

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Pop Publishers Stake Claim In Lush Educational Market

GI CUT AIN'T FOR SUPERMAN

HOLLYWOOD, May 9.—Superman and Samson just gotta have hair. George Reeves, who plays the title role in the "Superman," TV film series sponsored by Kellogg, has been sporting a GI haircut for his role of Sgt. Stark in Columbia Pictures "From Here to Eternity." Now production is about to begin on the second series of 26 segments in the "Superman" series. But the producer, Whit Willsworth, will have to wait about another month until Reeves' hair grows back.

Caesar-Coca To Ease Off

NEW YORK, May 9.—The "All Star Revue," which bowed off NBC-TV a few weeks ago, will be back next fall in a 90-minute format. It will go into the "Show of Shows" time, 9-10:30 p.m. Saturdays, every fourth week, thereby spelling Sid Caesar, Imogene Coca and company, who have found the pressure of a weekly outing too rough.

Personnel for the new edition of "All Star" is being lined up. Some of the new talent getting trial runs on "Saturday Night Revue," summer replacement in that time slot, will be pacted for the fall if they make good showings. "Show of Shows" is due to have its talent cost upped again in the fall.

Juke Anniversary Bally Pace Hyped

By DICK SCHREIBER

CHICAGO, May 9.—With less than two weeks left to go to the week set aside to observe the 65th Anniversary of the Music Machine Industry, requests for

Ruckus in Vegas Over Hutton Pact

LAS VEGAS, Nev., May 9.—The Betty Hutton booking for the Desert Inn July 7 has started a ruckus among other local hotels which claim they were never given a chance to bid.

Most outspoken was Bill Miller, booking the Sahara, who charged the William Morris office with bad faith. Morris handled the Hutton date. "The Morris office is quick enough to call me when it has a cancellation, but when a hot act like a Hutton comes along it keeps still."

Admission Tax Hearing Set For Mid-June

WASHINGTON, May 9.—Amusement interests seeking exemption from the federal 20 per cent admissions tax will be given an opportunity to argue their case at hearings to be held by the House Ways and Means Committee in mid-June, it was learned today. The committee, which recently staged a one-day hearing on legislation to exempt movie theaters from the admissions tax, is planning to review the entire excise tax situation at the forthcoming hearing which will be announced publicly by the committee next week. A big parade of witnesses is virtually certain to be on hand from various segments of the amusement industry, including ballrooms, arenas, outdoor shows and concerts (The Billboard, May 2 and 9).

The upcoming hearing will encompass a broad range of taxes and consequently may last several days. In view of the administration's determination to get a balanced budget before trimming any taxes except those for which cuts had been mandated by the last Congress, it is held doubtful that the GOP majority will vote reductions. However, the situation is considered by congressional leaders as "highly fluid" because of proddings which the bulk of congressmen are getting from their constituents.

RADIO STAFFERS HEAD NATIONAL PRESS CLUBS

WASHINGTON, May 9.—With the nomination this week of Hazel Markel, WWDC and Mutual commentator as president of the Women's National Press Club, the two top press organizations in the nation's capital will be headed by radio people for the first time in history. Mrs. Markel will take office on July 1. Theodore F. Koop, CBS radio chief in D. C., is president of the National Press Club.

Ringling Nears Record NY Take

By JIM McHUGH

NEW YORK, May 9.—Ringling Bros. and Barnum & Bailey Circus will have racked up an estimated \$2,500,000 gross for its 40-day, 79-performance Madison Square Garden run, which ends tomorrow night. The attendance this year is reported well over the 900,000 figure and close to the record paid gate established in 1949.

The pattern of attendance has changed with the growth of television. The night attendance, all-important in the pre-video era, has given way to bigger crowds at matinees. Apparently, the home entertainment media is strong enough to influence the choice of circus performances by both moppets and adults. The 39 matinee performances staged drew 510,850 persons, while the 40 night shows drew nearly 100,000 less with tentative figures pegging the total at 403,452.

Altho this is the first boost in attendance registered since 1949, the dollar volume of the Big Show has reportedly gained each year. The reasons for this are the continuing record price scale with a \$6.60 top and the addition of close to 1,000 seats in the higher price ranges. Consequently, when sell-out or capacity business occurs. (Continued on page 44)

RADIO NOW GETS INTO 3-D ACT

CHICAGO, May 9.—The Chicago NBC radio station, WMAQ, is getting into the 3-D act with a promotion program from 7:30 to 8:30 p.m. CDT, Friday (15). Using separate mikes for simultaneous FM and AM pickups, the station will billboard the show as three-dimensional radio. A studio orchestra will be used for the all-music show.

Music Houses Share Growing Awareness Of Changing Needs

Exploitation of School Music Seen as Stabilizing Move; Field Expanding

NEW YORK, May 9.—The growing awareness among many pop music publishers of the golden potential in the educational field has worked a quiet but profound revolution in their approach to the music business over the past few years. Once left strictly to the old-line standard houses, such as Schirmer, Presser, etc., the fertile educational market is now being plowed by many publishers who, as recently as World War II, were content to continue their exploitation of musical copyrights along traditional Tin Pan Alley lines.

To these publishers, their educational departments encompass any copyright usage outside of the strictly pop sphere. It could include a brass band arrangement of "Begin the Beguine," a choral adaptation of "Temptation," or a symphony by William Schuman. Or it could be a method of learning to play the xylophone, the guitar or the piccolo.

More recently, the trend towards greater comparative effort in the educational area has received new emphasis to take up the slack of what many in the industry claim is a declining pop market. These tradesters point

out that it is no longer possible to win the same handsome return on pop hits they once enjoyed. The nature of the business has changed, they claim. Records mean everything today, but even the biggest disk elfie earns relatively modest mechanical royalties, which most publishers look on

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'Celeb' Show To Follow WW

NEW YORK, May 9.—Viceroy cigarettes this week set Bert Lytell as emcee with a name guest policy for their new "Orchid Room" TV show via ABC, in the 6:45-7 p.m. Sunday time, following Walter Winchell. The show, which tees off May 24, will have Rosemary Clooney as first guest, originating from Hollywood.

Other guests set thus far include Rex Harrison and Lilli Palmer, Eddie Fisher, the Andrews Sisters and Marguerite Piazza. Music Corporation of America will produce and supply the talent. Ted Bates is the agency.

JIMMIE RODGERS

Hillbilly World to Honor His Memory

MERIDIAN, Miss., May 9.—On May 26 the hillbilly music world will turn out here to honor the memory of Jimmie Rodgers, "America's Blue Yodeler." Rodgers leaped to overnight fame as a country warbler late in 1928 with his first RCA Victor record. Altho his recording career was short (he died on May 26, 1933, at the age of 36), he has achieved lasting fame and is credited as having directly influenced many current hillbilly artists.

A special section—"A Tribute to Jimmie Rodgers"—is contained in the Music Section of this issue.

The ceremony in Meridian, Rodgers' birthplace, will also pay tribute to departed railroaders from the area, where Rodgers got

his start in life as a brakeman. Estimates of the crowd which is expected to attend the day-long ceremonies range as high as

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Next Week — The Billboard's 65th Juke Box Anniversary Number

Washington Once-Over

By BEN ATLAS

WASHINGTON, May 9.—At a Senate Interstate and Foreign Commerce Committee hearing on baseball TV-radio broadcasts, most cautious answer of the week came from Al Haraway, head of the Cotton States Baseball League. Asked if TV and radio have hurt gate receipts, Haraway replied: "My league has survived 51 years of trials and tribulation of every kind—floods, famine, wars, depressions and even the yellow fever—but I know I have had to change two clubs this year and there is probability that I'll have to change another one before the season is over."

LOW NECKLINES GET CONGRESS EYE AGAIN . . .

Look for another Capitol Hill blow-off about TV-radio programming. Several lawmakers are quietly readying verbal sallies on the theme which produced a lot of headlines last year during hearings by a House Interstate and Foreign Commerce Subcommittee. The blasts can be expected in both chambers. Sen. Charles Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee, is likely to touch off the ruckus, and he may

NBC Attempts To Sell Affils Summer Seg

NEW YORK, May 9.—Despite rebuffs from its radio affiliates on acceptance of its summer sales plan for radio, NBC execs this week continued to fight back in the hope of convincing the outlets. The web came up with a presentation designed to show the stations that they should be able to do as well financially by accepting the NBC operation as by selling the time on a national spot basis.

The plan, using the 42 radio affiliates which NBC hopes will go along with the deal, goes into an exact breakdown for each station as to what its revenue would be on the NBC plan and on a national spot basis.

The result indicates that the return to the stations, by using the summer sales plan, would vary from 75 per cent to over 110 per cent of what they could obtain on a national spot sales basis. The web already is pitching the plan to advertisers, in the belief that it will be okayed by the outlets, but no positive results have accrued as yet.

CBS Repeats Sunday Music

NEW YORK, May 9.—"On a Sunday Afternoon," the big CBS Radio music show of last season will be repeated this summer. The show will run two and a half hours, 1-2:30 and 4:30-5:30 p.m., beginning June 6, but will tee off on May 31 in a two hour format. Acting as emcee will be Washington deejay Eddie Gallaher, a return engagement for him.

The show will combine live music and disks and will be keyed to the Sunday driver, with such services as traffic conditions. Local stations will cut into the web with weather reports and baseball scores. Between 2:30 and 4 there will be another hour and a half of longhair music sponsored by Willys-Overland, for a total of four hours of afternoon music.

CBS-TV Option Taken by Luckies

NEW YORK, May 9.—Lucky Strike cigarettes this week took an option on the 11-11:05 a.m. strip on CBS-TV for this fall.

The advertiser is considering the time for a Sam Levenson show of which a kine has already been made. Batten, Barton, Durstine & Osborn is the agency.

even decide that his committee should do some probing into the incidence of crime programs, low necklines and beer commercials. Tobey, known as "God's Angry Man" in the televised Kefauver committee crime hearings a couple of years ago, thinks TV program morals aren't what they ought to be. The Senator, however, is strictly opposed to government censorship. So is Chairman Charles Wolverton (R., N. J.), of the House Interstate and Foreign Commerce Committee. The latter committee last year was urged to assume a permanent watchdog role on spectrum morals. Rep. Oren Harris (D., Ark.), chairman of last year's subcommittee which recommended the permanent programming study, says he hopes something will be done about it altho he's convinced that TV programs have improved under National Association of Radio and Television Broadcasters' TV Code Review Board.

NO KIDDING, FELLOWS, HYDE HAS NO HATCHET . . .

Washington's rumor factory is still working overtime producing reasons why President Eisenhower put a year's limit on the FCC chairmanship for Rosel Hyde. Contrary to wiseacre speculation, the President isn't planning to supplant Hyde next year or put the chairmanship on a rotating basis as is the vogue at Federal Trade Commission. According to one member of the White House inner crew, the President will keep Hyde at the FCC helm unless the commission runs badly afoul. Hyde is a first-class administrator and he's figured sure to prove his mettle. Altho FCC has some big hurdles, the chairman's toughest problem is one which has gone unnoticed except in the corridors of FCC itself. It's the problem of how to head off an exodus of seasoned careerists from the agency. A lot of upper-bracket FCC-ers are troubled by wholesale discharges in other agencies. Anxiety hit a new peak after this week's resignation of Ben Cottone as FCC general counsel even tho Cottone's resignation was not inspired by Hyde who, in fact, prized the legalist's worth to the agency. Hyde, himself, is a non-political careerist who apparently has no meat tax policy in mind. Maybe he ought to circularize a memo telling that to FCC-ers.

THE '1,000 FRANC' QUESTIONS

Which U. S. Web Will Grab Hot French Quiz Show?

NEW YORK, May 9.—The hottest show airing on Radio Diffusion Francaise, in France, is currently being agented for U. S. television by the William Morris Agency. While both CBS and NBC are rumored to be bidding for the novel audience participation program, it is understood that the Toni Company is interested in trying the package in its 8 p.m., Tuesday, slot on Du Mont.

Toni, which has the period during Bishop Sheen's summer leave, is rumored to be interested in alternating the French-created package weekly with "Blind Date" as a sort of summer tryout.

The Morris package is said to combine the values in "Beat the Clock" and "Truth or Conse-

Gulf to Buy NCA Drama

NEW YORK, May 9.—Gulf Oil this week was close to concluding a deal to purchase a live dramatic show to replace "Life of Riley" this summer on NBC-TV in the 8:30-9, Friday evening slot. The network would produce.

The purchase has significance in that it further stresses Young & Rubicam's decision only to buy outside packages, even of the most simple sort, for its clients, of whom Gulf is one.

VIDEO'S COLD WAR?

CBS Reported Gunning for NBC Affiliates in 7 Areas

By SAM CHASE

NEW YORK, May 9.—The trade was buzzing with reports this week about a drive by CBS-TV to capture as basic affiliates seven key stations in single-station markets which currently owe their basic allegiance to NBC-TV. Execs at the latter web reluctantly admitted that such a campaign is being waged, but maintained it hoped to hold its stations in line. CBS toppers, however, vehemently denied gunning for the outlets and said the whole thing is strictly a figment symptomatic of "the NBC jitters."

The stations in question are KSD-TV, St. Louis; WTMJ-TV, Milwaukee; WTAR-TV, Norfolk, Va.; WHAM-TV, Rochester, N. Y.; WDAF-TV, Kansas City,

Mo., and WBEN-TV, Buffalo.

The story going the rounds is that Herbert V. Akerberg, CBS-TV veepee in charge of station relations, spent most of his time at the recent convention of the National Association of Radio and Television Broadcasters button-holing key execs from the stations mentioned and seeking to swing them over to his web. As bait, the story goes, Akerberg offered them special inducements in the way of a reduction in the number of free hours of programming they would have to carry, as well as an increase in the station's monetary return on commercial web shows.

To bolster his offer, Akerberg is said to have pointed to CBS-TV's bettering relative economic position and its strength in morning and afternoon commer-

cial programming. In addition, CBS-TV is known to be proud of having passed NBC-TV in billings, as noted in the latest report of the Publishers' Information Bureau.

NBC-TV execs said that the network would seek to hold the stations "by all legitimate means." They said that the CBS offer, if true, is "improvident" and ultimately would prove unwise both for that network and any affiliate which signed such an agreement. In sum, the NBC position is that the future of TV rests on an equitable relationship between network and stations as currently expressed in affiliation contracts, and that NBC under no circumstances will jeopardize this relationship by making rate concessions similar to those said to be offered by CBS.

The CBS-TV position, as voiced by a top web official, is that the network will not even "dignify the lie" as represented by "an absolutely preposterous rumor campaign" by answering specific questions concerning the reports. In denying the entire idea of such a CBS offer without going into specifics, he stated that NBC obviously is running a high fever these days. "We can't help it," he said, "if CBS has grabbed the creative lead and now is forging ahead on the sales side too."

As for the stations in question, they shed no real light on the situation. Top execs who could be reached all admitted having heard reports about such a CBS move, but none would verify that his station was among those approached.

'Mystery Hall' Packaged by Stark, Layton

NEW YORK, May 9.—"Mystery Hall of Fame," a new low-cost package which utilizes second runs of whodunit scripts, is now being packaged for AM and TV by Wilbur Stark and Jerry Layton. The rights to 107 half-hour scripts previously broadcast and telecast on such radio and TV shows as "Danger" and "Suspense" were acquired from the Mystery Writers of America.

West May Stay East

NEW YORK, May 9.—Trade reports this week had John K. West in line to stay East for a more important assignment in the near future. West, veepee in charge of NBC's West Coast operations, currently is in New York huddling with top brass from the network and the parent Radio Corporation of America.

NBC spokesmen said that West's visit was strictly routine for attendance this week at the web's board meeting, at which he was elected a director, and that the delay in his return to the Coast stems from meetings over talent contract renewals negotiations.

However, unofficial word persists that West may be upped to a new post, either at NBC itself or with the parent RCA firm.

Chi NBC Makes 1st Sale of 'Saturday'

CHICAGO, May 9.—The first sale in the NBC "Saturday Night Revue," summer replacement of "Your Show of Shows," thru the network's Chicago office, has been made to Bendix Home Appliance Sales Corporation, which purchased a 10-minute segment for 13 weeks, starting June 6. Earle Ludgin is the agency.

NBC Prepares for Color TV Advent

NEW YORK, May 9.—In the light of the accelerating developments on the color TV front, NBC has set up a committee of high-level executives to plan for ways and means by which that web can grab the lead in multichrome video when C-Day comes. The execs, who collectively are being called the "color guard" around NBC, already have begun holding sessions on the topic.

Members of the "color guard" include William H. Fineshruber Jr., vice-president in charge of the NBC networks, who chairs the committee; David C. Adams, veepee for administration; O. B. Hanson, veepee and chief engineer; Charles C. (Bud) Barry, veepee for programs, and Frederick W. Wile Jr., veepee in charge of network production.

The reason for the selection of these specific individuals to make up the "color guard" is their representation of vital functions which must be considered in any future switch from monochrome. Thus, preliminary discussions already have gotten under way on

such topics as color programming, facilities and equipment.

Web to Be Ready

Within a short time, NBC expects to be ready for color no matter how suddenly the decision may come. In anticipation that the ultimate decision will favor a compatible system, the web is going over its roster of current programs.

A timetable is expected to be prepared soon, after consultation with sponsors and ad agencies of course, of the order in which present black and white video shows will go color.

The technical and production departments meanwhile will ready the necessary equipment to enforce the decisions.

Chrysler Mulls Pinza Pkg.

NEW YORK, May 9.—Chrysler Motors, which has only just signed with CBS-TV for a dramatic show, this week was deep in talks with NBC-TV about sponsorship of the new Ezio Pinza package, "I Bonino." If the deal jells, there remains the problem of where to slot it, with the web virtually SRO for the fall, with the exception of the 9 p.m. Monday slot opposite "I Love Lucy."

Chrysler already has the 10-10:30 p.m., Saturday, time on CBS-TV for "Medallion Theater." Other bankrollers interested in the Pinza show, which is said to have come up with an excellent kine, are Pet Milk and Willys-Overland.

'Father' Is Still Net Dependent

NEW YORK, May 9.—CBS-TV is finding "Life With Father" costly. The network has already spent an estimated \$200,000 in trying to find a sponsor for the property, with the end not yet in sight. Two kines of the situation-comedy have already been made, neither of which has received sponsorship approbation.

The network also has been paying Ezra Stone a reported \$1,500 weekly for about 40 weeks for his producing chores. And both Martha Scott and Dennis King, the leads, are said to be getting a weekly fee so that they remain unfettered. The prospect is also that unless the latest kine finds an interested sponsor soon, the web may decide to make a new one in order to give it a new treatment.

PIC SHORTAGE

Reason for WBKB's Live Drama Show

CHICAGO, May 9.—A shortage of good feature films is given as the major reason for a project in the works at WBKB, the ABC TV outlet here, for an across-the-board, 90-minute live drama show, similar to the WOR-TV dramatic series except that it would be in late evening time.

Alan M. Fishburn, head of Phoenix Productions, Chicago packager, and Red Quinlan, head of programs at WBKB, are hoping for a fall start for the series.

It would start at 10 or 10:30 p.m. One play would be given each week. A tentative budget calls for \$10,000 for time and talent for one week. Fishburn figures 40 hours of rehearsals for each play.

Fishburn said the program can draw on major plays of the past 25 years.

\$2,140,500 SOUND-OFF

Chesterfield to Spend Top Sum on Baseball

NEW YORK, May 9.—Liggett & Myers is spending an estimated \$2,140,500 for its radio and TV coverage of six major league and four minor league clubs. This is the top sum being spent by any sponsor for baseball play-by-play this season and represents the advertiser's top year in terms of outlay for coverage of this kind.

Most expensive buy is in New York where it will cost Chesterfield \$900,000 for AM-TV airing of the New York Giants on WMCA and WPIX, respectively. Chicago will cost \$420,000 for exclusive radio sponsorship of the Cubs on WIND and co-participation in Cub and White Sox video coverage via WGN-TV. The advertiser will also spend \$398,000 for one-third sponsorship of the Boston Red Sox over WHDH, Bos-

ton, and the Yankee web. On TV, the same deal provides for telecasting via WBZ-TV and WNAC-TV, Boston, and WJAR-TV, Providence.

In Philadelphia, Chesterfield is paying \$162,500 to share sponsorship with Atlantic Refining. The Athletics and Phillies will be covered on radio via WPTZ and on video via WFIL-TV. In the Pacific Coast League, the sponsor's tab is \$160,000 for one-third sponsorship of the Los Angeles Angels and the Hollywood Stars over KHJ-TV. In the same league, Chesterfield will spend \$100,000 (divided equally) for Saturday-only telecasts of the San Francisco Seals and Oakland Oaks over KPIX and KGO-TV.

New to the Chesterfield baseball spread this year are Philadelphia, San Francisco and Oakland. But in 1952, three major cities were added: Boston, Los Angeles and Chicago. The advertiser's expansion of baseball coverage in both mediums has been prompted by the success of its "three-to-one" clubs in New York and Boston and its "sound-off" clubs in Chicago and Los Angeles. The same club idea which has been so productive of sales is being extended to San Francisco and Philadelphia.

Radio sponsorship in the several cities includes regional networks and gives Chesterfield comprehensive coverage. For New York games, more than 15 stations are hooked up; in Philadelphia, more than 20; in Boston, more than 30, and in Chicago more than 30 stations. TV sponsorship in Philadelphia, however, provides only 12 night, week-end, holiday and opening day games for both teams.

MASS. REJECTS LEGISLATIVE TV

BOSTON, May 9.—The Massachusetts House and Senate turned down proposal today for radio and video broadcasting of their proceedings—but not before a quick run-down of their thesping talents. Sen. Charles J. Innes, opposed, pointed out that radio and TV companies were against the idea after what happened at the national conventions when everybody tried to get before the camera. Sen. Daniel Rudstein was in favor of the plan. Rudstein, a playwright and dramatic coach in his spare time, said that "in my experience in the theater, I have never seen finer acting than in the Senate and House." The vote was 14-9, against.

'Howdy' to Be Pushed In Foreign Markets

NEW YORK, May 9.—The Kagan Corporation is currently in the process of negotiating "Howdy Doody" product licensing deals with manufacturers in Mexico and South America, marking the initial step in setting up the first world-wide merchandising program for a TV personality. These deals are expected to add sizably to the "Howdy" merchandising agreements with manufacturers in Japan and Europe, in conjunction with airings there of "Howdy Doody" film telecasts.

Kagan foresightedly withheld foreign merchandising rights from most of its present manufacturers, which gives the firm practically an unlimited variety of products to choose from south of the Border and abroad. The foreign merchandising programs will be co-ordinated with the filming of foreign language versions of "Howdy." At present Kagan is shooting a daily Spanish series, which is aired over XEW-TV, Mexico City, and CMQ-TV, Havana, Cuba. First foreign manufacturer licensed by Kagan is Larin Candy, Inc., which is bringing out a "Howdy Doody" candy bar. Larin also sponsors the program over XEW-TV.

Meanwhile Kagan is making more money than ever from its U. S. merchandising activities on behalf of "Howdy." Jackie Robinson, Gabby Hayes, Willie and Millie the Penguins, and Sonja Henie. Last year "Howdy" grossed \$42,000,000 in retail sales via 192 different products manufactured by 65 licensees, which means that at the going rate of 5 per cent of wholesale sales, Kagan coined around \$1,050,000 on "Howdy" merchandising deals alone.

Newest "Howdy" venture is a quarterly magazine, aimed at three to six-years-olds. The 68-

page book, published by Western Printing Company, will carry a regular news and feature article format for kids, and will be sold on newsstands and by subscription this fall at 25 cents per copy.

SCENIC EFFECTS

New Props For TV Use Available

NEW YORK, May 9.—Mass production of a new type of rubberized props and scenic effects, which might greatly improve and simplify production in TV as well as other branches of show business, was begun here this week by veteran scenic designer A. A. Ostrander.

The process makes possible the reproduction of virtually any object, in nature or man-made, down to the finest detail. The material, a rubber composition, is light enough so that overhead objects can usually be tacked on to flats, and flexible enough so that it can be quickly pulled down and rolled up.

In addition, it can be made flame-proof, and for all intents and purposes is unbreakable. Where any rigidity or support is required, inflatable props can be made, or they can be built over frames.

Ostrander expects to make the material available on a rental basis. He intends to work up a backlog of props and textures, including mats that reproduce grass, gravel and flagstone. He believes the cost for the new material will be competitive with older processes such as papier mache, painted flats and the real thing.

CBS-TV Sells Summer Segs

NEW YORK, May 9.—CBS-TV this week wrapped up two summer sales to bolster further its strong sponsorship picture. Willys-Overland purchased seven alternate weeks of "Tales of the City," the new series scripted by Ben Hecht. The drama will alternate with Singer's filmed "Four Star Playhouse" until the Singer show goes regular weeks this fall. Bill Dozier will produce.

Purex, thru Foote, Cone & Belding, has purchased the last third of the Larry Storch show, which will replace Jackie Gleason this summer. Sheaffer Pens and Nescafe have the other two-thirds of the hour show. Schick Electric Razors will return to sponsor Gleason this fall, along with Nescafe and Sheaffer.

Educational Grant Issued

WASHINGTON, May 9.—Federal Communications Commission issued the nation's 16th educational TV grant to St. Louis Educational Television Commission, St. Louis, to operate on VHF Channel 9, while increasing to 244 the number of channels reserved exclusively for education. The FCC's action followed a conference on educational television here, sponsored by the Joint Committee on educational TV and attended by most of the FCC commissioners. The week's only commercial TV grants went to Harold C. Burke, Lancaster, Pa., UHF Channel 21, and Plains Radio Broadcasting Company, Lubbock, Tex., VHF Channel 5, bringing to 458 total TV authorizations, of which 353 are post-freeze grants.

The two new non-commercial educational channels were created by assignment of Channel 82 to Amherst, Mass., and Channel 80 to North Adams, Mass. At the same time, the commission proposed assigning Channel 70 to Bowling Green, O., for educational use.

NEWS CAPSULES—COAST TO COAST

New Video Magazines Enter Field; Schenck Says WMGM Not for Sale

NEW YORK, May 9.—In the past month TV's national stature has been given new recognition by the great number of new TV magazines which have entered the field. In many cases, too, old video magazines such as TV Guide have been reorganized on a national scale and movie magazines have added TV departments. Among the newer video magazines are National Comics, Television Life, TV Comic Book, TV Fan, Inside TV, TV Show, TV Star Parade, TV Starland, TV Life, TV Magazine, TV and Movie Screen, TV People and Pictures TV Review, TV Age and TV World.

DENY WMGM IS ON BLOCK . . .

NEW YORK — Rumors that WMGM here was on the block were denied by Nicholas M. Schenck, president of Loew's, Inc., owner of the station. He said, "WMGM is not for sale. It is one of America's foremost inde-

pendent stations. . . . No negotiations for its sale are under consideration."

DE MILLE BIOG ON 'TOAST' VETOED . . .

NEW YORK — Projected plans to do a biography of Cecil B. De Mille on "Toast of the Town" were canceled when the American Federation of Television and Radio Artists manifested opposition to his appearance as narrator. The union agreed that he could appear as a guest, even though he is not in good standing, but De Mille refused to accept the offer.

DU MONT INSTRUMENT PLANT TO OPEN . . .

NEW YORK — The new instrument plant of the Allen B. Du Mont Laboratories will be opened Tuesday (12). Industry sources anticipate that Dr. Du Mont may have more to say about the new do-it-all TV system at the opening ceremonies. At a stockholders' meeting this week, Dr. Du Mont revealed that the firm was working on a compatible three-dimensional color TV system which he hoped to be able to demonstrate by the end of the year. The new building is right behind Du Mont headquarters in Clifton, N. J.

OTHER NEWS IN BRIEF . . .

NBC stations are distributing 40,000 copies of a 16-page booklet on the Coronation to teachers thruout the U. S. The booklet was prepared by Stanley Applegate, of the National Education Association, with the co-operation of the British Information Services and NBC. . . . The Denver school board this week voted to file application for Channel 6 there. . . . WCAN-TV, upcoming Milwaukee UHF station, is offering its facilities for four hours weekly to the Wisconsin Association for Vocational Education. . . . KDKA, Pittsburgh, has started a TV training school for its own technical and program staffs. . . . Walt Framer is pitching a new quiz show, "Make a Million," starring Jerry Lester. . . . "I Love Lucy" has dropped out of first place in Boston and Baltimore,

while continuing 11 points ahead of the TV field nationally, according to the April report of the American Research Bureau. . . . Some 704,500 TV sets were installed during March, bringing the national total circulation to 23,256,000, according to NBC research. . . . WOAI-TV, San Antonio, is offering \$10,000 annually toward the operation of an education TV station there. . . . "Handbook of TV and Film Technique" by Charles W. Curran, has just been published by Pellegrini & Cudahy.

KTYL-TV PREEMS WITH PUBSERV PROGRAMING . . .

PHOENIX, Ariz. — KTYL-TV made its debut Saturday (2) with a 17-hour benefit show for the Cerebral Palsy Foundation of Central Arizona, said to have been the first time a TV station devoted a premiere show for this purpose. The all-night telethon, emceed by Vincent Price, who was assisted by Warren Hull and Jane Pickens, attracted a large turnout of stage and film celebrities plus TV notables, many of whom stopped here en route from the Los Angeles convention of the National Association of Radio and Television Broadcasters. Full-time operations began Sunday (3), providing Class A coverage. Owners of KTYL-TV, along with KTYL AM-FM, are Harry Nace Sr. and Jr., theater operators; Dwight Harkins, a Nace associate, and Lorenzo Lisonbee, local radio man.

NEW TOWER SET FOR FLORIDA'S WITV . . .

FORT LAUDERDALE, Fla.—Comdr. Mortimer W. Loewi, assistant to the president of Allen B. Du Mont Laboratories and president of WITV here, announced Friday (1) that a 762-foot tower will be constructed for WITV nine miles south of Fort Lauderdale. Station is scheduled for September 30 testing and will operate with 286 kw. effective radiated power with coverage north to Key Largo. Loewi said Class A coverage will be rendered over all of Fort Lauderdale and Miami. Gerico Investment Company, licensee of WITV, has interlocking ownership with WBRD-AM, of which L. C.

KMYR Asks FCC To Turn Down Competitor Grant

WASHINGTON, May 9.—Station KMYR, applicant for a contested TV channel in Denver, this week (7) asked the Federal Communications Commission to grant KMYR's application and turn down a competitor, Metropolitan Television Company, on grounds that Metropolitan is controlled by NBC. Said KMYR, "Metropolitan's contentions that the arrangements in question are simply debtor-creditor and that, as such, they are immaterial to 'control,' together constitute a double non sequitur."

NBC, in a memorandum the same day to the commission, reiterated that it does not control Metropolitan, licensee of KOA and KOA-FM. Thru DC legalists James E. Greeley and Thomas E. Ervin, NBC pointed out that the web sold its interest in KOA and KOA-FM to (Bob) Hope Productions, Inc., last year for \$1,000,000 cash and a note for \$1,250,000 from Hope. If the note held by NBC constitutes "control" and stands in the way of a possible TV grant to Metropolitan, the commission should ask Hope Productions to pay off, and the corporation will, Greeley said.

Judd, E. J. Richardson and George W. English are also owners. Robert W. Standard, formerly with WTVJ, Miami, is general manager of the new station.

WKNX-TV BEGINS TELECASTS . . .

SAGINAW, Mich. — WKNX-TV here kicked off programing Monday night (4), the first TV outlet to begin operations in Northeastern Michigan. William J. Edwards, president and general manager, said the station will carry programs from the four networks, syndicated films and live programs. Live programs will emanate from an RCA-equipped studio in a new transmitter building south of the city. Programing now starts at 7 p.m. nightly, but is expected to be expanded rapidly.

FCC OK'S SALE OF RADIO PROPERTIES . . .

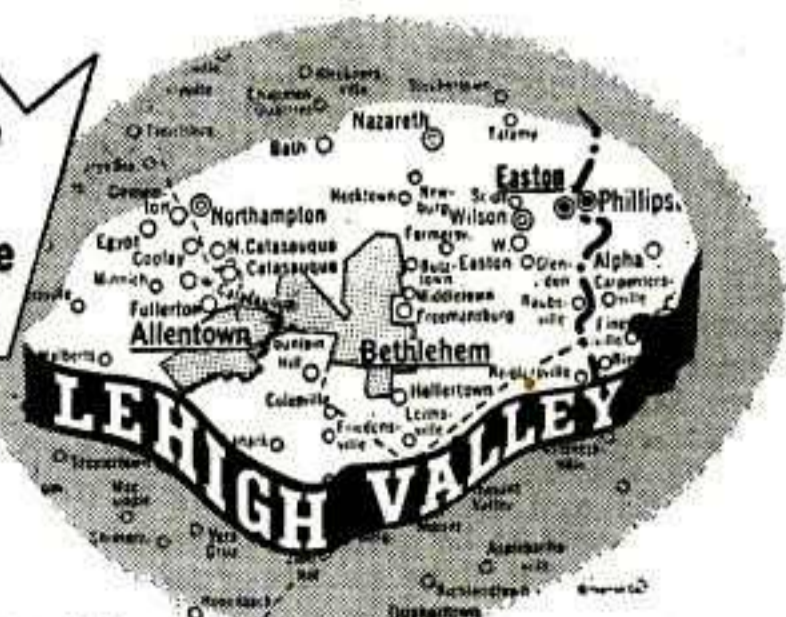
WASHINGTON — The Federal Communications Commission last week authorized Rural Radio Network, Inc., to sell five FM stations—WCVN, De Ruyter; WVCV, (Continued on page 43)

Selling Allentown, Bethlehem, Easton

WLEV-TV

Bethlehem, Pa.

the only single medium reaching the entire



A Steinman Station



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

Local boy makes good—*business*

*The Durantes, O'Connors and Cantors of tomorrow are only local boys today. Starting June 13th—on a full NBC Radio network—they will get their first big push along the road to national fame. On summer radio's Saturday night showpiece, **NEW TALENT, U.S.A.**, America will audition the biggest parade of new stars ever assembled for a national radio audience.*

**IT GOES IN LOCAL . . .
IT COMES OUT NATIONAL**

Each week (7:30-9:30 EDT), New Talent, U.S.A. will originate from four different cities. The NBC affiliate in each city will produce a 30-minute segment of the show. Each station will air the best of its hometown talent, both professional and non-professional, selected through talent elimination contests.

Studio audience will pick each city's winner (who will be given valuable prizes) and a New York program board will select, from the four, the winner of the week. At the end of 13 weeks, 52 cities will have had NBC Station talent



contests . . . and 13 winners will have been selected. On the 14th week, these winners will compete in the National Finals—with New York origination and a grand prize.

**NEW TALENT, U.S.A.
ASSURES LOCAL CO-OPERATION**

Local listener excitement, aroused by the talent elimination contests, most of which will run from 5 to 8 weeks.

Dealer enthusiasm and co-operation, stirred by local identification—local boy makes good business.

Merchandising potentials which only a local-national program can provide.

Full merchandising, exploitation and audience promotion support from NBC affiliates and field representatives.

New Talent, U.S.A. is available to sponsors in 30-minute segments and multiples thereof. The program price starts at \$750, modest enough to make it a profitable buy . . . to reach listeners all summer, at home, at the beach, in their cars. For, this summer, wherever people are . . . they will have **NEW TALENT, U.S.A.**



Radio Network

a service of Radio Corporation of America



Special Carrier for Theater TV Likely; Early FCC Ruling

WASHINGTON, May 9.—The immediate fate of theater TV will be decided soon by Federal Communications Commission. The commissioners, it was reliably learned, were counseled this week-end in a report from their legal department to authorize use of a special carrier for theater TV on common carrier frequencies. This authorization by the FCC would terminate the current theater TV hearings which began last fall, and also would provide a green light for expansion of theater TV installations thruout the country. The legal department submitted its recommendation to the commissioners at a staff meeting yesterday (8).

A petition seeking the commis-

sion's OK for establishment by theater TV interests of a special carrier on common carrier frequencies has been pending before the agencies for three months. The petition was filed by the Motion Picture Association of America, Inc., and the National Exhibitor Theater Television Committee. The plea was opposed by American Telephone & Telegraph Company and the latter's opposition received a rebuttal from the theater TV groups. If the commission okays this petition, industry groups apparently would get together to form a common carrier service for theater TV use on a co-operative basis. Presumably, the service would use coaxial cable for short haul transmission

and microwave for longer haul service. This would have the effect of giving theater TV a go-ahead for widespread expansion. There are already more than 100 theater TV installations in the nation.

There is no complete certainty that the commission will go along with its staff recommendations, but the odds favor this course of action. The commission could allow the theater TV hearings to go unresolved without granting the theater TV petition, leaving theater TV on the present basis of being served by AT&T. Still unanswered would be the question which the commission was pondering in hearings which began in October, namely whether a portion of the spectrum would be assigned to theater TV.

MYSTERY PROGRAMING WEAPON

CBS-TV Gets Rights to Light, Portable Camera

NEW YORK, May 9.—CBS-TV this week was readying its new mystery programing weapon—a portable camera and sound system said to weigh between five and 10 pounds. The network has acquired exclusive rights to its use for an indefinite period from its owner, whose name is undisclosed, but who has invested \$200,000 to perfect the video equipment.

The lightness and portability of the camera are so striking, according to informed sources, as to have revolutionary implications for drama on TV. It would make possible a type of underplayed drama not usual in the medium because of the relative rigidity of the current cameras and the effect of their psychologically forbidding appearance on actors.

But as important is its use for

documentaries in TV, as yet an untapped source of programing. CBS-TV initially intends to use the camera for a filmed documentary which is to be presented next fall in a key nighttime slot. The program would use the camera almost like a roving mike to capture the flavor and realism of life in such places as subways, office buildings, bridges and other locations hitherto almost inaccessible to the usual studio cameras.

Also significant is a new technique that the camera employs for shooting, but the network has refused to explain in detail this technique thus far. Dage Electronics and Claude Neon have just placed two portable cameras on the market, but neither is said to be as light as the new CBS-TV camera.

Personnel Shuffle On at WNBC-BT

NEW YORK, May 9.—In the wake of the recent promotion of Ted Cott, NBC veepee and WNBC-WNBT general manager, to the web's owned and operated upper echelon, the local stations here underwent a personnel reshuffle this week.

Steve Krantz, WNBT director of special events, has been appointed WNBT program manager, succeeding Pete Affe, who moves into the newly created post of WNBC-WNBT operations. Both men will report to the station's director of programs and operations Dick Pack, who steps up to the o.&o. operation as part of Cott's new packaged-programing operation. Meanwhile the hunt is still on for an exec to function as acting manager of the two stations under Cott's supervision.

Web Telecast Will Showcase Big Bands

NEW YORK, May 9.—A remote telecast from Frank Dailey's Meadowbrook nitery in New Jersey will replace the Paul Whiteman show this summer on the ABC-TV web (Saturday, 7-8 p.m.) beginning May 23, thus setting the stage for a big cross-country dance band promotion by record companies and distributors. The weekly Meadowbrook airers, packaged by Dailey and agent Bullets Durgom, will feature the bands currently appearing at the nitery, teeing off with Ralph Marterie's orchestra.

Dailey has been TV-minded for some time now, on the theory that proper use of the medium could spark a revival of the big dance business of the late '30's. As proof he cites the fact that Saturday night dinner business at the Meadowbrook soared 33½ per cent higher when the nitery carried a weekly TV-remote over the Du Mont network in 1951. Dailey and Durgom negotiated a similar deal for a Saturday night TV remote with NBC last year, but it fell thru at the last minute and the web carried a studio origination instead.

The new hour telecasts, tagged "Band of the Week" or "Saturday Night Dancing Party," will feature a vaude-band show format, patterned after the old Paramount fleshers with Goodman and Dorsey.

Dailey has booked Billy May's ork to follow Marterie on June 5, and Sauter-Finegan June 13 and 20. He's negotiating for Jerry Gray, Billy Morrow and Ralph Flanagan to fill out the rest of the summer.

Mercury will launch a big promotional pitch for Marterie on the first show via tie-ups with dis-

tributors and dealers in TV cities across the country, and Capitol will give the May date a big push in June. General Artists is also expected to play an active part in the promotional program since, with the exception of Gray, all of the bands are represented by that agency.

FCC Appeals On Giveaways

WASHINGTON, May 9.—The Federal Communications Commission will appeal directly to the Supreme Court from a Federal Court decision which partly invalidated the FCC's anti-giveaway rule. The decision to appeal the case was made late yesterday (8) as one of the final acts of outgoing FCC General Counsel Benedict Cottone.

The Federal Court in the Southern District of New York several months ago handed down a decision upholding the commission's authority to act on giveaways but denying the commission's anti-giveaway rule. The case had been taken to court by ABC, CBS and NBC. The issue has been in the courts since 1949.

The showdown on the issue in the nation's highest court will be watched by the entire industry with intense interest. At stake will be a fortune in programs. If the FCC loses, there is no doubt that there will be a revival of giveaway programs on an increased scale. A victory for the FCC will leave giveaway programs pretty much at the present level, at best, and could possibly discourage the vogue.

The Supreme Court is expected to give the case an early date. The commission, under the rules, is able to carry its appeal directly without the necessity for filing a writ of certiorari.

3 FCC Bills To Get Action

WASHINGTON, May 9.—A trio of bills to alter the Communications Act requested by the Federal Communications Commission will get House floor action, having been favorably discharged by the House Interstate and Foreign Commerce Committee yesterday (8). The bills, all introduced by Committee Chairman Charles A. Wolverton (R., N. J.), would extend the time in which the commission must act on protests from 15 to 30 days, make persons who willfully or knowingly violate the act for the first time guilty of misdemeanors instead of felonies, and waive the requirement of construction permits for government, amateur and noble stations.

At a hearing prior to the committee's vote FCC Chairman Rosel Hyde urged the committee to reduce the felony charge to a misdemeanor to protect the majority of first offenders—"respectable businessmen." Typical of the unauthorized operators of transmitters who plague the commission is the high school student who builds his own equipment, Hyde reported, adding, "The Justice Department reluctant to carry on prosecution of a person whose offense is from interest in experimentation and without evil intent." Second offenders, however, would still be considered felons under the bill, subject to a fine of not more than 10,000, imprisonment for not more than two years, or both.

3 Directors Get Top Spots In Video Field

NEW YORK, May 9.—Three top directors—Felix Jackson, Richard de Rochemont, and William Spier—this week moved into important spots in TV. A noted producer of film documentaries, De Rochemont joins J. Walter Thompson as a veepee. His immediate assignment is undisclosed, but his film background will be used by the agency to backstop its various film projects—commercials, industrial entertainment and video programing.

Jackson will replace Fletcher Markle as director of "Studio One," beginning in September. The director's last affiliation was with Young & Rubicam, for whom he produced the hour-long "Playhouse of Stars." Jackson's writing credits in Hollywood include "Destry Rides Again" and the Deanna Durbin films.

Spier has left "Omibus," which he produced this season, to take over as producer of "Metalion Theater" for Chrysler Motors. The advertiser could not make a deal with Worthington Minor.

ANOTHER NEW
TV FILM ADVERTISER
TELLS WHY
BILLBOARD CARRIES
MORE TV FILM ADVERTISING
THAN ANY OTHER PUBLICATION
IN THE BUSINESS



Double-Barrelled TV Film Marketing Impact!

Weekly Billboard . . .

Monthly
Billboard TV Film
Program Guide and
Market Report

Both
with The Billboard's
exclusive buy-right
sell-right approach to
TV film marketing.

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

Texas Film

PHONE Linden 3181
1112 PROSPECT

HOUSTON, TEXAS

Enterprises

Over the sixty or seventy odd stations I have visited I always noticed that Billboard was a standard item of equipment in the film buyer's offices. Also, many of the agencies refer to it regularly for television film information.

Very sincerely,

John van Geldern
John van Geldern
President

JVG/aph

The Billboard

NEW YORK — CINCINNATI — CHICAGO — ST. LOUIS — HOLLYWOOD

NOT AFFECTED BY TV

Galen Drake '53 Radio Take May Hit 156G

NEW YORK, May 9.—One of the few radio performers little affected by TV, Galen Drake will earn close to his \$156,000 record year in 1953 if his present sponsorship line-up remains intact. Product jockey has found several new network clients, including Hunt Club Dog Food and General Foods, and is now on WCBS-AM four and a quarter hours weekly and on CBS radio 55 minutes weekly.

Drake is unique in that he has a seven year non-cancelable contract with the radio network. He is, however, free for TV work on

other webs as long as there is no conflict with his radio commitments. The gabber has made a kind of a video show for CBS-TV, and may be aired on WCBS-TV next season by several of his current clients.

Next week, Drake will be doing his 1,000th commercial for a sponsor—Lever Brothers Good Luck Margarine will be the client. Drake has a reputation for being able to move food items; among his current bakrollers are B. & M. Beans, Florida Citrus Commission, Salada Tea and Pure Foods.

THE BILLBOARD Radio-TV Show Charts For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in BALTIMORE

(461,000 TV Sets; Panel Size 400)

... According to Videodex Reports

Table listing stations and their affiliations: WAAM, WBAL-TV, WMAR-TV, WAAM, Inc., Hearst Radio, Inc., A. S. Bell Co., ABC, DuM, NBC, CBS.

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes.

MARCH, 1953 SUNDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Sunday in March 1953, including 'TOAST OF THE TOWN', 'SUPER CIRCUS', 'WHAT'S MY LINE?', etc.

MONDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Monday in March 1953, including 'I LOVE LUCY', 'TALENT SCOUTS', 'LUX VIDEO THEATER', etc.

TUESDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Tuesday in March 1953, including 'TEXACO STAR THEATER', 'FIRESIDE THEATER', 'THE CISCO KID (film)', etc.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Wednesday in March 1953, including 'GODFREY AND FRIENDS', 'STRIKE IT RICH', 'MAN AGAINST CRIME', etc.

THURSDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Thursday in March 1953, including 'DRAGNET', 'GROUCHO MARX', 'T-MEN IN ACTION', etc.

FRIDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Friday in March 1953, including 'OUR MISS BROOKS', 'MY FRIEND IRMA', 'MAMA', etc.

SATURDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Saturday in March 1953, including 'YOUR SHOW G. SHOWS', 'JACKIE GLEASON SHOW', 'YOUR SHOW OF SHOWS', etc.

* L.C. estimate for February, 1953.

NEXT WEEK

Videodex and Pulse Studies of ATLANTA

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.

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.

'Alvino Rey Show' Kicks Off May 23; May Go Network

HOLLYWOOD, May 9. - "Alvino Rey Show," high-budgeted hour-long tele seg, will kick off Saturday (23) on KNBH with an eye toward station's parent, NBC, picking up the show as a web summer replacement.

Series will be aired from KNBH in the 10-11 p.m. slot. Local deal was made thru Warwick & Legler agency by KNBH's James Wemple. Budget is believed to be highest ever afforded by the NBC owned-operated outlet for a local series and is prompted by its summer replacement network aspirations.

Permian 2d Firm To Surrender CP

WASHINGTON, May 9.—Permian Basin Television Company, Midland, Tex., recipient in February of a TV station grant, this week became the second post-freeze TV grantee to surrender a construction permit to the Federal Communications Commission.

W.W.J. NBC AFFILIATE in DETROIT OWNED AND OPERATED BY THE DETROIT NEWS NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERY CO.

Top 5 Radio Shows Each Day of the Week in BALTIMORE

(373,400 Radio Families*)

... According to Pulse Reports

Table listing radio stations and their wattages: WBAL, WBMD, WCAO, WCBM, WBAL, WBMD, WCAO, WCBM, WFBM, WFBM, WFBM, WFBM.

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.

JANUARY-FEBRUARY, 1953 SUNDAY, 7 P.M. TO 12 P.M.

Table of radio show ratings for Sunday in Jan-Feb 1953, including 'JACK BENNY', 'AMOS 'N' ANDY', 'BERGEN-McCARTHY SHOW', etc.

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

Table of radio show ratings for Monday in Jan-Feb 1953, including 'LUX RADIO THEATER', 'THE RAILROAD HOUR', 'VOICE OF FIRESTONE', etc.

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

Table of radio show ratings for Tuesday in Jan-Feb 1953, including 'LIFE WITH LUIGI', 'PEOPLE ARE FUNNY', 'FIBBER MCGEE AND MOLLY', etc.

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

Table of radio show ratings for Wednesday in Jan-Feb 1953, including 'THE JIG STORY', 'WHAT'S MY LINE?', 'YOU BET YOUR LIFE', etc.

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

Table of radio show ratings for Thursday in Jan-Feb 1953, including 'EDDIE CANTOR', 'JUDY CANOVA', 'BING CROSBY', etc.

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

Table of radio show ratings for Friday in Jan-Feb 1953, including 'OZZIE AND HARRIET', 'BOXING', 'MEET CORLISS ARCHER', etc.

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

Table of radio show ratings for Saturday in Jan-Feb 1953, including 'GANGBUSTERS', 'GUNSMOKE', 'TARZAN', etc.

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

Table of radio show ratings for Mon-Fri 6A-7P in Jan-Feb 1953, including 'ARTHUR GODFREY', 'HELEN TRENT, EISENHOWER', etc.

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

Table of radio show ratings for Saturday 6A-7P in Jan-Feb 1953, including 'STARS OVER HOLLYWOOD', 'THEATER OF TODAY', etc.

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

Table of radio show ratings for Sunday 6A-7P in Jan-Feb 1953, including 'CUSTOM-MADE MUSIC', 'OUR MISS BROOKS', etc.

* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Baltimore metropolitan area including Baltimore City and part of Baltimore, Howard and Anne Arundel Counties.

Distributors Have Sales Boom in Libraries to New TV Stations

By JUNE BUNDY

NEW YORK, May 9.—Library sales to new TV stations are paying off big for distributors of both theatrical features and of films produced specially for TV. In the former category, Unity Television Corporation here already has grossed around \$3,000,000 on its theatrical library sales to more than 100 stations. In the field of film made for TV, Consolidated Television Sales, Inc., already has grossed more than \$500,000 on its new Station Starter Plan.

Altho Consolidated's plan has been in operation less than two months, the firm has sold it in 36 markets to date, making 13 of its latest sales during the National Association of Radio and TV Broadcasters' meet in Hollywood last week. The Consolidated plan offers new broadcasters unlimited exhibition and sales rights to a catalog of nine TV film series at a weekly fee equal to the station's starting Class A one-hour rate. The deal calls for a straight 18-month contract without escalator clauses.

Theatrical distributors have recognized the value of library contracts longer than distributors of films produced especially for TV. Arche Mayers, Unity prexy, estimates that 75 per cent of new station programming is now devoted to film. Since the begin-

ning of this year, Unity has sold its library program to 40 out of 54 new stations for a total sales gross "well in excess of \$1,000,000."

Unity has grossed around \$3,000,000 on library sales to 100 stations in all, under a plan, whereby broadcasters buy a minimum of 500 hours on a year's contract. Unity's library lists more than 1,000 flickers, but excludes the firm's new 18-film Sol M. Wurtzel package. The latter is currently sold in 50 markets for a gross return of \$450,000.

Consolidated's 13 new Station Starter Plan sales were made to the following stations: WTVS-TV, Gadsden, Ala.; WBKZ-TV, Battle Creek, Mich.; KROC-TV,

Rochester, Minn.; KBMT, Beaumont, Tex.; KETT, Tyler, Tex.; KMO-TV, Tacoma, Wash.; KTXL, San Angelo, Tex.; WKJF, Pittsburgh; WTVE, Elmire, N. Y.; WCHA-TV, Chambersburg, Pa.; WTVP, Decatur, Ill.; WFTV, Duluth, Minn., and KIDO-TV, Boise, Ia.

Meanwhile, other major TV film distributors, including Ziv-TV, are said to be mulling over similar mass-program sales plans, in a move to cash in on the new trend. The Tee Vee Company of Hollywood has already launched such a program, and Sterling Television this week announced its own version of a package sales operation. (See story elsewhere in this issue.)

NEW SERIES

MPTV to Distribute New Mid-East Drama Films

NEW YORK, May 9.—Motion Pictures for Television, Inc., will distribute and partially bankroll a new dramatic series on film to be shot on Middle-Eastern locations. Produced by Montgomery Ford, the half-hour romantic adventure series will star Maria Riva and features her husband, William Riva, a designer, who will turn actor.

The video film program will be directed by Gerald Mayer, and Harold Kallen will be story editor. Supporting actors will be hired on location.

'CRACKDOWN,' 'LONDON' PEDDLED TO NETS ...

NEW YORK — "Crackdown" and the "Jack London Adventure Theater" are currently being peddled to network advertisers here by Stuart Reynolds, head of Reynolds Productions, the sales agent. The former, a video film series, was taken from the files of the Internal Revenue Bureau and was produced by David Hire and directed by E. A. Du Pont.

Reynolds is also packaging his Jack London property into a feature film for theatrical distribution abroad. Mutual TV Productions, the producers of the series, has the rights to 170 stories written by Jack London.

STANDARD TV BUYS 'MASTERS' ...

NEW YORK — The Standard TV Corporation has just acquired the rights to syndicate "Music by the Masters." The series of nine half-hour musical films, featuring longhair artists, was presented on NBC-TV last season by Lee Carpets, under the title "Meet the Masters." Such names as Jascha Heifetz, Artur Schnabel, Marion Anderson, Gregor Piatigorsky, Andres Segovia, Nadine Connor and Jan Peerce are in the film package.

The series, produced by Marcus Loew who also owns Standard, is unique in that the artists fee and percentage on the network sales are reportedly so high that each has already made more than \$50,000 on the deal. Anthony Azzato is Eastern sales manager for Standard.

COMPETITION IN STORE FOR BUCK ROGERS ...

NEW YORK — Buck Rogers Productions, Inc., a newly formed

outfit on the West Coast, may encounter some unusual competition in its planned series of 26 half-hour TV films. Motion Pictures for Television, Inc., has been syndicating the old "Buck Rogers" theatrical serial starring Buster Crabbe, and it is likely that the old serial could sharply undercut the new series. MPTV itself is planning a new "Flash Gordon" series. If it syndicates this, it would probably withdraw the "Flash Gordon" theatrical serial it has been distributing.

SKIRBALL PLANS DRAMA SERIES ...

HOLLYWOOD — Jack Skirball is planning a half-hour dramatic series based on stories of top modern authors. The pilot is "Lesson in Biology" by Pearl Buck, and the series is going under the title "World Premiere." Skirball is working on the Goldwyn lot here under the company name, Films for Television, Inc.

BARRINGTON SETS TWO SERIES ...

HOLLYWOOD — Barrington Films, with Dick Johnston as production supervisor, has been set up at the Hal Roach Studios to produce two series for NBC-TV. The first, "I and Claudie," is based on the magazine stories by Dillon Anderson. The second, "Mr. Mosby, Decent Citizen," is a situation comedy derived from the stories by Robert Riley Crutcher.

WM PEDDLES 'MEDAL,' HONOR' SERIES ...

NEW YORK — The William Morris Agency this week was peddling "Medal of Honor," a new video film series produced by W. R. Frank, whose specialty heretofore has been full-length series. The program dramatizes the situations under which various heroes have won their medals.

'DOCTOR' SERIES TO BE SET SOON ...

HOLLYWOOD — Samuel Taylor is nearing completion of the scripting of a new half-hour situation comedy to be called "Doctor in the House." The series will be produced on film by Revue Productions, film producing subsidiary of Music Corporation of America. MCA will pitch

Ziv Plans Studio in San Fernando, Calif.

NEW YORK, May 9.—Ziv TV Programs, Inc., is readying plans to build its own film studios this fall on a 30-acre site in the San Fernando Valley of California, home of Warner Brothers and Universal-International. The new studios will serve as the West Coast headquarters for all Frederic W. Ziv interests, including Ziv Radio and World Broadcasting. Ziv is the second TV production company to acquire its own lot, the first being Gross-Krasne, Inc.

Right now, Ziv films are shot at the California Studios in Hollywood under a long-term agreement contracted with the late Harry (Pop) Sherman. However, Gross-Krasne, Inc., acquired the studios from Sherman's estate last November, and it's possible that some aspect of the sale may provide a legal loophole for Ziv to void the pact when it moves to its new headquarters.

The new Ziv studios will feature the most modern equipment, including facilities for TV tape recording and ample space for various experimental projects.

One of the most active TV film producers in the business, Ziv is currently filming nine series in both color and black and white.

Summer Run For Marx Pix

HOLLYWOOD, May 9. — NBC this week renewed its contract with Filmcraft Productions to keep the Groucho Marx show on the air during the summer. Pact calls for 13 half-hour shows consisting of re-edited material of the top Marx shows of the past to be aired, as last summer, under the "Best of Groucho's" title. Marx's current series ends June 11. De Soto-Plymouth will continue as bankroller.

Marx's "You Bet Your Life" series is produced by John Gudell with Bob Dawn and Bernie Smith co-directors. Audience participation series is televised by Filmcraft.

Vitapix Shuffle Puts Mullen in Prez Seat

HOLLYWOOD, May 9.—Frank E. Mullen this week returned to the TV film industry as prexy of the Vitapix Corporation during a meeting which realigned the telefilm syndicate's exec forces. Newly named board chairman was Kalamazoo's (WKZO-TV) John E. Fetzer. Robert H. Wormhoudt was named exec veepee. Mullen, former NBC exec veepee, took his initial step into TV film two years ago when he became board chairman of Jerry Fairbanks Productions. He resigned that post following the short-lived merger between Fairbanks and Official Films.

Vitapix was formed a year and a half ago to provide a means for member TV stations to pool

the show for national sponsorship. No casting has been done yet. Among Taylor's writing credits is the Broadway hit, "The Happy Time," based on Robert Fontaine's novel.

with two new flicker packages on the agenda for this fall.

Ziv's new expansion plans are apace with the rapid expansion of TV in the Far West, which has grown from seven markets 18 months ago to 48 today. Ziv TV's own film sales in the 11 Western States soared from one to a current total of 167 during that same period.

Walter Kingsley, who launched Ziv's Western division 18 months ago as a one-man operation, via an initial sale of "Boston Blackie" to KRON-TV, San Francisco, has a staff of four account executives today. Latest sale made in Kingsley's territory was that of "Favorite Story" for sponsorship by Olympia Beer in all of the West Coast's key markets.

Film Producers Elect David Pincus

NEW YORK, May 9.—David Pincus, head of Caravel Films, was last week elected president of the Film Producers' Association of New York. Pincus said the program of FPA in the coming year will stress promotion of the know-how of New York producers and co-operation with New York's Commerce Department in the creation of a TV center.

Other new FPA officers are vice-president, Walter Lowendahl, Transfilm; secretary, Leslie Roush, and treasurer, Ed Lamm, Pathscope, re-elected. Elected to the board of directors were Pete Mooney, Audio Productions, former FPA president; Ralph Cohen, Screen Gems, and Herbert Kerkow.

'China Smith' Now In 41st Market

NEW YORK, May 9.—The sale of "China Smith" to Schulte Stores on WABC-TV here places the video film package in its 41st market, making it the most successful package syndicated by Procter TV Enterprises.

McClure Quits Mc-E to Join Owen Murphy

Move Fits With Firm's Pkg. Show Expansion Plans

NEW YORK, May 9. — Don McClure has resigned as manager of radio-TV production for McCann-Erickson, Inc., to join Owen Murphy Productions, Inc., here as an associate producer of TV commercials, industrial films and package video shows, both live and film. Heretofore, the Murphy outfit has concentrated on the industrial and TV commercial field, numbering among its accounts Firestone, Ford, Philco and Chesterton. The hiring of McClure, however, coincides with the firm's recent decision to expand its package show activities in a big way, particularly in regards to film shows.

Under the aegis of veteran Hollywood producer Lewis Ginsler, Murphy has lined up about 20 new TV film properties, including the rights to 400 Fanny Hurst short stories, which will be packaged as "Fanny Hurst Playhouse"; "At Mrs. Leland," based on another group of Hurst stories; a situation comedy series, "Back on the Farm," and a half-hour Iron Curtain documentary, "Operation Red," based on the experiences of author Robert Parker.

Filming on the latter series will start this month, with Parker as narrator and Paul Vajda as technical advisor. Another upcoming film project is "Inside Straight," based on Michael MacDougall's card sharp expose articles in the American Weekly and scripted by Rex Lardner and Don Mankiewicz. McClure, who formerly served as TV chief for N. W. Ayer & Sons, Inc., will be associated with Ginsler in production of all the shows.

Fine and Dandy

Ginsler is also readying some musical properties, including the old legit click, "Fine and Dandy," which he originally produced on Broadway. The exec produced many top-budgeted musicals during his 10-year stint with Paramount Pictures in Hollywood, including "The Big Broadcast" and "Artists and Models."

However, prior to making the A flickers, Ginsler turned out a lot of B movies, and he expects his experience in this field to provide a major assist in helping keep the half-hour TV properties within a \$12,000 to \$15,000 budget allowance.

Lind Move to Sales Post Cues Allied Push Into Syndicate Field

NEW YORK, May 9.—Allied Artists-Monogram this week projected itself significantly into the national video film syndication field via the designation of Lloyd Lind as veepee in charge of sales for Interstate TV Corporation, its TV film subsidiary. The company will now re-channel its efforts away from the production of TV film only and toward the combination of production and syndication of such film property.

Lind, former supervisor of all Allied Artists-Monogram Film Exchanges, is expected to make considerable use of them to give

his organization national sales impact. Altho many Hollywood film companies have set up TV subsidiaries — among them 20th Century-Fox, Paramount, Universal, Columbia—none has made as direct use of their film exchanges. In most cases, as with Columbia's Screen Gems, separate sales units have been organized.

Watch With Interest

Consequently, the video film trade and Hollywood motion picture firms not already in TV film syndication will be watching with great interest progress made by Interstate. There is a consider-

able body of opinion which claims that TV films must have specially oriented sales staffs and that film exchange sales personnel will not be able to sell TV advertisers and stations because they have no knowledge of the field.

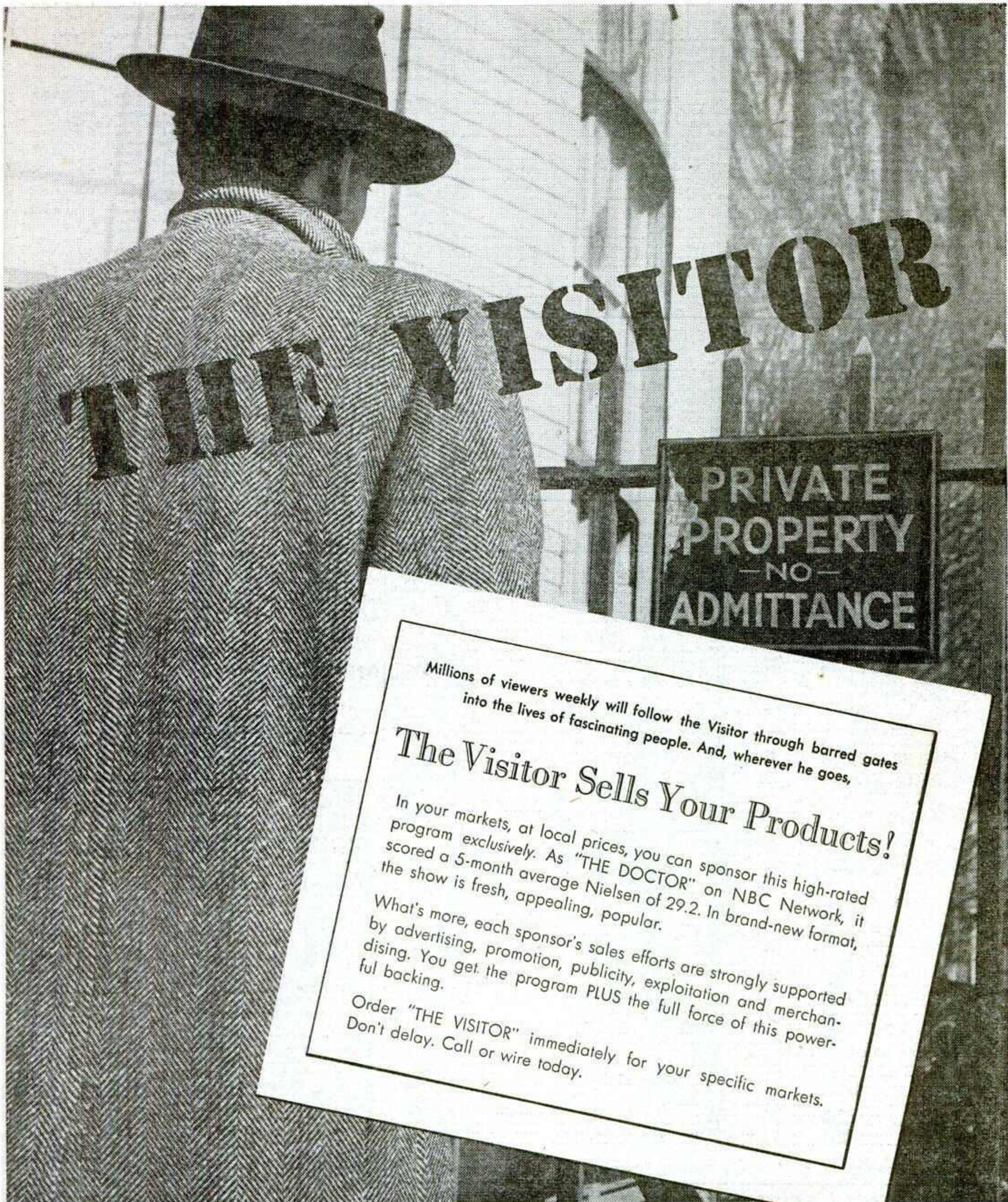
Interstate's sales stress will be on the "Ethel Barrymore Theater," which already has been sold to KPIX, San Francisco. Other Interstate properties are "Amazing Tales of Hans Christian Andersen," and "Hawaiian Paradise." Sale of the Barrymore series was formerly handled by William Morris.

their resources in acquiring filmed product. Each member contributes \$10,000 with funds to be used in getting films. William F. Brody, head of the TV film producing firm bearing his name, was then elected veepee in charge of production, a position he still holds. To date, Vitapix has not launched its own production but has concentrated on acquiring feature films.

Firm today owns 27 Western features produced by Scott R. Dunlap for Great Western Films and distributed theatrically by Monogram starring Johnny Mack Brown and Whip Wilson. Firm is reportedly now in negotiation for various feature films, majority to be TV first runs.

Firm expects to number 30 members by the time its board meets in Chicago on June 3. At that time, its policies will be set in the hope of getting its operations rolling in high gear. Vitapix lists as its objectives: (1) Securing film product for its member stations; (2) distribution of film products to its member stations and/or others; (3) expanding service production aids for local station use; (4) any other film operations as determined by management and (5) engaging in the sale of specified time periods cooperatively.

New member stockholders in Vitapix include the Westinghouse owned outlet, WBZ-TV, Boston; the Cox stations, WSB-TV, Atlanta and WHIO-TV, Dayton, O.; WPIX of The News, New York; WIS-TV, Columbia, S. C.; WDSU-TV, New Orleans; WKZO-TV, Kalamazoo, and WBNS-TV, Columbus, O. New board consists of Fetzer, Mullen, J. Leonard Reinsch, Joseph E. Baudino, G. Richard Shafto, Horace L. Lohnes, Howard Lane, Richard A. Borel and O. L. Taylor. Don G. Campbell, treasurer, and Brody, veepee, both of Los Angeles, were re-elected.



