

IN THIS ISSUE

A SPECIAL SECTION COMMEMORATING

THE 65th ANNIVERSARY OF THE MUSIC MACHINE INDUSTRY



The Billboard

MAY 23, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Show Business to Turn Out For 65th Juke Box Birthday

House Group Books Excise Tax Hearings

Session Begins on June 16; Fall Action Deemed Probable

WASHINGTON, May 16.—Excise taxes will be the final item on the agenda of the House Ways and Means Committee's hearings which open June 16 for several weeks on all phases of tax legislation (The Billboard, May 2, 9, 16). With the hearings likely to extend well into fall and with congressional leaders hoping for a recess of both Houses before August, committee action on excise legislation is certain to be held over until the new term of Congress starting next January.

Rep. Daniel A. Reed (R., N. Y.), chairman of the House Ways and Means Committee, declared that persons desiring to be scheduled as witnesses should communicate in writing to the committee clerk and must furnish the following information: (1) The subject on which they seek to testify; (2) the minimum time required for their testimony; (3) a brief summary of the substance of their testimony.

The Reed committee has scheduled 40 different tax topics for deliberation at the hearings, ranging from income taxes to excise (Continued on page 22)

Ziv Film Gross in 6 Months Equals 1952

NEW YORK, May 16.—Ziv TV Programs, Inc., here has chalked up enough film sales for the first

Thomas, P&G Part After 6-Year Run

NEW YORK, May 16.—Procter & Gamble will cancel Lowell Thomas after six years of sponsorship. The advertiser offered to renew the news commentator on a much smaller network next season than his current CBS radio web, but the network refused the deal.

P. & G. had Thomas under a 10-year contract but CBS took it over last season. The Thomas agreement with CBS includes both radio and TV. Thomas is the last property to go in the old 6:45-7:30 P. & G. strip, "Beulah" and Jack Smith having been the others.

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Featuring:

- 65 Years of Juke Box Growth
- A Juke Box Comes to Lepaera
- Sixth Annual Juke Box Poll
- A Note to Remember
- How Juke Boxes Sustain Hits
- and many more

Music Popularity Charts
Begin on Page 132

Bookers Moan Scarcity of Multi-Person, Novelty Acts

By JIM McHUGH

NEW YORK, May 16.—A growing shortage of multi-person and big animal acts is proving frustrating and costly to booking agents thruout the country. With the demand for such acts certain to exceed the supply virtually

every week thruout the outdoor of big flash turns has been held to a minimum, both because of immigration and economic factors. No one has a solution to the over-all problem. Individually, the agents have adopted a snatch and grab technique, and the ones (Continued on page 23)

The reasons for the existing shortage are well defined. The bookers say that while the need for such acts is acute, the work potential is bunched into only a few weeks, with the result that the number of dates available on a yearly basis are not enough to keep many acts going. The association and schooling periods, long a part of the circus field and which made possible the building of such acts in apprentice fashion, have virtually disappeared in this country. Altho the system continues in Europe, the importation

8-DAY DELAY FOR LATIN VIEWERS

CARACAS, Venezuela, May 16.—Television here just hasn't got the pace and efficiency of the industry in the U. S. During a recent wrestling show—the combatants are fully clad, by the way—over the government station here, the picture suddenly went off. In a few minutes a card went on, which, liberally translated, read: "Stand by! Service will be resumed in eight days."

Radio, TV Join Industry for First Big Fete

Net, Local Shows Planned; Displays To Plaster Nation

By DICK SCHREIBER

CHICAGO, May 16.—A week from today the juke box industry, with the help of other segments of the amusement world, will mark its 65th birthday with a nationwide celebration and the first national public relations campaign in which juke box people have participated.

Network radio and TV, over 100 disk jockey programs, newspapers and magazines will participate in the celebration. Every active juke box trade association lined up special promotions for the event, while literally thousands of independent juke box operators in smaller cities and towns contacted their local newspapers, arranged window displays and programmed their boxes with all-time juke box favorites.

