119.50	119.50	119.50	119.50
Watling 200 Scale	140.00	140.00	140.00	160.00

New for Bulk Vending

• Continued from page 73

identified by his firm's production plans. The charm plant soon will produce a light bulb to sell for 5 cents in the Victor Rocket, with plans for a ring in the offing.

The all-charm machines, of course are not new. Eppy maintains that such venders, during the last five years, have met with little success, because of mechanical difficulties (mostly jams) and because of an insufficient variety of miniature toys.

However, Eppy pointed out that the 86-B jam-proof plastic wheel has gone a long way toward solving the mechanical problem, and that charm manufacturers are now turning out enough varieties to supply the demand for new items.

The future of novelty bulk vending, Eppy believes, lies as much with one-at-a-time items as it does with charms. Eppy maintains that the growth of one-at-a-time vending will be steady, but slow because of technical requirements, such as the size limitation, in these items.

Eppy plans to bolster the sale of his first item for the Victor Rocket — the light bulb — thru point-of-sale decals on the venders and stickers on the windows of locations carrying the venders.

Eventually Eppy plans to vend standard items such as bobby pins in plastic containers.

Northwestern

SELECTIVE TAB GUM VENDER

"BETTER THAN ALL THE REST!"

READ WHAT THIS OPERATOR HAS TO SAY

"Here's my order for 25 more of your new Tab Gum Venders. The first ten I got are paying out better than all the rest of my route put together. They're mighty easy to service, too."

V. H. W., Ohio

THE NORTHWESTERN CORPORATION
2573 East Armstrong St.
Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED DISTRIBUTORS

Northwestern

DISTRIBUTORS

- Badger Novelty Company
2546 North 30th Street
Milwaukee 10, Wisconsin
- Badger Sales Company
2251 West Pico Blvd.
Los Angeles 6, California
- Fisher Brown
2218 South Harwood, Dallas, Texas
- King & Company
2700 West Lake Street, Chicago 12, Illinois
- Maddox Sales & Service
8814 Kensington Parkway
Chevy Chase 15, Maryland
- Northwestern Sales & Service
440 West 42nd Street
New York 18, New York
- Northwestern Sales & Service
1198 Tremont Street
Boston 20, Massachusetts
- Parkway Machine Corporation
715 Ensor St., Baltimore 12, Maryland
- Peanut Products Company
801 Second Avenue, Des Moines, Iowa
- Peanut Products Company
1123 West 21st Street
Indianapolis, Indiana
- Peanut Products Company
910 Harney Street, Omaha, Nebraska
- Rake Coin Machine Exchange
609 Spring Garden Street
Philadelphia 23, Pa.
- J. Rosenfeld Company
3218 Olive Street, St. Louis, Mo.
- Viking Specialty Company
530 Golden Gate Avenue
San Francisco, California
- Vend-All Company
816 West 36th Street
Minneapolis 8, Minnesota

MANDELL GUARANTEED USED MACHINES

- N.W. DeLuxe 1c & 5c Comb \$13.95
- N.W. #39 1c Porc. B.G. 7.95
- N.W. #33 1c Porc. B.G. 7.95
- Master 1c Bulk Porc. 7.45
- Master 5c Bulk Porc. 7.45
- Master 1c & 5c Bulk Porc. 7.95
- Columbus 1c Bulk 7.45
- Silver King 1c B.G. or Mds. pk. 7.45
- Silver King 5c 7.45
- Exhibit Post Card (Metal) 15.00
- Advance #D 1c B.G. 7.45
- Advance #11 Mds. 5.95

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen \$.90
- Pistachio Nuts, Vendors' Mix81
- Cashew Whole44
- Cashew Butts55
- Peanuts, Jumbo36
- Spanish28
- Mixed Nuts 1c B.G. or Mds. pk.35
- Almonds 480 ct. 5 lbs. vac. pk.85
- Baby Chicks34
- Rainbow Peanuts28
- Boston Baked Beans30
- Hobby Mix30
- Jelly Beans28
- Licorice Lozenges25
- M & M44
- Assorted Fruit Charms, 100 ct.42

Ball Gum, all sizes, 200 lb. min. Prepaid, per lb. \$.28

Adams Gum, all flavors, 100 ct.42

Wrigley's Gum, all flavors, 100 ct.47

Suchard Chocolate, 200 ct. 1.20

Hershey's Chocolate, 200 ct. 1.30

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
440-442 W. 42nd St., New York 36, N.Y.
LONGacre 4-6467

Use The Billboard classified pages for RESULTS!

25 WAYS You Can Participate

Here are some practical suggestions music operators can use in promoting the 65th Anniversary of the Juke Box Industry. Most of them can be done with little or no money—all of them can be effective in telling the juke box industry's story to your customer, the public.

Remember: The promotional material mentioned in this check-list can be obtained free by writing Coin Machine Department, The Billboard, 188 West Randolph Street, Chicago 1. Use the coupon below.

1. Write now for your copy of the model press release for use with your home-town newspaper.
2. Contact the editor of your local newspaper and/or any columnist who uses entertainment items. Give him a press release prepared from the model you secure by writing The Billboard.
3. Contact your local disk jockeys urging them to build programs around the 65th Juke Box Anniversary theme.
4. Make yourself available for interviews with disk jockeys. Use fact sheet, which is yours for the asking from The Billboard, for industry data.
5. Set aside five or 10 selections on each of your phonographs to play the All-Time Juke Box Favorites you will find listed in the Anniversary Booklet.
6. Contact the program chairman of your local Chamber of Commerce, Rotary, Kiwanis, Lions or any similar organization, suggest a speech on the Anniversary which will enable you to tell your fellow-members of the growth and value of your industry and the musical tastes of your community. Speech material will be found in The Billboard promotional kit.
7. Suggest a juke box display for your local theater or hotel lobby. If you have some old-time juke boxes on hand, dust them off and work them into a display.
8. If there are civic, church or school dances scheduled for the week of May 24, consider donating services of a juke box stocked with All-Time Juke Box favorites. Ask that the chairman of the event publicize the box and mention the Anniversary in his news releases.
9. Have your local printer prepare table and bar cards promoting the Anniversary and calling attention to All-Time Favorites to be found on the phonograph.
10. Contact your Mayor with suggestion he proclaim May 24 "Juke Box Week." Use historical material in The Billboard promotional kit to tell him the story of your business.
11. Sponsor an Anniversary Party for the teen-agers in your town with juke box entertainment and free soft drinks. Arrange tie-in with your leading local soft drink bottler.
12. Ask for and make use of promotional material manufacturers will make available thru their distributors.
13. Make a mailing to your locations informing them of the Anniversary. Use the occasion to "re-sell" locations on the importance of the juke box.
14. Make tie-up with leading local record store. Offer to place a box in the store during week of May 24, stocked with All-Time favorites which can be played free.
15. Stage contest with retail record store's co-operation. Place box in store window or on floor and offer prize of a record album for anyone who guesses total number of times the box has been played.
16. Make certain suburban and outlying newspapers receive copies of any press release material you mail out. Same goes for fraternal house organs.
17. Offer your local TV station use of a juke box for any programs they wish during Anniversary Week.
18. Place juke box to run free in high school recreation room. Stock it with All-Time Favorites. Make certain newspaper knows what you are doing.
19. If there is a Veterans' Hospital near by, donate a set of All-Time Favorite records for the hospital's record library.
20. Suggest to local high school or college editor that he conduct a poll of student body to determine their favorite "juke box singer," "juke box band," etc., as part of Anniversary Week program.
21. Consider running a display ad in your local newspaper to list your locations and invite people to play the All-Time Favorites during Anniversary Week.
22. Make certain your route men, servicemen know all details on the Anniversary Week. Ask them to tell location owners, bartenders, waitresses, etc., to promote play on boxes during Anniversary Week.
23. Contact the display manager of your local department or fashion store. Offer to loan a juke box for a special "anniversary window display" to promote the record or teen-age clothing departments.
24. Put a sign on your trucks and in your office window highlighting the 65th anniversary of your business.
25. Fill out the coupon below for the promotion material you want sent to you. Also, be sure to send in a report of what you are doing in your community to The Billboard so that it can be published in the May 23 Anniversary issue.

To The Billboard
188 W. Randolph St.
Chicago 1, Ill.

Please send me material checked below:

- Anniversary Booklet (16-page history of music machine industry, list of all-time juke box favorite records, etc.)
- Special Speech (suitable for use before Rotary Club, Chamber of Commerce, etc.)
- Special Press Release (for you to release to your local paper)
- Industry Fact Sheet (for interview use on disk jockey interviews, press interviews, etc.)

Name of firm: _____

Address: _____

Juke Box Industry Readies 65th Anniversary Campaign

All Segments of Business, Plus Suppliers, to Celebrate Event

• Continued from page 1

dedicated to the anniversary theme.

Official recognition of National Juke Box Week (May 24) was reportedly in the making thru formal proclamations by governors in many States.

Newspaper, TV Spots

The Chicago Daily News announced it would devote a feature in its May 23 week-end edition to the history and importance of the juke box. "Impact," the News-sponsored TV show over WBKB, will mark the anniversary May 21.

Mercury Records announced it would release a pack of 25 All-Time Juke Box Favorites and give every operator, who buys the package, five free current pop disks.

Dal Haun, president of Star Title Strip Company, Pittsburgh, said his company had the All-

Time Juke Box Favorite strips ready for immediate delivery. In addition, Star is furnishing free title strip classifications for the new Wurlitzer and Seeburg models and large commemorative cards for placement behind the glass of other models.

Coupons Pour In

Meantime, numbers of coupons began arriving in The Billboard's Chicago office within 48 hours of the appearance of the May 2 issue. By simply filling in the coupons (another will be found in this issue on the first Music Machines page) operators will receive a complete 65th Anniversary promotional kit.

The promotional kit consists of a 16-page booklet giving the history of the juke box business and the list of All-Time Juke Box Favorites; a model press release for use with home-town

newspapers; a model speech concerning the juke box; an interview fact sheet and a report form operators can use to tell the music machine industry what they accomplish in their own areas.

Typical of the enthusiasm with which the juke box industry greeted the 65th Anniversary Celebration, were these quotes from leading operators and trade association executives:

George A. Miller, president of California Music Guild and President of Music Operators of America: "...One of the finest public relations programs ever presented to the automatic phonograph industry."

Al Denver, president of the Automatic Music Operators Association of New York and vice-president of MOA: "An excellent public relations opportunity. New York will do its part."

Hirsh de La Viez, Washington Music Guild and vice-president of MOA: "We will endeavor to execute each of the '25 ways' to promote the anniversary as listed in last week's edition of The Billboard."

Les Montooth, president of Central States Music Guild, Peoria, Ill., and secretary of MOA: "...gives operators a rare chance to promote the industry on a nation-wide basis so that people may learn what the industry is doing."

Mike Imig, vice-president of South Dakota Phonograph Operators Association: "...the greatest idea yet as far as this industry is concerned. I'm all for it, and so is the association."

Doug Opitz, president of the Milwaukee Operators Association: "The celebration of the 65th Anniversary will allow the association here the best opportunity to do a public relations job such as we have never attempted before."

Clinton S. Pierce, president of Wisconsin Phonograph Operators Association: "I am very enthusiastic about the 65th Anniversary. I can see great national possibilities."

Senate Committee To Hold Hearings On Juke Box Bills

Proponents Want to Be Heard on Proposed Copyright Royalties

• Continued from page 13

groups which were pushing strongly for the Bryson-Kefauver Bill, which died in the House Judiciary Committee last session. Proponents include American Society of Composers, Authors and Publishers, Broadcast Music, Inc., Authors' League of America, Songwriters Protective Association and American Book Publishers Council, Inc.

Certain request to be heard against the pending legislation will be the same groups which were lined up against the Bryson-Kefauver Bill at last year's sessions of the House Judiciary subcommittee. Opponents include major disk manufacturers. The Disk manufacturer lineup at last session's hearing included Columbia, RCA Victor, Capitol, M-G-M and Decca records. Also lined up against the bill were Music operators of America, California Tavern Association and a large number of trade associations, Manufacturers, distributors and operators. A big array of single juke box operators testified against the legislation.

In view of the highly controversial nature of the issue, the

Senate Judiciary Subcommittee would be compelled to allot several days for hearings. This prospect could mitigate against imminent hearings unless the chairman were to attempt to put a time limit for each side to present its case. It is recalled that the Bryson subcommittee started out with the idea of completing its hearing in a relatively short time, but the hearings ran for several days scattered over a long period.

EDITORIAL

Your Big Opportunity

Have you received your promotional kit celebrating the 65th Anniversary of the Music Machine Industry?

If not, don't delay. Fill in and mail the coupon you will find elsewhere on this page. Otherwise you run the risk of missing out what can be the juke box industry's most valuable public relations campaign.

Take another look at the box on this page which lists 25 ways you can promote the 65th Anniversary in your own home town. Most of these promotions can be carried out with little or no expense, and all of them can be effective in building a better understanding of our industry.

Less than 48 hours after the May 2 issue of The Billboard went into the mails, operators began contacting our Chicago office for copies of the 16-page historical booklet, the model speech, the interview fact sheet and the model press release.

Associations At Work

Aggressive, public relations-minded juke box associations immediately endorsed the campaign, began scheduling meetings and appointing committees to carry on the drive on the local level.

In Chicago, The Daily News—largest, best-read afternoon paper in the city—said it would publish an article tracing the growth of the juke box industry. The article will appear in the big week-end edition of the News, May 23.

The Daily News also announced the 65th Anniversary would be noted on "Impact," a half-hour television program the newspaper produces and sponsors over the Chicago outlet for ABC-TV.

The Cleveland Press scheduled a feature on the 65th Anniversary for immediate publication since the Cleveland association has dedicated its May 10 Hit Tune Party to the event.

Mercury Plans Album

Mercury Records was the first major recording company to announce it would celebrate the Anniversary. Mercury will release an album of its All-Time Juke Box Favorites and is investigating the possibility of furnishing operators with on-location promotional material.

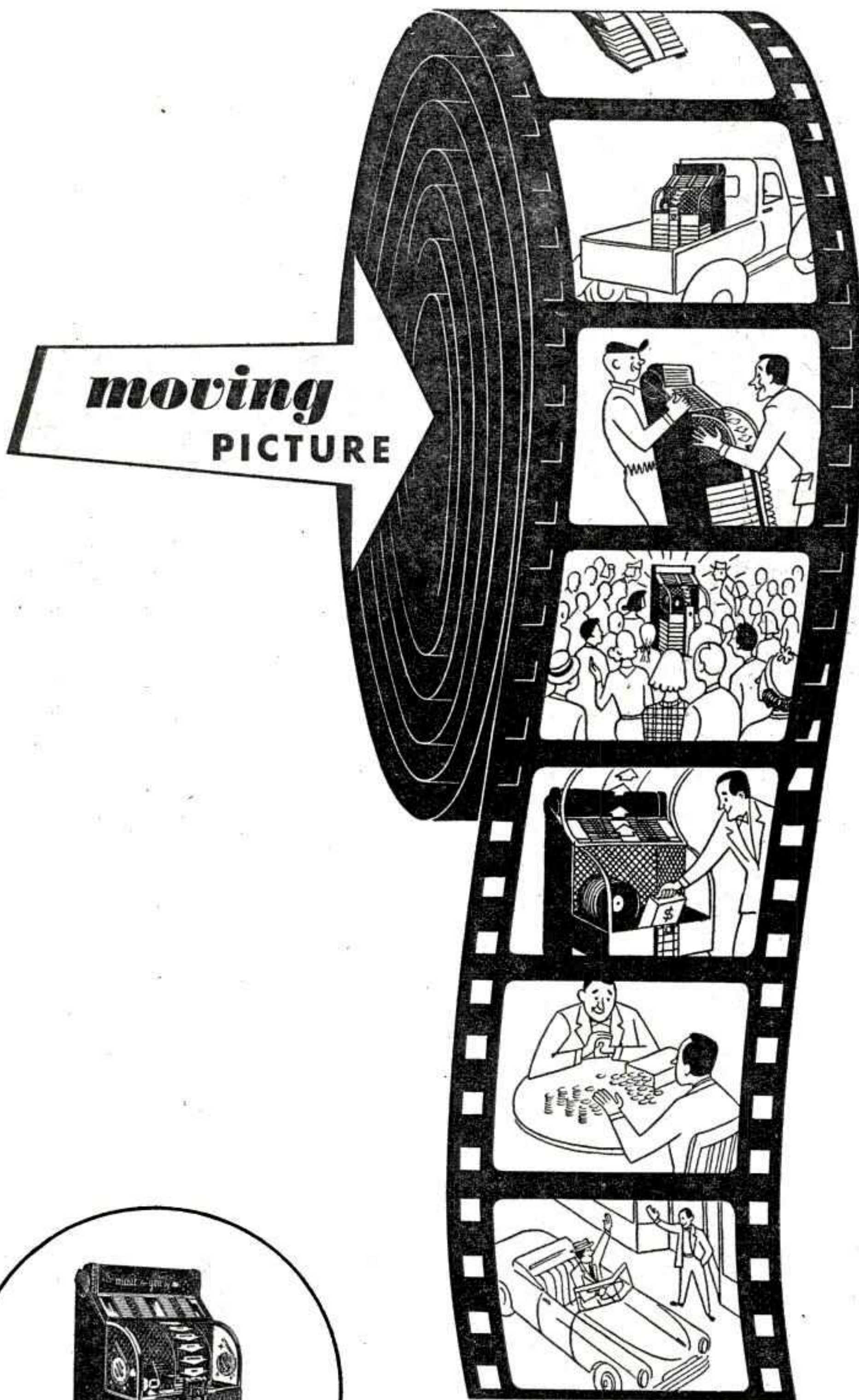
These are but a few of the developments of the past week. Details of each plan will be found in this week's Music Machine section.

