

The Billboard

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PERIODICAL READING ROOM

JUNE 21, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

"Pal Joey," "The Shrike" Head 9th Donaldson Awards Lists

A NEW AIR NO DOUBT!

NEW YORK, June 14.—Publisher Redd Evans had his new, long-awaited RCA air conditioner installed in his Brill Building office last week. When the truck driver toted in the conditioner and told Evans he was delivering his RCA Victor merchandise, the first thing the publisher exclaimed was "What's on the other side?"

Sked Winchell Fall Simulcast

NEW YORK, June 14.—Walter Winchell this week was being offered to sponsors on a simulcast basis for next fall by the American Broadcasting Company. The commentator, who has been off the ABC radio show for some time due to ill health, expects to be ready to resume operations on an expanded basis by the end of September. The price tag on Winchell comes to about \$2,000,000 annually in time and talent for the simulcast 15 minutes weekly with the actual amount depending on the number of video outlets cleared. Some concern has been expressed over whether Winchell physically can stand the full of a weekly AM-TV outing. Last October 1, the gabber signed a lifelong radio-video pact with ABC.

ACTORS CONVENE

AGVA Strongest, Problems Worst

By JOHNNY SIPPÉL
HOLLYWOOD, June 14.—The American Guild of Variety Artists meeting in annual convention here at the Town House, confronted with perhaps the most perplexing problems in its history (see this and separate stories on future insurance plans, contemplated A's merger with a possible inter-union fracas), the state of the actors' union is generally conceded by the approximately 50 delegates to be the longest in history.

From national administrator Irving and President Georgie down thru the rep of the smallest branch, the 1952 convention keynoted a feeling of strength within the org. Perhaps the absence of a group of New York delegates, including White Bright, Red Burtons, Jerry Stone and Russell Swann, who normally bring plenty of fireworks with them, encouraged the first floor speeches of this convention which was in direct contrast to previous more fiery gatherings.

The possible inter-union skirmish facing AGVA may come from the American Federation of Artists, who have threatened to put a finger into AGVA's appearance jurisdictional plea.

Webs Assign 131 Aircasters To Conventions

WASHINGTON, June 14.—Major TV-radio networks are sending 926 commentators, reporters and engineers to the Chicago political conventions in July. Nearly half of all TV-radio credentials at the conventions will be for major networks alone. According to present distribution slightly more than 2,200 TV-radio personnel are scheduled to be accredited.

The American Broadcasting Company has applications for 29 TV-radio commentators, 26 radio and 61 TV engineers, along with 86 additional radio and 39 other TV personnel. Columbia Broadcasting System has reservations for 24 radio and nine TV commentators, 26 radio and 42 TV engineers, with 55 additional radio and 77 other TV personnel. The National Broadcasting Company has said it will send 55 TV-radio commentators, 24 radio and 57 TV engineers and 122 others.

Du Mont Television submitted applications for two commentators, three engineers and 17 others, while the Liberty Broadcasting System announced it would send 12 commentators, five engineers and 14 others. The daily press is limited to 850, and the periodical gallery to 123.

61 CAMERAS TO RECORD CHICAGO DOINGS FOR TV

CHICAGO, June 14.—Television's great convention-emigration from New York to Chicago got under way this week with the arrival by truck of six tons of American Broadcasting Company equipment, valued at \$1,000,000. Installation at the Convention Hall and Hilton Hotel got under way under direction of E. C. Horstman, chief engineer of ABC's central division. Latest count on the number of cameras the three nets will use at the Hall, the Hilton, and in mobile units is 61. In theory, at the height of convention activity a television viewer could see more than 50 consecutive different camera scenes without a repeat.

"Opry" Folding At Astor Roof

NEW YORK, June 14.—After nearly a week of negotiations between officials of Nashville radio Station WSM and the Astor Hotel, it has been mutually agreed to terminate the current engagement of the "Grand Ole Opry" troupe on June 21. Decision to close the show was reached today after several telephone conversations between Bob Christenberry, head of the hotel, and WSM execs, owners of the package. The closing next Saturday will complete only the fourth week of a run that was booked until September 13.

The basic reason for canceling, according to a WSM statement, was "the high cost of the show in relation to the fact that night club business in New York is generally off this season." This reason was confirmed by personnel associated with the Astor. It is understood that the package was costing the hotel about \$5,000 a week, far in excess of the normal talent nut for the Roof. In the past, the hotel concentrated exclusively on name bands. Although hotel employees on the roof claimed that business was better than during the past few

(Continued on page 49)

Legit Gives Major Votes to 2 Shows

Thesps Harris, Segal, Ferrer, Silvers Win; Top Directors, Alexander, Ferrer

By ROBERT FRANCIS

NEW YORK, June 14.—So the theater for a ninth successive season evaluates the achievements of its own, and goes on record. The ballots of 1951-'52, naming Broadway's toppers from May 21, 1951, to April 30, 1952, in the 27 categories of the Annual Donaldson Awards, sponsored by The Billboard, have been checked and rechecked. As of Tuesday (17), when this issue hits the newsstands, another group of winners of the gold keys and scrolls, emblematic of the best that has taken place in the theater during the past season, will be announced.

The winners, this year, may be particularly happy, since never before have the Donaldson Awards stemmed from such a complete cross-section of their co-workers in the theater. Currently, about everybody got into the voting act, from usher and wardrobe gals to directors and producers. Never before have the Donaldson Awards received such an all-around interest from the theatrical trades. Since The Billboard's sole notion has been to create a completely democratic

theatrical franchise, the results are particularly gratifying.

"The Shrike"

The people who work in the theater—and who ought to know—have tabbed Joseph Kramm's "The Shrike" not only the best (Continued on page 47)

Autry to Ride Italian Video

NEW YORK, June 14.—The Columbia Broadcasting System's TV Film Sales operation this week sold "The Gene Autry Show," "The Range Rider" and "Files of Jeffrey Jones" to the Societa Radio Audiziani Italia for a three-year run beginning January, 1953. The Italian TV Society operates out of Rome and already has built two video stations, with plans for a network to blanket Northern and Central Italy already formulated.

Last fall "Holiday in Paris" was bought from CBS-TV Film Sales by Radio Televisao Paulista, Sao Paulo, Brazil. Fred Mahlstedt is the director of CBS-TV Film Sales.

MUSICIANS ADJOURN

Sad Petrillo Dirge Ends AFM Session

By I.EE ZHITO

SANTA BARBARA, Calif., June 14.—American Federation of Musicians' 55th annual convention ended here Thursday (12) on a wailing note as Prexy James C. Petrillo piped the dirge of bad business, unfavorable political climate, anti-labor ruling of the courts and unfair competition

from foreign countries and canned music. As has been the case in past years, the union boss saw only the dark side of the picture.

He urged delegates to avoid a strike at all costs because the union lacks the economic strength to wage one. Times are bad enough now for the members and may well get worse without the union adding to the difficulties with labor strife at this time. International Ladies Garment Workers' Union, he said, has a treasury of \$125,000,000, teamsters have \$38,000,000 in their kitty, but the AFM gets only \$1 per year per member.

"Steel workers have 600,000 (Continued on page 17)

NBC Blueprints "This Week," \$50,000 TV News Round-Up

NEW YORK, June 14.—A new hour-long TV news show, budgeted at over \$50,000 per weekly outing, was in the works this week at the National Broadcasting Company. The ambitious ailer, which has the working title of "This Week," presumably will combine the best features of "Today," the web's 7 to 9 a.m. strip, and "See It Now," which is the pride of the Columbia Broadcasting System.

Despite the heavy budget, NBC is said to have at least one prospective bankroller interested at this point. No time slot has been

apportioned for the stanza as yet, but the web's brass is looking toward assigning a key evening hour, preferably on Friday or Saturday night. Biggest problem facing the venture currently is clearing stations. The program's blueprint calls for heavy use of remote pickups from all parts of the country, as well as considerable reliance on a large movie crew.

The decision by NBC to move in this direction came after considerable speculation in some trade quarters that the network was mulling an evening strip la-

belled "Tonight." Altho some tentative experiments along that line were made, the decision has been in favor of a once-weekly hour-long production. After several months on the air, NBC's "Today" strip is only now moving into the black, even tho it has reaped excellent ratings, generally good press reception and good sponsor results.

Bauer & Black, which already is represented on "Today," this week increased its sponsorship in the show. The bankroller added two additional five-minute segments, to air on Tuesdays and Thursdays, starting June 17.

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Billboard Backstage

By JOE CSIDA

A couple of weeks ago I crept 'way, 'way out on the end of a long, thin bough with a "Backstage" about The Billboard's first quarterly special section on TV films. The limb, however, turned out to be quite as firm as all of us here hoped, and this past week we've been bouncing around on it in giddy delight. Producers, distributors, stations, advertisers and agencies alike have told us verbally, and in writing how much they liked the section.

Here is a rather typical letter from a leading distributor, Peerless Television Productions, Inc., which handles the Edward Small theatrical films now available for TV. Veepee George Shupert of the firm writes:

"I have just finished reading your June 14, 1952, issue, which includes the first television film quarterly, and wish to be one of the first to congratulate you on its general excellence. Certainly you have done a great service to the television industry in general and the film distributor in particular...."

And typical of station reaction is this letter from Richard Pack, program manager of station WNBT in New York. Writes Dick:

"You and your crew certainly

did a splendid job on the special TV film supplement. Sometimes special issues are fine for the advertising and circulation of the publication that puts 'em out, and don't do much for the readers they're supposed to help, but this really did a job for us in the business. It is an invaluable source book, and I hope you put them out regularly. It is also a good stimulator of ideas—in short, a really first-rate piece of trade journalism."

I hasten to assure all and sundry that we will publish those special sections on TV-film regularly. Every three months, as a matter of fact, simply because we believe conditions in the field are so fluid that enough new, interesting developments, ideas and trends will shape up in every 90-day period to make the section eminently valuable to the people in the industry.

Indeed, the field requires substantial weekly coverage, and so—as we've previously announced—in this issue as part of the regular radio-television department, we run four pages of television-film news, reviews and features. We've got some pretty exciting new ideas perking for this portion of our radio-television depart-

ment, about which we'll tell you more as we develop them.

On the phase of "special issues," which Dick Pack touched upon in his letter, that in which he referred to some such sections being fine for a publication's advertising and circulation departments, but of little value to the reader—I've written a number of pieces on exactly that theme. Too many publications cook up too many completely phony special issues and special sections. And they do so purely because too many firms in the given industry support such shoddy enterprises.

As far as The Billboard is concerned, if a special edition we schedule for publication doesn't stand up as a valuable editorial service we just don't publish it. That goes for our "specials" in every phase of show business. And we back each one of those "specials" with the most extensive promotion, with the most gill-edged circulation guarantees (always delivered) possible. We want the reader to get a lot more than his money's worth. And we want the advertiser to buy space only because he's getting more than full value for every cent of his expenditure. We want neither readers nor advertisers on any other basis.

4A Merger Is Top Priority With Musicians

HOLLYWOOD, June 14.—Tho the merger of from three to seven branches of the Associated Actors and Artists of America (4A's) was the opening act and did the shortest time of any subject at the fifth annual American Guild of Variety Artists' convention here this week (see page 15, this issue), delegates dubbed it the most important item on the agenda. As has been AGVA's custom since the AFL convention of 1950, when a group of actors' union reps visited San Francisco to get a one-card merger started, AGVA again moved for to speed on a merger plan.

Latest effort to weld the various theatrical unions came to the convention from Ralph Bellamy, new president of Actors' Equity, who is seeking to bring together the heads of the various unions in a session in New York next week. George Price, AGVA president, and Jack Irving, national administrator, met with reps of Screen Actors' Guild and Screen Extras' Guild here Tuesday night (10) to discuss merger.

Officers of AGVA said that in their plans for merger were contained the provision that whatever union administered a field previous to the merger would continue to supervise that segment of the industry after the link-up. Irving pointed out that SAG and SEG have overseen the making of film, and that AGVA considers them the logical choice to continue to handle film. AGVA, in taking this stand, was on the side of SAG vs. TVA and AFRA. Latter have been battling AGVA for supremacy in the mushrooming TV film field.

Price said that he is advocating a plan of leadership for the projected merger whereby, over and above a national board, there'll be a smaller, more flexible board of directors made up of the heads of the various member unions with a fluctuating chairman, with each union president taking a one-year term as chairman.

AGVA, as a member of a merged group, would carry heavier weapons in collective bargaining. Irving pointed out that in such previous hassles as the Hamid-Morton Circus fracas, AGVA would be a portion of a united union, which could bring far more pressure into play than AGVA alone can now exert.

Manny Tyler, recording secretary, pointed out that AGVA, with 60 votes in the 4A's, holds the balance of voting power. Some members said they felt that a three-union merger of AFRA, TVA and AGVA would be simple. Price said that he felt that a seven-branch merger of the 4A's wasn't out of the question.

"Travelers" Going on TV

CHICAGO, June 14.—Television version of the "Welcome Travelers" AM series heard Monday thru Friday over the National Broadcasting Company facilities will debut September 8 in the 2-2:30 p.m. EDT, time slot on NBC Benton & Bowles, for Procter & Gamble, has set sponsorship of the second 15-minute seg on the show, and the web is now offering the first quarter-hour for sale.

Show will hold to the same format for TV, Les Lear, producer, said. Tommy Bartlett will handle the interviews.

hands of the press, but a fast question concerning the Federation's plans for television brought an even faster reply.

His approach to TV there—and this was two years before—he evolved the slow controversial 5 per cent royalty formula—shows a consistency in his thinking and helps to explain his dogged determination not to budge from his stand. The musicians missed the boat when sound came into pictures, said he three years ago, because they jumped in before carefully studying all the ramifications of the new industry. In the union's anxiety to organize a new industry, it was blinded to the fact that hundreds of their members working in silent movie houses were put out of work overnight.

London Dispatch

By LEIGH VANCE

LONDON, June 14.—This week the Italian Film Festival opens here. Sponsored by Unitalia Film, the official organization of the Italian Film Industry, the Festival is planned to consolidate the reputation of Italian pictures in this country. For some months now the Italians have been making a big drive to popularize their pictures here, showing them first in the West End in the original version with sub-titles, then taking them out on the circuits with dubbed English, the circuits with dubbed English, the circuits with dubbed English. They had a big boost from the publicity "Bitter Rice" got via curvy Anna Magnano and followed it up with some first class films. The Festival will show seven new pictures, each accompanied by short documentaries, with a different program each day. In the evening there will be a gala performance with personal appearances by such Italian stars as Gina Lollobrigida, Elena Varzi, Lucia Rose, Yvonne Sanson, Isabella Lualdi, Raf Vallone, and Gina Cervi. The pictures will all be shown at the New Gallery Cinema and patronized by the Italian Ambassador in London.

CRAZY GANG QUILTS: TERRY-THOMAS PUSS . . .

After 1,363 performances spread over two years and three months, the Crazy Gang ended its run of "Knights of Madness" of the Victoria Palace. In all, 1,738,000 people have paid to watch the antics. Headed by Bud Flanagan, the team (Jimmy Nervo, Teddy Knox, Charlie Naughton and Jimmy Gold) plans to open its next show in four months. Meanwhile, the guys are taking a rest.

Terry-Thomas, after trouble with his script-writers who refused their credits on the screen for his last two shows, announces he will give up TV until he has found a new formula. While it lasted, Terry-Thomas was one of the most popular people with viewers.

Vic Oliver is scoring with his Saturday night TV high-

Paris Peek

By ANNE MICHAELS

PARIS, June 14.—The Paris season nears its end with the traditional Beaux Arts ball. This year the theme of the wild artists' event was "A Night in Rome" and homage to Victor Hugo, including concerts and plays alone in the midst of a flood-lighted Paris. It is now a real tourist city, with much of the entertainment and most esteries slanted to the tourist in search of the "real Paris." Permanent residents, will soon take to their vacation retreats, and a marked change of fare will, by the end of June, leave Paris open for the "tourist money."

The swank Lido opened a new show, the second edition of "Revue. Vous" with its ice-floor show policy, to a star-studded audience. Paris papers are filled with American ice star Margie Lee and the 69-foot ice rink filled with 15 tons of ice that Louis Guirin has installed. . . . The puppets of George Lafaye and the songs of American Enid Mosier head the bill at the Theater des Quatre Saisons. . . . Muriel (Village Vanguard, Blue Angel, Cafe Society) Gish goes into the Mars club from 7 till 10 when Bobby Short takes over. . . . George Ulmer's at the Drap d'Or.

STATE CUTS THEATER OPERA BUDGETS

The Ministry of Education, which controls the budget for the State-owned opera and theater houses, has ordered a reduction of \$40,000 for the coming season, which has brought a mass movement of protests from artists, technicians and others who are threatening strikes should the cuts go thru. The first change in the budget, other than the straight financial cuts is the proposed combination of the corps de ballet from both the Opera and Opera Comique. Meanwhile

(Continued on page 52)

Washington Once-Over

By BEN ATLAS

WASHINGTON, June 14.—When Sen. Estes Kefauver (D., Tenn.) turned up as luncheon speaker at the National Press Club this week, he got a good-natured ribbing from Ted Koop, chief of Columbia Broadcasting System's Washington radio news staff. Kefauver's appearance, latest in the NPC's circuit of presidential contenders, took place while the Federal Communications Commission was weighing the senator's demand for free time on CBS to reply to Dwight D. Eisenhower's Abilene speech. Koop, pinch-hitting for NPC president Truman Felt, introduced Kefauver with a sly smile. "Our honored guest," said the CBS man, "has exactly 28 minutes and 35 seconds to address us, and it's all free time." Press clubbers were still laughing when Koop added roughly: "Incidentally, the senator is speaking to us at our invitation and not at his own demand."

БРЫСОН'S INTERESTS TURN TO AM-TV

Rep. Joseph Bryson (D., S. C.), chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, is taking a cavalier attitude toward his subcommittee's inaction on Bryson's bill to impose juke box royalties. The bill went unmentioned at a closed-door session of the subcommittee this week. The meeting, the first in several weeks, was among the last the subcommittee will hold this session. Bryson, however, is hoping to fare better in the House in a week when the Commerce Committee on his bill

to ban TV-radio plugs for alcoholic drinks. Rep. Oren Harris (D., Ark.), chairman of a House Commerce Subcommittee investigating TV-radio programs, is indicating readiness to give serious consideration to the Bryson "dry" bill even to a much milder version sponsored by Sen. Edwin C. Johnson (D., Colo.), was rejected earlier this session by the Senate Interstate and Foreign Commerce Committee, which Johnson heads. However, there's practically no chance for enactment of the Bryson Bill this session. This bill probably would be shelved in the Senate, no matter what action the House takes. Nevertheless, "drys" are going all-out to get the bill discharged to the House floor as strategy to keep the crusade flaming until the next Congress when the same legislation will be introduced anew.

STATIONS ALARMED AT BOOTH COSTS

Anguished cries of "price gouging" are reaching the Potomac from TV-radio station owners who have negotiated for broadcast booths at the political conventions in Chicago. Prices for construction of booths have more than doubled the anticipated figure. Stations which had figured on paying around \$300 are now being quoted a construction price of \$750 for each convention by a Chicago firm handling the work. The unexpected price boost affects more than a score of stations, some of which are threatening to withdraw their coverage. Networks are unaffected. They made independent

arrangements for their facilities which will cost them thousands of dollars. . . . Columbia Broadcasting System's "TV School for Political Candidates" drew three more senatorial pupils this week—Sen. Irving Lves (R., N. Y.), Arthur V. Watkins (R., Utah), and James P. Kern (R., Mo.). All three showed plenty of zeal in improving themselves telegraphically for the coming campaigns. Lves, however, introduced a new political wrinkle when he notified CBS he wanted no press coverage during his lesson. "No publicity please," he said. . . . Incidentally, here are some of the television pointers being given to the politicians by CBS' TV public affairs chief, Bill Wood: Avoid meaningless gestures (tapping table, twisting pencils). If you're sitting at a table in front of the camera, you can rest your arms on the table, but don't rest your weight on your arms; avoid sharp contrasts in the colors of your clothes (colored shirts are better than white shirts, most good for handkerchiefs); just because a camera may happen to be 20 feet away from you doesn't mean that it can't make a close-up of your face—so don't do anything you wouldn't want your public to witness; don't pound the table or rattle papers near the mike; avoid a lot of make-up; watch for your cues but don't make it obvious to the TV audience that you're on the watch; be aware of the red light on the camera—that's the camera on the air; speak up—but you don't have to shout.

Picture Business

By LEE ZHITO

SANTA BARBARA, Calif., June 14.—For the past week, I've had the pleasure of covering the AFM convention here. A week in Santa Barbara, one of the loveliest of California's Coast towns, is always easy to take. And conventions, despite their share of colorless but necessary business routine, are always fascinating assignments for a reporter, and this one was no exception. But of all the delight that could result from a combination of a convention assignment in Santa Barbara, the foremost was the opportunity of seeing once again Jimmy Petrillo in action.

In my years on The Billboard, I've covered many a show. After watching the musicians' chief preside over the convention and enjoying his company for many an hour after the sessions, I'm convinced that when the musicians gained a labor leader showbiz lost what could well have been one of its most sparkling personalities of our day. This observation is in

no way intended to be disrespectful to the man who helped elevate the lowly lot of the musician to its present level, nor is it meant to detract from the sincerity of what he says or does.

FEELS HE'S GOT ANSWER TO PROBLEM OF TV . . .

This, he said, would never happen again. TV is a new industry and no one knows where it will go (which is repeated to the Santa Barbara convention) and he wants to be sure his musicians have a part of the TV future. As he now sees it, Petrillo is convinced that film will take the lion's share of TV time. He feels that the only reason he's getting pressure from TV film producers to drop the 5 per cent royalty formula is because "the big guys haven't gotten into the game yet."

He isn't too distant when the major studios will move into the field of producing films especially for the medium, and when that hap-

pens, he's certain he'll get his 5 per cent.

HE'S A SPELLBINDER THAT JIMMY PETRILLO . . .

Instead, it's my reflection of a magnetic personality who by his own admission lacks proper command of the language, yet can move a crowd to tears or laughter. He loves to brag about the fact that he never got past the fourth grade in school and yet the sharpness of his wit in spur-of-the-moment quips can be the envy of many a professional. During the rehearsal of the Bob Hope show, taped here at time of the convention for broadcast two weeks hence, "the chief" held his own quite nicely with zippy banter that had Hope rolling with laughter.

I first met the musicians' boss three years ago in San Francisco during the AFL convention there. He refused to be interviewed, he said, because he still carried the scars suffered at the

OPERATION BOOT-STRAP

AGVA Weighs Means To Widen Employment

HOLLYWOOD, June 14.—The American Guild of Variety Artists convention here this week gave considerable time to seeking more jobs for its members. Sid Slate, New York, expounded the most ambitious program, which would call for setting up with a national sponsor a network of local TV shows, simulating the vaude circuits of yesterday.

where it would be cheaper to utilize the talent on the local level shows, proposed by Slate. Weber further suggested that AGVA set up hiring halls in the branches so that members who are willing to work for minimum can get their full pay.

Chez Sets Names For Summer Run

CHICAGO, June 14.—With Jane Froman racking up a better than \$50,000 gross for the first seven days of a two-week stand at the Chez Paree, location is now going into what promises to be the biggest summer and fall season in its history.

Tiny Grant, Denver, said that his branch set a deal with small night clubs, whereby an act would work a 10 p.m. show at one club and in another part of Denver the act would work a midnight show.

Delay Easement Of Building Ban

WASHINGTON, June 14.—The lifting of the National Production authority's ban on amusements construction will be delayed until after the steel strike is settled, the NPA said this week.

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Highlight Reviews

TV FILM

Lover Boyer Works Up Rich Lather As "4-Star" Leader; Potential High

By JOE CSIDA

Not too many bankrollers will be able to afford this new half-hour dramatic series, but for any major national advertiser seeking a prestige show with top entertainment values "Four Star Playhouse" is made to order.

correspondent type) seems foolproof to this viewer. Particularly so if producer Sharpe (of "Love Lucy" fame) is able to maintain the standard set in this pilot, "The Officer and the Lady," starring Boyer, is big league in every respect, and has been produced with a degree of ingenuity seldom seen in dramatic TV fare.

old friends as a zebra, elephant, penguin and camel. And these bits are worked into the plot so smoothly and naturally, that their basic purpose is completely disguised. Lover Boyer's part is written to fit him like the proverbial glove. He plays a suave, large-hearted crook, Robin-Hoodish, of course, afflicted with culture and a weakness for lovely damsels. Later, as does Andrea King (very beautifully in this piece), can be counted upon to land in distress from whence Boyer extricates them. Boyer is also equipped with a (Continued on page 14)

VAUDEVILLE

Parks-Garrett P.A. Package Gets Good Hand With Loop Combo Stint

By NORMAN WEISER

Larry Parks, whose promising motion picture career received a belt as a result of the Commie hearings, is out to meet the people, and from the reception he won here, he still has plenty of fans. With his wife, Betty Garrett, a pretty fair marquee name herself, Parks headlines a strong package, although the set needs some editing to achieve its full potential.

"Lackaday Day," and a closing medley of Vincent Youman's tunes. "Reckon We're in Love," one of their MGM platters, also is a good stage number. A bit of business about the kids in the balcony was well done, while a running gag with the orchestra also set well with the customers. George Hall, a New York comic-striper, is making his first start here with the package, and overall does a good job. His humorous impressions were a novelty for house's regular patrons and they gave him a warm reception. A song story, with a Sousa march providing the background, and some undistinguishable lyrics, could be eliminated. His bit on "Old Mother Hubbard" proved a good closer. Top Arrangements: Paula Bane, with some top arrangements, and an unusual set of pipes, held down the second

spot with a medley of songs from the 1920's that sold all the way. Act should prove a good one for the nitery circuit too. The Rudenkos, a pair of jugglers, have been seen here a number of times in the past, but still prove a good act. Boys have changed a few of their turns since last in. They've dropped their flaming batons for multi-colored flashlight batons, which draw big response. Louis Basil and his band did an especially good job of cutting the show and the Parks-Garrett and Bane books. Pic. "About Face." Chicago, Chicago (Friday, June 13) Capacity, 4,200. Price policy, 46 to 98 cents daily. House booker, Harry Levine. Shows played by Louis Basil's house band.

RADIO

Hy Gardner Chatter Seg Sparks New Flame in Fading Radio Season

By SAM CHASE

This new weekly 15-minute radio stanza on the National Broadcasting Company should grab itself off a lily audience, and a bankroller as well, before too many moons have passed. Columnist Hy Gardner, who has had his radio innings in the past, has a format here which seems a natural in terms of audience interest and pace, and which is one of the bright radio offerings of this fading season. Basically, Gardner intersperses

chatter and intelligence about name personalities with telephone interviews with personages in the news. This has been done before, in one form or another, of course. But the mixture in this case is a tasty one. The items all are bright, newsworthy or both. The phone calls do not stint on the budget, and even involve transoceanic calls when interest so dictates. And there should be plenty of interest. Thus, Gardner did a "Beep-

phone" taped interview with the Minister of External Relations of Argentina. He asked about reports that Evita Peron is critically ill. There was a sudden silence, then the operator reported that the party had left the telephone. When contact was re-established, a male voice declared solemnly that "his telephone is out of order." Another phone interview was with Mrs. Dorothy Arnold. Di- (Continued on page 32)

TV FILM

"Terry" & His Stripmates Faithfully Reproduced Via Lively New Series

By JOE CSIDA

This pilot of "Terry and the Pirates" is currently being shown to advertisers, agencies and networks, and it is a cinch that a bankroller will latch onto the show before fall—price, station clearances and other such economic factors working out. The comic strip has always had a wide adult, as well as children's audience, and you can lay heavy odds that the TV film series will have the same broad appeal. No comic strip has ever been

transferred to celluloid as faithfully as has "Terry" in this instance. The casting is a minor masterpiece with major characters, both male and fem, seemingly lifted right out of the newspaper strip. This is especially true of the Chopticks: Joe part, played by Jack Kruschen; Terry (John Baer); Hotshot Charlie (William Tracy); Burma (Mari Blanchard) and the Dragon Lady (Gloria Saunders) all look amazingly like the characters the

strip's readers have known these many years. In a few instances the acting will not win Academy Awards, but in every case it is more than adequate for an adventure show of this kind. Kruschen's thesping, on the other hand, is of a caliber to match his physical affinity for the part, just about perfect. Plotting and writing of this first stanza are ingenious, in that they tell an adventure-mystery tale (Continued on page 14)

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FCC WEIGHING ABC-PARA DEAL

Three Petitions Urge Early Action on Proposed Merger

WASHINGTON, June 14.—The Federal Communications Commission is weighing a group of petitions and counter-petitions which will decide the timetable and possibly even the final outcome of the American Broadcasting Company-United Paramount Theaters, Inc. merger. The FCC is faced with three petitions, two from ABC-UPT and the Columbia Broadcasting System demanding severance from the hearing and early action on the proposed merger, and a vigorous dissent received yesterday (13) from the Allen B. Du Mont Laboratories, Inc., which is faced with the question of possible Paramount Pictures Corporation control of Du Mont.

Du Mont pointed out that the commission earlier denied a severance petition which it presented and it expressed the view that "the major phase of the proceedings should not be decided prior to a decision on the entire record." Du Mont added that "all the issues are interwoven and the urgency of a swift decision is uniform for all applicants." In answer to a CBS claim that it was losing money every day the FCC delayed the possible assignment to it of Chicago's WSKB, also involved in the proceedings, Du Mont declared that the effective operation of its organization as a national TV network also depends upon "an expeditious decision in this case."

Du Mont said it was obvious the commission wanted to decide whether "the past history" of Paramount Pictures Corporation would indicate possible "conduct adverse to the public interest." Du Mont said FCC attorneys have presented evidence "which could infer that Paramount Pictures suppressed the development of

the Scophony Corporation of America and the exploitation of Scophony patents." "Altho misconduct in this connection has been denied emphatically," Du Mont said, "the issue is important and undetermined."

The proposed merger was viewed by Du Mont as only "a single step in a historical process in which the Paramount motion picture organization (production and theater) has been in control in television broadcasting." Du Mont added: "Past experiences with the same personalities motivated by particular economic forces will aid the process of weighing potential dangers and benefits that might result from the proposed merger."

Meanwhile ABC attorney Louis Phillips closely questioned Chicago theater owner, Arthur Saxe, at FCC merger hearings this week as to whether a prospectus on his property exaggerated its actual value. Saxe had testified earlier (The Billboard, May 31) that he turned over a 25 per cent interest in Chicago theater properties to a Paramount Pictures subsidiary because he felt he couldn't get enough first-run films to make money without the big firm's cooperation. Next week Dr. Adolph Rosenthal, former Scophony inventor, is scheduled to return to the witness stand. ABC and UPT have held that they have "no interest" in this phase of the hearings.

IKE LIKES 12.7 RATE ON WNBQ

CHICAGO, June 14.—General Eisenhower's speech from Abilene, Kan., Wednesday (4) got a Videodex rating of 12.7 over WNBQ here. The rating for that time slot (8-8:30 p.m.) was 5.8 the month before. The Eisenhower speech showed 147,000 sets tuned to WNBQ, with an average of 3 viewers per set, for an estimated total of 441,000 viewers to Ike's speech on that station alone.

The Walcott-Charles fight Thursday (5) got a Videodex rating of 43.3 on WNBQ.

Director Guild Approves Pact With 3 Webs

NEW YORK, June 14.—The membership of the Radio and Television Directors' Guild this week approved a 22 month contract for staffers with the National Broadcasting Company, the Columbia Broadcasting System, the American Broadcasting Company, Du Mont and the Mutual Broadcasting System. Wage increases ranging from 14 to 21 per cent for radio and TV directors, associate directors and floor managers have been won by the RTDG. The pact raises the pay of web AM managers to \$165, and TV directors to \$175.

CBS-TV 10-12 SELL-OUT

Net Nears S.R.O. On Godfrey, Others

NEW YORK, June 14.—At this early date, the Columbia Broadcasting System's TV web finds its 10-12 noon morning strip close to being sold out for next fall. All indications are, too, that CBS-TV may open its 1952-'53 video season in September a shade away from being S.R.O.

The major bulwark of the CBS-TV daytime picture is carrot-topped Arthur Godfrey who is simulcast in several strips Monday thru Thursday, Friday he tapes his daytime radio show and takes off for Miami and rest.

The newest Godfrey client is the French Sardine Company for its Star-kist tuna division, the first time this advertiser will have used TV. The sponsor will have the 10-10:15 time as a simulcast twice weekly. Toni will alternate with Star-kist on radio, but remain out of video for the present.

Other Sponsors Owens-Corning Fiberglas will alternate sponsorship with Frigidair next fall at the Godfrey 10:15-10:30 four day strip on radio and TV. Frigidair originally bought into Godfrey for only eight weeks, but has now extended its commitment to 52 weeks. Lever Brothers will have the redhead's 10:30-10:45 simulcast show, and Pillsbury Mills the 10:45-11 a.m. AM-TV segment.

Only the 11-11:15 strip on CBS-TV remains completely unspon-

sored. It is believed, however, that with the audience to be inherited by a sponsor who follows Godfrey, the 15-minute strip will find a buyer. General Mills has 11:15-11:30 strip four days a week for its "Bride and Groom" which is sponsored on one day by Hudson paper napkins. The 11:30-12 across-the-board slot is owned by Colgate-Palmolive-Peet for "Strike It Rich."

The CBS-TV network sales picture is even more impressive when it is considered that the National Broadcasting Company's TV web has been unable to peddle any of the same time to advertisers. On NBC-TV, 10-12 noon is local time.

Beer Co. Buys 3/4 Hour Piece Of "Songs" Seg

NEW YORK, June 14.—P. Ballantine & Sons this week bought the first three-quarters of an hour of the 8-9 p.m. Saturday "Songs for Sale" show on the Columbia Broadcasting System's TV web, beginning July 5. The purchase is for nine weeks only to help hypo the sales of Ballantine beer during the summer. Until the beer deal was set, "Songs" was scheduled to be dropped for the summer.

The network, however, is having a difficult time clearing stations, because the National Broadcasting Company's TV web moved in quickly, and grabbed a number of them when Ken Murray was cancelled by Budweiser. "Songs" is being cut down from its hour and a half length. J. Walter Thompson is the agency.

FREE FOR ALL

3 Agencies Considered By Babbitt

NEW YORK, June 14.—The B. T. Babbitt Company this week was considering choosing among three agencies to handle its \$3,000,000 account, which it has taken away from the Weintraub agency. Two of the agencies are Harry B. Cohen and Ruthrauff & Ryan, with the former said to be the first choice of Babbitt. The third agency is unknown.

NEWS CAPSULES—COAST TO COAST

WKRC Has 65% Nat'l Biz Boom; "Camel Caravan" Crosses Country

CINCINNATI, June 14.—National business for the first five months of 1952 at WKRC, here, exceeded by 65 per cent that carried for the same period a year ago, according to David Taft, managing director of the station. He attributes the increase to national advertisers carrying heavier commercial nighttime radio schedules. General Mills alone is using 1,000 spot announcements during May 1 and September 1.

CAMEL NEWS GOES COAST TO COAST

NEW YORK — The "Camel News Caravan" goes Coast to Coast on the National Broadcasting Company's video network on June 19 when it adds KNBL, Los Angeles, KRON-TV, San Francisco, and KDYL-TV, Salt Lake City. They join 39 other NBC-TV stations. L. A. and San Francisco will see a special West Coast edition of the news show at 7:45 p.m., Pacific Time. Salt Lake City will air the news telecast at 5:45 p.m., Mountain Time.

FCC PUTS OKAY ON WHOL OPERATION

WASHINGTON — The Federal Communications Commission this week authorized continued operation of WHOL, Allentown, Pa., a station which took a chance and proved it could program acceptably despite being implicated in a lengthy court battle that could have resulted in the loss of its license. Hearing examiner Elizabeth Smith would have the FCC deny the application of the Easton Publishing Company for the same facilities at Easton, Pa., because the claims Allentown needs the additional radio service more. The Easton Publishing Company, meanwhile, has filed an appeal in the U. S. Court of Appeals, which sent the case back to the FCC for a further decision on community needs and programming.

ALCU REQUESTS FCC FAIRMONT HEARING

NEW YORK — The American Civil Liberties Union this week urged the Federal Communications Commission to hold a public hearing on the application of the Fairmont Corporation to take over the license of KFBB, Great Falls, Mont. The ALCU has described Fairmont as a wholly owned subsidiary of the Anacosta Corporation. It has declared that because the Corporation already owns and controls six Montana newspapers and has an interest in a seventh, the granting of a license without a hearing, as requested by the corporation, would violate diversification of ownership of the media of mass communication.

CBS-TV, JESSEL DEAL FOLDS

NEW YORK — The deal for George Jessel to become an emcee-performer on TV for the Columbia Broadcasting System collapsed this week. The reason for the culmination of discussions between the web and the William Morris agency, Jessel's agent, is not known, but he still has several picture commitments at 20th-Century Fox where he produces. In addition, Jessel was said to be asking an extremely heavy figure for moving into video. Also

at CBS-TV the programing department was getting ready to kine a new situation-comedy called "Leave It To Dad," which will feature Eddie Albert and Jane Wyatt.

"HORNBLOWER" GETS CBS MON. SLOT

NEW YORK — The Columbia Broadcasting System this week slotted its new radio series, "Hornblower," in the Monday night 8-8:30 time period beginning July 7. The program, based on the C. S. Forester novels, will star Michael Redgrave, who replaces Ralph Richardson. The show is being produced in England by Towers of London. It is scripted here by Phil Higley.

BALT. FIRM'S ADS CHARGED "FALSE"

WASHINGTON — Television Advertising Associates, Inc., Baltimore, was charged by the timore, (Continued on page 7)

COMPLIANCE CHIEF

A. G. Klein Issues Friendly Warning

WASHINGTON, June 14.—Rep. Arthur G. Klein (D., N. Y.) a member of the House Interstate and Foreign Commerce Subcommittee investigating TV-radio, told The Billboard today that "maybe the time has come for the television broadcast industry to set up an office of code compliance chief," with the stature once held by Will Hays in filmdom. Klein offered the suggestion in sounding a strong but friendly warning for the industry to "tighten its guard immediately by every lawful means against growing threats of government encroachment" on programming. "These threats," said Klein, "are more real and more alarming than people apparently realize."

He stressed that he was "not at all sure that the Will Hays type of regulatory office would be feasible for television—I only suggest it for consideration." The industry's TV code is presently regulated by the National Association of Radio and Television Broadcasters' TV Code Review Board and a full-time director of TV code affairs. The latter post is occupied by Edward H. Bronson, whose duties are limited mostly to administering educational and public relations work on the code. Klein said that "maybe the industry should now set up more elaborate machinery to govern the code."

Klein voiced this counsel as the House Interstate and Foreign (Continued on page 7)

I LIKE RADIO

7 Stations Air Contest 1sts in Det.

DETROIT, June 14.—A co-operative seven-station broadcast to announce winners Wednesday evening (11) at 10:15 climaxed the promotional contest of the Detroit Radio Committee (winner of the recent Billboard Promotional Award) to have the public write on: "I Like Radio Because." In a 15-day contest period, a total of 128,423 entries poured in, indicating that local radio is very much alive, and providing plenty of stiff work for the contest judges, headed by three trade press executives. The grand prize was a Packard sedan plus a week's stay in the local Hotel Statler's presidential suite.

CBS TV Affiliates To Organize Board

NEW YORK, June 14.—The initial move toward formation of a Columbia Broadcasting System TV Affiliates Advisory Board was made this week when E. K. (Jack) Jett, veepee and general manager of WMAR-TV, Baltimore, designated an interim committee of five TV station general managers, including himself, to function until a permanent Advisory Board is selected by the web's affiliates.

CBS-TV affiliates now feel that it is time for a board of their own to acquaint network officials with their problems. They have had no organization representing their interest since the AM and TV side of the CBS network split many months ago. The Columbia Broadcasting System Affiliates

Advisory Board (CAAB) no longer could handle their beefs.

The CBS-TV Affiliates Advisory Board is to be completely separate from the CAAB. In fact, Glenn Marshall, director of District Four of the CAAB and general manager of WMBR, Jacksonville, Fla., has resigned from the CAAB to join the Interim Committee of the CBS-TV Affiliates Advisory Board. Other general managers on the Interim Committee are Philip Lasky, KPDX, San Francisco; Clyde Rembert, KRNL, Dallas and James C. Hanrahan, WEWS, Cleveland.

National Broadcasting Company TV affiliates formed their own independent association under the leadership of WMTV's Walter Dimm some months ago.

NARTB Expanding; Richards Moves Up

WASHINGTON, June 14.—National Association of Radio and Television Broadcasters is in another expansion trend as the result of steps taken this week, including the addition of two more staff jobs and elevation of Robert K. Richards to the newly created post of assistant to President Harold A. Fellows. Richards will take over the new assistant-

ship July 1 and also will continue in his duties as NARTB's director of public affairs.

As Fellows announced Richards' additional assignment, the board authorized the addition of another desk job in Richards' public affairs department. Oscar Elder, assistant director of public affairs, will be augmented by a new special assistant. President Fellows also announced the addition of another man to the field staff of the NARTB station relations department headed by William T. Stubblefield. The latter staff addition conformed with policy okayed by the NARTB-TV board which met early this week. The station relations department hopes to expand its services to TV members and also to over-all membership by opening a Pacific Coast office in San Francisco.

The new assistantship to the president of NARTB was created to allow Fellows more time for policy matters and out-of-town conferences. NARTB officials will be instructed by Fellows to check with Richards in the absence of Fellows. The new assignment will allow Richards more time for major promotional activities such as the sort he has been directing for NARTB—the current "register and vote" campaign and the "Voice of America" contest.

S. Korean Nix Puts "Voice" On DC Griddle

WASHINGTON, June 14.—South Korea's ban on "Voice of America" broadcasts brought the State department's radio propaganda agency into hotter water on Capitol Hill. Daniel Reed (R., N. Y.) assailed the "Voice" for its fiasco in South Korea and called for a complete housecleaning. He characterized the broadcast agency as an aggregation of "hacks" unable to hold down jobs "in the competitive business world."

Referring to the "Voice's" expansion while Sen. William Benton (D. Conn.) was assistant Secretary of State for public affairs, Reed said that "from the time that William Benton, soap opera salesman, directed its operations until now, the "Voice" has achieved nothing but frustration and failure."

The "Voice" has been under attack in Congress, which last year voted a sizable slash in State's information budget. Criticized on the floor again this session for ineptness, bungling and waste, the "Voice's" budget was slashed in the House and now awaits Senate action.

Rehear WTUX License Plea

WASHINGTON, June 14.—Since WTUX, of Wilmington, Del., has agreed to drop the broadcast of all racing information, the Federal Communications Commission this week granted its request for rehearing and license renewal. In October, 1950, the commission refused to authorize renewal of WTUX's license on the ground that it had neglected public affairs and education, while devoting "an inordinate portion" of its operating hours to programs containing detailed horse-racing data "designed to assist persons engaged in unlawful gambling activities."

In another decision on racing information this week, the commission refused to issue an advisory opinion on WHIM's, of Providence, R. I., question of whether broadcasting a feature horse race and a summary of results at the close of the day would be contrary to the public interest standards of the Communications Act. In its WTUX decision, however, the commission declared: "The most significant criterion for determining whether a station's bling is whether the information is given in the afternoon when flat racing is held and illegal bookmakers are particularly active."

W. E. Scripps Dies at 70

DETROIT, June 14.—William E. Scripps, who died here Thursday (12) at the age of 70, was the founder of WWJ, considered the first American station to broadcast regularly scheduled programs, starting in 1920. Scripps had been actively interested in radio, since sponsoring, with his father, the demonstration of pioneer wireless by Thomas E. Clark in Detroit, in 1901. (Further details in Final Curtain.)

CLIENT OR NOT, CBS WILL SKED BERGEN AIRER

NEW YORK, June 14.—Edgar Bergen and Charlie McCarthy will return to the Columbia Broadcasting System's radio web whether or not they find a client next season. A deal has been made by CBS to sustain Bergen next fall, if he isn't sponsored.

A sponsor, however, who wishes to keep Bergen in the important Sunday 8-8:30 slot, his current time period, next fall will have to place an order on or before July 1. Otherwise, the ventriloquist will be shuffled into the CBS fall programming schedule at the discretion of the web. Bergen is selling for \$15,000 a week for talent charges, a considerable reduction over last season.

LION'S SHARE

Dems Place Biggest Time Buys on CBS

NEW YORK, June 14.—For reasons unknown, the Columbia Broadcasting System this week appeared to have been given the lion's share of evening radio business placed by the Democratic Party. While the other webs each is reported to have been granted comparatively slim schedules, CBS grabbed off 18 half-hour evening periods. The shows all are to air between the convention and election day.

Reports have the American Broadcasting Company and the Mutual Broadcasting System each getting two of the half-hour contracts thus far. The National Broadcasting Company is said to have sold one 30-minute period to the Democrats to date.

Daytime web contracts are next in line for Democratic purchase, and these mainly will be placed on a 15-minute basis. The first deal in the works is said to be with ABC, which is in line to sell about 20 quarter-hour periods to the Democrats.

Net Set Up for Political News

DETROIT, June 14.—A new weekly program of political information is slated to bow on a special network Tuesday (17) with WWJ-TV as originating station, feeding to WJIM-TV at Lansing, Mich., and WKZO-TV, Kalamazoo, Mich. The show, in a half-hour round table moderated by Ted Grace, will be aired at 7:00 p.m. under the title "This Year of Decision."

The show was sold to "Inside Michigan," year-old monthly slick paper regional magazine, designed to give the people information about our government.

The initial show will be devoted to "Reapportionment," a highly controversial local and national subject, originating from the station auditorium with an open studio audience. Scheduled as a Haford Kerbow production, it has Roger Cleary as producer and Walter Koste as director.

Nets Must Square Own Political Headaches

WASHINGTON, June 14.—Federal Communications Commission is giving the networks ample opportunity to work out the problem of free and equal time for political broadcasts with complaining presidential candidates. Estes Kefauver (D. Tenn.) and Robert A. Taft (R., O.), after turning down a Columbia Broadcasting System suggestion for an FCC-network conference on the issue, the Commission was reported to feel it was up to the networks to obey the law requiring equal time for all candidates to the same political office.

Spokesmen for both Senators Taft and Kefauver reported that only the American Broadcasting Company had refused to give them time equivalent to the half hour given Gen. Dwight Eisenhower. In a letter to Taft, ABC claimed it turned over its facilities to Eisenhower only because it had given Taft a similar period to announce his candidacy last October. ABC wrote that it frequently sought Taft's views on radio and TV programs, but added, "You were able to take advantage of only one of these offers." ABC also reminded Kefauver that he had appeared on its forums and news programs since he announced his candidacy.

Altho CBS first told Taft and Kefauver it had been assured Eisenhower's broadcast would not be political, then insisted it had given both men at least as much time as available to Eisenhower, it finally agreed to work out a satisfactory time for a similar broadcast by both complaining

presidential candidates. The National Broadcasting Company offered equal free time to both Taft and Kefauver at once, and Kefauver's campaign manager, Gael Sullivan, wrote the Commission he was "completely satisfied." At the same time Sullivan expressed hope that "the other networks would make a comparable offer."

ABC Lines Up Raft of New Summer Shows

NEW YORK, June 14.—Several new radio shows are being added to the summer schedule of the American Broadcasting Company, some of which have been reported here as having cut auditions in the past few weeks. Among these is "Top of the World," an audience participation stamza going into the 11:15-11:30 a.m. time across the board. A hillbilly deejay show featuring Tennessee Ernie also airs five days weekly, from 2:30-4 p.m. (see separate story this issue). Other new strips are Cal Tinney (4:30-4:44), singer Ronnie Kemper (12:15-12:30) and the new General Mills Western stanza, (12:30-12:45).

New Shows

"Chicago Signature Music" replaces "The Big Hand," Mondays, 8:30-9 p.m. Vincent Lopez,

STERLING HOLDS HOPE FOR VHF

Sees More Room for Stations by Reducing Mileage Separations

WASHINGTON, June 14.—Hope that the Federal Communications Commission might eventually find more room for the VHF stations by reducing mileage separations was voiced this week by FCC Commissioner George E. Sterling. The commissioner made the assertion soon after the first court case against the FCC's TV allocations plan was filed Wednesday (11) by Paul Segal, D. C. lawyer, for WWSW, Inc., Pittsburgh. (The Billboard, June 14, April 26.)

Recalling that new propagation information has come to light during the expansion of TV broadcasting as the present 108 stations came on the air, Sterling said pointedly in a talk to the Maryland-D. C. Radio and Television Broadcasters' Association: "We might very well some day reduce the mileage separations." He declared that "We shall learn more as new stations are activated." But he warned that "the existing propagation data, which the commission has, does not permit a reduction in the separations at this time."

In an obvious retort to Commissioner Robert F. Jones, who has strongly criticized the FCC's TV allocations plan, Sterling referred to "repeated allegations about how arbitrary and capricious this commission was in refusing to add VHF channels to some of the large cities" and he added that addition of those channels would have been made at the expense of TV service to middle-sized and smaller communities. He said: "The loudest criticism directed against the allocations plan is that we have maintained separations in the VHF that are too wide." He went on: "But why should we have reduced these separations? The ready answer of the critics is that we can get more assignments that way. As a matter of fact, unless we reduce separations substantially, the number of additional assignments that we would pick up by reduced separations would be few. And if we did take such action, we would be employing separations below those necessary to insure interference-free service."

Sterling's talk was apparently prepared with an ear cocked to the first major court challenge against the allocations plan. The action filed this week by WWSW (The Billboard, June 14, April 26). The Pittsburgh station's action was filed with the U. S. Court of Appeals for the third circuit. In seeking a review of the FCC's allocation plan, the station's brief described the FCC's allocation for the Pittsburgh area as "on its face so inadequate as to constitute error in law and abuse of discretion."

"The FCC continued the WWSW brief, "thereby has failed to perform its statutory duties. To provide an efficient nationwide service with adequate facilities; to make proper regulations to prevent interference between stations; to encourage the larger and more effective use of radio in the public interest; and others. WWSW charged that to the extent of the

commission's action in the Pittsburgh allocation, the action was "arbitrary, capricious, an abuse of discretion and otherwise not in accordance with law." The brief asked that the allocation plan therefore be "held unlawful and should be set aside." The station, in a bitter criticism of the UHF allocations for Pittsburgh, pointed out that UHF faces little if any immediate or prospective use in Allegheny County. "Only one station in the world has ever attempted to render a regular television program service at Ultra-High Frequencies and its attempts are under circumstances which do not make the results useful for the Pittsburgh area," stated WWSW in its brief. The station contended that UHF is especially "unsuited for Allegheny County's hilly and wooded terrain."

VIDEO SCHOOL

WCAU Plans 'Exciting' TV Curriculum

PHILADELPHIA, June 14.—WCAU-TV, linked with the Columbia Broadcasting System web, and a group of noted educators are prepared to prove that summer school can be made as exciting for children as puppet shows and Westerns without sacrificing teaching quality. In cooperation with B and the Lower Merion School District in the suburban area, WCAU-TV will originate a series of educational shows starting June 30, and continuing for nine weeks on a Monday-Wednesday-Friday basis from 3:30 to 4 p.m.

Called, "Summer School," show will be aimed at the 8-to-11 age group, taking in first to sixth graders. Telecasts will be made before a live audience of youngsters in the suburban Penn Valley School. Subjects will cover the universe, weather, government, grammar and the story of man.

Heading up the undertaking are Charles Vanda, WCAU-TV vice-president and producer of the series; Margaret Mary Kearney, WCAU educational director; Dr. Philip U. Koopman, of the School District, with Sig Mickelson, CBS news and public affairs director, serving as adviser. In the organizational set-up at WCAU-TV, Thomas Freebairn Smith will be executive director. Show directors will be Glenn Bernard, Alan Bergman, John Ulrich, William Bode, Arnold Rabin, Joseph Tinney Jr. and Raymond Schwartz, John Ferlane, WCAU-TV graphic arts chief, will supervise the animated effects with Jan Ozog in charge of scenic effects.

WFIL-TV Adds "Pud" to ABC

PHILADELPHIA, June 14.—Already originating two weekly shows for American Broadcasting Company video net, geared to get the youth viewers, WFIL-TV adds a third web origination next Saturday (21) at 11:30 a.m. called "Pud's Prize Party." Emcee Tod Russell will head the new children's participation program to be sponsored by the Frank H. Fleer Corporation, local manufacturers of bubble gum.

The show will originate from Town Hall, and each week a different group of youngsters will demonstrate versatility in solving charades and quizzes, and in panel discussions for prizes. WFIL-TV already originates the "Paul Whitman's TV Teen Club" and "Youth on the March" religious program for the ABC video net.



NARTB MAY MEET WITH BMI, BAB

Joint Meetings Would Boost Attendance, Cut Nut; Okay Expected

WASHINGTON, June 14.—District meetings of the National Association of Radio and Television Broadcasters are likely to be consolidated with Broadcast Music, Inc., program clinics and Broadcast Advertising Bureau sales sessions, under plans set in motion by the NARTB board of directors this week (12). The board approved appointment of a committee to consult with the allied groups, and indications are that agreement will be reached on unified meetings in 1953. Purpose of the move for consolidated meetings in place of the current practice of multiple sessions is to encourage bigger attendance and to cut down costs of travel and other expenses for those who attend.

Among other actions at its one-day meeting here, the board decided to keep the association's dues structure unchanged for the balance of the fiscal year ending next March 31. Meanwhile, the President Harold Fellows has been authorized by the board to appoint a committee from the TV board of directors to study the pattern of the association's TV dues structure and report back to the board at its next meeting in November. Applications from 69 radio and 25 TV stations under a new combination dues structure were accepted by the board. Under this plan, commonly owned member stations get discounts up to 25 per cent on dues. The board agreed to an August 31 deadline for acceptance of combination dues applications under which retroactive benefits to last April 1 will be granted.

Both the NARTB radio and TV boards threw their support behind a stand taken by Prexy Fellows in opposing a bill by Sen. Pat McCarran (D., Nev.) to prohibit news coverage of Senate committee and floor sessions by TV-radio. The board also okayed strategy in the making for NARTB's appearances before the House Interstate and Foreign Commerce Subcommittee investigating TV-radio. (The Billboard, June 14). Witnesses will include John Fetzer, president of Fetzer Broadcasting Company, Kalamazoo-Grand Rapids, Mich., and chairman of the NARTB Television Code Board of Review. Latter board got a commendation from the board in administering the TV code to which 90 of the

"Super Circus" Becomes Co-Op

CHICAGO, June 14.—American Broadcasting Company's "Super Circus," with two of three sponsors dropping out for the summer, becomes a co-op this Sunday. Canada Dry is continuing alternate week sponsorship of the first half-hour.

The second half-hour, and the first half on alternate weeks will be co-op until Mars Candy Company resumes sponsorship of the second half-hour weekly September 14. WENR-TV, Chicago, has sold the final half to Dean Milk Company, Chicago, thru Leo Burnett Agency.

nation's 108 stations have subscribed.

The board also did the following:

Requested that management of the association continue to protect television broadcasters in the event of proposed legislation, or regulation governing tower heights (antennae) growing out of proposals by various agencies that such heights constitute navigation hazards; agreed to join and contribute financially to the American Council on Education for Journalism—an organization which accredits journalism curricula in institutions of higher learning throughout the nation. Other members of the council include the American Association of Schools and Departments of Journalism, the American Newspaper Publishers' Association, the American Society of Newspaper Editors, the National Editorial Association, the Southern Newspaper Publishers' Association and the Inland Daily Press Association.

BBD&O Gets New Accounts

NEW YORK, June 14.—Batten, Barton, Durstine & Osborn, the new week came up with three new accounts. They are Gemex, a watchband; the Electrolux vacuum cleaner, which is to be introduced this fall, will probably use spot radio and TV to kick off its advertising campaign.

NETS GO HILLBILLY

NBC and ABC Expand Country Programing

NEW YORK, June 14.—Both the National Broadcasting Company and American Broadcasting Company radio networks are expanding their country and Western programming during the summer and next fall. Beginning June 30, ABC will program hillbilly shows across the board from 12:30-12:45 p.m., from 2:30-4 p.m. and from 4-4:30 p.m.

On NBC, "Ohio River Jamboree" replaces the "Judy Canova show" will be sponsored by the 9-9:30 p.m. slot, with a new "Duke of Paducah, and the Opry Gang,"

MBS Gross Is 12.5% Over '51

NEW YORK, June 14.—Gross billings for the Mutual Broadcasting System this year (January thru May) were 12.5 per cent higher than those chalked up during the same period in 1951. The web's gross sales for May alone were 20 per cent above 1951.

PHILLY HIRES CITY SCRIPTER

PHILADELPHIA, June 14.—In view of all the radio and TV shows of already centered around City Hall personalities, this city has hired a freelance television script writer, City Representative Walter M. Phillips, who represents Mayor Joseph Clarke, announced the employment of Donald Mattern as a TV scripter at \$5,800 a year. Mattern was a script writer and announcer for the Armed Forces Radio Service during the war, and more recently was a radio announcer in Trenton, N. J.

CURLEY SHOW

Ex-Governor Of Mass. to Be Radio MC

BOSTON, June 7.—James Michael Curley, former Boston mayor, Massachusetts governor and congressman, and stormy petre, of the Bay State political scene for half a century, is scheduled to take over as emcee for a series of shows on Station WBMS starting Sunday (15).

Curley, 74, and his son, George, will run three one-hour shows a week from the library of their Jamaica-way home. George will play records, and according to a Curley friend, the program will include "music on a high cultural tone, with a lot of Irish music." The ex-governor will chat "on anything, without censorship or hindrance from the station." He says he plans to stress the need for Irish unification; politics will not be excluded either.

The agreement of the Curleys with the station specifically states that James Michael is not to be referred to as a "disk jockey" in advertising or promotion.

show moves into that time segment on August 18. The latter show will be sponsored by the Locke Stone Company, while ABC's 12:30-12:45 slot will be sponsored by General Mills.

The ABC line-up calls for a disk jockey show in the post-noon General Mills slot, with Tennessee Ernie as a country disk jockey in the mid-afternoon period and Cal Tinney in the 4-4:30 segment. Ernie may be used by General Mills.

"Ohio River Jamboree" will originate in WLW, Cincinnati, featuring Louis Innis, Ernie Lee, Judy Perkins, Lee Jones and Charlie Gore. After the summer, Locke moves into the spot with a WSM, Nashville, package featuring the Duke of Paducah and talent from "Grand Ole Opry," which follows in the 9:30-10 p.m. period.

The Locke firm is making its first major move into network radio with this show. The firm is reported to have spent only \$75,000 for all advertising during 1951. The agency is Calkins & Holdens.

CBS, Murray May Ink Pact For 6 Years

NEW YORK, June 14.—The Columbia Broadcasting System this week re-opened negotiations with Ken Murray thru the Music Corporation of America, his agents. Indications are that Murray will only sign with CBS-TV for six years, instead of the 10 he wanted. The reason for the shorter contract is that Murray's legal advisers have told him that he may have trouble with the government if he takes a consultant status as already agreed upon by CBS-TV and the emcee.

WANT CONFAB COVERED

Progressive Party Claims Discrimination

NEW YORK, June 14.—The Progressive Party this week complained to the Federal Communications Commission that it was being "grossly discriminated against" by the networks covering the political conventions because its own political convention is not being telecast. Immediate relief has been asked of the FCC by the Progressives who have, so far, been offered only 15 minutes of time on several webs.

The Progressives have also sent a letter to James McCraney, the attorney general, claiming that sponsorship of the Democratic and Republican conventions is a violation of two federal statutes: the Corrupt Practices Act and the Hatch Act, because both laws forbid contributions or expenditures, directly or indirectly, which inure to the benefit of political parties. The letter asks that the networks and sponsors therefore be prosecuted.

The Progressives will not be given any pooled coverage of their convention, Sig Mickelson, chairman of the pool committee said when told of their complaint.

Adman's Best Buy Is AM-TV

CINCINNATI, June 14.—The best unduplicated buy an advertiser can make today is a combination of radio and television. This was the point made in an address before the American Marketing Association convention here today by Edward D. Madden, vicepres for TV operations and sales at the National Broadcasting Company.

Madden buttressed his point with the actual experience of an advertiser during 1951, using figures from the A. C. Nielsen Company. Research showed that the firm's radio show reached 14.1 per cent of all U. S. homes, while its TV show hit 7.9 per cent of all homes. The number of duplicated homes, reached by both media, was only 43,000 out of almost 10,000,000 reached by the advertiser.

Madden said that broadcasting's potency is the answer to the challenge faced by marketing men in today's economic climate. This, he said, finds an expanded production plant, an insufficient number of trained salesmen, and a buying public that's putting its money in the bank.

P&G Renews 6 Daytime Radio Strips Over NBC

NEW YORK, June 14.—Six daytime radio strips on the National Broadcasting Company were renewed this week by Pacer & Gamble. Annual gross billings on the six airers comes to \$5,649,332 according to the web. All are 52-week renewals, effective June 30. NBC radio business signed since January 1, including renewals up to and counting the P&G pacts, now totals \$24,361,290. New business accounts for \$5,087,701 of this, according to NBC radio sales chief Jack Herbert. Renewals make up the remaining \$19,293,589.

The P&G pacts were for the following shows: "Welcome Travelers," "Life Can Be Beautiful,"

DRIVE-IN WEDDING

DETROIT, June 14.—What is claimed to be the first drive-in wedding on television, is scheduled to go on WXYZ-TV, June 24. Sponsor is the Richards Drive-In, popular eating spot, with the W. B. Doner & Company agency, thru merchandising director Sam Arnold.

to the FCC. The head of the Columbia Broadcasting System's TV public affairs division however, offered the Progressives more studio time, if they desired it.

TRIPLE TIE-IN

Hormel Firm Maps Plunge Into Fall TV

CHICAGO, June 14.—George A. Hormel & Company, which has been successfully merchandising its products thruout the country via its all-girl traveling caravan, and its Columbia Broadcasting System radio show for the past five years, will enter TV in the fall with a definite tie-in between its live, radio and film video series.

Six half-hour films featuring the 82 Hormel girls were completed at the Kling Studios here this week. Hormel, starting in the fall, will use the television shows to advance its live show, and to serve as a sales stimulant following the appearance of the caravan in a town.

Plan calls for Hormel to buy six half-hour periods on local TV stations where the caravan will play. First two shows will be telecast prior to the arrival of the caravan, then, when the live show comes in, the television will stop. After the girls have covered the area making their pitch in person to store owners, they give a free 2½-hour performance in the local auditorium, arena or theater, which ever has the largest seating capacity. They also tape a complete half-hour radio show before the invited guests.

When the caravan has completed its coverage of the city, the television shows will resume, running for four weeks on a one-week basis.

Hormel execs have found that the caravan boosts sales about 20 per cent in a city with the increase slowly tapering off until at the end of a year an increase of 2 or 3 per cent remains. Thru use of the television shows, the increase is expected to be greater and to hold longer.

Fred Niles, Kling vice-president in charge of television, tested a special technique in filming the Hormel series, recorded tape sound was used with a multiple camera set-up, with the 60 girls featured in the films mouthing the lyrics in unison with the previously recorded track.

"Road of Life," "Pepper Young's Family," "Right to Happiness" and "Backstage Wife." The deals were in addition to P&G's recent purchases of "Young Americans" and "Brighter Day," which go into the 9:30-10 a.m. period starting June 23.

WWJ

NBC AFFILIATE
in DETROIT

Owned and Operated by
THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY COMPANY

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WGAL-TV

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Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

NEWS CAPSULES

WKRC Biz Up 65%; "Caravan" East-West

Continued from page 4

Federal Communications Commission this week with disseminating false radio-TV commercials in promoting the sale of a vitamin-mineral complex called NHA Complex. The complaint charged the organization with "falsely representing" that the preparation would cure "arthritis, neuralgia, sciatica, lumbago, gout," etc.

PEQUOT BUYS MBS' PAULA STONE

NEW YORK — Naumkeag Steam Cotton Company, maker of Pequot sheets and pillow cases, will sponsor the Paula Stone show over the Mutual Broadcasting System on Tuesday and Thursday beginning July 22. The Hollywood news and interview airer, 10:15-10:30 a.m., is currently sponsored by Amana Refrigerators on Mondays, Wednesdays and Fridays. Miss Stone recently moved to MBS from the now defunct Liberty Broadcasting System. Pequot and Amana also sponsored her show on Liberty.

SCRANTON NIXES TV WIRES OVER CITY

SCRANTON, Pa.—Mayor James T. Hanlon last week vetoed an ordinance adopted the week previous by the city council granting a franchise to the Jerrold Electronics Corporation in Philadelphia to string and maintain TV transmission wires over city streets. Jerrold manufactures multiple antennas.

"SUMMER SCHOOL" IN CBS BOW

NEW YORK — "Summer School," a nine-week three-weekly video series of unique educational broadcasts, makes its debut on the Columbia Broadcasting System Monday, June 30. The series, which will originate from WCAU-TV, will present eminent scientists, scholars and educators lecturing to a grammar-school class of 40. The show is to be slotted in the 3:30-4 p.m. period.

CBS SKIRTS AGVA BAN FOR ALLEN

NEW YORK — The projected Steve Allen 30-minute evening radio strip on CBS this week ran into a roadblock from the American Guild of Variety Artists. The web overcame it, however, with some revision of format. The plan originally called for Allen to air celeb interviews from a local bistro, but the AGVA ban on free appearances by its members on such boite-originated shows put the quietus on the deal. The new CBS plan calls for the show to originate in a studio to get around the AGVA ban.

MUSIC SOARS FOR MBS' SUMMER

NEW YORK —Ringing in mood from jazz to the classics, five musical features will replace one of the MGM radio half-hour package blocks over MBS this summer beginning June 30. The quintet of new shows marks the first major programming move by Jules Seebach in his new post as MBS programming chief. The new musical airers in the 8-8:30 slot include "Jazz Nocturne," replacing "Woman of the Year"; tenor Jimmy Carroll and Emerson Buckley's ork in a pop song session instead of Orson Welles' "Black Museum"; Carroll and a guest girl vocalist in "Music For

a Half Hour," subbing for the first half hour of the "MGM Comedy Theater"; "Symphonic Strings," replacing "Modern Adventures of Casanova," and "Concerto Festival," filling the summer gap for Gracie Fields. The other half hour of the "Musical Comedy Theater of the Air" is to be programmed with a quiz show, "Great Day."

RESTLESS PEOPLE; REVOLVING DOORS

CBS has appointed Sidney Alexander, former chief of the general analysis section of the President's Materials Policy Commission, as its economic advisor. Robert C. Doyle, ABC producer-director, has been named executive producer for the pooled convention telecasts by the TV pool committee. William Doty Edouard has been appointed manager of NBC-TV's Spot Sales Western division. He will headquarter in Hollywood. Formerly a member of the CBS advertising and promotion department, Sam Abelow, joins the national promotion staff of Broadcast Advertising Bureau, Inc. on June 16.

Norman Cash has been appointed general sales manager of WLW, Cincinnati. The nation's first Negro sportscaster, Jacko Maxwell of WWRL, New York, celebrates his 20th anniversary in radio on his Saturday June 21 broadcast. Fredric A. Carr has been signed by Lester Lewis Productions to meg "Hollywood Screen Test." Don Quinn has joined Benton & Bowles as a time buyer in their Procter & Gamble media group. Dietrich Dirks, general manager of KCOM, Sioux City, Ia., was elected president of the 20-station Tall Corn network last week.

DEAF TO GET WFIL-TV NEWS

PHILADELPHIA, June 14.—Deaf and hard of hearing televisioners can now keep abreast of late happenings in the news, home and fashion fronts thru "High Sign," a new series of afternoon shows on WFIL-TV. Deaf sign language will be used to translate Howard Jones' weekly news digest. Mrs. Hannie High, official interpreter for the Pennsylvania Society for the Advancement of the Deaf, will be on hand to interpret the audio portion of the program. The series will include a homemaker's notebook, a report on newest kitchen implements, visits with guest personalities, and a fashion show, with gowns modeled by Mrs. High, who will also give audible and sign language descriptions of the latest creations.

FCC Renews ABC, CBS, NBC and WPIX Licenses

WASHINGTON, June 14.—The American Broadcasting Company, the Columbia Broadcasting Sys-

WTIC SYMPH GETS 5G GRANT

HARTFORD, Conn., June 14.—Travelers Broadcasting Service Corporation, operators of the National Broadcasting Company's 50,000-watt Hartford affiliate, WTIC, has given \$5,000 for the support of the Hartford Symphony Orchestra's 1952-'53 season.

Paul W. Morency, Travelers vice-president and general manager, in a letter to the symphony, commented that the Travelers considered their support in the past has been "well worthwhile."

The Travelers Broadcasting Service Corporation has underwritten the symphony project during the past three years with \$30,000, \$10,000 payable each year for three years.

CBS to Jump 5:30 Kid Seg, Program Film

NEW YORK, June 14.—WCBS-TV, here, has decided to stop competing exclusively for a kid audience in its 5:30-6 p.m. weekday strip. Instead, the station will program a film, "Light Matinee," 5-6 p.m., across the board, to attract adult viewers. "Time for Beany" and "Laugh Time," now being programmed 5:30-5:45 and 3:45-6 p.m., respectively, will be moved forward an hour to start at 4:30.

The outlet, however, still believes that many of the young audience will stay with film when the change is made because WCBS-TV surveys have proven that a large percentage of its film viewers are children. WCBS-TV will continue to program its "Early Show" in the 8:30-7:25 strip.

MBS-WOR Unity Bows As Fire, Smoke Clears

NEW YORK, June 14.—Consolidation of departmental operations of Mutual Broadcasting System and WOR here really got underway this week, in the wake of rumors, resignations and general reshuffling of office space. WOR publicity director, Bob Blake, slated to work under supervision of Mutual's press chief, Frank Zuzulo, in the future, resigned Thursday (12) effective immediately. Exec toppers in WOR's accounting department were reliably reported ready to move into Thomas S. Lee Enterprises, working with WOR's current proxy, Ted Streibert, and Lee prexy, Tom O'Neil, was reportedly looking hard for an exec to head up his TV interests.

FREEDOM FOR VIDEO

Let TV Carry Truth To Public-McConnell

WRIGHTSVILLE BEACH, N. C., June 14.—Elimination of all restriction on television's coverage of public events was urged by Joseph J. McConnell, president of the National Broadcasting Company, in an address here last night (Friday) before the North Carolina Bar Association. McConnell urged the barriers to "lend the weight of your great influence in opposing any restriction on television's power to carry the truth to all of the people."

McConnell urged that TV be admitted to all congressional hearings and public proceedings and, in fact, into any place where the public is physically admitted. Acknowledging that some proceedings must be held in closed sessions, he pointed out that if it is proper for the public to enter in person, the limitation on attendance is only physical, and TV gets rid of this limitation.

For Democracy

McConnell advocated that even the proceedings of the U. S. Supreme Court should be considered for showing via TV. This, he said, would enable the nation to witness the debates on great public issues. He declared that "if we believe in democracy and want to strengthen it, we will not be afraid of arming the people with the truth." "There is always, of course, a question of decorum," the NBC chief said. "I do not presume to suggest that this important aspect of American life should be neglected. I promise you, tho,

that neither lights nor the camera nor the microphone will even be noticeable in a few years."

Klein Warns

Continued from page 4

Commerce Subcommittee on TV-radio prepared to hear broadcast industry witnesses at resumption of hearings June 25-26 (The Billboard, June 14). Klein said he hopes the industry will make "a strong, constructive and accurate presentation for itself" and stressed that "this is absolutely necessary because critics who were heard at our earlier sessions have seemingly made a stronger impression on subcommittee members than they're generally being given credit for." Klein emphasized that he is stoutly opposed to government censorship. Threat of censorship, he said, is nevertheless growing. He deplored the fact that many D. C. observers have declined to take seriously the witnesses who have been urged upon subcommittee action on legislation for government intervention in program regulation. "Some of these witnesses have been cranks, do-gooders and prohibitionists," said Klein, "but their testimony has somehow made a dent on some subcommittee members. I want to warn the nation's broadcasters and telecasters against taking this thing lightly. It's a very serious situation, and unless the industry comes forth with strong testimony, there is a chance that these hearings might produce legislation which later would be regretted."

Klein pointed out that the industry testimony must be "more than a glossing over of what programs consist of" and "more than a light defense of what has been offered to the public." The industry, said Klein, should be prepared to come forth with "an acknowledgment of any past or present errors and a broad program to prove its capability of continuing to do its own policing."

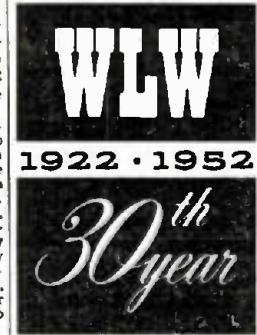
Rep. Thomas Lane (D. Mass.), who has been an outspoken critic of what he has described as "excess crime and sex" on radio and TV, delivered a new attack on the House floor this week, assailing TV for "sensationalism." Lane said that if its programming is to improve, there must be a combination of better taste and better financing. Unless, in the course of hearings now under way, industry presents a code of decency and convinces us that it will be self-enforced," he warned, "we shall have no choice but to impose controls."

TV-FILM REVIEWS

TV-Film reviews will be found in the TV-Film section of the radio-TV department this week on page 14.

Streibert will remain on the 24th floor which will shortly quarter the entire brass line-up for Thomas S. Lee Enterprises, including Lee's new radio-TV coordinator Glenn Taylor and possibly O'Neil. Meanwhile, Mutual's 19th floor is in rather chaotic condition, with the web's former programming offices temporarily sheltering the combined research, advertising, press and accounting departments of both Mutual and WOR. Mutual-WOR programming has moved up to the 23rd floor.

Blake's resignation was an unexpected boon to WOR slack Bob Cone, who left last week on a Bermuda honeymoon under the impression that the consolidation might lop him off the pay roll. Instead of replacing Blake, tho, press chief Zuzulo decided to retain the entire WOR publicity staff under his direction. The new set-up will have Cone on WOR-radio releases; Bill Anderson, WOR-TV news, and senior staffer Hank Wilson covering both radio and TV for the trade.



KEEP YOUR EAR TO THE GROUND Get all the vital news of RADIO and TV every week. Enter a money-saving subscription to The Billboard NOW. Save more than 30% on newsstand price. Fill in and mail this coupon TODAY!

tem, the National Broadcasting Company and WPIX, New York, were granted regular license renewals by the Federal Communications Commission this week as the agency rejected a complaint against them on the grounds of alleged discrimination. The networks and station have been on a temporary renewal basis until the commission could act on the American Civil Liberties Union charge of alleged blacklisting of radio and TV performers, writers and artists (The Billboard, April 19). ACLU had cited a number of instances of what it claimed were blacklisting because of political views allegedly held by writers or performers, and it had asked withholding of licenses until the organizations concerned agreed not to engage in blacklisting and other discriminatory practices. The commission said it was satisfied that a grant of license applications "would serve the public interest, convenience and necessity."

Your Top TV Sales Opportunity WDEL-TV Wilmington, Delaware In the Market which has highest income per family in the country. Represented by ROBERT MEEKER ASSOCIATES New York San Francisco Chicago Los Angeles

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 CLEVELAND

(414,000 TV sets; Panel Size 400)

... According to Videodex Reports

Table with 3 columns: Station, Program, and Network. Includes WNEV, WNBK, WXLB, WUAB, WUAB-TV, WUAB-FM.

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 83 markets. In the 20 markets it has placed stations in a total of 7,700 TV homes.

TOP three TV shows in Cleveland the first week in May were all on the Columbia Broadcasting System. They were, in order, "I Love Lucy," "Godfrey's Talent Scouts" and "Godfrey and His Friends."

SIGN ON TO SIGN OFF

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Red Skelton', 'Comedy Hour', 'What's My Line?'.

MONDAY

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'I Love Lucy', 'Talent Scouts', 'Robert Montgomery'.

TUESDAY

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Fireside Theater', 'Texaco Star Theater', 'Circus Theater'.

WEDNESDAY

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Godfrey and Friends', 'Kraft TV Theater', 'Pastor Blue Ribbon Bouts'.

THURSDAY

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'You Bet Your Life', 'Big Town', 'Rockey Squad'.

FRIDAY

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'My Friend Irma', 'Nana', 'Playhouse of Stars'.

SATURDAY

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Premiere Theater (Film)', 'Your Show of Shows', 'Hopalong Cassidy (Film)'.

*NBC estimate for May, 1952.

Share of Total Audience Radio vs. TV in New York

(7 TV Stations)

... According to Pulse Reports

May, 1952

Table with 3 columns: Day, TV Audience (% of Total), Radio Audience (% of Total). Shows data for Sunday through Saturday.

Table with 3 columns: Day, TV Audience (% of Total), Radio Audience (% of Total). Shows data for Monday-Friday and Entire Week.

NEXT WEEK

Videodex and Pulse Studies of BALTIMORE

Top 10 TV Shows Each Day

... According to Videodex

Top 5 Radio Shows Each Day

... According to Pulse

Share of Total Audience Radio Vs. TV

... 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 Videodex service write to JAY & GRAMM RESEARCH, INC., 342 Madison Avenue, New York.

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.

Hank Flynn Eastern Head Of CBS Unit

NEW YORK, June 14—Henry (Hank) Flynn this week was appointed eastern sales manager for the Columbia Broadcasting System's Radio Spot Sales, which last week took over sales supervision of WCBG here. He moves into a position which, for some time, has been unfilled.

At the same time, WCBG designated Bill Miller its new sales manager. Miller, former local sales representative for KMOX, St. Louis, will backstop the sales activity of CBS Radio Spot Sales. A good part of his time will also be spent traveling to service out-of-town accounts.

Top 5 Radio Shows Each Day of the Week in NEW YORK

(2,599,400 families)

... According to Pulse Reports

Table with 3 columns: Station, Program, and Audience. Lists shows like 'WNYC', 'WCBG', 'WVEV', 'WNBK', 'WJZ', 'WLIB', 'WJLA'.

Pulse radio surveys are conducted in 19 markets, and reports are issued 15 monthly (except for New York, which is monthly). Information is obtained by the personal interview method using a cross-section of homes pre-selected by a modified area sampling method.

ARTHUR GODFREY'S daytime show got the top quarter-hour rating in New York the first week in May. It got 1.1 higher than it achieved in March. Pulse's March ratings for New York were run in The Billboard of April 19, 1952.

"Lux Radio Theater" was one point lower than in March but was still the top evening show in New York. Jack Benny, also down from March, was second among evening shows.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Jack Benny', 'Amos 'n' Andy', 'Theater Guild'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Lux Radio Theater', 'Bob Hawk Show', 'Super Show'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Make Believe Ballroom', 'Bob Hope Show', 'Life with Luigi'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Baseball', 'Lunt-Plafie', 'Make Believe Ballroom'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Hallmark Playhouse', 'Bunte Show', 'FBI in Peace and War'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Mr. Chameleon', 'Dragnet', 'Your Hit Parade'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Ozzie & Harriet', 'Mr. District Attorney', 'This is Your FBI'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Broadway's My Beat', 'Gang Busters', 'Twenty Questions'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Arthur Godfrey', 'Big Sister', 'Grand Slam'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Make Believe Ballroom', 'Bing Crosby', 'Bob Hawkes Show'.

Table with 4 columns: Rank, Program, Station, and Time. Lists shows like 'Baseball', 'The Shadow', 'True Detective Mysteries'.

Harness Races and Sports Page

TELEVISION — Reviewed Wednesday (28), 9:45-11 p.m. EDT. Sold on participating basis via WOR-TV, New York. Producer, Bob O'Connor. Directors, John Horstmann and Roger Bow-

Each Wednesday night, WOR-TV takes its cameras out to Roosevelt Raceway, Westbury, L. I., and picks up three of the trotting races held there. Between the races, sports-caster Stan Lomax handles an intermission feature titled "Sports Page," which features three guest panelists who attempt to guess questions on various sports put to them by Lomax, and who also seek to pick the winner on the forthcoming race. Calling the races themselves is the veteran Clem McCarthy. Of the race pick-ups, it must be said that except for the man who has a neighborhood spot that's still accepting wagers on trotters, there must be quite a frustrating experience to watch. There can be few sports events with so little general interest as any average horse race, without a little something on one of the contestants. Camera-work is excellent, and McCarthy's calling is of high calibre. The pace, as compared with that of the running horses, is sufficiently slower, so that even a novice among the viewers should have no difficulty following the comment and noting which horse is which. The question is, will he care.

Intermission Chatter Between the races, the Lomax session deals with all sorts of sports. This session included football and golf among others. Two sports writers, Joe Val and Ike Gellis, and college track coach George Eastment were the panelists. Films were used on the sport about which they were asked the questions, altho the films had nothing directly to do with the quiz, but were mainly to set the bait.

This portion of the show went all enough, but one aspect seemed in poor taste. The idea of having a college coach handicapping a horse race, as Eastment did along with the others before each event, seemed out of place, particularly in view of all the sport in recent months about amateur athletes being tied up with members.

For those who like to watch quiz for sheer thrill alone, this pick-up can be recommended. Altho the between-races quiz is a great shakes in terms of either originality or production, it wouldn't drive anybody away.

Sam Chase.

Matinee in New York

TELEVISION — Reviewed Wednesday (11), 4-5 p.m. EDT. Sponsoring thru Friday. Participation sponsorship, via NBC-TV, New York. Producer Ted Collins. Associate producer, Barry Wood. Directors: Bob Eberle (Mon.-Wed.), Garth Dietrich (Wed.), Don Simon (Music-Fri.). Writer, Jay Simon. Music, John Lesko. Emcees, Bill Goodwin and Robin Chandler and Caroline Burke. Guests: Vincent Impellitteri, Bernard Gimbel, others. "Winner Take All," produced by Mark Twain and Bill Todman. Emcee, Bill Cullen.

Matinee in New York" shapes as a good commercial summer replacement for Kate Smith, with Goodwin and Robin Chandler sharing the permanent emcee and a half-hour audience participation quiz show. "Winner Take All," sandwiched in daily, today's preem started off with hoopla, in the person of the stars Margaret Truman, Emerson, and singer Don McNeill. However, on the show (11), the first 15 minutes devoted to canines. First Goodwin and Miss Chandler chatted with a cute mutt, then all three watched a dog sequence and a nice relaxed about it, and was literally suitable for the beginning "dog days" season. "Winner Take All" is one of the offensive quiz shows around fairly difficult questions and contestants of above-average intelligence. Innovation here is that who answers all the questions wins all the prizes. New York Mayor Vincent Impellitteri's lovely frau, Betty, appeared in for the last 15 minutes,

Television—Radio Reviews

Martin Kane, Private Eye

TELEVISION — Reviewed Thursday (23), 10-10:30 p.m. EDT. Sponsored by U. S. Tobacco, thru Kudner agency, via National Broadcasting Company. Producer-director, Frank Burns. Writer, Paul Dudley. Cast: Lee Tracy, Phil Kenneally, June Dayton, Walter Kinsella, Richard Benedict, others.

Sombody made a bad error in casting on this one. Asking veteran stage and screen actor Lee Tracy to step into the video shoes of an established character like "Martin Kane" is tantamount to having Lionel Barrymore take over for Charlie Chan, or Lucille Ball stand in as Molly Goldberg. Tracy is an excellent actor, but his fast talking, metallic delivery is a far cry from the quietly underplayed cynicism of Martin Kane, as previously interpreted by William Gargan and Lloyd Nolan. On the show caught (23), Tracy was obviously trying to subdue his own highly stylized technique to conform with Kane's more taciturn personality. He slowed down his machine-gun pace, obediently smoked the sponsor's pipe tobacco and traded punches with the villain in the last reel. However, the over-all impression was that of an indifferent imitation of Lee Tracy.

Tracy may well be a veteran pipe smoker, but he doesn't come over that way on video. His awkward puffing technique turned what used to be a rather subtle integrated plug into a blatant pitch for United Tobacco. It takes a placid, nonchalant type to smoke a pipe with finesse on TV. Tracy's more of an intense chain-smoker, and they'd get a better performance out of him by switching him to United's Sano cigarettes brand, even tho it isn't United's top product. There's always a chance, of course, that they handed Tracy an old Gargan or Lloyd script, rather than tailoring one to his personality. If that's the case they'd be wise to abandon the practice on future shows, and let Tracy create his own version of Martin Kane.

Production on the show itself was slickly professional, and (aside from Tracy's casting was stand-out, particularly in the case of a group of waterfront hoodlums. The plot concerned a poor but honest dock worker, who refused to play along with the syndicate-controlled waterfront boss. A fellow worker stabbed the boss and rigged it up to look as if our hero was the murderer. All this took place during the first 10 minutes of the play, and it wasn't until then that Martin Kane made his appearance. He worked fast, 'ho, and finally solved his client by tripping up the real killer in a lunch room. Top acting honors went to Phil Kenneally as the honest dockman, a virile Marlon Brando type. Use of film clips heightened illusion in waterfront scenes.

Commercials are still integrated, via customers' conversations with Kane's tobacco shop proprietor pal (Walter Kinsella), but the gimmick is beginning to pall. It all sounds like one of the New Yorker's polite-exchanges-we-doubt-ever-took-a-place-in-a-tobacco-store items.

June Bundy.

along with department store magnate Bernard Gimbel as part of a weekly travel feature "Vacation Wonders" in Manhattan. Of course, was spot-lighted on the show caught, via film clips of the Statue of Liberty, Music Hall, Gracie Mansion, etc.

Unfortunately, neither Mrs. Impellitteri nor Gimbel were given much of a chance to display their flair for the gracious ad lib. Producer-commentator Caroline Burke dominated the conversation, and her nervous manner distracted the viewer from her attractive visitors. Miss Burke is an attractive brunette with a chic poodle coiffure, but vocally she gushes and titters like a young Luella Parsons.

Show's best commercial: Goodwin down on the floor playing with a dog, with just Miss Chandler's shapely limbs in view of the camera. Drefl, he explained to the pooch, was the reason his co-star's stockings were so telegraphic.

June Bundy.

CAPSULE COMMENT

Harness Races and Sports Page (TV), WOR-TV, New York. Wednesday (28), 9:45-11 p.m. EDT.

This weekly pick-up of three trotting races from Roosevelt Raceway by WOR-TV is excellent, both in camera-work and commentary by Clem McCarthy. The question is: Does anybody care about a race on which he has no wager? The between-races quiz, titled "Sports Page," and moderated by Stan Lomax, should drive nobody away. But it seemed poor taste to have a college coach trying to handicap the races. (See full review this issue.)

Matinee in New York (TV), NBC-TV, Wednesday (11), 4-5 p.m. EDT.

Series shapes up as a good commercial summer replacement for Kate Smith, with Bill Goodwin and Robin Chandler sharing the permanent emcee spot, and a half-hour audience participation quiz. "Winner Take All," sandwiched in daily, Mrs. Vincent Impellitteri and department store magnate, Bernard Gimbel, guested on show caught. (See full review this issue.)

Martin Kane, Private Eye (TV), NBC-TV, Thursday (20), 10-10:30 p.m. EDT.

Lee Tracy, (who took over the role of Martin Kane with this show) is an excellent actor, but his fast-talking, metallic delivery is a far cry from the quietly underplayed cynicism of the detective as previously interpreted by William Gargan and Lloyd Nolan. There's always a chance, of course, that they handed Tracy an old Gargan or Lloyd script, rather than tailoring one to his personality. If that's the case, they'd be wise to abandon this practice on future shows, and let Tracy create his own version of Martin Kane. Production on the show was slickly professional, with Phil Kenneally giving a standout performance. (See full review this issue.)

A Little Night Music (Radio), WNEW, New York, Thursday (5), 11:35-midnight, EDT.

A relaxing, sophisticated session for urban stay-up-lates. It has Eva Gabor uttering sweet nothings in the style of The Lonesome Gal and The Continental, but with much less personal approach. Bill Kaland has turned out the breathless prose for the occasion, and the records were well chosen to sustain the mood. (See full review in this issue.)

Strawhatters (TV), Du Mont, Wednesday (4), 8:30-9:30 p.m. EDT.

New variety seg embodies multiple audience catching gimmicks including an area school band, and contests in swimming, diving, singing, tap and ballroom dancing and barbershop quartets. Bob Haymes emcees the show which emanates from Palisades (N. J.) Amusement Park. (See full review this issue.)

Luncheon at the Conrad Hilton (Radio), WMAQ, Chicago, Wednesday, May 28, 12:15-12:45 p.m. CDT.

Dorothy and Tony Weitzel have established themselves as top radio personalities, in addition to their columning activities, and their Monday-thru-Friday half-hour interview show now has two sponsors in the bag. June Laboratories and Thor. Programs have one outstanding feature, the obviously careful selection of the guests. Usual procedure is to have either two or three guests, with the mixture so arranged that all can discuss a variety of subjects and keep up a fast line of chatter thru the 30-minute period. On stanza caught, a rabbi and a college president joined with the moderators to discuss faith, technological developments and some lighter material, with Tony and Dorothy artfully channeling the subjects, then letting the guests take over.

Saturday Night Dance Party

TELEVISION — Reviewed Saturday (7), 9:30-10 p.m. EDT. Participation sponsorship by Benrus thru J. D. Tarcher and S.O.S. thru McCann-Erickson via National Broadcasting Company TV network, New York. Production supervisor, George McGarrett. Associate, Hal Janis. Director, Greg Garrison. Announcer, Dick DeFazio. Audio engineer, Joe Silva. Emcee, Jerry Lester. Guests, Ray Anthony's ork and the Four Evans.

As originally planned, this summer replacement for "Show of Shows" was supposed to be the kind of video program suggested by the title. A different name band each week would supply the music for dancing in a stage setting which would resemble that of a plush ballroom. The show which premiered this week had very little resemblance to the planned format. Instead, the basic idea seems to have deteriorated into another run-of-the-mill variety program. The premiere performance was cut to a half-hour because of the Milton Berle telethon, the addition of another 30 minutes could have done little more than compound the fraud.

In a desire to "do something" with Jerry Lester, who holds a play-or-pay contract with the web, NBC put the comic into the role of emcee. Lester is a good emcee—but not for this type of show. His ad-libbish comedy is funny on a relaxed program like "Broadway Open House." On a more formal show, like this one, Lester served only to detract from the band, the music and the basic premise of the show. A lot less Lester would have improved the program.

The Anthony ork did fine in the few spots it had available. The opening flag-waver, Marcy Miller's vocal on "You, You're Driving Me Crazy" and the choral group's "At Last" were all strong ingredients. The ork's marching bit on "The Saint's Marching In" a strong number in the repertoire, fell flat on TV. First of all it ran too long; secondly, Lester intruded, and thirdly, the depth of the video stage prevented the ork from coming out into the audience for that needed surprise.

Who's Dancing?

The plush ballroom setting had couples seated at tables on stage. It set a good atmosphere, but nothing more. It would seem that a show called "Saturday Night Dance Party" would have the couples dancing. The only dancing seen on the show was the Evans family, a first-rate vaudeville act. But they ran thru the usual routine which called for the Anthony ork to back them in the style of a pit band.

Joe Bushkin, originally booked for the show, was cancelled when the program was cut to a half-hour. Damon Runyon Cancer Fund pitch, Commercial for Benrus and S.O.S. were filmed.