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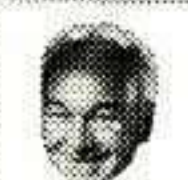
NBC FILM DIVISION



DAILY & WEEKLY NEWS



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THE LIFE OF RILEY



DANGEROUS ASSIGNMENT

NEW YORK, CHICAGO, LOS ANGELES

THE BILLBOARD TV FILM BUYING GUIDE

ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Table with columns: Documentary, No. Sets in Market, March ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for CLETE ROBERTS, CRUSADE IN EUROPE, CRUSADE IN THE PACIFIC, MARCH OF TIME.

Table with columns: Quiz, No. Sets in Market, March ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for HEADLINES ON PARADE, MOVIE QUICK QUIZ.

Table with columns: Western, No. Sets in Market, March ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for GENE AUTRY, CISCO KID, COWBOY G. MEN, HOPALONG CASSIDY, THE RANGE RIDER.

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been added where available.

Table with columns: THEATRICAL, Title, Station, Rating, Genre, Distributor, Release Date. Includes entries for ABILENE TOWN, THE ADVENTURES OF MARTIN, BEDSIDE MANNER, etc.

TV FILM PURCHASES

Sales of "Music Hall Varieties," Official Films musical library, continued brisk over the past month, with two overseas sales, to Caracas, Venezuela, and Tokyo, in addition to domestic sales in Bangor, Me.; Madison, Wis.; Minneapolis; Rock Island, Ill.; Muncie, Ind.; Zanesville, O.; Fort Smith, Ark.; Fargo, N. D., and Battle Creek, Mich.

P&G Is Set For Fall With 'Letter,' 'Time'

NEW YORK, May 9.—Procter & Gamble this week was just about set for the fall, with the firming up of two properties for which it had been negotiating (The Billboard, May 9). The Loretta Young telefilm series, "Letter to Loretta," was pacted for the 10 p.m., Sunday, slot on NBC-TV, in which P&G has been airing "The Doctor" this season.

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.

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.

Sales Re-Org At MCA-TV

NEW YORK, May 9.—In the process of expanding its sales operation, MCA-TV this week realigned the administration of its

sales staff into three regional segments. Kirk Torney, previously head of the distributor's San Francisco office, is being brought here to be Eastern sales manager. Raoul Kent will head Midwestern sales for MCA-TV out of Chicago; Bob Greenberg will be in charge of Western sales, working out of the firm's Beverly Hills office.

All three will report to veepee Dave Sutton. The move will free Sutton of administrative details, allowing him to devote more attention to planning and general management policy. Previously, the entire sales force reported directly to Sutton. MCA-TV now has 10 regional offices.

Vegas Hotels Wage Battle for Names

B. Hutton Booked for Desert Inn at 25G; Berle, Buttons, Jorgeson Set Elsewhere

LAS VEGAS, Nev., May 9.—The parade of names working Las Vegas this summer has re-activated the bidding. The seven hotels are all in there making with the heavy sugar trying to get the top attractions.

Betty Hutton, who hasn't played cafes since she made it in pictures, has so far gotten the top figure in this area. She comes into the Desert Inn July 7 for \$25,000. She'll be playing against Milton Berle, who opens at the Sands Hotel, July 15. Berle's price will be approximately \$20,000 plus, including the various costs the Sands will pay for.

After Berle, the Sands, with Jack Entratter buying, will have Red Buttons who comes in July 29. This will make Buttons' first cafe date since he made it big on TV. The Buttons booking in-

involved a series of heated conversations and backstage pleas.

Bill Miller, booking the Sahara, probably the biggest room in Vegas, made the first offer for Buttons. Buttons and his managers, however, hesitated to play the room because of its size (it seats about 700 against 250 to 400 for the other rooms in town). In any event, Entratter got Buttons.

Against the array of names bought by Entratter for his Sands and Frank Sennes, who books the Desert Inn, Miller will have as his Sahara competition a show headlined by Christine Jorgenson plus Marguerite Piazza and Gene Nelson.

The Desert Inn probably has the most ambitious plans in prospect. In order to get itself in a stronger position to attract the major names, it will spend about \$300,000 this summer to install a new stage, new curtains, drapes, travelers, wings, lights, p.a. system, etc. Plans call for a stage capable of putting on elaborate full-length musicals. While the alterations will be going on the hotel will use a water show in its pool. It is now dickering with Esther Williams and similar swimming names to come in.

OLD-TIMERS

Kay, Tucker, Fifi Play in Reno Hotels

RENO, Nev., May 9.—Nostalgia was the keynote for the start of the local spring season. Each of the city's three main hotels featured long-time favorites to head their shows. Sophie Tucker is at the Riverside; Beatrice Kay at the Mapes, and Fifi D'Orsay at the Golden. Each played to big houses, and the ops looked for a big spring-summer season for Reno as compared to a year ago.

A severe 1952 winter, which blocked highways and railroads from California, put a damper on Reno night life until mid-summer. The 1953 winter, however, has been mild, and tourists from California and other locales have already been pouring into Reno.

With Fifi D'Orsay's Parisian Follies (cast of 35) at Hotel Golden were Marty Allen and Mitch deWood, comedy and dance; the Appletons, dance trio; the Zerbys, Parisian dances; Cliff Ferre, emcee; the Can-Can Girls, and the Sterling Young ork.

Kay Opening

Beatrice Kay had a big opening at the Hotel Mapes Sky Room. Reno is now her permanent residence and she operates a guest ranch here, too. A surprise birthday party started her off. On the show with her were Jackie Kannon, the Skylettes chorus, and the Eddie Fitzpatrick ork.

Sophie Tucker is displaying more vitality and comedy than ever at the Riverside Theater Restaurant. With her on the bill were magicians DeLage and Shirley, and the Riverside Starlets.

During the winter season, the Riverside played Johnnie Ray, Kay Starr, the Vagabonds, Jimmy McHugh, Sons of the Pioneers, Dominique and Les Compagnons de la Chanson. Peter Lind Hayes and Mary Healy will open at the Riverside May 28 and Frankie Laine comes in June 25.

During the winter the Mapes used Herb Jeffries, Rudy Vallee, Arthur Lee Simpkins, Willie Shore, Carl Ravazza and Buddy Lester. Sonny Howard comes in May 17. On the bill will be Wally Brown, comedian, and the Mayo Brothers. Giselle McKenzie comes in May 21, with the Dornan Brothers; while Jan Murray and Maurice Rocco are set for June 4. The Katherine Dunham show opens on June 18, Paul Whiteman's band July 2, Jimmy Nelson on July 16, and Chico and Harpo Marx on July 30.

Hotel Golden's Gold Room shows set include Louis Jordan, Al Martino, Champ Butler and the Kirby Stone Quintette. During the winter season, the room played Rosemary Clooney, Margaret Whiting, Al Martino, Ethel Waters, Guy Mitchell, Joe (Fingers) Carr, Burton's Birds, Dorothy Claire and the Ving Merlin Violins.

MacRae, Wife Set Vaude Act

HOLLYWOOD, May 9.—Singing actor Gordon MacRae and his former actress-wife, Sheila, join the growing list of show people couples to enter the man-wife vaudeville act field. A nitery tour for the pair was firmed Friday (8).

Couple's pairing as an entertainment duo is first since their marriage 12 years ago. MacRae received clearance for the stint from Warner Bros., with whom he is under contract. The clearance also permits him to perform for television.

Prior to launching the nitery act MacRae will perform as Eddie Fisher's replacement on NBC-TV's Coca-Cola show originating in New York. Singer will commute between Gotham and Hollywood, where he'll continue to do NBC's "Railroad Hour."

The pair will debut their new vaudeville act at Loew's Capitol Theater, Washington, May 21. Initial engagement is for one week. In between commutings, pair will play the Casino in Toronto, May 28-June 4; El Rancho Vegas, Las Vegas, Nev., June 10-24, and a two-week stint starting July 14 at the Broadmoor Hotel, Colorado Springs, Colo.

Act will consist of singing and patter, with Sheila serving as MacRae's "straight man."

AGVA Probes '7th Day' Pay

HOLLYWOOD, May 9.—A meeting of Las Vegas chorus girls, members of the American Guild of Variety Artists, hotel operators and AGVA West Coast rep Eddie Rio has been set for next week in an attempt to resolve differences over the Guild's rule for pro rata pay for the seventh day worked in a week.

Rio leaves Tuesday (12) for the session following complaints from a number of the approximately 100 chorines that they were not getting paid for the seventh day worked. AGVA's ruling is that dancers receive at least \$100 for a six-day work week, with a pro rata payment of one-sixth pay for the seventh day worked.

In most cases, Rio said, operators have available "swing girls" for the seventh-day performances. But should the occasion arise where a substitute is unavailable, a chorine is permitted to work provided the pro rata payment is made.

GREY WALKOUT NETTLES AGVA

NEW YORK, May 9.—Joel Grey, who walked out of the El Rancho Vegas, Las Vegas, Nev., after two nights, will be called in by the American Guild of Variety Artists to explain his action.

Grey's version (The Billboard, May 9) was that he was "struck" by Gregory Ratoff who headlined the show. AGVA says that is not sufficient grounds to walk out of a contract.

Beldon Kattelman's version is that Grey walked out because of his spot in the show. Ratoff, as the headliner, had the headline spot. Grey, coming in later, wanted the spot for himself. He also refused to work ahead of Ratoff or Susan Zanuck. According to Tom Douglas, producer of the Ratoff-Zanuck show, there was nothing in Grey's contract that gave him any position on the show.

Grey asked for the job, according to Archie Loveland, Kattelman's manager, "Because he realized he would benefit from the publicity to be released by 20th Fox in connection with Susan Zanuck."

TROA Seeks Reduction of Cabaret Tax

NEW YORK, May 9.—President Lou Walters, of the Theater Restaurant Owners of America, together with Dave Fox, its executive director, are seeking a reduction of the 20 per cent Federal Cabaret Tax. TROA has also started talking terms with the American Society of Composers, Authors and Publishers and Broadcast Music, Inc., to negotiate with its more than 600 members on an over-all basis.

Walters addressed his letter to Rep. Noah Mason (R., Ill.), who introduced a measure seeking to reduce the tax. Maurice Lutwack, attorney for TROA, had previously received a letter from Dan Reed (R., N. Y.), chairman of the House Ways and Means Committee, before which hearings on the bill will be held, informing him that TROA will be heard on the 20 per cent tax in the near future.

ASCAP and BMI fees are another subject that TROA is now negotiating for. All clubs currently make their individual licensing deals. Under the present plans, TROA is seeking to obtain a nationwide deal, subject to classifications, etc.

NY Copa Books Nelson Eddy

NEW YORK, May 9.—Nelson Eddy will come into the Copacabana, June 11, for two weeks and a one week option, in his first cafe date in the East. Eddy broke in his current act at the Sahara, Las Vegas, a few weeks ago. Singer will come in for \$7,500.

On the bill with Eddy will be Al Bernie. A girl singer will be hired to round out the show.

Jules Podell, Copa op, also has a verbal commitment from Van Johnson to play the club in the fall. Deal was started to have Johnson come in during the summer months, but a picture commitment set back the deal.

Rollo Re-Opens With 2 Shows

WILMINGTON, Del., May 9.—Rollo's, two miles south of Wilmington on the DuPont Highway at Minquadale, re-opened Friday (8) with two shows. The opening bill had Ronnie Sterling, emcee; Linda Francis, singer, and Lee Marshall, dancer. Starting Monday (11), the Jaggie Brothers and Company will come in. Fire on January 25 forced the closing of Rollo's.

MILLER SAYS RD. WON'T CLOSE HIM

N.J. Official Claims Highway Will Shutter Riviera at End of September

NEW YORK, May 9.—Bill Miller's Riviera, Fort Lee, N. J., will close for good the end of September, according to Edward Fitzpatrick, highway engineer for the State of New Jersey. Miller, Riviera operator, flatly denied any possible closing. He said he would remain open as usual and would be in business the next year.

A new road is now being constructed north of the George Washington Bridge. When it reaches the Riviera property, excavation will block off the only entrance to the club, said Fitzpatrick.

The club property will then be taken over by the Palisades Interstate Commission as part of its park system, he added.

Original Plan

Fitzpatrick said that original plans called for closing off Miller's road early in July. But Miller pleaded for an extension until the end of September, which was granted.

Miller said a hearing had been arranged for June 26 with the Highway authorities to discuss plans for building an overpass bridge which would still keep him in business. "If they were going to close me up, would they be talking about a bridge across the highway?" he asked.

Miller also denied that any condemnation proceedings had been started against him, tho he said that such proceedings were underway against most of the property owners near the Riviera.

Cites Law

"According to the law," said Miller, "my property can't be

taken from me unless it is necessary. I'd like to see why it would be necessary to take my place. They want beauty? My place is a lot prettier than the ugly rocks they have along their highway."

Of more than passing interest is the possibility of Miller's closing and what it will do to the talent picture and where names will play if they come to New York. Most names currently play either the Copacabana or the Riviera. The Latin Quarter uses only occasional names. When the Copa ran with three shows a night, it found many of its potential attractions shifted to the Riviera with its two shows nightly.

Today the Copa is on a two-show-a-night basis, and it gets its share of the available attractions around. But now if the Riviera is knocked out of the box, names that formerly worked the Riviera will probably go into the Copa.

Whether the absence of one big buyer in a city like New York would reduce the salaries of attractions, talent agencies weren't prepared to say. They admitted that it didn't look good, but that was as far as they would go.

Extra Added

New York

Paul Gray doing repeat dates at the Chi Chi, Palm Springs; then goes to the New Golden, Reno, followed by TV shots in Hollywood. His wife, Elisa, opens at the Biltmore, Los Angeles, May 15 for three weeks. . . . Friars' new candidates for top officers are: Joe E. Lewis, Abbott; Harry Delf, Dean; Jesse Block, Priory; Dr. S. L. Meylackson, Treasurer, and Ed Weiner, Secretary. Friar governor candidates (to serve two years) are, Jack Bregman, Phil Charig, Eddie El-kort, Eugene Greenhut, Eddie Hanley, Dave Levine, Louis P. Randall and Pete Wendling. Annual meeting May 14.

Sid Gould paid \$1,450 in traffic tickets last month, according to his press agent. . . . Rosanne due back from Europe May 19. Left for Europe last July for a 12-weeker and stayed for almost a year including six months at Paris' Nouvelle Eve. . . . Dave Shapiro now personal manager for Louis Nye who started on ABC's "Talk of the Town." . . . Gaby DeLyss and Max Furman and Alma Maiben and the Paul Morokoff Girls opened at the Carousel, Pittsburgh. . . . Sophie Tucker will be the opposition at the Roosevelt Hotel, New Orleans, to Hildegard, who opens at the Jung Room May 25.

Jackie Bright will come into the Latin Quarter August 23 instead of November 22 as originally set. Bright will also work the Rice Hotel, Houston, June 25, as the only act on the bill. . . . Stan Kenton due back at Birdland next October. . . . Fran Warren goes to the new Club Elegante, Brooklyn, after her Copa date, then to the Steel Pier followed by a tour of summer stock with "Panama Hat-tie." . . . Jackie Kannon signed an NBC exclusive for five years. He will do the first four shows from the Coast. . . . Darvas and Julia now booked ahead for a year and a half. They'll come back to the Latin Quarter next November for a six-month run.

The Ronalds Brothers, comedy musical trio, opened Wednesday (6) at the Cairo Supper Club, Chicago, for the summer following a three-month run at the Orchid Lounge, Springfield, Ill.

Larry Parks and Betty Garrett are now being managed by Lou Mandell. Couple may do some London and Continental dates. . . . Inside talk of forthcoming AGVA convention (starts in Boston June 2) is that former president Georgie Price may throw his act into the ring again.

Here and There

Selika, Haiti-born pianist-organist opened in Denver's Rossonian Lounge.

PENNSY FUSS Demand State Pact for All Nitery Acts

PITTSBURGH, May 9.—The Pennsylvania State Labor Department is cracking down on all talent buyers, agents and performers demanding a Pennsylvania contract. The chief drive has begun here with all clubs notified by inspectors that any talent bought out of the State without a contract issued by a Pennsylvania licensed agent, will subject all parties to arrest or fines, or possibly both.

A situation developed in Jackie Heller's Carousel last week. Jackie was out of town for a few days and his brother, Sol, decided to put in a burley show. Don Rasco of the Labor Department, present in the audience, went backstage and demanded to see the contracts. The five-girl line couldn't produce any Pennsy contracts and arrest seemed imminent.

Jackie Bright, American Guild of Variety Artists veepee working at Littman's Copa City was called in together with AGVA rep Nat Nazarro. They managed to talk Rasco out of the pinch, got Heller to pay the girls' fare back to New York, their one-day hotel bills and \$5 each for food money. Only two of the girls were AGVA members.

Lewis, Revue Set For Toledo Sesqui

TOLEDO, May 9.—Ted Lewis, backed by a revue, has been signed as the name attraction for the first three days of the 12-day Ohio Sesquicentennial Celebration here in June. Event will take place in the amphitheater of the Toledo Zoological Park. Lewis is a native of Circleville, O., and efforts are being made to get more Ohio-born performers, Charles Blake, producer, said.

RCA Buys Right to Miller Air Checks

NEW YORK, May 9. — RCA Victor has finally wrapped up a deal with the estate of the late Glenn Miller by which the diskery acquires pressing and selling rights to a large number of air checks of the Miller band working in ballrooms and hotels.

The deal was finalized this week between the diskery and David Mackay, attorney for the estate, and involves 179 tapes valued at \$1,000,000, according to Mackay.

The eventual release of these Miller band performances will be in the nature of a bonanza to the sidemen who worked in the band during its prewar hey-day. In obtaining pressing rights, RCA Victor agreed to take over all financial responsibility for musicians' recording payments, publisher royalties, and even the insuring of the recorded performances against any possible damage. On the latter point, Mackay insisted that the diskery return all air checks after they have been copied, in the same condition in which they received them.

Terms Secret

The financial terms or the rate of royalty to be paid to the Miller estate are being kept secret, Mackay said that RCA Victor "will spend a lot of money for these."

As part of the hoopla arranged to surround the transfer from Mackay to RCA Victor, the label has rented an armored car and guards to pick up the air checks and deliver them to the diskery's 24th Street studios here. It is not yet known how many of the 179 disks will eventually make material for a series of Miller band albums, since many are dupli-

Mills Expands In R.&B. and Hillbilly Fields

NEW YORK, May 9. — Mills Music has set up a hillbilly firm, Ranger Music, and is in the process of organizing a firm to hold rhythm and blues copyrights. Sid Mills, exec of the old-line pop and standard publishing house, is heading the new ventures. The moves, of course, augur an increased push in these fields by the Mills organization. They are symptomatic of the increasing interest in pop and standard firms are taking in the hillbilly and r.&b. fields.

Ranger, which is already an entity, is an affiliate of the American Society of Composers, Authors and Publishers. The r.&b. firm will be in operation soon. Sid Mills is currently dickering with r.&b. indie disk labels with a view toward buying disk-affiliated r.&b. publishing properties. Stan Jones, writer of "Riders in the Sky," has signed a writers pact with Mills' Ranger firm.

Set Trade Show At NBOA Confab

CHICAGO, May 9.—The National Ballroom Operators' Association for the first time will hold a trade show in conjunction with its annual convention in the La Salle Hotel here, September 28-30, Otto Weber, managing secretary, announced.

Arrangements have been made with the hotel for a display hall adjacent to the meeting room and space will be sold to firms handling novelties, popcorn, soft
(Continued on page 39)

cated performances of the same song, while some may not be considered technically sound.

Altho several diskeries and individuals have been trying to acquire press rights from Mackay and Mrs. Helen Miller, the attorney decided that RCA Victor had first call on the material. No date has been set as yet for the release of this material.

Hillbilly Pkg. Grosses 75G

NEW YORK, May 9.—The Red Foley-Carl Smith hillbilly package, which has just completed a five-day tour of Texas, grossed \$75,000 during its stay in the Lone Star State. Eleven performances were played. This was \$15,000 more than the gross from the same number of performances a year ago.

The package split in two initially, with Foley doing four performances in Beaumont while Smith was handling the same number in Corpus Christie. They combined in Houston for the annual firemen's show where three shows were given. Tickets (at a \$1 top) for the last evening performance were exhausted in the early afternoon. A total of 21,000 got in, with many thousands more turned away.

Capitol to Sign Nathan Milstein

NEW YORK, May 9.—Violinist Nathan Milstein is set to sign with Capitol Records when his current contract with RCA Victor expires in July. The top ranking artist, now concertizing in Europe, will head the roster of classical talent being pacted by Capitol in its new stress on longhair waxings.

The Milstein Capitol contract is for five years including options and will go into effect in August. He will get a 10 per cent royalty on non-copyrighted works (public domain classics). His royalties
(Continued on page 39)

AFM Is Tightening Up on Granting Recording Licenses

Would Bar Songwriters, Musicians, Personal Managers, 'Fringe Ops'

NEW YORK, May 9.—American Federation of Musicians is severely tightening up on the granting of recording licenses. It is the AFM's intention to limit the licenses to 1) those having recognized financial stability, and 2) those who, in the opinion of the AFM, have legitimate reasons to engage in the record business. It is the intent of the AFM to deny licenses to songwriters, musicians, personal managers, and to those who intend to make audition tapes and promotional records.

In addition, all "fringe operators" will be excluded from the license list. An AFM exec said that those clefters, musicians, etc., who already hold licenses, would be permitted to retain them. The new policy affects new applicants.

It was said the music publishers, as a class, were not considered in the "verboten" category, inasmuch as a publisher was presumed to be financially stable.

Pop Publishers Stake Claim In Lush Educational Market

Investment Heavy for Big Firms; Others Nibble; 10% Annual Growth

Continued from page 1

as capital to be plowed back into exploitation.

The rare disk that sells 1,000,000 copies earns \$20,000 for the copyright holder in mechanical royalties, assuming the publisher did not give the diskery a special rate somewhat under the statutory 2 cents per side. Half of this money goes to the writer. Of the \$10,000 that remains, most has already been invested in exploitation, putting men out on the road to plug deejay use of the record and in other trade promotion.

If the publisher's mechanical-royalty money has been well spent, his investment can still result imposing performance credits, but the real profit that once could be realized on sheet music sales is only rarely encountered. "Where are the half-million copy sellers today?" they ask, let alone million sellers. The rack, they moan, is now at its lowest ebb since the mid-forties.

For most pop publishers, however, a sustained effort in the ed-

ucational sphere is beyond hope. It is a field that can properly be exploited only by the long-established house with an imposing catalog of standards and the financial resources enabling them to await a gradual return on investments. Yet smaller publishers, in their own way, are also reaching for the educational plum.

Despite the fact that more and more publishers are today competing for favor in the educational market, most are making it pay off. There is no significant recent case of a publisher abandoning it to return to exclusive pop work. The market as a whole is undergoing healthy expansion. Trade estimates place the current rate of growth at about 10 per cent annually.

Among the larger publishing firms to whom educational exploitation now returns a significant or major portion of total volume are Music Publisher Holding Corporation, Chappell, The Big Three, Sam Fox, E. B. Marks,

Bourne and Mills. Relatively recent converts to the educational approach, who are today bending all efforts to catch up to their industry confreres, include such firms as Shapiro, Bernstein, and E. H. Morris.

Educational Process

For these publishers, educational music no longer means only instructional methods, tho these, too, are being promoted with ever greater zeal. Much more significantly for the pop industry it means standard ditties which are being put into proper form to be used in the educational process. Why must a beginner on piano wrestle with a Beethoven Minuet, asks one publisher (guess who), when he can be trained on a simplified piano version of "Stardust"? And that copyright long has been available in dozens of versions tailored to the special needs of almost any student of almost any instrument, let alone any combination of instruments or voices.

And once a publisher's appetite has been whetted on a taste of the educational diet, if he has the resources, he begins to look on the "method" approach with interest. He quickly learns that established methods such as the Schaum and Thompson, for piano, each sell over a quarter-million copies annually, with equally impressive figures racked up by the more popular band methods, etc.

As the publisher's stake in the educational field rises, so do his expenses. It is not an operation that returns the quick buck. He must keep a number of men on the road to plug his material, visiting anywhere from 8 to 30 conventions a year run by such groups as the Music Educators' National Conference, the Catholic Music Educators' National Conference and the Music Teachers' Association. New material is explained to teachers, but may not pay off in orders for a year or more. Exploitation cost is heavy and the nut is not erased quickly.

Pop Decline

Curiously enough, the growth of the music publisher's professional staff on the educational side of his operation has paralleled its decline on the pop side. The contact man (pop) has evolved into a record and deejay man. On the educational side, he plugs sheet sales, and the income from his efforts, tho it may be spread over several years, can be heavy.

The smaller publisher who can not afford a rounded educational operation, or hasn't the catalog to support it, reaches for the bonus educational dollar thru licensing a promising copyright to specialist firms on a royalty basis. It might be Fred Waring's Shawnee Press for choral exploitation, Paganini or P. Diero for accordion, Oahu for guitar, Hal Leonard for band, Charles Hansen for varied folio use, or one of many others.

A current case in point of a smaller house reaching beyond the pop potential on a hit ditty is Howard Richmond's "I Believe." A click via Frankie Laine and Jane Froman waxings, the tune has moved well as a garden variety piano-vocal sheet. However, it is being made available in at least five different choral arrangements, various band, orchestra and instrumental versions, and is finding a ready sale among many schools and churches.

Of perhaps greater long-term importance than the new sales realized, is the possibility that such treatment awards the copyright a strong chance to become an active standard. The kids will play it or sing it during their formative years, and perhaps always remember it fondly. Immediately, the ditty is lifted out of the quick-hit-quick-fade category. Or that, at least, is the reasoned hope of the publisher.

Boost in Phono Sales For Fall Is Expected

NEW YORK, May 9. — Major department stores and syndicate buying offices are looking forward to a heavy increase in phonograph sales this fall. The buyers of record-playing equipment for the big stores are currently shopping—and placing orders for merchandise they will have in their private label lines next September.

In addition to the expected large increase in volume, the buying office toppers are counting a larger unit sales via higher-priced merchandise, including high fidelity equipment.

Factors accounting for the optimistic view are the steadily increasing consumer demand for record players and the exceptionally clean inventory situation existing in most stores. Last fall saw a shortage in phono motors for the independent phono manufacturers. As a result, the chains and syndicates were unable to ob-

tain sufficient private label merchandise. In addition, an increase in sales of TV sets is expected. All the major chains insist on equipping their private label video sets with phono jacks. This reflects in better sales on phono attachments.

In general, the price range of record playing merchandise will be spread this coming season from \$19.95 to high fidelity sets for \$100 or more. To many department store buyers, the surprising strength in sales shown by Columbia Records' hi-fi unit has meant a change of thinking toward higher priced record players in private label lines.

It is already known that several major TV set makers are moving into the phono field, and that some record labels are getting set to handle phonos. This week, RCA Victor let it be known that it is prepping a high fidelity unit too.

Big Summer Concert Tour For Liberace

HOLLYWOOD, May 9.—An ambitious roadshow program has been set for Liberace, television-recording-concert pianist, that gets under way later this month and moves into an even more extensive operation in the fall.

For the balance of the summer Liberace undertakes an extensive concert tour. During the period he'll make but one nitery appear-
(Continued on page 39)

sic Performance Trust Fund, and that many of these operators are responsible for much of the bootlegging and traffic in hot tapes.

In line with the new AFM dictum, applicants must now fill out a formal application and answer questions relative to their occupations, present and past, and their financial background, etc.

Formerly, the AFM carried no formal record of applicants' business connections. People and firms who applied were sent to the office of the Trust Fund, where they paid an advance against royalties. The MPTF generally assumed applicants were eligible for the Trust agreement.

Exclusion Attempt

The attempt on the part of the AFM to exclude songwriters, artists personal managers, etc., is expected to prove disrupting to many facets of the music business. Many writers, for instance, not only contact diskeries directly, but try to bypass pub-
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Next Week — The Billboard's 65th Juke Box Anniversary Number

Diskeries Seeking Near-Perfect OC

Foolproof OC for Big-Hole Platter Is Object of Research at RIAA Behest

NEW YORK, May 9.—At the behest of the Record Industry Association of America, an engineering committee of engineers from the major diskeries is now doing research on an efficient and foolproof optional center for big-hole platters. The object of this research is to come up with a near-perfect optional center, so that it may be possible in the future to adapt any record, regardless of speed, for use on either large or small spindle players.

In regard to the experiments now being carried on to manufacture an industry-acceptable optional center, the RIAA this week said, "With industry standards now well established as regards turntable speeds and record sizes, the engineering committee of the RIAA has been for some time concerned with a standardization of center hole sizes and the possible adaptation of all types of records to both large and small turntable spindles.

"This study has complemented a similar consideration of the problem by phonograph manufacturers... experiments by this latter group indicate that an efficient record-changer equipped with a large spindle which will play 10-inch and 12-inch records

can be produced at a relatively low cost. The engineering committee of the RIAA reported to the board of directors... on April 30, that it has considered several possible approaches to the problem, but considerable further study must be given... before it can be determined if any one of the methods can be recommended."

Translation
Translated into simpler language, this official statement means that of the types of optional centers introduced to date, no one of them has been unanimously okayed by the engineers. One diskery is currently experimenting with snap-in optional centers, another with press-on optional centers, some plastic, some metal, et al. When the engineering committee settles on a near-perfect center, it will recommend it to the RIAA. The engineering committee is composed of Charles Lauda, Decca; Bill Bachman, Columbia; Bob Fine, Mercury; Hill Reiskind, RCA Victor, and Ed Vecke, Capitol.

There is no attempt here, on the part of the RIAA or its constituent members, to get involved in any way with the three different speeds. What it is trying to do is standardize center holes so that all records will play on all machines no matter what size the center hole may be, thus making it easier for both the dealer and the record buyer.

Columbia Records' LP, which has proved to be the key platter for the classical market, and RCA Victor's 45's, which have proved to be the important pop disk, will continue to be manufactured in quantity by all the majors as well as the indies.

Standardization
When and if the engineers come thru with an acceptable optional center, one acceptable to the board of the RIAA, then it is possible that a standardization of

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TEST DATES

'Hometown' 1-Niters in South Calif.

HOLLYWOOD, May 9.—In a test to determine whether a "live" show and dance will be acceptable fare, a series of one-nighters in seven Southern California cities has been set, starting Wednesday (13) for the "Home-Town Jamboree."

Leader Cliffie Stone and the Americana Agency will test date civic halls in Pomona, Ventura, Ontario, Burbank, Riverside, Fullerton and Long Beach. If these initial performances prove successful it's planned to telecast the show portion from a different hall.

First date will be in Rainbow Garden, Pomona. All the regulars of "Home-Town Jamboree" will be present — Stone, Tennessee Ernie, Gene O'Quin, Molly Bee, Speedy West and Billy Liebert.

"Home-Town Jamboree" is currently telecast each Saturday night from the American Legion Hall in El Monte. The TV show is only a portion of the evening's entertainment for which a \$1 top charge is made. The policy has paid off, both as a TV venture and as a show-dance with the gang each week playing to capacity crowds. Not only that, but during the four years "Home-Town Jamboree" has been telecast, it has had the same sponsor, Gold's Stores. The show is also broadcast Monday thru Friday over KXLA, Pasadena, with the same sponsor.

2 Months of 1-Niters for Beneke Crew

HOLLYWOOD, May 9.—Upon completion of its present Eastern and Southern tour, Tex Beneke ork will head west for a series of one-nighters for two months. En route to the Coast the band will play Elitch Gardens, Denver, July 28.

Ork now is in Florida. Tomorrow it plays at the Dinner Key Auditorium, Coral Gables, then on successive days moves to Cocoa, Miami and Sanford, Fla.; Moultrie, Ga.; Raleigh, Fort Bragg and Chapel Hill, N. C., and Spartanburg, S. C. On May 22 the ork returns to Georgia, playing at Robins Air Force Base. From there band has been set for another military appearance, Elgin Air Force Base, Fla. On May 24 the date is at Craig Air Force Base, Selma, Ala. Tour's last three days will be May 29 at Loretta, Pa., and May 30-31 in Atlantic City's Steel Pier.

Indie Presser Group Issues 1-Yr. Report

HOLLYWOOD, May 9.—Proof that independent record pressers can co-operate and still be competitive was offered in evidence this week in an informal "progress report" by the Western Record Pressers' Association, now rounding out a little over a year of activity.

The association is composed of 25 Southern California firms, including virtually all independent pressers and a few allied businesses. Its intention is to standardize the quality of pressings for independent labels and to co-operate to the extent of improving and adopting modern methods.

"The success of many independent labels may be traced to the pioneering spirit of postwar independent processing plants," Secretary-Treasurer Al Levine, of the Alco Research & Engineering Company, declared for the organization.

Levine cited how indie labels have been aided thru this co-operative spirit. He offered as proof that improvement of pressings is largely responsible for the success of rhythm and blues, country and western, and spiritual fields for indie labels.

Among the innovations supplied the industry by the organization are these:

- 1: It was responsible for the introduction of drop shipping to all points.
- 2: It aided in the establishment of commodity rates by airlines.
- 3: It spurred steps to standardize pressing materials, boxing, matrices and quality of production thru agreement upon specification.

Many indie labels, Levine pointed out, now are enabled to reach greater markets thru the first two means.

The association is headed by Louis Guttman, of California Records Manufacturing Company; A. Elsworth, Research Craft Company, vice-president, and Levine, secretary-treasurer. Its headquarters are at 1107 El Centro, Hollywood 28.

Diskeries Report 1st Quarter Gain

NEW YORK, May 9.—Record manufacturers' sales and earnings for the first quarter of 1953 were higher than for the same quarter the previous year. This is borne out by financial statements issued, royalty payments to publishers and reports from diskery executives. Sales and/or earnings for Capitol, Columbia, Decca, London, M-G-M and RCA Victor all showed increased business.

Capitol's first-quarter sales were "directly comparable" to sales in the same quarter of 1952, but the profit picture for the diskery was "much improved." Columbia's first-quarter sales on tunes cleared by the Harry Fox office were 8 per cent higher than for the same quarter last year and just a bit under the quarter ending December, 1952. Latter quarter, of course, included the heavy Christmas business done by the label. First-quarter financial statement issued by Columbia Broadcasting System, of which the diskery is a subsidiary, showed both higher sales and earnings.

Decca Records' net earnings for the first quarter of 1953 totaled \$234,685, after provision of \$241,833 for income taxes. The earnings equal 23 cents a share on 1,035,533 shares of capitol stock outstanding on March 31. Net earnings for the same quarter last year were \$231,580.

London Records reported that April was 100 per cent ahead of the same month a year ago and that it was the 14th consecutive month in which the diskery topped the previous month's figures. The label's fiscal year, which ended in March, was 32 per cent higher than the previous year.

Mercury, is generally agreed, completed a very strong first three months in March during which the label racked up heavy sales on several strong disks.

M-G-M topper, Frank Walker, reported that the label's business for the first quarter of 1953 was the biggest in the company's history.

RCA Victor also stated that its first quarter business was ahead for the 1952 period and that its pressing plant in Indianapolis is now operated around the clock with three shifts. April was a

(Continued on page 18)

SUBSIDY PROGRAM

ACA Pacts With Diskeries To Promote Serious Music

NEW YORK, May 9.—In an expansion of its program to spur recordings of works by contemporary writers of serious music, the American Composers' Alliance now has contracts inked or in preparation with six diskeries. The pacts call for ACA to absorb all costs of the recording dates, paying the musicians thru funds made available to the organization by Broadcast Music, Inc.

Long-play sides already released under the subsidy program include one on RCA Victor, containing a Roger Goeb symphony conducted by Leopold Stokowski, and another on the New Editions label of the Rachmaninoff Society of works by Alan Hovhaness and John Lessard.

Two more LP sides are due out soon under the Victor arrangement, featuring a Ben Weber symphony and a Lou Harrison suite, the latter played by Maro and Anahid Ajemian. Another two sides are called for under the New Editions pact, to contain works by Elliot Carter and P. Granville Hicks.

ACA's recently reported deal

JIMMIE RODGERS

Hillbilly World to Honor His Memory

Continued from page 1

75,000. Among them will be a large number of country music men — recording execs, music publishers, disk jockeys and artists. Others expected are Mrs. Jimmie Rodgers, Mrs. Casey Jones (widow of the renowned railroad), Elsie McWilliams (Rodgers' sister-in-law and co-author of many of his songs), Governor White of Mississippi, Governor Clement of Tennessee, and various railroad and railroad union officials.

The program will open at 1 p.m. and continue late into the night. A temporary railway spur has been laid to a newly established State park outside Meridian where a memorial to Rodgers will be unveiled. A special train pulled by a locomotive donated by the Meridian and Bigbee River Railroad will carry the special guests to the dedication ceremonies at the park. The locomotive will be welded to the rails there and serve as a permanent memorial for deceased Meridian railroaders. During the day the Rodgers' movie, "The Singing Brakeman," will have continuous free performances in a local theater.

In the evening a special hillbilly show is planned in the local stadium and will include such hillbilly singers as Roy Acuff, Bill Bruner, the Carter family, Lew Childre, Cowboy Copas, Jimmie Dickens, Jimmie Davis, Tommy Duncan, Red Foley, Left Frizzell, Bill Monroe, George Morgan, Moon Mullican, Minnie Pearl, Webb Pierce, Marty Robbins, Jimmie Skinner, Carl Smith, Hank Snow, Ernest Tubb and Charly Walker. Disk jockeys in attendance will include Hugh Cherry, Eddie Hill and Nelson King. During the evening, Bill Bruner will present Jimmie Rodgers' first guitar to Jimmie Rodgers Snow, son of Hank Snow.

The memorial program which

'Doggie in Window' Is Named 'Arfie'

NEW YORK, May 9.—Winning name for the "Doggie in the Window," selected by Mercury Records from the thousands of entries submitted via various local disk jockey contests, is "Arfie." Mercury veepee Art Talmadge is now prepping a large-scale hype follow-up to Patti Page's click disk by working on a series of "Arfie" tunes scheduled to perpetuate the name.

Mercury has gotten Bob Merrill, writer of "Doggie in the Window," to pen a new moppet tune, "Arfie," which will be cut soon for the diskery's Childcraft kiddie line. Talmadge also plans to wax additional "Arfie" songs.

WINSTEAD TO BE AT RODGERS MEMORIAL RITES

WASHINGTON, May 9.—Rep. William Arthur Winstead (D., Miss.), author of a bill designating May 26 as national Hillbilly Music Day in "recognition of the contribution made to American music lore by the writers, singers and players of hillbilly music," is planning to attend May 26 ceremonies at Meridian, Miss., at which a statue of the late Jimmie Rodgers, famed blues-yodeling railroad brakeman, will be dedicated. The ceremonies mark the 20th anniversary of Rodgers' death.

Winstead's bill, conceived in honor of Rodgers, is currently before a House Judiciary Subcommittee headed by Rep. William M. McCulloch (R., O.). Other members are Representatives George Meader (R., Mich.), Laurance Curtis (R., Mass.), Woodrow W. Jones (D., N. C.), Frank L. Chelf (D., Ky.), and Byron G. Rogers (D., Colo.). No hearings have been scheduled yet.

Winstead has credited Rodgers with first popularizing hill and country music in the big city. "His songs dealt with real problems," the Mississippian declared, adding, "They came from the heart and the people responded."

is planned to become a yearly event, was sparked by two hillbilly stars, Ernest Tubb and Hank Snow, together with The Meridian Star and the Meridian Chamber of Commerce. James H. Skewes, editor and publisher of The Star; his son, James B., and C. H. Phillips, of the newspaper, with Frank Griffin and Joe Sanders, of the Chamber of Commerce, have been active in engineering the project.

Brown Wants Promotion Guild

NEW YORK, May 9.—Independent disk jockey promotion man Paul Brown is taking the lead in an attempt to form the deejay contact men into a Record Promoters Guild in order to eliminate what are considered to be malpractices in the trade. Brown has written to all independent and diskery and distributor promotion men to meet next week in hopes of formulating such an association of contact men.

According to Brown, the group would be set up to write a code of business practices for the promotion men, set reasonable minimum fees for handling the exploitation of a record or an artist, and to work out means of exchanging information among the promotion men.

The latter move would include swapping information on artists or labels which have failed to pay off for promotion work done for them.

Kean Sisters Set by Coral

HOLLYWOOD, May 9.—Betty and Jane Kean, knockabout comedienne, were set this week to wax for Coral Records in their first venture into the recording field.

The sisters, currently wowing crowds at Ciro's here, will record original material. It's understood material for two sides already has been approved, but that sessions won't commence until enough is available for a four-side waxing. The girls have been inked for a year with options. Deal was set by agent Sam Lutz, of the Gabbel-Lutz-Heller agency.

It's not known whether the girls will be able to engage in any waxing. *(Continued on page 18)*

Dorsey Ork Is Booked Solidly Thru Midwest

NEW YORK, May 9.—The new Dorsey Brothers ork, or the Fabulous Dorseys, as the billing reads, is booked solidly on one nighters and location dates from May 13 until the fall. The ork tees off on May 13 at Juniata (Pa.) College, then plays a long string of one-nighters thruout the Midwest, hitting Ohio, Illinois and Iowa on the trip. The ork will play the Rustic Cabin, Englewood, N. J., May 22 and 23, and will appear on the Jackie Gleason TV show the evening of May 23. This will mark the first TV appearance of the brothers ork.

Location dates for the Dorsey Brothers' crew during the summer include a week at the Claridge Hotel, Memphis, June 6 to 13; two weeks at Lakeside Park, Denver, July 1 to 14, and two weeks at the Last Frontier, Las Vegas, Nev., from August 1 to 13. The crew will play a string of one-nighters between these dates, including many of the Tom Archer ballrooms.

The ork is billed as the Tommy Dorsey ork, featuring Jimmy Dorsey. Jimmy will be a spotlighted performer with the ork, and Tommy and Jimmy will be featured together on many of the tunes. The new ork has not yet set any record contract, tho it is understood that two diskeries are bidding for the band's services. The Tommy Dorsey ork is still under contract to Decca Records.

Beihoff Heads Convention Unit

NEW YORK, May 9.—The National Association of Music Merchants has moved further along in its plans for the annual convention and trade show in Chicago during July with the appointment of Norbert Beihoff, Beihoff Music Company, Milwaukee, as chairman of the trade show committee. Frank F. Homeyer, Charles F. Homeyer & Company, Boston, also accepted a post on the committee.

The NAMM also noted that its business sessions scheduled for July 15 and 16 during the trade show week will again be restricted in attendance to members only. Only those wearing "member" badges will be admitted to the forums.

The association's first directory of members is now being compiled after much preliminary planning. The book will list all members, their business addresses and the names of their official representatives to the NAMM. Joining the association during April were 23 new retailer members and six new commercial members.

Mills Sells 16 Masters to M-G-M

NEW YORK, May 9.—Sid Mills, Mills Music exec, this week sold 16 masters to M-G-M Records. The masters, recorded by Sid Mills, included eight by Tito and his Swingset, and eight by the Starnoters.

LIFT U. S.-U. K. EXCHANGE BAN

NEW YORK, May 9.—For the first time since the war, the American Federation of Musicians and the British Musicians' Union have agreed to an exchange of musicians. This softening of attitude was helped by the forthcoming coronation of Queen Elizabeth II. It seems that the Marchioness of Donegal, whose spouse happens to be the head of the British Jazz Federation, asked James C. Petrillo to allow the Sharkey Bonano crew to play at the Grand Jazz Coronation Concert in London on June 29, and the AFM chief said yes. The Sid Phillips Ork, an English jazz combo, will fill in for the Bonano crew in New Orleans in June.

JAP FAN SEEKS FAITH PHOTO

NEW YORK, May 9.—Percy Faith, Columbia's musical director, received a letter this week from a Japanese fan of his in Kyoto. The note, penned quite legibly, read as follows: "Dear Sir Mr. Percy Faith: I have long known you by name, for I am your fan. You will be my do to be gentleman to beg pardon, it is a fan of letter. 'My Heart Cries for You,' I was all hear your music, but I am think every time admiration your very good music or charms. . . . I was did to sought more good you're a photograph. . . . I think very, thank you, if you in the signature of photograph, your, you sender to me, I am to wait impatiently for amusement every day in the signature of photograph your. . . . I am to pray to good to expand and happiness. . . . yours faithfully, Satura Yamano. Faith is sending Yamano an autographed photo.

Merc 'Profits' Promotion to Hike EP Sales

CHICAGO, May 9.—Mercury Records has launched a new deal titled "Operation Extra Profits." The plan is designed to give added impetus to dealers in the sale of EP records.

Dealers ordering 100 EP records will receive 10 additional EP records of their choice free. This figures out to an additional 16 per cent profit. The dealer will also receive a counter or wall merchandiser, consisting of 100 empty EP sleeves. This merchandiser allows the customers to view all available sleeves without handling the records. The dealer also will receive a browse box which holds 100 EP records from which he can sell directly.

The catalog now lists 65 titles in the popular series and 20 in the classical series with more to come.

Retaining of Councilmen By SPA is Expected

NEW YORK, May 9.—Balloting among members of the Songwriters' Protective Association, which closes Thursday (14), the day on which the organization's annual meeting will be held, is expected to return six incumbent councilmen to their posts for another three-year term.

The newly constituted council will meet the following week to elect SPA officers.

Top-ranking cleffers running for a new term are SPA President Charles Tobias, Oscar Hammerstein II, Otto Harbach, Edgar Leslie, Louis Alter and Jack Yellen. A seventh council member will also be elected to fill the spot vacated by Jesse Greer, and an eighth will be appointed to fill out the unexpired term of the late Peter De Rose.

Tobias to Report

At the Park Sheraton confab, Tobias will report on accomplishments of SPA during the past year. In reviewing relations between the writers' organization and the Music Publishers' Protec-

Toscanini Set Tops at Victor

NEW YORK, May 9.—The Toscanini waxing of the Beethoven Ninth Symphony has become the largest selling long-playing record ever issued by RCA Victor. Disk package this week passed the 120,000 mark. Rate of sale has been from 4,000 to 8,000 albums a month in the eight months since it was first released.

If the current rate of sale is maintained for the next eight or ten months, the label expects to see the album top the figures for the best-selling classical recording ever issued by the label. Added to the unusual figures being racked up by the Toscanini waxing is the list price on the set, \$10.90.

Pubbers Now Slicing, Peddling Own Masters, But So Is Everyone Else!

By BOB ROLONTZ

NEW YORK, May 9.—One of the most startling aspects of the current disk business is the number of masters being offered for sale to diskeries by publishers, artists, writers, managers, song pluggers and itinerant music men. It seems as if everyone with a tape recorder, four walls, and a singer has suddenly turned a.&r. man. It has even been bruited around that the ranking a.&r. men are being offered more masters these days than tunes. And it is being said in bittersweet jest that some diskeries are opening night depositories for these hopeful a.&r. men to drop their latest masters for consideration.

It is not new that men other than the legitimate a.&r. men cut masters, but what is new is the fact that a few thousand people in the music business seem to have taken up master-making as an avocation over the past year. And the companies to which these masters are being offered—via various and sundry deals—range from the biggest to the smallest firms, from the diskeries that issue 300 sides a year to those that issue two. In other words via the rapid growth of this new stratum of the music business—"master jobbers"—it is possible for a diskery to produce few masters of its own, yet be able to have a steady stream of platters for the market.

One of the pioneers in this movement, and still in the forefront, is Sidney Mills, of the Mills empire. Just this week Mills sold 16 masters to M-G-M Records at one fell swoop. Mills is in the habit of waxing sides for eventual sale to diskeries in such romantic areas as New Orleans; Natchez, Miss., and other garden spots of the Deep South. Mills, of course, is only one of the publishers turning out masters for sale. It has been noted that many publishers have set up small record-rooms within their establishments, and have trundled in such pieces of equipment as turntables, speakers, cutting equipment, et. al.

The reason for pubbers slicing

their own disks is, of course, the difficulty of getting tunes on wax. A finished record, waxed by a capable or strong artist, has a chance of being taken by some diskery and even by such large firms as Capitol, Coral, Okeh, Mercury or M-G-M.

Masters Galore

If it were only the publisher, however, who was slicing his own wax these days, the number of finished masters being turned out would be much less than what they are. It's the flow of finished wax from artists anxious to get started or anxious to come back, or the disks being cut by sundry backers of new talent, that are building the master business into a large industry. Add to this the sides cut by songwriters, who want a diskery to release their tunes, and you have masters galore.

New artists will often go out and dig up their own backers, or artist's managers will raise the loot to cut masters. These sessions will often turn into quite expensive affairs, since many use 35 and 40-piece orks to make the singer and the tune sound sufficiently commercial. Capitol Records, for instance, picked up the Bob Manning masters, which were cut outside, when they placed the lad under contract. Capitol has issued two of them. The finished masters give the artist or the backers something to sell and make it easier to snare a waxing pact.

Songwriters follow in the publisher pattern, in that many record firms will pick up finished wax being peddled by writers if

the material sounds commercial or salable enough. The writer in this case has an easier time getting his song published and can get more advance loot from a pubber if his song is on wax.

The Diskery Angle

From the diskery angle, the reason for taking on outside masters is simple. First of all, masters cut by master-jobbers can usually be picked up on terms most favorable to the diskery. The manifold deals made by the diskeries for outside masters are so varied that it is impossible to describe them all. Sometime the master-jobber peddles them on a royalty basis, figuring on getting his dough back when the waxing breaks into a hit (and most master-jobbers are certain they have a hit). Sometime the master-jobber gets all of the money back that he laid out for the recording session, plus a royalty as well. By taking on outside masters the diskery has a chance to try out a new artist with little risk on its part, and to pact the artist if any of the records break—or drop the artist in case none do.

Coral Records, using this technique, picked up the master "Hold Me, Thrill Me, Kiss Me," with Karen Chandler. M-G-M grabbed the Joni James "Why Don't You Believe Me?" in the same manner. Capitol Records bought Al Martino's "Take My Heart" from BBS after the Martino slicing of "Here In My Heart" broke on the small label. And the current M-G-M hit "Anna" was purchased by the diskery from a publisher.

Changes Noted

Naturally, the slicing of masters by hopeful a.&r. men has led to some changes in the industry. Some ex-a.&r. men, formerly with large firms, have had a chance to keep their hand in via free-lance work. In addition, many young men get a chance to act as a.&r. men, and get their training in the field even without portfolio. It gives publishers a chance to get rid of any spleen they may have against mechanical men when they cut their own songs the way they wish. And it helps young singers get connected with a diskery. Also, it helps sell a lot of tape recorders.

Heavy Hype on Arnold Slicing

NEW YORK, May 9.—Santly-Joy Music has worked out an exhaustive promotional campaign on the new Eddy Arnold RCA Victor slicing of "Free Home Demonstration." This is in line with the firm's recently inaugurated policy of custom-tailored promotional activity on each important disk release, befitting both the specific song and the artist (The Billboard, May 9).

"Free Home Demonstration" will receive a many-sided push from the pubbery, much of which ties in with the remarkable adaptability of the song title itself to promotional campaigns. The program will encompass work at the deejay, dealer and operator level, in both the country and pop field.

Jockey Kits

Campaign will start with teaser mailings to jocks and dealers, reading "Get Ready For Your Free Home Demonstration." Follow-up cards will be mailed about four days apart stressing the "Free Home Demonstration" angle. Deejays will then receive kits lettered "Here It Is, Your Free Home Demonstration!", which will contain the Eddy Arnold cutting of the tune.

In addition to the above, the firm has arranged for Eddy Arnold checkered bow-tie contests for high school students, a merchandise give-away contest to be run by jocks, and a tie-up via distributors with all appliance dealers who advertise free home demonstrations thru radio spots. Object here is to get these dealers to have the station play the Arnold disk before their spot. The publishing house will, of course, contact juke box operators and make up about 200,000 title strips for the disk. "Free Home Demonstration" was penned by Cy Coben and Charlie Grean.

Detroit U Carny Gross Is \$75,000

DETROIT, May 9.—The two-day annual carnival sponsored by the University of Detroit at the Michigan State Fair Grounds last week-end (1-2) grossed \$75,000, with a net figure estimated at \$50,000 for the event. Total attendance was 8,400, with admission at \$3 per couple to the combined dance and midway in advance, and \$3.75 at the gate.

Top attractions, booked thru the Delbridge and Gorrell Booking Office, were Patti Page and the Sherman Hayes Orchestra. Side-show attraction was the Plough Horse Derby held on the State Fair track, with Brace Beemer, the Lone Ranger of radio, and his son, Brace Jr., who plays Cowboy Colt on the air, as judges. A broadcast of the presentation of the "American of the Year Award" to Father James Keller, founder of The Christophers, used a recorded segment from Hollywood, with Bing Crosby, Bob Hope, Loretta Young, and Ann Blythe, and was broadcast over WJR.

RCA'S BEST

'Hound-Dog' 'Koo-Liger' Disk Leads

NEW YORK, May 9.—For the first time since Pee Wee King broke thru with "Slow Poke," RCA Victor Records' top-selling disk is a country and western item. Leading for the label currently is Homer and Jethro's coupling of "That Hound Dog in the Window" and "Pore Ol' Koo-Liger." The disk outsold the Como and Fisher items last week.

Tho the power of country items in the pop and even rhythm and blues fields has been demonstrated before, it isn't too often that a hillbilly record becomes the top item for a major diskery.

On the RCA Victor label, this has been done by Pee Wee King, several times by Eddy Arnold, and by Elton Britt and Hank Snow. Red Foley and Ernest Tubbs have been powerhouse sellers for Decca. Hank Thompson for Capitol and Hank Williams for M-G-M have also shown the way to pop artists.

Block Building Disk Library

NEW YORK, May 9.—Altho deejay Martin Block isn't due to move from local indie WNEW to ABC until the end of the year, he's already making plans for his new post, with a record library his first consideration. The spinner has a basic personal library of about 4,000 disks, but during his 18-year stay at WNEW he has naturally drawn heavily on the station's fabulously complete record collection to fill out his daily three-and-one-half-hour air time.

Consequently, first assignment for Bob Moss, new executive producer for Block's forthcoming ABC radio and TV stints, is to round up a basic library of 20,000 disks recorded during the last 25 years, with special emphasis on hard-to-get wax by Glenn Miller, Hal Kemp, Duke Ellington and Count Basie. Moss was formerly production manager of ABC's Western Division.

"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

Another BMI Pin-Up Hit!
"BIG MAMOU"
Published by Peer
Recorded by
Pete Hanley (Okeh)
Dolores Gray (Decca)
Rusty Draper (Mercury)
Link Davis (Okeh)
Ella Mae Morse (Capitol)
Jimmie Davis (Decca)
Smiley Lewis (Imperial)
Exclusively licensed by
Broadcast Music, Inc.

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

OO! That PATTI PAGE!
OO! What a record
**"OO! WHAT YOU
DO TO ME"**
Hawthorne Music Corp.
1619 Broadway, New York

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

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.

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

**Sides in
Current Release**
... For Week Ending May 9
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
Acuff-Rose	A Castle in the Sky	Marty Robbins, Col (f)
	A Half-Way Chance With You	Marty Robbins, Col (f)
	I've Got a Woman's Love	Terry Preston, Cap (f)
	Wait a Little Longer	Little Rita Faye, M-G-M (f)
	Country Gentleman	Chet Atkins, RCA (f)
	I Won't Get Dreamy Eyed	Johnny Horton, Mer (f)
	Old Don Juan	Andrews Sisters, Dec (p)
	I Told My Pillow	Hillbilly Jewels, Dec (f)
	When the Red, Red Robin Comes Bob, Bob Bobbin' Along	Al Jolson, Dec (p)
Brandom	Abernathy Serenade	Lew Douglas, M-G-M (p)
Broadway	I Love Me	Mel Blanc, Cap (p)
Barley	A Spankin' New Day	Colwell Brothers, Col (f)
Central Songs	Watch the Company You Keep	Terry Preston, Cap (f)
	Rock City Boogie	Little Rita Faye, M-G-M (f)
Champion	I Hope You're Happy Now	Charlie Adams, Dec (f)
Chappell	April in Portugal	Louis Armstrong, Dec (p)
	Allez-Vous-En	Kay Starr, Cap (p)
	C'est Magnifique	Gordon MacRae, Cap (p)
	The Bells of St. Mary's	Chet Atkins, RCA (f)
	Whirlwind Stomp	Allan Small, RCA (p)
	Honky Tonk Serenade	Allan Small, RCA (p)
Clare		
Famous Group	The Call of the Far-Away Hills	Victor Young, Dec (f)
Paramount	Baby, Let Me Kindle Your Flame	Charlie Adams, Dec (f)
Forrest		
Hill & Range Group		
Alamo	Honey in the Horn	Four Aces, Dec (p)
	Laugh	Georgia Carr, Cap (p)
	I'm Movin' to Tennessee	Don Kidwell, M-G-M (f)
	Only a Fool Would Cry Over You	Don Kidwell, M-G-M (f)
	Don't Wait to Baby Your Baby	Wade Ray, RCA (f)
	Bring Your Sweet Self Back to Me	Rosalie Allen, RCA (f)
Hollis Group		
Folkways	Lightning and Thunder	Lew Douglas, M-G-M (p)
Hollis	Anna	Victor Young, Dec (p)
Leeds	Legend	Morton Gould, Col (f)
	Theme From Rounnmede Rhapsody	Morton Gould, Col (p)
	The Breeze	Marion Hutton, M-G-M (p)
	Swamp Fire	Shay Torrent, Mer (p)
	Because You Love Me	Arthur Smith, M-G-M (f)
	Rainbow Waltz	Arthur Smith, M-G-M (f)
	Time to Dream	Sauter-Finegan Ork, RCA (p)
Luz		
Lynn		
Meadows		
Mills Group	Organ Grinder's Swing	Four Aces, Dec (p)
American Academy		
E. H. Morris Group		
Meridian	Unless You're Really Mine	Ginny Gibson, M-G-M (p)
	S. S. Lure-Line	Johnny Horton, Mer (f)
	Send My Baby Back to Me	Sunny Gale, RCA (p)
E. H. Morris		
Music Publishers		
Advanced	Five o'Clock Whistle	Marion Hutton, M-G-M (p)
	Powerhouse	Shay Torrent, Mer (p)
	The Mambo Man	Andrews Sisters, Dec (p)
	Meanwhile	Sunny Gale, RCA (p)
Witmark		
Peer Int. Group		
Peer	I Love My Rooster	Hillbilly Jewels, Dec (f)
Southern	Burned Fingers	Wade Ray, RCA (f)
Regent Group		
Harman	Go Away	Roberta Lee, Dec (p)
	Why, Darling, Why	Roberta Lee, Dec (p)
	Why, Darling, Why	Georgia Carr, Cap (p)
	The Honey Jump	Sauter-Finegan Ork, RCA (p)
	It's All Over Now But the Shoutin'	Colwell Brothers, Col (f)
	Homin'	Gordon MacRae, Cap (p)
Leon Rene		
Ridgeway		
Robbins Group		
Feist	I'm Sitting on Top of the World	Al Jolson, Dec (p)
Lion	Ramona	Louis Armstrong, Dec (p)
Robbins	Somebody Stole My Gal	Mel Blanc, Cap (p)
	Is It a Crime	Bill Farrell, M-G-M (p)
	Lonely Lover	Ginny Gibson, M-G-M (p)
	In the Mood	Elliott Brothers, M-G-M (p)
	Twelfth Street Rag	Elliott Brothers, M-G-M (p)
Peter Schaeffers		
Shapiro-Bernstein		
Shawnee Group		
Paul Pioneer	It's More Fun That Way	Roy Hogsed, Cap (f)
	Red Wing	Roy Hogsed, Cap (f)
	Jigsaw Puzzle Heart	Sonny Howard, RCA (p)
	Just Wait Till I Get You Alone	Rosalie Allen, RCA (f)
	Half a Photograph	Kay Starr, Cap (p)
	The Old Triangle	Sonny Howard, RCA (p)
	Farewell to Arms	Bill Farrell, M-G-M (p)

**Total Sides for Week
Released by Each Label**

*These totals do not include P. D. Tunes
... For Week Ending May 9

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	8	4	—
COLUMBIA	2	4	—
DECCA	12	4	—
MERCURY	2	2	—
M-G-M	10	6	—
RCA	8	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	186	84	2
COLUMBIA	125	73	6
DECCA	167	64	2
MERCURY	111	20	25
M-G-M	143	54	38
RCA	144	110	59

**Phila. Firm Continues
Expansion Program**
PHILADELPHIA, May 9. — James E. Myers, continuing his expansion program for Myers Music, has added the sole selling rights for Marlene Publishing Company and its affiliated Marlene Recording Company headed by Joe Cicalello. The firm's first efforts are "You're Talking Thru Your Hat" and "The Best of Luck to You," recorded by Marion Caruso; "Why Pretend?" recorded by Kay Justice, and "This Heart of Mine," recorded by Joe Jafolla. Myers also adds the Bill Uhr Publishing Company with its newest effort "Now That You Know," recorded by Eddy Curry on the Arcade label.

**Juke Box Party
Set May 23 By
Brooklyn Org**

NEW YORK, May 9. — The celebration of the 65th Anniversary of the Music Machine Industry will be kicked off in Brooklyn with a special Juke Box Party to be held under the auspices of the Brooklyn Women's Hospital, Saturday, May 23. Emcee of the teen-age dance will be Brad Phillips, deejay on WINS here. The event will be held at the Eastern Parkway Arena and is expected to draw about 3,000 dancers.

Music will be live, and the event will be attended by many record artists who will be working in and around New York that week-end. Proceeds from the dance will go to the hospital. The event was planned and is being executed by Phillips and the hospital's public relations director, Sidney Ascher.

Working closely with the operation of the Juke Box Party is Al Denver for the New York Automatic Coin Machine Operators' Association. Denver's group will present a gift juke box to the hospital for use in the recreation room. The event will be heavily promoted by Ascher, Phillips, other local jocks, and the operators.

**Goodman Unit
15G in Detroit**

DETROIT, May 9. — The Benny Goodman Concert, sans Goodman, managed to do a satisfactory \$15,000 in two shows Saturday (2) at the Broadway Capitol Theater. The early show at 8:30 was a sellout for the 3,500-seat house, while the midnight show drew about a three-quarter house. Admission was scaled at \$2 to \$3.75.

Unlike other cities where the announcement of Goodman's illness was made far enough ahead, advertising and publicity locally were already out when the news came. Later, both publicity and paid space were used to make it clear that Gene Krupa, not Goodman, would head up the Detroit show. Result was about 2,500 cancellations from people who wanted to see and hear Goodman and were evidently not particularly interested in jazz in itself.

Near-Perfect

Continued from page 16

disk center holes may result. This could take place as follows: The optional center could be included with all 45's, enabling the purchaser to play them on both large and small spindles.

LP platters could also be made with a large center hole, and sold with an optional center, so that they could be played on both a small spindle or large spindle machine. A large-hole LP disk, however, would have to wait until all manufacturers decided it was feasible to fabricate, and the go-ahead signal was given to phono manufacturers to put out a machine to play the disk.

What some members of the RIAA envisage is a two-speed phono that would have a large-center spindle, one needle, and be able to play 10 and 12-inch large center LP's in addition to seven-inch 45's.

If the above came about, it would mean that any record could be played on any machine, no matter what the spindle size. This is what the RIAA is now working for, tho it is doing it gradually and carefully in order not to disturb in any way the present three-speed market. If its ideas come to fruition over the next few years, it will mean a less confused market on all levels regarding the large and small center holes.

Diskeries Report

Continued from page 16

particularly strong month for Victor. Radio Corporation of America, RCA Victor parent company, reported the biggest first quarter in the company's history, with earnings 34 per cent ahead of the previous year's figures.

**RUTH BROWN
Chirp Clicks
In Gotham
Jazz Date**

NEW YORK, May 9. — The Bandbox, one of the town's newer jazz bistros, this week sparked its talent layout with the acquisition of two outstanding acts—violinist Ruth Brown and Billy Ward's Dominoes.

Miss Brown, stunningly attired, electrified the audience with her performance. The thrush, who has been knocking out hits for Atlantic Records for the past three years, did a ballad medley, including her smash version of "Be Anything," followed by a liberal sprinkling of such of her successes as "Five, Ten, Fifteen Hours" and "Mama"—all of which have been standout disks in the rhythm and blues field.

Youthful, and with a voice of range, technical excellence and peculiarly attractive liquid quality, Miss Brown seemed at the peak of her powers.

Sight Act

The Dominoes, who record for the Federal label, a subsidiary of King, constitute a wonderful sight, as well as vocal, act. The lads did their disk hits, including "The Bells" and "Chicken Chicken."

The Flip Phillips Trio, featuring J. C. Heard, an Slim Gailard in the emcee role, plus the Milt Buckner Trio, round out the bill. Illinois Jacquet comes in next week, with Ruth Brown held over. Paul Ackerman.

**LC Issues 5
Folk Albums**

WASHINGTON, May 9. — The Library of Congress has issued five new albums of American folk music. The collection of songs and ballads, offered for the first time on LP's, include "American Sea Songs and Chanties," "Cowboy Songs, Ballads and Cattle Calls From Texas," "Songs and Ballads of American History and of the Assassination of Presidents," and "Songs of the Mormons and Songs of the West."

Two ballads, "Phil Sheridan" and "The Iron Merrimac," sung by former Judge Learned W. Hand, who retired in 1951 from the U. S. Circuit Court, highlight the "American History" album. The ballad about the assassination of President James A. Garfield, in the same album, is an example of a "cante-fable," a combined account in song and story unusual in American folk music.

Kean Sisters

Continued from page 16

ing sessions before their departure for London, where they're set for a three-week engagement at the Palladium, starting June 8. They're billed along with Al Martino. Following the Palladium stint, Martino goes on a four-week concert tour of the British Isles and the Continent for a guaranteed weekly take of \$3,500. The Kean Sisters will return to start work on a Broadway musical being produced by Jule Styne.