But the important thing to remember is: The most effective kind of public relations is at the local level by local operators. The real value of the 65th Anniversary Celebration lies in the fact that it offers every operator—whether he headquarters in a big city or a small town—the opportunity to acquaint the public with our industry.

New York Ops Support 65th Anniversary

NEW YORK, May 2.—Al Denver, president of the Automatic Music Operators Association, Inc., of New York, and Sidney Levine, counselor for the organization, both lauded the coming celebration of the 65th Anniversary of the Juke Box Industry.

A meeting of the association will be held next week to select a committee to formulate plans for the promotion of the anniversary. It was announced that disk jockeys in the New York area would be contacted in an effort to get them to program their shows on the 65th anniversary theme. It is hoped that many of them will air all-time juke box favorites during the week of May 24.



The "D" is available in 80 and 40 selection models, blond or mahogany cabinets

Moving music for profit is a selling job the "D" does exceedingly well. Its earnings record in thousands of locations makes it easy to place in "top" spots.

Moving in the "D" requires no costly crew. One man handles it easily. Locations are proud as punch with its compact size and beauty.

Moving light and color attract crowds. They like this modern juke box, have complete confidence in its unflinching performance.

Moving a well-loaded cashbox is a regular occurrence with the new "D", even in an ordinary location.

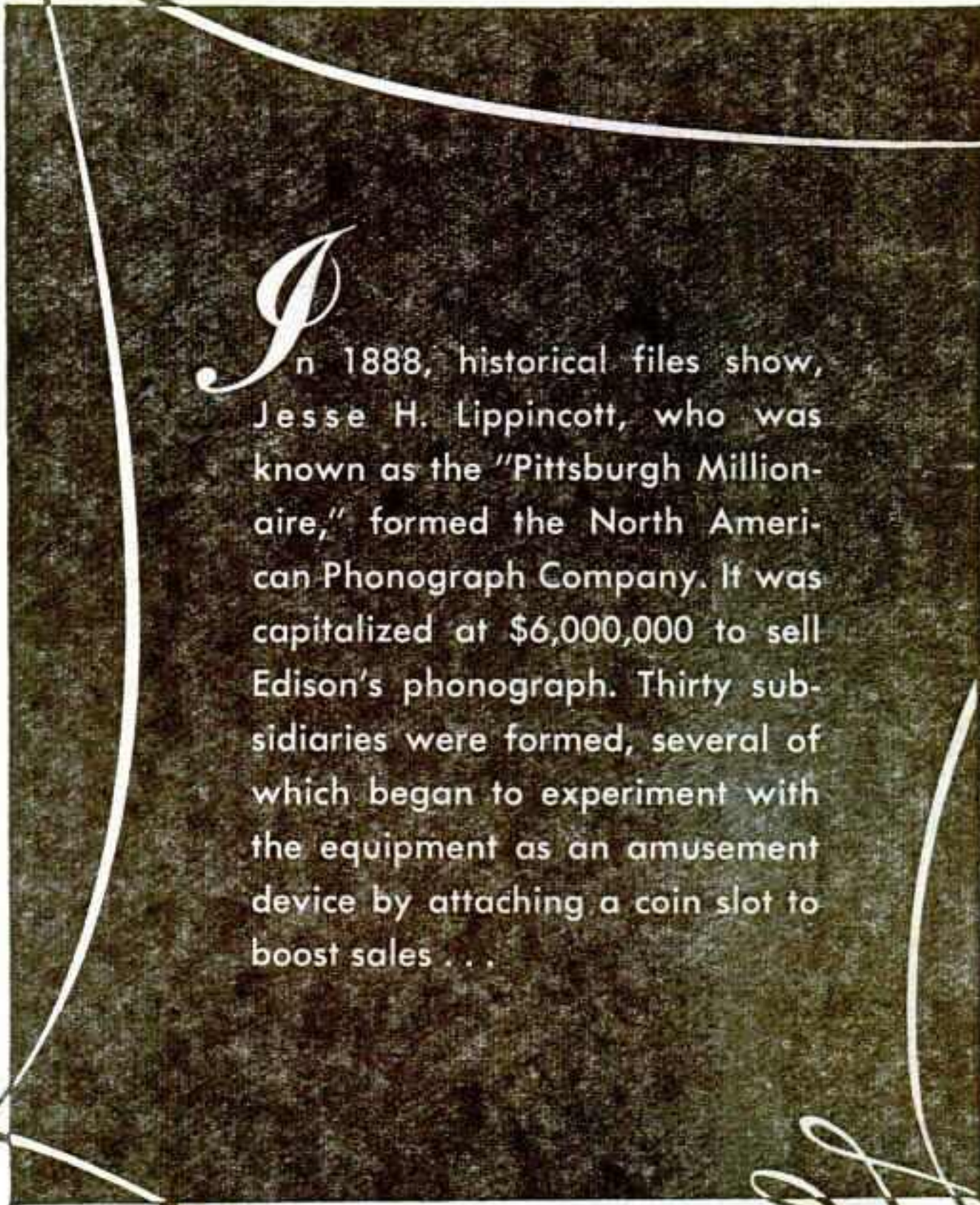
Moving upward in income convinces the spot that choosing an operator with an AMI to install is a wise decision.

Moving around amongst firm friends is commonplace with the "D" operator. He makes more money, they make more money. Everybody's happy.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids, Michigan

1953 ...the Juke Box Industry's 65th Anniversary Year



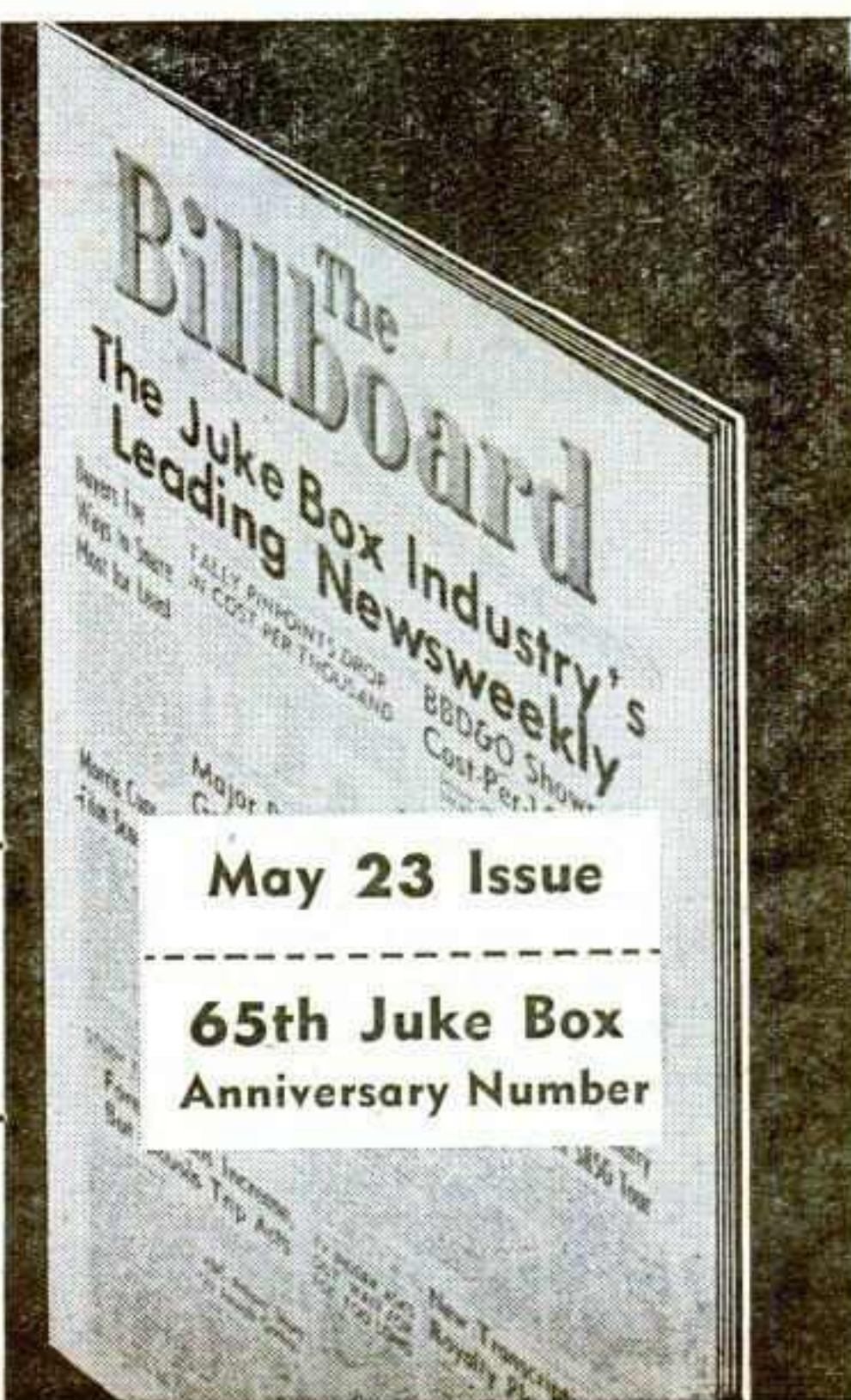
In 1888, historical files show, Jesse H. Lippincott, who was known as the "Pittsburgh Millionaire," formed the North American Phonograph Company. It was capitalized at \$6,000,000 to sell Edison's phonograph. Thirty subsidiaries were formed, several of which began to experiment with the equipment as an amusement device by attaching a coin slot to boost sales...



*The Most Important
Issue Ever Published
by The Billboard
in Behalf of Any
Industry It Represents*



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... May 14



NEW YORK: 1564 Broadway—PLaza 7-2800
CHICAGO: 188 W. Randolph St.—CEntral 6-8761
CINCINNATI: 2160 Patterson St.—DUnbar 6450
ST. LOUIS: 390 Arcade Bldg.—CHesnut 0443
HOLLYWOOD: 6000 Sunset Blvd.—
HOLLYwood 9-5831

Peoria Association To Push Industry's 65th Anniversary

Guild to Utilize Two Radio Shows In Addition to Newspaper Space

PEORIA, Ill., May 2. — Les Montooth, president of the Central States Music Guild, hailed the coming celebration of the 65th Anniversary of the Juke Box Industry and stated the Guild was going ahead on a full-scale promotional push in its area. The Guild airs two regular radio programs thruout the area. One is the "Hit Parade," and the other is "After Hours." Montooth said both would feature the Juke Box Anniversary during the week of May 24. He also stated that newspapers and other media would be used in the promotion. "The celebration of the 65th anniversary gives operators in the country a rare chance to promote the industry on a nationwide basis so that people may learn just what the industry is doing for them," Montooth said. **Discuss Dime Play** At a meeting of the Guild early this week, almost all members turned out to discuss dime play and the problem of enlightening location owners on rising costs. Montooth stated that Peoria was almost 100 per cent converted to dime play. Outlying districts were next on the agenda, he said.

Montooth pointed out that the conversion to dime play had met with favorable results, with only a few exceptions. "Education of the location owner is the one thing that yet remains to be done in order to make our switch to dime play a 100 per cent success," Montooth said. "The location owners are still thinking in terms of years ago when machines were selling around \$295 and records were costing us about 19 cents. They don't realize that machines, wages, and record costs have all risen approximately 300 per cent. It used to be that the operator could figure on spending 50 per cent of the gross on operating costs, but now we can't get away with less than 65 per cent. That 65 per cent doesn't include depreciation, either." **Prepare Booklet** It was voted that a booklet containing current data on operating costs, be prepared. It will contain charts and pictures and will be sent to all location owners served by the Guild. A committee composed of Les Montooth, Bill Fleming, and Ralph Hagerman, was selected at the meeting to institute the program and prepare the booklet.

California Ops Go All Out On 65th Anniversary Drive

OAKLAND, Calif., May 2.—The California Music Guild this week, thru its president and manager George A. Miller, lauded the celebration of the 65th Anniversary of the Juke Box Industry and the public relation program outlined for the members of the industry. In an open letter to The Billboard, Miller wrote: "I would first like to congratulate The Billboard for proposing one of the finest public relations programs that was ever presented to the Automatic Phonograph Industry. The idea of the 65th anniversary and the great amount of information that goes along with the idea is something that every music operators' association, and every operator in the

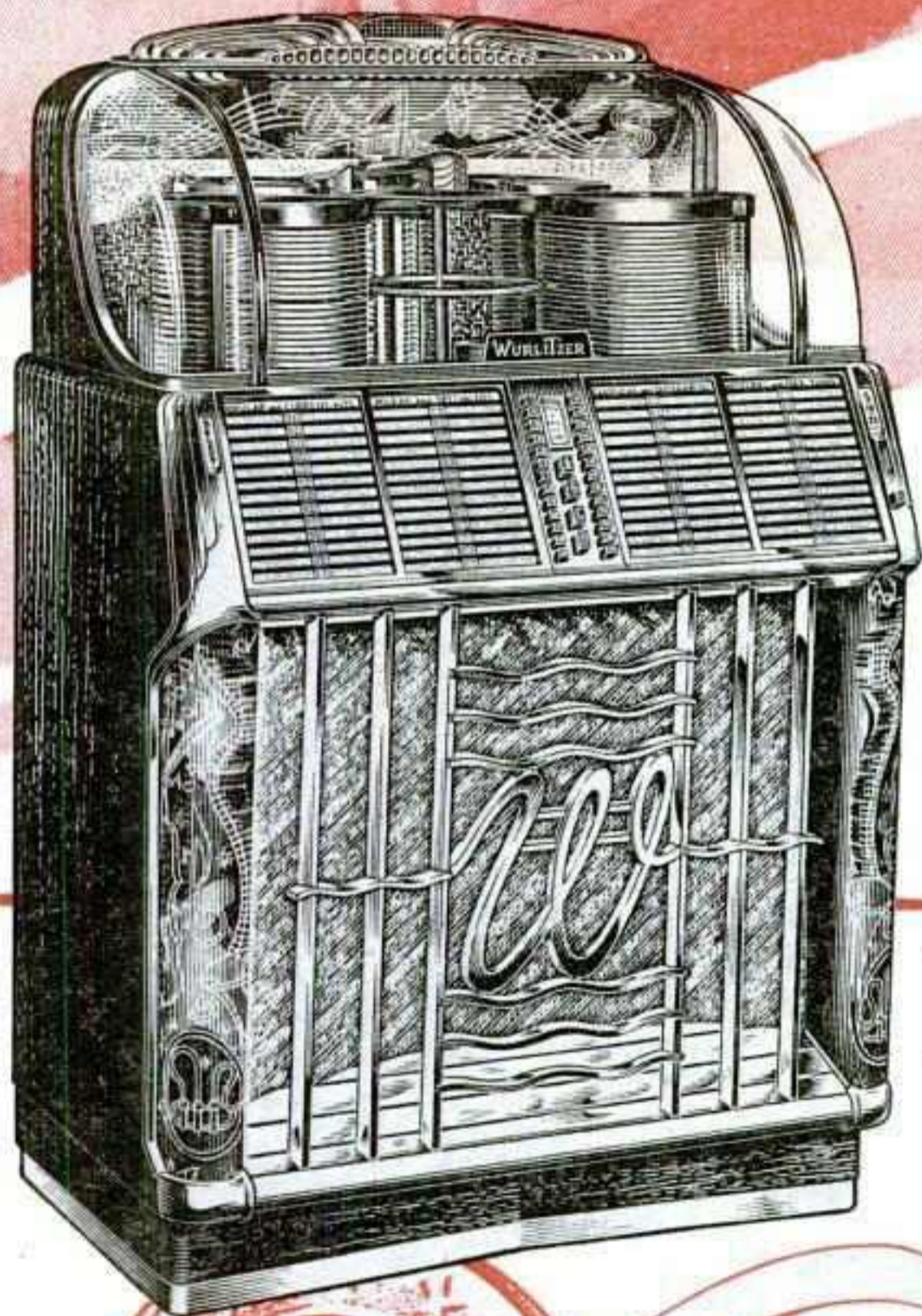
nation should use. If I may be so bold as to say so, I would recommend that every segment of the industry get behind this 65th anniversary of the Juke Box Industry as presented by The Billboard publications. "We in California have put wheels in motion to commercialize on this idea in every way possible. We will not only display juke boxes wherever possible, but we are going to appoint a speakers' committee from the association and address as many service clubs, business organizations, and fraternal groups as we possibly can. "The speakers will go into every phase of the juke box industry. This will be done with the thought in mind to better acquaint the general public with the various artists, orchestra leaders, and number of hit tunes presented thru this medium. "The California Music Guild will also attempt to have the mayor of various cities and towns declare the week of May 24th, National Juke Box Week. We will further attempt to have disk jockeys, and some of the local television shows put in a plug by mentioning the 65th Anniversary of the Juke Box Industry, and if possible, we will place quarter cards around the various locations advertising the anniversary. "Copy is being made at the present time for newspaper releases, and space will be bought in some of the leading newspapers so that the full story can be placed before the general public. We shall use every one of the suggestions made in the 25-point program and go even further with some ideas of our own. For instance, if there are any charity drives during this period we shall place juke boxes in front of some of the leading stores and various theaters and contribute the proceeds to such charities. This procedure was put into effect by some of the operators in California during the March of Dimes, and proved very satisfactory and profitable from a public relations standpoint. I hasten to wire this message to The Billboard because I sincerely hope that every one connected with this industry will take advantage of what I consider a very fine public relations program. George A. Miller."