Network Shows

Altho the schedule of network shows set to observe the anniversary was expected to expand, these shows were definite at press-time:

Eddie Cantor, NBC radio, May (Continued on page 171)

SELF-SERVICE TEST

Disks Tried in Dime Stores, Supermarkets

NEW YORK, May 16.—The entire disk industry is carefully watching the sales experiment being carried on in the Philadelphia area by Music Merchants, Inc., Elliot Wexler's sub-distributing firm, which has been engaged over the past six months in setting up self-service record racks in supermarkets, Woolworth's, and other chains that have not carried records before.

The experiment is being watched closely because most sales racked up via supermarkets and chain stores is plus business to the manufacturer, a market in addition to — and not normally tapped by—record dealers.

Additionally, the potential new market shows promise of easing the normal summer slump in the disk business, since traffic in supermarkets drops only about 10 per cent in the summer as against up to 50 per cent for record shops. The experiment being carried on by Music Merchants, Inc., in the Philadelphia area is not the (Continued on page 15)

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Billboard Backstage

By DICK SCHREIBER
Coin Machine Editor

When you have 7,500 people working on a public relations project you get results.

Allow for a little exaggeration, but that's how many juke box operators there are in these United States, and the exception is an operator who hasn't put his best effort behind the celebration of the Music Machine Industry's 65th Anniversary.

Starting Saturday, May 23, and running thru the following week, the juke box people — with the co-operation of radio, TV, record companies, newspapers and magazines — will mark that day in 1888 when a gentleman in San Francisco hooked a coin mechanism to one of Edison's talking machines and began a brand new phase of the entertainment business.

For a decade at least, The Billboard and the juke box industry agreed that the industry ought to start a public relations program, ought to tell the story behind the colored lights and the title strips. But there was at least that decade between agreement and action.

Last September, as happens once or twice a year, The Billboard hired a conference room at the Bismark Hotel in Chicago.

Brandishing fat pencils, and with collars loosed, the roomful went to work planning for special events due in 1953.

Along about mid-morning, someone brought up the Juke Box Anniversary. Agreement on the need for a public relations program was quickly supplanted with the first motions of action to breathe life into such a program.

It just wouldn't be possible to set down the names of The Billboard staff who got the 65th Anniversary celebration off the ground. Much of their work is evident in the news stories of this and the past two issues. They've contacted disk jockeys, record companies, newspapers, magazines and the numerous hands that go to make radio and TV programs come alive. Some of their work will never be evident, because no public relations drive is 100 per cent successful.

But those 7,500 juke box operators—with the juke box manufacturers and distributors and particularly with hundreds of disk jockeys — latched onto the 65th Anniversary for their own.

Armed with promotional kits we supplied them, they contacted their local newspaper editors, ra-

dio and TV stations and civic organizations.

In the big cities, juke box trade associations did the work. In smaller cities and along Main Streets, operators worked by themselves. Big and little, the results already apparent are tremendous.

It just goes to show that 7,500 public relations amateurs, who never staged a press preview or a press cocktail party, can do a whale of a job when they have an interesting story to tell.

Dick Schreiber joined the Chicago editorial staff of The Billboard in 1945 following a varied career which included jobs on Midwest daily newspapers; the writing of free-lance fiction, non-fiction and a book of poetry; a brief stint in the Army, and finally a post as a member of the University of Chicago faculty. Early in 1947 Dick took over the dual responsibilities of Coin Machine Editor of The Billboard and Editor of Vend, our sister publication in the merchandising field.

—Editor.

Picture Business

By LEE ZHITO

HOLLYWOOD, May 16.— The TV film pulse is quickening. A spot check of the film production centers in Hollywood will show that activity is moving toward a new high.

Production activity this year far surpasses that which existed during this time a year ago. Sponsors and ad agencies were slow to decide on a new product and renewals a year ago. Film apparently has proved itself to the bankrollers and calls for pilot reels and program renewals are coming in much earlier.