MEXICO
By Francis Lopez
Recorded by
Ken REMO
for MGM Records

The Beautiful Theme Melody From The
20th Century-Fox Film "RUBY GENTRY"
Ruby
MILLER MUSIC CORPORATION

MGM Records SOLID BUILDERS

JONI JAMES
YOUR CHEATIN' HEART
and
I'LL BE WAITING FOR YOU
MGM 11426 78 rpm
K 11426 45 rpm

TOMMY EDWARDS
TAKE THESE CHAINS FROM MY HEART
and
PAGING MR. JACKSON
MGM 11485 78 rpm
K 11485 45 rpm

BILLY ECKSTINE
COQUETTE
and
A FOOL IN LOVE
MGM 11439 78 rpm
K 11439 45 rpm

JONI JAMES
ALMOST ALWAYS
and
IS IT ANY WONDER
MGM 11470 78 rpm
K 11470 45 rpm

HANK WILLIAMS
TAKE THESE CHAINS FROM MY HEART
and
RAMBLIN' MAN
MGM 11479 78 rpm
K 11479 45 rpm

LEROY HOLMES and his Orchestra
CARAVAN
and
THREE ON A MATCH
MGM 11474 78 rpm K 11472 45 rpm

FRAN WARREN
A PUPPET ON A STRING
and
I CHALLENGE YOU
MGM 11481 78 rpm
K 11481 45 rpm

RHYTHMIC! INFECTIOUS! SENSUOUS! UNUSUAL!
SILVANA MANGANO
sings
Anna
and **I LOVED YOU**
MGM 11457 78 RPM K-11457 45 RPM

LEW DOUGLAS and his Orchestra
RUBY
and
MY FLAMING HEART
MGM 11472 78 rpm
K 11472 45 rpm

ART MOONEY and his Orchestra
GEE WHIZ
and
MISS YOU
MGM 11486 78 rpm
K 11486 45 rpm

BUDDY DE FRANCO
THE SONG FROM MOULIN ROUGE
and
MANY ARE THE TIMES
MGM 11491 78 rpm
K 11491 45 rpm

AL TRACE and his Little Tracers
LET ME BE YOUR HONEY, HONEY
and
CRAZY, CRAZY
MGM 11482 78 rpm
K 11482 45 rpm

BLUE BARRON and his Orchestra
APRIL IN PORTUGAL
and
I'VE BEEN KISSED BEFORE
MGM 11312 78 rpm
K 11312 45 rpm

DAVID ROSE and his Orchestra
WALTZ OF THE BUBBLES
and
LONESOME ON MAIN STREET
MGM 30773 78 rpm
K 30773 45 rpm

DIG R+B HIT!!
the BLENDERS
I DON'T MISS YOU ANY MORE | IF THAT'S THE WAY YOU WANT IT BABY
MGM 11488 78 rpm | K 11488 45 rpm

the CRICKETS
YOU'RE MINE | **MILK and GIN**
MGM 11428 78 rpm | K 11428 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
YES! M-G-M means Mighty Good Music
"MGM RECORDS SALUTES THE JUKE BOX OPERATORS OF AMERICA ON THEIR 65TH ANNIVERSARY"

The Billboard Music Popularity Charts

HONOR ROLL OF HITS



The Nation's Ten Top Tunes

... For Week Ending May 9

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 on Chart

1. Song From Moulin Rouge 2 6

By W. Engvick, G. Auric—Published by Broadcast (BMI)
BEST SELLING RECORD: P. Faith-F. Sanders, Col 39944. Mantovani, London 1328. OTHER RECORDS AVAILABLE: Boston Pops Ork, V 10-4166; B. De Franco, M-G-M 11491; S. Fisher, Okeh 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675.

2. Doggie in the Window 1 15

By Bob Merrill—Published by Santly-Joy (ASCAP)
BEST SELLING RECORD: Patti Page, Mercury 70070. OTHER RECORDS: R. Kujawa, Dana 795.

3. I Believe 3 11

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: E. James, Meteor 5000.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28694; Henry Jerome ork, Lang-Worth.

4. April in Portugal 5 6

By Kennedy-Feppra—Published by Chappell (ASCAP)
BEST SELLING RECORD: L. Baxter, Cap 2374; R. Hayman, Mercury 70114; F. Martin, V 20-5052; V. Damone, Mercury 70128; OTHER RECORDS AVAILABLE: B. Barton, M-G-M 11312; G. Carr, Cap 2223; Y. Giruad, V 26-7107; R. Senteri, V 20-4894; F. Zabach, Dec 28646.

5. Pretend 4 15

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; S. Long, Dot 1154; R. Marterie, Mercury 70045; H. Rene, V 20-5119; C. Stone, Cap 2407;
TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth.

6. Your Cheatin' Heart 6 12

By Hank Williams—Published by Acuff-Rose (BMI)
BEST SELLING RECORD: Joni James, M-G-M 11426; F. Laine, Col 39938. OTHER RECORDS: B. Brewer, V 20-5292; J. Garber, Cap 2377; B. London, Crystalette 652; H. Williams, M-G-M 11416.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

7. Say You're Mine Again 13 3

By Charles Nathan-Dave Heisler—Published by Meridian (BMI)
BEST SELLING RECORDS: P. Como, V 20-5277. OTHER RECORDS AVAILABLE: D. Gray, Dec 28676; E. Howard, Mercury 70134; J. Hutton, Cap 2429; Modernaires, Coral 60982.

8. Ruby 10 4

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; H. James, Col 39994; V. Monroe, V 20-5286; N. Perito, Coral 60983; V. Young, Dec 28675.

9. Seven Lonely Days 8 9

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.

10. Till I Waltz Again With You 7 22

By Sidney Prosen—Published by Villaue (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; J. A. Winters & B. Reif ork, Crystalette 62.
TRANSCRIPTIONS AVAILABLE: Henry Jerome ork, Lang-Worth.

Second Ten

- 11. TELL ME A STORY 9 8
Published by Montclare (BMI)
- 12. I'M WALKING BEHIND YOU — 1
Published by Leeds (ASCAP)
- 13. ANNA 15 4
Published by Hollis (BMI)
- 14. CARAVAN 11 7
Published by Mills (ASCAP)
- 15. HO HO SONG — 1
Published by Arbee (ASCAP)
- 16. TELL ME YOU'RE MINE 14 19
Published By Capri Music
- 17. SIDE BY SIDE 11 15
Published by Shapiro-Bernstein (ASCAP)
- 18. SOMEBODY STOLE MY GAL 18 4
Published by Robbins (ASCAP)
- 19. ALMOST ALWAYS — 1
Published by Brandom (ASCAP)
- 20. WILD HORSES 19 12
Published by George Simon (ASCAP)

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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. LEAN BABY
I'M WALKING BEHIND YOU F. Sinatra 2450
7. HEY, MR COTTON PICKER
THREE THINGS T. Ernie 2443
8. OH!
SAM P. Hunt 2442
9. RUBY
A LITTLE LOVE L. Baxter 2457
10. SAY YOU'RE MINE AGAIN
THE SONG FROM MOULIN ROUGE J. Hutton & A. Stordahl 2429
11. I AM IN LOVE
MY FLAMING HEART N. Cole 2459
12. THE NEARNESS OF YOU
GYPSY GIRL B. Manning 2383
13. MEXICAN JOE
HERE COMES MY DADDY, NOW! J. Carr 2463
14. BIG MAMOU
IS IT ANY WONDER E. M. Morse 2441
15. SIDE BY SIDE
NOAH! K. Starr 2334
16. YES SIR, THAT'S MY BABY
YOKOHAMA MAMA H. Kari 2392
17. THE BUNNY HOP
THE HOKEY POKEY R. Anthony 2427

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. I'VE GOT TO WIN YOUR LOVE AGAIN
I CAN'T LAST LONG
S. McDonald 2434
3. GO ON! GET OUT!
HIGH NOON
T. Riffer 2120
4. HANK'S SONG
I'LL NEVER HAVE YOU
F. Huskey 2397
5. HILLBILLY HULA
I'M A POOR LONESOME FELLOW
J. Carman 2345
6. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. Young 2461
7. NO HELP WANTED
I'D HAVE NEVER FOUND SOMEBODY
NEW
H. Thompson 2376
8. IS IT LOVE OR IS IT LIES?
LONESOME JOE
R. Acuff 2460
9. I'LL HAVE MYSELF A BALL
GREEN CHEESE
M. Travis 2453
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. THE HIT MAKERS!
Les Paul & Mary Ford 416
4. LOVER'S RHAPSODY AND SONGS FROM
LOVER'S RHAPSODY
Jackie Gleason 366
5. NEW CONCEPTS OF ARTISTRY IN
RHYTHM
Stan Kenton 383
6. BY THE LIGHT OF THE SILVERY MOON
Gordon MacRae and June Hutton 422
7. POPULAR FAVORITES BY STAN KENTON
Stan Kenton 421
8. THE KAY STARR STYLE
Kay Starr 363
9. THE BENNY GOODMAN BAND
Benny Goodman 409
10. THE BILLY MAY BAND
Billy May 412
11. RAY ANTHONY CONCERT
Ray Anthony 406
12. NAT "KING" COLE'S TOP POPS
Nat "King" Cole 9110
13. BYE BYE BLUES
Les Paul and Mary Ford 356

TOP SELLING— CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. NEVER SMILE AT A CROCODILE AND
FOLLOWING THE LEADER
Jerry Lewis 3163
2. LITTLE RED MONKEY AND PUSSY CAT
PARADE
Mel Blanc 3170
3. BOZO'S NURSERY SONGS
Pinto Colvig 3154
4. I'M A LITTLE TEAPOT AND THE TEDDY
BEARS' PICNIC
Frank DeVol 3083
5. I TAUT I TAW A PUDDY TAT AND
YOSEMITE SAM
Mel Blanc 3104
6. TEENA, THE LAUGHING HYENA
Pinto Colvig 3143
7. WALT DISNEY'S STORY OF ROBIN HOOD
Nestor Paiva, Billy May 3138
8. TWEET AND TOOT, AND THE E.I.O.
SONG
Mel Blanc 3155
9. WOODY WOODPECKER AND THE ANI-
MAL CRACKERS
Mel Blanc 3149
10. BOZO HAS A PARTY
Pinto Colvig 3133
11. HOPALONG CASSIDY AND THE MAIL
TRAIN ROBBERY
William Boyd 3164
12. LITTLE TOOT
Don Wilson and The Starlighters 3001
13. BOZO ON THE FARM
Pinto Colvig 3076

LATEST RELEASE

No. 368

- ALLEZ-VOUS-EN
HALF A PHOTOGRAPH Kay Starr 2464
- C'EST MAGNIFIQUE
HOMIN' TIME Gordon MacRae 2465
- LAUGH
WHY, DARLING, WHY Georgia Carr 2466
- I'VE GOT A WOMAN'S LOVE
WATCH THE COMPANY YOU KEEP Terry Preston 2467
- IT'S MORE FUN THAT WAY
RED WING Roy Hogsed 2468
- HOW MANY TIMES
SOMEONE TO CARE The Statesman Quartet 2469
- SOMEBODY STOLE MY GAL
I LOVE ME Mel Blanc 2470

two new songs

by the fastest-rising country star—

FARON YOUNG

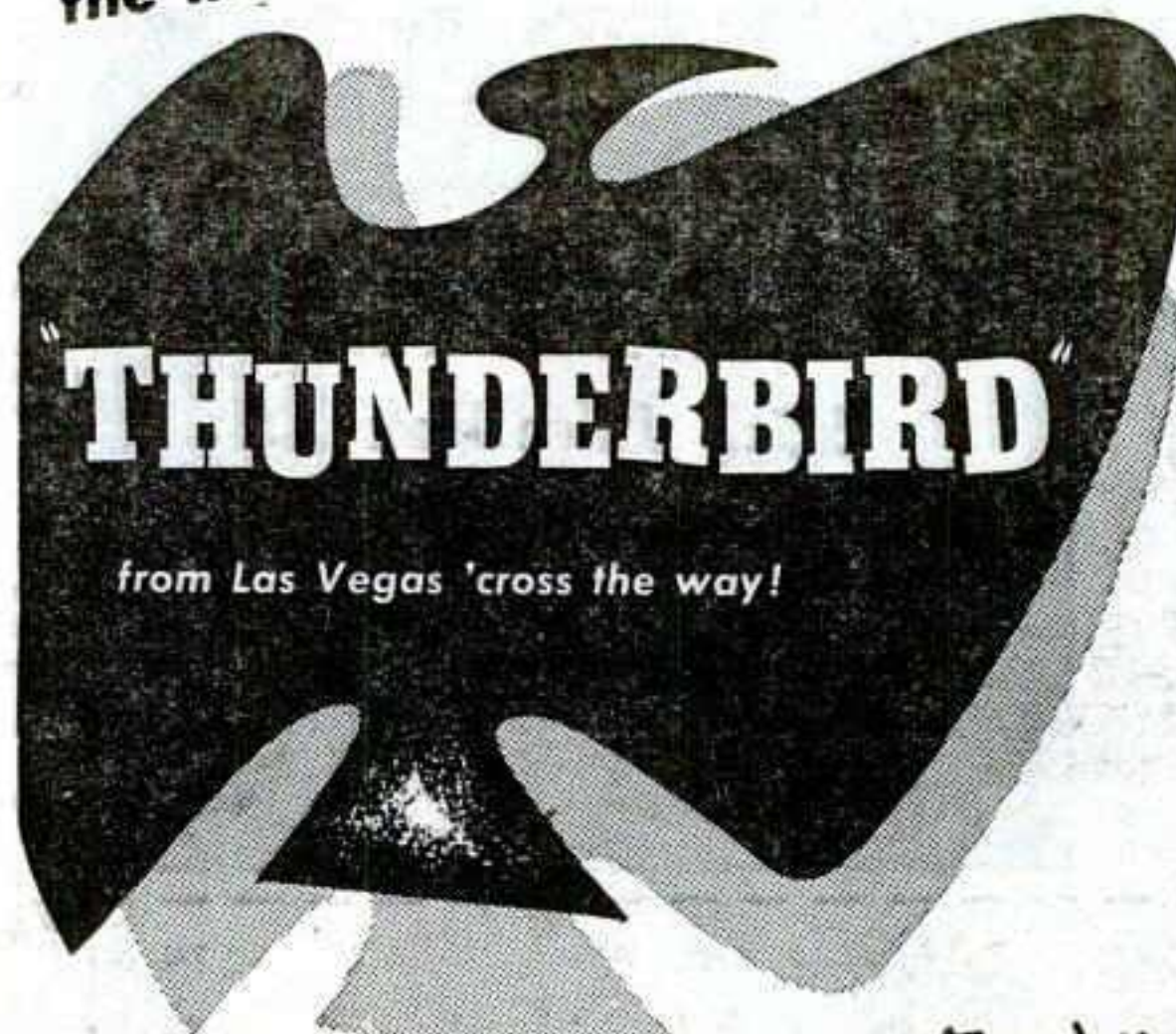
"I CAN'T WAIT"

and

"WHAT'S THE USE TO LOVE YOU"

on Record
No. 2461

the hits come up like



from Las Vegas 'cross the way!

it's the new instrumental sensation by

RAY ANTHONY

AND HIS ORCHESTRA

B/W

Piccadilly Circus

on Capitol Record No. 2451

C'est really magnifique!

GORDON MACRAE

sings a hit tune from the
new Cole Porter musical
"CAN-CAN"

with Orchestra conducted by Axel Stordahl



B/W

"HOMIN' TIME"

on Record No. 2465 Copyrighted material



It's the Juke Box Operator's
BUSINESS GUIDE

It's the Juke Box Operator's
PROGRAMING MANUAL

It's the Juke Box Operator's
PROFIT IDEA-LOG

It's The Billboard's Big, Valuable
65th JUKE BOX ANNIVERSARY NUMBER

and it's

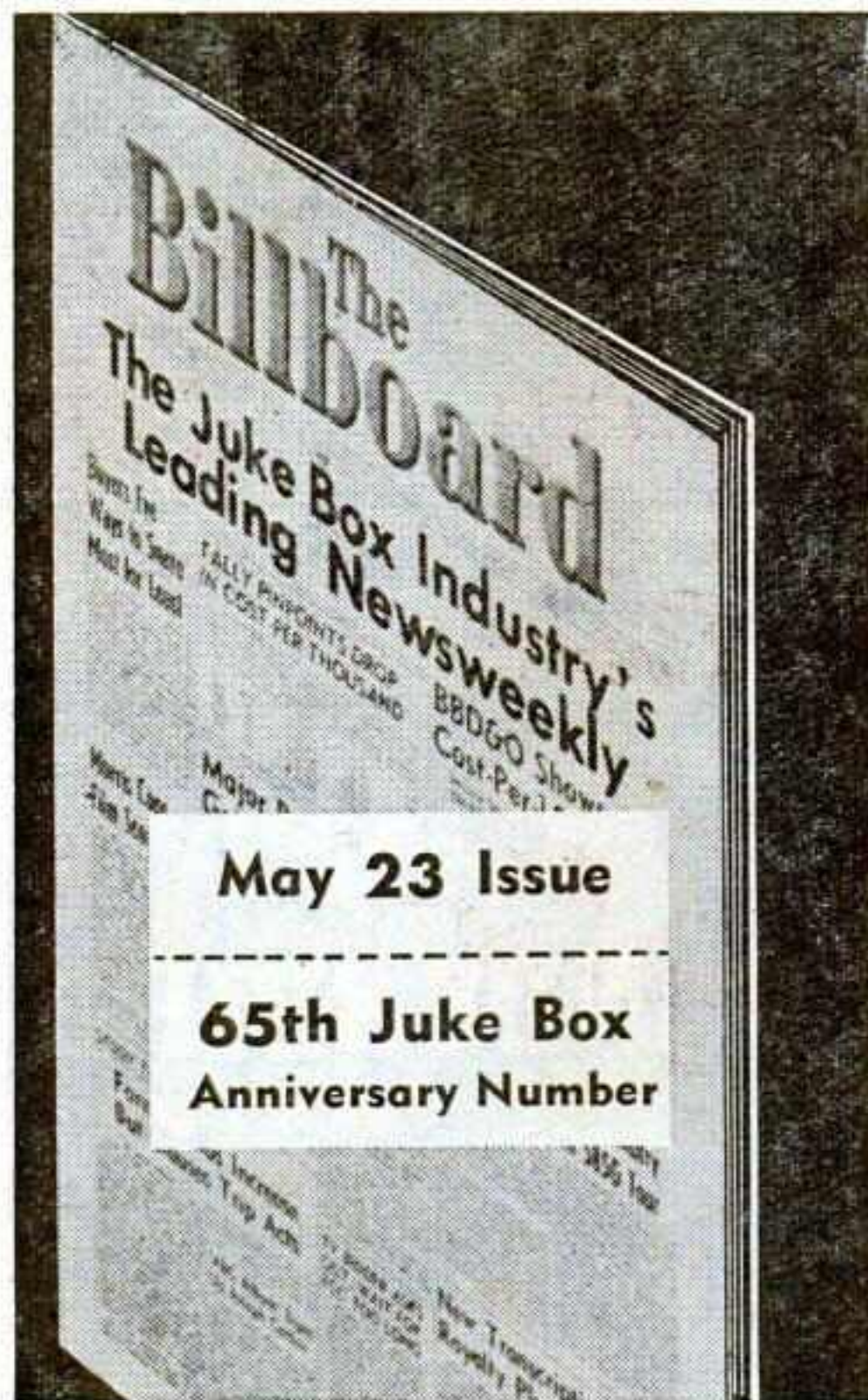
OUT NEXT WEEK

in the May 23 Issue includes

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Enter my subscription to The Billboard for the next full year (52 issues), beginning with the May 23 Juke Box Anniversary Number. \$10 payment enclosed (a saving of \$3 over single copy price). Foreign rate, \$20.

Name _____

Occupation _____

Address _____

City _____ Zone _____ State _____

793

The Billboard's Music Popularity Charts

Favorite Tunes

. . . For Week Ending May 9

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 throught the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week	Tune	Weeks on Chart	
		Last Week	on Chart
1.	I BELIEVE (R)—Cromwell	2	10
2.	DOGGIE IN THE WINDOW (R)—Santly-Joy	3	13
3.	SONG FROM MOULIN ROUGE (R) (F)—Broadcast	1	5
4.	APRIL IN PORTUGAL (R)—Chappell	5	5
5.	PRETEND (R)—Brandom	4	15
6.	SAY YOU'RE MINE AGAIN (R)—Meridian	10	2
7.	SEVEN LONELY DAYS (R)—Jefferson	8	5
8.	YOUR CHEATIN' HEART (R)—Acuff-Rose	6	11
9.	RUBY (R)—Miller	9	2
10.	I'M WALKING BEHIND YOU (R)—Leeds	—	1
11.	TILL I WALTZ AGAIN WITH YOU (R)—Village	7	20
12.	TELL ME A STORY (R)—Montclare	13	6
13.	ANNA (R) (F)—Hollis	—	1
14.	GOMEN NASAI (R)—Disney	—	4
14.	MY ONE AND ONLY HEART (R)—Roncom	—	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 30 in Radio

All by Myself (R)—Berlin—ASCAP	My One and Only Heart (R)—Roncom—ASCAP
Anna (F) (R)—Hollis—BMI	Nearness of You (R)—Famous—ASCAP
Anywhere I Wander (R)—Frank—ASCAP	Ohio (R) (M)—Chappell—ASCAP
April in Portugal (R)—Chappell—ASCAP	Pretend (R)—Brandom—ASCAP
Big Mamou (R)—Peer—BMI	Ruby (R)—Miller—ASCAP
Blue Gardenia (R)—Harms—ASCAP	Say You're Mine Again (R)—Blue River—BMI
Doggie in the Window (R)—Santly Joy—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
Golden Years (R)—Paramount—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Hot Toddy (R)—Coachella-Alamo—ASCAP	Somebody Stole My Gal (R)—Robbins—ASCAP
How Do You Speak to an Angel? (R) (M)—Chappell—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Hush A-Bye (R)—Remick—ASCAP	Sweet Thing (R)—Hill & Range—BMI
I Believe (R)—Cromwell—ASCAP	Tell Me You're Mine (R)—Capri—BMI
I'm Sitting on Top of the World (R)—Feist—ASCAP	Wild Horses (R)—Simon—ASCAP
I'm Walking Behind You (R)—Leeds—ASCAP	Your Cheatin' Heart (R)—Acuff Rose—BMI
Keep it a Secret (R)—Shapiro-Bernstein—ASCAP	
My Jealous Eyes (R)—Famous—ASCAP	

Top 10 in Television

Appreciation (R)—Duet—ASCAP	Pretend (R)—Brandom—ASCAP
April in Portugal (R)—Chappell—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Doggie in the Window (R)—Santly Joy—ASCAP	When the Red, Red Robin, Comes Bob, Bob, Bobbin' Along (R)—Bourne—ASCAP
I Believe (R)—Cromwell—ASCAP	Wild Horses (R)—Simon—ASCAP
I'm Sitting on Top of the World (R)—Feist—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. Till I Waltz Again With You—Francis Day (Village)
3. I'm Walking Behind You—Peter Maurice (Leeds)	13. I Talk to the Trees—Chappell (Chappell)
4. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)	14. The Windsor Waltz—Michael Reine (E. B. Marks)
5. Wonderful Copenhagen—Morris (Frank)	15. She Wears Red Feathers—Dash (Oxford)
6. Pretend—Leeds (Brandom)	16. Why Don't You Believe Me?—Francis Day (Brandom)
7. I Believe—Cinephonic (Cromwell)	17. Outside of Heaven—Bradbury (Bregman, Vocco & Conn)
8. Little Red Monkey—Robbins (Miller)	18. Celebration Rag—Bradbury (Chappell)
9. Pretty Little Black Eyed Susie—Cinephonic (Stanly-Joy)	19. Now—Dash (Ardmore)
10. Broken Wings—John Fields (Shapiro-Bernstein)	20. Don't Let the Stars Get in Your Eyes—Morris (Four Star)

Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending May 9

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
JUST ANOTHER POLKA MY DEAREST, MY DARLING	Jo Stafford	40000 • 4-40000
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
RAMBLIN' MAN I LET HER GO	Frankie Laine	39979 • 4-39979
LITTLE JOSEY DENNIS THE MENACE	Rosemary Clooney and Jimmy Boyd	39988 • 4-39988
DOT'S NICE—DONNA FIGHT! IT'S THE SAME	Rosemary Clooney and Marlene Dietrich	39980 • 4-39980
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
FOR ME TIRED OF DREAMING	Jerry Vale	39990 • 4-39990
I WOULDN'T WANT IT ANY OTHER WAY HAND-ME-DOWN HEART	Lu Ann Simms	39991 • 4-39991
I'M WALKING BEHIND YOU TAKE THESE CHAINS FROM MY HEART	Champ Butler	39993 • 4-39993
TIRA LIRA MADEIRA ORIENTAL POLKA	Mitch Miller	39982 • 4-39982
WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BEAUTIFUL MUSIC TO LOVE BY	Doris Day	39970 • 4-39970
SOMEBODY STOLE MY GAL GLAD RAG DOLL	Johnnie Ray	39961 • 4-39961

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending May 9

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
THE PRICE FOR LOVING YOU THAT'S WHAT I GET FOR LOVING YOU	Ray Price	21089 • 4-21089
NEVER NO MO' BLUES SLEEP, BABY, SLEEP	Lefty Frizzell	21101 • 4-21101
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
CALIFORNIA BLUES I'M LONELY AND BLUE	Lefty Frizzell	21102 • 4-21102
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075
SIDEMEAT AND CABBAGE TEARDROPS	"Little" Jimmy Dickens	21093 • 4-21093
AT THE DAWNING WHEN HE CALLS I'LL FLY AWAY	The Chuck Wagon Gang	21097-s • 4-21097-s
WHY DID YOU WANDER! THINKING ABOUT YOU	Lester Flatt, Earl Scruggs	21091 • 4-21091

BEST SELLING ALBUMS

**BY THE LIGHT OF THE SILVER MOON—
DORIS DAY**
"Lp" CL 6248 • 45 Set B-334 • 78 Set C-334

ARTHUR GODFREY'S TV CALENDAR SHOW
"Lp" GL 521 • 45 Set G 4-18 • 78 Set G-18

**SWEETHEARTS—MARION MARLOWE and
FRANK PARKER**
"Lp" CL 6241 • 45 Set B-331 • 78 Set C-331

**BENNY GOODMAN PRESENTS
EDDIE SAUTER ARRANGEMENTS**
"Lp" GL 523 • 45 Set G 4-19

AN EVENING WITH LIBERACE
"Lp" GL 6239 • 45 Set B-329 • 78 Set C-329

**MASCAGNI: CAVALLERIA RUSTICANA—
Metropolitan Opera Production**
(with Leoncavallo: Pagliacci—
"Lp Set SL 124) "Lp" Set SL-123

GEORGE LONDON: OF GODS AND DEMONS
"Lp" ML 4658

ON YOUR TOES (Rodgers-Hart)
Portia Nelson, Jack Cassidy, others
"Lp" ML 4645 • 45 Set A-1043

NEW SACRED RELEASES

Johnny Bond
PEACE, BE STILL!
THE NINETY AND NINE
21113 • 4-21113-s

The Chuck Wagon Gang
LOOKING FOR A CITY
I'LL HAVE A NEW LIFE
4-20587-s

SHALL WE GATHER AT THE RIVER!
WHEN THE SAINTS GO MARCHING IN
4-20630-s

MY HOME, SWEET HOME
SPRINGTIME IN GLORY
4-20731-s

SOMEBODY CALLED MY NAME
HELP ME TO BE READY, LORD
4-20768-s



by the composer of
"High Noon"
PERCY FAITH
RETURN TO PARADISE
(Two Parts)
39998 • 4-39998

NEW FOLK MUSIC RELEASES

Marty Robbins
A CASTLE IN THE SKY
A HALF-WAY CHANCE WITH YOU
21111 • 4-21111

The Colwell Brothers
A SPANKIN' NEW DAY
IT'S ALL OVER NOW BUT THE SHOUTIN'
21112 • 4-21112

NEW POPULAR RELEASE MORTON GOULD

conducting the
ROCHESTER "POPS"
Theme from
"RUNNYMEDE RHAPSODY"
LEGEND
39997 • 4-39997



both sides hits!
JO STAFFORD
JUST ANOTHER POLKA
MY DEAREST, MY DARLING
40000 • 4-40000

Columbia's new sweetheart!
JUDY GARLAND
WITHOUT A MEMORY
SEND MY BABY BACK TO ME
40010 • 4-40010

COLUMBIA RECORDS

Irresistible!

JUDY GARLAND



in her Columbia debut
with PAUL WESTON
and his Orchestra . . .

**without
a
memory**

*a beautiful and
exciting ballad*
78 rpm 40010
45 rpm 4-40010

**send my
baby back
to me**

*an infectious and
breezy rhythm tune*
78 rpm 40010
45 rpm 4-40010

Trade Marks "Columbia," "Masterworks," ®.
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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

I'D RATHER DIE YOUNG

P. S. I LOVE YOU—The Hilltoppers—Dot 15085

Record showed good to strong action this week in Chicago, Pittsburgh, Boston, North Carolina and around Nashville. All these reports noted building activity. Most of the play is on "Young" but flip is also getting attention. A previous "New Record to Watch."

USKA DARA—Eartha Kitt—RCA Victor 20-5284

This wild Turkish item has taken off in Chicago, New York and Pittsburgh. It's very strong in all these cities. Action according to other reports is limited indicating that its appeal might be greatest in big cities. Flip is "Two Lovers."

RUBY—Les Baxter—Capitol 2457

Hayman's Mercury version is still tops nationally, but the Baxter has taken the play away in some sections. Baxter is on the Seattle chart and building well in Philadelphia, Buffalo and Detroit. Also good in L. A. A third version by Victor Young coupled with "Song From Moulin Rouge" (Decca 28675) has drawn several good reports from retailers. Flip of Baxter is "A Little Love."

SWANEE RIVER BOOGIE

HONEY IN THE HORN—The Commanders—Decca 28659

New band is making good progress in Cincinnati, Detroit, L. A. and Buffalo, all of which reported building action. Other areas also indicated increasing activity. Most action on "Boogie" side.

Country & Western

RESTLESS HEART—Slim Whitman—Imperial 8199

Good and building in the Middle Atlantic States and New

England. Action is also good in Cincinnati and L. A. Flip is "Song of the Old Water Wheel." A previous "New Record to Watch."

SPANISH FIREBALL—Hank Snow—RCA Victor 20-5296

Off fast and building in Eastern Pennsylvania, New England, Buffalo and North Carolina. Flip is "Between Fire and Water." A previous "New Record to Watch."

THE PRICE FOR LOVING YOU

THAT'S WHAT I GET FOR LOVING YOU—Ray Price—Columbia 21089

Very good in some Southern markets, on the Houston chart and reported good in Buffalo, Pittsburgh and Chicago. Except for last named, side is "The Price."

Rhythm & Blues

THESE FOOLISH THINGS REMIND ME OF YOU

DON'T LEAVE ME THIS WAY—Dominoes—Federal 12129

Off to a very strong start with every report showing good activity during the week. New York and Philadelphia favor "Don't Leave Me This Way." A previous "New Record to Watch."

IS IT A DREAM—Vocaleers—Red Robin 114

This record has been out for some time and slowly getting distribution. It has been and is still strong in Philadelphia and New York. Now it has taken hold in St. Louis, Detroit and L. A. Flip is "Hurry Home."

MY MOTHER'S EYES—Tab Smith—United 147

Strong in Chicago and L. A. Good in Cincinnati, Philadelphia, and Detroit. Flip is "Cuban Boogie."

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. USKA DARA
Eartha Kitt—RCA Victor 20-5284
2. NOW THAT I'M IN LOVE
Patti Page—Mercury 70127
3. I'M WALKING BEHIND YOU
Frank Sinatra—Capitol 2450
4. JUST ANOTHER POLKA
Jo Stafford—Columbia 40000
5. OO! WHAT YOU DO TO ME
Patti Page—Mercury 70127
6. MY LADY LOVES TO DANCE
Julius La Rosa—Cadence 1231
7. THAT HOUND DOG IN THE WINDOW
Homer & Jethro—RCA Victor 20-5280
8. CRAZY MAN, CRAZY
Bill Haley—Essex 321

Country & Western

1. THAT HOUND DOG IN THE WINDOW
Homer & Jethro—RCA Victor 20-5280

2. RUB-A-DUB-DUB
Hank Thompson—Capitol 2445
3. RESTLESS HEART
Slim Whitman—Imperial 8199
4. HANK'S SONG
Ferlin Huskey—Capitol 2397

Rhythm & Blues

1. I WANNA KNOW
Dolly Cooper—Savoy 891
2. HONEY JUMP
Oscar McLollie—Modren 902
3. HEAVY JUICE
Tiny Bradshaw—King 4621
4. IS IT A DREAM?
Vocaleers—Red Robin 114

The Disk Jockeys Pick

Popular

1. JUST ANOTHER POLKA
Jo Stafford—Columbia 40000
2. P. S. I LOVE YOU
The Hilltoppers—Dot 15085

3. I'D RATHER DIE YOUNG
The Hilltoppers—Dot 15085
4. NOW THAT I'M IN LOVE
Patti Page—Mercury 70127
5. DANGER
Johnny Desmond—Coral 60978

Country & Western

1. RUB-A-DUB-DUB
Hank Thompson—Capitol 2445
2. I CAN'T WAIT
Faron Young—Capitol 2461

The Operators Pick

Popular

1. BIG MAMOU
Dolores Gray—Decca 28676
2. THE KING OF BROKEN HEARTS
Tony Bennett—Columbia 39964
3. APRIL IN PORTUGAL
Vic Damone—Mercury 70128

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

BIG MAMOU

Pete Hanley—Okeh 6956
Made the national juke box chart this week for the first time. The Dolores Gray version, also a previous "Best Buy" selection, is strong and building in Chicago and upstate New York and good in Detroit, Nashville and the Southeast. In the country field, Link Davis' "Big Mamou" is doing well, too, appearing on the Houston and Cincinnati territorial charts.

APRIL IN PORTUGAL

Freddy Martin Ork—RCA Victor 20-5052
Building steadily over an extended period, record appears this week on national retail chart for first time.

ORGAN GRINDER'S SWING HONEY IN THE HORN

Four Aces—Decca 28691
Record coming up fast in all territories checked nationally. Helping factor is popularity of both sides, with Chicago divided in preference, Boston favoring "Honey in the Horn," most others giving the edge to "Organ Grinder's Swing."

LEAN BABY I'M WALKING BEHIND YOU

Frank Sinatra—Capitol 2450
Coming up steadily in most areas. The "side" still is "Lean Baby," which appears this week on Seattle territorial chart. Flip is 15th most played record by deejays this week.

(Continued on page 39)

Country & Western

TAKE THESE CHAINS FROM MY HEART

Hank Williams—M-G-M 11479
Hit the national retail and juke box charts.

TOO YOUNG TO TANGO

Sunshine Ruby—RCA Victor 20-5250
Spurred ahead in Pittsburgh and Nashville and appears on the Dallas-Ft. Worth territorial chart. Continues strong in the Carolinas and reported building in Chicago.

HEY, MR. COTTON PICKER

Tennessee Ernie—Capitol 2443
Good in L. A., Philadelphia, Pittsburgh and Chicago with sales reports from the South still light.

YOU SAID THAT YOU COULD DO WITHOUT ME

HONKY TONK WLATZ
Kitty Wells—Decca 28666
Philadelphia, Buffalo, Pittsburgh, Nashville and Cincinnati reports are good with only sluggish action in Chicago, the Southeast and on the West Coast.

Rhythm & Blues

OFF THE WALL

TELL ME MAMA
Little Walter—Checker 770
Both sides of the Little Walter disk appear on this week's national juke box chart.

HELP ME SOMEBODY

CRAZY, CRAZY, CRAZY
Five Royales—Apollo 446
Another strong "Two-sided" record. "Help Me Somebody" hit national retail chart this week with "Crazy, Crazy, Crazy" missing.

HITTIN' ON ME

Buddy Johnson—Mercury 70116
Placed in the nation's top 10 most played records in juke boxes for the first time this past week.

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.

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BILLBOARD MAGAZINE

MAY 9, 1953

The Hottest Pop Label During The First Third Of The Year Has Been Mercury!

Accent On Quality Seems To Pay Off

By NEV GEHMAN

NEW YORK, May 2.—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.

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.

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 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."

THANK TO THE DISC JOCKEYS, OPERATORS AND DEALERS FOR THEIR HELP!



Jackpot

GETTING BIGGER!

BIG MAY RELEASES

1. **DOGGIE IN THE WINDOW**—P. Page.....
My Jealous Eyes—
Mercury (78) 70070; (45) 70070X45
2. **RUBY**—R. Hayman
Dansero—
Mercury (78) 70146; (45) 70146X45
3. **SEVEN LONELY DAYS**—G. Gibbs.....
If You Take My Heart Away—
Mercury (78) 70095; (45) 70095X45
4. **CARAVAN**—R. Marterie
While We Dream—
Mercury (78) 70097; (45) 70097X45
5. **SPINNING A WEB**—The Gaylords.....
Ramona—
Mercury (78) 70112; (45) 70112X45
6. **APRIL IN PORTUGAL**—R. Hayman.....
Annal—
Mercury (78) 70114; (45) 70114X45
7. **NO HELP WANTED**—R. Draper.....
Texarkana Baby—
Mercury (78) 70077; (45) 70077X45
8. **APRIL IN PORTUGAL**—V. Damone.....
I'm Walking Behind You—
Mercury (78) 70128; (45) 70128X45
9. **OO, WHAT YOU DO**—P. Page.....
Now That I'm In Love—
Mercury (78) 70127; (45) 70127X45
10. **TELL ME YOU'RE MINE**—Gaylords
Aye, Aye, Aye—
Mercury (78) 70067; (45) 70067X45
11. **SAY YOU'RE MINE AGAIN**—E. Howard.....
Broken Wings—
Mercury (78) 70134; (45) 70134X45
12. **BIG MAMOU**—R. Draper.....
Why, Why, Why—
Mercury (78) 70137; (45) 70137X45
13. **ALMOST ALWAYS**—E. Howard
Am I Losing You—
Mercury (78) 70135; (45) 70135X45
14. **JUST ANOTHER POLKA**—R. Hayes.....
Trust Me—
Mercury (78) 70147; (45) 70147X45
15. **CRAZY, MAN, CRAZY**—R. Marterie.....
Go Away—
Mercury (78) 70153; (45) 70153X45
16. **LOVE ME, LOVE ME**—B. Wayne.....
More Than I—
Mercury (78) 70148; (45) 70148X45
17. **AFRAID**—V. Damone
Love Light—
Mercury (78) 70108; (45) 70108X45
18. **USKA DARA**—B. Parks
Nowhere Guy—
Mercury (78) 70160; (45) 70160X45
19. **GLASS OF TEARDROPS**—B. Williams.....
It's A Miracle—
Mercury (78) 70094; (45) 70094X45
20. **PRETEND**—R. Marterie.....
After Midnight—
Mercury (78) 70045; (45) 70045X45



**BOBBY
MAXWELL**

WITH

"HINDUSTAN"

AND

"BUBBLE, BUBBLE, BUBBLE"

MERCURY 70159 • 70159X45



MARY SMALL
"LONG TIME SORRY"
AND
"FARAWAY LOOK"
MERCURY 70151 • 70151X45



JIMMY DARRO
"WALK WITHOUT YOU"
AND
"A FOOL IN LOVE"
MERCURY 70150 • 70150X45

JAN AUGUST
"RHUMBA BELLS"
AND
"JAMBOREE"

MERCURY 70144 • 70144X45



The Billboard Music Popularity Charts

... for Week Ending May 9

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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'SONG FROM MOULIN ROUGE' by P. Faith-F. Sanders.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'DOGGIE IN THE WINDOW' by Patti Page.

Most Played by Jockeys

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'SONG OF MOULIN ROUGE' by P. Faith-F. Sanders.

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 1/2 r.p.m. and 45 r.p.m. records.

Table with 3 columns: Rank, Album Title, Weeks on Chart. Includes entries like 'HANS CHRISTIAN ANDERSEN' by D. Kaye-G. Jenkins.

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 thruout 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.

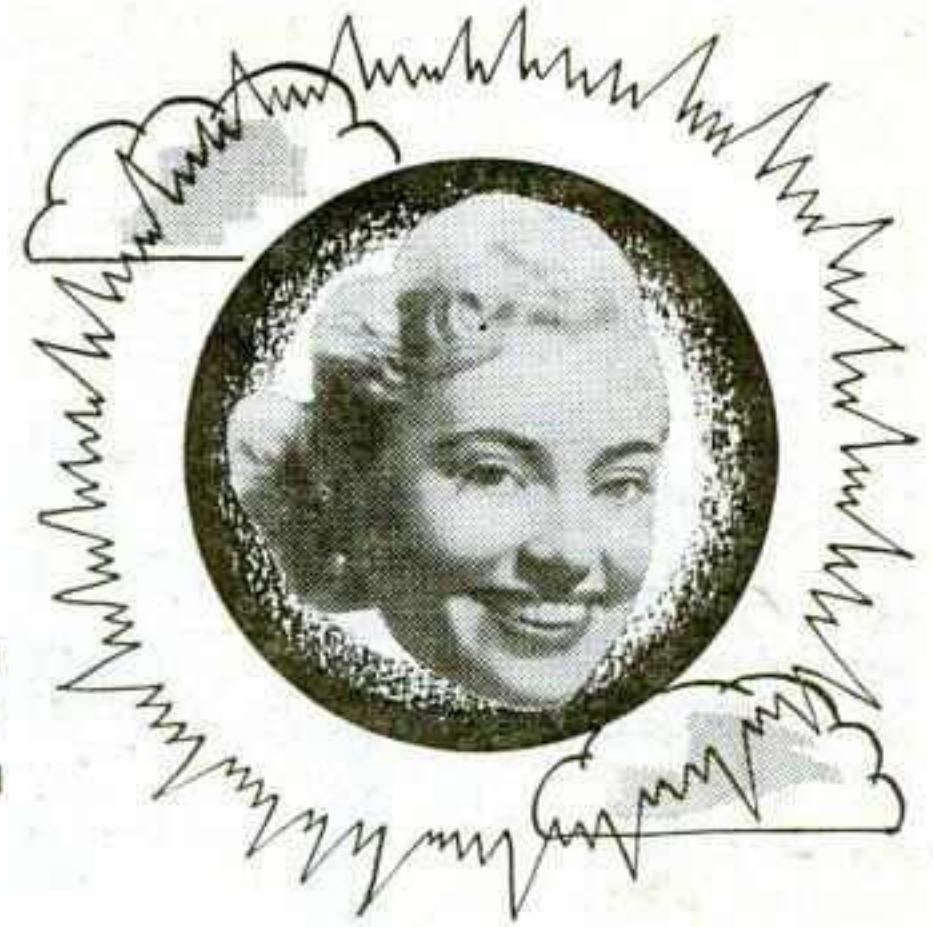
Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'PETER PAN (2)' by B. Driscoll-Original Cast.

"Sunny" Sales Weather ahead!

SUNNY GALE

SEND MY BABY BACK TO ME

c/w **MEANWHILE**
with HENRI RENE and his Orch.



20/47-5306

NEW RELEASES

RCA VICTOR—
Release #53-20

BEST SELLERS

This Week's
RCA Victor
Best Sellers

POPULAR

- JIGSAW PUZZLE HEART**
THE OLD TRIANGLE
Sonny Howard with the Rampart Street Boys 20-5304 (47-5304)*
- SEND MY BABY BACK TO ME**
MEANWHILE
Sunny Gale with Henri Rene and his Orch. 20-5306 (47-5306)*

THEIR BIGGEST YET!

New Records To Watch
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."



THE HONEY JUMP
and
TIME TO DREAM

The Sauter-Finegan Orch.

Vocals by Joe Mooney and Florence Fogelson
20-5307 (47-5307)*

- WHIRLWIND STOMP**
HONKY TONK SERENADE
Allan Small and his Orch. 20-5303 (47-5303)*

COUNTRY-WESTERN

- THE BELLS OF ST. MARY'S**
COUNTRY GENTLEMAN
Chet Atkins 20-5300 (47-5300)*

- BURNED FINGERS**
DON'T WAIT TO BABY-YOUR BABY
Wade Ray with Noel Boggs Steel Guitar 20-5302 (47-5302)*

- JUST WAIT TILL I GET YOU ALONE**
(Honey, Baby, Hurry)
BRING YOUR SWEET SELF BACK TO ME
Rosalie Allen 20-5308 (47-5308)*

*45 rpm cat. nos.

POPULAR

- THAT HOUND DOG IN THE WINDOW/PORC OL' KOO-LIGER**
Homer & Jethro20-5280 (47-5280)
- I'M WALKING BEHIND YOU/JUST ANOTHER POLKA**
Eddie Fisher20-5293 (47-5293)
- MY ONE AND ONLY HEART/SAY YOU'RE MINE AGAIN**
Perry Como20-5277 (47-5277)
- APRIL IN PORTUGAL/PENNY WHISTLE BLUES**
Freddy Martin20-5052 (47-5052)
- NOW HEAR THIS/APRIL IN PORTUGAL**
Tony Martin20-5279 (47-5279)
- WHAT A CRAZY GUY/THERE IS A TAVERN IN THE TOWN**
Wally Cox20-5278 (47-5278)
- DOO WACKA DOODLE/THE SONG FROM MOULIN ROUGE**
Boston Pops10-4166 (49-4166)
- HOT TODDY/SERENADE**
Ralph Flanagan20-5095 (47-5095)
- USKA DARA/TWO LOVERS**
Eartha Kitt20-5284 (47-5284)
- HEAP BIG BEAT/I WONDER WHY**
Buddy Morrow20-5295 (47-5295)
- WILD HORSES/I CONFESS**
Perry Como20-5152 (47-5152)
- HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED**
Eddie Fisher20-5137 (47-5137)
- 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)
- RUBY/LESS THAN TOMORROW**
Vaughn Monroe20-5286 (47-5286)

COUNTRY-WESTERN

- SOUTH IN NEW ORLEANS/WINNER OF YOUR HEART**
Johnnie & Jack20-5290 (47-5290)
- TOO YOUNG TO TANGO/HEARTS WEREN'T MEANT TO BE BROKEN**
Sunshine Ruby20-5250 (47-5250)
- YOU ALWAYS HURT THE ONE YOU LOVE/I'M GONNA LOCK MY HEART**
Eddy Arnold20-5193 (47-5193)
- BROKEN WINGS/CANNONBALL YODEL**
Elton Britt20-5251 (47-5251)
- A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'**
Hank Snow20-5034 (47-5034)

RHYTHM-BLUES

- I WANNA KNOW/LAUGHING BLUES**
The Du Droppers20-5229 (47-5229)
- AMAPOLA/NOBODY ELSE BUT YOU**
Les Harris20-5270 (47-5270)
- ALL NIGHT BABY/OH WHY**
The Robins20-5271 (47-5271)

*45 rpm cat. nos.

A smash sensation from the night club and theater circuit

SONNY HOWARD



in his FIRST RCA Victor release

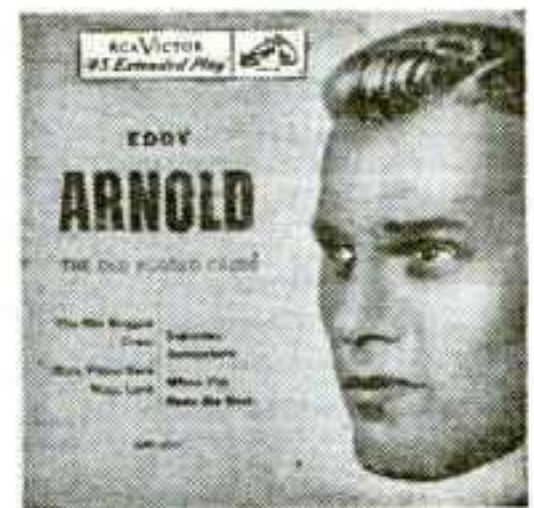
JIGSAW PUZZLE HEART

c/w **THE OLD TRIANGLE**
with The Rampart Street Boys
20/47-5304

"45 EXTENDED PLAY" ALBUMS
MEAN EXTRA PROFITS

Eddy Arnold, The Tennessee Plowboy, one of America's favorite folk balladeers, sings "The Old Rugged Cross," "Have Thine Own Way, Lord," and two other well-loved hymns.

EPA-427



EPA-427



The American Waltz—King, Wayne King, plays favorite waltzes by the European Waltz Kings, Strauss and Lehar: "You and You," "Gold and Silver," and two more.

EPA-418

RCA VICTOR
FIRST IN RECORDED MUSIC



THE SWING'S TO "45"



CLIP—FILL IN—ORDER TODAY! →

The Billboard's Music Popularity Charts

... For Week Ending May 9

Territorial Best Sellers (Popular)

This Week's Territorial Best Sellers to Watch

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

- Los Angeles... **APRIL IN PORTUGAL**
F. Martin, Victor 20-5052
- Seattle... **RUBY**
L. Baxter, Capitol 2457
- LEAN EABY**
F. Sinatra, Capitol 2450
- St. Louis... **CRAZY MAN, CRAZY**
P. Haley Comets, Essex 321
- THAT HOUND DOG IN THE WINDOW**
Homer & Jethro, Victor 20-5280
- Boston... **I LET HER GO**
F. Laine, Columbia 39979
- Pittsburgh... **THAT HOUND DOG IN THE WINDOW**
Homer & Jethro, Victor 20-5280
- Washington, D. C.-Baltimore, Md.
Chicago... **NOW THAT I'M IN LOVE**
P. Page, Mercury 70127
- Philadelphia... **CRAZY MAN, CRAZY**
P. Haley Comets, Essex 321
- New York
Chicago... **USKA DARA**
E. Kitt, Victor 20-5284

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. I Believe
F. Laine, Columbia
3. Pretend
Nat (King) Cole, Capitol
4. Ho Ho Song
R. Buttons, Columbia
5. Anna
S. Mangano, M-G-M
6. Doggie in the Window
P. Page, Mercury
7. Ruby
R. Hayman, Mercury
8. April in Portugal
L. Baxter, Capitol
9. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor
10. Uska Dara
E. Kitt, Victor

Chicago

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Ho Ho Song
R. Buttons, Columbia
3. Anna
S. Mangano, M-G-M
4. April in Portugal
L. Baxter, Capitol
5. Say You're Mine Again
P. Como, Victor
6. Doggie in the Window
P. Page, Mercury
7. Ruby
R. Hayman, Mercury
8. Almost Always
J. James, M-G-M
9. Uska Dara
E. Kitt, Victor
10. Now That I'm in Love
P. Page, Mercury

Los Angeles

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Ruby
R. Hayman, Mercury
3. Anna
S. Mangano, M-G-M
4. Pretend
N. (King) Cole, Capitol
5. Doggie in the Window
P. Page, Mercury
6. I Believe
F. Laine, Columbia
7. Say You're Mine Again
P. Como, Victor
8. April in Portugal
L. Baxter, Capitol
9. I Believe
J. Froman, Capitol
10. April in Portugal
F. Martin, Victor

Philadelphia

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Say You're Mine Again
P. Como, Victor
3. I Believe
F. Laine, Columbia

4. Doggie in the Window
P. Page, Mercury
5. April in Portugal
L. Baxter, Capitol
6. Ruby
R. Hayman, Mercury
7. Crazy Man, Crazy
P. Haley's Comets, Essex
8. Pretend
Nat (King) Cole, Capitol
9. Tell Me a Story
F. Laine-J. Boyd, Columbia
10. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor

Detroit

1. April in Portugal
R. Hayman, Mercury
2. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
3. I Believe
F. Laine, Columbia
4. Doggie in the Window
P. Page, Mercury
5. Say You're Mine Again
P. Como, Victor
6. Pretend
Nat (King) Cole, Capitol
7. Ho Ho Song
R. Buttons, Columbia
8. Less Than Tomorrow
H. Menzies, Decca
9. Tell Me a Story
F. Laine-J. Boyd, Columbia
10. Ramona
Gaylords, Mercury

Boston

1. Anna
S. Mangano, M-G-M
2. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
3. Pretend
Nat (King) Cole, Capitol
4. Doggie in the Window
P. Page, Mercury
5. Ruby
R. Hayman, Mercury
6. Say You're Mine Again
P. Como, Victor
7. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor
8. Song From Moulin Rouge
Mantovani, London
9. My One and Only Heart
P. Como, Victor
10. I Let Her Go
F. Laine, Columbia

Pittsburgh

1. Doggie in the Window
P. Page, Mercury
2. I Believe
F. Laine, Columbia
3. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
4. April in Portugal
L. Baxter, Capitol
5. Ruby
R. Hayman, Mercury
6. Pretend
Nat (King) Cole, Capitol
7. April in Portugal
V. Damone, Mercury
8. Ho Ho Song
R. Buttons, Columbia
9. That Hound Dog in the Window
Homer & Jethro, Victor

Atlanta

1. Pretend
Nat (King) Cole, Capitol
2. April in Portugal
L. Baxter, Capitol
3. Doggie in the Window
P. Page, Mercury
4. I Believe
J. Froman, Capitol
5. Caravan
R. Marterie, Mercury
6. My One and Only Heart
P. Como, Victor
7. Song From Moulin Rouge
Mantovani, London
8. Ruby
R. Hayman, Mercury
9. Say You're Mine Again
P. Como, Victor
10. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor

St. Louis

1. April in Portugal
L. Baxter, Capitol
2. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
3. Crazy Man, Crazy
P. Haley Comets, Essex
4. Ruby
R. Hayman, Mercury
5. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor
6. Song From Moulin Rouge
Mantovani, London
7. Hot Toddy
R. Flanagan, Victor
8. Say You're Mine Again
P. Como, Victor
9. Say Si Si
Mills Brothers, Decca
10. That Hound Dog in the Window
Homer & Jethro, Victor

Washington-Baltimore

1. Doggie in the Window
P. Page, Mercury
2. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
3. Ruby
R. Hayman, Mercury
4. April in Portugal
L. Baxter, Capitol
5. Say You're Mine Again
P. Como, Victor
6. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor
7. I Believe
J. Froman, Capitol
8. Somebody Stole My Gal
J. Ray, Columbia
9. Caravan
R. Marterie, Victor
10. Now That I'm in Love
P. Page, Mercury

Seattle

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Doggie in the Window
P. Page, Mercury
3. Anna
S. Mangano, M-G-M
4. April in Portugal
L. Baxter, Capitol
5. I Believe
F. Laine, Columbia
6. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor
7. Ruby
L. Baxter, Capitol

MANGANO ANNA CORRECT LISTING

NEW YORK, May 9.—In last week's territorial charts for New York, New Orleans, Chicago and Boston (The Billboard, May 9), "Anna" was credited to Richard Hayman on Mercury. The correct listing should have read to Silvano Mangano on M-G-M.

8. Lean Baby
F. Sinatra, Capitol
9. Just Another Polka
J. Stafford, Columbia

New Orleans

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

Dallas-Ft. Worth

1. April in Portugal
L. Baxter, Capitol
2. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
3. Seven Lonely Days
G. Gibbs, Mercury
4. Ruby
R. Hayman, Mercury
5. Doggie in the Window
P. Page, Mercury
6. Ho Ho Song
R. Buttons, Columbia
7. Caravan
R. Marterie, Mercury
8. Pretend
Nat (King) Cole, Capitol
9. Say You're Mine Again
P. Como, Victor

Denver

1. Doggie in the Window
P. Page, Mercury
2. Pretend
Nat (King) Cole, Capitol
3. I Believe
F. Laine, Columbia
4. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
5. April in Portugal
L. Baxter, Capitol
6. Tell Me a Story
F. Laine-J. Boyd, Columbia
7. Ho Ho Song
R. Buttons, Columbia

Cincinnati

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
 2. I Believe
J. Froman, Capitol
- (Continued on page 34)

LADDER OF Best Sellers FROM King AND Federal RECORDS

Popular

- BONNIE LOU**
DANCIN' WITH SOMEONE
SCRAP OF PAPER
1213 and 45-1213
- JIMMY BLUE**
BUMMING AROUND
WHY, WHY, WHY
1214 and 45-1214
- TOMMY PRISCO**
LOVE FOR LOVE
NOW I KNOW
1192 and 45-1192

Folk/Western

- BONNIE LOU**
SEVEN LONELY DAYS
JUST OUT OF REACH
1192 and 45-1192
- MOON MULLICAN**
RHEUMATISM BOOGIE
ROCKET TO THE MOON
1198 and 45-1198
- 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**
NAG, NAG, NAG
I'M SCARED TO GO HOME
1193 and 45-1193

Rhythm/Blues

- TINY BRADSHAW**
SOFT
STRANGE
4577 and 45-4577
- ROY BROWN**
CAMBLIN' MAN
MR. HOUND DOG'S IN
TOWN
4627 and 45-4627
- OFF THE WALL**
THE BLUES CAME POUR-
ING DOWN
4621 and 45-4621
- EARL BOSTIC**
CHEROKEE
THE SONG IS ENDED
4623 and 45-4623
- STEAMWHISTLE JUMP**
THE SHEIK OF ARABY
4603 and 45-4603

Federal

- BILLY WARD**
AND HIS DOMINOES
THESE FOOLISH THINGS
REMINDE ME OF YOU
DON'T LEAVE ME THIS
WAY
12129 and 45-12129
- CHIEMI ERI and GI JOE**
FORGIVE ME (Comenasi)
PRETTY-EYED BABY
12140 and 45-12140
- LITTLE WILLIE LITTLEFIELD**
K.C. LOVING
PLEADING AT MIDNIGHT
12110 and 45-12110
- CAMILLE HOWARD**
EXCITE ME, DADDY
I'M SO CONFUSED
12125 and 45-12125

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"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!"

John Gale Barker
Barker Music Center
McLellan's Store
Tucson, Arizona.

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VOX JOX

By GENE PLOTNIK

Chatter

Ray Rayner, formerly of WOOD, Grand Rapids, Mich., is now with WBBM-TV, Chicago. **Jimmy Mack**, formerly of WHFB, Benton Harbor, Mich., replaces Rayner in the morning spot at WOOD, and calls his show, "Melody Mack." . . . **Homer Harris** has taken over "Jump! Jive! and B-Bop" on KWCB, Searcy, Ark., replacing **Johnnie Argo**, who has moved to KVLG, Little Rock. . . . **Fred Cole**, WHDH, Boston, this week celebrated the seventh anniversary of his hit "Carnival of Music." . . . **Don and Beulah Bestor**, WICC, Hartford, Conn., are looking for original copyrighted songs to play on their daily morning show. The Bestors want to make an opportunity for the better aspiring cleffers. . . . **Bearded Texan Leslie** (The Great) **Scott** is now doing the

passed the 1,000-mark in the membership in their Gagbusters Club. . . . **Chester Kiser**, WWIN, Baltimore, now has a 9:30 a.m. show daily in addition to his evening session. . . . **Bryant Arbuckle**, formerly of KURV, Edinburg, Tex., is now with KSIL, Silver City, N. M. . . . **Elby Stevens**, who put the big push behind "Doggie in the Window" in the North country, has a new 10 p.m. show on WTWN, St. Johnsbury, Vt. . . . **Lou Dennis**, new deejay at WCOU, Lewiston, Me., has a two-hour show daily and is getting a big response from the high school kids. . . . Bass player **Vernon Alley** has started an afternoon jazz show on KLOK, San Francisco, with jazz artist guests.

Jox! For news about deejay activity during National Juke Box Week, beginning May 24, see the Music Machine Section.

Sundry Sounds

WORZ, Orlando, Fla., challenges all stations, 1,000 to 5,000 watts, on mail pull. In one week this kilowatt station counted 16,767 pieces of mail, and 9,959 were in one day. The big puller is deejay **Happy Ison** and his "Orange Blossom Special" show daily 12:15-2 p.m., and the happy sponsor is Britts Appliance Store. Any challengers? . . . **Roger Nash**, WJMR, New Orleans, agrees that "Big Mamou" is named for a town in Louisiana, but he says, it's only a whistle stop. 'tain't big. . . . **Jack McDermott**, WFGM, Fitchburg, Mass., put **Johnnie Ray** to the test. After 15 minutes of straight Ray, he asked listeners to call in and say whether or not they wanted more. Ray won. 132 wanted more; 33 want less. . . . **Bill Bowick**, WALB, Albany, Ga., wants to see a re-release of Jo Stafford's "I Promise You." . . . **Don Lamond**, KERO, Bakersfield, Calif., wonders if he's the first pro golfer-deejay. . . . **Don Hassler**, record librarian, WENR, Chicago, thinks **Chris Connors**, Stan Kenton's new vocalist, is the best new find of the year. . . . **Carl Warner**, chief announcer at WJJD, Chicago, was recently filling in for **Eddie Hubbard**, who was off awaiting a new heir. Warner mentioned this over the air and offered cigars to all those writing in. Result: Hubbard owes 700 cigars.

YESTERYEAR'S TOPS—

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

MAY 15, 1943

1. I've Heard That Song Before
2. That Old Black Magic
3. Brazil
4. It Started All Over Again
5. Taking a Chance on Love
6. Don't Get Around Much Anymore
7. Velvet Moon
8. As Time Goes By
9. For Me and My Gal

MAY 15, 1948

1. Now Is the Hour
2. Nature Boy
3. You Can't Be True, Dear
4. Manana
5. Baby Face
6. Toolie Oolie Doolie (The Yodel Polka)
7. The Dickey-Bird Song
8. Little White Lies
9. Sabre Dance
10. I'm Looking Over a Four-Leaf Clover

morning show on WILM, Wilmington, Del. . . . **Shel Horton**, WHUN, Huntingdon, Pa., will match his marathon record with the best of them: 42 and a half hours for the Cancer Society. . . . **Art Roberts** has joined WXLW, St. Louis, where he's doing two disk shows daily. . . . The comedy deejay duo, **Jerry Williams** and **Harry Smith**, WIP, Philadelphia, have

DEALER DOINGS

By BOB FRANCIS

NAMM Notes

Nominating Committee of the National Association of Music Merchants has selected a slate of 16 members from which the association's membership will elect eight to the board of directors. The election will be held in Chicago on July 14. Nominees are: **S. H. Almanrode**, J. & S. Music Company, Shreveport, La.; **H. T. Bennett**, H. T. Bennett Music Company, Santa Barbara, Calif.; **Eddie Burke**, Burke-Hoyt Company, Portland, Ore.; **Earl Campbell**, Campbell Music Company, Washington; **Harvey Guertin**, Guertin & Ross Music Company, Spokane, Wash.; **Thomas J. Holland**, Glen Bros. Music Company, Salt Lake City; **David Jacobs**, Jacobs Brothers, Philadelphia; **Herbert J. Konen**, Noll Piano Company, Milwaukee; **V. P. Manley**, Rich's, Atlanta; **James F. Maroney**, Thomas Goggan and Brothers, Houston; **Bill Mason**, Bill Mason Music Company, Des Moines; **B. E. Neal**, Neal-Clark-Neal, Buffalo; **Oliver H. Ross Jr.**, Oliver H. Ross Piano Company, Fort Worth; **R. W. Schirring**, Siegling Music House, Charleston, S. C.; **H. J. Sneller**, Sneller Music Company, Minneapolis.

News and Chatter

RCA Victor has named the new Television and Appliance Distributors, headed by **J. C. Mardon**, to handle the company's products out of New Orleans. . . . **Quincy Music Shop**, Quincy, Mass., devises small sketches based on the theme of the song and uses them as part of the title dis-

play on record racks. It's got lots of eye appeal. . . . **Cawleys**, Milton, Pa., runs a weekly ad on pop records in the local newspaper and also makes certain to give complete LP and 45 catalogs to customers along with all the printed literature which the companies can supply. . . . **Aaron Appelbaum**, Bergenfield Music, Bergenfield, N. J., says, "I'm glad to see that most record companies are holding their weekly releases down to a minimum. It enables the harassed dealer to concentrate on his and potential hits and to keep his stock down. Business has been very good this far—well above the figures of last year at this time." . . . **Mary Ann Clayton**, reports that the Ping Music Bar, Ephrata, Wash., advertises records on a 30-minute local radio show daily and uses personalized direct mailing to the best customers. . . . **Railey-Norton Music Center**, Hopewell, Va., featured a window display of record players and marked the center item in the display to be reduced one dollar each day until sold. It sold on the fourth day. Customers have asked for repeats of the sale. . . . **Charles M. Wood**, The Record Shop, Canton, N. C., believes that EP sales would spurt tremendously if the manufacturers would issue new material on EP rather than re-issue material available three other ways. . . . **E. Ehrlich**, Birnbaum Furniture Company, New Britain, Conn., asks why Columbia isn't releasing **Buddy Clark** numbers on EP. Claims that he's still getting lots of calls for Clark disks on 45 r.p.m.

The Billboard's Music Popularity Charts

Classical Records

. . . For Week Ending May 9

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-	1	31
2.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis	2	8
3.	MUSIC OF VICTOR HERBERT—Mantovani Ork.	—	1
4.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork.,	3	16
4.	GRIEG: CONCERTO IN A MINOR FOR PIANO & ORK	—	1
	45 R.P.M.		
1.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Phila-	3	2
2.	ROSSINI: WILLIAM TELL OVERTURE—NBC Sym-	1	34
3.	RACHMANINOFF: CONCERTO FOR PIANO—A. Rubin-	2	22
3.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy,	5	14
5.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-	—	12

Reviews of the Current Classical Releases

RIMSKY-KORSAKOV: SCHEHERAZADE—Philharmonia Orchestra of London; Leopold Stokowski, Cond. (1-12") . . . 76
V (33) LM 1732
This is a warm and sensitive interpretation of the Rimsky-Korsakoff favorite, played very effectively by the Philharmonia Orchestra of London, under the leadership of Leopold Stokowski. It is an outstanding version, one that should have strong appeal for the classical fan, especially the younger or newer collector. There are many other versions of this composition on the market and currently the Minneapolis Symphony slicing on Mercury is a best-seller. This Stokowski set may have a tough time overcoming that competition, but it should pick up over the stretch. The recording is excellent and the cover is attractive.

ROSSINI: SEMIRAMIDE OVERTURE; BIZET: CARMEN, ORCHESTRAL SCENES (1-10") . . . 72
Columbia (33) AAL 27
There is much value in this new release on the label's inexpensive 10-inch LP series. The Philadelphia orchestra, under the sensitive leadership of Sir Thomas Beecham, does a first-rate job here with orchestral music from "Carmen" and the overture to Rossini's "Semiramide." The Bizet work includes the "Aragonaise" and the exciting "Danse Boheme" from the opera.

CASALS FESTIVAL AT PERPIGNAN; BACH: CANATA NO. 189; BEETHOVEN: AN DIE FERNE GELIEBTE, OP. 98 (1-12") . . . 68
Columbia (33) ML 4641
Columbia is issuing, as single LP releases, all of the music waxed at the Casals Festival at Perpignan in the summer of 1951. This new set features tenor Aksel Schiotz, one of Europe's famed oratorio singers, in the joyful Bach Cantata "Meine Seele Ruhmt Und Preist" and the Beethoven song-cycle "An Die Ferne Geliebte." Schiotz performs the two difficult works admirably, with the support of top-flight classical musicians. Those who enjoy this type of recital should be interested in this excellent performance by Schiotz.

GEORGE COPELAND PLAYS SPANISH PIANO MUSIC (1-12") . . . 68
M-G-M (33) E 3025
Copeland, a long-time student of Spanish music, programs 13 piano selections by such Spanish composers as Albeniz, Mompou, Falla and Nin. They range from slow, studied selections to fiery works with broad sweep. The set combines two 10-inch disks previously available. Thus there is a price advantage inherent in this 12-incher.

TCHAIKOVSKY: GOUNOD: LOVE DUETS FROM ROMEO AND JULIET—The Los Angeles Orchestral Society; Franz Waxman, Cond. (1-12") . . . 65
Capitol (33) P 8189
Capitol has packaged on one waxing love duets on the Romeo and Juliet theme as composed by both Tchaikovsky and Gounod. The Tchaikovsky duet is from an unfinished posthumous work completed by Russian composer Segius Taneieff. The Gounod composition is an excerpt from the fourth act of his Romeo and Juliet. Jean Fenn, of the San Francisco Opera Company, and Raymond Manton of radio fame do well with their respective vocal chores, and Katherine Hilgenberg is effective in the short role of the nurse. The Los Angeles Orchestral Society, under Franz Waxman, performs the works capably. Of some interest to vocal fans.