Now if NBC would give the bands more to do, make full use of social dancing scenes and concentrate on the music, the experimental summer replacement may prove whether it is good enough for a regular in-season run. As the first show came off, the basic idea doesn't get a chance to demonstrate its potential audience appeal. Joe Martin.

A Little Night Music

RADIO — Reviewed Thursday (5), 11:35-midnight, EDT. Sustaining via WNEW, New York. Producer-director-writer, Bill Kaland. Cast, Eva Gabor.

Whispering sweet nothings, Eva Gabor at first sounded like a combination of The Lonesome Gal and The Continental. The paragraphs she uttered between recordings were reflective and nostalgic. They concerned travel, trivia, the imagination, but most especially 'l'amour.

A difference was soon evident, however. There was not the directness of the "Don't be afraid, darling" approach. Her lines were more personal.

Nor was Miss Gabor here the frisky lass she's appeared to be at other times. The listener to

Strawhatters

TELEVISION — Reviewed Wednesday (4), 8:30-9:30 p.m. EDT. Sustaining via DuMont TV network. Producer-director, Frank Bunetta. Associate producer, Roger Gerry. Writer, Bill Dalzell. Emcee, Bob Haymes.

This novel variety seg embodies nearly as many audience-catching gimmicks as there are minutes in its hour-long, two-section network presentation. An area school band, singing, dancing (tap and ballroom), swimming, diving and barbershop quartet contests were included, together with a panel of judges aided by a seer drawn from the audience for each event, with emcee Bob Haymes overseeing the whole proceedings.

Emanating from Palisades Amusement Park, located on the high bluffs of the Jersey shore and overlooking the Hudson River across from uptown Manhattan, the show could conceivably transmit the feeling of cool summer breezes that may yet caress that spot, just as it did the dampness, or more properly wetness, prevailing on the show caught. Despite the adversity of the weather, there were few apparent hitches in the show. Permanent are protected by a special roof erected by Jack and Irving Rosenthal, park owners. Activities in the swim pool can naturally go on in the rain since the contestants are attired in swim suits and destined to get wet anyway.

School Band

A school band, recruited from the Jersey-New York area, and in this case St. Mary's Cadets, opened the show. The well-drilled teen-agers were somewhat hampered in so far as maneuvering was concerned because of the necessity of remaining under cover. The discordancy was just short of cat-piercing, when they launched into the medley of popular tunes, and since their offering could be gauged as at least on par with that of most school groups, it would seem that their larger effort might better be relegated to a mid-program spot lest it investigated dial-turning on the part of viewers who have never suffered thru, and enjoyed to some extent, the studious musical efforts on the part of their own offspring. The written votes of viewers will determine the winner in the season-long band contest, with each group almost sure to earn votes representing its entire student body, its friends and relatives.

Contests followed between a boy and girl vocalist, boy and girl tap dancers, dance teams, two boy swimmers, two girl high divers and the barbershop quartets. Participants compete only in their own specialty, and the performance of most was a cut above the usual talent found on similar programs. Winning contestants get valuable merchandise prizes.

A judge chosen from the audience prior to each event is asked for three reasons in naming a winner. Most of these judges were not very lucid and added little to the entertainment value. Or the other hand the regular panel didn't contribute much either in the way of added entertainment. The heavy rains curtailed many of the planned antics. Show personnel had to remain some distance from the pool during the aquatic scenes, and the camera scanning of the brilliantly decorated playground failed to convey the joviality that usually prevails at a funspot.

Emcee Bob Haymes, who vocalized creditably once, did a nice job in pacing the show. While he doesn't stack up with the best in the field, he has all of the necessary qualifications and his efforts should pay off. Jim McHugh.

this show would entertain no thoughts of precarious necklines or provocative stares. There was more the impression of shadowy images passing in the night.

Program director Bill Kaland has turned out the prose with a gentle hand. It's a show that goes with cigarette smoke and light wine. And the records, which were unannounced, were nicely chosen to sustain the mood of reverie and sophistication.

"A Little Night Music" is a good relaxing session for urban stay-up-lates. The trouble is, however, that the listener could not help but feel any old commercial words just shatter the delicate beauty of it all. Gene Plotnik.

All Around the Town

TELEVISION — Reviewed Saturday (24 9:30 p.m. EDT. Sponsored by The Pepsi-Cola Company, via The Biow Company on Columbia Broadcasting System TV. Producer-director, Ray Purdy. Production supervisor, Len Uffland. Writer, Neil King. Cast, Mike Wallace and Buff Cobb.

Mike Wallace and Buff Cobb, emcees for "All Around the Town," on Saturday (24) did their half-hour broadcast from Pennsylvania Station—one of the great railroad terminals of the world—a pulsing artery which the mass of people take for granted. Just how vital a structure the terminal is, and to what extent its 28 acres of space is crisscrossed with romance and the spirit of pioneering, was vividly highlighted by the program. Sponsor Pepsi-Cola, the two emcees, the director and the producer deserve much credit for this job, for the program had the authority and excitement of a well-produced documentary, but was obviously done for a very reasonable production cost.

The sounds and sights of the station; a batch of interesting statistics; and interviews with the station master, engineers, reservation clerks and other employees had the effect of reviving in the mind of the viewer much of the excitement of railroad travel. In fact, this aspect of the program was a tremendous plug for railroad travel as against air travel, and roads would do well to look into the possibilities of sustained promotion via television.

Format Simple

The program format was simple. Wallace and Miss Cobb would spell each other — Miss Cobb, for instance, interviewing an engineer, Wallace interviewing the station manager, etc. The scenes shuffled in this manner very rapidly, but each of the brief interviews was pithy. A dining car waiter told of the latest types of lounge cars, recreation cars with play pens for children, etc. An engineer illustrated several safety devices.

Bits of film were also used interestingly. For instance, one sequence showed how an ingenious electronic system checked accommodations on trains, so that passengers seeking reservations could obtain instant information.

Gandy Dancers

Gandy dancers? What else. These chaps working on the road bed—were trotted out at the end of the show. One produced a guitar, and a quartet delivered a ditty which marked all of the employees who appeared on this show.

Pepsi-Cola film plugs stressed the use of the product for parties, and the jingles pointed up the slogan, "More Bounce to the Ounce." What's more important, the plugs did not intrude too frequently on the commentary.

Wallace and Miss Cobb rate kudos for a well-planned and executed show. Paul Ackerman.

Bob Roberts Show

RADIO—Reviewed Wednesday (28) 12:05-2 a.m. EDT. Initial 15 minutes sponsored by the Cambridge School of Radio and Television, via WAAT, Newark, N. J. Producer and master of ceremonies, Bob Roberts. Guest, Howie Jeffries.

With the air waves heretofore already well covered by late-hour deejay commentators, Bob Roberts will have to inject lots more zip into this latest entry to attract and hold more than token listenership. As things stand, the show stumbles along at a pedestrian pace. It fails to register either as a disk arier, a showcase for guests, or pointed commentary on topical events, altho elements of all three are present.

The show opened with Roberts reporting on the recent decision of the Supreme Court, upsetting the New York State ban on the controversial Italian movie, "The Miracle." For a few moments it seemed that the issue of censorship would be taken up and discussed provocatively. But Roberts did little more than read newspaper reports of the court action, state his view that the court "acted wisely," and that he saw no reason why New York City should continue to ban burlesque.

Early in the program, several hints were made that important guests would appear, but it soon became apparent that the hopes were unfounded and that these guests, should they indeed appear, would not be heard until a later program. The one guest was Howie Jeffries, whose brother, Herb, is doing fairly well as a singer. Howie, it developed, was also a singer, who thus far has been unable to attract any disk-aids. His case was used to illustrate the difficulty younger brothers have in establishing their own claim to fame, once their siblings have won prominence. Howie displayed a pleasing personality and helped sustain a modicum of interest in the show.

Contest is Gimmick

A gimmick used to hold listener attention was a contest. A taped interview between Roberts and a mystery voice, the one belonging to Gordon MacRae, was played at intervals and listeners were asked to phone in and guess his identity. But the prize, a pearl necklace, was to be awarded only to a guest in the lounge of the Rustic Cabin, New Jersey, night-spot whence the show emanates. But this wasn't made too clear and some telephons were obviously under the impression they were also eligible.

And then records. Many were played. Programing was okay, except the somehow the feeling got across that the disks, all 17 of them, were aired largely to kill time until something more important was forthcoming. Only one Louis Prima record was played, altho the Prima ork was the attraction in the main room of the Cabin. The show runs four times a week. Is Horowitz.

The B. and D. Show

RADIO — Reviewed Thursday (25) 12:25-12:30 p.m. EDT. Sustaining via WOR, New York. Producers-directors-cast, Bruce Elliot and Dan McCullogh.

Elliot and McCullogh staffers at WOR, have for some time been filling in odd-holes in the station's schedule with nonsense chatter and monograph records. This, their most recent effort, is an across-the-board, five-minute stint, which moves fast and offers up a fair amount of light humor. The basic gimmick of the show, telling humorous stories sent in by listeners, was used as a segment of longer radio shows done previously on the station.

The boys have a talent for mimicry which is being used to good effect. They play all the parts in the miniature situation comedy, such as Bob Elliot and Ray Goulding do for the National Broadcasting Company. In the short space of five minutes, McCullogh and Elliot manage to squeeze in four jokes and a plug for the Chinese frozen food company which offers prizes to listeners for stories used. Joe Martin.

CAPSULE COMMENT

All Around the Town (TV), CBS-TV, Saturday (24), 9:30 p.m. EDT.

Mike Wallace and Buff Cobb, masters of ceremonies take the viewer on a tour of Pennsylvania Station. A well-produced documentary, reasonable in cost. A credit to the sponsor and the talent. The program is loaded with the romance of railroading and is a great plug for train travel. (See full review this issue.)

Bob Roberts Show (Radio), WAAT, Newark, Wednesday (28), 12:05-2 a.m. EDT.

The show, a combination disk jockey-commentary-guest interview segment, needs more life to hold listener attention. The various elements are loosely handled and promise more than actually develops. (See full review this issue.)

The B. and D. Show (Radio), WOR, New York, Thursday (25), 12:25-12:30 p.m. EDT.

This is a pleasant five-minute affair which runs across the board on the local station. Two staff announcers, Bruce Elliot and Dan McCullogh, take advantage of their mimicking abilities and make miniature situation comedies out of jokes sent in by listeners. (See full review this issue.)

Midway (TV), Du Mont, New York, Wednesday (4), 8-8:30 p.m. EDT.

Participation seg emanating from an amusement park clicked along, despite adverse weather—the outdoor showman's nemesis. Emcee Don Russell capably marshaled some inept contestants thru a series of games with fine prize awards going to the winners. (See full review this issue.)

Meet the Press (TV), NBC-TV, Sunday (1), 7:30-8 p.m. EDT.

W. Averell Harriman, Mutual Security Administrator and presidential hopeful, covered issues in his bout with newsmen, giving viewers sufficient opportunity to weigh his stand. His simple, direct responses, with a minimum of the politician's expected evasions, came across effectively. Panelists tossed plenty of questions and the program moved along smoothly, failing to bog down in pointless bickering. (See full review this issue.)

Stan Kenton Concert (Radio), NBC, Tuesday (3), 10:35-11 p.m. EDT.

The first "Concert in Miniature," featuring the Stan Kenton ork, added up to a bright musical half-hour, that ought to make a lot of new fans for the progressive jazz band. Kenton's able and intelligent commentary and the fine work of the ork, made it a refreshing and listenable stanza. (See full review this issue.)

Stan Kenton Concerts

RADIO — Reviewed Tuesday (3), 10:35-11 p.m. EDT. Sustaining via National Broadcasting Company. Producer-writer, Stan Kenton. Sound director, Leo Curran. Announcer, Jay Whitaker.

The first Stan Kenton "Concert in Miniature," featuring the modern and progressive stylings of the Kenton ork, was a refreshing and listenable musical program that ought to attract a lot of listeners. In addition to its musical content, the show was distinguished by the able and intelligent commentary of the ork leader, who indicated that he was as much at home before a mike as in front of a piano.

Object of the new series is for Kenton, often hailed as the great white father of progressive jazz, to explain his music, its form, content, meaning, etc., at his concerts. The first stanza was performed before a concert audience in the Memorial Gardens in Kitchener, Ont. This could have been a forbidding task, but Kenton approached it tongue-in-cheek, quietly and informally opened the show with an explanation of the make-up of his band, the names of some of the men, and kicked off the music with the perennial favorite, "Stardust." The ork slid into this tune smoothly, and played it in subdued fashion, without too many (Continued on page 52)

VOTE CHASER-24

Harriman Shows Tact, Doesn't Dodge Issues

By IS HOROWITZ

Mutual Security Administrator W. Averell Harriman, a man of distinguished appearance and calm demeanor, voiced his opinion on a near dozen questions that presidential aspirants must parry or answer, during his bout with reporters on Sunday's (1) "Meet the Press."

Displaying little reluctance to state his stand, he touched briefly on problems of domestic and international significance. His answers to queries were clear and usually to the point. Tuners-in should have come away with a pretty fair notion of his position on controversial issues.

The question, "Why do you want to be President?" one that could prove extremely embarrassing to a professional politician, was handled with engaging tact by Harriman. He explained simply and with apparent modesty that he felt fitted for the top executive post due to long and varied experience in government assignments both here and abroad. He entered the race only after President Truman indicated that he would not seek another term.

On Liberal Lines

On governmental philosophy, loosely characterized as New Deal Fair Deal, Harriman stressed that his point of view follows closely the liberal lines set by Roosevelt and Truman. Further inquiry on topic was not forthcoming from his interrogators, who skipped rapidly from subject to subject.

The Korean stalemate, in Harriman's opinion, will not have an adverse effect on the Democratic Party's chances come November so long as the issues are explained clearly. Despite its unpopularity in some quarters, the people are beginning to realize that the military action in Korea has set back any possibility of a third World War, he asserted. In general, he advocated a strong military establishment and decried Congressional refusal to approve appropriations for adequate defense.

Harriman advanced still another factor which he said makes unlikely an all-out war in the near future. This, he declared, is Stalin's unwillingness to test the loyalty of the Russian people by exposing them to the hardships of another drawn-out conflict. A debatable point at best, his view of the situation was buttressed by casual reference to understanding of the Russian tempo gained as ambassador to the Soviet Union. As one who had a part in the negotiations leading to the Yalta Agreement, Harriman was asked why he approved a deal that has been long described as a pact which weakened the United States and strengthened Russia. His response was that the agreement was a genuine attempt to foster post-war peace, and that devia-

Midway

TELEVISION — Reviewed Wednesday (4), 8-8:30 p.m. EDT. Sustaining via Du Mont TV network. Producer, Harry Coyle. Director, Barry Schear. Writer, Ed Leibenthal. Emcee, Don Russell.

Midway, one of Du Mont's new summer segs, is highly seasonal, emanating as it does from Palisades Amusement Park, on the Jersey bank of the Hudson River across from uptown Manhattan. Emcee Don Russell and the video crew Wednesday (4) ably weathered an angry electrical storm with the aid of a sense of humor and a roof covering erected by Jack and Irving Rosenthal, park owners, to protect the outdoor location.

Contestants in the giveaway program did not do as well, however, often missing qualifying for the major prizes thru ineptness in accomplishing the appropriately simple preliminary requirements such as knocking down three of the figures on a cat rack with a total of nine balls, or bursting two balloons with six darts. In each instance the contestants are given three times as many tries as a paying customer to assure their success, but even this generous gesture obviously is not sufficient to guarantee a well-paced program. As a result, the show caught bogged down at times. Contestants are culled from (Continued on page 52)

tions from the intent of the pact put the blame for subsequent worsening of relations directly upon the Kremlin.

On domestic issues, the exchange that generated most steam concerned corruption in government. Harriman advocated the establishment of a bureau in the executive branch that would set ethical standards for officials to follow. The bureau would work with agency heads, analyze procedures and recommend standards of public behavior. The Justice Department, however, would still be responsible for the investigation and prosecution of wrongdoers, he stressed.

How do Harriman's views stack up against those of the major Republican hopefuls? As for Senator Taft, the disparity is complete. Disclaiming knowledge of General Eisenhower's domestic position, Harriman opined it was likely that these views on foreign matters were not too dissimilar. In a nod toward Ike, he declared the general would not have acted so strongly to implement the government's foreign policy if he didn't believe in it.

Martha Rountree, as moderator had little to do on this "Meet the Press" segment. Questions and answers came easily, and the session failed to bog down in bickering or from lack of things to talk about. It was a program intelligent voters should have appreciated.

Meet the Press

TELEVISION — Reviewed Sunday (1), 7:30-8 p.m. EDT. Sponsored by Revere Copper & Brass via National Broadcasting Company-TV, thru St. George Keyes, Producers, Martha Rountree and Lawrence Spivak. Moderator, Martha Rountree. Guest, W. Averell Harriman. Panelists, Ned Brooks, Marquis Childs, James Reston, Edgar Allen Poe and Lawrence Spivak.

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CORRECTIONS ON LISTINGS, ETC. IN TV FILM QUARTERLY

As anticipated, several errors of omission and commission were found in The Billboard's first quarterly special section on TV-film published last week. And, as per Billboard policy, these errors are corrected herewith:

In the chart "How TV Stations Rate Theatrical Film Distributors," Peerless Film Company is listed in 6th place with 35 points. This is the incorrect firm name. The firm referred to is a processing organization. The proper listing should have read "Peerless Television Productions, Inc., distributors of a number of excellent Edward Small theatrical films, now available for television release." The correct address of Peerless Television Productions, Inc., is 729 Seventh Ave., New York 19, N. Y.

Because a number of stations referred to Peerless by that name, an "other" by "Edward Small," this organization's vote was split to its detriment in another category "How TV Stations Rate Theatrical Film Packages." Here Peerless Television Productions won 19 points, and Edward Small 18 points. These should obviously have been combined to give the organization a total of 37 points. This total point count places the firm second in "best theatrical film packages" rather than 6th as it was originally rated. It moves up ahead of Masterpiece Productions, Unity Television, Hollywood Television Service and Motion Pictures for Television, and runs behind Snader only.

Another Omission

The firm was also omitted from the list of "Most Active Theatrical Film Television Distributors," and the Peerless processing firm incorrectly listed in their place.

Other omissions and incorrect listings were in the "Most Active TV-Film Series Distributors" list. Here no address was given for the International Film Bureau. This firm's address is: 6 North Michigan Ave., Chicago, Ill.; International News Television should have been listed as "International News Service," and here too the address was left out. It is 235 East 45th St., New York; Major Television Productions, 1270 Sixth Ave., New York, had its listing messed up; March of Time Television did not have an address listed. It is 369 Lexington Ave., New York, N. Y.; the March of Time listing also ran in confusing juxtaposition to Charles Michelson's listing. The latter is Charles Michelson, Inc., 15 West 47th St., New York, N. Y.

In the Public Service TV Films listing "12 Million Brothers" was incorrectly listed as being distributed by Community Chests and Councils of America. The film is distributed by Care Film Unit, 20 Broad St., New York, N. Y.

UP and Fox Movietone

The United Press and Fox Movietone combination (really a single operation) also had its station vote tabulated separately, according to station mentions for each of the two names in the "How TV Stations Rate TV Film Newsreel Services" category. United Press was credited with 43 points, and Fox Movietone with 22 points. Combining the two scores, as they should have been gives UP-Fox 65 points, which makes them an extremely close runner-up to second place winner, NBC-TV Film Syndicate Sales.

The Billboard regrets these errors. Any other errors in the TV-Film Quarterly called to The Billboard's attention before June 21, will be corrected in the earliest possible issue.

NEW SERIES & FIRMS

Three Motion Pix Are Made Available for TV

NEW YORK, June 14.—Three motion picture feature films, independently produced between 1934 and 1936, are being made available for TV for the first time via A. S. Productions here. At the same time, the firm is issuing for general release the Alan Ladd film "Hell's Devils." This full-length theatrical feature was edited down to one-hour length and shown on the Schlitz Playhouse series last fall. Three films being made available for TV for the first time are "Flirtation," "Convention Girl," and "White Heat."

MOVIE RUNS ON TV TREND IS SEEN . . .

NEW YORK — Television stations appear to be headed toward a trend of "continuous performances" of theatrical films. Both WNBT and WJZ-TV here are running feature films twice and three times on Saturdays, with the pitch used for years by motion picture theaters—"come anytime and see a complete performance." WJZ-TV last week played "Foreign Correspondent," at 8:30 p.m. and re-ran the film at 10:30 p.m. Other films scheduled for the same treatment are three Walter Wanger films produced between 1932 and 1934, "History Is Made at Night," "Eternally Yours," "You Only Live Once" and the film "Young and Willing."

CBS PROGRAMS FILMS ON CO-OP . . .

NEW YORK — The Columbia

Broadcasting System is programming theatrical films in the Tuesday, 8-9 p.m., slot for the summer on a network co-op basis. The web's stations are being allowed a total of six 15-minute and two 30-second spots for local sale. The net is currently shopping for film products for the time slot.

KECA-TV BLENDS LIVE PLUGS, PIX . . .

HOLLYWOOD—A novel gimmick better to integrate live commercials with feature film presentations has been developed by KECA-TV. The station takes a scene from the motion picture being shown and blows it up via rear-screen projection for the commercial. The live announcer, accustomed to fit into the scene and the mood of the film, then delivers the commercial in front of the still film-clip from the motion picture.

STERLING FINALIZES CARTOON RIGHTS . . .

NEW YORK—Sterling Television this week finalized the acquisition of the TV rights to 53 animated cartoons, as reported in The Billboard six weeks ago. The deal was made with Bray Studios, Inc. The cartoons include 10 "Out of the Inkwell" titles, 11 "Unnatural History" titles, 12 "Dinky Doodle" titles and 20 in the "Bobby Bumps" series. All have been re-edited for TV with new sound tracks added.

Religious Group Films Use Hollywood Stars

New York, June 14.—Two religious organizations this week were throwing their own on the video market. The Christophers have spent \$149,000 for 18 films, four of which are half hours, and 14 of which are quarter hours. The films feature top Hollywood stars including such names as Danny Thomas, Robert Young,

Fred MacMurray, Jack Benny and Bob Hope. The Lutheran Church meanwhile was filming a series of its own. It had been planned to buy time from stations for the series, but the Lutherans instead will ask for free time thru the National Council of Churches. World Films handles Christopher film.

Station Reps Ask Outlets' OK On Standards for I.D. Spots

NEW YORK, June 14.—Video stations this week were sent letters by the National Association of Radio & Television Station Representatives, submitting recommendations for standardization of ID requirements. Stations were urged to adopt unified standards, as developed and approved by the NARTSR board after sessions with ad agency execs, as a means

of increasing the sale of TV spots on a multi-station basis thru standardization and simplification. Points agreed upon thus far include adoption of 10-seconds as trade identification of the spots, even the actual commercial and station ID portions total only 8 seconds. It was agreed that the audio portion of the station ID

follow the audio portion of the commercial. The agencies agreed to use three-quarters of the screen area, leaving the upper right-hand corner for station identification.

Timing of the plugs would run as follows: the first one and a half seconds, or 36 frames, would be used as opening. The next six seconds would be for commercial audio. The following two seconds would be for station identification audio. The final one-half second, or 12 frames, would be used for the closing.

NARTSR's letter to the stations urged early mass adoption on the basis of making for economy of production costs by advertisers, "thereby making available to the agency a sufficiently large list to justify their recommending and setting up national schedules."

NEW SERIES & FIRMS

A's "Death Valley"; More Product Plans

HOLLYWOOD June 14.—Gene Autry's Flying A Television Company has set a deal to produce 13 half-hour Western films for the Pacific Borax Company. The series will be titled "Death Valley Days." Production on the first two films is now under way. Pacific Borax owns the rights to "Death Valley Days" and has sponsored the radio show for many years. The first two films are "How Death Valley Got Its Name" and "She Burns Green." Scripts for the series will be by Ruth Woodman, Stuart McGowan will direct and Dorell McGowan will produce. The deal was made between Flying A's Mitchell J. Hamillburg and Mrs. Dorothy McCann for McCann-Erickson.

MIAMI GROUP FORMS FOR TV FILMS . . .

MIAMI — Formation of the Miami National Pictures Company for the production of TV films was announced this week by Edgar Pearce, vicepres and general manager of the new firm. Slated for early shooting is a series of sports films with a Miami locale. Pearce was formerly associated with Wometco Theaters here. President of the firm is William Van Ness, pioneer TV film operator in this area.

NEFF PROD. PLANS OUTDOOR FILMS . . .

DETROIT — Neff Productions, formerly Neff Radio Productions, will now concentrate on the production of outdoor TV films in a set-up with headquarters in suburban Grosse Pointe Park. Mortimer A. Neff remains head of the firm.

CHRISTOPHERS OFFER RELIGIOUS FILMS . . .

NEW YORK — The Christophers, thru World Films is offering its 18 religious films for video. The films feature such names as Danny Thomas, Robert Young, Fred MacMurray, Jack Benny and Bob Hope. At the same time the Lutheran Church is filming a series for video. (For full details see separate story.)

PUPPET FILM SERIES BEING SCREENED . . .

NEW YORK — The first pilot film in a puppet series produced by Tyme Productions, a new firm in the TV film business is being screened Thursday (19) for agencies and sponsors at the Johnny Victor Theater here. (For full details see separate story.)

PRODUCTION STARTS ON KERRY DRAKE SERIES . . .

HOLLYWOOD — Production started this week on the new Kerry Drake TV film series of 20 half-hour shows. Ray Nazaro is directing the series filmed at Hal Roach Studios here. Producer is

Les Hafner, while Stanley Halperin is in charge of sales. Each film is budgeted at \$25,000. **DUDLEY TV TO FILM FISHING SERIES**

HOLLYWOOD — Dudley Television Corporation, Beverly Hills, has started production on a series of 13 quarter-hour films on fishing. The series, being shot in color, has been ordered by the Martin Outboard Motor Company, Eau Claire, Wis. for sponsorship in the fall.

TV FILM FIRM IS STARTED IN N. Y. . . .

NEW YORK—A new film firm started here. Demby, Brown & (Continued on page 12)

Trade Studies Ford-Columbia 39-Film Deal

NEW YORK, June 14.—The deal consummated last week between the Ford Motor Company and Columbia Pictures' Screen Gems subsidiary for the production of 39 half-hour TV films has stirred up much speculation in the trade on how the cost of shooting the films will be split between the producer and the advertiser. Trade reports have each of the films budgeted at from \$40,000 to \$45,000. It is known, however, that Ford is parting with only \$20,000 gross per film.

Tradesters were also speculating on the effect the Columbia head-long dive in television films would have on other motion picture firms. Universal, thru United World, is already firmly ensconced in the TV film business. Twentieth Century-Fox president Spyros P. Skouras previously has said that his firm was already working out plans for moving into the field. This week 20th Production Chief Darryl F. Zanuck disclaimed any knowledge of such a move.

The Columbia-Ford deal calls for the motion picture company to own the films. Ford has first-run rights and an option on reruns. Screen Gems can eventually peddle the 39 films anywhere. Stars being made available for the series include Broderick Crawford, John Derek, Donna Reed and Audrey Totter. Rita Hayworth, the under contract to Columbia is not part of the TV film deal.

EDITORIAL

GF Nears Buy Of Film P'kge

NEW YORK, June 14.—General Foods this week was close to buying an unnamed film package for its Friday night 9:30-10 slot on the Columbia Broadcasting System's TV web. The film series to be programmed all summer and to be continued in the fall should it click.

General Foods will program "Our Miss Brooks" Monday nights 9:30-10 and continue slotting "Mama" in the Friday nights 8:30 period. Bothanzas are also on the CBS-TV web.

The ID Problem

One of the most harassing and irritating situations in television to advertisers and agencies has long been the lack of standardization of station identification spot audio and video requirements. In any business, even one where the available spots are as much in demand and in such short supply as in the TV industry, it is the most fundamental kind of business error to make it hard for your customer to buy. And that, of course, is exactly what telestations have been doing to their customers in regard to ID's.

Such agency veterans as Don McClure of McCann-Erickson have long crusaded for standardization of ID's. And it is heartening to see that the National Association of Radio and Television Station Representatives is attempting to bring some order to the ID chaos. (See adjoining story.) We hope the NARTSR effort is successful. But in the final analysis this effort, and all others will depend on the stations' willingness to co-operate. And wise station managers will realize that it is in their own best immediate and long-range interest to do so.

NEW SERIES & FIRMS

A's "Death Valley"; More Product Plans

Continued from page 11

Company, is headed by Emanuel Demby as president and Myron L. Brown as vicepres. The company takes over all TV and film properties formerly held by the Demby Company. Currently in production is a Western series of 13 quarter-hour shows featuring Jim Adkins. The pilot film will be ready next week.

PILSBURY OPENS TV DIVISION

NEW YORK — Pilsbury Publishers, Inc., has opened a television division to package both live and filmed video shows, according to Larry Merchant, president of the firm. Merchant will be executive producer while Bob Blum will handle direction and script editing.

EUROPEAN POLITICAL SERIES FILMED

NEW YORK — A new TV film series of interviews with European political names is now being represented here by Charles Wick. The films, shot in Europe, are being produced by Anthony Beauchamp, and feature Randolph Churchill as the interviewer. Three 15-minute films already completed are with Marshall Tito, Italian Premier de Gasperi and Italian Communist chief Togliatti.

WELSH GETS RIGHTS TO RU'YON STORIES

NEW YORK — Howard Welsh this week acquired the TV rights to 8,000 Damon Runyon stories. The deal was set with King Features by the William Morris agency. Welsh expects to start production on 39 half-hour films in August. The budget is said to be \$20,000 per film.

"ROARING TWENTIES" TO BE FILMED

NEW YORK — Shooting is scheduled to begin in July on a new series of 26 half-hour TV films titled "The Roaring Twen-

ties." The films will be based on the experiences of ex-detective Barney Ruditsky. Maurice Kosloff Productions will shoot the films in Hollywood with George Moskov directing, Lou Diaz is associate producer and scripts are by Hal Biller.

SAN QUENTIN SERIES IS IN OFFING

HOLLYWOOD — Swartz-Doniger Productions, here, has announced that filming will begin early in July on a new series for TV based on the experiences of San Quentin Prison Warden Duffy. Paul Kelly is set to star in the video films, titled "Duffy of San Quentin."

J. Fairbanks Adds 3 in East

NEW YORK, June 14.—Jerry Fairbanks this week decided to hire three new salesmen for the East to bring his sales staff to a total of 14. The film salesmen are to cover the upper South, the lower New England area and Pennsylvania.

The company's execs are also considering acquiring some new product which they have looked at here.

REELS FROM KOREA

Cpl. Miller Shoots Series for WWJ-TV

DETROIT, June 14.—The original idea of a hometown G.I., Cpl.

BUYERS PICK LEADING VIDEO PIC PRODUCERS

NEW YORK, June 14.—Motion Pictures for Television, Peerless Television Productions, Snader Productions and Sterling Television Company, Inc., received most mentions in the "TV Station Film Buyers Pick," feature of The Billboard TV-Film Directory this week. MPTV placed eight films in the list; Peerless, six, and Snader and Sterling, three.

Studio Films to Shoot Series Of Westerns

NEW YORK, June 14.—Studio Films, the Solon, O., TV-film company which produces three-minute musicals is preparing to shoot a series of films featuring top name country and western talent. During the first two weeks of July, when the studios in Ohio are shut down for a vacation, the studio's executive producer Ben Frye and local talent buyer Fred Ferrezano head for Nashville to sign the hillbilly talent.

Meanwhile, the firm is setting a national distribution deal for the films. Final signing of the deal is expected next week.

Michael Miller, now in Army public relations in Korea, is paying off in a unique human interest program on WWJ-TV. With some background in video, Miller figured that the local interest of hometown soldiers in action (stressed on occasion by smaller city papers) could be carried over into video, and wrote station manager W. E. Walbridge.

Walbridge promptly sent Miller a supply of film and instructions for lighting. Miller, a stranger to a camera, turned out some usable material, already edited into three 15-minute shows. Programs are being scheduled irregularly, because of erratic filming and mailing opportunities in Korea, as the footage is received.

Advance letters are sent to families of all G.I.'s depicted in the film. Walbridge figures the idea is a station fixture, and has already made plans to have Miller's replacement continue the film assignment when the latter comes home in three months.

AFM'S POLICY ON TELE FILM

NEW YORK, June 14. — For full interpretation of the American Federation of Musicians' policy with regard to television film, as indicated at the AFM Convention in Santa Barbara, see the Music Department this issue.

Advertisement for ZIV-TV featuring a logo and text: 'The first name in outstanding television production. ZIV-TV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio New York Hollywood. Read about ZIV PROGRAMS in "Market Place" on Page 13.'

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard. What Do You Have To Sell? Write THE BILLBOARD 2160 Patterson St. Cincinnati 22, Ohio

THE BILLBOARD TV-Film

Current TV Film Series and markets in which they are presently on the air

Table with columns: Series Name, Length in Minutes, Released Currently Available, Distributor. Lists series like Adventure, Children's, Comedy, and Drama.

WARNING • WARNING • 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. See list of active TV film distributors for addresses.

NEWS SPECIAL EVENTS INDUSTRIAL NEWS TRAINING FILMS CONSULTATIONS SALES AIDS PUBLIC RELATIONS FILMS SHORT SUBJECTS WORLD WIDE SERVICE

NEWS for NEW TV STATIONS

THE success of your news programming depends entirely upon how you set it up from the first. MARATHON TV NEWSREEL can show you how to achieve success. Policy is a matter of judgment. What newsreel service shall you use? What balance between local, national and international news? Laboratory—station's or outside? Editing... assembling... planning... coordinating... integrating... costs? The answers, if not determined beforehand, are certain to create costly lessons. To be sure of maximum efficiency at lowest cost, with originality and consideration of local needs, plus the effectiveness that increases its importance to station business, you owe it to the future to seek qualified guidance now. MARATHON TV NEWSREEL is unique in the field of news-on-TV. It ranks among the pioneers in TV news film production. It is the only independent newsreel service. It has no need of its own to promote, no "favorites" to play, it has no "axe to grind"—so you may be sure of complete objectivity in providing your station with consultative guidance to a news format that will earn revenue as well as reputation. Avoid the pitfalls created by unqualified opinion:

"Knowing where to find out is the same as knowing."

Producers of "THE GUARDIAN ANGEL" and "THE POWER TO FLY" MARATHON TV NEWSREEL Konstantin Kaiser, Executive Director 125 EAST 50TH STREET, NEW YORK 22, MURRAY HILL 9-0985

Directory

The TV Industry's only reference source of films currently showing on television stations.

TV Station Film Buyers Pick

Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the stations TV film buyers and reported in Billboard's weekly survey

THEATRICAL:

BILLY THE KID Hugo Films, 60 W. 46th St., New York	Western	16mm.	Feature
BREWERS MILLIONS Peerless Television Productions, 729 7th Ave., New York	Comedy	16mm.	Feature
KIT CARSON Peerless Television Productions, 729 7th Ave., New York	Western	16mm.	Feature
CORSICAN BROTHERS Peerless Television Productions, 729 7th Ave., New York	Adventure	16mm.	Feature
COUNT OF MONTE CRISTO Peerless Television Productions, 729 7th Ave., New York	Drama	16mm.	Feature
DON'T TRUST YOUR HUSBAND Quality Films, Inc., 1040 Las Palmas, Hollywood, Calif.	Drama	16mm.	Feature
ELEPHANT BOY Motion Pictures for Television, 655 Madison Ave., New York	Adventure	16mm.	Feature
FLASH GORDON Motion Picture for Television, 655 Madison Ave., New York	Adventure	16mm.	Feature
G. L. JOE Motion Picture for Television, 655 Madison Ave., New York	Drama	16mm.	Feature
HIGH TIDE Motion Pictures for Television, 655 Madison Ave., New York	Adventure	16mm.	Feature
I SHOT JESSE JAMES Tele-Pictures, Inc., 5746 Sunset Blvd., Hollywood, Calif.	Mystery	16mm.	Feature
INTERNATIONAL LADY Peerless Television Productions, 729 7th Ave., New York	Mystery	16mm.	Feature
LARCENY IN HER HEART Motion Pictures for Television, 655 Madison Ave., New York	Adventure	16mm.	Feature
LAW OF THE LASH Motion Pictures for Television, 655 Madison Ave., New York	Western	35mm.	Feature
MAN IN A HINGE Snader Teletelcriptions Sales, 229 W. 42d St., New York	Drama	16mm.	Feature
REPEAT PERFORMANCE Motion Picture for Television, 655 Madison Ave., New York	Mystery	16mm.	Feature
RED RYDER Hollywood Television Service, Republic Studios, North Hollywood, Calif.	Western	16mm.	Series
7 DAYS TILL NOON Snader Teletelcriptions Sales, 229 W. 42d St., New York	Drama	16mm.	Feature
SILVER FLEET Unity Television Corp., 1501 Broadway, New York	Drama	16mm.	Feature
T MEN Peerless Television Productions, 729 7th Ave., New York	Adventure	16mm.	Feature
THE HALFWAY HOUSE Du Mont Network Film Dept., 515 Madison Ave., New York	Drama	16mm.	Feature
THE WOODEN HORSE Snader Teletelcriptions Sales, 229 W. 42d St., New York	Adventure	16mm.	Feature

OTHER:

ARCHERY WITH HOWARD HILL Sterling Television Co., 316 W. 57th St., New York	Sports	16mm.	Feature
CIPHER BUREAU Hugo Television Films, Inc., 60 W. 46th St., New York	Mystery	16mm.	Feature
DRUG ADDICTION Associated Program Services, 151 W. 46th St., New York	Documentary	16mm.	Feature
FROM TREES TO PAPER American Forest Products Industries, 1319 18th St., N.W., Washington, D.C.	Educational	16mm.	Feature
KING'S CROSSROADS Sterling Television Co., 316 W. 57th St., New York	Documentary	16mm.	Series
KIRUNA Films of the Nations, 62 W. 45th St., New York, N. Y.	Educational	16mm.	Feature
MEMORIAL DAY Office of the Chief Signal Officer, Washington, D. C.	Documentary	16mm.	Feature
NATO-ACTION FOR DEFENSE Office of the Chief Signal Officer, Washington, D. C.	Documentary	16mm.	Feature
GEORGE PALMER "PUPPETOONS" O'Neal Films, 25 W. 53rd St., New York	Cartoon	16mm.	Series
REVOLUTION IN THE SOUTH Lion Oil Company, Lion Building, El Dorado, Arkansas	Documentary	16mm.	Feature
THE AMERICAN COWBOY Ford Motor Company, Dearborn, Michigan	Documentary	16mm.	Feature
THE BIG PICTURE No. 183 Office of the Chief Signal Officer, Washington	Documentary	16mm.	Series
THE IMPORTANCE OF GOALS Sterling Television Co., 316 W. 57th St., New York	Educational	16mm.	Feature
WIFE OF MONTE CRISTO Motion Pictures for Television, 655 Madison Ave., New York	Adventure	16mm.	Feature

Series Name	Length in Minutes	Releases Currently Available	Distributor
TELEVISION THEATRE	26	13	Stuart Reynolds Productions
CURRENTLY SHOWING IN: Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dayton, Detroit, Erie, Lancaster, Los Angeles, Miami, Minneapolis, New York, Philadelphia, Pittsburgh, Providence, San Francisco, Silver Spring, Washington			
THIS IS THE STORY (Historical)	15	78	Snader Teletelcriptions
CURRENTLY SHOWING IN: Chicago, Davenport, Fort Worth, Indianapolis, Kansas City, Los Angeles, Milwaukee, Salt Lake City, San Antonio, San Francisco, Seattle			
WOMEN'S			
FEMININE TOUCH	15	104	Sterling Television Co., Inc.
CURRENTLY SHOWING IN: Dallas, Kansas City, Louisville			
FILE FACTS	5	11	United Television Programs
CURRENTLY SHOWING IN: None			
IN THE FASHION SPOTLIGHT	5	65	Du Mont Television Network
CURRENTLY SHOWING IN: Dallas			
MUSICAL			
BALLETS OF FRANCE	15	26	The March of Time
CURRENTLY SHOWING IN: None			
CONCERT HALL	15-30	62	Sterling Television Co., Inc.
CURRENTLY SHOWING IN: Richmond			
ENCHANTED MUSIC	30	13	Sterling Television Co., Inc.
CURRENTLY SHOWING IN: None			
HOLIDAY IN PARIS	30	13	CBS Television Film Sales
CURRENTLY SHOWING IN: Kansas City, Louisville, New Orleans, Seattle			
MUSIC OF THE MASTERS	30	13	Screen Gems, Inc.
CURRENTLY SHOWING IN: None			
MUSICAL SKETCHBOOK	60	9	Major TV Productions
CURRENTLY SHOWING IN: None			
OLD AMERICAN BARN DANCE	30	26	United Television Programs, Inc.
CURRENTLY SHOWING IN: Atlanta, Birmingham, Birmingham, Bloomington, Chicago, Greensboro, Jacksonville, Memphis, Minneapolis, Nashville, Oklahoma City, San Antonio, St. Louis, Syracuse, Toledo, Tulsa			
TELESCRIPTIONS Library No. 1 & 2	3	800	Snader Teletelcriptions
CURRENTLY SHOWING IN: Atlanta, Baltimore, Charlotte, Chicago, Cincinnati, Davenport, Detroit, Houston, Kansas City, Lancaster, Los Angeles, Memphis, Minneapolis, New Orleans, New York, Norfolk, Philadelphia, Pittsburgh, San Antonio, San Diego, San Francisco, Schenectady, St. Louis, Washington			
TV DISC JOCKEY TOONS	3	60	Screen Gems, Inc.
CURRENTLY SHOWING IN: Atlanta, Boston, Charlotte, Chicago, Columbus, Dayton, Detroit, Nashville, New York, Toledo, Washington			
THE VIENNA PHILHARMONIC ORCHESTRA	15-30	13	CBS Television Films
CURRENTLY SHOWING IN: Ames			
THE WORLD'S IMMORTAL OPERAS	30	7	CBS Television Film Sales
CURRENTLY SHOWING IN: Cleveland, New Orleans			

(Continued on page 14)

THE MARKET PLACE for TELEVISION FILM INDUSTRY

The National Weekly Exchange for Films Suitable for TV Programming
★ CLASSIFIED ADVERTISING ★

Adventure

Now in production "CASE HISTORY" starring Repis Toomey and Sara Hayden. WM. F. BROIDY PRODUCTIONS, INC. 5545 Sunset Hollywood 28, Calif.

The Big Game Hunt. Jungle adventures of Martin & Osa Johnson. Explorers Pictures Corp., 1501 Broadway, New York, N. Y.

Adventure - Mystery

TV's greatest combination super-sleuth, super-salesman

"BOSTON BLACKIE"

starring Keni Taylor, Lois Collier, Frank Orth, as "Blackie" as "Mary" as "Faraday" and an all-star supporting cast! Each half-hour program a complete episode planned for 3 full-length commercials.

ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road, Cincinnati 6, Ohio New York Hollywood

"DANGEROUS ASSIGNMENT"

Starring Brian Donlevy

Red-blooded adventure with pay-off ratings—for exclusive local showing and local sponsorship—at local cost. Already sponsored successfully in 51 markets, there are still some available. Full information from NBC FILM SYNDICATED SALES 30 Rockefeller Plaza New York 20, N. Y.

SEE HOW THEY RE-RUN!

In San Francisco, "Strange Adventure" is currently top show in its time period for the fifth month in a row. On its third run! You've never seen such a buy in your life. Ask CBS Television Film Sales for details. New York, Chicago, Los Angeles, Memphis.

Dick Tracy—1 half hour dramatic episodes based on famous comic strip. Snader Teletelcriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Kid Magic—mixture of science, fantasy, adventure. Weekly 1/2 hr. story series. Snader Teletelcriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

The TV series that will keep your audience SPELL-BOUND and "SELL"-BOUND!

THE "UNEXPECTED"

Each half-hour program a complete original story where FATE writes the "Unexpected" ending! Every week a new cast of top Hollywood actors... 5 sponsor identifications including 3 full-length commercials.

ZIV TELEVISION PROGRAMS, INC. 1529 Madison Road Cincinnati 6, Ohio Hollywood

Comedy

Hello, Darling—Hilarious comedy situation weekly 1/2 hr. audition prints available. Guild Films, 5746 Sunset Blvd., Hollywood 28, Calif.

Drama

SIX NEW TV FILM PROGRAMS
1. "The Louis Bromfield Series"
2. "The Hank McCune Show"
3. "Tales of Corney Johnson"
4. "Those Were the Days"
5. "Crown Theater"
6. "A Chair on the Boulevard"
Bing Crosby Enterprises, Inc. 9028 Sunset Blvd., Los Angeles 46, Calif.

Educational

Going Places, 1/4-hour travel film series. United World Films, Inc., 445 Park Ave., New York.

Feature Films

For the best in Features, Westerns, Shorts UNITY TELEVISION Series, Dramas, Musicals, Comedies, Cartoons, Sports and many others—contact 1501 Broadway, N. Y. 36, N. Y.

Alexander Korda Features—18 new feature length films. Finest British product. Snader Teletelcriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Film Processing

"Peer-Renu" conquers shrinkage in old films; makes them usable, revenue-producing. West Coast Film Processing Corp., 165 W. 46th Street, New York.

TV Sound of Broadcasting Quality. Specialists in sound control for TV recordings and kinescopes. Precision Film Laboratories, 21 W. 46, N. Y. C.

Miscellaneous

America's Leading TV Film Producer. Rolfe Reed Productions, Inc. 275 So. Beverly Drive Crestview 6-1101

Available—50 varied features and 37 feature length Westerns. Film Vision Corp., 1501 Broadway, N.Y.C.

BRITISH INFORMATION SERVICES—From a 3 minute filler to an 87 minute documentary. B.I.S. has the answer to your TV film problem. Contact Lester Schoenfeld, B.I.S., 30 Rockefeller Plaza New York 20, N. Y. CI 6-5100

For entertaining and appealing pictures. Pictorial Films, Inc., 1501 Broadway, New York 36, N. Y. Pennsylvania 6-3755.

For Quality TV Film Production IMIPRO Productions, Inc. Hal Roach Studios, Culver City, Calif.

Tried and True TV Entertainment Films. LOUIS WEISS AND CO. 655 N. Fairfax Los Angeles, Calif. Webster 8-5287

UNITED TELEVISION PROGRAMS, INC. Largest distributor of quality TV Films. New York—Chicago—Hollywood

Children's

Adventures in Stamps—a 15 min. TV program of low cost TV—Unlimited, Inc. 941 Madison Ave., N. Y. 17, N. Y.

Kid Magic—mixture of science, fantasy, adventure. Weekly 1/2 hr. story series. Snader Teletelcriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

This is the Story—Famous tales, re-created by Ed Prentiss, masterful story teller. Twice weekly 1/2 hr. Snader Teletelcriptions Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

Time for Beany! Big time 15 min. kid show for local clients. Merchandiser/Paramount TV Prod., 1501 Broadway, N.Y.C.

ADVERTISING RATES

REGULAR-CLASSIFIED

Usual want-ad style, one paragraph, no display

First line set in 6 pt. bold, balance 8 pt. light

per word.....\$20

3 or more CONSECUTIVE or 26 insertions.....18

52 CONSECUTIVE insertions, per word.....16

Minimum \$3

DISPLAY-CLASSIFIED

Any advertisement using display make-up or other space. Figure space between cut-off lines at rule bottom permitted only on ads of 28 lines or more

per space line.....\$1.00

3 or more CONSECUTIVE or 26 insertions, per space line......99

52 CONSECUTIVE insertions, per space line......98

(3 inch equals 18 space lines)

ALL ORDERS AND INQUIRIES TO TELEVISION FILM MARKET PLACE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.

all the news of your industry every week in The Billboard... SUBSCRIBE TODAY

see page 3 for rates

Current TV Film Series

Continued from page 13

Table with columns: Series Name, Length in Minutes, Releases Currently Available, Distributor. Includes sections: MYSTERY, BOSTON BLACKIE, CASES OF EDDIE DRAKE, CRAIG KENNEDY CRIMINOLOGIST, FILES OF JEFFREY JONES, HOLLYWOOD OFFBEAT, MEE THE VICTIM, SCOTLAND YARD, THE UNEXPECTED, QUIZ, MOVIE QUICK QUIZ, RELIGIOUS, BIBLE READINGS, LIFE OF JESUS, LIFE OF ST. PAUL, NEWS, DAILY NEWS REPORT, HEADLINES ON PARADE QUIZ, NBC WEEKLY NEWS REVIEW, PATHE MY LIGHTS, TELENEWS WEEKLY, UP MOVIE/TONE NEWS, WASHINGTON SPOTLIGHT, WEEKLY REVIEW, TRAVEL, FITZPATRICK TRAVELOGUES, IT'S A SMALL WORLD, SPORTS, ALL-AMERICAN GAME OF THE WEEK, DOUBLE PLAY WITH DUBOCHER AND DAY, FOOTBALL EXTRAS, FOOTBALL THIS WEEK, GOLF PLACES WITH 'GADABOUT', GADDS-FISHING, GOLF TIPS BY JOHNNY BULLA, ROLLER DERBY, SPORTS ON PARADE, SPORTSMAN'S CLUB, SPORTSCHOLAR, THIS WEEK IN SPORTS, WHAT'S THE RECORD, WESTLIES FROM HOLLYWOOD, WESTERN, THE MUSTER CHARGE SHOW.

TV-Film Reviews

Four Star Playhouse

TV FILM. Half-hour series. One pilot film completed, entitled "The Officer and the Lady," Promotional Films, producer-distributor. Director, George Jenkins. Chief cameraman, Joseph E. Biroc. Production manager, Ruby Rosenberg. Cast: Charles Boyer, Andrea King, Allen Jenkins, others. Distributed by Official Films, Inc., 25 West 45th Street, New York. Reviewed at private audition.

Continued from page 3. comic foil of considerable skill in the person of Allen Jenkins, who plays Boyer's pickpocket partner.

In this story, Boyer goes on the make for Miss King, who is a model working in a swank Paris dress establishment, who has been given just one month to live by the doctor. The boy has never seen his father, and isn't going to, because he (the father) is presently in jail and not due out for some time. Andrea has been telling the kid his father is in the Foreign Legion. Upon learning of this wonderful mess of distress, Boyer rents a Foreign Legion general's uniform from a theater costume store, and on the boy's birthday, calls on the lad with an armful of gifts. Now the boy may die happily, or possibly even recover. And, having brought his own brand of Continental sunshine into Andrea's life, Boyer wistfully leaves. At fade-out he starts to pursue another shapely lass, who happens to pass him, walking a French poodle down the boulevard, but is restrained by Jenkins.

All of which sounds, and is extremely soap opera. But soap opera so over-whelmingly expertly done that therein lies the show's great strength. It is mass-audience bait of the highest order. Once aired, it will make the top 25 like a sky-rocket.

All of the acting is top drawer, with Boyer, especially, turning in as fine a performance as he's ever given to theatrical exhibitors. There is no skimping in any direction. The aforementioned fashion scene, for example, utilizes at least 30 people, when it could as easily have been done with 10. Sets are equally elaborate and excellent in every respect. This goes both for interiors and exteriors. And the Parisian atmosphere is set in a thoroughly convincing manner.

At show's close, in a dressing room interview, Boyer talks about next three stars and shows, and Dick Powell comes on to do a persuasive pitch to lure viewers to look at his film upcoming.

Four Star is making web, agency and advertiser rounds now, and will be on this fall. Big accounts have any sense at all. Whoever puts it on will not be sorry.

The Big Game Hunt

TV FILM—Reviewed Friday (13). Producer, Jules Weill for Explorer Films (producer-distributor). Director and Supervisor, Walter Klee. Writer, Robert Layne. Sound, Magno Sound, Inc. Narrator, John H. Clarke. Cast, Osa and Martin Johnson, others. Film caught, "Orangutan." Distributed by Explorer Pictures Corporation, 1501 Broadway, New York.

Explorer Films already has 26 episodes of these 30-minute jungle films in the can, made from the more than 2,000,000 feet shot by Osa and Martin Johnson. There are 13 more shows now in the outline stages, and Explorer believes it can make an additional 26 from the footage on hand.

Altho the films originally were shot in the late '30's, jungle sequences are, in fact, timeless. The photography is of a quality which has made stock shots from these films in great demand in Hollywood for many years, for integration into jungle features. New intros have been shot of Mr. Johnson as the first four minutes of each episode. In the one caught, she was shown in her New York apartment, fondling some native weapons and other knick-knacks brought back from the jungle. Sound quality was quite poor on the intro, but it was

(Continued on page 49)

The Power to Fly

TV FILM—Reviewed Wednesday (11). 11:15-11:30 p. m., EDT. "Films of Interest" (15-minute documentary-industrial) on American Broadcasting Company TV. Produced and distributed by Marathon TV Newsreel, 125 East 50th Street, New York. Producer-director, Konstantin Kaiser. Film editors, Phillips Wylly, Kenneth Baldwin. Narrator, Peter Roberts.

"Power to Fly" (produced for United Aircraft Corp.) is a prime example of the type of industrial film favored by station TV film directors because its "commercial" message is surely discernible to the average viewer. Altho the 15-minute film (actual running time: 13 1/2 minutes) includes heavy visual coverage of United's four plants, the narrator doesn't mention the aircraft firm by name once, and even a credit line in the titles (i.e., "produced in co-operation with United") is not compulsory.

These factors account in part for fact that Marathon has already spotted the flicker on 85 stations in 62 markets since its release May 17, with 80 per cent of the stations using film in A or B time, and 50 per cent screening it in prime class A slots.

Another good-will builder, according to Marathon's proxy-producer Konstantin Kaiser, is that he allows stations to keep prints as long as they want to, and is readying a plan whereby stations will keep prints permanently to loan them to local schools and civic groups.

Fast-Moving View Utilizing a terse March-of-Time-style commentary, "Power to Fly" presents a fast-moving view of aviation history, via panorama shots of aircraft manufacturing plants in action (United, of course), and news clips, illustrating how helicopters are performing valuable services in Korea today. The latter coverage affords an excellent opportunity for stations to tie in local showings with live news reports.

The film's smoothly professional editing job, and Peter Roberts' comprehensive narration make it a good bet for TV news and documentary programs, even on a paying basis. Marathon, however, packages film for TV as a service to its clients, so the film is sent to stations free. In line with this, it's interesting to note that Kaiser actually sold another industrial film, "Guardian Angel" (Sikorsky Helicopters), to a Manhattan newsreel theater, even tho the management was aware the picture had already been screened on TV. "Angel," says Kaiser was shown by 60 TV stations in 60 days earlier this year.

In view of his current success in the TV film distribution field, Kaiser plans to emphasize this service to all future industrial film accounts. Marathon handles the actual film production; plus follow-up promotion and TV distribution for one fee. In addition to United Aircraft and Sikorsky, Marathon produces films for Nash Motors and Lumite Division of Chicopee Manufacturers.

Sportscholar

TV FILM. 15-minute series. Reviewed Friday (13). Produced by United World Films, Inc. Producer, Steve Alexander. Narrator, Fred Uttal. Script, Lee Rogow. Available as 52 quarter-hour segments. Distributed by United World Films, 445 Park Avenue, New York.

This quarter-hour sports show with a slick quiz angle has already been shown in many markets sponsored by such advertisers as the Ethyl Corporation, De Soto, Ford, Schaefer Beer, Congress Cigars, Ft. Schuyler Beer, Glasgow Beer, Stag Beer and others. Show caught included film clips on such diverse sporting activities as harness racing, curling, rodeo, baseball, boxing, sand sailing, roller skating, track, wrestling, golf and swimming.

Taken from Universal-International's tremendous library of sports footage, the films have been assembled into a fast-moving (Continued on page 49)

Little Theater

TV FILM. 15-minute series. Reviewed Friday (13). Produced by The Teevee Company, Hollywood. Executive producer, Marc Frederic. Director, Bill Claxton. Camera, Joe Biroc. Associate producer, Sherman Harris. Cast: Norman Rainey, Bobby Jordan and others for "Patsy"; Bonita Granville, Marjorie Lord, Robert Rockwell and others for "Pawn Ticket." Distributed by The Teevee Company, 211 South Beverly Drive, Beverly Hills, and 445 Park Avenue, New York. Available as 39 quarter-hour segments.

This series of dramatic vignettes has been shown in part in many markets, and is currently being shown in West Coast markets under the sponsorship of General Foods. The films are currently available in any number of areas, and the producers are set to turn out additional shows for the series.

Quarter-hour show caught permitted the sponsor to insert commercials at either end and in the middle. The show is made up of two 5-minute stories with gimmicked O. Henry twist endings. Production, script, audio, lighting, sets and acting are all top-flight. Particular show caught was made up of "Patsy" starring Bobby Jordan and Norman Rainey; and "Pawn Ticket," starring Bonita Granville, Marjorie Lord and Robert Rockwell. "Patsy" is the story of a Parish sets who is fearful of the priest whose boy is a teen-aged hoodlum terrorizing the area while "Pawn Ticket" tells the story of an unfaithful wife who schemes to fool her husband into believing that a mink coat she accepted from an admirer was actually found on the street in the form of a pawn ticket.

The "Patsy" story utilized a cast of seven actors, the parish house, an apartment, a clothing store and a boxing ring as sets. "Pawn Ticket" sets were an apartment and a business office. If the rest of the series matches the segment reviewed, Teevee Company has a fine product.

Joe Martin.

Terry and the Pirates

TV FILM. Half-hour series. One half-hour pilot completed. Produced by Dougfair Corporation. Director, Dick Irving. Writers, John and Gwen Bagni. Cast: John Baer, William Tracy, Jack Kruschen, Gloria Saunders, Mari Blanchard, others. Distributed by Official Films, Inc., 25 West 45 Street, New York. Reviewed at private audition.

Continued from page 3

simple enough for the youngsters to follow, yet with enough suspense and comfortable complications to hold the grown-ups. Story is of the heisting of a shipment of \$2,000,000 in gold bullion by the villains, as it is being flown via Choptiques to Joe's Air Cathay via Hotsbot to Japan. Terry and Hotsbot go after the "pirates," who have stashed the gold in a town called Macao, "six and a half square miles of iniquity." After appropriate mysterious events and a few fights Terry and Chaz emerge triumphant, but not before they run into Burma, who just happens to be singing in a Macao bistro. And (surprise) the real power behind the Dragon Lady, moneymonger running a black market racket in Macao, under the name of Madame Roulette. The DL gets away at the end so she can be chased again by Terry and his pals in subsequent episodes, but her chief henchmen are caught and dealt with.

Indoor and outdoor sets are excellent and realistic looking, and integration of action film clips is wonderfully handled. Dick Irving's direction is extremely TV-wise with fine use of close-ups and pep lighting even in night scenes.

Fifty-eight of the newspapers currently carrying the strip are in TV cities, so a sponsor is apt to pick up considerable pre-built audience. The strip's total current syndication circulation is over 25,000,000. From every standpoint a great bet for any one of a hundred bankrollers.

(Continued on page 23)

Palace, New York
(Friday, June 13)

Capacity, 1,850. Price range, 55 cents-\$1.80. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

Three acts working in the five, six and seven slots make the current bill a solid package to the earlier portion was only average.

The bill got off with the Karpas Trio in the opener. The two boy-one girl act did a combo of Risley, ladder balance with Indian club toss, winding up in a flashy carousel bit for a good mitt. Tanya, in the two position, a slim, brunette, did a fairish job on the fiddle starting with "Hot Canary" and finishing with Enesco's "Romanian Dances" for a fair hand.

Buddy Clayton showed a big bary built around a gimmick of an Arthur Godfrey talent show which permitted him to do a series of take-offs of big and small names. His stuff was mostly off the cob, tho the audience enjoyed it. Trio Rexford, a classy-out-fitted, two girl-one man dance team, did a nice job, adding flash with adagio and a fairish number. The boy (under-stander did tandem lifts and spins for fine applause.

Franklin & Lane

The show picked up tempo with Cass Franklin and his new partner, Monica Lane, tossing duets in professional manner. Franklin's big booming voice was an excellent foil for Miss Lane's very good soprano. The couple worked well and easily mixing 'em up between show tunes, standards and longhair for the first really solid mitt of the 80-minute show.

The pace set by Franklin and Lane was sustained and added to by Charles "Slim" Timblin's standard blackface preacher act. The poly-dialect bits by his two assistants (unbilled), coming on toward the end of his act, drew big yocks.

Wally Brown followed Timblin and moved in right away with the big laughs for his fast chatter monolog. At times the yocks were so loud Brown's lines were inaudible. He wound it up with his standard "Middle Age" song.

Les Ortol, a high perch act, a very well dressed, young, good looking couple, showed a number of excellent tricks — fallaways, iron jaw, neck swivels and balancing bits, winding up the fletcher in rapid-paced fashion. Pic, "No Room for the Groom." Bill Smith.



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Night Club-Vaude Reviews

**Minnesota Terrace Room
Hotel Nicollet,
Minneapolis**
(Tuesday, June 3)

Capacity, 400. Shows 8:30 and 11:30, plus 1:30 p.m. Saturday. General Manager and Booker Neil R. Messick. Manager, Morgan Niehola. Publicity, Phyllis Lundquist. Booking policy, non-exclusive. Estimate budget last show \$1,000. Estimated budget this show, \$2,500.

Dorothy Lewis' 13th annual icer, this one tabbed "Mexican Fiesta—on Ice," has plenty of top skating, costuming, color and comedy in its 29-minute running time.

Rene Ochoa, back as male support to Miss Lewis, has improved considerably over his 1951 stint, to draw covetous glances from many an opening-night fem.

Ochoa-Stanley

The show carries a four-gal line which is headed up by Mildred Stanley, ork canary doubling as captain, in a colorful Mexican market scene. Ochoa joins Miss Stanley in a Mexican tune as he strums a guitar. Miss Lewis works with Ochoa for a few fast spins then solos in her fiery-red bird costume, doing the very difficult jump and sit spins at which she is a past master, for heaving mitting.

Heinie Brock, comic skater decked out in racoon coat, comes in from the front of the house as the spot moves dizzily about trying to pick him up. The guy is just as good at glib gab as he is on skates. His best was a take-off of an automobile getting started and on its way.

Ochoa and Miss Lewis do a Mexican number, with clicking castanets, with him singing in Spanish. They're joined by the line and the by Brock, dressed as a bull fighter, for a colorful black light finale.

Cecil Golly and seven-man ork do a top job cutting the show, as well as playing for dancing. Costuming by Kilpatrick again is tops. Jack Weinberg.

Roxy, New York

(Tuesday, June 3)

Capacity, 6,000. Price range, 80 cents-\$2. House booker, Sam Rauch. Producers, Arthur Knorr and Gae Foster. Show played by Paul Ashhouse ork.

The 40 minute show has four acts, but no major draw. The ork, usually on stage, is now down in the pit, apparently preparing stage for the upcoming ice show.

Soprano Kathy Barr, a very pretty gal, uses costuming and hairdo to heighten a generally seductive appearance. She showed a good coloratura, knows how to move and sell. Her "Bell Song" from "Lakme" was particularly impressive. In addition gal did a couple of ballads, winding up with "Here In My Heart" wearing a wedding veil and backed by chorus and line.

Ahead of her were Felo and Bruno, duo-piano team. Both faced stage left, with a bongo drummer between them. It was good production, permitting the emphasis on speed and flash. They opened with chorus and line support on a couple of L. A. numbers, but their own work stood out best when they had the stage to themselves. They punctuated their third number with pointing shouts, kicks, whirling on their seats and even switching pianos and playing standing up.

Dancer Helen Wood opened the show with the ork playing "Slaughter on Tenth Avenue," against a tavern setting on stage. When Miss Wood entered, the ork switched to "St. Louis Woman." Gal was very agile using plenty of high kicks for a big selling job. Jay Mahah, a winking to a small crowd, was in trouble at the start. His tradey lines didn't register. His paper magic routine seemed overdrawn, but his ventriloquism, using the gloved left hand, went over better. The pic was "Diplomatic Courier." Gene Plotnik.

**Leon and Eddie's,
New York**
(Tuesday, June 10)

Capacity, 350. Price policy, \$3.50-\$4.50 minimum. Shows at 8:30, 10:30 and 12:30. Operator, Eddie Davis. Booking, non-exclusive. Publicity, Jean Sager. Estimated talent budget, \$1,700.

The club has a really commercial show with an appeal to regulars as well as the visiting firemen who flock here. The bill has pacing, flash, comedy and girls, the proper ingredients for any spot. Considering the dough available, the acts are surprisingly good, each doing solid job or showing enough potentials of being able to do it in the near future.

Sherry Britton has acquired enough vocal finesse to sing a song ("Take Love Easy") with commendable skill to good hands. Her big plus, however, is her strip disclosing a chassis that is genuine whistle bait. Bobby Ramson, a thin-faced, young comic showed a style and punching ability that marked him as a kid to watch. Right now his material is a melange of every comic around, including takes. But he showed enough basic ability to make it with more experience. On deft timing alone he drew some healthy yocks.

Triple Duties

Jack Byron, a good looking, clean-cut bary (a Russell Nype type) did emceeing, singing and, for an added measure, a magic act. The last was apparently intended to bolster his routine, tho at best his enthusiasm was better than his skill. Based on voice and looks, Byron showed enough to be worth catching for a Broadway musical.

Lewis and Lola, a good looking pair of people, did a very good acro-comedy-terp act, with hand-to-hand balancing thrown in for added results. The pair, niftily costumed, did three numbers, winding up to enthusiastic mitting.

Rena Foley, a very pretty brunette, showed skill as a ballerina, tho her music was so unimaginative it hurt her entire act. The gal's toe work needs exciting musical arrangements, or at least more appropriate tunes, than she has at present.

Art Wanner's small combo cut the show and dished out the dance music.

The June Oliver line of six ponies was nicely costumed. The routines, however, seemed beyond the gals. Bill Smith.

**Mounds Club,
East St. Louis, Ill.**

(Thursday, May 29)

Capacity, 400. Price policy, \$1-\$1.50. Shows at 10:30-12:30. Manager, Jack Langor. Booker, Ralph Conrad. Estimated budget this show, \$2,500.

Cashing in on the healthy biz brought about by the opening of the near-by Fairmount race track, the club got off to a big opening with a well-rounded bill.

The opener featured Jack Mathis, a tenor, who did "I Feel a Song Coming On" and "I've Got You Under My Skin." He closed with a medley of standards and novelties, including "Barnes' Google," "The Night Is Young" and "Me and My Shadow," for a nice reception.

Sis Blanchard, dancer, followed with some Spanish routines to a healthy mitt.

Kathl Kohis, comedienne, opened with "Charlie My Boy," went into "Boulevard of Broken Dreams," followed by novelties and wound up with a fast yodel. The gal uses a gag routine thru-out and showed a sense of comedy, timing and good pacing. Her material, however, can stand improvement.

Headliner Wynette closed the show. The stripper did enough to raise ringsiders' blood pressure, making it obvious why she is still one of the top-notchers in the peeler class. The gal went over big here and looks as if she may be held over indefinitely.

Show-backing and dance music were furnished by capable crew fronted by Ray St. Clair. Abie L. Morris.

**Lookout House,
Covington, Ky.**
(Wednesday, June 11)

Capacity, 600. Price policy, \$3.50 minimum. Shows at 8 and 12:30. Operator, Lookout House, Inc. Manager, Lou Clarke. Booking policy, non-exclusive. Publicity, Joe W. Johnston. Estimated budget this show, \$5,000. Estimated budget last show \$3,000.

After a four-week break-in at Alpine Village, Cleveland, the Frank Sennes-produced Latin-American package, "Mardi Gras in Rio," featuring the fiery Diosa Costello, moved in here Monday (9) for a three-week stand. This is one of a series of package items which Booker Sennes and associates are whipping up for consumption by major arteries. "Mardi Gras" is set for Las Vegas and Reno later in the summer.

Lookout House patrons, not usually swayed by Latin-type entertainment, gave this one a solid reception. Miss Costello, working in her usual frenzied fashion, is on for most of the 60 minute running time, and never once does she shut off her motor. Sings the Latins, old and new; madly tosses her torso; does her "Ball Ha!" number in her Bloody Mary role from "South Pacific," kibitzes with the audience, and coaches audience-participation rumba lessons, all of which caught the audience's whim.

Supporting are three solid turns: a line of eight Latin charmers, and a trio of Latin male hoofers, Roberto and Alicia, handsome and graceful dance pair, click handily with their Latin folk, pop and interpretive dancing, winning solid applause for their efforts.

Lolo and Lita, whose wardrobe isn't in keeping with the show's Latin motif, scored a smash with a corking novelty turn. Lolo. (Continued on page 30)

**Cocoanut Grove,
Ambassador Hotel,
Los Angeles**

(Thursday, June 5)

Capacity, 950. Price policy, \$1.50 cover. Show at 10:15. Owner, Schine Chain. Manager, Ashton Stanley. Publicity, Tom Jones. Estimated budget this show, \$6,000. Estimated budget last show, \$6,000.

Frankie Laine has enhanced his already fine rhythm presentation with a new dramatic approach on ballads that indicates he has good TV and film potential. Laine, who has a naturally contagious delivery on up-tempo ballads, has acquired a dynamic dramatic virus that lends great versatility to his work.

The impact of tunes like "Sleepy Time Down South," "Tomorrow Mountain" and "One for My Baby" paces Laine's program smartly and contrasts well with his more spirited rhythm songs. Singer has added an excellent new vocal quintet, the St. Louis Rhythmairs. In this their second job with Laine, group showed a good potential, visually and vocally.

Carl Fischer, his veteran accompanist-organer, conducted a faultless first show, fronting Eddie Bergman's crew. Johnny Sippel.

**Boulevard Room,
Conrad Hilton Hotel,
Chicago**

(Tuesday, June 10)

Capacity, 425. Price policy, \$1.10 to \$1.50 cover plus \$3.50 minimum. Shows at 8:30 and 12. Exclusive booker, Merriell Abbott. Publicity, Dick White. Estimated budget this show, \$5,500. Estimated budget previous show, \$5,500.

This is the 12th in a series of ices to play this room, and Merriell Abbott, in departing from the usual format featured in the previous entries, has come up with something new for Chicagoans—a striking, lavishly wardrobe and excellently produced musical revue.

Not only is the show completely new, but many of its basic ingredients also can be placed in the same classification. Making her debut here is Dokores Pallot, choreographer, and also handling the staging under Miss Abbott. Adele Inge, one of the best acrobats ever to play the room, is appearing here for the first time, as are the other features of the revue, Eric Waite, comic; Diana Grafton, comedienne; Charles and Lucille adagio team, and an interchangeable quartet including Mari McLaughlin, Donald Tobin, Yvonne Broders and George Zak.

The show breaks down into 12 scenes, each depicting a holiday in one of the 12 months of the year. Integrated into the score, which features such standards as "Easter Parade" and "White Christmas" are some original tunes written by Hessie Smith and built around various holidays.

Well Planned

Miss Abbott has put considerable effort into prepping a letter-perfect product. Production is top-drawer; costuming by Fred Wittop, is comparable to the finest Broadway production, and the selection of the acts leaves little to be desired.

Opening scene, a Currier & Ives (Continued on page 50)

Bon Soir, New York

(Tuesday, June 10)

Capacity, 120. Price policy, \$3 minimum. Booking, non-exclusive. Publicity, Ross Associates. Estimated budget this show, \$1,200.

Hamish Menzies, Scotch import, voice-piano, a burly, good looking guy making his American premier this week, works like Dwight Fiske. A suave and clever entertainer, Menzies did a solid job on special material with double entendre overtones. His story-telling technique is designed to goad the audience's imagination rather than hit them with any gross details. Menzies displayed a light and racy touch, with his piano backing enhancing the picture and the mood. The audience was with him most of the time, with titters, chuckles and yocks.

His smooth intimate style would be suitable for any intimate spot. With Jimmy Daniels still emceeing, the house provides a steady grid of music with Garland Wilson at the piano; the Three Flames (piano, guitar, bass); Mae Barnes, who belted out a couple of specials that had them screaming, and Noreen Tate, a gal with a sensitive off-note style on torches and blues. Also on the bill was the comic team, Jimmy Kirkwood and Lee Goodman, who received steady yocks for their finely drawn satires on movies and radio and television shows. Gene Plotnik.

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Good AGVA-Agent Groups Relations Headed for Rocks?

Controversial Cincinnati Issue Reaffirmed at Hollywood Session

HOLLYWOOD, June 14.—The spirit of co-operation which has existed for the past two years between Artists' Representatives' Association, Entertainment Managers' Association and other agents' associations and the American Guild of Variety Artists, meeting here in national convention, appeared headed for the rocks at press time. The controversial Cincinnati resolution, which would have AGVA dealing directly with agents for fran-

chises, thus by-passing agents' orgs, originally passed in 1950 and then tabled when AGVA started negotiating the new Rule B-51, was reaffirmed Wednesday (11).

Agents' orgs have not been properly policing the provisions of the Rule B-51, thus abrogating their portion of the agreement, Jack Irving, national administrator, said, while AGVA has lived up to its side of the bargain. Irving told The Billboard that the Delbridge-Gorrell situation, where AGVA has asked the Detroit agents to pay up back \$1-per-member-per-club-date fees must be settled by July 14, or AGVA will break with ARA. Irving pointed out that Hal Bongard, chief of AGVA's agency control section, personally visited Detroit to confer with the agents, and that already they have been given an extension to June 14. He said that correspondence with Marvin Himmel, secretary of Entertainment Managers' Association, Midwest branch of ARA and not to be confused with Entertainment Managers' Association of New York, a group of New York indie performers, has made the claim that EMA, of the Midwest, understood that their deal started in April, 1952, and not April, 1951, as Irving originally set it up.

POLITICAL BIZ POSES OP PROBLEM

Names to Compete With Late-Night Confab Sessions

CHICAGO, June 14.—What at first appeared to be a business bonanza is developing into a major question mark for local operators, the problem being the forecast of business conditions in clubs during Republican and Democratic national conventions here next month.

Most Loop bistros will be pitching top names at delegates to the confabs, their wives and the thousands of other visitors expected in the city. But whether even the biggest names will be able to pull against late-night sessions which are to be held at both conclaves is now a problem. Local night club habitués are expected to remain at home during the conventions, watching the proceedings on television or listening via radio. Visitors are expected to either attend the sessions at the Amphitheater or seek locations which will carry the proceedings on TV sets.

The Chez Paree will have one of its most potent attractions on hand for the Republican meet in the person of Jimmy Durante, who opens tomorrow (15) for a month and maybe five weeks. During the Democratic get-together, location will have another big Chicago draw in Joe E. Lewis.

The Conrad Hilton is in one of the strongest positions of any niterery here. Site of many of the leading candidates' headquarters, the hotel will also house a good portion of the visiting firemen, including newspaper and radio reps, as well as delegates and their families. Spot has a new leer, "Calendar Capers," which is strong family fare, as well as a big draw with locals, and expects to maintain its normal high biz level during the meetings.

The Palmer House is now shifting around its pre-convention entertainment schedule. Merriell Abbott has strengthened the next bill opening June 26 for a month, which feat will Felix Knight by adding Mata and Hari, a girl singer, and dropping her line, which will go on tour for a few weeks. This location will also house many of the visitors to the convention, and hopes to get a share of the after-meeting hours biz.

The swank Mayfair Room at the Blackstone Hotel shuttered since start of the Lenten season, will resume for the conventions with a band and a large-sized television screen, offering full coverage of conventions telecasts for guests.

The Edgewater Beach Hotel went into its summer band shows last night (13) when Xavier Cugat, his ock and revue opened the Broadway for the season. Spot will follow with Tommy Dorsey, who will be in for both conventions, then Ralph Flanagan.

According to Georgie Price, AGVA proxy, the Cincinnati resolution's reaffirmation makes it possible to notify agents' orgs that Rule B can be terminated in 60 days, according to the provisions of that agreement, but AGVA counsel is not certain as to how Rule B-51 can be rescinded. The resolution orders the national board, which started meetings here Friday (13), to promptly take steps to discontinue waivers issued to agency associations with regard to payment for franchises; terminate agreements with associations; establish new rules governing agents, and provide issuance of new franchises directly to agents with a new provision appended, which would make this possible "without the payment of any franchise fees." Previously franchise cost \$35.

Bongard told the meeting that Delbridge & Gorrell still haven't allowed an auditor to check their books as to what amounts are owed on club-date insurance. He said that the office made last payments to AGVA on insurance in February. Irving said that he feels that generally agents have not made full payments for club-date insurance. A check by Bongard to New York agents, taken at random, forced larger agencies recently to make additional payments as high as \$793 for 51 premiums, which they previously didn't account to AGVA for.

Patti Page to Do 1-Nighters

NEW YORK, June 14.—Patti Page will do a series of week-end one-nighters, Fridays, Saturdays and Sundays, starting about July 7. The gal will work in ballrooms for about \$1,500 a night, with the promoter supplying the band.

The reason for the one-nighters instead of full week stands is that Miss Page is scheduled to begin a twice-weekly (Tuesday and Thursday) TV show, "Chlorodont Music Hall," for Lever Brothers over Columbia Broadcasting System's TV web. To be available for the TV shows, the gal will have to be in town, hence the week-end dates. Subsequent one-nighters are now being lined up, but all will be within overnight, or shorter, distance from New York.

Subpoenas to Be Served on AGVA Heads

NY Ins. Dept. to Climax Probe of Insurance Plan

NEW YORK, June 14.—The New York State Insurance Department is now in high gear in its almost year-old undercover investigation of the American Guild of Variety Artists' insurance plan. Subpoenas will be served on AGVA officials and employees early next week, returnable July 1, ordering them to appear as State's witnesses.

Jimmy Lyons, AGVA's Eastern director, and Billy Lyons, of AGVA's New York office, will be called, it is understood.

The Insurance Department also has served citations by mail on Matthew Adler, insurance broker. One order was delivered to Adler's New York office; the other to his main office in San Francisco ordering him to reply by July 1 in New York.

The insurance investigators will question a number of witnesses under oath to determine if the plan, under which the insurance program is handled, was properly handled and if it violated any New York State laws.

AGVA THINKS PLAN HAS HELPED ARTISTS

HOLLYWOOD, June 14.—The American Guild of Variety Artists definitely feels that its controversial insurance plan has been a boon to the performer, especially in inducing greater outdoor performer membership, and that a new plan should be instituted when the current pact with Matthew Adler and Indemnity Insurance Company of North America runs out in November, 1952. The Henry Dunn, ex-national administrator, and Matthew Adler, insurance broker, were criticized after the way in which the plan was instituted, delegates to the annual convention here agreed that benefits of the plan were of great assistance to the actors' union.

Georgie Price, proxy, stated that many new plans will be carefully studied by the national board before a new plan is chosen. First concrete plan was submitted by Murray White, national board member, who told the convention that he can submit a pay-as-you-go plan, whereby the union will get the same coverage it now obtains for \$1 for 65 cents.

Donald G. Heff, of Continental Casualty Company of North America, Price said, had offered a plan, whereby AGVA would receive coverage similar to the Adler program only under a group insurance program, while Adler's was special risk coverage, for an annual premium. AGVA will guarantee over \$600,000 in premiums for a year at the rate of about \$40 per member. Irving pointed out that AGVA has a paid membership of about 10,000 which at the rate of \$40 per would equal only \$400,000.

Joe Campo, Philadelphia, urged that the Philadelphia resolution, which he charged was by-passed by Dunn, should be considered for premium collections. Under this plan, niteries and club dates would be assessed at the rate of 10 per cent of the budget of the show, with a minimum of \$5 and a maximum of \$25 per week for niteries and per club date. Delegates like the plan for niteries, but argued against it vigorously for club dates.

Jonas Silverstone and Henry Katz, AGVA lawyers, both pointed out that the present agreement with North American runs out November 15, but that according to a verbal pact with Adler, Adler has a first right of refusal on the next plan, if he can come up with an equal or better program for AGVA. The convention received a full report of the amounts collected by AGVA on the insurance plan, since September, 1950, of which amount Adler received a 30 per cent commission (The Billboard, June 14).

Possibility that Adler might sue

ACTORS CONVENE

AGVA Strongest, Problems Worst

• Continued from page 1

livan vilified Winchell on a Gray stanza. They stated that, following Sullivan's blast at WW over the Baker incident, "press agents, who need WW, told entertainers that if you appear on Gray's show, you won't make Winchell's column." Soon after, Phil Foster, who previously had been making all the New York restaurant and cafe d. j. shows, started a one-man campaign against these platter-mike shows, with the result that the national board ruled that after June 23 all AGVA acts appearing on d. j. shows, other than from radio studios, must be paid.

Larry Rio, Los Angeles, pointed out that d. j.'s will pay AGVA minimums to get the top stars on AGVA, but the little acts, who need the promotion afforded by d. j.'s, will lose this promotion. Irving pointed out that AFRA might enter the controversy, based upon a letter sent to d. j. Sam Geisen, Miami after-dark cafe platter spinner, who sought the aid of AFRA after AGVA had asked Geisen to apologize for a blast at the board's d. j. ruling. Geisen, it was reported, was told by Frank Reel, of AFRA, that d. j. was under the jurisdiction of AFRA. AGVA has claimed that a d. j., doing a platter show in a cafe or restaurant, is a actor, playing to a live as well as a radio audience. Irving said that he discussed the Geisen situation with Jonas Silverstone and Henry Katz and that it might lead to a jurisdictional to-do if AGVA charged that Geisen, during his radio blast, called "the boys of AGVA racket guys." In the only roll-call vote of the convention, the delegates voted 27 to 15 that the present rule, which give an act one-twelfth of his weekly salary or \$25, whichever is greater, for a d. j. shot, be continued and the matter will be given national press review this week-end. The delegates rejected a bid to allow free AGVA appearances on the Lurchtime at Sardi's interview show. When Jack Gilford, New York, asked Silverstone if he might appear on the Sardi's show gratis because he was both an Equity and AGVA member, Silverstone said his AGVA membership would demand he be paid, according to the current regulation.

The thorny problem of eligibility for voting and attending membership meetings, which never had been acted upon officially, got

Rathskeller to Re-Open Soon

PHILADELPHIA, June 14.—After an absence of several years, the brothers Si and Joe Kaliner will re-open their Rathskeller in the fall. The basement spot was the first to open after prohibition was repealed, but several years ago the site was leased to Label Spiegel. Using various names and as many changes in policies, Spiegel finally called it quits last month after trying it as a Blue Angel eatery.

The Kaliners will use name acts to head full show, with a line of girls and comedy-emcee, along with the other gimmicks which made the room one of the top operations in town. Adolph Goldman, who was associated with the Kaliners in earlier years when they operated the class Club Ball, will come in as manager of the Rathskeller.

Spiegel, who was also linked with the operation of the Sugar Hill niterery in New York, is now in Miami Beach, where he is reported readying the El Mumbo Club.

AGVA if the actors' union walked out on the program prematurely was brought to the convention's attention by Silverstone and Katz.

action at this convention. It was ruled that a delinquent member is one who has not paid his dues 30 days after the end of a current quarterly dues period. If a member is delinquent six months, he may attend a meeting with no vote but a voice in the meeting; after being delinquent six months but not over one year, the member has no vote or voice but may attend a meeting; while a delinquent over 12 months forfeits his right to attend meetings. At future meetings, members will get a white slip, indicating their dues status, when they enter the meeting hall.

The national board received a (Continued on page 50)

Heat and Fight Rap Stem BO

NEW YORK, June 14.—A combination of hot week-end weather and the Walcott-Charles fight on television helped slough Stem combo house takes last week. The Paramount was the only exception still going strong with Johnnie Ray.

Radio City Music Hall (5,945 seats; average \$114,000) did \$128,000 for its second week with "Lovely to Look At" plus its stage show, against an opener of \$142,000.

Roxy (3,880 seats; average \$56,000) exited with \$40,000 for its second and final week with "Lydia Bailey," Alan Dale and the Dunhills, after an opener of \$75,000. The new bill has "Diplomatic Courier" plus Jay Marshall and Kathy Barr.

Paramount (3,054 seats; average \$52,000) held up with a juicy \$128,000 for its second week of "Wild Heart" plus Johnnie Ray, Billy May's ork and Gary Morton. The opening week drew \$124,000. Palace (1,956 seats; average \$15,000) did \$18,500 for an eight act bill, headed by Gus Van and "California Conquest." The previous week's income was \$19,000. The new bill is headed by Wally Brown and "Slim" Timblin with "No Room for the Groom," as the flick.

NOMINATIONS MADE BY AGVA

HOLLYWOOD, June 14.—Nominations of the American Guild of Variety Artists for 1952-53 officers are current President Georgie Price, Treasurer Rex Weber and Recording Secretary Manny Tyler, who were named as unopposed candidates on the forthcoming ballot which will be sent to the membership.

Nominees for first v. p. are Jack Gwynne and Tommy Martin, Chicago; George West, Los Angeles; and Jack Bright, New York; second v. p., Rajah Rabold, Miami; Will Aubrey, San Francisco; Dick Ware, Chicago, and Red Buttons, New York; third v. p., Russell Swann and Jerry Wayne, New York; Vice Pres. Sam Prance; Billy Lee and Al Tucker, Detroit, and Tommy March, Chicago.

For the 15 slots on the AGVA national executive board, which are open this year, the following were nominated: George West, Whiskey Roberts, Reg Weber, George Reley, Al Herman, Bob Hope, Leo Angler, Fred Hall, Danny Creedon and Christy Brett, Boston; Jimmy Judge and Johnny Filice, Baltimore; Oyster Rose Lee, Alan Walker, Joe Smith, Manny Tyler, Johnny Bushner, Jack Bright, Ed DeMay, Jordan, Syd Slate, Willie Bryant, Nori Hovlin, Russell Swan and My Rand, New York; Jack Gwynne, Don Bell, Bill Baird, Randy Brown, Carl Marx Sr., Ray Conlin Jr., Ray Conlin Sr., Joe Wallace and Danny Thomas; Emmet Kelly, Sara-Lester Lake and Wally Lane, Cincinnati; Ev Hersh, Louie and Louie Starr, Pittsburgh; Tony Grant, Denver; Freddy Gordon and Guy Melville, St. Louis; Linda Gerson and Janey Scott, Cleveland; Cal Emmet, Dallas; Al Tucker and Lillian Palmer, Detroit; Eugene Williams, Miami; Joe Murphy, Toronto; Theresa Dalry and Ken Lewis, Montreal; Billy Huber and Don George, Seattle, and Frankie Richardson, Philadelphia.

AFM Ban on P.A. Cuttings Needs Clearing

SANTA BARBARA, Calif., June 14.—Band leaders and other American Federation of Musicians members will no longer be able to cut so-called personal appearance transcriptions. Convention approved a resolution calling for the ban presented by Don McKeen (Ashabula, O., Local 107).

McKeen called for the ban on the grounds that they are being misused by radio stations in connection with record programs to create the illusion that the artist is actually in town and performing live on the air.

It remains to be seen to what extent this ban will be carried. If the restriction is invoked only on shows built around a single band leader it would interfere with a comparatively few shows. However, if it's extended on a broader scope it could conceivably block countless platter programs using voice tracks recorded by AFM members. Numerous diskeries have leaned upon the voice-track gimmick as a tool in platter promotion, supplying a disk jockey with a set of tracks and a prepared script to simulate a live interview. Other spinners such as KLAC's (Hollywood), Bob McLaughlin, make extensive use of specially recorded voice tracks by name musicians and thru expert patch work of the tapes are able to present a platter show that sounds like a well-produced live program. If these are eliminated, diskeries would lose one of their most potent promotional devices and, in turn, musicians would lose in the long run from decreased platter sales.

Text of the resolution, and discussion that followed on the convention floor, indicated that the ban would be restricted only to those cases where the transcriptions are used in connection with a single band.

Import of Foreign Diskings Stirs AFM

Pass Resolution Urging Congress to Intro Bill Banning Such Recordings

SANTA BARBARA, Calif., June 14.—American Federation of Musicians aroused by foreign competition thru importation of recordings, appears determined to do all in its power to correct this

Wm. J. Harris Tops Iucci on AFM Exec Board

SANTA BARBARA, Calif., June 14.—William J. Harris, delegate to the American Federation of Musicians convention from Dallas (Local 147), was elected a member of the AFM Executive Board, defeating incumbent Charles R. Iucci (New York, Local 802) by a vote of 905 to 823. Iucci was in office only a year, having won the post at the last convention by the slim margin of two votes over the same opponent. This marks the second time in AFM history that an incumbent board member was not returned to office. First occurred during the 1925 convention at Niagara Falls when Frank Gecks of the St. Louis local, lost Iucci's election to the board last year was Iucci, since it marked the first time a member of 802 had won a board office, altho the New York local is the largest in the Federation.

Remaining incumbents on the board were returned with George V. Clancy (Detroit, Local 5) getting 1,445 votes; Herman D. Kenin (Portland, Ore., Local 99), 1,404; Stanley Ballard (Minneapolis, (Continued on page 44)

AFM CONCLAVE 2ND LARGEST

SANTA BARBARA, Calif., June 14.—American Federation of Musicians' 55th annual convention, which concluded its business here Thursday (12), attracted the second largest turnout of any convention in AFM history, drawing 955 delegates from 559 locals of the U. S. and Canada. This is particularly noteworthy since the conclave was held in the Far West. Traditional argument against staging an AFM convention beyond the Midwest invariably stirs debate that attendance would suffer if the convention site is removed from the more densely populated East and Midwest.

Delegate attendance here, second in number only to last year's New York convention, is said to be the greatest ever hosted by so small a local. Host local (308) membership numbers 225. Guest attendance was said to be the greatest in AFM history.

Petrillo Sits Down Hard On Anti-5% Royalty Faction

SANTA BARBARA, Calif., June 14.—TV film commercials previously considered by the American Federation of Musicians as part of the over-all TV film issue and thereby subject to the union's 5 per cent royalty formula, will now be treated separately from entertainment teleplay. This means commercial spots will be freed from the 5 per cent levy. But AFM Prexy James C. Petrillo unleashed some of his hottest language of the convention to drive home to the delegates that the TV film formula will be retained, despite pres-

ures from producers and members of Hollywood's Local 47.

Petrillo told The Billboard that a set rate will be established thru negotiation governing music fees for TV commercial spots. Formula is not practical when applied to spots, he explained. Union chief seemed irked by a petition signed by 2,759 members

of Local 47 that the formula be altered because it was restricting musicians' employment in the rapidly expanding TV film industry, and that further teleplay producers were resorting to various dodges (imported soundtracks, voices, etc.) rather than pay the 5 per cent royalty. Actually, the royalty issue never reached the convention floor formally via resolution. Petrillo, aware of anti-formula undercurrents originating from Local 47, was quick to grab the bull by the horns.

"A bunch of selfish, lousy fiddlers from Local 47 want us to give up the 5 per cent," the union boss shouted. "These are the same guys who used to make \$800 a week and now only get \$400. They claim the formula is killing jobs for musicians. I don't say this formula is perfect, (Continued on page 44)

Quebec Draws '52 Conclave

SANTA BARBARA, Calif., June 14.—American Federation of Musicians' 55th annual convention will be held in Quebec, marking the second time in history that the union has slated a convention outside the U. S. In 1913 AFM held its 18th convention in Toronto.