Anniversary Plan Underway In Washington

WASHINGTON, May 2.—A committee composed of Ted Keve, Charles Bowles, Evan Griffith, and Hirsh de La Viez, has been formed to handle the public relations program celebrating the 65th Anniversary of the Juke Box Industry. De La Viez is president of the Washington Music Guild, Inc. "The committee," Hirsh said, "will contact Commissioner Samuel Spencer in an effort to have him proclaim the week of May 24, National Juke Box Week in the Washington, D.C., area." The group is preparing press releases for publication in the local papers. Two TV shows are being lined up on which De La Viez will make personal appearances and give the general public an insight into the history of the industry and what it is doing. The Guild has also set a meeting for Tuesday (5) at which additional promotion ideas will be aired. Hirsh said, "We will endeavor to carry out each of the 25 ways to promote the affair as listed in last week's edition of The Billboard." The Guild has also set plans for the participation of all dee jays in the Washington area to program around the anniversary theme and to play all-time juke favorites.

All the news of your industry every week in The Billboard...

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The 104-selection Wurlitzer 1500, only automatic phonograph ever to play 45 and 78 RPM records intermixed, is everywhere proving itself a two-fisted champion, consistently knocking out the highest take of all time.

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The Wurlitzer Model 1650 offers straight 45 play, built-in volume level control and many other new money-making features at a lower price. Also available as Model 1600 playing either 45 or 78 RPM records.



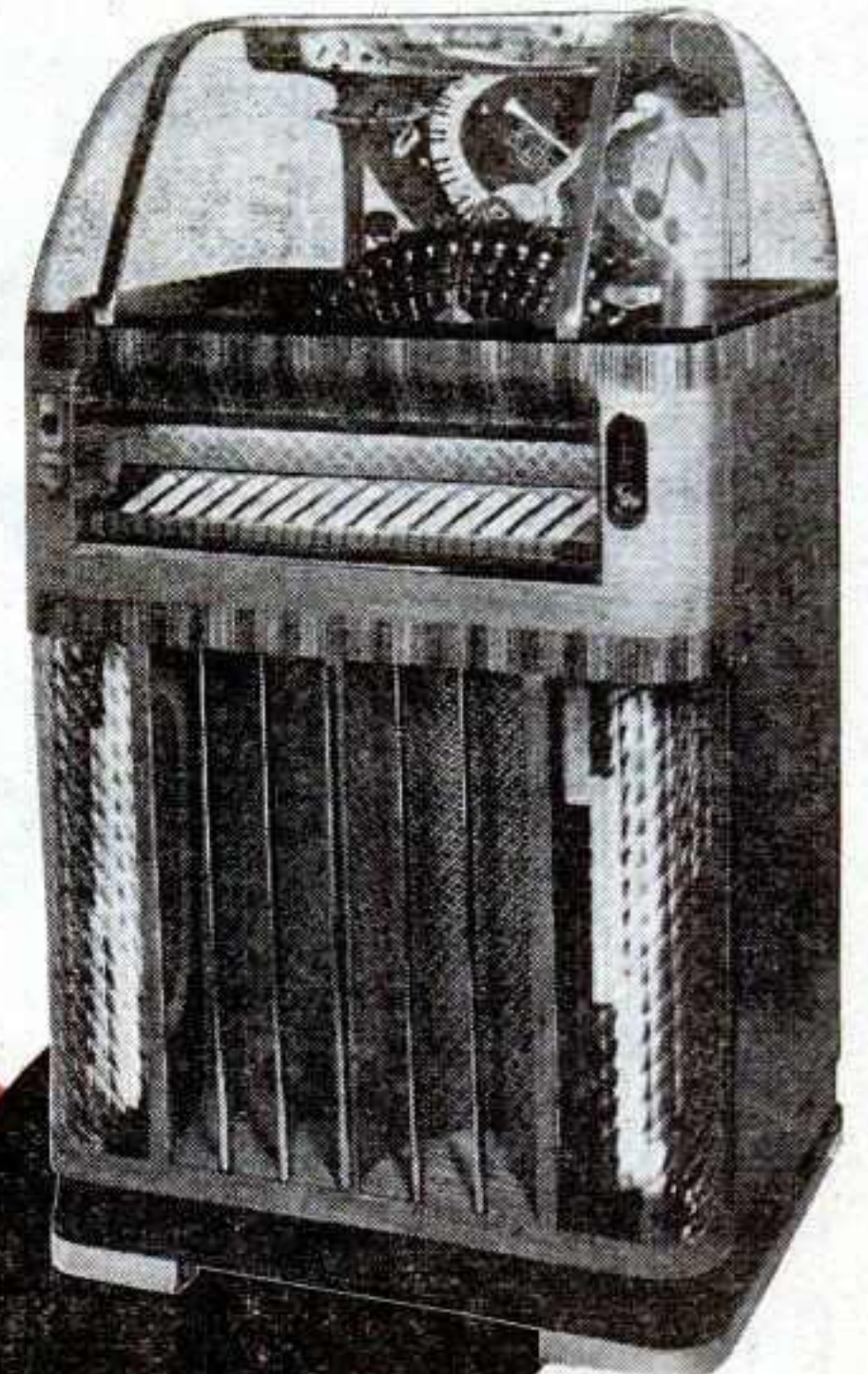
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FireBall 120 selections



Model 1436

The **ONLY** Phonograph with **120** selections

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Model 1544

Proven Performance
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Available in 2 models for either 78 RPM or 45 RPM Records



See, Play, Hear—Order—Your **ROCK-OLA FIREBALL** at any of the following Showrooms:

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265 Franklin, Buffalo, New York

B. D. LAZAR COMPANY
1635 Fifth Avenue, Pittsburgh 19, Penn.

MUSIC & TELEVISION CORP.
1119 Commonwealth Avenue
Boston 15, Massachusetts

S & K DISTRIBUTING CO.
2014 Fairmount Avenue
Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC.
1200 North Ave., Elizabeth, New Jersey

MIDWEST

BADGER NOVELTY COMPANY
2546 North 30th Street, Milwaukee, Wis.

BRILLIANT MUSIC COMPANY
19963 Livernois Ave., Detroit 21, Mich.

CALDERON DISTRIBUTING
450 Massachusetts Ave., Indianapolis, Ind.

CENTRAL COIN MACHINE EXCHANGE

525 S. High St., Columbus, Ohio

J. WESTERHAUS
3726 Kessen Ave., Cincinnati 11, Ohio

DIXON DISTRIBUTORS
3808 Southern Blvd., Youngstown, Ohio

FABIANO AMUSEMENT CO.
208 E. Dewey Ave., Buchanan, Michigan

J. ROSENFELD COMPANY
3218 Olive St., St. Louis, Missouri

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO.
4533 Payne Avenue, Cleveland, Ohio

SAVAGE NOVELTY COMPANY
628 Third Street, Beloit, Wisconsin

SUPERIOR SALES COMPANY
1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE
814 Summit St., Toledo, Ohio

UNI-CON DISTRIBUTING CO.
3410 Main Street, Kansas City 2, Missouri

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Ave., Chicago 47, Ill.

NORTHWEST

PUGET SOUND NOVELTY CO.
114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

A. M. & F. DISTRIBUTING CO.
3118 Tulane Ave., New Orleans, Louisiana

H. M. BRANSON DISTRIBUTING CO.
811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY
135 E. Amite Street, Jackson, Mississippi

COIN AUTOMATIC MUSIC CO.
241 W. Main St., Johnson City, Tennessee

FRANCO DISTRIBUTING CO.
24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S. E., Atlanta, Ga.

S & M SALES COMPANY, INC.
1074 Union Avenue, Memphis, Tennessee

SOUTHERN MUSIC CORPORATION
2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO.
418 Margaret St., Jacksonville 6, Florida

SOUTHERN MUSIC DIST. CO.
503 W. Central Ave., Orlando, Florida

FRANK SWARTZ SALES COMPANY
515-A Fourth Ave., So., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO.
1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST

AUTOMATIC MUSIC CO.
1214 W. Archer, Tulsa, Oklahoma

BORDER SUNSHINE NOVELTY

2919 N. Fourth Street
Albuquerque, New Mexico

BOYLE AMUSEMENT COMPANY
522 North West Third
Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPANY
1210 S. Main Street, Ft. Worth, Texas

FRONTIER AMUSEMENT
2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS
329 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES
608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO.
446 N. Main St., San Antonio, Texas

WESTERN

H. B. BRINCK
825 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC.
2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC.
140 E. Second, South, Salt Lake City, Utah

MODERN DISTRIBUTING CO.
3222 Tejon Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY
2647 Thirty-Eighth Avenue
San Francisco, California

"The Industry's Greatest Phonograph Achievement"

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago 51, Illinois

JUKE HYPOS KID TRAFFIC AT MUSEUM

GRAND RAPIDS, Mich., May 2.—The Grand Rapids Museum's annual Youth Talent exhibit insured itself of a good audience by placing a juke box in the main hall and setting it for free play.

The director of the museum requested AMI, Inc., to donate a juke box for the exhibit which runs from April 24 to May 8. AMI promptly sent an AMI D80 and attendance increased. The director informed AMI that high school kids come in even at lunch time.

This is the second time AMI has donated a machine. The results last year were so good that a request was made to hold the machine over beyond the closing date of the Youth Talent exhibit.

Blatt Plans All-Out 65th Promotion

MIAMI, May 2.—The Amusement Machine Operators' Association of Dade County here planned a number of promotional events to celebrate the 65th Anniversary of the Juke Box Industry.

AMOA has developed harmonious relations in the past two years with local disk jockeys, who will take note of observance on the air and will stress the role played by juke box operators in providing all types of music in a wide range of outlets. Principally, however, the radio promotion will come from deejay Harry Burge of station WQAM. His "Juke Box Serenade" program five days a week has built up one of the largest audiences in Greater Miami. Burge spins top 10 tunes as determined by juke box operators belonging to AMOA. He plays up the value of the juke box as a machine which gives "The music you want when you want it."

Burge also conducts another program on WQAM and says he will devote one or two days on this show to beating drums for the juke box industry's 65th anniversary. There is a possibility that Burge may interview a key figure in the local juke box trade.

AMOA President Willie Blatt plans press releases to all local newspapers. He will also ask operators to set aside 5 or 10 selections on each phonograph as All-Time Juke Box Favorites, during the week of May 24. Blatt adds that the association may tie in juke box displays for theaters and hotel lobbies, and arrange a few other activities suggested under the "25 Ways You Can Participate" program.

Kansas Guild To Back 65th Anniversary

TOPEKA, Kan., May 2.—Glen Williams, secretary of the Kansas Music Association, commenting on the coming celebration of the 65th Anniversary of the Juke Box Industry exclaimed, "This is the greatest thing ever to happen to the industry. It's not only what we want, but exactly what we need."

Williams enthusiastically pledged his whole hearted support in the promotion drive and assured that the KMA would give its fullest support. "Why not," he said, "it's a real thing."

Williams stated that all deejays in the area would be contacted to plug the anniversary in their programs. He also said that press releases would be issued to local outlets thruout the State.

Williams announced that his organization would also contact the governor of the State and the mayor of Topeka in an effort to get the week of May 24 Box Week.

June Hit Tune Party Set for Sunday, May 10

Dedicated to the Sixty-Fifth Anniversary of the Juke Box

CLEVELAND, May 2.—Cleveland's third Hit Tune Party, scheduled for May 10 and dedicated to the 65th Anniversary of the Juke Box Industry, received its initial promotion drive this week by an article in the Cleveland Press on "The History of the Juke Box."

The Anniversary celebration is scheduled for the third week in May when a nation-wide public relations program will be launched, utilizing press, radio, television, and personal appearances of operators thruout the country.

The Hit Tune party, which will again be held at the Music Hall here, will commence at 2:30 p.m. rather than 1 p.m. as previously announced. Formerly the audience voted the Hit Tune from a selection of 10 unreleased records. It was the decision of the committee in charge of the affair to lower the number to seven in order to eliminate the element of confusion. This, it was explained also allows the judges to do a better job of screening the finalists.

The manner in which records are selected for inclusion in the final judging is simple. Each of the record companies send a group of three records to the judging committee. This committee selects the final records. The records must definitely be unreleased. If a tune has been released, this eliminates it from consideration. However, revivals of old standards are permissible

if they have been re-arranged or are not just a re-make. Members of the judging committee are Dorothy Herron, feature music writer for the Cleveland Press; Jack Cohen, president of the Ohio State Phonograph Owners' Association and chairman of the Hit Tune Party; and the master of ceremonies of the party (in this case Bill Mayer and Hal Morgan, WGAR dee jays).

Already set to appear before an anticipated audience of 3,500 teen-agers are Ray Anthony and his orchestra, the Ray Anthony Choir, Tommy Mercer, Jo Ann Greer, the Skyliners, Johnny Pecon's Polka Band, Sammy Watkins' orchestra (which will back the artists), Henry Pildner, the Starlites, Louise Barber, and Carl Paradise.

The Tune selected by the audience at the last party was Buddy Greco's Coral recording of "You're Driving Me Crazy." It is the Hit Tune for May and will be featured in the No. 1 spot on all juke boxes in the Cleveland area. A location card will be placed on each juke location, showing a picture of the winner and a description of the affair.

The party is co-sponsored by the Cleveland Press and the Ohio State Phonograph Owners' Association. Tickets are available either by writing the Press, or for persons living in the Cleveland area, at the Press offices. Sam Abrams, of the Ohio Advertising Agency, is in charge of public relations.

ANNIVERSARY ALBUM

Mercury Issues 25 All-Time Juke Hits

CHICAGO, May 2.—Art Talmadge, vice-president of Mercury Records, announced this week that a special Mercury All-Time Juke Box Favorites package of 25 records would be available thruout the month of May to commemorate the 65th anniversary of the Juke Box Industry.

The package will bear a special seal and will be available only to juke box operators. As an added incentive to induce operators to program juke box favorites during the month, each one purchasing the package will receive 5 current pop records free.

Included in the package are the following:
Patti Page — "Tennessee Waltz"
Eddy Howard — "Sin"
Tony Martin — "To Each His Own"
Frankie Laine — "That's My Desire"
Harmonicats — "Peg O' My Heart"
Vic Damone — "You're Breaking My Heart"
Jack Fina — "Bumble Boogie"
Ted Weems — "Heart Aches"
Jan August — "Misirlou"

Frankie Laine — "Lucky Old Sun"
Frankie Laine — "Mule Train"
Patti Page — "With My Eyes Wide Open I'm Dreaming"
Ralph Marterie — "Truly"
Frankie Laine — "Shine"
Patti Page — "Confess"
Eddy Howard — "Just Because"
Vic Damone — "I Have But One Heart"
Clyde McCoy — "Sugar Blues"
Rose Marie — "Chen A Luna"
Dinah Washington — "I Wanna Be Loved"
Patti Page — "So In Love"
Eddy Howard — "My Last Good-bye"
Dick (Two Ton) Baker — "Happy Birthday"
Dick (Two Ton) Baker — "Old Lang Syne"
Eddy Howard — "Rickety Rickshaw Man"
Talmadge stated that Mercury was also working with disk jockeys to promote the play of juke box favorites over their dee jay shows.

Wurlitzer Wins Design Award

NORTH TONAWANDA, N. Y., May 2.—Wurlitzer engineers won recognition for the second time in recent years, this time for the development of a device which allows the Model 1500 to play both 78 and 45 r.p.m. disks intermixed, automatically.

Design News magazine presented Wurlitzer with its Modern Designs Award. The previous award was made in May, 1950, on the Model 1250, the first phonograph to play either 7-inch or 10-inch records with a simple built-in adjustment.

The 1500 was selected as a cover for Design News, a publication devoted to engineering developments.

The award, it was pointed out, was another indication that the coin-operated phonograph industry continues to hold its place in the development field among manufacturers of all types of mechanical devices.

Milwaukee Pushes Anniversary Drive

MILWAUKEE, May 2.—"The celebration of the 65th Anniversary of the Juke Box Industry will allow the association here an opportunity to do the best public relations ever attempted," said Doug Opitz, president of the Milwaukee Phonograph Operators' Association.

"We are going to have an organizational meeting next week, at which we will elect a committee to plan and set into motion a public relations program. We will contact all the disk jockeys in town and ask their co-operation in building a program. We will also make use of our local newspapers."