Producers, themselves, gambling on peddling a choice property, seem to be far surer of their ground. A considerable portion of present-day film production activity reflects this confidence on the part of producers. Pilot reels on a number of shows are currently before the lens or nearing the camera stage.

A year ago, sponsor hesitance sent ripples of doubt down the line, and producers themselves, despite their confidence in the future of the TV film industry, de-

cidied to postpone their investment into pilots. Furthermore, they were prompted to hold back by the frightening examples of the get-rich-quick lads who put their last buck into audition reels only to find no takers. The slackening in the industry's pace then permitted it to shake itself loose from the green operators who could see only the pot of gold and none of the pitfalls.

Today, with rare exception, the men who helm the industry's wheel are the surviving fittest. They have learned their shortcuts in operation, established new cost accounting systems, evolved new sales methods. Experience is casting more light on the road ahead. Strong sales and audience reception are adding to the industry's optimism. More than ever before, buyer and producer can move ahead with confidence.

With time and results separating the men from the boys, more and firmer financial support is being channeled into the industry's feed box.

The theatrical movie industry's

3-D conversion problems is also working out in telefilm's favor.

Cost of conversion and the uncertainty of outcome is causing wholesale release of name contract players. These, in turn, are now being made available for the first time to the TV medium, and of course, nearly all choose the telefilm road to the TV screen. With names sharpening the edge of sponsor interest, home viewers will be seeing more talent they can recognize than ever before.

This early surge in TV film production activity is seen by a number of producers as a sign of an all-time high in telefilming during the summer months. With sponsors and producers getting an early start this year, they predict at least a 50 per cent increase in filmed fare on the tele channels this fall, with some being even more optimistic in crystalballing film's fate.

But you don't have to look in the books and eye the new contracts to sense the coming boom. Just drop in on a couple of TV film production lots, and you, too, will get excited.

Legit Line-Up

By BOB FRANCIS

The eligibility lists and ballots for voting in the 10th Annual Donaldson Awards were mailed out this week. As in the past, the 26 categories for seasonal achievement in the Broadway theater cover both the straight play and musical fields. The Awards Committee again wishes to stress that it is not necessary to vote on all categories. Partial ballots are acceptable. The deadline for filing is June 1, but early voting is an obvious help in tabulation. A limited supply of extra ballots is available at this office for eligible voters who wish to exercise their franchise. Ask either for Ren Grevatt or the writer of this column.

After a somewhat turbulent four-year career, the Show-of-the-Month Club put up its shutters this week. SOTMC was founded in 1948 by Sylvia Ziegler with a capital of \$125 and 100 subscribers. Despite opposition from regular ticket brokers, Miss Ziegler's ticket subscription operation mushroomed to a peak membership of 20,000 in 1950. This season it dropped to 6,500. Miss Ziegler blames the Shuberts for her org's shuttering, claiming that the latter prevented her from obtaining tickets for top shows in their houses. Last March she filed an anti-trust action against them. . . . If David Wayne can get time off from Hollywood, he wants to come back to Broadway under management of Jose Ferrer. Play is "Under the Sycamore Tree," satirical comedy by Sam Spewack. Alec Guinness created the part in a London pro-

duction. . . . Guthrie McClintic has turned in his director's shield for Mary Drayton's comedy, "Debut." . . . Walter Abel instead of William Gaxton will be co-starred with Dolores Gray and John Raitt in "Carnival in Landers." Gaxton's current health is not up to par for the chore. . . . According to Louis Mandell, producer of the venture, Larry Parks and his wife, Betty Garrett, will re-open in "Anonymous Lover," the Vernon Sylvaime comedy in which they toured together early this season. A silo circuit swing is planned, prior to a Stem unveiling in the fall.

DERWENT AWARDS ARE ANNOUNCED . . .