Sacramento presented an open invitation to the Federation that the next time the convention is held on the Coast California's capital be considered. Matter of distant gatherings apparently disturbs delegates. One resolution was entered (but voted down) limiting conventions to the Midwest, thereby saving travel expenses.

Since AFM conventions are growing larger each year (this was its second largest), job of lining up meeting facilities and housing accommodations is becoming increasingly difficult. Hence, a proposal was adopted empowering the exec board to investigate and plan convention sites a full year in advance of convention time.

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MUSIC

Petrillo Paints Dark Pic At AFM's Wind-Up Session

Cites Unfair Competition From Foreign Countries, Canned Music

• Continued from page 1

members working so that if 5 per cent go on strike the other 95 per cent can carry them thru," Petrillo said. "Musicians have only 5 per cent of their members working and 95 per cent unemployed. How can we do anything?"

He then pleaded with delegates to go easy on the traveling bands, "the life blood of the Federation," without whom the Federation wouldn't have the funds it now has. As an example, he told delegates that last year's convention cost the AFM \$300,000 (Federation pays all expenses for delegates with exception of transportation, which is footed by the individual locals) but the union's income from locals amounted to only \$240,000, leaving a deficit of

\$60,000. This was made up by money collected as tax on traveling bands.

"Don't push them around," the union boss asked. "Business is tough enough for them as it is. Don't forget they support your Federation." (Traveling bands are taxed 10 per cent of the prevailing scale where the band is performing. Of this 4 per cent remains with that local, 4 per cent goes to the Federation and 2 per cent is returned to the individual musician.)

Getting back to strikes, Petrillo urged:

"If you want 10 men to play and the employer wants only eight, take eight and avoid a strike."

On the subject of walkouts, Petrillo lashed out at sympathy

strikes. Whenever AFM has participated in a sympathy strike he said it's been the musicians that have ended up holding the bag. "Observe your contracts," he urged. "Sympathy begins home." He then recounted various examples where other unions have tried to "push my boys around" by getting them involved in a sympathy action, but Petrillo said he soon straightened them out so that "they left my boys alone."

Federation never had a strike until Petrillo became its prexy he reminded the delegates. He told how lawyers advised against striking the networks because they claimed radio was controlled by the Federal Communications Commission and that a strike of the nets would mean tangling with the government.

"I tried it and nothing happened," he said, reminding them their chief once didn't shy away from strikes. In those days the labor picture was different, he remarked. Now management has gotten into the driver's seat because of such legislation as Taft-Hartley and unions are milked dry by legal fights.

Petrillo Re FCC

While on the FCC, Petrillo told how during past years he always invited chairmen of the Commission to address the AFM conventions, but not once did an FCC head accept.

"These men are supposed to be public servants," he explained, "not sliding with either the union or the employer. Radio is an important part of the music business and FCC rules radio. I've read in the papers where the Commission chairman addressed the National Association of Broadcasters and the National Association of Manufacturers so I thought it was about time I sent him one of those Petrillo telegrams."

Wire to Gov. read by Petrillo to the convention indicated that he expected the Commission chairman would leave the FCC post in favor of a position in the broadcasting industry. Three months later, Petrillo said Gov. quit as chairman to take a job with Time, Inc., at \$20,000 per year as head of its TV interests plus an additional \$24,000 for running its TV station.

"Charles Denny, another chairman of FCC," Petrillo shouted, "now works for National Broadcasting Company at \$75,000. Both Porter and Fly, also former FCC chairmen, now work for the broadcasting industry."

"Is it any wonder that we don't get the proper co-operation from radio stations? Why don't we get the right kind of co-operation from some of these people? Because we don't have the money or the jobs to give these legalized burglars and get the kind of co-operation we deserve. Big business buys and sells. A union can't do it so has to suffer."

What about graft? Well, that's not my department, but remember it's the big shots that dirty up everybody. It's the \$4,000,000 a year theft by little revenue agents that has saved the big shots four billion dollars in taxes. But you never read about them. The giver should be held as guilty as the taken. All that a union has on its side is honesty and we'll fight to keep it that way."

Then Petrillo ripped into Supreme Court Justice Felix Frankfurter for having voted against the union leader during the constitutional test case of the *Lea Bill*.

"In Houston I called this guy (Frankfurter) a bum, Petrillo admitted. "and some people said it wasn't right for me to call him that. So I'll take back bum. I'll just say he isn't a fit person to sit on the bench of the Supreme Court. He voted against your Federation in the *Lea Bill* and it cost the musicians \$7,000,000 a year in wages that we've lost."

Re Taft

At this point Petrillo had gained sufficient oratorical momentum and verbal fury to lever his guns (Continued on page 44)

AFM Proposes Aid From Govt.

SANTA BARBARA, Calif., June 14.—Proposal that the U. S. government establish a department of the arts at full cabinet level and thereby subsidize and promote the development of music and other arts in the U. S. was made by James C. Petrillo to all the known presidential candidates of both political parties, the American Federation of Musicians prexy told delegates convening here. Petrillo made the suggestion in the form of a letter to each candidate and 23.

(Continued on page 23)

TOMEI FLURRY

Resolutions Put Zing Into AFM Proceedings

By LEE ZIITO

SANTA BARBARA, Calif., June 14.—Were it not for a mild flurry brought on by A. A. Tomei's (Philadelphia, Local 77) controversial resolution, the American Federation of Musicians' 55th annual convention here would have gone down in the books as just another routine series of business meetings.

Tomei, horn player with the Philadelphia Symphony Orchestra, came near to adding a touch of color to the proceedings by introducing what amounted to anti-Petrillo resolutions. Altho praising the AFM music chief highly, and lauding him for his achievements and insisting that the resolu-

Southern AFM Group Elects

SANTA BARBARA, Calif., June 14.—American Federation of Musicians' 74 locals comprising the Southern conference held their annual election, unanimously choosing George Cooper, president of Nashville Local 257, as president. For vicepre, a ballot election gave the post to Paul Wolfe, president of Miami's Local 655, who won over J. Martin Emerson, secretary of Washington Local 11.

Principal speaker was Leo Cluesmann, AFM's international secretary, who spoke on his attendance last spring at the International Labor Organization (Continued on page 23)

Pub-Writer Breach Widens, Stymies ASCAP Election

Attempt to Unite Factions Under Yellen Fails, Bitterness Prevails

NEW YORK, June 14. — The breach widened this week between the publisher and writer members of the board of the American Society of Composers, Authors and Publishers. The occasion was Thursday (12) when the board, at an election meeting, chose officers but failed to elect a president. An attempt to unite the warring factions in support of Jack Yellen fell apart. Of the 22 votes cast, 13 were for Yellen. (See accompanying box for breakdown of voting on "secret" ballot.) Sixteen votes in favor of

Yellen would have elected him president. Otto Harbach, incumbent, this week admitted that the problem of the presidency had not yet been resolved. He added that the status quo would continue to exist until a way out was found.

The failure of a publisher clique to stand behind Yellen was regarded by the writers as evidence of bad faith. Yellen's supporters included most of the writer members of the board, plus a number of important publisher members. Yellen's adherents were particularly aggravated in view of the fact that Yellen had not sought the post.

He had, in fact, initially declined to be a candidate. He finally agreed to be a candidate when the urgency of the matter was presented to him. Yellen, it

will be recalled, has long campaigned for unity within the Society. It is believed that he could have held the ASCAP presidency only by dint of personal sacrifice.

More Solidified

A number of leading writer members of the board, commenting on the affair, opined, "The writers are more solidified than ever. Otto Harbach is being used as a cat paw for the machinations of Herman Starr." Starr did not respond to efforts of The Billboard to communicate with him on this matter.

One week ago Thursday (5), Yellen, it is understood, was nominated by Herman Starr, Warner's music chief, Louis Bernstein. (Continued on page 23)

FORE!

130 Pubbers Shoot Golf, Honor Como

NEW YORK, June 14. — Tin Pan Alley moved to Long Island's Garden City Country Club Tuesday (10) for the fourth annual Perry Como Tournament and Testimonial Dinner. The outing was attended by 140 publishers and other members of the music business.

On the links, the defending champs in both divisions, the publisher and guest groups, were dethroned. Succeeding Sammy Kaye in the publisher classification was Jack Johnstone, who came in with a net of 70, after a 13 handicap. Deejay-pubber Martin Block was second with an identical net score, but a higher handicap. Jack Spina wound up third in the division with a net of 71. Larry Bruff of Liggett & Myers Tobacco Company walked off with the guest honors, scoring a sensational 63, with a handicap of 26, followed by Dee Belline with a net of 69. Music printer (Continued on page 23)

French Disk Owner Inks Mercury Pact

NEW YORK, June 14. — Mrs. Nicole Barclay co-owner with her husband of a French diskery, this week renewed her contract to press and distribute Mercury records in France for another three years. Mrs. Barclay, who has been in this country for the last few weeks on business, has also obtained exclusive French rights to Norman Grantz's Jazz at the Philharmonic disk series, and has also worked out a deal with Mercury Records of Canada to handle her disks north of the border. Before returning to France, she hopes to work out several more similar type contracts.

Mrs. Barclay's firm controls the No. 1 song in France today "Tire L'Algulie," and has the top-selling disk of the tune. There are 31 other versions on the market. The song is now available in this country as "Pretty Bride." Mrs. Barclay's diskery handles five different labels, each of which is devoted to a specific classification of music.

CLASSICAL DJ PROGRAM SET

NEW YORK, June 14. — The trend toward classical deejay airtime receives new impetus Saturday night (21) when Wanda Toscanini Horowitz takes over as commentator of the Vladimir Horowitz program, a new weekly seg over WNBC. The half-hour program will feature recordings by the eminent pianist, Wanda, wife of the concert artist, is the daughter of conductor Arturo Toscanini.

MAC Execs Meet in Chi

CHICAGO, June 14. — Executives of the McConkey Artists Corporation gathered here yesterday to hold their annual three-day meeting to set up operating plans for the coming 12 months. Dick Shelton, MAC president, conducted the sessions, with the following in attendance: Bill Black and Arnie Prager, Chicago; Lloyd Labrie, New York; Cliff Meyers, Cleveland; Paul Davis and Dave Bender, Kansas City, Mo., and Clyde Baldechin, Los Angeles.

Among the discussions was a review of the advances made by the office in the past year in the band division.

Decca to Introduce Classical LP Series

NEW YORK, June 14. — Decca Records will introduce a new, low-cost, long play series next week as an addition to its classical Gold Label catalog. Known as the "4,000 Series," the 10-inch records will feature shorter, well-known classical compositions. They will list at \$2.50 each, including federal excise tax. Price of the regular Gold Label disks will remain unchanged.

Diskery execs said the new series has been created to meet a demand for greater selectivity on LP of shorter classical works. Renditions by Gold Label artists will be made available on the series.

Included in the initial release are two Beethoven romances, played by Joseph Fuchs, and the Little Orchestra, under Thomas Scherman; selections from the writings of Puccini, Verdi, Charpentier and Bizet, performed by Tullii Carnarata and his orchestra, and piano pieces by Bartok, interpreted by Lili Kraus, all recorded in this country.

European Recordings Under Decca's agreement with Deutsche Grammophon, the in-

April Music Sales Drop 6% Below '51

WASHINGTON, June 14. — April sales of records, sheet music and instruments, as reported by 128 stores, dropped 6 per cent under sales for the same month last year, according to this week's Federal Reserve Board figures. Stocks were off 1.6 per cent and sales for the first four months of the year were 8 per cent under last year's figures. Reports from 184 stores showed April sales of television, radios and phonographs 28 per cent below sales of April, 1951, with total sales the first four months of the year 34 per cent under sales during the same period last year. The board's figures showed April stocks 60 per cent under television, radio and phonographs stocks at the same time last year.

Petrillo Fund Hits 50G Goal

SANTA BARBARA, Calif., June 14. — Lester Petrillo Memorial Fund for disabled musicians reached its \$50,000 goal a few months ago. Prexy James C. Petrillo told delegates attending the 55th annual American Federation of Musicians' convention here. Fund was created at last year's convention in New York and was launched by the union chief's \$10,000 personal contribution.

Disabled musicians who have been AFM members for a minimum of five years are eligible to the fund's benefits. Members of the exec board will serve as trustees in administering the fund, created as a memorial to Petrillo's son Lester, who died as a result of football injuries.

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European Recordings Under Decca's agreement with Deutsche Grammophon, the in-

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Merc Readies Classic Series

NEW YORK, June 14. — Mercury Records' classical division is now readying for early release the initial entry in its new "American Music Festival Series" as a prime item for summer promotion. The LP will couple Randall Thompson's "Testament of Freedom," based on the writings of Thomas Jefferson, and Howard Hanson's "Drum Taps," a musical rendering of selected poems by Walt Whitman. The choral works have been recorded by the Eastman Rochester Symphony Orchestra, recently pacted by Mercury.

The new series which will stress contemporary American compositions, will be augmented by another release later this summer. Another major LP release in the diskery's summer catalog will be an addition to Mercury's Olympian Series, Rimsky-Korsakov's "Scheherazade," performed by the Minneapolis Symphony ork under Antal Dorati.

Meanwhile Mercury technicians are known to be re-mastering some of the older etchings in the firm's LP catalog for re-issue in the fall. The re-mastering is being undertaken to incorporate in the waxings some of the technical improvements in sound reproduction developed by the diskery.

THE RESULTS OF ASCAP SECRET BALLOTING

NEW YORK, June 14. — The meeting of the board of directors of the American Society of Composers, Authors and Publishers on Thursday elected all officers except the president. (See separate story.) Secret balloting on the presidency, hinging on the candidacy of Jack Yellen, worked out as follows:

Publishers in favor: Max Dreyfuss, Jack Mills, Abe Olman, Bernard Goodwin.

Writers in favor: Stanley Adams, Edgar Leslie, Gene Buck, Paul Cunningham, John T. Howard, A. Walter Kramer, George Meyer, Deems Taylor and Yellen.

Publishers against: Herman Starr, Louis Bernstein, Jack Robbins, Irving Caesar, Gustav Schirmer, Frank Connor and Donald Gray.

Writers against: Fred Ahlert and Oscar Hammerstein, II (Hammerstein has had a long association with Harbach as a collaborator).

22 Votes

Twenty-three men were present, of which 22 voted. Otto Harbach did not vote. Sol Bourne, absent, was deposed as vice-president. The total count added up to 13 for Yellen and nine against. Officers, apart from president, include Oscar Hammerstein and Frank H. Connor, vice-presidents. Connor succeeds Sol Bourne, who was deposed while absent. Other officers are Paul Cunningham, secretary; Louis Bernstein, treasurer, and A. Walter Kramer, assistant secretary.

Another bit of voting occurred April 24 when the writer members of the board balloted as follows: five for Adams, two for Yellen, and one each for Taylor, Howard, Kramer and Leslie.

Columbia to Ship Option Center 45's

Hollywood Plant Will Supply Western U. S. With Disks to Launch Changeover

NEW YORK, June 14. — Columbia Records will start shipping optional center 45 r.p.m. records from its Hollywood plant this week, to its distributors in the Western half of the United States. This move is the beginning of a complete changeover for the diskery to optional center 45's. Columbia becomes the second firm to manufacture OC 45 disks, which were originally introduced by Capitol Records over a year ago.

Reason for the shift to the OC 45 disks, according to Columbia, is to sell more 45's to customers who own three-speed players. The firm claims that three-speed phonograph owners are the top disk buyers, and that they purchase 40 per cent of all disks manufactured. They claim that the OC 45 platter is less troublesome to use and that sales will increase as a result of the move.

The diskery will release all single 45 disks with the optional center, from the Hollywood plant, including pop, hillbilly and all platters on the Okeh label. How-

ever, album sets on 45 will not be changed to OC disks, but will be issued as the standard doughnut disks.

Columbia has been pre-testing the new OC 45 records in the west for the past few weeks. As yet, no date has been set for the diskery's Bridgeport plant to turn out the new platters.

Industrial Music Clinic At NAMM Meet

CHICAGO, June 14. — National Association of Music Merchants members attending the annual trade show and convention in New York, July 28-31, will get a first-hand look at what is termed their brightest opportunity in years, industrial music. A special clinic covering this subject has been scheduled for July 29 at Hotel New Yorker, with Dr. John C. Kendel and Verne R. Marceaux, NAMM educational director, both of whom have been active in industrial music, conducting the session.

Clinic is set up as a two-pronged affair, with Dr. Kendel discussing the history of industrial music, its purposes, industrial music workshops and the future of the field. Marceaux, who has been working with music dealers throughout the country on this subject, will discuss the ways and means of selling music to industry. Actual case histories of installations of music systems in plants will be used to illustrate the session.

Two clinics on "The Store Studio" have been scheduled by convention planners, one each on July 30 and 31. Purpose of these clinics will be to show dealers, no matter how small or large, how to set up a studio in their stores and get the maximum good from the installation. Marceaux will also conduct these sessions, which will be confined to NAMM members only.

Mercury Sets Plans for Big Summer Push

CHICAGO, June 14. — Mercury Records this week completed plans for a big summer promotion which will be spearheaded by four new pop releases, a dozen new disks in the Childeraft series, and a new long-play album cut by the Minneapolis Symphony.

Program, set up by Art Tamadge, vice-president, is centered around "Auf Wiedersehen," by Eddy Howard; "Once in a While," Patti Page; "So Madly in Love," Georgia Gibbs follow-up to "Kiss of Fire," and Richard Hayes' "Mask is Off" and "Never Leave Me."

Drive also is the occasion of the expansion of the Childeraft series, which started with a dozen records. Addition of the second set of 12 platters now brings the series to 24. First shipments of the new records in this series will be made in mid-July.

Diskery Gives LP's for Free

NEW YORK, June 14. — In an unusual approach to disk merchandising, Remington Records is conducting a two-week test in Boston whereby a customer can obtain a 10-inch LP free of charge. The test is being made with the Phonograph and Record Shop, swank Boston disk outlet, and will close June 23.

The purpose of the test, according to Don Gabor, president (Continued on page 23)

MUSIC MEN PLAN ANNUAL PICNIC

NEW YORK, June 14. — The annual Kappi Jordan Music Men's Picnic this year will be held at Seabro Beach, N. Y., June 28. Given decent weather, it is here that the deejays, publishers, a&r men, et al will eat too many hot dogs and burn themselves severely under a summer sun. The hostesses will be Patti Page, Kappi and Mynna Grant. Music people from all 48 States will attend.



FORECAST
 HALF AS MUCH
 and
 AUF WIEDERSEHN
 SWEETHEART
 by
 Guy Lombardo
 28271*

DECCA DATA

YOUR WEEKLY GUIDE
 TO
 AMERICA'S FASTEST SELLING RECORDS



TO BUILD SALES

Vol. II

Published in the Interests of Decca Dealers and Music Operators

No. 25

TO BUILD PROFITS

NEW RELEASES—SINGLES & ALBUMS

- | | | | |
|---|---|---|--|
| Till The End Of The World
Bing Crosby and Grady Martin
Just A Little Lovin' (Will Go A Long Way) 28265* | Is It True What They Say About Dixie?
Al Morgan and Frankie Proba
Someday Sweetheart 28229* | If You Ever Learn To Love Me
Lionel Hampton
Jelly Roll 28230* | Night And Day
Grady Martin
You Are The Light O' My Life 28231* |
| Mutt As Much
Guy Lombardo
Auf Wiederseh'n Sweetheart 28271* | Kiss Of Fire
Jesse Crawford
I'm Yours 28234* | It Wasn't God Who Made Henky Tonk Angels
Kitty Wells
I Don't Want Your Money, I Want Your Time 28232* | HOORAY FOR CAPTAIN SPAULDING
and other Songs by
Harry Ruby and Bert Kalmar
GROUCHO MARX
with Ken Lane Singers and
Orchestra directed by Victor Young
9-222-53.99 (plus tax) • DL 5485-\$3.99 (Fed. Tax Inc.) |
| Hard Ain't It Hard?
The Weavers
Run Home To Ma-Ma 28228* | Neeray For Captain Spaulding
Groucho Marx and Victor Young
Ohama, Nebraska 28138* | Don't You Think I Ought To Know
Kiss Me Baby
Little Donna Hightower
28233* | *Also available in 45 RPM (add prefix '9.' to record number) |

TOP SELLERS

...based on this week's actual sales

COUNTRY

WEEKS ON LIST	SON	ARTIST
6	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	28091* Webb Pierce
3	RACK UP THE BALLS BOYS TILL THE WELL GOES DRY	28146* Rex Allen
2	I'M BOUND FOR THE KINGDOM I'D RATHER HAVE JESUS	28147* Red Foley with The Jordanaires
29	WONDERING New Silver Bells	46364* Webb Pierce
8	WILD SIDE OF LIFE IT'S SO-LONG AND GOOD-BYE TO YOU	28055* Burl Ives and Grady Martin
4	ALMOST Let's Take A Trip To The Moon	28121* Marvin Shiner and Grady Martin
52	PEACE IN THE VALLEY Where Could I Go But To The Lord	14573* Red Foley
9	SOMEBODY'S STOLEN MY MONEY MY MOTHER MUST HAVE BEEN A GIRL LIKE YOU	28067* Ernest Tubbs
2	LET'S TAKE THE LONG WAY HOME I Hope Tomorrow Never Comes	46407* Autry Idman
2	LITTLE GREEN VALLEY DIESEL SMOKE, DANGEROUS CURVES	28131* Burl Ives and Grady Martin

RHYTHM AND BLUES

5	SLOW DOWN NEVER TRUST A WOMAN	28088* Louis Jordan
3	MY ACHING HEART I DON'T KNOW WHAT'S TROUBLIN' YOUR MIND	28165* Buddy Johnson
1	JORDAN FOR PRESIDENT OIL WELL, TEXAS	28225* Louis Jordan
8	AT LAST BOOT MAN BLUES	27998* Buddy Johnson
4	LOUD TALKIN' WOMAN THEY RAISED THE JOINT	28112* Helen Humes

*Also available in 45 RPM (add prefix '9.' to record number)
 **Another Decca 'Best Bet' makes the 'Best Seller' list this week!

BEST BETS

Stock these fast-moving Decca Records now ... the coming hits as indicated by actual sales.

POSITION THIS WEEK	SON	ARTIST
1.	WATERMELON WEATHER THE MOON CAME UP WITH A GREAT IDEA LAST NIGHT	Bing Crosby and Peggy Lee 28238*
2.	MAYBE We Three (My Echo, My Shadow And Me)	Ink Spots 23634*
2.	JUST FOR YOU A FLIGHT OF FANCY	Bing Crosby 28217*
4.	SATURDAY RAG BUSYBODY	Roberta Lee with the Lawson-Haggart Jazz Band 28236*
5.	YOU IT HAPPENED IN MONTEREY	Fred Waring 28235*
6.	(The Angels Are Lighting) GOD'S LITTLE CANDLES SOMEBODY BIGGER THAN YOU AND I	Red Foley with the Anita Kerr Singers 28252*
7.	THE HAND OF GOD A SOLDIER'S POSARY	Bill Kenny of The Ink Spots 28219*
8.	WHEN THE CACTUS IS IN BLOOM SAILOR'S PLEA	Bill Monroe 28183*
9.	A MIGHTY PRETTY WALTZ WHEN I FALL IN LOVE	Jeri Southern with Victor Young 28224*
10.	PRETTY BRIDE (Sew, Sew, Sew, Sew) IT'S BEST WE SAY GOODBYE.	Evalyn Knight 28227*
11.	LOVELY WINE MY MELANCHOLY BABY	Bill Snyder 28192*
12.	I'M LOOKING FOR ANOTHER YOU MONKEY-TONKEY BABY	Herdrock Gunter 28191*
12.	CHEROKEE (Indian Love Song) YOU'RE THE CREAM IN MY COFFEE	Jerry Wald and Chris Connors Jerry Wald 28203*

*Also available in 45 RPM (add prefix '9.' to record number)

Announcing the NEW DECCA GOLD LABEL "4000 SERIES" Only 2.50 (Fed. Tax Inc.)

LISZT HUNGARIAN RHAPSODY NO. 2 • HUNGARIAN RHAPSODY NO. 12 • The Bavarian Symphony Orchestra • EDMUND NICK, Conductor • DL 4000*

JOHANN STRAUSS WALTZES BLUE DANUBE • WIENER BLUT • The Berlin Philharmonic Orchestra • FERENC FRICSAY, Conductor • DL 4009*

LEHAR THE MERRY WIDOW • POTPOURRI with Elfride Trötschel, Valerie Bak, Walther Ludwig, Willy Hofmann • Bavarian State Opera Chorus • The Munich Philharmonic Orchestra • EDMUND NICK, Conductor • DL 4001*

ROSSINI OVERTURES SEMIRAMIDE • THE ITALIAN WOMAN IN ALGIERS • The Berlin Philharmonic Orchestra • FERENC FRICSAY, Conductor • DL 4010*

MEYERBEER OVERTURE TO A MIDSUMMER NIGHT'S DREAM • The Berlin Philharmonic Orchestra • FERENC FRICSAY, Conductor

WEBER OVERTURE TO OBERON • The Berlin Philharmonic Orchestra • EUGEN JOCHUM, Conductor • DL 4006*

PUCCHINI ARIAS (Instrumental) • UN BEL DI VEDREMO from "Madame Butterfly" • O MIO BABBINO CARO from "Gianni Schicchi" • MUSETTA'S WALTZ SONG from "La Bohème" • CHE GELIDA MANINA from "La Bohème" • Played by CAMARATA and His Orchestra • DL 4007

OPERATIC ARIAS (Instrumental) • VERDI: CELESTE AIDA from "Aida" • CHABRIER: DEPUIS LE JOUR from "Louise" • BEZET: FLOWER SONG from "Carmen" • VERDI: NUNE, CUSTODE E VINDICE from "Aida" (Temple Scene) • Played by CAMARATA and His Orchestra • DL 4008

BEETHOVEN ROMANCE NO. 1 IN G MAJOR, Op. 40 for Violin and Orchestra • ROMANCE NO. 2 IN F MAJOR, Op. 50 for Violin and Orchestra • JOSEPH FUCHS, Violin • The Little Orchestra Society • THOMAS SCHERMAN, Conductor • DL 4004

BELA BARTOK THREE RONDOS ON FOLK TUNES • ROUMANIAN FOLK DANCES • LILI KRAUS, Piano • DL 4011

RENATA TEBALDI SINGS Arias from LA BOHEME-ANDREA CHENIER-LA WALLY • DL 4005

10-inch Long Play Records (4000 Series) \$2.50 each (Fed. Tax Inc.).

*Recorded by Deutsche Grammophon in Europe.

TOP SELLERS

...based on this week's actual sales

POPULAR

WEEKS ON LIST	SON	ARTIST
21	BLUE TANGO Belle Of The Ball	27875* Leroy Anderson
2	LOVER You Go To My Head	28215* Peggy Lee and Gordon Jenkins
14	BLUE TANGO AT LAST, AT LAST	28031* Guy Lombardo
3	WABASH BLUES LINGER AWHILE	28143* Andrews Sisters and Russ Morgan
5	KISS OF FIRE DELICADO (Delicate)	28179* Guy Lombardo
2	HANG YOUR HEAD IN SHAME WHERE IS YOUR WANDERING MOTHER TONIGHT	28163* Andrews Sisters and Red Foley
5	UNDER THE HONEYSUCKLE VINE YOU MAY BE THE SWEETHEART OF SOMEBODY ELSE	28164* Bill Kenny of The Ink Spots Ink Spots featuring Bill Kenny
1	PRETTY AS A PICTURE WHEN YOU COME BACK TO ME	28190* Millie Mattheis
2	TATTERED AND TORN THE WORLD HAS A PROMISE	28178* Dolores Gray
5	KISS OF FIRE I'LL WALK ALONE	28177* Louis Armstrong
6	I'M YOURS I UNDERSTAND	28162* Four Aces
2	PLINK, PLANK, PLUNK SERENATA	28168* Leroy Anderson
2	JUNCO PARTNER Azure-Te (Paris Blues)	28211* Louis Jordan
16	PERFIDIA YOU BROUGHT ME LOVE	27987* Four Aces
2	HERE IN MY HEART I'M SORRY	28213* Andrews Sisters and Dick Haymes

*Also available in 45 RPM (add prefix '9.' to record number)
 **Another Decca 'Best Bet' makes the 'Best Seller' list this week!



BING CROSBY and GRADY MARTIN

TILL THE END OF THE WORLD

JUST A LITTLE LOVIN'

Decca 28265 (78 rpm) and 9-28265 (45 rpm)

(Will Go A Long Way!)



TIOMKIN, RITTER SCORE

"High Noon" Theme Music Sets Mood and Tells Story

NEW YORK, June 14.—Currently titillating the music fraternity is the unique use of a song in the Stanley Kramer film, "High Noon," starring Gary Cooper and to be released mid-July.

The script, by Carl Foreman, tells the story of a desperado returning to a small Western town to kill the marshal who sent him to jail. A casual and inexact observer would classify the picture as a horse opera; but in technique, characterization and suspense, the film is so noteworthy that it transcends the old opera category. It is an outstanding picture in a generic sense.

For this suspenseful epic, Dimitri Tiomkin composed a ballad, "High Noon," and directed its use in the film. The tune is performed vocally by Tex Ritter, who is not seen. Ritter's voice on the sound track opens the film and closes it, and is also heard during middle sequences. Additionally, chord sequences from the tune are used throughout the picture in order to establish moods.

Lyric Parallels Story
Music was similarly used in "Laura," and in the "Third Man Theme," but the music usage in the "High Noon" film is more intricate. Neither of the other two films, for instance, used a lyric. The flick, "High Noon," however, not only uses a lyric (in addition to elaborate mood usage), but the lyric parallels the story as laid down in the screen play by Carl Foreman. The parallelism is quite exact, although of course the lyric is but an outline.

Such a music usage is unique. It has, of course, elements of both dramatic and production use, but it transcends both. The song does

not merely advance the story line. It is the story line.

What is remarkable in this coupling of music and film, is the "economic" use to which the song is put. It would be difficult to get any more out of the song. It pays all possible dividends; it sets moods, tells the story, chord sequences are used as a leit motif, etc.

Another Parallel

To this parallelism of song and story there is another complementary parallel structure. This is the one existing between running time of the picture and the time period encompassed by the screen play. They are identical. The picture takes approximately 90 minutes to tell a story which covers about 90 minutes.

The lyric to Tiomkin's melody was written by Ned Washington. They receive prominent credit on the screen. The copyright to the tune has been assigned by The Big Three to Feist, and four records have already been cut. These include Frankie Laine on Columbia, Tex Ritter on Capitol, Bill Hayes on MGM and Lita Roza on London. The Ritter disk, incidentally, is not the sound track treatment.

Heavy promotion has already started. Neither of the Big Three scheduling disk jockey screenings throughout the country. The second phase in the nype waits for July, when United Artists releases the film in Dallas.

Paul Ackerman.

AP Misquotes TV-Film Issue

SANTA BARBARA, Calif., June 14.—In leveling his "lousy fiddler" charge at Local 47's anti-royalty faction before the convention, the American Federation of Musicians prexy took meticulous care not to imply that the local's execs were under fire. He lauded 47's prexy John Te Groen, Veepee Phil Fischer and Secretary Maury Paul.

An associated press stringer reporting Petrillo's TV film comment mistook Petrillo's praise of the local's execs to mean they agreed with him on the film issue. Since 47's membership instructed its delegation to present the Hollywood side of the TV film issue, AP story picked up by the L. A. Times caused the local's delegates considerable concern.

Te Groen lost no time in getting the record straight. He took the floor, credited AP with its misquote, and said Petrillo "generously and democratically allotted us time before the international executive board to present our views, opinions and position on the matter of TV film."

Song Pluggers Seek Pubs' OK on Pensions

NEW YORK, June 14.—The song pluggers' union within a few days will send a mailing to publishers outlining the proposed pension plan and asking publishers to signify their willingness of accepting the plan. About 75 per cent of the publishers must signify affirmatively in order that the plan might be operative. The mailing was decided upon shortly after a meeting between Bob Miller, president of the Music Publishers Contact Employees, the MPCE pension committee, consisting of Leo Diston, Harry Santly and Bob Baumgart, and a group of publishers affiliated with Broadcast Music, Inc., Bob Burton, BMI vice-president, spoke at the meeting. He stated to the BMI publishing firm had its own pension plan, but if BMI had had no pension plan, the organization would have accepted the MPCE proposal.

The Plan

The plan would have the publishers contribute 3 per cent of a man's salary up to \$100. The

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

SONGS TO BE AIRED ON JUNE 21 OVER CBS-TV

TRY TO BEHAVE, MY HEART—By George Kellough. Sung by Ellen Barton
SWEET, BEAUTIFUL DREAM—By Larry Dane. Sung by Norwood Smith
I WISH I COULD AFFORD TO LIVE THE LIFE I'M LIVING—By Harry Easton. Sung by The Mills Brothers
WALTZ ME AROUND BY THE STAG LINE, WILLIE—By Ned Bradley. Sung by Teresa Brewer
PRETTY PLEASE—By William Danon. Sung by Ellen Barton
NEOAYAYAWANNA—By Bud Moore. Sung by Teresa Brewer

Judges panel for the June 21 telecast will be Barry Gray, Bob Thiele, and Hugo Winterhalter.

LATEST TRADE ACTION ON SONGS: MY NIGHT TO HOWL, on the March 22 show, has been published by Kellin Music Company.

THREE "ROBERTA" WAXINGS

Cap's Album Quality Tops; MGM Stars May Sell Best

NEW YORK, June 14.—Of the three waxings of the Jerome Kern operetta "Roberta" issued this week, one each by Capitol, Columbia and MGM Records, the Capitol waxing takes precedence as the best all around disking, from the point of view of performance, complete programming and recording. But it is safe to estimate that the MGM platter will probably sell the most copies. The MGM disk (called "Lovely to Look At" like the title of the movie remake) features the most powerful names, even tho it isn't up to the other sets musically.

The Capitol version is superior to the Columbia and MGM disks from the point of view of conception alone. It's an authentic recreation of the operetta, containing all the tunes from the original stage musical as well as the songs written for the first film version with Irene Dunne, Fred Astaire and Ginger Rogers.

The Columbia version features some of the tunes, and each is isolated from the other. The MGM LP is taken directly from the sound-track of the flick and some of the selections are weak when divorced from the visual action.

Cap Superior

It is not only in conception that Capitol has the strongest album, but in musical content as well. Gordon MacRae and Lucille Norman turn in excellent performances, especially Miss Norman, who does a mighty fine job with "Yesterday" and "Smoke Gets in Your Eyes." And Anne Triola lends humor and brightness to the score with her lively readings of "I'll Be Hard to Handle" and "Let's Begin," done in an almost Judy Holiday-ish manner.

The Columbia disk is notable for the fine singing of Joan Roberts, Frank Rogier and Portia Nelson. The last's torchy rendition of the beautiful "Yesterday" is a high spot. And Kaye Ballard comes thru satisfactorily on her two light ditties. But the Columbia set winds up with the biggest let-down of them all, closing with "I'll Be Hard to Handle," a tune not meant to close any show. This was uninspired programming. Both of the other sets finish appropriately with a big finale.

The disappointing qualities of the MGM sound track set can be laid at the door of the singers.

Neither Kathryn Grayson nor Howard Keel are up to par, and both are outclassed by the singers on the other sets. Marge and Gower Champion are cute on "I Won't Dance," if not very exciting. The best performance is Ann Miller's singing of "I'll Be Hard to Handle." This set is not one of MGM's better sound track waxings.

Bob Rolontz.

ROBERTA: (1-10")
Gordon MacRae, Lucille Norman, Anne Triola, Chorus and ork. George Grey, conductor.
Capitol (33) L 334

ROBERTA: (1-10")
Joan Roberts, Jack Cassidy, Kaye Ballard, Portia Nelson, Steven Douglas, Frank Rogier, Chorus and ork, Lehman Engel, conductor.
Columbia (33) CL 6220

LOVELY TO LOOK AT: (1-10")
Kathryn Grayson, Howard Keel, Red Skelton, Ann Miller, Marge & Gower Champion. MGM studio ork. Carmen Dragon, conductor.
MGM (33) E 150

AFM Declines Gillette Bid To Sit It Out

SAN BARBARA, Calif., June 14.—J. W. Gillette, long-time motion picture studio representative for the American Federation of Musicians, again presented his resignation; but AFM Prexy James C. Petrillo refused to accept it. Gillette had submitted his resignation a year ago, blaming ill health for his desire to be freed from his duties.

Gillette, who for six years was president of Los Angeles Local 47 before becoming studio rep, has been on the pic post for 15 years. During the past few years, ill health and age have prompted him to submit his resignation.

Petrillo introduced him to the convention and after Gillette repeated his desire to retire, the union boss asked, "How about it? He still looks okay to me?" Delegates answered with loud applause. Petrillo registered pleasure at Gillette's handling of the foreign recording issue. Delegates appeared set to vote a ban on importing European diskings when the studio rep's explanation of the complexities of the problem and possibilities of a

(Continued on page 23)

Satchmo for Scandinavia

COPENHAGEN, Denmark, June 14.—Louis Armstrong is set to open a tour of Scandinavia, in Copenhagen, on September 18. This will be followed by a run at the Nofesfallet Amusement Park in Stockholm, Sweden, and concerts in Oslo, Norway. In Armstrong's unit will be Velma Middleton, vocalist; Barney Bigard, clarinet, Arvel Shrew, bass; Cosy Cole, drums; Marty Napoleon, and Russ Philips.

Lena Horne is tentatively set for a concert here in the big K. B. Hall, the exact date of which depends on when she finishes her two-week stand at the London Palladium and tour of England. With her will be Arnold Ross, pianist; Joe Benjamin, bass, and Billy Clark, drums.

UE Workers Okay Columbia Labor Contract

BRIDGEPORT, Conn., June 14.—A new contract with Columbia Records, Inc., here was unanimously ratified by members of Local 237, United Electrical Workers this week. Negotiations with the 700-member union started on April 15.

The chief innovation in the new pact, effective for two years, is a pension plan for all employees, paying \$150 a month for each year of service. There is no change in job pay rates, and the contract also contains provision for reopening discussions at the end of one year.

Pension Plan

A previous pension plan with payments considerably lower than the new one covered only employees with salaries of \$3,000 or more a year. The company and the union will divide the cost of the plan, but the company will pay for service which accumulated prior to the establishment of the new program. Cost to the company will be approximately \$650,000. There are about 85 employees eligible to retire this year. Voluntary retirement age is 65, with mandatory retirement at 68.

Kenneth E. Raine, company secretary; Herbert Greenspan, plant manager, and Kenneth Lemry, personnel manager, represented the company in the negotiations.

PREXY ON TAPE

AFM Chief's Heated Words Hit Airwaves

SANTA BARBARA, Calif., June 14.—Now American Federation of Musicians Prexy James C. Petrillo has a personal reason to hate the tape. The recording innovation that has caused many a headache for the union and its chief had him unknowingly cussing over Santa Barbara airwaves. In introducing speaker Earl Warren, the California governor, Petrillo reminded delegates that Warren is a clarinetist and as such a former member of Bakersfield (Calif.) Local 263.

"But," said Petrillo, "if we were examined, I don't know who in the hell would play lousier, him on clarinet or me on trumpet." While drawing a healthy yock from the crowd, Jimmy forgot that all this was being transcribed for rebroadcast at a more convenient time, and Santa Barbara Station KIST forgot the union chief cussed.

Oh, what the hell. What can you expect from tape? That tape will doublecross you every time.

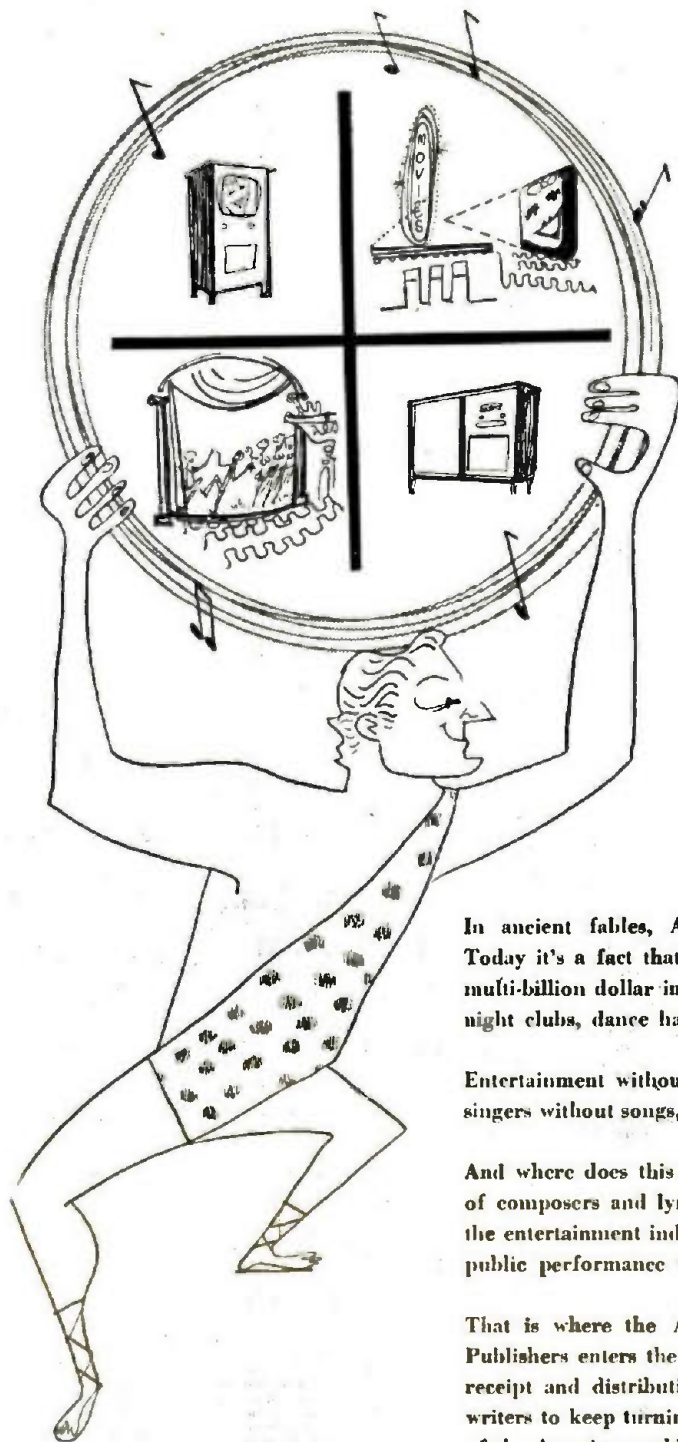
Watch for . . .
"SMOKEY THE BEAR"
HILL and RANGE
SONGS, INC.
BEVERLY HILLS, CALIF.

"You'll Never Be Mine"
Columbia Guy Mitchell
Coral Ray Block
Larry Douglas & The Sweetland Singers
MGM Alan Dean
SANTLY-JOY, INC.
1619 Broadway, New York 19, N. Y.

Les Paul
and Mary Ford
"I'm Confessin'"
(THAT I LOVE YOU)
capitol 2020
BOURNE, INC.
795 9th Ave. New York 19, N. Y.

"LOVE SONG OF THE WATERFALL"
JIMMY WAKELY—CAPITOL
SLIM WHITMAN—IMPERIAL

AMERICAN MUSIC, INC.
1575 E. 9th St. • 9109 Sunset Blvd. Hollywood
CO 3-7180 CA 3-5554



**...the Atlas
of the
Entertainment World**

In ancient fables, Atlas supported the world upon his shoulders. Today it's a fact that music supports the entertainment world . . . a multi-billion dollar industry . . . a world of radio, television, movies, night clubs, dance halls, concerts, musicals, etc.

Entertainment without music would be entertainment without profit, singers without songs, orchestra leaders without orchestras.

And where does this music come from? It comes from hundreds of composers and lyricists who can keep on writing these songs for the entertainment industry only because they receive royalties for the public performance for profit of their works.

That is where the American Society of Composers, Authors and Publishers enters the picture. By acting as a clearing house for the receipt and distribution of performance fees, ASCAP enables these writers to keep turning out the songs and melodies for the enjoyment of the American public. All of the thousands of songs composed by the Society's members are available to you under a single ASCAP license.

And that is what makes this license important to you. It helps make your business profitable by giving you ready access to the best in the music of America — the music people have requested, over and over again, through the years.

This is the first in a series of advertisements telling the story of ASCAP



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, NEW YORK

Sides in Current Release

Week Ending June 14

Because of the lack of consistency with which each of the record companies under consideration issue new releases...

Table listing various record labels (PUBLISHER) and their corresponding releases (TUNE) and artists (ARTIST AND LABEL).

Total Sides and Label Breakdown of Publishers Who Have Had 5 or More Sides Recorded From January 1, 1952 thru May 31, 1952

Main table showing the breakdown of total sides recorded by publishers, categorized by genre (POPULAR, FOLK, RHYTHM & BLUES, MERCURY, MGM, RCA) and label.

Total Number of Sides Released by Each Label

These totals do not include P. D. Tunes January 1, 1952, to Date

Summary table showing total sides released by each label: CAPITOL (304), COLUMBIA (156), DECCA (340), MERCURY (176), MGM (189), RCA (265).

Total Sides for Week Released by Each Label

Week Ending June 14

These totals do not include P. D. Tunes

Summary table showing total sides for the week by label: CAPITOL (12), COLUMBIA (9), DECCA (8), MERCURY (5), MGM (No Releases This Week), RCA (8).

AN EPIC RENDITION OF AN EPIC SONG!

Bill **HAYES**

sings

HIGH NOON

(DO NOT FORSAKE ME)
(From the Stanley Kramer Production "High Noon")

backed by PADAM-PADAM
(How It Echoes The Beat Of My Heart)

78 RPM—11266 • 45 RPM—K11266



plus
HITS THAT ARE
REALLY HITTING!



BILLY ECKSTINE sings

HOLD ME CLOSE TO YOU

(From M-G-M's "Skirts Ahoy")
backed by IF THEY ASK ME

78 RPM—11217 • 45 RPM—K11217

DEBBIE REYNOLDS sings

WHAT GOOD IS A GAL (WITHOUT A GUY)

(From M-G-M's "Skirts Ahoy")

backed by AM, I IN LOVE

78 RPM—30568 • 45 RPM—K30568



BARBARA RUICK sings

HOW ABOUT YOU

backed by I'D WANT TO WALK RIGHT OUT OF THIS WORLD

78 RPM—11231 • 45 RPM—K11231

BILL FARRELL sings

BREAK THE BANDS THAT BIND ME

backed by STAY

78 RPM—11256 • 45 RPM—K11256



JACK FINA
and His Orchestra
SATURDAY RAG

backed with SOUTH

78 RPM—11257 • 45 RPM—K11257

VICTOR MARCHESE sings

MY HEART'S DESIRE

(From M-G-M's "Scaramouche")

backed by FAITH

78 RPM—30596 • 45 RPM—K30596



M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 10, N.Y.

THE BILLBOARD Music Popularity Charts

For Review and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received June 11, 12, 13.

Last Week | This Week

1. 1. Kiss of Fire

By Lester Allen and Robert Hill—Published by Duchesne (BMI)

RECORDS AVAILABLE: T. Arden, Col 39737; L. Armstrong, Dec 28172; L. Baxter, Cap 2102; L. Brown, Coral 60745; J. Crawford, Dec 28258; J. D'Alavero, V 493-0034; B. Eckstine, MGM 13225; R. Flanagan, V 20-4705; L. Fuchs, V 25-5115; G. Glan, Mercury 5825; G. Lombardo, Dec 28179; T. Martin, V 20-4481; The Quebec Quartet Field Quartet, His 1948; A. Shelton, London 1214; W. Ventura, Standard T-147.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth, Dolly Dawn, Theatrical.

2. 2. Blue Tango

By Lora Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Baxter, Cap 1946; F. Carl, V 20-4541; G. Cavallaro, Dec 28085; R. Capel, Mercury 5817; D. Hayman, Mercury 5798; G. Lombardo, Dec 28093; J. Thomas, Mercury 6188; H. Wilson-Batter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Gould, Long-Worth; Freddy Martin, Theatrical; Dave Terry, Associated.

3. 3. Here in My Heart

By Cedeno Lewman, Barrell—Published by Melita (BMI)

RECORDS AVAILABLE: T. Bennett, Col 39745; A. Dale, Coral 60746; V. Damico, Mercury 5850; V. Dillard, Savoy 851; D. Hayman-Andrew, Sisters, Dec 28113; A. Marino, BBS 101.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

4. 4. I'm Yours

By Robert Mettin—Published by Algonquin (BMI)

RECORDS AVAILABLE: T. Arden, Col 39737; L. Baxter, Cap 2102; D. Cornell, Coral 60698; V. Dillard, Savoy 851; E. Fisher-M. Wimpfalter, Ork, V 20-4486; F. Flanagan, V 20-4705; Four Aces, Dec 28161; B. Houlder, Coral 7518; R. Kramphel, Mercury 5457.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Berman, Associated; Henry Jerome, Long-Worth.

5. 5. Delicado

By Waldy Alvarez—Published by Remick (ASCAP)

RECORDS AVAILABLE: E. L. Alameda, Coral 60726; J. August, Mercury 6059; W. Alvarez, Ork, Dec 28044; R. Castro, V 23-5687; P. Faith-S, Freeman, Col 39708; E. Flanagan, V 20-4705; S. Kramphel, Cap 2040; G. Lombardo, Dec 28179; Los Melicos, MGM 13259; Orquesta de la Aye-la, Pampa 11019; E. Ros, London 1151; D. Shore, V 20-4719; Three Suns, V 20-4677.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

6. 6. Guy Is a Guy

By Oscar Brand—Published by Excerpt (BMI)

RECORDS AVAILABLE: Dora Day, Col 39673; E. Fitzgerald, Dec 28099; D. Lee-J. Hanson, Ork, Remington R-25028; P. Taylor, Mercury 5841.

ELECTRICAL TRANSCRIPTION LIBRARIES: George Berman, Associated.

7. 7. Wheel of Fortune

By Benny Benjamin and George Weiss—Published by Laurel (ASCAP)

RECORDS AVAILABLE: Barry Sisters, V 20-5113; Bill Sisters-H. Rona, V 20-4880; Carmina, Atlantic 958; F. Carl, V 20-4541; G. Cavallaro, V. Settis, Decca-Decca C-104; Four Flores, Specialty 425; J. Harman, V 20-4348; H. Murray, Dec 42280; M. Katz, Cap 2040; S. Kaye, Col 39667; M. King, Okeh 6618; E. Light Ork, Prom 1010; K. Maye, Remington R-25024; S. McDonald, Cap 1993; A. Pymon, Dec 27917; J. Scott, Coral 60850; K. Starr, Cap 1948; T. Newman, King 1051; D. Washington, Mercury 6297; B. Wayne, Mercury 5175; E. Williams-S. Cable, Derby 787; B. Williams, MGM 13172.

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Theatrical; Dave Terry, Associated.

8. 8. I'll Walk Alone

By John Stone and Sammy Gallo—Published by Mayfair (ASCAP)

RECORDS AVAILABLE: G. Ammons, Dec 28098; P. Anderson, Dec 20538; L. Armstrong, Dec 28172; D. Cornell, Coral 60659; R. Flanagan, V 47-6703; J. Freeman, Cap 2044; R. Hayes, Mercury 5821; L. Holmes, MGM 11194; P. King Singers, V 20-1618; B. Lee, Remington R-25029; G. Lombardo, Dec 27448; M. Martin, Dec 23540; L. Price, Mercury 5218; B. Taylor-P. Faith, Col 39654; M. Whiting, Cap 2000.

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Shelton, Associated.

9. 9. Blacksmith Blues

By Jack Holmes—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Britt, V 20-4532; B. Darnell, Dec 27968; R. Flanagan, V 20-4706; I. Harber-H. James, Ork, Col 39671; L. McCallista, Cap 20409; E. M. Morse, Cap 1922; A. Moore, MGM 11171; S. Oliver, Ork, Dec 27927.

ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Gould, Long-Worth.

10. 10. Be Anything (But Be Mine)

Irving Gordon—Published by Shapiro-Bernstein (ASCAP)

RECORDS AVAILABLE: R. Brown, Atlantic 962; W. Brown, Mercury 6970; G. Butler, Col 39630; D. Dawn, Justice 6002; A. Dean, MGM 13187; D. Eitel, V 20-578; Fine Eyes, Atlantic 3223; R. Flanagan, V 20-4704; J. Harrell, Coral 60684; B. Howard, Mercury 5815; P. Lee Gordon, J&F Ork, Dec 27926; London, H. O'Connell, Cap 2011; B. Smith, Acrole 812; B. Starr, Dec 28059.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Long-Worth.

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The Buyboard



JUNE 21, 1952

RECORDS AND ALBUMS LISTED ACCORDING TO ACTUAL SALES

•Best Selling Capitol Pop Singles

Based on Actual Sales Reports

Records listed below are those selling best in the retail record stores of the nation. List is based on weekly branch reports of sales to dealers in every market area. The three positions indicate the trend of sales for each record listed.

POSITION	Weeks Last This	Week/Week	1.	IN THE GOOD OLD SUMMERTIME	L. Paul M. Ford	8MI
---	---	---	2.	CARIACA	L. Paul M. Ford	8MI
16	2	3.	WHEEL OF FORTUNE	K. Starr	8MI	---
17	4	4.	THE BLACKSMITH BLUES	E. Mae Morse	8MI	---
9	6	5.	I'LL WALK ALONE	J. Froman	8MI	---
1	15	6.	SCATTERBRAIN	R. Anthony	8MI	---
6	7	7.	SOMEWHERE ALONG THE WAY	N. Cole	8MI	---
---	---	8.	EASY STREET	B. May	8MI	---
5	4	9.	I WAITED A LITTLE TOO LONG	K. Starr	8MI	---
5	3	10.	OAKIE BOOGIE	E. Mae Morse	8MI	---
1	11	11.	FAREWELL (For Just Awhile)	H. O'Connell	8MI	---
---	---	12.	WALKIN' MY BABY BACK HOME	N. Cole	8MI	---
14	9	13.	BLUE TANGO	L. Baxter	8MI	---
---	---	14.	TAKE MY HEART	A. Martino	8MI	---
---	---	15.	LONELY WINE	L. Baxter	8MI	---

•Best Selling Capitol Albums

Based on Actual Field Reports

POSITION	Weeks Last This	Week/Week	10	1	WITH A SONG IN MY HEART	Jane Froman	Cap 308
4	2	2.	2.	BIG BAND BASH	Billy May	Cap 329	---
7	3	3.	3.	JUKE BOX FAVORITES	Ben Light	Cap 330	---
4	3	4.	4.	SUGAR BLUES	Clyde McCoy	Cap 311	---
---	---	5.	5.	CLASSICS IN JAZZ	Bobby Sherwood	Cap 320	---
5	6	6.	6.	CIRCUS PARADE	Barnum & Bailey Circus Band	Cap 313	---
13	9	7.	7.	LEGEND OF THE SUN VIRGIN	Yma Sumac	Cap 299	---
16	10	8.	8.	HOUSEPARTY HOP	Ray Anthony	Cap 292	---
2	5	9.	9.	CLASSICS IN JAZZ	Woody Herman	Cap 324	---
7	12	10.	10.	TODAY'S TOP HITS, VOLUME IV	8 Capitol Artists	Cap 9105	---
2	4	11.	11.	CLASSICS IN JAZZ	Dixieland Stylists	Cap 321	---
12	12	12.	12.	ALL TIME FAVORITES	8 Capitol Artists	Cap 9203	---

JEROME KERN'S GAY AND TUNEFUL ROBERTA

Featuring GOROON MACRAE and LUCILLE NORMAN

Such romantic gems as *Lovely to Look At*, *Smoke Gets in Your Eyes*, *The Touch of Your Hand*, *Yesterdays* and *You're Devastating* are but a few of the beautiful melodies and sentimental lyrics in this album.

Capitol record no. 9122

•Best Selling Capitol Children's Albums

Based on Actual Field Reports

1. TEDDY BEAR'S PICNIC & I'M A LITTLE TEAPOT
2. HOPALONG CASSIOW & THE STORY OF TOPPER
3. BOZO ON THE FARM
4. TWEETY PIE
5. I TAUT I TAW A PUDDY TAT & YOSMITE SAM
6. HOPPY'S HAPPY BIRTHDAY
7. LITTLE TOOT
8. HOPALONG CASSIOW & THE SQUARE DANCE HOLDUP
9. BOZO AT THE CIRCUS
10. HENRY HAWK
11. THREE ORPHAN KITTENS
12. GERALD McBOING-BOING
13. I'M POPEYE THE SAILOR MAN & THE LITTLE WHITE DUCK
14. WOODY WOODPECKER'S PICNIC
15. WOODY WOODPECKER AND HIS TALENT SHOW
16. BUGS BUNNY SINGS
17. THREE LITTLE PIGS
18. TABLE MANNERS • BABY SNOOKS

•Best Selling Capitol Country and Hillbilly Records

Based on Actual Sales Reports

Country and Hillbilly records are listed according to actual branch reports of sales to dealers. These reports cover the top Country and Hillbilly markets of the nation.

POSITION	Weeks Last This	Week/Week	14	1	1.	THE WILD SIDE OF LIFE	H. Thompson
4	2	2.	2.	WAITING IN THE LOBBY OF YOUR HEART	H. Thompson	---	
6	3.	3.	3.	TATTLE TALE TEARS	F. Young	---	
---	---	4.	4.	SNOWSHOE THOMPSON	T. Ernie	---	
---	---	5.	5.	I WANNA REST	M. Carson	---	
1	9	6.	6.	STRETCHIN' A POINT OR TWO	R. Hogsted	---	
1	7	7.	7.	TELL THEM	J. Skinner	---	
2	10	8.	8.	CURTAIN OF TEARS	S. McDonald	---	
---	---	9.	9.	ALMANAC SONG	B. Strange	---	
---	---	10.	10.	WEEPING WILLOW	L. Payne	---	

•Latest Capitol Releases

WALKIN' MY BABY BACK HOME	Nat "King" Cole	2130
FUNNY (Not Much)	Mel Torme	2131
BLACK MOONLIGHT	Mary Mayo	2132
DON'T LEAVE ME WAITING	Faron Young	2133
WHO BUT YOU	Jerry Sherd	2134
FOOLISH PRIDE	Yogi Yorgesson	2135
I KNEW YOU WHEN	Merle Travis	2136
CUCKOO WALTZ		
BY THE BEAUTIFUL SEA		
I'M GONNA VOTE REPUBLICAN		
I'M GONNA VOTE FOR A DEMOCRAT		
A TOO FAST PAST		
AIN'T THAT A CRYIN' SHAME		

Record Number Shown is for 78 RPM—for 45 RPM add prefix "45"

NOW ON CAPITOL

AL MARTINO

Take My Heart and I Never Cared

Capitol record no. 9122

the best in jazz!
the best in sales!

3 Albums from the "Classics in jazz" series

Frankie Trumbauer • Coleman Hawkins • Benny Carter • Red Nichols • Maynard Ferguson • Les Robinson • 45 rpm CCF-328

Billy Butterfield • Dizzy Gillespie • Bobby Short • Woody Herman • 45 rpm CCF-329

April in Paris • Shortest • Miss Tom Trumbauer • Dances • Too Much Of A Good Thing • Back Seat • Someone to Watch Over Me • 45 rpm CCF-327

SIX OTHER FAST SELLING ALBUMS IN THIS SERIES

BOBBY SHERWOOD... 45 rpm CCF-320
WOODY HERMAN... 45 rpm CCF-324
SMALL COMBS... 45 rpm CCF-322

PIANO STYLISTS... 45 rpm CCF-323
DIXIELAND STYLISTS... 45 rpm CCF-321
THE MODERN TIDING... 45 rpm CCF-325

this week on COLUMBIA



soaring high!
FRANKIE LAINE
High Noon
Rock of Gibraltar
39770, 4-39770

COLUMBIA'S No. 1

ROSEMARY CLOONEY
Bolch-A-Me
On the First Warm Day
39767, 4-39767



SWING AND SWAY with
SAMMY KAYE

"Walkin' to Missouri"

Vocal by Tony Russo and the Glee Club

"One for the Wonder"

Vocal by Tony Russo, Barbara Benson and The Kaydets

39769, 4-39769

CHAMP BUTLER

With Percy Faith and his Orchestra

"Auf Wiederseh'n, Sweetheart"

"Padam... Padam..."



39776, 4-39776

OTHER NEW RELEASES

XEN DRIPPIN
IN A CHAPEL BY THE
SIDE OF THE ROAD
ROSARY LANE
39775, 4-39775

RAY PRICE
I KNOW I'LL NEVER
WIN YOUR LOVE AGAIN
THE ROAD OF NO RETURN
20963, 4-20963

THE CHUCK WAGON GANG
WAY UP IN GLORY
WALK AND TALK
WITH JESUS
20964, 4-20964

HADDA BROOKS
I'M STILL IN LOVE
REMEMBER
Okch 6886, 4-6886

ARNETT COBB
WHISPERING
OPEN HOUSE
Okch 6887, 4-6887

THE RAVENS
MAM'SELLE
CALYPSO SONG
Okch 6888, 4-6888

AHMAD JAMAL'S THREE STRINGS
BILLY BOY
PERFIDIA
Okch 6889, 4-6889

your check list-COLUMBIA'S TOP TWELVE

Based on actual sales reports for week ending June 14

ROSEMARY CLOONEY
HALF AS MUCH
POOR WHIP-POOR-WILL
39710, 4-39710

JOHNNIE RAY
WALKIN' MY BABY
BACK HOME
GIVE ME TIME
39750, 4-39750

PERCY FAITH
Delicado
Festival
39708, 4-39708

DORIS DAY and FRANKIE LAINE
How Lovely Cooks
the Meal
Sugarbush
39693, 4-39693

LEFTY FRIZZELL
It's Just You
If You Can Spare the Time
20950, 4-20950

GUY MITCHELL
Pittsburgh, Pennsylvania
The Doll With a
Sawdust Heart
39663, 4-39663

DORIS DAY
A Guy Is a Guy
Who, Who, Who
39673, 4-39673

GUY MITCHELL
You'll Never Be Mine
The Day of Jubilo
39753, 4-39753

GEORGE MORGAN
Be Sure You Know
Whistle My Love
20945, 4-20945

ARTHUR GODFREY
Can You Whistle,
Johanna!
Busybody
39755, 4-39755

SAMMY KAYE
You
Oh, How I Miss You
Tonight
39724, 4-39724

TONI ARDEN
Kiss of Fire
I'm Yours
39737, 4-39737

COLUMBIA RECORDS

for music that sends them... to you!

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Best Selling Pop Singles

Based on reports received June 11, 12 and 13

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,000 largest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed numerically according to greatest sales. The "W" side of each record is also listed.

WEEKS TO DATE	POSITION	THIS WEEK	TITLE	ARTIST	RECORD COMPANY
6	2	1	HERE IN MY HEART <i>Blue Heyed to Sleep</i>	A. Marino	885782101; (45)45-101-BMI
24	1	2	BLUE TANGO <i>Ball of the Ball</i>	L. Anderson	Dec778127815; 14519-27815-ASCAP
9	4	3	DELICADO <i>Final</i>	P. Faith S. Freeman	Con78139708; 14514-39708-ASCAP
10	3	4	KISS OF FIRE <i>Laughing Thing</i>	G. Gibbs	Mercury 0818823; (45)5823345
8	5	5	I'M YOURS <i>Just a Little Later</i>	E. Fisher-H. Winterhalter	V78120-4680; (45)47-4680-BMI
8	10	6	KISS OF FIRE <i>For the Very First Time</i>	T. Martin	V78120-4671; (45)47-4671-BMI
9	6	7	I'M YOURS <i>My Brother's Girl</i>	D. Cornell	Cap781246690; (45)9-60690-BMI
15	7	8	GUY IS A GUY <i>Who, Who, Who</i>	Doris Day-P. Weston	Cap78139719; (45)4-39719-BMI
4	11	9	WALKIN' MY BABY BACK <i>Home</i>	J. Roy	Cap78139750; (45)4-39750-ASCAP
2	20	10	MAYBE <i>Watermelon Weather</i>	P. Camo-E. Fisher	V78120-4744; (45)47-4744-ASCAP
5	19	11	HALF AS MUCH <i>For Whom-For Whom</i>	R. Clooney	Cap78139716; (45)4-39716-BMI
1	-	12	AUF WIEDERSHN <i>SWEETHEART</i> <i>From the Time We Say Goodbye</i>	V. Lynn	Loe7811227; (45)48-1227-ASCAP
19	8	13	WHEEL OF FORTUNE <i>I Wanna Love You</i>	K. Starr	Cap7813964; (45)4-1964-ASCAP
3	16	14	LOVER <i>You Go to My Head</i>	P. Lee-G. Jenkins	Dec778128215; (45)19-28215-ASCAP
14	9	15	I'LL WALK ALONE <i>That's the Chance You Take</i>	D. Cornell	Cap78160659; (45)9-60659-ASCAP
7	17	16	I'LL WALK ALONE <i>With a Song in My Heart</i>	J. Froman	Cap7812044; (45)19-2044-ASCAP
15	15	17	BLUE TANGO <i>Gypsy Trail</i>	H. Winterhalter	V78120-4518; (45)47-4518-ASCAP
15	12	18	PITTSBURGH, PENNSYLVANIA <i>Doll With the Swallow's Heart</i>	G. Mitchell-M. Miller	Cap78139643; (45)4-39643-ASCAP
19	13	19	BLACKSMITH BLUES <i>Love Me or Leave Me</i>	E. M. Morse	Cap7811922; (45)4-1922-BMI
14	14	20	FORGIVE ME <i>That's the Chance You Take</i>	E. Fisher-H. Winterhalter	V78120-4574; (45)47-4574-ASCAP
13	20	21	BE ANYTHING (But Be Mine) <i>She Took</i>	E. Howard	Mercury 1201811; (45)5615845-ASCAP
3	29	21	I'M YOURS <i>I Understand</i>	Four Aces	Dec778128162; (45)19-28162-BMI
9	27	23	KISS OF FIRE <i>Never Like This</i>	B. Eckstine	MGM 7811225; (45)11-1225-BMI
10	22	24	BLUE TANGO <i>At Last, At Last</i>	G. Lombardo	Dec778128031; (45)19-28031-ASCAP
5	28	24	HERE IN MY HEART <i>He Lost Again</i>	T. Bennett	Cap78139745; (45)4-39745-BMI
3	-	26	I WAITED A LITTLE TOO LONG <i>Me Too</i>	K. Starr	Cap7812062; (45)19-2062-ASCAP
3	-	27	SOMEWHERE ALONG THE WAY <i>What Does It Take</i>	Nat (King) Cole	Cap7812069; 14519-2069-ASCAP
2	29	28	WATERMELON WEATHER <i>Water</i>	P. Camo-E. Fisher	V78120-4744; (45)47-4744-ASCAP
5	22	29	I'M CONFESSIN' <i>Comical</i>	I. Paul-M. Ford	Cap7812080; 14519-2080-ASCAP
2	24	30	POINCIANA <i>New Love Me</i>	S. Lawrence	King78135185; (45)18-15185-ASCAP

• Best Selling Classical Albums

Best Selling 33 1/3 R.P.M.

1	1	Puccini: La Bohème; L. Abbado; A. Tosti; conductor. V (33) LM-6006
3	2	Mancosky: Plectra at the Emblican; Chicago Symphony Or. R. Kubelik, conductor. Mercury (33) MG-5000
2	3	Verdi: La Traviata (Complete Opera); L. Abbado; G. Celonovsky, P. Donelli, J. Garcia, R. Merrill, J. Morrison, J. Pearce, M. Sierlman, NBC Symphony Or. & Chorus, A. Toscanini, conductor. V (33) LM-6003
5	4	Puccini: Tosca (Complete Opera); B. Aronovic, M. Casaglia, G. Conti, E. Domini, B. Gell, A. Margaroni, M. Mazzilli, G. Tomel, Royal Opera House Or. & Chorus, conductor. V (33) LCT-6004
4	5	Debussy: La Mer; NBC Symphony Or. A. Toscanini, conductor. V (33) LM-1221

Best Selling 45 R.P.M.

3	1	Franky-Korshak: Scheherazade; San Francisco Symphony Or., P. Weinstock, conductor. V (45) WDM-920
3	2	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Or., V. Galtchovsk, conductor. V (45) WDM-1028
3	3	Beethoven: William Tell Overture; NBC Symphony Or., A. Toscanini, conductor. V (45) WDM-605
4	4	Tchaikovsky: Nutcracker Suite; Philadelphia Or., E. Ormandy, conductor. V (45) WDM-1020
5	5	Dvorak: Celtic Rhapsody; Boston Pops Or., A. Fiedler, conductor. V (45) WDM-1147

DEALER DOINGS

Biz Angles

Pertinent comment on the state of the business in the warm months has been received from Alltone Music, West Allis, Wis. The outlet writes: "We find the record business leveling off to a happy summer median and also discover that music is more important than television in the summertime. Good outlets for organ records are fairs, amusement parks, skating rinks, etc., and it will pay the dealer to investigate these markets in the summer. Also, get those juke box operators to change more often and it will pay all the way around." ... Al Meyer, of Town and Country Music, Westwood, N. J., reports he is experiencing a sharp drop in sheet music sales. "Guess we need a crop of new ballads," he says. ... Miami Records, Dayton, O., is running a contest for Kiser High School students that seems sure to hype interest in disks and this shop among teenagers. The youngsters mail in post cards naming the 10 tunes they like best. Those whose selections most closely parallel the consensus win free records. The top 10 are listed in a regular ad run in the school newspaper. And the names of the winners are broadcast over a local deejay program.

Doughnut Platters

The Turntable Record Shop, of Columbus, O., wishes "Columbia would make more pop standards available on 45 r.p.m. There is a tremendous market waiting for them, particularly some old renditions by Sarah Vaughan, Doris Day, Claude Thornhill, Benny Goodman, Frankie Chase and Gene Krupa," the outlet writes. Turntable would also like to see the diskery release its Dance Parade albums on 45. Adrian, of Hutchinson, Kan., declares it is getting impatient waiting for Mercury to release its Childcraft kididisks on 45. It says they were ordered months ago. ... Pace Music of Saginaw, Mich., agrees with an earlier correspondent "that it would be most helpful if Capitol discontinued the optional center on 45 r.p.m. disks." They also wonder what you do with people "who spend much time and no money in the store. Does anyone have the answer?" Manger Brothers of Lincoln, Ill., have a request. They write: "Just hoping each record company will make one good seller to help all dealers battle the summer slump, instead of pulling out five or more dead ones." Kaplan's, of New Bedford, Mass., reminds us that "The only way to sell records is to use suggestion. Don't let the customer stop at one record. Suggest another one or two." ... The Music House, of Baltimore, writes: "Opened my mail and lo and behold I find a new LP catalog, 'The Long Player.' I glanced thru it and finding no listing for Cetra-Soria threw it in the ash can." Music House will probably note a story in this issue which reports a change in the catalog's plans.

NAMM Poll

Dealers have responded in great style to the poll on industry problems conducted by The Billboard in connection with the upcoming convention of the National Association of Music Merchants. More than 500 completed questionnaires have been received thus far.

• Best Selling Children's Records

Based on reports received June 11, 12 and 13

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

WEEKS TO DATE	POSITION	THIS WEEK	TITLE	ARTIST	RECORD COMPANY
123	1	1	CINDERELLA (Two Records)	J. Mouse and Others	V7819-394; (45)19-399
40	2	2	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Frankie & The Four Seasons	V7819-33; (45)19-33
78	4	3	TWEETY PIE (One Record)	M. Black, B. May, M. Black, B. May, M. Black, B. May, M. Black, B. May	Cap 781 CAS-3074; 145KASF-3074
56	5	3	LOVE RANGER VOL. 1 (One Record)	G. Tynah	Dec778129; 4513-152
15	7	5	IT'S HOWDY DODDY TIME (One Record)	Howdy Doody and B. Smith	V7819-446; (45)19-446
02	3	6	BOZO ON THE FARM (Two Records)	P. Carve-B. May	Cap781003-3076; 145K2BF-3076
57	15	7	PETER AND THE WOLF (Two Records)	Sterling Holloway	V7819-386; (45)19-386
11	-	7	TEDDY BEARS PICNIC (One Record)	F. De Val	Cap781CAS-3083; 145KASF-3083
101	5	9	BOZO AT THE CIRCUS (Two Records)	Also Livingston-Vassar Piano Catalog, Cap781BBX-34; (45)BBX-3030; (33)BBX-114	
67	8	10	ALICE IN WONDERLAND (One Record)	K. Brownlee, E. Wynn	V7819-437; (45)19-437; (33)19-1
40	9	10	LITTLE ENGINE THAT COULD (Two Records)	P. Wynn	V7819-384; (45)19-384
36	9	10	HENRY HAWK (One Record)	N. Black	Cap781CAS-3096; 145KASF-3096
59	12	10	BOB AND THE BIPDS (Two Records)	P. Carve-B. May	Cap781003-3073; 145K2BF-3073; (33)19-3061
176	-	30	LITTLE TOOT (One Record)	Doc Wilson/The Stationers	Cap781003-00; 145KASF-3001; (33)19-1777
38	14	15	TWEETY'S PUDDY TAT (Two Records)	N. Black	Cap781003-3102; 145K2BF-3102

• Best Selling Pop Albums

Based on reports received June 11, 12 and 13

Because all charts are not based on all records it is difficult to conduct a pop album survey that is statistically accurate. Furthermore separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaire as a complete one may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparing sales volume between 45 and 33 pop albums.

Best Selling 33 1/3 R.P.M.

1	1	WITH A SONG IN MY HEART	Cap78100N-309; (33)19-309
2	2	SINGIN' IN THE RAIN	MGM781MGM-113; (33)19-113
3	3	JOHNNIE RAY	Cap78101C-208; (33)19-208
4	4	BIG BAND BASH	Cap78100N-329; (33)19-329
5	5	AN AMERICAN IN PARIS	MGM781MGM-93; (33)19-93
6	6	EDDIE FISHER SINGS	V7819-3025; (33)19-3025
7	7	TOP POPPS	V7819-3024; (33)19-3024
8	8	SHOW BOAT	MGM781MGM-84; (33)19-84
9	9	GLENN MILLER CONCERT VOL. II	V7819T-30; (33)19-30
10	10	TODAY'S TOP HITS VOL. 1	Cap7819-9101

Best Selling 45 R.P.M.

1	1	WITH A SONG IN MY HEART (Four Records)	Cap78100N-309; (45)KDF-309
2	2	SINGIN' IN THE RAIN (Four Records)	MGM781MGM-113; (45)K-113
3	3	JOHNNIE RAY (Four Records)	Cap78101C-208; (45)K-208
4	4	BIG BAND BASH (Three Records)	Cap78100N-329; (45)KDF-329
5	5	EDDIE FISHER SINGS (Four Records)	V7819-3025; (45)WP-3025
6	6	AN AMERICAN IN PARIS (Four Records)	MGM781MGM-93; (45)K-93
7	7	TOP POPPS (Four Records)	V7819-3024; (45)WP-3024
8	8	I'LL SEE YOU IN MY DREAMS (Four Records)	Cap78101C-208; (45)K-208
9	9	GLENN MILLER CONCERT VOL. II (Four Records)	V7819T-30; (45)WP-30
10	10	SHOW BOAT (Four Records)	MGM781MGM-84; (45)K-84

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PERRY COMO and EDDIE FISHER
1st TIME TOGETHER

BREAKING BIG ALL OVER!

"MAYBE"

WATERMELON WEATHER

RCA Victor 20-4744 47-4744

This week's
New Releases
... on **RCA Victor**

Release 32-23

Ships Coast to Coast, June 22

POPULAR

THE FONTANE SISTERS

There's Doubt In My Mind (But Hope In My Heart)
If You Would Only Be Mine 20-4776—(47-4776)*

BILLY SHEPARD

The Man Is Off
Auf Wiederseh'n, Sweetheart 20-4777—(47-4777)*

MERY GRIFFIN

Love Me, Love Me, Love Me
Mama's Gine, Goodbye 20-4778—(47-4778)*

DEMISIS DAY

Take My Heart
Serenade of the Sea 20-4768—(47-4768)*

SIX FAT DUTCHMEN

Olands Schottisch
The Nebraska Polka 20-4774—(47-4774)*

COUNTRY — WESTERN

THE BEAVER VALLEY SWEETHEARTS

Whistle My Love
Take Best Diner 20-4760—(47-4760)*

HOMER AND JETHRO

Let's Get Kian of Fire
I'm Yean 20-4770—(47-4770)*

GRANDPA JONES

I'm No Communist
Pickin' on Me 20-4771—(47-4771)*

RHYTHM-BLUES

LES HARRIS

L'Amour, Toujours, L'Amour
So Lba 20-4779—(47-4779)*

*C. p.m. cat. nos.

Going Strong... indicates records which according to actual sales are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

- ⑤ **Maybe/Watermelon Weather**
Perry Como and Eddie Fisher 20-4744—(47-4744)
- ⑤ **Lady's Man/Married by the Bible, Divorced by the Law**
Hank Snow 20-4733—(47-4733)
- ⑤ **Just a Little Lovin'/I'm Yours**
Eddie Fisher 20-4680—(47-4680)
- ⑤ **That's the Chance You Take/Forgive Me**
Eddie Fisher 20-4574—(47-4574)
- ⑤ **Vanessa/Somewhere Along the Way**
Hugo Winterhalter 20-4691—(47-4691)
- ⑤ **Anytime**
Eddie Fisher 20-4359—(47-4359)
- ⑤ **Blue Tango**
Hugo Winterhalter 20-4518—(47-4518)
- ⑤ **I Remember When**
Eddie Fisher 20-4618—(47-4618)
- ⑤ **Kiss of Fire**
Tony Martin 20-4671—(47-4671)
- ⑤ **Please Be Kind/I'm Sorry**
Lily Ann Carol 20-4736—(47-4736)
- ⑤ **Night Train**
Buddy Morrow 20-4693—(47-4693)
- ⑤ **South/I Understand**
Ralph Flanagan 20-4724—(47-4724)
- ⑤ **Delicado/Plink, Plank, Plunk**
The Three Suns 20-4677—(47-4677)
- ⑤ **After You've Gone/Cherokee**
Barclay Allen 20-4745—(47-4745)
- ⑤ **Why Did You Leave Me?/Lonesome—That's All**
Perry Como 20-4687—(47-4687)

Coming Up... indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ **MAYBE**
Perry Como-Eddie Fisher 20-4744—(47-4744)*
The Disk Jockeys Pick: The Retailers Pick: The Operators Pick: Billboard June 14th issue.
- ★ **LADY'S MAN**
Hank Snow 20-4733—(47-4733)*
Country & Western Disk Jockeys Pick: Billboard, June 14th issue.
- ★ **DELICADO**
Dinah Shore 20-4719—(47-4719)*
Records Most Played by Disk Jockeys: Billboard, June 7th issue.

TIPS
THERE'S DOUBT IN MY MIND (But Hope In My Heart)
IF YOU WOULD ONLY BE MINE
The Fontane Sisters—20-4776—(47-4776)*



GIRL SET TO MUSIC

The girl who has been "set to music" is Vanessa Brown, beautiful motion picture and television actress. Composer Bernie Wayne penned a tune inspired by Vanessa Brown and, after long weeks of research, came up with an appropriate title—VANESSA. Hugo Winterhalter and His Orchestra have recorded for RCA Victor and their fine instrumental treatment is now zooming to the top of the best seller lists.

It's about time someone wrote a tune called VANESSA. After all, there have been musical tributes to every girl from MARGIE to MADAME LA ZONGA.

One important reason for the current popularity of VANESSA is the outstanding performance by Hugo Winterhalter and His Orchestra. Hugo is now established as one of the most consistently popular orchestra leaders and arrangers in the record business.

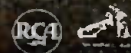
Hugo hails from Pennsylvania, the state that also gave RCA Victor its best known golf player, Perry Como. And when Hugo isn't busy recording such tunes as VANESSA for RCA Victor, he has been known to swing an effective golf club himself.

Hugo's only real complaint is that sometimes people who write him to tell him how much they enjoy Winterhalter records have trouble with his last name. He has been called Winter Garden, Winter Haven and Summer Salter. He has also been called one of the most talented musicians ever to record on the RCA Victor label. You can hear why by playing the Hugo Winterhalter recording of VANESSA.

The stars who make the hits are an

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



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The Original Hit Version of . . .

"THE MASK IS OFF"

BUDDY COSTA

Orchestra & Chorus Directed by Joe Reisman
PYRAMID RECORD 900 AND (45 X 900)

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Name (please print)

Address

City Zone State

Store Name

Best Selling Pops by Territories

Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. ALTHO the number of stores queried in each market does not necessarily coincide with a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single store.

NEW YORK

1. BLUE TANGO—L. Anderson—Decca
2. HERE IN MY HEART—A. Martino—BBS
3. DELICADO—P. Faith—Columbia
4. KISS OF FIRE—G. Gibbs—Mercury
5. GUY IS A GUY—Doris Day—Columbia
6. LOVER—P. Lee—G. Jenkins—Decca
7. WHEEL OF FORTUNE—K. Starr—Capitol
8. KISS OF FIRE—T. Martin—Victor
9. I'M YOURS—E. Fisher—H. Winterhalter—Victor
10. MAYBE—E. Fisher—P. Camp—Victor

CHICAGO

1. KISS OF FIRE—G. Gibbs—Mercury
2. HERE IN MY HEART—A. Martino—BBS
3. DELICADO—P. Faith—Columbia
4. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
5. BLUE TANGO—L. Anderson—Decca
6. I'M YOURS—D. Cornell—Coral
7. I'LL WALK ALONE—D. Cornell—Coral
8. BLACKSMITH BLUES—E. M. Morse—Capitol

LOS ANGELES

1. DELICADO—P. Faith—Columbia
2. BLUE TANGO—L. Anderson—Decca
3. HERE IN MY HEART—A. Martino—BBS
4. GUY IS A GUY—Doris Day—Columbia
5. I'LL WALK ALONE—J. Froman—Capitol
6. I'M YOURS—T. Martin—Victor
7. KISS OF FIRE—G. Gibbs—Mercury
8. KISS OF FIRE—T. Martin—Victor
9. I'M YOURS—E. Fisher—H. Winterhalter—Victor
10. WHEEL OF FORTUNE—K. Starr—Capitol

PHILADELPHIA

1. HERE IN MY HEART—A. Martino—BBS
2. DELICADO—P. Faith—Columbia
3. KISS OF FIRE—G. Gibbs—Mercury
4. BLUE TANGO—L. Anderson—Decca
5. MAYBE—E. Fisher—P. Camp—Victor
6. I'M YOURS—E. Fisher—H. Winterhalter—Victor
7. I WAITED A LITTLE TOO LONG—K. Starr—Capitol
8. WATERMELON WEATHER—P. Camp—E. Fisher—Victor
9. TAKE MY HEART—A. Martino—Capitol

DETROIT

1. I'M YOURS—D. Cornell—Coral
2. KISS OF FIRE—G. Gibbs—Mercury
3. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
4. DELICADO—P. Faith—Columbia
5. HERE IN MY HEART—A. Martino—BBS
6. LOVER—P. Lee—G. Jenkins—Decca
7. HALF AS MUCH—R. Clooney—Columbia
8. BLUE TANGO—L. Anderson—Decca

BOSTON

1. BLUE TANGO—L. Anderson—Decca
2. KISS OF FIRE—G. Gibbs—Mercury
3. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
4. HERE IN MY HEART—A. Martino—BBS
5. MAYBE—E. Fisher—P. Camp—Victor
6. I'M YOURS—E. Fisher—H. Winterhalter—Victor
7. DELICADO—P. Faith—Columbia
8. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
9. I'M YOURS—D. Cornell—Coral

PITTSBURGH

1. HERE IN MY HEART—A. Martino—BBS
2. BLUE TANGO—L. Anderson—Decca
3. AUF WIEDERSEHN SWEETHEART—V. Lynn—London
4. KISS OF FIRE—T. Martin—Victor
5. KISS OF FIRE—B. Eckstein—MGM
6. MAYBE—E. Fisher—P. Camp—Victor
7. I'M YOURS—D. Cornell—Coral
8. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
9. LOVER—P. Lee—G. Jenkins—Decca

ST. LOUIS

1. BLUE TANGO—L. Anderson—Decca
2. DELICADO—P. Faith—Columbia
3. HERE IN MY HEART—A. Martino—BBS
4. I WAITED A LITTLE TOO LONG—K. Starr—Capitol
5. LOVER—P. Lee—G. Jenkins—Decca
6. IN THE GOOD OLD SUMMER TIME—L. Paul—M. Ford—Capitol
7. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
8. KISS OF FIRE—T. Martin—Victor
9. MAYBE—E. Fisher—P. Camp—Victor
10. I'M CONFESSIN'—L. Paul—M. Ford—Capitol

WASHINGTON

1. DELICADO—P. Faith—Columbia
2. HERE IN MY HEART—A. Martino—BBS
3. BLUE TANGO—L. Anderson—Decca
4. KISS OF FIRE—G. Gibbs—Mercury
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor
6. WALKIN' MY BABY BACK HOME—J. Ray—Columbia

SEATTLE

1. DELICADO—P. Faith—Columbia
2. BLUE TANGO—L. Anderson—Decca
3. HALF AS MUCH—R. Clooney—Columbia
4. KISS OF FIRE—G. Gibbs—Mercury
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. WATERMELON WEATHER—P. Camp—E. Fisher—Victor

NEW ORLEANS

1. BLUE TANGO—L. Anderson—Decca
2. I'M YOURS—E. Fisher—H. Winterhalter—Victor
3. DELICADO—P. Faith—Columbia
4. HERE IN MY HEART—A. Martino—BBS
5. HALF AS MUCH—R. Clooney—Columbia
6. KISS OF FIRE—G. Gibbs—Mercury
7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
8. WALKIN' MY BABY BACK HOME—J. Ray—Columbia

ATLANTA

1. I'M YOURS—E. Fisher—H. Winterhalter—Victor
2. DELICADO—P. Faith—Columbia
3. BLUE TANGO—L. Anderson—Decca
4. HERE IN MY HEART—A. Martino—BBS
5. KISS OF FIRE—T. Martin—Victor
6. LOVER—P. Lee—G. Jenkins—Decca
7. MAYBE—E. Fisher—P. Camp—Victor

DALLAS-FT. WORTH

1. BLUE TANGO—L. Anderson—Decca
2. DELICADO—P. Faith—Columbia
3. KISS OF FIRE—T. Martin—Victor
4. I'M YOURS—D. Cornell—Coral
5. I'LL WALK ALONE—J. Froman—Capitol
6. I'M YOURS—E. Fisher—H. Winterhalter—Victor
7. MAYBE—E. Fisher—P. Camp—Victor

DENVER

1. KISS OF FIRE—T. Martin—Victor
2. I'M YOURS—E. Fisher—H. Winterhalter—Victor
3. BLUE TANGO—L. Anderson—Decca
4. HALF AS MUCH—R. Clooney—Columbia
5. DELICADO—P. Faith—Columbia
6. I'LL WALK ALONE—J. Froman—Capitol
7. BLACKSMITH BLUES—E. M. Morse—Capitol
8. BLUE TANGO—L. Anderson—Decca

CINCINNATI

1. HERE IN MY HEART—A. Martino—BBS
2. WALKIN' MY BABY BACK HOME—J. Ray—Columbia
3. PRINCIANA—S. Lawrence—King
4. DELICADO—P. Faith—Columbia
5. KISS OF FIRE—G. Gibbs—Mercury
6. MAYBE—E. Fisher—P. Camp—Victor
7. I'M YOURS—E. Fisher—H. Winterhalter—Victor
8. BLUE TANGO—L. Anderson—Decca
9. GUY IS A GUY—Doris Day—Columbia
10. DELICADO—S. Lawrence—Capitol

Philly Bookers of Singers Prefer Women 10 to One

PHILADELPHIA, June 14—Altho the vocal spotlight seems to be trained almost entirely on Johnnie Ray, Eddie Fisher and now Philadelphia's own Al Martino, the local demand is still for the feminine voice on the part of talent buyers, according to Artie Singer, The town's top vocal coach and teacher has groomed a great many of the voice heard today on TV, radio, records and in nightclubs, and numbers the skyrocketing Al Martino among his pupils. Singer also points out that the emphasis on the male voice has also failed to stem the tide of female students.

Altho all appearances point to a male vocal market because of Johnnie Ray and the others," said Singer, "there is no run" on the part of the male membership to cultivate their voices. Instead, the appeal of the popular song field is still largely feminine. Moreover, the bookers and buyers still want the female voice."

Greatest impetus given to the vocal evies, says Singer, has been television. The chance of being able to get before a TV camera and being seen by "million of people," says Singer, holds a great fascination for the stenogs, sales girls, telephone operators and so many others with humdrum jobs who have some fair measure of a voice

and find show business their "great avenue of escape."

In spite of Johnnie Ray et company, Singer added, the calls from club owners, orchestra leaders, bookers, radio and television producers are "female voices 10 to one." Calls from seashore resort spots are all for girl singers, and one of the town's top night club bookers, Singer added, advised him that he could "book every girl singer you can get ready for me but the male singers, I can't give them away."

Singer explains that unless the male voice is "big league" with an established reputation, the buyers aren't interested. However, they're always willing to "gamble" with Singer, "there is no run" on the part of the male membership to cultivate their voices. Instead, the appeal of the popular song field is still largely feminine. Moreover, the bookers and buyers still want the female voice."

Singer also pointed out that while television is the "big lure," night clubs still remain the biggest field of employment for the female singers. And with the clubs changing their bills weekly, there's hardly ever any shortage of job opportunities for any girl who can "sell a song."