Opitz stated that other promotion methods would be discussed at the meeting, and expressed confidence in the co-operation of the association's members.

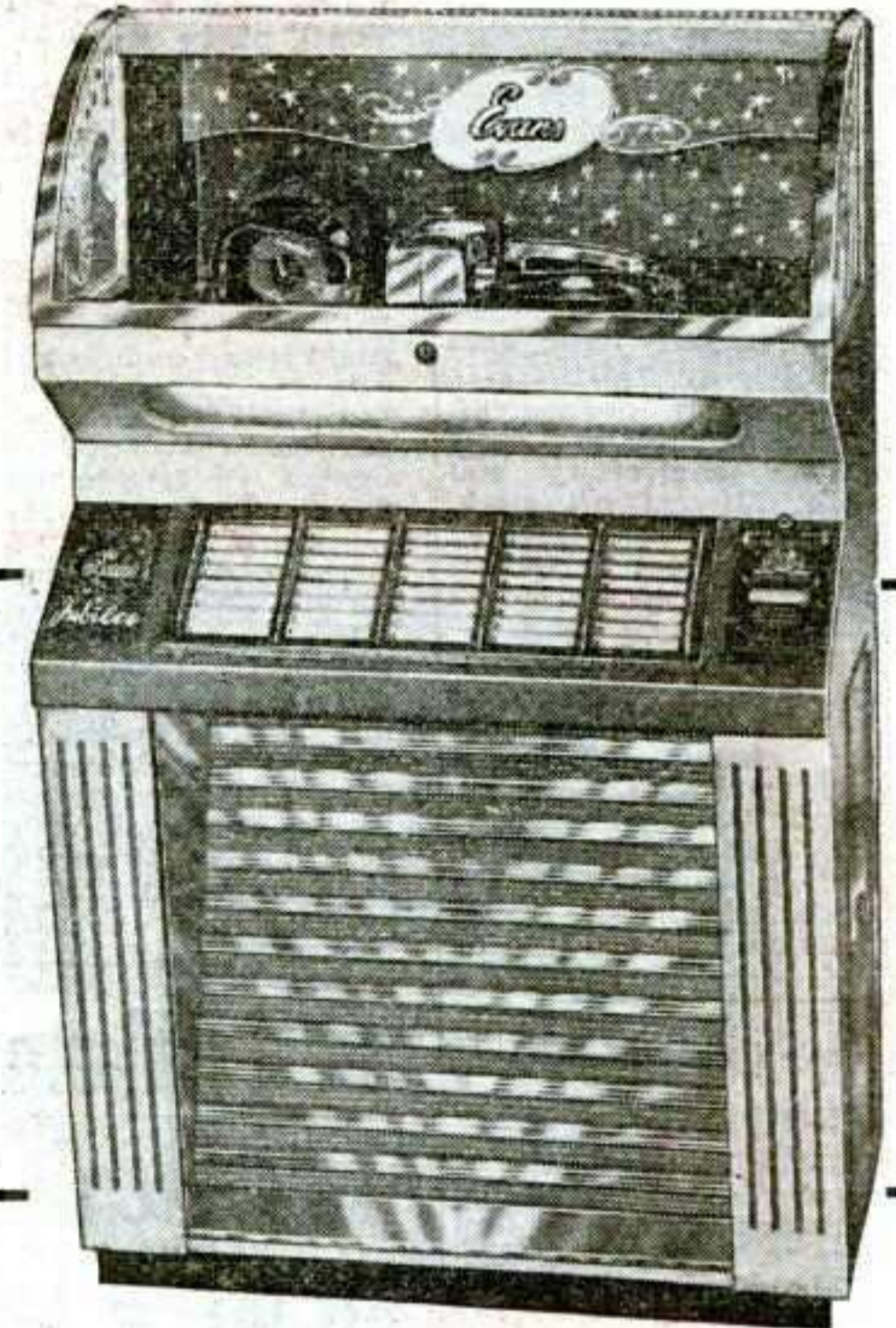
When Locations Prefer

40 Selections...

Fill the Bill with

EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM



They're your guarantee of longer record life . . . distortion-free tone reproduction . . . and of vital importance . . . Evans' quality mechanism assures trouble-free performance. See your distributor and convince yourself!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR

100 SELECTION
CENTURY

40 SELECTION
JUBILEE

50 RECORDS 45 RPM

20 RECORDS 78 or 45 RPM

H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

You can't lose
because they're from
MUSIC SYSTEMS



Clean Equipment—Ready for Location
Write, wire, phone.
1/3 deposit, balance C.O.D.

SEEBURG 148SL \$199.00
147M 139.00
Hideaways 146M or S 99.00

H148M \$179.00
H146M 75.00

AMI Model A \$225.00

ROCK-OLA 1432 (50 selections) 395.00
ROCK-OLA 1422 ... 79.00
ROCK-OLA 1426 ... 119.00
ROCK-OLA 1428 ... 249.00
WURLITZER 1015 ... 119.00
WURLITZER 1100 ... 229.00
WURLITZER 1250 ... 359.00

Wall Boxes
3W7-L56 \$34.50
(5-10-25¢ 3-wire)
3W2-L56 12.50
(5¢ 3-wire)
W1-L56 5.00
(5¢ wireless)
W6-L56 29.50
(5-10-25¢ wireless)
Packard Chrome Wall Boxes 5.00
4820 WURLITZER WALL BOX (like new) ... 44.50
Export inquiries invited

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON

over 67,000 ACTIVE BUYERS read
The Billboard Classified columns each week

Distributors Hail AMI's Juke Box Sticker Plan

GRAND RAPIDS, Mich., May 2. — Response to AMI's program of sending out juke box stickers has been favorable, according to William E. FitzGerald, advertising and sales promotion manager of AMI.

Last week AMI announced it was sending stickers to its entire distributor organization for use in the celebration of the 65th anniversary of the Juke Box Industry. The stickers were to be passed out to the operators who in turn will place them on their machines in time for the celebration which begins May 23. Thus far, 96,000 stickers have been mailed.

There were six designs included in the mailings, each spotlighting the anniversary and each with different art work. This week an additional mailing of stickers was made to various trade associations to be passed out to the operator members.

Mark Bloom, United Distributors, Inc., Wichita, Kans.; Bill Miller, Miller-Newark Distributors, Inc., Detroit and Budge Wright, Western Distributors, Inc. of Portland, Ore., were among the first AMI distributors to pledge their support of the nation-wide effort. All lauded the promotion.

TEXAN FIRST TO SEND BACK ANNIV. COUPON

CHICAGO, May 2.—Frank W. Wood, of the Wood Printing Company of Dallas, was the first to return a coupon asking for promotional material to be used in conjunction with the celebration of the 65th Anniversary of the Juke Box Industry.

The coupon was printed in last week's edition of The Billboard and contains four choices whereby operators and allied industry members may request various promotional pieces such as prepared speeches, press releases, fact sheets, and an anniversary booklet. For the convenience of the industry members there is another coupon printed elsewhere in this section, this week.

Wood has been associated with music operations for the past 20 years and his printing company manufactures juke box title strips. The firm provides the following foreign markets with title strips: Canada, Hawaii, Philippine Islands, South America, Puerto Rico, and Havana, Cuba.

In a note accompanying his coupon, Wood stated, "If you will send me the materials to be used in the celebration of the 65th Anniversary of the Juke Box Industry, I will try to co-operate with the local juke box trade in promoting a celebration of the occasion."

Chi Music Ops Set Golf Fete For July 16

CHICAGO, May 2.—Members of the Recorded Music Service Association and representatives of the record companies met Tuesday at the Sheraton Hotel for lunch and set July 16 at the Southmoor Country Club as the date and place for the fourth annual Golf Field Day.

A committee composed of RMSA members made a survey of the facilities at Southmoor and it was voted unanimously that the affair be held there. Southmoor is one of the few clubs in the area having adequate facilities for a crowd of over 500. Joe Filiti, a committee member, said, "Some of the clubs are spoken for a year in advance. This one not only has the date open, but it is in the midst of remodeling and the facilities are going to be more than adequate."

Ray Cunliffe, president of RMSA and a committee member, expressed thanks to all concerned for the success of last year's venture and hoped the same co-operation would be afforded this year.

In attendance at the meeting were Ray Cunliffe, Rocky Rolf, Bud Brandom, Henry Grossman, Phil Holdman, Sellman Schultz, Earl Kies, Dan Palaggi, Dan Gaines, Len Micon, Joe Filiti, Frank Padula, Phil Levin, Michael Dale, and Roy Blomquist.

Minneapolis Moves Toward Dime Play

MINNEAPOLIS, May 2. — A concerted move is under way to have Minneapolis music machine operators convert to dime play. One of the leading operators predicted here Wednesday (29) that such conversation would take place in 60 days.

The Minneapolis Operators Association, headed by William Averbeck of Atlas Sales Company, met twice to discuss the move.

"We will be ready to go in two months," said one operator. "Our big job right now is to get everyone to go ahead with it at the same time. We want all the operators in Minneapolis to join us."

At the last association meeting there were about 20 music machine operators present. There are 35 in the city.

Of those attending there were "three or four" who were not ready to agree that 10-cent play was the answer to their problems.

"It's a gradual process of education," one pro-dime-play operator said. "We've got to convince these others that 10-cent music is the only thing that can save this industry."

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of May 2	Issue of April 25	Issue of April 18	Issue of April 11
Hideaway Model A	\$225.00	325.00	\$275.00 225.00 265.00 294.50 325.00	\$275.00 249.00 265.00 294.50 295.00 325.00
Model B	394.50	395.00	394.50 400.00	375.00 394.50 400.00
Model C	375.00	394.50	394.50 395.00	394.50 399.00 429.50 450.00
Singing Tower			39.50	39.50
CHICAGO COIN Band Box		125.00		129.50
Hit Parade			129.50	129.50
EVANS Constellation	325.00	395.00	395.00	350.00 395.00
MILLS Constellation	169.50	169.50	129.50 160.00	129.50
PACKARD Manhattan Model 7	79.50	79.50	79.50 99.50 69.50	79.50 99.50 69.50
ROCK-OLA Commando			39.50	39.50
Deluxe			39.50	39.50
Playmaster Hideaway			49.50	49.50
Premier			39.50	39.50
Rocket 50-51 Blonde			375.00	375.00
Standard		295.00	39.50	39.50
1948 Blonde	79.00(2)	119.50	79.00 94.00	79.00 94.00
1422	125.00	119.50 125.00	119.50 125.00	119.50 125.00 129.50
1424 Hideaway			100.00	114.50 119.00
42b	119.00 134.50	149.50 150.00	119.00(2) 134.50 149.50	114.50 150.00 149.50 150.00 169.00
42P	249.00	249.00	199.50 249.00	199.50 249.00
1428 Blonde	250.00	250.00	250.00	250.00
1432	395.00	395.00	395.00	395.00
434			449.50	449.50
SEEBURG Casino	79.00	39.00	39.50	39.50
4-146 Hideaway	75.00	75.00 100.00	89.00	89.00
H-146 M Hideaway		115.00	75.00	75.00
1-147 Hideaway		110.00	115.00	115.00
H-147 M Hideaway	99.00	110.00		
148 M Hideaway	179.00	179.00 200.00	179.00	199.00
148 M	199.50	199.50	199.50	199.50
H 148 M			39.50	39.50
Hi Tone			39.50	39.50
Lo Tone			77.50	77.50
4 100 BL			77.50	77.50
W-100 B 45 RPM	565.00 574.50	550.00 574.50	574.50	574.50
1-100-A 78 RPM	595.00(2) 675.00	595.00(3) 675.00	595.00(4) 675.00	595.00(3) 649.00 675.00 39.50
Flax		29.50		
Pre-War R C		135.00		
47 M	129.50 150.00	129.50 150.00	125.00 129.50	125.00
146	125.00	125.00	89.50 125.00	150.00
146 Hideaway	99.00(2)	99.00 125.00	99.00 125.00	119.00 125.00
46 M	99.00(2)	99.00 125.00	99.00 125.00	119.00 125.00
46 S	124.50 159.50	124.50 159.50	124.50 159.50	124.50 175.00
147	175.00	175.00	175.00	175.00
47 M	115.00 139.00	139.00 140.00	139.00 140.00	140.00 149.00 159.50
147 S	115.00	140.00	140.00	140.00
148	139.50	139.50	139.50	139.50
148 Hideaway	185.00	185.00	185.00	185.00
148 Blonde	250.00	250.00	250.00	250.00
148 ML	199.00	225.00	225.00	225.00
148 ML Blonde	209.50 229.50	209.50	209.50 229.00	209.50 229.00
148 SL	199.00	199.00	199.00	199.00
1941 Hideaway	49.00	49.00	49.00	49.00
1946	89.50	89.50	129.50	129.50
1946 Hideaway			149.50	149.50
1947			129.50	129.50
1947 Hideaway	175.00	175.00	175.00	169.50
1947 M	245.00	245.00	245.00	245.00
1948 Blonde			129.50	129.50 225.00
948 Hideaway			39.50	39.50
Vogue				
WILLIAMS Music Mite	125.00	125.00	49.50 125.00	49.50 75.00
WURLITZER 500			39.50	39.50
700			49.50	49.50
750			69.50	69.50
800			39.50	39.50
950	109.50 119.00	109.50 19.00	109.50 119.00	119.00 124.50
1015	135.00 139.50	135.00 139.50	135.00 149.50	149.50
	150.00	150.00	150.00 169.50	150.00(2) 169.50
1017			129.50	115.00
1017 Hideaway	99.00	100.00 115.00	115.00	129.50
1080	125.00 140.00	125.00 140.00	125.00 140.00	125.00 140.00
			149.50	149.50 150.00
1100	229.00 229.50	229.00 229.50	229.00 229.50	269.00 294.50
	275.00(2)	275.00(2)	275.00 294.50	295.00(4)
	294.50	294.50	295.00(2)	
1250	319.50 359.00	319.50 350.00	319.50 375.00	375.00 389.00
	375.00 394.50	359.00 375.00	394.50	394.50 395.00
Victory			39.50	39.50

D.C. Ops Give \$7,500 To Charity Drive

WASHINGTON, May 2. — A donation of \$7,500 was raised by the Washington Music Guild, Inc., in a drive to aid Muscular Dystrophy. The drive was hailed by Hirsh de La Vize, president of the Guild, as a successful promotion. Starring in the show presented by the Guild was Vaughn Monroe. Other acts were also presented.

South Dakota Association 'All for It'

YANKTON, S.D., May 2.—Mike Imig, vice-president of the South Dakota Phonograph Operators Association, announced the organization is meeting next week to formulate plans for the promotion of the 65th Anniversary of the Juke Box Industry.

Imig stated he would endeavor to contact Gov. Sigurd Anderson, in an effort to get him to make a guest appearance along with Imig on television station KTVY at Sioux City, Ia. He added, all dee jays would be contacted to program their shows around the anniversary theme.

"This is the greatest idea yet as far as this industry is concerned," he said. "I'm all for it, and so is the association."

How Was Your Timing on . . .

"I'M WALKING BEHIND YOU"

EDDIE FISHER

RCA Victor 20-5293

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a Billboard BEST BUY

APRIL 14

Title Strips Ready for Top Juke Profits

APRIL 14

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips) . . .	\$ 9.00	70 (1400 strips) . . .	\$29.00
30 (600 strips) . . .	13.00	80 (1600 strips) . . .	33.00
40 (800 strips) . . .	17.00	90 (1800 strips) . . .	36.00
50 (1000 strips) . . .	21.00	100 (2000 strips) . . .	39.00
60 (1200 strips) . . .	25.00		

Yermie Stern, 2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed. 786

Name _____

Address _____

City _____ Zone _____ State _____

For Every Location

North . . . south . . . east . . . west . . . everywhere RIFLE SPORT and the CHALLENGER attracting customers, old and young, therefore making more profits . . . write for details today!

A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various arcade machines and their prices across multiple issues of The Billboard. Includes items like Ace Bomber, Air Mail Letter, Air Raider, All Stars, All Star Hockey, Astroscope 10c, Atomic Bomber, Ball Grip, Bangaway, Bank Shots, Baseball, Big Inning, Bolascop, Bomber, Boomerang, Boom Hit, Career Pilot, Class Alley, Challenger, Chicken Sam, Counter Grip, Cupids Wheel, Dale Gun, Defender, Deluxe Athletic Scale, Derby, 4 Player, Drivemobile, Drop Picture Machine, Duck Hunter, Electric and Grip Test, Electricity Is Life, Fist Striker, Flash Hockey, Flying Saucer, Field Goal, Glider, Goalie, Gun Patrol, Heavy Hitter, Hi-Ball Striker, Hockey, Jack Rabbit, Jeep and Fire Engine, Jet Gun, Jitters, Kicker & Catcher, Keep Punching, Kissometer, K O Fighter, Liberator, Lite League, Love Meter, Merry-Go-Round, Metal Typer, Midget Movies, Midget Ski Ball, Model F, Monkeylift, Moving Pictures, Palm Reader, Panorams, Pen Writer, Periscope, Photomatic, Pikes Peak, Pistol Pete, Pitch 'Em & Bat 'Em, Poker and Joker, Pokerno, Pony Express, Pool Table, Punch-A-Ball, Q-Ball, Quizzer, Rapid Fire, Recordio, Rifle Range Ray Gun, Rocket Patrol, Shipman Art Show, Shocker, Shoot the Bear, Silver Bullet, Silver Gloves, Six Shooter.