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

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Flip to "Market Place"
PAGE 39

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The Billboard Music Popularity Charts

... for Week Ending May 9

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CARL SMITH
singing
"JUST WAIT TILL I GET YOU ALONE"
Columbia 21087
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Flip to "Market Place"
PAGE 39

GIVE TO THE
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'THIS ORCHID MEANS GOOD-BYE'

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Columbia 21087
- ➔ **Jimmy Wakely**
Capitol 2484
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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... RUB A DUB DUB
H. Thompson, Capitol 2445
- TOO YOUNG TO TANGO
Sunshine Ruby, Victor 20-5250
- Cincinnati... I'M SCARED TO GO HOME
Jimmie Osborne, King 1193
- Nashville... YOU'RE A REAL GOOD FRIEND
E. Tubb-R. Foley, Decca 28634
- I'LL SIGN MY HEART AWAY
H. Thompson, Capitol 2445
- New Orleans... RUB A DUB DUB
H. Thompson, Capitol 2445

Territorial Best Sellers

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

- Dallas-Ft. Worth**
1. Mexican Joe
J. Reeves, Abbott
 2. No Help Wanted
Carlises, Mercury
 3. Kaw-Liga
H. Williams, M-G-M
 4. Take These Chains From My Heart
H. Williams, M-G-M
 5. Bumping Around
T. T. Tyler, Decca
 6. Last Waltz
W. Pierce, Decca
 7. Rub a Dub Dub
H. Thompson, Capitol
 8. Knot Hole
Carlises, Mercury
 9. Too Young to Tango
Sunshine Ruby, Victor
 10. Just Wait Till I Get You Alone
C. Smith, Columbia

- Houston**
1. Mexican Joe
J. Reeves, Abbott
 2. Take These Chains From My Heart
H. Williams, M-G-M
 3. Red Rose
S. Willet, Four Star
 4. I Haven't Got the Heart
W. Pierce, Decca
 5. Big Mamou
L. Davis, Okeh
 6. Kaw-Liga
H. Williams, M-G-M
 7. Last Waltz
W. Pierce, Decca
 8. I Couldn't Keep From Cryin'
M. Robbins, Columbia
 9. Price for Loving You
R. Price, Columbia
 10. Restless Heart
S. Whitman, Imperial

- Cincinnati**
1. No Help Wanted
Carlises, Mercury
 2. Seven Lonely Day
B. Lou, King
 3. Red Rose
S. Willet, Four Star
 4. I'm Scared to Go Home
J. Osborne, King
 5. Big Mamou
L. Davis, Okeh
 6. Your Flying Days Are Thru
J. Skinner, Capitol
 7. Mexican Joe
J. Reeves, Abbott
 8. Take These Chains From My Heart
H. Williams, M-G-M
 9. Your Cheatin' Heart
H. Williams, M-G-M
 10. Last Waltz
W. Pierce, Decca

- Nashville**
1. Your Cheatin' Heart
H. Williams, M-G-M
 2. This Orchid Means Goodbye
C. Smith, Columbia
 3. Take These Chains From My Heart
H. Williams, M-G-M
 4. Last Waltz
W. Pierce, Decca
 5. I Couldn't Keep From Cryin'
M. Robbins, Columbia
 6. You're a Real Good Friend
R. Foley & E. Tubb, Decca
 7. Mexican Joe
J. Reeves, Abbott
 8. I Haven't Got the Heart
W. Pierce, Decca
 9. I'll Sign My Heart Away
H. Thompson, Capitol
 10. Rocket to the Moon
M. Mullican, King

- New Orleans**
1. Your Cheatin' Heart
H. Williams, M-G-M
 2. Ramblin' Man
H. Williams, M-G-M
 3. Rub a Dub Dub
H. Thompson, Capitol
 4. No Help Wanted
H. Thompson, Capitol
 5. This Orchid Means Goodbye
C. Smith, Columbia
 6. No Help Wanted
Carlises, Mercury

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 thruout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1.		KAW-LIGA—Hank Williams	13
2.		MEXICAN JOE—J. Reeves	6
3.		NO HELP WANTED—Carlises	16
4.		YOUR CHEATIN' HEART—H. Williams	13
5.		LAST WALTZ—W. Pierce	8
6.		TAKE THESE CHAINS FROM MY HEART—H. Williams	1
7.		BUMMING AROUND—T. T. Tyler	4
8.		THIS ORCHID MEANS GOODBYE—Carl Smith	2
9.		FOOL SUCH AS I—Hank Snow	16
10.		SEVEN LONELY DAYS—Bonnie Lou	2

Most Played by Jockeys

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

This Week	Last Week	Chart	Weeks on Chart
1.		YOUR CHEATIN' HEART—H. Williams	10
2.		KAW-LIGA—Hank Williams	13
3.		NO HELP WANTED—Carlises	19
4.		MEXICAN JOE—J. Reeves	7
5.		LAST WALTZ—W. Pierce	5
6.		KNOTHOLE—Carlises	6
7.		JUST WAIT TILL I GET YOU ALONE—Carl Smith	1
8.		GOIN' STEADY—F. Young	18
9.		FOOL SUCH AS I—H. Snow	14
10.		I COULDN'T KEEP FROM CRYING—Marty Robbins	4

Most Played in Juke Boxes

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

This Week	Last Week	Chart	Weeks on Chart
1.		NO HELP WANTED—Carlises	14
2.		YOUR CHEATIN' HEART—H. Williams	12
3.		MEXICAN JOE—J. Reeves	7
4.		KAW-LIGA—Hank Williams	13
5.		LAST WALTZ—Webb Pierce	4
6.		I HAVEN'T GOT THE HEART—W. Pierce	2
7.		TAKE THESE CHAINS FROM MY HEART—H. Williams	1
8.		BUMMING AROUND—T. T. Tyler	1
9.		I COULDN'T KEEP FROM CRYING—M. Robbins	7
10.		FOOL SUCH AS I—H. Snow	9

7. Just Wait Till I Get You Alone
C. Smith, Columbia
8. Time Changes Things
L. Frizzell, Columbia
9. Playing Dominoes and Shootin' Dice
J. Dolan, Capitol
10. Death of Hank Williams
J. Cardwell, King

Cincinnati

Continued from page 32

3. Strange Things Are Happening
R. Buttons, Columbia
4. April in Portugal
L. Baxter, Capitol
5. Pretend
Nat (King) Cole, Capitol
6. April in Portugal
R. Hayman, Mercury
7. Say You're Mine Again
P. Como, Victor
8. Doggie in the Window
P. Page, Mercury
9. I Believe
F. Laine, Columbia
10. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor

Barton Co. Gets 'Here to Eternity'

NEW YORK, May 9.—Barton Music has acquired the score of "From Here to Eternity," new Columbia Pictures movie based on the best-selling novel by James Jones to be released in the fall. Frank Sinatra is featured in the film, singing the title ditty and "Re-Enlistment Blues." Both tunes will also be cut by the clarinet for Capitol Records. The score was written by Bob Wells and Fred Karger.

Welk Souvenir Album For Early Coral Issue

HOLLYWOOD, May 9.—An album composed of favorite standard tunes selected by his admirers over a year's period will be released May 15 for Lawrence Welk by Coral Records. It will be known as "The Lawrence Welk Souvenir Album" and features top tunes enjoyed by Welk's audiences at the Santa Monica Aragon Ballroom, where all numbers were recorded.

The Billboard's Music Popularity Charts . . . For Week Ending May 9

TOP R & B RECORDS

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 thruout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	8	HOUND DOG—W. M. Thornton	Peacock 1612—BMI
2	3	3	I'M MAD—W. Mabon	Chess 1538—BMI
3	7	7	RED TOP—King Pleasure	Jumpin' With Symphony Sid—Prestige 821—BMI
4	4	5	I WANNA KNOW—Du Droppers	Laughing Blues—V(78)20-5229; (45)47-5229—BMI
5	2	17	(MAMA) HE TREATS YOUR DAUGHTER MEAN—Ruth Brown	R. B. Blues—Atlantic 986—ASCAP
6	8	4	GOIN' TO THE RIVER—Fats Domino	Come to the Mardi Gras—Imperial 5231—BMI
7	5	5	BEAR CAT—R. Thomas Jr.	Walkin' in the Rain—Sun 181—BMI
8	—	1	HELP ME, SOMEBODY—Five Royales	Crazy, Crazy, Crazy—Apollo 446—BMI
9	6	10	CRAWLIN'—The Glovers	Yes, It's You—Atlantic 989
10	10	2	GOING TO THE RIVER—C. Willis	Baby Has Left Me Again—Okeh(78)6952; (45)4-6952—BMI

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	7	HOUND DOG—W. M. Thornton	Peacock 1612—BMI
2	3	4	I'M MAD—W. Mabon	Chess 1538—BMI
3	2	13	(MAMA) HE TREATS YOUR DAUGHTER MEAN—R. Brown	Atlantic 986—ASCAP
4	4	5	BEAR CAT—R. Thomas Jr.	Sun 181—BMI
5	4	7	CRAWLIN'—Clovers	Atlantic 989—BMI
6	6	3	GOIN' TO THE RIVER—C. Willis	Okeh(78)6952; (45)4-6952—BMI
7	10	2	RED TOP—King Pleasure	Prestige 821—BMI
8	—	4	LET ME GO HOME WHISKEY—A. Milburn	Aladdin 3164—BMI
8	—	1	OFF THE WALL—Little Walter	Checker 770—BMI
10	—	1	HITTIN' ON ME—B. Johnson	Mercury 70116—BMI
10	—	2	TELL ME, MAMA—Little Walter	Checker 770—BMI

Rhythm & Blues Record Reviews

Continued from page 26

Blues in My Heart and Tears in My Heart... 73
A smooth after-hours blues is sung effectively by the chanter, over bluesy ork backing. Deejays should use it.

THE FALCONS
You're the Beating of My Heart... 77
SAVOY 893—Here's a good side by the Falcons, new group on the label. The boys handle the pretty ballad warmly, showing off smooth harmony and a listenable lead. Side is attractive and with exposure could get some action. Good debut for the boys.
It's You I Miss... 73
Group does another effective job here on a pleasant effort, but the flip has much more power.

JOHN LEE HOOKER
Ride 'Til I Die... 77
MODERN 901—Beat is persistent and above it Hooker chants the somewhat ribald lyrics with enthusiasm. An exciting side that should do well on the coin boxes.
It's Stormin' and Rainin'... 74
Blues ballad is projected with sympathy by the warbler to Southern-style backing featuring whining guitars.

MELVIN DANIELS
I'll Be There... 76
RPM 383—Daniels shouts a powerful side here for an uninhibited slicing with plenty of excitement. Bears close watching, for it could break out.
Boogie in the Moonlight... 74
Effort has a good beat and moves well. Should do okay on the coin boxes.

ROSCOE GORDON
We're All Loaded... 75
RPM 384—Here's a good side by Roscoe Gordon featuring the chanter in a shout vocal over a hand-clapping backing by the sidemen. Material isn't outstanding, but the performance is alive. Should pull coins.
Tomorrow May Be Too Late... 73
The warbler does another effective job here, this time on a pulsating rhythm effort that stresses a hefty beat by the ork. It could get some plays.

SWINGING SAX KARI ORK
Henry... 76
STATES 117—Thrush Gloria Irving comes thru with a strong performance of a jump blues that begs for more attentive romance. Backing is okay, but could have been stronger.
You Let My Love Grow Cold... 71
Weeper ballad is wafted convincingly by Miss Irving. Another good performance by the warbler. The thrush

has a lot on the ball and with the right material, could bust out.

JOAN SHAW
You Drive Me Crazy... 74
GEM 205—Thrush sings the sexy ditty piercingly to slim ork backing. There should be some loot around for this one.
Why Don't You Leave My Heart Alone... 69
Miss Shaw wails the sad blues convincingly.

GENE AMMONS
Red Top... 74
UNITED 149—The tune now moving up in the r.&b. field is handed a capable gang vocal by the sidemen, with Ammons contributing listenable sax stylings. Should pull spins.
Just Chips... 69
This one starts out in solid style as a wild buck dance, then goes steadily downhill as the ork comes in playing a mess of ineffective material. Ammons gets some work in on sax.

THE CHECKERS
Ghost of My Baby... 74
KING 4626—The group has a mysterious musical tale to tell here and they project it with effectiveness. Side should get air spins and return some coin.
I Wanna Know... 68
A routine job by the Checkers with only token action in prospect.

SCHOOLBOY PORTER
Lonely Wail... 74
CHANCE 1132—Slow instrumental has Porter blowing a sensitive sax. Hammond organ in the background makes for nice contrast.
Small Squall... 65
Tempo picks up on this side, and things get fairly torrid. The excitement, tho, seems a little synthetic.

THE BLENDERS
I Don't Miss You Anymore... 73
M-G-M 11488—The Blenders do a nice job with this smooth ballad. Boy's style is very clean for a strong r.&b. side, but it could get pop plays, too.
If That's the Way You Want It, Baby... 65
Same comment.

HADDA BROOKS
Dreamin' and Cryin'... 72
OKEH 6962—Miss Brooks is in fine voice as she gives a very sensitive reading on this slow ballad. Quiet ork backing adds flavor.
You Let My Love Get Cold... 60
When thrush sings it straight, side has potential, but there are too many
(Continued on page 37)

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

The Gale Agency is negotiating with Joe Louis to go with the r.&b. package being sent out in July by the agency. Louis broke in his vaudeville act at the Apollo Theater, New York, about a month ago. If the unit, which will feature Ruth Brown, The Clovers, Wynonie Harris, and the Erskine Hawkins ork, signs Joe Louis it will make the package complete. If not, it is possible that Louis Jordan will go with the unit.

Ruth Brown, and Billy Ward and his Dominoes, did a week at the Bandbox, New York, this week. Ruth Brown is being held over another week, after which she will go out on one-nighters from May 27 to June 7 with Sonny Stitt. Ruth, Stitt and The Orioles will play the Troy Armory on May 29. . . . Billy Shaw, head of Shaw Artists, flew to Bermuda today for a three-day holiday. . . . A new club has been opened in Jacksonville, Fla., called the El Sambo. First act featured is the Five Keys.

Fats Domino was unable to fulfill his one-nighter engagements in Louisiana, Alabama and Georgia from May 1 to May 6 due to illness. The singer has recovered. . . . Deejay Bill Williams, of WBOY, in Tarpon Spring, Fla., is presenting a one-hour r.&b. show daily, and is hoping diskeries will send him platters to spin. . . . Atlantic Records has pacted singers Hal Paige and Chuck Norris. Their first wax will be released next week. . . . Rose Murphy, who has been in England for the past three months, has had her engagement there extended thru to September. The thrush is a big hit in the British Isles.

Vivian Greene goes into Denver's Cherrilyn Inn next week. . . . Jim Johnson's Quartet now at the Katz 'n Kitten, Denver nightery. . . . Denver was visited by Joe Liggins' Honeydrippers ork last week when the crew played the Rainbow Ballroom there. . . . Selika is now playing organ at the Rossonian Lounge, Denver, and handling piano work as well. . . . La Verne Baker plays the Royale in Baltimore on May 15 and the Howard in Washington, D. C., on May 29. In between these dates she will play theater one-nighters in Virginia.

'Can Can' Wax Session Set

NEW YORK, May 9. — Ian Livingston, Capitol Records' veepee in charge of artists and repertoire, arrives here from the West Coast Monday (11) for a series of huddles with Eastern division diskery brass, and to supervise the original cast waxing session of the Cole Porter musical, "Can Can." The legit musical's cast will be recorded in an all-day session next Sunday (17). Livingston is expected to stay here for several weeks before returning to Capitol's West Coast headquarters.

Progressive Skeds Album Sessions

NEW YORK, May 9. — The Progressive label, jazz diskery headed by Gus Grant, Harry Sultan and Irwin Gewirtz, has scheduled waxing sessions in upcoming weeks to provide for enough material to give the diskery 15 long-playing albums by the end of 1953.

Most recent sessions were cut by a Chuck Wayne group. The label also signed Tony Fruscella, trumpet, to a contract.

The Wayne sides were made with Bru Moore, George Duvivier, Ed Shaughnessey and Harvey Leonard. Progressive also used Zoot Sims for four sides after getting permission from Prestige Records which holds a contract with Sims.

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NOVEL

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B/W
"A HAPPY LIFE"
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A Sure Fire HIT!
BOBBY MITCHELL & The Toppers
"Rack 'Em Back"
b/w
"I'm Crying"
Imperial 5236

Imperial Records
6425 Hollywood Blvd., Hollywood 28, Calif.

Soon #1 Coast-to-Coast!
SAVOY #891
"I WANNA KNOW"
By DOLLY COOPER
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by THE DIAMONDS
Atlantic 981

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IT'S A HIT!
ANDREW WIDEMAN
12 year old Wonder Boy of NBC "STAR-TIME" singing . . .
"MAMA'S LITTLE BOY GOT THE BLUES"
and
"I'M NOT A CHILD ANYMORE" JUBILEE 5117

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Musicians Vote On Club Hiring

NEW YORK, May 9.—Membership of Local 802, American Federation of Musicians, on May 11, will vote upon a resolution designed to do away with discrimination, or unfair competition, in the club date field. The resolution notes that in this field a group of leaders have a monopolistic control of jobs. The resolution notes that the giving of payolas or gifts to managers of hotels, catering halls, etc., in return for leads on jobs, shall be deemed a violation of union regulations. The resolution asks that the executive board of the local serve notice on hotels, catering establishments, etc., that "discriminatory interference directed toward members of Local 802 or agents... shall constitute an act of conspiracy to deprive members... of fair... opportunity to compete for employment..."

The resolution, and what happens to it, is regarded of prime importance to the membership, inasmuch as the club-date field accounts for more than 75 per cent of the income earned by the membership. Many attempts have been made thru the years to prevent a monopoly of jobs in this field. In 1947 a resolution similar

TREADWELL OPENS TALENT AGENCY...

George Treadwell, former jazz trumpet player who married Sarah Vaughan, has opened his own talent agency in New York. In addition to Miss Vaughan, his starting stable includes Ruth Brown and Dizzy Gillespie.

SIMON FORMS KID PUBBERY...

A new publishing firm, Westbrook Publications, was formed by Bill Simon this week. It is a BMI firm and will specialize exclusively in kiddie material. The purpose of the firm is to screen and develop kiddie material for submission to a.&r. men and to effect tie-ins on the kiddie items

to that outlined here was passed by the members. The resolution was appealed by a group of leaders and was termed unconstitutional by the international executive board of the AFM.

The exec board of the local has been prudent in policing club dates and has minimized unfair competition. Tradesters are watching the fate of the new resolution with great interest.

with industrial firms. This is the second firm recently formed by Simon, the first being Thornwood Music, also a BMI affiliate. In addition to the above activity, Simon recently added to his family when he became the father of a girl, his second child.

New York

Publisher Leo Talent has set a tie-in promotion with the New York Florists' Association to plug Mindy Carson's recent slicing of his ditty, "Three Red Roses."... Deejay action in several territories has led Decca to release as a single the Andrews Sisters-Desi Arnez disk of "Old Don Juan" from the album "Sing, Sing, Sing." Decca has also released four sets of square dances by hoedown specialist Ed Gilmore. . . . Instructions are included in the packages. . . . Some confusion is expected when two old Al Jolson sides, just re-issued, of "When the Red, Red Robin" and "I'm Sittin' on Top of the World" reaches deejays. They'll probably be played vis-a-vis Norman Brooks in many cases. . . . Mace Barrett, new Coral chanter, opens at the Copa May 14.

Aberbach, Ltd., new English publishing firm set up by Hill and Range, started operations this month, with Roy Berry, formerly of Chappell and Co. there, as general professional manager. Firm is working on "Hot Toddy," "Mother Nature and Father Time," "I Laughed Until I Cried," "I've Never Seen" and "Hello, Sunshine." Reg Connolly is associated with Aberbach, Ltd., in addition to his other publishing firms in England.

Chicago

Mercury's singing group, the Ravens, are current at the Chicago Theater. Their latest paring is "She's Got to Go" and "Come a Little Bit Closer." . . . Future line-up for the Chicago includes Dorothy Lamour, one week, May 15; Vic Damone, early June, and

Billy Eckstine, also in June. . . . Evelyn Aron is replacing Margaret Frye as librarian at WIND. Miss Frye is moving to WCFL as librarian.

Ralph Marterie in town for a short stay. . . . Bobby Wayne, who is pushing his Mercury waxing of "Love Me, Love Me," is due in town soon on a deejay tour. . . . Rusty Draper, Mercury, is due in at the Black Orchid for four weeks during July. . . . Al Chapman, Chicago branch manager, and Larry Green, promotion man of Decca, are on a deejay tour thru Northern Indiana promoting the Four Aces' waxing of "Honey in the Horn" and "Organ Grinder's Swing." . . . Les Baxter, Capitol, in town last week on a deejay tour plugging "Ruby." . . . Ray Anthony in town Tuesday (12) on a one-nighter at Flynn's Ballroom. This date starts a two-week tour of one nighters in the Midwest. He plays Prom Ballroom in Minneapolis on May 20.

Duke Ellington, Capitol, starts a Midwest tour May 12 in Nebraska and hits Illinois, Iowa, Missouri and Indiana. . . . John Standley and Horace Heidt in Central Illinois on a one-nighter tour. Standley's recording of "It's in the Book" is fast approaching Pee Wee Hunt's 12th Street Rag" as the leading seller in Capitol's catalog.

Hollywood

Jenny Barrett, new Vogue singer, has left for a tour of 12 Eastern cities to visit deejays and plug her "He Loves Me." . . . The Ambassador Hotel's Coconut Grove now features continuous dancing to the music of two orchestras—Benny Strong and the rhumba rhythms of Alfredo Garino. . . . Ciro's has inaugurated a new entertainment policy with addition of Bill Norvis and the Upstarts, who vocalize with Dick Stabile's ork. . . . Cliffie Stone Friday (8) recorded four sides for Capitol Records. Two sides are instrumentals with Stone's ork. Molly Bee waxed another side, and Helen O'Connell the other. . . . Academy Award-winning Ned Washington and Lester Lee will write special music for Betty Grable, who stars in her first loan-out picture to Columbia Pictures from 20th Century-Fox.

Dimitri Tiomkin planed Friday (8) for Mexico City to tape-record Mexican folk music for adaptation into the score of "Blowing Wild," United Pictures production for Warner Bros. . . . Comedienne Rose Marie has been set to headline for two weeks at the Flamingo, Las Vegas, starting June 11. . . . Ben Light has had a song of his recorded by Capitol Records featuring vocalists. Tune, "You Made All My Dreams Come True," features six voices with vocal arrangements by Nelson Riddle.

Kathryn Grayson has been asked by the State Department to make a concert tour of Australia late this year. It would be her second such tour. . . . Jack Fina's ork takes over the Coconut Grove May 20 when the headliner will be Jimmy McHugh and company. Other dates include Frankie Laine, starting June 3; Peter Lind Hayes and Mary Healy, with the Ted Fio Rizo ork, June 24, and Patachou, July 15 to August 4. . . . Liberace's latest record, "I'd Never Forgive Myself," will be released this week. Song, by B. McEvoy, R. Gould and M. Martin, is backed with "I'm Loved."

Philadelphia

Melt Gray left his local publicity chores for the West Coast to tour in advance for Buddy De Franco, including advance for a tour in Europe. . . . Dave Brubeck, closing at the Blue Note, leaves with his family for Stockton, Calif., where he'll study composition, with Darius Milhaud. . . . "Jocko" Henderson's "Big Swing Train," WHAT platter show at midnight, will soon originate from Pep's Musical Bar. . . . Joseph Bonaduce resigned from the RCA Victor Red Seal division to join the public relations department of the Philadelphia Zoo. . . . Mike Angelina succeeds Johnny Austin for the music making at the Club Shagure in Camden on the Jersey side. . . . Joe Ricardel winds up the dancing season at the Garden Terrace of the Benjamin Franklin Hotel, where he started on Thanksgiving Day. . . . Local 77, AFM, readying its new fall price list for the benefit of contractors lining up dates now for next sea-

Denver Concerts To Begin July 7

DENVER, May 9.—The "1953 Concert Under the Stars" in Denver's giant Red Rock outdoor theater begins this summer with the First Piano Quartet appearing on July 7. Arthur Oberfelder, concert manager, reported this week that advance sales have already been exceptionally good for the season tickets.

Following the First Piano Quartet, the Librace Brothers will present a concert, with George conducting the symphony and Librace at the keyboard. A fortnight later, Jan Peerce and Roberta Peters give their concert, followed by Yma Sumac who returns for her second appearance in the Rocky Mountain city. The summer series will end on August 9 with the appearance of the Mia Slavenska-Frederic Franklin Ballet company with Alexandra Danilova as guest artist.

Shearing Quint on Caribbean Tour

NEW YORK, May 9.—The George Shearing Quintet left by plane this week for a personal appearance tour of the Caribbean area. This is the first time that the M-G-M jazz group has been booked into the Central and South American territory.

The group opened in Kingston, Jamaica, Thursday (7), for a week's stand. On May 13 and 14 they play dates in Panama, then fly to Maracaibo, Venezuela, for dates on the next two days, and to Cuacao for May 17 and 18. The tour winds up on May 22, after three days in Trinidad and British Guiana.

DAV Getting Cut-In On Austin's 'Close'

HOLLYWOOD, May 9.—Profits earned from sheet music and record sales of Billy Austin's latest tune, "How Close Can You Be," will be split by writer with the Disabled American Veterans for its annual Christmas fund.

Song's first disk featured singer Bob London, backed by Lloyd Shaffer ork on the Crystallite label. London just completed a tour of 23 California cities thumping tune, and leaves next week on a nation-wide jaunt for same purpose.

Decca Pacts New Hillbilly Thrush

NEW YORK, May 9.—Paul Cohen, Decca's hillbilly maestro, following up on his successful introduction of two oatune songstresses, Kitty Wells and Goldie Hill, has pacted another thrush who is due to hit the market soon with her first waxing for the label. She's Marge Collie, former wife of Floyd Tillman. Cohen has also signed the Cajun fiddler, Doc Guidry.

Rogers' Royalties Go To Negro College Fund

CHICAGO, May 9.—Timmie Rogers, singer-musician-comic, who recently signed with Capitol Records, announced he would turn over all royalties from his first release to the National College Fund for Negro Education.

His first release was "Saturday Night" backed with "If I Were You Baby, I'd Love Me." Rogers penned both tunes and published "Saturday Night." Foremost Music published the other tune.

son. . . . Eddie Khoury and Ronnie Bonner have placed their "Soft Soapin'" and "A Date With the Sun" songs with Miami Music, of La Grange, Ill., and the Hart-Van label for record spins. The local songwriting duo have also assigned their own music firm, the Music Counter, with Myers Music here as sole selling agent, including their more recent "Aloha Bells" and "Hawaiian Guitars" which have a Hart-Van record issue.

Cincinnati

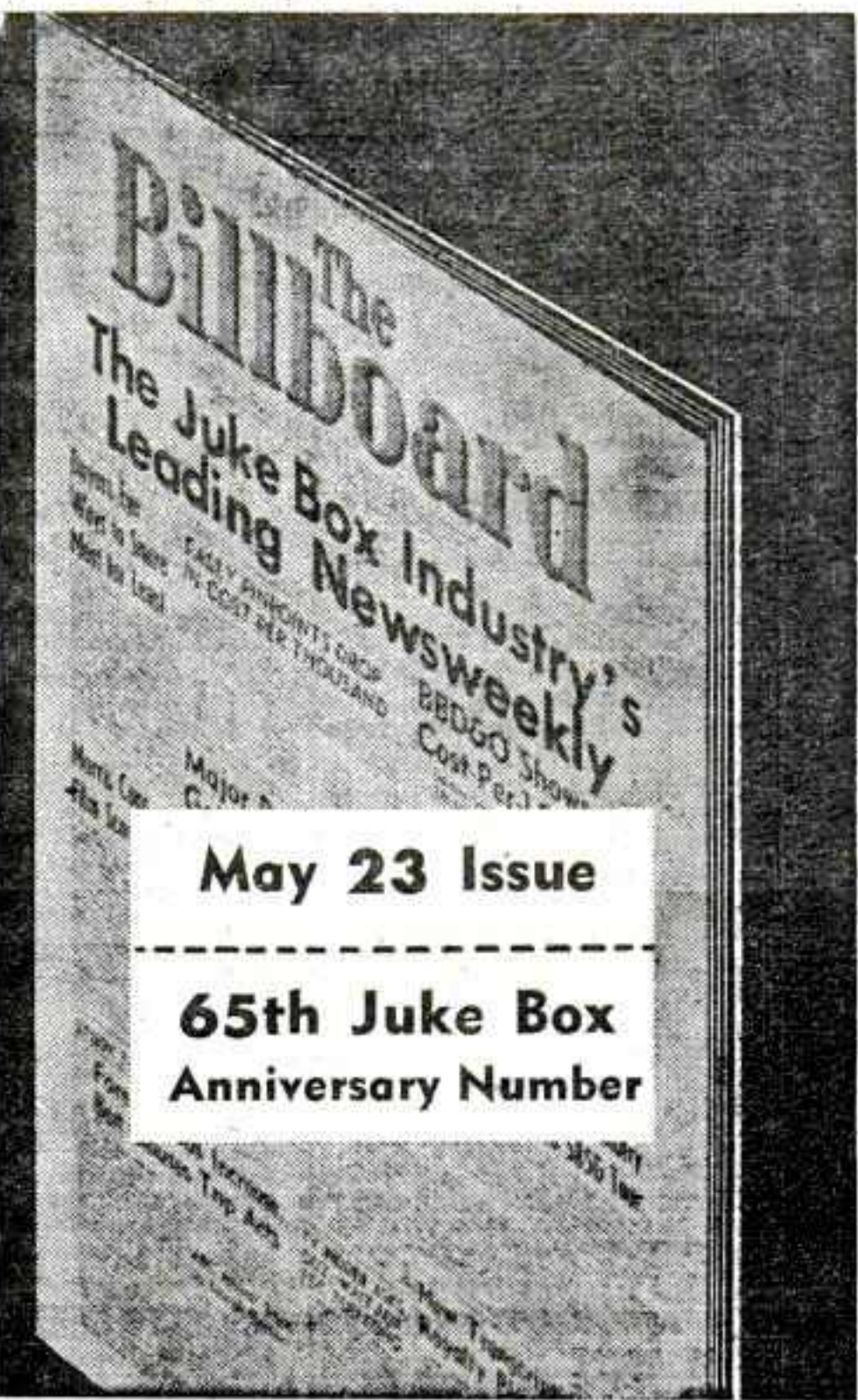
Mel Torme opens May 18 for two weeks in Jack Ensley's Jaguar Room, Indianapolis, booked by Ross W. Christena's Entertainment Service. . . . Dick Flora, Buckeye Publishing Company prexy, is predicting heavy juke play for the new Cajun ditty, "Fais Do Do" (Fay Dough Dough), waxed by Pinky Vidacovich on the Pelican label.

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All-Time Record Matinee Crowds
Boost Take With 1 Sat. Grossing 81G

Continued from page 1

curs, the show's take may be increased by \$5,000 or more.

Capacity Increased

The addition of promenade seats and the use of the section normally blocked off by the band, which was recently moved to the arena floor, increased the Garden circus capacity from about 14,000 to close to 15,000. The extra seats were needed on many afternoons with the matinee business exceeding all previous records.

Boat Service To Funspots Begins Soon

NEW YORK, May 9.—The major boat lines, operating regular and charter service to near-by amusement parks, will cast off from moorings and steam into the 1953 season in the next few weeks.

The Hudson River Day Line, which inaugurates service next Saturday (16), reports charters running about 27 per cent ahead of last year, with nearly all of them slated for Indian Point Park, Peekskill, N. Y. The funspot also is served by the line with regular service, in addition to charters.

Playland Park, Rye, N. Y., will be served by the Meseck Line, which begins operations on Decoration Day (30). The Day Line will also run trips to the park on charters during the summer.

Other Runs

The Keansburg Beach Steamboat Company starts its daily trips to Keansburg Beach, N. J., on Decoration Day, and the Wilson Line, which begins its season May 28, will again run its daily trips to Rockaway Beach, as well as charters to Rye's Playland.

The Wilson Line will also inaugurate service to the city-owned Pleasure Beach, Bridgeport, Conn., the first time that such service has originated in New York for several years. A lack of docking facilities prevented excursion boats from landing at the Connecticut funspot in the past few years, but a newly constructed pier will be ready for the up-coming season.

Moves to Stage World's Fair In San Fran

SAN FRANCISCO, May 9.—A suggestion to stage a world's fair here in 1956 in celebration of the 50th anniversary of the rebuilding of San Francisco after the 1906 fire and earthquake was made here this week by George Christopher, supervisor. A resolution calling for a citizen's committee to arrange the fair in 1956 will be presented to the board of supervisors.

Todd to Present 'Night in Venice'

NEW YORK, May 9.—Michael Todd will unveil a new version of "A Night in Venice" June 25, at the Marine Stadium, Jones Beach, L. I., where he presented the original last summer.

The outdoor spectacle, which is staged on an island stage separated from the audience by a moat, has been revamped to provide for additional sight acts. Fireworks, employed during a festival scene, will be provided by International Fireworks Company.

None of the night shows were sell-outs, altho several were on the edge. Generally, the night business, when compared to matinees, was termed light with the average set around the three-quarter mark.

The week-ends and Saturdays in particular, gave the attendance and gross figures their biggest lifts. The dollar handle on one Saturday was reported in excess of \$81,000, a new one-day mark.

The Garden audiences pretty much match the turn-outs under canvas when adults outnumber the children except as special promotional dates. While the moppets were naturally in the majority at Garden matinees, there was also a sizable percentage of adults attending all afternoon showings.

For the Classes

Percentage-wise, only a few of the moppets living in the metropolitan area ever get to see the Big One at the Garden. The high price scale apparently invites only those persons with a much higher than average income. As such, the show in its New York appearance continues to be geared for the classes rather than the masses.

Circus execs should be sure by now that television hasn't af-

fectured their business, except in that it might well be responsible for the building up of the matinee crowds at the expense of the night shows. The medium has certainly been helpful as a publicity outlet and this year, for the first time since video began to come into its own, the Big Show allowed several of its star performers to appear in guest roles.

Certainly much of the success could be traced to the selling efforts of Roland Butler, publicity director, and his staff. The public was confronted on all sides by printed and pictured stories of the Big Show. The coverage by national magazines, perhaps the greatest ever, will pay off all season as the Big One gets into the hinterlands.

With so fine a start and a well-studied route that includes Canada and by-passes much of the industrial East already laid out, the circus management has every reason to expect a winning season from here on in.

Unconfirmed reports this week had circus and Garden execs conferring on the possibility of extending next year's New York run to 52 days (103 performances). If adopted this would set a new mark, surpassing the 47-day runs in 1943 and 1944.

Freeman Exhibits for Indian Point Park, De Leon Springs

MIAMI, May 9.—Alton V. Freeman, of the Miami Rare Bird Farm, announced this week that he would open two new attractions this season, a Jungleland about May 15 at Indian Point Park, Peekskill, N. Y., and a jungle cruise at the Fountain of Youth at Ponce De Leon Springs, Fla., some time in June. Freeman will continue operation of the Jungleland he opened at Myrtle Beach (S. C.) Zoo last year.

Like Freeman's exhibits at the Miami farm, his new projects will feature mostly colorful birds and tame wild animals, many of them uncaged. While the Miami farm is a highly landscaped tropical garden, the Peekskill exhibit will be similar to his display at Myrtle Beach—a wooded area of about 10 acres with natural brook and featuring such stock as flamingoes, macaws, cockatoos, water fowl,

pheasants, deer, bear, alligators, antelope, chimps, a monkey island and other types of apes.

The De Leon Springs project, under construction for the past 18 months at a cost of nearly \$1,000,000, is owned by Hayden Davis and a man named Hose, Miami Beach hotelmen. Wildlife to be supplied by Freeman will be similar to the

(Continued on page 50)

Toledo Inks Ted Lewis For Sesqui

TOLEDO, May 9.—Ted Lewis will be featured in the first three performances of the 12-day Ohio sesquicentennial show to be staged in the amphitheater of the Toledo Zoological Park in June, Charles Blake, producer, announced this week.

Lewis, a native of Circleville, O., is to bring the entire cast of his revue for his show, Blake said.

Efforts are being made to obtain other Ohio-born entertainment stars for appearance during the run of the show which will have a cast of 300 professional and amateur performers.

Auditions began this week for the historical portion of the out-

(Continued on page 50)

NASCAR Building Track in Raleigh

DAYTONA BEACH, Fla., May 9.—Bill France, NASCAR president, who recently signed a contract to present weekly stock car racing at the Greensboro (N. C.) Fairgrounds, currently is building a new quarter-mile track at the Raleigh (N. C.) Speedway, where he has scheduled a 300-mile event for Decoration Day (30).

France, who maintains offices for his Bill France Enterprises, Inc., here and at Greensboro, also operates racing events at Occochee Speedway, Hillsboro, N. C.; Charlotte Speedway, Charlotte, N. C.; Peace Haven Speedway, Winston-Salem, N. C., and at Detroit.

Parks' Fight to End Tax Just Begun--Batt

NEW ORLEANS, May 9.—"Despite reports to the contrary, the fight by amusement parks to bring about the repeal of the federal amusement tax has just begun," Harry J. Batt, chairman of the legislative committee of the National Association of Amusement Parks, Pools and Beaches, declared here this week.

"Any battle worth winning is worth fighting for," Batt said. "Battles are not won on the day they are fought. They are the result of hard, long-range planning, sound and just reasoning and pitching in and fighting with every legitimate weapon we command on the part of everyone concerned."

"The NAAPPB will need the

WOULD LIFT TAX

House Hears Bill to Exempt Benefit Events

WASHINGTON, May 9.—A bill to grant excise tax relief to circuses, carnivals, rodeos and exhibition games if the proceeds are earmarked for religious, educational or charitable organizations has been introduced by Rep. Patrick J. Hillings (R., Calif.).

Under present law, tickets to these outdoor benefit events are not exempt from the 20 per cent federal excise tax if performers are paid for participation.

Introduction of the bill followed by one day a three-way conference here between George A. Hamid, president of the National Association of Amusement Parks, Pools and Beaches; Rep. Daniel Reed (R., N. Y.), Chairman of the House Ways and Means Committee, which considers all tax measures, and Gordon Grand, chief clerk of the committee. Hamid sought tax relief for outdoor interests, after the house committee had completed a one-day hearing on a bill to end the tax on motion picture admissions.

The Hillings Bill is concerned only with performances for charity and educational and religious groups and would not bring tax relief to the amusement industry in general.

BIG WORRY

Solution to Bad Weather Priced High

NEW YORK, May 9.—The subject of weather—the prediction of and hoped for control—was in the news this week. Western Union announced a new service, that of predicting weather up to six months in advance, for fees ranging from \$20 to \$120 a month.

Earlier, news services carried stories on the negotiations being conducted between Dr. Wallace Howell, Boston rainmaker, and George A. Hamid, booker and operator of outdoor attractions. It seems that Dr. Howell can at times, and under favorable conditions, make his manipulations work in reverse, that is, prevent rain.

Hamid, along with many other outdoor figures, would naturally be interested in preventing likely rain on certain occasions. Preliminary correspondence, however, indicated that efforts in this respect, covering the New York area only, would run between \$75,000 and \$100,000 for the season. At those prices, the outdoor operators are likely to go on gambling with the elements.

help of everyone of our officers, board of directors, legislative committee, and the rank and file of our membership if we are to realize victory in this tremendous tax fight that confronts us," Batt continued.

"It will be necessary that we bring to bear all the influence we possess, both with members of Congress and others who may be persuaded to the justice of our course. At the beginning of the year it was my conviction that this was no easy task and no early tax relief could be expected. This statement was made after I received advice from some persons close to the Washington scene. However, recently I have been in receipt of personal assurances from members of Congress, who are highly conversant with that matter, that our interests will receive prompt attention and consideration at the proper time.

"I therefore urge the entire outdoor amusement industry not to accept the conclusion that the battle is lost. On the contrary, the fight has just begun. I entreat our members to read and review carefully all the news and information relative to the problems which has appeared in The Billboard, and to digest and follow all information contained in the official monthly bulletin of the NAAPPB. By doing so, and by arousing all those that might help us in our course, this battle will result in a glorious victory for our industry."

Jersey Judge Says Bingo Is Illegal

TRENTON, N. J., May 9.—Bingo is illegal and a violation of the State gambling laws, according to Superior Court Judge Ralph J. Smalley, who addressed the new Mercer County grand jury here Monday (4). He emphasized that, as such, it must not be allowed to continue, and those who insist on operating games of this nature must be "indicted without fear or favor."

Republican leaders, meanwhile, conferred the last few days on plans for legalizing bingo and various forms of raffles operated by religious, fraternal and charitable organizations thruout the State. They plan to back a bill calling for a referendum on bingo and already introduced in the State Senate by Sen. Malcolm S. Forbes.

In Toms River, a new county grand jury was sworn in and one of its first acts was to approve bingo as conducted by charitable organizations. The jury said "the present law outlawing bingos, raffles, card parties, etc., is unfair to bona fide charitable, civic, fraternal and religious organizations. County

(Continued on page 50)

Revive, Expand N. J. Farm Show

ATLANTIC CITY, May 9.—Revival of the New Jersey Farm Show and its expansion into the New Jersey Mid-Atlantic Farm Show was announced by W. H. Allen, State secretary of agriculture and general chairman of the farm show board, with plans calling for the show to take place December 4-9 in Convention Hall here.

Long a fixture of Farmers' Week in Trenton, N. J., prior to outbreak of World War II, its revival in postwar years was not feasible because of limited facilities in the Trenton Armory. Transfer of activities to Atlantic City has been arranged because of the facilities of Convention Hall.

Major features will be a State

(Continued on page 50)

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Talent Topics

Sam and Helen Howard and their Aqua-Thrill swim show left Manila recently after the Philippine International Fair. The troupe, which numbers 23, took a couple of days off from the fair to play dates in the Negro Province and Bocolod City. Sam writes that the schedule calls for them to head for Hong Kong and Tokyo following the fair.

Aerial Snyder's opened May 1 at Harry Bait's Pontchartrain Beach in New Orleans for a week's engagement. Following their close there they will head for Port Arthur, Tex., to play a celebration... Following her stint at the St. Louis Police Circus last week, Miss Luxem, sway pole,

Out in the Open

Bligh H. Dodds, Gouverneur, N. Y., was in New York Thursday (7) and attended the \$100-a-plate dinner tendered President Eisenhower by the Republican State Committee. Over the week-end Dodds squired some 100 fellow Republicans from his bailiwick around Gotham.

Lee Barton Evans gave a one-man show April 28 in Erie, Pa., for St. Julia's R. C. Church. Evans, a baritone, has worked a number of such shows, principally under church auspices, between handling the advance for the Hamid-Morton Shrine Circus in Pittsburgh last month and serving as company manager for the principal George A. Hamid & Son fair revue, Grandstand Follies.

The eighth annual convention and outing for triplets was held Saturday (9) at Palisades (N. J.) Amusement Park, with over 30 sets of triplets availing themselves of the hospitality of Co-Owner Irving Rosenthal.

Arthur Cantor, formerly with the Ringling circus press department and now a theatrical publicist, is the father of a son, David. Cantor is currently handling the Broadway musical "Hazel Flagg" and Harold Steinman's Hippodrome Arena spectacle.

Horace Black, who handles the commercial and concessions department at the Fort Worth (Tex.) Fat Stock Show, has also been named to manage those departments for the Heart O' Texas Fair, Waco. Othel Neely, of the Waco Chamber of Commerce, will head up the fair's livestock division.

Earl Newberry, Leo Overland, Bill McGaw and Jack Beck, all of Tournament of Thrills, huddled with Ford Motor Company officials in Chicago, Friday (8). . . . Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines, spent several days in Chicago last week huddling with attraction people.

Ocean Beach Halves Talent, Favors Pyro

NEW LONDON, Conn., May 9. —Ocean Beach Park, city-owned-and-operated amusement area here, will curtail professional acts and increase fireworks shows this season. The park's promotional allotment is down \$2,500 from 1952.

The decision to cut down on act quantity was made at a park board meeting Wednesday night (6), with board members approving the budget for presentation to city council.

Act curtailment will mean the park will present three professional acts, as against six last season, with seven fireworks shows taking up the slack.

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returned to Cuba to fill several previously contracted dates.

Les Hilldals, upside-down cyclists; Johnny Gibson's Aerial Ballet; Don Dorsey, single trapeze, and the Aerial Dobritch troupe came into Chicago following the close of the St. Louis show. . . . Dukey Anderson, thrill show clown, was a recent Chicago arrival after closing with Orrin Davenport in Grand Forks, N. D. Anderson will join Bill Reed's Jimmy Lynch Death Dodgers at Wichita.

Following the close of the Cole Circus in Chicago, the Lavals and Romas, flying acts, headed back to Bloomington, Ill. . . . Frank Torrance is back in his Sarasota home after playing the St. Louis show. . . . Lou and Elsie Christenson also headed for their Sheboygan, Wis., home after closing with Cole.

Lang Troupe, teeterboard, and Roy Williams and his dog are supporting acts in the Betty Hutton revue currently playing Chicago's Shubert Theater. . . . Rudy Horn, unicycle, left the U.S. recently to join the Bertram Mills Circus in England. . . . Victor Heisler, of the Badger Balloon Company, is booked to play the Utah State Fair, Salt Lake City; Western Washington Fair, Puyallup, and the Silver State Stampede, Elko, Nev.

First stop for Beatrice Dante and her chimp this spring will be Chicago, when they play the "Super Circus TV show on May 24. Others on that bill will include Ray and Susie, ropes and acrobatics; Maschino Troupe, tumbling-acro, and Flying Lavals, trapeze. Set for the May 17 stanza are the Mar-Vels, teeterboard; Lopez Trio, casting; Evers and Dolores, tight wire, and Daisy and her Five Pups.

Aerial Chapmans, high act, will be the twice-daily free act at Palisades (N. J.) Park for two weeks beginning Monday (11).

Dorrie and Vern Orion, the Sensational Ortons, letter from London that they will play in Ireland during May. Following those dates they will spend June and July appearing at contracted engagements in England and Scotland. The Ortons have visited with Bill Powell on several occasions recently and also took in the Bertram Mills Circus performance in Cambridge, England, recently.

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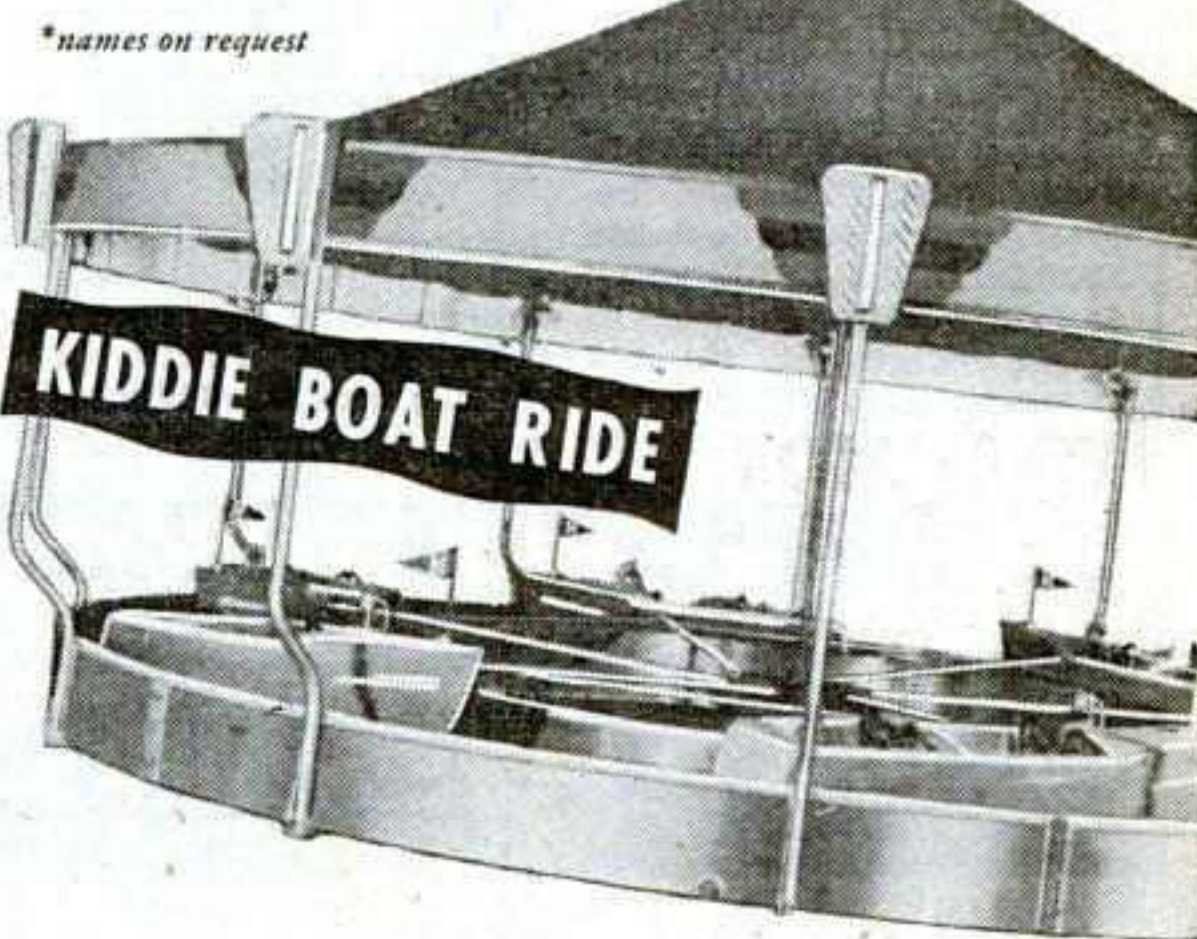
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Austin, Minn., Sets Busy Plant Sked

AUSTIN, Minn., May 9.—Mower County Fair has set a busy still date schedule for its fairgrounds this year, a program that will see 35 days of activity over and above the August 11-16 fair, P. J. (Pete) Holand, secretary, announced.

Off-season activity gets under way May 17 with a Norwegian Independence Day celebration. Frank Winkley will have big car races May 24 and will come back June 7 with a program of stock car races. Business and professional women will hold an open house May 31 and Diano Bros. Circus is scheduled to play the grounds June 1. Other dates include an Elk Flag Day ceremony on June 14 and the Wolf Greater Shows June 22 for a six-day stand. The local Grange will use the grounds on July 5.

Following the fair, the Women's Relief Corps will hold a celebration August 30 and the National Swine Show is set for September 15-18. The 17th annual Production Tested Boar Sale will hold forth October 3-17; Minnesota State Columbia Show and Sale, October 12, and the Minnesota-Iowa Live Fox & Mink Show, November 6-8.

Plant improvements this year, according to Holand, will include erection of 1,500 feet of industrial fencing and the paving of 1,200 feet of concrete walk. A fine arts museum will be dedicated to Korean servicemen on the second day of the fair with Minnesota's Governor, C. Elmer Anderson set to do the honors.

Grunt-Groaners For Louisville

LOUISVILLE, Ky., May 9.—An invitational wrestling tournament to name a State heavyweight champion is being mapped for Kentucky State Fair here, September 11-19. The two-night tourney among 10 wrestlers will be staged Friday and Saturday nights (11, 12) in the Horse Show Pavilion.

Officials have engaged Louisville promoter Francis McDonogh to work thru the National Wrestling Alliance in staging the tourney. An added feature the second night will be wrestling by women. Plans call for five matches to be staged the first night among 10 contestants. The second night the winners will compete until a champion is declared. The tourney will be conducted under the direction of the Kentucky State Athletic Board of Control.

Invitations will be mailed to 100 in-State and out-of-State wrestlers. However, the tourney will be open to every Kentucky heavyweight. Officials of county fairs who may wish to co-operate in the tourney are being asked to contact McDonogh at the local fairgrounds so that details can be worked out concerning county tourneys, with the winners assured of places in the State competitions. McDonogh said that he would have established wrestlers available for county contests.

Hollywood Agency Re-Inks Del Mar

HOLLYWOOD, May 9.—For the third consecutive year, the grandstand show at the San Diego County Fair in Del Mar, Calif., will be presented by Hollywood Theatrical Agency. The contract was signed with Paul Mannen, the fair's secretary-manager, by Jo and Newton (Carolina) Brunson of the local agency.

The 10-day fair will open June 26 with a rodeo being featured that day and the two following. The Brunsons take over June 29 with Lawrence Welk and his orchestra and show booked for one day. Spade Cooley and his show will play a one-day run on June 30. Opening July 1 for four days will be "Fiestacade," featuring Les Bassi, Moro-Landis Dancers (8) and another headliner yet to be named. The closing day, July 5, will be played by the Joie Chitwood Daredevils.

Nelson Builds M-G-R Truck Unit

NEW YORK, May 9.—Arthur Nelson, president of the Weld-Built Body Company, announced this week that the first truck-mounted up-and-down Merry-Go-Round manufactured by his firm had been delivered to Jack Shere, Hyattsville, Md.

Former Merry-Go-Rounds manufactured by the Brooklyn firm were the revolving type and did not feature up-and-down motion. Nelson's company also builds truck-mounted Whips and Ferris Wheels.

Set New Fun Spot At Sackville, N. S.

SACKVILLE, N. S., May 9.—A new amusement center, embracing a wide variety of entertainment, is being established here by John Cruikshank, operator of rental boats at near-by Halifax. The spot, which is set up opposite a new drive-in theater, will feature stock car and horse racing, the latter with pari-mutuels.

Also being considered are movie fights, wrestling, vaudeville and carnivals. A track and bleachers are expected to be completed by mid-summer along with installation of a light system.

Conn. House Okays Anti-Pyro Bill

HARTFORD, Conn., May 9.—A bill, forbidding the sale of fireworks in Connecticut after October 4, was approved by the House of Representatives here by a vote of 138 to 100. The measure was then sent to the Senate.

Action on the bill came as a special legislative committee of 12 members prepared to start an investigation into an alleged effort to raise a fund of \$4,000 to influence members of the Joint Judiciary Committee against the bill.

Wehrley in Comeback

BUECHEL, Ky., May 9. — John C. Wehrley, well known in Kentucky fair circles, is planning a return to the fair management field. Wehrley, who has been connected with fairs for 30 years, left the field in 1951 because of the serious illness of his wife.

World Trade Fair Is Set for Brazil

SAO PAULO, Brazil, May 9.—A World Trade Fair will be opened here in June, 1954, to run thru January, 1954.

While basically a business and industry fair, special representative of the organizing committee who recently returned from the U. S. reported that amusement possibilities for the event are being studied.

Redmond, Ore., Rodeo Increases Purse \$\$

REDMOND, Ore., May 9.—Higher purses for the 12th annual Sisters Rodeo June 20-21 were announced this week by George Wakefield, president of the Sisters Rodeo Association. Bulldogging, calf roping, bareback riding and Brahma bull riding will pay \$360 in each event; wild cow milking, \$150, and wild horse racing, \$140. Entrance fees in all events will make up final purses. Stock will be provided by Mack Barbour.

Sam Kellett Resigns At Tullake, Calif.

TULELAKE, Calif., May 9.—Sam B. Kellett, manager of the new Tullake Butte Valley Fair since June 1, resigned as of May 1. Prior to heading this annual he managed the Sacramento County Fair in Galt. No successor has been named.

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DOUBLES LIGHT '52

Cisco, Pancho Boost
Cole's Chicago Take

CHICAGO, May 9.—Art Wirtz's Cole Bros.' Circus, playing the Chicago Stadium thru Sunday (3), doubled its light 1952 gross and came off with what the management described as satisfactory business. Second week had strong matinees, with school kids on vacation. Night houses also were good. Week-ends brought capacity and near-full houses.

Given credit for the upped attendance were the Cisco Kid and Pancho, with the offering not of heavy-budget caliber otherwise.

The Cisco act showed the principals' car ride, and they were the heroes in a stagecoach holdup scene that included a movie-style gang fight. This action clicked. Pair also gave youngsters an "eat your supper and watch TV" talk reminiscent of Hopalong Cassidy's speech with Cole's 1950 edition but effective with the small fry.

Fair Circuit Coming Up

Standard circus turns included several scheduled for the fair circuits, and the show was scouted by committees from some indoor annuals.

Lopez Trio has some new twists in bar-casting work and comedy

Hollywood Unit
Better 1952
At Des Moines

DES MOINES, May 9.—Hollywood Circus Revue opened here Friday (1) with a two-day stand. The show features Bob Crosby, radio name, as emcee and singer. Charles Jacobsen, co-owner of the revue, said Shrine Temple auspices reported the gross was about 18 per cent ahead of last year's circus, with the Crosby name getting credit.

Unit makes Omaha (3); Sioux City, Ia. (4); Beatrice, Neb., (5); Salina, Kan., (6); Emporia, Kan., (7); Wichita, Kan., (8-9), and Joplin, Mo., (10).

Harold Wilkinson, who has been with the Hollywood organization for some time, has been named assistant to Jacobsen in the circus unit in the fall.

Rain, Small Lots
Slow Hunt Bros.

CLAYMONT, Del., May 9.—Wet weather and small lots hampered Hunt Bros.' Circus this week, but some stands turned up good business.

Brooklyn Park, Md. (27), was good. Ridgeleigh (28) had a lot large enough for only a three-pole top, and the same situation was faced at Pikesville (28).

Pikesville, where the show wintered for 10 years prior to 1934, brought out many visitors, including Andy Thumser and Tom Spicknall, who were with the Show in the '20's, and Rudy Rudyhoff. Thursday (30) at Westminster was poor because of rain.

Show has some difficulty getting off of the Bel Air, Md., lot after it showed there Friday (1) to one-quarter and three-quarter houses. Havre de Grace (2) was another small lot where only two rings were used.

Elsmere, Del., Monday (4) came thru with two near-capacity houses in clear weather. At Claymont Tuesday (5) the Hunts had two more big houses despite rain. Gov. and Mrs. J. Caleb Boggs attended here.

4 Full Ones in Two
For King-Cristiani

ASHLAND, Ky., May 9.—King Bros. & Cristiani played to two near-capacity houses here Friday (1). Huntington, W. Va. (30), also turned out two near-full houses. Show paraded at both spots, and school children attended matinees.

brings good laughs. Happy Kellams starts his continuous clown stint right at the first and keeps coming with effective comedy. Craig's Chimps are three unusually neat-looking animals which are worked without leashes. After they cavort with toy vehicles and jumping rope, toy

(Continued on page 51)

Wirth Signs
3-Yr. Can. Pact
With Gorman

OTTAWA, May 9.—Tom Gorman, who is playing the Frank Wirth-produced circus next week, has signed a three-year contract with Wirth for production of the event here.

Following the closing of the circus here Saturday (16), Wirth will produce a similar show at Three Rivers, Que., May 19-24, for J. E. Prud'homme, of Quebec City, Que.

The talent line-up for the Three Rivers date includes Terrell Jacobs and His Wild Animals, Packs' Baby Elephants, Capt. Hyer and Starless Night, Flying LaForms, Ernie Wiswell's Funny Ford, Winnie Colleano, Mickey Kink, Sensational Kays, the Novellos, Johnson and Owen, Toni the Monkey Girl, Payo and Mai, Charlie Frank, Rube Simmonds, Herb Taylor and Al Florenza.

Ohio Grotto
Tix Sale Big

SPRINGFIELD, O., May 9.—As a result of an intensive telephone campaign, indications are that the May 27-28 Khana Shahar Grotto Circus in Memorial Hall here will be the most successful grotto circus effort in recent years, said L. F. Stoltz, who is staging the show. As is his custom, Stoltz is utilizing a talent hunt in connection with the show, offering cash prizes for winning local talent.

Stoltz has lined up the following program: Camille and Her Dog-town Revue; Miss Caroline, roly boly; Armstrong Duo, head-to-head balancing; Cyclo, comedy bicycle; Canary Duo, trick shooting; Bobby Hodgson, slack wire; Alcedos, comedy acro; Miss Consuelo, trapeze; Hodgson Trio, comedy whips; Grover O'Day, unicyclist; Five Roping Cyclones; Los Alimos Trio, trampoline, and Felix Morales, foot slide.

Kansas City
Big for Hagen

KANSAS CITY, Kan., May 9.—Four capacity crowds turned out here Monday and Tuesday (4-5) for Hagen Bros.' Circus, which played under Shrine auspices in rainy weather.

Coffeyville, Kan. (28), gave the show a half-house matinee and weak night house, with winds hampering the erection of the tops. Lawrence (1) had a straw matinee and full night house. Leavenworth turned in a near-full matinee and three-quarter night house Saturday (2).

Packs to Open June 15 in Ill.;
Two-Month Season Booked

ST. LOUIS, May 9.—Tom Packs Circus will open its season on June 15 at Cairo, Ill., with its annual string of Shrine dates in Tennessee and Illinois to follow. Eight-week season will equal last year's, the longest Packs has played, but opening is later than usual.

Jack Leontini, Packs spokesman, said the show would play St. Louis, June 30-July 5, with a night parade June 29. The Indianapolis engagement, July 16 - 18, will

Atwell Leaving
Chicago, Plans
Sarasota Studio

CHICAGO, May 9. — Harry Atwell has closed his office here and will transfer his show photography business to Sarasota, Fla. He is retaining more than 5,000 negatives, most of them circus views, for his new operation.

His Randolph Street office here, a stopping place for showmen for 41 years, has been taken over by John F. Schlauch, who will operate an assignment photography studio. Atwell started his Chicago office after leaving Ringling Bros.' Circus, where he was official photographer. He has supplied circus press agents and program publishers with photos for years.

Atwell and his wife will be at Wildwood Gardens, Sarasota, after June 1. He plans to open a studio in Sarasota in a few weeks.

Rudy Neimeyer, Atwell's veteran assistant, will accompany the Atwells to Florida.

THE MIGHTY MITE

Paul Horompo, With Big One
Half Cen., Was Bailey Fave

NEW YORK, May 9. — When the Ringling Bros. and Barnum & Bailey Circus entrains tomorrow for Boston, it will carry with it a diminutive performer, Paul Horompo, who joined its ranks exactly 50 years ago.

After seeing the Big One in Paris just after the turn of the century, Paul later went to the U. S. with the Horvath troupe and started to tour with the show in this country at the age of eight.

He has been with the Big One ever since 1903, except for a short leave of absence when he toured Europe and made command performance appearances before the crown heads of England, Roumania and Spain. He is extremely proud of a pin that was given to him by a Spanish countess and which he still wears.

As a favorite of the late James A. Bailey, Paul frequently appeared publicly with Bailey and was one of the few performers that Bailey personally took home in his private carriage after performances.

Hungarian-born Paul is one of

Polack's Calif.
Takes Equal '52

STOCKTON, Calif., May 9.—California business for Polack Bros.' Western unit has been on a par with that of last year, according to Louie Stern, managing director of the show. Stockton opened strong Monday (4), with advance sales promising sellouts most of the week. Stand is for seven days and 14 performances.

Santa Rosa held its position as Polack's banner two-day stand. A morning show for children was given on the second day (April 29) and all five performances had capacity or turnaway crowds.

Next are San Francisco for 12 days and Sacramento for 11.

feature the Lone Ranger, Silver and Tonto.

At Pittsburgh, July 30-August 1, the Packs show will feature the Cisco Kid and Pancho. Pittsburgh dates originally were set for a week earlier, but the change was necessitated by the transfer of the Boston Braves to Milwaukee. The transfer affected game schedules at the ballpark which the Pack show uses in Pittsburgh, Leontini said.

LONG BEACH GOOD
FOR BEATTY SHOWHoffman Named Side Show Manager;
Other Staff Changes Announced

GLENDALE, Calif., May 9.—Clyde Beatty Circus, in 12 performances played from Long Beach thru Glendale, had three turnaways, two three-quarter, three half and four lightly attended shows, with the thermometer hitting in the 90's.

The show played Long Beach for three week-end days under sponsorship of the American Legion and Lakewood Chamber of Commerce. Performances were in the Lakewood Stadium outside the city. Starting on Friday (1), both afternoon and night shows were light. After a satisfactory Saturday matinee, the show netted three turnaways.

In San Pedro, Monday (4), the organization got a half house at matinee and three-quarters that night.

Late arrival in Arcadia, caused by changeovers and other factors, gave the 5 p.m. matinee a slim representation. Night crowd was about a half. Performances were under the auspices of the Veterans of Foreign Wars.

Glendale on Wednesday (6) for the American Legion was below 1952 with a light matinee and a half house at night.

Staff Changes Told

Arthur Hoffman is the new Side Show manager, replacing Jimmie Hurd, Frank Orman, show manager, announced. The circus also moved Dan Dix from contracting to 24-hour man, giving the organization two men in this department. The day-ahead job is now handled by Dix and Carl Knudson. Al Moss joined recently as boss ticket seller, replacing James F. McGee.

Other shifting of personnel includes resignations of Earl Hansen, ring stock boss, and Leo Sparger, head usher. William (Hammerhead) Dwyer, boss props, was not with the show on its Burbank date but reported rejoining within the next few days.

George McCarthy is ahead of the show as general contracting agent. He takes over duties vacated by Dix' shift to 24-hour. Norman S. Adams, former INS man in New York, joined the press department headed by Jack Knight.

Ringling Band
Disk Release
Set by Decca

NEW YORK, May 9. — The recently cut eight sides, by Merle Evans and the Ringling Bros. and Barnum & Bailey Circus band, will be released by Decca Records early in June.

The early release of the records in all three speeds, will enable the Big One to utilize promotional gimmicks and hype sales of the disks, in conjunction with its 1953 tour. Present plans call for the record company to supply special promotion material to record outlets in towns where the circus will play, and Merle Evans, the band director, will also make appearances in record stores in such towns to autograph the record albums for patrons.

Tunes cut for the Circus Time album include "Barnum & Bailey's Favorite," "Gentry's Triumphal," "Father of Victory," "Kentucky Sunrise," "The Prince of Decorah," "Purple Carnival," "Tropic to Tropic," "Wedding of the Winds," "Trombone Blues" and "Bravura."

Hagan-Wallace
Blows Matinees

CONNELLSVILLE, Pa., May 9.—Heavy rain and muddy lots caused late arrivals by Hagan-Wallace Circus this week, and matinees were lost at Fairmount, W. Va., Tuesday (5) and Connelville, Pa., Wednesday (6).

At Elkins, W. Va., Monday (4), the show drew a three-quarter matinee and half house at night, with fire department auspices. All-day rain mired the show, and the move to Fairmount was not completed until 2:30 p.m. Lot there was newly graded and rented bulldozers were required to spot equipment. Following cancellation of the matinee, night show drew a capacity crowd.