ORDER BLANK

POPULAR

QUANTITY		QUANTITY	
78	45	78	45
"KISS OF FIRE," "A LASTING THING" Georgia Gibbs	5823	"DIESEL SMOKE, DANGEROUS CURVES," "BUSYBODY" Tiny Hill	5840
"BE ANYTHING (BUT BE MINE)," "SHE TOOK" Eddy Howard	5815	"BLUE TANGO," "JUNGLE FLUTE" Xavier Cugat & His Orch.	5811
"JUNCO PARTNER," "SUMMERTIME" Richard Hayes	5833	"NO STRINGS ATTACHED," "LOST LOVE" Richard Hayman & His Orch.	5814
"ONCE IN A WHILE," "I'M GLAD YOU'RE HAPPY WITH SOMEONE ELSE" Patti Page	5867	"WHISPERING WINDS," "LOVE WHERE ARE YOU NOW" Patti Page	5816
"AZURTE (Paris Blues)," "STAY" Billy Williams Quartet	5866	"BLUE BOY," "DESIRE" Ray Charles	5856
"DEVIL OF A WOMAN," "BOUNCING ON THE BAYOU" Raulo Draper	5851	"DELICADO," "JUST ONE OF THOSE THINGS" Jan August	5859
"HOOTIN' BLUES," "NIGHT TRAIN" Jerry Murad's Harmonicas	5869	"SILENCE AND TEARS," "FOOLISH LOVER" Sonny Howard	5846
"HERE IN MY HEART," "TOMORROW NEVER COMES" Vic Damone	5858	"VALSE DI MUSETTA," "L'UN BEL DI VEDERMO" Alfred Newman	5861
"MUST YOU GO?," "AFTER YOU'VE GONE" Billy Daniels	5848	"THAT'S A FINE, FINE, FINE HOWDY YA DO," "THE ICE MAN" Rose Marie	5848
"I'M SORRY," "RUTZA, RUTZA" Bobby Wayne	5857	"I DON'T MIND," "HINDUSTAN" Peggy Taylor & Jimmy Palmer & His Orch.	5836
"IN A PERSIAN MARKET," "STREET SCENE" Ralph Marterie & His Orch.	5860	"ROSES ALL THE WAY," "WOW" Kay Brown	5843
"LIMEHOUSE BLUES," "PLINK PLANK, PLINK" Bobby Marwejl	5844	"WONDER," "DON'T BELIEVE A WORD THEY SAY" Dick Thomas	5864
"JUST BECAUSE," "HOW COULD YOU" Rusty Draper	5820	"SINGIN' IN THE RAIN," "ALL I DO IS DREAM OF YOU" Eddy Howard	5832
"COPY MAMBO," "NICRA LEONOR" Xavier Cugat & His Orch.	5849	"WHY DID YOU LEAVE ME?," "CHLOE-E" The Ravens	5853
"DIANE," "TENDERLY" Vic Damone	5855	"DIANE," "SEPTEMBER SONG" Billy Daniels	5806

NEW RELEASES

QUANTITY	
78	45
"TAKE MY HEART," "ROSANNE" Vic Damone	5877
"AUF WIEDERSEHN SWEETHEART," "I DON'T WANT TO TAKE A CHANCE" Eddy Howard	5871
"THE MASK IS OFF," "NEVER LEAVE ME" Richard Hayes	5872
"SO MADLY IN LOVE," "MAKE ME LOVE YOU" Carolin O'Connell	5874
"YAK TIGDA BINGO," "IT'S A HUNDRED TO ONE" Dick Jurgens & His Orch.	5873
"WHY," "WAIT TILL THE SUN SHINES, NELLY" Jimmie Fadden & His Orch.	5875
"HERE IN MY HEART," "YOUR HAPPINESS IS MINE" Wini Brown	5870
"EMPTY MANSIONS," "YOU CROSSED YOUR FINGERS" Marie Lindsey & His Oklahoma Night Riders	6402
"DIANA," "AFTER I SAY I'M SORRY" Tiny Hill & His Orch.	5876

RHYTHM and BLUES

QUANTITY	
78	45
"TROUBLE IN MIND," "NEW BLOW-UP BLUES" Dinah Washington	8269
"TELL ME WHY," "WHEEL OF FORTUNE" Dinah Washington	8261
"YOU BETTER GO NOW," "HANDFUL OF STARS" Beryl Booker	8279
"MARGIE," "WIGGLE WAGGLE" James Mosley & His Orch.	8278
"AIN'T NOthin' BUT A CHILD," "BROWN SKINNED WOMAN" Sunnyland Slim	8277
"BE ANYTHING (BUT BE MINE)," "HEAVEN KNOWS WHY" Wini Brown	8270
"NO MAIL BLUES," "GONNA NEED MY HELP SOME DAY" Memphis Slim	8266
"SEQUEL," "I'LL ALWAYS BE IN LOVE WITH YOU" Paul Quinichette	8272
"THE QUESTION," "NEVER LET ME LOVE" Memphis Slim	8281
"I LOST YOU," "I AIN'T GOT NOBODY" Debbie Anderson	8282
"GOT YOU BEGGING," "DUKE AND THE BRUTE" Jay McSham & His Orch.	8283

COUNTRY and WESTERN

QUANTITY	
78	45
"TADPOLE," "JUNIOR'S A BIG BOY NOW" Sue Thomas	6390
"LIMEHOUSE BLUES," "KOHALO MARCH" Jerry Byrd	6393
"AY-ROUND THE CORNER," "WISHIN'" Lulu Belle & Scotty	6389
"TENNESSEE MEMORIES," "TRUE LOVE" Carlisle Bros.	6388
"MOUNTAIN JAM," "BABY MY HEART" Eddie Hill	6392
"WHEN THE PEARLY GATES SWING OPEN," "MIGHTY HIGH TO HEAVEN" Carl Story & His Ramblin' Mountaineers	6386
"WHILE YOU'RE OUT CHEATING," "I'M ALWAYS LONGING FOR YOU, BABY" Ernie Lee	6395
"OLD SALTY DOG BLUES," "PIKE COUNTY BREAKDOWN" Lester Flatt, Earl Scruggs & the Foggy Mountain Boys	6396
"SILLY," "I'LL ALWAYS BE THINKING OF YOU" Drew Miller	6397
"YOU ASKED ME FOR SOME LOVIN'," "IT'S SWEET OF YOU" Boots Woodall & the TV Wranglers	6398
"I'M GETTIN' READY," "HAPPY BIRTHDAY IN HEAVEN" the Smith Brothers	6399
"I'M NO COMMUNIST," "TIED DOWN" Lulu Belle & Scotty	6400
"ST. JAMES INFIRMARY," "I CAN'T FEEL THOSE KISSES" Roy King	6401



EDDY HOWARD 'Auf Wiedersehn'

COUPLED WITH
"TAKE A CHANCE"
MERCURY 5871-5871X45



PATTI PAGE 'Once In A While'

COUPLED WITH
"I'M GLAD YOUR HAPPY"
MERCURY 5867-5867X45



RICHARD HAYES 'Never Leave Me' 'The Mask Is Off'

COUPLED WITH
MERCURY 5872-5872X45



GEORGIA GIBBS 'So Madly In Love'

COUPLED WITH
'Make Me Love You'
MERCURY 5874-5874X45



DINAH WASHINGTON 'Mad About THE Boy'

COUPLED WITH
"I CAN'T FACE THE MUSIC"
MERCURY 5842-5842X45



BOBBY WAYNE 'I'm Sorry'

COUPLED WITH
"RUTZA, RUTZA"
MERCURY 5857-5857X45



RALPH MARTERIE 'Street Scene'

COUPLED WITH
'Persian Market'
MERCURY 5860-5860X45



BILLY WILLIAMS QUARTET

'Stay'
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SCATTERBRAIN

featuring The Anthony Trumpet Marcie Miller and the Skyliners

AS TIME GOES BY

featuring The Anthony Trumpet Tommy Mercer and the Anthony Choir

CAPITOL 2104



Record Promotion: Jim McCarthy

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Most Played Juke Box Records

Based on reports received June 11, 12 and 13

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same song. Names shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part 1.

Table with columns: POSITION, Weeks | Last | This to date, Record Title, Artist, Label, and Chart Reference. Includes records like 'KISS OF FIRE', 'HERE IN MY HEART', 'WHEEL OF FORTUNE', etc.

TERESA'S TERRIFIC ON HER NEW RELEASE!



TERESA BREWER

singing

"KISSES ON PAPER"

and

"I HEAR THE BLUEBELLS RING"

CORAL 60755 (78 RPM) and 9-60755 (45 RPM)

AND SHE'S GETTING HOTTER AND HOTTER WITH "GONNA GET ALONG WITHOUT YA NOW"

and "ROLL THEM ROLY ROLY EYES"

CORAL 60676 (78 RPM) and 9-60676 (45 RPM)

The Prize-Winning Selections on TV's Popular "SONGS FOR SALE"

sung by THE CORAL ARTISTS WHO MADE THEM PRIZE WINNERS ON THE SHOW!

TERESA BREWER

sings

"RHODE ISLAND REDHEAD"

(HERE! CHICK! CHICK!)

and

EILEEN BARTON

sings

"EN-THUZ-E-UZ-E-AS-M"

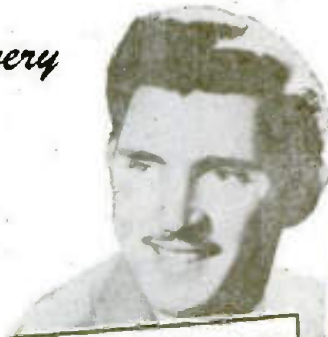
CORAL 60775 (78 RPM) and 9-60775 (45 RPM)

CORAL INTRODUCES A New Artist... A New Sound... A New Song!



RAY BLOCH'S

discovery



BUDDY NEE

sings

"DENY"

and

"DON'T BELIEVE ME"

CORAL 60758 (78 RPM) and 9-60758 (45 RPM)

ONE of the most exciting discoveries in years has been right under the recording world's nose. Yet it took Ray Bloch, one of Coral's musical directors, to detect a dramatic new sound... a thrilling new style... in the vibrant voice of Buddy Nee! Buddy was a "Demo" singer, that is, a singer making demonstration records for music publishers and song writers. In making "Demo" records he was required to imitate the styles of the nation's top artists and his own wonderfully different style was necessarily submerged. However, Ray Bloch, hearing several of Buddy's "Demos" asked him up for an audition. The results were an spectacular that a Coral contract was signed and the first recording session was under way 48 hours after their first meeting. New York critics after hearing his first Coral release have lauded Buddy "The Gasper," because of his emotional singing on "Deny." You'll be hearing plenty about—and you'll want plenty of—this first dynamic recording of Coral's great new discovery, Buddy Nee!

CORAL RECORDS America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal-Winnipeg

2 FOLK MUSIC TOPPERS



GEORGE MORGAN singing ...

"BE SURE YOU KNOW"

and "Whistle My Love"
COLUMBIA 20945

"LITTLE" JIMMY DICKENS



singing ...

"HOT DIGGITY DOG"

and "Lola Lee"
COLUMBIA 20930

COLUMBIA RECORDS
Trade Marks "Columbia," "Masterworks," etc. Reg. U. S. Pat. Off. Marvel Superheroes

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

• Most Played Juke Box Folk (Country & Western) Records

Based on reports received June 11, 12 and 13

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations receive Country and Western records.

POSITION	Weeks Last This	to date Week Week	Record	Artist
10	1	1.	WILD SIDE OF LIFE	Hank Thompson
				Cap 7811942; (45)F-1942—BMI
17	2	2.	DON'T JUST STAND THERE	Carl Smith
				Col 78120893; (45)M-20893—BMI
11	5	3.	GOLD RUSH IS OVER	Hank Snow
				V78120-4522; (45)M-4522—BMI
5	3	4.	ARE YOU TEASING ME?	Carl Smith
				Col 78120922; (45)M-20922—BMI
21	10	5.	WONDERING	W. Pierce
				Dec 78146364; (45)F-46364—BMI
3	3	6.	ALMOST	G. Morgan
				Col 78120906; (45)M-20906—BMI
5	8	7.	HALF AS MUCH	Hank Williams
				MGM 7811202; (45)K-11202—BMI
9	6	8.	DON'T STAY AWAY	Lefty Frizzell
				Col 78120911; (45)M-20911—BMI
1	—	9.	SOMEBODY'S STOLEN MY HONEY	E. Tubb
				Dec 78120667; (45)F-20667
1	—	9.	IT'S A LOVELY, LOVELY WORLD	Carl Smith
				Col 78120922; (45)M-20922—BMI

• Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received June 11, 12 and 13

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last This	to date Week Week	Record	Artist
15	1	1.	WILD SIDE OF LIFE	H. Thompson
				Cap 7811942; (45)F-1942—BMI
10	3	2.	ALMOST	G. Morgan
				Col 78120906; (45)M-20906
6	4	3.	TALK TO YOUR HEART	R. Price
				Col 78120913; (45)M-20913—BMI
17	2	4.	DON'T JUST STAND THERE	Carl Smith
				Col 78120893; (45)M-20893—BMI
3	5	5.	THAT HEART BELONGS TO ME	W. Pierce
				Dec 78120091; (45)F-20091—BMI
4	6	6.	IT'S A LOVELY, LOVELY DAY	Carl Smith
				Col 78120922; (45)M-20922—BMI
3	6	7.	ARE YOU TEASING ME?	Carl Smith
				Col 78120922; (45)M-20922—BMI
9	9	8.	DON'T STAY AWAY	Lefty Frizzell
				Col 78120911; (45)M-20911—BMI
1	—	9.	LADY'S MAN	Hank Snow
				V78120-4733; (45)M-4733
24	10	10.	WONDERING	W. Pierce
				Dec 78146364; (45)F-46364—BMI

• Best Selling Retail Folk (Country & Western) Records

Based on reports received June 11, 12 and 13

Records listed as Country and Western records with the best in sales according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks Last This	to date Week Week	Record	Artist
11	1	1.	WILD SIDE OF LIFE	Hank Thompson
				Cap 7811942; (45)F-1942—BMI
8	2	2.	ALMOST	G. Morgan
				Col 78120906; (45)M-20906—BMI
15	7	3.	DON'T JUST STAND THERE	Carl Smith
				Col 78120893; (45)M-20893
19	5	4.	WONDERING	W. Pierce
				Dec 78146364; (45)F-46364—BMI
12	3	5.	EASY ON THE EYES	E. Arnold
				V78120-4569; (45)M-4569—ASCAP
5	8	5.	ARE YOU TEASING ME?	Carl Smith
				Col 78120922; (45)M-20922—BMI
8	4	7.	HALF AS MUCH	Hank Williams
				MGM 7811202; (45)K-11202—BMI
12	6	8.	GOLD RUSH IS OVER	Hank Snow
				V78120-4522; (45)M-4522—BMI
3	10	9.	IT'S A LOVELY, LOVELY WORLD	Carl Smith
				Col 78120922; (45)M-20922—BMI
11	9	10.	DON'T STAY AWAY	Lefty Frizzell
				Col 78120911; (45)M-20911—BMI

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FOLK TALENT AND TUNES

Communications in case The Billboard, 6600 Sunset Blvd., Hollywood 28.

By JOHNNY SIPPTEL

Blue Ribbon Records just inked Ray Anderson, WHTN, Huntington, W. Va., d.j., and Ted Kirby, WZOB, Fort Payne, Ala., d.j. and bandleader. . . . Buck Benson is managing Himmelreich's Grove, Womelsdorf, Pa., one of the country's oldest and most important h.b. parks. . . . Al Dexter, now with Decca, is reorganizing his band, with Charley Wright of Dallas, Tex., handle the booking. Mrs. Dexter is running his nitery, "The Barn," while Dexter travels this summer. . . . John Bava, the music pubber, has moved his country record show from WMMN, Fairmont, W. Va., to WHAR, Clarksburg, W. Va. . . . The Sunset Westerners, Bob and Wanda Wolfe, are leaving Roswell, N. M., and open at Barefoot Charlie's Night Club, Land o' Lakes, Wis., July 1. . . . Coy McDaniels' new MGM sides are backed by Shorty Warren, for

(Continued on page 49)

Folk Record Reviews

FOLK Record Reviews



- POLLY POSSUM-JOE WOLVERTON
- MURRY HURRY 72-73-73-71
- COLUMBIA 20947—Country blues is given a persuasive rendition by Mrs. Patsy Cline with expressive instrumental backing by Joe Wolvertson and his Dog Patch Boys.
- LORDY, OH LORD 74-76-73-73
- Patsy Cline puts her heart into this earlier. The song's rhythm is full of voice breaks. Miss tempo is set by the Wolvertson group. Should get spins.
- JOHNNY BOND
- LOUISIANA LUCY 73-74-73-73
- COLUMBIA 20948—Lyrics include names of girls from many cities with Bond indicating his preference for Lucy. Bond provides first-rate backing.
- THE MAN BEHIND THE THROATLE 76-73-75-75
- Familiar trade tune is scored effectively by Texas whistles. Bond handles the vocal capably. Band backing is good. Should catch some spin.
- WADE HAY
- JUNE BUG JITTERS 77-77-77-76
- VICTOR 28-8751—Season is right for tune, but Hay injects a lot of spirit via both his solo and guitar.
- ONE WOMAN MAN 75-76-75-74
- Ray proclaims his consistency with much feeling. Band sets a smiling background.

(Continued on page 36)

Folk Record Releases

- Aspirina—Jack Hart (Parlo) MGM 11261
- Crazy Case I Love You—Suzie Country & the (Single) Dec 28253
- Five Cents Is All I Got—Gracia Jones & His Grandchildren (Fim Int) King 1049
- Fix Me a Palmett—Gracia Jones & His Grandchildren (Fim Int) King 1059
- God's Little Candle—Red Foley, with Anita Kerr Singers (Savoy) Dec 28252
- Go On, Get Out—Tex Ritter (High Noon) Cap 2120
- Hardy Man—Carl Saceman (Road to) Cap 2121
- High Noon—Tex Ritter (Go On) Cap 2120
- Hillbilly Wedding—Shorty Long & Dolly Dimples (I Mus) King 1076
- I'm Always Looking for You, Baby—Ernie Lee (White) Mer 6395
- I Miss You So—Shorty Long & Dolly Dimples (Hill) King 1076
- It's Sweet of You—Boots Woodall (You Aired) Mer 6398
- I Was a Fool to Love You—Rene Johnson (Long) King 1077
- It's Always Be Thinking of You—Drew Miller (Capitol) Mer 6397
- It'll Be You Better Care—Jess Williams (Whit) Dec 28242
- Lady's Man—Hank Sobel (Married) V 20-4733
- Look to the Sea—Rene Johnson (I Was) King 1077
- Married by the Bible, Divorced by the Law—Hank Sobel (Lady's Man) V 20-4733
- My Mary—Die Ramussen (New Star) Cap 2093
- New Star Rag—Die Ramussen (My Mary) Cap 2093
- Old Lady (The Blues)—Lester Flatt, Earl Scruggs (Blue County) Mer 6396
- Pike County Reel—Lester Flatt, Earl Scruggs (Old Lady) Mer 6396
- Rainbow Queen—Ever Get Married—Jack Hart (Aspirina) MGM 11261
- River Rag—Arthur (Guitar Boss) Smith (Savoy) Mer 6397
- Road to Love—Carl Saceman (Hardy Man) Cap 2121
- Silly—Drew Miller (It'll Always) Mer 6397
- Somebody Bigger Than You and I—Red Foley with Anita Kerr Singers (God's Little) Dec 28252
- Somebody Let Another Youngin at Our House—Arthur (Guitar Boss) Smith (River Rag) MGM 11262
- Swing!—The Devil's Dream—Spade Cooley & Dick (Crazy Cases) Dec 28253
- When—Jess Williams (It'll Be) Dec 28242
- When You're Out Cheating—Ernie Lee (I'm Always) Mer 6395
- You Aired Me for Some Loving—Boots Woodall (It's Sweet) Mer 6398

Jack Hunt

HITS the HITS!



"Triflin' on Me"

backed with

"I Learned My Lesson From You"

Capitol 2129

Written and Recorded by JACK HUNT



Opening STOCKMAN'S HOTEL ELKO, NEVADA during SILVER STATE STAMPEDE



CENTRAL SONGS, INC.

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THE BILLBOARD

Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Rhythm & Blues Record Reviews

RHYTHM & BLUES Record Reviews

LONEL HAMPTON ORK IF YOU EVER LEARN TO LOVE ME... DECCA 28230... MISSISSIPPI SLIM QUEEN FOR A DAY... BILLY STRANGE I LOVE YOU 24 HOURS A DAY...

Best Selling Retail Rhythm & Blues Records

Table with 3 columns: Rank, Record Title, Artist. Includes 'GOIN' HOME' by Fats Domino, '5-10-15 HOURS' by Ruth Brown, 'HAVE MERCY, BABY' by Domino.

Most Played Juke Box Rhythm & Blues Records

Table with 3 columns: Rank, Record Title, Artist. Includes 'HAVE MERCY, BABY' by Domino, '5-10-15 HOURS' by Ruth Brown, 'LAWDY MISS CLAWDY' by L. Price.

Country & Western (Folk) Record Reviews

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

Continued from page 35

FOLK Record Reviews

ELDON BRITT-ROSALIE ALLEN THE FIDDLER FOO... DREW MILLER I'LL ALWAYS BE THINKING OF YOU... BOOTS WOODALL IT'S SWEET OF YOU...

FOLK Record Reviews

SPADE COOLEY & ORK SWIRGIN' THE DEVIL'S DREAM... CARL SAUCENAW HARDY MAN... TEX RITTER HIGH NOON...

Advertisement for 'HELP ME BLUES' by Mel Walker with Johnny Otis Orchestra. Includes 'Hearache, Here I Come', 'Easy, Easy, Baby', 'I'm Yours'.

RHYTHM & BLUES NOTES

Mercury Record's r.&b. head, Bobby Shadd, has parted singer Mel Walker and the Freddie Mitchell ork to cut sides for the label. Walker has recorded for Savoy Records previously and the Mitchell ork has cut for Derby...

Rhythm & Blues Record Releases

Blues Mamba-Sony Thompson (Let's Call) King 4541. Call Operator 210-Floyd Dixon (Wine, Wine) and 3135. Camp Meeting-Pinocchio James (333 Jump) Okch 6681.

NEW ATLANTIC Releases

- THE CLOVERS 'WONDER WHERE MY BABY'S GONE' 'TING-A-LING' No. 969. JOE TURNER 'DON'T YOU CRY' 'POOR LOVER'S BLUES' No. 970. WILLIS JACKSON 'HERE IN MY HEART' 'ROCK, ROCK, ROCK' No. 967. AUSTIN POWELL 'WHAT MORE CAN I ASK?' 'WRONG AGAIN' No. 968.

ATLANTIC RECORDING CORP. 234 WEST 56th St. NEW YORK 19, N. Y.

Advertisement for 'I'M A SENTIMENTAL FOOL' by The Marylanders. Jubilee Record Co., Inc. 315 W. 47th St., N. Y., N. Y.

Advertisement for Chess Records featuring 'SUGAR MAMA' and 'WALKIN' THE BOOGIE' by John Lee Hooker. Chess No. 1513. Chess Record Corp. 750 E. 49th Street, Chicago 15, Illinois.

also negotiated a long-term recording pact for The Topnotes with Jerry Blaine for the Jubilee label. The unit draws a holdover ticket at the Castle Inn, Jenkintown, Pa. Four Tunes also drew a holdover at the Blue Mirror, Washington, until their June 26 opening for the entire summer season at the Club Harlem, Atlantic City. The Joyce Agency also set up return weeks for Chris Powell and his Blue Flames at the Blue Mirror, Washington, and Pep's Musical Bar, Philadelphia.

Advertisement for VeDEX Company: CLOSING OUT OF DISTRIBUTORS' STOCK 25,000 New Records 6c each. VEDEX COMPANY 674 10th Ave., New York 19, N. Y. Plaza T-0636

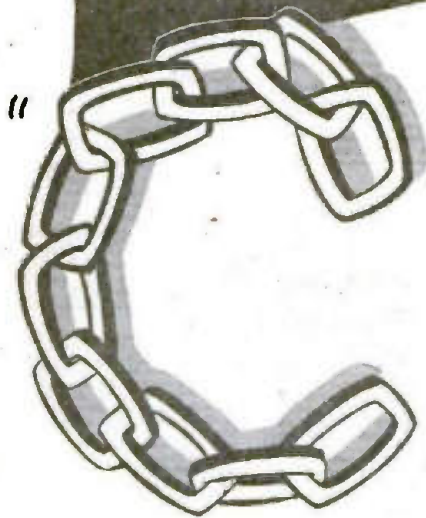
Advertisement for The Angelic Gospel Singers: WATCH FOR NEW RELEASE BY THE ANGELIC GOSPEL SINGERS. GETHAM RECORD CORP.

Great for

**D.J'S
SALES
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THE WILDER BROTHERS

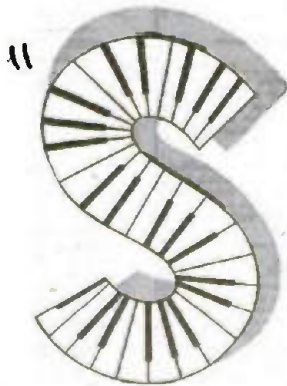
Unusual Record of



HAINED

BEECHWOOD MUSIC CORP.
1730 Broadway, New York City
MIKE GOULD, Gen. Mgr. - DUKE NILES

and



aturday Rag

RECORD NO. 2111



Booking Representative
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New York, N. Y. copyright

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Personal Management
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THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

How Ratings Are Determined Records are rated four ways: (1) overall; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates records not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; Interpretation, 15; Arrangement, 15; Record quality (mastering, etc.), 5; Music publisher's performance potential, 10; Exploitation (record sales-promotion, fan, leg, and other "clue" aids), 10; Manufacturer's distribution policy, 10; Manufacturer's production efficiency, 5.

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

POPULAR Record Reviews



POPULAR Record Reviews



MASTOVANI ORK
FAITH 78-79-77-78
 LONDON 1273—The sweeping melody, being covered also in several vocal versions, wears out the lush Mancovani treatment. The strings set against the winds make for fine listening.
SYMPHONY 73-74-72-73
 Ork turns in a heart-rendering of the piece to a slow beat.

JUNE VALLI
STRANGE SENSATION 52-83-80-83
 V 80-4758—The Ukranian does her best job on the label to date with this exciting new ballad based on the Latin title "La Compadre." She sings it with a heart beat, while the Harry Salter ork backs her out in lovely fashion. With proper exploitation this wailing could break out. Disc jays will like.
SO MADLY IN LOVE 77-78-77-76
 This lovely new ballad, adapted from a French ditty, is given a quiet but pretty reading by the singer, who duets with herself via "whoo-la." The Salter ork arrangement furnishes smooth support. Should get spins.

LITA ROSA
MIDNIGHT 75-77-75-73
 LONDON 1282—The Ukranian takes a crack at this somewhat new ballad from the Vertigo film "Whish Now!" But she doesn't make out too well with it in spite of the effort. Time is far a waste, and the vocal sound inconspicuous. Save your money.
LOVE WHERE ARE YOU NOW 71-72-71-70
 Lita Rosa does a fine job with this ballad, and gets some very nice backing from the ork. However, this coverage seems to be late that it will have a tough time catching feet.

BUDDY COSTA
THE MASK IS OFF 74-76-73-73
 PYRAMID 900—Big new ballad has stirred a lot of comment in New York. This is the original version. Costa in his disk crowd handles the vocal pleasingly with an assist from the chorus and ork conducted by Joe Peissman.
GOOD NIGHT 68-69-67-68
 Tender ballad in song with feeling by Costa. Redman ork and chorus add effective support.

JANE WYMAN
CHECKIN' MY HEART 75-76-75-75
 DECCA 2833—Jane is from the Paramount pic "Just for You." Miss Wyman invests a lot of spirit into her vocal to a fine arrangement by ork led by Dave Barbour.
HE'S JUST CRAZY FOR ME 78-74-78-77
 Terry Lane is also from the same film. The ork sets a mood, although for a sultry vocal effort by Miss Wyman.

RUDY VALLEE
BUBBLES IN MY BEER 74-76-70-76
 MGM 11267—This is the first release of a number of drinking songs Vallee has recorded for the label. Side is backed with nostalgia and should be safe by disc jays over 30. Vallee's voice still has the same mellowness of yesterday. Chorus and ork add to the sentiment. A natural for jakes in tavern locations.
THE BEER THAT I LEFT 73-75-69-74
 Same as the flip side.

TOMMY TUCKER & ORK
HALF ROUND MY HEART 68-69-66-69
 MGM 11265—This Tucker original, a slight, romantic ditty, is read easily and pleasantly by the ork. Vocals are taken over by Karen Rice and a chorus group.
PENNY CANDY 72-74-70-72
 This late novelty is taken from the musical, "New Farcy of 1952." Miss Rice and George Harwood are pleasant in the key department. Arrangement, like the price of the confection, is out of the dm east.

GEORGIA GIBBS
MAKE ME LOVE YOU 79-80-77-80
 MERCURY 5874—A fine new ballad, set about a Latin beat, is given an appropriately big vocal by Miss Gibbs. This could be another strong platter for the artist.
SO MADLY IN LOVE 87-87-87-87
 French lyrics in a most persuasive performance on this lovely new ballad adapted from a French ditty. It is one of the singer's top performances and it should be a solo follow up to her "Kiss of Fire." Could be a big one for "her side."

DOROTHY COLLINS-GORDON JENKINS ORK
FROM THE TIME YOU SAY GOODBYE 74-75-74-73
 DECCA 28251—This is the first disk for the lucky Starline presingers on Decca. Her interpretation of this sentimental ballad is full of warmth. She's ably supported by a quiet but rich ork and choral backing.
SO MADLY IN LOVE 73-72-71-71
 The Jenkins ork and chorus set a dramatic background for a heart-felt vocal by Miss Collins on this new tune, adapted from a French ditty.

GROUCHO MARK
OHAYO, NEBRASKA 76-77-72-73
 DECCA 28158—Nostalgic tune has a Gay Nineties lilt with lyrics that offer a cross-country tour. Mark gives it a lively spin while Ken Lane Singers and ork back in a style associated with the Nineties. Should get disc jays spins.
HOORAY FOR CAPTAIN SPARDLING 72-75-78-70
 Lively ditty has a GIBBY and Sullivan flavor. Mark sings it in his typically detached style. The Ken Lane Singers provide a choral backing along with ork led by Victor Young. Good for disc jays.

VEREDITH WILLSON ORK
BANNERS AND BONNETS 79-81-76-80
 V 20-4761—Willson penned song for Salvation Army. The compelling lyrics are read with feeling by Elizabeth Adams and ork backed by the Willson ork. The chorus adds excitement. With the Salvation Army behind this, tune should get spins.
UNSEEN RIDER 75-77-75-73
 Another tune with religious overtones. Chorus handles the lyrics well and the Willson ork adds strong support thus an exciting arrangement.

TOMMY ARDEN-PERCY FAITH ORK
TAKE MY HEART 87-88-86-87
 COLUMBIA 59768—New ballad is on the "big" side. Miss Arden gives it warmth with a vocal full of feeling. Quiet backing by Faith ork gives it a heart-felt, especially in the project, and she comes thru in fine style. Should be a big one for Miss Arden.
TELL YOUR TALE 78-79-77-78
 Thelma projects nicely on tender ballad with good support from the Percy Faith ork.

AMES BROTHERS
BREAK THE BANDS THAT BIND ME 79-80-78-79
 CORAL 60773—The boys burn in a heartier, sincere reading of a nostalgic ballad, and the chorus and ork lend fine support. A good item for the boys.
AUF WIEDERSEHN SWEETHEART 86-86-86-86
 One of the strongest ballads by the Ames Brothers in the past few months. They do an important job with this lovely, sentimental new import setting it with a lot of feeling over a beautiful choral and musical backing. A real gem-catcher.

DICK BEAVERS
TEARS 74-75-72-75
 CAPITOL 2117—The talent etched new empyre in a big performance of a sunset ballad. Lyrics have a mournful turn and Beavers projects them with sympathy.
PLEASE SAY YOU LOVE ME 76-77-74-77
 Another romantic woe in the style currently meeting with public favor is given a full-blooded reading by the dancer. Good wab.

JANE FROVAM
CLING TO ME 82-83-81-82
 CAPITOL 2118—The superb phrasing carries the unbreakable Frovama touch. She has a poignant ballad to sing here and executes it with great feeling. Worth the many spins it will probably earn. Item could break out on the strength of the tune and the Frovama name.
CAN'T GET OUT OF THIS MOOD 77-77-77-77
 The wonderful title is backed with tenderness by Miss Frovama. Backing makes much use of strings to good effect.
 (Continued on page 45)

A NEW RELEASE!

by the "Kiss Of Fire" department



The Billboard Picks JUNE 14, 1952

"So Madly In Love"

COUPLED WITH

"Make Me Love You"

MERCURY 5874 · 5874X45

Take Your Choice...Both Sides Are Great!



MERCURY RECORDS, CHICAGO, ILL. ★ MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Shows Charts (Radio)

Advance Record Releases

POPULAR

- A Flight of Fancy—Bing Crosby (Let for) Dec 29217
- A Letter From a Lady—Dick Brown & Sid Feller (De) (Boomerang) King 15186
- Are We in Love?—Dick Haymes (Never Let) Dec 29239
- Are You My Sweetheart?—Judy Lynn (Pretty Bride) Coral 60757
- Aut Wiedersah's Sweetheart—Ames Brothers (Break the Band) Coral 60775
- Back Street Affair—Billy Wallace (Counted Out) Dec 29243
- Banners and Bonnets—Meredith Willson & Ork (The Very Rides) V 20-4761
- Boomerang—Dick Brown & Sid Feller (A Letter) King 15188
- Break the Bonds That Bind Me—Ames Brothers (Aut Wiedersah's) Coral 60773
- Bubbles in My Beer—Rudy Vallee (The Beer) MGM 11267
- Checkin' My Heart—Jane Wyman (He's Just) Dec 29274
- Coasting the Plains—Bill Kneeb (Oh, Willie) MGM 11269
- Counted Out—Billy Wallace (Back Street) Dec 29243
- Diane—Vic Damone (Tenderly) Mer 5855
- Don't Believe a Word They Say—Dick Thomas (Wonder) Mer 5864
- Don Wacka Doo—The Four Knights (Wine or Love) Cap 2127
- Do You Care?—Vaughn Monroe & Ork (Faith) V 20-4760
- Faith—Victor Marchese (My Heart) MGM 30596
- Faith—Vaughn Monroe & Ork (Do You) V 20-4760
- Faith—Manorah Ork (Synchrony) London 1223
- From the Time You Say Goodbye—Dinah Shore (West of) V 20-4768
- From the Time You Say Goodbye—Dorothy Collins & Gordon Jenkins (So Madly) Dec 28251
- Good Night—Buddy Costa & Joe Reisman Ork (The Heat) Pyramid 900
- Happy—Round My Heart—Tommy Tucker & Ork (Pony Candy) MGM 11265
- Happy Ever After—Cecile Blake and Bob Cole Ork (Teen Queen) Vernon 176
- He's Just a Guy for Me—Jane Wynne (Checkin') Dec 28204
- High Noon—Bill Hayes (Padam-Padam) MGM 11266
- High Noon—Lita Ross (Love Where) London 1232
- Hooper's Blues—Arne Murray's Harmonica (Hooper Train) Mer 5869
- Hooper for Captain Spaulding—Grazie Mars, with Ken Lane Singers & Ork (Hawaii) Dec 28158
- I'm Glad You're Happier With Someone Else—Patil (Pope) (Once In) Mer 5867
- I'm Not Gonna Let You Down—Teddy Phillips & Ork (Today) King 15183
- I Can't Dry Any More—Don Cornell (This Is) Coral 60748
- I Cried for You—Peggy King (There's No) MGM 11260
- If You Would Only Be Mine—Jimmy Wakely (My Heart) Cap 2126
- I Hear the Bluebirds Sing—Teresa Brewer (Kismet) Coral 60755
- I Never Cared—Al Martino (Take My Heart) Cap 2122
- I Wonder What's Become of Sally—Johnny Long (Sally Jane) Mer 5862
- Just for Fun—Bing Crosby (A Flight) Dec 28213
- Kismet on Paper—Teresa Brewer (Kismet) Coral 60755
- Low Where Are You Now—Lita Ross (High Noon) London 1232
- Mable Me Love You—Georgia Gibbs (So Madly) Mer 5874
- Maria Mia—Vivian De Campa (You'll Never) Coral 60756
- Mary Jane—Johnny Long (I Wonder) Mer 5862
- My Heart's Desire—Victor Marchese (Faith) MGM 30596
- My Heart: Has Room for You—Jimmy Wakely (I) (You) Cap 2126
- Never Leave Me—Richard Hayes (The Black) Mer 5872
- Never Let the Sun Set on a Quarter—Dick Haymes (A We) Dec 28239
- Night Train—Arne Murray's Harmonica (Hooper) (Black) Mer 5869
- Oh, Willie Play That Thing—Bill Kneeb (Coasting) MGM 11264
- Omaha Nebraska—Grazie Mars, with Ken Lane Singers & Ork (Hooper) Dec 28158
- Once in a While—Patil Pace (I'm Glad) Mer 5867
- Padam-Padam—Bill Hayes (High Noon) MGM 11266
- Padam-Padam—Tony Martin (Where Did) V 20-4758
- Paducah Parade—Bob Crosby (Song of) Cap 2119
- Pony Candy—Tommy Tucker & Ork (Halo) (Round) MGM 11265
- Pretty Bride—Judy Lynn (Are's) (I) Coral 60757
- So Madly in Love—Dorothy Collins & Gordon Jenkins Ork (From the) Dec 28251
- So Madly in Love—Arne Murray's Harmonica (Hooper) (Black) Mer 5869
- Song of the Islands—Bob Crosby (Paducah) Cap 2119
- Surfer Sensation—Arne Murray (So Madly) V 20-4759
- Symphony—Manorah Ork (Faith) London 1223
- Take My Heart—Tommy Tucker & Ork (Halo) (Round) MGM 11265
- Take My Heart—Al Martino (I Never) Cap 2122
- Tell Your Tale, Nightingale—Tom Arden (Take My) (I) Cap 2122
- Free Queen—Cecile Blake and Bob Cole & Ork (Happy) (Vernon) 176
- Tenderly—Vic Damone (Diane) Mer 5855
- The Beer That I Left on the Bar—Rudy Vallee (Hawaii) MGM 11267
- The Mask Is Off—Dorothy Collins & Joe Reisman Ork (Good Night) Pyramid 900
- The Mask Is Off—Richard Hayes (Never Leave) Mer 5872
- There's Someone in My Mind—Peggy King (I Cried) MGM 11260
- This is the Beginning of the End—Don Cornell (I Can't) Coral 60748
- Today Tomorrow and Always—Teddy Phillips & Ork (I'm Not) King 15183
- Unseen Rider—Meredith Willson & Ork (Banners) V 20-4761

POPULAR ALBUMS

- Jessie Kern's Roberta Album (1-10) Lovely to Look At—Joan Roberts; Jack Cassidy; Lennox Earl; Cond—Cap (53) CL 6220
- Let's Hear the Music Album (1-10) —Henry Goodman With Strings—Cap (53) CL 102
- The Nocturnes Album (1-10) Melodies From Far Away Places—MGM (53) E 154
- Soft Light, Sweet Truam Album (1-10) —Harry James & Ork—Cap (53) CL 6207

INTERNATIONAL

- Andre Dineas Sings Album (1-10) —Jo Sover & Ork; A Grass & Ork; You (53) VL 3120
- Andre Messager: Monsieur Beataire Album Opere in 3 Acts (Abridged) (1-12) —Raymond Sain; Paul Choux; L'Amour et Ork; Jule Grivier Cond.—Pathe-Vox (53) PL 20500
- Antal Dorati Conducts the Minneapolis Symphony Ork in French Orchestral Masterworks: Berlioz: Ravel; Debussy—Mer (53) MG 50005
- Army Polka—Vic Zembrowski (Red Apple) Continental 816
- At My Cradle—Vic Zembrowski (Red Lips) Continental 817
- Back Phrases & Part (Cantata No. 201) (1-17) —Choir & Ork of the Bach Guild; Helmut Koch Cond.—Vanguard (53) VG 514
- Borodin: Symphony No. 2 in B Minor; Stokowsky: The Firebird (1-12) —Antal Dorati conducts the Minneapolis & Synchrony Ork—Mer (53) MG 50004
- Dmitri Kabalevsky: Concerto for Violin & Ork; David Oistrakh, violinist; State Ork of the USSR; Dmitri Kabalevsky, Cond.—Vanguard (53) VRS 6002
- Israel Folk Dances Album (1-10) —Etyakum (Feared) Israel Music Foundation (53) LP 5
- Luckner: Beethoven Sings Album (1-10) —Alma Barelli & Ork—Pathe-Vox (53) VL 4000
- Johann Sebastian Bach (1-12) —Aerolis Appeared Choir & Ork of the Bach Guild; Helmut Koch, Cond.—Vanguard (53) VG 515
- Magic City Polka—Kenny Bass & Polka Papern (Pine Tree) Coral 60759
- Mendelssohn: Concerto in G Minor for Piano & Ork; Opus 25 (1-12) —Oracio Fragoni, piano; Vienna Symphony Ork; Rudolf Moralt, Cond.—Vox (53) PL 7440
- Music of Poland Album (1-12) —Seven Polish Folk Songs Suite of Aniel Polish Airs and Dances—Vanguard (53) VRS 6003
- Pine Tree Polka—Kenny Bass & Polka Papern (Magic City) Coral 60759
- Polka Time Polka—Victor Zembrowski & Ork (Singing) (Cherry) Remington 15023
- Red Apple Polka—Vic Zembrowski (Army Polka) Continental 816
- Red Lips Overture—Vic Zembrowski (At My) Continental 817
- Singing Canary Polka—Victor Zembrowski (Polka Time) Remington 15023

HOT JAZZ

- Body and Soul—Howard McGhee's Kansas All Stars (Standard) Hi-Lo 1410
- How High the Moon (Parts 1 & 2)—Howard McGhee's Kansas All Stars; Hi-Lo 1409
- Standard—Howard McGhee's Kansas All Stars (Body and Soul) Hi-Lo 1410

SPIRITUAL

- At the Cross—Rev. Wm. Morris O'Neill (The Old) Hi-Lo 1408
- Come Over Here—The Silver Stars (Pack Up) Hi-Lo 1411
- He's My Friend—Bells of Joy (Rock Right) Pre. cack 1700
- Pack Up, Gettin' Ready to Go—The Silver Stars (Come Over) Hi-Lo 1411
- The Old Land Mark—Rev. Wm. Morris O'Neill (At the) Hi-Lo 1408
- Sleep Right Now—Bells of Joy (He's My) Pre. cack 1700

LATIN AMERICAN

- Manglones-Graeco—Seven's Tropicana Boys (Sun) Sun V 20-4689
- Sun Side 84 Bix—Seven's Tropicana Boy; (Manglones) V 20-4689

CHILDREN

- More Songs From New Music Horizons, Book 2 (2-10) —Songs for Holidays; Our Animal Friends; Fun and Frolic; Music for Acting and Pretending—Cap (53) M.V. 333

SACRED

- I'm Bound for the Kingdom—The Leifera Trio (Satisfied) (Shelton) 7035
- Satisfied—The Leifera Trio (I'm Bound) (Shelton) 7035



Vic Damone SINGS 'TAKE MY HEART'

COUPLED WITH "I REMEMBER YOU ROSANNE"

MERCURY 5877 • 5877X45

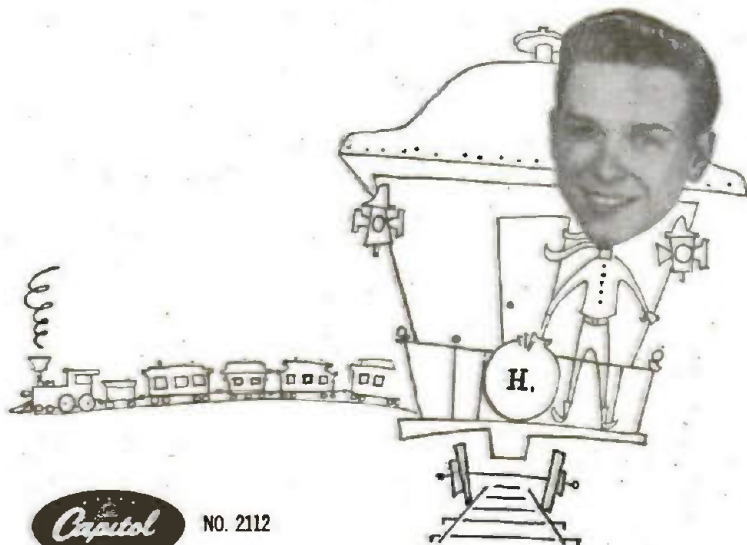


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BILLY STRANGE



Capitol
NO. 2112

"RACK UP THE BALLS BOYS"

Jimmie
Dolan



NO. 2118

Capitol
RECORDS

HAMBLEN MUSIC CO., ARCADIA, CALIF.

Foreign Imports Stir AFM

Continued from page 17

of protecting the American musician from foreign competition is similar to the need of framing legislation to protect manufacturers from the influx of cheaper product from out of the country. AFM would be prepared to show where Congress has passed tariff law to protect American industry and therefore should come to the musicians' rescue.

Delegates voted to refer to the president and exec board for further study a resolution introduced by Philadelphia's A. A. Tomci calling for prohibition of AFM symphony conductors from going to Europe to conduct symphonic recording sessions for disks to be sold in the U. S. Vic Carpenter (Marshfield, Wis., Local 270) argued the resolution would discriminate against members, but Thomas McCarthy (Rochester, N. Y., Local 66) told delegates that out of 231 symphonic recorded works sold in the U. S. last year, 200 were from Europe.

McCarthy said the prevailing practice is for a record company to send \$5,000 to Europe and record what would cost the com-

pany more than \$50,000 to make here. Tomci, in defending his resolution, said American recording companies send a known conductor overseas to cut the long-hair sessions so that the label can cash in on the conductor's name value in the U. S. but use a foreign orchestra that costs the company peanuts.

J. W. Gillette, long-time AFM motion picture studio rep, pointed out that the picture was far too complex to be settled by a resolution. He explained that existing agreements between U. S. film producers and foreign countries would be seriously impaired if AFM were to order a virtual boycott of all foreign diskings. This would cause reciprocal measures in the foreign countries and in the end hurt the musicians.

Gillette further developed that 90 per cent of U. S. recordings are made available for sale overseas and a great majority of the recordings sold abroad come from the U. S. Gillette's motion that the matter be turned over to the president's office and exec board for further study was carried.



HEALTHY★ IN THE GOOD OLD SUMMERTIME (Marks)
"PICK"

—Les Paul and Mary Ford (Cap.) rate a **Billboard** "PICK" as they "sing the oldie in exciting, summery fashion, that should make for healthy sales." **Variety** reports, "Once again, the Paul-Ford team has come up with an exciting side."

★ ★ ★ ★ ★

BEST★ HARD, AIN'T IT HARD? (Ludlow)

BET★ RUN HOME TO MAMA (Folkways)—The Weavers (Dec.) bring forth another dynamic folk-flavored "BEST BET." **Variety** calls it "fresh-sounding material . . . in usual vigorous manner." **Billboard** nominates "HARD" for "PICK" honors.

★ ★ ★ ★ ★

STRONG★ THERE'S DOUBT IN MY MIND (BMI)—

POTENTIAL★ Burt Taylor's (Col.) rendition of this "pretty ballad" lands a "BEST BET." **Billboard** calls it "a strong potential" and **Variety** predicts: "charming Taylor treatment should pay off with lots of spins."

★ ★ ★ ★ ★

"SLEEPER★ THE DAY OF JUBILO (Montclare)—

OF THE★ Guy Mitchell (Col.) collects all honors, including a **Billboard** "PICK," "Sleeper of the Week" and general DJ approval. "Powerfully projected . . . in big-voiced fashion," is the consensus.

★ ★ ★ ★ ★

TOP★ AUF WIEDERSEHN, SWEETHEART (Bill &

HONORS★ Range) (non-exclusive BMI)—Vera Lynn (Lon.) and the Ames Brothers (Coral) share top honors with a **Billboard** "PICK." Vera gives "a heart warming rendition . . . Ames Brothers' version is one of their finest recent waxings."

★ ★ ★ ★ ★

IMPRESSIVE★ EASY STREET (Johnston-Monte)

★ MAYHEM (Maytime)—Billy May (Cap.) turns in an impressive orking, "STREET" earning a strong 81 points (excellent) and "MAYHEM" an 80 rating from **Billboard**.

★ ★ ★ ★ ★

"EXCELLENT★ CUBAN NIGHTINGALE (Pemora) (non-exclu-

PAIR★ Mitch Miller (Col.) and Camarata (Dec.) are just about even in the **Billboard's** judgment, each platter hitting a strong "excellent" decision.

★ ★ ★ ★ ★

CLOONEY★ BOTCH-A-ME (Hollis) (non-exclusive BMI)

SMASH★—Rosemary Clooney (Col.) is in for another novelty smash a-la "COME ON-A MY HOUSE" in this lively rhythmic ditty.

★ ★ ★ ★ ★

DISK★ PONCIANA (Marks) (non-exclusive BMI)—

TO★ **WATCH** **board** reports: "Steve Lawrence (King), a 16-year-old find, begins his career in impressive style." **Disk** to watch and spin.

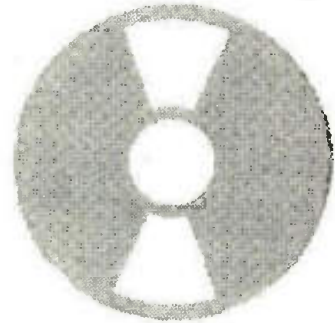
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TWO GREAT SIDES
by
ONE GREAT SONGSTRESS

**SO MADLY
IN LOVE**



**STRANGE
SENSATION**

20-4759

47-4759



**JUNE
VALLI**



RCA VICTOR RECORDS



SERVING 'EM UP HOT!



BILLY ECKSTINE

HOLD ME CLOSE TO YOU

If They Ask Me

MGM 11217 78 rpm • K11217 45 rpm

FRAN WARREN

Leave Them Alone

Heavenly Father

MGM 11237 78 rpm • K11237 45 rpm

DAVID ROSE And His Orchestra

Harlem Nocturne

Saxophone Solo by

WOODY HERMAN

On a Little Country Road in Switzerland

MGM 30582 78 rpm • K30582 45 rpm

ART MOONEY

And His Orchestra

I May Hate Myself in the Morning

I Painted It

MGM 11258 78 rpm • K11258 45 rpm

ALAN DEAN

You'll Never Be Mine

Do You Care!

MGM 11224 78 rpm • K11224 45 rpm

LEROY HOLMES

And His Orchestra

Isn't This a Night for Love!

Ooh That Kiss

MGM 11247 78 rpm • K11247 45 rpm

JOHNNY KING

Way Downtown at the Bottom of the Hill

Where Were You!

MGM 11255 78 rpm

HANK WILLIAMS

Half as Much

Let's Turn Back the Years

MGM 11202 78 rpm • K11202 45 rpm

KISS OF FIRE

NEVER LIKE THIS

MGM 11225 78 rpm • K11225 45 rpm



SKIP MARTIN

And His Orchestra

I Concentrate on You

Vilia

MGM 11240 78 rpm • K11240 45 rpm

BILL FARRELL

Break the Bands That Bind Me

Stay

MGM 11256 78 rpm • K11256 45 rpm

BLUE BARRON

And His Orchestra

A Girl, A Fella, A Beach Umbrella

A Mighty Pretty Waltz

MGM 11289 78 rpm • K11289 45 rpm

DEBBIE REYNOLDS

Am I in Love!

What Good Is a Gal! (Without a Guy)

MGM 30568 78 rpm • K30568 45 rpm

BARBARA RUICK

How About You!

I'd Wanna Walk Right Out of This World

MGM 11231 78 rpm • K11231 45 rpm

THE MARCHERS

General Eisenhower March

The Fighting Eagle

MGM 11252

BOB WILLS

Snatchin' and Grabbin'

I Want To Be Wanted

MGM 11241 78 rpm • K11241 45 rpm

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio)

The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best-selling, most played or most heard features of the Chart.

BOTCH-A-ME Rosemary Clooney Columbia 39767

Therese Rosemary Clooney leads across lyrics to this melody, 2000 novelty while the vocal harmonization that adds a "Come On-A My House" flavor. This one has the earmarks of a winner. Flip, "The Old First Warm Day," A an appealing ballad.

TAKE MY HEART Vic Damone Mercury 5877

Put Vic Damone in a big-mouthed, smoking version of the sweeping new ballad that should make an instantly sales. Don't back it up!

STRANGE SENSATION June Valli Victor 20-4790

New ballad based on the Latin side "La Compartita," provides a fine vehicle for the singer, who sings the tune with lots of heart. Sizzle and bubble in outlandish.

WHAT IS THIS THING CALLED LOVE? Fran Warren MGM 11270

A wild and most unusual pairing of the older Warren's beautiful vocal by Fran Warren and a wacky jazz and arrangement by Ralph Burns.

(Some greeting cards into the type set, were and caused a note to the printing of the Phonix Love disk listed here. Correct title is "Wish Upon," Columbia 39770.)

The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. SMOKE RINGS Les Paul-Mary Ford Capitol 2123
2. THIS IS THE BEGINNING OF THE END Don Cornell Coral 60748
3. "DAMEL" WINE Les Baxter Ors Capitol 2106
4. THE MASK IS OFF Richard Hayel Mercury 5872
5. HARD, AIN'T IT HARD The Weepers Decca 26228

The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. SUGARUSH Doris Day-Franny Laine Columbia 39693
2. SMOKE RINGS Les Paul-Mary Ford Capitol 2123
3. DAY OF JUBILO Guy Mitchell-Mitch Miller Ors Columbia 39753
4. THIS IS THE BEGINNING OF THE END Don Cornell Coral 60748
5. IN THE GOOD OLD SUMMER TIME Les Paul-Mary Ford Capitol 2123

The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the radio operators think tomorrow's hits will be:

1. AUF WIEDERSEHN SWEETHEART Vera Lynn London 1227
2. ONCE IN A WHILE Patil Page Mercury 5867
3. IN THE GOOD OLD SUMMER TIME Les Paul-Mary Ford Capitol 2123
4. DAY OF JUBILO Guy Mitchell-Mitch Miller Ors Columbia 39753
5. POINCIANA Steve Lawrence King 15185

The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. INDIAN LOVE CALL Slim Whitman Imperial 5106
2. MARRIED BY THE BIBLE, DIVORCED BY THE LAW Hank Snow Victor 20-4733
3. I LOVE YOU Terry Preston Capitol 2185
4. I'VE HAD MY SHARE OF SORROW Calhoun Brothers Columbia 20946

➔ TV IS ALL OF SHOWBUSINESS
➔ ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

REPORTED BREAKING OUT ALL OVER

DAVID ROSE | ON A LITTLE COUNTRY ROAD IN SWITZERLAND

MGM 30582 78 rpm • K30582 45 rpm

M-G-M RECORDS

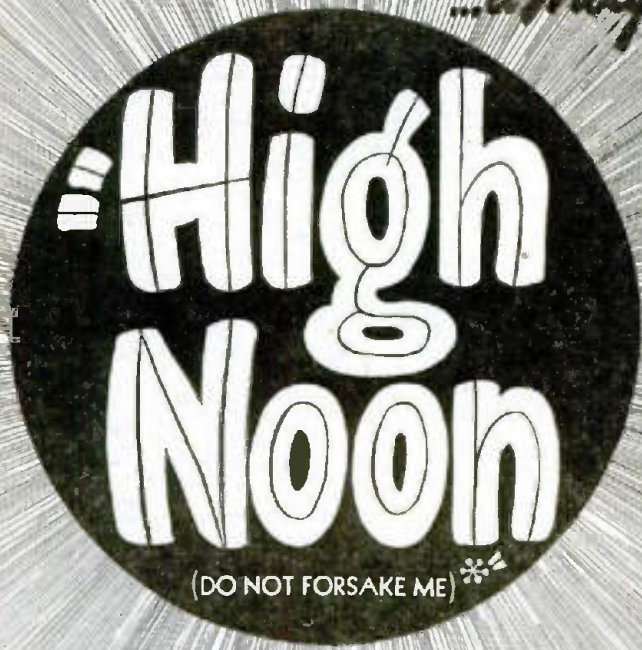
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...a Truly Great **NEW** Ballad

sung with pulsating fervor
by a great popular star . . .



FRANKIE LAINE

* from the Stanley Kramer production "High Noon"
Music by Dimitri Tiomkin • Lyrics by Ned Washington
Orchestra and chorus under the direction of Jimmy Carroll

• **The Billboard Picks**
HIGH NOON Frankie Laine Columbia 39770
Exciting new story ballad with a strong dramatic quality from the flick.
"High Noon," receives a powerful rendition from Laine.

COLUMBIA RECORDS
Trade Marks "Columbia," "Masterworks," © Reg. U. S. Pat. Off. Marco, Registrados

3/4" "ROCK OF GIBRALTAR"

78 rpm 39770
45 rpm 4-39770

Petrillo Sits Down Hard

Continued from page 17

but so far no one has come along with anything better. They talk about more jobs if we dropped the 5 per cent. When I was in Hollywood and talked to these producers not one even offered to hire an extra piano player if we dropped the plan.

"And I wouldn't drop this 5 per cent if the television film producer in Hollywood promised the union a \$5,000,000 work guarantee a year," Petrillo roared. "We'll change it only when all the other locals can benefit, not

just one local." Delegates roundly cheered this stand.

Under the present administration of the 5 per cent royalty plan, all funds collected by the levy will be distributed to the various locals to finance free public music under the trust fund auspices. Petrillo told delegates the 5 per cent trust fund now holds approximately \$186,000 and will be distributed to the locals. Since all the locals benefit from distribution of the 5 per cent money, the convention as a whole

backed up their chief to the hilt on this issue.

Basically, Petrillo asked that AFM members opposed to the 5 per cent formula to look ahead to future gains rather than try to earn a little more today but lose their hold on the industry in the future. He told them that no one knows where TV is going. AFM must sit tight and gamble on the future.

Even Frank Stanton (Columbia Broadcasting System board chairman) told me he's spending millions on television, but he's damned if he knows where he's going," Petrillo said. And then drew a laugh from the crowd with, "If guys like Stanton don't know what they're doing when it comes to television, do you think these fiddlers have the right answer?"

The Local 47 petitioners, suggesting that the royalty plan be replaced by a 55 tax on every \$50 worth of TV film music, got thumbs down from the union chief. This, said he, would be peanuts compared to what AFM stands to gain by following its present formula which is figured on time rather than production cost.

Since it was apparent beforehand that locals throughout the country deriving revenue from the 5 per cent formula would not side with Local 47 in its efforts to lift the levy, no resolution was offered to the convention. Instead, delegates of Local 47 and New York's 802 had agreed on teaming forces and jointly presenting the TV film side of the picture at a meeting of the AFM international exec board (The Billboard, June 14). New York delegation shared a common interest with Local 47, since New York is an important center for TV film production. Film activity, however, is mostly in production of commercials with Hollywood handling virtually all entertainment telefilms.

After Petrillo blistered Local 47 opponents of the 5 per cent formula, the 802 delegation decided against joining the Hollywood group in presenting the TV film case. New York delegates felt Petrillo had already gone on record as to his feelings on the subject and that little could be gained at this time in taking the issue before the exec board. Furthermore, the New York delegates were basically concerned with lifting the 5 per cent levy on filmed spot commercials, and inasmuch as that is now in the works, group thought it wiser to sit this one out.

Local 47 delegates (Pres. John Green, Charles Green and Maury Paul), and Veepee Phil Fischer were committed to their membership to present the issue before the exec board. Thursday night (12) Hollywood delegates relayed members' fears that musicians are losing the TV boat by continuing the 5 per cent formula, thereby forcing producers to use imported soundtracks. Feeling was expressed that if something isn't done about this problem now the U. S. musician may well be left out of the TV

Harris Tops Iucci

Continued from page 17

Local 73), 1,453, and Walter Murdoch (Toronto) retaining his post in re-election for board member from Canada with 1,270 votes, compared to 212 votes attracted by his challenger, Carmon T. Adams (Windsor, Ont., Local 566).

For delegates to the convention of the American Federation of Labor, the following six were elected: Edward P. Ringius, (St. Paul, Local 30), 1,207 votes; Frank B. Field (South Norwalk, Conn., Local 52) 962; Albert A. Greenbaum (San Francisco, Local 8), 853; Harry Steeper, (Jersey City, Local 528), 950; Charles Bagley (Los Angeles, Local 47), 879, and Pete Kleinkauf (Wilkes-Barre, Local 140), 816.

Prexy James C. Petrillo. Veepee Charles Bagley, Secretary Leo Cluesman and Treasurer Harry Steeper were all returned to office by acclamation, each getting 1,519 votes.

Following the elections, Petrillo seemed visibly moved at Iucci's loss of office and informed delegates he had found him highly capable and was sorry to see him go. He complimented him on his sportsmanship for being a good loser. Petrillo asked that his reluctance in seeing Iucci go not be interpreted that Harris won't make a good man. He said Harris background (candidate for mayor of Dallas, head of Texas American Federation of Labor) suits him well for the job.

Tomei Flurry

Continued from page 17

Tomei's resolution was killed with the argument that Petrillo had never abused that power.

Similarly anti-Petrillo was another resolution forbidding any officer of the union from holding office in a local. Union chief straddled both the presidency of the Federation and that of Chicago's Local 10. Measure quickly killed by the argument that any such restriction would interfere with local autonomy and similarly restrict the convention from electing whomever it pleases for Federation office. Delegates were also reminded that when Petrillo accepted the AFM presidency in 1940 he did so with the agreement of the convention that he be permitted to retain his post with Local 10.

While Tomei's resolutions were voted down, a number of delegates taking the floor against him in debate praised the Philly delegate for his courage and frankness. Possessing a flare for convincing oratory, Tomei's convention battles with the AFM presidency date

picture of the future, since producers are learning how to get along without live music.

Delegation suggested that a set fee be established, figured on a percentage of production cost, with producers paying musicians for residual showings of the films. Appearing before the board were Pete Green, Phil Fischer, local's radio-TV rep, and Maury Paul.

During the two-hour session, the point was developed that while Local 47 claims to be losing jobs, last year's earnings showed an increase of more than \$1,000,000 as a result of TV. While the TV gain was made at the cost of sizable cuts in radio earnings, the drop in AFM radio revenue has been a nationwide situation since the advent of TV and that not many locals were able to recoup their losses thru TV to such an extent.

The controversial royalty formula was first presented by Petrillo two years ago at the Houston convention as an impressive victory for the union since it had already closed a few contracts under terms of the new plan. Today there are 63 signatories throughout the U. S. with 36 headquartered in Hollywood. Of this number only five actively use live music, while the others, the signed up, resort to canned soundtracks. Critics of the formula, as it applies to TV film production, contend that its earnings for the AFM have been meager. Of the \$186,000 in the 5 per cent trust fund, they claim only 50 per cent comes directly from TV film production. The other \$93,000, they say, represents money collected for recording feature films released to TV and time sale. As available feature film backlog is rescored, they say, this portion of the fund's revenue will dwindle proportionately.



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- ★ SONNY THOMPSON
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- ★ THE SPIRIT OF MEMPHIS QUARTET
EASE MY TROUBLE IN MIND THAT AWFUL DAY 4520

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Record Reviews

80-89 EXCELLENT
70-79 GOOD
90-100 TOPS
40-69 SATISFACTORY
0-39 POOR

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

Continued from page 38

POPULAR Record Reviews

- STAN KENTON ORK
SHE'S A COMELY WENCH
CAPITOL 3064
COOL EYES
BILL KRENZ
COAKING THE PIANO
ON WILLIE PLAY THAT THING
PECCY KING
THERE'S DOUBT IN MY MIND
VICOR MARCHESE
FAITH
MCV 30586

POPULAR Record Reviews

- BILL HAYNES
HIGH NOON
MGM 13266
DECE BLAKE-BOB COLE & ORK
HAPPILY EVER AFTER
VERA CLAPPER SUNSET RHYTHM BOYS
WHAT'S IT GONNA GET YOU?
TIM PAN ALLEY 101
I NEVER KNEW

POPULAR Record Reviews

- VAUGHN MONROE & ORK
FAITH
VICTOR 20 4760
DO YOU CARE?
DINAH SHORE
FROM THE TIME YOU SAY GOODBYE
VICTOR 20 4768
TODD WARTH
PADM PADAM
VICTOR 20 4759
ROSEMARY CLOONEY
BOTCH-A-ME
COLUMBIA 38767
ON THE FIRST WARM DAY

POPULAR Record Reviews

- BING CROSBY
JUST FOR YOU
DECCA 26217
A FLIGHT OF FANCY
JUDY LYNN
PRETTY BRIDE
CORAL 60737
ALAN GERARD-SCOTT DAVIDSON ORK
TOY CAL
DARLING 2121
I (Love Only You)
RUTH ROGERS & JAYE PACE
OH BOY, OH BOY
KEYSTONE 1502
THE WOLF IS ON THE LOOSE AGAIN
MARGE WHALEY
NO! NO! NO! DON'T STOP NOW
LISTEN 1430

POPULAR Record Reviews

- DOON CORNELL
THIS IS THE BEGINNING OF THE END
CORAL 60748
I CAN'T CRY ANYMORE
AL STARTING
TAKE MY HEART
CAPITOL 2122
I NEVER CARE
CHRIS HAMILTON AND HIS HAMMOND ORGANS
THUNDER AND LIGHTNING
POLKA
LONDON 9711
TRITSCH TRITSCHE POLKA
SACRED
WADE MAINER
STANDING OUTSIDE
KING 1076
AND SO I WAITED AROUND
THE SKEIK OF ARABY
HIT ALBUMS!
FAVORITE SPIRITUALS
SWEET LEBLANC
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Petrillo Paints Dark Picture

• Continued from page 17

on his favorite target, Ohio's Sen. Robert Taft. Taft-Hartley labor bill, Petrillo roared, was fully to blame for the condition the AFM and all labor finds itself in today. A union can no longer stand up for its rights, without fear of being penalized in the courts, he charged. He reminded delegates he was the only labor leader willing to accept a half a loaf amendment to T-H.

Prevailing conditions must force unions to exert the greatest economic, so as to survive, he said. He found fault with two resolutions before the convention that would up the number of international executive board members. This, he said, would serve no purpose and only increase administrative costs. These resolutions were later defeated. (Some delegates in their corridor interpretation of Petrillo's opposition to increasing the number on the exec board claimed economy was not the sole reason for the union chief's stand against these measures. They felt Petrillo opposed more exec board members because this could bring about a dilution of his power over the Federation. However, judging by the virtual unanimous support Petrillo got from the delegates at almost every turn, it appeared doubtful that he would have anything to fear in this respect.)

He criticized benefit resolutions before the convention as being totally impractical. One resolution, calling for a \$25 per week benefit to unemployed musicians, Petrillo said, would mean AFM would have to distribute approximately \$2,500,000 per week.

"Everyone brings in resolutions that will cost the Federation money, he said, "but no one brings in a resolution that would give us the money with which to do these things. We can't expect the traveling bands to pay for everything. I'm ashamed to admit that our per capita tax is the lowest of any union I know (i.e., 50 cents per member per half year)."

Last day of the convention resolutions were presented in answer to Petrillo's call for more funds. Bill Miller (Fort Wayne, Local 58) and Harry Pollock (Richmond, Ind., Local 388) proposed that the current half year per capita tax be raised to 85 cents. In another resolution George Mayer (Coshocton, O., Local 478) asked that it be raised to 60 cents. An amendment from the floor suggested a compromise with only a nickel raise. However, despite his call for more per capita tax at the outset, Petrillo himself spoke against the tax hike.

"There's no getting away from

it," he warned, "we'll have to raise the tax. But these are bad times for our boys. We can't add to their troubles in times like these with a higher tax." Union chief got a big hand from the delegates and the tax-hiking resolutions were killed.

Hits Collusion

Convention passed a recommendation for amending AFM by-laws to provide that in cases where collusion exists between employers and members in violating the laws of the Federation, the international exec board be empowered to direct that any funds collected by the union for that member be forfeited and used by the board for other purposes.

Pension plan for retiring international executives, recommended by the San Francisco convention three years ago, was reverted back to the exec board for further study to be brought up again next year.

Plan as explained by Treasurer Harry Steeper calls for the Federation to grant \$250,000 to a trust fund, with employees paying 4 per cent of their earnings and the Federation contributing 5 per cent.

Kaiser Re Akron Case

Henry Kaiser, of the Arkel & Kaiser law firm, Federation attorneys, explained to the delegates the district court's ruling on the Akron case concerning stand-by musicians and said AFM will soon take the case to the Supreme Court (Billboard, May 24). He said the Wage Stabilization Board's Regulation 89 marked a major advance, since it frees all but staff musicians from wage stabilization.

VOX JOX

• Continued from page 26

which is right in the Chicago area. The boys could use some platters.... Bill Rittman is a recent addition to the staff of KDIX, Dickinson, N. D., handling the night show.... The newest show on WLKB, De Kalb, Ill., is "Supertime Preview" handled by Bill Boxan and sponsored by a local real estate and insurance firm.... William Ellison has been named chief announcer of WYBR, Ithaca, N. Y., and is featured on both morning and evening shows.... The latest spinner on WORL, Boston, is Stan Richards from WBET, Brockton, Mass.

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Camera, Point Hayes, Boyer Voted 2d Place

Gray, Lang, Others Poll 2d-5th Leads In Rest of Categories

NEW YORK, June 14.—While only 27 candidates can win the Donaldson gold keys and scrolls each year, there are always others whose achievements during a Broadway season put them high in the running. For the benefit of their co-workers in the theater, who cast a substantial vote in their favor, the names of those who scored highest in the balloting from second thru fifth place is herewith included for the record.

As noted elsewhere, "The Shrike" won handily as the best play of the year, but "I Am a Camera" drew hefty support for second place honors, with Mary Chase's "Milk and Honey" only a few votes behind for third choice. Jan de Hartog's fine comedy, "The Fourposter" was solidly in fourth place, "Point of No Return" and "The Grass Harp" tied for fifth slot honors.

Of the 17 authors to get a play on Broadway for the first time, Joseph Kramm ran away with the decision for "The Shrike." However, Truman Capote had a lot of backers to put his "Grass Harp" in second place, and the fine comedy-melodrama, "Stalag 17," drew almost as many votes to score third in the running. George Taber's "Flight into Egypt" was a fourth place favorite, and Sigmund Miller's "One Bright Day" made a good fifth.

Ferrer Record

Jose Ferrer made something of a record for himself in the direction field. Not only did his staging of "Shrike" bring him more than twice the vote of "Camera's" director, runner-up John Van Druten, but his pacing of "Fourposter" brought him to a tie with Harold Clurman ("Desire Under the Elms") for third place standing, and his similar chore for "Stalag" rated him fifth. Fourth choice was Robert Lewis' direction of "Grass Harp."

Rated second to Ferrer's big win as the season's best dramatic actor for his memorable portrait of the tortured patient in "Shrike"

(Continued on page 48)

TOP SHOWS IN '51-'52 VOTE

Best Play

THE SHRIKE

Best "First" Play

THE SHRIKE

Best Musical

PAL JOEY

FACTS, FIGURES

Statistics Re 73 Offerings On the Stem

NEW YORK, June 14.—Voters in the Ninth Annual Donaldson Awards had a total of 73 productions from which to select their choices of "best." That's the number of openings on Broadway between May 1, 1951, and April 30, 1952, the official Donaldson Award season.

The total represents a rather sharp decline from the previous season. But the total for 1950-'51 was swollen to a great extent by several play series, such as the D'Oyly Carte Opera Company and the Arena Theater, that did not appear this season. And it is still way ahead of the total of 63 openings for the 1949-'50 season.

There were 14 musical productions during the 1951-'52 season, a decline of seven from the previous season. Three of them were revues, two of which were in the Yiddish vein. Five of the musical works had previously been seen on the Stem. Two of those were performed this season by their national companies.

Old and New

There was a fair share of both revivals and "first" plays. Authors who had never previously been represented on Broadway were responsible for the scripting of 17 of the straight plays. And there were 15 revivals. The American National Theater and Academy play series included three of the revivals, and the New York City Center sponsored six of them. In the 1950-'51 season there were 30 revivals listed in the Donaldson Eligibility List, but that too was undoubtedly hyped by the several play series that season. The season before that, 1949-'50, there were a dozen revivals, more comparable to the present stanza.

(Continued on page 48)

BB Bows to Donaldson Committees; Awards' History, Purpose Reviewed

NEW YORK, June 14.—Just about everybody connected with the legitimate theater is familiar by now with the aims and operation of the Donaldson Awards. However, since new faces join legitimate ranks every year, it seems a good idea to give an annual recapitulation of their purpose and history.

Prior to nine years ago, awards for theatrical accomplishments stemmed solely from limited, or frequently self-perpetuating groups. With one exception they still do. But back in 1943, The Billboard decided to break away from tradition by sponsoring a unique series of awards for seasonal achievement in the Broadway theater, the winners of which would be selected in the most

democratic manner possible. These accolades would be voted by that great majority which had hitherto had no voice in such matters, the craftsmen who work in and for the theater, and who are best able to recognize true excellence in their co-workers.

The project was named the Annual Donaldson Awards, as a memorial to William H. Donaldson, founder of The Billboard and a particularly beloved figure in theater circles of a generation ago. Its purpose was a single one—to make possible recognition of the best contributions to a Broadway season, stemming from a consensus of all segments of the theater.

No Ads

One point was essential. Since the awards were to be sponsored

by a trade paper, there might be some suspicion of commercialism. The Billboard therefore stipulated that no advertising would be either solicited or accepted from any play or individual award winner, a policy which has been rigidly adhered to over the past nine years. The Billboard has no axe to grind, save that of engendering general good will. It has merely assumed responsibility for prize, printing, distribution and tabulation and general administration.

So back in 1943 a first committee comprised of prominent representatives of the theatrical trades enthusiastically set up the machinery. A suitably inscribed gold key and accompanying scroll were selected as the official individual prize. A balloting system was mapped out, whereby everyone from stagehands to producers would have opportunity to vote. The Donaldson Awards were to be in every sense the theater's own recognition of its own.

The Booklet

It was agreed to include with each ballot an eligibility list comprising cast and credits in booklet form of all seasonal Broadway productions. Any listed play, actor or technician was declared eligible for honors in any of 22 categories in which his contribution placed him.

Such was the original plan, and in general there has been little deviation from it over the years. The committee changes somewhat from year to year, but always its make-up includes the most prominent representatives of the crafts. In the 1945-'46 season the current committee added five more categories to the original 22, in order to stimulate new writing and performing talent. The new classifications included authors with a play reaching Broadway for the first time, and male and female debut performances in both drama and musical divisions. Various minor adjustments for more efficient operation have been made from time to time, but the essential aim and purpose is exactly what it was in the beginning.

Trade Votes

Each year about 6,000 ballots are distributed to voters, directly to their theaters, if they are working, or via their various trade unions, if they are not. Somewhere around half this number are returned for tabulation, a tally which gives a pretty fair cross-section of theatrical opinion—and one which carries certainly to the recipients of keys and scrolls a broader satisfaction than honors conferred by a self-appointed group. Such is the means and the end of the Annual Donaldson Awards.

The Billboard again takes this opportunity for a ninth successive time to thank the Donaldson Awards Committee for its splendid support, and also the various theatrical trades for their assistance in reaching the voters. Once more, particular thanks are due to the stage managers of the Broadway

(Continued on page 48)

Legit Awards "Joey" Record II Honors; "Shrike," Best Play

Top Acting: Harris, Segal, Ferrer, Silvers; Staging, Ferrer, Alexander

Continued from page 1

straight play of the season, but likewise the best "first play" by an author to reach Broadway." The Kramm melo-tragedy wound up with a substantial majority over "I Am a Camera," its nearest competitor, but in the "first play" sector quadrupled the vote of Truman Capote's "The Grass Harp," the runner-up.

Anyone who saw "Shrike" should likewise agree with the voters' choice of Jose Ferrer for dual seasonal honors, not only as having given the best performance of the season in it, but also for the top job of seasonal direction. It is a play, performance and production that will long be remembered, also, that Ferrer was one of the first award winners back in 1943-'44 for his Iago in the Theater Guild's "Othello."

"Camera" also comes in for honors via the splendid contribution of Julie Harris, who won a Donaldson key and scroll for her supporting performance in "Merrill and the Wedding" back in 1949-'50. "Camera" not only elevated her to stardom, but has brought her the accolade for best performance of the year by an actress. Outstanding, too, is something of a record vote for Marian Winters in the same play. A nose count gives her nearly five times as many votes as her nearest rival for the year's best supporting performance.

Hodiak & Hepburn

Let it should be thought that the voters' attention was completely intrigued by "Shrike" and "Camera," it may be pointed out that John Cromwell, since Hollywood-bound, was practically a two-to-one favorite in the balloting for best supporting performance by an actor, via his stint in "Point of No Return." Best play debuts on the Stem were voted to pic actor John Hodiak, for his troubled sheriff in "The Chase," and to young Audrey Hepburn, for her creation of a joyous hoyden in "Gigi."

Cecil Beaton comes in for his third Donaldson key and scroll on the basis of his sets for the somewhat short-lived "Grass Harp." Beaton was a double winner in the 1946-'47 season for sets and costumes for "Lady Windermere's Fan." This time he nosed out Jo Mielziner's designs for "Flight into Egypt." Audrey

Cruddas' costumes are the voters' choice, after looking over the body-drapings for the imported "Caesar and Cleopatra." He outran himself for second place with his costumes for the twin bill of "Antony and Cleopatra."

"Joey" Record

It has not been unusual for an outstanding song-and-dancer to run off with the majority of the musical division honors. Four years ago "South Pacific" placed first in nine out of 16 musical categories. A year later "The Consul" topped in eight of them, and the following year "Guys and Dolls" had won wings to its credit. But it remains, however, for a revival of the O'Hara-Hart-Rodgers "Pal Joey" to break all existing award records. "Joey" carries off 11 of last season's musical honors, and since it made its original bow before the Donaldson Awards were in existence, it may be regarded in every way as a brand new production.

Not only did "Joey" poll four times the number of ballots of its closest competitor, but it shed a flock of individual honors on those contributing to it. Vivienne Segal, recreating her original role of the bewitched and bewildered matron, was a runaway favorite. In the best musical actress sweepstakes, David Alexander gave it the best musical direction of the year in the opinion of the voters. Helen Gallagher again demonstrated that she is one of our best up-and-coming comedienne

(Continued on page 48)

THE WINNERS OF THE 9TH ANNUAL DONALDSON AWARDS

1951-1952

Straight Play Division

Best Play	THE SHRIKE
Best "First" Play	THE SHRIKE
Best Direction	JOSE FERRER (The Shrike)
Best Performance—Actor	JOSE FERRER (The Shrike)
Best Performance—Actress	JULIE HARRIS (I Am a Camera)
Best Supporting Performance—Actor	JOHN CROMWELL (Point of No Return)
Best Supporting Performance—Actress	MARIAN WINTERS (I Am a Camera)
Best Debut Performance—Actor	JOHN HODIAK (The Chase)
Best Debut Performance—Actress	AUDREY HEPBURN (Gigi)
Best Scenic Designs	CECIL BEATON (The Grass Harp)
Best Costume Designs	AUDREY CRUDDAS (Caesar and Cleopatra)

Musical Division

Best Musical	PAL JOEY
Best Direction	DAVID ALEXANDER (Pal Joey)
Best Performance—Actor	PHIL SILVERS (Top Banana)
Best Performance—Actress	VIVIENNE SEGAL (Pal Joey)
Best Supporting Performance—Actor	TONY BAVAAR (Paint Your Wagon)
Supporting Performance—Actress	HELEN GALLAGHER (Pal Joey)
Best Debut Performance—Actor	TONY BAVAAR (Paint Your Wagon)
Best Debut Performance—Actress	OLGA SAN JUAN (Paint Your Wagon)
Best Dancer	HAROLD LANG (Pal Joey)
Best Danceuse	GEMZE DE LAPPE (Paint Your Wagon)
Best Book	JOHN O'HARA (Pal Joey)
Best Score	RICHARD RODGERS (Pal Joey)
Best Lyrics	LORENZ HART (Pal Joey)
Best Dance Direction	ROBERT ALTON (Pal Joey)
Best Scenic Designs	OLIVER SMITH (Pal Joey)
Best Costume Designs	MILES WHITE (Pal Joey)

AWARD ADS NOT SOLICITED

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

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

For the Theater

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JULE STYNE For the Producers	RICHARD WATTS JR. For the Critics
AGNES DE MILLY For the Managers	JEROME ROBBINS For the Directors
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MORRIE SEAMON For the Treasurers	JOHN McDOWELL For the Stagehands
STEWART CRANBY For the Scenic Designers	MILES WHITE For the Costume Designers

For The Billboard

ROGER S LITTLEFORD JR. WILLIAM D LITTLEFORD Publishers	ROBERT FRANCIS Drama Editor
JOSEPH O. CSIDA Editor in Chief	

Camera, Point, Hayes Boyer Voted 2d Place

Continued from page 47

was the performance of Charles Boyer in the Drama Quartet's reading of "Don Juan in Hell." Hume Cronyn's slightly baffled husband in "Fourposter" took third place, with Laurence Olivier's aging Caesar in "Caesar and Cleopatra" getting the voters' nod for fourth. Henry Fonda's stint in "Point of No Return" put him in fifth slot.

For the best fem dramatic performance Helen Hayes had a host of admirers to put her solidly in line for runner-up honors for her delightful efforts in "Mrs. McThing." Not so far behind in third place was Jessica Tandy for her wifely chores in "Fourposter." Judith Anderson's revival of her old role in "Come of Age" brought her in fourth place, and Vivien Leigh's royal Egyptian in "Antony and Cleopatra" was rated fifth on the honor roll.

Robert Ross ("Point of No Return") followed winner John Cromwell to the tape in the best supporting performance category. Lee J. Cobb ("Golden Boy") and Iggle Wouffington ("Mrs. McThing") wound up in a dead heat for third place honors. John Buckmaster's Dauphin in "St. Joan" got him fourth slot rating, and Robert Helpmann's contribution to "Antony and Cleopatra" out him in fifth place.

Altho Marian Winters ("Camera") made a runaway race in the best fem supporting performance class, Kim Stanley ("The Chase") racked up a substantial runner-up tally. Farther down in the voting were Lydie Reed ("Mrs. McThing") third, and Cathleen Nesbitt ("Gigi") fourth. Enid Mackay ("Buy Me Blue Ribbons"), Gusti Huber ("Flight into Egypt"), and Virginia Vincent ("Twilight Walk") were tied for fifth place.

Balloting for debut (actor) performances placed:

- John Ericson....."Stalag 17"
- Robert Helpmann....."Antony and Cleopatra"
- Fred Gwynne....."Mrs. McThing"
- Charles Proctor....."Twilight Walk"

Fem debut runners-up included:

- Gusti Huber....."Flight into Egypt"
- Janis Paige....."Remains to Be Seen"
- Virginia Vincent....."Twilight Walk"
- Patricia Smith....."Point of No Return"

In the male terping field, Harold Lang ("Pal Joey") danced away from all competition to the tune of better than eight to one. Ranked closest to him by the voters was James Mitchell for stepping in "Paint Your Wagon." Peter Conlow ("Three Wishes") was next in line, and Bill Callahan ("Banana") was fourth. Hal Loman and Bob Scheerer, both "Banana," split a fifth place tie.

Runners-up on the distaff terping side were:

- Helen Gallagher....."Pal Joey"
- Mary Burr....."Paint Your Wagon"
- Collette Marchand....."Two on the Aisle"
- Gloria Smith....."Top Banana"

Alan Jay Lerner scored second in the returns for the season's best book for a musical with his scripting of "Paint Your Wagon." The Charles O'Neal-Abe Burrows book for "Three Wishes" was rated third. Hy Kraft took fourth place with his script for "Banana," and Sally Benson rounded out the top five for her song-and-dance adaptation of Booth Tarkington's "Seventeen."

In the tune department, Frederick Loewe's score for "Paint Your Wagon" polled second to Richard Rodgers' huge tally for "Pal Joey." Ralph Blane's cleffing for "Three Wishes" put him in the third composers' slot. Virgil Thompson rated fourth for his long-acclaimed compositions for "Four Saints," and Johnny Mercer drew fifth place for his "Banana" tune-smithing.

Another second place went to Alan Jay Lerner for his "Paint Your Wagon" lyrics. The next best rhymsters included:

- Johnny Mercer....."Top Banana"
- Kim Gannon....."Seventeen"
- Ralph Blane ("Three Wishes") and Comden-Green ("Two on the Aisle") were tied for fourth place.

nothing to blush about. Harold Lang made a fine second-place showing for his title role of "Pal Joey." Bunched behind him were James Barton ("Paint Your Wagon") in third place, and John Raitt ("Three Wishes"), in fourth. Somewhat further back, but still with a substantial tally, was Bert Lahr ("Two on the Aisle"), in number five position.

Repeated in the fem best musical performance sector was a winner's score by Vivienne Segal ("Pal Joey"), more than double that of the voters' second choice. But as in the men's sector, Dolores Gray rolled up an excellent tally as runner-up via her stint in "Two on the Aisle." Third in the running was Helen Gallagher, who, of course, elsewhere ran away with top supporting performance honors for her contribution to "Pal Joey." Anne Jeffreys ("Three Wishes") took fourth place, and Rose Marie ("Banana") was fifth.

Runner-up to Tony Bavaar ("Paint Your Wagon") for best supporting performance by an actor was Elliott Reid of "Two on the Aisle." Joe Faye ("Banana") rated the third spot. Bert Wheeler ("Three Wishes") took fourth place, and Robert Fortier ("Pal Joey") was fifth.

On the distaff side of best musical supporting performances, Elaine Stritch ("Pal Joey") was a solid runner-up. Tied for third place were Rose Marie ("Banana") and Carmen Matthews ("Courtin' Time"). Others in the running were:

Marijane Maricle....."Paint Your Wagon"

- Judy Lynn....."Top Banana"

Robert Fortier ("Pal Joey") jacked up a stout return for second best debut in a musical by an actor. Kenneth Nelson ("Seventeen") polled third. Herbie Faye ("Banana") was fourth. Jerome Cortland ("Flahooley") and Phil Foster ("Borscht Capades") tied for fifth.

In the fem debut sector, Marijane Maricle ("Paint Your Wagon") ran a close second to winner Olga San Juan of the same show. Rose Marie ("Banana") came in a good third, and Judy Lynn, also of "Banana," polled a good fourth. Charlotte Rae ("Three Wishes") was just behind the latter for fifth spot.

In the male terping field, Harold Lang ("Pal Joey") danced away from all competition to the tune of better than eight to one. Ranked closest to him by the voters was James Mitchell for stepping in "Paint Your Wagon." Peter Conlow ("Three Wishes") was next in line, and Bill Callahan ("Banana") was fourth. Hal Loman and Bob Scheerer, both "Banana," split a fifth place tie.

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Facts, Figures

Continued from page 47

Three of the 59 non-musical productions of the season were in other than the usual straight-play format, being readings and monologs.

Novels and stories provided the basis for many of three of this season's musicals and for six of the straight plays.

A half dozen of the season's new plays were imported from England. And three were adapted from the French.

The season's openings came in under the sponsorship of 72 different producers. They were staged by 58 directors, eight of whom worked on more than one show. Horton Churchill and Jose Ferrer worked on four each, which was tops for staging chores.

The sets used in the season's openings were the work of 33 different designers. Costumes were provided by 34 designers. Twelve shows used the same designer for both sets and costumes, and eight of the set-costume designers were so employed. Paul Morrison, the busiest artist of the season, did both the sets and costumes for three shows and provided the sets for five shows, more than any other designer. Four set designers worked on four shows each; they were Howard Bay, Eldon Elder, Donald Oenslager and Raymond Sovey. The most employed costume designer was Noel Taylor, with five shows, and second was Motley with four.

In the musical division, the talents of 15 composers and 13 librettists were employed. The lyrics were supplied by 11 writers, three of whom were also librettists and five of whom were also composers.

The dancing was under the direction of 11 choreographers.

Shaw Tallies 5

Five works by George Bernard Shaw were performed on Broadway during the 1951-52 season. No other playwright had more than two shows: Eugene O'Neill, Christopher Fry and Elmer Rice were each represented twice during the season. There was only one Shakespearean play between May 1, 1951, and April 30, 1952.

The season's openings were publicized by 55 press agents, 36 of whom worked on more than one production. Lewis Harmon and Sol Jacobson enjoyed the most diversity, each assigned to six.

Since there were 23 carry-overs the day the season opened, a total of 96 were available to legit fans altogether. Five of the carry-overs were still in business when this season ended.

Thirty theaters were lighted by openings in the course of the season. Two of the houses, the "Holiday" and "St. James Church," were strictly one-shows for special occasions. The Booth and the Royale theaters had the most openings, a half dozen each. The City Center had five. The Martin Beck, the Broadway, the National and the Plymouth each had four. A total of 35 theaters were used altogether during the season.

In the dance pattern field, Agnes De Mille, a three-time previous winner of the Donaldson Awards for choreography, this year had to content with second place honors. However, she had a hefty following of constituents who thought her stepping designs for "Paint Your Wagon" were the season's best. Others in the running were:

- Ted Cappy....."Three Wishes"
- Ron Fletcher....."Banana"

A triple tie for fifth place comprised Valerie Bettis ("Aisle"), Dania Krupska ("Seventeen") and Helen Tamiris ("Flahooley").

Oliver Smith followed up his winning set designs for "Pal Joey" with second place status for his backgrounds for "Paint Your Wagon." Others in the top song-and-dancer setting bracket were:

- Jo Mielziner....."Banana"
- George Jenkins....."Three Wishes"
- Paul Morrison....."Four Saints"

Alvin Colt's costumes for "Banana" were rated second best for the year. Motley came in third for dressing "Paint Your Wagon."

Out of Town Review

PORGY AND BESS

(Opened Monday, June 9)

State Fair Auditorium, Dallas

A folk opera by George Gershwin and Elmer Bernstein. Music by George Gershwin. Libretto by Dubose Heyward. Lyrics by Dubose Heyward and Ira Gershwin. Directed by Robert Town. Musical director, Alexander Smallens. Choral director, Eva Jesse. Settings by Wolfgang Roth. Costumes by Jack Macer. Stage manager, George Quirk. Presented by State Fair Musicals, Inc.

Clara.....Helen Colbert
Mingo.....Jerry Lewis
Sportin' Life.....Lorenzo Fuller
Serena.....Helen Thigpen
Jake.....Stephen James
Rabbits.....Howard Roberts
Jim.....Frank Rouse
Pete.....Joseph Crawford
Lily.....Helen Dewey
Ma.....Georgie Burke
Pauline.....Walter Brown
Crown.....John McCurry
Annie.....Catherine Ayers
Beate.....Leontyne Price
Policeman.....Sam Kasloff
Nelson.....Kenneth Bibbert
Detective.....Charles Crawford
Underlaker.....William Voss
Prasier.....Leticia Scott
Miss Foster.....Elena Rieck
Strawberry Woman.....John McCurry
Crap Men.....Ray Deagan
Cousins.....Clair Turner

CHORUS: Joseph Atlas, Irving Barnes, Lawson Bates, James Hawthorne Bay, Rhoda Bogg, Walter P. Brown, Euse Clark, Charles Colman, Charles Crawford, Helen Ferguson Doris Galiber, Jess Greene, George A. Hill, Morris Lamm, Pauline Phillips, John Ralston, Edna Rieck, Annabelle Ross, George A. Royston, Osborne E. Smith, Sherman Speed, Christine Smith, Dolores Swan, Claire Turner, Eloise C. Ozams, Barbara Ann Webb.

CHILDREN: Jacqueline Barnes and George Royston Jr.

This edition of "Porgy and Bess" has been mounted lavishly and effectively for a two-week Dallas run that is expected to tee-off a series of bookings to include Kansas City, Chicago, Washington, Europe under State Department auspices and finally New York. Its first two nights drew about 3,000 patrons each night into the 4,301-seat auditorium.

Singing by both principals and ensemble is on a high level of competence. The acting is not as consistently effective, but the leads do a completely satisfactory job.

Wolfgang Roth's imaginative "Catfish Row" sets are colorful and in character, altho perhaps not as cohesive as some earlier, more traditional backgrounds. His "Kittiwah Island" set is more routine, but his device to show Catfish Row occupants huddled inside Serena's Room during the hurricane scene is ingenious, employing a swinging set that reveals a story-and-a-half high interior. This interlude is one of the most effective in the show.