Coinmen You Know

Chicago Visitors at the Rock-Ola plant last week included Jack Dolan, manager, Dan Stewart, Inc., Los Angeles, and Ken Wilkinson and son, Frank, of the United Amusement Company, San Antonio. . . Len Micon and Fred Skor, of World Wide Distributors, Inc., report brisk sales on the Williams Baseball game. The demand has caused a shortage in supply,

claims Skor. Sales on shuffle games were also reported as brisk. Skor said, "We can't hold on to the Fireball 120's very long because they no sooner come in and we ship them out." World Wide is in the process of remodeling the front of its building with a rippled glass panel in place of the windows. Irv Blumenfeld, General Vending Sales, and Harry Rosenberg,

Double U Sales, both of Baltimore, were in for conferences with Sam Lewis and Avron Gensburg, Genco owners. Lewis revealed that Golden Nugget output is now moving along at a satisfactory pace. . . Paul Huebsch, Keeney sales manager, made a brief business trip to Madison, Wis. . . Frank Mencuri, Exhibit Supply, returned from a series of short business trips in time to see Art Weinand off on a trip to New York, Boston and Toronto.

Alvin Gottlieb was fishing in Miami. Meanwhile, the factory was busy turning out Grand Slam five-ball games. The firm's export agency, Judd Distributing Company, is expanding its sales volume steadily, according to J. Weinberg, general manager. . . Visitors at United Manufacturing Company this week included Mort Weinberger, Southern Automatic, Louisville, and Harry Rosenberg, Double U Sales, Baltimore.

Ed Levin, Chicago Coin Machine Company sales manager, was doubly enthused over initial distributor reaction to the Crown Bowler and Super Jet. . . Fred Morris, H. C. Evans & Company, finds repeat business on the Saddle and Turf spin table game pouring in. . . Gil Kitt, Empire Coin, left Friday (24) for London via air. When he took off it was (Continued on page 87)

Table showing prices for various machines like Skee Ball, Ski Roll, Skill Gun, Skill Jump, Skill Test, Sky Fighter, Solar Horoscope, Star Series, Gun, Team Hockey, Ten Pins, 13-Way Athletic Scale, Thunderbolt, Tommy Gun, Undersea Raider, New-A-Scope, Voice-o-Graph, Western Baseball, Wishing Letter, Boom Hit.

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

ADVERTISING RATES. REGULAR CLASSIFIED (Minimum \$3), DISPLAY CLASSIFIED (Minimum \$6). ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Business Opportunities. Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

Help Wanted. Arcade Mechanic wanted for Jersey seashore resort; good pay for right man. Box 621, The Billboard, Chicago 1, Ill.

Parts, Supplies & Services. Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448.

Stamp Folders, direct from manufacturer, at lowest price. City Distributors, 145 Ainslie St., Brooklyn, N. Y.

700 Punch Boards, take all at 30c ea.; large variety; Electric Wall Scoreboards, \$50 ea. Coin Machine Exchange, 303 Airport Drive, Shreveport, La.

Routes for Sale. \$1500 buys one 1080 Wurlitzer, 15 5-Balls on location; this is a rare opportunity to start a route; no 5-ball competition; hundreds of locations open and available in this territory. Coin Machine Exchange, 303 Airport Drive, Shreveport, La.

Cigaret Vendors - National, Rowe, DuGrenier, Eastern; all models with king columns; bargain prices \$65 to \$125; reconditioned and guaranteed. Kelnor Vendors, 3730 Division St., Chicago 51.

Cigarette Machine, King Size Conversions. 2 1/2 and 3 1/2 mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

Cigarette Machines, quarter operation; Uneda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Statler 9-Col. Cookie Machine, \$35; Nabs 5-Col., \$20 ea.; Shipman 3-Col. like new Candy Bar, \$25 ea. -cost \$69.50; Hershey Bar Machines, like new, \$20. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Close-Out Bargains - We need the space. United ABC, \$99.50; Black Gold, \$29.50; United Bolero, \$129.50; Blue Skies, \$22.50; Citation, \$37.50; County Fair, \$99.50; Double Feature, \$74.50; Five Stars, \$40; Football, \$42.50; Hayburner, \$114.50; Jeanie, \$49.50; Paradise, \$17.50; Rag Mop, \$69.50; Saratoga, \$32.50; Spark Plug, \$129.50; Sweetheart, \$44.50; Turf Kings, \$59.50; Watch My Line, \$39.50. 1/2 deposit. Silent Sales, 4808 Rhode Island Ave., Hyattsville, Md.

Coin Changers - Returns nickels for quarters and dimes, \$50 capacity; with hanging brackets, now \$125. Kelnor Vendors, 3730 Division, Chicago 51.

THIS IS A 10-LINE AD. For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services. TRY A DISPLAY AD THIS WEEK. See Advertising Rates Above.

PRIVATE OPERATOR GOING OUT OF BUSINESS. 3 United Super Shuffle Alley @ \$300. Double Header @ 75. Bowlette (Gottlieb) @ 35. Glider @ 40. Keeney 4-Player League Bowler @ 120. Bally Shuffle Champ @ 60. Bingo Roll @ 40. Triple Action @ 35. Reconditioned - Ready for Play. POP AMUSEMENT CO. 56 Del Monte St. Rochester, N. Y.

Stamp Vendors - Latest Northwestern and Duval roll type, capacity 2000 stamps; bargain guaranteed, \$45. Kelnor Vendors, 3730 Division, Chicago 51.

Statler Cookie Vendors - 40 Junior Models, only two years old, mechanically perfect, at \$30 each while they last. Kelnor Vendors, 3730 Division, Chicago 51.

Stone Candy Machines, 2 postwar seniors with base and 1 postwar junior with base, newly refinished and in perfect operating shape; \$410 for the 3. 1/2 deposit, balance C.O.D. Can ship at once. Box M-36, The Billboard, Cincinnati 22, O.

Watling Scales, late Model Fortune, extra clean, \$100 ea. Glenco Sales, P. O. 835, Bluefield, W. Va.

Wired music AMI continuous play unit, 12 1/2 RPM; 20 AMI latest model speakers; 12 AMI amplifiers; all like new; cost over \$1,800, sell \$900 cash. Box M-35, The Billboard, Cincinnati 22, O.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 2	Issue of April 25	Issue of April 18	Issue of April 11
ABC (United).....	\$25.00 85.00	\$25.00 125.00	\$25.00 95.00	\$95.00 99.50
Across-the-Board (United)...	125.00 135.00	135.00 145.00	99.50	145.00 149.50
Advance Roll (Genco).....	145.00 149.50(2)	149.50 150.00	145.00(2)	150.00(2)
All Baba (Gottlieb).....	149.50(2)	175.00	149.50 150.00	175.00
Aquacade (United).....	150.00 175.00	225.00	175.00	225.00
Arizona (United).....	225.00	25.00	225.00	225.00
Atlantic City (Bally).....	34.50	20.00 34.50	34.50	34.50
Baby Face (United).....	39.00 39.50	30.00 39.00	39.00 39.50	20.00 39.00
Bank-a-Ball (Gottlieb).....	39.50	39.50	39.50	39.50
Banjo (Exhibit).....	79.50 99.50	99.50	79.50 99.50	99.50
Barnacle Bill (Gottlieb).....	345.00 385.00	395.00 410.00	375.00 389.50	375.00 395.00
Barnacle Bill (Gottlieb).....	390.00	425.00	395.00 400.00	410.00 425.00
Baseball (Genco).....	395.00(3)	410.00	410.00 425.00	
Basketball (Gottlieb).....	400.00 410.00	425.00		
Basketball Champ (Chicago Coin).....				
Basket Ball (Chicago Coin).....				
Basket Ball (Scientific).....				
Bat-a-Score (Evans).....				
Battling Practice.....				
Beauty (Bally).....				
Be Bop (Exhibit).....				
Big Hit (Exhibit).....				
Big Top (Genco).....				
Bingo Bang.....				
Bingo Rolls.....				
Black Gold (Genco).....				
Boleto (United).....				
Boston (Williams).....				
Bowling Champ (Gottlieb).....				
Bright Lights (Bally).....				
Bright Spot (Bally).....				
Buccaneer (Gottlieb).....				
Buffalo Bill (Gottlieb).....				
Buttons & Bows (Gottlieb).....				
Campus (Exhibit).....				
Canasta (Genco).....				
Caravan (Williams).....				
Carolina (United).....				
Carnival (Bally).....				
Catalina (Chicago Coin).....				
Champion (Bally).....				
Champion (Chicago Coin).....				
Chinatown (Gottlieb).....				
Cinderella (Gottlieb).....				
Circus (United).....				
Citation (Bally).....				
College Daze (Gottlieb).....				
Coney Island (Bally).....				
Control Tower (Williams).....				
County Fair (United).....				
Crazy Ball (Chicago Coin).....				
Cross Roads.....				
Dallas (Williams).....				
Dancing Dan.....				
De-Icer (Williams).....				
DeLuxe World Series (Williams).....				
Dew-Wa-Ditty (Williams).....				
Disc Jockey.....				
Domino (Williams).....				
Double Action.....				
Double Feature.....				
Double Shuffle (Gottlieb).....				
Dreamy (Williams).....				
Eight Ball (Williams).....				
El Paso (Williams).....				
Fighting Irish (Chicago Coin).....				
Five Star (Universal).....				
Flip Skill.....				
Floating Power (Genco).....				
Flying Saucers (Genco).....				
Football (Chicago Coin).....				
400 (Genco).....				
400, 5c or 10c (Genco).....				
Four Corners (Williams).....				
Four Horsemen (Gottlieb).....				
Four Stars (Gottlieb).....				
Freshie (Williams).....				



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854 N. High St., Columbus 8, Ohio
Tel.: University 6900

	Issue of May 2	Issue of April 25	Issue of April 18	Issue of April 11
Frolic (Bally).....	395.00 399.00	399.00 415.00	395.00 399.00	395.00
Futurity (Bally).....	415.00 425.00(3)	425.00(3) 435.00	400.00 415.00(2)	415.00(2) 425.00(2)
Georgia (Williams).....	65.00 95.00	\$50.00 95.00	95.00 99.50	95.00 99.50
Gizmo (Williams).....	99.50	99.50	35.00 49.50	35.00 49.50
Globe Trotter (Gottlieb).....	145.00	145.00	145.00	145.00
Gold Cup (Bally).....	59.50	50.00 59.50	59.50	24.50 55.00
Golden Gloves (Chicago Coin).....	69.50 75.00	69.50 75.00	69.50 75.00	69.50 75.00(2)
Grand Award (Chicago Coin).....			35.00	35.00
Handicap (Williams).....				195.00
Happy Go Lucky (Gottlieb).....		100.00 139.50		
Harvest Time (Genco).....	79.50 109.50	65.00 109.50	65.00 79.50	65.00 109.50
Hayburner (Williams).....	99.50 125.00(2)	99.50 125.00	124.50 125.00	124.50 125.00
Hit-a-Homer.....	150.00 155.00	150.00 155.00	150.00 155.00	140.00 155.00
Hits and Runs (Genco).....	165.00	165.00	165.00	165.00
Hit 'N' Run (Gottlieb).....	22.50	22.50	22.50	22.50
Hit Parade (Gottlieb).....	65.00	50.00 65.00	65.00	65.00
Holiday (Chicago Coin).....	150.00 155.00	150.00 155.00	150.00	150.00(2)
Holiday (Keeney).....	29.50	29.50	29.50	29.50
Hong Kong (Williams).....	39.50	39.50	39.50	39.50
Horseshoes (Williams).....	250.00 265.00	259.50 265.00	259.50	259.50
Hot Rod (Bally).....	150.00 155.00	150.00 155.00	199.50	175.00 195.00
Jack and Jill (Gottlieb).....	139.50 159.50	139.50 159.50	159.50	159.50
Jalopy (Williams).....	40.00 99.50	99.50	99.50	99.50
Jockey Special (Bally).....	150.00 175.00	125.00 150.00	175.00	175.00
Joker (Gottlieb).....	15.00 54.50	54.50	54.50	45.00 54.50
Judy (Exhibit).....		60.00 119.50		
Jumping Jack (Genco).....	99.50	99.50	99.50	99.50
Just 21 (Gottlieb).....	285.00 295.00	285.00	285.00	285.00
King Cole (Gottlieb).....	325.00	295.00(2)	295.00(2)	295.00(2)
King Pin (Chicago Coin).....	49.50 69.50	20.00 69.50	49.50 69.50	20.00 69.50
K. C. Jones (Gottlieb).....	49.50	49.50	49.50	49.50
Knock Out (Gottlieb).....	124.50	75.00 99.50	95.00 124.50	95.00 124.50
Leader (United).....	124.50	124.50	129.50	129.50
Lite-a-Line (Keeney).....	129.50	129.50	129.50	129.50
Long Beach (Williams).....	69.50 75.00	30.00 69.50	69.50 75.00	50.00 69.50
Lucky Inning (Williams).....	79.00 79.50	79.00 79.50	79.00 99.50	75.00 79.00
Madison Square Garden (Gottlieb).....	99.50	99.50	99.50	99.50
Majors (Chicago Coin).....	225.00(2)	250.00 269.50	250.00 269.50	269.50
Major League.....	250.00 275.00	285.00 295.00	275.00 285.00	295.00(3)
Majors of '49 (Chicago Coin).....	310.00			
Majorette.....	70.00 95.00(2)	95.00(2) 99.50	95.00 99.50	99.50 159.50
Mardi Gras.....	105.00 159.50	159.50	159.50	159.50
Maryland (Williams).....	275.00(2)	275.00	185.00 195.00	195.00(2)
Mercury (Genco).....	35.00 69.50	35.00 84.50	35.00 69.50	35.00 84.50
Merry Widow (Genco).....	84.50	84.50	84.50	84.50
Minstrel Man (Gottlieb).....	59.50	59.50	59.50	59.50
Moon Glow (United).....	29.50	29.50	29.50	29.50
Niagara (Gottlieb).....	159.50	125.00 159.50	159.50	159.50
Nifty (Williams).....	150.00 175.00	150.00 175.00	95.00	94.50
Night (Williams).....	89.50 95.00	60.00 89.50(2)		
Oklahoma (United).....	95.00	95.00	95.00	95.00
Old Faithful (Gottlieb).....	64.50 65.00	64.50 69.50	64.50 69.50(2)	64.50
One, Two, Three (Genco).....	69.50	69.50	69.50	69.50
Oasis (Exhibit).....	85.00 129.50	85.00 129.50	85.00 89.50	85.00 129.50
Palm Beach (Bally).....	34.50	34.50(2) 49.50	34.50(2) 45.00	34.50(2) 45.00
Paradise (United).....	109.50	45.00 109.50	109.50	109.50
Paratrooper (Williams).....	375.00	450.00 455.00	450.00(2)	450.00
Phoenix (Williams).....	440.00(2)	465.00	465.00	465.00(2)
Photo Finish (Universal).....	455.00 465.00	475.00	465.00	465.00
Pin Bowler (Chicago Coin).....				20.00
Pinch Hitter (United).....				140.00 175.00
Pinky (Williams).....				35.00
Playland (Exhibit).....	39.00 40.00	20.00 39.00	39.00 40.00	39.00(2)
Playtime (Exhibit).....	80.00	80.00	80.00	80.00
Pop Up.....	80.00	80.00	80.00	80.00
Puddin' Head (Genco).....	95.00	75.00 95.00	95.00	95.00
Punchy (Chicago Coin).....	65.00 89.50	65.00 89.50	65.00 89.50	65.00 89.50
Quarterback (Williams).....	22.50	45.00	45.00	45.00
Quartet (Gottlieb).....	39.50	39.50	39.00 39.50	39.00 39.50
Queen of Hearts.....	75.00	60.00 75.00	75.00	75.00
Rag Mop (Williams).....	65.00 85.00	65.00 85.00	55.00 85.00	59.50 89.50
Rainbow (Williams).....	89.50	89.50	89.50	89.50
Ramona (United).....	235.00	240.00	240.00	150.00 175.00
Red Shoes (United).....		95.00	95.00	95.00
Rip Snorter (Genco).....		35.00	35.00	35.00
Rocket.....	75.00	75.00	75.00	75.00
Rockette.....	35.00	35.00	35.00	35.00
Rose Bowl.....	45.00	85.00	85.00	85.00
Round Up.....	85.00	125.00	125.00	125.00
St. Louis (Williams).....	139.50	139.50(2)	139.50(2)	139.50
Sally (Chicago Coin).....	44.50 69.50	30.00 44.50	44.50 69.50	44.50
Saratoga.....	39.50	39.50	39.50	39.50
Screwball (Genco).....	34.50	34.50	34.50 35.00	34.50 35.00
Sea Jockeys (Williams).....		125.00	125.00	125.00 150.00
Select-a-Card (Gottlieb).....	79.50	79.50	55.00 79.50	40.00 55.00
Serenade (United).....	34.50	34.50	34.50	34.50
Set Shot Basketball (Mumes).....	295.00	295.00	295.00	209.50
Shanghai (Chicago Coin).....	49.50	49.50	49.50	49.50
Shantytown (Exhibit).....	84.50 85.00	84.50 85.00	84.50 85.00	84.50 85.00
Sharpshooters (Gottlieb).....	49.50 65.00	49.50 65.00(2)	49.50 59.50	40.00 49.50
Shoot the Moon.....	159.50	159.50	159.50	145.00 159.50
Shoo Shoo (Williams).....	90.00(2) 119.50	75.00 90.00(2)	90.00(2) 119.50	55.00 90.00(2)
Show Boat.....		119.50		119.50
Skill Pool (Gottlieb).....		20.00		20.00
Sluggfest.....	195.00	195.00	195.00 200.00	175.00
South Pacific (Genco).....	135.00 139.50	135.00	135.00 139.50	100.00 135.00
Spark Plug (Williams).....	40.00 69.00	69.00 79.50	60.00 69.50	69.00 79.50
Special Entry (Bally).....	69.50 79.50	145.00	145.00	145.00 165.00
Spinball (Chicago Coin).....	145.00	145.00 150.00	145.00	145.00 165.00
Sportsman (Williams).....	49.50	49.50(2)	49.50	35.00 49.50
Spot Bowler (Gottlieb).....	110.00	110.00	110.00	110.00
Spot-Lite (Bally).....	89.50 119.50(2)	75.00 85.00	85.00 89.50	85.00 119.50
Springtime (Genco).....	225.00 260.00	260.00 275.00	95.00 260.00	275.00 284.50
Stars (United).....	275.00	300.00	284.50 300.00	285.00 295.00
Stop and Go (Genco).....	295.00 310.00	315.00(3)	315.00(2)	300.00
Star Dust (United).....	315.00(3)	325.00 335.00	335.00	315.00(2)
Stop and Go (Genco).....	325.00	325.00	325.00	325.00 335.00
Stop and Go (Genco).....	75.00 95.00	95.00	95.00	74.50 95.00
Stop and Go (Genco).....	275.00(3)	275.00 295.00	295.00 299.50	295.00 299.50
Stop and Go (Genco).....	295.00 325.00	325.00	325.00	335.00
Stop and Go (Genco).....	50.00 70.00	60.00 75.00	75.00 79.50	75.00 89.50
Stop and Go (Genco).....	75.00 79.50	89.50	89.50	89.50