Fairmount was played in opposition to King-Cristiani paper for a May 16 appearance. It was reported locally that little Hagan-Wallace paper was posted. Fire department was the auspices. The show's band sleeper, damaged by fire at Princeton, W. Va., was brought to Fairmount for repairs.

Difficulty in moving from Fairmount lot and breakdown of a truck caused late arrival at Connelville, with last truck arriving after 4 p.m. Heavy showers ended in the afternoon, and the night house here was half filled. At Norton, W. Va., earlier, the show had a near-capacity matinee and straw night crowd.

Ozarks Route
Okay for C-W

BRANSON, Mo., May 9.—Cole & Walters' Circus has been pulling fair to fine business in the Ozarks area. Here Saturday (2), the show had better than three-quarters for the matinee and near-capacity at night. Several recent towns have been played under auspices.

Harrison, Ark. (1), had two near-capacity houses, despite high winds. Elephants, which make a downtown march daily, had a long walk in Harrison.

Earlier Arkansas stands included Siloam Springs (27), with a full house at night, and Springdale (28), with near-capacity at night. Show has been getting better weather breaks.

1-Day Record Set At Lakewood Bow

Lockheed Aircraft Outing Boosts Estimated Attendance to Top 35,000

ATLANTA, May 9.—Lakewood Park opened Saturday (25) with a bang as some 35,000 people, representing employees and their families of the Georgia Division, Lockheed Aircraft Company, crowded the park from 9:30 a.m. until midnight.

General Manager Mike Benton said the crowd was the largest ever to visit the park on a single day, and he said that all rides and amusements operated continuously. Contests and games were staged for Lockheed employees during the day, with a bathing beauty contest held at 7:30 p.m. After the beauty contest, a fireworks display was shown, followed by a dance in the ballroom. Al Defore's orchestra provided music for the beauty contest and dance.

The park's 30 rides and other features have been reconditioned and are in full operation. Benton, who also heads Southeastern Fair Association, said that \$30,000 had been expended this year for additional rest room facilities, white-way lights and general park improvements.

Rodeo Set

Slated for June 7-10, under Moose sponsorship, will be Col. Henry Crum's Wild West Rodeo. Prior to that, some 5,000 members of the International Brotherhood of Electrical Workers and their families will have their outing at the park on Decoration Day (30), with another outing of about 1,000 slated for the following week-end. The park's Speedway will have NASCAR-sponsored stock car racing on Sunday (31).

Benton and his staff are optimistic about the outlook for the season and predict that it will be the strongest in the history of the funspot.

TRAFFIC JAM

Howdy Doody Sets Mark at Glen Echo, Md.

WASHINGTON, May 9.—Attendance records were broken and traffic was jammed for several miles last Saturday (2) and Sunday (3) at near-by Glen Echo (Md.) Amusement Park, as throngs came to see the personal appearances of the Howdy Doody Show characters, according to park officials.

Many were turned away by county and State police in an attempt to clear the traffic congested roads, and G. P. Price, park manager, was pleased with the results.

The show, featuring Clarabell, the clown; Princess Summer-Fall-Winter-Spring, Buffalo Vic and Zippy the Chip, was set thru New York booker Abe Feinberg, who originated the personal appearances of Clarabell two years ago.

Portland Oaks Bargain Prices Hype Opening

PORTLAND, Ore., May 9.—Bargain-priced rides helped pull good crowds for the opening weekend at Oaks Amusement Park here despite a rainy first day, said Manager Robert Bollinger.

Park opened for full-schedule operation (2) with tickets selling at 99 cents per dozen. Regular prices range from 9 to 25 cents. Good weather Sunday (3) helped build business to equal the opening of a year ago, Bollinger said. People were in a spending mood. Food and drink stands did brisk business.

Park opened with its new 16-seat Eli Ferris Wheel in operation. The new Loopier and Tilt-a-Whirl will be set up later. A Sunday square dance drew 400.

Howdy Doody Cast to Play White City, Worcester, Mass.

WORCESTER, Mass., May 9.—The original "Howdy Doody" cast of characters has been booked for White City Park and will appear here tomorrow (10). The cast drew turnaway business last week-end at Glen Echo (Md.) Park and is expected to draw equally well here.

Sunday (3) the park's kiddieland grossed as much as the entire park has done on some Sundays in past years. Bess Hamid, who is taking

an active part in the park's direction, said that only the kiddieland, Whip and Merry-Go-Round were in operation. She added that the remainder of the park is undergoing extensive alterations and modernizations, done by crews brought in from Trenton (N. J.) Fairgrounds and the Hamid Steel Pier, Atlantic City.

The park fountain, a decorative fixture for five years, has been removed to make way for a Caterpillar ride, and the park's general decor has been improved thru the addition of shrubbery and flowers. All alterations will be completed shortly and the park will be ready for full-scale operation by Decoration Day (30).

Pleasure Beach Coaster Bought By Steve Lake

BRIDGEPORT, Conn., May 9.—The Roller Coaster at Pleasure Beach Park, municipally operated amusement park here, which is owned by the Bridgeport Roller Coaster Company, has been sold to Stephen Lake, Floral Park, N. Y., an amusement concession operator.

Lake plans to repair and modernize the Coaster in order to have it operating for the opening of the park May 27. The Coaster was closed last year for repairs.

Fred Pearce, Detroit, is owner of the Bridgeport Roller Coaster Company.

NATIONWIDE

Parkmen Mull Special Day For Needy Kids

NEW YORK, May 9.—The possibility of staging a special day for underprivileged children nationally is being explored by the National Association of Amusement Parks, Pools and Beaches, George A. Hamid, president, reported here this week.

Hamid said the reaction of association members will be gauged before final plans are set. He said that all non-member amusement centers would also be invited to participate in the nationwide event which would be designed to point up the interest of the funspots in child welfare.

Nationally famous persons will be appointed sponsors, Hamid said. The efforts of the industry to combat juvenile delinquency would be spotlighted as a result, he added.

Hampton Set for Banner Season

HAMPTON BEACH, N. H., May 9.—Early signs indicated one of the biggest seasons in history for this beach resort, which draws heavily from Massachusetts. Warm Sundays have shown bumper-to-bumper traffic, and eating places and roadside stands have been cleaned out and forced to close for short periods.

Weekly Saturday night dance parties, with Ted Herbert and his orchestra, have already started.

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On account of bad weather the official opening 15th of May. Those who contact me before do so again. If you are looking for some place to make a living and not have to put up and down, come on.

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Nashville Readies Aud For Year-Round Use

NASHVILLE, May 9.—Tennessee State Fair this year will spend between \$60,000 and \$70,000 on its Coliseum in order to prepare the building for year 'round use for various attractions, L. E. Griffin, fair manager, announced.

Major project in the refurbishing program is the installation of a controlled gas heating system. A parking lot with a capacity of 1,000 cars will be established adjacent to the building.

The hall, which heretofore was used during the summer months only, will be readied for rodeos, wrestling, boxing, basketball and other package and variety shows. Arena space is 118 by 290 feet with 4,075 permanent seats. An additional 3,000 seats can be spotted in the arena for boxing, wrestling or theatrical productions. The fair is sponsoring a rodeo in the building May 30-31.

Fair-wise, the attraction program is completed, Griffin said. Calvacade of Amusements will again provide the midway and the Ernie Young Agency, Chicago, the night grandstand show. National Speedways, Inc., (Al Sweeney-Gaylord White) will have two days of big car racing and Tournament of Thrills will come in for two thrill show dates. In addition a program of motorcycle racing is skedded. Harness racing has been dropped from this year's program but the nightly horse show will continue each evening in the Coliseum. Nightly fireworks also will be presented.

Success of the 50-cent tab on the

night grandstand show, tried last year for the first time, has prompted the fair board to continue the policy this year. Outside gate admission remains at 60 and 30 cents.

Mineola Preps New Grounds For '53 Event

NEW YORK, May 9.—Preparations for the Mineola Fair and Industrial Exposition, to be held at Roosevelt Raceway, October 10-18, are under way, with announcement this week by J. A. Valentine, fair president, that more than 1,000 feet of 10-foot steel fencing had been relocated. Some six acres of the grounds have been resurfaced.

The changes will not only provide parking space and avoid traffic snarls at fair time, but will also provide room for additional cars during the racing season. Valentine is vice-president of Roosevelt Raceway.

Phil Isser and Isadore Trebish, co-owners of the I. T. Shows which will play the fair, recently visited the grounds.

SEEKS FIRMS

Escanaba Pitches to Industry

ESCANABA, Mich., May 9.—Upper Peninsula State Fair this year will, thru its exhibits, make a pitch to attract prospective manufacturers to establish plants in Northern Michigan, Ray La Porte, new secretary-manager of the fair, announced.

Plans are to provide exhibit space to various communities, who will display the advantages of their respective towns to manufacturers seeking locations.

Fair, which celebrates its silver jubilee this year again will go with a free gate, established last year. Most attractions have been lined up. Main plant addition this year will be a quarter-mile track inside the present half-mile oval to be used for stock car races.

Topeka Annual Getting New Office Bldg.

TOPEKA, Kan., May 9.—Bids were opened recently for construction of a \$31,800 office building, adjacent to the grandstand, on Kansas Free Fairgrounds here, it was announced by Maurice Fager, fair secretary-manager.

The 90 by 40-foot one-story building without basement will be air conditioned and erected with a lightweight expanded shale block faced with glazed tile. The grounds will be landscaped. Construction is expected to be completed by August 1. Present offices of the fair in the Central Building will be closed when the building is finished. The new structure will have 3,700 square feet of floor space and house a press room, cashier's office, advance ticket office, entry office, public corridor, manager's quarters, directors' room and concession and exhibit offices. A 20 by 50-foot frame building now on the site will be removed.

Fager said cost of the building will come from current operating funds and money already set aside for the project. He also reported that the Kansas Legislature made no appropriation this year for 4-H Club premiums, but that they still will be offered by the fair board. In past years the Legislature has appropriated \$2,500 for 4-H Club premiums.

Los Banos Fete Ends Okay Run; Midway \$ Dip

LOS BANOS, Calif., May 9.—The 1953 Los Banos May Day Festival and Merced County Spring Fair and Livestock Show closed a highly successful five-day run here Sunday (3), according to Art Craner, manager.

Craner reported the commercial Queen Contest grossed more than \$13,000. He added that other events ran even or better than last season. The Coronation Banquet, he declared, grossed over \$10,000 with Freddy Martin and his orchestra as a feature. Individual concessions ran under 1952. Total concession money parred with last year's altho the number was doubled.

Heat Blamed

Hot weather was given as the reason for Christensen Bros.' Rodeo dipping slightly under last year. Crafts Exposition Shows, featured on Fiesta Lane, also showed a slight loss but with a larger show.

Weather at the start of the event was overcast with a light rain on the opening day. The finish was in mid-summer heat.

Total attendance, altho estimated, was on a par with the past two seasons and set at 85,000. The children's day parade on Saturday (2) showed the greatest gain.

Stage features included Jack Reese, emcee; Larry (Bozo the Clown) Valli; Archer and Giles, song stylists, and the Chowchilla and Los Banos high school bands.

Plymouth, Wis., Gets \$40,000 Youth Building

PLYMOUTH, Wis., May 9.—Sheboygan County Fair this year will dedicate and use for the first time its new \$40,000 junior fair building, which contains an auditorium and display space for exhibits, W. H. (Win) Eldridge, fair secretary, announced.

The structure was donated by Kohler Company, of Kohler, Wis., and is an L-shaped one-story cement and concrete block building. The main hall is 50 by 150 with a wing 36 by 64 feet, providing a total of 9,804 square feet of floor space.

Eldridge reported that other plant improvements include the addition of five acres of parking space and construction of a new concession building. Attraction-wise, the fair has brought back harness races for this year's fair, September 4-7.

Indiana State Sets Chorus

INDIANAPOLIS, May 9.—Indiana State Fair has completed negotiations that will bring the 4,000-voice Indiana Home Demonstration Chorus to this year's fair for one day.

The choir, which was at the Canadian National Exhibition last year, will furnish special music for the fair's Sunday, September 6, "Hour of Worship" service in the Coliseum. Albert P. Stewart, Purdue Universit, music director, directs the choral group.

Owatonna, Minn., Completes Stand

OWATONNA, Minn., May 9.—Steels County Free Fair will complete its 3,000-seat all-steel grandstand in time for this year's fair and is also constructing a new \$20,000 swine barn, San Muckle, secretary, announced. New attractions at the August 18-23 annual will include a plug-horse derby and a saddle-type horse show.

JACKSON, MISS., SETS 275G BLDGS.

Will Add New Livestock Pavilion, Hog, Sheep Barns, Poultry Hall

JACKSON, Miss., May 9.—Mississippi A. & I. State Fair has gone all-out in its building program this year and will spend an estimated \$275,000 on a new livestock arena, hog and sheep barns, and a poultry hall, J. M. Dean, secretary, announced.

Construction work on the new additions has already been started, and blacktopping of the fair's midway was completed this spring, with the total output being \$30,000.

Dean said that in view of the expanded housing for livestock, the fair had added a number of new classes to its livestock department. In addition, the fair has scheduled a number of non-

fair activities including flower shows, baseball games, cattle sales and a horse show in September.

High points of the fair, scheduled for October 12-17, will be crowning of the Forestry Queen and an enlarged 4-H talent show.

Exhibit Space Demand Soars At Trenton

TRENTON, N. J., May 9.—Demands for commercial and exhibit space for the New Jersey State Fair are exceeding expectations, according to Norman L. Marshall, secretary-manager, and plans are being made to erect an additional building for exhibit use.

The work of refurbishing existing buildings and repairing the grounds' network of roads has begun and will continue thru the summer. The grounds also are used for the winter storage of the rolling stock and equipment used in the presentation of George A. Hamid's Grandstand Follies and other fair attractions.

In addition to the new grandstand show feature, Dancing Waters, the fair has scheduled auto thrill shows for Sunday, September 27, opening day, with a repeat show set for Monday (28). Harness racing will be held September 29-October 2, and Grange Day is slated for September 30, Governor's Day, October 1, and National Defense Day, October 2. A repeat auto thrill show is set for October 3, with stock car racing set for the October 4 closing attraction.

Columbia, S. C., Sets 30G Barn

COLUMBIA, S. C., May 9.—South Carolina State Fair will construct a new \$30,000 cattle barn for this year's run, October 19-24, Paul V. Moore, executive secretary, announced.

The new structure will be of steel and aluminum, 70 feet wide and 200 feet long with 14-foot eaves. It will be located in the exhibit building area, between the new hog and dairy cattle barns.

N. J. Fair Skeds Harness Races

TRENTON, N. J., May 9.—A total of 12 harness races have been scheduled for New Jersey State Fair, September 27-October 4, according to Norman L. Marshall, race secretary. The events will be run Tuesday (29) thru Friday (2), during the eight-day, seven-night annual.

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BUCK-MODEL ROLLING, LOOKING TO RECOUP CHANGEOVER \$\$

Weather Woes Hold Down New Org's Earnings at First 3 Dates

By JIM McHUGH
PHILADELPHIA, May 9.—Having made the transition from a truck to a railroad show in relatively easy, tho expensive fashion, Oscar C. Buck has been striving valiantly for the past three weeks to get back some of the estimated \$60,000 bankroll that it took to do the job this winter. But Old Man Weather hasn't given the Buck-Model Shows their first break and the struggle to date has been an unequal one.

Despite the poor beginning, the Buck management is riding on high hopes, sure that the endeavor will pay off bountifully before the season is over. The show equipment includes units formerly routed by at least five other railroad organizations, as well as Buck's own motorized unit. Its heritage in this sense is marked by big successes and equally big failures. But the omens, if they exist, have no part in the planning or operation of the new biggie. Buck has had a long and successful operating career and the odds are in favor of his success.

Jam-packed on 20 cars, the show equipment will soon be ready for all of the big events it can snag. Its personnel is geared for big-time operation with David B. Endy, former rail and truck show owner, as general manager; Wil-

liam Cowan, concession manager, and Allan Travers, general agent. The last-named serves James E. Strates Shows in a similar capacity.

The show missed out on a good opening stand at Alexandria, Va., when weather failed to co-operate. The story was pretty much the same at Essex, Md., a Baltimore suburb, and thru mid-week here. But the heartening part is the fact that per capita spending has been notably high—reaching at times as much as \$1 per head. While the poor weather has cut down action on the front gate, the folks who did brave the damp and cold showed a tendency to have a good time.

The date here on a new lot and in a thickly settled area, could pay off well by tonight's closing. The lot at 10th and Bigler, South Philadelphia, and close to the cir-

cus grounds, worked out in a last-minute switch from 11th and Pat-tison. Cetlin & Wilson Shows had the Bigler lot booked first and are scheduled to open here next Monday (11). Showfolks were speculating on whether C&W would move in right on the heels of the Buck showing. C&W already has a heavy advertising investment here, with 24-sheets used liberally thru the midtown section.

Altho the Buck show is still a long way from completion, the physical layout is attractive when seen from the street and at night. The lot was somewhat cramped, and the units did not show up at their best, but the spread is such that a great many people can be entertained if they show up tonight.

There are 16 rides on the lot, (Continued on page 60)

3-Month Can. Run Set for King Reid

Unit to Play Fredericton Coronation Week; Dates Not Set for Halifax, Truro, Sidney

FREDRICTON, N. B., May 9.—The King Reid Shows will play Eastern Canada for 12 to 14 weeks, starting with Coronation Week (June 1-6) here. Charley Joyce, the show's general agent, is in Fredericton now, lining up dates for the swing.

The shows will play Charlotte-town, P.E.I., on Festive Week, June 29-July 4 (Dominion Day is included in this stand). The unit will also play Nova Scotia cities of Halifax, Sidney and Truro, but no dates have been set yet.

Last year Reid played Eastern Canada for four weeks, grossing heavy on shows and concessions and doing so-so on rides. Joyce reports the general level of prosperity north of the border seems high.

Rain Hurts

The shows are now playing Men-dens, N. Y., where rain has been holding down grosses. May 18-23, the unit plays Lewiston, Me., then moves to Calais, Me., for a six-day stand.

King Reid has eight fair dates lined up—including Skowhegan, Me., Malone and Cobblestone, N. Y.; Springfield, Mass.; Blooms-burg, Pa., and Fredericton, the last-named Labor Day week.

The back end now has 12 shows, with 14 rides and 50 concessions. Some 300 persons are employed by the unit and the concessions.

This year the shows sport a new 70-foot front gate, carrying seals of four New England States and four Eastern Canada Provinces.

Bill Collins Opens in WQ

MINNEAPOLIS, May 9.—William T. Collins Shows opened their season here Sunday (3) to good business after losing the previous two days to rain. Sunday weather was good with high temperatures and big turnouts.

Winter quarters had an impressive array of rides set up for business. Included were Twin Ferris Wheels, Rock-o-Plane, Rolloplane, Octopus, Tilt-a-Whirl, Fly-o-Plane, Caterpillar, Coaster, Merry-Go-Round, Spitfire, and a Looper. Kid devices were Ponies, Sky Fighter, Chairplane, Midge-o-Racer, Boats, Jeeps, Miniature Train and a Trolley Car. Show line-up included Funhouse, Glass House, Snake Show and a gal unit.

Collins has a crew here prepping trucks, rides and shows for the opening of his two units on May 25. The No. 1 unit will spring in Fargo, N. D., with the other unit bowing in Winona, Minn.

Royal Crown Storm Damage Hits 12-15G

MARIETTA, Ga., May 9.—A revised estimate of storm damage incurred by the Royal Crown Shows Wednesday (29) at Columbus, Ga., was put at \$12,000 to \$15,000, by Mrs. Dolly Young, owner-manager of the show, upon arrival here for a week's stand ending today.

When the storm subsided, Mrs. Young sent to Tarpon Springs winter quarters for some reserve tops and fronts. Also pressed into service were two shows which Mrs. Young had planned to keep in quarters until the show played the Anderson (Ind.) Fair. Recon-struction work began immediately in Columbus following the gale so that much of the storm damage was not evident when the show opened here Monday (4).

Lost in the big blow, which reached velocities of 66 to 80 miles per hour, accompanied by torrents of rain and hail, was the Girl Show top. It also overturned the Fun-house and Glass House, demolishing all panels, and did some damage to a new front entrance and Kiddie Auto Ride. No insurance was carried. Mrs. Young said that loss to buildings in Columbus exceeded \$2,000,000.

N. C. Spots Are Winners For Tinsley

KANNAPOLIS, N. C., May 9.—Johnny T. Tinsley Shows are finding North Carolina towns okay business-wise. Org moved here this week from Durham where business was big and crowds came early and stayed until late.

Complete show was set up a block from the city's main stem and utilized part of the City Hall parking lot. Tinsley is playing North Carolina for the first time in 15 years and is enthusiastic about returning next season.

Rides and shows are moving on 20 trucks and trailers. Back-end units include a Motordome, Minstrel Show and snakes. Front end includes upward of 40 concessions.

Petersburg Gives C&W Okay Preem

PETERSBURG, Va., May 9.—The Cetlin & Wilson Shows are rounding out a 10-day opening stand in okay fashion here today, despite having encountered considerable inclement weather. The weather turned fair and warm yesterday, and prospects for its

ACA Hits Rain After OK Bow

HOT SPRINGS, May 9.—Amusement Company of America Shows ran into rain here this week and lost Monday night after racking up '52-topping grosses Friday and Saturday (1-2).

Show bowed Friday night to good weather and grosses that beat those of a year ago. The following night was a repeat business-wise with the show closed on Sunday.

Newspapers and radio stations tied in strong with the opener and five local business firms passed out several thousand free gate and ride tickets for the Saturday (9) kid matinee. Among the opening night visitors were Harry Hennies, former owner of the show.

Strates Show Bags Philly Circus Date

First Railroader to Play Lot Adjacent to Big One; Marks Unit Also Reported Set

PHILADELPHIA, May 9.—The James E. Strates Shows will play the highly prized circus date at the Municipal Stadium grounds the week of Sunday (24), it was reported here this week. The Strates unit will set up alongside the Ringling Bros. and Barnum & Bailey Circus and benefit from its own selling power and that of the Big Show.

The date, controlled locally, has long been a mecca for outdoor units. Last year the John H. Marks Shows held the prime location, with the Lawrence Greater and Vivona Bros.' shows, all motorized units, also within a block or two of the Big One. The Strates Show will be the first rail-roader to set up alongside of the circus in Philadelphia.

In addition to the organized carnivals, there will probably be the usual dozens of independent units spread out on adjacent lots and bordering on the sidewalks leading to the circus grounds. Strates will have considerable space to sell, a necessary adjunct

in view of the high cost of the date. With the circus date the Strates show will have a full month in Philadelphia. The show is now in its second week, playing the 69th Street lot in Upper Darby, a residential section. Next week the show goes into Plainfield, N. J., for a stand and then returns to Philly.

Strates will truck many of his units to the circus date to get in the opening Sunday. Rides and concessions which sell merchandise will be able to operate.

While the weather has been hampering operations, the Upper Darby date can prove a big winner with a break today. The gate at midweek was running around 4,000 paid. Patrons weren't spending too freely, but the big money is expected on the final days.

JOINT FIVE-YEAR EFFORT

NSA Groups Adopt Fund-Raising Plan

NEW YORK, May 9.—A joint effort to raise funds over a five-year period for the purchase of a permanent home here was announced this week by the National Showmen's Association and its Ladies' Auxiliary. The minimum monetary goal has been set at \$100,000, and George A. Hamid, president emeritus, said that an effort would be made to reach the \$150,000 mark.

Final details will be worked out at a June meeting between committees appointed by Phil Isser and Dolly McCormick, presidents of the co-operating groups. The plan was first suggested by John Wiseman after several plans to purchase buildings and secure new quarters failed.

The joint fund-raising effort will continue thruout the season, with all earnings earmarked for the building fund. The women's special projects which they have carried on for a number of years will not be affected.

Committee members appointed by President Isser are James E. Strates, Frank Bergen, George A. Hamid, Max Tubis, Arthur E. Campfield and John S. Wiseman. President McCormick appointed Bess Hamid, Dorothy Packman, Midge Cohen, Anna Halpin, Queenie Van Vliet and Ethel Shapiro.

It is estimated that the sale of tickets this year will bring in at least \$10,000 to \$15,000, and that another \$10,000 will be earned thru the staging of jamborees. In addition to raising funds for a new home, the membership will still

PRESS REPAYS HONEST ALMONY

GALLIPOLIS, O., May 9.—The James H. Drew Shows received a fine publicity break in a local paper last week because of the honesty of Fred Almony, assistant manager of the show, and a 70-year-old woman, is happy and grateful to him, too.

Almony found a purse containing \$60 in the post office and took it to the police, who returned it to the woman, Mrs. B. L. Smith. When the paper learned of Almony's good deed it printed a story about it, along with a letter of thanks Mrs. Smith sent Almony. The \$60 was all the money the woman had.

Metropolitan Ready For Asheville Bow

ASHEVILLE, N. C., May 9.—The 30 orange and silver cars of the Metropolitan Shows rolled in here Wednesday (6) from Florence, S. C., quarters and were unloaded at the Biltmore siding for the season's opener here May 11.

With the late opening this year shows, which debut as a railroader this season, are the first to play this city this year, and Owners Sam and Shirley Levy are optimistic about the stand.

Bobby Mack, general agent, arrived here ahead of the show to check on final details prior to opening. He was assisted by Joe Roan, special agent. Earl Conners had advertising via newspapers and radio rolling and advance billing crews had the city well covered with paper. The

Asheville Times has devoted considerable space to the new railroad show and has also carried a feature story on the birth of a rail-roader.

21 Rides, 14 Shows

Shows line-up includes 21 rides, 14 shows and a new kiddieland. Harry Schreiber is in charge of concessions and the front end. The Diesel light plants were overhauled and new light towers were constructed in quarters. Searchlights have been painted silver to conform to the train's color scheme. All railroad cars were reconditioned from new top decking to new AB air brakes.

Moving via rail, the shows will overcome the problem of securing competent semi help, a situation that is growing more acute among the truck shows this year.

Midway Confab

Jim McCall, who had a show on the road in Georgia for several years until ill health forced his retirement, is now owner and operator of a hotel in Rebecca, Ga.

W. B. Davis, who entered the Wesley Hospital, Wichita, Kan., Monday (27) for an operation, plans to rejoin the Broadbeck Shows with his balloon darts and spindle after he recovers.

J. A. Pearl, mailman and The Billboard agent on Johnny Denton's Gold Medal Shows, renewed old acquaintances with many showfolks when Gold Medal and the Gem City Shows day and dated recently at Clarksville, Tenn. Among those Pearl visited were Harry Schrimser, Mr. and Mrs. Red Marcus, Mr. and Mrs. Bob Buffington, Joe Dernoga, Edgar G. Hart, Mr. and Mrs. Russell Dean, Johnny Reed and the Robinsons. Mrs. James Sakobi is again active on the Gold Medal Shows with a few concessions after recovering from long illness.

Specs Groscurth, owner-manager of the Blue Grass Shows, recently sprained a leg when he slipped on the steps of his office wagon. Ed Glasser and his assistant, Louis Zuckerman, are reported as having the concessions on the Blue Grass org looking in excellent condition. The following fun booth clerks enjoyed the opening with the Blue Grass Shows: Mr. and Mrs. Jack Yogvac, Mr. and Mrs. Nick Nazor, Mr. and Mrs. Andy Valo, Mr. and Mrs. Clark Roth, Ben Karno, Mr. and Mrs. B. Boss, Mr. and Mrs. Timmie Clemmens, Mr. and Mrs. Sam Tucker, Pat Shelly, Russell Ordell and Phillip Duskin. . . . Kitty Glasser received delivery of a new Streamite house Shows were in Henderson, Ky.

Harry O. (Bones) Mc Clure started his 39th season in show business when he joined the Blue Grass Shows at the org's Owensboro, Ky., opening. He is working his third year as agent for Ralph West, concession operator. During some of his years in the business, Mc Clure served as an agent ahead of shows. In 1920, he was second agent for the Pop Smith Shows, then general agent by Harry H. Bain, and in 1925 he was ahead of the Mutt and Jeff Company, operated by the late Jack Hoskin and general agent by Jack Vetter.

Jack Brunner and Dannie Cruzan, concessionaires, were recent visitors to the World of Today Shows. They renewed their friendships with Charlie Elder and his family and enjoyed a steak dinner served by Cassie Elder. The Elders have six concessions on the World of Today.

Carl Manthey Jr., the Funhouse Man, now in the Navy, writes from Korea that he hopes to return to the U. S. and be discharged by June and that he plans to return to the Vivona Bros.' Shows. Manthey infos that Blackie Robinson, formerly with circuses on the West Coast, is on the same ship and that Robinson, too, expects to be back in the States by June.

Ray Williams, owner of the Ray Williams Shows, visited the Down River Shows in Detroit last week. George Schimberg, Down River electrician, recently became a grandpappy for the fourth time. Down River's stand on Coolidge lot in Detroit was hit by bad weather and also by smoke from the city dump, S. Hilo infos. . . Charles Kohle Jr. and Six Cat Bill, with the Midway of Mirth, have been racking up nice concession takes, with top weather giving a sturdy helping hand, according to Rosie Davis.

J. C. Admire, who has been helping out on the advance for the Bill Geren Shows, has joined the Ray Williams Shows. Admire will be ahead of the show in an advertising capacity.

Zora Blaire, gal show op with Central American Shows, was guest of honor at a recent party in Abilene, Kan., when she announced her engagement to Benny Hazen, also with the org. Zora took delivery on a new 40 by 60-foot top for her unit. Pearl Pickelsimer joined Central American with her watch-la and Co-owner Mack McCoy took delivery on a new Cadillac in Oklahoma

City. Roy Frears co-owner, made a quickie business trip to Wichita, Kan. Ark Fat is sporting a new show trailer. Recent Central American visitors included Al Baird, Rex Sullivan, Swede Olson and Ted Evans.

Following the C. A. Goree & Sons Shows opener at Liberal, Kan., Owner C. A. Goree took a quick trip to San Antonio. Larry Nolan, org's general agent, reports booking the Longmont, Colo., July 4 celebration. Recent additions to the line-up includes Mr. and Mrs. John Graves with six games; Shorty Tappen with his gal show, and Joe Divino with concessions. Mrs. Divino will remain at home until their boys are out of school. Le Roy Huffman is starting his seventh year with Nolan's concessions.

Mrs. Carl Burkhardt, wife of the owner of Burkhardt Shows, and their daughter, Verna, were recent visitors to the show and will return after schools are dismissed for the summer. Kenny Eizel, of the Burkhardt org, visited relatives in Rock Island, Ill. John Welch recently took delivery on a new truck and Porky Nelson is awaiting delivery of a new house trailer.

Oklahoma Exposition infos the rain has been abundant. W. E. Vaught has the hoop-la, while John Miller has popcorn and snow cones. Minnie Price, wife of the show's ride foreman, has the fish pond. Others on concession row include Wingy with a mug joint and shooting gallery, and John Brown with ball games.

Kay Anstead, youngest daughter of Carl Anstead, general agent on Southern Valley Shows, is in an Independence, La., hospital following an auto crash near Ponchatoula, La. . . . Robert Mathews, former owner-operator of a Pony Ride with Crafts Exposition Shows, is now an Army private and is a cook at Fort Benning, Ga. Mathews expects to enter an Army service school in the near future.

Axel Bendixen, concessionaire on Tivoli Exposition Shows, arrived back in the U. S. recently after a tour of Denmark and Germany with a new type concession that he plans to tour this season. . . . Bob and Gene Carroll and their 4 1/2-month-old daughter, Luanne, are with Blue Grass Shows.

Billy Burr, recently returned from service in Korea, has purchased a new Chevrolet panel truck and is framing several new concessions to be operated on Playtime Shows. Burr also presented his wife, Pat, with a new 28-foot Glider house trailer. . . . After two good seasons on the Rome to Ruskin route with Mad Cody Fleming, Mr. and Mrs. Tiger Mack are with the Star Amusement Company in Arkansas.

Mr. and Mrs. James H. Drew, owners of the show bearing their name, were recent visitors at the Gallipolis, O., home of Augustine Focanti. . . . Ollie May, Anna Kay and Lynne Anne Moser, daughters of Mr. and Mrs. M. M. Moser, co-owners of Central States Shows, have recovered from a bout with the measles. Jimmy Clevenger, son of Mrs. J. L. Chambers of Central States Shows, spent a few days with his mother recently while on leave from the U. S. Navy. Clevenger served on the carrier U. S. S. Philippine Seas, which recently returned from Korean waters.

Mrs. T. J. Tidwell, wife of the owner of T. J. Tidwell Shows, recently rejoined the show at Clovis, N. M., after recuperating from an illness in Tennessee. Mr. and Mrs. W. C. Johnson joined the org at Lubbock, Tex., but due to Johnson's illness, didn't get their eat spot up until show moved to Farmington. Butch and Bill Schaffer also came on in Lubbock.

Tennessee Valley Shows folk are sporting a number of new house trailers. Those making recent purchases include Manager Ted Meadows, Elmer Reed, Mack Hoge and Amos Reed. Business is running above a year ago, according to Meadows, and a kid matinee is being held weekly.

Lee Turner infos he played a (Continued on page 57)

W.G. WADE SHOWS

WGW

KALAMAZOO, MICH., May 18 to 23, North Burdick St. Showgrounds

CAN PLACE for this week and an excellent route of still dates to follow:

RIDES: Dark Ride, Looper, Flying Scooter, Little Dipper.

GAMES: Cigarette Pitch, Live Duck Pitch, Milk Bottle and Coke Bottle Ball Games and other Hanky Panks.

SALES: Novelties, Snow-cones and other out-and-out sales privileges.

Write or Wire Now!

W. G. WADE SHOWS
Monroe, Michigan, all this week.

P.S.: Battle Creek, Mich., follows Kalamazoo.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Asheville, N. C., all this week, May 11-16; followed by Annual Spring Celebration, Johnson City, Tenn.

WANT	WANT	WANT	WANT
SHOWS: Joe Casper wants following for one of the most beautiful midways on the road: Wild Life Show, Illusion Show, Glass House, any worth while Grand Show in keeping with railroad show standards.	RIDES: Will book Spitfire, Dark Ride, any other that is not conflicting.	MOTORDROME OPERATOR: Have a beautiful drome and will give a good proposition to capable operator with riders. We have complete drome with good machines and wagons.	RIDE HELP: Can use foreman on Wheels, Caterpillar, Whip, Ridee-O, Fly-o-Plane. Also use second men on all rides. Good Salaries and Good Treatment. Joe Garland, Curley and others knowing Bobby Mack please contact.
			CONCESSIONS: Hanky Panks, Custard, Short and Long Range, Novelties, Scale and Age are all open. ACE JOLLEY, contact Bobby Mack.
			TRAIN HELP: Polers, Calkers, train crews wanted by J. McCall.

All replies to Asheville, N. C., This Week

L.J. HETH Shows

SHOWS: Monkey Show, Motordrome, Animal Show.

RIDE HELP: Foreman for twin Wheels, must be licensed semi-trailer driver; Second Men on all rides.

Operator For Glass House, Must Drive Semi-Trailer, Yellow Rome Wants Colored Musicians for Minstrel Show.

WANT TO BUY USED SIDE SHOW TOP; MUST BE IN GOOD CONDITION.

Floyd Heth wants Agent for Mouse Game, also Agents for Hanky Panks.

CONCESSIONS: Cookhouse, Arcade, Frozen Custard, Novelties, other Hanky Panks.

SHOW LOCATED 4TH AVENUE and 13TH STREET, DOWNTOWN, BIRMINGHAM, ALA.

MAILING ADDRESS: NORTH BIRMINGHAM, ALA. WINTER QUARTERS.

CENTRAL STATES SHOWS

BUSINESS IS GOOD

WANT Ride Help for Major and Kiddie Rides, Must be sober and capable.

CAN PLACE GRIND SHOWS—Fun House, Midget, Mechanical Show, Snake or any others not conflicting.

CONCESSIONS—Derby, Cigarette Gallery, Custard, Novelties or any Hanky Panks not conflicting. No racket. CAN PLACE Hanky Pank Agents.

W. W. MOSER, MGR.

HAYS, KANS., May 11 to 16; Russell, Kans., May 18 to 23; Then into NEBRASKA.

Percell's PIONEER SHOWS

high class midway attractions

Opening Williamsport, Pa., Friday, May 22nd

Big annual Memorial Day celebration and long route to follow. Hop scotchers, don't miss this one.

Want Shows of all kinds with own equipment, Arcade, Want legitimate Concessions, all open except Bingo, Grab, Glass Pitch, and Custard booked. Want Kid and Major Rides not conflicting. Ride Help—Octopus, Wheel and Semi Drivers preferred. Top wages. Help in all departments (no drunks). For Sale—Van and Rack Semi Trailers; Marquee, 20x20, with 50 ft. wings, like new; 60-Passenger Bus, in excellent condition. All replies:

Mickey Percell, Gen. Mgr.
900 MAIN ST., WILLIAMSPORT, PA.

Midway Confab

Continued from page 55

big one with Don Franklin Shows at Bryan, Tex., after which he joined the Franklin No. 2 unit for the Flax Festival at Kennedy, Tex. . . . Em Miller and Heene Helton, of Alamo Exposition Shows, and Virginia Barnes, of Bob Hammond Shows, cut up plenty of jackpots during the San Antonio Battle of Flowers. All three gals winter at Fort Worth.

Joe Permenter, diesel mechanic on C. A. Stephens Shows, recently took delivery on a Cadillac. Howard Shaffer, free act with the org, has purchased a school bus for his transportation. . . . B. E. Miller, manager of Star Amusement Company, infos that business thus far has been well ahead of a year ago. Show is carrying six rides and two shows. Doc Reeves, veteran electrician and concessionaire with the Star org, recently added a new snow-cone and cotton candy joint for his daughter, Delores.

Mrs. Cora Lee Kirbyson, former Tampa night club operator, has the grab joint on Page Bros. Shows and reports business is good. Mrs. Candy Floss Shroul, wife of the Page org's electrician, has finally got her floss machine going and is being assisted by Mrs. Betty Brewer, wife of the show's ride superintendent. Mr. and Mrs. Carl Weaver are expected to join soon to operate popcorn, cotton candy and candy concessions.

Leo and Dardenella Burk, who have the Gal and Snake shows on American Midway Shows, took delivery of a new Chevrolet panel truck. Beaver Thomas came on

with scales and age, candy floss, snow-cones and a cigarette gallery. His wife, Martha, and their sons will join as soon as school is dismissed. Visitors to the American Midway Shows included Bud Palmer, of Palmer Sales Company, Dallas, and Paul Julite, concessions op.

Wolfe Amusement Company sustained some damage, none serious, when a violent storm hit the show Saturday (2) at the Asheboro, N. C., fairgrounds, Owner Ben Wolfe infos.

C. H. Gray advises from Jacksonville, Fla., that he visited the Ross Manning Shows in Chase City, Va., where Max Sharpe, concession manager, is using all girl concessions crews at some stands. . . . William R. Dyer says that his org, Dyer's Greater Shows, which came out in mid-season size, has now cut back to its normal, still-date operation policy.

Jack Nasworthy and his Athletic Show has joined Moore's Modern Midway. Pretty Boy Rocky is the wrestler with the unit, and Johnny Sheridan the boxer. Ivan Peters and his family also came on to work the outside of the show. Everett Miller is back working pins for Darkey and Johnny Lane in the bucket store on the Moore org. Tex Whitlock, of the Moore aggregation, is honeymooning after a recent wedding in Ardmore, Okla.

Mr. and Mrs. W. D. Vogt, American Midway Shows, observed their fourth wedding anniversary at Paris, Tex. Vogt is the show's concessions manager and Mrs. Vogt operates an eat joint. . . . Mrs. Inez Maxwell, of Georgia Amusement Company, has been released from a Cumming, Ga., hospital following surgery and is recuperating at home.

Hank Blade, manager of J. P. (Jimmy) Sullivan's Wallace Shows, who has coached the Calgary Stampeder hockey team the past several winters, has severed connections with the ice organization due to the pressure of business.

After a Miami Lounge engagement in Chicago, Robi Del Mar recently closed a booking at the Capitol Club, St. Paul. . . . John Ormsby, mechanic, left the F. C. Bogel Shows at Manhattan, Kans., because of illness. While Ormsby recuperates at his home in Aurora, Mo., John Paul Jones will handle his chores.

Otis French and Don Prentiss, of J. A. Gentsch Shows, and their families renewed acquaintances on American Eagle Shows when the org played Hernando, Miss. . . . Jack No kes, who broke a leg on the Wallace & Clark Circus recently, is mending at his home in Fredonia, Kans. He expects to return to clown alley soon. . . . Lyle Hale, of Hale's Shows of Tomorrow, is recovering from a recent hip operation. Jimmie Gordon, ride mechanic, is in his ninth season with Hale's. Also back with Hale is Jim Crowder, Rolloplane operator. L. K. Carter, veteran concessionaire, left Hale, after 16 years, to join Rockwell City Shows.

Johnny Canole, Buick salesman, visited Vivona Bros.' Shows during their stand in Leipersville, Pa., last week. John and Morris Vivona have purchased a new train ride for their No. 1 unit. The baby givaway, which has proved a strong draw for the Vivona org this season, was the subject of a feature in The Philadelphia Bulletin during the Leipersville stand.

Ethel Weinberg, secretary of the National Showmen's Association, visited the Ross Manning Shows in Jersey City, N. J., last week. Among the club members working with the show are Edward Turbin, Max Sharpe, Frank Cavell, Louis Hoffman, Joseph Dubin, Jack Stern, Joseph Bellingier, Isadore Beck, L. J. Siegel, John Lane and George Barnett. . . . Club members visiting the show were: Max Miller, Jack Alfred, Henry Kaufman, David Brown, Dan Thaler, Ben Hoff and Harry Schwartz. . . . Louis G. King is general agenting with the Mullins Royal Pine Shows in Maine after wintering in New York.



Morris Hannum Shows

One of the Great Eastern Shows

HARRISBURG, PA., MAY 18-23

FIRST SHOW IN DOWNTOWN HARRISBURG

WANT RIDES: Rocket, Comet, Ridee-O and Caterpillar.

SHOWS: Wild Life, Arcade, Drome, Mechanical City or any good Grind Show.

CONCESSIONS: Cookhouse to join in three weeks. Must cater to showfolks, one Wheel and Grind

Store with Hanky Panks, Six Cats, Ball Games, Photos, Jewelry and Hanky Panks.

HELP: Sam Murphy wants first-class Ride Men. Stacy Knott and Brownie, telephone here at once, collect. Lew Alters wants Bobby Jean Taylor and husband to join at once. Have good proposition for Jean Portas.

Selling space now for Cahill Field Fair, Philadelphia, middle of June. Terrific Catholic Annual with three car giveaways. All replies to

MORRIS HANNUM
Hotel Casey, Scranton, Pa., this week, then Penn Harris Hotel, Harrisburg, Pa., May 18-23.



World of Pleasure Shows

MICHIGAN'S FINEST AND LARGEST MIDWAY!

Lansing, Mich., all this week. JACKSON, MICH., American Legion Festival, May 20 thru May 31, Page Avenue Show Grounds

WANT—Well-framed Hanky Panks of all kinds. Clean Shows that cater to family trade such as Motor Drome, Glass House, Snake, or any good grind Show.

Ride Help in all departments—Must Drive
Outstanding Itinerary of Michigan's Finest Fairs and Celebrations
Harold Van Housen wants cook house help.



STERLING CROWN Shows

WANT FOR A STRING OF EXCELLENT STILL DATES AND FAIRS STARTING IN JULY

<p>CONCESSIONS</p> <p>Bingo, Cookhouse, Custard, Fish Pond, Darts, String Game and any Hanky Pank.</p>	<p>RIDES</p> <p>Will book Live Pony Ride, Train and Boats or Bulgy Kid Rides.</p>
<p>CONCESSION AGENTS</p> <p>Mack House and Barkoot. Can place Agents for Count, Peek, and Skillos, also Buckets and Six Cats. Useful help for same who drive trucks.</p>	<p>SHOWS</p> <p>War Show, 10-in-1, Dog and Pony, Drome. Must have own transportation and equipment.</p>
<p>RIDE HELP</p> <p>Foremen for #5 Wheel, Tilt, Fly-o-Plane, and Dangler. (Angus Kelley, come on). Also Second Men for all rides. Must be licensed drivers. No drunks.</p>	<p>LOT SUPERINTENDENT</p> <p>12 MONTH JOB FOR MAN WHO CAN GET RIDES UP AND DOWN AND HANDLE BACK END. DRUNKS NOT TOLERATED. TOP SALARY TO RIGHT PARTY.</p>

ALL REPLIES TO: E. L. YOUNG, MGR., Boaz, Ala., This Week

PENN PREMIER SHOWS

*worlds * cleanest * midway*

<p>CONCESSIONS</p> <p>other legitimate Concessions. you have Hanky Panks.</p>	<p>RIDE HELP</p> <p>Can place Glass Pitch, Ball Games, High Striker, Photo Gallery, Derby Racers, Fish Pond, Cork Gallery, Fish Bowl or any Can place some Percentage if</p>
<p>SHOWS</p> <p>Acts for Circus Side Show. Also Ticket Sellers and Grinders. Can place good Geek for Snake Show.</p>	<p>AGENTS</p> <p>Can place Midgets, Wild Life or any Show not conflicting. Dillinger Car, answer. Earl Meyers can place all kinds of</p>

Address All Mail and Wires to **LLOYD D. SERFASS, Gen. Mgr., PENN PREMIER SHOWS**
General Delivery, Easton, Pa.

All Phone Calls to **HARRY (BUSTER) WESTBROOK, Bus. Mgr.** Hotel Easton, Easton, Pa.
FAIRS START THE END OF JULY TILL SECOND WEEK IN NOVEMBER.
P.S.: Port Jervis, N. Y., May 18-23.

GARDEN STATE RIDE UNITS
WANT—Unit #1: Hospital Auxillary Fair, Easton, Pa., heart of town, June 2-6; will place Popcorn, Apples and Cat Rack; no Six Cat. Unit #2: Street Fair, Y.M.C.A., Lambertville, N. J., May 30-June 6; will place Balloon Dart, French Fries and Popcorn-Apples. Also for Unit #1: Fire Co. Carnival, Wms. Township, Easton, Pa., June 8-13; will place Floss, Popcorn-Apples and Cat Rack. Unit #2: American Legion Cele., Reidsville, Pa., June 8-13; will place Concessions of all kinds excepting Cat Rack, Bingo and Grab. Can place two Wheel Foremen and two Second Men, Kiddie Ride Men with or without experience. Winter quarters now open, come on, Top wages, good treatment. All address: R. H. MINER or R. H. MINER JR., Edgemont Park, R. D., Walnutport, Pa.

WANTED
FERRIS WHEEL AND OCTOPUS FOREMAN
Who can drive semi and stay sober. Good wages and treatment. Also Second Man for Tilt. Can place Hanky Panks that work for stock for celebrations and fairs in Illinois and Indiana. Cherry Valley, Ill., June 4-6; long season to follow. Kenneth "Slim" Allen, get in touch with Dynamite, care of us.
Menchin Amusements
11 W. Division St. Chicago, Ill.
Phone: SUperior 7-7243

Strange and Weird Attractions
Shrunken Heads
Ape Boy, Wolf Boy, Devil Child
Many others
Your ideas made up
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With Organ, Good Condition. Write
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New Merry-Go-Round, Ferris Wheel, Octopus and set of Kiddie Rides. Wanted—Semi Drivers. Can use wives. Top salary, good treatment. Joe Miller, Ruby, contact.
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Those joining now will be given preference at our Fairs

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RIDES: Live pony ride, or any major ride not conflicting. Would consider leasing or buying Eli No. 5 Wheel. Will sell exclusive on Long or Short Range Gallery. Hanky Panks of all types.

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Pipes for Pitchmen

By **BILL BAKER**

WHITEY BRECHT... is in serious condition in U. S. Marine Hospital, Staten Island, N. Y., where he was taken after suffering from jet gas fumes from tanks which he was helping load aboard a Navy tanker. Bill Klein, who visited Whitey recently, reports that Brecht would like to read letters from friends.

"SINCE MY... arrival here, I've worked several big doings," pens George H. Brooks from St. Louis. "The Boy Scouts of America parade downtown in the Mound City proved a winner for me. However, the Clean-Up and Paint-Up Parade, with 3,000 children participating, was a bloomer. Business at the Police Circus, April 23-May 3, was very good, in fact, it was the best I had in a number of years."

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BRAND NEW WHILE 1000 LAST!

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Also Rebuilt Name Brand Watches, \$9.50 up with Band. (Stoppers Replaced Free.)

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NEW! NEW! NEW!
Brussels Boy Fountain comes to "Automatic" Life!

MYSTERIOUS—MAGIC—ACTION
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-ball.
Greatest Bar Gadget ever invented.

Send \$1 for sample
10 day Money Back Guarantee
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NEVER BEFORE Scatter Pin Sets \$3.25

dozen sets in cotton filled boxes; 48 styles 2 pins to a box \$4.00
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Send for Samples
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EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one — WANTS one — BUYS one!

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Precision made from hardened tool steel.

Comes complete with "NOW...FULLY MAGNETIZED...NO INCREASE IN PRICE"

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 ONE! Kit has 3 standard black screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with a vise-like grip. Trendous reorders from dealers prove this the most sensational tool value ever offered. Sample, \$1.00 postpaid.

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170 WINNERS

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ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

Novelties at Deep Cut Prices

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Dangling Toys, Asst. Gro. 3.50
Rubber Horse, Inflatable, Doz 3.75
3-Pc. Pen-Pencil Set, Doz 4.00
Baton, R.W.B. w/Bell Gro. 15.75
25% deposit with order, bal. C.O.D.
Send for FREE C-53 Carnival Catalog

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SINCE 1909
300 W. NINTH ST., KANSAS CITY 6, MO.

BRONZE WESTERN SADDLE HORSES

Weight and Dozen Price:

10 1/2" \$16.80
8 1/2" \$13.80
5 1/2" \$6.00
4 1/2" \$3.60

SPECIAL! Key Chain Charms, asst 1 gr. to box @ \$1.75 per gross
Palomino-Style Hand-Painted 2 1/2" Western Horse \$9.00 Gr
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Large selections of toys, notions, novelties, tricks (give away items).

Send for special lists

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Make good weekly earnings selling stores big line of 500 products, carded goods, novelties, sundries, toys, watches, jewelry, drugs, school supplies, etc. Retailing 5¢, 10¢ and up. Just out with new Aspirin and Comb rack. You and the merchant more than double your money. Also Layman's new 25¢ Ball Point Pen setting new records. Territory open. Regular or sideline. No experience needed. AA rated firm, in business over 30 years. New bargain deals and sales help regularly. Send for FREE Booklet today.

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Star of Stage, Screen,
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Card Stud, Introduces

"PEE PEE PETE"
THE TOPICAL
TROPICAL
TOPPER

PRICED TO SELL FAST AT ONLY

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F.O.B. FLORIDA
(COMplete WITH ELASTICS)

ORDER FIVE SAMPLES TODAY \$1.00 POSTPAID
REGULAR ORDERS 25% DEPOSIT, BALANCE C.O.D.

WRITE!
TROPICAL TRADER
P. O. BOX 37, HOLLYWOOD-IN-FLORIDA

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York
Universal Fountain Pen Company announces its new K-100 Klipomatic ball-point pen priced to retail at \$1. The pen boasts latest improved design and a klip-lock, making it impossible to clip the pen to the pocket while the point is in writing position.

parties to write for catalog sheets and prices.
Karl Guggenheim, Inc., New York, has added a new line of clocks, lamps, glassware, blankets and appliances. It has also expanded its selection of slum merchandise for carnival and amusement park concessionaires.

From All Around
Sterling Jewelers, Columbus, O., announces a "world's ring premiere," an offering of simulated diamond, hematite, onyx, cameo, ruby and gold-band rings in flashy leather-like display cases that are velvet-lined so as to show off the merchandise to advantage.

Harris Novelty Company, Philadelphia, has introduced a new line of merchandise that includes balloons, "top banana hats" and inflated rubber animal toys in a long list of novelty merchandise for the concessionaire.



Mexican Bird Straw Hat
\$21.60 gross Also a winner for ball games
SPECIALS
Snake Bow Ties \$1.75 doz. \$18.00 gr.
litchy rubber monkey w/ball 2.00 doz. 21.60 gr.
10" colorful rag doll w/voice 2.00 doz. 22.50 gr.
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12" rubber clown inflate w/voice 3.50 doz. 39.00 gr.
12" rubber horse infl. 2.40 doz. 27.00 gr.
12" rubber elephant infl. 2.40 doz. 27.00 gr.
EXTRA SPECIALS
Two bladed Pocket Knives \$9.00 gr.
Miniature Harmonicas or knives w/key chains \$4.00 gr.; 3 section metal telescopes \$7.20 gr.; cub hunter knives w/sheath \$21.00 gr.; Gold & Silver loving cups \$13.50 gr.; 1000 assorted slum \$6.00; Small Opera Glasses \$18.00 gr.

Bubble Boy FOR YOUR BAR
NEW! NEW! NEW!
Brussels Boy Fountain comes to "Automatic" life!
MYSTERIOUS - MAGIC - ACTION
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.
Greatest Bar Gadget ever invented.
Send \$1 for sample
10 day Money Back Guarantee
1 doz. \$6.50—Gross \$78 P.P. Prepaid
HOLLYWOOD HOUSE, Mfg. 2262 Norwic PL Altadena, Calif.

DIRECT FROM MANUFACTURER
Beautiful heart-shaped sets with brilliant jeweled centers, 24K gold-plate, 4 matching pieces in satin-lined velvet boxes. Special introductory Offer—\$1.00 EA. IN DOZEN LOTS (ASSORTED STYLES). This is not Job Lot Mdse. or Seconds —Available year round for steady business!
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● Necklaces, Bracelet, Earring Sets—\$1.25 and \$1.50 ea.
● Pearl Necklace, Bracelet, Earring Sets—\$1.25 ea.
● Pearl Necklaces—1 strand—\$1.40 doz.; 2 strand—\$2.80 doz.; 3 strand, \$4.20 doz.
● 5-Piece Sets in Rhinestone and Gold Plate—\$2.25 & \$2.50 ea.
● 4-Piece Sets in Rhinestone and Rhodium Pl.—\$2.00 & \$2.75 ea.
● Rhinestones and Plain Crosses—\$4.00 and \$5.50 per doz.
● Watches and Watch Sets.
● Opal and Cameo Sets—\$8.50 per dozen.
● Pin and Earrings—\$6.50 per dozen.
● Necklaces and Earring Sets—\$7.50 per dozen.
● Earrings—\$2.50 and \$3.50 per dozen.
● Scatter Pins (Boxed)—\$3.50 per dozen.
● Adjustable Ladies' Rings (Boxed)—\$3.50 per dozen.
● Rhinestone Bracelets (Boxed)—\$6.00 per doz.
● Charm and Gadget Bracelets (Boxed)—\$6.00 per dozen.
● Men's Identification With Expansion Band—\$6.00 Rhodium, \$6.50 Gold-Plate.
● Watch Type Display Box—\$1.00 per doz. EXTRA.
● Locket Necklaces—\$5.50 per dozen.

SPECIAL
Complete "LIFETIME" Cutlery Knife Set. 16 matched pieces for kitchen cutting problems. Stainless steel blades and one-piece Marblod handles. Includes STEAK-GRILL SET—service for 6; 3-piece HOME CLEAVER SET, UTILITY SET and 3-piece CARVING SET. Guaranteed quality. Mounted in attractive Display Case.
16-Piece Cutlery Sets. List at \$29.95.
Lots of 12 or more ... \$4.44 For Sample, \$5.50.

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Retractable BALL PEN
With New Instant Dry Ink.
● Push Button to write.
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Sample Doz. \$36.00 Per Gross \$4.00
Guaranteed refills, 9¢ ea.
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Summer styles in gift package. Hamilton Gold Finish.
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One pair per box.
\$3.75 for 12 sets
Postpaid prepaid.
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Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.
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B SAY, FELLOWS! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$10, NO POSTAL C.O.D.'S! REGINALD SALES
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GET THE BILLBOARD EVERY WEEK SUBSCRIBE NOW
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Gloom Chasers SMOKE BOMB
SMOKE! SMOKE! SMOKE!
Novelty item for Jokers! A million ways to have fun. Retails 35¢ each, 3 for \$1.00. Par carton of 3 doz. \$4.00.
Brand New! Similar to Auto Trix except when starter is stepped on—Huge Clouds of Smoke convince the victim the car is on fire. No Noise! Just Worlds of Smoke! And Fun! Retails 35¢ each, 3 for \$1.00. Per dozen \$2.00.
AUTO TRIX SCREAMING whistler! Loud explosion! Billowing clouds of smoke. Also a burglar alarm. Retails 35¢ each, 3 for \$1.00. \$2.00 dozen.
AUTO TIRE JOKER BANG
NEW AUTOMOBILE FUN MAKER. Easily stuck to tire and produces a "blow-out" noise, harmless to tires and gets a barrel of laughs. 15¢ retailer. Per dozen \$1.20.
CAN BE SHIPPED BY EXPRESS ONLY.
SEND FOR BIG FREE FIREWORKS CATALOG
WILFONG FIREWORKS
Dept. BB, Oaks Branch Fort Worth, Texas



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SPECIAL! Full Size, 17 1/4" x 11 1/4"
HORSE CLOCKS
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.
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IMMEDIATE DELIVERY
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Calendar for Coinmen

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.
 June 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

ROUTE TO SUCCESS

Spring Action Gives Wis. Op Jump on Trade

By BEN OLLMAN

BURLINGTON, Wis., May 9.—Spring is the best time of the year for the coinman to revamp his equipment and put it in peak efficiency for the months of heavy play ahead, according to Roy Subrod, of the Subrod Phonograph Company. Along with the typical housewife busy cleaning up her home each spring, Subrod embarks on an ambitiously planned program of complete on-the-spot checkups and minor repairs in all of his locations.

With the cost of new music and games equipment continually climbing, Subrod believes that a definite program involving preventive maintenance should be capped by an extra special once-over every spring. Holding major repairs to a minimum via these precautionary means, he believes, is one of the important factors in keeping the one-man operation out of the red at the end of the year.

Subrod's holdings consist of approximately 70 pieces of clean, late-model juke boxes and pin games spotted about the Burlington-Lake Geneva area.

Globe Delivers Change-Maker

CHICAGO, May 9.—The Globe Distributing Company has started quantity deliveries on the newly developed Johnson portable change-maker, Owner Jimmy Johnson announced.

The unit does out five pennies, five nickels, five dimes or four quarters in one operation and can be adjusted for single coins. Johnson said that the change-maker is available with any combination of coin barrels.

The new model is finished in black cracked enamel, with polished nickel barrels and mechanism. Globe also makes coin-sorting, counting, wrapping and a wide variety of other change-making devices.

Practically all of the music machines are now equipped to spin 45 r.p.m. disks and the next year or two will see the balance of the 78 r.p.m. machines retired from active use.

Experience

While the bulk of Subrod's experience in the coin machine field prior to his own plunge into the business a few years back was as repair man for games and bell machine operator, he now looks upon himself primarily as a music operator.

By checking with location *(Continued on page 87)*

98% AHEAD OF 1952

January Coin Exports Hit \$866,677; See \$10 Mil Year

WASHINGTON, May 9.—Emphasizing the rapid increase in sales to foreign operators throught the last half of 1952, coin machine exports in January, 1953, totaled \$866,677 for 4,513 amusement games, venders and jukes, it was revealed this week by the U. S. Department of Commerce. The dollar volume was 98 per cent ahead of the same month a year ago when 2,970 machines, valued at \$438,957, were exported.

A breakdown, according to classification of equipment, showed that 943 music boxes were sold for \$462,409, while 2,218 games accounted for \$301,919. The vender export division was also exceptionally active and 1,352 automatic merchandisers were sold to overseas operators for \$102,359. By comparison the January, 1952, totals were: Jukes—924 units for \$264,439; games—998 units for \$144,286, and venders—1,048 units for \$30,232.

Further evidence of the expanded overseas market in January this year was the volume buying of operators and distributors in 14 countries. In the

previous January only five countries were in this category. The major buyers in the January report were Canada (2,139 units—\$332,888); Venezuela (324—\$159,696); Cuba (144—\$55,005); France (288—\$44,089); Belgium (372—\$31,475); Panama (51—\$30,312); Salvador (35—\$24,565); Japan (78—\$23,659); Philippine Republic (44—\$17,399); Guatemala (24—\$16,459); Dominican Republic (26—\$13,988); Nicaragua (17—\$10,922), and The Netherlands (111—\$10,060).

Venezuela, consistently the leading buyer of U. S.-made jukes the past three years, purchased 159 new and used phonos for \$113,048 in January. Meanwhile, sales to Canada dominated the game and vending export market. A total of 2,139 games were imported by Canadian operators in exchange for \$140,086 during the month. Canadian interests spent \$80,613 for 1,126 merchandising units. Among the occasional buyers of American coin machine products were Peru (juke); Israel-Palestine (games), and Algeria (games).

The January figures of

\$866,677 were exceptionally high compared with a year ago, they were consistent with the trend developed in the last three months of 1952. These were \$918,174 (October); \$799,090 (November), and \$853,612 (December). If sales continue at this level for the remainder of the year the industry will have its first \$10,000,000 year.

St. John, N. B., Judge Rules Pins Illegal

ST. JOHN, N. B., May 9.—Magistrate Earle G. Logan here declared that a pinball machine, seized by police last month in connection with a test case to determine the legality of the device, was illegal. The ruling upheld a similar decision by the Supreme Court of New Brunswick in 1949.

However, it contradicted a decision handed down in Moncton Police Court, March 30, which ruled that the machines were legal, and a like decision here. Magistrate Logan said that the law required the defendant, George Clark, to prove that the unit was not a slot machine.

No Slugs, Prizes

One of the detectives who seized the pinball machine, played it in court. He deposited a 5-cent piece and five balls appeared on the board's raceway. The balls moved by means of a plunger and chalked up scores by means of an electrical contact. The machine emitted no slugs or counters and offered no prizes or merchandise.

Witnesses for the defense testified that the machine was used purely for amusement purposes.

Exhibit Ships New Glo Cards

CHICAGO, May 9.—Exhibit Supply has begun deliveries of its new card series of Glo Cards for vending units, Chester Gore announced.

As its name implies, the cards glow in the dark and feature pin-up-girl subjects. All the patron has to do to make the card glow is expose it to the light from an ordinary light bulb and then take the card to any semi-dark place where the difference in light will give the desired effect. The cards list for \$14.95 per 1,000.

Coin Machine Exports

January, 1953

Country	Phonographs		Venders		Amusement Games		Total	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	235	\$112,189	1,126	\$80,613	778	\$140,086	2,139	\$332,888
Venezuela	159	113,048	65	15,214	100	31,434	324	159,696
Cuba	89	44,430	55	10,575	144	55,005
France	38	8,473	428	37,447	466	45,920
Switzerland	13	7,873	100	1,735	175	34,481	288	44,089
Belgium	96	22,800	276	8,675	372	31,475
Panama	36	26,215	12	2,988	13	1,119	51	30,312
Salvador	35	24,565	35	24,565
Japan	15	7,115	63	16,541	78	23,659
Philippine Republic	28	13,024	16	4,375	44	17,399
Guatemala	24	16,459	24	16,459
Dominican Republic	26	13,988	26	13,988
Nicaragua	17	10,922	17	10,922
Netherlands	46	6,725	65	3,335	111	10,060
Honduras	14	9,467	14	9,467
Mexico	35	8,075	35	8,075
Colombia	5	4,500	5	4,500
Australia	9	4,225	9	4,225
Costa Rica	5	3,494	5	3,494
Peru	4	2,870	4	2,870
Union of So. Africa	4	2,702	4	2,702
Algeria	48	2,530	48	2,530
Israel-Palestine	150	1,500	150	1,500
Ireland	4	1,447	4	1,447
Netherlands Antilles	2	1,440	2	1,440
Canal Zone	2	1,005	2	1,005
Western Germany	6	1,000	6	1,000
TOTALS	943	\$462,409	1,352	\$102,359	2,218	\$301,919	4,513	\$866,677

N. Y. Coin Union to Quit CIO, Go Independent

NEW YORK, May 9.—It was learned this week that the Coin Machine Employees' Union, Local 465, CIO-IUE, soon will leave the CIO and operate as an independent union, called the Industrial Union of Electrical Machine Workers.

Union officials would neither confirm nor deny the report. However, a source close to the union said that the members would

NEW YORK ASSN. ADDS 9 MEMBERS

NEW YORK, MAY 9.—Continuing its steady increase in membership, the Associated Amusement Machine Operators of New York announced the addition of nine new members.

They are John Van Dura and Sal Petillo, Van Nest Amusements; Tom Ebali, New York Vending Company; Sam Sorin, Irving Fenichel; Andrew Colombo and Ted Faith, Janel Music Company, and John Como and Dom Allewa.

Play Steady, Report Miami Coin Firms

MIAMI, May 9.—Greater Miami is enjoying a healthy influx of pre-summer tourist business which is delighting coin machine operators as well as hotelmen, restaurant operators and other businessmen.

True, the huge crowds that choked Flagler Street and Collins Avenue during the winter season have thinned out. One does not have to wait in line at moderate-priced restaurants, and higher-priced eateries are putting up the shutters. But it's a fact that there are many more people here than usual for this time of year.

Good Trade Factors

Factors in the good tourist business are: (1) A heavier than usual convention trade, and (2) increased tempo of "package tours" over previous seasons. These are all-expense deals offered by Delta, National and Eastern Air Lines, which for a fixed rate provide transportation, hotel and entertainment facilities. National Airlines says its Miami business was up 31 per cent over April of last year, and Eastern *(Continued on page 87)*

Det. Firm Plans Meter TV in Motels, Trailers

DETROIT, May 9.—Samuel C. Kahn, owner of the Card Coin Meter Manufacturing Company, operators of coin meters for washers and dryers, announced this week distribution would be enlarged shortly to motel and trailer camps for use on TV sets.

Kahn said the motel owner could buy his own television set and attach the coin meter with a guard. The units are set to allow a 45 minute playing time for 25 cents, with an additional 15 minutes for 10 cents.

Casola Purchases Hdqtrs. Building

ROCKFORD, Ill., May 9.—Lou Casola, owner of the Midwest Distributing Company, announced the purchase this week of the three-story building which has served as the firm's headquarters the past four years. It is located at 208-212 N. Madison Street.

The building has 12,000 square feet, plus a large basement equipped with a truck driveway and loading platform. Casola has let a contract which calls for the complete remodeling of the premises, including installation of an air conditioning system. This construction work will be carried on virtually without interfering with the company's normal business operations, Casola said.

Units will be shipped direct to motels and trailer camps, where the owners can buy their own television sets and place them with coin units attached. On the market for over 15 years, the units have just recently been adapted to television use by the Card Coin Meter Manufacturing Company.

Wico In-Line Kit Set

CHICAGO, May 9.—The Wico Corporation this week started deliveries of its service kit for in-line scoring games. The kit lists for \$4.95 and includes lifters, springs, spacers, point file, pigtail wire, bakelite tubing and switches.