Jenny Egan and David Stewart are this year's recipients of the Clarence Derwent Awards for the season's best performances in non-featured roles. The award committee, consisting of Margaret Webster, Brooks Atkinson, Herman Shumlin, Ward Morehouse and Clarence Derwent picked Miss Egan for her portrait of Mary Warren, the bewitched lass of Arthur Miller's "The Crucible." Stewart won on the basis of his performance of the Baron in the recently defunct "Camino Real." Runners-up were Janet Parker for her stint in "Children's Hour," and Moses La Marr for his contribution to "Porgy and Bess." The \$500 cash prizes will be awarded to the winners at Actors' Equity annual meeting June 5 at the Hotel Asor. . . . Harvey Stephens, after four years-plus of playing Commander Harbison in "South Pacific," leaves the cast

Saturday (16). His stint will be taken over by Bartlett Robinson. . . . Kermit Bloomgarden has booked a fall tour for "Children's Hour" starting in Wilmington September 17 and opening in Chicago November 16. Patricia Neal has signed to continue in the Lillian Hellman revival now in its 21st week at the Coronet.

SYLVESTER HEADS DRAMA DESK . . .

New officers of the Drama Desk, association of Stem drama reporters, elected this week were Robert Sylvester (Daily News), prexy; Roland Field (Newark Evening News), v.-p.; Ted Kraus (Critical Digest), and Louis Calia (N. Y. Times) were re-elected secretary and treasurer, respectively. . . . Jose Ferrer will do the Alfred Drake role in "Kiss Me Kate" in July on the Dallas State Fair musical rep. Ferrer's last song-and-dancer chore was some 10 years ago, when he replaced Danny Kaye in "Let's Face It." . . . The Bijou Theater relights May 21 with another one-man show, hypnotist Ralph Slater. Program promises a combo of "comedy, music, ballet and educational matter." . . . Starting June 9, Terose Hayden will sponsor a series of four plays for a week's stand-apiece at the Theater de Lys. Rep includes Simon Gantillon's "Maya," Percy Mackaye's "The Scarecrow," Sheridan's "School for Scandal," and a Hindu play, "The Little Clay Cart."

Highlight Reviews

Ritz Bros., Fran Warren Top New Copa Bill; Priors Click

New productions, new costumes, new girls, new acts, topped by the Ritz Brothers plus Fran Warren, give the New York Copacabana a fast, colorful and, at times, hilarious show.

The Ritz Brothers are, of course, the masters of low comedy. Their mad routines are too familiar to need description. But, familiar or not, they still kill them with tried and true material. This time the three guys started with a new special obviously written for the date. No sooner over, it was biff-bang, right into the tumult stuff. Harry Ritz' "Don't holler" had the audience hollering hysterically in anticipation and realization as Jimmy and Al did their standard French singer bits. Extra yocks came from ad libs in the tea-reading routines. The three brothers were on for almost an hour and when they got off they were beat to the sox. The audience was left almost equally limp.

Fran Warren, who just wound up a 14-weeker at the Palace on the Danny Kaye show, seldom worked with more assurance or moved better than she did here. Exuding confidence in a chic black and white gown, she got to them almost at once with a series of standards and at least one pop. She started it off with "Bye-Bye Blues," building beautifully for a solid effect. She followed that with a sensitive "Moulin Rouge"

which hushed the room. The rest of her act was basically a reprise of her Palace routine, "Whoopie," "Birth of the Blues," etc. Her Helen Morgan-ish piano squat on "Lover Come Back to Me" was a beautiful job. It got most of its impact, however, not from the piano sitting but from her feeling of confidence that she knew what she was doing. Her walk-off after a fast "Back in Your Own Backyard" pulled a big mitt.