Price Is Find

William Warfield brings a rich baritone to the male lead role, but Leontyne Price as Bess is possibly a real find, with a clear, soaring soprano, and not a little thespian ability. Helen Colbert as Clara, Helen Thigpen as Serena, and Joseph James as Jake perform competently. A part of Crown is ably played by John McCurry, a giant Negro who must stand six and a half feet tall, with a booming voice to match. Lorenzo Fuller's dope-peddling Sportin' Life is sufficiently frenetic. This part is later to be taken by Cab Calloway.

This interpretation of "Porgy" is presented intact, with everything Gershwin ever put into it, including Sportin' Life's "I Ain't Got No Shame" in Act II, and Porgy's "Buzzerd!" in Act III—two songs never before sung in the opera. This runs the show to a lengthy nearly three hours.

Alexander Smallens' musical direction is flawless, keeping the show moving at a consistently fast pace.

"Porgy" is the first "outside" show to be presented by State Fair Musicals, entering its 11th season of summer musicals and operettas. Thad Ricks.

BB Bows

Continued from page 47

productions and to John Effral, who ably represented them on the committee, for their exceptional co-operation in collecting and filing the ballots of their respective casts.

Miles White ("Three Wishes") got the voters' nod for fourth place, and David Folkles ("Seventeen") and Paul Morrison ("Four Saints") finished in a fifth slot tie.

Legit Awards

Continued from page 47

(taking best supporting performance honors for a brilliant chore as the dumb club hostess. Harold Lang's stepping in the title role put him an eight-to-one winner as the year's best dancer. This is Lang's third win. "Look Ma, I'm Dancin'" and "Make a Wish" brought him previous honors. Auth John O'Hara received the accolade for the season's best book for a song-and-dancer. "Joey's" tunes brought Richard Rodgers his fourth Donaldson key and scroll. Rodger's previous tune-smithing for "Carousel," "Allegro" and "South Pacific" have put him in the four-time winner class. "Joey" also brought fourth time honors to Oliver Smith, responsible for its sets, and to Miles White, who designed its costumes. Smith already has keys and scrolls for his contributions to "Brigadoon," "High Button Shoes" and "Gentlemen Prefer Blondes." White's costumes for "Bloomer Girl," "Shoes" and "Blondes" have likewise won him previous awards.

Also will go to the family of the late Loren Hart a gold key and scroll for "Joey's" lyrics, as fresh today as when they were first written. And an award will also go to Robert Alton, whose imaginative refurbishing of the dance pattern has won him the title of year's best choreographer. Overall, "Joey" has set a record which future song-and-dancers will find it tough to match.

But "Joey's" smash success at the polls takes nothing away from great achievements in two other fine musicals. It is evident that his co-workers in the theater think Phil Silvers is about the funniest guy around Broadway. For his wonderful, low-down lampoon of a certain TV comic, Silvers more than trebled the returns of his runner-up for the accolade of actor of the year in a musical. So "Top Banana" may bask in his reflected glory.

Likewise, "Paint Your Wagon" is substantially in the winning picture. Best new faces on Broadway honors were voted to Olga San Juan and Tony Bavaar, who created the show's young love interest. The pair were considered the Stern's top debuts for the 1951-52 season. Young Bavaar also distinguished himself as the season's second double award winner. The theater electorate thought his singing and acting entitled him to top rank in the season's best musical supporting performances. And finally, Genze de Lappe broke the tape far ahead of all contenders as the year's best danseuse for her superb stepping in "Wagon's" dancing intervals.

So this adds up a ninth annual catalog of bests in Broadway's legitimate theater. The keys and scrolls will be delivered to the winners next week. While not a few have left town for new commitments, a half dozen or more will receive their honors on WOR's "Luncheon at Sardi's" program Tuesday (17), others on subsequent radio and TV spots.

BROADWAY SHOWBOX

Performances Thru June 14, 1952

DRAMAS

1 Am I Crazy.....	11-27, '51	251
(Empire)		
Mrs. McThing.....	2-20, '50	133
(Metroland)		
Point of No Return.....	12-13, '51	212
(Alton)		
Stalag 17.....	5-28, '51	358
(48th Street)		
The Four Poster.....	10-25, '51	271
(Claremont)		
The Male Animal.....	4-30, '52	53
(Music Box)		
Wagon Is Blue.....	3-8, '51	521
(Henry Miller)		

MUSICALS

Guy and Dolls.....	12-25, '50	656
(48th Street)		
New Faces of 1952.....	5-16, '52	33
(Royale)		
Of Thee I Sing.....	5-5, '52	42
(Georgetown)		
Paint Your Wagon.....	11-12, '51	249
(Savoy)		
Pal Joey.....	1-3, '52	188
(Broadway)		
South Pacific.....	4-7, '49	2308
(Majestic)		
The King and I.....	3-19, '51	502
(54th Street)		
Top Banana.....	11-1, '51	261
(Winter Garden)		

CLOSED

First Lady.....	6-8, '52	35
(City Center)		
Three Wishes for Jamie.....	6-7, '52	94
(Plymouth)		
Sunday Broadcast.....	6-8, '52	35
(Broadway)		
	(Opened 5-28, '52)	

DEE TOURS

Kamloops, N. Westminster, Vernon, Kelowna in Web

By DAPHNE (DEE) POLI

VERNON, B. C. June 14.—The Vernon Civic Arena, managed by E. A. J. Reader, is another member of the 15-building British Columbia Circuit and the British Columbia Arena Managers Association.

Floor size is 80 by 180 with 2,400 permanent seats and temporary seating at the sides for 1,000. Another 1,000 can be accommodated in standing room.

Building has four show storage rooms that can be converted to serve as dressing rooms at the same time. Drawing power of the population is about 5 per cent of 20,000.

Rental fees for summer shows is \$150 and for big name bands is \$175. Percentage deals are 15 per cent in summer and 25 per cent in winter.

Strong on Equipment

KELOWNA, B. C.—The Kelowna Civic Arena here is one of the best equipped buildings in the British Columbia Circuit. Percy Downton, manager of the building, is president of the British Columbia Arena Managers Association.

The arena has a floor space 80 by 190, with ends facing east and west. There are 2,134 permanent seats, plus 2,000 extras and space for 1,000 standees. The building has six fully-equipped dressing rooms and nine show storage rooms. Power supply is 440 volts with a maximum load of 1,000 amps and overhead lights carrying 49,000 watts.

Drawing power of the 30,000 population is a good 10 per cent.

More Permanent Seats

NEW WESTMINSTER, B. C.—One of the largest permanent seating capacities in the British Columbia circuit is that of the Queens Park New Westminster Arena here, with 4,177 seats.

W. J. Phillips is manager of the building, which has a floor space 80 by 180, with ends facing north and south. There are seven large rooms equipped for use as either dressing rooms or show storage space. Overhead lights carry 38,000 watts and there are ample maximum load factors.

Drawing power in the 60,000 population area is a good 10 per cent.

There are no set rental policies or percentages for this arena, but both are offered according to the types of shows or similar events playing there.

Kamloops Seats 2,368

KAMLOOPS, B. C.—The Kamloops Memorial Arena here is one of the well-equipped smaller arenas in the 15-spot British Columbia loop. H. Corkie is manager.

The floor size is 80 by 190, with ends facing east and west. The permanent seating capacity is 2,368, and there is room for 1,000 standees. Four dressing rooms are fully equipped.

The building has an ample power supply, with overhead lights carrying 100,000 watts.

The drawing power of the population is good, 10 per cent, and the population to draw from is 50,000.

"Grand Ole Opry" Out At Astor After 4 Wks.

Continued from page 1

years, it was not strong enough for the hotel to make a reasonable return on the high talent cost.

The package was originally brought into the Astor Roof by Christenterry personally without knowledge of the Music Corporation of America, which has booked bands into the night spot for years. It is understood that MCA is not drawing commissions on the show. Many Broadwayites were surprised at the booking despite the fact that "Grand Ole Opry" is the country's top hillbilly group and includes all but a few of the ranking country artists. Every Saturday night the act pulls thousands into Nashville's Ryman Auditorium for a four-and-a-half-hour show. Christenterry thought the package could go at the Astor and WSM agreed to go along in view of the success that "Opry" acts have had on Kate Smith's New York TV shows this year.

In addition to the failure of the show to pay its way, there were a number of other factors that complicated the picture. Important among these were attempts made by MCA, the hotel and other parties to induce the "Opry" to make changes in the act. One member of the cast claimed that "we had 20 directors and producers." It was also said that the station was unwilling to change an authentic "Grand Ole Opry" performance into a conventional night club show in an attempt to draw larger crowds.

WSM execs said they had decided "it is a mistake to place folk artists as entertainers in a night club atmosphere where the primary interest is in drinking and eating rather than in entertainment itself. The full enjoyment of country entertainment requires an interplay between the performers and the audience rather than the passive attitude of a night club audience."

This statement amplifies the misgivings that a number of the ar-

tists had prior to opening of the Roof. It is known that some of the talent was unhappy about coming to New York because of their unfamiliarity with night club crowds. They feared that the proper rapport could not be established with the audience, especially since the first show is a dinner show. In addition, most of the artists took a substantial cut in their normal fees.

Opening night confirmed many of these fears, and also most of the critics reviewed the show favorably, it was apparent that the hillbilly package was a bit out of character in the swank Roof. Certain other difficulties were unable to be overcome. The size and layout of the room coupled with an inadequate sound system made it difficult for the acts to be heard. The opening show consisted of Red Foley, Minnie Pearl, the Duke of Paducah, the Eddie Hill band and others.

At the beginning of the third week, members of the cast were put on two-week notice in accordance with a Local 802 regulation. This coincided with the arrival of Roy Acuff, who succeeded Foley as the headliner. Acuff, who has been one of the leading country artists for years, was informed that "if he couldn't pull it thru, no one could." Tho he was successful, according to reports, in building a more receptive audience, business failed to step up sufficiently. Many attribute this to a belief that many friends of country music slaved away because of the high cost of an evening in a hotel.

The closing of the "Opry" at the Astor cancels the planned appearance of many of the biggest stars in country music, some who would have been making their first appearance in Gotham. These include Carl Smith, Hank Williams, Hank Snow, Ernest Tubb and Jimmy Dickinson.

As of now, it is understood that a dance act will succeed "Grand Ole Opry" after it closes on Saturday and that the Astor Roof will return to its normal sophisticated atmosphere.

"Grand Ole Opry" will go back to country bookings where it is undisputed master of the field, with any future New York appearance planned for a spot other than a night club.

Music With the Hormel Girls

(Thursday, June 12)

Reviewed at the Norshore Theater, Chicago. Caravan manager, Fred C. Bachrodt. Musical director, Ernest A. Villas. Choral director, Homer Ochsenhirt. Staging, choreography, Marie Kuhlman. Musical arranger, Lee Armentrout. Radio engineer, Charles Grover. Stage manager, Edward Lane. Press and radio, Arthur Birch. Wardrobe, Isabel Austin and Isabel Cosgro.

This is perhaps one of the most unique organizations in the entertainment field, for it is a sponsored show, using 82 girls, none of whom could be termed professionals prior to their joining the troupe, who also double as sales girls during the continuous tour, and it is now a double-pronged affair, appearing in person and on a Coast to Coast weekly radio series over the Columbia Broadcasting System. By fall, it will have developed a triple-threat when it goes on television. In all, it has either already had, or by the year's end, will embrace practically every phase of show business.

From a costume, company size and actual staging viewpoint, this is one of the costliest shows now playing the nation's theaters, auds and arenas. The George A. Hormel Company has spared no expense to make this a real show—and the results in the sales of hats, spam and other food products manufactured by the firm, have more than justified the venture.

The caravan, which includes 82 performers, plays in the main to free gates, with local merchants getting tickets thru the courtesy of the sponsor. And as a rule, the largest location in town is rented for the performance.

See Radio Shows

Perhaps one of the best gins in connection with this show is the actual recording, or taping, of a half-hour network radio broadcast before the regular performance begins. In most cities and towns thruout the country, the average person has never seen a real radio show put together, and thus the chance to watch the actual taping of the program plus the opportunity to participate by applauding, and hearing their town mentioned as the original site of the show, is a sure attention grabber.

The regular show has obviously been built for a large aud or arena, but is flexible enough to play a theater stage. With a company of this size, there is no problems as far as viability is concerned, and the brilliant costumes lend considerable value to the sight factor.

The Hormel all-girl band, which is the focal point of the show along with a 22-girl chorus, and a dancing troupe, is an excellently trained musical group which also looks good in their green suits or their pink evening gowns. Girls, on the whole, can hold their own with practically any male sideman, and some fine arrangements show off their talents in numbers ranging from musical comedy, thru Latin-American pop and upbeat rhythms.

Band Flexible

Band features five saxes, who double on clarinet, four trombones, six trumpets, harp, marmite, guitar, piano, drums, four violins and bass while working the radio show, but shifts for the stageshow to a number of different combinations, winding up with a finale which has 65 musicians on stage, including 15 trombones, eight field drums and augmented brass and rhythm sections.

Over-all show is broken down into 10 sections, with Elaine Sanden handling the mistress of ceremonies chores in addition to performing with the singers and dancing group.

Scenes include "Barney Capers," a series of barn dances, etc.; "Giri Meets Marimba," featuring Dolores Spitzer; "Rainbow Trio," which segues into "Something Old, Something New," a very colorful production type number with accent on the wardrobe, singing and dancing; "At the 80's with Caroline Hutchinson," "Girls and Tunes"; "Remember" one of the best production numbers seen in this type show and one which could more than

NEWS NUGGETS

New Auditorium For Yuba-Sutter

YUBA CITY, Calif. June 14.—Construction of a new auditorium at the Yuba-Sutter Fairgrounds here was started this week by delivery of 50 tons of steel. State and county officials will confer prior to the awarding of a second contract for completion of the building.

NEW SEATS SCHEDULED FOR COLUMBIA AUD.

COLUMBIA, S. C.—Township auditorium here plans to install 800 new seats in the arena section during July and August, according to A. H. (Happy) Rion, manager. The seats will be of wood, but will be a little wider than the old ones, he said. New drapes and some painting are also scheduled for the building during the summer months.

Booking is heavy, Rion said, with 75 dates linked for 1953, and 20 for 1954. Dancing schools accounted for a heavy percentage of the auditorium's use during May.

LONG BEACH BUILDING TO HOUSE PAGEANT

LONG BEACH, Calif.—Civic Auditorium here will figure importantly in the "Miss Universe Pageant" to open here Monday (23). "Miss U.S.A." is to be selected in the aud Friday (27) and "Miss Universe" will be named the next night. Stageshow will be given each evening. Co-sponsors of the event are the City of Long Beach, Pan American Airways and Catalina Swim Suits.

RECORDING ARTISTS PLAY PENSACOLA

PENSACOLA, Fla. June 14.—A new building two blocks from the center of town houses the Pensacola Sports Palace, where Billy (Mr. Sweet) McGhee and his orchestra, RCA recording artists, and Earl Holland Intro Records appeared in two shows this week.

OLD FAVORITE GOES MODERN

"Green Pastures" to Hit Road Again—Sans Scenery

NEW YORK, June 14.—A new version of Marc Connelly's classic, "Green Pastures," one which will shun the use of legit theaters, is in preparation under the Playwrights Presentation banner. The author himself will narrate the plot.

Sherman Pitluck Associates, New York, plan to first book the show in cities which have never seen the original presentation. Instead of regular houses, auditoriums, halls and concert stages will be used, probably on a percentage basis, although final details on this remain to be worked out.

There will be no sets used in the new theatrical departure, says the author, and only a minimum number of costumes will be carried. Connelly says effective lighting techniques are expected to create the necessary mood usually left to paint and canvas.

The 1952 version of the show is designed to "increase the audience's feeling of being part of the action on the stage." Connelly describes his role in it as that of a "verbal scene designer and guide to the play's many localities."

Already contracted for the tour is the 30-voice De Pair Infantry Chorus. Ten actors (some probably from past GP versions) are

still to be cast, according to the Pitluck office.

A tentative sked calls for "Pastures" to open in a Connecticut city during the week of October 12. Other possible cities on the route include Holyoke and Northfield, Mass.; Buffalo, Poughkeepsie and Syracuse, Pittsburgh; Washington, D. C.; Chicago, Detroit and Cincinnati.

Sportscholar

Continued from page 14

ing, quarter-hour package with the added quiz gimmick.

Narrator Fred Uttl, vet newscaster, does a fine job of tying together the scenes, and pitching the quiz questions. Later includes the use of a clock which ticks off five seconds during which the viewer is supposed to be thinking of the answer. The full-screen clock permits sponsors to superimpose their name and message over the clock about four times during the quarter-hour. Special filmed commercials can be inserted at several points in the quarter-hour.

The combination of a good script, excellent editing and Uttl's narration adds up to a fine TV film which should do a job for the sponsor. Joe Martin.

FOLK TALENT AND TUNES

Continued from page 15

whom Coy plays guitar. Smoky Warren and Texas Jean Valli are a pair of duets on Folkraft, while Shorty Warren's Rangers have two square dance albums on the label. Carol Butler (Capitol) has returned to WROL, Knoxville, after a stay at WVLC, Versailles, Ky.

hold its own on any stage in the country; "Dixie Diggins"; "Two Voices"; and the closer, "Salute."

Patriotic Theme

With most of the original Hormel girls having come from the ranks of the Armed Forces, the wind-up to the show is especially effective. Using the aforementioned 65-girl band, the troupe plays and marches thru a number of patriotic airs, winding up with "America" and then "Dixie."

In all, this show ran slightly over 2 hours without an intermission.

Because of its flexibility, it could be used in practically any medium of show business, from a fillety to a State Fair, and while it obviously won't be costly, it would be worth the money—as have found from actual experience. Norman Weiser.

Big Game Hunt

Continued from page 14

an unedited version that was screened.

Hunt and Capture

The film itself concerned the hunt for, and capture of, an orangutan ape. After a slow start, showing the Johnsons trekking into Borneo, the film got down to business. The ape, when located, was chased up a banyan tree and ultimately captured via lassoes and a fire department net, in some suspenseful sequences. Final closeups of the beast in a pit showed rage and hate incarnate. However, the emphasis on the commentary, written especially for the TV series, is not on violence. In fact, it seemed almost more sympathetic to the animal than to the humans. It's quite suitable for moppet consumption. This series is currently running in the Minneapolis-St. Paul, Detroit and Los Angeles markets, and is raking up particularly hot ratings in the latter.

Sam Chase.

PROMOTERS

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Burlesque Bits

By UNO

Rosita Royce has been signed for Mike Todd's "A Night in Venice," opening June 26 at the Marine Stadium, Jones Beach, Long Island, N. Y. . . Irene Stegman Howard mourns the loss of her mother who died June 6 in St. Louis. . . Stone Theater, Detroit, playing stock burlesque and pix under the management of Milton Jacobson, has for its current cast, Maurice Cash, comic and producer; Sammy Lewis, straight man; Stanley Mundy, characters; Roberts Lee, strip-talker due to become a permanent feature, and Beryl Murphy, Linda Simons and Betty Rogers, strips. . . Tiny Fuller, comic, is back in make-up after seven weeks' illness. He's also supervising his new 12-room suite rooming house he purchased recently in Brooklyn. . . Sammy Smith, now rehearsing for a run in the new musical "Wish You Were Here," and Dolly Dawson, stripper and straight woman, were married June 4 in Union City, N. J., and later were principals at a reception in their home at the Hotel Belvedere, New York. . . Winnie Garrett, besides being a featured strip, also is a song writer. Her latest, "All Dressed Up (And No Place to Go)" is being published by her own firm, The Garrett Music Company. . . Globe, Atlantic City, starts its summer stock June 24 with George Murray, Dick Richards.

June Kiely, Al Baker, Eileen Hubert, Phil Crawford, Penny Page, featured, and Paul Morokoff, producer. For June 29 new principals will be Manny King, Imogene Lee and Flash O'Farrall. . . Peaches opened June 10 at Bell's Supper Club, Springfield, Mass., thru Paul Jordan of Boston.

Bonnie Blue closed at the Fox, Indianapolis, to come East and open June 14 for the entire summer as feature at Fred Sindell's Cavalcade of Variety show, Coney Island, N. Y. . . Artie Lloyd joined Benny Moore and Jennie Lee at Bob Bigg's New Follies, Los Angeles, last week. Other recent principals are Dottie Dee, Jimmy March and Aurora. . . Billy Gilbert, former burly comic, has one of the leading roles in "Buttrio Square," a new musical which starts rehearsals in July and is due to open September 1 at the Schubert, Boston. . . Terry Miller, a new strip-talker on the Hirst circuit this season, is a Donna Davenport graduate out of the chorus at the Folly, Kansas City, Kan. She opened June 12 at the Rialto, Chicago, and moves from there to the Gayety, Detroit, where she rejoins Harbie Barris, her roommate comic who taught her all she knows about doing straight in scenes. . . Three bubble bath acts in New York in one week had Lili St. Cyr performing her usual routine in a film short on the screen at Lew's State; The Raven, a fem, featured in one at Fred Sindell's Cavalcade of Variety show, Coney Island, N. Y., and Midge Carmyle, in the third outside Tira's Girlie show at Coney as a bally attraction.

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Actors Convene

Continued from page 16

convention mandate that they investigate the possibility of adding a fourth receipt slip to the branch collectors book which, then, could be kept in the branch as a record of the dues collection. Eddie Rio, Coast regional rep, pointed out that this filing of a fourth receipt would ease the problem of maintaining a surer record of payments.

No definite action was taken regarding the Martin and Lewis-Copa contract situation (The Billboard, May 23), although Price stated that a contract has a pay play obligation, just as it has a play or pay obligation to the employer. He said the convention went on record that they felt that the team could pay off the contract, but "that the union has no objection to the injured party suing for damages they can legally sustain." Delegates pointed out that the latter provision was necessary to be fair to talent in those "whom we need today because so few of us are working."

Irving in his report said that he will present to the national board this week-end a motion to set a national minimum for club dates and Class C spots of \$60 per date or per week respectively. In order to stimulate clubs, which have dropped to week-ends, Irving said that he is also seeking a permanent maindon, which he hopes will encourage ops to return to the full week.

In a general discussion of AGVA's administration, Price and various branch delegates lauded the union's operation since Irving took over in mid-January. Manny Tyler, recording secretary, reported that administration's wheels have been oiled by getting sets of minutes properly recorded since he came into office. Margie Cost, chief of the dues section of the union, reported that, by Irving's direction, she is now handling benefits, with \$22,157.05 accruing to the welfare fund since March 6, when she took over. She also reported that members of her department are now assisting in collecting dues when they police benefits and have taken \$1,600 into the dues coffers. She urged the national board to write off as a bad debt a payment of \$2,750 made several years ago when AGVA tried to work out a giant benefit with the Variety Club International. She also recommended that provision should be made for hospitalized AGVA members who become delinquent and therefore lose their insurance benefits. She proposed that AGVA continue to pay the insurance until the member can reimburse AGVA.

Hal Bongard, head of AGVA's claim department, asked that branch contact him with information about the agents, clubs and parties on the unfair list so that the list can be trimmed down and made practical again. The convention instructed him not to give assistance to credit organizations wanting information as to the whereabouts of its members.

The convention ruled that AGVA should discontinue paying legal fees for Gus Van in his defense of a suit brought by George Riva, who alleges that he was seriously injured three years ago, when Van, then president of AGVA, attacked him at the close of a convention meeting. AGVA thus far has paid \$615.48 in the Van-Ross case.

To hope action on important issues, the national board was instructed to set up a "watch-dog committee" to oversee the actions given to administrative officers of AGVA.

AGVA employees, who sought a security measure, whereby their tenure might be better guaranteed, lost out when the AGVA attorneys pointed out that such a measure would have to become a constitutional amendment. In order to institute such a change a petition, inked by 500 members or a resolution by the national board, both of which must then be passed by a referendum of the membership, is necessary, Silverstone pointed out.

After considerable hassle, pro and con, the convention voted to back the initiation of local and State legislation, regarding "compulsory mixing." Various delegates pointed out that in certain localities, where a sizable portion of the membership is made up of exotic dancers, voluntary mixing should be allowed. A Chicago membership meeting two years ago voted against stopping mixing by a large majority. The national

Hocus-Pocus

By BILL SACHS

CHARLES A. ROSSKAM, reporting further on the Society of American Magicians Golden Anniversary Convention, held at Hotel Statler, Boston, May 30-June 1, says that dealers showing at the conclave were given good consideration and excellent accommodations, with individual rooms all on one floor of the hotel. The Dealers' Show on the first day of the meeting was emceed by Lee Smith and gave delegates present an early opportunity of seeing the newest wares demonstrated. Dealers with displays included Fleming Book Company (Walker Fleming), Town House Magic (Bov Taylor), Jack Chanin, Joe Berg, Lou Tennesser, Studio of Magic (Ray Werner), Holders Magic Shop (Herman Hanson and Andy Furlong), Abbott's Magic (Ken Allen), U. F. Grant, Regow (Jim Swoger), Abra-cadabra Shop (Jim Killip), Ariane Manufacturing Company (Ed Turner), Salan, Clayton Birch, Gene Gordon, Elmer Eckam, Ted Collins, House of Cards (Ronald Haines), Magicians' Advisory Service (Paul F. Lee), Al Baker's Magic (Al Baker), Marshall, Art Geggensheim, Huggard's Magic Monthly (Jean Huggard), Connie Haydon and Harry Stanley, of England. The contests held Saturday afternoon (31), with originality, manipulation, presentation, junior and professional classifications, drew so many entrants that viewing had to be carried over to Sunday morning. Judges disclosed but decisions announced at Sunday's banquet brought trophy cup awards to the following: Originality—Nelson A. Demers, Middletown, Conn., first; Jordan Derdarian, Worcester, Mass., second (award was the new \$500 SAM trophy donated by Isadore Bromfield and presented for the first time this year); Manipulation—Cezzy Harzer, Lew Gray, second; Presentation—Michael Roth; Sydney Bergson, second; Juniors—Eddie

Morgan; Arthur Levin, second; Professionals—Ken Allen; Milbourne Christopher, second. The Lou Tannen award for the best effort published in 1952 in M-U-M, SAM's official publication, went to Hen Fetsch.

GEORGE SCHINDLER, Brooklyn baffle who bills himself as the "Anemic Jokester," typewrites that New York is coming to life again for magicians with the opening of the resort season, although inclement weather in recent weeks hurt resort business considerably. . . Frank Garcia opened June 4 at Wivel's Restaurant, off Broadway. . . Ade Duval contributed another bit of smart TV stuff with his smoke trick a few days back. . . Les Spiewak is on tour with his memory lecture, and reportedly doing well. . . The International Jugglers' Association is holding its fifth annual convention at the Penn-Altio Hotel, Altoona, Pa., Monday thru Wednesday of this week (16-18). . . Thomas the Magician (Thomas A. Henricks) has been signed to appear daily for two weeks on "Breakfast in Birmingham," new TV program being aired over WAFM-TV, Birmingham, 9-9:30 a.m. . . Max Terhune's new TV show, "Aub's Tent Show," has been so enthusiastically received that the sponsors, Dad's Root Beer, have jacked it up from one to three shots a week. It may now be seen over KXNT, Los Angeles, Mondays, Wednesdays and Fridays at 5:45 p.m., Coast time. . . Timothy Mulroy, former pro magician and now with WXYZ-TV, Detroit, is slated to enter a Trappist monastery in Georgia in a few weeks. . . Kara Kum—Please send in your address. Holding an important message for you. . . Earl Morgan, the smoke-ball magician, opened Tuesday (17) at the Paramount Theater, Des Moines. He's had a steady diet of club dates since early last fall.

Lookout House

Continued from page 15

stubby male wearing comedy ski shoes, does hat spinning, whirling of plates on a wand, twirling of six bowls simultaneously on a table, and the shaping of comedy animals from balloons, which are passed out free to the patrons. The balloon business is one of the strongest items of the show. Don Reynolds, Latin-type bari-ton, handles the wobble chores in tip-top fashion. His single spot, however, wherein he does "Kiss of Fire" and "For Every Man There's a Woman" in good voice and style, could be enhanced by a bit of production using the attractive line girls. As it is, he is preceded by torrid pacing, so that when he occupies the floor solo it slows the show's tempo. Explanatory chatter injected at intervals during the show by Miss Costello and Reynolds could also be ditched for the same reason.

Mervin Nelson did an excellent job on choreography. The attractive line is a definite asset. The lookers are well garbed and run thru the solid routines with a vim and vigor. Miss Costello's mad antics and some of Lolo's caperings on the trick shoes are good for a fair share of chuckles, but what the show needs is a solid comedy turn.

Bob Snyder's house crew, attired in Latin wardrobe and with Jimmy Naveira, unit's music leader and drummer, sitting in, performed in bang-up fashion on the show's difficult book. Norm Dygou and his piano-playing dummy, Mr. Chips, continue with their excellent double-piano novelty in the club Wonder Bar. Bill Sachs.

board was instructed to establish rules and regulations, covering lewd and indecent performances and material, based on a motion by Lenny Page, Buffalo. The convention decided against any direction of the national board to look into racial discrimination. After Price said the convention that he felt the situation had improved during his past year. Delegates said that any attempt to force operators to halt discriminatory practices was poorly timed and would result in greater loss of employment.

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Roadshow Rep

CURRENTLY in its third stand of the season, the Toby and Ora Slout Players Tent Show has been playing to good business despite much inclement weather. T. W. Jones joined the unit at Laingsburg, Mich., an equipment superintendent. He'll also present a blackface act in the Fun-show (concert). Another recent addition is Perry Main, promising young baritone. Mrs. Emily Stanley is handling the advance. Don Scope is the magician with the show. Klank Lemmon is in charge of the show's music and also handles the banners. Frances Lemmon has the concessions. Curley Fox joined recently to help out on work and maintenance. Bob Rose joined to replace Jimmy Carroll who had to leave the show because of illness. Ruth LaMonte contributes to the vaudeville cast remains the same as when the show opened and includes Toby and Ora Slout, Monte Montrose, Walter Lukas, Jennie Denton, Danna Forest and Irene Serbake. Bill Slout has been pinch-hitting prior to his summer engagement at Shady Lane Playhouse. Tex Ferguson and His Gang, of Station WJLS, are used as a special feature each week. Happy Kellems' All-Star Minstrel played to two full houses in Evansville, Ind., for Servel, Inc. recently. As is his custom, Kellems presented his old-time minstrel with first part ollo and after-piece.

H. J. (DOC) FARRIDY has a platform show in Boise City, Okla., and reports that business has been only fair. "Oklahoma is a dull State for small shows compared to what it once was," Farridy says. "The first time I came here 30 years ago one could make a pitch in any small town and be certain of coming up with some business. But that's all changed now. Automobiles, radio and sports have killed off the small showman in this neck of the woods. I went south from Michigan when the Kickapoo Shows were in vogue and worked with some good med men. I fear that television will finish everything off." Henry Ryerson is working to fair business with his outdoor show around Eugene, Ore. "There are no tents in this sector and they wouldn't pay off if there were," Ryerson infos. "To get any money with a small town platform show in this country one must have something to go along with it. I have a tie-up with an auto polish concern and it helps as I move along. I met Dave Anderson here recently. He spent the past year in Southern Oregon. He calls himself 'Round the World Anderson' and does a single stroller type show and from the stuff he has his car plastered with it's evident that he's traveled quite a bit." Tate's Show plans to get going soon after a lay-off in Toronto. Unit plans a trek to the West thru Canada, with California as the ultimate goal.

Drivin' 'Round the Drive-Ins

HAROLD E. BELL opened his new 350-car Arrow Drive-In near Danville, Pa., with the Allied Booking & Buying Service handling the new spot. Another newcomer is the Pine Grove Drive-In, two miles west of Pine Grove, Pa., which was opened by Eaton Arts and has a 350-car capacity. Facilities of the Walter Reade Atlantic Drive-In, Pleasantville, N. J., were turned over to the Atlantic County Red Cross Blood Bank Committee for recruiting of donors. The special program, in addition to the feature picture, included a fireworks display and a special Red Cross picture. Atlantic City String Band provided music and a personal plea for blood was made by a Marine veteran from the Korean sector. As an extra added feature, heavy-weight boxing title contender Ezzard Charles, autographed photographs for all donors. In addition, each blood donor was given two passes to the drive-in. A late July opening is slated for the 350-car capacity drive-in theater now under construction at

Bolton, Conn., by Bernard Manschell and John Calvoecrossi, of the Community Amusement Corporation, Hartford, Conn.

BILL RUSHING has reopened the pioneer Drive-In at Shamrock, Tex. . . . Barton R. McLendon, head of the Tristates Theater Circuit, has announced that construction has been started at Atlanta, Tex., of the Rancho Drive-In, which is being built at a cost of \$75,000. The drive-in is to be completed early in July. Drive-In 84 Theater has been opened at Sudan, Tex., by Mr. and Mrs. C. R. Stevens. Spot has a 250-car capacity. . . . The Boulevard Drive-In has been reopened at Corpus Christi, Tex., after being closed for remodeling. . . . Construction of a new drive-in theater in Little Rock has been started by Arkansas Amusement Company. James S. Carberry, manager of the company, announced plans for what he said would be the most up-to-date 500-car drive-in theater in the State.

DR. BERT AMADEO, brother of Paul W. Amadeo, general manager, Pike Drive-In Theater, Newington, Conn., has been given the job of doing cartoons for the U. S. Army's Seventh Infantry Regiment's newspaper in Korea. . . . Charles M. Lane, owner of the New Haven Drive-In, North Haven, Conn., and a similar operation at Daytona Beach, Fla., last week, disclosed his purchase for \$100,000 of the Capitol Theater Building, East Haven, Conn., from Abel Jacobs. . . . John Silverwatch has been named manager of E. M. Loevy's Hartford Drive-In, Newington, Conn., succeeding Jay Finn, who has shifted to a similar post at Riverdale Drive-In, West Springfield, Mass. . . . Willard B. Rogers, president, Will Rogers Drive-In Theater Corporation, has postponed indefinitely completion date of a 750-car capacity drive-in theater at Columbia, Conn.

PHILLY FANS SEE CHANDLER

PHILADELPHIA, June 14.—Evelyn Chandler, long a star of "Ice Follies," has turned in her ice skates in favor of roller skates. Demonstrating her newly acquired skill on wheels, Mrs. Chandler made personal appearance this week on Tuesday and Wednesday evening at Concord Roller Rink here.

Kreklau Sells In Mont.; Sets Eugene Rollery

EUGENE, Ore., June 14.—Having disposed of his roller rink in Glendive, Mont., February 29, Lloyd Kreklau moved here and started construction of a rink which he expects to have in operation by next spring. Kreklau sold his Glendive spot to John Colbrese and William Wyse, who immediately inaugurated a "name the rink" contest and came up with the Roller Arena title. Colbrese and Wyse, who are married, bought the Glendive building and all equipment in it. Soon after the sale they added two apartments to the building for living quarters. Their wives assist in the rink operation, handling the skate and concession rooms. Kreklau's new rink site is a short distance from Eugene's limits, about three miles from the center of town. He is doing all construction work on the building himself. It will measure 100 by 150 feet and have a large parking lot. At a later date he plans on adding a wing for a refreshment room and seating for spectators. Eugene already has one rink and another one is located between that town and Springfield, Ore. Kreklau said he plans to return to Greeley, Colo., this summer to attend the annual roller skating clinics and school held at Warracco Roller Rink.

2 Centralia Teams Win National Spots

CENTRALIA, Wash., June 14.—Three couples, members of the Walter Anderson Dance and Figure Club of Centralia Roller-drome, competed in the BSROA regional meet held May 12-14 in Burlington, Wash., two of them qualifying for the national championships to be held in Denver in July. Rosemary Cluzel and Mahlon Manley won first place in novice dancing, adding that title to the State crown they had won in April at Wenatchee. Bonnie Erwin and Bobbie Dowling placed third in junior dancing, and fourth place in juvenile dancing went to Donna Smith and David Dowling. Accompanying the skaters were professional Donna Benedict and Mr. and Mrs. Walter Anderson, Roller-drome operators.

Restaurant Freeman

CINCINNATI, June 14.—According to reports received here recently, Fred H. Freeman, former operator of Bal-A-Rue Roller-ery, Medford, Mass., is entering the restaurant business in Revere, Mass., where he is now maintaining his residence. Freeman sold his Medford operation last year to Saul Bernier.

Reopen Penny Rollery

PHILADELPHIA, June 14.—With the opening of Hulmeville Park in suburban Pottsville, Pa., for the summer, the amusement center's roller rink returns to operation. Rink will be open three nights a week—Wednesdays, Fridays and Sundays.

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MOON OVER MIAMI

Open-Air, Drive-In Skatery Set by Rose

MIAMI, June 14.—Murray L. Rose reports he has closed his Biscayne Roller Skating Palace here and is attempting something new in the way of rink operations—an open-air, drive-in roller rink with accommodations for close to 1,000 cars. The skating surface will be of terrazzo construction, a material which Rose claims will withstand

all types of weather. Rose says that terrazzo is neither too slick nor too fast for roller skating, and to insure sufficient traction he plans to use a special type wheel on the stock of rink skates he will carry.

Actual skating surface of the layout will measure 80 by 175 feet with concessions at each end of the floor to accommodate skaters. Seats for spectators will be located around the floor's perimeter.

Other plans include installation of electronic music, a p.a. system and colored lighting fixtures designed to give the rink a "moon over Miami" atmosphere. Rose regards the move as a step forward in the roller skating field and says he feels confident that the idea will catch on with Miami skaters.

BACH TO BEBOP

Arcadia Exec Reports Trend To Hot Music

DETROIT, June 14.—A new trend in popular taste toward a faster and peppier rhythm is reported by Bill Holleman, manager of Arcadia Roller Rink here, who doubles as rink organist. Holleman is recognized as something of a pace-setter for rink music nationally, inasmuch as his recordings of skating music are now in use in about 300 rinks.

Holleman has found it necessary to raise the beat on his own playing to meet the taste of the younger skaters, with increased popularity the result. According to Holleman's observations, based on experience in several rinks before coming to Arcadia, youngsters are preferring bebop and boogie music for skating—a style that has developed largely within the past year. There is a substantial proportion of skaters who no longer like the slower, traditional skating music, preferring more rhythm in the tunes.

A policy of all-summer operation with appeal to a diversified clientele is being inaugurated by the Arcadia rink. Open skating will be the policy for Tuesday, Wednesday and Friday evenings and for dances on Saturday and Sunday. Club night policy will be continued, however, on Thursday, Saturday and Sunday nights. Business is reported satisfactory at the rink, one of the oldest in this area.

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The Final Curtain

APPOLO—Albert, one-time underwriter in circus show, recently at his water repair shop in Chicago.

BETH—Hazel M., wife of Elmer C. Bieh, operator of the Broadway-Capitol Theater, Detroit, June 10 in that city. Survivors include two sons, Robert E. and Lawrence C.

BIRCH—Adolf, 60, noted violinist and founder of the Beach String Quartet, June 9 in Guilford, Vt. A native of Germany, he had played with the Vienna Orchestra and later resigned to form his quartet which became the Chamber Music Players in Switzerland. His quartet first appeared officially in the U. S. in 1942, having previously given concerts at the Library of Congress Chamber Music Festival in 1937. He became a naturalized citizen, and was joined in this country by his brother, Hermann, cellist, and Fritz, the conductor who died last year. His son-in-law, pianist Rudolf Swartz, his daughter, his wife, Dr. Hedwig Fischer, and his brother Hermann survive.

CRAWFORD—William J., 73, musician, June 8 in Grace Hospital, Detroit. He was a member of the Detroit Federation of Musicians for 30 years. Survived by his widow, Angelina, a son, William, and a daughter, Mrs. Priscilla Lequyen. Interment in Acadia Park Cemetery, Detroit.

COOK—Pat, 41, KSTL, St. Louis, disk jockey, June 8 in an automobile collision in Pasadena, Calif. Cook was thrown from his car by the pavement and died of head injuries shortly after being taken to St. Louis County Hospital. He was returning from a weekly Saturday square dance at Kinley Hall, Westport. He operated the hall and his band played the dance.

FAMES—Emma, 64, American soprano who sang at the Metropolitan Opera from 1891 to 1920, June 13 at her home in New York. She had been retired from the operatic stage since 1912. Acclaimed for the technical perfection of her voice as well as for her personal beauty, Mme. Fames sang at the Met during a period often referred to as the "Golden Age of Opera." Among her colleagues were Caruso, Melba, Schumann-Heink and Farrar. Her operatic career made her an officer of the French Academy of Music and the recipient of the English Jubilee Medal bestowed on her when she appeared at the Jubilee of Queen Victoria. Mme. Fames leaves on survivor, a brother, Hamilton, of Florida.

GONFREY—Mrs. Ada Shilman, 85, May 31 in Kew-Forest. She played "Uncle Tom's Cabin" for many years.

GOODMAN—Bernard, 48, singer and voice teacher, June 5 in the Robert Einstein Medical Center, Philadelphia after a long illness. He appeared with many important operatic companies in Italy. Surviving his widow, Mrs. Ida Quistler Goodman, a pianist and music instructor, and a son, Jerome. Services given at Philadelphia and burial in Rosehill Cemetery there.

GOODRICH—Wallace, 81, former director of the New England Conservatory of Music, June 8 in Boston. Born in North, Mass. He studied

music in Boston and at the Royal Academy of Music, London. He was principal of the Boston Music Academy. He was organist of the Boston Symphony Orchestra from 1887 to 1900. He was head of the Conservatory in 1897. In 1907 he became dean and in 1911 was named director. In 1901 he founded the Boston Choral Art Society which he conducted for six years. He was also conductor of the Worcester County Music Association for five seasons and from 1907-1910 conducted the Cecilia Society. His wife, Madeline, and a son survive.

HALLER—Charles, 58, retired musician, June 9 in Elizabeth, N. J., after a long illness. He had been instrumental with the Elizabeth Philharmonic and with the WOR Symphony, among others.

HAND—Cecil, 84, writer for the National Broadcasting Company, Thursday (19), in Hollywood. He had worked on newspapers in Seattle and Philadelphia.

HUSTWICK—Charles Thomas, 73, president of the American Federation of Musicians, Local 350, Edmondton, Alta., died of cancer in Edmondton on Tuesday. He was one of the founders of the Edmondton Orchestral Society and the Edmondton Symphony Orchestra, and played a corset at the Panacea Theater until it closed in the 1930s. Survived by one son and a daughter.

KELLY—Mrs. Charles H., 68, mother of George Marquis, veteran circus man, May 20 at her home in Wayne, Mich. She survived in another son, Charles. Services and burial in Lima, O.

KHOUBI—Constantine, religious lecturer known professionally as "The Theosophist," died June 13 at Cumberland Hospital, Brooklyn. Khoubi had appeared with carnivals both here and abroad. He is survived by two brothers, one in Jerusalem, the other in the Dominican Republic, and by three cousins in this country.

LAHAR—Laura M., 40, pianist and musician who had appeared in vaudeville, night clubs and radio May 7 in Memorial Hospital, Kansas City, Mo., after a heart ailment. Her parents had a vaudeville team and she and her surviving sister, Mrs. Alice W. Kibler, sang and danced and later had an act of their own. She performed in the Grand Main Street, Globe and Garden Theaters, Kansas City, before they gave way to films, and had also played and sang in the Grand Main Theater there. In recent years she had worked as singer, pianist and guitarist at clubs and parties.

LEVINSKY—David, 50, pianist and owner of the H & S Amusement Company, Newark, N. J., following a heart attack, June 8. Funeral services in Newark, N. J. Details in Music Machines section.

McDOWELL—Johnny, 33, veteran auto race driver, June 8 at Milwaukee during a qualification run at the Wisconsin State Fairgrounds. (Details in General Outdoor section.)

WILLER—Arthur, 70-year-old, comedian who was end man, piano player and singer for the old Dock-Play revival shows, June 11 in Los Angeles. He had been maintenance manager at the estate of Harold Lloyd for the last 16 years.

MURPHY—Michael P., veteran stagehand, recently in New Haven, Conn. He started in show business at the age of 12, handling out programs at an opera house in Meriden, Conn. Murphy subsequently worked as a bill-poster for the Barnum & Bailey Circus, Dick Ziegl Shows, Tom's Dairy Kandi,

Hy Gardner Colling
RADIO—Reviewed Friday (13), 10:10-11:15 p.m., EDT, Sustaining via the National Broadcasting Company. Producer, Ted Lloyd, Director, George Voutsas, Writer-commentator, Hy Gardner.

Continued from page 3

Maggio, who couldn't enlarge on reports that the erstwhile Yankee Clipper may have serious intentions toward Marilyn Monroe, with whom Gardner said Joe was spending the week-end at Niagara Falls. But Dorothy did say that her lawyer and Joe's were winding up their affairs amicably. A call to Johnnie Ray, backstage at the Paramount, had Gardner asking the singer to identify himself, which he did with the musical opening: "When your sweet heart..." Ray denied rumors that his recent marriage already had run into problems.

A call to Vice-President Alben Barkley elicited the information that the veep and Illinois Governor Adlai Stevenson are third cousins, and that Barkley and Sen. Richard Russell are cousins one or two steps further removed. Said Barkley: "It's close enough to claim 'em if you like 'em, and far enough to disclaim 'em if you don't." A final call to Rome had Gardner learn from their physician that Ingrid Bergman and Roberto Rossellini still are awaiting production of their first double feature, now long overdue.

The news items by Gardner were suitably timely and had plenty of name value. Delivery was well-paced, but, thankfully, not at that breathless speed so many commentators feel obligated to use.

Kitt and Tom Sullivan Shows, with which his wife, Elaine, performed. He had also been groomer at the Mileto Theater, Bridgeport, Conn. His widow: Mrs. George, one daughter, Mrs. Mae, and several grandchildren survive.

PLANK—Tom, 56, 24-hour man, legal adviser, most recently on the Clyde Beatty Circus, died June 3 in Burbank, Calif. Survived by his widow, Lela, and father, John J. Plank.

REED—George F., 62, former vaudeville and musical comedy star, Wednesday (11), in Camden, N. J.

ROSKILL—Wilfred, veteran carnival worker, recently in Houston. Her husband, Martin, survives.

SHIPP—William E., 70, founder of WJZ, Detroit, considered the first American station to broadcast regularly scheduled radio programs, and its television affiliate, WJZ-TV, June 12 at his home near Detroit, following a year's illness. With his father, the late James E. Shipp, he operated the station since 1921. He was president of the Detroit News, owner of the radio and television stations, survived by his wife, Nina, two sons, William and Robert W., and one daughter, Mrs. Richard M. Spitzer.

SIEBER—Lucas W., assistant manager, general superintendent and general manager for the O. C. Buck Shows for the past 10 years, June 8 in Troy, N. Y. General Hospital, admitted in Greenport, N. Y. Southern Memorial Park, Miami. Sieber was a member of the Miami Showmen's Association and the National Showmen's Association. He leaves his widow, Marie, and his sister, Clamette, Duxbury.

SINTON—Robert, 48, a director of the Regina, Sask., film since his immigration in 1934, May 29 in Regina. In 1930 the Regina Exhibition board made him an honorary life member in recognition of his continuous service as an active director. Survived by one son and one daughter. Burial in Regina.

SOHMER—Dorsey, 62, band leader, recently in London. He made his name 30 years ago directing the Savoy Orpheus Band. Rube Valle was one of his musicians at that time.

VAN HORN—George E., 41, former carnival concessionaire, May 20 in New York. He was born July 2, 1910. Survived by his widow, Gertrude, two sisters, Catherine J. Clark and Irene Belew, and a brother, Stanley.

Births

GREEN— To Mr. and Mrs. Joseph Green, a son, Gary Allen, recently in Detroit. Father is manager of the Greenwood Theater.

RODGEMAN— A daughter, Denise, to Mr. and Mrs. Harold H. Rodgeman, May 24 in Philadelphia. Father is research cameraman at WFL-TV in that city.

SHUBBS— A son, Wilford Lionel Jr., May 23 in McKeesport (Pa.) Hospital to Mr. and Mrs. W. L. McHugh. Father is a member of the Dumont Show.

FAIRLEY— A daughter, Melissa, to Mr. and Mrs. T. E. Dicki, Painesville, May 24 in Philadelphia. Father is assistant to the chief editor of Station WFL-TV in that city.

STUPE— A son May 31 in St. Joseph's Hospital, St. Paul, to Mr. and Mrs. Lance Bishop.

WELLS— William Jr., to Mr. and Mrs. William Wells, June 1 in Stratford, Ark. Father is with Station KWAK in that city.

Marriages

BROWN-OLSON— Jimmy Brown WJLD, Chicago, record spinner, and Rhoda Olson, former singer with Fred Waring's orchestra, in Chicago, June 16. Olsson's father is Ted Brown, veteran publisher contact man in the Windy City.

GOETTMAN-BURT— Charles F. Goettmann, technician for Paramount Studios, Hollywood, and Myrtle Burt, Los Angeles concessionaire, June 1 in Yuma, Ariz.

GOLDBERG-ORSHAN— Maxine Goldberg, non-pro, and Annette Orshan, non-pro, directors at Station WJAT Philadelphia, June 8 in that city.

HAMBERGER-TANNEY— Lloyd Edward Hamburger, of the U. S. Army, and Judith Ann Tanney, daughter of Joseph A. Tanney, head of S.O.S. Inc., Supply Corporation, June 7 in New York.

NELSON-WEISS— Christopher Lawford Nelson, Bridgeport, Conn., non-pro, and Katherine Laura Weiss, Philadelphia, concert singer, in Lime Rock, Conn., June 7.

RUSSELL-BERMAN— Jay Russell, New York District Agent, and Rebecca Berman, non-pro, in Bridgeport, Conn., June 8.

Divorces

LEVITT— Stuart Merman, Broadway singing star, from Robert D. Levitt, June 10 in Jaura, Mex.

London Dispatch

By LEIGH VANCE

Continued from page 2

spot, "This Is Show Business," bringing top names to the screen in a smooth hour's entertainment beautifully produced by Bill Ward. . . . After leaving "Zip Goes a Million" with heart trouble, George Formby has announced he will retire from the stage. His part on the show was taken over by Reg Dixon. Formby is 48. . . . Jack Hylton is contracting a slight slump by giving two shows nightly of his musical "Bet Your Life" at the Hippodrome. This week Julie Wilson leaves the cast. Her part will be taken over by Noelle Gordon, at present understudying Billie Worth in "Call Me Madam" at the Coliseum. But Miss Gordon's contract gives the Coliseum priority. If Miss Worth is sick, Miss Gordon will have to take over there, while her understudy will take over at the Hippodrome.

HEPBURN'S AFRAID; REED IS KNIGHTED

The usual summer slump is hitting the top shows with a 10 per cent drop in receipts in the old drums. . . . Katharine Hepburn, now on her pre-London tour of Bernard Shaw's "The Millionaires," is reported scared of her reception by West End critics whom she angered while here to make "African Queen."

Film director Carol ("Third Man") Reed was knighted in the Queen's Birthday Honors List. The same list gives CBE's (a lesser distinction) to Michael Redgrave, Memorial Theater Director Anthony Quayle, pioneer motion picture producer Harry Woolfe and Gaumont News producer Leonard Castleton Knight. . . . Ralph Slater is slogging it out here until the case in which a girl he hypnotized was awarded damages against him is re-tried in the Appeal Court, opened for a short time at the Saville. Playing safe, he mixes crooning, fiddling and wise-cracks into his happy act. . . . Thrush Kay Johns is winning applause at the Jack and Daphne Barker nightspot. . . . Arthur Blake is at the Bagatelle.

Midway

Continued from page 10

park patrons, asked an uninteresting simple question such as "In what country is the Holland Tunnel located?" and allowed to participate further on giving assurance that the answer is known, but not to win the participant, after answering the usual identifying questions, is given the balls or darts to try for prizes ranging from home appliances to clothing, with each item sales-talked and credited to its manufacturer. . . . The downpour, which at times could be seen flowing copiously from the edge of the roofing, hampered many of the planned gimmicks, since venturing out to the midway would require bathing suits. . . . While numerous plugs were inserted for the products given away, Palisades Park credits equalled the sum of the others, with almost all of the contestants allowing their addiction to the funspot and its amusements. Russell and film strips drew additional attention to "America's Greatest Amusement Park—Palisades Amusement Park," and the funspot manager further enhanced its position by giving a contestant-father a canary and cage to take home to his small daughter, a polo victim. . . .

Background Noise
A Merry-Go-Round organ supplies background music throughout the seg. Sometimes its wheezes become too pronounced, although this might have been the fault of the prevailing wetness. Other background noises that might normally prevail, and create an even more realistic and enjoyable background, were absent because of the weather and the lack of park patronage. . . . This network seg could conceivably stimulate many viewers across the country to go out and take another look at their own neighboring funspots. . . . Jim McHugh.

Paris Peek

By ANNE MICHAELS

Continued from page 2

Jean Herve has been brought over to the Comedie Francaise to do a season of shows from July 15 to August 31, mainly as an attraction to tourists who are in search of the "arty Paris." Whatever happens the Comedie has lined up its next season—revivals galore plus the new additions of Moliere's "Don Juan," Jules Romain's "Touhaud Will Know by Debauchery," and Anouilh's "School for Fathers." . . . Sasha Pitoeff revives "Uncle Vanya" at the Theater de Poche. . . . Marcel Marceau is back from South America and England into the Theater Sarah Bernhardt with his troupe for a season of pantomime. . . .

Colette (Legs) Marchand makes her comeback as the leading fem role of John Huston's Toulouse Lautrec film, "Moulin Rouge." . . . Dunny Kaye takes off on a tour of American Army camps in France, England and Africa. . . . Harry Bloom, representing Bill Marshall, is casting a series of TV films based on detective stories as well as a full-length French-American film. . . .

IROUE AMAR HEADS FOR PARIS STAND

Coming up from Normandy is Cirque's first three-ring circus, The Cirque Amar, complete with 20 elephants, clowns, jugglers, acrobats, aerialists, etc. . . . The French Federation of Publicity has started a yearly diploma for the entertainer who has done the most to publicize France abroad. This year's winner is Maurice Chevalier. . . . An inauguration in TV here occurred when the camera was mounted aboard a helicopter to cover the Grand Prix at Longchamps races. . . .

The Gene Krupa "Plano Parade" tour, booked thru Scandinavia, is getting bids for a Paris run. . . . Claude Luter, vacationing on the Riviera, is placed at the Vieux Colombiere by the ork of Andre Revoltelli. . . . Negro singer John Riley made appearances this week with the ork of Paris. . . . Robert Mavounzy and Jacques Butler are at the Cigale, a Harlem-style niter. . . . The Harlem Globe Trotters gave two programs this week at the Palais des Sports. . . .

Stan Kenton

Continued from page 10

startling chord arrangements or progressive jazz soundings. . . . Between a little Kenton continued his pleasant line of chatter. He did not really explain much about his music, but his continuity was so enjoyable that this really didn't matter. And he showed off the preciseness and inventiveness of the aggregation via a fine selection of songs, including "Love for Sale," played with a mano real, and the moody "Ennui." Before doing this item, Kenton called Bill Russo, the writer of the tune, to the mike, and the trombonist, taking his cue from Kenton, slyly explained the metaphysical and philosophical aspects of the music. . . .

Russo Takes Over

After this Russo took over the ork, first being warned by Kenton not to fire anyone or call an intermission, and the ork jumped with "Bill's Blues," a slight riff item. Kenton took a turn at the piano, while Vinnie Dean played the sax on the lovely Kenton-Rugolo tune, "Collaboration," to end the concert. . . .

If the content of this first session is a guide to the future, it would appear that Kenton is attempting to get across his musical ideas via the easy-does-it approach. This is not to say that anyone could mistake the Kenton ork on these programs, because each arrangement did feature progressive harmonies and climaxes, but these were not stressed as much as the wool modernists might wish. And the sparkling Kenton dialog added a fillip to the program and tied it together neatly. This new series is a bright affair, both musically and chatter-wise, and it could make many new fans for Kenton and his modern music. . . .

In Loving Memory of **Freddie Reed** Who passed away June 17, 1951 I miss you very much. **Dollie Reed Frazier**

In Loving Memory of **AMELIA LAKE MOSER** Who passed away June 8, 1950. Your memory gives me cheer to each day. We are always thinking of you, Dear. Your Husband **Floyd Moser** and **Floyd (Hutch) Moser** and **Georgia Lake**

IN MEMORY Of Our Darling Sister **LILLIAN R. SHEPPARD** Who left us June 22, 1947. "We are best without you." **DAVE and EMILY FRIEDENHEIM** and **ANDREW and CARL CARSON**

IN LOVING REMEMBRANCE OF **Curtis Edward Little** Who Passed Away June 22, 1950 **CIARA W. LITTLE**

Packs Early Dates Leap Ahead of '51

Tennessee Stands Uniformly Good; Illinois Coming Up; Newark Signed

NASHVILLE, June 14.—Tom Packs' Circus opened its summer season this week to bang-up business in Tennessee, and next week it launches into its annual string of lucrative Southern Illinois dates. J. Leontini, Packs' spokesman, said the show had done excellent business at the first several stands.

First was Gadsden, Ala., where the sponsored show played Saturday (7). Leontini said business was 50 per cent better in one day this year than in the two played there last season.

Cookeville, Tenn., was next, and the Monday (9) stand drew a 10,000 total for the two performances.

Nashville, with a four-day stand ending Friday (13), had all reserved seats sold in advance, insuring a new record, Leontini reported. Advance sale for Clarksville, Tenn., Saturday (14) indicated a better gross than last year's.

The Packs show plays under auspices and most of the early ones are Shrines or Shrine clubs. The Southern Illinois route is sponsored by clubs of the East St. Louis Shrine. The circus plays in front of grandstands.

Aerial Safety Law Hearings Will Continue

ALBANY, N. Y., June 14.—William H. Roberts, chairman of the State Board of Standards and Appeals, announces that continued public hearings will be held to consider further the proposed Industrial Code Rule No. 41, which will govern the application of the aerial performers' safety law.

The added sessions will be held in New York, Friday (20) in Room 728, Empire State Building, at 11 a.m., and on Monday (23) in Room 1802 of the Home Savings Bank Building, Albany.

The stiff State law, which becomes effective after July 4, is being met with opposition from various reps of outdoor show business. By its present terms, the law places full responsibility for the safety of all performers working 20 feet or more above ground on the "safety manager" (presumably the person who hires the act).

Just who and what constitutes this "safety manager" is one of the many points of contention to be clarified. Out of these meetings will come the final rule which the board will use to enforce the law.

25,000 Expected At Legion Event In Flanagan, Ill.

FLANAGAN, Ill., June 14.—Flanagan American Legion Post No. 456 and its auxiliary are making plans to entertain 25,000 people at the annual American Legion Spring Festival here, June 18-21.

Highlights will be a Thursday night (19) parade consisting of Legion and VFW drum corps, bands, 40-8 box cars, clowns, floats and marching fraternal orders; the giveaway of 10,000 ice cream cones to kids, free thrill acts, a national champion drill team from Karakkee, Ill., Thursday night and Dyers' Greater Shows on the midway.

This year's Legion project is the erection of a \$2,000 neon sign on Route 116 advertising American Legion Park, which offers fishing, swimming, skating and tobogganing free to the public. Next year's project will include a new Legion building.

Leontini also announced that the show had contracted with the Newark, N. J., police for a stand sometime in August. Exact dates and length of the run have not been determined, he said.

New lighting equipment shows off the performance well, he said. Included in the talent line-up are the George Hanford Family, bareback riding; Hubert Castle, wire; Urus, finger-stand; La Norma, who has a new 60-foot rigging for her aerial act; Prof. George Keller, who took delivery of a new black panther; La Brac and Bernice; Del Morales; the Bokaras Troupe, and the Zucchini, cannon and flying return acts. Jules Shankman is the new musical director.

According to Leontini, the Packs outfit is heavier this year than in the past. It's moving on about 25 trucks, five of them show-owned, plus house trailers.

Legal Bingo Out In New Jersey as Solons Adjourn

TRENTON, N. J., June 14.—Both Houses of the New Jersey Legislature adjourned Monday (9) without attempting to override Gov. Alfred E. Driscoll's veto of the highly controversial bingo bill.

Bill was offered by Republican Sen. Malcolm Forbes, who said the voters should decide the issue. While the bill provided for the operation of bingo by civic, fraternal and religious groups, Governor Driscoll in his veto message said that it was too loosely drawn and an invitation to racketeers to take over the game if it were legalized.

SECOND COLE UNIT SETS STILL DATES

Sponsored Stands Scheduled to Fill Between Fair Dates; Opens June 30

CHICAGO, June 14.—Cole Bros' Circus will open a second unit to play Barnes-Carruthers fair dates and sponsored still dates starting June 30 at the Heart of Illinois Fair, Peoria. Cole exec Bill Horstman announced this week.

The unit, which has been in the works for several weeks, will use the same title, Barnes Bros., as the Cole organization which now is plying the East with the World of Mirth. The second show will play the Middle West.

Vernon L. McFeavey is on the job as promotional director. Horstman said the show will use both billing and telephone promotion on the still dates between fairs. Two-day stands will be the rule and the show will work in front of grandstands.

Horstman said that the unit will be more powerful than the show which Cole put on the fair route last year. That unit, he said, resulted from the show's falling

Swenson Unit Heads for Fairs

FORT WAYNE, Ind., June 14.—Swenson Thrillcade, owned and operated by Aut Swenson, is winding up its spring still-date route preparatory to opening its fair schedule July 2 at the Minne-waukan, N. D., annual. Unit is here with a night show tonight and Sunday evening (15).

From here the auto thrill troupe will head for Detroit where it is skedded for performances June 17 and 18 at the Motor City Speedway, and then to the Wisconsin State Fairgrounds, Milwaukee for shows June 21-22. The Hutchinson, Minn., water carnival under Jaycee auspices, will follow.

New Stymie Hits Ringling, AGVA Deal

HOLLYWOOD, June 14.—Relations between the Ringling Circus and the American Guild of Variety Artists again have hit a snag. Jack Irving, national administrator of AGVA, told delegates to the national convention here that he had been notified by Art Concello, general manager, that the circus had been advised by its legal counsel to let Irving advise its performers to join AGVA.

Concello's change of heart follows what AGVA considered an important step toward consummation of the unsettled outdoor situation, when earlier this spring, Concello informed a group of AGVA brass in Sarasota that the circus would work with the union. To cement the deal, Concello turned over to AGVA a check for \$7,758 which covered enrolling the circus under the actors' union banner. A special dispensation was voted to Ringling performers at that time, whereby they would not have to pay initiation fees, Irving said.

An NLRB election may be requested by Concello, Irving said. At the present time, AGVA has 20 members on the Ringling show. Rajah Raboid, Miami, said that Carl Wallenda is the key contact between the outdoor performers and AGVA. Wallenda has urged Raboid said, that AGVA continue its insurance, for "this is the thing that the outdoor acts want most."

The convention moved that all outdoor acts, now registered with different locals across the country, be urged by letter to transfer to the newly-created outdoor branch in Sarasota. Raboid pointed out that the new branch has only a small voting power in AGVA because of its small membership. He urged that outdoor performers concentrate their membership in Sarasota.

GAMES MUST COMPLY, TOO

New Eng. OPS Chief Cites Ceiling Prices for Funspots

BOSTON, June 14.—All rides and amusements at New England funspots are price controlled and subject to other Coasters, Merry-Go-Rounds and Ferris Wheels can charge no higher than ceiling prices, Attorney Joseph M. McDonough, regional OPS director, announced as the season got under way.

New England's beach resorts, parks and funspots will draw many thousands of visitors this summer, the OPS director said. "and we are charged with the responsibility of seeing to it that unscrupulous individuals do not take advantage of the influx of vacationists and servicemen by jacking their prices."

Under control also are games and such services as renting of row boats, motor boats, canoes, renting of bathing suits and lockers in privately owned bath houses, beach umbrellas, beach chairs, charges for auto parking, picnic grounds, miniature golf

courses and archery and rifle ranges.

Posted prices ops are requested to put up should indicate that they are "OPS Ceiling Prices," the regional office said. Ops also must file a copy of their ceiling prices with OPS and keep a copy available for inspection. The posted prices must be displayed in a "clearly visible or prominent position" in each op's spot.

With the opening of the parks and beach resorts in New England, OPS will maintain a close watch on concessionaires and ride operators, who are controlled under the so-called "service regulation," Regulation No. 34, to make sure that they comply with the regulation, McDonough warned.

Ops must file their prices at their respective State OPS office where assistance in determining their ceiling prices as well as instructions on the posting of prices will be given.

Ringling Houses Off at Reading

Baltimore Builds From Half to Straw; Lancaster Fair; Haddonfield Good

READING, Pa., June 14.—Ringling Bros. and Barnum & Bailey Circus played to less than half houses here Tuesday (10), but Haddonfield, N. J., was good and two days at Baltimore built to straw-house business.

Junior Chamber of Commerce was the auspices for Ringling-Barnum at Lancaster, Pa. (5), where the show drew 5,000 for the matinee and 7,000 for night show. Ringling's date at Hershey, Pa., 25 miles away, only a week afterward was believed locally to have restricted attendance at Lancaster.

Possibility that Ringling may run into similar situations later was advanced by some observers who point out that the show will be making jumps of as little as 16 and 17 miles, and thus restricting the feeder areas. Baltimore opened Friday (6)

Star Features Set for Atomic Fair at Canton

CANTON, O., June 14.—Former heavyweight champ Joe Louis, radio-film comic Jerry Colonna, film actress Denise Darcel and the Cetlin & Wilson Shows have been booked for the Great Atomic Fair, July 14-19, at Stark County Fairgrounds here under auspices of Floyd Hughes Post, Veterans of Foreign Wars.

Louis will box a four-round exhibition match nightly against opposition as yet unnamed. Colonna and Miss Darcel will appear twice nightly before the grandstand. There will be no charge for the Louis-Colonna-Darcel features, but the gate will carry charges of 35 cents for students and 75 cents for adults, including taxes. Children will be admitted free. Sponsors believe these low prices will insure heavy attendance. Louis was set by Harry Mendel, of Madison Square Garden, while Colonna and Miss Darcel were booked by Bill Beutel, Music Corporation of America, Cleveland.

The fair will be built around an atomic age theme in an attempt to give the public a visual and more intimate knowledge of the dawn of the atomic era. Government and private industrial atomic exhibits will be on the grounds as free attractions. Officials also announced that any worthy organization is eligible to sell advance tickets for the fair on a commission basis.

Death came to the veteran pilot when the right front wheel of his race car broke loose. The car spun off a turn and McDowell was thrown from the racer.

Mike Nazarek, Hempstead, N. Y., driver, won the 100-mile race, setting a new mark of 91.35 miles per hour.

Keller to Expand Racing Program

NEW YORK, June 7.—Buster Keller, head of the big and stock car racing group bearing his name, said that he was formulating a special package in an effort to add to the five fair dates which his group has packed for this year.

The opener, Decoration Day (30) featuring big cars and stocks, drew a crowd of around 4,000 at Sellersgrove, Pa. Keller will stage races at that track each Sunday through the season.

Fair dates, all in Pennsylvania, include Sellersgrove, Gratz, Port Royal, Ebersburg and Honesdale. Keller said he advertising plans were virtually without limit and the selling of the race events would include the use of airplanes, 24 sheets, window cards and a mobile sound unit in addition to newspapers and radio.

WHO'LL PAY TAB?

Detroit Fair Probe Cost Put At \$2,400

DETROIT, June 14.—Responsibility for payment of the grand jury investigation of the Michigan State Fair, which resulted in changes of fair personnel and operating policies, was booted around between the State and Wayne County this week. The county billed the State for some \$2,400 special expenses, and was informed by Atty. Gen. Frank G. Millard that the latter would not pay the bill.

The grand juror, Judge Chester P. O'Hara, is a Wayne County Circuit judge, but the fair is a State institution, which present legal problems, complicated by the politically divided make-up of the state administration.

A further interim report is expected soon from the grand jury which has an extended legal life up to the end of September.

Two new members were named to the fair's Board of Managers by Gov. G. Mennen Williams, for full four-year terms —Henry Garling of Pontiac and William Fa-nun of Drayton Plains.

McDowell Dies In Mil'kee Race

MILWAUKEE, June 14.—Johnny McDowell, 37, Venice, Calif. race driver, was killed Sunday (8) before an estimated 26,000 fans during the time trials preceding the 100-mile AAA championship big car races at the Wisconsin State Fairgrounds.

Death came to the veteran pilot when the right front wheel of his race car broke loose. The car spun off a turn and McDowell was thrown from the racer.

Mike Nazarek, Hempstead, N. Y., driver, won the 100-mile race, setting a new mark of 91.35 miles per hour.

Keller to Expand Racing Program

NEW YORK, June 7.—Buster Keller, head of the big and stock car racing group bearing his name, said that he was formulating a special package in an effort to add to the five fair dates which his group has packed for this year.

The opener, Decoration Day (30) featuring big cars and stocks, drew a crowd of around 4,000 at Sellersgrove, Pa. Keller will stage races at that track each Sunday through the season.

Fair dates, all in Pennsylvania, include Sellersgrove, Gratz, Port Royal, Ebersburg and Honesdale. Keller said he advertising plans were virtually without limit and the selling of the race events would include the use of airplanes, 24 sheets, window cards and a mobile sound unit in addition to newspapers and radio.

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Name

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Occupation

Illinois Fair Adds Colonna To Name Bill

SPRINGFIELD, Ill., June 14.—Jerry Colonna has been added to the already long list of name attractions at this year's Illinois State Fair, and the comedian will take over duties as a general emcee for five days, Eubert Elliott, general manager, announced.

Colonna takes his place with Phil Harris who will head up a package show the final two nights of the fair and Rex Allen and Pee Wee King, who will be featured in the opening night grandstand show. Booking of the comic was handled thru the Music Corporation of America.

Also announced this week was supporting talent in the Harris package. These include the Sportsmen, singing quartet; Step Brothers, dancers; Jackie Fontaine, thrush, and the Honey Brothers, singers. This same talent is expected to back up Harris at the Indiana State Fair where he will headline the Coliseum show three nights and one afternoon.

Des Moines Rodeo Features Cisco Kid, Leo Cremer Stock

DES MOINES, June 14.—Cisco Kid (Duncan Renaldo) and Pancho (Leo Carrillo) opened here Wednesday (11) as name attractions at the annual rodeo produced at the Iowa State Fairgrounds in co-operation with The Register-Tribune and Des Moines merchants.

The rodeo, which is produced by Leo Cremer, veteran contest rodeo biggie, is here for five days, and will give four night shows and one Sunday (15) matinee. Event jumped off with a street parade Tuesday (10).

The two film-TV cowboys came here from Cleveland where they wound up an engagement in the arena with Col. Jim Eskew's contest rodeo.

Western Shows, Inc., producers of the Cisco Kid Rodeo, are lining up other dates including one in Chicago and possibly several eastern cities.

K-M Biz Good But Below '51

GENEVA, Neb., June 14.—Al G. Kelly-Miller Bros.' Circus has played to good business during the past two weeks in Nebraska and Colorado, but the takes have not compared with those of last season, it was reported this week.

Matinees have drawn half houses on the average while night shows have pulled from two-thirds to three-quarters. There have been no straw houses in the past two weeks. Holdrege, Neb., where the show played Thursday (5), was average, with a half house in the afternoon and a three-quarter turnout at night.

At Sterling, Colo., a youngster on a bicycle was killed when he was struck by a show truck. A coroner's inquest determined that it was an unavoidable accident. A. L. (Tommy) Thompson's pet lion got out of its cage Saturday (7) at Hastings, Neb., and clawed Sylvia Thompson before it was placed back in the cage with the help of Dutch Narfski, menagerie superintendent.

Fernandez Opens Manila Engagement

MANILA, P. I., June 14.—E. K. Fernandez All-American Circus arrived here this week from Japan and began its Manila run on Thursday (12).

Wallace Houses Light

LAMAR, Colo., June 14.—Wallace Bros.' Circus played here Wednesday (4) to a half house for the matinee and less than one-quarter at night. Lions Club advance sale was good. The show followed Kelly-Miller by about two weeks.

Resort Ops Underwrite N. H. Publicity

MANCHESTER, N. H., June 14.—With the opening of the State's beach and resort season, the New Hampshire Hotel Association reported at its meeting here that because of the truncated budget of the State Planning and Development Commission, the "smallest number of vacation inquiries in years" was received.

Inroads of motels and motor courts in taking business away from beach and resort hotels was seen as a constant threat and announcement was made that a new State publicity bureau is being set up to combat this competition.

A request of the governor by funspot ops, hotel men and beach ops that, money from the governor's emergency fund be used for promotion purposes to lure patrons to New Hampshire spots was turned down. The governor said that the use of emergency fund money in this way would not be justified and suggested that a privately financed organization is the answer.

The hotel men put up \$500 and \$4,500 already has been pledged with ops from Hampton Beach, the Weirs and Lake Sunapee contributing.

Detroit Stand Proves Strong For Mills Bros.

HASTINGS, Mich., June 14.—Mills Bros.' Circus had two half houses here Wednesday (11). At Detroit earlier, Mills became the first truck show to play the Motor City in more than 10 years.

Actually, Mills played a new suburb of Detroit, under auspices of the De La Salle College alumni association. The two-day stand, a rarity on Mills' route, brought a near-capacity house on the first night (4) and three-quarter crowds for the other three shows. Concert at the final show (5) drew a full grandstand.

Plint was played on Saturday (7), with about 1,130 at the matinee and 800 at night. Grotto auspices received about \$550, it was reported.

Kentucky Opening For Staples Rodeo

EATON, O., June 14.—The Staples No. 2 Rodeo opens in Shelbyville, Ky., June 23, to be followed by Harrodsburg, Ky., June 27-28, and Olney, Ill., July 4 and 5, reports Joe Dowd. Milt Hinkle is general manager.

Show will carry about 40 people and 80 head of stock, and is booked by Barnes Carruthers for fairs in Indiana, Ohio, Michigan, Illinois and Arkansas, with a few still dates set by Hinkle.

Hagen Registers Good Ohio Crowds

ELYRIA, O., June 14.—Hagen Bros.' Circus drew good business here Saturday (7) but lighter attendance at Wellington the day before. Both stands were under auspices of El Rey Grotto.

Elyria had a near-full matinee and three-quarter night house. Night show at Wellington drew a half house. Mansfield, O. (4), was good for a strong matinee and full night house. Eaton brought two near-capacity houses.

Howard Heads Midway At Fairport Harbor

FAIRPORT HARBOR, O., June 14.—For the sixth year Ray Howard is handling rides, shows and concessions slated for the July 2-6 Mardi Gras here, a free-date event which averages 150,000 attendance annually.

The event carries out a nationality theme, featuring native costumes and dances, said Donald E. Stevenson, co-chairman of concessions. Last year the Cleveland Plain Dealer gave the affair a spread in one of its Sunday pictorial sections.

Big Turnouts Keep Coming For King Show

PORTLAND, Me., June 14.—More top business was scored by King Bros. & Christiani Circus in Maine and Massachusetts. At Portland on Monday (9) the show registered a near-full matinee and capacity night house. Show paraded thru downtown Portland.

Full houses were the rule at Lawrence and Lowell, Mass. The show made Lawrence on Thursday (5) under Lions auspices. Parade route was shorter than expected because of necessity for avoiding a grill-floored bridge. Lowell's pair of full houses came in on Friday (6) also a local civic celebration was going on the same week-end.

Heidelberg Track Maps Busy Schedule Of Outdoor Events

HEIDELBERG, Pa., June 14.—Heidelberg Raceway, reorganized and under new management, is scheduling an ambitious program of outdoor attractions in addition to its weekly Thursday night auto race program, according to Benjamin Flori, new secretary.

Cetin & Wilson Shows wound up a week's stand here Saturday (13). Joe Chitwood thrill show was in for a Sunday (1) stand and Cavalcade of Amusements are due in June 30-July 3. In addition, the first boxing event of the season is scheduled for June 16.

New officers of the track, in addition to Flori, include David Wright, president; J. W. Nellis, vice-president, and E. N. Jamison, treasurer.

Kent Leaves Augusta Post

AUGUSTA, Ga., June 14.—Walter Kent, widely known to outdoor sportsfolk, recently retired as chief deputy in the Richmond County sheriff's office. Kent served under three sheriffs during his 30 years as chief deputy in which position he was assigned the duties of policing all outdoor shows exhibiting in this city and Richmond County.

On his last day in office, Kent was presented with a new car by his associates and local business men. When he was 14 years old, Kent joined a circus and became an acrobat and catcher in the Flying Baggetts, trapeze return act. He later became a bronk rider with the Pawnee Bill Wild West Show and tramped with various outdoor organizations before assuming his post as chief deputy here.

Strawberry Fete Revival Planned For Holland, O.

HOLLAND, O., June 14.—The annual Strawberry Festival, suspended since World War II, is being revived this year and will be staged June 27-29 under auspices of businessmen and civic organizations for the purpose of raising funds to develop the park site which was bought by the festival association several years ago.

Plans include a parade and queen contest in charge of Mayor Albon and William Adams, rides and concessions, Robert MacCormick, chairman; wrestling and entertainment, supervised by Albert Larmer; commercial display and the traditional strawberry market and strawberry dishes.

Lajoie-Robinson Playing Canada

REGINA, Sask., June 14.—Congress of Canadian Dare Devils, auto thrill show, is playing Western Canadian dates, mostly one-nighters, under auspices. Org, formerly the Hollywood Dare Devils, is co-owned by Charles Lajoie and Mitchell Robinson.

Barnes Office Sets 9 Acts For Chi Cele

CHICAGO, June 14.—Barnes-Carruthers Theatrical Enterprises have booked nine acts for the annual American Legion July 4 night celebration in Soldier Field, Sam J. Levy, top man in the B.C. organization, announced this week.

Set for the show are Les Kimmins, aerialists; Josephine Berosini, high wire; Alcides, high act; Sonny Moore's and Matt Barber's dogs and ponies; Hawthorne's bears, and three perch acts, Adamsons, Francisco and Dolores and Adaros. In addition, six clowns will be used, including John Siems. Preston Lambert will emcee and Armin Hand's band will provide the music. Theatrical-Duffield Fireworks, Inc., will again produce the pyrotechnics.

Levy, who returned from a southern trip this week, announced closing contracts for the night grandstand revues at the Louisiana State Fair, Shreveport, and the Alabama State Fair, Birmingham.

Beam Does Okay At Bridgeport

BRIDGEPORT, Conn., June 14.—Ward Beam Thrill Show made its annual appearance in Candlelight Stadium here Monday night (8).

A rainy day, with clearing up an hour before show time, kept many spectators away. However, about 3,500 attended. A single stock car race was an added attraction.

Half Houses in Ind.

LA GRANGE, Ill., June 14.—Rogers Bros. played to a strong matinee and near-capacity night house here Thursday (12). The show played to a run of half houses at Marion, Fort Wayne and Elkhart, Ind., earlier.

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2 Diesels Replace Steamer On Cedar Point Boat Run

SANDUSKY, O., June 14.—Two new passenger ferry boats are scheduled to be put into use this week-end at Cedar Point on Lake Erie. The pair will replace the veteran side-wheel steamer, the G. H. Bockling, which is being retired after 47 years.

The old vessel had a capacity of 3,000 persons on its two decks and carried capacity loads several times annually. It was equipped with a rudder and pilot house at each end so it did not have to be turned around.

Diesel engines will power the

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Wanted for summer park work. Excellent working conditions and good pay. Call use Write. Address:

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China Hill location in city of 200,000 and Number 12. Buildings new being vacated. Answer immediately.

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new, smaller boats, which were built at Erie, Pa. Each will carry 200 passengers. One has been named the G. H. Bockling II and has been delivered to Cedar Point, where it was fitted with benches and life preservers. The second also is scheduled to be ready for the two-mile trip between Sandusky and Cedar Point. During peak periods, 15-minute service will be possible. The spot also is accessible by road.

Additional service will be offered this season by speed-boats. Operator of these will be Martin H. Schneider, brother of D. M. Schneider, resort president. He also will operate a 15-passenger cabin cruiser on Lake Erie and Sandusky Bay for fishing and pleasure trips.

Can. \$\$ Aid Old Orchard

OLD ORCHARD BEACH, Me., June 14.—A record season is under way here with a heavy influx of Canadian money. The lifting of restrictions by the Canadian government as to the amount of money a Canadian tourist is permitted to take out of the country and the increased value of their dollar has brought more visitors here from across the border than ever before.

Two conventions, the Maine State Department of AMVETS and the auxiliary unit, June 20-22, followed by the Maine State American Legion Convention, June 27-29, are expected to bring red ones for the concessionaires.

Kid Circus Train Clicks in Debut At Emerson Farm

NEWINGTON, Conn., June 14.—Emerson's Animal Farm here put its newly built miniature circus train ride into operation recently, and William J. McGee, owner, secretary, reports it scored well from the first.

Threat of rain spoiled the spot's Decoration Day business, and the month of May was also down because of weather. Ralph L. Emerson is owner of the animal farm.

Omaha Spot Re-Installs Rides After Dodging Spring Flood

OMAHA, June 14.—Altho Carter Lake park here is in operation, another three weeks will be required to put the spot into top shape for the season, according to James D. Carpenter, manager.

The funspot was threatened by high water on the Missouri River this spring, he said, and all equipment was moved at that time. It had been ready for an Easter opening, but that was postponed until Decoration Day week-end. Most of the park, however, escaped flood damage, with high water covering only part of the beach.

Installation of a new Lusse

SPUDS HEAT UP HALF-BAKED BIZ

IRVINGTON, N. J., June 14.—The current potato shortage has given concessionaires here at Olympic Park a proverbial shot in the arm. With game wheels prohibited and skill games substituted, business hasn't been too good. With precious spuds as prizes, however, things have taken a turn for the better.

Rain Holds Down A. C. Holiday Takes

ATLANTIC CITY, N. J., June 14.—Even with bad weather over Decoration Day, week-end business was reported better than expected. George A. Hamid's Steel Pier reported Friday business excellent, but Saturday was not up to par.

Hotel and restaurant men were pleasantly surprised at business. Some of the beach front hotels did capacity business, but side avenue hotels were hard hit. Sunday, bringing with it a few hours of sunshine, saw large crowds on the Boardwalk.

While the season's starting was almost a total wash-out, it is hoped that June business will compensate in part. The month, highly exploited by the resort as honeymoon time, is expected to bring in an influx of newlyweds. In addition, some 27 conventions are expected to attract an estimated 50,000 persons.

Rocks' Spot Sets Diaper Contest

NEW YORK, June 14.—A mass demonstration of the fine art of diaper changing is set today at Rockaways' Playland. More than 30 expectant fathers will compete for prizes ranging from a complete layette to six months' free diaper service, according to Joseph A. Geist, president of the million-dollar amusement area. Prizes will be based on the father-to-be's ability to change a set of official underpinnings in less than 60 seconds. While huge dolls will be used for the first eliminations, an actual infant will be worked on during the finals.

Buck Lake Ups Budget For Talent; Tops 25G

ANGOLA, Ind., June 14.—Buck Lake Ranch here has materially increased its talent budget for the season, according to Harry K. Smythe, owner-manager. In previous years, he said, the spot has spent about \$25,000 for talent.

Acts for 18 of the spot's 22 play dates have been signed, he said. Included in the schedule are 19 Sundays and three holidays. Name acts include Rex Allen of Republic Pictures, Lulu Belle and Scotty from WLS, Chicago, and most major acts from WSM, Nashville. (The Billboard, May 31). Smythe said acts are booked thru Earl Kurtze of the Kurtze and Furguson Agency, Chicago, which has had the account for six years.

In the Buck Lake Ranch Kiddieland are a 36-foot Herschel Merry-Go-Round, a King Rocket ride, Chairplane, Kiddie Boats, Miniature Train and live ponies. Business for the rides has been good, considering the weather.

Buya TV Show

Smythe also announced that the funspot is buying a 30-minute portion of a Chicago television wrestling show on the Kalamazoo, Mich., TV station. He said he believed this commercial would prove beneficial in bringing new people to the park.

Wrestling is staged at Buck Lake on Saturdays.

Rain much of the day restricted business in the spot's opening, May 25, but attendance still was four times that of a year ago, when it rained at night. This year's first-day name attraction was Kenny Roberts, Coral recording artist.

For Decoration Day, the horse-pulling contest again proved to be the strongest thing devised at Buck Lake to pull an early crowd. However, the day as a whole was somewhat disappointing, Smythe said, because attendance was only a few hundred better than in 1951.

Smythe blamed television and cool weather for a drop-off in the Sunday night trade for June 1, when attendance total was 85 better than for the corresponding time a year ago.

Decoration Day talent included the WLW "Midwest Hayride." The Sunday (1) program was headed by movie actor Tim Holt, Chito Martin and Black Jack O'Shea.

New England Spots Finally Get Red One

BOSTON, June 14.—After five consecutive week-ends of clouds and rain, New England beaches, resort areas and funspots finally got a red one.

Revere Beach, just north of here, reported one of its heaviest early-season crowds Sunday (8) with more than 40,000 jamming the Boulevard and rides grinding on far into the night.

Nantasket, 25 miles south of Boston, attracted over 30,000 while Hampton Beach, N. H., Salisbury, Mass., and Old Orchard Beach, Me., also recorded free-spending crowds in a holiday mood.

Bargain Rates Aid New Pa. Kid Spot

PHILADELPHIA, June 14.—For the season's starting, Playtown Park, kiddie funspot newly established just outside the city near the Springfield (Pa.) Swimming Pool, is using newspaper ads providing for special rate ride tickets to build week-day patronage. Playtown has 10 rides and a miniature golf course. Park is open evenings only with early afternoon opening on Saturday, Sunday and holidays.

Newspaper advertisement is worth 24 cents. With 25 cents, the ad may be exchanged for a strip of tickets—regular price of 49 cents—good for five rides. Special offer is for weekdays only.

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Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

WFIL, WOODSIDE AGAIN SET PROMOTION PACT

PHILADELPHIA, June 14.—Woodside Park has again linked with WFIL for an intensive summer publicity and promotion campaign over radio and television. The park has contracted for a series of spot announcements to run throughout the summer on radio and television.

Leroy Miller, Chief Hometown, Bob Horn, Marge Wieting and other WFIL personalities will appear at the park at various times. Publicizing Woodside amusements on a complete schedule each day, WFIL will cover every type of audience in its campaign. Miller, early morning disk jockey; Chief Hometown, children's TV favorite, and Horn and Miss Wieting, late evening attractions, will supply complete family audience coverage.

WFIL full roster of performers will appear at the sixth annual WFIL Day at Woodside June 21. Several of the radio shows will originate from the park, capped in the evening by an hour-long show from Sylvan Hall.

Approximately 100,000 tickets, good for free and half-priced rides, will be distributed by the station in co-operation with retail outlets. WFIL performers will promote these tickets on their daily programs.

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Hunt Sheds Rain, Counts Earnings Ahead of 1951

Draws Big Houses in Mud But Expects Gross May Dip 10-15%

By JIM McHUGH

DOBBS FERRY, N. Y., June 14.—Altho it wasn't until this week that some fair-to-middling weather was encountered after sloshing thru 38 of the first 44 play dates, Hunt Bros' Circus has been registering some mighty fine business and totaling up quite a few more shetkels than did in the corresponding period a year ago when the weather was considerably better.

While the natural assumption to follow is that a record season is in the offing, Charles T. Hunt, the head of the participating 11-member family clan, says he will be satisfied if business comes within 10, or even 15 per cent, of last year's gross. This is not a pessimistic outlook, but rather an acknowledgement of the banner takes of a year ago.

That Hunt is capable of gauging the season, a town, or even weather, is evidenced by the fact that this is the 60th consecutive year in which he has trouped his own show under the same title. Having survived in good times and bad, thru depressions and wars, the dean of the American circus world hardly recalls any "best" or "worst" years. Despite the omnipresent rains this Spring he could, if he tried, remember a number of tours that started out as badly, weatherwise. But the weather doesn't matter if business is being done, and that has been the story.

Tote and Carry

It was necessary "to tote and carry all spring," Hunt said. The show didn't dare move its 24 big

trailer-trailers on many lots for fear of belying them in the mud with the resultant loss of play dates. But the public didn't seem to care.

"We've done the shoe and stocking people more good this year by helping to ruin a lot of footwear," Hunt said. "Folks just kept sloshing thru the rain and mud to see the show. Sometimes they took their shoes and stockings off, and sometimes they didn't." He didn't say that he had never seen anything like it, but he left the feeling that it was a rare occurrence, even in a background spanning 60 years. Having started out on horses and

wagons and progressed thru the hard rubber tire era to the present-day massive highway equipment, the Hunt Circus has for some time figured in a proposed television show. Execs of the Metro-Goldwyn-Mayer Studio have also been on the lot and, as Hunt says, if the show scores in these two categories, it won't have missed a thing.

Featured on TV

Actually the show has been pretty much involved in television during the past couple of years, and particularly during the past

(Continued on page 72)

RINGS BUSY

Cat Act, Band Spark Rogers Bros. Program

By TOM PARKINSON

LA GRANGE, Ill., June 14.—SI Rubens brought his Rogers Bros' Circus to the Chicago suburban area for the first time this week and showed off some good acts. High points are Joe Horwath's new mixed cat act, Skinny Goe's band and Carlos Ricci's juggling.

This 21-truck opera is playing under auspices, and Rubens said the two-day Knoxville stand is the banner spot so far. Lafayette, Ind. was best of the Indiana route. Rubens said his experience this season conforms with that of most other shows. Business has been good in spots but generally it's down.

Workingmen have been found in small numbers; nevertheless, Rogers is moving a big animal arena and it is one of very few shows in its class that is using chairs in the reserved sections. The big top, which is in good shape, is the only major canvas. Side Show is omitted in favor of a trailer-mounted pit show. General admission is \$1.25, with reserves going for 75 cents.

Band is Outstanding

Goe's 10-man band blasts them off their seats with old-time circus music in great volume. The band can take credit for adding much to effectiveness of several acts.

The circus makes an attractive showing with a spec that includes about 40 performers, plus lead stock and town kids. Little Jackie Tolliver takes the role of Miss Liberty in the spec.

Steam Calliope To Play Fairs; Floats Bought

MILWAUKEE, June 14.—The "America" steam calliope purchased from Cole Bros. by the Cleaver-Brooks Company here recently, will be used by the company at outdoor events this summer. First appearance will be at the Wisconsin State Fair here August 16-24.

The wagon, fitted with new boiler equipment which is made by the company, will be mounted on a platform at the fair and several concerts will be played daily. F. W. Hainer, veepee of the company, said that the wagon was being kept in its original condition.

He also announced that he has put on the market a recording of an air calliope and that it is being marketed with folders which tell the history of the "America" wagon.

Hainer acquired the "Mother Goose" and "Woman in the Shoe" pony parade floats from Cole Bros. when he bought the calliope. The floats, also veterans of the original Barnum & Bailey show, are to go to a collector and to a museum.

Joe Horwath, who has been with Rogers most of the time since closing with Dailey in 1950, is putting together a new mixed cat act based on the one originally broken by Alfie Covey. So far, Horwath has worked four animals into it and two more are being broken.