Coinmen You Know

Continued from page 85

a typical clear day in London too—a steady drizzle. . . . **Herb Perkins**, Purveyor Distributing, postponed his export trip a week.

A. Deree, president of Alco-Deree Company, reports firm's cooled candy vender is continuing to find acceptance in the Southern climes. Operators thru the Dixie States are finding the refrigerated unit suitable for vending chocolate bars year-round, Deree says. . . . **Harold F. Burt**, president of Silver-King Corporation, tells of high activity in the company's bulk vender models. He said a Silver-King coffee vender is slated for introduction this fall.

Elving Angell, John Flowers and **Sterling Douglas**, at Ball-Gum, Inc., are enthusing over the success of their recently adopted factory outlet program. The firm has nine such warehouse outlets

now, with the opening of three additional ones this week. . . . The Bert Mills Corporation's new and larger plant going up near St. Charles is taking shape. Vice-President **Herbert Chadwick** reports progress satisfactory.

Jack Nelson Jr., Logan Distributing, says the charm bar is proving to be a top operator mecca. Variety and quantity are both available and a special charm package is offered. . . . **James H. Martin, Inc.**, is piling up steam on its candy and cigarette vender sales coverage. **Jimmy Martin** says the 20-odd State coverage on the cigarette units is returning a steady flow of orders, while his own Martin's Little Candy Store vender is keeping pace in its own sphere.

Herman Stammer, Mechanical Merchants, Inc., vice-president, has been away from

his desk since the holidays suffering from typhus fever. . . . **Tom King** and **Paul Crisman**, King & Company partners, continue to receive plaudits from visiting operators on their renovated showroom and parts department. The boys are gradually discontinuing their own operation to concentrate on their distributorship activity. They handle the Northwestern and Spacarb-Juice Bar lines.

O. Glenn Leach, public relations director for National Automatic Merchandising Association, is telling of the great things in store for those attending the August NAMA convention and exhibit at the Conrad Hilton Hotel here. Dates are August 23-26. . . . **Harold M. Schaefer**, Victor Vending Company president, is pleased with the order activity on firm's new Baby Grand Rocket Charm vender.

Al Stern, president of World Wide Distributors, is recovering from an operation at the Edgewater Hospital. He expects to resume his duties in a few weeks. Meanwhile, **Fred Skor**, of World Wide, states the Rock-Ola Fireball 120-selection phonograph is moving steadily, and that there has been no lag in business despite poor weather conditions in the area. . . . Recent visitors at the Rock-Ola plant included **Romaine Hogard**, owner and operator of the Automatic Music Company, Tulsa, Okla.; **Tom Reasonower**, sales manager of the same firm, and **Harry Ackley**, of the same firm.

Leon Segal and **Sam Kogen**, partners heading Kandy Korner, announced this week they had completed moving into new headquarters at 1443 Fullerton Avenue. The new site gives the firm some 7,000 square feet of space. Previous location was at 1148 West Van Buren, where the construction of the new Congress Street superhighway was at their front door-step.

Detroit:
Franklin J. Vogt, who took over the U.S. Postage Stamp Machine Sales and Service three years ago, is expanding his stamp operations and is planning to dispose of his scale route to concentrate on postal units. . . . The Dunn brothers, **Richard P.** and **Thomas J.**, who have just registered title to the new U.S. Postage Stamp Machine Sales Company (not connected with the foregoing) were away on a business trip to Pennsylvania this past week.

The Wittick Sales Company, headed by **Frederick B. Wittick Sr.**, is taking over distribution for Bradley Associates, Inc., coin-operated television and radio, and the Trade TV Corporation. . . . **Constantine Stavropoulos**, formerly a partner in the Alpha Music Company and the Star Music Company, has taken **Tom Frangos**, as a partner in his juke operation, the Stavros Music Company.

James A. Yerex and **D. Ormiston** are establishing the Ormiston and Yerex Vending Company, specializing in nut and candy units, with headquarters on the West Side. The route is a part time operation. . . . **Victor Krafcsik** has closed the Industrial Vending Company, formerly located on the West Side.

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:

LONDON HAS BEST APRIL IN HISTORY. London Records opened its new fiscal year with the biggest April billing it has ever had, double what it was in April, 1952 (Music department).

MERCURY TRAILS IN RELEASES, BUT LEADS IN POP RATINGS. The hottest label during the first third of this year has been Mercury, with a hit performance rating of 6.4 per cent (Music department).

NAME ARTISTS CHANGE DISK ADDRESSES. Several big name artists have decided to change their record addresses this spring—it looks like moving day in the industry (Music department).

MAJORS BOOST DJ SERVICE ON CLASSICAL WAX. Three major diskeries have expanded or revised their deejay exploitation on classical recordings to stimulate interest in longhair wax (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

	Issue of May 2	Issue of April 25	Issue of April 18	Issue of April 11
Summer Time (Gottlieb)....	34.50	20.00 34.50	34.50 59.50	20.00 34.50
Sunshine Park (Bally).....	335.00 350.00	325.00 350.00	350.00	295.00
Super Hockey.....	59.50	35.00 59.50	59.50	55.00 59.50
Super Deluxe World Series (Williams).....	225.00 250.00			
Super World Series (Williams).....	195.00	195.00 250.00	195.00 250.00	175.00
Sweepstakes (Williams)....	225.00	225.00	225.00	195.00(2)
Sweetheart (Williams).....	99.50	79.50 99.50	99.50	99.50
Tampico (United).....	64.50 79.50	50.00 59.50	59.50 64.50	64.50 79.50
Tahiti (Chicago Coin).....	69.50	64.50 79.50	79.50	79.50
Telecard (Gottlieb).....		50.00	69.50	49.00
Tennessee (Williams).....	29.50	20.00 29.50	29.50	29.50
Texas Leaguer (Keeney).....	49.50 50.00	49.50 50.00	49.50 50.00	49.50 50.00
Thing (Chicago Coin).....	45.00 89.50	45.00 89.50	45.00 89.50	45.00 89.50
Three Feathers (Genco).....		64.50	64.50	64.50
Three Musketeers (Gottlieb).....	74.50 85.00	85.00	85.00	85.00
3-4-5 (United).....	125.00 135.00	125.00 135.00	125.00 135.00	135.00
Thrill (Chicago Coin).....	29.50	29.50	29.50 35.00	29.50 35.00
Touchdown (United).....	165.00	165.00	165.00	165.00
Trade Winds (Genco).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Trigger (Exhibit).....	99.50	99.50	99.50	100.00
Trinidad (Chicago Coin)....	49.50	20.00 49.50	35.00 49.50	35.00 49.50
Triple Action.....	35.00			
Triplets (Gottlieb).....	74.50 95.00(3)	89.50 95.00(3)	95.00	85.00 95.00(2)
Tri-Score (Genco).....	89.50	20.00 69.00	69.00 99.50	69.00 89.50
Tumbleweed (Exhibit).....	65.00 75.00(2)	65.00 75.00(2)	65.00 75.00(2)	65.00 75.00(2)
Turf King (Bally).....	75.00(3) 85.00	75.00(2)	75.00 95.00	75.00 85.00
Tucson (Williams).....	95.00 125.00	95.00(2) 100.00	99.50 145.00	95.00 145.00
Twenty Grand (Williams)....	149.50	145.00 149.50	149.50	149.50 150.00
Utah (United).....	44.50	44.50	44.50	44.50
Virginia (Williams).....	210.00	225.00		175.00
Watch My Line (Gottlieb)....	59.00 84.50	59.00 69.50	59.00 84.50	59.00 84.50
Wild West (Gottlieb).....		84.50		84.50
Winner (Universal Industries).....		25.00	25.00	
Wisconsin (United).....	85.00	70.00 85.00	85.00(2)	85.00(2)
Wizard.....	114.50	165.00		
	49.00 55.00	49.00 50.00	49.00 55.00	49.00 55.00
	65.00 99.50	55.00 65.00	65.00 99.50	65.00 99.50
		99.50 125.00		
	20.00 34.50	34.50	34.50	34.50 35.00
	49.50	49.50	49.50	49.50

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Occupation.....

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Genco
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BOWLING CLASSIC TROPHY BOWL 75

UNIVERSAL HIGH SCORE.....\$115
SUPER TWIN BOWLER..... 69
TWIN BOWLER..... 49

Genco
8 PLAYER.....\$125
SHUFFLE TARGET..... 95
BOWLING LEAGUE..... 25

Bally
SHUFFLE LINE..... 95
HOOK BOWLER..... 95

Williams
DOUBLE HEADER..... \$ 45
DE LUXE BOWLER..... 39

EXHIBIT
Twin Rotation.....\$395

BINGO 5 BALLS
Bally Beach Club
United CABANA
Genco GOLDEN NUGGET
"First-Conditioned" BALLY
BEAUTY.....\$545
PALM BEACH..... 455
FROGGS..... 415
ATLANTIC CITY..... 410
SPOT LIGHT..... 315
BRIGHT SPOT..... 315
CONEY ISLAND..... 315
BRIGHT LIGHTS..... 215

UNITED
BOLOERO.....\$175
A.B.C..... 135

Genco
JUMPING JACKS.....\$295
"400"..... 195

Keeney
HOLIDAY.....\$245
LITE-A-LINE..... 95

UNIVERSAL
5 STAR..... \$ 95

ARCADE
NEW EXHIBIT SPACE GUN
ABT RIFLE SPORT
EVANS BAT-A-SCORE
ABT CHALLENGER

"First-Conditioned"
SEEBURG SHOOT THE BEAR.....\$235
WMS. SUPER WORLD SERIES..... 225
EXHIBIT JET GUN..... 195
CHI COIN BAS-KETBALL CHAMP 195
EX. SIX SHOOTER..... 175
EX. GUN PATROL..... 175
WILCOX-GAY RECORDIO..... 145
CHI COIN 4 PLAYER DERBY..... 155
TELEQUIZ..... 125
CHI COIN PISTOL..... 115
Keeney AIR RAIDER 115
CHICKEN SAM..... 105
RIFLE RANGE RAY GUN..... 105
BALLY RAPID FIRE CHI COIN GOALE..... 95
QUIZZER..... 95
WMS. QUARTER-BACK..... 85
UN. TEAM HOCKEY..... 85
WESTERN BALL EXHIBIT DALE GUN 75

American Bankshot Shuffleboard.....\$275

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AUTOMOBILE KIDDIE RIDES..... 395

WANTED: Will pay cash or trade above for BALLY BRIGHT LIGHTS, BALLY BRIGHT SPOTS, BALLY CHAMPION HORSES. Will buy whole route of horses and kiddie rides.

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ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for **AMI BALLY-UNITED**

COIN OPERATED TIMING METERS
EASILY ADAPTABLE TO THE APPLIANCE OF YOUR CHOICE

• WASHERS • T. V. SETS • IRONERS, ETC.

Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

MONROE COIN MACHINE EXCHANGE
2423 PAYNE AVE., CLEVELAND 14, OHIO
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Mr. Operator of METAL TYPER MACHINES
SPEED UP YOUR LOADING OPERATION!
Buy Your ALUMINUM DISCS in Rolls of 100
Small Extra Charge. Bulk Also Available.

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1318 N. Western Ave. Chicago 22, Ill.

Follow the Crowds to...



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TIMES
SQUARE

New!
EXCITING!

Deluxe
in every
detail!
Beautiful
playfield!
PLENTY
OF
ACTION!

5 TRAP HOLES

- Trapping balls in holes 4-5 and 2
Lite top side rollovers for replays!
- Trapping balls in holes 1-5 and 3 lite
bottom side rollovers for replays!
- Trapping balls in holes 1-2-3 and 4
scores 1 REPLAY!
- Trapping balls in holes 1-2-3-4 and 5
scores 2 REPLAYS!

SEE IT!
PLAY IT!
GET IT NOW
FROM YOUR
DISTRIBUTOR

★ Making TRAPHOLES increases
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flippers! ★ Making ROLLOVERS
increases values of 4 TOP BUMPERS!



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILMORE ST. CHICAGO 24, ILL.