Copa unveiled a new dance team, Danii and Genii Prior (husband and wife) who drew and held excited attention from their walk-on. Boy is a slim, dark, handsome lad; girl a lithe brunette who moved with leopard grace. Team did two spots (the second barefooted) and were smash almost from the start. Their routines had a strange savagery, almost a sensual impact; a combo of ballet, modern dance and tricks, that rated the heavy applause they got. Girl in particular would be a bet for TV or pictures. Together they'd fit plenty of musicals now being cast.

Eileen O'Dare, first act on the show, started off fast with a series of acro-terps highlighting butterflies and walk-overs. Tall brunette's act frequently was reminiscent of Miriam Lavelle who was such a smash a few years ago. The only drawback to Miss (Continued on page 12)

Wireless Mike Solves Remote Auto Pick-Ups

HOLLYWOOD, May 16.— A wireless microphone is being marketed by the Stephens Manufacturing Corporation that promises to become a boon for television, stage, night clubs, radio and motion pictures.

The Stephens mike weighs less than four ounces and is no larger than a small pack of cigarettes. With its companion battery pack of similar size, it is easily concealed on the person.

Stephens is now in full production of the microphone after little more than four months of practical use by at least five major motion picture companies—M-G-M, Universal-International, Paramount, 20th Century-Fox and Columbia. Originally listed at \$1,-

500, the mike and receiving equipment now sells for \$980.

Actually, the instrument is a miniature FM transmitting unit (Continued on page 3)

CORRECTION

"Dial 'M' for Murder," by Frederick Knott, currently playing at the Plymouth, was erroneously omitted from the "First Play" (on Broadway) listing in the 10th Annual Donaldson Awards eligibility booklet. The Billboard deeply regrets the omission and hastens to advise that "Murder" is eligible for votes in the "First Play" category.

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BROADWAY SHOWLOG

Performances Thru May 16, 1953

DRAMAS

Dial "M" for Murder	10-29, '52	292
Miscellaneous	2-18, '53	109
My Three Anghrs	3-11, '53	78
Fiore	2-19, '53	100
The Children's Hour	12-18, '52	172
The Crucible	1-22, '53	152
The Fifth Season	1-23, '53	151
The Low of Four Colonels	1-15, '53	140
The Moon is Blue	3-8, '51	907
The Seven-Year Itch	11-30, '52	204
The Time of the Gullies	10-15, '52	245
Time Out for Ginger	11-25, '52	197

MUSICALS

An Evening With Beatrice	10-2, '52	262
Can-Can	5-7, '53	12
Guy and Dolls	12-15, '50	1,109
Harri Flagg	2-11, '53	109
Porgy and Bess	3-10, '53	79
South Pacific	4-7, '49	1,692
The King and I	3-19, '51	891
Wish You Were Here	8-25, '52	373
Wonderful Town	2-25, '53	93

CLOSED

Bleak House	5-9, '53	24
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Washington Once-Over

By BEN ATLAS

WASHINGTON, May 16.—Most faithful member of Bob Hope's audience at the White House Correspondents' Association dinner last week was President Eisenhower. Hope told the audience that he never felt "so secure as when I've played golf with the President." "Every time I hit a ball into the woods, the trees moved out of the way," quipped Hope, "and whenever the President knocked a clod of earth out of the course, the secretary of agriculture immediately had it replaced."

The guffawing President raised his hands over his shiny dome to lead the applause when the

comedian wisecracked: "The President and I are old friends. I knew him back when he was a general—you know, when he used to give orders instead of taking them."

FCC DUSTS RING FOR SUBSCRIPTION TV BOUT . . .

Look for a spectacular ruckus at Federal Communications Commission on subscription TV before long. Altho the commission's plans are unjelled, top brass are ready to give the stormy pay-as-you-see issue the center of the ring. A number of powerful industry groups are jockeying for a vantage position. First move at FCC will come when the agency acts on Zenith Corporation's 16-month old bid for a go-ahead for subscription service. Zenith's loud-pedaled claims of success for its phonevision experiments have touched off a hum of activity by numerous rivals, including Paramount Pictures Corporation, which has been experimenting with Telemeter service in Los Angeles. The field is getting remarkably crowded despite the fact that operating rules are non-existent. Muzak and Skiatron are only a couple of the others in the current pioneering. The commission has several alternatives in disposing of the subscription issue. Any step toward rule-making will necessitate full-scale hearings. The way things are shaping up, the fracas over color TV and theater TV are likely to seem like minor street brawls in comparison.