These cats are excellent looking specimens. The roll-over tiger is the feature of the act at this time. Horwath is capably putting the act over in its bud.

(Continued on page 72)

SAM WARD REPORTS

Polack Sales Up At Los Angeles

LOS ANGELES, June 14.—With Polack Bros' Circus set to open here June 23 for its annual seven-day run under Shrine auspices, advance sale of tickets is ahead of last year, Sam Ward, in charge of promotion on this date, said this week.

Parley Baer, who is handling radio and television promotion for the fourth consecutive year, said that the list of pre-show and broadcasts and telecasts during the show had not been completed. Spot campaign was launched Monday (9) over 19 radio and tele stations in this area.

According to Baer, the run will be plugged opening night by four radio stations doing remotes from the building. Two hours of television time have been obtained after the show with KTLA to offer its "City at Night" and KNBH to combine its kid shows featuring "Nutsie," "Patches," and "Uncle Archie's Komedy

Siebrand Ends 2-Week, 2-Lot Denver Stand

DENVER, June 14.—Siebrand Bros' Circus & Carnival closes a two-week, two-lot stand here today and moves next to North Platte, Neb. Line-up of the circus program includes Poncho & Donita, Phelps Duo, Royal Whirlwinds, Harry Ross and Pat, Capt. Harry Clark's Horses & Ponies; Al and Helen Castle; Gutierrez Troupe; Theresa Morales; Koko and Moko, and Miller's Elephants, with Babe and Bill Woodcock.

Frank (Poncho) Roche is circus manager and George Vest is musical director.

Several members of the Wallace Bros' Circus advance visited the show while billing Denver for June 19-21.

Final Calif. Stands Strong for Beatty

Four Full Houses Tabbed in Five Days; First Oregon Towns Hold Up at Night

MEDFORD, Ore., June 14.—Clyde Beatty Circus won four full houses at its final five spots in Northern California. The first two Oregon towns came up with light matinees and three-quarter night houses.

Following Willits and Petaluma, Calif., where the matinees were light and the night shows were near half, Beatty went to Vallejo for two full houses, Marysville on Wednesday (4) pulled a three-quarter afternoon and a full night house. The fourth full house came at Chico for the night performance. Matinee there was a slight half house. Red Bluff gave two half houses.

After a matinee-only at Montague, Calif., the show entered Oregon at Ashland for Monday (9) and drew a half-house matinee and three-quarter night. Several working men were hired there. Medford supplied a one-third matinee and a night house some-

what better than three-quarters, in cold, rainy weather.

Word was received on the show of the death of Tom Plank, one-time clown who had been on the Beatty front door during the early part of this season. In previous seasons with Beatty he was adjuster and 24-hour agent, and he also was with other shows. Plank died at Burbank, Calif., June 3.

Polack Starts Outdoor Dates In California

Business Off 10% At San Francisco, Oakland Stands

TULARE, Calif., June 14.—Polack Bros' Circus (Western) began its 1952 open-air dates here Tuesday and Wednesday (10-11) to excellent business. Weather was ideal the first day but cool and windy the second.

Show made an overnight move to Fresno, where fair weather but abnormally low temperatures awaited the opening Tuesday (10) night. After two years in the Municipal Auditorium, shift was made this year to the Fresno Fairgrounds and, because of increased seating capacity, run was reduced from five to three days.

Outdoor dates will be played at Merced (18-17) and Bakersfield (19-21) before the show begins its week's run in Shrine Auditorium in Los Angeles on Monday (23). About a dozen more open-air dates will follow Los Angeles.

Strikes and unrest in general were blamed for a drop of about 10 per cent in attendance at Oakland and San Francisco, where the show played 12 days each. The long Decoration Day weekend also was a deterrent factor in San Francisco, altho the holiday itself (May 30) produced a record matinee. Despite the overall decrease, there were numerous turnaways and capacity houses in both towns. "Business was good," said Louis Stern, "but just not quite as good as last year." He also pointed out that the loss of attendance was offset by increasing base price from \$1 to \$1.20 in the Bay cities. The \$1.20 price, already in effect in most Polack spots, is now general.

Stern jumped from San Francisco to Las Vegas for a quick visit to Polack Bros' Eastern Unit and rejoined his own show in Tulare.

Mickey Blue, who handled the advance promotion at Oakland, (Continued on page 72)

Mills Wardrobe Lost in Blaze

SAGINAW, Mich., June 14.—All wardrobe except band uniforms was lost in a truck fire on Mills Bros' Circus last week. For several performances the show was given without special costumes. Mayme Ward, wardrobe mistress who made the elaborate equipment, began the job of replacing it. By late this week most acts had obtained substitute costumes.

Moore & Kelly Uses Picture, Animals, Acts

OKLONONA, Ark., June 14.—Jack Moore & Kelly Bros' Show is playing Arkansas with a combination circus, movie and hillbilly performance. It opened April 15 in Texas.

The outfit plays one-night stands and moves on five show-owned trucks. It uses a 60 with two 30's for the main show and a 50 with one 20 for the Side Show and menagerie combination. Tickets are 30 and 50 cents.

A Clyde Beatty jungle picture starts the show and this is followed by pony drill, wrestling bear, trained chimp dogs, trained mule and Wanda Moore, singing and dancing. Happy Hanks, formerly with a Dallas radio station, produces the hillbilly portion of the main show. One ring and a stage are used.

Staff includes Jack Turner, agent; Hiram Bell, billposter; Jack B. Moore, manager; Kelly Swift, assistant manager; Ann Concessions; Mrs. Jack Moore, treasurer; Mike Moore, assistant concession manager; J.W. Lemmon, canvas; Irwin Walker, props; K. W. Jones, mechanic and electrician, and Slim Everett, cookhouse.

Menagerie has two large chimps, two bears, a lion, six minks, midget cubs and several smaller animals. Pit show also is carried.

RB Performer's Arm Amputated

BALTIMORE, June 14.—Sylvia Downes, member of the Abbott Girls (4) drill, wrestling bear, trained chimp dogs, trained mule and Wanda Moore, singing and dancing. Happy Hanks, formerly with a Dallas radio station, produces the hillbilly portion of the main show. One ring and a stage are used.

Her arm was crushed between a light pole and the bus as the vehicle moved close to a curb. She and other members of the act went on a shopping expedition at the time. They came here from England just prior to the show's New York opening.

The accident added another to a recent series in Baltimore which included the death of a member of the Great Arturo act, a trailer fire which injured Josh Kitchens, both last fall, a 1948 fall by the Geraldos, and the injury in March of 250 persons at a performance of the Sonja Henie ice show.

GERMAN REPORT

Busch-Berlin Unit Reports High Grosses

BERLIN, June 14.—The Busch-Berlin Circus, which opened the season here May 17, is still going strong after forcing its competitor, the Willi Fitzmueller Circus, to leave for Bavaria May 25. The Holtzmueller unit plans to play Vienna soon. Reports indicate that the competition furnished by Busch-Berlin was too much for Holtzmueller.

Meanwhile, Paula Busch, manager of Busch-Berlin, reports that grosses are good and that the circus may play Berlin until fall. Biggest draw seems to be Gilbert Houcke (Tarzan) and his trained Bengal tigers.

The Krone Circus continues its Bavarian tour, with grosses reported high. The Franz Althoff-Buglione Circus, the first post-war three-tenter, is touring Southern Germany and reports good business despite poor weather. Gock and his tent shows are touring Northwestern Germany, and expected to be in Berlin by September.

Morris, Mills Play Day-Date

LANSING, Mich., June 14.—Mills Bros' and Kelly-Morris' circuses played day and date here Tuesday (10). Business for each was weak in the afternoon and both had nearly a half house at night.

Mills Bros' Side Show top was blown down by afternoon winds, which also caused some damage to the big top.

With the Mills matinee at 2 and Kelly-Morris' at 4 o'clock, personnel of each saw the other show. The lots were about two miles apart. Kelly-Morris reportedly contracted the town first. It had township firemen's auspices, while Mills Bros. was under American Business Club sponsorship.

TEXAS ASSN. SEEKS NEW MEETING DATES

Organization Maps Membership Drive
Re-Publication of Management Booklets

DALLAS, June 14.—Directors of the Texas Association of Fairs and Exposition, at their summer meeting held here Sunday (8) at the Baker Hotel, took steps to work out a non-conflicting schedule of annual conventions with six other State organizations of fairs in the Southwest and Midwest. President Maurice Turner, Huntsville, who presided at the meeting, was authorized to negotiate with groups in Oklahoma, Nebraska, Arkansas, Kansas and Louisiana.

The directors also took steps to build its association membership, which, according to

Secretary-Treasurer Ted Overbey, manager of the Texas Oklahoma Fair, Iowa Park, is at a low ebb. For this purpose, Turner appointed Joe Mack, manager of the Central East Texas Fair, Marshall, as chairman of the membership campaign.

Other decisions included one that calls for revision and republication in one volume of the several fair management booklets that have been compiled by the association. All but two of the books, published by TAFE since World War II, are out of print and there are many requests for them. Several recent new developments, including revised federal and Texas tax legislation were suggested by the directors for inclusion in the one large volume. Turner indicated that an editor or editors for the book would be selected shortly.

The Texas annual winter convention is set for January 28-30, 1953, while the next meeting of the directors will be held here Saturday, October 18, the final week end of the State fair.

Galt, Calif., Premium \$\$ Match '51 Run

GALT, Calif., June 14.—The four-day Sacramento County Fair here July 17-20, will offer approximately as much premium money as it did during the years when the stand was 10 days. According to Robert Baker, secretary-manager, prize awards will total about \$23,720. Last year's cash outlay was \$23,834.

Baker said that the event would concentrate on junior divisions again with new classes for which awards are offered. Senior livestock, as last year, has been eliminated to permit emphasis on 4 Hand Future Farmers projects. In 1951, premiums for these two classes totaled \$17,600.

Calgary Buys Brahma Bulls

CALGARY, Alta., June 14.—The Calgary Exhibition and Stampede, Ltd., has purchased the J. V. Ring string of Brahma bulls, consisting of 22 head, in order that the bulls will be available for the bull riding event, one of the feature contests of the stampede. It was announced by Maurice E. Hartnett, general manager.

Because of regulations, the board was forced to cancel a contract it held with Verne Elliott, of Texas, for use of the Elliott string of bulls at the 1952 show. While the Elliott Brahmas could have been shipped to Canada, they would not have been allowed to return. The regulations were imposed following the outbreak of hoof and mouth disease in Western Canada earlier in the year.

When the Elliott contract was canceled, the Stampede management immediately entered into negotiations for the purchase of the Ring string of bulls from Washington State. These bulls (Continued on page 78)

Keene, N. H., Sets Fem Bldg.

KEENE, N. H., June 14.—Officials of the Cheshire Fair association have voted to erect a building for the women's division.

The building, designed so that it may be added to in the future, will house displays of canning, handwork and flower arrangements. It will be 36 feet by 50 feet.

Red Deer Trotters

RED DEER, Alta., June 14.—In an effort to revive interest in harness racing, a one-day program was presented by the Red Deer Fair Board, event, first here in the past 10 years, drew 784 patrons.

CONN. FEMS VIE WITH APPLE PIE

NORTH HAVEN, Conn., June 14.—The Association of Connecticut Fairs in cooperation with the Connecticut Pomological Society, this year will conduct apple pie baking contests at all the State's annuals and will later crown a State champion at the fall meeting of the association.

Fair winners will be presented with rosettes while the final champion will receive a number of valuable prizes being provided by merchants and the Pomological society. Joseph C. Bartlett, president of the fair association, says the tourney is designed to direct attention to the State's apple industry.

Big Centennial Program Slated At Wapakoneta

WAPAKONETA, O., June 14.—Secretary Harry Kahn has lined up an impressive list of attractions for the centennial Saginaw County Fair here, August 3-8.

Opening day will feature a massed concert by nine county school bands under the leadership of Dr. Frank Simon, the American Legion Zouaves drill team of Jackson, Mich., and "Ted Mack's Original Amateur Hour." Monday (4) will be Children's Day and there will be food demonstrations before the grandstand, with men and women wrestlers the night attraction. Prize contests for children will be offered Tuesday, Junior Fair Day, plus an afternoon style revue and harness racing at night. Harness races, afternoon and night, will be featured Wednesday, while the following day there will be afternoon harness and running races and three thrill shows at night, plus a junior and senior livestock and machinery parade. Scheduled for Friday are a junior livestock sale, tractor pulling contest for \$200 in prizes and a night centennial parade and fireworks.

A television set will be given away Tuesday and Wednesday nights and there will be a nightly bicycle giveaway Monday thru Friday. Other scheduled features include a nightly square dance contest with cash prizes totaling \$225; a beauty queen contest, the winner to receive a free trip to Washington, and antique and bird shows. Baltimore & Ohio Railroad is sending an 1852-type locomotive for the Friday centennial parade. The fair currently has a ticket-selling contest under way, with \$100 going to the winner.

Recent improvements to the fair plant include a 20 by 80-foot addition to the fruit hall, 900 foot of chain wire fencing, addition of a 20-stall barn, addition of a 48 by 100-foot cement floor to the stock pavilion, blacktopping of the midway and a coat of white paint to all buildings.

Brandon, Man. Ups Horse \$\$

BRANDON, Man., June 14.—With cattle, sheep and swine exhibits banned by the provincial government order because of hoof and mouth disease, the Manitoba Provincial Exhibition here will put more emphasis on heavy and light horse competitions. To that end, prize money for horses has been upped \$500 and an unusually large entry is expected.

One of the feature attractions at this year's show will be the first annual Manitoba Trade Fair. The Provincial Government building, near the main entrance, has been completely renovated to provide a large auditorium for the show. Almost all available space for the trade fair has been taken and the individual display booths are being constructed.

Workmen are busy cleaning the grounds, painting and rebuilding in preparation for the June 30 opening of the exhibition.

Ind. State Breaks Ground For 250G Service Bldg.

INDIANAPOLIS, June 14.—Indiana State Fair, Wednesday (11) broke ground for its new \$250,000 service building, which will replace the frame structure that was destroyed by fire in September of last year.

The new building, which is expected to be completed in time for this year's fair, will be 160 by 58 feet and will be built of reinforced concrete and brick. It will include two floors and a basement. During the fair it will provide supplementary headquarters for the State Police, Red Cross, emergency hospital, fairgrounds police and the city fire department.

The top floor will be used as a restaurant while the rest of the structure will be utilized for storage of supplies and machinery during the off-season as well as a residence for the superintendent of grounds.

Advantages of the new structure, as listed by Carl Tyner, fair secretary, include free access to various departments by fire trucks, police cars and ambulances unimpeded by surrounding concessions or buildings. At the same time, by bringing the various departments under one roof, the fair will be able to dispose with several small buildings used previously, which can be razed to make space available for future major building projects.

In commemoration of the fair's centennial celebration this year,

the women's department will undergo some drastic changes, according to Tyner. All commercial exhibits, with the exception of the L. S. Ayres style show, will be eliminated from the big women's building.

The display, which is being produced by Mrs. Karolyn Holloway, director of the building, will include exhibits of rooms in which Hoosierites lived in 1852. Included will be a four-room log cabin, common to Indiana 100 years ago. Mrs. Holloway is being assisted in the project by Miss Dorothy Benson, interior decorator for L. S. Ayres & Company, Indianapolis department store.

Ink Contracts For Buildings At Miami Expo

MIAMI, June 14.—Forty buildings—20 exhibitor and 20 concessionaire—will be constructed for the Florida World's Fair by D. A. Milan Engineering Company, New Orleans. Contracts were signed this week by a Milan representative and George R. K. Carter, executive director of the fair, in Miami offices of the fair.

Participating in the signing were Marlon D. Hogan, a Milan associate; Jules P. Channing, consultant engineer of Miami, and J. Hunter Henderson Jr., consultant architect of Miami. Preparations are being made to begin ground-breaking September 1.

The 40 buildings, to be erected in units of four, will cover the entire length of the Avenue of the America, main boulevard of the proposed fair, extending a mile and a quarter. At each end will be a round, modernistic building with a feature exhibit. The fair layout is expected to cover 2,500 acres and the fair theme will be the atomic age.

Del Mar Event Pacts Lucas, Bell Sisters

DEL MAR, Calif., June 14.—The Bell Sisters, Nick Lucas, and Bob Williams have been signed to headline the second stanza of grandstand shows at the San Diego County Fair, which opens June 27 for 10 days. On the opening show will be Ina Ray Hutton and her all-girl band, Hilo Hattie and Spade Cooley. Miss Hutton, Hilo Hattie and Cooley appear in that order during the first three days with an all-star rodeo sandwiched in-between for June 30, July 1 and 2. The Bell Sisters-Lucas-Williams bill is to be featured under the "Fiestacades of 1952" title the closing four days, ending July 6.

In addition to the grandstand presentation, championship motorcycle races are to be held the afternoon of closing day. The San Diego National Horse Show will be held in the horse show arena from June 27 thru July 5. The BBB Puppeteers are to be a daily feature on the community stage.

Other entertainment billed include style and variety shows in the clubhouse patio, model dairy and creamery show, inside the main gate, and motion pictures presented by the City of San Diego. Danny Topaz will be heard on the organ from the community stage.

Again the annual will offer the "Fairest of the Fair" queen contests. Twenty-two finalists will vie for the top honor in Russ Auditorium in San Diego prior to the opening. Winner will reign over the event and present purses to winners of the championship motorcycle races closing the mile Del Mar track every day.

Shaunavon, Sask., Emphasizes Youth

SHAUNAVON, Sask., June 14.—With livestock classes cancelled because of hoof and mouth disease in the province, emphasis at the Shaunavon County Fair this year will be on junior farm club activities. Competitions for sheaf grains and grasses, homecraft and tractor driving are to be featured. There will also be boys' and girls' Shetland and light pony classes.

49 Iowa Execs Attend Confab

INDEPENDENCE, Ia., June 21.—A total of 49 fair executives from 24 Iowa fairs turned out here at the recent summer meeting of the Northeast Iowa Fair Managers Association, which was presided over by Andy Hansen, Cedar Rapids, organization president.

E. W. (Deak) Williams, Manchester, secretary of the association, reported on tax and legislative matters and Hansen appointed a new legislative committee including Virgil Sheppard, Allison; M. C. (Cap) Lawson, Mason City, and Eugene Moore, Tipton.

Rex Conn, farm editor of the Cedar Rapids Gazette, and Karl Kane, publicity director for the All-Iowa Fair, Cedar Rapids, discussed promotion and advertising programs for the fairs.

Next meeting of the district group is scheduled for Monticello in October.

Post 35G Purse At Lethbridge

LETHBRIDGE, Alta., June 14.—Eight harness races daily, with pari-mutuel betting, will be featured at the Lethbridge Exhibition, June 23-25. Total purse will be \$35,000, including two \$500 stake races.

The drain has been laid in the midway area to prevent flooding and buildings are being decorated.

Reps of the 4-H and Future Farmers of America clubs of Montana will attend the fair as guests of the exhibition board at the three-day boys' and girls' camps and at all events.

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Littleton Maps Junior Rodeo

LITTLETON, Colo., June 14.—A "Little Britches" rodeo, titled after the book of that name by Ralph Moody, the locale of which was near Littleton, will be one of the feature attractions at Arapahoe County Fair here, August 30-September 1. Frank Rosell will direct the junior rodeo, and a junior horse show will be held in connection with the event under the supervision of Everette Dawson, who has managed the National Western Horse Show at Denver in recent years.

Midway will be occupied by the Rocky Mountain Empire Shows, while Kane Enterprises, Denver, will handle advertising solicitation and commercial display exhibits for the fair. New paddock and grandstand facilities are expected to facilitate the handling of contestants and spectators.

Under a complete reorganization set-up, the fair is headed by Richard Simon, president; Nate Burt, vice-president; Guy Owens, secretary; and Lynn P. Miller, treasurer. Operator of the \$250,000 plant is directed by a five-man executive committee which handles all activities of the 12-member board. Forrest F. Hammes, Littleton, chairmans the group for the third year.

Sask. Events List Dates

REGINA, Sask., June 14.—Dates for 56 fairs in Saskatchewan have been announced. With livestock shows banned this year as a precaution against the spread of hoof and mouth disease, alternate programs and attractions have been organized at all the events.

Dates follow:
CLASS A—Saskatoon, July 21-26; Regina, July 28-August 2.
CLASS B—Weyburn, June 27-28; Estevan, June 30-July 1; Moose Jaw, July 2-5; Yorkton, July 14-16; Melfort, July 17-19; Lloydminster, July 21-23; North Battleford, August 4-6; Prince Albert, August 7-9.

CLASS C—Colgate, June 21; Alameda, June 28; Mossbank, June 30; Swift Current, June 30-July 2; Stoughton, July 8; Assiniboia and Humboldt, July 8-9; Grayburg, July 10-11; Bounty, July 16; Gainsborough, July 22; Shaunavon, July 22-23; Crink, Arcola, Ogema and Colburn, July 23; Carnduff, July 23-24; Redvers and Wapella, July 24; Coronach, Maryfield, Abernethy and Davidson, July 25; Kennedy, July 26; Radisson and Nipawin, July 28-30; Silver Stream, Perdue, Foam Lake and Estion, July 30; Beechy, Glenbush, Unity and Invermay, July 31; Kelvington and Cuts Knife, August 1; Paddockwood, August 2; Punniely and Smeaton, August 5; Nokomis, Lightwoods and Okla., August 6; Tantalion, August 7; Pense, August 9; St. Walburg, August 12; Shand and Turtleford, August 13.

Killarney, Man., To Run on Sked

KILLARNEY, Man., June 14.—Directors of the Killarney Fair have decided to go ahead as scheduled with their annual, July 28, even tho there will be no cattle, sheep or swine competition because of the prevalence of the hoof and mouth disease. In place of the usual cattle judging events the cattlemen will be organized into four baseball teams. In addition, the customary four-team invitation baseball tournament and a junior baseball tourney will be held.

The square dance competition, a feature of the fair, will have four teams. A new, portable attractions platform is being readied for the fair. The fair board is considering the setting up of a horticultural society.

WANT CARNIVAL

FOR GRIGGS COUNTY FAIR

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Yuba City, Calif., Gets Needed Steel For New Aud Bldg.

YUBA CITY, Calif., June 14.—With 50 tons of critical structural steel delivered to the Yuba-Sutter Fairgrounds, construction of a new exhibition auditorium is assured. However, it will not be completed in time for the 1952 Peach Bowl Exposition which opens July 31 for a four-day run. Roy Welch, secretary-manager, said.

Donald Van Riper, senior landscape artist of the State division of fairs and expositions, will confer with Sutter County officials prior to the awarding of the second contract for concrete foundations and flooring, steel frames and completion of the building.

Sacramento Sets '53 Dates

SACRAMENTO, June 14.—With the 1952 California State Fair to open August 28 for 11 days, the schedule for 1953 has been announced as September 3-13. In releasing the next year's dates, it was explained that advance setting was necessary to insure State approval of horse racing during the exposition.

At the meeting of the board, during which contracts were awarded for some eating and drink concessions, the one covering fresh fruit juices was held up pending investigation of the quality of orange juice to be sold.

Fred Heitfeld, director of special events, is lining up vaudeville acts, military bands and other types of entertainment for free shows. He is negotiating to stage a national radio show on the grounds.

The board voted to cancel motor boat racing because of the cost. Records showed that last year the event cost \$6,000 with ticket sales amounting to only \$3,000. Free events are planned to fill in the Sunday afternoons.

Lorin E. Abbott, Oakland, was awarded contract to install scenery and lighting for the night grandstand shows. Shows will be produced by Don Mulford for Music Corporation of America.

Grande Prairie Adds Movable Stage

GRANDE PRAIRIE, Alta., June 14.—A portable attractions platform and additions to present exhibit buildings are planned in time for the Grande Prairie fair, August 5-6.

Grandstand attractions are being lined up and an added feature will be folk dances of the various national groups making up the Peace River district population.

A beauty contest will be conducted among farm girl entrants, the winner to be named the fair's "Farm Queen." An opening day feature will be a downtown parade.

Prize money has been upped and new trophies and awards will be offered. Exhibits of work done by school students will be emphasized.

Bicknell, Ind. Pacts Grapplers

BICKNELL, Ind., June 14.—Knox County Fair Fair this year will feature professional wrestling as one of its night grandstand attractions. Erwin D. Scott, secretary, announced. Other amusements signed include a variety show for one night, with horse pulling, Western horse show and a saddle horse show also on the program during the week.

Lubbock, Tex., To Use Turnstiles

LUBBOCK, Tex., June 14.—Panhandle South Plains Fair, in order to improve its outside gate traffic flow this year is installing turnstiles. A. B. Davis, manager, announced. Other plant improvements for the September 28-October 4 run includes much new fencing and paving of most of the roads inside the grounds.

Major Changes Completed at Bangor Plant

BANGOR, Me., June 14.—Extensive improvements are near completion at the Maine State Fairgrounds here. Under the direction of Manager Jack Moran roads have been hard-surfaced, the parking area has been expanded and new stables have been added. A special building to house 4-H groups from five counties will also be ready for this year's showing.

Shrine Day will be revived this year and representatives from several States are expected to attend. Armed Services Day will be continued.

Television sets and refrigerators will be awarded as attendance prizes at the grandstand. Joseph H. Hughes, of the George A. Hamid & Son talent agency, will be in charge of the night show presentation.

Calgary Ex In Flicker

CALGARY, Alta., June 14.—Calgary Exhibition and Stampede board gave its stamp of approval to the motion picture, "Bronco Buster," which had its Canadian premiere recently here at the Grand Theater. Picture includes shots of the '51 Calgary Stampede chuckwagon race. The cast includes Chill Wills, who was at the Stampede in 1947, and Casey Tibbs, bareback bronk riding champ of the world, who won the North American bronk riding title at Calgary last year.

The Stampede post office, located in the Fort Calgary replica at the fair grounds, is being moved to give it a better location within the stockade. Plans are being studied to give the old fort a historical atmosphere with not only the Royal Northwest Mounted Police barracks and a post office within its walls but a display of what Fort Calgary looked like when it was founded.

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Notice: Fair Secretaries, Celebration Committees

E. L. (Eddie) YOUNG, former Co-ordinator and Manager of the Royal Crown Shows, is proud to announce the launching of a New Show:

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KING REID UNIT AWARDED EASTERN STATES MIDWAY

Show, Concession Ban Continues; Reid Sets Four Canadian Dates

SPRINGFIELD, Vt., June 14.—A contract for staging the amusement zone at the Eastern States Exposition, Springfield, Mass., was awarded to King Reid, owner-operator of the King Reid Shows, Wednesday (11) by Jack Reynolds, general manager of the fair.

As in the past, the fun zone will include only rides, both major and kiddie, with no shows or concessions presented. The event, which drew over 400,000 paid last year, has added another day for a total of eight, and exees are predicting a new high in attendance. Event is slated for the third week in September.

Reid said that semi-permanent improvements are planned and that many of these would be installed fully six weeks before the opening of the event. He will provide a supervisor to direct the installation of light towers and decorative features that will point up the Mother Goose theme. The midway will also be paved to provide better footing for patrons, Reid said.

Plans 20 Rides

Altho rides only will be featured as in the past, Reid said that the planned improvements would result in the creation of an entirely new fun area, in appearance and otherwise. He said that the ride units would total perhaps 20, including about eight kiddie units.

A special entrance arch will be erected, both to enclose the midway and to attract patrons to the amusement center. Many of the

planned installations will be semi-permanent in nature, Reid said. There would be room for all planned units, in addition to the decorative features which will include large balloons depicting fairytale characters.

Kept Date Open

The new date causes no change in the show's route since, Reid said, he had held open the date in the hope that he would get the contract. The show will move into Springfield from Cobleskill, N. Y. Shows and concession units will probably jump from Cobleskill to

the Bloomsburg (Pa.) Fair, the next annual on the show's route, and use the time to prepare for that event.

Reynolds, who took over the management of Eastern States this year, has said that it is his intention to develop more night interest in the event. Lighting and additional show features are needed to boost after-dark patronage. The planned elaborate lighting of the fun zone should help considerably.

Reid, who has restricted his operations so far to his native Vermont, said that business had been "surprisingly good" in view of the weather. The concessions have all had a winning season, he said. (Continued on page 65)

W. G. WADE BUSINESS MATCHES '51 PACE

May Grosses Hurt by Rainy Weather After Early Takes Surpass Last Year

PONTIAC, Mich., June 14.—W. G. Wade Shows, key unit of the four Wade organizations, which this year will be the first State-based show to play the Michigan State Fair and the first truck show to play the annual in more than three decades is enjoying business on a par with last year.

Show opened April 2 with rides only on a Detroit lot and then moved to Monroe, May 2, for a break-in stand with concessions and shows. The month of April was considerably ahead of last year, percentage-wise, but the spurt was offset by persistent rainy weather throughout May.

At Battle Creek, Wade put in an extra week, dropping a Jackson stand and closing at the former city on May 31. Last week the org moved in close to Detroit at Northwestern and Eight Mile roads, under church auspices but did only fair.

Show opened slow here at Pontiac, Tuesday (10) for a six-day run under the local Shrine. Org is on a relatively new lot northwest of town on Square Lake Road, instead of the usual south-end location. Special fea-

ture, Wednesday (12) was a free matinee for crippled children, arranged by the sponsoring Shriners.

Wade Units

Wade units, in addition to the one here, includes Wade Greater Shows, owned by W. G. Wade; Wade Exposition Shows, owned by W. G. Wade Jr., and the Wade Joyland Shows, owned by a brother, Roscoe T. Wade, which expects to go into Joyland Park, Muskegon, on a permanent basis.

The unit here in Pontiac is carrying 7 major and 4 kiddie rides, 7 shows, and 42 concessions. New to the line-up this season are: Curley Sayre's Motordrome; Arthur J. Stephens' Penny Arcade; Flaker's Wild Life Show. (Continued on page 65)

Drew Org Wins At Berry Fete

MIDDLEBURY, O., June 14.—James H. Drew Shows trucked here this week from Buckhannon, W. Va., where the Strawberry Festival came up with a winner for the org. Weather was ideal thru-out the stand and good spending crowds came out all week.

Drew organization will again play the celebration next year, having signed a contract for the '53 event, which will make the third consecutive year.

WRONG MEDICINE

Strates Gets Sun But \$\$ Dwindle

ALBANY, N. Y., June 14.—Altho the James E. Strates Shows finally ran into a spell of fair weather here after some two months of slogging thru mud, the clear skies failed to bring out the anticipated crowds or to boost the ailing profit ledgers. Owner James E. Strates attributed the below 1951 earnings garnered here this week and last in part to unsettled labor conditions, over-buying on the part of the public and the cautiousness that the public seems to have adopted.

Until now the weather has borne the brunt of the blame for small grosses. The show lost a number of Saturday nights and many other days, with some stands good for only two or three working sessions. Under the circumstances Strates and his associates are not regarding the immediate future optimistically.

However, the outlook is by no means bleak. Strates said that business up until now has been good whenever it has been possible to outwit the weather. The

Wind-Rain Storm Hits But RAS Eyes Big Davenport Take

Devoyne, Aids Push Manifests as Show Readies for Move Into Canada

DAVENPORT, June 14.—A severe wind and rain storm hit the Royal American Shows here late Sunday afternoon (8) but the org's equipment withstood the lashing without serious damage. The night, however, was lost to business.

Despite the dent in grosses, RAS officials were confident that the take for the entire stand here, closing Sunday night (15), would surpass that of last year due to business already racked up and indications for a strong week-end wind-up. A big kids' day, the second of the stand, loomed for today.

As the show entered the home stretch of its stand here Walter Devoyne, the show's secretary-treasurer, was busy, readying complete manifests for the show's entrance into Canada next week. Hal Hall assisted Devoyne in this huge task, which has been spread over the past three weeks.

Check Manifest

J. W. Mossop and Alex Mackenzie, Canadian customs and immi-

gration representatives, arrived here Thursday (12) to check the manifest and iron out any possible problems involved in the show's entry into Canada. The early check here enables the saving of many hours time for the show at Emerson, Man., the point of entry into Canada.

Carl J. Sedlmayr Sr., RAS owner, Monday (9) flew to Shreveport to confer with the Louisiana State Fair board on plans for laying out the midway. Sedlmayr made his recommendations preliminary to the paving of the (Continued on page 65)

ACA Registers Best Business Of Tour in Wis.

Biggest Week Scored At Madison; Appleton Nets Strongest Bow

APPLETON, Wis., June 14.—Wisconsin is giving the Amusement Company of America excellent business.

Madison, played last week, provided the best week of the season, and the opening here Tuesday (10) yielded the biggest first day take since the show pulled out of winter quarters.

Ann Perri and her Parade of Stars paced the back-end business in Madison, with Del Crouch's Motordrome and Buttons Grantham's Buttons and Bows chimp headliner trailing closely.

Arnold Raybuck's Two-Headed Bull has continued to be a good draw, following its better-than-okay business at Illinois stands.

Visitors

Visitors at Madison included Sally Rand; Fred Zimmerman, Wisconsin secretary of state, and Maurice (Lefty) Ohren, one of the ACA's co-owners.

The Madison Labor Temple Association, sponsor of the Madison engagement, was credited with an excellent job of co-operation.

Eddie Lloyd joined the show here as manager-producer of the Anni Perri unit. Sam Greco also joined here with his Rare Birds exhibit which made an immediate hit with its elaborate display trailer and array of colorful birds.

Milo Anthony's Side Show has been getting added features in preparation for ACA's fair dates.

Lucas Seifker, Vet Electrician, Succumbs at 56

TROY, N. Y., June 14.—Lucas (Luke) Seifker, 56, electrician on the O. C. Buck Shows for many years, died here Sunday morning (8) of cancer of the lungs.

A resident of Coconaut Grove, Fla., Seifker came north this spring to join the Buck show but he was stricken prior to the season's opening and did not go on the road. His condition worsened steadily.

A veteran in show business, he had been with the late Capt. Sheeley's show before joining the Buck organization. He is survived by his widow, Marie, and sister, Clementine Duckett.

His body was taken to Miami Tuesday (11) for burial in a cemetery plot of the Miami Showmen's Association.

EDDIE YOUNG UNVEILS NEW SHOW IN KY.

Former John Francis Org Bows as Silver Crown; to Play South

BENTON, Ky., June 14.—Eddie Young today officially marked his return to the ranks of show owners-managers here when he unveiled the Silver Crown Shows, formerly the John Francis Shows which he purchased the previous week at East St. Louis, Ill.

Show equipment was trucked in here this week and several days were spent in readying it for the preem under its new title. The line-up consists of 8 rides, 6 shows, and a string of concessions. Unit carries its own light plant.

Young said that he plans much work on the equipment. He added that equipment is to be painted white, with the crown insignia of the show, to be done in varied colors. The show, he said, would be routed thru Kentucky, Tennessee, Alabama, Georgia and Florida for the remainder of the year.

Staff

Show staff includes William (Red) Hicks, general agent; Harry (fish) Gaughn, concession manager, and J. Machamer, secretary-treasurer. Mrs. Edith Young, wife of the owner, will operate several concessions in what marks her first venture into outdoor show business.

A veteran in the carnival field, Young at one time operated the Blue Ribbons Shows and from 1947 until the close of the 1951 season was co-owner and manager of the Royal Crown Shows. After the wind-up of the '51 season Young sold his interest in the Royal Crown to his former wife, Dolly Young.

The deal for the purchase of the Francis Shows was consummated June 7, Francis, who has been in the carnival business for 50 years, said that his immediate plans are for a much-needed rest.

Rain Buffs Curley Vernon's Spring Trek

CHICAGO HEIGHTS, Ill., June 14.—C. A. (Curley) Vernon's United Exposition Shows, playing here this week in its 13th stand out of winter quarters, has been buffeted by rain and cold all spring but was doing fairly well here the forepart of the week. Still date route has been in Texas, Arkansas and Illinois.

The Vernon org is playing four stands in the Chicago area for Tommy Payne, veteran Windy City showman. First one was last week at Lyons, Ill. After the one here this week, shows will move to Calumet City next week with one more to follow.

Midway line-up here includes 13 rides, 8 major and 5 kid devices. Back-end has Bob Perry's Motordrome, a Circus Side Show, two gal units, snakes, Funhouse, Laff-in-the-Dark and an Athletic Show. Vernon's Elephant, Cross-Country Babe, serves as the free attraction and doubles as a kid ride. Jimmy O'Dell handles the bull, which may be used at the coming Republican National Convention in Chicago next month.

According to Vernon, the show will enter its fair route at Belvidere, Ill., August 1, and will spend the rest of the season in this State, wintering in St. Louis (Continued on page 70)

Midway Confab

Hazel Work, sister of Edith Waipert, a past president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, Los Angeles, is in a South Carolina hospital with a fractured vertebrae sustained in a recent auto accident. **Jenny Perry** is a recent addition to the Gooding Greater Shows.

George Carron has rejoined the O. C. Buck Shows as billposter. **Mr. and Mrs. Gene O'Donnell** are back with the Jones concession on the same show. **Mrs. Les Prime** is back on the Buck unit after an operation in a Philadelphia hospital and is confined to her trailer while recuperating.

Harry Mamas, who has been with W. G. Wade Shows for a dozen seasons, left recently with his Octopus, Rock-o-Plane, Bingo, and four concessions, to join Hill's Greater Shows in Colorado.

Walter Lanckford, veteran band leader, now a cookhouse operator, writes from his Warner Robins, Ga., home that he plans to stay off the road until the fair season.

Buss Fenton, show operator on Hammond's Park Shows, recently took delivery on two new tops. **Betsy Walsh**, of Charlottesville, Va., was a recent visitor to **Prell's Broadway Shows** and the **Mark's Show**.

1118 carnival confab and had **ex Lou Owens**, Clarksville, Tenn., **Sara Houston** has joined the Lone Star Shows with his cookhouse. **Mrs. Myrtle McSpadden**, wife of the Lone Star's owner, is recuperating at Bradenton, Fla., from an operation in Chicago. **Mrs. McSpadden** plans to return to Chicago later for further treatment, according to **Fred Webster**, show manager. The Lone Star org recently chalked up two successive weeks of good business at Clarksville, Tenn., and Guthrie, Ky.

Otto Buckholts, former ride foreman and The Billboard sales

agent on Sunset Amusement Company, is operating a cotton farm and ranch in Segoville, Tex. **E. L. (Al) Beard**, with Central States Shows, took delivery on a new trailer while the org was exhibiting in Laramie, Wyo. **Bryan Buckholts**, former Merry-Go-Round foreman with Sunset Amusement Company, is in Korea with the 59th Ordnance Ammunition, Renovation Company, where he is supervisor of ammunition renovation. Before being assigned to Korea, Bryan was an ordnance instructor at Aberdeen, Md. He expects to be returned to the U. S. in the fall.

Orville (Shorty) Spear has returned to his home in Clinton, Ind., following a week's hospitalization for an ear ailment.

James (Hoppy) Monello writes from Waterloo, Ia., that he has taken over the Girl Show on Grand American Shows. Show features **Tommie Soleno**, **Chester Hepp** and **Norman Krambacker**, cookhouse operators on **Mickey Percillis Pioneer Shows**, purchased a new trailer cookhouse while the shows were playing **Williamsport, Pa.** **Louis Rice's** concessions are doing well and **Charles Monitor** joined in **Williamsport** with his **Mechanical City**. **Mr. and Mrs. Swanson's** French fries and photo gallery are clicking.

C. E. Besley reports from Steinhatchee, Fla., that important mail is being held at **Shady Grove Trailer Park** there for **Mr. Frank Chase**. **Tea's Lane** writes from New Orleans that **Pat Waters** has his new summer show going full swing at the **My-Oh-My Club**. Cast includes **Jimmy Callaway**, who recently signed a pact with **Bullet Records**; **Goa Gee Martin**, **Sandy Rogers**, **Poppy Lane**, **Bobbie Raye**, **Jean Evol** and **Brad Lancaster**.

Frances Palmer and children are visiting her mother in **Rosenburg, Tex.** **Millie Hudspeth** and her family left **Dallas** last week to play fairs in California.

NEW LONDON GIVES WOM OK GROSSES

Bergen Forces Do Well Despite Late Arrival, Look to New England for Gains

NEW LONDON, Conn., June 14.—Exiting familiar New Jersey territory and the rain that went with it, and all other stands played this season, **Frank Bergen** and his show of **Mirth Shows** settled down here a day late to fair business that promised to grow appreciably by week's end.

The late arrival here was occasioned by the move over the New York, New Haven & Hartford Railroad and its completely electrified lines. Special precautions are necessary, including the use of sprayer bars and especially since the line's rails are kept hopping through the day with its heavy passenger schedules. Tracks are also close together and the multiple tunnels provide scant clearance.

The Tuesday (10) opening was good, but an expected increase in business on Wednesday (11) failed to materialize when the weather turned cold enough for some patrons to turn up in overcoats. Thursday and Friday nights (13-14) were good, however, and a good finish today will send the date over the top.

Regulations Okay

Bergen reported no trouble in complying with the State's stringent regulations covering all outdoor show enterprises. The required fire lanes were left open and State officials readily passed the presentation.

Enterprising owners of property located across from the show grounds dismantled sections of 200-year-old stone walls to provide paid parking. Show excess were happy to see the endeavor since parking has become a problem almost everywhere.

Bergen said that while the bad weather to date has made it impossible to put together a big early season, the show was in good shape. **Plainfield** and **New Brunswick, N. J.** were good despite getting their share of rain.

After playing **Norwich, Conn.**, next week, the show will jump into **Massachusetts** for a date and then into **New Hampshire** for its first fair at **Dover**. After that come a string of always profitable dates in **Maine**.

A new electric sign has been added to **Rose's Midget Show** and several wagons are being rebuilt each week.

Muddy Lot Grets Buck in Watertown

WATERTOWN, N. Y., June 14.—The O. C. Buck Shows, which encountered good weather and catching business in its first three weeks out, has been running into bad weather in recent weeks.

Show moved in here following a rain-drenched week-end, and it was necessary to winch many of the trucks to location. However, the show was up and in readiness Tuesday night (10) for the opening of the annual **Dairyland Festival**. Parade that night brought out a packed midway and yielded good business.

Clarksville, Tenn., Re-Opened to Shows

CLARKSVILLE, Tenn., June 14.—This city has been re-opened to carnivals and circuses as the result of the repeal of an eight-year-old ordinance which prohibited stands within the city limits.

Fred Webster, manager of the Lone Star Shows, visited the council during the Lone Star's recent stand here and expressed gratitude at the council's action in opening the city to carnivals and circuses.

Lone Star Shows will make a return appearance here in October and will play a city lot at that time, **Webster** said.

GETLIN & WILSON SHOWS

Allen County Free Fair, Ft. Wayne, Ind., July 7th to 12th; Atomic Fair, Canton, Ohio, July 14th to 19th; Week July 21st, OPEW; Eastern Illinois Fair, Danville, Ill., July 27th to August 1st; Iowa Free Fair, Iowa, Mich., August 4th to 9th; Missouri State Fair, Sedalia, Mo., August 14th to 24th; Indiana State Fair, Indianapolis, Ind., August 27th to September 5th; Grand Reading Fair, Reading, Pa., September 24th to 31st; Atlantic Rural Exposition (Va. State Fair), Richmond, Va., September 18th to 27th; Fair & Game, Atlanta, Ga., October 2nd to 11th; Piedmont Interstate Fair, Spartanburg, S. C., October 13th to 18th; Georgia State Fair, Macon, Ga., October 20th to 25th; Eastern Carolina Agril. Fair, Florence, S. C., October 27th to November 1st; Sumter County Fair, Sumter, S. C., November 3rd to 8th; Winter Quarters, Petersburg, Va.

CAN PLACE—Whip, High Ball, Little Dipper. Grind Shows that don't conflict; must have own transportation and equipment. Our train is now overloaded. Buck LEAS, answer. WANT—All legitimate Merchandise Concessions, Eating and Drinking Shows for Fairs. WANT—Workingsmen, experienced in all departments.

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WANT: Legitimate Stock Concessions: X open on Novelties, Ice Cream. Can use Gadgets. Shows that can set on streets, Fun House, Glass, Monkey, Mechanical or what have you? RIDES: Will book or buy late model Octopus. RIDE HELP: First and Second Men, saber and drive. This show pays good Ride Help top salaries.

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L. M. HIGGS WANTS AGENTS FOR BUCKETS, SIX CATS, BALL GAMES, UNDER 11—OVER 30 ROLL DOWN.

RIDE HELP: Foremen for Tilt and Dodgem. Can place Second Men on Dodgem, Tilt, Ferris Wheel, Little Dipper, Spitfire. (Bob Blankinship and Willard (Pug) Harper, wire at once).

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RIDES—Dodgem, Scooter, Spitfire, Tilt, Flying Scooter. Must have own transportation. Ride Help in all departments. NO DRINKS.

CONCESSIONS—Dorby, Jewelry, Fish Pond, Cork Gallery, Grocery, Whirl, Shing Game, Hucky Buck, Center Hop-La, Park Race or any other Merchandise Concessions not conflicting.

SHOWS—We can book Mickey Mouse, Fun House or any Illusion Show; must have own transportation; GOOD PROPOSITION.

SEASIDE FOURTH OF JULY, five days and nights, July 2nd to 6th, 90th thousand soldiers at Camp Roberts. Two hundred and fifty thousand population in 100-mile area. OUTSTANDING BIRTHDAY CELEBRATION, July 11th-12th-13th. PETALUMA FAIR, July 17th to 20th. FIREAUCH WELSON FESTIVAL, July 22nd to 29th. PUNCH FESTIVAL, Yolo, first show in four years, July 29th to Aug. 2nd. PLACER COUNTY FAIR, ROSEVILLE, Aug. 5th to Aug. 10th. MONTREY COUNTY FAIR, Aug. 13th to Aug. 17th. PASO ROBLES DISTRICT FAIR, Aug. 21st to 24th. MARIPOSA COUNTY FAIR, Aug. 29th to Sept. 1st. To follow: Santa Clara County Fair, San Jose; Walnut Creek Festival, Madras County Fair, Siskiyou Fair, Delima Grape Festival, Firebaugh Cotton Festival and outstanding Armistice Celebration.

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CAN PLACE ALL KINDS OF HANKY PANK TYPE CONCESSIONS

Well Flashed and Neat, Starting at NORTH ALABAMA STATE FAIR, Florence, Ala., September 15 to 20; Huntsville, Ala., Fair, September 22 to 27; Middle Tennessee District fair, Lawrenceburg, Tenn., September 29 to October 4; Mississippi State Fair, Jackson, Miss., October 6 to 11. Goodings State Fair Only Playing All Fairs.

Ex on Novelties open at all fairs except Jackson. Will sell Ex on Custard, Photos, Short Range, Hats and Jewelry on our midway at Lawrenceburg and Jackson, Miss. State Fair. Only one location of each. A golden opportunity. Long and Short Range, Photos, French Fries and Jewelry open at other Fairs also. Now booking all kinds of Merchandise Concessions for Jackson, Ohio, Exposition, September 22 to 27 around Court House Square. Gooding's Rides and Marion Downey booked. City and County Schools will close one day. Ex on Polimistry, No Gypsies, Novelties, French Fries, Waffles, Long and Short Range, Scales and Age, Glass Pitch and Pee Pool open. Good openings for Puchmen and Demonstrators.

All replies to JOHN GALLAGAN

Care Gooding Amusement Co., Cannonburg, Pa., this week June 23-28, Blairsville, Pa.

KOKOMO, IND., FREE STREET FAIR
5 DAYS — AUGUST 26-30, Incl.
 On Downtown Streets Around Courthouse
FREE ACTS—EXHIBITS—CONTESTS
CAN PLACE LEGITIMATE GAMES OF ALL KINDS
 No Bingo, Cookhouses, Everything else open. Only Hanky Pank. Space very limited but reasonable. This will be big.

ALSO HAVE EXCLUSIVE OPEN FOR TAFFY CANDY AND ICE CREAM AT COLUMBUS, GA., OCTOBER 13-18.

ALL WRITE TO HAL F. EFFORT, CARE OF
GOODING AMUSEMENT CO.
 1300 NORTON AVE. (Phone University 1192) COLUMBUS 8, OHIO

NEW WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST AND LARGEST MIDWAY!

WANT WANT WANT
FOR THE TWO BIG ONES
 Lake St. Clair Homecoming and Fish Festival, June 23 thru 29th... Followed by Napoleon, Ohio, Six Big Days thru July 4th including Sunday.

Want... Concessions of all kinds that work for stock. Ice Cream or Frozen Custard open. Want... Shows of all kinds except Girl Shows. Want... Ride Help in all departments. Kalamazoo, Mich. this week... New Baltimore next. P.S.: John Moran no longer connected with us.

Groves Greater Shows
AMERICA'S CLEANEST MIDWAY

EL DORADO, ARK., June 16-21; DE QUEEN, ARK., June 23-28; July 4th and Homecoming Celebration on the Streets, Greenwood, Ark., one of Arkansas' Best and Oldest Celebrations.

Want... reliable Chairlaine Foreman; must drive Semi. Can place Second Mean on all Rides who drive. Want Agents for Hinky Pank, Ball Games, Ticket Sellers, Want Bingo Caller and Counter Man, place any useful Show People. Will place Crak, Foot-Lung Hot Dogs, Pronto Pups, Ice Cream, any Eat Stand for July 4th Celebration. Want for remainder of season Frozen Custard, Arcade, Digger, Short Range, High Sinker Derby, Crazy Stars, Aluminum Stars, Hoop-La, Watch-La, String Game, Balloon Darts, any Hinky Pank. Will book Show Shows of merit. Will book one Major Ride for remainder of season. Can use Clown Cop to work streets and midway; state full particulars. All replies:

ED GROVES, Mgr.
 EL DORADO, ARK., JUNE 16-21; THEN AS PER ROUTE.

ROCKWELL SHOWS

PLAYING SOLID CELEBRATIONS ON THE STREETS THRU JULY, INCLUDING ALVA, OKLA., JULY 4TH CELEBRATION, WITH MANGUM, OKLA., ANNUAL CELEBRATION TO FOLLOW, AND THEN OUR SOLID ROUTE OF BOWA FIDE FAIRS AND CELEBRATIONS UNTIL NOVEMBER 1. NO STILL DATES.

SHOWS: Good proposition to Shows with or without own equipment. Need Man and Wife to handle office-owned Freak Animal Show.
 RIDES: Can place one or two more good Kiddie Rides. Good percentage.
 CONCESSIONS: Will book Hinky Pank of all kinds except Pecora, Candy Floss, Jewelry, Photos and Grab. No gypsies and no flats. (Cliff Knox, wire me.)

Address MIKE ROCKWELL, Owner-Manager
 LEON, KANS. THIS WEEK; THEN PER ROUTE.

Wanted--Ride Help--Wanted
FOREMEN AND SECOND MEN
FOR MERRY-GO-ROUND, TILT-A-WHIRL AND FERRIS WHEEL.

Top Salaries and Bonus. Must be licensed Semi Drivers.

BLUE GRASS SHOWS
 C. C. GROSCURTH, MGR., URBANA, ILL., THIS WEEK.

Want-Cavalcade of Amusements-Want

OCTOPUS FOREMAN (must know what it is all about), EXPERIENCED, CAPABLE FOREMAN FOR CATERPILLAR RIDE (Williams, answer me). CONCESSIONS OF ALL KINDS. Opening for Frozen Custard and Photo. Long Range Callery and Milt Camp. (Possibly no gypsies). WILD LIFE SHOW. BILL ATTERBURY—CAN PLACE YOUR MONEY DROME FOLDERS FOR TRAIN (\$3000 per week). 2 MULE SKINNERS. This Show is booked solid for season, closing in November.

Address AL WAGNER, Mgr.
 Huntington, W. Va., this week; then per route.

MOORE'S MODERN SHOWS

Can place Bingo; work on percentages; Fat, answer. Want other Concessions for sixteen Fairs and Celebrations starting at Mt. Vernon, Illinois, July 4th. Want Merry-Go-Round and Rolloplane Foreman.

Kenneth, Misaur, this week.

AGENTS WANTED

Experienced Coke Bottle Agent, also Roll-Down Man who can work for a half dollar. Six nights a week, plenty of stock and no pencil. No drunks or characters. The Dalles, Oregon, June 16-22; Walla Walla, Wash., June 24-29; Tappan, Wash., July 1-6; Best route Washington, Oregon, California; closing November, Arizona State Fair; Vic and Edith, come on.

RED GILLMORE
 c/o Daegle Greater Shows Unit
 Payoff Fair.

Boone Valley Shows, Inc.

For Iowa's largest 4th (and 5th) of July Celebration. Goals, Iowa's largest Labor Day, Vinton, Iowa, Sweet Corn Day, plus Fairs and Celebrations. Join now.

Want Concessions—Pitch-Tilt-You-Win, Heart Pitch, Glass Pitch, Penny Pitch, Roman Targets, Milk Bottle Ball Game, Hit 5 Miss, Whiskey Bottle, He Shakes, Novelties, Clothes Pin, Pea Pool, Huckleberry Buck, Guess Weight and Age. Also need Shows—Athletic Show, 75-in-1, Fun House, Mechanical, Snake or Circus Side Show. Front Man for Girl Show, must drive. Join the show that has low privilege and makes money.

Laverne, Iowa, June 23-25; Adel, 26-28; Audubon, June 30-July 2; Corrie, 4-5.

WANTED 4 AGENTS
 MEN OR WOMEN FOR BUCKETS.

HUTH ROBINSON
 c/o Royal Crown Shows
 Springfield, Ohio.

WANTED FOR LENTINI'S CIRCUS SIDE SHOW

On Pett's Broadway Shows—Knife Thrower, Pin Cushion. Have good proposition for good Alligator Skin Man or Woman. Also want Man to sell tickets and make one-up-one-down. Will hunt for bally. Girls for bally, and to work inside—give me full details and salary expected in five letters. Urubawa Lake, Hawaii.

Week June 16, West Homestead, L. L. N. Y. week June 23, Elmhurst, L. L. N. Y. then per route. Write or wire.

E. A. LENTINI

WHEEL FOREMAN WANTED
 Must drive semi. Top salary if you qualify.

T. J. TIDWELL
T. J. TIDWELL SHOW
 Deadwood, S. D., this week; then per route.

WANT BUCKET and SLUM STORE HELP
 19 Fairs starting July 1. Contact

DOH PIERSON
 20th Century Shows
 Winona, Minn.

W. G. Wade Biz at '51 Pace
 • Continued from page 64

three girl shows booked on by Fred W. and Jahala Miller, and Stanford A. Baker's Tunnel of Love. Casey Sens joined this week with a Spitfire, Funhouse, and Bingo.

The shows close Sunday (15) at Pontiac, and jump 450 miles to Manistique to start a five-week tour of Michigan's Upper Peninsula.

Staff here, in addition to Owner Wade, includes Mildred Miller, secretary; Robert Sutton, bookkeeper; D. Wade, general representative; Jim Rogers, billposter; George Poth, electrician; Sam Hansen, painter; Raymond Crossland, ride and transportation superintendent; David Grey, searchlights; Fred Smith, carpenter; Ruth Ancil and Hazel Bousho, front gate, and Paul Kellow, sound truck.

Other personnel includes:

RIDES
 Merry-Go-Round—R. E. Smith, foreman; Darb Gullison and H. C. Budnach, helpers; Betty Tanner, cashier; Parris Ward—William Martin, foreman; Kay Brown, Timmie, Francis Fisher, Ed, foreman; Glenn Anell and Fred Bousho, helpers; Mary Sayre, cashier; R. B. Bousho, cashier; W. H. Miller, owner; Paul Falbo, cashier; Little Dipper—Richard Green, foreman; Mildred Green, cashier; Rides—Mildred Miller, owner; Charles Carpenter, general manager; Clifford Stone, Billie Kibler, Alvin Shearer, helpers; Hanna Carpenter, cashier; Spitfire—Casey Sens, owner; Austin Dibble, foreman; Donald Finney, second man; Dorothy Davis, cashier; Tunnel of Love, Stanford A. Baker, owner; Mr. and Mrs.

William E. Wood, manager and cashier; Tom Towner, helper.

SHOWS
 Fun House—Mr. and Mrs. Casey Sens, owners; Norman Murphy, assistant; Orlin—Ted Porter, owner; Cies Renee, feature; Bob LaFell, letter; Snake Show—Ted Forde, owner; Zetzelka, feature; Ted Tanner, letter; Eddie Elie, Jim Blanton and Bob Forde, letter; Frank Molodron—Curly Sayre, owner; Jimmie and Curly Sayre, featured father-and-son team; Jack Dary, counter clock-wire rider; Billie Kibler, letter; Marion Davy, cashier. Three girl show—Fremch Canine, Hula and O. Pring, letter; W. and Jahala Miller, owners; Mike Miller, Casimiro front.

CONCESSIONS
 Fred A. Miller, cookhouse; Margaret Dasia, cashier; John Cairns, manager; Claude North, chef; Ray Walsh, grocer; William Williams, letter; Frank Dusey, William Young, Clifford Hoffman, countermen; Mr. and Mrs. P. Dixon, popcorn; Mr. and Mrs. Jack Dickson, candy; Fred, Bill and Myrtle Duncan & with Joan, Mary and Myrtle Duncan and Daniel McNamee, agents; Mr. and Mrs. Frank Dusey, agent; George Meyer, picture frames; Mike Coffey, jewelry; Arthur L. Stephens, cork gallery; Nancy Davis, letter; stand; Malcolm Lewis, wheel; Johnny Russell, rattle dazze; Mike Demko, buckets; Paul Kellow and James Barnes, Preraa fries.

Also Richard Browning and Ronald Cooper, long range shooting gallery; William McLaughlin, J. with Marie and Jean McLaughlin, agents; Joe and Rose Bosana, agents and ages; Hazel Lidson, spindle; John and Ann Carter, cigarette gallery; Curly and Alice Stephenson, ball game and fish pond; Mr. and Mrs. Casey Sens, bingo; Fred and Marie Davis, July 4th; Frank and Winnie Womack, J. with Al Gibbs, William Ward and Joan King, agents; Frank Harrison, J. with John Clark, Eddie Norquist and Sam Falbo, agents; Red Burton, J. with Joe Davlin, James May and Charles Edwards, letter; Fred, Betty, Kesa and Mary Davis, mill camp.

Davenport Big for RAS
 • Continued from page 64

selected site, then flew back here Wednesday (11).

The Kaaba Shrine, sponsor of the engagement here, and the Royal American Shrine Club hosted about 800 children from all the orphanages in the Tri-City area here Wednesday night, treating the youngsters to rides, shows, novelties and refreshments.

A show for the benefit of the Shrine Club was held the same night in the Moulin Rouge tent, with talent consisting of performers from RAS back-end units and with Leon Miller directing the show. Tickets for the show were sold with the assistance of Kaaba Shrine members. Many duets were purchased by Tri-City residents, and the event proved a financial success.

Strong Publicity Pitch

Newspaper and radio publicity was strong. The Davenport Daily Times carried a feature on Devoyne making up the manifest for the entry into Canada. The Associated Press broke a story with pic on toe-printing Jose DeLeon, armless boy with the Lorow Side Show.

Pat Speer, publicity director of the Minnesota State Fair, and his son, Dave, who is his assistant in that post, visited here, and conferred with the show's press agent, Frank Morrissey. En route to Winnipeg this week-end, Morrissey planned to stop over in St. Paul to confer further with Speer and his staff on promotion plans for the RAS stand at the Minnesota Fair.

Among other visitors to the

FOR SALE
#5 ELI FERRIS WHEEL
 TRACTOR AND SEMI-TRAILER
 Good Condition.
\$8,000.00
 Booked on 6-Ride Show for season. All Fairs and Celebrations for balance of season. Possession immediately. Address: BOX 222, c/o The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

Central American Shows
 Wanted—Wanted—Wanted, Kansas, Tex., and a class of people. Fairs and Celebrations are Fairs to follow:
 Concessions—Bling, Peacocks, Cotton Candy and Snow, Candy Apple and Grab, Photo, Seltzer, Ball Games and Shark Concessions of all kinds. Rides: Party Train, Octopus, Rolloplane, Spindler or any Ride not considered. Want Ride Help on Merry-Go-Round and Wheel. Show people and Shows of merit with own Franking-up and Shows of merit with own have been with us before, come on. Address: Emerita, Kansas, Phone 366.

CARNIVAL WANTED
 July 31-August 12 at Ridgeway, Ill., for the
GALLATIN COUNTY 4-H CLUB FAIR
 Ridgeway is good, prosperous farm and all territory.

WARREN JONES SR.
 Phone 62-82

WANTED
 For STRASBURG, ILLINOIS, ANNUAL HOMEcoming
 Dates: Aug. 26-31-29-30 or Sept. 3-5-4. Want Rides, Shows and Concessions. Please contact:
MAX F. WEBER or DONALD WEBER
 Strasburg, Ill.

ROCKVILLE, MISSOURI ANNUAL HOMEcoming PICNIC
 For 48 years, July 26-29.
 Want complete Carnival or independent Rides and Concessions of all kinds. Good picnic spot. Contact: Carl Huf, Phone 280.

ROBERT HUFF
 Beckville, Missouri

WANTED
 Organized Bingo, Concessions, Carl Show Operator. Red Walker wants Agents for Six Car, Pin Store, Blower, Job, Salinger, wants Agents, High, Bratton, etc. Legion Celebration, June 20-21-22, Ft. Recovery, Ohio.

W.B.J. SHOWS

WANTED
 Help on Ferris Wheel and Chairlaine Operator for Wheel preferred. Salaries top. Payday every Tuesday. Season closes October 20.
 Week of June 16 to 21, Harrisburg, Va.; week of July 22 to 28, Warrenton, Va.; July 4, Lewis, Va.

W. T. YOUNT & SON

AUCTION

**Rides, Inc.,
Units Bring
Scant 30G**

TOPSFIELD, Mass., June 14.—Carnival equipment of Rides, Inc., owned by Clarence Borggaard, was sold at auction for a fraction of its estimated worth at the Topfield Fairgrounds Wednesday (11) in a bank foreclosure-assignee's sale.

Most of the equipment reportedly went to New England shore and park operators. While several hundred persons were present, including carnival owners, equipment was purchased by only one mobile unit operator, King Reid, operator of the shows bearing his name. Reid purchased a kiddie unit and a Ferris Wheel.

The equipment, described as in excellent shape, brought an estimated \$30,000—at least \$20,000 less than the value attributed to the used property by some experienced observers. Ferris Wheels went for a nominal \$2,600 and \$2,800; Whip, \$2,250; Chair-plane, \$530; Three abreast Merry-Go-Round, \$3,850; Tilt-a-Whirl, only a year old, \$5,500 and concession units brought only \$40-\$50 each.

Carnival operators present included Ed Burr, Playtime Amusements and John LeMoyné, well-known ride operator.

Borggaard, long active and respected in the field, reportedly ran into financial difficulties when many of his best dates discontinued their bazaar-type operations in the past year.

An ardent crusader on behalf of the industry, Borggaard had long voiced his opposition to what he termed the "excessive tax structure" which, he said, made it virtually impossible to continue a profitable operation such as his in the outdoor show business field.



DON FRANKLIN Shows

Our Fair Route starts Red Oak, Iowa, July 4th. Following Fairs start week after Red Oak; Barnesville, Fertile, Warren, Roseau, Mahanomen; all two a week in Minnesota. ★ Faribault, Minn., Aug. 7-10. ★ Mississippi Valley Fair, Davenport, Iowa, Aug. 12-17; Greenfield, Iowa, Aug. 19-21; Marian, Iowa, Aug. 20-22. ★ Northwest Mo. State Fair, Bethany, Mo., Aug. 31-Sept. 6. ★ Tezakana State Fair, Sept. 12-20. Followed by our usual Texas Fairs, Wharton, Rosenberg, Angleton, Refugio, Beeville and Alice, all Fairs, and good ones. Close Nov. 3.

CONCESSIONS—Place Photos, Custard, Grab, Hi Striker, Watch-La, Heart Pitch, Glass Pitch, Cork, Bumper, Ball Games, Monogrammed Hats, Six Cats and Buckets, stock only; other Hanks. SHOWS—Due to disappointment, book Motordrome. Place Funhouse or Glass Show, Mechanical, Torture, Freak Animal, Midget, any not conflicting. RIDES—Book Rock-o-Plane and Octopus. Bill Chalkias wants for Side Show, Musical Act, Tattoo Artist, Sword Swallower, outstanding Freak, For Cookhouse, Dinner Cook, Griddle Man, Counter Help. RIDE HELP—Second Men for Twin Wheels and other Major Rides, Kiddie Ride Help, all must drive semis. Truck Mechanic with own tools, top salary.

DON FRANKLIN, Mgr.

Columbia, Mo., Fairgrounds, this week; Trenton, Mo., Fairgrounds, next week.

LAST CALL FOR INDEPENDENT MIDWAY

WANTED: GAMES OF SKILL

AND

ANYTHING UNUSUAL OR NOT CONFLICTING

SHOWS, CONTACT CETLIN & WILSON

FOR

THE GREAT ATOMIC FAIR

CANTON, OHIO, FAIRGROUNDS, JULY 14-15-16-17-18-19

JOE LOUIS

Boxing in person, all week (once nightly)

JERRY COLONNA

In person, all week (twice nightly)

DENISE DARCEL

In person, all week (twice nightly)

Write to: FAIR MANAGER, Veterans of Foreign Wars, Post 693
430 Walnut Ave., N. S., Canton 2, Ohio

PLEASE DO NOT PHONE AND DO NOT SEND DEPOSIT

MACK HOGE AND SAM HOUSNER

WANT FOR BOB'S MODERN SHOWS

Pin Store and Count Store Agents. Agent with crew for Line-Up Store. Monroe wants Skillo Agents. We work every day. Will book Six Cats and Bucket Store. Can use Corn Game. Can place Advance Agent who knows Kentucky and Tennessee. Will place any Hanky Panks.
Mount Pleasant, Tenn., week of June 16. McMinnville, Tenn., to follow then Red Rolling Springs, Tenn., Annual Fourth of July Celebration. Butch, come on. All contact Bob Leedy, Owner, Sam Housner, Bus. Mgr., or Mack Hoge, Concession Mgr.

ALABAMA AMUSEMENTS

BIG FOURTH OF JULY, SAMSON, ALA., ON THE STREETS.

SPONSORED BY THE LIONS CLUB.

RIDES WANTED—Want Pony Ride and Kiddie Auto Ride. RIDE HELP—Want Roll-o-Plane Foreman, Second Men on all rides, wishes to sell tickets. Must have driver's license. CONCESSIONS WANTED—Want Hi-Striker, Coke Concessions, Slum Devil's Bowling Alley, Sving Game, Hoop-La, Pitch-Tilt-a-Whirl, Ice Cream, Cotton Candy, Cork Callery. SHOWS WANTED—Big Snake, Mechanical Show and Funhouse. Join on wire.
Manager, Alabama Amusements, Chickasaw, Ala.

WM. T. COLLINS SHOWS

Want Electrician for transformers, must know his business. Also want Octopus Foreman, must be experienced. No war babies or second men who think they can handle job. You drive your own semi. Top wages, good treatment. If you are reliable, here is a good job for you. Answer by wire, you pay yours. No advances. If you are a good man you should not need it. Porterfield, answer.
Crosby, N. D., this week; Bottineau, June 22-25; Condo, June 26-28.

WANTED

For BRACKEN COUNTY FAIR, Brooksville, Ky., July 1st to 5th. On Streets. Honky Panks of all kinds. Photo and large, clean Cookhouse.
BROWN NOVELTY RIDES & SHOWS
5720 Erie Avenue
Cincinnati 15, Ohio

WANT

Shows, Rides, Concessions of all kinds. Greater Wheeling District Fourth of July Celebration. Week of June 30-July 3. Time is short, wire or phone.
TERRELL & TERRELL
McClude Hotel, Wheeling, W. Va.
P.S.: Might consider an organized show.

BRODBECK & SCHRADER

Now Booking for Kansas State Fair, Hutchinson, Sept. 13-19

Outstanding Rides and Shows, Flashy Honky-Panks.
Invoice Kinsley, Kan.

WE WANT CONCESSIONS

All Fairs and Celebrations from now on California, Mo., this week; Buffalo, Mo., Reunion, 26-27-28. Then the BIG 4th of July

RICH HILL, MO., on Main Street.
All week.

Come answer your own questions. CONCESSIONS, \$1500.00 Week. SHOWS, \$200.00 Week.
Want Truck Drivers, Ticket Sellers, Operator for factory built Fun House, salary plus percent of gross. Want Concession Agents. Want Hotel Kings Caller. All reply.

H. C. Swisher PARADA SHOWS

P.S.: Can place Baby sitter

JULY 4 CELEBRATION

Charlottesville Veterans' Memorial Week
Charlottesville, Pa., June 30-July 5

Sponsored by all organizations of Charlottesville on city parking lot.

Want any clean Shows, 10-in-1, Monkey, Snake, Freak with own outfit. Can use these Shows Balance of season of Firemen's Celebrations and Ohio and West Virginia County Fairs.

Howard Brox' Rides
Hopwood, Pa., week June 16; Bentleyville, Pa., week June 23.

WANTED

For Saltzow, Oklahoma, and Mt. Ida, Arkansas, July 4 Celebration; all Fairs and Celebrations through October.
Tall Foremen, Ride Help on other Rides. Agents for Office Concessions, Book Concessions, Flax, Fish Pond, Cork, Novelties, High Striker, Long Range, Bumper, Blower and Coke Bottle.

RAINES AMUSEMENT CO.
Charleston this week.

ATTENTION, SHOW PEOPLE TALKERS and GRINDERS

Contact now to play the biggest in Arkansas—Harrison, Ark., Around the Courthouse. For the 4th of July book us. Phone or wire parking lot.

W. A. SCHAFFER
Schaffer's Shows, Newport, Ark.

W. H. (BILL) BONTA WANTS FOR SCHAFFER'S SHOWS

Count and Peak Store Agents. Want to buy Blower.
CONTACT: W. H. (BILL) BONTA, Concession Mgr. to Schaffer's Shows, Newport, Ark.

Central Amusement Company

DIXIE'S OWN AMUSEMENTS • YOUR SATISFACTION OUR SUCCESS
Wants for MAMMOTH 4TH OF JULY CELEBRATION, Delhaven, N. C.
One of the oldest established 4th of July Celebrations in South, with best racing, fish fry and an all day program, including prizes of Hanks, bands, free acts, etc. Can place Honky Panks of all kind. Eat and Drink Stands, Custard, Photos, Lead, Ball Games, Popcorn, French Fries, Flax, Novelties, Water Games, Glass, or what have you? Can place Kiddie Rides. You can get well here. Also other Rides not conflicting. Want Ride Help on Wheel, Octopus, Spitfire, Merry-Go-Round, Roll-o-Plane and Chairplane. WANT Agents for office owned Grand and Percentage Concessions. Want Cook House, low per cent. We have the choice Fairs and Celebrations in Eastern Carolinas; we can furnish proof and route to interested parties. Most Messias, contact us. All contact: **SHEMAN HUSTON or HAROLD RALEY**
Sayboro, N. C., June 16-21; Greenville, N. C., June 22-27; Bethany, N. C., June 30-July 5; then as per route.

WANT FIRST AND SECOND MEN

For Ferris Wheel, Spitfire, Octopus and Merry-Go-Round. Long season and bonus. Need Cookhouse Man and Agents for Glass Pitch and Coke Bottles.

DELBERT NORTON

Borger, Texas, until 21; then Lander, Wyoming, for 4th of July.

E & B AMUSEMENTS

Want Foreman for Caterpillar, Rock-o-Plane and Ferris Wheel. No Second Men. Also want General Motor, Machine and General Ride Foreman. Will book Novelty Hat and Cap (Men with Sewing Machine) Concession.

Address **JOHN A. BASS**

24504 Union Turnpike, Long Island, New York (Phone: Peisatona 7-0457)

MOUND CITY SHOWS

WANT WANT

Wheel Foreman, Tilt-a-Whirl Foreman. Also Working Men in all Departments. Good treatment, good salaries. Can place Stock Concessions of all kinds.
CONTACT: Room 225, Aberdeen Hotel, St. Louis, Mo.

WANT—SHOWS AND CONCESSIONS—WANT

One Major Ride, will book with or without equipment; 10-1, Snake, Mickey Mouse, Girl Show starting June 23rd, Sidney, N. Y., 4th July, Livingston Manor. All Celebrations until first Fair, August 5th. Concessions, Photo, Novelties, Fish Pond, Ball Games, Custard or Dip, Arcade, Hanky Panks.
B & C SHOWS
ENDICOTT, N. Y.

MIDWAY OF MIRTH SHOWS WANT

PLAYING ALL CELEBRATIONS, HOMECOMINGS AND FAIRS ALABAMA OF SEASON—NO STILL DATES.
CONCESSIONS: Cookhouse or Grab, Pitch-Tilt-a-Whirl, Custard, Guess Your Weight, Hoop-La, Add-Em-Up Darts, Merchandise Games of all kinds. SHOWS: Working World, Hill-Billy or any show of merit. RIDE HELP: Tilt Foreman, Ferris Wheel Foreman, Second Men on all rides. All must drive semi.
ADDRESS: Ceryle, Ill., this week; Gillespie, Ill., next week.

EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes mast, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG
H. C. EVANS & CO.
 1556 W. CARROLL AVE.
 CHICAGO 7, ILLINOIS

REWARD \$200.00

For information leading to the recovery of stolen 1948 Chevrolet, Serial 58 NWS-13-1597, Motor 2FEA 10276, 1 1/2-ton custom body—white tile and stainless steel interior with candy apple and popcorn equipment—red body, 1951 Florida license 3-GL-3612.

NATIONAL ADJUSTMENT CO.

Phone: Market-5565 Phone: Cumberland-1572
 408 State Life Bldg. 7 Brentwood
 Indianapolis, Indiana Clayton, Missouri

California's Best

4TH OF JULY CELEBRATIONS

SAN DIEGO COUNTY FAIR, Del Mar, Calif., June 27-July 6, inclusive. CRAFTS 20 BIG SHOWS, Frank Warren, Mgr.

LAKE MERRITT OAKLAND, Oakland, California, July 2-6, inclusive. CRAFTS EXPOSITION SHOWS, Roger Warren, Mgr.

AMERICAN LEGION CELEBRATION, Stockton, June 21-July 6, inclusive. CRAFTS FIESTA SHOWS, Leo Haggerty, Mgr.

Have good location for Grand Shows and Side Shows—also have outfit. Contact **CRAFTS 20 BIG SHOWS, INC.** 7283 BELLAIRE Phone: Sunset 2-3131 NORTH HOLLYWOOD, CALIF.

GOLD MEDAL SHOWS

CAN PLACE CAN PLACE

ALTON, ILL., THIS WEEK, FOLLOWED BY JOLIET, AND THEN THE BIG FOURTH CELEBRATION AT STEELING, ILL., WITH 15 BONUS FINE FAIRS TO FOLLOW

CONCESSIONS—Sell exclusive on American Mini Camp.

SPECIAL FOR SALE—20x40 Cookhouse. Will book on Show. Small down payment if I know you. Jimmy Fessler, Ted Whitman, call.

Can place Monte Game for balance of season. Eddie Edwards, get in touch.

Wire **JOHNNY DENTON** or **ART BRAZIER**, Alton, Ill.

P.S.: Norman Anderson wants Coffer and Counter Men for Bingo. J. A. Sparks wants P.E., Mail and Site List Agents.

FRONTIER SHOWS WANT

Ten bonus like Fairs and Celebrations. Legitimate Concessions. West Ferris Wheel Foreman. Floravich, Ariz. June 14-22; Elkooper, 23-28; Prescott on the Square, July 3-8; Glendale Melon Festival on the Square, 10-12; Kanab, Utah, 15-18; Pioneer Day, Richfield, Utah, 22-26; Fair, Duran, Colo. July 30-Aug. 2; Grand Junction, Colo. 4-8; Montrose Rodeo, 11-16. Many more to follow.

MRS. C. R. THOMPSON, FRONTIER SHOWS

REDWOOD EMPIRE SHOWS WANT WANT

Capable Ride Men on all Rides, First and Second Men; must be truck drivers; Agents for Hanky Pinks of all kinds. Want Girls for Girl Shows. Also want legitimate Concessions not conflicting. Write or contact

ANTHONY MASSETH
 of once, Emmett, Idaho, June 24 to 29; Coalgrove, Idaho, for the Fourth.

VICTORY EXPOSITION SHOWS WANT BRUSH, COLO., JULY 4 WANT

CONCESSIONS—Bumper, Glass Pitch, Cork Gallery, Ball Games, Age and Seals, Fish Feed, and Hanky Pinks. Can place 20 Big Shows. Want Ride Men to take charge of Crab Rides, good proposition. Want Foreman for Merry-Go-Round, Strip on Wheel and Tire.

Brush, Colo., July 4, then all Fairs and Celebrations.

Address: **ALVIN VANDIKE**, Lamar, Colo. This Week.

ANNUAL FAIR

GABELSVILLE ATHLETIC ASSN., BOYERTOWN, PA., June 24 to 29, including Sunday Entertainment Nightly, Athletic Field, Route 73.

Want Bingo, Fries, Custard, French Fries, Snow Cone and Stock Concessions of all kinds. Write Grand Shows of all kinds. We have the Big one to follow—5th Annual Old Horse Week and Sazer Fair, McAdams, Pa., June 30 to July 6, including Sunday, Passively on the streets with nightly entertainment.

All address **R. H. Winger Jr., Garden State Shows** Phillipsburg, New Jersey

Used Everywhere for Over 15 Years.

ROLL TICKETS PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. 10,000 ... \$ 9.50
 DEPT. B 20,000 ... 12.00
 50,000 ... 18.50

Send Cash With Order. Street Tickets \$27.50 per 100,000.

OUTDOOR OPS EYE DRIVE

Film Industry Pushes For Lower Adv. Rates

CHICAGO, June 14.—Outdoor show owners are keeping a hopeful eye on the campaign by the motion picture industry to obtain reduction in the theater advertising rates charged by newspapers. "If the theaters are successful, outdoor showmen reason, then a reduction in amusement advertising rates should be given for outdoor events, such as circuses, carnivals, thrill shows, amusement parks, and fairs.

Latest effort on the part of the motion picture industry to obtain reductions was made 10 days ago at Hartford, Conn., at the second annual Hartford Times Motion when Eric A. Johnston, president of the Motion Picture Association of America, renewed a plea to about 100 publishers and editors. Johnston in his plea asked for a downward revision of the rate structure "to save the motion picture industry from starvation."

"The premium rate were asked to pay has become a factor of resistance," Johnston said. "It doesn't help the local theater business and it doesn't help the local newspaper. And it doesn't help the local merchant.

"Why do newspapers charge premium rates for motion picture advertising?" Johnston asked. "Why must it cost more to advertise the film than the playing the Bijou theater than the merchandise products of American industries now classified as general advertising? By what economic logic is the motion picture theater required to pay more to advertise its wares than other enterprises with local distribution?"

Johnston termed the premium rate "old hat" and added the time has come "to sport a new one."

Promotions Up Hannum Take At Pa. Stand

DICKSON CITY, Pa., June 14.—With good weather prevailing and several special promotions paying off, Tamaqua, Pa., which closed Saturday (7), provided this show with its biggest week of the season. Mrs. Hannum's sunset matinee, baby give-away, and Saturday matinee proved big draws.

The sunset matinee brought people out as early as 5:30 each evening, and all rides, shows and concessions made the nut as early as Monday night. This promotion will be featured from now on.

Everyone is looking for a big week here, especially since the town has been closed for three years. Trucks have been smartly painted, with two of them (office and front wagon) being used at front gate. This gives the show a 100-foot front.

Al Carmin and Katherine doing okay with their Motordrome and kiddie rides, while Clarence Thames and Austin pack 'em in with their girl shows. All others doing well, too. Owner Hannum purchased two new tractors and plans to add three more. New Illusion Show will be ready next week.

Fair dates and celebrations start June 19. Mrs. Moor, wife of lot man, joined show here.

CAPITAL CITY SHOWS

16 FAIRS WANT FOR THE BEST FOURTH OF JULY SPOT IN KENTUCKY—STEARNS 16 FAIRS

SHOWS—Snake, Mechanical, Monkey, Sideshow, Wild Life. Want Manager and Riders for Drome. RIDES—Kiddie Auto, Trola, Sky Fighter, Little Dipper. CONCESSIONS—Custard, Long and Short Ranges, French Fries or Hanky Pinks. American Mini Camp; no gyration. Want Manager for office-owned Bingo; Dick Dasher, contact. Or we back well-traveled Bingo. Our Fairs start July 7 at Orleans, Indiana, with Fairs and Celebrations until the middle of November. All replies to **J. L. KEEF, Somerset, Ky.**

O.C. BUCK SHOWS

WANT—Talker for Colored Show. Also Girls for Revue and Posing Show. Top salaries, office paid. Can Place—Ball Game, Guess Your Age, and a few more Hanky Pinks. Have For Sale—Fly-o-Plane and High Ball, priced right. Both Rides in perfect mechanical condition.

O. C. BUCK, YORKVILLE, NEW YORK

GETTING CLOSE! FAIRFIELD COUNTY INDUSTRIAL FAIR AND SUMMER FESTIVAL

Starts Sunday, June 29—Ends Sunday, July 6.

Free Acts, Circulate, Bayonet green away for 5 minutes. Fireworks display. RIDES—Want Major Rides. SHOWS—Side Show or any worthwhile Show. No Girl Shows. CONCESSIONS—Concessions of all kinds. No fish. HELP—Want back with or without Concessions. Ride and Working Help. Currier Tony, Roger, Frank Gross, contact.

INDUSTRIAL FAIR
 229 MAIN ST., STAMFORD, CONN. Phone 3-5177 or 4-6447

MODEL SHOWS, INC.

Can place Foreman for Merry-Go-Round, Ferris Wheel, Dipper. Top salaries every week. Trola Hands, Male Drivers, Mechanic, Show Carpenter, General Ride Help. Capable to operate Posing Show. Talkers. Legitimate Concessions open. All answer **DAVID B. ENDY** Bloomsburg, Penna.

GREATER MIDWAY SHOWS

WANT FOR 4TH OF JULY CELEBRATION ON BEST BEACH IN NORTH CAROLINA. Ride Rides who drive trucks. Useful Help in all departments. Place Concession Agents for office-owned Concessions. Place Ball Games, Nig Outfit, Truck or Fish Feed or any Hanky Pinks that don't conflict. All address: New Str., N. C., this week. **Frank Hickerson, Mgr.**

WANT CONCESSIONS

FOR CIGANTIC JULY 4 & 5 HILLSDALE, MICH.

Rodeo, Fireworks, Free Auto, Bingo and Ice Cream sold. Want all legitimate Games, Novelties, Jewelry, Photos, Arcade, Lunch, Custard, etc.

BROWNSTOWN, IND. JULY 14-19

Homecoming & Reunion downtown on the streets. Want Games of all kinds (Bingo & Floss sold), Photos, Apples and Penny Arcade.

Also can place some Games on units for June and early July, including good celebrations. Write attn: Miss Holleran.

GOODING AMUSEMENT CO.
 1300 Norton Ave.
 Columbus, O.

WANT

OXFORD, N. Y., JULY 2 TO 5TH

Everything open except Popcorn, Floss, Glass Pitch. Wonderful spot for good Grab Operator, French Fries, Apples, Slurp, Stumps, Pitches, Ball Games, Ponds, Darts, Striker, etc. This is bona fide annual event. Largest celebration in the State; 8 Rides, fireworks two nights.

DICK NEUGENT
 128 Huron St. Syracuse, N. Y. Phone 4-8255
 P.S.: Will be on lot from June 29th. Come on, will place you.

RAINMENT WANTED

Six Big Days SWIMERS JUBILEE & MARDI GRAS COLORED

Shows, Rides, Games and Concessions, latter part of June or during month of July. Good lot in city. Small proposition. Get busy, agents, contact at once as to available dates.

FRED PRATT, Chairman
 Box 1101, Durham, N. C.

JUNIOR ALLEN LEO McCLUN SLIK KING

Come on

Want man to take head of Count Store and crew. Can use Wheel Man.

SLIM CUNNINGHAM
 Salisbury, Maryland, June 16-21.

RIDES WANTED

FOR MAIN STREET JULY 3-4-5-6, CENTENNIAL CELEBRATION ONALASKA CENTENNIAL COMMITTEE ONalaska, Wis.

WANT

Pea Pool Dealer to join at once. Can use good Pea Pool Ride.

Wm. T. Collins Shows
 Crosby, N. D., this week.

HELP WANTED

FOREMAN FOR CATERPILLAR, A.P. FRETZER, LOOPER, PLY-O-PLANE. Top dollars for sober men. Can always use second men on all Rides. Extra money for driving man. Can use Women Ticket Sellers.

CRAFTS 20 BIG SHOWS, INC.
 7283 BELLAIRE ST., No. Hollywood, Calif. Sunset 2-3131

RIDES FOR SALE

Late model Caterpillar, in A-1 condition. Trola, fair condition. Treated Rides, complete with 6 cars. Miniature Train, in good condition.

CRAFTS 20 BIG SHOWS, INC.
 7283 BELLAIRE ST., North Hollywood, Calif. Sunset 2-3131

Small Carnival Wanted

July 24-25-26

Booster Club's Annual Picnic. Raymondville, Mo. Contact **ROY JOHNSTON** Raymondville, Missouri

Following
Please Contact

SALLY RAND

Sherman Hotel, Chicago, Ill.,
June 19 thru July 30

FRANK LEGGETT
RED WHITE
BELL ROMAIN
BOBBY BYERS
MADALYN KING
CATHY LEWIS
CANDY and BOB KANE
CHICK ROYER and DENICE DARCELL
ALLEN TOBELL
KITTY KING

and other Boys and Girls who would like to work with me again from August 8 to October 18

BIG FAIRS ONLY

PLAYLAND SHOWS WANT

Concessions: Manky Panks of all kinds, Ride Help, Merry-Go-Round, Ferris Wheel Foremen and Second Men; \$60 to start. Must be sober. Also help for Kiddie Rides; come on, will place you. Walker, contact Slim McLaughlin at Commodore Hotel, Cleveland.

Playing 7:30 & 9:30 this week.

JACK GALAGHER
Commodore Hotel, Cleveland, Ohio
Phone GARFIELD 1-3900

Girls - Wanted - Girls

Enlarging for Our Fairs.
Want Dancing Girls for 2 Girl Shows. No experience necessary and free living quarters if you join now. Top salaries guaranteed out of office. Wire immediately or come on.

ANDY ZANE
1/2 Penn Premier Shows
Singer, New York, this week. Albany, New York, next week.

Thank You

At and Marie Derso, of Ceflin & Wilson Shows, for favoring us with the purchase of your new Roadmaster Buick.

Best of luck,
CANOLE BUICK, Massillon, Pa.
Phone 127

IMPERIAL SHOWS WANT

Ride Foremen for Major Rides. Also Second Men. Must drive. Agents for Stock Concessions. Address: Highway 31, South of Niles, Mich., at State Line. Morris, Ill., re follow.

MOTOR STATE SHOWS

MICHIGAN OHIO INDIANA
Want for long season of Celebrations and Fairs.
Manky Pank not conflicting. Will book one Major Ride not conflicting. Can use Wheel Man for Second Wheel. Tilt Foreman.

JOE FREDERICK, Owner and Manager
Waterville, Ohio, now, or as per route.

Want-Keystone Exposition Shows-Want

Want for Bayboro, N. C., Palace Building, June 16-17; then Crystal Hill, N. C., Palace Festival, June 22-28; then the Big Fourth of July Celebration, Belhaven, N. C., June 30th-July 5th.

Want Concessions that will work for stock. No Flats or P.C. Want Grid Shows. No exclusive on Concessions as long as you work for stock. We are booked solid up to Nov. 15th. Want Ride Help who can drive trucks or semi.

This week, BAYBORO, N. C.; then per route. Address all mail and wires to
KEYSTONE EXPOSITION SHOWS
P.O. WILL BOOK A NICE CLEAN KIDDIE RIDE FOR BALANCE OF SEASON

THOMAS AMUSEMENTS

North Salem, Ind., June 18-21; On the Streets, Ludoga, Ind., June 21-28; then the big 4th of July Celebration, 5 Big Nights at Brownsburg, Ind., in the heart of town.

Can use Bumper, Fish Pond, Hi Striker or any Stock Concessions. Contact:

COOKIE HUGELMAN
or come on as per route.

STATE FAIR SHOWS OF UTAH (The Show With the Big Rides)

Will book for state of Utah and Idaho Celebrations and Fairs good Ten in One or large Wild Life Exhibition or any other good Show. No Grid Shows. Need few more Concessions. No flats, please. Motorists will get real dough here. Report, please, week of July 4th. Null ord. Yes, desirable, too.

STATE FAIR SHOWS OF UTAH - R. D. MAC MCOLLIN, Mgr.-Owner
241 East 27th South St., Salt Lake City, Utah, or as per route.

WANT - - - WANT

Eating Stands for Seymour, Ind., Centennial and Pigeon, June 23-28. This event will draw 100,000 people. Contact by wire now.

W. R. GEREN SHOWS
Lawrenceburg, Indiana

Club Activities

Miami Showmen's Association

236 W. Flagler St., Miami
MIAMI, June 14.—George A. Brautigam, association's attorney, has been elected State's Attorney for Dade County, Fla.

Membership applications have been received from the following: James Quinn and Jack Burke (proposed by Shep Blumberg); Kirby Call McGary (by Ep Glosser); and Edward M. Lawson, Henry E. Michelson and Charlie Lehman (by Ep Glosser and Charlie Wright). L. P. Brady, owner of the United States Shows, has been reinstated.

Visiting recently were Shirl Sakobie, Tommy Riggins and Duke Brownell.

Mail was received from Shep Blumberg, Ep Glosser, Leo Bistany, Sam Bordon, L. P. Brady, Louis (Dada) King, Carl Lee, Mickey Gallo and Harry Modele

The obituary notice of Phil Cook's mother (The Billboard, June 7) inadvertently omitted the names of two other surviving sons. They are Sol, now with Ceflin & Wilson Shows, and Sam, who was with the Art Lewis Shows and many others.

Encouraging reports from various committees indicate a prosperous year ahead. All members are being mailed an application blank, booster sheet, and year-book ad contract, and are urged to get behind the various drives being held.

Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas
DALLAS, June 14.—Marie Ob- lueck, president, presided at the Monday (2) meeting, with Millie Hudspeth, first vice-president; Edna Hacker, second vice-president; and Cleo Sneed, secretary, also on the rostrum. Sally and Joe Murphy placed a large wreath on the cemetery plot Decoration Day. Paul Juhin decorated the graves with flags.

Millie Hudspeth was hostess at the combination business and social meeting, Margaret Fugh and Millie Cepak won the canasta prizes. Door prize went to Cleo Sneed and Grace Tinder won the raffle. Margaret Fugh asks that all members send in a head and shoulders photo of themselves. Mabel Welshman James and sister, Daisy Parr, went to Omaha to visit their mother's grave on Decoration Day.