MFRS., DISTRIBS

Gov't Plans Aid For Small Firms

WASHINGTON, May 9.—Manufacturers and distributors of games, kiddie rides, jukeboxes and vendors are among the small business groups which the administration is preparing to help in expanding and obtaining defense contracts. In a letter to small businessmen throughout the nation, Y. Brynildsen, acting administrator of the Small Defense Plants Administration, said that a number of programs had been worked out by SDPA to assure small businesses of an opportunity to "share in the tax amortization benefits of the industrial expansion program and to receive consideration for financial assistance." The program will also assist small concerns in obtaining a "fair share" of government defense contracts.

A new formula for identifying small businesses eligible for this assistance is being readied, Brynildsen reported.

Wholesalers, distributors and jobbers considered "small" by SDPA are those concerns which are independently owned and operated and whose total volume of net sales during the latest 12-month period does not exceed \$1,000,000. A wholesaler also engaged in manufacturing will not be considered a small
(Continued on page 87)

Mittleman Buys Out Partners In Mars Mfg.

LINDEN, N. J., May 9. — Sid Mittleman, of the Mars Manufacturing Company here, announced this week that he had bought out his erstwhile partners, Dave Braun and Dave Stern, and now has full control of the Kiddie Ride firm.
(Continued on page 87)

KIDDIE RIDES, JUKES

Boston Reps Display At Location Show

BOSTON, May 9.—Four Hub distributors exhibited music machines and kiddie rides at the 28th annual New England Hotel and Restaurant Show at Hotel Statler, April 29-May 1. Attending were over 3,000 hotel, industrial, summer camp, cafe and institutional buyers.

Trimount Automatic Sales Corporation presented for the first time the new Seeburg non-edible line, and Dave Riskin, manning the exhibit, reported high interest in the 200 Library Unit and the 200 console, both of which were on display, along with the Seeburg Select-o-Matic 100.

J. J. Golumbo had an exhibit, Sea Skate kiddie ride, on display and reported much interest on the part of summer resort operators, camps and hotels, clubs and restaurants. Also on exhibit was the new Rock-Ola music machine.

Redd Distributing Company, operating the Retail Coin-O-Matic Company, had Bally's horse, The Champion, on exhibit, and Tom Byrne, manning the

display, said New England hotel and restaurant operators in the summer resort areas were evidencing heavy interest. He said many ice cream stand operators, with large areas, were interested in installing kiddie rides.

Redd also showed the new AMI 80-selection wall box, which, too, attracted interest, along with the new AMI music machine.

Harry Poole, of Poole Distributors Inc., showed the new Wur-litzer music machine and a kiddie ride.

FOR KIDDIE RIDES

NAAPPB Plans Special Coin Area

CHICAGO, May 9.—The trade show of the National Association of Amusement Parks, Pools and Beaches here in November will have a new addition to its exhibit space—a special section for coin-operated rides.

Paul Huedepohl, secretary of NAAPPB, said this week that while the space was not strictly reserved, an effort would be made to locate all coin rides in the area.

The extra space is being made

available thru remodeling of the Hotel Sherman. Older adjacent space will be devoted to the trade show's usual exhibits of amusement rides, concession equipment and other supplies for
(Continued on page 87)

Meteor Names 10 U. S., 1 Canadian Distributor

NEW YORK, May 9.—In a bid for complete national and Canadian distribution for its four Kiddie Rides—the Rocket, Flying Saucer, PT-Boat and Pony Boy—Meteor Machine Corporation this week announced that 10 new American and one Canadian distributor have been appointed to bring the total outlets to 30.

J. B. Monier and Carl Pielsticker, partners in Canadian Meteor Amusements, Ltd., Toronto, will handle sales in all Provinces. The firm has ordered 200 rides as its initial shipment.

Al Blendow, Meteor sales manager, said these American firms have been appointed distributors: Ideal Novelty, St. Louis, Missouri; King-Pin Equipment, Kalamazoo, Mich., Michigan; Gardner-Lose Company, Inc., Louisville, Kentucky; Superior Sales, Des Moines, Iowa; William Kelley, Springfield, Mass., New England; Vernon L. Spalinger, Seattle, Washington;

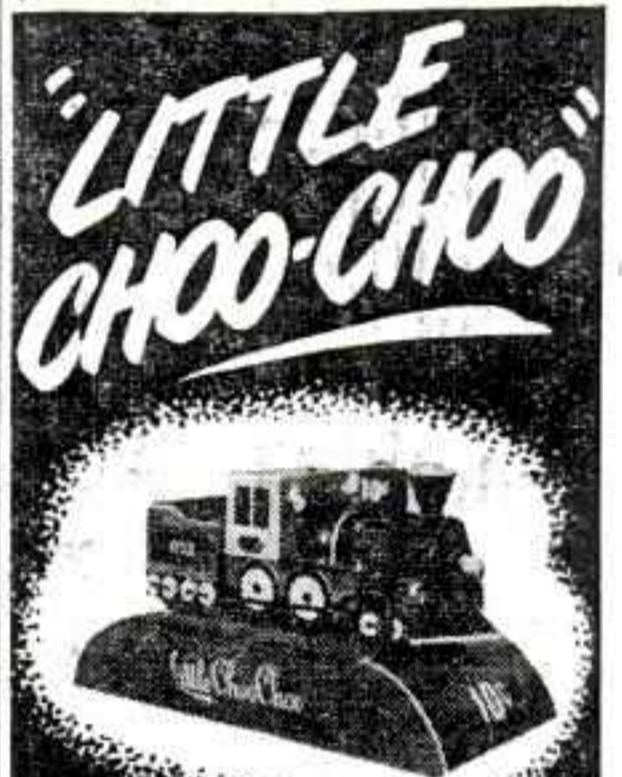
McKee Sales Company, Glendale, Calif., California and Arizona; Yund Bros. Sales Company, Inc., Albany, N. Y., Northern New York and Western Pennsylvania; L. B. Himes, Cleveland, Ohio, and E. J. Willoughby Jr., Eastern Pennsylvania, Delaware and Maryland.

INSURANCE LIABILITY & FIRE

For the Amusement & Entertainment Field

BROADWAY BROKERS CORP.

150 Broadway, New York 38 REctor 2-2195



Designed by World Famous Manufacturer of Amusement Rides

Sensational new coin-operated Kiddie Ride for Dime Store and Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for complete information.

KING AMUSEMENT CO. Mr. Clemens, Mich.

Write • Wire • Phone

GET THE FACTS ON OUR SENSATIONAL NEW RIDE!

Entirely New! Different!

Distributors—Territories Available

ALERT

MANUFACTURING CO.

227 Wood St.

Philadelphia 6, Pa.

Tel.: LOmbard 3-0694

Ride Distrib Robbed

PORTLAND, Ore., May 9.—Burglars this week obtained an estimated \$1,500 at the Dunis Distributing Company here. They knocked a hole in a basement wall separating the company from a hotel storage room. Lou Dunis is owner of the company, distributor of games and kiddie rides.

MUSIC TO YOUR EARS...

the High Note of kiddie rides is METEOR!



(PAT. PEND.)

The CLANG of \$50 in your cash box is a richer tone than the tinkle of \$15 — so why settle for less?

Operators report from all over the country that they triple their earnings when replacing METEOR rides on locations!

Meteor Rides' all-steel construction assures they are SAFE — RUGGED — LASTING!

No straps to keep kids from falling off or out.

METEOR FLYING SAUCER

is the proven outstanding ride—head over heels above any on the market! Its imaginative design and thrilling 3-Way ride movement places it far ahead of the field. This is the big kiddie ride money maker—locations demand it!

SPECIFICATIONS:

Top is removable—easily portable in two sections. Overall length 52"—Width 42"—Height 38". Weight approx. 272 lbs. Heavy Duty ½ H.P. Motor. Plex-Tone Indestructible Paint. 110V AC Current. 10c National Rejector.

YOU ALWAYS DO BETTER WITH METEOR! METEOR ROCKET—METEOR PT-BOAT—METEOR PONY BOY

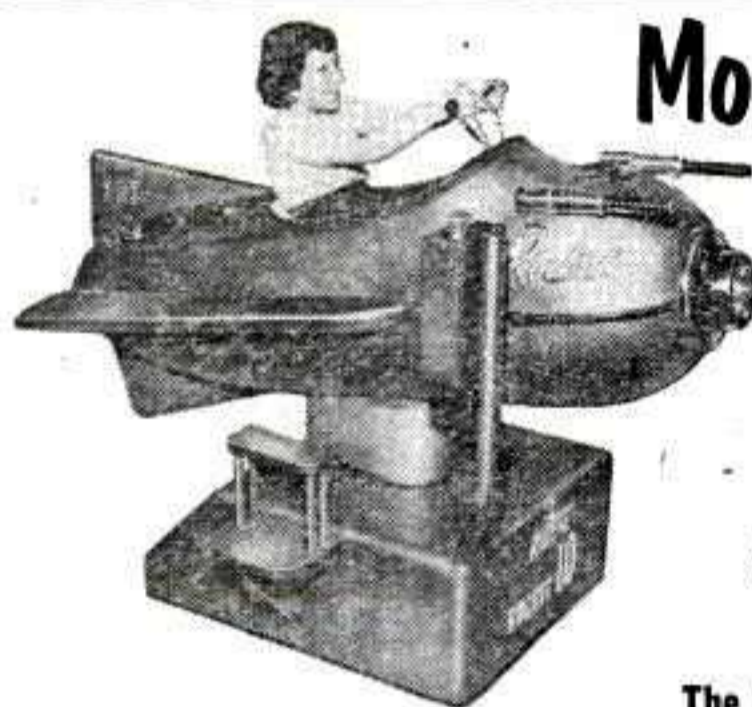
Finance Plan Available

DISTRIBUTORS! OPERATORS!

Write, Wire or Phone

METEOR MACHINE CORP.

319 Hinsdale Street, Brooklyn 7, N.Y. Phone: HYacinth 5-2756



More Profits TO YOU

the Rocket

The Only Ride where The Child is the Pilot

Attention Distributors

Choice territories still open. Fast service and delivery. Free literature — National ad backing. Many operator inquiries ready to process direct to you.

5 ride movements from 3 control levers. Air operated. Safer, less maintenance. Ply-A-Mold body, break-proof.



Write today for literature and prices.

NYLCO PRODUCTS, INC. 540 Main Street, Clinton, Massachusetts

FOR PROVEN QUALITY RIDES

EXHIBIT SUPPLY'S

• Roy Rogers Trigger • Sea Skate • Rawhide • Buzz Corey's Space Patrol • Pete the Rabbit • Big Bronco • Rudolph the Red-Nosed Reindeer • El Toro the Bull • Ferdie the Bull • Space Gun.

EXHIBIT SUPPLY, 4218-30 W. Lake St. Est. 1901 Chicago 24, Ill.

WARRIOR

The Finest Kiddie Horse Ride Built by Amusement Ride Manufacturers . . .

- Aluminum Horse
- Weather-Proof



Only \$595.00

terms available

MIDWEST ENTERPRISES

Box 264 Bloomington, Ill.

SACRIFICE SALE! PRICES SLASHED!

SATISFACTION GUARANTEED 100%

Miss America Boat Rides Midget Racer Automobiles

Send for KIDDIE RIDE FOLDER AND PRICE LIST

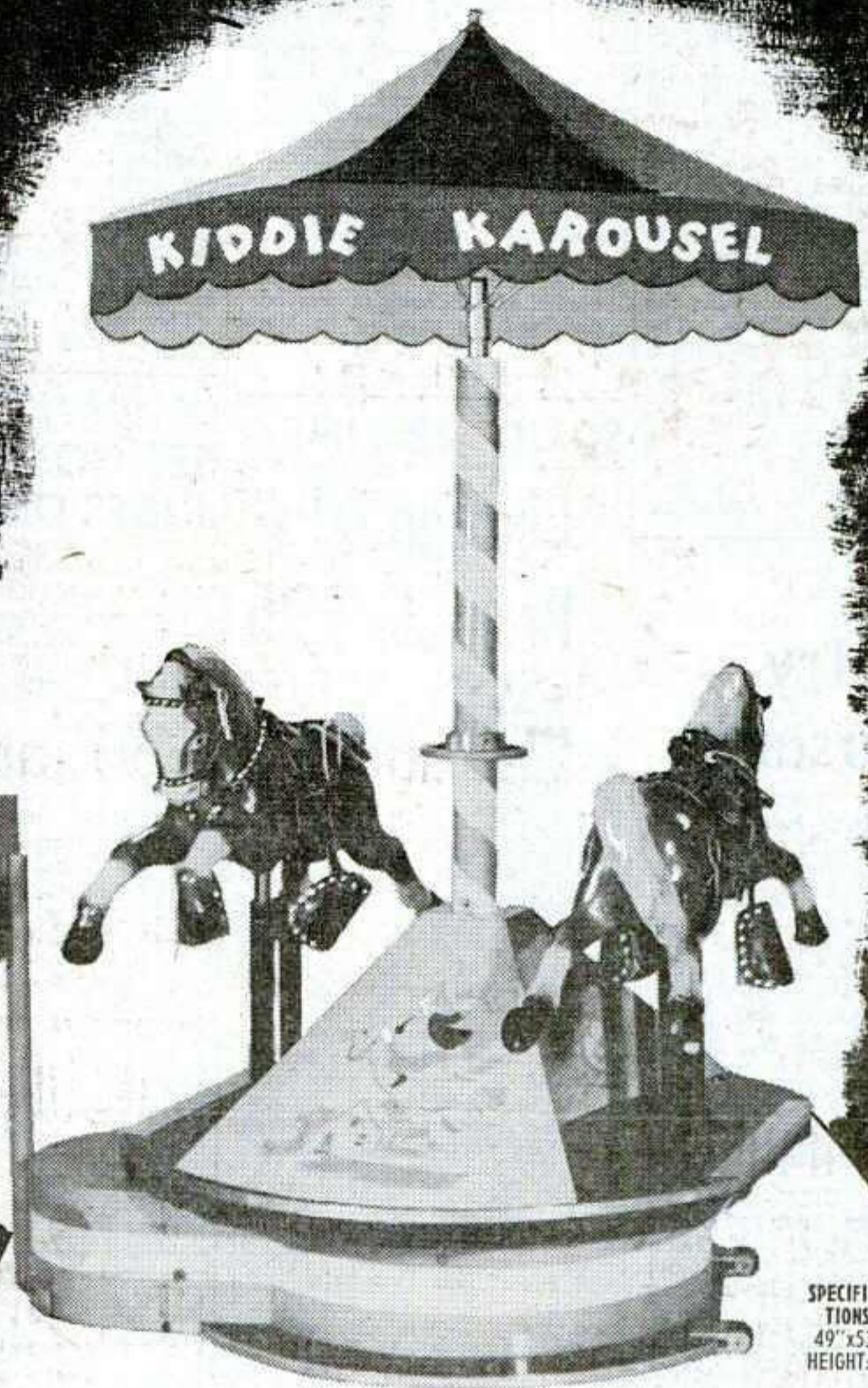
REDD DISTRIBUTING COMPANY, INC.

298 LINCOLN STREET ALLSTON, MASS. AL 4-4040

WANTED—BALLY CHAMPION HORSE See big ad on page 91

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

National KIDDIE RIDES PRESENTS THE MOST COMPLETE LINE IN THE COUNTRY!



SPECIFICATIONS:
49" x 53"
HEIGHT: 7'

Introducing the most sensational attraction ever offered in any location . . . National's New . . . New

KIDDIE KAROUSEL

CASH IN THIS SUMMER WITH NATIONAL'S KIDDIE KAROUSEL AND THE GREATEST, MOST COMPLETE KIDDIE RIDE LINE IN THE WORLD!

You don't dare miss the fabulous profits offered by our Kiddie Karousel. It's built like the "Rock of Gibraltar," yet gives the most gentle, child-thrilling ride ever devised. The carousel has always been the kiddies' favorite—and we have it—with MUSIC . . . with COLOR . . . with LIGHTS. . . with fibre glass horses that ride up and down just like on the big ones. HORSES ARE INTERCHANGEABLE WITH ALL OTHER NATIONAL KIDDIE RIDES BODIES. Our Kiddie Karousel rides one or two children for a dime—occupies a minimum of floor space and will make more money—FASTER—per square inch than any merchandise counter.



DISTRIBUTORS!
Here's your chance to latch on to the hottest line in the country. Write stating territory desired.

National KIDDIE RIDES, INC.
Factory Sales Office for B&R and Lee Products
580 10th Avenue • New York 36, N. Y. • Phone: BRyant 9-5787

Oregon Music Ops Plan to Celebrate 65th Anniversary

Dime Play Sentiment Growing, One Route Ups Gross 32 Per Cent

PORTLAND, Ore., May 9.—The Oregon Music Association, meeting at the Multnomah Hotel here Wednesday (6) night, laid the groundwork for a State-wide promotion of the 65th Anniversary of the Juke Box Industry. Members also voted to resume participation in the program of the Music Operators of America.

Details of the juke box anniversary campaign will be drafted by the association's State board at a meeting called by President Budge Wright for Tuesday (12). The campaign will follow suggestions outlined in The Billboard. Each operator is to be supplied with literature, prepared by The Billboard, stressing ways for the

development of local publicity campaigns. Members also will receive AMI stickers publicizing the anniversary.

Rejoins MOA

The association, reactivated after a lapse of several months, voted a \$100 membership fee in the MOA after the members recalled the vital role that organization played in sidetracking the Bryson Bill in Congress. The latter would have taxed operators on a basis of record play. The discussion also opened consideration of the new threat in Congress reposing in the Dirksen Bill. The seriousness of the situation brought unanimous support

(Continued on page 78)

DISK JOCKEY NETWORK

DJ's Cross Country Promote Anniversary

CHICAGO, May 9.—Station managers, disk jockeys, and program directors from all parts of the country are joining the celebration of the 65th Anniversary of the Juke Box Industry by airing special programs, interviews, and juke box record hits.

Towns from Opp, Ala., to Moncton, N. B., and from Pasadena, Calif., to Hamilton, Ont., have been heard from. All types of programs are ready. Pop shows, country and western, rhythm and blues, and straight interviews are being based on the history of the juke box.

Following is a list of programs by cities, and what the deejays intend to do:

COLUMBIA, S. C.—Jack Cook's "Melody Madhouse," which is aired from 8:05 till 9:10 a.m., will program the All-Time Juke Box Favorites. The show goes on

Jersey Guild Hails 65th Juke Campaign

NEWARK, N. J., May 9.—Dick Steinberg, executive director of the Music Guild of New Jersey, lauded plans for the celebration of National Juke Box Week.

"Public relations-wise, the anniversary promotion is a constructive step that can focus public attention on our industry, presenting it in a good light," he said. "It's a terrific idea."

Steinberg also is editor of the Music Guild, a weekly bulletin issued to members of the industry. The latest issue praised the anniversary promotion program, stating, "There is a need for more of this type of effort to be conceived and planned. Each segment of the industry can make its contribution, in its own way, that would increase the impact on the public."

The bulletin further stated, "There is unfounded, but still lingering, criticism of the industry. There is a myth of big profits that must be refuted and there still are restrictive local laws and taxes to be curbed. There are many ways to advance the sale of selective entertainment with merchandising and relation techniques."

May 26, over WNOK. Handy Andy's "Hillbilly House Party" will feature the top country and western All-Time Juke Box favorites on May 27, over WNOK.

ATLANTA—The "Bill Lowery Show" over WGST from 8:45-9 p.m. featured pop juke favorites on May 6, 7 and 8. The "Uncle Eb Brown Show" on WGST will feature top country and western juke favorites on a 15-minute show for the entire week of May 18. The same show will do an interview with a local juke box operator on May 16.

ATLANTIC CITY—Al Owen spotlights top pop favorites of juke boxes on his "Al Owen's Music Room" show aired over WMID from 4:05 till 4:30 p.m. May 25.

OAK HILL, W. Va.—Chuck Balding spotlighted the 65th Anniversary of the Juke Box Industry by playing juke hits on three shows over WOAY. They were "Juke Box Revue," a two-hour show, 3 p.m., May 6 and May 8, and "Alarm Clock Club," 8 a.m., May 8.

FRONT ROYAL, Va.—Tom Gibson featured top juke box pop hits on his "Tom Gibson Show" over WFTR from 8:30 to 9 a.m., May 8.

HAMILTON, Ont.—R. Paul Fitzsimons, of radio Station CKOC, is backing the 65th Anniversary to the hilt in his area. A special show was inspired by the booklet sent out by The Billboard. The new show is titled "Eleven-Fifty Spotlight" and airs nightly from 7:30 to 8:30. Besides this, Fitzsimons lists the following shows as participating in the

(Continued on page 78)

SEEBURG GROUP ORDERS 75,000 65th BOOKLETS

CHICAGO, May 9.—J. P. Seeburg Corporation distributors will shortly have on hand 75,000 copies of the History of the Music Machine Industry prepared and published by The Billboard in commemoration of the 65th Anniversary of the juke box business.

Vice-President C. T. McKelvy, and director of sales for Seeburg, said the booklets would be made available to the company's customers thru distributors. Operators in turn can use the material as part of the national public relations drive the week of May 24.

(Editor's Note: Single copies of the booklet can be obtained by mailing in the coupon found in the Music Machines Section.)

SOLID AIR TIME

Chicago DJ's Promote 65th Anniversary

CHICAGO, May 9.—Chicago disk jockeys have literally gone "all out" for publicizing the 65th Anniversary of the Juke Box Industry. TV shows originating in Chicago are also giving generous time to plugging the celebration of the anniversary.

Several of the Chicago operators and association heads will appear on radio shows and TV to inform the listeners of the progress of the industry and the benefits of "music you want, when you want it."

Radio shows and jockeys assenting participation follow:

WIND—"Record Shop," 10 to 11 a.m. the week of May 24, Jay Trompeter. "Chicago's Top Tunes," 8 to 9 a.m. the entire week, Jay Trompeter. "Bright and Blue," 9:05 to 9:20 a.m. the entire week, Kyle Kimbrough and Betty Bryan. A live song show, "A Guy, A Gal, and a Song," 11:15 to 11:30 a.m., the entire week, Kyle Kimbrough and Betty Bryan. "Eddie Hubbard Show," 9:45 to 11 p.m., the entire week, Eddie Hubbard. "Howard Miller Show," 7-8 a.m., all week, Howard Miller. Miller has numerous other shows on WIND and other stations which he will program on the juke box theme.

WJJD—"Al Parker Show," 1 to 1:30 p.m., during the week of May 24. "Eddie Hubbard Show," noon to 1 p.m., entire week, Eddie Hubbard. "Listen to Lounsberry," 1:30 to 2:30 p.m., entire week, Jim Lounsberry. "Rosemary Wayne Spins," 6:45-7 p.m., all week, Rosemary Wayne. "Bellairs Ballroom," 4-5 p.m., all week, Mal Bellairs.

WCFL—"Bill O'Connor Show." Bill O'Connor has approximately 20 record shows on WCFL and other stations in town at vary-

(Continued on page 77)

Promotion Pace Quickens For Juke Box Anniversary

● Continued from page 1

and Washington operators made arrangements to fly two pioneer juke boxes (built in 1889-1896) from Chicago for a half-hour TV show.

The J. P. Seeburg Corporation and its distributors arranged for an additional printing of 75,000 copies of the History of the Music Machine Industry, prepared and published by The Billboard. See-

burg's distributors will make the booklets available in quantity to their operator customers.

Stickers, Displays

AMI distributors were handling out 100,000 specially prepared stickers, celebrating the Anniversary, for operators to put on their boxes.

Wurlitzer executives were

June Hit Party To Fete 65th Juke Box Anniversary

21 Artists and Acts to Appear; Show to Be Broadcast Over WGAR

CLEVELAND, May 9.—The Cleveland Hit Tune Party, dedicated to the 65th Anniversary of the Juke Box Industry, was in readiness for tomorrow. Twenty-one artists and acts were lined up as well as a few guest speakers. The party is co-sponsored by The Cleveland Press and the Phonograph Merchants' Association of Cleveland.

The actual anniversary celebration is scheduled for the

week of May 24, at which time a nation-wide public relations program will be launched, utilizing press, radio, television, and personal appearances of operators throughout the nation.

The Hit Tune Party will again be staged in the Public Music Hall and will commence at 2:30 p.m. Formerly the audience voted the Hit Tune from a selection of 10 unreleased records, but it was the decision of the committee in charge of the affair to lower the number to seven. Members of the judging committee are Dorothy Heron, feature 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 (in this case, Bill Mayer and Hal Morgan, WGAR deejays).

Records picked by the judges for inclusion in the show were: "In The Mood," M-G-M, by the Elliott Brothers; "Diga Diga Doo," Milmar, by Kay Malone; "Wedding Day," Decca, by Joe Marine; "Tell Us Where the Good Times Are," Columbia, by Mindy Carson and Guy Mitchell; "Send My Baby Back to Me," Victor, by Sunny Gale; "Honey Jump," Victor, by the Sauter-Finegan orchestra and "That's My Weakness Now," Capitol, by Ray Anthony. The tunes will be played on a Rock-Ola Fireball 120-selection phonograph. Last month the tunes were played on an AMI D-80 loaned by the Cleveland Coin Machine Exchange. This month's Fireball is thru the courtesy of Lake City Amusement Company.

The Hit Tune Party will have a one-half hour segment broadcast over radio Station WGAR. *(Continued on page 77)*

WASHINGTON TO SEE PIONEER JUKES ON TV

WASHINGTON, May 9.—Two of the original Ediphone juke boxes, dating back to 1889, will be flown here from Chicago, May 25, by Capital Airlines to provide a background for the Mark Evans show, 7-7:30 p.m. over CBS-TV with Hirsh de la Viez, president of the Hirsh Coin Machine Company, as the guest.

The juke boxes will come from Valente's House of Nickelodeons in Chicago, which houses one of the finest private collections of early juke boxes. A brand new, multiple selection box will also be displayed on the show to demonstrate the progress of the industry.

One of the early coin-operated phonographs, built in 1889, plays a single cylinder, measures 10 by 10 by 18 inches. The other, built in 1896, is housed in a four and one-half foot high wooden cabinet with a glass top and plays six cylinders.

NY Juke Box Ops Plan 65th Anniv. Promotion

NEW YORK, May 9.—The local Automatic Coin Machine Operators' Association is getting up a full head of steam for its drive to promote the 65th Anniversary of the Music Machine Industry. Tho many plans are still in the formative stage, the ops here have started rolling on several projects aimed at a concerted drive to publicize the industry to the lay public.

According to Al Denver, the local association is making contact with the Westchester and Connecticut operator groups to work out the final program for the celebration and is sending a special letter to all operator members detailing ways of tying in with the National Juke Box Week. The local association has already worked out a special juke box

party co-operative event (see separate story).

A specially designed poster for placement on music machines and in other spots at locations is being considered as one of the major moves by the group. Meanwhile all operators are contacting disk jockeys, retail dealers, location owners, record manufacturers, distributors and the daily press for additional publicity and exploitation.

Blatt All Out On Promotion Of Juke Week

MIAMI, May 9.—Willie Blatt, president of the Amusement Machine Operators' Association here, reports steady progress on efforts to promote the 65th Anniversary of the Juke Box Industry.

WQAM disk jockey Harry Burge is co-operating wholeheartedly with the association by giving liberal plugs on his two shows, "Juke Box Serenade" and "The Burge Cage."

Plans have been formulated to have all disk jockeys in the area play the top five tunes on Friday, May 29, and give information and data to their listeners on the history of the juke box. Several TV shows are being contacted for similar efforts.

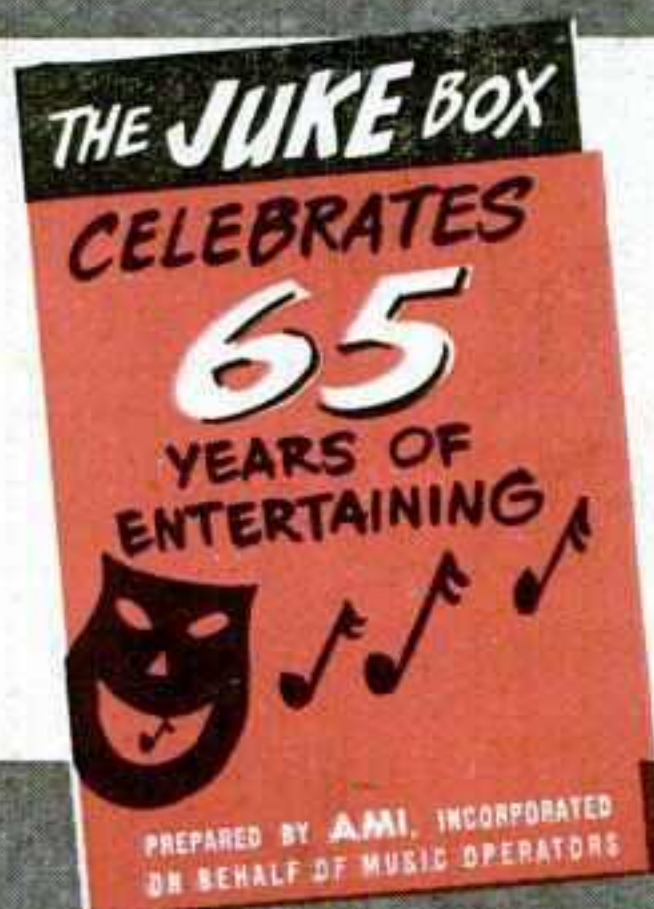
Blatt is contacting Mayor Chelsie Senerchia in an effort to get the week of May 24 proclaimed "Juke Box Week."

Next Week —The Billboard's 65th Juke Box Anniversary Number

Celebrate the



65th anniversary



on your machines

*These "Kleen-Stik" stickers can be attached and removed from your juke boxes without muss or fuss. Get them FREE at your AMI distributors.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

NJ Ops Convert at 100-a-Week Rate

Paterson 85% Dime Play; Drive on To Explain Advantages to Locations

NEWARK, N. J., May 9.—Juke box operators in Northern New Jersey are converting to dime play at the rate of 100 locations a week, with 85 per cent of locations in Paterson now on a 10-cent basis, according to Dick Steinberg, executive director of the Music Guild of New Jersey.

However, most operators in the area believe that the region will not be thoroughly converted until the end of 1953 at the earliest. While most operators are convinced that the drive for dime play will be successful, they see the need for a strong public relations effort to carry this conviction to the location owners.

The pattern seems to be to concentrate on conversion in one community, then move on to another town after the conversion effort is successful.

Paterson Success

Ten-cent play was initiated in some Paterson locations three weeks ago. Eighty-five per cent of the locations now operate on a dime basis, and it is expected that the city will be virtually completely converted in a couple of weeks.

Meanwhile, the MGNJ is sending circulars to location owners explaining the advantages of 10-cent play. The circulars depict clippings

from The Billboard telling of conversions and proposed conversions in California, Florida and the District of Columbia.

The copy reads: "Economics dictates it, good business demands it. . . That's why 10-cent play is desirable."

In Paterson, cards are placed in locations which have converted, explaining to the public why it costs a dime for a tune. The copy points out that since 1934, in the juke box industry, salaries have gone up 150 per cent, transportation 200 per cent, maintenance 100 per cent, equipment 200 per cent, records 210 per cent and parts 200 per cent.

PR Fund

The Paterson operators have raised a special fund for public relations and plan to run advertisements explaining their position in local newspapers.

The MGNJ covers locations in an area which has a population of nearly 4,000,000, some 76 per cent of New Jersey's population.

The drive for dime play has not yet been launched in the two largest counties in the area—Essex and Hudson. Passaic County has been the focal point for the conversion activity, with some conversion already started in neighboring Bergen County.

M-G-M Details Plans to Aid Juke Box Week

NEW YORK, May 9.—M-G-M Records this week detailed its plans for helping the promotion of the 65th Anniversary of the Juke Box Industry via advertising, window streamers, disk jockey contacts and the label's artists.

Plans devised by Sol Handwerker, diskery advertising and promotion chief, include slugging all ads from now until the end of May with reminders about National Juke Box Week, devoting space on all window streamers being printed for retailers to the same basic message and including the story about the anniversary celebration in all printed material and news releases sent to newspapers, reviewers and disk jockeys.

Yesterday (8) the label sent letters to all artists asking them to promote Juke Box Week to audiences during all personal appearances on radio and television and in clubs, theaters and ballrooms.

Neb. Music Org Backs Anniversary

OMAHA, May 9.—Howard N. Ellis, secretary-treasurer of the Music Guild of Nebraska, announced that a meeting of the Guild would be held next week to map a campaign for the promotion of the 65th Anniversary of the Juke Box Industry. He stated that the campaign would benefit the entire industry.

The next regular meeting of the Guild will be held at the Pathfinder Hotel, Fremont, Neb., May 23-24. Election of officers for the new year will be held and a record attendance is anticipated.

A board of directors meeting will go into session at 8 p.m., Saturday, May 23, and the business meeting will be held at 1:30 p.m., Sunday, May 24. Ted Nichols will act as host.

Suggestions on how the entire State can change over to dime play will be called for at the meeting. A plan for changing to dime play will be laid out at this meeting.

Location contracts have been prepared and are now available to members of MGN. They were made up in tablet form with 25 sets of contracts per tablet. Cost of the contracts is \$2.50 per pad.

EDITORIAL

Are You With It?

The week of May 24 the Juke Box Industry will mark the 65th Anniversary of its founding.

Across the nation, radio and TV programs, newspapers and magazines will join the nation's music operators, distributors and manufacturers in celebrating the event.

By any measure, the 65th Anniversary of the Music Machine Industry will be the greatest single public relations effort the industry has ever seen.

Grass-Roots Relations

It is grass-roots-public relations because it will be marked as effectively in small towns as in great cities, by small stations and newspapers as well as the

networks and the giant dailies.

Operator associations and individual operators are proving by their response to the Anniversary that they recognize the value of good public relations and that they are willing to work hard to tell the story of their business to the public.

Last Opportunity

This is your last opportunity to make certain the Anniversary is properly noted in your city or town. Take another look at the "25 Ways" box in this issue. If you haven't done so already, clip out and return the coupon you find at the bottom of that box.

Don't let the Anniversary pass you by.

Another **EVANS** **QUALITY** Feature!

COIN ACCUMULATOR

Permits more than 1 coin to be deposited before making selections! Prevents player dissatisfaction by eliminating loss of coins . . . assures proper number of selections for coins deposited.

COIN ACCUMULATOR is just one of many features that make Evans' Phonographs your dependable profit accumulator!

ON DISPLAY AT YOUR
EVANS DISTRIBUTORS

100-SELECTION
CENTURY

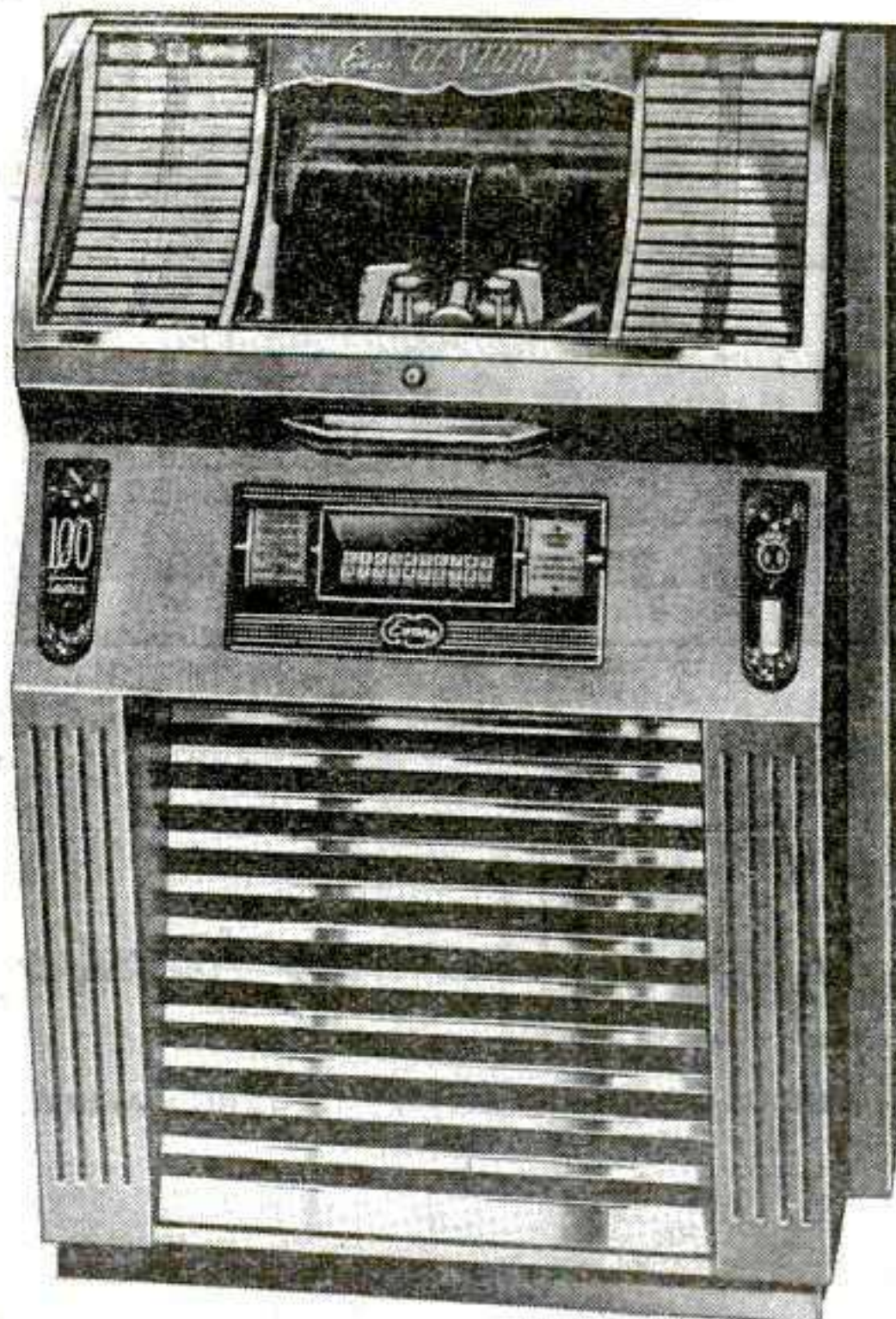
50 RECORDS 45 RPM

40-SELECTION
JUBILEE

20 RECORDS 78 or 45 RPM



OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.



H. C. EVANS & CO.

1556 W. Carroll Ave.

Chicago 7, Illinois

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.

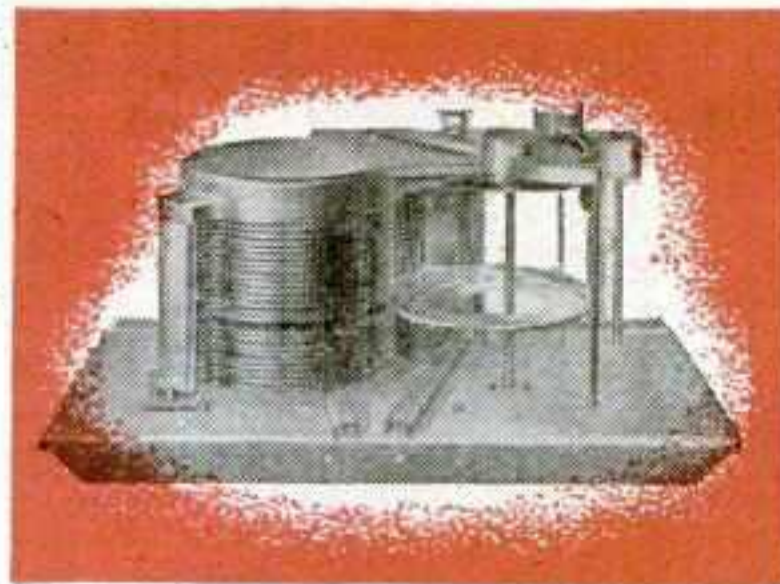
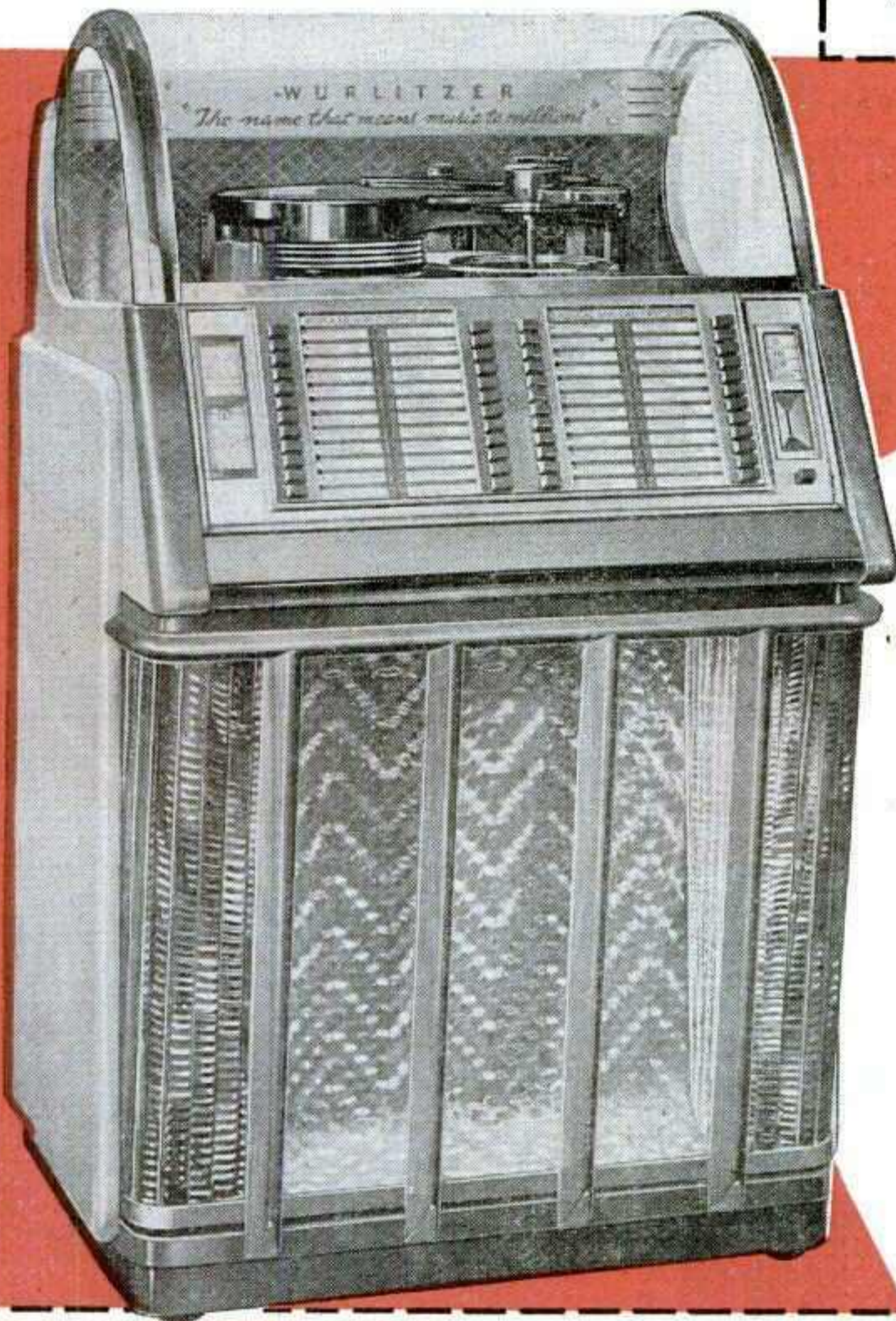
Please send me material checked below:

- 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: _____

Designed for Locations with Limited Space



NEW STRAIGHT 45 PLAY

The famous Wurlitzer 48-selection mechanism has been adapted to straight 45 RPM play by the use of new smaller Deep-Indent Trays and a compact chassis ideal for locations with limited space.

NEW BUILT-IN VOLUME CONTROL

Incorporated into Wurlitzer's famous sound amplifier—a built-in, automatic volume control assuring an even sound level for all records.



A High Earning Phonograph Priced to Pay Greater Operator Profits



NEW TWIN TITLE STRIP HOLDERS WITH SINGLE BUTTON SELECTION

Fast single button selection from two twin title strip holders divided into four program classifications.

NEW ALL-GLASS ASTRADOME

One-piece, double-weight, all-glass AstraDome provides picture window view of record changer compartment. A sure-fire play promoter.



1650

48 SELECTION STRAIGHT 45 PLAY

1600

48 SELECTION 78 OR 45 PLAY

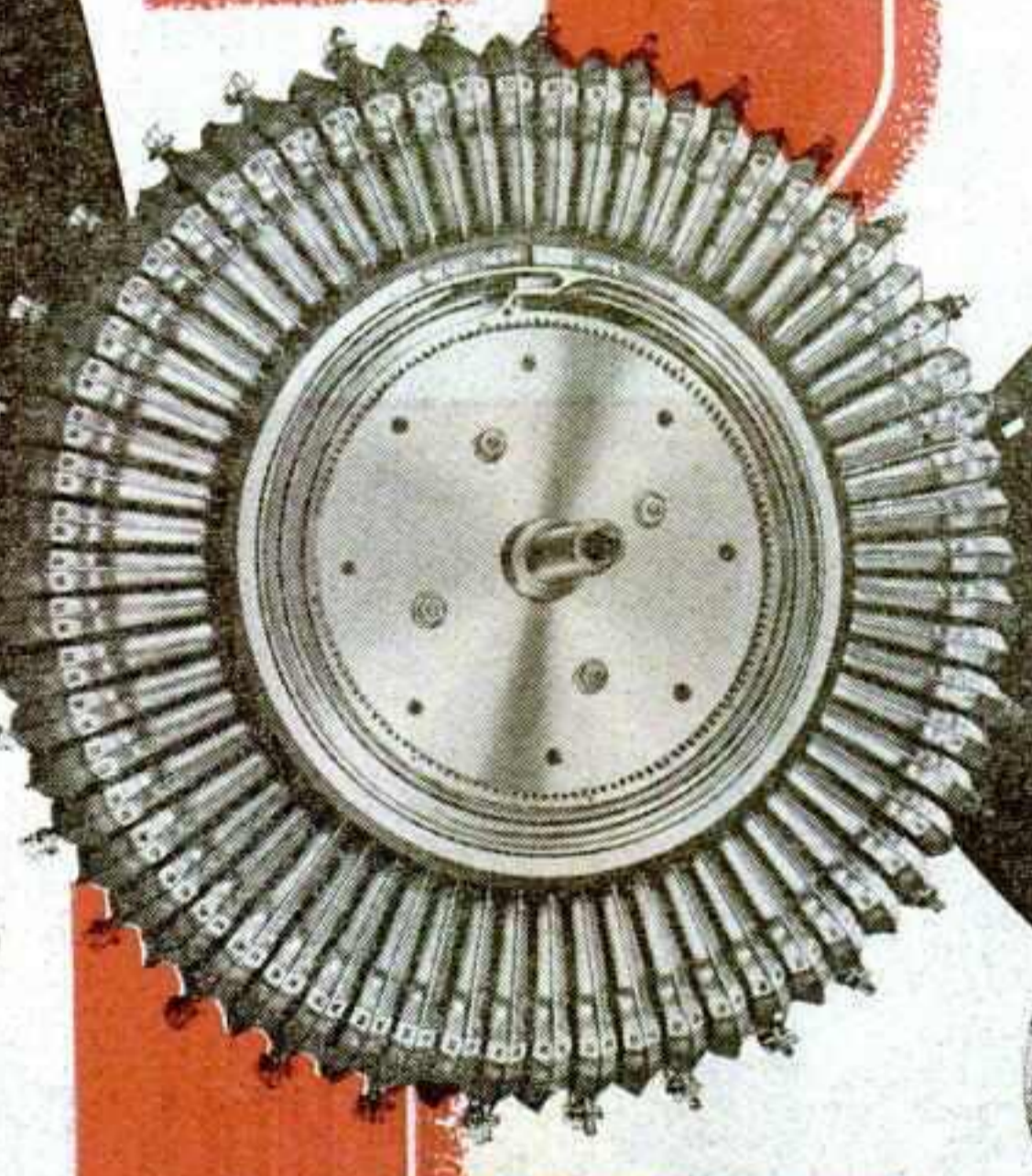
See your Wurlitzer Distributor

The Rudolph Wurlitzer Company
North Tonawanda, New York





ROCK-OLA
FireBall
 The only phonograph with
120 SELECTIONS



The Amazing Revolving Record
 Drum which delivers any of 120
 different selections quickly and
 surely with only one button
 selection!

120 Selections
 —at the tip of
 your finger!



Model 1436

Available in models for either 78 or 45 RPM records



See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

- BAILIE DISTRIBUTING CO.**
647 South West St., Syracuse, N. Y.
- EASTERN VENDING SALES CO., INC.**
940-42 Linden Ave., Baltimore, Md.
- HACOLA DISTRIBUTING CORP.**
265 Franklin, Buffalo, New York
- B. D. LAZAR COMPANY**
1635 Fifth Avenue, Pittsburgh 19, Penn.
- MUSIC & TELEVISION CORP.**
1119 Commonwealth Avenue
Boston 15, Massachusetts
- 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

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:

MILLS EXPANDS IN R&B AND HILLBILLY FIELDS. Mills Music has set up a hillbilly firm, Ranger Music, and is organizing a firm to hold r.&b. copyrights (Music department).

RCA BUYS RIGHTS TO MILLER AIR CHECKS. RCA Victor will press and sell from air checks of the late Glenn Miller band (Music department).

'HOUND DOG,' 'KOO-LIGER' DISK LEADS. RCA's best selling disk currently is the coupling of "That Hound Dog in the Window" and "Pore Ol' Koo-Liger" (Music department).

DISKERIES SEEK NEAR-PERFECT OC. At the behest of the Record Industry Association of America, engineers from the major diskeries are doing research on an efficient and fool-proof optional center for big-hole platters (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Central Music Names Harris As Sales Rep

KANSAS CITY, Mo., May 9.—W. J. Mashek, president of Central Music Distributing Company, Kansas City, Mo., announced the appointment of Jerry R. Harris as sales representative for Iowa and Nebraska, working out of the Omaha office.

Harris has been in the coin machine business for seven years as a sales representative, and is well known throughout the Middle West. He is 43 years old, married and has five children. His home is in Omaha.

"The appointment of Harris is another step in the expansion program of Central Music Distributing Company," Mashek said. "He will enable Central to work closer with the operator."

Bush Holds 3 Juke Schools

MIAMI, May 9. — Service schools for music machine operators and their mechanics have been conducted in three Key Florida cities in the past 10 days by the Bush Distributing Company, Wurlitzer distributors for Florida, Cuba and South Georgia.

Besides explaining the workings of the Wurlitzer 1500, the distributor used the occasion to unveil the Wurlitzer 1650 and 1600 in Tampa and Jacksonville.

Harry D. Gregg, Wurlitzer field engineer, was on hand to explain the mechanism and answer questions at the service schools—in Miami on April 29 at Bush Distributing headquarters; at the Hudson Manor Hotel, Tampa, May 1, assisted by Bush Distributing executives, Ozzie Truppman and Ken Willis, and today at the company's Jacksonville office, 60 Riverside, assisted by President Ted Bush. Gregg was also accompanied at the Tampa school by Ed Hancock, head service mechanic for Bush.

Among operators and mechanics who attended the Miami school were Morris Marder M & M Amusement, Miami; Walter Wheeler and Walter Zarzycki, Supreme Distributors, Miami; Arnold Rogan, Juke Box Company, Miami; Ware Daniel, Ideal Music, Tampa; Oscar Garcia, Key West; Red Gurkin, Belle Glade; Ed Connelly, Clewiston; two representatives from American Operating Company, Miami, and two from Deale Music, Miami.

ADMEN of every kind **ENDORSE**
THE BILLBOARD
as a top selling force

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.

NBC to Pay Tribute to Juke Industry

NEW YORK, May 9. —NBC's radio and television networks are planning several commemorative bows to the music machine industry's 65th anniversary as part of the general exploitation activities that surround National Juke Box Week.

At this moment, the largest amount of time on a single show scheduled to be devoted to the celebration is a segment during the network's early morning television program, "Today," which features former Chicago disk jockey, Dave Garroway.

Mort Werner, producer of the program, is working out details for a filmed and live presentation of the history of the juke box. Werner hopes to show a series of ancient machines along with recorded selections of the music emanating from these early devices. He will wind up the segment by showing the latest equipment.

Also planned by the network is a salute on the "Bob and Ray" midnight to 1 a.m. radio show, and a portion of one of the new Rosemary Clooney radio show series. Other shows trying to work in plugs or routines are the "Hit Parade," "Eddie Fisher Show," "Texaco Star Theater" and the "Dennis Day Show."

June Hit Party

Continued from page 72

Ray Anthony will appear on this portion of the show. The radio portion is being broadcast as a public service feature and as a salute to the Green Cross and the National Safety Council.

Stars to appear on the show are Bobby Wayne, Mercury; the Gaylords, Mercury; Connee Boswell, Decca; Hamish Menzies, Decca; Ken Remo, M-G-M; Buddy Greco, Coral; Don Howard; June Anthony, Okeh; Ray Anthony, Capitol; Tommy Mercer, Capitol; Jo-Ann Greer, Capitol; The Skyliners, Capitol; The Anthony Choir, Capitol; Gene LaMarca; Sharon Leslie; Johnny Pecon; Sammy Watkins and Heights Glee Club.

The Hit Tune selected at the last party was Buddy Greco's Coral recording of "You're Driving Me Crazy." It is the Hit Tune for May and is being featured in the No. 1 spot on all juke boxes in the Cleveland area. Location cards are placed on juke boxes in each location, bearing a picture of the winner and a description of the affair.

Sam Abrams, of the Ohio Advertising Agency, is in charge of public relations.

NOW AVAILABLE

Star Issues Anniversary Title Strips

PITTSBURGH, May 9.—Dal E. Haun, president of the Star Title Strip Company, Inc., announced last week that a special package of "anniversary strips" was available and ready for shipment.

The title strips are composed of All-Time Juke Box Favorites listed in The Billboard's booklet, which is part of a kit available to operators simply by sending in the coupon which will be found on the first page of the Music Machine section.

Any operator, who orders any of the strips in this category, will receive free 25 classification strips (these are the strips that fit at the top of the selector bank and read Classical, Hit Tunes, etc.) for use in the new Wurlitzer and Seeburg machines. These strips will be in color and will commemorate the 65th anniversary.

Also free to operators ordering title strips will be a package of 10 cards to be placed inside the glass domes on other models than those mentioned.

Any operator desiring more than the amount of cards and classification strips than mentioned above may receive them free simply by asking for the correct amount at the time of placement of the original order.

Solid Air Time

Continued from page 72

ing times during the day and will feature top juke hits during "Juke Box Week." "Topper Time," 4:15 to 4:29 p.m., all week, Topper. "Operation Midnight," Midnight to 3 a.m., all week, Linn Burton. This show emanates from the Steak House and will feature operator interviews as well as top juke hits.

WAIT — "The Daddy-O Show," 6:30-8:30 a.m., and 4:30-5 p.m., Daddy-O Dalie, during Juke Box Week. "Coughlin and Company," 1-2 p.m., John Coughlin, during juke week.

WGN — "Saxie Dowell Show," 9-10:30 p.m., all week, Saxie Dowell. "Chicago at Night," 11:30 1 a.m., during juke box week, Danny O'Neil. Several operators will be interviewed on this program.

WMAQ — "Jim Lowe Show," 10:15-11 a.m., Saturday, May 23, 30, Jim Lowe.

WENR — "Hits With Hubbard," 4:30-6 p.m., Eddie Hubbard. Also will interview an operator on May 26 and play top juke hits during Juke Box Week.

WBBM-TV — "Our Song," 10:45-11 p.m., Danny O'Neil and Caroline Gilbert, will sing songs made hits by juke boxes.

Other Chicago stations and jockeys, as well as TV shows, were formulating plans for participation in the celebration.

Telephone Music Boxes Profitable in Portland

PORTLAND, Ore., May 9. — Telephone music is proving to be a profitable enterprise here, utilizing the necessary know-how of coin-phonograph operation and a required skill in location selection.

Tactics learned in standard juke-box operation, especially location problems, are well employed in this phase of music, and careful location analysis are vital if trial-and-error installations are to be avoided.

The John Welch Music Company serves 28 locations in Portland with Phonotele equipment, whereby insertion of a coin opens a telephone line circuit between the location and a broadcasting studio. An operator obtains the customer's request, which is played on one of a battery of turntables.

Welch finds that club locations are most responsive to the appeal of telephone music, altho the service includes a few taverns. The business has settled down to a stable basis without many additions or losses. Virtually all the suitable locations are now being served. When this type of music was first developed before the war, its novelty inspired many new locations, notably taverns, but as its newness wore off the unsatisfactory locations soon be-

came evident.

For suitable locations, there are several advantages to telephone music. There are avenues of economy open to the operator in that he is spared a heavy investment in phonographs, altho the studio equipment is considerable. His record inventory can be of wider variety owing to elimination of duplication of hits on separate juke boxes. Maintenance costs are sharply reduced, as the location mechanism that opens the wire circuit is relatively simple. Less highly trained personnel also is required. Welch employs five girls who take orders and play the requests. This staff substitutes for the record changers the juke boxes require.

The appeal to the customer, tho, is thru the personal contact with the operator. Voices of the operators are known to many of the patrons, altho most of them never see one another. Also, the almost unlimited choice of selection appeals to these music fans.

Telephone music is a pioneer in the dime-play field. Even when a nickel was the standard price, customers accepted the 10-cent, three-for-a-quarter play without a murmur. The operation is almost 'round the clock, Welch running from 9 a.m. to 2 a.m.

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
	146M or S	99.00
Hideaways		
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	
WURLITZER 1015	119.00	
WURLITZER 1100	229.00	
WURLITZER 1250	359.00	
Wall Boxes		
3W7-L56 (5-10-25¢ 3-wire)	\$34.50	
3W2-L56 (5¢ 3-wire)	12.50	
W1-L56 (5¢ wireless)	5.00	
W6-L56 (5-10-25¢ wireless)	29.50	
Packard Chrome Wall Boxes	5.00	
4820 WURLITZER WALL BOX (like new)	44.50	
Export Inquiries Invited		

MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD
CLEVELAND, OHIO—2600 EUCLID
LANSING, MICH.—1224 TURNER
TOLEDO, OHIO—1302 JACKSON

How Was Your Timing on...

"BIG MAMOU"

PETE HANLEY
Okeh 6956

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!

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. 791

Name _____

Address _____

City _____ Zone _____ State _____

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		

It's the Juke Box Operator's BUSINESS GUIDE

It's the Juke Box Operator's PROGRAMING MANUAL

It's the Juke Box Operator's PROFIT IDEA-LOG



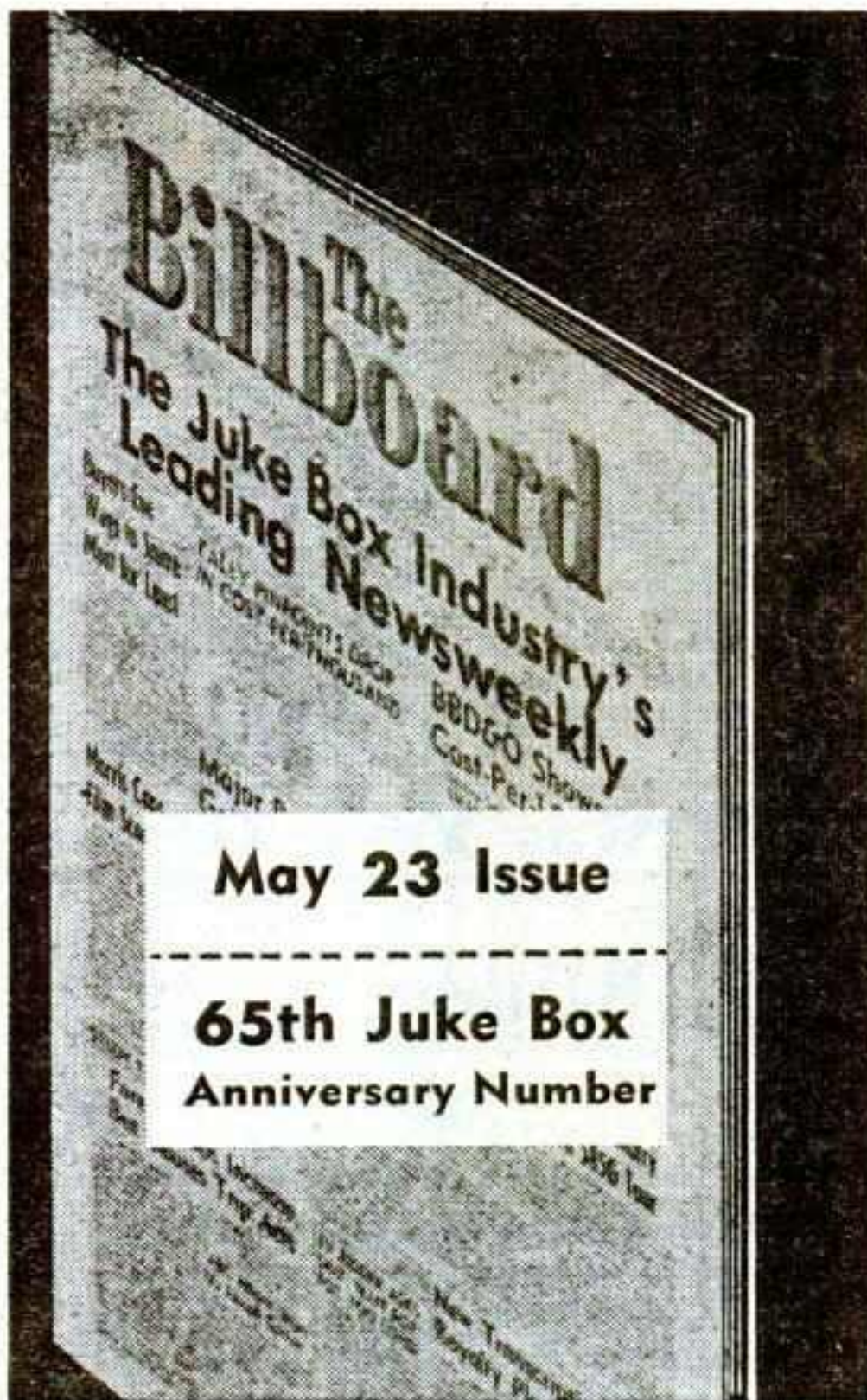
It's The Billboard's Big, Valuable 65th JUKE BOX ANNIVERSARY NUMBER

and it's

OUT NEXT WEEK in the May 23 Issue includes RECORD DISTRIBUTOR LIST

More than a dozen special features and directories that all operators will use now and in the months to come—to help them win new locations . . . serve present locations better . . . save money through greater operating efficiency . . . MAKE MORE JUKE BOX PROFITS! Be sure to get your copy of May 23 Billboard—the Big, Valuable Juke Box Anniversary Number—out May 19!

Use the Convenient MONEY-SAVING Subscription Coupon TODAY!



The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Enter my subscription to The Billboard for the next full year (52 issues), beginning with the May 23 Juke Box Anniversary Number. \$10 payment enclosed (a saving of \$3 over single copy price). Foreign rate, \$20.

Name Occupation Address City Zone State

Jockeys Gross Country

Continued from page 72

celebration: "All Time Hit Parade," a one hour show, May 24; "Let's Get Together With Records," a one and a half hour show May 23, and "Eleven-Bar-Fifty Range Round Up," a one hour show on May 23.

CEDAR RAPIDS, Ia.—Stations KCRG and KCRK come up with the following as their contribution to the celebration of Juke Box Week. "Sandy Singer, the Melody Merchant" will feature pop juke box favorites on his 2:30 till 5 p.m. show. The "Kenny Hoeffler Show" will feature an entire week of c&w favorites.

MADISON, Ind.—Blake Tabor, of WORX, said the following shows were going to take part in the celebration: "Open House," 3:30 p.m., May 8, and "Kernel Korn," 6 to 7:30 a.m., May 7.

TOPEKA, Kan.—Bob Richmond Show" from 10:50 p.m. till midnight.

BENNETTSTVILLE, S. C.—Neil Terrell reports a 15-minute show will be aired sometime May 10, giving full details of the Music Machine Industry. It will be an all-talk show. Al Bonaparte will feature juke box pop favorites on his "Bonaparte's Retreat" May 8. All on WBSC.

WALNUT RIDGE, Ark.—Bill Thornton joined the celebration by playing Top Juke Box Favorites on his "Billy Club" show, May 5. This is a one hour show.

LITTLE ROCK—Mary H. Strobe and KARK going along with the anniversary celebration. "Saturday Pop Session," May 30, will feature 30 minutes of favorites. "Roundup Time" will play 15 minutes of c&w hits May 25.

RED WING, Minn.—Peter Lyman, of KAAA, is placing the following shows on the celebration roster: "Spinner's Circle" will air favorites from 3 to 4 p.m. on May 26, and "All Request Time" will play 30 minutes of c&w top tunes on May 30.

OSCEOLA, Ark.—A question-

naire was returned from this town and listed the "860 Club" as going along with the drive. However, no station call letters were included. At any rate the show will air the top juke favorites on May 26.

NORFOLK, Neb. — Glen (Pappy) Hixson reports "The Bud and Pappy Show" over WJAG will feature top juke hits on Monday, May 25.

CAMPBELLSVILLE, Ky. — Frank Hayden, WTCO, is airing the following shows on the anniversary theme for the entire week by May 24: "Revving the Tops in Pops," "Pop Time Hits of Yesteryear" at 5 p.m., and "Race and Blues Revue-Music for You."

LADYSMITH, Wis. — Steve Evans, WLDY, has programed five shows on the juke box theme: "Nite Special," May 25, 9-11 p.m.; "Noon Roundup," May 26, 11:30 a.m.; "1340 Club," May 27, 2-4 p.m.; "Nite Special," May 28, 9-11 p.m., and the same show on May 29 will be a special taped program. WLDY also will have five-minute interviews of operators and location owners.

JACKSONVILLE, Ill. — Rex Stein, WLDS, used all material in the anniversary booklet issued to disk jockeys by The Billboard.

PASADENA, Calif.—Bill Garr, KWKW, will push the anniversary of the juke box on his "Bill Garr Show," Monday, May 25, from 1 to 2:30 p.m. He will play all the million-seller records.

MONCTON, N. B. — Michael Wood, CKCW, will air 60 minutes of juke hits on his "Michael Wood Show" May 26.

OPP, Ala. — Buddy Kean, WAMI, "Music With Kean" entire week at 1:30 p.m., and "Tops in Recordings," 3-5 p.m., May 23.

TEXARKANSAS, Tex. — Roy Mitchell, KCMC, used the May 6 "1230 Club" to air material and recordings covering the 65th Anniversary.

MIAMI—Harry Burge, WQAM, will air juke hits and interviews with ops on "Juke Box Serenade" May 27.

FORT PAYNE, Ala.—Al Bowling, WZOB, "1250 Club" at 3 p.m. for the entire week.