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 2	Issue of April 25	Issue of April 18	Issue of April 11
Baseball (Bally).....	\$75.00	\$79.00	\$79.50	\$49.50
Baseball (Williams).....			49.50	
Big League Bowler (Keeney).....	195.00			
Bowl-A-Ball (Chicago Coin).....	390.00			
Bowlette (Gottlieb).....	29.50	39.50	39.50	20.00
	40.00			
Bowling Alley, 6 player (Chicago Coin).....	235.00	215.00 250.00	215.00 250.00	215.00 249.50
	250.00(2)	255.00w/p	275.00w/p	295.00(2)
	275.00w/p	295.00	295.00(2)	
	295.00			
Bowling Champ (Keeney)....	75.00	75.00	75.00	89.50
Bowling Classic (Chicago Coin).....	59.50	75.00	59.50	79.50
	89.50			
	25.00	25.00	25.00	25.00
Bowling League (Genco)....				
Bowling League, 4 player (Keeney).....	50.00			
De Luxe League Bowler (Keeney).....	255.00(2)	255.00(2)	255.00(2)	255.00 295.00
	295.00(2)	295.00	295.00	
Deluxe Bowler (Williams)....	39.00	39.00	39.00	39.00
Deluxe 6 player (Chicago Coin).....	250.00	250.00	250.00	
Double Bowler (Keeney)....	79.50	79.50	79.50	79.50
Double Bowler, 2 player (Keeney).....	99.50	99.50	99.50	99.50
Double Header (Williams)....	45.00	75.00	30.00	45.00
		49.00	45.00	69.50
Double Header Shuffle Alley Express (United).....		100.00		
Double Header, 2 player (Williams).....	49.50	49.50	69.50	49.50
Double Shuffle (United)....				50.00
Double Shuffle Alley Express Rebound (United).....	139.50	79.50w/p	79.50w/p	79.50 139.50
		139.50	139.50	
8 Player (Genco).....	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United).....	160.00	150.00 160.00	160.00	160.00
	180.00w/p	179.00w/p	180.00w/p	180.00w/p
	185.00 195.00	180.00w/p	185.00w/p	185.00w/p
	200.00 245.00	185.00w/p	189.00 195.00	189.00w/p
		195.00 200.00	200.00 245.00	205.00 245.00
		245.00	249.50w/p	249.50w/p
Four Player Rebound (Keeney).....	215.00	150.00	150.00	
Four Way Bowler (Keeney)....		215.00	215.00	
Four Player Rebound (United).....		100.00	100.00	100.00
Four Player Shuffle Alley (United).....	135.00 150.00	135.00w/p	169.00w/p	169.00w/p
	175.00 220.00	169.00w/p	175.00 220.00	175.00 220.00
		175.00 220.00	239.50w/p	239.50w/p
Hi-Score Bowler (Universal)....	115.00	59.00		
Hook Bowler (Bally).....	95.00	100.00	95.00	100.00
	149.50	100.00 149.50	149.50	149.50
King Pin (Keeney).....	35.00	35.00	35.00	35.00
League Bowler (Keeney)....	125.00(3)	79.00 125.00(3)	125.00(2)	125.00(2)
	139.50	139.50	139.50	139.50
League Bowler, 4 player (Keeney).....	159.50	125.00 159.50	125.00(2)	54.50 125.00
			149.50 159.50	149.50 159.50
League Bowler, 6 player (Keeney).....	185.00			
League Bowler, 10 player (Keeney).....	325.00	50.00	50.00	50.00
Lucky Strike (Keeney).....		325.00w/p	325.00w/p	325.00w/p
Manhattan 6 player (United)				
Matched Bowler, 6 player (United).....	345.00	345.00	345.00	
Matched Bowler, 6 player (Chicago Coin).....	345.00 375.00	345.00 375.00	345.00	
Official Shuffle Alley (United).....	335.00 340.00	335.00 340.00	335.00 340.00	335.00
Shuffle Alley (Chicago Coin)....			79.50w/p	79.50w/p
Shuffle Alley (United).....	45.00	45.00	45.00	45.00
Shuffle Alley (Universal)....			69.50w/p	69.50w/p
Shuffle Alley Deluxe 6 player (United).....	250.00 275.00	225.00w/p	249.00w/p	245.00
	295.00 345.00	249.00w/p	250.00 275.00	249.00w/p
		250.00 275.00	295.00 345.00	250.00 275.00
		295.00 345.00		295.00(2)
				345.00
				39.50
Shuffle Alley Express (United)	45.00	79.50	45.00	39.50
				79.50
Shuffle Alley Express 2 player (United).....	139.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney).....	255.00	199.00 255.00	215.00 255.00	215.00 225.00
	265.00(2)	265.00	265.00(2)	265.00
Shuffle Alley, 6 player (United).....	174.50 190.00	190.00	190.00	190.00
	200.00w/p	200.00w/p	200.00w/p	200.00w/p
	215.00	215.00w/p	215.00w/p	215.00w/p
	225.00w/p	219.00w/p	225.00	225.00
	225.00 235.00	225.00 235.00	229.00w/p	229.00w/p
			235.00	239.50 250.00
			275.00(2)w/p	265.00
				275.00w/p
Shuffle Cade (United).....		79.00w/p		
Shuffle Champs (Bally).....		39.00		
Shuffle Horseshoe (Chicago Coin).....	99.00 100.00	129.50	99.50 129.50	95.00 99.50
	129.50			129.50
Shuffle Lane.....			29.50	
Shuffle Line (Bally).....	95.00 110.00	95.00 109.50	95.00 109.50	109.50
		110.00	110.00	
Shuffle Slugger (United)....	65.00	59.00w/p	65.00	65.00
		65.00		
Shuffle Target (Genco)....	95.00	69.00 95.00	95.00 99.50	95.00 99.50
Single Shuffle Alley.....				
Rebound (United).....	89.50	89.50	89.50	89.50
Six Player, 5th frame (Chicago Coin).....		425.00	425.00	425.00
Six Player Rebound (Chicago Coin).....		225.00	225.00	
Six Player, 10th Frame (United).....	325.00			
Six Player Twin Rebound (United).....				125.00

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PUSHBACK
WIRE
18 OR 20 STRANDED

NOW AVAILABLE IN
90
COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs... simplifies wiring diagrams... Facilitates field repairs... Insures positive accuracy... Saves time. Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

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RECONDITIONED LIKE NEW

- ATLANTIC CITIES\$395
- CONY ISLANDS 315
- LEADERS 310
- HOLIDAYS 250
- LITE-A-LINES 105
- HOT RODS 40
- CITATIONS 30
- GENCO 400's (see below)..... 225

The Genco 400's revamped now better than Jumpin' Jacks, Golden Nugget or latest Bingos. You try three weeks. Return if not satisfied. We refund full purchase price.

1/3 deposit, balance C.O.D.

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SCALES
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MODEL

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We Carry a Complete Line of

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- ★ PARTS AND SUPPLIES

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COBRA CARTRIDGES
Realigned and Resurfaced, 75¢ each.
ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.
This ad worth 75¢ on first order.

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ANY QUANTITY OF:
Gottlieb or Williams USED PIN GAMES
from Humpty Dumpty to current models

St. Louis to current models
SEEBURG SHOOT THE BEAR GUNS
ARCADE EQUIPMENT
WURLITZER 1015

SEND IN COMPLETE LISTS

Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors

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1015	\$139.50	B	\$394.50
1100	265.00	C	394.50
1250	394.50		

SEEBURG

147	\$124.50
148	139.50
M100A	574.50

Two-Wheel Heavy Duty Coven Cart Sled (Lite Wt.) \$38.50

COVEN distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

	Issue of May 2	Issue of April 25	Issue of April 18	Issue of April 11
Size Alley (United).....	75.00 79.00	50.00 75.00	69.50 75.00	69.50 79.00
Speed Bowler (Bally).....	45.00 50.00(2)	29.00 40.00	50.00(2)	45.00
Star Bowler (United).....	375.00	375.00	375.00	
Star Bowler, 2 player	350.00	350.00	350.00	350.00
Star, 6 player (United)....	375.00 395.00	325.00w/p 375.00(2)	325.00w/p 375.00(2)	325.00w/p 375.00(2)
Super Deluxe League Bowler. (Keeney)	275.00	275.00	275.00	275.00
Super Six Shuffle Alley (United)	295.00 315.00 335.00 340.00	299.00w/p 315.00 325.00	299.00w/p 315.00 325.00	299.00w/p 310.00 315.00
Super Twin Bowler (Universal)	69.00	59.50(2) 69.00	59.50 69.00	59.50 69.00
Super Twin Bowler (United).	59.50		59.50	
Super Twin Rotation (Exhibit)			395.00	395.00
Ten Player (Keeney)	400.00	400.00	400.00	
10th Frame Bowler (Chicago Coin).....	425.00			
10th Frame Star Shuffle Alley (United).....	485.00			
Ten Strike Shuffle	99.50			
Trophy Bowl (Chicago Coin).	59.50 75.00	40.00 59.50	59.50 99.50	59.50 99.50
Twin Bowler (Universal)....	49.00 49.50(2)	49.00 49.50	49.00 49.50	49.00 49.50
Twin Rotation (Exhibit)....	275.00 395.00	199.00 225.00	199.00	245.00
Twin Shuffle			29.50	
Twin Shuffle Alley Rebound (United)	125.00 145.00	129.50w/p	129.50 145.00	129.50w/p
Twin Shuffle-Cade (United)..	165.00	145.00 165.00	165.00	165.00
Two Player Rebound (United)	150.00	150.00	150.00	150.00
Two Player (United).....	110.00	100.00	100.00	

First Mails New Summer Catalog

CHICAGO, May 2. — First Distributors this week started a mailing of a summer supplement to its annual gift merchandise catalog, Mal Finke, manager of the merchandise division, announced.

The supplement covers merchandise slanted for spring and summer business. First also completed a second release on its 1953 Gift Book for operators who had missed the initial mailing and had recently requested copies.

Associates of Finke in the direction of the merchandise division are Irv Kleiman and Ben Michaels. It handles nationally advertised brands of small and major appliances, TV receivers, sporting goods, fishing outfits, cameras, watches, picnic goods, summer yard furniture and many other items.



WE EXPORT

- PIN GAMES
- MUSIC MACHINES

Joe Ash

We are one of the leading exporters of coin-operated equipment. Our reputation was EARNED—by honest effort—by delivering only quality equipment—by virtue of the fact that our experience in the field enables us to pack, route and ship in the most economical and safe methods. Contact us for your needs. We'll give your requirements our very best attention

We are exclusive
WURLITZER DISTRIBUTORS
in Delaware—S. Jersey—
S. E. Pennsylvania

ACTIVE

AMUSEMENT MACHINES CO.
666 N. Broad Street Philadelphia 30, Pa
Phone: FRemont 7-4495
"You can ALWAYS depend on Active ALL WAYS!"

NEW! WICO SERVICE KIT for BINGO TYPE GAMES

\$4.95 Packed in clear Plastic Box
Includes: point file, springs, lifters, spacers, pigtail wire, bakelite tubing, switches, etc. NOTHING WASTED — All items used on Bingo type games.
Every Operator Will Need Several!
WICO CARRIES AT ALL TIMES A COMPLETE LINE OF COIN MACHINE PARTS... ALSO PHONOGRAPH.
WICO CORPORATION
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ARCADE and LOCATION EQUIPMENT

Moving Pictures (Mutoscopes complete with Reel and Sign—per feet companion to Kiddie Rides) \$65.00
Card Vendors, Exhibit, streamlined 45.00
Card Vendors, Mutoscope, new 45.00
A.B.T. Challenger, new 45.00
A.B.T. Model F, new 52.50
Advance Electric Shocker, new 22.50
Kicker and Catcher, new 35.00
Bally Line-a-Basket, new 45.00

Complete Line of Parts & Supplies
Write for Free 1953 Ill. Catalog
MIKE MUNY
577 Tenth Ave. (at 42nd St.)
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40 YEARS SERVICE • EST. 1912

ATTENTION!
Seeburg M100A's, perfect Ea. \$550.00
Wurlitzer 1015's, A-1 125.00
Genco Bino-Roll 44.50
Gott. Bowlette 25.00
Wms. Quarterback 34.50
Send for complete bargain list. Save.
OLSHEIN DIST. CO.
1100 Broadway Albany 4, N. Y.

You Can't Miss with This!

HERE'S THE TIP-OFF . . .

EVANS' Saddle & Turf

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COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorfull Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play. Available without coin drop.

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OR CONTACT FACTORY DIRECT . . .

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WANTED TO BUY FOR CASH
Seeburg 100A
Seeburg 100B
Seeburg Bear Guns
United Super Bowler
Bally Beauty
Sunshine Park
Seeburg Wall Boxes
Evans Constellation
Rock-Ola Model 1434
Wurlitzer Model 1250
United Star Bowler
Bally Palm Beach
Bally Frolics
Seeburg Tear Drop Speakers
STATE QUANTITY, CONDITION
AND QUOTE LOWEST PRICE IN FIRST LETTER
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2251 WEST PICO BLVD. LOS ANGELES 6, CALIF.

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BINGO GAMES	MUSIC
Beauty Write Spotlite \$315.00 Brite Lites 215.00 Coney Island 275.00 Long Beach 275.00 Life-A-Line 159.50 ABC 149.50	1422 Rock-Ola \$119.50 1426 Rock-Ola 149.50 H148M Seeburg 199.50
ONE BALLS	PIN BALLS
Turf Kings \$ 75.00 Champions 45.00 Citation 29.50	Gott. Rose Bowl \$139.50 Gott. Triplets 95.00 Gott. Spot Bowler 119.50 Gott. 4 Horsemen 129.50 Gott. Sharpshooter 65.00 Williams Nifty 89.50 Many Others.

NEW UNITED
6 Player Shuffles
Regulation
Clover
Cascades
Prompt Delivery
20 National Electric Cigarette Machines, \$99.50 Ea.
WRITE—WIRE—PHONE

CENTRAL OHIO COIN MACHINE EXCHANGE
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BINGO GAMES	ONE BALLS
10 Bally Beauty \$525.00 3 Spot Life 275.00 3 Coney Island 265.00 3 Brite Lites 185.00 2 Palm Beach 450.00 2 Atlantic City 400.00	10 Citations \$19.00 10 Turf Kings 85.00 5 Champion 25.00
PIN GAMES	PIN GAMES
Gottlieb Barnacle Bill \$25.00 Gottlieb Telecard 25.00 Gottlieb Buccaneer 25.00	Williams Star Series \$75.00 Williams Freshie 49.50 Williams Silver Skates Write Williams Saratoga 25.00 Gottlieb Minstrel Man 95.00
PHONOGRAPHS	PHONOGRAPHS
A.M.I. "A" \$275.00 A.M.I. "B" 375.00 A.M.I. "C" 450.00 Want to Buy—A.M.I. "B"—Seeburg 100 A., B. or C.—Rock-Ola 1434—Evans Constellation.	Wurlitzer 1100 \$300.00 Wurlitzer 1015 97.50 Wurlitzer 1080 92.50 Seeburg 46 75.00 Seeburg 47 90.00

ROCK CITY AMUSEMENT CO.
125 SIXTH AVE., N. NASHVILLE 2, TENN.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"
SOUTHERN AUTOMATIC MUSIC COMPANY, INC.
ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
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ELECTRIC SCOREBOARDS	Two Recond. 22" Nil. Shuffleboard, cab., new play field, crated & wall scoreboard. Each	Got. Bowl, Champ. \$50.00
Overhead, 15-21 pts. Horsecollar \$125.00, 15-21-50 pts. Wall Model 15-21 pts. and 15-21 50 pts. \$95.00. Shuffleboard Adjusters, set \$12.00. Fluor. Shuffleboard, Lights (set of 4) 12.00. Shuf. Scorepads, Ea. .25. Pucks (set of 8) 12.00. Wax, dozen 3.00.	\$225.00	Genco Mercury 59.50 Genco 1-2-3 34.50 C.C. Holiday 39.50 C.C. Football 59.50 Un. Carolina 34.50 Un. Summertime 59.50
TICKETS	22" Maple Tops, brand new, crated 90.00	BINGO GAMES
2500 7-11 \$1.15 bag 2170 R.W.&B. 1.00 bag 2460 Lucky 7. 1.10 bag	Keeney 4-P. Leap. Bowler, 9 ft. 125.00 Bally Shuffle Line. 109.50 Genco Shuf. Target 74.50 Jumpin' Jacks 295.00 ACE Pin Game Locks, Keyed Alike. ABT & Monarch Push Coin Chutes.	Lite-A-Line \$ 99.50 Keeney Holiday 259.50 Un. Stars, New 295.00 5 Star 99.50 Bright Lights 219.50 Bright Spot 315.00 Coney Island 300.00 Spot Life 300.00 Leader 249.50

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2369 Milwaukee Ave. Chicago 47, Ill.
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PROVEN PROFIT MAKERS
Stay with the winners . . . RIFLE SPORT and CHALLENGER have produced profits for others . . . why not for you? Write.
A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

IF IT'S A BETTER GAME AT A BETTER PRICE, YOU'LL GET IT AT WORLD WIDE

SHUFFLE GAMES

United 6 PLAYER w/FORMICA TOP	\$245
United STARS	260
United 10TH FRAME	395
Keeney 6 PLAYER	WRITE
Keeney DELUXE MATCH BOWLER	250
Keeney LEAGUE BOWLER	295
Chi Coin 6 PLAYER Formica w/lite-up pins	125
	225

5-BALLS
FINEST IN QUALITY AND VALUE!

BASKETBALL	\$ 95	KNOCKOUT	\$ 75
CAMPUS	65	LUCKY INNING	35
CARAVAN	195	MAJORETTES	145
CONTROL TOWER	95	OLD FAITHFUL	85
DALLAS	60	PARATROOPER	185
DELICER	75	PIN BOWLER	80
DISK JOCKEY	225	PLAYLAND	65
DBLE SHUFFLE	65	RAG MOP	95
DREAMY	75	ROCKETTE	85
FIGHTING IRISH	75	SLUG FEST	135
FOUR CORNERS	225	SHOO SHOO	90
GEORGIA	95	SPARK PLUG	145
HAPPY DAYS	195	TRIPLETS	95
HONG KONG	220	TUMBLEWEED	65
JALOPY	145	WATCH-MY-LINE	85
HAYBURNER	125		

THE ONLY GENUINE DE LUXE FORMICA TOPS FOR UNITED SHUFFLE GAMES
SPECIAL PRICES
1-5 \$15.00 6-10 \$13.50
11-25 12.50 Over 25 11.50

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Chicago 47
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Williams TIMES SQUARE
Busiest corner in any location is the one that holds this new Williams smash hit! 2 Trap Holes for combination of Replays. Automatic Flip-overs. Deluxe in every detail. Beautiful playfield and plenty of exciting action. SEE IT! PLAY IT! GET IT NOW!

Williams DELUXE BASEBALL
Breaks all profit records right off the bat! New electric pitcher controlled by manually operated button. 50-100-25c single entry coin chute. Adjustable coin play. Realistic 2-Team Baseball Action! Manikin Players actually run bases!

NEW GAMES UNITED CLOVER United CASCADE Bally BEACH CLUB Gott. GRAND SLAM

TERMS: 1/2 deposit, balance sight draft.