National Showmen's Association

1564 Broadway, New York
NEW YORK, June 14.—George A. Hamid Sr., president emeritus, took the first 100 Award Books, summer project run by the ways and means committee. Not to be outdone, Bass Hamid, president of the ladies auxiliary, took her full quota of books and paid for them even before she sold them. Ill. recently, Mrs. Hamid is now off for her Maine camp with a station wagon full of work for her auxiliary and for NSA.

After being hospitalized for four months, Joseph Amico has been discharged and is feeling fine. Harry Weinraub also convalescing nicely following surgery. Joseph Kaufman is still at French Hospital, New York, his condition about the same. George D. Hensley at Pilgrim Hospital, Brentwood, L. I., showing improvement.

Shut-in members True Perkins, James Cox and Irving Udowitz received their regular monthly gift. Clarence Pool stopped in recently, just to make a generous contribution for the shut-in fund.

Counselor Max Hoffman off for a two-month vacation. . . . Chaplain Fred C. Murray and Past-President Jack J. Perry spent some time here recently.

John McCormick visited World of Mirth Shows a short time ago, and saw Bernard Allen, many other NSA-ers. . . . Charles Buchbaum writes that he has joined the Oscar C. Buck Shows.

Recent visitors included Louis Peregoff, Morris Saul, Stanley W. Wathon, Irving Reichenthaler, Howard E. Levy, Ward Graves, Morris Sommers, Neal Carr, Charles Lawrence, and Leonard Traube.

Also, Sam Rothstein, David Solomon, Sidney Rifkin, Sam Shaw, Julius Roth, Sam Miller, Murray Zand, Harry Levine, Al Burt, George Boving, James Peterson, Charles (Doc) Morris, Morris Bernstein, Louis Elias, Louis Reiben, Al Keating, Harry Tilner, and L. Dada King.

Secretary, Ethel Weinberg is leaving for a few weeks' vacation and has taken with her some application blanks and Award Books, thereby combining business with pleasure. Dues will be payable July 15th.

Letters are being held here for Ben Cheek, William E. Pringle, Frank A. Robbins, Harold Schneider, Isaac Stern, Jack Stern, Victor Weinberg, George Reagen and Frank Blatsky.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 18
Ladies' Auxiliary
Good attendance prevailed at the last meeting. Answering the roll call of officers were Luellie Dolman, president; Fay Prosser, second vice-president; Marie Rhodes, third vice-president; Grace Merkel, secretary, and Pegg Forstell, treasurer. Ruby Kirkendall, Emily Friedenhelm and Lee Sturm were invited to the rostrum. Olga Webber, a new member, was introduced by her sponsor, Sally Flint. Babe Gardner introduced Flora Bruce, her pupil.

Rose Rosard returned from a trip to Washin ton to visit her daughter. Bank night and two bazaar tickets were won by Fay Prosser. Door prizes, donated by Grace Merkel, Dorothy Enfield, Luellie Dolman and Ruth Woods, were won by Martha Reilley, Gwenn Mortensen, Mabel Brown and Ruby Kirkendall. Madison Hopes turned in good sum taken in at her party for the good of the club. Rose Rosard, Past-President Opal Manley and Norma Burke will hold a party in the clubrooms July 14.

Secretary Grace Merkel announced club officers will hold a party later in the summer. Elsie Sukor is reported to have sold her Merry-Go-Round in Long Beach, Calif. Charlotte Cohen reported that she had seen Lil Eisman in Oceanside, Calif. She sent reports to the members. Making brick talks were Olga Webber, Lee Sturm, Emily Friedenhelm, Ruby Kirkendall, Clara Delbos, Flora Bruce and Jane Hargus. Lunch was served by House Chairman Madison Hopes.

W.G. WADE SHOWS

NEGAUNEE, MICH., June 23 to 28

Can place SMALL OR FREAK ANIMAL SHOW. Full Season's Routing. Openings for Games of Skill and Merchandising Concessions. Now Contracting Attractions for Our Fair Routes.

W. G. WADE SHOWS, MANISTIQUE, MICH., ALL THIS WEEK.

P.S.: Following Negaunee is that big Fourth of July Week at CALUMET, MICH., in connection with a Big Civic Homecoming Celebration.

Now Contracting Special Rides and Attractions For the 1952 MICHIGAN STATE FAIR, DETROIT, August 29 to September 7

MARKS SHOWS

MILE LONG PLEASURE TRAIL
WANT WANT
CONCESSIONS: Merchandise Concessions of all kinds. SHOWS: Unborn, Snake, or any well framed Show not conflicting. Want Operator with Girls for well framed Posing Show. RIDES: Dark Ride, Octopus, Rocket, Spitfire. GENERAL HELP: Want Truck Mechanic. Must have tools and able to handle fleet of Internationals. Top salary if you qualify. Can place Merry-Go-Round Foreman and Help on all Rides. All replies to

JOHN MARKS SHOWS
Carbondale, Pa., this week; Wilkes-Barre, Pa., next week.

WANT TO BOOK

Concessions of all kinds. Cusard, Photos, all Manky Pank, booking only one of a kind. Rides not conflicting. Two Shows with good attraction. Call 1952 opening of Lake George Amusement Park. No amusements within 100 miles. Thousands of tourists weekly. Location adjoin million-dollar State-operated beach—gleitnic, authentic Indian Village. This is wonderful opportunity for 12 good weeks of stationary location, especially for Kiddie Rides. Room and electricity for trailers available.

Contact **MORT MESSIAS, Manager**
Write—Wire—Call. Phone: Lake George 590
LAKE GEORGE AMUSEMENT PARK, Lake George, New York
GEORGE DIRECTOR, PLEASE CONTACT

CONCESSIONS WANTED

FOR 4TH OF JULY AND BALANCE OF SEASON. PLAYING CITY PLAYGROUNDS AND STREETS IN AND AROUND CINCINNATI, OHIO.
Can use Photos, Ball Games, Age and Weights, Add Dart, Bumper, Pitch Tilt U Win, Cork Catch, Box Ball or any Stock Store not conflicting. All replies to

LEE BECHT AMUSEMENTS
Hillsboro, Ohio, June 18-21; Franklin, Ohio, June 23-28; then the Big One Water Work Park, Norwood, Ohio, June 30-July 5. Permanent Address: P. O. Box 92, Cincinnati 31, Ohio

TEXAS CENTENNIAL SHOWS

WANT FOR SHAMROCK, TEXAS, LEGION FESTIVAL AND OTHER CELEBRATIONS TO FOLLOW. GOING NORTHWEST INTO THE MOUNTAIN.

CONCESSIONS: Card Games, Age and Weights, Add Dart, Bumper, Pitch Tilt U Win, Cork Catch, Box Ball or any Stock Store that can work as told. WANT TO BOOK RODEO TO WORK AS FREE ACT.

SHOWS: Will book Shows with own outfits. Girl Show, Side Show, Grid Shows of all kinds. GLENN OSBORN, CALL ME NOW. EMMETT HUFFIN IS NOT CONFUSED WITH THE SHOW. Want Ride Help on all rides. Will book Merry-Go-Round for season or buy outright. CALL OR WIRE. George Hall, Shamrock, Tex., this week.

JAMES H. DREW SHOWS

Now playing all Celebrations, Special Events and Fairs until Mid-November
Can place legitimate Stock and Straight Sale Concessions of all kinds
Note: Can give circuit of 20 top notch Celebrations & Fairs to modern Arcade starting July 7.

Want experienced Octopus Operator to join now.
Address this week Western Union.
JAMES H. DREW SHOWS, Silverton (Cincinnati), Ohio

SUNSET AMUSEMENT CO.

R.B.Y. Petty, phone Jimmy. Deal, contact McMarus. Can use Ride Men who drive on Dodger and Caterpillar. Can place Caterpillar Foreman. Brainerd, Minn., this week; Hutchinson, Minn., Water Carnival next week.

STOCK TICKETS

One Roll \$ 1.50
Five Rolls 6.50
Ten Rolls 12.50
Fifty Rolls 52.00
100 Rolls 100.00
ROLLS 2,000 EACH	
Double Coupons 25.00
Double Prices 50.00
No C.O.D. Orders 100.00
Site: Single Tbl., 1x3 1,600.00

We Manufacture
TICKETS
of every description
THE TOLEDO TICKET CO.
1965 Carver St.
Toledo 12, Ohio

Cash With Order, Prices	
2,000 \$ 4.75
4,000 7.50
6,000 9.50
8,000 11.50
10,000 13.50
15,000 18.50
20,000 23.50
25,000 28.50
30,000 33.50
35,000 38.50
40,000 43.50
45,000 48.50
50,000 53.50

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

NOW BOOKING FOR FAIRS AND CELEBRATIONS
HAZEL PARK, MICH. JULY 3-6
MT. CLEMENS, MICH. JULY 3-6
METROPOLITAN BOYS' CLUB
COMBINED WITH POLICE CIRCUS
 Inside Hazel Park Race Track
AMMIAL AMVETS' CELEBRATION
 Hot Rod Races—Fireworks
 Car Circus Away—Free Admission
BLUE WATER FESTIVAL
PORT HURON, MICH., JULY 10-13
NIGHT DOWNTOWN—7TH ST. BRIDGE
 Parades—Orange Men's Day, July 12—50,000 Canadians Aired
 Eastern Market, Derron and Romeo Peach Festival follow. Book now. Space is limited. Want legitimate Merchandise Concessions of all kinds. Popcorn sold. No Wild Cams. Ride Here and Drive Somewhere.
MAJESTIC GREATER SHOWS
 S.A. GOLDSTEIN
 1731 LEE PLACE, DETROIT, MICH. TR. 3-0189

Percell's PIONEER SHOWS
high class midway attractions
FREE GATE **FREE GATE**
 Bloomsburg, Pa., June 23 to 28; Sarre, Pa., June 10 to July 5; 51000 Fireworks, \$600 Parade Prizes; Fourth of July 2 Cars given away. Parades, Events, Nightly, 5 Free Acts. Want Cusard, Novelties, Jewels, anything not conflicting. Want Shows of merit. Binoe Cleas, Second Men, All Riders, Operators for Ding Show. "Stretch" Rice wants Razzle and Bucket Agents. Jimmy Van wants P. C. Dealer. Jack Kearns wants Dancing Girls. Want Posing Show Operator. Dancing Girls. All Fairs and Celebrations. Good Fourth of July date. All replies this week. **Boatier, Pa.**

CLEARFIELD COUNTY FIREMEN'S CONVENTION
 CURWENSVILLE, PENNA. JUNE 23 THROUGH 28.
 Call book Manky Panks, Age and Scales, Arcade, Hit-Strikes, Want Operator-Manager for Motordrome, Couple to handle Fruit Concession, Huntington County Firemen's Convention follows. Write or wire
BEAN'S ATTRACTIONS
 CLARION, PENNA. THIS WEEK.

FLOYD O. KILB SHOWS WANT
 For July 3-5, Villa Platte, La. 1st town on school grounds. Parades, bands, contests, drawing of auto, etc. Biggest Celebration in Louisiana.
 Can place 5000 Concessions of all kinds—Ball Games, Jewelry, Cusard, Novelties, Wild Shows, etc. Fish Pond, Lark Gallery, Pitch to Win, Cook, Snack Wagon, Wheelbarrow Race, Girls and Bunkies, strictly stock. Have good route 12 Fairs in Louisiana and Arkansas. Join now for preference. Want reliable Foreman for good No. 5 Bill, also Mergo-Gu-Bound Foreman. Man for 2 Kid Shows (Pepsi, Whirl, Bull in Ring), set in town with Wild West. Consider Man for Binoe, strike team. If you are a Foreman and appreciate good treatment and pay in cash, come on, you will do all here. Want Sound Guy. All replies to FLOYD O. KILB, Meru, Missouri, La., June 16-22; Alexandria, La., 22-29; then Villa Platte.

EDDIE MILLER WANTS
 Feature Dancer, young, attractive. Also inexperienced Girls. Big pay, short hours. Man and Wife as Concession Agents. Marion Woods wants fast Griddle Man and Counter Man. Good pay, best treatment. Foremen and Second Man for Twin Ferris Wheels, office owned; top wages.
 c/o HAPPYLAND SHOWS, Lansing, Mich., Ill June 24th.

WANT FOR BEACH RESORT
 All Summer Work
 Fisho Binoe or Skillo, Cusard, Grab Popcorn, Candy Apples, Candy Floss, Sherball, Poterole, Basketball, Penny Race, Hit-Strikes, Candy, Fruit Gallery, etc. All Concessions must conform with sand ordinances, no milk. All reply to
S.W. TASSER PHILADELPHIA, PA.
 5829 WALNUT ST. P.O. Want Ride Help on all rides. No teenagers or setups.

SUNSET AMUSEMENT CO.
 CAN PLACE FOR HUTCHINSON WATER CARNIVAL, WEEK JUNE 23
 Bingo, Photos, Derby and Manky Panks. Bill Stacy, contact. Brainerd, Minn. this week.

Mound City Shows #2
 WHITEY SLATIN, MGR.
WANT TO BOOK:
 Mug Outfit, Fish Pond, Guess Your Weight and Age, Glass Pitch and any other Manky Panks that don't conflict. WANT TILT-A-WHIRL FOREMAN and SECOND MEN ON ALL RIDES. This show plus nothing but bona fide Celebrations and Fairs.
 Address: PACIFIC, MO., June 20-21-22; then VALLEY PARK, MO., June 27-28-29.

ELECTRICIAN & TILT FOREMAN
 WANTED FOR SMALL SHOW
 Playing Michigan and Indiana Fairs and Celebrations.
 Good salary to right people.
 All answers confidential.
 BOX D208, The Billboard, 2160 Patterson, Cincinnati 22, O.

WANT CARNIVAL
 WEEK AUGUST 11 TO 16
 Sponsored by the
VETERANS OF FOREIGN WARS
 Postoffice Box 61026
 Hampton, New Jersey

MACK'S BINGO
 Needs Agents and Caller.
 Write or wire
"BINGO"
 Care Morris Hannum Shows, Northampton, Pa., June 19-20

TURNER BROS. SHOWS WANT
 Stock Concessions of all kinds, Long Range Cusard, Binoe, Novelties, Ball Games, Bumper, Ride Help on all rides, must be well dressed.
 ADDRESS: Pekin, Ill., June 16-22; Washington, Ill., June 24-28.

NEON MAN
 Available Any Time
H. R. "Rusty" Shaffer
 Telephone: Gladstone 5-9748, Philadelphia, Penna., collect.

WANTED
 AGENTS FOR COKE BOTTLES AND BALL GAMES WILL BOOK SCALES AND ACE, 50-50. No Milk.
HARRY BEACH
 Myrtle Beach, So. Carolina

WANTED
 A-1 Tilt Foreman, Chairperson Foreman, second man on Roller-Ping, second man on Top pop and lower for water and reliable men. No up or down until Labor Day, then 10 Fairs.
LEO LANE
 Savannah Beach, Ga.

WESTERN NEW YORK'S BEST Firemen's Celebration
 Palmyra, N. Y., June 30-31.
 Can place legitimate Concessions of all kinds. **JOHN MEYERS**
 Palmyra, N. Y.

SIX RIDES WANTED FOR WINNEBAGO COUNTY 4-H SHOW
 Rockford, Illinois, August 5 and 6.
MYRON G. SMITH
 4329 W. State St.

From the Lots
Virginia Greater
 SUFFERN, N. Y., June 14.—After battling rain and mud at last week's spot in Monsey, show finally made the jump here, only to find the lot at Hillburn, a suburb. Wooded. Not until the Hillburn Fire Department, sponsor here, had finished a two-day pumping job, was the show able to move onto the lot Tuesday morning (3). Monday and Wednesday (4) were lost to a downpour. Rain came again on Friday (6). Saturday crowds and receipts were fair.
 Firemen's committee were co-operative and did all they could to get the lot and parking area in decent shape. Personnel visited with Hunt Bros.' Circus playing about nine miles away.
 R. (Frenchy) Dufault has added a jewelry stand, and the new top for the cookhouse arrived from American Tent & Awning Company, Norfolk, Va. Charles Hillert is also sporting a new top for his Unborn Show.
 Harold Humphries, nephew of the Masucci recently added to cookhouse staff as headwaiter. J. D. Goodrich and his son, Griffin, left for the State, Va., home on word of illness in the family.—H. W. (HAP) ARNOLD.

Crafts Exposition
 TULARE, Calif., June 14.—Shows pulled in here Monday (2) following a successful week in Visalia, Calif. Tuesday's opening was slow and continued that way until the week-end. Ray and Sid Lee's derby is topping the concession line-up.
 Jimmy and Zola Wise took delivery on a new house trailer and pick-up truck. Eldon Short is building a new concession for the Fourth of July. The Beezleys took delivery on a new trailer.
 Eddie Rood and Lee Brandon visited here, as did Linda Warren. The Warrens plan to have all three of their children on the shows when school closes. In the Thursday night bowling league, Roger Warren beat the show's champion Al Cecchini, by one pin. Mr. and Mrs. Appleman put up a new guess-your-age stand here.—VINCENT B. KUROPATWA.

Reynolds & Wells
 FORT SCOTT, Kan., June 14.—Manager Curley Reynolds welcomed Charles and Ruth Dunn and their two children with their new cookhouse during the local engagement. The Dunns purchased a new trailer recently and jumped over 1,000 miles in here to join the shows.
 Matinees are proving winners for concessionaires. Org is playing two spots per week and the idea is proving successful. Shows leave here for Horton, Kan., for three days, June 16-18. Weather has been good. Most of the spots have been played uptown and they have paid off.—H. L. (RED) DAVENPORT.

Page Bros.
 COLUMBIA, Ky., June 14.—The new front gate, built on a 34-foot Fruehauf semi-trailer, was erected this week.
 Bob Rubetson joined with two concessions. Danny Royal took delivery on a new car.
 Mrs. W. E. Page and Mrs. E. H. Broome made a shopping trip to Louisville last week.
 Visitors to the show included Johnny J. Denton and Alton (Peckwood) Sparks—V. L. COLLIER.

Rain Hurts Vernon
 Continued from page 61
 instead of making the long trek to Liberty, Tex.
 Still, in addition to Owner Vernon, includes Robert Kobacker, general agent; C. P. McCarthy and Babe Emswiler, legal adjusters; Lilas Vernon, secretary-treasurer; Bub Neely, electrician and maintenance man; Rabbit Baker, mechanic, and Red Qualla, mailman and agent for The Billboard. Qualls also has popcorn, peanuts and candy apples.
 Emswiler, who in addition to his legal chores, has concessions on the show, was confined to St. James Hospital here all week with a chest ailment.

WANT
 Nail Store Agents, Clothes Pin Agents, Rattle Agents and Blower Agents.
GENE CAIN
 Care Wallace Bros.' Shows
 Hamack, Michigan

BUFF HOTTLE SHOWS
 WANT FOR ELBORADO, ILL. JUNE 23-28; Then HEART OF ILLINOIS FAIR AT PEORIA, JUNE 30-JULY 6, AND BALANCE OF SEASON OF 18 MORE FAIRS
 STOCK AND EATING CONCESSIONS OF ALL KINDS. (Audy Rosamussen, contact Whitley Richards) PENNY ARCADE (Audy Allen, contact), SHOWS—FUN HOUSE, GLASS HOUSE, MOTORDROME OR ANY SHOWS NOT CONFLICTING. RIDE HELP—SECOND MEN WHO CAN DRIVE SEMI TRAILERS. JACK FLYNN can use Bucket Outfit and one more Peak Store. Agents for Wheels. MOSE KALIN wants Razzle Agents. BERNIE BERMAN has good proposition for man with complete Six Car Store.
 Address BUFF HOTTLE, Mgr., or BERNIE BERMAN, Bus. Mgr. DYERSBURG, TENN., this week; then per route above

JOHNNY'S UNITED SHOWS
 "HONESTY IS OUR POLICY"
 Last Call for Sreator, Ill., Annual Fourth of July Celebration; 25,000 Population. Now Playing Tipton, Ind., Annual Street Celebration. Africa, Ind. Next Week.
 WANT Novelty, Grab Concession, Ice Cone, Cusard, Lemonade Shake, Pronto Pups, Jewelry, Penny Arcade, Milk Bottles, Basketball, Hoop-La, Heart Pitch, Hit-Striker, Add-Em Darts, String Cannon, Pitch-Tilt-U-Win and Buckets. SHOWS—Monkey, Wild Life, Fat Illusion, Funhouse, Dromedary, Glass House or any good Grand Shows. HELP WANTED—Second Man for Wheel, Chairperson Foreman. Must drive. Joe Solidano wants Manky Pank Agents, wants Lulu to come home. Alfredo wants Magiclan, Tattoo Artist and Annex Attraction.
 WANT TO BUY—40-60 Top.
 All replies to John Portemont, Tipton, Ind.

CARL D. FERRIS SHOWS
 WANT FOR V. F. W. CELEBRATION IN ST. MARYS, PA., JUNE 16-21; KANE, PA., LEGION CELEBRATION, JUNE 23-28.
 CONCESSIONS—Can place all kinds of legitimate Concessions that work for snark. Reasonable privilege. Len Fox and Lou Hall, contact Mack (Carl) Graham, will look all your concessions. No exclusive. Hardy Brady wants Pin Store Agents, also capable Wheel Agents.
 SHOWS—Will book Shows of all kinds with own equipment. Excellent proposition for Motordrome, Speedy Painter, contact us, will give you a real good deal for twelve bona fide fairs starting week after July 4th. Opening for Snake Show, Glass House, Funhouse, Monkey Show. Ed Diebert, contact, or any Grand Show.
 All mail and wires to Carl D. Ferris, St. Marys, Pa.

STEEL CITY SHOWS
 Want for gigantic July 4th and 5th, WHITE CLOUD, MICHIGAN. One of the oldest and best spots in Michigan; get your summer bank roll here. FIREWORKS—FREE ACTS—PRIZES.
 WANT CONCESSIONS—All kinds of Manky Panks, limit two of a kind; Novelty, Jewelry, Cusard, Hit-Striker, Candy, Popcorn, Ball Games, Six Cars, Pea Pool, Pan Game, WANT SHOWS—Wild Life, Animal or any good Show. Want capable Ride Men who drive Semis, Playing Snark, July 4th week—Baltimore, North and State Sts. All joining new give preference. July 4th and balance of season good route of Celebrations, Fairs and Homecomings. All replies
 Concession Manager, Steel City Shows, Monroe, Mich.

AGENTS
 JEWELRY AND NOVELTY PEOPLE
 For Bags, Spindles, Who Worker, Plenty Fairs, Lewis Tucker, Jimmy Ritchie, Heavy Harry, wire.
LARRY R. BURNS
 Care of King Reid Shows
 Barre, Vermont

CHARLIE BARNES
 Producer
 CAN PLACE FOR BIG GIRL REVUE ON CAVALCADE OF AMUSEMENTS
 Hitchcock M.C. Girl Singer, Dance Team, Chorus Girls, two Singsham Straps, Long Season, and whatever all you are worth. Write would consider line of credit. All people who have formerly worked for Charlie, contact him immediately. Address: Charleston, W. Va., this week; Bee-wood, W. Va., next week.

WANTED
 Either Merry-Go-Round or Ferris Wheel for
ANNUAL ELKS' FESTIVAL
 July 3, 6 and 7.
 Easy terms. Best patronage.
 Phone or wire
J. R. GAYLE
 Lincoln, Illinois

FOR SALE
 Hoveyell-Sollman Three-Around Merry-Go-Round, working parts and canvas new 1952. Outdoors and Pika-Whirl, good as new, no junk. Hides can be seen in operation at 29th and Arkansas.
M. A. SHAFER
 Box 1295, Wichita, Kansas. Phone 6-2454

WANT CARNIVAL
 For week of July 1-6
RIVERVIEW PARK
HARVEY KLEIN
 Route 2, Box 804, Racine, Wisconsin

CAVALCADE OF AMUSEMENTS Can Place
 Union Billboard. Will furnish truck. Can also place Operator for Pea-Corn Wagon and Candy Tables. Good proposition. Must know his business.
 ADDRESS: Huntington, W. Va., this week.

WANTED
 Biteshow Act of all kinds, outstanding. Please to feature. Write or wire to
C. WIELAND
 Care Peter & Burk Shows
 Ballina, Calif., this week; after June 22, 626 O'Farrell St., San Francisco, Calif.

SCHAFER'S SHOWS WANT
 String Game, Shive Rack, Cane Rack, Heart Pitch, American Palmtree.
 ADDRESS: Newport, Ark.

3 GIRLS WANTED
 For Girl Show. Good workers. Salary \$75 a week. Write, wire
FRED B. PERKINS
 Continental show, Carthage, N. Y., this week; Greenville, N. Y., next week.

WANTED ELECTRICIAN
 To join immediately. Must understand how generator, motor, reliable, no misrepresentation. Salary \$75 a week and cut in playing fields. Lots until November.
MAX GRUBERG
 1239 Clearview St., Phila., Pa.

WANT
 For Seventeen Fairs Starting Now. Pea Pool Dealer, must know his stuff and be fast. Also can use well-finished Pony Ride.
Wm. T. Collins Shows
 Cooby, N. Del., this week; Baltimore and Gando next.

WANT
 Cook House, Pop Corn, Join by Wire. Also want Catered Show Girls.
Conat Plain Shows
 C. V. (BILL) COX
 Charlott Court House, Va., June 16-21.

Cavalcade Gets In Good Stands On New Route

Wagner Org Scores Better Than Okay Biz in Va., W. Va.

ASHLAND, Ky., June 14.—The steel strike is on in this city, home of the Armco plant, but Al Wagner's Cavalcade of Amusements, showing here this week, has felt no ill effects. In fact, thru Thursday (12) business was rated. Wagner, in explanation, said that the finish should be strong, too, for the steel workers are to receive their final full paycheck before the week is over.

Wagner's aggregation has been getting better than satisfactory business in recent weeks. Bristol, Va., played two weeks ago, proved a good stand that was capped by an excellent Saturday which was highlighted by a \$1,700 kids' matinee.

Williamson, W. Va., last week also yielded good business, even tho the lot there was too small to permit the Cavalcade to put up all of its equipment.

All of the recent spots played by the Cavalcade are new in the show's route. In discussing the good business registered, Wagner said one reason is that the spots played hereto drew only materialized shows and that the arrival of a railroad show has boomed turnouts.

Next week the Cavalcade will go into Huntington, W. Va., also a new one to the show's route.

AMERICA'S FINEST SHOW CONVEYERS

TENTS—SIDESHOW BANNERS
CONCESSION TENTS
IMMEDIATE DELIVERY
FLAMEFOIL FABRIC
Available in all colors
all dyed colors also available
Bernie Mendelson—Charles Drive.

O. Henry Tent & Awning Co.
8408 N. CLARE ST. CHICAGO 46

DOUBLE WHEELS SKILL WHEELS

Horse Wheels
Paddle Wheels
Big Sizes
Horse Wheels
Basketball and Cigarette Wheels
Laydowns and Penny Pitches

CARDINAL MFG. CORP.
430 West Street, Beaverton, N. V.
E. Vesteren T. 9027

STRANGE and WEIRD ATTRACTIONS

Shamken Heads
Bodies, Devil Child,
Flea Girl, Ace Boy,
Wild Boy, m.a.s. or
where. Your ideas
made up. Free
feeler. Write
TAYLOR CURIOSITY SHOP
1855 E. Van Buren St.
Phoenix, Arizona

COUNTY FAIR SHOWS WANT

All kinds of Concessions, High Striker, Mini Camp, Glass Pitch, Short Range, Shows of all kinds or any Grand Show of merit. Ride Help. Contact

EARL D. JOHNSON
County Fair Shows
New Castle, Wyo.

PROMOTERS

Get on our Mailing List
Each week The Billboard sends its industry giving for names of individuals who might underwrite and promote attractions for auditoriums and arenas.
You can refer us outside from your territories to you.
Please state the date and type of event or at least one event which you have presented in the past. Specify whether or not you were financially responsible or secure responsible underwriting. Write Area Auditorium Department, The Billboard, 320 W. Randolph St., Chicago 1, Ill.

COMMITTEES

Michigan, Indiana and Ohio
Rides available for Fairs, Picnics and Celebrations, including Fourth of July
Write to
TOM E. ROSS
General Delivery Teteo, Ohio

JUNE 30-JULY 4 CELEBRATION CHANUTE, KAN.

JULY 16-19 STREET CELEBRATION EL DORADO SPRINGS, MO.

JULY 22-26 FAIR TIPTON, MO.

JULY 29-AUG. 2 FAIR CALIFORNIA, MO.

AUG. 4-9 CELEBRATION MANSFIELD, MO., OZARK EXPO.

AUG. 11-16 PICNIC HOUSTON, MO.

AUG. 18-23 FAIR COLUMBUS, KAN.

10 Rides—10 6 Shows—6 F. C. BOGLE SHOWS, INC. 100% Legitimate

NOW BOOKING FOR GREATEST MONEY ROUTE IN TERRITORY

CONCESSIONS Want legit Concessions of all kinds. Especially want Mug, Cork, Novelties, Hi Striker, & Cats, Scales, Fish Pond, Ice Cream, Long and Short Range, Mats, Fish Bowl, Diggers, Basket Ball, String, Country Store, Hoop-La, No "Ex" but will not overload.

SHOWS Want Shows with own equipment, Motordrome, Unborn, Side Show, War, Crime, Fun House, Glass House, Penny Arcade, Big Snake, Fat Boy, Athletic, Animal, Mechanical, Musical, Midget, Have fronts and 20 by 30 tops and 20 by 40 tops, what do you have to put in them?

RIDES Will book a complete Kiddieland. Especially want Dipper, Train, Live Ponies, Boat Ride. Will book one Major Ride not conflicting with Merry-Go-Round, Wheel, Spillfire, Tilt, Octopus.

HELP Want Foremen for Spillfire and Tilt-Whirl, Second Men on all Rides. Must be sober and must drive semi. Top wages plus full season bonus for top men.

WIRE: F. C. BOGLE, Gen. Mgr.
IOLA, KANSAS, THIS WEEK, THEN PER ROUTE

AUG. 25-27 STREET CELEBRATION APPLETON CITY, MO.

AUG. 21-SEPT. 1 FAIR COLUMBIA, MO.

SEPT. 3-6 STREET CELEBRATION MARYVILLE, MO.

SEPT. 9-13 FAIR McALESTER, OKLA.

SEPT. 15-20 FAIR STILLWATER, OKLA.

SEPT. 22-27 FAIR OKMULGEE, OKLA.

If You Know This Territory—You Know These Spots

WANTED AGENTS FOR SEUM CONCESSIONS

16 Major Fairs.
WRITE or COME ON.
Clyde Warbritten
c/o WORLD OF MIRTH SHOWS
Norwich, Conn., week of June 16th;
Worcester, Mass., week of June 23rd.

WANTED FOR BOB CARTER'S DOG AND PONY SHOW

Pick Pony, Drill, Trimeterack or anything suitable for this show.
Address: Box 181, Bay St. Louis, Miss.

SCHAFFER'S SHOWS WANT MOTODROME RIDERS

Have new Indian Cycles and a fine route

CONTACT: W. A. SCHAFFER
Newport, Ark., this week; then per route.

INTERSTATE Shows

WANT FOR WYTHEVILLE, VIRGINIA, JUNE 23-28 (DOWNTOWN LOCATION)—ONE SHOW A YEAR! THEN THE BIG ONE—FIREMEN'S 19TH ANNUAL (JULY 4TH CELEBRATION), GALAX, VIRGINIA. (Parades, Bands, Fireworks, Free Acts. This is positively Virginia's best Fourth date. Ask those who have played it.)

CONCESSIONS All Eating and Drinking Stands open. Long Range Gallery, Short Range Gallery, High Striker, Novelties, Guess Your Age, Jewelry, Monkey Ponks of all kinds. No exclusives. Will book Buckers, Swingers, Nails, Six-Cat. Will book one or two Mirth Cosms. Andy Kelly, get in touch with me.)

SHOWS Motodrome, Monkey, Penny Arcade, Wild Life, Fat Show, Glass House, Fun House or any worth-while Grand Shows of small percentage. Will book Old Show with or without own equipment. R. R. "Lucky" Miller, get in touch with me.) Want Side Show—will furnish 20x120 Top with 140 ft. Banner line if you have something to go inside, or will book one with own equipment. Want at Once—Mineral Show with not less than 14 people.

RIDES Caterpillar, Octopus, Spillfire, Little Dipper or any first Ride for entire season at small percentage.

HELP Foremen for Twin Ferris Wheels, Merry-Go-Round and Chair-o-Plane, Second Men on all Rides. Want Show Builders and Painters to join on wire. Lot Man who is capable of handling 10-Ride Show. Counter Men for Bingo.

WANT OUTSTANDING FREE ACT TO JOIN FOR WEEK OF JUNE 23 AND BALANCE OF SEASON, MUST BE SENSATIONAL. All replies to H. B. ROSEN, Mgr., HAVEN, VA., then per route above

RIDE HELP WANTED

Ride Foremen for Merry-Go-Round, Ferris Wheel and Caterpillar, wages \$80 a week; Second Men, \$60 a week. Want to rent outright or on percentage, week July 21-26, Ferris Wheel or Octopus. Want to rent 40'x60' Tent week August 18; we will pick up and bring back if necessary.

PRUDENT'S AMUSEMENT SHOWS

124 CEDAR AVE. PHONE 315 PATCHOGUE, N. Y.

GEORGE CLYDE SMITH Shows

WANTED

Huckly Buck, String Game, Long and Short Lead Gallery, Spot the Spot, Buckets, Cane Rack, Ball Games, Wanted: Girl Show, Snake Show, Monkey Show, Side Show, Big Show, Agents for Honky Ponks, Truck and Tractor Drivers. All replies to **GEORGE CLYDE SMITH SHOWS**
Scalp Level, Pa., this week; Central City, Pa., next week.

PAGE BROS.' SHOWS

Want Cookhouse, Custard, Photos, Arcade and Honky Ponks of all kinds. Manager with Acts for Side Show. We have all equipment. Howard Piercy wants head for Pin Store and Razzle with Agents.

Somerset, Ky., this week.

P.S.: Ride Help and Sound Truck.

AGENTS WANTED

Skills Agent, Pin Store and Count Store Agents for two big money spots, Mantua, N. Car., week June 23; then Nags Head, week June 30. Thousand of marines, voters and tourists. All replies:

A. R. "Dutch" Whiteside Barrison Shows
WILLIAMSTON, N. CAR., THIS WEEK

WANT—CONCESSIONS—WANT For MT. VERNON, OHIO, FAIR, JULY 22-26

NEAL CARLIN, BOX 97, BUCKEYE LAKE, OHIO

WANT—CONCESSION AGENTS—WANT

For Add-Up Dart, Billion Dart, Short Range Gallery, Add-A-Ball, String Game, Ball Games, Cigarette Block.

NEAL CARLIN
Care Coaling Park Attractions
Willard, Ohio, week June 15; Lakewood, Ohio, June 22.

UNITED STATES SHOWS WANT

Water Concessions, Photo Gallery, Penny Pitch, Glass Pitch, String Games, Cork Gallery,
Shows—Mechanical City and Animal Show,
Help for Octopus, Roll-o-Plane, Chairplane, Wheel and Merry-Go-Round.
Ocean, W. Va., all this week.

WADE GREATER SHOWS

Can piece for a solid route of Fairs and Celebrations starting July 2 in Plymouth, Mich.

Roll-o-Plane and Octopus, or other Flat Type Ride.

Fred Thumburg and Allen Deggiler, contact if at liberty.

Can piece Stock Concessions and Monkey Ponks of all kinds.
Answer Western Union to
Jack Lampton, Mgr., Wade Greater Shows
Crawford Orleans St., Detroit, Till June 30.

A.M.P. SHOWS
Suggsy
WANT

Fish Pond, Ball Games, Photos, Mirth Games, Dart Store, Hi-Striker, Lead Gallery and Penny Pitch, Some P.C. open with Honky Ponks, SHOWS—Snake Show, Monkey Show, Animal Show, Wild Life and Funhouse. Cart Abine wants Girls for Girl Show and Side Show People, Doc White, contact, Joe Reynolds, contact JUNE 23. This week, Somerset, Pa.; next week, the Gals Annual, Lion Club and Firemen's Celebration, at Indian, Pa. Parades and Fireworks, followed by the largest Fourth of July Celebration in the East, Oakland, Md. Contact: A. M. Podobinski

HELLER'S ACME SHOWS

Want Bingo—Legalized now in New Jersey by court, but operate as Dart or Shuttle Most of the time operate as Bingo

Want Long Range Gallery, Basket Game, Guess Your Age and Weight, Photos, Pinball, Hoop-La, Want Merry-Go-Round Foreman and Second Man, Kiddie Ride Foreman for three Kiddie Rides, Ferris Wheel Second Man, Ferris Wheel Foreman, Neeshan who can cut it. Only 10 Trucks and 8 Rides. Good wages and set in every Wednesday, Best of treatment and long season. Want Girls for Girl Show, office paid. Want any worth-while shows 25%.

This week, Oakland Ave. and Hoboken St., Jersey City, N. J.; next week, Monarch, N. J. Firemen's Celebration; then Caldwell, N. J., Fourth of July Celebration.

WANT FOR CHESTER, PA., WEEK JUNE 23

RIGHT IN HEART OF BIG TOWN

Merry-Go-Round, Octopus, Tilt, Shows of merit. Can piece Grab, Popcorn and Apple, Flow, Snow Cone, Frozen Custard and Honky Ponks of all kinds, including Age, Weight, Long and Short Range. Can piece Music Wagon, Bingo, Chair and Ride Help of all kinds; must drive Semi Trailers. Wire:

BARNEY TASSELL UNIT SHOW
LEVICK ST. AND FRANKFORD AVE., PHILADELPHIA, PA.

SHAN BROS.' SHOWS

Want Stock Concessions. Want Talker who can sell Candy, and Musicians, Comedians and Girls for Minstrel Show. Manager for Monkey Speedway and Operator for Snake Show. Man to handle Front Gate and Light Towers. Bobby Curry wants Side Show Acts to feature, also Amusee Attraction. Bob Buffington wants Bingo Help. Want Billposter. Address:

PIKEVILLE, KY., THIS WEEK.

Hunt Earnings Top '51

Continued from page 60

winter when various acts and show's seven-elephant herd were seen almost weekly on Big Top, CBS-TV seg. and other shows.

Hunt's granddaughter, Marsha, and the baby of the herd, Sita, imported only a year ago, made frequent video appearances. Viewers obviously remembered since daily requests to meet her and secure her autograph now average around 15, it was said. The bulls in charge of Captain Bush are now appropriately billed as the "Television Elephants."

The show is the usual brisk display with some 23 displays, largely populated by family members, spread among three rings in the 100-foot top. A pre-season deal to feature the Zoppe-Zavotta riding family as a needed big act failed to materialize and the De-Riskie Family, formerly with the show, was only recently added to fill the gap.

New Cabinet Group

The show has been without a concert until yesterday in Mamaroneck when Buck Lucas joined. It has been just as well. Hunt opined, in view of the weather and the condition of the tent, there were many play dates when it would not have been possible to feature Wild West, he said.

Pieces remain the same as last year, 60 cents and \$1.20 for general admissions, 25 cents for the Side Show, which incidentally has been doing well with 37 animals and several platform acts on display, and 50 cents for reserved seats and the concert.

The show, which opened in Annapolis, Md., on April 26, surprisingly is one show ahead on the season, despite the excessive rainfall. Three-a-day in several towns helped to boost the total.

WOLF Amusement

RIDE HELP WANTED
For new Rock-a-Plane and Twister.
HAROLD J. LUCAS
Mapleland Show, Lansing, Mich.
Until June 24th, then as per route.

WOLF Amusement

SALISBURY, MD. EXMORE, VA. CAMBRIDGE, MD.

THIS WEEK FOLLOWS 4TH CELEBRATION

WANT TO MAKE MONEY? PLENTY HERE

No potato shortage here—digging million bushels here now—prices high. **WILL PLACE**—Custard, French Fries, Floss, Ball Games, Hoopla, String Game, Glass Pitch or what have you in Hunky Pants, Shooting Gallery, Long and Short Range.

SHOWS—Have two complete **Girl Shows**—complete, need **Girls and Manager** for white and colored—good route. For any kind of **Grind Show**—come on.

RIDE HELP—Chairplane Foreman and 2nd Men on all sites. All help get bonus—pay every Monday.

Our fair starts early August. 10 southern fairs follow.

Wires to BEN WOLFE.

P.S.: Floyd Shicks, wire. Salisbury, Md.

EDDIE YOUNG'S

STERLING CROWN SHOWS

CAN PLACE ON THIS NEW SHOW FOR BALANCE OF SEASON

CONCESSIONS Frozen Custard, Candy Floss, Jewelry, Ball Games, Glass Pitch or any Hunky Pants.

SHOWS Any worth-while Grind Shows with own transportation and equipment.

HELP Ride Men. Can use good, sober, reliable Ride Men who can drive Trucks. Can place Manager for office-owned lineup. Must be sober and not afraid to work. **IRISH CAUGHN** can place Agents for Court and Park Shows. He Cats and Busters.

All replies to E. L. YOUNG, Mgr., Benton, Ky.; this week; Mayfield, Ky., next week.

CAROLINA SHOWS

PLAYING THE GREAT BOMB PLANT AREA WITH A FIVE MILLION DOLLAR A WEEK GOVERNMENT PAY ROLL

PIDES—Can place set of Kiddie Rides; Bill Jones, who, or will place any single Kid Ride. **SHOWS**—Want Snake Show, Monkey Show, Blackie, contact me; can place everything you have. Want Girl Show; High to Stars, wire; place you and Frenchy. Place any show you want. **CONCESSIONS**—Place Age, Scales, Popcorn, Candy Apples, Palatistry, any and all Hunky Pants. Real opening for Bings. We have nine bona fide Fairs. **HELP**—Want Bazille, Pin Store and Skillo Acorns, work six days a week. Place Ride Men who drive Semis. Place A-I Show Mechanic, useful Carnival Help. All address:

BARNWELL, S. C. THIS WEEK; SEMS, PER ROUTE AS IN BILLBOARD.

LONE STAR SHOWS

WANT FOR WAVERLY, TENN., THIS WEEK; THEN CLARKESVILLE, TENN.; THEN THE BIGGEST FOURTH IN THIS PART OF THE COUNTRY AT CAMDEN, TENN. HAD OVER 10,000 PAID ADMISIONS LAST YEAR. RUNS TIL TWO O'CLOCK IN THE MORNING. THEN THE KENTUCKY COAL FIELDS AND ARMY BASES. WE CARRY SEVEN RIDES—TWO SHOWS.

HELP—Tommy for Twister, The Wheel, Scooter and Roll-a-Plane. Also Kiddie Rides. **SHOWS**—Need Girl Show, Fan-in-One, Snake Show, Illusion and any show of merit. Just pay committie guarantee. We have twelve bona fide Fairs thru Kentucky, Tennessee and Alabama. Address all correspondence to: **J. R. McSpadden, Owner, or Edward Webster, Bus. Mgr., P.S. McWilliams, can use your Shows; contact, Johnny O'Connor, contact, Webster, needs Reddium Metz.**

Under the Marquee

Continued from page 61

Jorgen Christiansen Tent, of the CFA, were guests of the Clyde Beatty Circus in Concord, Calif., May 25. They spent the day on the lot and ate dinner in the cookhouse. Donald Marks reports that the Marks Miniature Circus will be on exhibit at the Thrift Savings & Loan Company, Oakland, Calif., during June.

Polack General Agent Dwight Pepple is back in Chicago. Howard V. Baay's British Africa Zoo is reported in Montana, on Paul M. Lewis, former operator of Lewis Bros. Circus, is recovering from a heart ailment which had him hospitalized at Ann Arbor, Mich. He'll make a string of fair dates. Tom Buchanan has joined Wallace Bros. since his indoor show closed. Ben Davoport is with his show in Colorado.

Fay Avalon (Fay Dinkelberger) is in Wadsworth General Hospital, Los Angeles, where she was taken after being stricken ill on Wallace Bros. Circus during org's stand in Denning, N. M. She'd like to read letters from friends. Walt (Paddy) Brobson, former member of clown alley on the Clyde Beatty Circus, is working around Los Angeles. Ernie (Blinko) Burch is doing TV bits in Hollywood. Cookie, the Clown, is advertising Manley Products in stores on the West Coast. Boss, the Clown, (Larry Valli) is working supermarkets around San Francisco.

Gene Randow was in Chicago this week. He'll play dates for the Hamid office this season. Randow tells that he received hundreds of letters and cards from show people after the death of his mother recently.

Dressing Room Gossip

Continued from page 61

June 5 and entered the service June 9.

Frankie and George Bell are running the pie car. Gladys Wiegand is painting many tropical scenes on the doors of the house trailers. Bob Grubb is producing clown Don McLaughlin added two 15-pound jungle rats to the pit show. Mr. and Mrs. Ed Pillar, circus fans, visited. —AL CONNER.

Rogers Bros.

Cincinnati gave the show a good three-day run. A special morning show was given at Children's Hospital. Participating were Doc Tombs, whips; Gaona Brothers, hand balancing; Lysle Chappell, dog act; Ricci, foot juggling; Teresa Baragan and Chester Gable, juggler. Clowns included Danny Styron and Eddie Doucett.

Teresa Gaines is planning to have a house warming in her new trailer. Roy Bible, motorcyclist,

Cats, Band Spark Rogers

Continued from page 60

ding form and, when complete, it should be powerful. Even now, it is the turn which makes the show. It was omitted at the matinee here because of the show's delayed access to the lot, but it was presented at night.

Casting, Bar, Ponies

Rodriguez Brothers work an adequate casting act and the Gaona Brothers have a bar act in the next slot. After a five-clown number, Equestrian Director Jack Lorenzo handles a pony and monkey act that was skipped here. Six girls work double ladders with unusually good co-ordination. Clowns appear again and then end rings are turned over to Carlos Ricci and Chester Cable for foot juggling. Menage riders are Jackie Tolliver, Little Jackie Tolliver and Charles Allen. The act is routine, but the band pegs it up.

Eva Basque has the center ring and Theresa Barragon and Buck Leahy share side spots for contortion turns. Then the concert line-up shows Charles Allen's trained Brahma bull.

The Anchias (3) work a triple trapeze number with a teeth suspension spin while Pedro Gaona and Rae Marges fill head balancing roles. Clowns are in briefly. Jack Lorenzo works the four-horse Liberty number, and these heavy animals didn't miss a step or cue. Charles Allen and Benny Arias work pony drills at the same time.

Gaonas, Anchias Return

Trampoline routines are offered by Victor and Pablo Gaona and by Espana and Marges. Clowns return. The dog number normally includes DeLisle Chappell and Roy Bible nets in the side rings, but at the matinee here only Little Jackie Tolliver's center act worked. The Anchias (4) work hand balancing well while the Gaona brothers offer single turns.

Jackie Tolliver, who manages to keep busy early with rigging and reserved seats as well as during the performance, returns for her single traps numbers with a neck swivel. Cloud swing numbers are worked at the same time by Little Jackie and Angel Gligin.

Clowns, concert announcement, a riding mechanic number handled by Benny Arias, Roy Bible's chimp act, which was omitted here, and an eight-girl web number preceded DeLisle Chappell's upside down walk. He puts this on in good style and the band helps.

The wire number has Espana on a bounding rope in the center and he does a backward somersault while the Gaona brothers work

is proving popular. Louise Gaines joined the show in Louisville, doing web and swinging ladder.—BUCK LEAHY.

Atayde Bros.

Show's tour of Lower California is paying off. Attractions include Mr. Bartow, Esqueda Brothers, and Caudillo Sisters.

Concert band is under direction of Prof. Salvador Caudillo.

single light wire turns at the sides. Carlos Ricci is flanked by Slim Girard and Chester Cable for juggling. Ricci's juggling bits are close to standard, but he works with speed, didn't miss and with help from the band, an assistant and good props, comes up with a strong act.

Coming back for a teeterboard number, the Anchias are increased to five, and their act utilizes two teeterboards but no perch chain. Considerable tumbling and acrobatics are mixed with the board-bouncing.

Three elephants are the finale. Eva Basque fronts the act. Jack Lorenzo is on the ring and Possum Red is boss bull man. Clowns are Buck Leahy, Eddie Doucette, Slim Girard, Tillie Davis and Danny Styron. The concert includes Allen's brahma, which does several bits; rumping, whips and a trained horse.

Polack Outdoors

Continued from page 60

went to Eureka, and George W. Westerman, in charge of San Francisco, will go to Reno after first attending the Shrine convention in Miami. Joe O'Donnell will jump from Fresno to Seattle.

Art Hansen and Dixie Hobert, of Jimmy Rison's staff, handled Tulare and Merced respectively, with Rison himself in Bersfield. Rison and his men will handle a string of dates following Los Angeles, including Santa Barbara, Chico, Watsonville, Santa Cruz, San Jose and Salinas.

Sam Ward is in charge at Los Angeles. The show again will play the Pasadena Rose Bowl July 4.

Carnival Routes

Continued from page 58

- Thomas United, Leland, Ill. 18-21
- Thomas Amuse, N. Salem, Ind. 18-21
- Ladoga 21-28
- Thomas Art B. Haron, S. D. 16-17; Redfield 18-19; Pierre 20-22
- Thomas Joyland, Washington, Pa.; Wheeling, W. Va. 23-28
- Tidwell, T. J.; Dardwood, S. D.; Rapid City 23-27
- Timely, Johnny T.; Atlanta, Ga. Trip Top, Alms Center, Wis. 30-32
- Travis, Cotter, Ill.; Washington, Pa.; Turner Brook, Pekin, Ill.; Washington 23-28
- Van Castryk; Winona, Minn. United Expo; Calumet, Ill. 23-28
- United States, Okemaw, W. Va. 18-19
- Universal Amuse, Canada, Harb, Ont.
- Veterans United, Casselton, N. D. 18-19
- Maxville 19-21; Pansy 23-28
- Victory Kaye; Lamet, Colo.
- Virginia Orator, Riverview, N. V.; Perth Amboy, N. J. 23-28
- W. E. 2; Ft. Recovery, O. 20-23
- Wade, W. O.; Manistowic, Mich.
- Wade Greater; Detroit, Mich. 18-20
- Wallace Bros.; Washington, Pa.; Salt Lakebridge, Ala. 23-28
- Wallace Bros.; Hancock, Mich.
- West Coast; Oran, Pa.; Ore.; Medford 23-28
- Wilcox, Dick; Carlson, Minn.
- Williams; Ray; Detroit, Mich. 18-20
- Wilson Perinos; Ottawa, Ill.; Creve Coeur 23-28
- Wilson, Greater (Rodeo) Center, Colo. 17-23; (Ledian Foose) Playliff, Ariz. 21-24
- Wolf, Greater; Columbia Heights, Minn. St. Peter 23-25; William 26-28
- World Am. Co.; Salisbury, Md.; Exmore, Va. 23-28
- World of Mirth; Norwich, Conn.
- World of Pleasure; Kalamazoo, Mich.; New Baltimore 23-28
- Yonka, Movie; Fremont, Utah; Elko, Nev. 24-30

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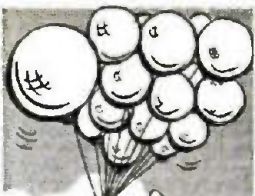
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Merchandise Topics

New York

Summer line of Karl Guggenheim, Inc. includes 32-inch plush bear, 9 1/2-inch scotties, felt beanies with feather, plastic carpet sweepers, miniature pearl handle pistol lighters, plastic cigarette cases, black handle pistol lighters and large pearl handle pistol lighters. The firm urges merchandise users to send for its catalog... Mills Sales Company claims new low prices for its line of novelties, toys, jewelry, gifts, sundries and pitch and concession items.

Just off the press are the McBride Jewelry Company's catalog No. 55 for engravers, demonstrators and fair workers, and No. 70 for jewelry and ring demonstrators... Blimp and checked caps are offered the trade by Greenberg, Brooklyn. The twill caps in red, white and blue, have a five-inch peak. The pique checked caps come in red, white, and black and white, with pom-pom on top. David Feldman, Inc., asks jewelry workers to send for its free catalog listing a complete jewelry line.

Chicago

Available to souvenir workers is the Nell Novelty Company's vanity set, gold stamped to order. The sets include bobby pin, comb, mirror and file in heavy plastic vinyl case in maroon or tan with brass corners. The item, retailing at 30 cents, is offered by Nell for \$3.50 in dozen lots. The firm specializes in plastic and leather novelty items, carded and boxes. Frisco Peto offers miniature Holy Bibles for sale in solid brass, hand polished and featuring a non-tarnish finish in a variety of styles. The firm's stock includes bracelet, key-holder, open view, closed view, pendant and fobette styles, priced from \$5.40 to \$7.20 in dozen lots.

From All Around

Marvel Wholesale Watch Company, St. Louis, supplier of jewelry items to agents, auctioneers, salesmen, etc., has published its new Catalog No. 21, a 68-page book in color showing over 650 pre-tested sellers the firm carries in stock for immediate shipment. Included are new watches, watch bands, costume jewelry, jewelry sets for men, combination watch and jewelry sets, diamond rings, wedding bands, diamond emblems, leather goods, lighters, cameras and binoculars. Marvel also announces a new credit policy. In addition to cash and c.o.d. orders, the firm accepts orders on open account from individuals and firms with good credit ratings.

Jim Robbins Company, Royal Oak, Mich., has introduced a new novel plastic auto hood political ornament picturing the Republican elephant or the Democratic donkey. It also serves as a bug and dirt deflector, helping to keep the windshield clean. It may be clipped on or behind the standard auto hood ornament in a few seconds... Letherton, Inc., Boston has introduced a new precision made mechanical pencil that also weights letters and parcels up to eight ounces. A scale built into the pencil indicates the correct postage. The 3 1/2" tall has a round, spiral wire built on the end to which letters may be clipped for weighing. A small hook at the end of the spiral is for hooking under the string of a small package to be weighed... Levinson Manufacturing Company, Westery, R. I., announces its new catalog of novelty night lights for kiddies' rooms. The line includes storybook lights for wall or table, musical lights, animal flashlights, boudoir doll lights, and illuminated angels, Santas, snowmen and Jack o'lanterns.

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PSN, FOLLOW THE LINE GET MONEY WE TUNE SMALL ILLUSTRATED CATALOGS OF COINCH CROWDING \$10.44 \$10.99 \$11.54 \$12.09 \$12.64 \$13.19 \$13.74 \$14.29 \$14.84 \$15.39 \$15.94 \$16.49 \$17.04 \$17.59 \$18.14 \$18.69 \$19.24 \$19.79 \$20.34 \$20.89 \$21.44 \$21.99 \$22.54 \$23.09 \$23.64 \$24.19 \$24.74 \$25.29 \$25.84 \$26.39 \$26.94 \$27.49 \$28.04 \$28.59 \$29.14 \$29.69 \$30.24 \$30.79 \$31.34 \$31.89 \$32.44 \$32.99 \$33.54 \$34.09 \$34.64 \$35.19 \$35.74 \$36.29 \$36.84 \$37.39 \$37.94 \$38.49 \$39.04 \$39.59 \$40.14 \$40.69 \$41.24 \$41.79 \$42.34 \$42.89 \$43.44 \$43.99 \$44.54 \$45.09 \$45.64 \$46.19 \$46.74 \$47.29 \$47.84 \$48.39 \$48.94 \$49.49 \$50.04 \$50.59 \$51.14 \$51.69 \$52.24 \$52.79 \$53.34 \$53.89 \$54.44 \$54.99 \$55.54 \$56.09 \$56.64 \$57.19 \$57.74 \$58.29 \$58.84 \$59.39 \$59.94 \$60.49 \$61.04 \$61.59 \$62.14 \$62.69 \$63.24 \$63.79 \$64.34 \$64.89 \$65.44 \$65.99 \$66.54 \$67.09 \$67.64 \$68.19 \$68.74 \$69.29 \$69.84 \$70.39 \$70.94 \$71.49 \$72.04 \$72.59 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Chi Coin Bows Match Bowler, New 6-Player

CHICAGO, June 14.—The first six-player game with the matching score principle is in production at the Chicago Coin Machine Company, Owners Sam Gensberg and Sam Wolberg announced. Called Match Bowler, it introduces several new play incentive features to the basic shuffle game theme.

Match Bowler has the new type individual score dials which leave nothing to conjecture, giving all participants an at-a-glance view of all players' scores. The only number which the player has to match is the last digit. Thus if the number "6" is to be matched any final score ending with 6 is considered a matching score. This matching score feature also can be used on a mystery basis or predetermined and visible before the player starts on his first frame. In addition to the matching score idea, the new Chicago Coin game has a star feature. When the player matches the score and the star is illuminated over the number to be matched a bell rings, indicating a super score.

Match Bowler is designed so that it is possible for all six players to win during the same game, provided they match the required last digit. Also all six can make the star feature in the same game.

The game has a Formica playfield, is eight feet long, has rebound action and 20-30 scoring. The pins are the jumbo fly away variety. Other play features of the game are provisions for the difficult 7-10 split and a high score of the week box.

Bat-A-Way Catches on At Coney Is.

NEW YORK, June 14.—Coney Island's Surf Avenue at one time was a stronghold for Brooklyn Dodger fans. However, the sporting element of the Brooklyn fan-spot may now be found each evening swinging at pitches tossed by 11 mechanical hurlers. The former denizens of Ebbets Field are now the players—at the Bat-A-Way batting range.

According to Jerry Belson, treasurer of Bat-A-Way, each of the 11 pitching machines is capable of tossing 600 balls an hour, for a total of 6,600. The mechanical coin-operated moundsmen, called scientific pitchmasters, cost \$2,000 each, and can throw a fast ball at 120 miles an hour (Bob Feller's record speed is 98.6 m.p.r.).

Speeds are adjustable and each each pitch is in the strike zone, although some come in higher than others. The range is open from 8:30 to 4 a.m., and the tab is nine cents for a quarter. Max D. Levine, president of the firm which makes the machine, says that 5,700 batters were clocked at Coney Island on one day in mid-May.

Calendar for Coinmen

- June 15—Music Guild of Nebraska, annual election meeting, Paxton Hotel, Omaha.
- June 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- June 19—Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.
- June 18—Amusement Machine Operators' Association of Greater Baltimore, monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- June 23—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.
- June 25—Recorded Music Service Association, monthly meeting, Brown & Koppie Restaurant, Chicago.
- June 28—Amusement Machine Operators' Association of Dade County, monthly meeting, El Commodore Hotel, Miami.
- July 3—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.
- July 7—Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford.

HOW TO SKIN A CAT NEW WAY

DETROIT, June 14.—Association executive officers who have trouble getting a quorum when major sports events are scheduled on regular meeting nights might try out a plan recently effected by the Detroit Shuffleboard Association.

A week before the June 5 meeting, Fred Chlopan, DSA executive secretary, sent special notices to all members informing them that a large screen TV set would be installed in the group's headquarters in time for the Walcott-Charles fight. He also let the members know that refreshments would be served.

The attendance was virtually 100 per cent.

ALWAYS READY

Philly Group Aids Youths, Heart Assn.

PHILADELPHIA, June 14.—Consistently one of the most active groups in civic projects, the Amusement Machine Association of Philadelphia has enlisted in the battle against juvenile delinquency by donating amusement games and juke boxes to youth centers.

Joseph Silverman, association business manager, stated every member had indicated he would get behind the program so that the underprivileged youngsters in this area will be sure of clean, wholesome entertainment while visiting the centers.

He added, the group following an appeal by its president, Sam Stern, unanimously voted to join the Valley Forge Heart Institute Foundation.

Material Shortages Cut Group Vacations

CHICAGO, June 14.—Planned group vacations for production line workers which have been growing in favor the past few years, may hit a snag this year because of the uncertainty of materials in the first six months of 1952. Only a few factories have been able to announce a schedule for this summer. Meanwhile, many distributor houses in the Chicago area indicated they probably would not observe the Saturday closing during July and August unless all agreed to the five-day week.

Thus far only two game manufacturers—Gottlieb and Keeney have announced shutdowns for vacations. The Gottlieb line personnel will be away the first two weeks in July. Actually, the pro-

CHI SHUFFLE GAMES

Operators' Assn. Plans New Course of Action

CHICAGO, June 14.—Using a new legal tack, the local operating fraternity, spearheaded by the Chicago Amusement Operators' Guild, will make another attempt to win legal recognition for shuffle games here next week. Already convinced in their own minds that the equipment does not conflict with the 1935 city ordinance regulating amusement games, the operators will seek an injunction in the Circuit Court to restrain the city from interfering with their right to install straight skill amusement games in public locations.

The new suit differs from previous actions in both its approach and aim. Previous cases were based mainly on single brand name shuffle games. The current

one will cover all skill shuffle games featuring the bowling theme in which every player is dependent entirely upon his own ability to score as many points as possible up to 300 points (a perfect game) in 10 frames as in regulation bowling. In addition the suit will reportedly point out the injunction should be granted because the city has no right to interfere with operators who handle only skill games and which do not offer prizes or related play inducements.

The operators have had a series of reversals in the past two months, they all feel they are entitled to licenses to operate shuffle games. In the past they have on more than one occasion

deposited per game checks with the city clerk's office both to show their willingness to pay a license fee and at the same time demonstrate that the city is passing up a source of much needed revenue. Most operators feel if the shuffle units were legalized the city would receive a minimum of \$375,000 annually based on \$25 per game since there are enough locations to handle at least 15,000 games.

Bally Skeds Horse Showing At Toy Center

CHICAGO, June 14.—Bally Manufacturing Company will hold a special showing of its mechanical horse, The Champion, at the State Street Toy Center here June 16-26. Jack Nelson, Bally general sales manager, announced.

The showing will be a demonstration for location owners as well as department and chain store officials that the horse stimulates over-all business and brings in new customers. In addition to Nelson, several Bally officials will be on hand to explain the features of The Champion, including Dan Moloney, Art Garvey and Ralph Nicholson.

The toy center is on the 16th floor of the Republic Building, 209 S. State Street.

Ovitz Opens Distrib House

CHICAGO, June 14.—Irving Ovitz, who from 1936 to 1951 was a leading figure in coin machine distributing circles, has established a new distributing-jobbing firm at 2627 N. Halsted Street here. It is called Acme International Distributors.

Prior to selling out his interest in a similar Chicago firm last year, Ovitz underwent two major operations in a short period. For the past year he has been recuperating in both California and Florida and is once again in top physical condition.

Acme International will distribute all types of straight amusement games, with emphasis on five ball and shuffle units, photographs and vending machines. Firm is now completing its reconditioning and service department for immediate activity.

Ovitz, who has traveled extensively in foreign countries and knows many overseas coinmen, also plans an export division.

First Staff Dons Uniforms

CHICAGO, June 14.—In what is believed to be initial such move by a distributor, at least in this area, shop, shipping and receiving personnel of First Distributors began wearing uniforms this week.

As explained by First's owners, Wally Finke and Joe Kline, each employee will be provided with five uniforms, permitting two changes weekly, and also a spare. The uniform consists of a light blue shirt and dark blue trousers. Each staffer has his name embroidered on the pocket, and there is a large green, red and white emblem on the back reading "First Distributors."

When the program was suggested to the personnel concerned all agreed it would not only serve as an advantage to the firm but would save wear on their own clothes and reduce laundry and cleaning bills.

American Predicts Shuffleboard Boom

Production Falls Behind Current Sales First Time Since 1948-'49, Execs Say

UNION CITY, N. J., June 14.—Probability of another boom in regular shuffleboard play was becoming increasingly evident this week as topplers of the American Shuffleboard Company planned production for an anticipated fall buying spree. For the first time since the big year of 1948-'49, production was falling behind on longboard and cushion board models.

While officials are being cautious in their reaction to the trend, the air of optimism was heightened by enthusiastic trade talk at the recent United States Shuffleboard Tournament at Saginaw, Mich. This event, sponsored by American thru American Shuffleboard Leagues, Inc., brought out distributors, operators, league secretaries and players from a 10-State area. Consensus was that "shuffleboard is definitely coming back."

American's promotion director, Don Freeberg, talked to a number of persons attending the Saginaw meet. Almost all, he said, expected an increase in their own operations of from 50 per cent up. Others expected to enter territories that had been previously untapped. Discounting even the possible over-enthusiasm of a few, Freeberg concluded that fall prospects for the industry were far brighter than they had been in three years.

Heightened interest "People seem more anxious than ever to play the game," Freeberg added, "and grosses in most areas are showing an unusual up."
(Continued on page 76)

Distrib Show Williams New Domino Games

CHICAGO, June 14.—Distributors of Williams Manufacturing Company started operator showings this week of the Domino game, featuring several new ideas in straight amusement play.

One of the key scoring units is the special bonus value, which builds up to 10 replays and carries over to induce repeat play. Domino has three knockout pockets, which score replays when illuminated, four special lanes, a 1-6 bumper sequence and a rollover button which advances the high score bonus. Other features, designed to stimulate interest throughout play include three thumper bumpers, which score when lit, scoring replays on special points as well as high score and fast reacting flipper bumpers.

Domino has a massed bumper under playfield and a wide open area near the center which gives players opportunities to push balls up thru flipper action for added scoring runs.

Embassy Adds 2 Sales Reps

CHICAGO, June 14.—Embassy Distributors thru President Seymour Golden announced the appointment of two new members to the sales staff.

They are Harold Glassman, formerly with Universal Manufacturing Company, and Louis Engberg, recently affiliated with LaRu Novelty Company. Glassman will concentrate on local trade and Engberg will spend most of his time on the road.

MUSIC MACHINES

FIRST ANNIVERSARY

Neb. Guild Holds Gala Convention

OMAHA, June 14.—A gala two-day convention-exhibition marking the first anniversary of the Music Guild of Nebraska was held here in the Hotel Paxton over the week-end.

Over 100 music men, representing more than 90 per cent of the operators in the State, plus representatives from all phonograph distributors, record distrib-

utors and operator delegations from Kansas, Iowa and South Dakota, attended the affair.

Heading the list of activities was the election of new officers which was scheduled for the main business session at 1:30 Sunday afternoon. A banquet and entertainment was set for 6:30 Sunday evening.

All day Saturday, operators, their wives, servicemen and friends poured into Omaha for the first day activities of registration, discussion groups and a cocktail hour in the evening.

Howard Ellis, secretary-treasurer, reported that interest was high among the Guild's members. The Guild was formed May 6, 1951, as the Nebraska Automatic Phonograph Operators' Association under guidance of South Dakota association members: Mike Imig, then president of the South Dakota group, and Harold Scott, secretary of the South Dakota organization.

The Nebraska operators changed the name of their organization to its present title last December as part of the kick-off of a State-wide public relations program.

Its officers for the past year, besides Ellis, have been Jerry Witt, Omaha, president; H. W. Marble, North Platte, vice-president; and five directors: R. A. Taylor, Lincoln; C. B. McKee, Grand Island; Russ Hopp, Hastings; C. R. Casey, Laurel; and George Milborn, Scotts Bluff.

The convention was expected to have more than just a State-wide impact. Kansas operators, currently undergoing the pains of association organization, asked that they be allowed to attend in order to learn how to run an association. Ellis said that Nebraska operators have been extending all possible assistance and the knowledge learned from past mistakes to aid the Kansas group. Imig was to represent the South Dakota association at the convention and a large delegation of Iowa operators was expected to attend. Exhibitions included displays from all distributors of juke boxes and record distributors.

(Continued on page 97)

Weinand Quits Rock-Ola Post; Bacon Promoted

Firm Names Flory, Bruun, Kluever To New Positions

CHICAGO, June 14.—David C. Rieckola, president of the Rock-Ola Manufacturing Corp., announced this week that Art Weinand, vice-president in charge of sales, has resigned and that J. Raymond Bacon, executive vice-president, has been placed in charge of all sales activity.

Bacon's new position is a promotion to sales manager of all divisions of the firm, which makes both juke boxes and furniture. The announcement said he would be personally in charge of all sales of the phonograph division. Bacon came to the firm in 1948 as assistant to the president, was promoted to executive vice-president in May, 1949, and was elected a director in 1950.

In other changes, Kurt Kluever, formerly personnel manager, was promoted to assistant sales manager and will work with the juke box sales division as an assistant to Bacon.

Bruun Upped

John K. Bruun, who came to the firm recently, was promoted to administrative assistant. Bruun was with Gartner and Bender, Inc., of Chicago, for 14 years as administrative assistant to the president and currently has been a member of the Department of Management of Northwestern University where he taught in the School of Commerce.

The announcement said that Bruun would serve as an assistant to Bacon and he would be in charge of administrative details of the plant's operations.

E. W. Flory was appointed general sales manager of the furniture division. Flory previously served as midwestern sales manager for Gransfeld House, Inc., of New York for 12 years and for eight years with Robert Irwin of Grand Rapids.

Weinand, whose resignation (Continued on page 82)

AMI GOES OVERSEAS

Central, So. American Schools on D-80 Held

GRAND RAPIDS, Mich., June 14.—AMI, Inc. is staging a series of overseas service schools throughout the month of June for the benefit of operators and distributors using the firm's equipment in Central and South America.

The schools are being conducted by Albert Mason, AMI field service engineer. Mason left for the school series in May with Max Lewin, Central and South American representative for O. O. Malen, AMI's export firm, and is expected to return by July 1.

John Stewart of AMI said that Mason reports the school series apparently has been popularly received by operators.

The idea for the overseas service schools came out of a meeting several months back between AMI officials, Lewin and Mason.

Cincy Ops Hold Monthly Meet

CINCINNATI, June 14.—The regular monthly meeting of the Automatic Phonograph Operators' Association was held Tuesday (10) at the Sheraton-Gibson Hotel here.

The meet was the last one for Cincinnati operators until October. The group voted at its last general session, May 13, to suspend meetings in July, August and September.

Tuesday's meeting was devoted to internal business, policy matters and local trade affairs.

It was felt to be an excellent public relations move as well as providing overseas operators with more expert instruction on the firm's new D-80 juke boxes.

The most recent school, a four-day affair, was staged in a hotel in Caracas, Venezuela. Some 40 operators attended. Mason and Lewin were in Panama this week and before their tour is over they will have held other schools in Columbia, Costa Rica, Nicaragua and El Salvador.

Previous to the initiation of overseas schools, Stewart said, a few operators ordinarily visited the factory every year for instruction. Now, however, it is felt that many operators will be reached. As Mason does not speak Spanish, Lewin acts as his interpreter during the sessions.

DONATE FREE JUKES, GAMES TO BOYS TOWN

OMAHA, June 14.—A program of free juke box and amusement game donations to worthy organizations has been initiated by Nebraska operators as part of their current public relations drive to promote a better understanding of the coin-operated equipment business.

The first recipient of the gift boxes and games has been the famed Boys' Town, founded near Omaha by the late Father Flanagan. Juke box and shuffle game were given to the Town by Jerry Witt, of the Music Service Company, Omaha, president of the Nebraska Music Guild, and three shuffle games were donated by Howard Ellis, of Coin-a-matic Sales Company, of Guild.

According to Ellis, other donations of juke boxes and games are planned for Creighton University, Omaha, in the near future and for other worthy institutions throughout the State.

Chi Op Group Picks July 23 For Golf Party

CHICAGO, June 14.—The annual golf tournament of the Recorded Music Service Association, local trade organization of juke box operators, tentatively was set for Wednesday, July 23, at the Bunker Hill Country Club.

The site and date were agreed on at a board of directors meeting Thursday (12). Another board meeting will be held Wednesday (18) with representatives from games, phonograph and record distributing groups to co-ordinate plans for the affair.

A general membership meeting, at which the plans also will be discussed, will be held before the end of the month. All segments of the local coin-operated equipment industry will participate in the activities. The schedule presently calls for golf throughout the day, with a banquet, dancing and entertainment in the evening.

Ohioans Hold June Meeting

CLEVELAND, June 14.—Some 20 members of the Ohio Phonograph Merchants' Association attended the group's monthly meeting here last week at the Hotel Hollenden.

Jack Cohen, president, presided. Record releases proved to be the major topic of discussion. It was also announced that James Attewell had sold his J & W Music Company route to the J. L. Music Company and had resigned from the association.

Members voted to hold no meeting during the month of July and the next meeting was set for August 7.

Wis. Ops Set Election Meet

MILWAUKEE, June 14.—Election of officers will head the agenda at the monthly meeting Monday (18) of the Wisconsin Phonograph Operators' Association of the Eagles' Club here.

Present officers include C. S. Pierce, of Brodhead, president; Roy Stone, of Rice Lake, vice-president; and Douglas Optiz, of Milwaukee, secretary-treasurer.

A large turnout of membership is expected in view of the elections and other policy matters and decisions to be made. Attendance at the last meeting, April 14, was sharply curtailed by bad weather and floods.

HONOR MOA ATTORNEY

360 Attend Dinner For Sidney Levine

NEW YORK, June 14.—Words of praise were heaped upon Sidney H. Levine, legal counsel for the Music Operators' Association, by a score of his friends and associates at a testimonial dinner at the Belmont Plaza Hotel Tuesday night (10). The obviously sincere expressions were further emphasized by the gift of a new Cadillac and the plaudits of the 360 persons who attended the \$25-a-plate testimonial.

Another tribute to the man—more so than it was the recognition of the power of the industry he represents—was the fine turnout of top recording stars who, together with the speakers, kept the moderne suite and the ballroom lively until the wee hours of the morning. The reception began at 6:30 p.m., the first mignon dinner, speechmaking, entertainment and dancing which followed wound up around 2 a.m.

MOA President Al Denver sketched in Levine's career in the music machine industry from the time he participated in the founding of the local organization 15 years ago until the present, including a summation of his many legal victories on behalf of the group.

Rabbi, Lawyer Speak

Dr. Robert Gordis, rabbi of Temple Emanuel and a member of the faculty of Columbia University, was the principal speaker. A friend of the Levine family, he spoke with feeling on his relationship with the counselor as did Levine's lifetime friend, Hon. Benjamin Weissberg, superior judge, city court, Stamford, Conn.

Other speakers and guests on the latter days were: Malcolm Wein, attorney for the Westchester Operators' Guild, Inc.; George Miller, president of the Music Operators' of America and the California Music Operators' Guild; Sid Levine, brother and partner of the guest of honor; Jackie Miles, entertainer and personal friend; Meyer Finkels, co-president, Atlantic New York Corporation; Al Bodkin, MOA board member; and Barney Sugarman, president, Runyon Sales Company, AMI distributors.

Other dais guests included: Harry Rosen, president Atlantic New York, Seeburg Distributors; Mrs. Nan Levine, wife of the guest of honor; Joy Young, president, Young Distributors, Wurlitzer; William Fitzgerald, promotion sales manager, AMI; Arthur Horman, Lou Hirsch, Joe Connors and Charles Aaronson, MOA board members; Charles Bernoff, AMOA, vicepres; Harry Wasserman, MOA treasurer; Sal Tralla, MOA secretary; Abe Green, president, Runyon Sales Company of New Jersey; Sol

Waldor, president, Music Guild of New Jersey; Jack Blinick, AMI eastern representative; T. Toliano, president, Connecticut State Coinmen's Association, Inc. and Carl Pavesi, president, Westchester Operators' Guild, Inc.

Plaques were presented to Levine by Miller and Bodkin. Mrs. Levine received a bouquet of flowers from her daughter, Mrs. Lola Passin.

Entertainers included: Jackie Miles, emcee and vocalist Johnnie Ray, Billy Eckstine, Toni Arden, Frank Stevens, Bob Eberly, Brewster Boys and Mary Lou Williams and Myron Cohen, comic.

Evans Distrib Spots Foreign Outlet Needs

CHICAGO, June 14.—Pointing up the necessity of strong outlets in the foreign as well as the domestic markets, is the work being done in Mexico by the Mills Panoram S. de R. L. Company for the H. C. Evans Company.

Mills, headed by Abraham Grimberg, who has been in Mexico since he was 15 years old, is located at Rep. de Chile No. 14, Mexico 1, D. F. and has been extensively advertising the new Evans' 40 selection Jubilee juke box and the older Constellation.

Less Rieck, manager of Evans' phonograph division, said regular "knock down" shipments of juke boxes are being sent to Mills for assembly by Mexican workers. No fully assembled music machines are allowed to enter Mexico stipulating all work that can be done by local labor must be performed within the country.

Mexican Cabinets

Consequently, Evans sends the component parts which are put together by Mills workers and then placed in cabinets fabricated in Mexico. The country has an extensive supply of hard woods, according to Rieck, and the cabinet work is reported to be of a high quality.

Almost all Evans machines sold by Mills are 78 r.p.m. models. Extensive use of 45 r.p.m. machines is barred due to inadequate supplies of the smaller disks. The firm has been associated with Evans as its distributor for all of Mexico for more than a year.

Chi Ops Say 45 Disks Still Arrive Too Slow

CHICAGO, June 14.—A spot check of Chicago area music machine operators and one-stop firms indicated an apparently general feeling that there is room for improvement of record supplies—particularly 45 r.p.m. disks.

On the debit side of the picture, the consensus was that record firms spread themselves too thin in releasing hits and that sometimes the disk makers apparently experiment with a song on 78 r.p.m. records before going into the 45 field.

There was general agreement that where hits are concerned the time lag between 78s and 45s reaches up to three weeks—an often fatal period for the operator who needs the hit immediately. The result has been reliance on retail stores for emergency purposes.

Demand-Supply

With one exception, all expressed concern that the record makers have been unable to solve the problem of quickly matching supply with demand when a hit strikes overnight.

On the credit side of the picture, the operators and one-stop firms said they had noticed a definite attempt on the part of record firms within the past

few weeks to more fully satisfy their needs.

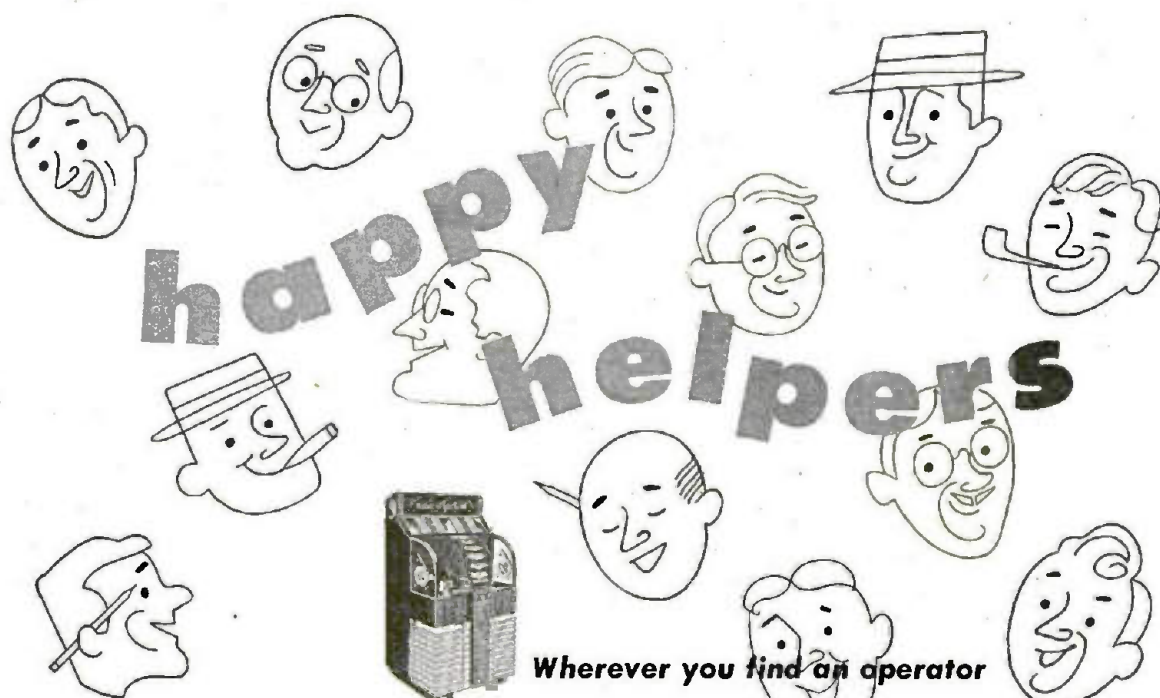
All believed that the disk firms were more acutely realizing the problems of the juke box operator and were trying to match this awareness with action.

Also on the credit side of the picture, most of the operators and one-stop firms apparently were fully aware of the "record makers' problem of whether a tune will click, how many of each different speed to press and whether the operators or the retail market (Continued on page 97)

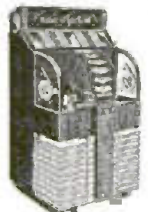
Wurlitzer Distrib To Close Saturdays

CHICAGO, June 14.—Coven Distributing Company, Wurlitzer distributor here, announced this week that it will be closed on Saturdays during July and August.

David G. Bender, of the sales promotional staff, explained the Saturday closings would give Coven employees the advantage of a longer week-end during the summer.



happy helpers



Wherever you find an operator

with Model "D's" on his routes, you've found
an employer with happy helpers.

Benign bookkeepers and smiling service
men mark the AMI operation.

That's because it's fun to work with
equipment that seldom needs
long hours of care, with figures
that show a real profit.

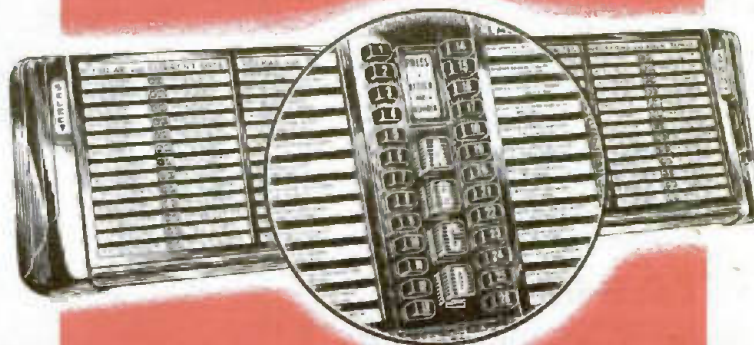
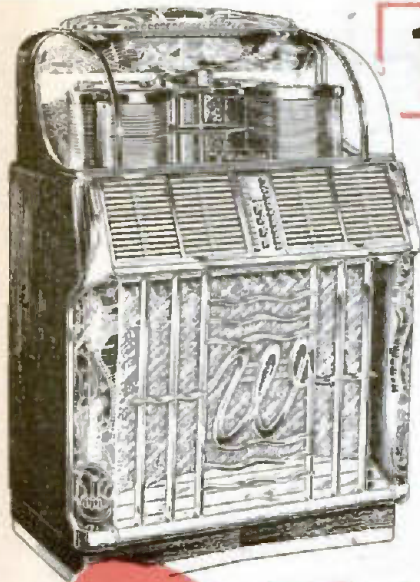
The "D" is available in 80 and 40 selection models, blond or mahogany cabinets.

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

104 SELECTIONS

78 and 45 RPM Intermixed



the **One** Phonograph

FOR ANY LOCATION

WURLITZER FIFTEEN HUNDRED

Why Buy
Two When
One
Will Do?

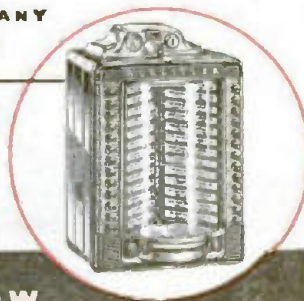
The new Wurlitzer Fifteen Hundred is literally so alive with eye-catching, play-promoting, coin-coaxing features that it will pay its own way in any location.

You can profit-program its 104 tunes to suit every taste. You can count on its WurlMagic Brain to rivet the kind of interest that results in play after play just to watch the intermix feature.

Look at the Wurlitzer Fifteen Hundred inside and out. You'll find it's the finest engineered phonograph in the business. Built to save you money — built to make you money.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

COIN CATCHING WALLBOX
SHOWS 104 TUNE TITLES
ON ROTATING PAGES
SINGLE BUTTON SELECTION



SEE IT AT YOUR WURLITZER DISTRIBUTORS NOW

Info in Other Departments

Among the stories of 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:

WRAP-UP OF AFM CONVENTION. Santa Barbara conclave airs music problems in all fields (General-Music Departments).

NAMM PLANS TRADE SHOW FOR END OF JULY. Members to get a look at brightest opportunity in years (Music Department).

MERCURY LAUNCHES SUMMER SALES PROMOTION. Kicks off drive with four new pop releases (Music Department). And other informative news stories as well as the Honor Roll of Hits and pop charts.

FOR SALE

5 1015 Wurlitzers, equipped with Cebros @ \$150.00 Ea.
3 1100 Wurlitzers 285.00 Ea.
3 Rock-Ola, Model 1422 100.00 Ea.
Or all for \$1700.00. Clean and in good mechanical condition—just off location. Wire.

Automatic Music Co.
Raymond, Wash.

New Music Firm Registered in N. H.
CONCORD, N. H., June 14.—A new juke box firm, the Granite State Music Company, was registered at the State capitol here by Dino and Louis Donati. The firm will operate music machines and amusement games in Manchester, N. H.

RISTAUCRAT S-45

The Only Successful Small Music Box Ever Made

Try This Proven Profit Maker on Your Locations



Ristaucrat, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis.

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

INTERNATIONAL
Record Reviews

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

Continued from page 45

SACRED

Record Reviews

HOMELAND HARMONY QUARTET
EVERYWHERE HE WENT HE WAS DOING GOOD 76-77-75-MS
SIBYL 68-68-68-68
After the middle, the quartet works as a whole. Piano sets a boogie tempo. Fine for family trade.
THE MAN AT THE WELL 74-74-74-6S
The lead on this sacred song is taken by the tenor with the rest of the group backing nicely. Piano picks up the tempo at the middle. Another good gospel disk.

THE LEFEVRE TRIO
SATISFIED 77-76-76-MS
BIRLSTONE 7025—Eve Mae carries this one around with Brian and Alphonse providing occasional backing. Lively tempo is set by piano and accordion.
I'M BOUND FOR THE KINGDOM 79-79-79-MS
This combines very effectively on medium tempo sacred song. Piano sets a standard backing. A fine sacred disk that should sell well in the Southern market.

THE SMITH BROTHERS
HAPPY BIRTHDAY IN HEAVEN 72-73-73-70
MISQUITY 4398—Sound is happy despite the lyrics that tell of the death of a young sufferer. The side is done with simple faith and should appeal to back-country listeners.
I'M GETTIN' READY 74-73-72-75
Tuneful sacred song with a brisk beat is cheered with spirit by the group. Backing by the string band is swiftest.

BLACKWOOD BROS. QUARTET
THE LOVE OF GOD 65-65-65-MS
VICTOR 20-679—A slow, sincere religious item is given a so-so play run thru by the Blackwood Brothers. Group has made better sides.
EVERYWHERE HE WENT 68-68-67-MS
The boys are adequate on this writing of a source spirit item that will appeal to the family trade.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

INTERNATIONAL

Record Reviews

FEZZ FRITSCHKE AND HIS GOOSETOUR BAND
HOPELESS POLKA 68-68-68-68
MGM 1174a—Fezz provides the solid support above while the combo burns in an energetic reading. Will keep the dancers hopping.
THE MOON BEAMS CLEAR 65-65-65-65
A sweet-sounding waltz with a raised beat shapes as refreshing change-of-pace from the frenetic flip.

MACHITO ORKE
FREEZELANDIA 70-70-70-70
COLUMBIA 3024a—The ork is heard here in a rhythmic rocking that dancers and listeners alike will enjoy.
CONTIGO EN LA DISTANCIA 75-76-74-75
The Latin beat is there, but the ditty is the main business. And it's attractively sung by choro and dancers. Backing is full.

MUPY CAMPO
MI-MI-MI 73-74-74-73
The 10-112—Yvin Aviles is the chamber whose efforts are echoed by the group. Aviles' beat is strong and the side lacks the oomph with energy.
MUCHO QUE MUCHO 70-71-69-70
Tuneful mambo sung effectively by Aviles, is handled rhythmically by the Campo group. Band has a big sound.

LOS MENDOZA
VIRGIN DE MONSERRATE 68-68-68-68
SEECO 7173—Tasteful chanting of the mercurious opus with a Spanish guitar prominent in the backing.
MANANA ES DOMINGO 64-64-64-64
Song tells of the approaching fiesta. It's done by the combo in a matter-of-fact style.

ORQUESTA RIVERSIDE
DESPIERTA EMILIA 75-75-74-76
SEECO 7178—Cubachka is given a lively beat by the Riverside ork. Tito Gomez handles the novelty lyrics brightly with the standard chorale refrain in the backgrounds. Ork backing includes some pleasing piano work.

LEGGASTE TARDE 73-74-73-73
Beliers is sung tenderly by Tito Gomez while the Cuban Orquesta Riverside supplies a rhythmic backing. Brass section stands out.

BOBBY CAPO
CAREZA MINCHADA 78-77-77-78
SEECO 7149—Fast mambo is cheered effectively by Capo to strong backing by the rhythm section and brass. Beat is spaced by teasing pauses.
YASMIN 74-75-73-74
Capo here does a resonant job on an original sounding ditty with a bolero beat. Steady to haunting.

GLORIA DIAZ-SOMORA MATANCERA
AY MI VIDA 74-75-75-74
SEECO 7180—This is a bolero mambo with a heavy accent on the melody. Gloria Diaz handles the vocal in lilting fashion with a strong assist from the ork.
DESTINO 72-72-72-72
Miss Diaz sets the ballad convincingly while the ork backs in a medium slow dance tempo.

TRIO MARAVILLA
PLENA DE SAN ANTON 71-71-71-72
SEECO 7199—Piano Ork, a Calypsonian group, sets a lively tempo for a class harmony effort by the trio on the chorale. Each of the boys gets a turn at the verses.
VUELVE PALOMA 70-71-70-69
Parro is rendered in light-hearted fashion by the Trio Maravilla. Ork sets a fine beat.