PARKERSBURG, W. Va. — Sherman Grimm, WPAR, "Session With Sherman" on May 12, from 11:15 till noon.

JACKSONVILLE, N. C. — Mike Zabner, WJNC, "Morning Musical Clock," May 11, at 6:40 a.m.; "Top Ten Tunes of the Week," May 9, and "Platter Parade," May 8.

MADISON, Wis.—Bill Leppeen, WMFM, "Juke Box Jamboree" daily.

DALLAS — Dan Valentino, WFAA, "Saturday Night Shindig," May 30, a four-hour show starting at 8 p.m.

CHARLOTTE, N. C.—M. Clark, WAYS, "Juke Box Jamboree," entire week of May 24, 5:30 p.m. "Carolina Jamboree," entire week, 3:45 p.m.

DOTHAN, Ala.—Lamar Trammell, WAGF, "Coffee Club," entire week, 8:45 a.m. "Early Bird Varieties," entire week, at 5 a.m.

TORRINGTON, Wyo. — Bob Verdon, KGOS, a full week of juke box hits on "Dance Time."

MCPHERSON, Kan. — Hank Davis, KNEX, entire week of May 24 will be used to play juke box favorites on all records shows.

Badger Named AMI Distrib

GRAND RAPIDS, Mich., May 9.—E. R. Ratajack, Western regional manager of AMI, Inc., announced the appointment of the Badger Sales Company, Inc., 2251 West Pico Boulevard, Los Angeles, as a distributor of AMI in that area.

The firm is one of the oldest coin machine companies in Southern California. Between 30 and 40 persons are employed by the new AMI distributor.

William R. Happel Jr., is president of Badger; Ray Powers is general manager, and Fred Gaunt is sales manager. All three are well known in coin machine circles in the area.

Oregon Ops

Continued from page 72

for the motion to reaffiliate with MOA. Consensus of members was that they might well sell their equipment to location owners should the Dirksen Bill pass.

Success after four weeks of dime-play operation was reported by Elton Clemens, of La Grande, who operates in 30 locations in Union and Baker counties. His new rate is a dime or four for a quarter, except in clubs, where jukes are adjusted to three plays for a quarter. Clemens said his four weeks on dime play brought a 32 per cent increase in revenue compared with the four weeks immediately prior to the changeover. He reported that while none of his location owners were reconciled to dime play at the time, the revenue increase for the locations convinced them of the wisdom of the move.

"This points up," Clemens said, "the necessity of selling taverns as well as all location owners on the fairness of the increase. This is missionary work that should be done before the changeover is undertaken."

Another up-State member, Pete David, of Bend, Ore., reported that he was changing to dime play next week.

AMI's Regional Office Expanded

CHICAGO, May 9. — The regional offices of AMI, Inc., were being expanded this week with acquisition of space formerly occupied by CMI.

The offices serve as headquarters for Ed Ratajack, regional representative for the juke box manufacturing company.

When the new quarters are completed, S. J. Allie, Chicago attorney and a director of AMI, will move into one of the offices.

The mail address, 134 North La Salle Street, is unchanged, but the telephone has been changed to State 2-7554.

COFFEE BREAK BENEFITS

Management, Employees Gain; Consumption Up

CHICAGO, May 9.—Coffee breaks in U. S. industry are now common practice among 54 per cent of the nation's employed persons, compared with 49 per cent in 1950. A recently completed survey for the Pan-American Coffee Bureau by the Psychological Corporation investigated coffee-drinking habits of 8,000 people thruout the country. Growth of on-the-job and/or coffee break consumption indicates the high potential for coffee vending equipment in industry. That this potential has been tapped and is being constantly broadened, however, is proven by almost the year-by-year doubling in coffee vander placement. Biggest gains in on-the-job

consumption during the past two years was chalked up by office and store employees, according to the survey. Coffee drinking at office breaks climbed 33.3 per cent since 1950, while the store increase was 27.8 per cent. The over-all increase, for workers generally, was 19.3 per cent. This breaks down to a rate of .37 cups per person a day, compared with .20 cups per day in 1950, an increase of over 80 per cent.

Record Consumption

Coffee consumption is even higher when only workers, who have the beverage available on the job, are considered. In such spots, consumption is .53 cups per person per day.

The .53 cup-a-day figure was computed on the basis of a seven-day work week; consumption is greater when applied to people who work a five-day week: .74 cups per person a day.

The survey pointed up the fact that three out of every four working Americans, who are permitted to take coffee breaks on the job, drink at least one cup a day.

The study bore out earlier coffee surveys made during the past two years. A 1951 study noted that consumption "at the place of work" increased 55 per cent.

(Continued on page 83)

OPERATOR AID?

New Weather Forecasting Service Set

LOS ANGELES, May 9.—Western Union has announced it will make weather forecasting services available to business on a nationwide basis. The wire company, in performing the service, will act as sales agent for the private weather forecasting services of the National Weather Institute of Los Angeles.

The forecasts, prepared by the institute's meteorological staff, cover long and short-range predictions for all or any part of the U. S. Forecasts will apply to particular geographical areas designated by the subscriber and will deal with specific weather factors affecting business.

Short-range forecasts, seven days in advance, will be telegraphed to clients; sudden developments of critical or emergency conditions will also be wired.

Harry Golden, Pioneer Cig Operator, Dies

CLEVELAND, May 9.—Harry Golden, pioneer cigarette vander operator who headed Golden Cigarette Service Company until two years ago, died Thursday (7) at University Hospital here. He was president of A. D. Goodman-Golden Company, a tobacco jobber.

Golden, who was born in Kiev, Russia, and brought to the U. S. as a child, was in some phase of the tobacco industry since he was 16 years old. He was a graduate attorney from the Cleveland Law School, 1921.

Golden is survived by his widow, Minnie; a son, Daniel; a daughter, Mrs. Fae Ann Kass; four brothers and two sisters and his mother, Sarah Golden.

Services were held at Cleveland Temple Memorial Friday (8).

COFFEE, CUP SOFT DRINK UNITS KEY USED MARKET

CHICAGO, May 9.—Coffee venders, which have occupied first place as "most wanted" on the used machine market for almost two years, continue to take precedence over all other types of vending equipment. Cup beverage machines are a close second, followed by candy bar units. Cigarette and ice cream venders tie for fourth spot as most wanted equipment, while penny bulk units are fifth in demand on the used market.

A check of Market Place advertisements during recent months in The Billboard and its sister publication, Vend, also showed that in the "for sale" columns, cup beverage venders replaced bulk units as most offered (bulk machines fell to fifth position). Coffee machines are second, followed by ice cream and cigarette machines. In sixth spot, following bulk machines, candy venders tie with cookie units.

CANDY VENDERS BACK IN LONDON SUBWAY; RUSHED

LONDON, May 9.—For the first time in more than 10 years candy venders appeared in subway stations here this week. Tho the price of chocolate bars in the venders has risen from a penny to three pence (3.5 cents) in the interim, the venders were reported doing a rushing business.

The recent government decision to take candy off the ration list prompted the return of the venders to the subways. For many boys and girls, the experience of buying candy was entirely new, and harassed parents were busy explaining to their charges that one trip thru the queue was enough.

Grown-ups, too, vied for places in line with the youngsters.

Ajax Subsidiary Set in Canada

NEWARK, N. J., May 9.—The formation of a Canadian subsidiary, the Ajax Distributing Company of Canada Corporation, was announced this week by Al Cohen, president of the Ajax Distributing Company here.

The new subsidiary will have headquarters in Montreal and will handle Canadian distribution of the Ajax Hot Nut Vendor and other equipment sold by the parent company.

Cohen has a 50 per cent interest in the subsidiary, with the other 50 per cent owned by Joseph Henrico, who will manage the Canadian division.

VENDING STARS IN MOVIE

23-Year-Old Film Features Hero as Ball Gum, Candy Op

CHICAGO, May 9.—Automatic merchandising is the subject of much favorable publicity currently, but perhaps one highlight in such public relations occurred over a decade ago when a popular movie actor of that period played the role of a vander operator.

The movie, "Uptown New York," starred Jack Oakie as the operator. It has been revived for a series of television showings, especially on late evening shows. The film originally appeared in 1930.

Interesting operational, profit and equipment information on Oakie's ball gum and candy bar route of 23 years ago were part

NEDICKS FOOD BAR

Venders Prove Aid In Peak Periods

NEW YORK, May 9.—Seeking to reduce "turn-away" trade during peak rush hours and at the same time provide top customer convenience, Nedicks has added an automatic food bar to its counter quick-snack store near Madison Square Garden.

The battery-type vending service is centered in an integrated group of machines, offering cold sandwiches, pastry, candy, cigarettes, juices, coffee and hot chocolate.

When manual counter service closes, usually at 8 p.m. on days when the Garden is not featuring some event, the venders take over the job of serving customers.

Nedicks, which has a chain of 100-plus similar counter-type food outlets along the Atlantic seaboard, is a 40-year-old pioneer in the quick-snack field. Since 1951, it has been a subsidiary of National Phoenix Industries, Inc., a management concern headed by Walter S. Mack Jr., former president of Pepsi-Cola.

Vending Not New

Altho battery vander installations are new to Nedicks, the use of venders themselves is not. The chain has been using cigarette, cigar and popcorn machines in some spots, primarily as plus profit builders. Also, several years back, it used specially built cup venders to broaden the availability of its orange drink.

The new Nedicks vander battery is housed in a plywood cabinet, 17 feet long and 7 feet high. The outer shell, designed to give the battery uniformity, is sectionalized on casters so that parts can be easily wheeled out when it is necessary to restock or service individual units. Waste receptacles

are bracketed at intervals along the cabinet.

The venders used in the experiment have been loaned to Nedicks by their respective manufacturers for the duration of the test.

Current plans call for the addition of hot dog and ice cream vending equipment. Present units are serviced by a specially trained employee, and reserve stocks of supplies are kept in a rear storeroom.

Based on results obtained by the initial battery installation, a contract with Jack Cross, executive vice-president of Spacarb, Inc., makes provision for possible future automatic merchandising operations thru the creation of an independent vending concern. The new organization could handle additional batteries of venders in other Nedicks stores, in independent outlets where they might function as automatic stores or in stores franchised to licensees.

5c Gum Venders Gain, 1c Sales Off in Chi Test

CHICAGO, May 9.—Continuing to expand its nickel gum operation started last year thru its elevated and subway locations, Transit Sales, Inc., predicted this week that the 5-cent packs would account for over half of the operation's total gum dollar volume by the end of 1953. Penny stick equipment was withdrawn from many stations when the nickel units were installed. At present, the firm has 40 four-column console gum venders thruout the Rapid Transit system.

A factor in the success of the 5-cent gum units, which are said to be doing 10 per cent more volume on a per-machine basis at present than a year ago, is the increase in transit fare last year. Formerly, it was 17 cents, with the penny change serving to build up single stick demand. Now, with straight 20-cent fare, the absence of penny change has adversely effected this phase of gum operation.

Transit Sales officials declared that their penny units were down 35 per cent in volume, compared with that prior to the raise in fares in June, 1952.

Pepsi Bottler Bows Schweppes Drink May 18

NEW YORK, May 9.—Metropolitan Bottling Company, wholly owned subsidiary of Pepsi-Cola Company, announced it will start distribution of Schweppes Quinine Water Monday (18), followed shortly by Schweppes Club Soda.

The Quinine Water will be marketed in 10-ounce and 6-ounce bottles at popular price levels. It will be manufactured by ingredients imported from England in stainless steel containers.

(Continued on page 83)

Rule Conn. Slugger Guilty; Fined \$300

BRIDGEPORT, Conn. May 9.—Paul C. Devan, an employee of the Bridgeport Brass Company who was arrested April 1 after company officials reported over 4,000 slugs were found in their vending machines, pleaded guilty this week in the United States District Court, New Haven. He was fined \$300.

Over 40 pounds of slugs were found in his home.

Business Bureaus Act To Hit Bait Advertising

PALM BEACH, Fla., May 9.—A strong resolution against bait advertising and selling practices was adopted by the 39th annual conference of the Association of Better Business Bureaus here. Specific points of action to be taken by the bureaus to curb further growth of such advertising and practices, of the type employed by promoters of some

vending equipment in classified columns, were incorporated in the resolution.

The points of action to be followed are:

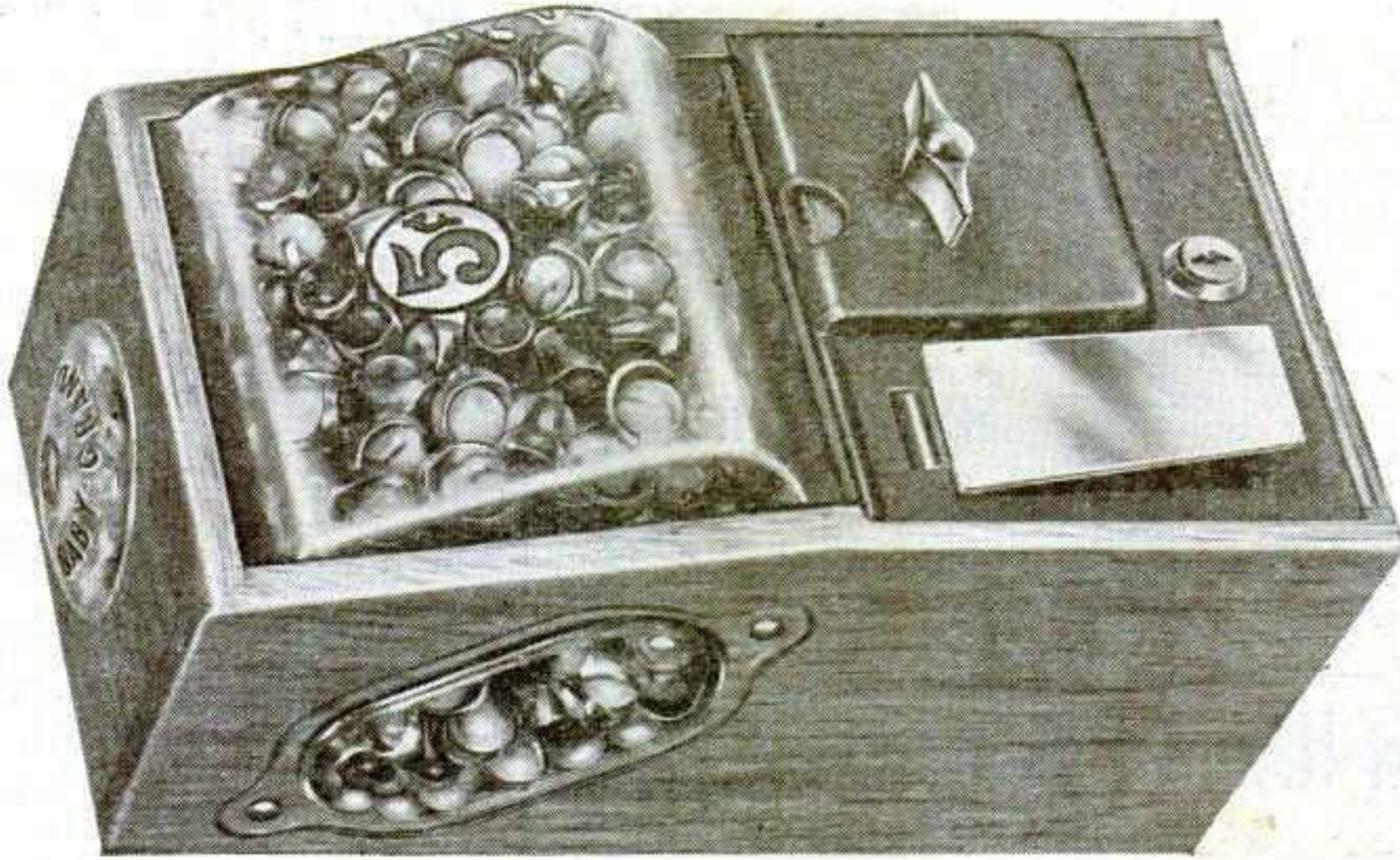
1. Reaffirmation of all previous general condemnation of all insincere or bait advertising and selling practices wherever existing.
2. Present a specific appeal to manufacturers (whose products are the subject of such advertising and practices) to work with Better Business Bureaus to discourage and eliminate such practices in their fields.
3. The question of legislation relating to such advertising and amendment to the advertising law be urged by each bureau.
4. Referral of all findings of the committee to appropriate agencies for suitable action.
5. Wide distribution of the findings of the committee to all business, consumer, trade and media groups thruout the country.
6. Preparation of a publicity package on bait advertising and selling practices suitable for local bureau use to protect consumers from such practices.

Name 4 New NAMA Exhibs

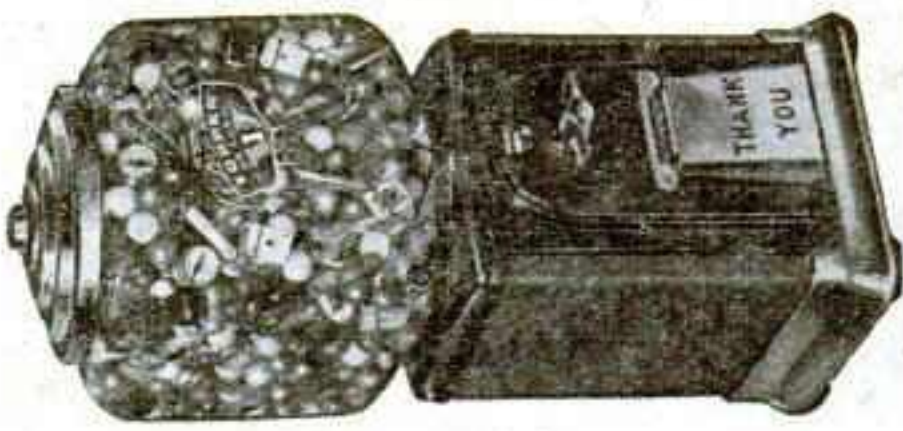
CHICAGO, May 9.—National Automatic Merchandising Association announced four additional exhibitors for its annual convention August 23-26 at the Conrad Hilton Hotel here. Total number of firms to show now number 105, with available exhibit space 94 per cent sold.

The new additions are machine manufacturers, the Wright Machinery Company, Durham, N. C.; Andrew Gorretta & Company, Cleveland; Niagara of Chicago, Inc., and a sirup firm, Northwestern Extract Company, Milwaukee.

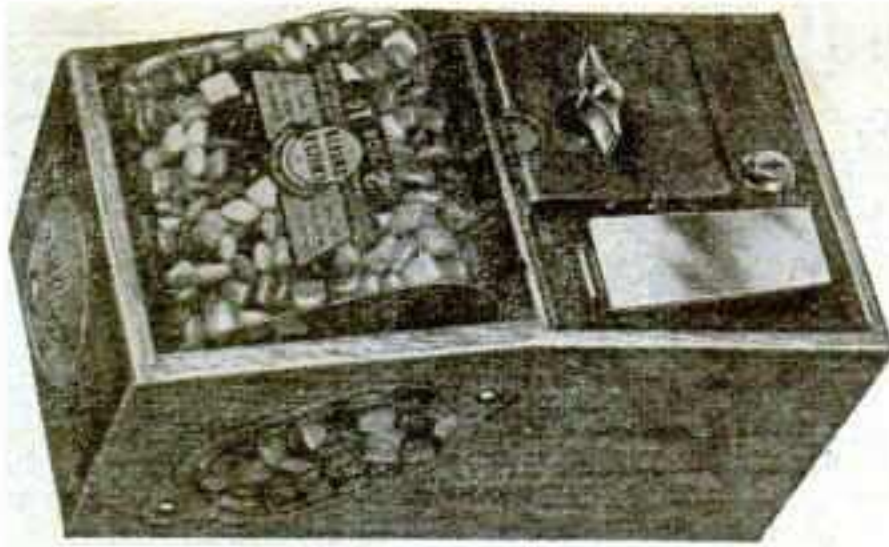
**VICTOR'S NEW COMBINATION
ROCKET CHARMS and
BABY GRAND DELUXE**



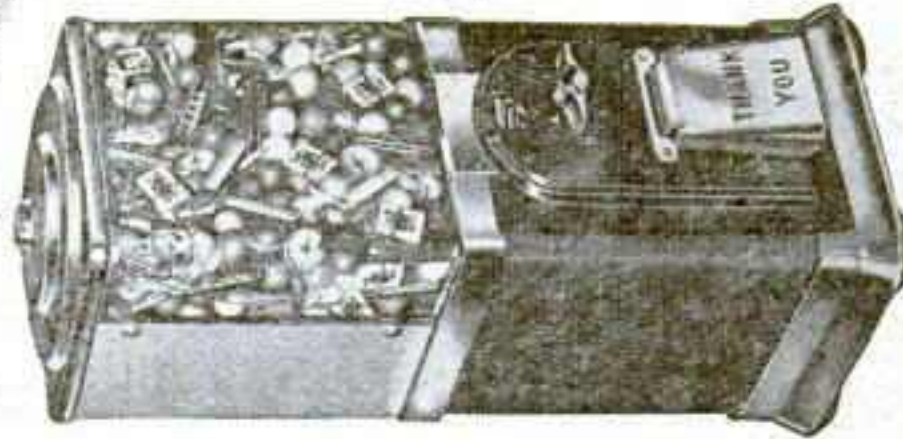
Featuring all the earning power that can be packed into a Bulk Vendor.
Test locations show that **ROCKET CHARMS** and **BABY GRAND** empty in 4 to 5 days. **BABY GRAND** holds 500 **ROCKET CHARMS**.



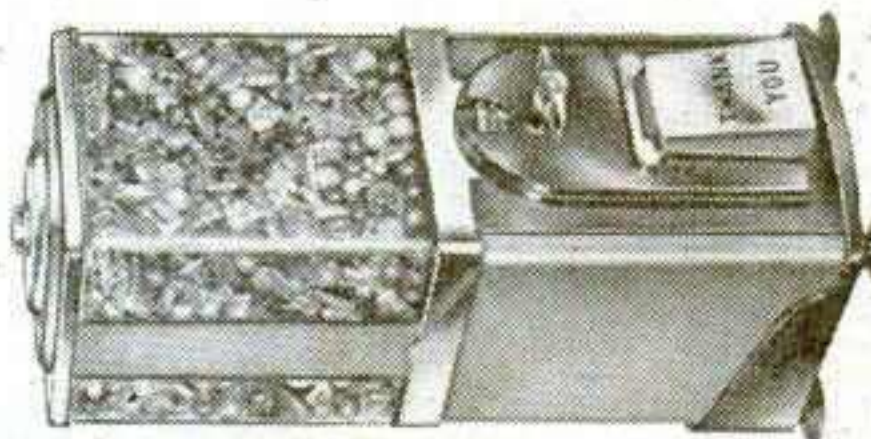
TOPPER DELUXE GLOBE STYLE
Rugged, durable Globe Style vander finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Gum. Packed and sold 4 to the case.



BABY GRAND DELUXE and CHICLE TREETTS
Featuring Victor's Project-O-View Window of transparent Lucite... cabinet-paint for safety. Two packs... One for fast packing... One for more compactness... Cabinet... solid One with natural finish... Vend Chicle-Treetts 332 Count 6 colors... Vend 6 flavors... for 1¢... Capacity: 6 1/2 lbs. Packed and sold 4 to the case. Also vend's Chloro Treetts 2 for 5¢... 250 count. Or will vend average 5¢ of 4 for 5¢ when equipped with Merchandise Wheel (part No. 50).



TOPPER DELUXE HALF-CABINET STYLE
The perfect combination of steel and Lucite finished in red, black and yellow, trimmed with chrome. Large square opening at top for fast, easy loading and dressing of charms. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.



TOPPER DELUXE
Twin Window Style
For Maximum Display... and featuring all the refinements and innovations embodied in all models of the famous **TOPPER DELUXE**... Same capacity... same large square opening at the top for greater efficiency.

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

Chocolate Sales Up

WASHINGTON, May 9.—Manufacturers' sales of confectionery and competitive chocolate products in March were 2 per cent higher than sales in March, 1952, in terms of both poundage and dollar value, the Commerce Department announced last week. Bar goods sales were actually up 5 per cent by poundage and 5 per cent by dollar value, and tended to counteract a decline in 5 and 10-cent specialty sales of 6 per cent by pounds and 5 per cent by dollar value. Bulk goods, including penny items, fell 10 and 7 per cent respectively in the two categories, a preliminary survey of large chocolate manufacturers revealed. Biggest gains were recorded in the division of package goods, made to retail at \$1 or more per pound, with 16 per cent more pounds sold and 9 per cent more income derived in March than in March, 1952, Commerce pointed out.

Fla. Kills Loss Leader

TALLAHASSEE, Fla., May 9.—The Florida Senate last week passed, 26 to 9, and sent to the house a bill which would prohibit a dealer from selling cigarettes for less than he paid for them.

Senator John Branch, of Tampa, said the bill was designed to prevent unfair competition. He said some merchants offer cigarettes for sale at less than cost with the object of attracting customers to their stores at the expense of competitors.

Coke Income Increases

ATLANTA, May 9.—Coca-Cola Company earned a net income of \$4,552,785 for the first 1953 quarter ended March 31. For the like period in 1952, net income was \$4,122,982.

Diamond-Tinsel Charms

NEW YORK, May 9.—Samuel Eppy & Company, Inc., announced this week it was making a series of low-cost fill charms in diamond-tinsel colors.

EXHIBIT VENDERS AT INDUSTRIAL ASSN. MEETING

CHICAGO, May 9.—Vender operating, supplier and manufacturing firms will be among the exhibitors at the 12th annual convention of the National Industrial Recreational Association, May 17-20, at the Carter Hotel in Cleveland.

The firms are the Vendo Company, Automatic Canteen Company of America and Coca-Cola. American Shuffleboard also will exhibit.

John W. Fulton, NIRA secretary, stated the association is a non-profit organization formed solely to present industrial recreation activity and development information to employees.

Pepsi Income Increases

NEW YORK, May 9.—Net income of Pepsi-Cola Company and its consolidated subsidiaries for the first three months of 1953 was estimated at \$595,000, or .104 cent per share, A. N. Steele, president, stated this week.

Figure compares with \$175,000 net or 3 cents per share for the comparable period last year. Estimated consolidated income before taxes for the January-March period this year was \$1,385,000, compared with \$535,000 earned in the same 1952 period.

Cigar Inst. Debuts \$250,000 Ad Drive

NEW YORK, May 9.—A \$250,000 newspaper advertising campaign will be launched soon by Cigar Institute of America, according to Warren E. Bragg, group supervisor in the Bureau of Advertising of the American Newspaper Publishers' Association.

Advertisements will be placed in the sports sections of 97 newspapers.

Glass Containers

Production of returnable beverage bottles in March reached 774,469 gross to top February output of 687,433 gross, the Commerce Department reported last week. Shipments of returnable beverage bottles in March totaled 687,771 gross, compared to 459,282 gross in February and 636,915 gross in March, 1952, a Commerce survey revealed. The gains recorded for the returnable beverage bottle industry reflected the trend for the entire glass container industry, which enjoyed in March, according to Commerce "the highest monthly shipments since the record high previously established in August, 1952."

Peter Paul Appointments

NAUGATUCK, Conn., May 9.—Peter Paul, Inc., appointed four new officials in its local plant. Lloyd Elston was named plant manager; G. M. Poverud, director of coconut research; Kazar Tatoian, superintendent of production, and William Krueger, assistant superintendent of production.

Conn. Cig Demand

BRIDGEPORT, Conn., May 9.—State Tax Department records show that enough cigarettes were sold in Connecticut during 1952 to provide 3,775 smokes for every individual above the age of 15.

Average consumption of cigarettes was higher in Connecticut than in the nation as a whole.

Dad's Adds Bottlers

CHICAGO, May 9.—Dad's Root Beer Company added two franchised bottlers last week as part of its expansion program.

The new firms are Dad's Root Beer Bottling Company of Kenosha, Wis., and Dad's Root Beer Bottling Company of Lakeland, Fla.

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 (wall model) 72 Bar Cap \$45.00 \$97.50

SPECIAL!
Uneeda Monarch,
All King Size, 6 Cols.,
380 pack cap.
\$92.50

Our Paints Are VENDEDIZED
Prevents Peeling
Flaking & Rusting.

All Equipment Unconditionally
Guaranteed. Trade Prices.
1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568


IN STOCK VICTOR'S




New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR

ORDER TODAY
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

VICTOR'S Topper Deluxe Globe Style



VICTOR'S Topper Deluxe Half-Cabinet 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.

OPERATORS! Here is a Peerless Opportunity
Unparalleled in the History of COIN VENDING!



We are the largest penny weighing machine business in the world. We have extensive weighing machine routes available in important population centers throughout the country. This year we are reorganizing our Structure, and so we are in a position to offer you . . .

Our own weighing machine routes — that are operating profitably this very minute in top stores, chains, supermarkets, department stores, railroad and air stations, bus terminals, theatres, etc., etc., etc!

We have such routes all set and ready for you to incorporate immediately into your present operations!

Weighing machines are the ANNUITY OF THE VENDING INDUSTRY! Such an opportunity has never appeared before—it may never happen again—take the step that will vastly increase your earnings!



WE WILL . . .

- Give you complete information
- Show you actual records on earnings
- Continue to supply you with parts and supplies
- Offer you a sincerely equitable deal
- Provide you with most convenient and easy terms

For Top Locations! Look at these LOW Prices!
Reconditioned PEERLESS TICKET MACHINES—equal to new!

SPECIAL! SPECIAL! SPECIAL!

Model SS	\$200.00
Model S	175.00
Model SO	150.00
Model Q	130.00

Movie-TV—Recording Stars on your weight tickets—
Full 4-Color—Fortunes . . .

Profit priced at \$1.35 Per Thousand in 5 Thousand lots

Don't Hesitate—Don't Delay!
Write, Wire or
Phone TODAY!

IMMEDIATE DELIVERY!

PEERLESS Weighing & Vending Machine Corp.
29-28-41st Avenue • Long Island City 1, N. Y. • Phone: STILLwell 4-1620

This offer demands immediate attention—ACT AT ONCE! Fill out coupon and MAIL NOW!

Peerless Weighing & Vending Machine Corp.
29-28 Forty First Avenue—L. I. City, New York

Gentleman: I am interested in a weighing machine route. Please send me full particulars.

NAME _____

Address _____

City _____ Zone _____ State _____

Phone _____

(Please fill in blanks)

I am interested in _____ Territory _____

(Section of Country)

YOUR NAME
ADDRESS

CANCER
% YOUR LOCAL
POST OFFICE

Give to the
AMERICAN CANCER SOCIETY

"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.

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.
There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

Send for Your **FREE** Copy of **RAKE'S NEW 1953 CATALOG TODAY!**

RAKE'S AUTOMATIC MERCHANDISER

A guide to efficient and economical operation of coin operated machines.
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

DIET DRINKS

Low Calorie Brands Show Marked Gain

NEW YORK, May 9.—Diet-type soft drinks are making real gains in the beverage field in spite of two factors tending to restrict their use.

Indicative of the increase in consumer acceptance of sugar-free diet beverages is this fact: a year ago only four bottlers sold colas or ginger ales with 1.5 calories in each 8-ounce bottle; today, at least 50 low-calorie brands are available. Such beverages now account for about 3 per cent of total soft drink volume here.

Another significant fact: Pepsi-Cola Company now advertises its drink as "calorie reduced."

A major reason in the increase of diet-drink popularity is the development of cyclamate calcium to replace sugar. It does not have the metallic taste of saccharine.

The two factors restricting the volume of diet beverages: retail prices about 50 per cent more than sugar-based drinks, and the ban on beverages using synthetic sweeteners in all retail outlets except drugstores in 26 States.

Lorillard Appoints J. Blacknall V-P, H. Temple Director

NEW YORK, May 9.—Joseph J. Blacknall this week was elected vice-president and Harold F. Temple was named to the board of directors of the P. Lorillard Company. Blacknall is director of manufacturing and Temple director of brand development.

Blacknall has been in the tobacco business for 43 years and with Lorillard for 15 years. He joined the firm as manager of its Smoking Tobacco Division in Louisville, later was branch manager, and in 1949 was named assistant manager of manufacturing. He has been on the board of directors for three years.

Temple joined Lorillard as a salesman 27 years ago, and later was field manager in Philadelphia and manager of Embassy.

Dr. Pepper Net Off

DALLAS, May 9.—Dr. Pepper Company earned a net income of \$88,232 for the first 1953 quarter. For the corresponding quarter last year, income was \$127,559.

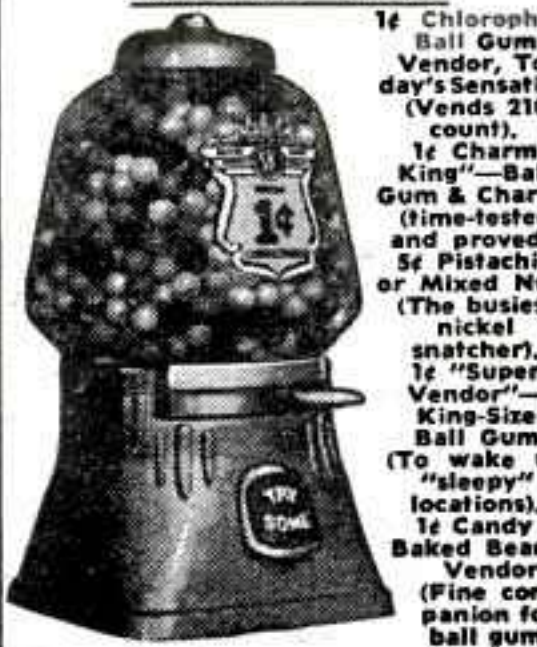
THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 9	Issue of May 2	Issue of April 25	Issue of April 18
ABT Guess Your Weight Scale	100.00	\$100.00	\$100.00	\$100.00
Acorn, 1c or 5c	8.95	8.95	8.95	8.95
Ace Shoe Shine			49.50	
Advance Model D Ball Gum	6.50 6.95	6.95 7.45	6.95 7.45	7.45
Advance No. 11	5.95(2)	5.95(2)	5.95(2)	5.95
Alkuna Cracker Machine	37.50	37.50	37.50	37.50
Asco Hot Nut, 5c	7.50(2)	7.50	7.50(2)	7.50
Atlas Deluxe	7.95	7.95		7.95
Atlas Deluxe Nut Vendor			7.95	7.95
Cebco Nut, 5c (2 col.)	14.50	14.50	14.50	14.50
Columbus, 1c	7.45(2)	6.45 7.45(2)	7.45(2) 8.00	7.45 8.00
Columbus 5c	7.45	7.45	7.45 8.50	8.50
Columbus, Model 46G, Ball Gum	6.95			
DuGrenier Adams Gum, (4 col.) 1c			17.50	17.50
DuGrenier Candyman	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
DuGrenier V	82.50	82.50	82.50	82.50
DuGrenier VD	82.50	82.50	82.50	82.50
DuGrenier S (7 col.)	77.50	77.50	77.50	77.50
DuGrenier Champion (9 col.)	97.50			97.50
DuGrenier Champion (11 col.)	97.50			97.50
Eastern Electric C-8		125.00		125.00
Exhibit Card Vendor, 1c	14.50 15.00	14.50 15.00	14.50 15.00(2)	15.00(2)
Foot Ease (Exhibit)		95.00	85.00	85.00 95.00
Jewel, 5c			10.00	10.00
Kirk Astrology Scale	90.00	90.00	90.00	90.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Leigh PX	149.50			
Warrion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95 7.95	7.95 7.95	7.95 10.00
Master, 1c	7.45	6.45 7.45	7.45 8.50	7.45 8.50
Master, 5c	7.45	6.45 7.45	7.45 7.45	7.45 7.45
Mills Adams Gum Vendor		16.50	16.50 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		
National Candy (9 col.)			19.50	
National King Candy	19.50	19.50	19.50	19.50
National Electric	99.50	99.50		99.50
National Postage, 1c & 3c	45.00			
National 930	130.00	130.00	130.00	130.00
National 950	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum	7.95	6.95 7.95	7.50(2) 7.95	7.50(2) 7.95
Northwestern Deluxe 1c and 5c	8.50 12.95	10.95 12.95	12.95 13.95	13.95
Northwestern 39, 1c	13.95	13.95		
Northwestern Model 39, 1c or 5c	7.95	6.95 7.95	7.95 8.50	7.95 8.50
Northwestern Model 49, 1c or 5c	12.50	12.50	12.50(2)	12.50
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum	7.50	7.50		
Pop Corn Sez	49.50 59.50	59.50 69.50	59.50 69.50	69.00
Regal 1c Ball Gum or Mds	4.95	4.95	4.95	4.95
Rowe Imperial (8 col.)	78.50	78.50	78.50	78.50
Rowe President (8 col.)	125.00	125.00	125.00	125.00
Rowe President (10 col.)	125.00 155.00	125.00 155.00	125.00 155.00	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(2) 130.00	90.00 130.00
Rowe Royal (10 col.)	90.00 95.00	90.00 95.00	90.00 95.00	95.00 140.00
Rowe Royal (10 col.)	140.00	140.00	140.00	140.00
Shipman 3-Way Stamp Vendor	24.50 39.50	24.50 39.50	24.50 39.50	39.50
Silver King Charm King, 1c	8.50			
Silver King Hunter	18.50	18.50	18.50	18.50
Silver King 1c Ball Gum	7.45	7.45	7.45 8.50	7.45
Silver King, 1c or 5c	8.50	7.45	7.45 8.50	8.50
Silver King 5c	7.45	7.45	7.45 8.50	7.45
Sirox Brush-Up	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.)	18.50	18.50	18.50	18.50
Star Candy	10.95	10.95	10.95	10.95
Stick Gum	9.95	9.95	9.95	9.95
Uneeda Model A (6 col.)	87.50	87.50	87.50	87.50
Uneeda Electric (9 col.)	47.50	47.50	90.00	90.00
Uneeda Model E (4 col.)	90.00	90.00	90.00	90.00
Uneeda Model 500 (7 col.)	90.00 135.00	90.00 135.00	90.00	135.00
Uneeda Model 500 (9 col.)	75.00 92.50	75.00	75.00	75.00
Uneeda Monarch (6 col.)	75.00	75.00	75.00	75.00
Uneeda Monarch (8 col.)	75.00	75.00	75.00	75.00
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
Victor Model V	6.95			
Watling Scale			89.50	
Watling Fortune Scale	119.50	119.50	119.50	119.50
Watling 200 Scale	140.00	140.00	140.00	140.00

LARGER PROFITS WITH TROUBLE FREE LOW COST "SILVER-KINGS" OPERATORS' CHOICE



1c Chlorophyll Ball Gum Vendor, Today's Sensation (Vends 210 count).
1c Charm King Ball Gum & Charms (time-tested and proved).
5c Pistachio or Mixed Nuts (The busiest nickel snatcher).
1c "Super Vendor" King-Size Ball Gum (To wake up "sleepy" locations).
1c Candy Baked Beans Vendor (Fine companion for ball gum machines).

5c Silver-King "Hot Nut" (For that "extra-special" spot)
1c or 5c Silver-King Nut Vendors (Best bet for bars)
Vendors for All Foreign Coins

Immediate Delivery at Best - Dealers Everywhere
SILVER-KING CORP.
622 Diversey Parkway, Chicago 14, Ill.

BIGGER THAN EVER!



VICTOR'S NEW COMBINATION ROCKET CHARMS AND BABY GRAND DELUXE

1 Baby Grand Deluxe \$14.50
500 Rocket Charms 18.00
TOTAL COST \$32.50
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!
Write for complete charm and merchandise lists and all bulk vending supplies.

BERNARD K. BITTERMAN
4709 East 27th St., Kansas City 1, Mo.

BIG! BIG! BIG!



VICTOR'S NEW COMBINATION ROCKET CHARMS AND BABY GRAND DELUXE

1 Baby Grand Deluxe \$14.50
500 Rocket Charms 18.00
TOTAL COST \$32.50
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.

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

New **LOW factory prices**

Bubble Ball Gum, 140-170 & 210 ct. 24c lb
Clor-o-Vend Ball Gum, 140 & 210 ct. 40c lb
Clor-o-Vend Chicks, 275 & 320 ct. 45c lb
Chicle Chicks, 320 & 520 ct. 36c lb
Bubble Chicks, 320 & 520 ct. 30c lb

These LOW prices F.O.B. factory
AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves. Newark 4, N. J.

VENDING MACHINES FOR SALE

Hart Ball Gum Machines (chrome), complete except for lock—1 or 100—\$7.50 each. Good condition.
1431 NEW BUNCOMBE ROAD
Greenville, S. C.

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built **ALL-PURPOSE VENDOR**

1c & 5c mechanism slides into place—no screws!

- 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.

IMPROVED! SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

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

DAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

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.

Packaging Clinic To Highlight Chi Candy Club Meet

CHICAGO, May 9.—The Chicago Candy Club will introduce a new feature at its Monday (11) meeting. To be presented as an annual highlight, it will be a packaging clinic during which members present various candy packages for discussion by a panel of experts.

The group will suggest possible improvements for individual packages, and for candy packaging in general, to better service different types of outlets.

New developments and technique in packaging will also be discussed.

The meeting will be held at the Como Inn, starting at 6 p.m.

Canteen Quarterly Sales Up Over '52

CHICAGO, May 9.—Automatic Canteen Company of America grossed \$10,693,891 in consolidated sales for the second quarter of its current fiscal year, ended March 15. For the like period last year, sales were \$9,174,354.

Nathaniel Leverone, chairman of the board, stated that net income after taxes for the 1953 quarter was \$234,870, compared with \$187,587 for the second quarter of the previous year.

For the first two quarters of the current fiscal year, Canteen's total sales were \$21,396,425; for the like period a year earlier, sales were \$18,365,265. Net income for the two periods were \$432,863 and \$359,114 respectively.

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

Book Match Trade Booms

NEW YORK, May 9. — If the book match industry is any barometer, Americans are smoking more cigarettes than ever before. According to figures released this week by the Match Industry Information Bureau here, book matches' share of total U. S. match consumption has increased more than 15 per cent since the war. The bureau said that 50 per cent of all matches used in the country are book matches.

Of the 12,500,000,000 match books distributed last year, 11,250,000 were dispensed free for promotional purposes. A bureau spokesman estimated that 3,500,000,000 books were distributed thru vending machines.

According to the bureau's figures, the average American uses 143 books a year, but the large number of hand-outs accounts for the low per capita annual cost for matches—31 cents.

"FAST SELLERS"

"Your model 49 venders are the best yet. They sell out so fast that I've had to get another man to help service my routes. I'm putting my extra profits right back into more of them."

P. R. M., Kentucky

Northwestern

MODEL 49

THE NORTHWESTERN CORPORATION
2583 East Armstrong St.
Morris, Illinois

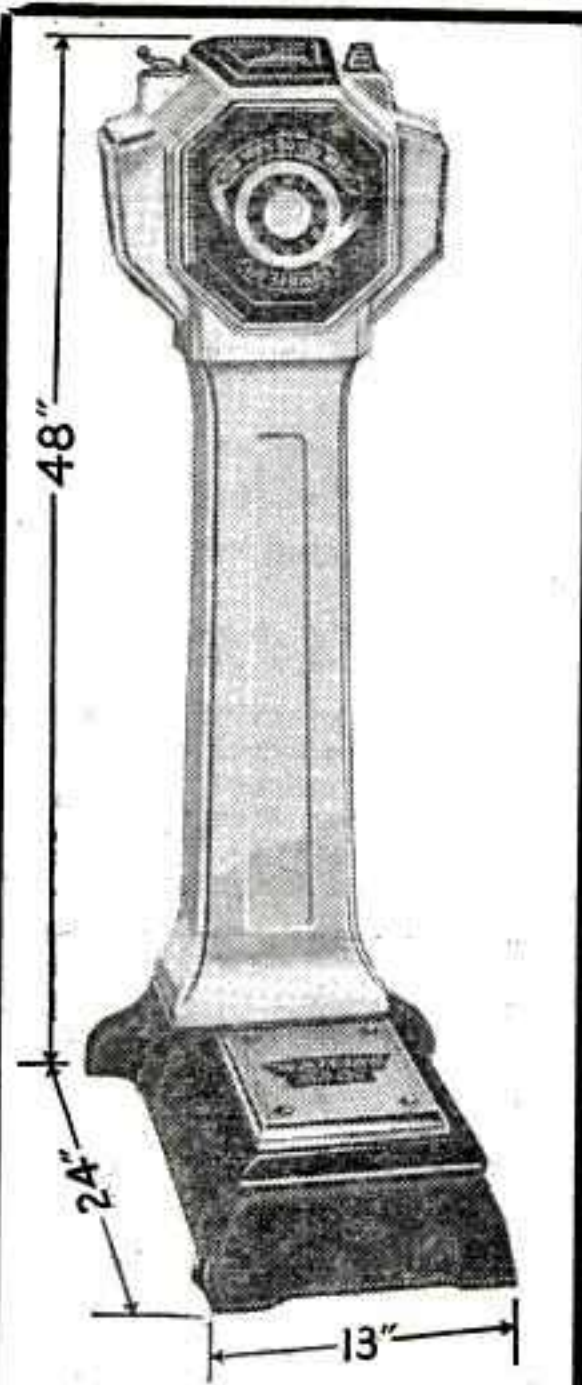
HEALTH AID Coin Massage Big Business For Niagara

ADAMSVILLE, Pa., May 9.—Niagara Manufacturing & Distributing Corporation, which turns out 14 varieties of mechanical massage equipment, considers the addition of coin mechanisms to several types one reason for its success.

Five years ago, according to Owen K. Murphy, president, the firm employed 300 workers and that year (1949) produced 300 units of all types for a \$10,000 gross. Last year the company employee ranks had increased to 600, production jumped to 60,000 units and sales to over \$3 million. The 1953 goal is 100,000 units.

The firm's line, called Massage-o-matic, lends itself to coin operation in most instances. The line includes massage tables, chairs and various home-type units such as pillows, hand vibrators, etc.

Using Niagara equipment, a coin-operated health center has been opened in Peoria, Ill. Others are reported to be in the making in other cities.



\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS
WRITE FOR PRICES
Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889 — Telephone: Columbus 1-2773
Cable Address: WATLINGITE, Chicago

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. 100 or more. All machines packed and sold 4 to the case.

ROY TORR—LANSDOWNE, PA.

Hotel Finds Drink Vender Compulsory

ST. JOHN, N. B., May 9.—The first hotel in this area to install a beverage machine is the Belmont. The vender was placed by Sussex Beverages, Ltd., Sussex, N. B.

J. Sime, owner of the hotel, stated that the demand for soft drinks, particularly during the night, was so heavy that the vender installation "was practically compulsory."

The price per bottle is a dime; the same drinks over the counter are 7 cents.

Dentist Kills Candy Sales In Ind. School

CANNELTON, Ind., May 9.—Candy venders were ordered removed from schools here on recommendation of Dr. H. C. Steinsberger, a dentist.

Steinsberger, who is also a member of the school board, said "I think it's a farce to teach health and then allow candy to be sold in the school."

SOLD AND SERVICED BY AUTHORIZED

Northwestern DISTRIBUTORS

- Badger Novelty Company
2546 North 30th Street
Milwaukee 10, Wisconsin
- Badger Sales Company
2251 West Pico Blvd.
Los Angeles 6, California
- Fisher Brown
2218 South Harwood, Dallas, Texas
- King & Company
4700 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

Chunky Takes Over 5-Story Building

NEW YORK, May 9.—The Chunky Chocolate Corporation this week took over a five-story building at 655 Dean Street, Brooklyn, Jeff Jaffee, president of the firm, announced.

The manufacturer of the Chunky Chocolate Bar and Chunky sugar-Toasted Peanuts expects to move into its new quarters soon, with the plant to be in operation by fall.

Keeney Cig Units Now in 3 Colors

CHICAGO, May 9. — J. H. Keeney & Company, Inc., announced a new production run on its Model C electric cigarette vender. The unit will now be available in three standard finishes, instead of one as formerly.

The colors are maroon, hammerloid gold and hammerloid grey.

VICTOR'S

Topper Deluxe Half-Cabinet Style

Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

1 to 23, \$14.20 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.
• VICTOR'S Baby Grand DeLuxe, \$13.25 ea.

All machines packed and sold 4 to the case. Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-ins Accepted. 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

Iowa Cig Tax Up

CEDAR RAPIDS, Ia., May 9.—Cigarette smokers in Iowa will pay an extra penny per package after July 1, the Iowa Legislature decided before adjourning a 108-day session April 30.

The total tax will be 3 cents per package, increasing the total annual revenue for the State's general fund by \$2,500,000, according to the legislators.

Pepsi Bottler

Continued from page 79

As announced earlier in the year, Schweppes has agreed to the manufacture of its beverage products in the U. S. under a franchise agreement with Pepsi-Cola. Latter, in turn, agreed to the bottling and distribution of its drink in England by Schweppes. While this agreement is not yet finalized, it is in the last stages of negotiation.

Distribution of Schweppes products in the U. S. will become wider as additional Pepsi-Cola plants over the country offer them. Both Schweppes and Pepsi have jointly prepared an advertising and merchandising campaign to introduce the former's products in America. This will include newspapers, magazines, radio, television and billboards. The ad program will start in mid-May.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 3c Comb	\$13.95
N.W. 23 1c Porc.	7.95
N.W. 23 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 Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance 20 1c B.G.	7.45
Advance 21 1c Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	5	80
Pistachio Nuts, Vendors' Mix	30	91
Cashew Whole	65	57
Cashew Butts	67	57
Peanuts, Jumbo	36	36
Spanish	28	28
Mixed Nuts	53	53
Almonds 480 ct. 5 lbs. vac. pk.	85	85
Baby Chicks	30	30
Rainbow Peanuts	30	30
Boston Baked Beans	30	30
Hobby Mix	30	30
Jelly Beans	28	28
Licorice Lozenges	25	25
M & M	42	42
Assorted Fruit Charms, 100 ct.	44	44

Ball Gum, all sizes, 200 lbs. 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.
LONGAcres 4-6467

Steele Sees New Pepsi Sales Peak 1st Half '53

WILMINGTON, Del., May 9.—Pepsi-Cola President Alfred N. Steele predicted at the firm's annual stockholders meeting Wednesday (6) that sales would continue upward and set a new record in the first half of 1953.

Steele pointed out that earnings for the first quarter this year were \$1,385,000, compared with \$535,000 for the like 1952 period. In the past 12 months, he said, more than \$4 million had been spent in plant enlargement; this year, some 350 of the firm's bottlers are expected to make capital expenditures on plant equipment, compared with 135 bottlers in 1952.

For the past three years, Steele declared, domestic case sales have shown an increase over the like month of the year before. "I expect this to continue for the rest of the year," he said.

LOCATIONS WANT THIS ONE!

FRENCH BOY

HOT POPCORN DISPENSER IS ROLLING IN THE MONEY FOR OPERATORS FROM COAST TO COAST.

- Large capacity
- Attractive
- Underwriters seal of approval

Write for details on this proven money maker.
Now appointing distributors. Attractive proposition. Get the details today.

ABC POPCORN CO.

Manufacturer
3441 W. North Ave. Chicago 47, Ill.

Coffee Break

Continued from page 79

between the winter of 1950 and the winter of 1951.

Another recent survey, conducted by Fact Finders Associates, Inc., revealed that coffee breaks have come to be regarded by many personnel executives as an increasingly important industrial tool which contributes to higher productivity, heightened worker efficiency and improved morale. Eighty-two per cent of management officials polled reported a reduction in worker fatigue as a result of their coffee breaks; 75 per cent found such breaks valuable as a morale booster, and 62 per cent noted increased worker productivity.

Canada Dry Volume Up \$500,000 in '53

NEW YORK, May 9.—The first six-month report of Canada Dry Ginger Ale, Inc., released this week, revealed that the firm grossed nearly \$500,000 more than it did in the corresponding period in 1952 and showed a net of more than \$200,000 than it did for the first six months of 1952.

Net income for the first half of the year was \$950,438, equal to 44 cents a common share on net sales of \$31,546,903. Last year the figures were \$734,588, or 33 cents a common share, on sales of \$31,082,066.

Canteen Dividends

CHICAGO, May 9. — Automatic Canteen Company of America declared a 25 cents per share dividend on common and 22½ cents per share on preferred stock this week. Both are payable June 1 to stockholders of record May 15.

PRICE CUT TO THE BONE NOW LUMINOUS BULBS

THAT-GLOW-IN-THE-DARK

\$8.75 Per 1,000
f.o.b. Jamaica, N. Y.
Or: At Your Distributor. Immediate Delivery.

EVERYBODY KNOWS we created the LUMINOUS BULB that-glow-in-the-dark. EVERYBODY KNOWS we created the FALSE TEETH too.

BOTH ITEMS have BOOMED BUSINESS for your machines.

Now—may we ask a favor of you. That's what GOOD WILL is for anyway, to ask a favor, under circumstances that are fair and just.

WHEN WE CREATE ITEMS which are eventually copied by less-creative competitors, we ask that you please favor us with your business on our creations. We sincerely believe we deserve your Good Will in this matter.

SAMUEL EPPY & CO., INC.

91-15 144th Place
Jamaica 2, N. Y.

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 Coils. \$125.00
Rowe Royal, 8 or 10 Coils. 85.00
Rowe Imperial, 8 Coils. 78.50
U-Need-a-Pak "500," 7 or 9 Coils. 90.00
U-Need-a-Pak "A," 6 & 8 Coils. 82.50

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 5-5566

Use The Billboard classified pages for RESULTS!

GIVE TO THE RUNYON CANCER FUND

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.

Table with 5 columns: Machine Name, Issue of May 9, Issue of May 2, Issue of April 25, Issue of April 18. Lists various machines like ABC (United), Across-the-Board, Advance Roll, etc.



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...

We are exclusive WURLITZER DISTRIBUTORS in Delaware-S. Jersey-S. E. Pennsylvania. 666 N. Broad Street Philadelphia 30, Pa. Phone: FRemont 7-4495

ACTIVE AMUSEMENT MACHINES CO. Complete Line of Parts and Supplies. Flash! just off the press. Kiddie Ride Supplement with recap of 1953 games illustrated, priced. Send for it and you will save money. MIKE MUNYER 577 Tenth Ave. (at 42nd St.) New York 36 N. Y. BRvant 9-6674 40 YEARS SERVICE - EST. 1912

CLOSE-OUTS RECONDITIONED LIKE NEW ATLANTIC CITIES \$395 CONEY 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. W. E. KEENEY MFG. CO. 5229 So. Kedzie Ave. Chicago, Ill. Tel.: HEMlock 4-3844

SAM SOLOMONS' BUYS All Games Reconditioned FROLIC \$395.00 ATLANTIC CITY 395.00 SPOT LITE 295.00 PALM BEACH 425.00 BRITE SPOTS 295.00 TURF KINGS 75.00 CHAMPION 49.50 UNIVERSITY COIN MACHINE EXCHANGE 854 N. High St. Columbus 8, Ohio Tel.: UNiversity 6900

COBRA CARTRIDGES Realigned and Resurfaced, 75¢ each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail. This ad worth 75¢ on first order. ELECTRONIC INDUSTRIES P. O. Box 2008 Mesa, Arizona

Table with 5 columns: Machine Name, Issue of May 9, Issue of May 2, Issue of April 25, Issue of April 18. Lists various machines like Four Horsemen, Four Stars, Freshie, Frolic, Futurity, Georgia, Gizmo, etc.

Chicago

Paul Crisman, King & Company, called attention to an error in last week's report on his firm. The item cited King distributed Spacarb-Juice Bar equipment. "Not so," says Paul. King & Company does distribute a four-firm line: Northwestern Corporation bulk, stamp and gum equipment; U-Select-It units by Coan Manufacturing, cup drink machines made by SuperVend and PX cigarette venders by Lehigh Foundries. Paul added that for the first time in his company's history it has appointed a traveling sales representative. He is Bill Punton, covering Illinois. Punton was added to the staff only a few weeks ago.

Stoner Manufacturing Corporation placed its new seven-column manual cigarette vender. It has 321-pack capacity and four dual columns. Handles both king and regular size. Bip Glassgold reports initial operator reaction more than satisfactory. . . . Herbert Chadwick, vice-president of the Bert Mills Corporation, states firm's new plant going up near suburban St. Charles is progressing on schedule. Should be ready to roll in July.

New York

Al Ferber bought the Queen Music Company from Jack Scully. . . . Frank Calland, president of Local 786, is recovering from a recent illness. . . . Bob Jacobs says he is selling many conversions to local operators. . . . Al Schlesinger, Square Music, Poughkeepsie, N. Y.; Gertrude Brown, Beacon, N. Y., and Earl Backe, National Nov-

ely, Merrick, N. Y., were recent visitors on 10th Avenue.

The New York Licensing Board has approved the Williams Baseball Game, which is distributed by Meyer Parkoff, Atlantic-New York. . . . Dominic Alleva, CPA, is a partner of Johnny Como in a game route. . . . Harry Shoefeld, Universal Tackle Company, Chicago, was a visitor on 10th Avenue. . . . Al Gilbert is kept busy evenings installing his double-score conversion.

Junior Gilliam, Brooklyn Dodger infielder, was on hand at the recent opening of the Highway Amusement Center, a coin-operated baseball batting range owned by Phil and Mac Greitzer, Philmac Music, Brooklyn. . . . Sandy Moore's Penninsular Vending Company last week merged routes with Seaboard Sales to form the Hampshire Trading Company, Inc. New officers are Moore, president; Bernard Levling, vice-president, and Isadore Usiskin, treasurer.

Marge Madden, wife of Joe Madden, Old Reliable Music, is a part-time servicewoman when her husband is away on business. . . . Irwin (Bill) Pines, Cyclomatic Music, has been at home ill for several weeks, but is feeling better now. . . . Robert Benfari, son of John Benfari, local operator, a recent graduate of Colby College, is now with the Naval Air Corps in Pensacola, Fla. . . . Mel Rapp, vice-president of Apco, left last week on a 10-day trip to visit the factory in Minneapolis and the branch offices in Chicago and Miami.

New members of the Associated Amusement Machine Operators of New York are Andrew Colombo, Ted Faith and Sam Sorin, Irving Fenichel (Janel Music Company), Tom Ebali (New York Vending Company), John Van Dura and Sal Petillo (Van Nest Amusements) and John Como and Dom Alleva.

J. Pinelas bought out Sterling Enterprises. . . . John Como bought out Nat Goros' Electromatic Music Company. . . . Nat Cohn, who returned this week from a sales trip to Knoxville, Atlanta and Philadelphia, reports that Boat Ride sales are high. . . . Hymie Rosenberg, National Kiddie Rides, returned this week from a five-week nationwide trip and reports signing 36 distributors. . . . Harry Berger, West Side Distributors, reports that he has ceased offering premiums.

Dominic Trapanotto, Audio-matic Music Company, is convalescing at home after a siege of pneumonia. . . . Bob Meltzer, Ace Music, has bought the Nassau County route of Harry Koster. . . . Steve Lake, Excel Music, invites local operators to attend the grand opening of his Roller Coast-

Coinmen You Know

er, the Rocket, at Pleasure Beach Park, Bridgeport, Conn., May 23. . . . Nick Tozza, who formerly operated under his own name, is now the N. S. Vending Corporation, with offices at 139 Wood Oak Drive, Westbury, L. I.

Charley Katz, National Kiddie Rides sales manager, left Friday (8) for a five-week sales trip thru the Midwest.

Miami

Two comely young women have joined the office force at Bush Distributing Company—Matalice James, bookkeeper, who hails from Lyons, Ga., and Anne Seidenberg, secretary, ex-Philadelphian.

The first shipment of the new Williams pin game, Times Square, moved out quickly, says Ken Willis, and Bush Distributing Company already has placed additional orders. Willis states there is much advance interest among operators in Chicago. Coin's new Crown Bowler which includes a number of new features. A sample arrived recently. Willis, returned from a selling trip thru Central Florida, reported business good in Orlando, Tampa and Lakeland. Interest among operators is especially high in the new Wurlitzer 1600, he added.

Jean Powers, record clerk at Florida Record and Appliance Company, distributor of Capitol records, believes Frank Sinatra is off to a good start with his "I'm Walking Behind You." She says he is getting a good play on juke boxes. Beatrice White, a stenographer in the same office, feels she's been in the movies after visiting Key West and watching a movie company filming scenes for "Twelve Mile Reef," a story of underwater adventure in South Florida waters. Terry Moore and Robert Wagner, co-stars of the 20th Century-Fox film, were doing their stuff before the cameras as Beatrice watched.

Harry Burge, disk jockey of Station WQAM; President Willie Blatt, of the Amusement Machine Operators' Association, and The Billboard correspondent, Al Denny, are working out some promotional ideas for the local celebration of the juke box industry's 65th anniversary. Burge has extended the facilities of his "Juke Box Serenade," daily radio program, to the observance.

The raging controversy over whether to convert Greater Miami's juke boxes to dime play has been stilled for a few months at least. Majority of the members, who belong to the Amusement Machine Operators' Associa-

tion, decided to table this hot potato until fall, after failing in repeated attempts to reach a general agreement on the change-over. With the summer season now under way and a decline in grosses anticipated, the operators have decided to shelve the issue for reopening in the fall. Two plays for a dime may be decided upon as a first step in the fall.

Mrs. Jo Hiller, formerly a record clerk with Distributors, Inc., is now employed in the same capacity with the Binkley Distributing Company here. Distributors, Inc., which handles the Columbia record line on a State-wide basis, maintained a branch office in Miami for several months but closed it recently and now ship from its Jacksonville office and maintains road salesmen. Binkley Distributing handles the M-G-M label in Florida.

Observed making the rounds of coin machine and record distributors was Red Gurkin, Glades (Continued on page 87)

Vital Statistics Deaths

Harry Golden, at University Hospital, Cleveland, Thursday 7. President of A. D. Goodman-Golden Company, tobacco jobber, and head of Golden Cigarette Service Company until its sale two years ago. Survived by his widow, Minnie; a son, Daniel; a daughter, Mrs. Fae Ann Kass; four brothers and two sisters and his mother, Sarah Golden.

Miss Juke Box To Visit Radio And TV Segs

NEW YORK, May 9. — Local music machine operators have worked out a special promotion centering around the naming of a Miss Juke Box who will visit local radio and TV programs to help promote the 65th anniversary of the music machine industry. Named as Miss Juke Box is Nancy Reed, recording artist, songwriter and TV performer.

Co-operating to get the widest possible amount of publicity for Miss Juke Box are the New York Operators Association and the Du Mont Television Network. Miss Reed is a regular performer on the TV net's Bill Silbert Show telecast nightly from here.

On Tuesday (12), the network publicity department will start sending out a series of press releases and photo stories to local newspapers, syndicates and wire services.

Table with 4 columns: Item Name, Issue of May 9, Issue of May 2, Issue of April 25, Issue of April 18. Lists various items like Summer Time, Sunshine Park, Super Hockey, etc.

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 reflector. 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. Wanted—Phonograph Mechanic, \$85 week; no boozers; must be good mechanic. McGee Novelty, Buffalo, Texas.

Parts, Supplies & Services. 1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD.

KING & CO. Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, Supervend 3-Drink Cup Dispensers, PX Cigarette Venders. 2702 W. Lake St., Chicago 12, Ill.

THE CHARM CENTER. Introducing and Supplying the Latest in Charms. Write for FREE Price List of many new items never before advertised. Order ALL your Charms from one place—we have them at lowest prices. Also Stands, Brackets and Vending Supplies. LOGAN DISTRIBUTORS 627 Milwaukee Chicago 22, Ill.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. Stamp Folders, direct from manufacturer, at lowest price. City Distributors, 145 Ainslie St., Brooklyn, N. Y.

Used Coin-Operated Equipment. A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

FOR ONLY \$10. You Can PROFITABLY Sell Used Machines. This Space Is 10 Lines. Display Style. SEND US A LIST OF YOUR USED EQUIPMENT AND LET US MAKE UP AN ATTRACTIVE AD FOR YOU, TOO!

Wanted to Buy. Want 500 all types Five Ball Flipper Games; send list, state names, quantity, condition and quote lowest price in first letter. Badger Sales Co., 2251 W. Pico Blvd., Los Angeles, Calif. Want Northwestern—Model 33 Peanut, 40's DeLuxe, Silver King, 1c and 5c Bulk and Charm King, Victor Model V, Universal, Toppers, Acorn and other Bulk and Ball Gum Venders; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

For Sale—10 clean Rock-Ola 1428; Photomatic, triple loader, like new, \$650. Ideal Novelty Co., 2823 Locust St., St. Louis 3, Mo.

For Sale—86 Victor Topper 1c Gumball Machines; mechanically perfect. Write P. O. Box 136, Corbin, Ky.

Keeney Air Raider, \$79.50; Bally Undersea Raider, \$79.50; Wurlitzer Skee Balls, \$79.50; Genco Bankrolls, 14", \$69.50; Q.T. Belgian Pool Tables, \$79.50. S. J. Weisser, 3465 Atkinson, Detroit 6, Mich. TYler 8-1664.

Pokerino 29 Games for sale—Part Textolite playing field, polished, stainless steel trim, lifetime nicked contacts, push button shut-off; look and operate better than new; a real buy. Alex Elowitz, 1923 Mermaid Ave., Brooklyn 24, N. Y.

Sell, trade 9 like new Stamp Machines for best offer; radios considered. Box 626, The Billboard, Chicago 1, Ill.

Watling Scales, late model Fortune, extra clean, \$100 ea. Glenco Sales, P. O. 835, Bluefield, W. Va.

25 modern console type Radios, good condition; make offer. Box 623, The Billboard, Chicago 1, Ill.

Want 500 all types Five Ball Flipper Games; send list, state names, quantity, condition and quote lowest price in first letter. Badger Sales Co., 2251 W. Pico Blvd., Los Angeles, Calif.

Want Northwestern—Model 33 Peanut, 40's DeLuxe, Silver King, 1c and 5c Bulk and Charm King, Victor Model V, Universal, Toppers, Acorn and other Bulk and Ball Gum Venders; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

Wanted to Buy. Chicoin Bowling Alleys with BLUE CABINETS ONLY \$20 ea. Phone RANDolph 6-0879 or write STREAMLINER COIN 717 W. Grand Chicago, 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.