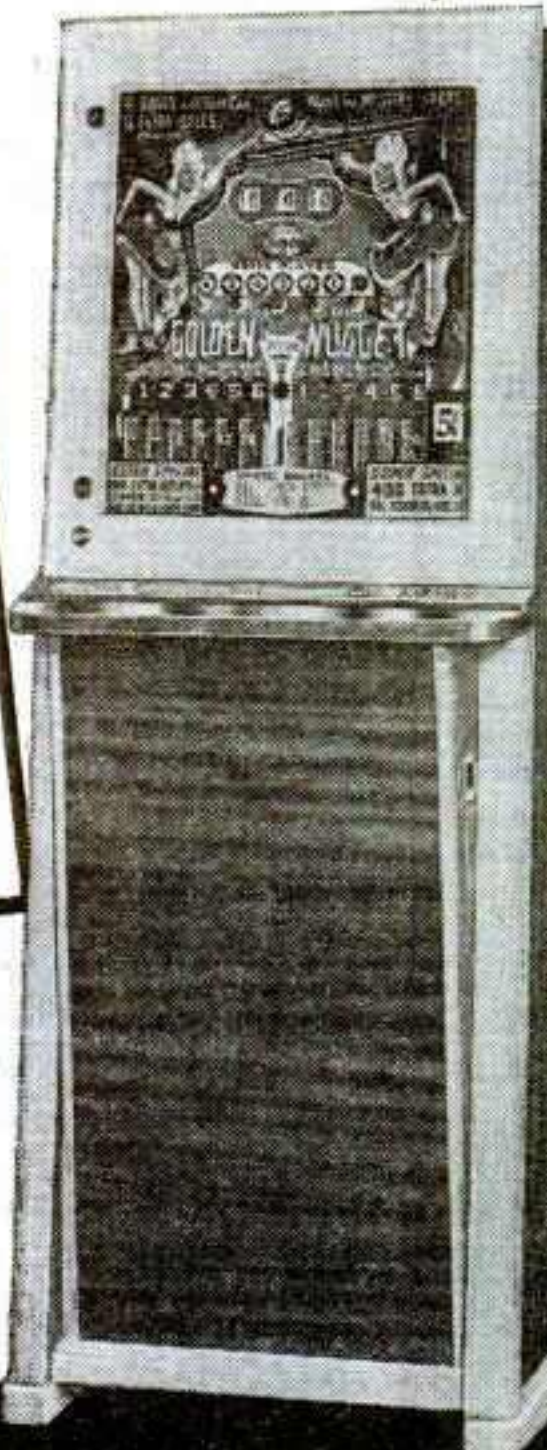
THE MOST EXCITING PLAYFIELD

in the industry!

PACKED WITH FEATURES FOR THE OPERATOR!

- 3 to 400 Replay Combinations • In line and sequence scoring • Popular new Mystery Spot • Extra ball feature — 6 extra balls for 6 extra coins • Special "Skill Shot" gives player free game

• AVAILABLE IN CHOICE OF 5c-10c-25c COIN CHUTES



IT'S A FACT..

All step up units, relay assemblies, trip banks and counting motors are specially designed. They can be easily and completely removed in seconds from their brackets for inspection without distorting any adjustments. Only Genco provides this convenience on all its operating units.

SEE IT ON GENCO'S

'GOLDEN NUGGET'

UPRIGHT BALL GAME with EXCITING "EYE-LEVEL" ACTION!

EXCLUSIVE

"SPACE-SAVER" DESIGN only 24"x17"x64" high. Crated wt. only 190 lbs.

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WRITE, WIRE OR PHONE YOUR GENCO DISTRIBUTOR

Shaffer Specials

in better quality buys

Like New!

SEEBURG M-100-A

78 rpm—100 selections

\$595.00

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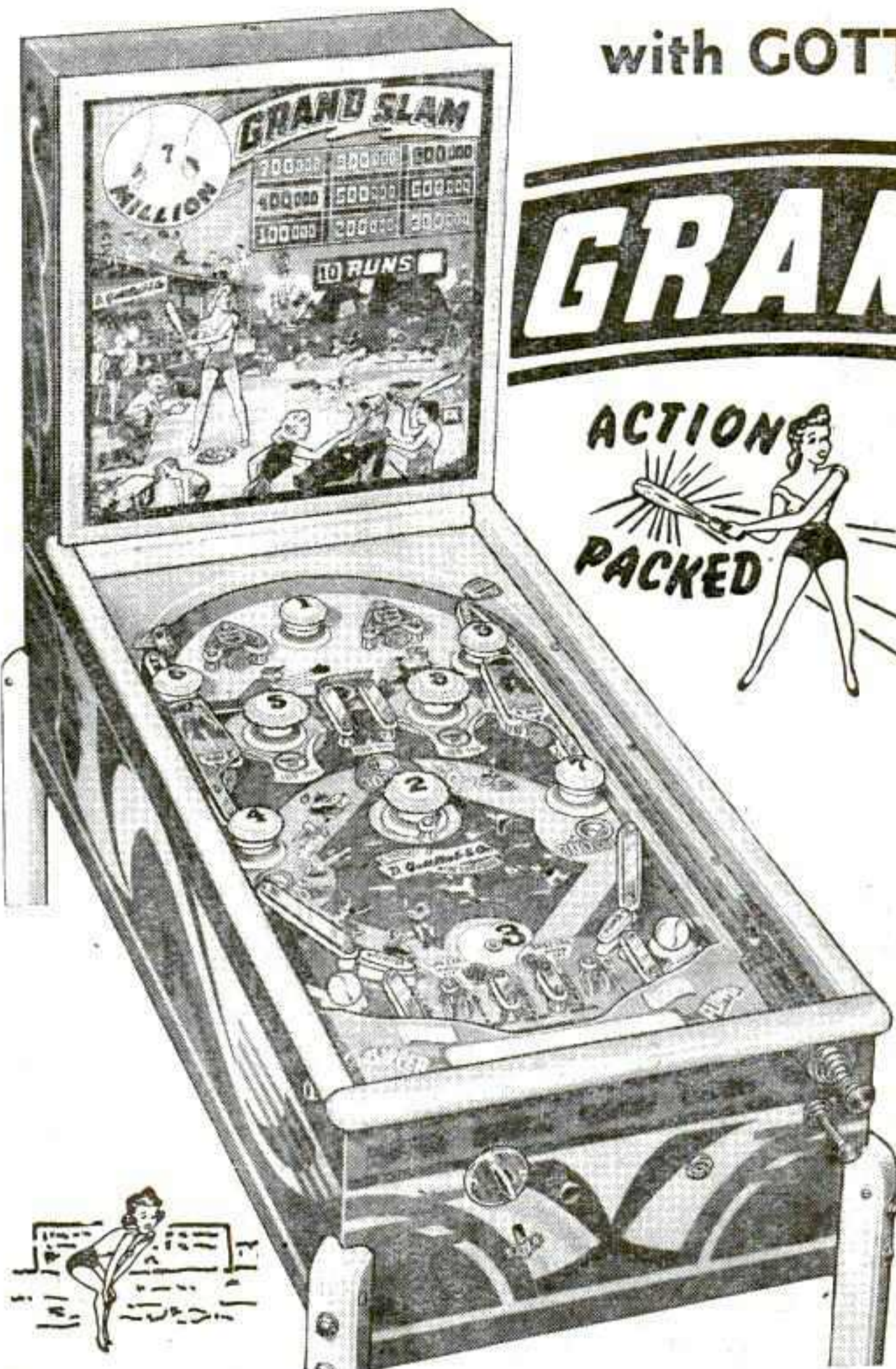
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SELECT-A-SPOT
FEATURE**

Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)

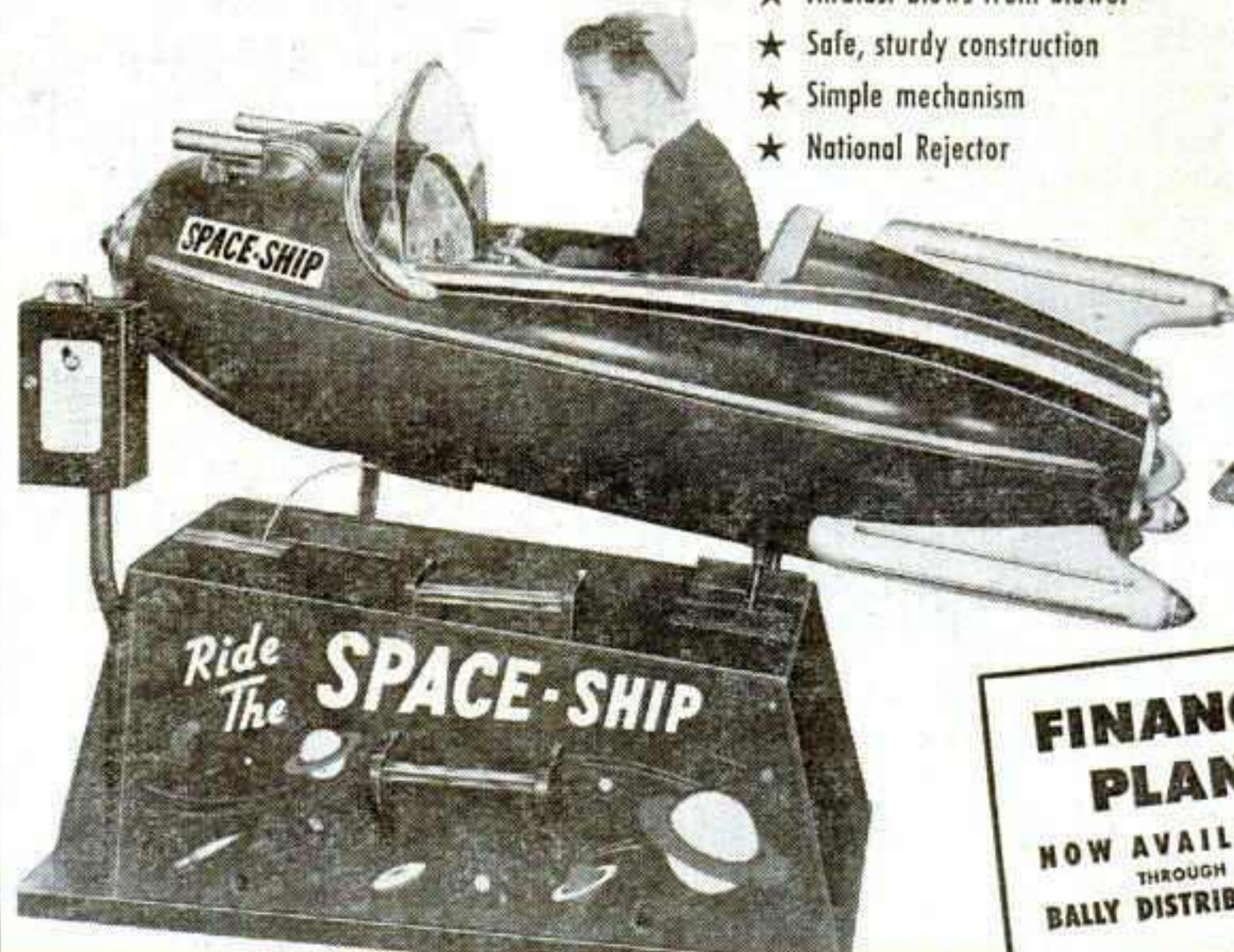


Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

See the Bally SPACE-SHIP in action... surging forward, gliding backward... dipping and rising... rolling from side to side... swinging and banking like a jet-fighter... and you will see why junior space-pilots prefer the Bally SPACE-SHIP... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

- ★ Variable speed controlled by pilot
- ★ Colorful Eye-Appeal attracts attention on location
- ★ Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- ★ Airblast blows from blower
- ★ Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector



Ride THE CHAMPION

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



**IT TROTS!
IT GALLOPS!**

FINANCE PLAN
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

RIDE THE CHAMPION
10¢

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UNITED'S CABANA



Select a Spot Feature

Player Selects Choice of Numbers 10, 16, 19, 20, 21, 22, 25

Four to Seven Numbers Life Up

New Extra-Time Feature

2 SUPER CARDS

3 IN LINE SCORES

4 IN LINE SCORE

ADVANCING SCORES

4 CORNER SCORES

UP TO **3 EXTRA BALLS** Per Game

TRIPLE SPOT Roll-Over Feature

Left and Right Playboard Buttons

STANDARD PIN BALL CABINET SIZE

SMOOTH, QUIET OPERATION

Easy to Service

SELECTOR KNOB

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

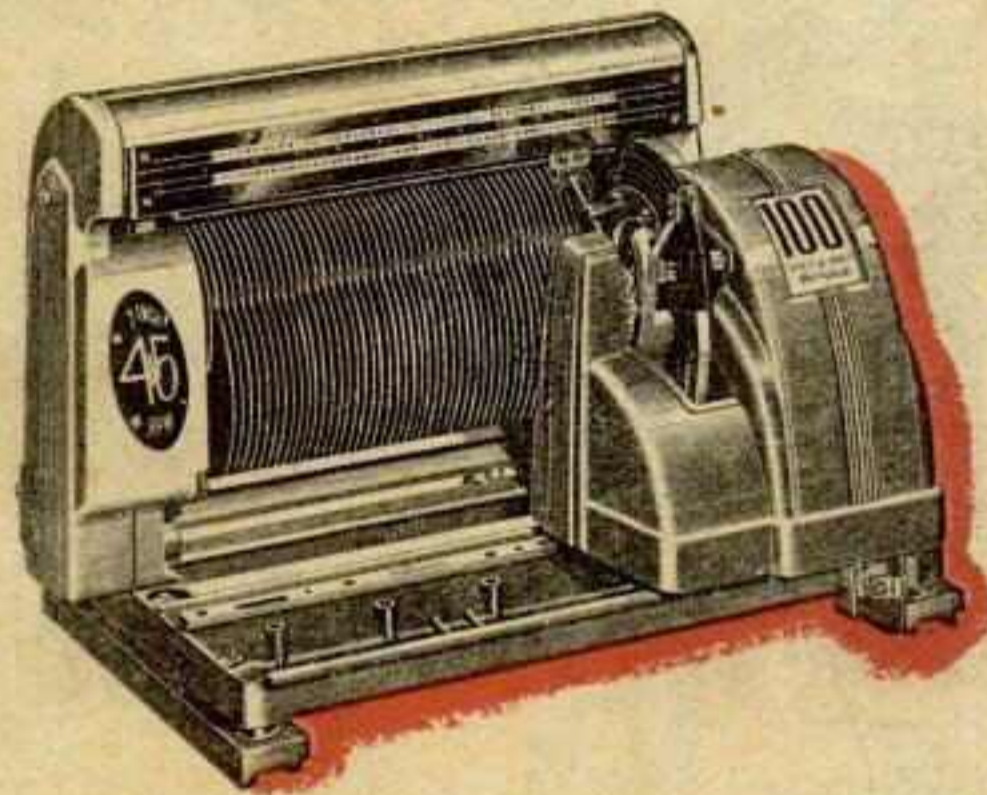
3 Reasons Why

Select-o-matic ¹⁰⁰ MUSIC SYSTEMS ARE
SETTING NEW STANDARDS OF PERFORMANCE
IN TENS OF THOUSANDS OF LOCATIONS

1

the Mechanism

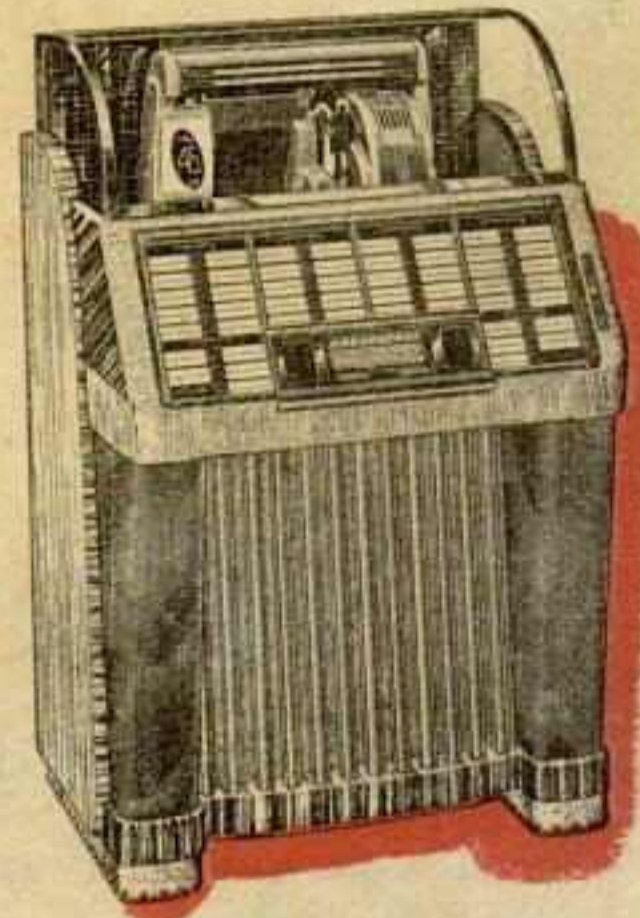
The most revolutionary development for the playing of recorded music since the invention of the phonograph. Plays records vertically . . . never drops a record . . . never turns a record over.



2

the Select-o-matic

Years ahead in design. Completely equipped for remote control . . . scientific sound distribution . . . automatic volume compensation. Nothing to convert . . . nothing to adapt.



3

the Wall-o-matic

Finest remote selection system made. Brings the same 100 selections—cataloged under the five basic musical classifications—right to the finger tips of guests.



100 SELECTIONS

**AT THE PHONOGRAPH
 ANYWHERE IN THE
 LOCATION**

Seeburg
 DEFENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois



*America's Finest and Most Complete
 Music Systems*