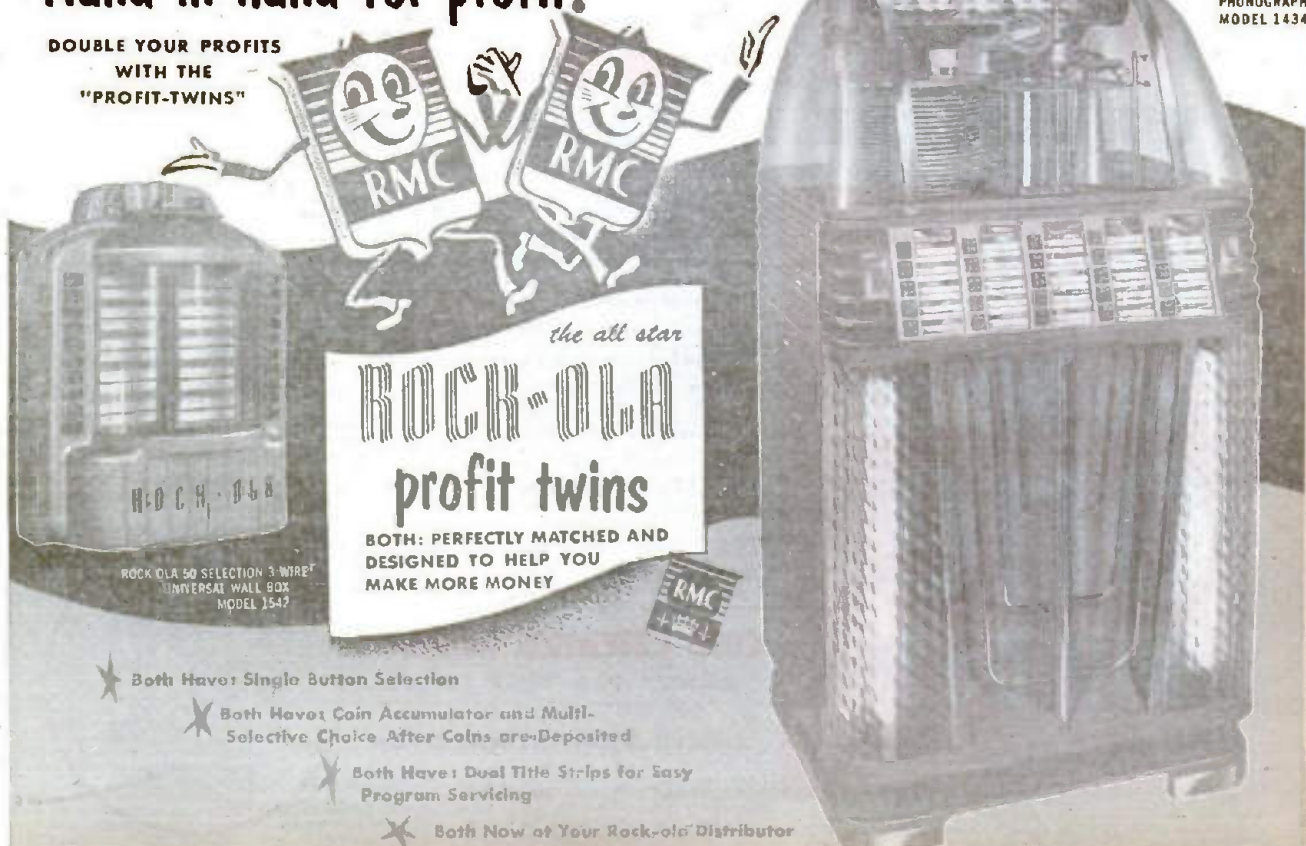
GEORGIE COOK
TURNPIKE POLKA 71-72-70-71
DECCA 2822—A pleasant polka team receives a lively instrumental backing by the Cook group.
I'VE BEEN WORKING ON THE RAILROAD—POLKA 68-68-67-69
The 3rd Western 189 tune is turned into a polka, with unimpressive results. The recording sings its satisfactorily, and the ork backs adequately.

Promote Wilks In Lynch Co.

HOUSTON, June 14.—Ramon Wilks, former service manager at the Houston branch of S. H. Lynch & Company, was promoted last week to field service representative of the company. He will work out of the main office in Dallas. His territory includes all of Texas and a part of North Louisiana. Wilks has been with the Houston office several years and is well acquainted with Southern Texas Seeburg music operators. The Lynch company is exclusive Seeburg distributor in Texas and in a portion of the Northern Louisiana trade area.

Hand in hand for profit!

DOUBLE YOUR PROFITS WITH THE "PROFIT-TWINS"



the all star
ROCK-OLA
profit twins

BOTH: PERFECTLY MATCHED AND DESIGNED TO HELP YOU MAKE MORE MONEY

- Both Have: Single Button Selection
- Both Have: Coin Accumulator and Multi-Selective Choice After Coins are Deposited
- Both Have: Dual Title Strips for Easy Program Servicing
- Both Now at Your Rock-Ola Distributor

ROCK-OLA MANUFACTURING CORP. 800 North Kodzie Avenue • Chicago 31, Illinois

ROCK-OLA SUPER ROCKET 50 SELECTION PHONOGRAPH MODEL 1434

Bert Mills TV Show Good P-R

CHICAGO, June 14.—The television debut of its Coffee Bar went off smoothly Monday (8) when The Bert Mills Corporation started the first of a series of at least 13 15-minute weekly programs.

Televised over WNBQ, the show sponsored Monday night by the Mintz show featured commercials aimed at plant and office management, via the employee. The commercials, as well as the piano playing, he walked the coffee venter, selected the ice-cream combination as the camera gave a close-up shot of the selector panel, then commented on the 4 1/2 second delivery showing the depositing of a nickel.

At the high point of the commercial, the Mintz's request that viewers send a note in their office or mail a suggestion box asking for installation of a Coffee Bar.

ATD Urges War Against "Bootleggers"

NEW YORK, June 14.—Declaring that manufacturers and distributors have been "vacillating about the cancerous cigar smuggling condition much too long," the National Association of Cigarette Distributors is calling members to prompt action.

In an initial step, the association proposes that every franchised distributor who either supplies or has been accused of bootlegging in other areas, should advise his suppliers that he will exercise every conceivable measure to circumvent the sale of franchised brands in territory entrusted to him.

He further proposes that distributors whose aid has been sought in bootlegging, should advise their personnel may have been involved in such an act, advise them that they will be severely punished upon diversion of their brands to other territories, and advise them that they will promptly advise him if their brands are subverted in their territory.

Northwestern Stamp Vender Kit

MORRIS, Ill., June 14.—The Northwestern Corporation announced a new conversion kit this week for its National Postage Stamp Dispenser to alter the mechanism to vend 2-cent stamps.

The kit may be used on all National models from 1948 to present. It permits vending two 2-cent stamps for a nickel instead of the present four 1-cent stamps for 5 cents, and three 3-cent stamps for a dime.

W. R. Greiner, sales manager, stated the kit was being made available because, with the new 2-cent post card, penny stamps are slowly dropping out of common usage.

NY CUP OPERATORS SOUND OFF ON SUMMER SPOTS

NEW YORK, June 14.—Seven soft drink cup operators polled here on the value of straight summer locations this week gave a variety of answers ranging from "poor" to a "50-50 chance for survival." Consensus was that the shortness of the summer season did not warrant the installation and maintenance necessary with expensive equipment.

Other objections to summer installations included salt-water spray at beaches render machines almost profitless because of corrosion and the added maintenance costs; almost complete dependence on weather and "excessive commissions asked by many 'summer' spots."

One operator pointed out that strictly summer locations "gradually deteriorate for no apparent reason." He cited an example: one spot which in a year's time dropped from \$600 to \$48 gross per month. He found that rotating fruit juices frequently helped somewhat, but not enough to offset the decline in revenue.

U. S. AUTOMAT 50 YEARS OLD

PHILADELPHIA, June 14.—The Automat celebrates a half-century of operation this month, with the original Horn & Hardart Baking Company coin-operated restaurants here now supplemented by 81 others in 21 cities.

The first Automat, opened at 818 Chestnut Street here in 1902, was followed by others in New York and Chicago; the single operation in the latter city closed after a brief period, but today there are 44 Horn & Hardart automatic restaurants in New York and 38 in Philadelphia.

Ridge Parks Heads Welch Vending Dept.

NEW YORK, June 14.—Howard Nuss, vice-president of Welch Grape Juice Company, this week announced that the company's vending operations are now in charge of Ridge Parks. Parks has been with the company for two years. He formerly was with Spicarb. During his tenure with Welch, he designed and engineered the company's vending equipment.

Paul Halstead, who headed the vending operations before Parks' appointment, will assume new duties as head of the Welch fountain dispensing effort.

The announcement came in the wake of an agreement with the present management of Welch and the National Grape Co-Operative Association, Inc., providing for the sale of Welch properties to the growers.

J & M Continues Cup Op Expansion

MIAMI, June 14.—J & M Vending Company, Ltd., has acquired the 23-machine cup drink operation of John Mobley Drinks, it was announced by Mort Simon, J & M partner.

Simon said that his company, which also operates bulk vending machines in Cuba and Puerto Rico, expects to consummate additional deals for cup drink routes in the coming months. At present he added, J & M's operations are approximately 70 per cent in cup drinks and 30 per cent in diversified vending.

CO-OPERATION KEYS BITOB

Mueller Family Success Credit to Vending Field

BLUE ISLAND, Ill., June 14.—The vending machine operation here with the unusual name, Bitob (it stands for Blue Island Tobacco), is the result of two successful ventures: co-operation between four members of a single family and diversification of equipment coupled with the ability to visualize new location types.

George Mueller, who started vending cigarettes over 20 years ago, heads the Bitob operation. Only one staff member is not a member of the Mueller clan; she peddles cigarette packs. Mrs. Mueller has charge of the book-

CANDY FIRMS BY-PASS VENDER PUSH

Believe Column Display, Sampling Sufficient for Maximum Sales

CHICAGO, June 14.—Unlike most other venders of major snack products, 396,850 candy machines which last year moved 3,811,335,000 bars did so without the benefit of point-of-sale promotion usually afforded operators of automatic merchandisers by the vender-product manufacturer.

A check with the nation's candy makers revealed that:

1. Only a small minority were interested enough in such promotion to respond.
2. Of this minority, 99 per cent believed there was nothing else as potent as "the display of the goods themselves in the machines."
3. Second to "column display," candy firms indicated that promotional allowances in cash to allow sampling was a common form of vender promotion.
4. None of the responding firms indicated they are planning, or thinking of planning, special sales aids for candy operators.

A number of candy manufac-

turers pointed out that, unlike soft drink, ice cream and coffee venders, candy equipment affords definite product identification and display of the actual package. However, several firms did note that cigarette venders which also feature package display for the actual pack label benefited by strong additional point-of-sale promotion.

In one instance, printed cello tape is being made available to candy operators by a Pennsylvania manufacturer's sales representatives. However, even this firm is not planning additional moves along this line.

A St. Louis candy company stated that it had tried out point-of-sale aids for candy venders, but they only "turned out to be a rather expensive experiment."

Candy venders accounted for approximately 16 per cent of the total production of candy bars in the United States in 1951 (Census of the Industry, January Vender, sister publication of The Billboard). Operators feel that their average sales of 69,448,750 bars

per week last year could have been increased if some special promotional attention had been furnished by the candy maker.

Kresberg Org Reps Arctic Units in East

NEW YORK, June 14.—Samuel Kresberg, president, Automatic Products Company, New York manufacturer of beverage and cigarette dispensers, announced his firm recently took on East Coast sales of ice cream venders produced by Arctic Venders Sales, Inc., Menasha, Wis. The latter's theater units will be embellished with the more color and animation, but the Arctic Industrial Dispenser will remain unchanged.

While it could not immediately be ascertained, a deal now pending will supposedly see the Wisconsin firm handle distribution of Automatic's equipment thru the Midwest.

Vend-Rite New U. S. Postage Contract Mfr.

CHICAGO, June 14.—U. S. Postage Stamp Machine Company announced this week its recent agreement with Vend-Rite Manufacturing Company here to produce its two and four-column folder type stamp vender, U. S. Postage, headed by J. E. McKune and C. H. Rose, with headquarters at 1829 Wilson Avenue, formerly marketed postage machines manufactured by Shipman Manufacturing Company. The unit now being built by Vend-Rite is U. S. Postage's own design, the two-column model lists for \$49.50, the four-column, \$79.50. Each column holds 100 folders.

McKune stated that a pilot run of 1,000 two-column stamp venders had been completed by Vend-Rite, which started this week on a second run of 3,000 machines. They will be produced at the rate of 1,500 per month.

For the present U. S. Postage will handle national sales from its Chicago office. In the near future, 10 distributors will be appointed to handle sales in various parts of the country.

Both models vend two 2-cent stamps for a nickel and/or three 3-cent stamps for a dime.

Richard Tennes, head of Vend-Rite, stated that his firm's production of U. S. Postage stamp venders will not conflict with its own output of Kleenex and sanitary napkin equipment. Later will be continued on a separate production line along with the stamp machine.

Non-Frozen Concentrate To Java Ops

NEW YORK, June 14.—L. C. Powell, manager of Institution Industrial Sales for American Home Foods, Inc., announces that G. Washington's liquid coffee concentrate is being offered only to operators located within restricted areas of the firm's plants. This type of distribution is necessary, says Powell, because the coffee is not frozen; it is made and shipped fresh weekly.

Operators outside the restricted areas are offered pure soluble coffee powder to be reconstituted into a liquid concentrate. Formulae for this are available from the G. Washington Division of AHP.

Steel Strike Puts Pinch On Mill Installations

GARY, Ind., June 14.—With the steel strike now two weeks old, operators here and thru the Hammond and Whiting industrial areas with mill locations are finding weekly gross receipts dropping off. Venders in steel plants continue to be inaccessible, either for re-stocking for supervisory personnel continuing to remain on plant premises, or for removal for reinstallation elsewhere.

Depending upon the number of their mill locations, operators are feeling the results of the strike in varying degrees. However, lower volume is being experienced by those machines in transient spots, also, as the general public in the area curtails its spending. And operators expect repercussions in non-mill industrial locations as they become affected by the lack of

steel. Some have already reduced working forces in anticipation of a supply shortage, and venders in these spots have returned lower sales during the week just ended, operators report.

For example, International Harvester Company reports that if the steel strike continues another 10 days, all 22 of its plants will be closed by July 1. Ford Motor Company announced that it would start laying off workers within two weeks, if the strike continued.

Cite Problems
Canteen Company of Hammond reported that it has not been able to service its steel mill locations since June 2, when the strike began. Supervisory personnel manning the mills, however, would empty out the candy, cigarette and beverage venders there, Canteen spokesman said. But as the emptying out process was thought to have taken place during the past week, sold-out machines would confront such personnel for the duration of the strike period.

A big worry of one ice cream operator contacted was the possibility of melt-downs. If the electric current were interrupted, or the plugs removed from outlets, bars would melt and a major clean-up job would be required.

Sid Rudin's Kwik Kafe Automatic Coffee Service, Gary, reported its general industrial locations in the area still unaffected, but looked for drop-off in patronage as plant forces were reduced or inactivated altogether as individual firm's steel supplies gave out.

Another Gary operation, Millers Vendors, announced that its candy, cigarette and other equipment was located in other than steel plants. Up to Friday (13), there had been no decline in sales.

The same operator problems are being experienced in other steel producing centers. In Pennsylvania, struck plants have tied up vender operations in a similar manner. If the strike continues, operators expect curtailment of vender volume on an industry-wide basis as the supply of steel equipment used in non-steel areas will feel the effects also, as the shortage spreads to general manufacturing plants.

ANDICO Veepee Post to Schrader

LANSDALE, Pa., June 14.—Appointment of Donald Schrader as vice-president in charge of production and development has been announced by American National Dispensing Company, Inc., here.

The Right Combination
for
More Profits—Steadier Income

VICTOR

BABY GRAND CHICLE TREETS CHLORO TREETS



Sold Exclusively by Authorized Victor Distributors. Contact Your Nearest Distributor or write today to

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue
Chicago 39, Illinois

Mrs. of the famous line of TOPPER Vendors

Subway Vending Sales Hold Own

NEW YORK, June 14. — Sales on the 12,075 gum, nut and chocolate vending machines in the New York subway system are holding their own, according to a report received this week by the New York City Board of Transportation. However, a slight upsurge in activity is reported in the subway's 424 drink vending machines.

Virtually no additional machines have been placed in the subway system since the turn of the year, but about 300 gum and nut machines have been replaced by newer equipment. Total sales for all subway machines, excluding drink vending, approached the \$2,400,000 mark for 1951.

VICTOR'S BABY GRAND
\$13.00 ea.
100 count
\$12.00 ea.
Packed 4 per case.
Vends the following items:

- CHLORO TREETS—100 count 2 for 1¢
- CHLORO TREETS—250 count 3 for 1¢
- CHLORO TREETS—500 count 5 for 1¢
- CHLORO TREETS—1000 count 10 for 1¢

Specialty deals from 1¢ to 5¢ a ch. Baby Grand endorsed by the first in your territory. Lowest prices on Gum and Chicle. WE HAVE JUMBO 100 Don't delay—write today.

H. B. HUTCHINSON JR.
846 North Ave. N. S. Agent & Co.
Tel. Emerson 4200

- Carded Merchandise
- Packaged Goods
- Spanish Peanuts
- Peanut Butters
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Indian Nuts
- Smooth Snacks
- Red Skins
- Almonds
- Filberts
- Pecans
- Brazil
- Adams Gum
- Ball Gum
- Pan Candies
- Strawds
- Crackers
- Scotch
- Cherries
- Ginkos
- Pops

Northwestern "off" prices on Gum and Chicle. \$17.50 ea. 12-18 ea. 100 or more... \$16.95 ea.

NORTHWESTERN SALES & SERVICE
114 TREMONT ST., BOSTON, MASS.

CANADIAN OPERATORS
The Finest in the Vending Industry

OAK'S ACORN VENDOR

We also are headquarters for Leaf's Gum and carry a complete assortment of Charms.

INTERNATIONAL VENDING
111 Broadview, Toronto, Ont., Can.

BOOST BEV \$

RKO Official Cites Drink Vender Value

PHILADELPHIA, June 14.—Automatic vending machines will do a better job and gross more than manually dispensed drinks in theater concession stands, according to Lee Koken, in charge of the extra profits section of the RKO circuit.

Koken tabulated several reasons for the vender's better sales record: more drinks are sold during "breaks" in the show or as patrons leave the theater; machines remain in continuous operation during the show and when the concession stand is closed after the last show; they relieve much of the pressure which would be concentrated on the concession stand during show "breaks."

The number of vending machines in a theater is dependent on the size of the operation and the traffic. Careful attention must be paid to each location, according to Koken. He states that while some large theaters might require a battery of five machines in one main floor location and one or two in mezzanine locations, other theaters might not be able to handle more than one machine.

Koken is a believer in color psychology, thus machines painted in "cool colors" help to increase sales as well as look more attractive. He also pointed out that good lighting may help to increase revenues of vending machines; location which is spotlighted will attract attention and higher grosses.

Set NCWA '53, '54 Meet Sites

WASHINGTON, June 14.—National Candy Wholesalers Association will hold its 1953 convention in Chicago August 3-4. Site of the meeting, however, has not been determined. This year's convention was held in Chicago's Palmer House.

NCWA's board of directors also announced that the 1954 meeting has been scheduled for New York.

New Diamond Treasurer

NEW YORK, June 14.—The Diamond Match Company's board of directors elected Perry S. Woodbury treasurer this week. Ward W. DeGroot, who previously held the offices of secretary and treasurer, will continue in the former capacity.

BIG PROFITS—5c CHLOROPHYLL GUM

Never before has the vending business experienced such a profitable combination. Baby Grand, the modern designed vendor that's so easy to place, and new Chloro-Treets, that new "Green Pillow" 5c a piece chlorophyll gum—the most advertised gum in the country. There are 500 Chloro-Treets to the ounce. Baby Grand vends 2 Chloro-Treets for 5c, holds 100 lbs.

PROFIT STATEMENT

BABY GRAND TAKES IN \$34.35
COST TO FILL WITH CHLORO-TREETS... 3.85

MAKES A PROFIT OF \$30.50

We have Baby Grand, Chloro-Treets and Chlorophyll gum in stock for immediate delivery. Order today.

1 CASE OF 4 BABY GRANDS—5c... \$52.00
25 LBS. CHLORO-TREETS (250 Count)... 17.50
This deal takes in \$154.25. Cash only... \$69.50

1 SAMPLE BABY GRAND FILLED This deal takes in... \$34.35
WITH CHLORO-TREETS Costs only... \$20.00

TERMS: 15% DEPOSIT WITH ORDER, BAL. C.O.D.

LOGAN DISTRIBUTING CO.
627 Milwaukee Ave. Chicago 23, Ill.

THE MACHINE 4-U in '52

4 BABY GRANDS

25 lbs. (7,500) CHICLE TREETS

All for \$63.25

Full cash with order and save C.O.D. fee.

Buy 5 and U will buy more on these payments from Term.

Add one of these on each stop and it will buy itself.

ROY TORR LANSING, PA.

Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Flavor and Taste... DELICIOUSLY ROASTED AND SALTED.

Packed 5-lb. Machine-Proof Bags 12 1/2-lb. Bags to Carton.

RECOGNIZED DISTRIBUTOR IN ALL TERRITORIES

WRITE US TODAY

ZALOOM'S PISTACHIO NUTS

JOS. A. ZALOOM & CO.

America's Original Masters in Packing and Salting of Pistachio Nuts

8 JAY STREET NEW YORK 13, N.Y.

Blockmen 3-7444

Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00

WEIGHING AND PACKING

ORDER TODAY

1/32 Oz. Set, C.O.D. Price \$1.00

Distributors, Write for

J. SCHOENBERG

Distributors of Advance

1647 Bedford Ave. Brooklyn

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards, Combs, Photo, Pins, Ties, Locketts, Buttons, and New Combs

Order in the Home and most complete line in the country. Immediate delivery! Send \$5 for complete samples for low, low, low prices.

PENNY KING CO.
2536 Mission Street
Pittsburgh 5, Penna.

NEW TYPE—DIFFERENT PLAYING CARDS \$7.50

Per M—Freight Prepaid

Ohio Gum leads again with sensational new decks of miniature playing cards with SILVER. A terrific sales booster for them vendors. These cards are new, different, better and will NOT FALL apart! Keep them up-to-date with Ohio Gum. All operations will be handled increased profits by using our new playing cards with silver. Write for free samples.

Other Ohio Gum Sales: Beadettes, Miniature Knives, \$1.00 per 1000; Paper Ohio Gum, \$1.00 per 1000; Miniature Harmonicas, 40¢ per 1000; Paper Ohio Flat Silver, 40¢ per 1000.

OHIO GUM CO.
P. O. Box 2031 Cleveland 19, Ohio.
Terms: 1/3 Advance, Balance C.O.D., freight prepaid.

"It's a Hit!"
Sensational New Spin

BASEBALL TOP

(Patent pending)
SPIN THE TOP WHEN IT STOPS
PLAY IS INDICATED!

SILVER PLATED... \$8 per M
PLATIK... \$5 per M

STRENGTH Bright red plastic with metal insert... \$5 pr.
WHISTLES Two-tone, colorful plastic, inch length. Works like a charm, words like a charm. All prices F.O.B. FACTORY M.S.C.

PAUL A. PRICE CO., 220 BROADWAY, NEW YORK 38, NEW YORK

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES: Candy, Cams & Nuts, Beverages, Tobacco, New Products, Trends, Industry News, Market Place, Articles, Editorials.

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising!

Fill in—your out-mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio.

Yes—Please sign me up for Vend for:

1 year at \$3. 2 years at \$5. 3 years at \$6.

Foreign rates upon request.

Name..... \$10

Address.....

City..... Zone..... State.....

Occupation.....

Available Now!
1c or 5c
ACORN
ALL PURPOSE
BULK MERCHANDISER
Featuring the new
WHITE FLASH
BUSH HOUSING
Empire
COIN MACHINE EXCHANGE
101 Milwaukee Ave., Chicago 22, Ill.

New Vend Firm To Open in B'klyn

NEW YORK, June 14.—A new firm, engaged in the repair, reconditioning, buying and selling of all types of vending machines, is the A-J Vending Service Company, 91 Irving Place, Brooklyn. June 16 is opening day, according to Owner Joe Troia and Abe Golden. The former was a chief mechanic with the Rowe Manufacturing Company, and the latter held a like position with the Steiner Manufacturing Company.

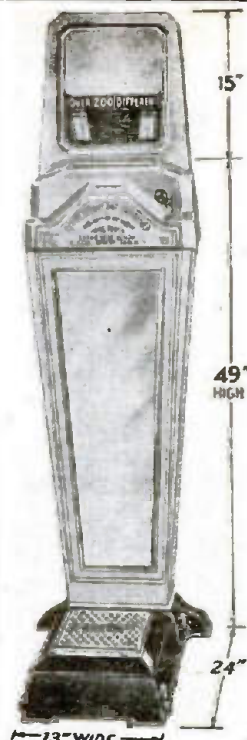
Drive-In Theater Concessions Hike Candy Op Volume

PHILADELPHIA, June 14.—Efficiency in operating concession business in drive-in theaters is increasing dollar volume of the Tri-State Automatic Candy Corporation, which operates in Ohio, West Virginia, Pennsylvania and New York. The 22-year-old firm designs its own layout when the theater is being constructed, but it will take a concession and re-design it if the volume appears to warrant it.

The corporation has five branch offices, each with a warehouse. They are located at Huntington, W. Va.; Pittsburgh, Buffalo, Albany and Syracuse. Goods are shipped directly to these branch stations. The branch manager uses the local delivery system to distribute the supplies to the concession spots in the near-at-hand territory. William Katz, general supervisor of Tri-State Automatic, advises drive-ins to consult the concessionaire about the concession building while the construction is still in the blueprint stage.

Refrigerated Vender Freight Cost Up 7 1/2 Pct.

CHICAGO, June 14.—Freight costs on less than carload shipments of refrigerated vending machines went up 7 1/2 per cent this month when the new LCL rating went into effect. Former rate was 85 per cent, with the new rate 92 1/2 per cent of first class. The increase was the result of the new uniform classification ratings imposed June 1. A. C. Schack, traffic manager of Automatic Canteen Company of America and chairman of the National Automatic Merchandising Association Traffic Committee, said a study of the effect the new shipping costs from Chicago to 100 points about the country would result in an average increase of 6.74 per cent. Non-refrigerated venders are not affected.



15"
49" HIGH
24"
13" WIDE
WEIGHT 165 LBS.
\$25 DOWN
Balance \$10 Monthly
400 DE LUXE PENNY FORTUNE SCALE
NO SPRINGS
WRITE FOR PRICES
LARGE CASH BOX HOLDS \$85.00 IN PENNIES
Invented and made only by
WATLING
Manufacturing Company
4650 W. Jackson St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, CHICAGO
GIVE TO THE RIMYON CANCER FUND

SILVER QUARTER OPERATION—KING SIZE Included

HERE ARE THE MOST SENSATIONAL BUYS OF FACTORY OVERHAULED AND REBUILT CIGARETTE MACHINES EVER OFFERED

Round Imperial 8 COLS 240 Pkts Cap \$95.00
National 9-36 1 Cols 270 Pkts Cap. \$108.00
Unreeda Model 100 7 Cols 350 Pkts. 9 Cols 385 Pkts. \$95.00

Our Points Are VENERIZED Prevents Peeling, Flaking & Rusting

SUMMER SPECIALS ON CANDY MACHINES
Counters or wall Models—no boxes.
Duo, Candyman, 75 Cps. \$57.50
Unreeda Candy, 102 8 or 10 Cps. \$58.00
Royal Candy, 126 8 or 10 Cps. \$75.00

All Equipment Unconditionally Guaranteed Trade Prices 1/3 Dep. Bal. C.O.D.

UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
186 Clymer Street, Brooklyn 11, N. Y. • Evergreen 7-4568

DON'T DELAY... ORDER NOW!

From LITTLE ACORNS mighty INCOMES grow!

ACORN
The only completely die cast aluminum, precision built
ALL-PURPOSE VENDOR

1c & 5c mechanism slides into place—no screws

- Vends all bulk mate.—mch. gum balls, candy, chews.
- Polished, easy-to-clean merchandise chute.
- Temperproof. Held by top lock and body clamp duty.
- Capacitated mechanically—weight less than 7 lbs.

Use & Maintain
M. J. ABELSON
1000 1/2 N. 1st St.
Phila. 15, Pa.
Phone: 451-1212
OPERATING VENDOR SUPPLY
1013 S. Grand Ave.
Los Angeles

RAK manufacturing co., inc.
11411 Knightsbridge Ave. Culver City, Calif.

SMOKESHOP "612"
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
250 8 West 57th St., New York 19, N. Y.
Phone 7-3121

IN STOCK VICTOR'S

New
BABY GRAND CHICLE TREETS VENDOR
also
JUMBO 100

ORDER TODAY
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOc 651

Short Peanut Oil Supplies, Seek Imports

PHILADELPHIA, June 14.—A shortage of peanut oil and resultant importation of the product in 1953 was predicted at a recent National Association of Popcorn Manufacturers, Inc., regional meeting here by James A. Ryan, vice-president and sales manager of C. F. Simonin's Sons Company, coconut and peanut oil supplier. The current peanut crop, less than last year, is expected to be completely gone by the end of this month, Ryan declared. NAPM executive vice-president, Thomas J. Sullivan, led a discussion of the public relations, sales promotions and research programs developed by the association. He predicted that eventually popcorn sales would surge ahead of candy, which is today a billion dollar a year business.

Ohio Tobaccomen Set Oct. Meeting

COLUMBUS, O., June 14.—The Ohio Association of Tobacco Distributors has scheduled its annual meeting October 16-18 at the Neil House here. The 1952 meeting celebrating the group's 10th anniversary, will include exhibits and entertainment in addition to the usual business sessions.

NOW! THREE PURPOSE BABY GRAND

Vending the 336 count Chlore Treets 2 for 1c, Chlore Chews 210 count Ball Gum or Chicle Treets 2 for 1c... EITHER WITH NO ALTERATIONS. LEAF CHILD CHREWS, 210 count Chlorophyll, 60c per lb. CHLORO TRETS, 336 count squares... 52c per lb. CHICLE TRETS, Six flavors... 45c per lb.

Deals furnished with Chlorophyll Gum
\$13.00 EA. 100 OR MORE \$12.00 EA.
Packed 4 to the carton.
1/3 deposit, balance C.O.D., P.O.B. Dallas

GRAFF VENDING SUPPLY CO.
2841 W. DAVIS STREET DALLAS, TEXAS

BABY GRAND

CHICLE MACHINE CASE OF FOUR \$52.00 P.O.B. station

NEW CHLOROPHYLL CHICLE CHEWS—VEND 2 FOR 1c 15 LB. CTNS. \$52.00 1/3 Dep., Bal. C.O.D.

CLEVELAND COM MACHINE EXCHANGE, INC.
1071-2023 Prospect Ave. Cleveland 16, Ohio
All Phones TOW 1-4713

RECONDITIONED VENDORS

NORTH-WESTERN MODEL 49 \$17.35 Each 25 to 100, \$17.75 ea. 100 or more, \$16.95 ea.	NORTH-WESTERN TAB GUM VENDOR \$25.95 Each 25 to 100, \$25.45 ea. 100 or more, \$24.95 ea.	National Postage Service, Ball Type, Vends 1c & 5c. \$69.00 Just Recond. Machines, Like New \$45.00
ACORN 1c & 5c Merch. Vender \$14.95 Heavy Iron Vender, 20 Lbs. \$4.75 ea.	DOUBLE BAR \$1.40 TRIPLE BAR \$1.75	SILVER KING 1c or 5c Ball Gum Superior powder ALL AT \$13.95 EA.
Shimons Triple Stamp Vender \$39.50 Prides, 60c 24 (15 M to 1 Cts.)	CLER OUT! NORTHWESTERN MODEL 33 BALL GUM NEW... \$10.00 RECOND. \$7.50	Makers Drive Charm Mts. — All the Better Toms. 870 Per. V.

OPERATORS! • JOBBERS! • SALESMEN!
GREATEST BENEFIT SINCE COCA-COLA
CHLOROPHYLL BALL GUM

Take Advantage of This Deal

One New All Plastic 1c Ball Gum Machine (2,000 capacity) filled with approximately 2,000 pieces of 210 count **CHLOROPHYLL GUM**

All for Only **\$10.00**
P.O.B. Auburn, N. Y.

Meching interchangeable to dispense other sizes ball gum. Gum refills as low as 60¢ per lb. of 210 balls per lb. New machines so low as \$3.50 each.

You can reset this deal (suggested price \$13.00 or \$5.00 down and \$1.00 a week for 10 more weeks out of proceeds).

You can operate a route of these machines.

AUBURN DISTRIBUTING CO.
570 DODD AVE. AUBURN 18, N. Y.

CHARM USERS! MINIATURE BASEBALL PLAYER STRIPS

They're increasing sales every day because the kids are going for them like crazy! They come in assort. color packs, each picture numbered and each picture is part of a ball game to give TRIPLE APPLE, 14 DIFFERENT STRIPS.

\$12.50 per M.—Min. Order 2,000
1/3 Dep., Bal. C.O.D., P.O.B. Phila.
Oak Sales Company
3021 Park Avenue, Pittsburgh 19, Pa.

Write for Complete List New & Used Vendors, Accessories & Supplies
Bull Cash With Orders Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
604 SPRING GARDEN STREET Lombard 5-2676 PHILADELPHIA 23, PA.

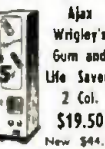
when answering ads...
SAY YOU SAW IT IN THE BILLBOARD!

MONEY BACK—GUARANTEED RECONDITIONED VENDORS

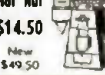
FREE! Order 10 Reconditioned Vendors of One Kind—You Will Get One Extra FREE!
Note—This offer expires Aug. 15, 1952.



5c Ajax Hot Nut \$32.50 New \$79.50



Ajax Wrigley's Gum and Life Savors, 2 Col. \$19.50 New \$44.50



Asco Hot Nut \$14.50 New \$49.50

1c BALL GUM
Yu Cho \$3.95
Columbus \$3.95
Silver King (new) \$3.95
Topper (new) \$3.95

1c BALL GUM—WITH
Victor V Globe Type (new) \$13.50
Victor V Cabinet Type (new) \$14.50
Topper Standard (new) \$14.50
Topper Deluxe (new) \$15.50
Master, 1c of 10c \$7.95

PENNY PACKAGE GUM
Sneaks Wrigley Gum, 1 Col. \$4.99
Rover Stick Gum, 4 Col. \$4.99
Mast for Wrigley Gum, 1 Col. \$4.99

PEANUT or PISTACHIO
Northwestern Standard, 1c of 3c \$7.50
Columbus Model M, 1c of 3c \$7.50
Northwestern 2c, 1c \$7.50
Silver King, 1c of 3c \$7.50
Atlas Station (California) (new) \$14.95 (used) \$9.95
Beckham 1c, 1c of 3c \$9.95
Hawkeye Frog Plate, 1c (new) \$14.95 (used) \$9.95
Sneaks, 1c of 3c \$14.95
Variety Shops, 1c, 3 Col. \$14.95
Northwestern 1 Col. Type Selector, 1c-3c \$17.50
Coca Nut Nut, 1c, 3 Col. \$19.50
5c CANDY BAR
Hershey 100 Bar \$39.50
5c POP CORN
Electro Serve \$17.95
Kendall \$29.50

75c CIGARETTES
Uversco Pak Model B, 1 Col. \$8.00
Uversco Imperial, 1 Col. \$9.00
Uversco Pak Model 500, 7 Col. \$10.00



Barrel—1c—3 Col. Vends peanuts, candy, charms, pistachio nuts. \$19.50 New \$39.50



Lucky Boy 1c Ball Gum \$6.50 New \$12.50



A.B.T. Challenger \$16.50 New \$39.50

SERVICE VENDORS
Lighter Fluid, 1c (new) \$29.50
Sanitary Machine (new) \$29.50
Post Card, 1c of 3c (new) \$29.50
Folder Type (new) \$29.50
Shipman Postage Stamp, 3 Col. \$29.50
Northwestern Roll Type Postage, 1c and 3c Stamp \$29.50

COUNTER GAMES
Victory Basketball, 1c (new) \$39.50
Silver King Number, 1c, Ball Gum (new) \$39.50 (used) \$17.50
A.B.T. Electric Target (new), \$39.50 (used) \$19.50
Camero Club \$19.50
Ship Machine \$19.50

WANTED—FOR CASH
Used Vending Machines of all kinds. Advise manufacturer's name, quantity you have, condition and your lowest cash price.

AJAX DISTRIBUTING COMPANY
89 BRANFORD STREET, NEWARK 5, NEW JERSEY B10CLOW 3-7744

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 readers, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time or location, territory and other related factors.

	Issue of June 18	Issue of June 7	Issue of May 31	Issue of May 24
Advance Model O Ball Gum.....		\$6.50		
Ajax Electric (8 col.).....	\$150.00	150.00	\$150.00	\$150.00
Asco Hot Nut.....	185.00	15.00	185.00	185.00
C-B Electric (9 col.).....		185.00		
Calumet Model 465 Ball Gum.....		6.50		
DuGravator Challenger, 5c (7 col.).....	22.50		22.50	22.50
DuGravator Champion (11 col.).....	120.00	120.00	120.00	120.00
DuGravator Model W (9 col.).....	84.50			
DuGravator WD (7 col.).....				
Exc Fast Eam.....	99.00	99.00	99.00	99.00
Equinox, 1c.....	6.95		6.95	6.95
Ermit Candy Vendor.....		19.50		
Foot Vibrator.....	95.00	119.50	119.50	119.50
Healey (9 col.) Elec.....	185.00	185.00	185.00	185.00
Marion Scale.....	99.50	149.50	99.50	
Master 5c.....	7.45		7.45	7.45
Master Pop.....	135.00	135.00	135.00	135.00
National Candy (9 col.).....	85.00	85.00	85.00	85.00
National Postage 1c & 3c.....	39.50			
National 75c.....	85.00	85.00	85.00	85.00
National 93c.....	85.00	85.00	85.00	85.00
Nation 95c.....	140.00	100.00	140.00	140.00
Northwestern 33 Ball Gum, 1c and 3c.....	7.45	7.50	7.45	7.45
Northwestern Deluxe.....	13.95	15.00	13.95	13.95
Popcorn Machine 10c.....	69.50	49.50	69.50	69.50
Pop Corn 5c.....	64.00	60.00	64.00	60.00
Rover Candy 10 col.....	155.00	155.00	155.00	155.00
Rover Crusader (10 col.).....	35.00		35.00	35.00
Rover Imperial (8 col.).....	95.00	145.00	145.00	145.00
Rover President (8 col.).....	145.00	130.00	145.00	145.00
Rover Royal (8 col.).....	95.00	140.00	140.00	140.00
Rover Royal (10 col.).....	140.00	140.00	140.00	140.00
Shop Shine Machine.....		49.50		
Silver King Number.....		22.50		
Sprag Branch Co.....	50.00	50.00	50.00	50.00
T & C Popcorn Vending Mach.....		50.00		
Uversco Model A (8 col.).....		70.00		
Uversco Model A (9 col.).....		85.00		
Uversco Model E (12 col.).....	75.00	75.00	75.00	75.00
Uversco Model E (15 col.).....	85.00	85.00	85.00	85.00
Uversco (9 col.) Model 500.....	99.00	95.00	95.00	95.00
Uversco (15 col.) Model 500.....	79.50	110.00	79.50	110.00
Uversco Monarch (9 col.).....	110.00	99.50	110.00	110.00
Uversco Monarch (12 col.).....	125.00	125.00	125.00	125.00
Uversco Pak Model 500 (7 col.).....	75.00	95.00	75.00	130.00
Uversco Pak Model 500 (10 col.).....	130.00	130.00	130.00	130.00
Uversco Pak Model 500 (12 col.).....	190.00	195.00	195.00	195.00
Uversco Pak Model 500 (15 col.).....	49.50	49.50	49.50	49.50
Viking Wintermax Pleasure Mach.....		100.00		

SCALES



PRICES REDUCED \$125.00 CUT TO \$89.95

Price \$89.95. Down Payment \$14.95. Balance \$5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 3% or \$4.50 from the list price, making the cash price only \$85.45. On scales in Georgia or South Carolina, it is necessary to add Sales Tax to scale price. All prices are f.o.b. Soperton and we will ship to you by express or freight. A scale retouch weighs 100 pounds. Get in touch with us for a Scale Deal.

MANUFACTURED BY SPARKS SPECIALTY COMPANY PHONE 33 SOPERTON, GEORGIA

CORONATION CAMEO CHARMS



Comes in four assorted shapes—Oval, Oblong, Diamond and Shield Mounted. BOTH SIDES, with eight assorted CAMEO CARVINGS—Queens, Ladies, Knights and Gentlemen. These have the "Eppy Touch" of beauty and quality.

PLASTIC \$14.75 per 1,000
PLATED \$17.50 per 1,000

E.B. James, New York, Immediate delivery.
"KEEP THEM UP"—a customer said to me, "YOUR NEW CHARMS ARE EXCELLENCE FOR MY MACHINES. And he ordered 50,000 Cameo Charms." Which confirms the high regard this leading operator confers upon our new, BEAUTIFUL CORONATION CAMEO CHARMS SERIES.
SAMUEL EPPY & COMPANY, INC. 93-19 144th Place Jamaica 2, N. Y.

put PROFITS in your pocket with PICTURES

Auto Photo STUDIO
develops 700% Gross Profit!

- Professional Pictures—sharp focus, clear finish!
- Produced in 2 minutes—fast and economical!
- All Automatic—easy servicing for operator!
- Attractive, easily recognized Studio—suits any location!

Write today, to Auto-Photo, for your brochure—
"Picture Yourself in the Money!"
Contact Auto Photo Co. for distributor nearest you

Auto Photo Company
DEPT. 103 • 1444 SOUTH SAN PEDRO STREET
LOS ANGELES 18, CALIFORNIA

4 poses 25¢ ... less than 3¢ cost per strip!

30 DAY MONEY BACK TRIAL
Northwestern Model 49
Sensational! 1c-3c-10c Prices: LESS THAN 25¢ \$17.35 or LESS THAN 100¢ \$17.15 100 OR MORE \$16.95 F.O.B. Factory

GUARANTEED USED MACHINES
DELUXE 1c and 3c Combination \$13.95 CHALLENGER MODEL 33 BALL GUM, PORCELAIN, 1c \$7.48 MASTER 1c \$7.48

MERCHANDISE AND SUPPLIES
Per Lb. VIRGINIA PEANUTS \$4.00 SPANISH PEANUTS \$3.00 ALMONDS, 400 Count, 3 Lb. Vac'ed Packed \$5.00 ITALIAN CHICK PEAS, 100 Count, 1/2 \$3.00 Salted BAINBRIDGE PEANUTS \$3.00 BOSTON BAKED BEANS \$3.00 LICORICE LOZENGES \$3.00 M & M'S \$3.00
BALL GUM, All Sizes (100 lbs. Min.) Special Per Lb. \$2.00 ADAMS GUM, All Flavors, 100 Count, .03 WRIGLEY'S GUM, All Flavors, 100 Count, .07 SCHARWAD CHOC. LATE, 300 Count, 1.20 HERSHEY'S CHOC. LATE, 200 Count, 1.20 Minimum Order, 25 Boxes. Pistachio, Cherm, etc

NORTHWESTERN SALES AND SERVICE COMPANY
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New BABY GRAND CHICLE and CHLORO TREETS VENDOR also JUMBO 100

ORDER NOW
4 or more, \$13.00 each
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MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week

For the biggest vending opportunity—the latest prices on new and used vending equipment—for every bit of significant news in your industry—

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hair oil & hand lotion DISPENSERS for Wildroot Cream-Oil Hair Tonic & Frostilla Hand Lotion OPERATORS' PRICE \$12.50

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Materials printed by G. M. ...

Oak Appoints European Rep

LOS ANGELES, June 14.—George Charlier of Antwerp, Belgium, has been appointed by Oak Manufacturing Company as European representative. His territory will include the Continent and British Isles. Along with the naming of Charlier to the post, Oak is establishing warehousing facilities which will enable him to stock adequate machines and parts to supply operators overseas.

Deliver Nasco Dual-Tie Unit

PHILADELPHIA, June 14.—Nasco Coin Machines, a leader in the postwar game conversion field, is now making deliveries on its Dual-Tie Scorer shuffle game, Leonard Schneller, sales manager, announced.

Incorporating all the high points of bowling type shuffle units, Dual-Tie Scorer features the use of a matching score principle.

Predict '52 ABCB Meet to Top 1948

WASHINGTON, June 14.—Over 200 soft drink and allied manufacturing companies have signed up to date for the 1952 International Beverage Exposition, November 17-20, in Atlantic City's Auditorium, sponsored by the American Bottlers of Carbonated Beverages.

Saul Pollak, of ABCB's exposition department, stated that with still almost half a year to go, the total of exhibitors and floor space is expected to set a new record, topping that of the 1948 meeting.

Mitchell Novelty Starts Vacations

MILWAUKEE, June 14.—The annual summer vacation period for employees of the Mitchell Novelty Company here started this week with Eleanor Tobalski, front office secretary, heading the list.

Mitchell workers will take their summer leaves in staggered shifts, enabling the firm to keep operating despite the temporarily reduced staff, according to manager, Erv Beck.

NEW LOCATION

Philly Airport Concessionaires Big \$\$ Earners

PHILADELPHIA, June 14.—Revenue from concessions, including vending machines, is being eyed by city officials as a possible source of up to 70 per cent of income from the new International Airport.

Last year such concessions as the newstands, restaurant, bar, parking lot, vending and coin-operated amusement machines, returned a total of \$64,000, less than 20 per cent of the \$388,000 income from the field. These concessions were derived from their location in the 12-year-old temporary terminal. It is believed that revenue will jump considerably when the new terminal opens.

The granting of these concessions has been under fire. City Solicitor Abraham L. Freedman has given an informal opinion that under the new charter every concession, no matter what its size, must be granted by competitive bidding.

Concessionaires

The parking concession went by competitive bid while others were granted after negotiation, by ordinance of the City Council. Among the latter group is the locker concession held by American Locker Company, Inc., the Hertz Drive-It-Yourself auto rental company, and Parker & Company. Another in this group was the insurance vending machines installed by Associated Aviation Underwriters, Inc.

Some of the concessions were negotiated by Col. J. Victor Dallin and letters of agreement were then drawn up which provide for a 30 day termination clause. Among these is the cigarette vender concession held by Blue Ribbon Amusement Company, operated by Joseph J. Levin. Such letters of agreement were also drawn for a nylon stocking vender concession of Miracle Sales Company, and a candy vending installation by Canteen Company.

Some concessions were awarded by Colonel Dallin on his own signature, without other approval. These included the soft drink vending machines installed by Berens & Loeb. The same firm, under the name of the

CMA Outing Set For June 27-29

NEW YORK, June 14.—The 16th annual outing of the Cigarette Merchandisers Association will be held at Laurel's Country Club, Sacket Lake, N. Y., June 27-29.

CMA officials expect a record turnout of local and out-of-State vendors as well as representatives of cigarette machine, match and other allied companies. Aside from social activities, there will be open forums and informal meetings designed to assist members in bettering their businesses thru free discussion.

Rates for the outing are \$12 per day, for one or two days; \$11 per day for more than two days. Reservations can be secured thru the association office at 290 Madison Avenue, New York.

Nestle Execs Move To White Plains

NEW YORK, June 14.—The Nestle Company, Inc., yesterday began the removal of its New York offices to White Plains, Westchester County suburb some 25 miles away. The move involves many hundreds of employees and is expected to take three weeks to complete.

The company has taken 10-year leases on the five-story, former Westchester County Trust Building, and another near by six-story structure. These will house Nestle's entire work force and executive group, except for the regional sales crew, which will have new offices in midtown Manhattan.

Berlo Company, also installed ice cream vending machines. Weighing scales were installed by Morris Weiner.

Other facilities at the airport are owned by the city. These include a paper cup vender, sanitary facilities, and telephone and telegraph commissions.

All concession contracts provide that they terminate automatically when the new terminal building opens at the opposite end of the 1800-acre field.

No one will have the "inside track" on concessions, whether or not they are operating there now, according to Walter M. Phillips, city representative and director of commerce.

What new concessions will be installed at the new terminal has not been determined as yet. However, such concessions as a game room, flower shop, gift shop, and drugstore are under consideration.

Supplies in Brief

WASHINGTON, June 14.—Outlook for crops used in vending machine products is spotty, according to this week's Agriculture Department forecast. Sugar and almond crops are seen falling off in 1952, while prospects for walnuts and filberts are good. The prospective 747,000 acres of sugar beets to be planted this year falls 2 per cent under the 1951 acreage and is 10 per cent less than the 10-year average. Figures also show that production of sugar from the 1951 continental sugar cane and sugar beet crops totaled 1,970,000 tons compared with 2,567,000 tons in 1950.

The prospective 10 per cent decline in sugar beet production was expected to have little effect on domestic sugar supplies this year, the Agriculture Department said, however, since marketings of sugar from 1952 crop beets will not begin until late in the year. Preliminary reports indicate that primary distributors marketed 7,622,000 short tons of sugar to domestic consumers the first four months of this year—about 16 per cent more than was distributed in the same period of last year. The downward movement in retail sugar prices, which began last fall, was reported checked in April.

The department said sugar cane totaling 5,725,000 tons was used in making sugar in 1951—12 per cent less than was used the year before. The 1951 sugar beet acreage of 691,000 also was under the 925,000 acres planted the previous year, with 10,485,000 tons of sugar beets harvested in 1951 as compared with 13,535,000 the year before.

The condition of almonds in California as of June 1, was 57 per cent of normal—11 points below a year ago and 5 points below the June 1 average, the department reported. The set of almonds was said to vary widely by areas this year and in most localities good growth was reported. The walnut outlook was seen bright in California, with production indicated at 71,000 tons, 4,000 tons above last year and about 8,000 tons above average. Prospects for Oregon walnuts also were said to be favorable, although some walnuts were damaged by late frosts. Prospects for filberts were reported "generally good," with the set "much better than a year ago."

WASHINGTON, June 14.—Rep. Lansdale Sasser (D., Md.) introduced this week a bill providing price support at 90 per cent of parity for the 1952 crop of Maryland tobacco, if marketing quotas

are approved for the 1953 Maryland tobacco crop. Bill also would not allow any 1952 Maryland tobacco harvested in excess of the normal acreage, as determined by average allotments and yields for the Agriculture Department, to be taken into account in establishing any future crop.

WASHINGTON, June 14.—Sugar distribution for the first week in June totaled 162,171 short tons compared to 140,238 tons during the corresponding week in 1951, the Agriculture Department announced this week. A total of 120,090 tons were delivered by refiners last week, while beet processors accounted for 24,287 tons. Importers distributed 17,694 tons and cane mills released 100 tons. Less than half of the 1952 quota for sugar imports has been used, according to the Agriculture Department. Of the 7,700,000 ton quota, 3,333,315 tons have been imported.

WASHINGTON, June 14.—Prices of vending machine products are up and down, according to the Labor Department's consumer price index. The April price index for soft drinks reached 347.3 per cent, as compared with 347.1 per cent in March and 345.5 per cent in April of last year. Base period of 100 per cent has been set as 1935-'39. The Department's consumer price index for sugar and sweets fell to .2 per cent in April from a 1 per cent rise in March, both of which were below the June, 1950, high of 6.8 per cent.

WASHINGTON, June 14.—The nation's tax paid cigarette production climbed to 32,255,000,000 in April, as compared with 29,878,000,000 in March and 29,308,000,000 in February of this year. Commerce Department figures revealed this week. April's total was well above the 28,824,000,000 cigarettes produced in the corresponding month of last year. The monthly record high for this year, however, was set in January, when 37,598,000,000 cigarettes were produced. Tax-free cigarettes totaled 3,107,000,000 in March, 4,141,000,000 in January and 2,600,000,000 in March of last year.

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IT WILL BE YOUR FORTUNE TOO!

THE DEMAND WAS TERRIFIC!

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If it is our plan to continue our big National Advertising Campaign, we need distributors to take care of the trade. All inquiries and orders will be turned over to qualified distributors. Phone, wire or write TODAY for franchise information.

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Nothing else to buy. Sent to you complete, ready to operate. 1000 cards included.

GET IN ON THE GROUND FLOOR!

The response to our initial announcement of this new money-maker was so great that choice spots are going fast. So don't pass up this sure thing. Get in on the ground floor. Get some "Planets" out and watch these pennies turn into dollars—for you!

LOCATIONS WILL CRY FOR THEM!

What a natural for every Restaurant, Drug Store, Fountain, etc.! The location owners are happy—their 30% will pay for the napkins, and then some! Customers are happy—they get free napkins and are entertained while waiting. You're happy because each machine will be bringing in an average \$3.00 per week. That's what operators all over the country report!

WE CHALLENGE YOU

to try just one—and we'll bet you'll be back for more in a hurry! Machines are beautifully designed, ruggedly built, easy to service. Dispenses heavy Bristol board Fortune Cards. Cards cost only \$1.00 per thousand. "Planets" were actually made to sell for twice the low introductory price. Send your check or money order today!

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NO PLAY DROP

Ind. Operator Finds Resort Biz a Stopper

MICHIGAN CITY, Ind., June 14.—One operator who does not worry about the usual seasonal drop-off in play in the summer is Jimmy Lombardi, who has had music machine and amusement game routes in this area for the past 18 years.

Lombardi does not move his games and music machines from some of his marginal all-year stops to resort type locations as some operators do for the seasonal business. Instead he makes a particular point of buying new or late model used units for the resort locations.

Central Distributors Changes Quarters

ST. LOUIS, June 14.—Central Distributors, Inc., AMI distributors here, this week were moving to new and larger quarters in a four-story building across the street from their present location at 2339 Pine street.

All told the week proved a busy one for the firm's partners, Tony Koupal and Charles Kagels. A car in which Koupal was driving with his 11-year-old daughter turned over three or four times in an accident Monday (9). His daughter escaped unharmed and Koupal suffered only slight injuries.

Kagels attended the exercises and other festivities of his daughter's graduation from high school.

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 of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various arcade equipment such as Air Bomber, All Stars, and others with prices and issue dates.

Table listing shuffle games like Sun Gun, Submarine, and Team Hockey with prices and issue dates.

Shuffle Games

Table listing shuffle games like ABC Bowler, Ace Bowler, and others with prices and issue dates.

Closeout section for David Rosen, listing various items like Seeburg '46, Seeburg '47, Rock-Ola '49, etc. with prices.

Coinmen You Know

Continued from page 91

the outcome of the steel trouble before definitely setting vacation schedules. Should the labor disturbances continue, Stewart said the vacation schedules might be moved up in anticipation of short-crop supplies.

Bill Fitzgerald, AMI's advertising and sales manager, has been on a tour of the East Coast, contacting the firm's distributors. While in New York Bill attended the Sidney Levine fete and a convention of the Advertising Federation of America.

Saginaw, Mich.

Stanley (Whitey) Warner, American Shuffleboard Company's Michigan distrib., is taking well-earned bows for handling ASLI tournaments here May 30-June 2. The event drew 31 participating teams. Ops, distrib. and manufacturers visiting the tournament included Jack Butler and Jimmy Bourne, of Toledo; Stan Piotrowski, Flint; Russ Shaffer, Detroit; Steve Hasko, Flint; Harvey and Henrietta Mellon, Saginaw; Bob Charleston, Fort Wayne, and Frank Klapp, Reading, Pa. Saginaw's mayor, John Hart, officially opened the tournament.

Los Angeles

Jack Leonard, of the parts department at Badger Sales Company, is now "bussing" it to work. When he left his home recently to get into his automobile, he found that vandals had taken the four wheels from his car. Chuck Allen, Long Beach operator, was in the city on a buying trip accompanied by his two young daughters. Ted Meyers, of Gem Amusement Company in San Luis Obispo, is reported to have lost about 15 phonographs when his headquarters burned.

Ed Wurgler and Bob Bear, of the Wurlitzer organization, were in town for a visit with Lucille and Paul Laymon, who handle that line in this area. Wurgler and Bear came here following a visit of several days in San Francisco. Charlie Daniels, Laymon staffer, celebrated his birthday Tuesday (10) with Lucille and Paul Laymon hosting him and his friends at a barbecue at their home in Huntington Palisades. Tom Jones, of San Diego, is back at his headquarters following a trip East, which included a view of the Kentucky Derby.

Charlie Cahoon, of Long Beach, is accompanying Mrs. Cahoon on a trip to Canada. She is attending a meeting of her sorority. H. T. Loo, El Centro, was in town with his two sons. Loo operates music in the Imperial Valley area. Red Creswell, Layton company's service man, is on a vacation trip. His first stop was Las Vegas with points further East to be visited. Harold Hannaford, Balboa Arcade operator, in town on a buying trip. He brought along some of the stones that he had cut as a hobby.

Sue Thompson, Ben Light, Dude Martin, Fran Warren, Jimmy Walkey, Wilder Bros., Drew Miller, Jenks (Tex) Carman and Les (Carrot Top) Anderson visited Leuenhagen Record Bar, where they hobnobbed with operators. Mary Solle, manager of the record section, reported another visitor, L. Wolfe Gilbert, writer of "Down Yonder," and

"Waltin' for the Robert E. Lee." Ray Eberts, music operator, is studying travel folders in anticipation of his summer vacation trip. C. A. Robinson, of the C. A. Robinson Company, is back from Crowley Lake near Bishop, where he got in a few days of fishing. Jack Gutshall, formerly a music operator in the San Luis Obispo area, in town from his new bailiwick in Orange County. J. H. Hobbs is now operating Northwestern bulk merchandisers and tab gum machines. Adolph D'Este of Badger Sales reveals, Hobbs had retired until he decided to enter this business.

R. E. Smith Jr. has joined his father in the operation of Automatic Enterprises. Phil Robinson, Chicago Coin representative, returned from a trip to San Francisco. He reports there is a big demand for six player shuffle games. Mac Sanders, who specializes in Arcades at miniature golf courses, is getting set for the summer season now that schools are out. Jack Simon, of Simon Distributing Company, will be batching for a month. Mrs. Simon leaves soon to attend a convention in Denver. Following this, she goes East to Chicago, Cincinnati and Indianapolis for visits with friends and relatives. Jack Ryan, formerly with Simon Distributing Company, in town from his Tijuana headquarters. He was enroute to Mexicana. Ryan is managing routes operating in the Mexican border towns.

Armstrong Automatic Vending Company has added the National cigarette vendor to its line. The concern which specializes in the renting of automatic juke boxes, reports business good. The champion, coin-operated, manufactured by Bally, and distributed here by the Calderon Distributing Company, is going strong.

Mrs. Lottie Berman, Sicking, Inc., played nurse to her son Marvin, who entered the Methodist Hospital for a tonsillectomy. The new United game Stars, recently received by the Sicking Company, is going over fine. Many orders are being booked for delivery as fast as the games are made available. The record business here has taken a slight drop but is still ahead of last year at this period.

Ben Rosen, manager of Confection Cabinet, was down Tuesday to call on the Theater circuits which he has on his lists. Dale Sauve, reports a striking increase in business the past two weeks, expects to have the new 100-selection Evans juke box on display soon.

Jim Rice, service manager for Sauve, has invented a new type of arcade machine to be placed in production shortly. Louis Schmitzer, of O. K. Coin Machines, St. Clair Shores, has just purchased his 25th Evans Jubilee Model phonograph.

Senford Warner, proxy of Q-Ball, of Long Island, Inc., bought games from Dave Lowy & Company last week. Dave says Sandy is still raving about a horse that didn't win at Roosevelt Raceway, recently.

Arthur E. Kallinich, vice-president of Veeder-Root, manufacturers of counting and computing devices for coin machines, is marking his 40th year with the organization. James A. Hubbard, at one time assistant sales manager of the Cleveland division, Capital Records, has been named advertising director of The Farmington Valley Herald and vice-president and sales manager Tuxis Publishing Company, Collinsville, Conn., publishers of the weekly.

Mac Perlman, Atlantic-New York Corporation, had a Seeburg prominently featured in a Loew's Fall Theater lobby display in conjunction with the film "Skirts Ahoy." Tunes from the forthcoming movie were featured on the displayed Seeburg. Syd Greenbaum, of Radio & Appliance Distributors, was on the arrangements committee for the

United Play Machines, Inc., is the name finally selected for their new firm, says Wilbur Aaronson and Al Gilbert. The partners plan to add several new games, among them Chicago Coin's 6-player. The boys were visited during the week by Dick Deicola, Yonkers, N. Y., op., and Iszy Gitlan, owner of the Adventurer's Inn, also of that city.

Mike Mueves says business is hot, especially with the set-shot basketball game. Can't get enough of them, Mike claims. Frank Meneur, Exhibit Supply Company, and Sam Walberg, of Chicago Coin, in Mike's shop to say hello.

Albert Dinsille, of Albert Simon, Inc., says the firm is now handling national distribution for the new Galloping Beauty horse and that orders are coming in well.

John Bullock and William Coddington, vet ops from Loch Sheldrake, N. Y., making the rounds Thursday (12). Among those visited by the Sullivan County men were Atlantic New York Corporation, Runyon Sales and American Vending. Bullock's been in the business almost 30 years.

Headman Bar Sugarman, Irv Kemper and others from Runyon Sales attended a dinner given by the Connecticut State Coin Association at Milford, Thursday (12). The Runyonmen, together with Al Denver and George Miller were driven up in style. Sid Levine providing the transportation with his new Cadillac.

Willie Levy, who is now living in Miami, and George Holtzman, who moved to Arizona for his health, were both back in New York last week. Both are partners in Automatic Operators, Inc. Max Ishkowitz, of Maxwell Music Company, and Louis Luitke, of Premium Music Company, are back on the job. Both had been ill.

Bill Kaiser, of the New York Automatic Music Company, is working on his boat in Bronxville, N. Y. Les Boyd, of Ace Music Service, spends his spare time fishing for bluefish in Long Island Sound.

William Dillon and Dave Hendrickson have merged their routes. New organization is called the Cross Island Music Company. Mos Luber announces that his plant is ready for motor rewinding. Bob Luitmer, of Bob's Amusement Company, and Anthony Tessinari, of the Electro-Service Company, recently joined the Automatic Music Operators' Association.

Murray Kaye, of the Atlantic-New York Corporation, was visited last week by Sy Silverstein, of United Games, Peekskill, N. Y., Seymour Pack, of Terrytown, N. Y., James Smith, Pleasantville, N. Y., and Dominic Ambrose, Patchogue, L. I. Abe Grinberg, in charge of Evans Distributors' Mexico City branch, visited Dave Lowy last week.

Francis E. Stern, Stern & Company, was in New York and Washington on business. Manager of Leiber, formerly associated with Vending Machines, Inc., of Hartford, is negotiating to run boxing at Bulkeley Baseball Park during the outdoor season.

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NEW GAMES	BINGO GAMES	Shuffle Games
Wms. DOMINO Wms. MAJORETTES Wms. OLYMPICS Wms. RAINBOW Wms. SPORTSMAN Bally ATLANTIC CITY Bally FUTURITY Goli. CROSSROADS United OFFICIAL SHUP. P.L.E. ALLEY GOLF DOUBLE ACTION	SPOT LITE \$225 CONY ISLAND 445 BRIGHT SPOT 435 LEADER 400 BRIGHT LIGHT 375 A.S.C. 350 Univ. FIVE STAR 175 LITE-A-LINE 120 Chi Coin DEBY 425	United SIX PLAYER \$275 Keeney SIX PLAYER 250 Keeney BIG LEAGUE 100 BOWLER 170 Wms. BIG LEAGUE 170 BOWLER 170 Wms. FIVE PLAYER 195 HEADERS 75 United SHUFFLE 75 ELEGOR 65 Paw. H. SCORER 75 Univ. SKEE ALLEY 75 Keeney DUCK PIN 75

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Like New—Precision operated. Motors, Tubes, Frags. Counts 12, 24, 100, 250. Weighs only 8 lbs. \$110

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EX. SIX SHOOTER 105
EX. DALE OLING 100
CHI COIN PISTOL 125

KEENEY CONVERSIONS
6-PLAYER REBOUND \$225
6-PLAYER LONG BOARD 225
2-PLAYER BOWLING CHAMP 95

WILLIAMS MUSIC MITE
Brand new. Modern design. Superb tone. Ten 45 RPM Records, Selector, Accumulator and Cancel Button. 24 play \$145 36 play \$195



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Keeney 4-Way League Bowler 195.00
Exhibit Silver Bullets 195.00
Universal Winner 299.00
Exhibit Pony Express 299.00

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Bally Turf Kings 225.00
Trolley with films 195.00
Bally Citations 69.50
Chi Coin Bowling 75.00
Paw. Bright Lite 54.90
Bally Chamberlain 225.00
Williams Rebounder 75.00
Seeburg Bear Gun 249.50
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Gottlieb Gigamuff 99.50
Williams Sweetheart 99.50
Exhibit Gun Patrol 125.00
United Steelplate 299.00
Williams Sports Plug 269.00
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Universal Star 169.00

BADGER SALES CO. 2544 N. 25TH ST. LOS ANGELES, CALIF.
BADGER NOVELTY CO. MILWAUKEE, WIS.

	Issue of June 14	Issue of June 7	Issue of May 31	Issue of May 24
Super Shuffle Alley (United)	25.00 39.50 49.50/1p	25.00 39.50 49.50/1p	25.00(2) 39.50 49.50/1p	39.50
Super Twin Bowler (Universal)	75.00 79.00 109.50	75.00 79.00 109.50	75.00 79.00 109.50	89.00 75.00 125.00
Ten Pin (Keeney)	26.50 75.00	19.00 24.50 59.00 75.00	24.50 59.00 75.00	24.50 59.00 75.00
Trip Bowler (Universal)	45.00 49.00 59.00/1p	45.00 49.00 59.00/1p	45.00 49.00 59.00/1p	49.00 45.00 59.00/1p
Ten Pin (Universal)	24.50	24.50	24.50	24.50
Ten Shuffle Alley (United)	145.00	175.00	165.00 175.00	125.00 175.00
Ten Shuffle Alley Rebound				150.00
Unit Shuffle (Williams)	28.00	20.00	20.00	20.00
Ten Shuffle (Williams)	28.00	20.00	20.00	20.00
2 Player Long Board (Keeney)	95.00			
Exc. 1st Bowling Champ (Keeney)				95.00

(Continued on page 94)

Five Top Markets—1951

Country	Phonographs		Vendors		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	2,433	\$633,307	5,381	\$284,063	6,751	\$893,717	14,585	\$1,811,087
Venezuela	1,253	714,738	493	65,282	308	37,060	2,054	817,060
Cuba	1,210	505,986	119	26,598	39	5,631	1,368	538,115
Belgium	680	283,131	310	5,002	2,285	222,927	3,255	514,000
Mexico	1,047	201,117	425	33,227	242	12,811	1,714	247,155

Folk Record Reviews

Continued from page 36

FOLK Record Reviews

CK HART

ANGELINA 64-64-64-64
MGM 1126—An attractive item, the 10-1/2" single ballad is given a routine but lively here.

RABBIT DON'T EVER GET MARRIED 72-74-68-74
Cute novelty about the free and easy life rabbits live it especially rendered on this side. Backing has a spirited bounce and features some fine guitar work.

IRIE LEE
WHILE YOU'RE OUT CHEATING 74-75-74-75
MERCURY 6399—Platinum ballad is sung pleasantly by Lee with a vocal assist by Charlie Gere. Instrumental backing adds punch.

I'M ALWAYS LONGING FOR YOU, BABY 76-75-75-76
Band adds a nice bounce rhythm for a pleasing rendition by Lee. Includes a good boogie lull song and some fine kidding. Good juke box item.

STER PLATT EARL SCRUOGS
OLD SALTY DOG BLUES 75-77-74-77
MERCURY 6396—The Foggy Mountain Boy whom it up on this country standard. Oliver lyrics are given a good whiff by Lester Plant and a C. G.

PIKE COUNTY BREAKDOWN 72-73-71-72
Instrumental named for the Tennessee county is set to a driving tempo by the Foggy Mountain Boys, led by Earl Scruggs on the banjo. Hill folk should go for it.

MEMORIES OF YOU 71-72-71-70
Earl again holds sway for most of side, but tenor also has his sayings. Group backs who efforts capably.

IRVIN SHINER
YOUR HEART IS TOO CROWDED 77-76-77-77
DECCA 28226—Shiner gives the weeper a new plainer reading. Strings back him in fine fashion. A good disk.

JOHN MORGAN
WHISTLE BY LOVE 79-81-78-78
COLUMBIA 20948—This is the first country version of the tune from the film "Rocky Road." Morgan gives it a nice relaxed reading with good instrumental support. Disk could catch coin.

BE SURE YOU KNOW 85-86-85-85
Morgan writes a lovely ballad with a lot of feeling. Strings provide an effective backing. Should be another winner for the Opry star, and a real coin-catcher.

AMY WARELY
MY HEART HAS ROOM FOR YOU 76-76-74-76
CAPITO 2126—Happy ballad is set to a buoy tempo with a driving string band backing. Warely handles lyric nicely with an accent from a trio. Fine for the Western market.

YOU WOULD BE MINE 78-79-78-78
Sentimental ballad with lovely melody is given a warm reading in Warely's effortless fashion. String band adds effective support. A fine disk.

LU BELLE & SCOTTY
TIED DOWN 70-71-69-70
MERCURY 6708—Lively instrumental with a happy beat. It's a luscious, dirty shuff that's changed easily by the duo. Rural juke can't.

I'M NO COMMUNIST 73-74-72-70
Folky ballad sales an topical ballad for a musical relay that ties up the Reiss and the government in a confused package. Tune is sung well and the side may get spins.

THUR (Guitar Boogie) SMITH
RIVER RAG 74-76-70-78
MGM 11262—Fast-tempo instrumental is designed to show Smith's virtuosity, with the help of the Quarter Jacks, he comes thru with a rousing performance. A natural top-the-coin banger.

SOMEbody LEFT ANOTHER GOUNGUM AT OUR HOUSE 72-73-71-72
A musical tale of an infant who cries and cries is handled simply by Arthur Smith and the combo.

REARMUSSEN
NEW STAR RAG 72-72-71-73
CAPITO 2093—Lively instrumental is played with a lot of spirit by the Rearmussen combo, while the leader tells about each soloist in the act. For Western boxes.

MY MARY 74-75-74-73
Teddy Wilson gives the effort, joined by Stuart Hamilton and Jimmie Davis, an effort the vocal while Rearmussen turns out complete in the background.

TERRITORIES OPEN for LIVE WIRE SALESMEN CALLING ON CLUBS

Seasonal, new, fast-selling line of completely different non-alcohol oriented amusements games that are outstanding money-makers. Every day live prospect. High commissions. Terrific earnings. Must have car. Write for complete.

Amusement Sales Co. 11 Union Square New York, N. Y.

Lunch-O-Mat Price Pegged At \$2,400

Reiss Predicts Bright Future For Multiple Unit

NEW YORK, June 14—The Lunch-O-Mat Corporation of America this week set a price of \$2,400 on its new multiple vendor-Lawrence Reiss, Lunch-O-Mat exec. said that the demand for the flexible vending unit, which was shown here publicly Wednesday (11) for the first time, would exceed the stockpiling accomplished to date and the planned production of 100 units per month in July, August and September.

Executives of the New York Central Railroad and the New York Telephone Company concerned with in-plant feeding and Pennsylvania Railroad officials anxious to further their experiment in creating special snack cars equipped with vendors, were among the first viewers. A deal was reported near completion with the management of one of the city's principal skyscrapers for the installation of Lunch-O-Mat units on every other floor of the 30-story edifice.

Representatives of all local newspapers, many national magazines, radio and video news bureaus inspected and lunched from the new machine. With publicity breaking Thursday (12) in The New York Times, it appeared likely that the new unit would be widely publicized.

Additional Information

Harry Galin, one of the Lunch-O-Mat designers who was formerly associated with the Rowe Manufacturing Corporation, and Reiss revealed additional statistical information on the new unit unavailable for inclusion in the initial story of the machine which appeared in last week's issue of The Billboard.

The unit, which is 48 inches wide, 31 1/2 inches deep and six feet high, weighs 1,100 pounds, with the cabinet alone accounting for some 500 pounds. It is unlikely that the machine can be tilted, or even budged, and the cabinet is guaranteed for 5 years. Vibration does not affect the machine in any way and no special problems are anticipated should it be located on railroad trains.

Designed to vend hot coffee, hot sandwiches, cold sandwiches, pies, pastries, milk, chocolate milk and fruit juices, the Lunch-O-Mat performed all of its claimed functions without error. Guests proclaimed the hot pastrami, hot frankfurter, apple pie, chocolate cake and coffee excellent and Reiss said the quality of the food vended in the demonstration had been adopted as standard. Mrs. Reiss was credited with originating the formulas for the baked products and also for designing the front of the machine which will undergo minor renovations to provide more illumination and clearer operating instructions.

Food Suppliers Set

Reiss said that Swift & Company would supply the meats nationally, the National Baking Company the pastries and Borden's all milk products where they have distributing points. The pies, which are baked in special molds, weigh between seven and eight ounces and are one of the heaviest items ever vended, Reiss said. They will be provided for 90 cents per dozen and vend for 15 cents. The cakes, which also vend for 15 cents, will cost 80 cents per dozen.

Each food item is individually packaged. The hot sandwiches are pre-packaged in a special cellophane bag created by Dupont, which is impervious to heat, and boxed. The packaged sandwiches are delivered cooked in 15 seconds. The packaging is comparatively cool compared to the food which is very hot.

The coffee solution containing cream and sugar is instantaneous-

Set Buccaroo Horse Change

LOS ANGELES, June 14—Buccaroo, the mechanical horse made by the Buccaroo Manufacturing Company here, is now being offered in a Palomino color. Abe Chapman, the firm's general manager, announced. The development of the lighter colored body gives the device more sales appeal, he added.

Wildroot Hair Oil For Griffin Unit

LOS ANGELES, June 14—Labels on Griffin Hair Oil and Hand Lotion vendors will feature Wildroot Cream-Oil tonic and Frostila lotion, Harold Collins, secretary-treasurer of Merchandising Dispensers Inc., manufacturers and sales agents for the machine, reported this week.

Collins said the Wildroot Company in Buffalo had tested the Griffin machine and was recommending it for their products in public washrooms and dealers advertising along these lines is in preparation and the local firm will stock the preparations for supplying operators.

Abrahamson to Sail for Europe

NEW YORK, June 14.—Aleck Abrahamson, vice-president in charge of sales for Chauncy Chocolate Corporation here, leaves Monday (9) for an extended tour of Europe. He will sail on the Ile De France and plans to visit England, Scotland, Ireland, France, Italy, Switzerland, Holland and Belgium.

During the six-week tour, Abrahamson plans to study European methods of merchandising candy, including vending operations, and also expects to speak with confectionery equipment manufacturers in England.

ly heated and delivered at around 160-170 degrees. The coffee is designed to appeal to the studied tastes of 90 per cent of the nation's coffee drinkers, Reiss said. Since the cream and sugar are contained in the mixtures, no choice is possible. The coffee lines are cleaned automatically by steam after each use.

Will Up Cup Capacity

While the cup capacity of the coffee unit is now 150 it will be increased to 200 upon delivery of a new cup recently designed by the Dixie Cup Company, Reiss said.

It is planned to stock the machines with different sandwiches, both hot and cold, and pastries each day, Reiss said. A condiment tray is attached to the side of the machine so that patrons can do their own seasoning.

Reiss said that plans for the distribution and operation of the machines were similar to those of the Howard Johnson restaurant chain. As a result all food products will be purchased thru the Lunch-O-Mat Corporation, which will then have direct control over the quality and all other variable factors.

Officials of the Raytheon Company, which is building the special radar cooking apparatus, and the Carrier Corporation, which engineered the refrigeration, were on hand to view the demonstration.

Exhibit & United Games

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So. Sea	\$4.50	Tamiami	44.50
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Pedestal	41.50	Tampac	49.50

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RECONDITIONED Perfect BALLY SPOTLIGHT \$570 CONEY ISLAND 448 BRIGHT SPOT 345 BRIGHT LIGHTS 345 UNITED LEADER \$295 A B C 245 KEENEY HOLIDAY \$385 LITE-A-LINE 175 UNIVERSAL 5 STAR \$195

New Design GENUINE FORMICA TOPS

Silk screened during manufacturing process. Available for United 2, 4, 5, 6 player and all Keeneys. Minimum order—3 Tops. \$19.50 Only \$19.50 each

5 BALLS

LATE GOTTIEB GAMES HIT 'N' RUN, New \$110 5-ball \$185 NUGARS \$170 WILDWEST \$170 ROSE BOWL \$175 HAPPY GO LUCKY \$165 MINSTER MAN \$145 KNOCKOUT \$115

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NEW Keeneey HIGH SCORE LEAGUE BOWLER Keeneey SUPER DELUXE LEAGUE BOWLER UNITED OFFICIAL SHUFFLE BALLY CHI COIN DR LUXE 4 PLAYER

RECONDITIONED AND RESURFACED

Keeneey Mechanism completely overhauled. Resurfacing includes complete removal of old surface, four coats of lacquer, plus new in-struction decal

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Reconditioned and Refreshed TELEQUIZ With Film \$149 Factory Reconditioned

RECONDITIONED AND RESURFACED

6 PLAYER BBOUNDO \$268 5 PLAYER BBOUNDO 245 4 PLAYER BBOUNDO 236 3 PLAYER BBOUNDO 145 SHUFFLE SLOGGERS 99 SHUFFLE EXPRESS 99 SHUFFLE BALLY 75 BALLY SHUFFLE LINE \$125 SPEED BOWLER 28 SHUFFLE BOWLER 29 SHUFFLE TARGET \$129

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6 PLAYER \$275 4 PLAYER \$175 ACE BOWLER 75 SHUFFLE BOWLER 29 WILLIAMS DOUBLE HEADS \$75 DE LUXE BOWLER 45

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We offer the experience and knowledge backed by 15 years of cheerful and conscientious service to the coin machine trade all over the world.

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We Shall Be Pleased to Demonstrate This New Equipment

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see page 3 for rates

45's Arrive Too Late

Continued from page 80

should get priority. All expressed understanding of the supply obstacles that occur when a "sleeper" suddenly springs into the hit category.

B & B Novelty

The B & B Novelty Company, owned by Bert Bondioli, answered an emphatic "no" to the question of whether records were coming thru as desired. A spokesman said, "Furthermore we don't get complete deliveries. Forty-five r.p.m. records often are up to three weeks behind 78s and we have to go to retail stores for hits on the slower speed disks."

Another big problem, according to the spokesman, is the volume of different records—a point on which B & B has received numerous queries from location owners.

However, the spokesman said they understood the volume problem was being worked on by the record companies and juke box manufacturers and that where hit records are concerned the sudden demand usually caused late deliveries.

Bob Gnarrow, of ABC Music Service, one of the largest local operating firms, reported that "45s could be faster and you can't get all you want of some numbers."

Fast Numbers

This is especially true, Gnarrow said, on "fast numbers." He mentioned a considerable problem of record supply which arose shortly after Christmas and said "I thought the situation would be better by now and that the record companies would move at a better clip."

Gnarrow said many complaints had been lodged with disk salesmen in the past few weeks. "I honestly think the companies are trying to come thru better. When a short supply develops," Gnarrow said, "we have to depend on retail stores and often they have the same problem as operators."

A spokesman for Coven Distributing Company, Wurlitzer distributors and operators of a one-stop record service, reported much the same story with a lag of up to three weeks between 45 and 78 r.p.m. releases of the same tune.

The only firm painting a rosy picture was the Gillette Distributing Company which operates both juke boxes and a retail and one-stop record service. Miss Mike Kincaid, who handles the record department, reported that disk firms were more and more sending thru both 78 and 45 r.p.m. records at the same time. She also cited the bad post-Christmas problem but said that in the past weeks "we haven't had any trouble."

Much of the delay problem, according to Miss Kincaid, has

been caused by labor troubles or "sleeper" disks which overnight zoom to popularity and are difficult to get into quantity production. All told, however, she pointed out, "records are now coming thru fine."

PLAY POLITICS

Miami Co. Sets Initial Run on Game

MIAMI, June 14.—L & W Manufacturing Company, Inc. here has started production on a new type amusement game, Play Politics. Larger than counter type units and smaller than the conventional sized coin-operated games, Play Politics will list for under \$100, according to Robert Jacobsen, firm sales manager.

Designed to be introduced when the nation is most concerned with the forthcoming elections, the game uses an animated donkey and elephant race as the animation. The game, on a Formica playfield, includes thumper bumper action and introduces a feature on which the player accumulates votes which lead to free plays. There also is a take-off feature in which the player loses votes and also free plays. Jacobsen stresses the compact proportions of Play Politics will permit its operation in locations which cannot accommodate the larger games.

L & W, thru Jacobsen, is screening distributors and as soon as a representative number are appointed simultaneous operator showings will be scheduled.

The Miami manufacturer has headquarters at 3601 Bird Road, where it has a 20,000 square foot of production space and plans to increase this in the near future.

Neb. Guild

Continued from page 80

During its first year the Guild has participated in a six-State convention held in Omaha last October, became affiliated with the Music Operators of America and attempted to get dime play in an effort to match the rising cost of doing business.

It was agreed that the organization has gone a long way toward uniting Nebraska operators, disseminating trade information, improving business standards, promoting the operators' general welfare and fostering just and equitable trade principles.

NEW! Williams DOMINO!

FLASHY! COLORFUL! EXOTIC!

ONLY WILLIAM'S "DOMINO" HAS ALL THESE FEATURES:

- * SPECIAL BONUS VALUE builds up to 10 REPLAYS and carries over from game to game to pull repeat play!
- * 3 KICKOUT POCKETS MOVE replays when hit
- * Making numbers 1 to 6 scores 1 replay!
- * SPECIAL LANES 3-4-5-6 score replays after numbers 1 to 6 are made!
- * FOLLOWER BUTTON advances High Score Bonus!
- * 11 numbers 1 to 6 are made. FOLLOWER advances SPECIAL Bonus!
- * SPECIAL BONUS LANE at bottom of field SCORES SPE CIAL BONUS* after 1 to 6 are made!
- * CHAI BONUS* after 1 to 6 are made!
- * THREE THUMPER BUMPER score points when hit!
- * Players shoot point score and high score to replay!
- * 2 FLIPPERS. Bullet-like animation as balls ricochet around live action playfield! It's FAST!

Fast!

for Richer Profits Williams DOMINO

See Your Williams Distributor Now!

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Special Closeout on HIDEAWAYS & WALLBOXES

6 M146 SEEBURG HIDEAWAYS	\$110.00 Ea.
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2 1017 WURLITZER HIDEAWAYS	159.50 Ea.
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ALL HIDEAWAYS COMPLETELY SHIPPED READY FOR LOCATION.

SPECIAL: 100 SEEBURG W156 WIRELESS WALLBOXES . . . 3 5 Ea. (As Is But Guaranteed Complete)
29 WURLITZER 3020 WALLBOXES . . . 36 Ea. (Exceptionally Clean)

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In the CROSSROADS CIRCLE—
Center hole scores 2 million—
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All holes light corresponding Roll-Over Buttons for Super High Score.

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REPLAYS FOR CROSS COUNTRY POINT SCORING

2 MYSTERY HIGH SCORING POP BUMPERS
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FILL the outer Ball-Traps for 1 REPLAY. FILL ALL 5 BALL-TRAPS for 3 REPLAYS. Make 1 to 7 SEQUENCE—light bottom Replay Roll-Over.

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GALLERY—Made by THE leading manufacturer of shooting galleries. Overall Width, 22 ft. Height, 15 ft. Depth (front to back) 40 to 50 ft.

Sectional steel sidewalls, floor, and ceiling with 3 rows of lights (10 outlets per row) protected by steel sections. Extra steel sections on hand to increase length of gallery. Gallery targets include gas candles, moving docks, moving ships, moving animals, one rotating candle, 15 bull's-eyes equipped with gongs, revolving silver balls, revolving moons with stars attached, parachutes, airplanes and others. All moving parts driven by a one h.p. motor. All parts of steel.

GUNS and Accessories:

- 15 Remington Automatic Rifles, Model 241
- 15 Winchester Pump Rifles, Model 62A
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GUN COUNTER:

Overall length, 22 ft.; width, 32 inches; height, 42 inches. Equipped to handle ten rifles, but can accommodate fourteen if necessary. Recessed space on top of counter for cash registers. Rear of counter has 16 drawers. Top of counter covered with 1/2" double layer inlaid, trimmed with stainless steel.

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Seaborg Super the Bear Oven	264.50
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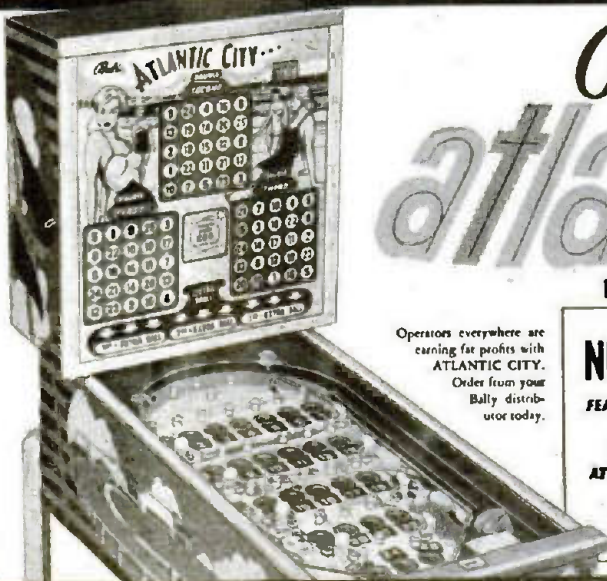
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 DIVISION OF LION MANUFACTURING CORPORATION
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WELL—HERE IT IS *Chicago Coin's* **6 PLAYER MATCH BOWLER**



MATCH BOWLER

Featuring **NEW 2-WAY SCORING**

GRAND MATCH

PLAYER MUST MATCH LITED NUMBER DIRECTLY BELOW LITED STAR AT TOP OF SCORE GLASS WITH ONLY THE LAST FIGURE OF HIS SCORE TO WIN **GRAND MATCH**

A-NUMBER MATCH

PLAYER MAY ALSO WIN BY MATCHING ONLY THE LAST FIGURE OF HIS SCORE WITH LITED NUMBER AT TOP OF SCORE GLASS
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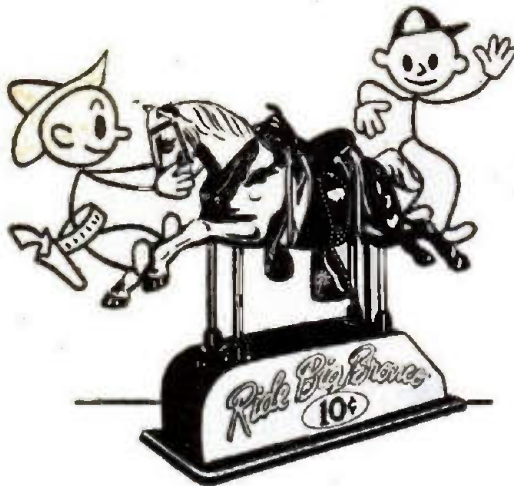
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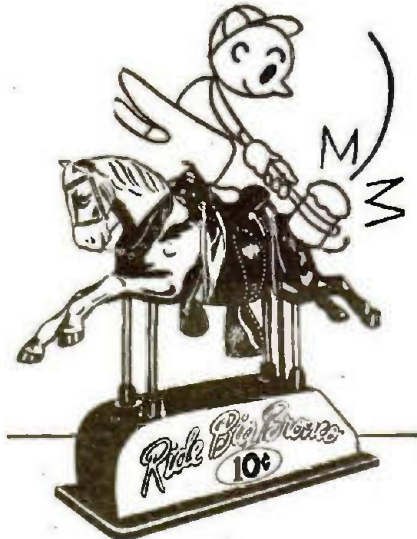
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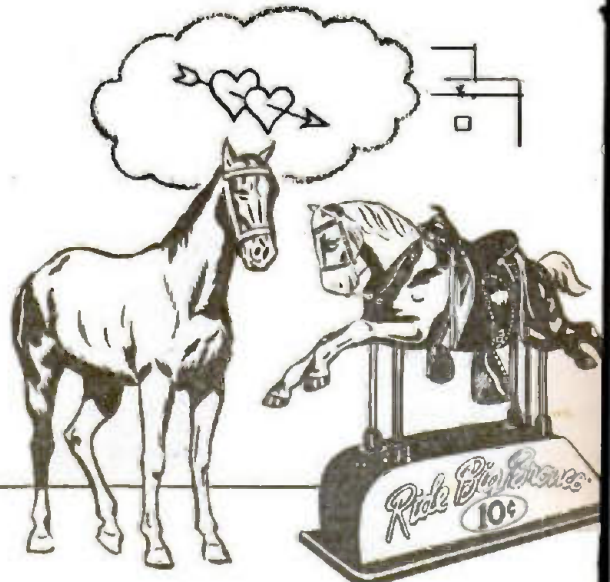


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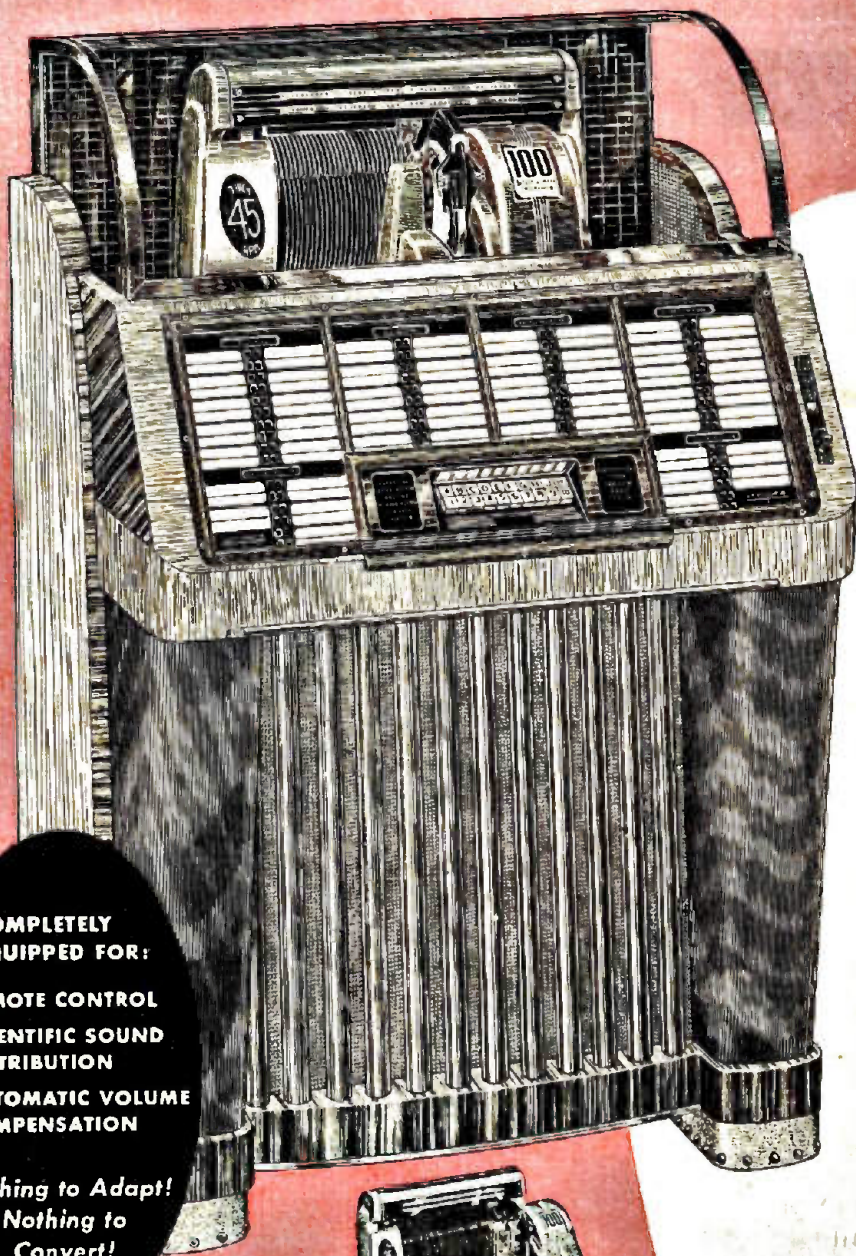
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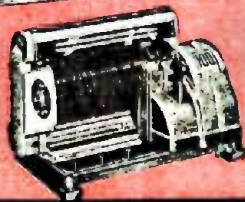
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