	Issue of May 9	Issue of May 2	Issue of April 25	Issue of April 18
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$195.00	\$195.00
Air Mail Letter (Exhibit)....		175.00		
Air Raider (Keeney).....	115.00	125.00	115.00	125.00
All Stars (Williams).....		100.00		
All Star Hockey.....	69.50	69.50	69.50	69.50
Astroscope, 10c.....	125.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope)....		125.00		
Automobile Kiddie Rides.....	395.00			
Ball Grip.....	85.00	85.00	85.00	85.00
Bangaway (Mutoscope)....		225.00		
Bank Shots (American).....		275.00		
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Inning (Bally).....	149.50	149.50	130.00	149.50
Bolacore (Supreme).....	95.00	95.00	95.00	95.00
Bomber.....	65.00	65.00	65.00	65.00
Boomerang.....	45.00(2)	59.50	45.00	59.50
Bomb Hit.....	24.50	24.50	24.50	24.50
Career Pilot.....	100.00	100.00	100.00	100.00
Challenger (ABT).....	20.00	24.50	20.00	24.50
Chicken Sam (Seeburg)....	75.00	105.00(2)	75.00	105.00(2)
Counter Grip (Mercury)....		150.00		150.00
Dale Gun (Exhibit).....	65.00(2)	75.00	45.00	65.00(3)
Defender (Bally).....	125.00	125.00	125.00	125.00
Deluxe Athletic Scale (Mercury).....	79.50	79.50	79.50	79.50
Derby, 4 Player (Chicago Coin).....	155.00	195.00	155.00	195.00
Drivemobile.....	175.00	175.00	175.00	175.00
Drop Picture Machine.....	42.50	42.50	42.50	42.50
Duck Hunter.....		15.00		15.00
Electric and Grip Test.....	79.50	79.50	79.50	79.50
Electricity Is Life.....	129.50	129.50	129.50	129.50
Fist Striker.....	125.00	125.00	125.00	125.00
Flash Hockey (Coinex)....	75.00	75.00	75.00	75.00(2)
Flying Saucer (Mutoscope)....	150.00	150.00	150.00	150.00
Field Goal (Scientific)....	175.00	175.00	175.00	175.00
Glider.....		45.00		45.00
Goalie (Chicago Coin).....	95.00	115.00	95.00	115.00
Gun Patrol (Exhibit).....	175.00	175.00	160.00	175.00
Heavy Hitter (Bally).....	49.50	65.00	49.50	65.00
Hi-Ball Striker (Exhibit)....	49.50	65.00	49.50	65.00
Hockey Chicago Coin.....	49.50	75.00	49.50	75.00
Hockey (Exhibit).....		125.00		125.00
Hockey (Mutoscope).....		85.00		85.00
Jack Rabbit (Amusement Corp.).....	95.00	95.00	95.00	95.00
Jeep and Fire Engine.....		249.50		249.50
Jet Gun (Exhibit).....	195.00	195.00	185.00	195.00
Jitters (Exhibit).....	225.00(2)	225.00(2)	225.00	225.00
Kicker & Catcher.....	125.00	125.00	125.00	125.00
Kicker.....	18.50	18.50	15.00	18.50
Keep Punching.....		175.00		175.00
Kissometer (Exhibit).....		150.00		150.00
K O Fighter.....	150.00	150.00	150.00	150.00
Liberator.....		75.00		75.00
Lite League.....	90.00	99.50	90.00	99.50
Love Meter (Exhibit).....	39.50	39.50	39.50	39.50
Merry-Go-Round.....		550.00		550.00
Metal Typer, 10c (Harvard)....	375.00	375.00	225.00	295.00
Midget Movies.....	225.00(3)	225.00(2)	225.00	295.00
Midget Ski Ball (Chi Coin)....	165.00	199.50	165.00	199.50
Model E (ABT).....	20.00	20.00	20.00	20.00
Monkeylift (Mutoscope)....		145.00		145.00
Moving Pictures (Mutoscope)....	65.00	65.00	65.00	65.00
Palm Reader.....		100.00		100.00
Panorams.....	275.00(2)	275.00(2)	275.00(2)	275.00(2)
Periscope.....	90.00	75.00	90.00	90.00
Photomatic (Mutoscope)....	250.00	250.00	250.00(early)	250.00
Pikes Peak.....	29.50	29.50	29.50	29.50
Pistol Pete (Chicago Coin)....	75.00	90.00	75.00	90.00
Pitch 'Em & Bat 'Em (Scientific).....	185.00	185.00	185.00	185.00
Poker and Joker.....		295.00		295.00
Pokerino (Scientific).....	85.00	99.50	85.00	99.50
Pony Express (Exhibit)....		245.00		245.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Punch-A-Ball (Genco).....	15.00	15.00	15.00	15.00
Q-Ball (Scientific).....		75.00		75.00
Quizzer.....	95.00(3)	95.00(3)	95.00(2)	95.00(2)
Rapid Fire (Bally).....	105.00	105.00	125.00	125.00
Recordio (Wilcox-Gay)....	125.00	165.00	125.00	165.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Rocket Patrol.....	295.00		395.00	450.00
Shipman Art Show.....	59.50	59.50	49.50	59.50
Shocker (Acme).....		24.50		24.50
Shoot the Bear (Seeburg)....	225.00	235.00	225.00	235.00
Silver Bullet (Exhibit)....	125.00	125.00	110.00	125.00
Silver Gloves.....	250.00	250.00	250.00	250.00
Six Shooter (Exhibit)....	175.00(2)	175.00(4)	140.00	175.00
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	125.00	125.00	125.00	125.00
Skill Gun (ABT).....	39.50	39.50	39.50	39.50

NEVER AGAIN A SALE LIKE THIS!
EX. JET GUN, New in Crate... \$175
MUTO. ATOMIC BOMBER, New in Crate... 125
SILVER BULLETS, Like New... 75
MAGIC HAND, Refinished, 25,000 Cards... 100
MAGIC HEART, Refinished, Like New... 100
EX. FIT STRIKER... 50
2 MUTO. PUNCHING BAGS @ 50
MUTO. HOROSCOPE... 50
2 AIR RAIDERS, Like New... @ 50
SHOOT TO TOKYO... 50
KEENEY SUBMARINE... 50
2 BATTING PRACTICE @ 30
GENCO PLAYBALL... 25
BLOW BALL... 35
ZINGO... 40
3 PERISCOPES... @ 25
2 TEXAS LEAGUERS @ 20
TEN STRIKE, Refinished... 50
CHICOIN HOCKEY... 40
WESTERN BASEBALL, Major League... 50
GOTT. SKEE-BALL-ETTE, Refinished... 50
EX. AUTO RACES, Refinished, Rare Piece... 100
HOOT MON GOLF, Refinished... 50
SKY FIGHTER, Refinished, Perfect... 75
DRIVE MOBILE... 75
EX. AUTO RACES... 50
HIGH BALL... 25
2 FOOT EASE @ 20
KNOTTY PEAK... 50
4 HEAVY HITTERS @ 20
THREE WHEELS OF LOVE... 50
THREE GLAMOUR RATING... 20
2 PIKES PEAK @ 10
2 KICKER & CATCHER @ 10
2 CANNON SHOCKERS, Refinished @ 10
GR. METAL TYPER, Refinished in Mahogany, Better Than New From Factory... 175
PITCH 'EM & BAT 'EM... 100
MUTO. SILVER GLOVES... 100
ZODI FORTUNE TELLER, Like New... 350
GYPSY FORTUNE TELLER, Like New... 40
SCIENTIFIC Q-BALL... 50
SCIENTIFIC Q-Ball, New in Crate... 150
MUTO. DROP KICK... 100
TELEQUIZ, Film, Factory... 100
RECONDITIONED... 40
LOVE-O-METER... 40
GOALIE... 40
MERC. ATHLETIC SCALE... 40
JET GUN, Exh.... 100
3 MILLS PANORAMS... 175
EX. MONY EXPRESS, Refin.... 200
HUMPTY DUMPTY SCALE, Floor Sample... 100
PHOTOMATIC, Post-War... 400
TOTAL VALUE \$4,840
 50% Deposit... \$5 Extra Crating
SELL ENTIRE LOT FOR \$4,540
B. W. LANGFORD 811 Capitol Ave. Houston, Texas Ph.: CA 7881

1933
DAVID ROSEN
20th ANNIVERSARY
1953
 FOR **REAL BUYS**
 Send Today for Our Complete Price Lists

DAVID ROSEN
 Exclusive A M I Dist. Ea. Pa.
 855 N. BROAD STREET PHILA. 23, PA.
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MERCURY ATHLETIC SCALES
COUNTER MODEL

 This sensational Penny Athletic Scale is a national hit. Completely redesigned and selling at a new low price. Finished in a variety of colors. Write for prices.
GREAT LAKES SYSTEM
 Phone: OWen 4-6331
 G-5274 S. Dort Hwy. Flint, Mich.

SACRIFICE!
LOWEST PRICES IN COUNTRY
 United Deluxe Six Player Alley... \$199.50
 United Supers... 295.00
 United Four Player Officials... 249.50
 United Six Player Shuffle Alley (Plain)... 125.00
 United Six Player Alley... 169.50
 (Formica—Big Pins)
One-Third Deposit—Balance C.O.D.
REX DISTRIBUTING CORP.
 821 S. Salina St. Syracuse, N. Y. Wire or Phone 2-8255

FOR THE FINEST Coin Machines at the LOWEST PRICES
 See Us First
PURVEYOR DISTRIBUTING COMPANY
 4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS
 PHONE: JUNIPER 8-1814

	Issue of May 9	Issue of May 2	April 25 Issue of	Issue of April 18
Skill Jump.....				49.50
Skill Test (Groetchen)....			59.50	59.50
Sky Fighter (Mutoscope)....	125.00	195.00	125.00	195.00
Solar Horoscope.....			65.00	75.00
Star Series (Williams)....	75.00(2)	100.00	89.50	100.00
Sub Gun (Keeney).....	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Target Skill (Genco).....	95.00	95.00	125.00	125.00
Team Hockey (United)....	85.00	85.00	95.00	95.00
Telequiz.....	125.00(2)	125.00(2)	125.00	169.50
Ten Pins (Rock-Ola).....	169.50	169.50	99.50	99.50
Ten Strike (Evans).....	99.50	99.50	75.00	75.00
13-Way Athletic Scale (Mercury).....	75.00	75.00	79.00(2)	79.50(2)
Thunderbolt (Merry-Go-Round Sales).....				450.00
Tommy Gun (Evans).....	99.50	99.50	99.50	99.50
Undersea Raider (Bally)....	95.00	125.00	95.00	125.00
View-A-Scope.....	39.50	39.50	39.50	39.50
Voice-o-Graph (Mutoscope)....	425.00	525.00	425.00	525.00
Western Baseball.....	75.00	85.00	85.00(2)	85.00
Wishing Letter (Exhibit)....		175.00		
Zoom, 1c.....				24.50

Shuffle Games

	Issue of May 9	Issue of May 2	Issue of April 25	Issue of April 18
ABC Bowler.....	25.00	25.00	25.00	25.00
Baseball (Bally).....	\$75.00	\$75.00	\$79.00	\$79.50
Baseball (Williams).....	49.50			49.50
Baseball, 2 player (Chicago Coin).....	69.50			
Big League Bowler (Keeney)....	195.00	195.00		
Bowl-A-Ball, 6 player (Chicago Coin).....	390.00	390.00		
Bowlette (Gottlieb).....	25.00	40.00	29.50	39.50
Bowling Alley, 6 player (Chicago Coin).....	225.00w/p	235.00	215.00	250.00
Bowling Champ (Keeney)....	250.00	295.00	250.00(2)	275.00w/p
Bowling Classic (Chicago Coin)....	59.50	89.50	59.50	75.00
Bowling League (Genco)....	25.00	25.00	25.00	25.00
Bowling League, 4 player (Keeney).....		50.00		
De Luxe League Bowler (Keeney).....	255.00	255.00(2)	255.00(2)	255.00(2)
Deluxe Match Bowler (Keeney).....	295.00			
Deluxe Bowler (Williams)....	39.00	39.00	39.00	39.00
Deluxe 6 player (Chicago Coin).....	250.00	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	45.00	75.00
Double Header Shuffle Alley Express (United).....			100.00	
Double Header, 2 player (Williams).....	49.50	49.50	49.50	69.50
Double Shuffle Alley Express Rebound (United).....	79.50w/p	139.50	79.50w/p	79.50w/p
8 Player (Genco).....	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United).....	160.00	179.00	160.00	160.00
Four Player Rebound (Keeney).....	180.00w/p	180.00w/p	179.00w/p	180.00w/p
Four Way Bowler (Keeney)....	185.00	195.00	185.00	195.00
Four Player Rebound (United).....	225.00	200.00	245.00	245.00
Four Player Shuffle Alley (United).....	135.00	150.00	135.00	150.00
Hi-Score Bowler (Universal)....	169.00w/p	175.00	169.00w/p	175.00
Hook Bowler (Bally).....	175.00	220.00	175.00	220.00
King Pin (Keeney).....	115.00	115.00	59.00	59.00
League Bowler (Keeney)....	95.00	149.50	95.00	100.00
League Bowler, 4 player (Keeney).....	125.00(2)	139.50	125.00(3)	139.50
League Bowler, 6 player (Keeney).....	125.00	159.50	159.50	125.00
League Bowler, 10 player (Keeney).....	185.00	185.00	125.00	159.50
League Bowler, 10 player (Keeney).....	325.00	325.00		
Lucky Strike (Keeney).....			50.00	50.00
Manhattan 6 player (United)....	325.00w/p		325.00w/p	325.00w/p
Matched Bowler, 6 player (United).....			345.00	345.00
Matched Bowler, 6 player (Chicago Coin).....	345.00	375.00	345.00	375.00
Official Shuffle Alley (United).....	345.00	375.00	345.00	375.00
Shuffle Alley (Chicago Coin)....	335.00	335.00	340.00	335.00
Shuffle Alley (United).....		45.00	45.00	79.50w/p
Shuffle Alley (Universal)....			45.00	69.50w/p
Shuffle Alley DeLuxe 6 player (United).....	249.00w/p	250.00	275.00	225.00w/p
Shuffle Alley Express (United)....	250.00	275.00	295.00	249.00w/p
Shuffle Alley Express 2 player (United).....	295.00	315.00	295.00	345.00
Shuffle Alley, 6 player (Keeney).....			45.00	79.50
Shuffle Alley, 6 player (United).....	139.50	139.50	139.50	139.50
Shuffle Alley, 6 player (Keeney).....	199.00	250.00	255.00	215.00
Shuffle Alley, 6 player (United).....	265.00(2)	265.00(2)	265.00	265.00(2)
Shuffle Alley, 6 player (United).....	190.00	174.50	190.00	190.00
Shuffle Champs (Bally).....	200.00w/p	200.00w/p	200.00w/p	200.00w/p
Shuffle Horseshoe (Chicago Coin).....	215.00	215.00	215.00	215.00
Shuffle Lane.....	219.00w/p	225.00w/p	219.00w/p	225.00
Shuffle Line (Bally).....	225.00	245.00	225.00	235.00
Shuffle Slugger (United)....	260.00			275.00(2)w/p
Shuffle Target (Genco).....			79.00w/p	39.00
Single Shuffle Alley.....				29.50
Rebound (United).....				99.50
Six Player, 5th frame (Chicago Coin).....	95.00	109.50	95.00	109.50
Six Player Rebound (Chicago Coin).....	95.00	110.00	95.00	109.50
Six Player, 10th Frame (United).....	65.00	65.00	59.00w/p	65.00
Shuffle Target (Genco).....	74.50	95.00	69.00	95.00
Single Shuffle Alley.....				95.00

Coinmen You Know

Continued from page 85

Music Company, Belle Glade. . . Another record buyer was **Arnie Schorr**, in charge of the record library at radio Station WFEC, which in the past eight months has converted its operation to an all-Negro audience. . . **Harold Carson**, Juke Box Company, returned from New Orleans where he and his wife spent their vacation. The food, atmosphere and night life of the Louisiana city is hard to beat, says Carson.

Taran Distributing has acquired a number of new, modernistic pieces of furniture. **Diane Taran**, whose husband, **Sam**, owns the firm, celebrates her birthday May 25. The company is taking orders for the new Gottlieb game, Grand Slam.

Al Soke, A & S Amusement, sold his game route to **W. J. Herring**, a newcomer to the coin machine business. Soke had been operating locally for about a year and a half and at the last AMOA election was named vice-president. Herring has been voted into the AMOA, along with **Lucian Scholz**, who operates a

Kiddie Rides

Continued from page 70
amusement parks, Kiddielands and carnivals.
Exhibit rooms have had 133 booths. The addition has space for 36 booths. Other changes will make the new total 156 booths, **Huedepohl** said. Sales pitch to previous exhibitors will start Friday (15) and new exhibitors will be solicited after June 15. Last year a large number of coin rides were shown and more makers applied after all space was sold. The trade show runs concurrently with the annual conventions of organizations representing outdoor show business.

Elkay Mails Catalog

NEW YORK, May 9.—The Elkay Products Company, Manufacturers of a wide variety of moving equipment and supplies for the coin machine as well as other industries, this week mailed its spring and summer catalog.
Among the items of particular interest to operators and distributors of games, venders and juke boxes are hand, package and tray trucks.

game route under the name of **Marvel Vending**.

Doris and Raoul Shapiro are planning to visit family and friends in New York on their vacation early in June. . . **Laura Nilson** is the new record clerk at Southland Record Shop. . . **Top Tune Distributors** has opened a branch office in Jacksonville, reports **Vincent Klobe**. **Vivian Stuart** is office manager and **Norman Dupree**, salesman. Top Tune is now Coral distributor for Florida.

Jose Ramon Ortiz, of Venezuela, and his wife spent a few days in Miami on a combination business-pleasure trip. Ortiz conferred with President **Ted Bush**, Bush Distributing Company, and the firm's export manager, **Ken Willis**, regarding future shipments of coin machines. **Ozzie Truppman** returned from a business trip to Minneapolis, his old home town, on behalf of Bush Distributing Company.

Willie and Sydelle Blatt celebrated their 12th wedding anniversary on May 6. . . **Henry Stone**, who is developing talent and making recordings for King

records, returned from a business trip to Cincinnati, home office of King. . . **Bob Jones** has joined American Distributors, Mercury distributors, as a record clerk. **Steve Brookmire**, of the same company, returned from a trip to Tampa calling on Mercury record dealers. . . "Doggie in the Window," by **Patti Page**, is drawing the heaviest play on the juke box route of **Jimmy (Moon) Mullins**, of the Mullins Amusement Company.

Manny Brookmire, Brooke Distributors, is swelling with pride these days—and well he might. In March, the first full month in which his company handled the distribution for Decca records in Central and South Florida, it ranked No. 3 among Decca distributors thruout the country. It was topped only by Indianapolis and Birmingham. Brooke Distributors racked up a whopping 131.9 per cent of its quota. Brookmire says his firm would take over the entire State of Florida for Decca on June 1, and hopes to vault to No. 1 position in sales.

Marvin Novak, King record distributor, finds business has improved since the office was moved to 410 SW 8th Avenue, next door to the Decca distributor. The larger quarters include a new soundproof recording studio for **Henry Stone**, who is also connected with King records. Novak would like to see other
(Continued on page 88)

Play Steady

Continued from page 69
reports volume at Miami is running 50 per cent above this time last year.
A significant statistic showing the tourist business hasn't tapered off in a normal manner is the closing day figure at Gulfstream Park race track. Normally, the racing contingent is reduced drastically by the end of the racing season. But Gulfstream played host to 14,943 customers, who dropped an impressive \$1,119,091 thru the mutual windows, on its final day, April 21.

Mittleman Buys

Continued from page 70
Mittleman said the firm would devote most of its manufacturing facilities to making re-inforced plastic ride bodies for other manufacturers. However, he added that the firm would continue to make its line of Kiddie Rides and that four new rides would be announced within the next two weeks.

Route of Success

Continued from page 69
owners for patrons' requests and a regular weekly study of The Billboard music charts, Subrod keeps his music takes consistently high. He uses few Western platters and, surprisingly, almost no polkas. Most of his machines carry the same array of pop tunes found in near-by Milwaukee and Racine.
"One thing that I discovered long ago was that premiums can be a big help in building play for pinball games," he says. "In the resort areas people are quite anxious to play for prizes and I use lots of premiums."
In his formative years as an operator, Subrod adds, he soon found that it was unprofitable to move a lot of equipment out to resorts open only during the warm summer months. Now, while he boasts a fair share of lake locations, they are year-round spots.
A final must for the successful operator, Subrod points out, is an accurate accounting system. His method of keeping records of coin box takes is an effective, yet simple procedure. Locations are always handed a receipt along with their share of the take. To keep himself properly posted, his routebook is set up to show the dates and receipts covering a two-year period. Thus, at a glance, Subrod can quickly spot a downward trend in the making and take steps to remedy unprofitable situations.

Mfrs., Distribs

Continued from page 70
business unless he qualifies under both the manufacturing and wholesaling standards.
Meanwhile kiddie ride, vending machine and juke box manufacturers as well as amusement builders stood to benefit this week by a further relaxation of controls by the National Production Authority. The new NPA ruling authorizes manufacturers of civilian products and builders to acquire and use foreign and used copper and aluminum, as well as steel, without charging the materials against their quarterly allotments.
At the same time, Under Secretary of Commerce **Walter Williams** told the National Small Businessmen's Association here that "abandonment of direct controls by government should be relieving you of the highly onerous and, particularly to the small businessman, the expensive preoccupation with government forms." He urged trade associations to promote new production and distribution techniques and good management-labor relations.

CONVERSIONS

WANTED
Chicago Coin
BOWLING ALLEYS—
animated glass.
Keeney SUPER
DELUXE
LEAGUE BOWLERS

IT PAYS TO BUY THE BEST! GENUINE SUPER DELUXE FORMICA TOPS
Absolutely highest quality! Instructions, gutter and strike zone silk screened during manufacturing process. Available for United 2, 4, 5, 6 Player; Keeney, Chicago Coin and Universal Games. Complete with cement. 8" & 9" sizes. \$17.50

SHUFFLEBOARD ATTACHMENTS
Keeney 4-PLAYER MATCH BOWLER . . . \$185
NEW ELECTRIC SCOREBOARDS CENTER OVER HEAD . . . \$125
WALL MODEL . . . 95

EVANS SADDLE & TURF
Dynamic 7-Player Spin Table 54" or 104" Play Phone or Write today!

PREMIUMS
BIG, NEW 1953 SUMMER CATALOG
Just Off the Press!
GET YOUR COPY NOW!

PRIZE BOARDS!
Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$15, \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.



EVERYONE CALLS US "FIRST"!

SHUFFLE GAMES

NEW
Keeney's 10 Player CLUB BOWLER
Chicago Coin CROWN United CASCADE Chi Coin BOWLA-BALL
"First-Conditioned" KEENEY
DE LUXE LEAGUE BOWLER . . . \$255
SIX PLAYER . . . 265
BIG LEAGUE BOWLER . . . 195
LEAGUE BOWLER . . . 125

UNITED
STAR 6 PLAYER . . . \$375
SUPER 6 PLAYER . . . 335
OFFICIAL S.A. . . . 335
DELUXE SIX PLAYER . . . 295
SIX PLAYER . . . 225
FIVE PLAYER . . . 195
FOUR PLAYER . . . 175
TWIN REBOUND . . . 125
SHUFFLE ALLEY . . . 79
SHUFFLE SLUGGER . . . 65
CHICAGO COIN
BOWLING CLASSIC \$ 75
TROPHY BOWL . . . 75
EXHIBIT
Twin Rotation . . . \$395
UNIVERSAL
BOWLER . . . \$115
SUPER TWIN BOWLER . . . 69
TWIN BOWLER . . . 49
GENCO
8 PLAYER . . . \$125
SHUFFLE TARGET . . . 95
BALLY
SHUFFLE LINE . . . \$ 95
HOOK BOWLER . . . 95



VENDING
KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR
Easy to Service, Quicker Loading, Greater Profits.
RECONDITIONED
Uneda Electric Cigarette Machine, 9 Col. Pop Corn Set, Like New . . . \$125 69
BINGO 5 BALLS
Bally BEACH CLUB United CABANA Genco GOLDEN NUGGET
"First-Conditioned" BALLY
BEAUTY . . . \$535
PALM BEACH . . . 445
FROLICS . . . 415
ATLANTIC CITY . . . 395
SPOT LIGHT . . . 295
BRIGHT SPOT . . . 295
CONEY ISLAND . . . 295
BRIGHT LIGHTS . . . 215
UNITED
STARS . . . \$265
BOLERO . . . 175
A.B.C. . . . 135
GENCO
JUMPING JACKS . . . \$295
"400" . . . 195
KEENEY
HOLIDAY . . . \$245
LITE-A-LINE . . . 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 . . . 165
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 105
CHI COIN GOALEE . . . 95
QUIZZER . . . 95
WMS. QUARTER BACK . . . 85
UN. TEAM HOCKEY 85
WESTERN B'BALL . . . 75
EXHIBIT DALE GUN 75

FIRST DISTRIBUTORS
Joe Kline & Wally Finke
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500
American Bankshot Shuffleboard . . . \$275

IMPORTERS
You SHOULD BE DOING BUSINESS WITH TRIMOUNT
THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.
● Trimount has New England's largest stock of used phonographs including SEEBURG SELECT-O-MATIC M100A. Also Seeburg 46, 47, 48; Wurlitzer, AMI Models B and C and Rock-O-las.
● Trimount offers all types of 5 Balls and Arcade Equipment.
● Every machine is guaranteed mechanically and electrically perfect—all have been completely reconditioned.
● Trimount has New England's largest parts department and finest service department.
● Export Shipping Department specially packs equipment to insure delivery in perfect condition.
WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LISTS.
Exclusive Gottlieb, Williams, Seeburg and Chicago Coin Distributors
TRIMOUNT
Remember IN NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET BOSTON 18, MASS
Tel. Liberty 2-9480

WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED EQUIPMENT! WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!
Find out every week in **The Billboard**
Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 788
Name
Address
City Zone State
Occupation

	Issue of May 9	Issue of May 2	Issue of April 25	Issue of April 18
Skee Alley (United)	79.00	75.00	50.00	69.50
Speed Bowler (Bally)	50.00	45.00	29.00	50.00(2)
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)	325.00w/p	375.00	325.00w/p	325.00w/p
	375.00		375.00(2)	375.00(2)
			395.00	
Super Deluxe League Bowler (Keeney)	275.00	275.00	275.00	275.00
Super Six Shuffle Alley (United)	295.00	295.00	299.00w/p	299.00w/p
	299.00w/p	335.00	315.00	315.00
	315.00	350.00	335.00	335.00
	335.00(2)		350.00	350.00(2)
Super Twin Bowler (Universal)	69.00	69.00	59.50(2)	59.50
Super Twin Bowler (United)		59.50		59.50
Super Twin Rotation (Exhibit)				395.00
Team Bowler, 10 player (Keeney)	450.00	400.00	400.00	400.00
10th Frame Bowler (Chicago Coin)		425.00		
10th Frame Star Shuffle Alley (United)		485.00		
Ten Strike Shuffle (United)		99.50		
Trophy Bowl (Chicago Coin)	59.50	59.50	40.00	59.50
	75.00	75.00	59.50	59.50
	99.50	99.50	99.50	99.50
Twin Bowler (Universal)	49.00	49.00	49.00	49.00
	49.50	49.50(2)	49.00	49.50
		69.50	59.00	69.50
Twin Rotation (Exhibit)	275.00	275.00	199.00	199.00
Twin Shuffle			225.00	29.50
Twin Shuffle Alley Rebound (United)	125.00	125.00	129.50w/p	129.50
	145.00	145.00	145.00	145.00
	150.00	150.00	150.00	150.00
Twin Shuffle-Cade (United)			100.00	100.00
Two Player Rebound (United)				
Two Player (United)	110.00	110.00		

ELECTRIC SCOREBOARDS
Overhead, 15-21 pts. Horseshoe \$125 ea.
15-21-50 pts. Wall Model 15-21 pts. and 15-21 50 pts. \$95.00 ea.
Shuffleboard Adjusters, set . . . \$12.00
Flour, Shuffleboard, Lights (set of 4) . . . 12.00
Shuf. Scorepads, Ea. . . 25
Pucks (set of 8) . . . 12.00
Wax, dozen . . . 3.00

TICKETS
2500 7-11 . . . \$1.15 bag
2170 R.W.&B. 1.00 bag
2460 Lucky 7. 1.10 bag

One National Shuffleboard Co. Wall Model Scoreboard (used) . . . \$65.00
8' New Side Cushion Shufbd., crated . . . 89.50
22' Maple Tops, brand new, crated . . . 90.00
Keeney 4-P. Leag. 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.

Got. Bowl. Champ. \$50.00
Genco Mercury . . . 59.50
Genco 1-2-3 . . . 34.50
C.C. Holiday . . . 29.50
C.C. Football . . . 59.50
Un. Carolina . . . 34.50
Un. Summertime . . . 59.50

BINGO GAMES
Life-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 Lite . . . 300.00
Leader . . . 269.50

MID-STATE COMPANY
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Tel.: Dickens 2-3444

You Can't Miss with This!

HERE'S THE TIP-OFF . . .

EVANS'

Saddle & Turf

Exciting . . . Entirely Different



SEVEN PLAYER SPIN TABLE

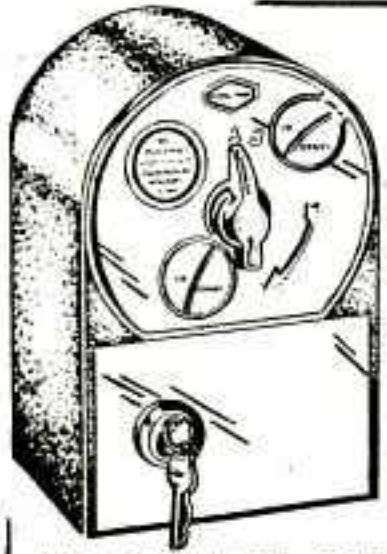
COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful! 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.

SEE YOUR DISTRIBUTOR QUICK!
OR CONTACT FACTORY DIRECT . . .

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COIN OPERATED TIMING METERS

EASILY ADAPTABLE TO THE
APPLIANCE OF YOUR CHOICE

- WASHERS • T. V. SETS • IRONERS, ETC.
- Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

MONROE COIN MACHINE EXCHANGE

2423 PAYNE AVE., CLEVELAND 14, OHIO SU. 1-4600
Write—Wire—Phone

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!



Cliffy Clef
says:

YOU CAN'T BUY A BETTER
RECONDITIONED
PHONOGRAPH ANYWHERE!

MONEY BACK GUARANTEE

ROCK-OLA	WURLITZER	AMI
1426 \$134.50	1015 \$139.50	B \$394.50
WMS. HAY- BURNER 99.50	1100 265.00	C 394.50
	1250 394.50	SEEBURG
	Two-Wheel Heavy Duty Coven Cart Sled (Lite Wt.) \$38.50	147 \$124.50
		148 139.50
		M100A 574.50

COVEN

distributing company
7181 Elston Chicago 18, Ill.
Independence 3-2210

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

Coinmen You Know

Continued from page 87

record distributors move near by to make the area a sort of Record Row. . . . Brooke Distributors' busy office secretary, Mildred Marks, believes the Mills Brothers' new Decca recording, "Say Si Si," is destined for a long run on top. She says many juke box operators are buying this number in large quantities.

Hartford

A 38-year-old Connecticut man, Paul C. Devan, of Trumbull, was fined \$300 in U. S. District Court after pleading guilty to using slugs in coin-operated vending machines in the Bridgeport Brass Company plant. He was arrested by Secret Service agents after the Canteen Company had reported finding more than 4,000 slugs in their vending machines in the brass plant. Devan was found to have over 40 pounds of slugs "in reserve" in his home.

"Mighty proud" was the way Leonard L. Berens described winning first place in a competition with 40 other Columbia distributors thruout the United States and Canada. Berens, sales manager of Stern & Company's Columbia Records division, Hartford, won a Hillman-Minx auto for his sales efforts. In announcing the award, Stanley Kavan, of Columbia Records, cited the outstanding performance of the Hartford distributorship in sales of Columbia platters during February and March.

Washington

James Kaplan, owner of the Palace and Amusement Arcades, among the largest in the city, is pleased that pinballs have picked up a bit. He believes the warm weather will bring about a substantial increase in business. Kaplan adds that Flying High and Queen of Hearts have been well-received.

Michael Enterprises will soon take over a large location at the airport, says Owner Mike Bushdid. . . . Bill Brownell, Kwik Kafé of Washington, Inc., feels certain that the warm weather won't cause a serious slump in coffee sales. Collections have steadily increased since the firm started.

Meyer Gelfand, of the G. B. Macke Corporation, disclosed his firm recently installed a complete vending service in the White House for use of the capitol staff. (See separate story). . . . Mrs. G. L. Sinclair, head of Northern Virginia Music Company, reports business slow, but she looks forward to a sizable increase soon.

Westway Vending, headed by Sid Lotenberg, is working on a contract involving a large location. Business has been exceptionally good at Westway for the past year.

Los Angeles

Ivan Wilcox passed away in Visalia. . . . Mr. and Mrs. William R. Hoppel Jr. are on the high seas aboard the S. S. America bound for Germany. While in Europe, Hoppel will survey the field for his export department at Badger Sales Company here. The Hoppels will return aboard the S. S. United States. . . . Preston Coombs, local vending machine operator, leaves soon for a trip to the Orient. He will be gone for 42 days.

M. I. Slater, who recently sold his operation, Slater Vending Service, and Mrs. Slater recently returned from their vacation in San Francisco area. They also visited friends at Fort Ord.

HOW ABOUT THIS CO-INCIDENCE

LONDON, May 9. — Gil Kitt, owner of Empire Coin Machine Exchange, Chicago, was made to feel at home this week when on his first day here he happened on a Manhattan game. This is a late model game produced by United Manufacturing Company, the Chicago factory for which Kitt's firm distributes.

The Empire Coin executive left for Paris today (9), the second phase of his five weeks export business trip. He is not only handling his own export trade while on the sojourn but is empowered to appoint foreign distributors for Williams Manufacturing Company, another leading Chicago amusement game builder.

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 9	Issue of May 2	Issue of April 25	Issue of April 18
Hideaway				\$275.00
Model A	\$225.00 275.00	\$225.00 325.00	\$225.00 325.00	225.00 265.00 325.00 325.00
Model B	375.00 394.50	394.50 395.00	394.50 395.00	394.50 400.00
Model C	375.00 394.50	375.00 394.50	394.50 395.00	394.50 395.00
	425.00 450.00	395.00 425.00	399.00 425.00	399.00 429.50 450.00
Singing Tower				39.50
CHICAGO COIN				
Band Box			125.00	
Hit Parade				129.50
EVANS				
Constellation		325.00	395.00	395.00
MILLS				
Constellation		169.50	169.50	129.50 160.00
PACKARD				
Manhattan	79.50	79.50	79.50	79.50 99.50
Model 7				69.50
ROCK-OLA				
Commando				39.50
Deluxe				39.50
Playmaster Hideaway				49.50
Premier				39.50
Rocket 50-51 Blonde				375.00
Standard				39.50
1948 Blonde		295.00	295.00	295.00
1422	79.00(2) 119.50	79.00(2) 119.50	79.00 94.00	79.00 94.00
	125.00	125.00	119.50 125.00	119.50 125.00
1424 Hideaway			100.00	
(426)	119.00 134.50	119.00 134.50	119.00(2)	114.50 119.00
	149.50 150.00	149.50 150.00	134.50 149.50	149.50 150.00
			150.00	169.00
			150.00	169.00
.428	249.00	249.00	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
1434				449.50
SEEBURG				
Casino				39.50
H 146 Hideaway	79.00	79.00	39.00	89.00
H-146 M Hideaway	75.00	75.00	75.00 100.00	75.00
H-147 Hideaway	99.00			115.00
H-147 M Hideaway				110.00
H-148 M Hideaway	179.00	179.00	179.00 200.00	179.00
H 148 M	199.50	199.50	199.50	199.50
Hi Tone				39.50
Lo Tone				39.50
W-100 B 45 RPM	550.00 574.50	565.00 574.50	550.00 574.50	574.50
W-100-A 78 RPM	595.00(2)	595.00(2)	595.00(3)	595.00(4)
	650.00	675.00	675.00	675.00
Plaza			29.50	
Pre-War R C				
46	75.00			
47	90.00			
47 M			135.00	
146	129.50 150.00	129.50 150.00	129.50 150.00	125.00 129.50
146 Hideaway	125.00	125.00	125.00	89.50 125.00
146 M	99.00(2)	99.00(2)	99.00 125.00	99.00 125.00
146 S	99.00(2)	99.00(2)	99.00 125.00	99.00 125.00
147	124.50 159.50	124.50 159.50	124.50 159.50	124.50 159.50
	175.00	175.00	175.00	175.00
147 M	115.00 139.00	115.00 139.00	139.00 140.00	139.00 140.00
147 S	115.00	115.00	140.00	140.00
148	139.50	139.50	139.50	139.50
148 Hideaway		185.00	185.00	185.00
148 Blonde	250.00	250.00	250.00	250.00
148 ML	199.00	199.00	225.00	225.00
148 ML Blonde	209.50	209.50 229.50	209.50	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				129.50
1946 Hideaway	89.50	89.50	89.50	
1947				149.50
1947 Hideaway				129.50
1947 M	175.00	175.00	175.00	175.00
1948 Blonde	245.00	245.00	245.00	245.00
1948 Hideaway				129.50
Vogue				39.50
WILLIAMS				
Music Mite	125.00	125.00	125.00	49.50 125.00
WURLITZER				
500				39.50
700				49.50
750				69.50
950				39.50
1015	97.50 109.50	109.50 119.00	109.50 19.00	109.50 119.00
	119.00 125.00	135.00 139.50	135.00 139.50	135.00 149.50
	139.50 150.00	150.00	150.00	150.00 169.50
1017				129.50
1017 Hideaway	99.00	99.00	100.00 115.00	115.00
1080	92.50 125.00	125.00 140.00	125.00 140.00	125.00 140.00
	140.00			149.50
1100	229.00 265.00	229.00 229.50	229.00 229.50	229.00 229.50
	275.00(2)	275.00(2)	275.00(2)	275.00 294.50
	300.00	294.50	294.50	295.00(2)
1250	359.00 375.00	319.50 359.00	319.50 350.00	319.50 375.00
	394.50	375.00 394.50	359.00 375.00	394.50
Victory				395.00(2) 39.50

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Like New!
**SEEBURG
M-100-A**
78 rpm—100 selections
\$595.00

Mechanism cleaned, rebuilt, checked. Cabinet refinished. Electric Selector cleaned and adjusted. New Pick-Up Cartridge. Solenoid Assembly cleaned and rebuilt.

**POST WAR
WALL BOXES**
A.M.I. 5/10\$17.50
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Wurlitzer 3020 (48) 39.50
A.M.I. Stepper 24.50

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Wurlitzer 1017 Hideaway 99.50
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Terms: 25% Deposit, Balance C.O.D.

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Thrill 29.50		Tucson 44.50

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- GOTTLIEB in the State of Wisconsin.
- CHICAGO COIN in Wisconsin and Upper Michigan.
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Seeburg Postwar 5c Wire-Wireless **\$9.95**
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Trophy Bowl\$59.50
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SEEBURG 1-47 175	A.M.I. MODEL B 395
SEEBURG 1-48 BLOND 250	A.M.I. MODEL C 425
SEEBURG M-100A 650	A.M.I. WOM (5/10) 25
SEEBURG WOM (W4-L56) 35	ROCK-OLA 1422 125
WURLITZER 1015 150	ROCK-OLA 1426 150
WURLITZER 1080 140	ROCK-OLA 1428 (Blond) 250
WURLITZER 1250 375	

Reconditioned—Refinished! Terms: 1/3 Deposit, Balance C.O.D. FOREIGN BUYERS—Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY

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Where you get . . .
The Best
NEW and Renewed MECHANICAL HORSES ROCKETS and SPACE SHIPS at Market's Lowest Prices

Used KEENEY CIGARETTE MACHINES MIGHTY Attractive Prices
Write—Wire—Phone
BANNER SPECIALTY COMPANY
Endorsing Only the Best
Home Office 199 W. Girard Ave., Phila. 23, Pa.
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CLOSE-OUTS

- 5 UNITED STAR, 6 Player Shuffle Alleys \$300.00
- 4 United Snee, 6 Player Shuffle Alleys 295.00
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- 5 Universal Hi-Score Bowlers 49.00
- 3 Universal Twin Rebounds 49.00
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- 4 Bally Hook Bowlers (very clean) 89.00
- 3 Bally Baseballs 49.00
- 30 Bally Sneed Bowlers 29.00
- 20 Bally Shuffle Champs 29.00
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- 30 Genco Advance Rolls 19.00
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- 148M\$200.00
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Above prices apply to export shipments, no agents' commissions added. The only extras would be documentation, forwarding, packing and ocean freight.

ORDER FROM US FOR THE LOWEST PRICES EVER OFFERED TO FOREIGN BUYERS
W. B. Distributors, Inc.
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NEW—USED JACKPOT BELLS FOR FOREIGN TRADE
THOROUGHLY RECONDITIONED. MADE FOR ANY FOREIGN COIN. ALSO LEGAL STATES.
Write for Prices
AUTO-BELL NOV. CO.
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Mechanic Available
25 years' experience on all coin-operated equipment. Repair and rebuild. Have my own tools. Sober, reliable, honest and willing to work. No floater, married and originally from the North. Will go anywhere and have car.
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Shuffle King Roll-Over Switchboard Assemblies, also Bally Two-Way Roll-Over Switch Assemblies. Write, wire or phone
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GIVE TO THE RUNYON CANCER FUND

Follow the Crowds to...



Williams TIMES SQUARE

New! EXCITING!

Deluxe in every detail! Beautiful playfield! PLENTY OF ACTION!

SEE IT! PLAY IT! GET IT NOW FROM YOUR DISTRIBUTOR

- 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!
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★ Making TRAPHOLES increases values of side rollovers and automatic flippers! ★ Making ROLLOVERS increases values of 4 TOP BUMPERS!



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4242 W. FILMORE ST. CHICAGO 24, ILL.

BEST BUYS IN THE WHOLE WIDE WORLD—WORLD WIDE

WILLIAMS TIMES SQUARE
Best location in any business is the one that holds this new Williams smash hit 5 Trap Holes for combination of Replays . . . Automatic Flippers . . . DeLuxe in every detail. Beautiful playfield and plenty of exciting action. SEE IT! PLAY IT! GET IT NOW!

5-BALLS FINEST IN QUALITY AND VALUE!

BASKETBALL\$ 95	KNOCKOUT\$ 75
CAMPUS 65	LONG BEACH 195
CARAVAN 185	LUCKY INNING 35
CONTROL TOWER 95	MAJORETTES 145
DALLAS 60	OLD FAITHFUL 85
DE-ICER 75	PARATROOPER 185
DISK JOCKEY 215	PIN BOWLER 80
DBLE SHUFFLE 65	PLAYLAND 65
DREAMY 75	RAG MOP 95
FIGHTING IRISH 75	ROCKETTE 35
FOUR CORNERS 215	SLUG FEST 135
GEORGIA 95	SHOO SHOO 90
HAPPY DAYS 185	SKILL POOL 215
HONG KONG 210	SPARK PLUG 145
JALOPY 145	TRIPLETS 95
HAYBURNER 125	TUMBLEWEED 65
	WATCH-MY-LINE 85

THE ONLY GENUINE DE LUXE FORMICA TOPS FOR UNITED SHUFFLE GAMES
SPECIAL PRICES
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11-2512.50 Over 25 11.50

Williams DELUXE BASEBALL
Breaks all profit records right off the bat! New electric pitcher, controlled by manually operated button. 5c-10c-25c single entry coin chute. Adjustable coin play. Realistic 2-Team Baseball Action! Manikin Players actually run bases!

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Bally BEAUTY Bally ATLANTIC CITY



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THE MOST EXCITING PLAYFIELD in the industry!

PACKED WITH FEATURES FOR THE OPERATOR!

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- Extra ball feature — 6 extra balls for 6 extra coins
- Special "Skill Shot" gives player free game

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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.

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UPRIGHT BALL GAME with EXCITING "EYE-LEVEL" ACTION!

EXCLUSIVE "SPACE-SAVER" DESIGN only 24"x17"x 64" high. Crated wt. only 190 lbs.

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It's the Juke Box Operator's BUSINESS GUIDE
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65th JUKE BOX ANNIVERSARY NUMBER

and it's **OUT NEXT WEEK** in the May 23 Issue and Includes

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MORE than a dozen special features and directories that all operators will use now and in the months to come—to help them win new locations . . . serve present locations better . . . save money through greater operating efficiency . . . make more juke box profits! Be sure to get your copy of May 23 Billboard—the Big, Valuable Juke Box Anniversary Number — out May 19!

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THE MUSIC YOU WANT WHEN YOU WANT IT

65th ANNIVERSARY THE MUSIC MACHINE INDUSTRY

1888 1953

The Billboard
2160 Patterson St.
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Enter my subscription to The Billboard for the next full year (52 issues), beginning with the May 23 Juke Box Anniversary Number. \$10 payment enclosed (a saving of \$3.00 over single copy price). Foreign rate, \$20.

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ROCK-OLA, FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO

BINGO GAMES	MUSIC
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Bally Beauty . . . 495.00	1426 Rock-Ola . . . 149.50
Spot Light . . . 285.00	H148M Seeburg . . . 199.50
Coney Island . . . 275.00	
Brite Spots . . . 295.00	PIN BALLS
Palm Beach . . . 445.00	Gott. Rose Bowl . \$139.50
Bright Lites . . . 195.00	Gott. Triplets . . . 95.00
	Gott. Spot Bowler 119.50
ONE BALLS	Gott. 4 Horsemen 129.50
Turf Kings . . . \$ 75.00	Gott. Sharpshooter 65.00
Champions . . . 45.00	Williams Nifty . . . 89.50
Futurity . . . 199.50	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
525 S. High St. Columbus 15, Ohio Phone: ADAMS 7254

IN STOCK!

BEAUTY	\$525
PALM BEACH	425
FROLICS	400
ATLANTIC CITY	385
CONY ISLAND	295
BRIGHT SPOT	300
BRIGHT LIGHTS	200
SEEBURG 148-ML (Blond)	\$229.50
EASTN. ELECT. CIG. VEND.	125.00
NATL. 3-COL. CANDY VEND.	89.50
UNIV. TWIN BOWLER	49.50
CHI. COIN & PLAYER	235.00
WILLIAMS DREAMY	74.50
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NEW Beach Club—Cabana—Clover—Cascades—Grand Slam—Keeney, Chicago Coin, United Bowling Games.

Write for Complete List, New and Used
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ACME-INTERNATIONAL DISTRIBUTORS
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TV, Radio and Press In Washington Drive

WASHINGTON, May 9.—"The Washington Music Guild," said Hirsh de La Viez, president, "has started on an all-out promotional push to commemorate the 65th Anniversary of the Juke Box Industry."

A committee was formed to handle the public relations program of the anniversary in the Washington area. Members of the committee are Ted Keve, Charles Bowles, Evan Griffith, and Hirsh de La Viez.

"The committee will contact Commissioner Samuel Spencer in an effort to have him proclaim the week of May 24 National Juke Box Week in the Washington area," said Hirsh.

Programs already set up by the Guild include the Mark Evans Show on CBS, Channel 9, on which the Guild will dramatize both the old and the new

juke boxes. Hirsh will make a personal appearance on the program, representing the operators. The Eddie Gallaher Show on CBS-TV is also set for a personal appearance. The Art Lamb Show on Du Mont TV will also be utilized. Lamb does a record pantomime program and will build his show around the juke box theme for the week of the celebration. The Milt Grant Record Show, airing over WOL, will also interview an operator and play up the juke box event.

Hirsh announced that all local newspapers were tying in with the program. The Evening Star was to use a feature article in its Sunday edition based on the juke box industry. Other newspapers participating are The Washington Post, Daily News, and The Times-Herald.

"The Washington Music Guild," explained Hirsh, "is going to try and make this the best promotion possible."

Decca Wins Op Bowling Championship

CHICAGO, May 9. — Decca Records emerged the winner of the Automatic Phonograph Bowling League championship Monday night (4) in what developed into a last-ditch stand by Gillette Distributing.

The teams entered the final night of the bowling season with a tie of 59 won and 40 lost. Both had been running close for the most part of the season and several times were in a see-saw position during regular encounters.

The deciding match proved a thriller when the teams went into a last-frame deadlock. Two bad breaks in the form of railroads on Gillette's part gave the first nod to Decca. The same turn of events during the second game gave Decca the last frame, 30 pins under. Gillette again tallied one rail and two cherries while Gillette seemed to spark with two men running the last frame for full counts. That gave Decca the second victory for the evening and the League championship.

To Coronate Queen at Juke Week Climax

CHICAGO, May 9.—A Queen of Music will be crowned and her Prince Consort will be appointed at a coronation ceremony climaxing Juke Box Week by the Gillette Distributing Company in observing the 65th Anniversary of the Juke Box Industry.

Mary Gillette, head of the Gillette Distributing Company, said, "The coronation is timed to tie in with the coronation of Queen Elizabeth in England, and at the same time affords a good opportunity to tie in with the 65th Anniversary of the Juke Box."

The coronation contest is being publicized in local newspapers for the three weeks prior to the event.

The ceremony will be held Monday, June 1, at the Belmont-Central Record Shop. Entrants must be between 2 and 6 years old and must submit a photograph to the record shop. Photographs will be numbered and identified with the youngster's name, and displayed in the shop window.

Votes will be based on sales. Each dollar purchase will give the customer five votes, or ballots. The ballots will be numbered and customers voting for a queen will also be eligible for prizes. First prize is an RCA Victor 45 r.p.m. record player.

Both the queen and her consort will receive a portrait and other prizes besides their robes and crowns. A celebrity will be on hand to crown the royal couple.

Needless to say, the third game was a let down for both sides with scores running ridiculously low. Both teams relaxed after the pressure and for the most part bowling was secondary to congratulations.

Members of the championship team included Norb Delort, Dom Rodasta, Bill O'Brien, Tony Ignoffo and Frank Tutomase. Members of Gillette Distributing included Jerry Shuman, George Holl, Bob Holl, Hank Leonarczyk and Don Baxter.

Mrs. Mary Gillette presented an orchid to Margaret Kraft, of Decca, representing the victors. Sellmann Schulz, of Decca, toasted the victors by presenting each man with a \$25 bonus.

Trophies and awards will be presented at the bowling banquet May 16 at the Casa Nova restaurant, 7230 West North Avenue.

Webs Prep Plugs for Juke Week

NEW YORK, May 9.—Both the ABC and CBS radio and television networks and owned-and-operated stations are preparing special plugs and programs for the 65th anniversary of the music machine industry. In addition, local stations like WMGM are getting in on the hoopla surrounding National Juke Box Week.

The ABC net is setting up plugs on the two-hour "Saturday Night Dancing Party" radio program and on the Martha Lou Harp show the same evening. CBS is planning a special juke box segment on the Margaret Arlen women's show telecast over WCBS-TV and plugs on the Jane Froman, Jackie Gleason, Ed Sullivan and Red Buttons shows. While much of the planning is still in the early stages, it is expected that the networks will come thru with plenty of air time.

On WCBS, the network's local radio outlet, work is now underway on a special half-hour tribute to the music machine industry. WMGM disk jockey Bill Silbert has scheduled five consecutive programs to the big week, in addition to a special quarter hour on his nightly television program over the Du Mont network.

MINN. DISTRIB? Rumors Hint Sandler New Wurlitzer Rep

MINNEAPOLIS, May 9. — Rumors here this week had it that Irv Sandler, of the Sandler Distributing Company, Des Moines, would be awarded the Wurlitzer distributorship in this area and would shortly open an office in the Twin Cities.

Sandler, headquartered at 110 Eleventh Street, Des Moines, has the Wurlitzer line in that territory. It was understood his company was already servicing Wurlitzer operators with parts for the Minnesota-Dakotas territory.

Wurlitzer has been without a distributor in the Twin Cities since the Lieberman Music Company dropped its franchise to take the AMI line.



NEW!
2 FULL FIVE-MAN TEAMS!

The only game that offers realistic bowling competition for 5-man teams!

JUMBO LITE-UP PINS
readily visible rollovers

EVER-SLICK
Silent Playfield

act today!

Keeneys

TEN PLAYER CLUB BOWLER

4 Ways to Play!

- ★ 20-30 SCORING
- ★ EXTRA SHOTS ON TENTH FRAME
- ★ BONUS PLAY EXTRA SHOTS ON ALL FRAMES
- ★ **DOUBLE SCORING** IN 3rd-5th or 7th frame!

4 WAYS Adjustable BY OPERATOR ON DIAL INSIDE CABINET

See YOUR KEENEY DISTRIBUTOR!

IMMEDIATE DELIVERY!

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LOCATIONS ARE ASKING FOR

Keeneys CLUB BOWLER

WE SHIP

all over the world

100% SATISFACTION GUARANTEED

Beautiful WURLITZER 1400's—1450's—1250's—1100's—1015's Meteor Rocket, Atomic Jet and Rocket Space Ships

Automobile Kiddie Rides \$395
Exhibit Twin Rotation \$195

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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Exclusive distributors for **AMI BALLY-UNITED**

For Better Buys Buy McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Bomber \$65.00	Nifty \$95.00	Tumbleweed \$75.00
Champion (CC) 45.00	Punchy 75.00	Oklahoma 45.00
Red Shoes 75.00	Knockouts 49.50	Buttons & Bows 47.50
Big Hit 145.00	Bowling Champ 50.00	Stop & Go 70.00
Golden Gloves 75.00	Double Shuffle 65.00	Freshie 60.00
Pinky 95.00	Shoo-Shoo 90.00	Sportsman 75.00
Hits & Runs 45.00	Keeneys 6-Pl. Bowler \$265.00	Bally Speed Bowler \$50.00
	Keeneys Team Bowler 425.00	ABC 25.00

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

KEENEY ELECTRIC CIGARETTE VENDOR
KEENEY TELEVISION KEENEY CLUB BOWLER

Established 1913

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Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC


MUSIC COMPANY, INC.

ESTABLISHED 1923

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DAVIS GUARANTEED PHONOGRAPHS

—WIRED MUSIC BARGAIN—
72 Units—PANTAGES-MAESTRO Music
Complete with Studio Equipment—Like New
WRITE for Details and Price



SEEBURG M-100 A
with DAVIS Guarantee
\$595.00

Looks and Operates Like New

—CHECK THESE FEATURES—

- ✓ Mechanism overhauled
- ✓ Electric selector checked
- ✓ Solenoid Unit disassembled and cleaned
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- ✓ Amplifier tested
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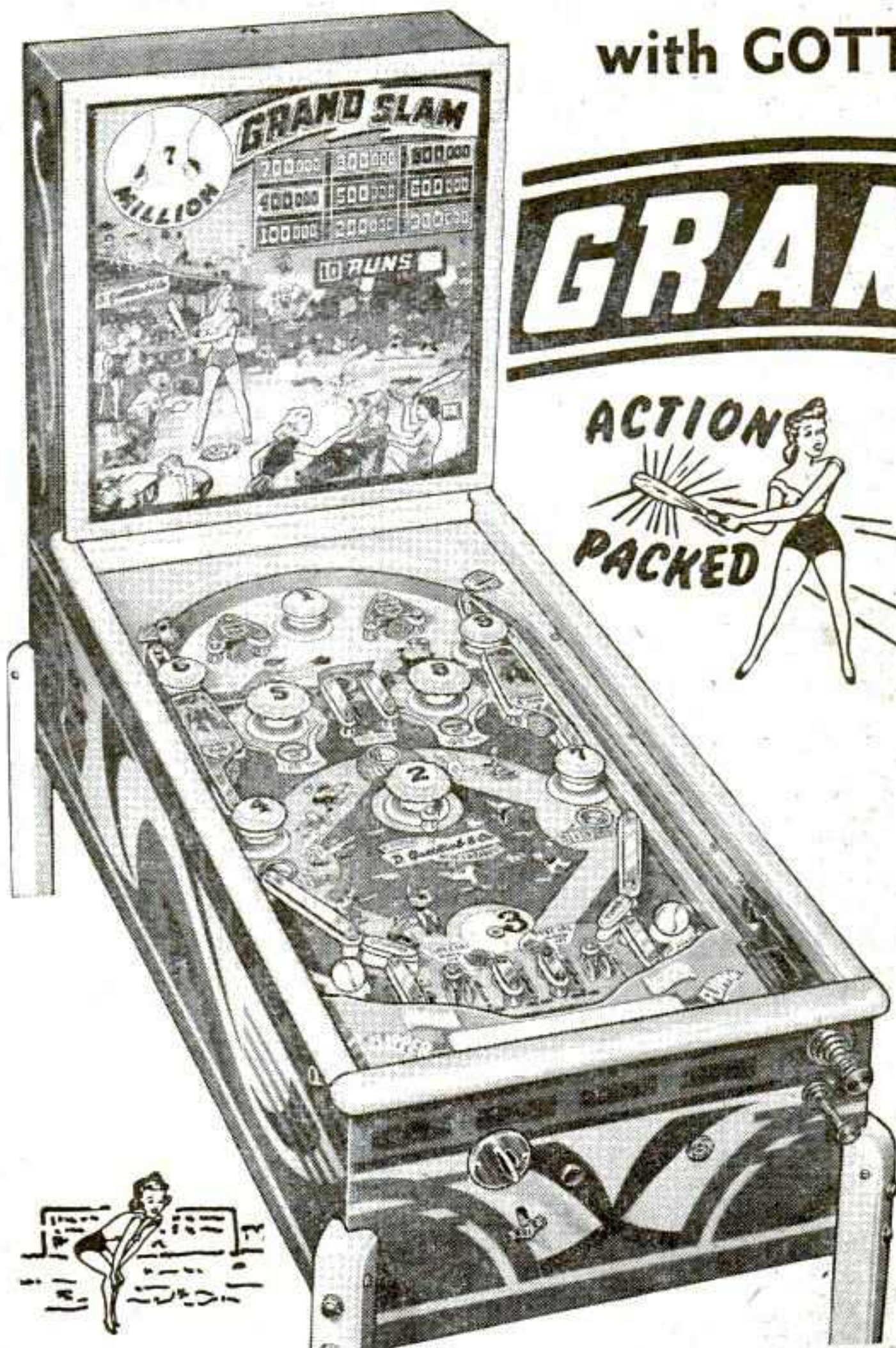
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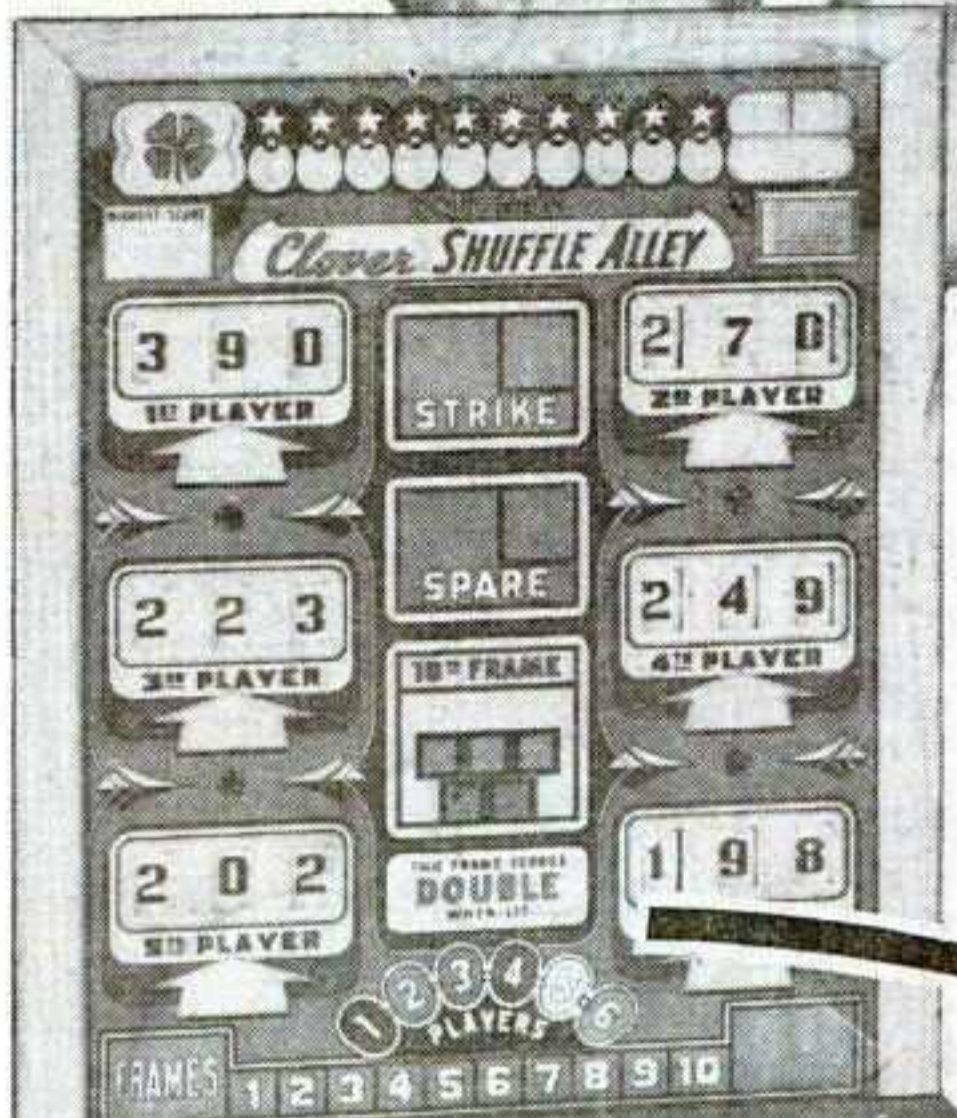
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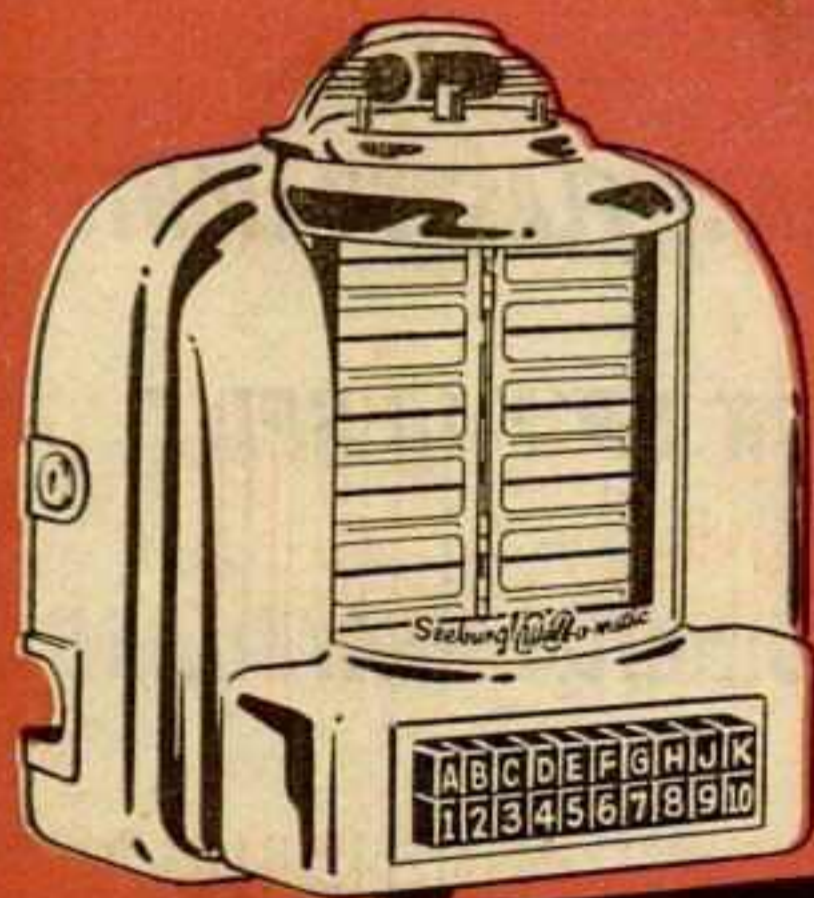
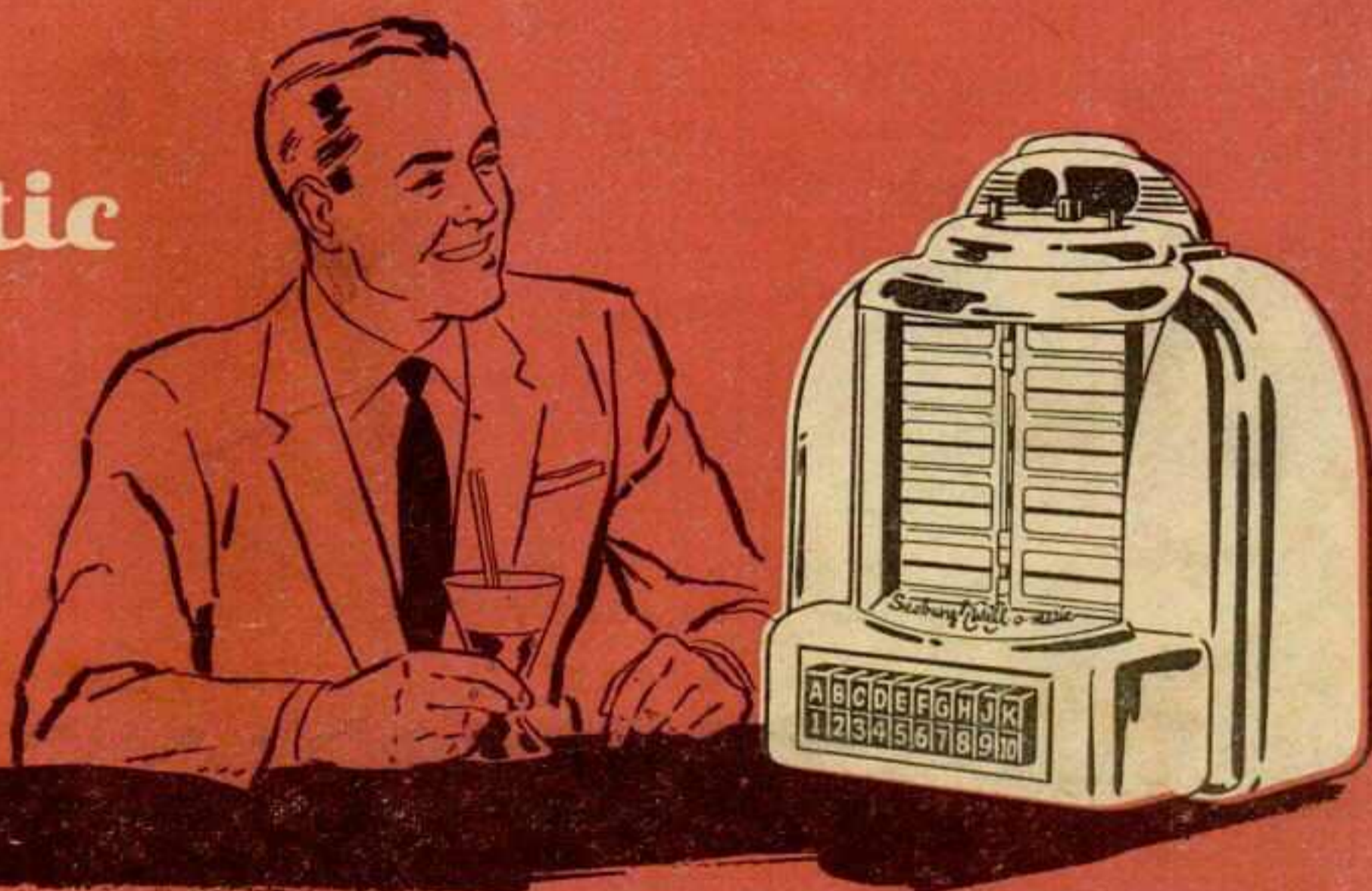
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