NEWSPAPER OWNERS QUIETLY APPLY NEEDLE . . .

Quietly getting wide distribution on Capitol Hill are copies of a recent report by a committee of the American Newspaper Publishers' Association insisting that something should be done to stamp out "bias" in FCC against newspaper ownership of radio and TV stations. The McFarland law reorganizing FCC, enacted last session, originally carried a prohibition against bias by FCC, but it was eliminated from the measure that finally went to the White House. The ANPA committee said it has been informed "thru the medium of gossip only" that the provision was omitted because then-President Truman indicated he would veto the bill in its entirety if this provision were not eliminated. FCC is braced for revival of the issue. The commission will declare that no such bias exists. The FCC will support this assertion with evidence of how it has handled applications from newspaper interests. Well over a third of the present TV stations on the air are owned in whole or part by newspapers. Four others are owned by magazine publishers, and two transfers of ownership to newspaper and magazine interests are in the works. As for radio stations, more than a fourth belong to newspapers.

Sparks Fly at NBC 'Cause The Boss Sarnoff Is Back

By SAM CHASE

NEW YORK, May 16. — The word at NBC is that "the Boss is back." This means nothing more nor less than that Brig. Gen. David Sarnoff, board chairman of the parent Radio Corporation of America, has taken over responsibility for the active direction of the network. For the present and for an indefinite period in the future, there will be no major decisions or moves which are not personally approved if not actually inspired by General Sarnoff, and certainly no key actions taken in which he does not participate and himself supervise.

The general's advent into the NBC situation began just about two weeks ago, upon his return from the Los Angeles convention

of the National Association of Radio and Television Broadcasters. The effect upon the web's hierarchy has been little short of electric. There has been a feeling of drive and decision at NBC in the past several days such as the web has not experienced in quite a while. The presence of General Sarnoff on the scene has done more than merely lend spiritual encouragement; it has provided action.

The first move General Sarnoff made was to wipe away all intermediary steps between the sixth and the 53d floor. NBC brass who have an urgent problem now have only to bring it to the one man who can provide the decision, and they get one. This has put them on their toes, and has

also made client relations a simpler matter, for sponsors, too, are getting the same fast action now.

The general's decision to step into the breach came when web President Frank White began showing the effects of being obviously overtired from the vast number of complex problems which have beset him since he inherited the network's top post. Sarnoff had planned to go to England for the coronation, but decided to have White mix protocol with pleasure and go in his stead, thereby getting himself some relaxation at the same time. White sails on Tuesday (19).

The general, meanwhile, has taken over the varied and complicated negotiations, both with talent and advertisers, which have been harrying White. John West, veepee in charge of the web's Coast operation, will remain in New York on temporary assignment, helping out during White's absence. The exact date of White's return to duty, however, is now indefinite.

With the general leading the NBC troops into what the web concedes is a tough battle for network domination, the sparks have begun to fly, and the organization has sharpened its weapons. Whatever the outcome, the general is certain to be in the front lines from now on.

Crosley Continues NBC-TV Affiliation

HOLLYWOOD, May 16. — NBC-TV execs this week were sighing with relief over a reported decision by the Crosley Broadcasting Corporation, owner of four video stations, to continue its affiliation with that network. In spite of denials last week by top Crosley execs, rumors have persisted all this week that CBS-TV was making its strongest affiliation pitch to the Midwestern broadcasting powerhouse combine, along with several other NBC-TV affiliates (The Billboard, May 16).

NBC-TV brass here claim that the Crosley tie was cemented when web President Frank White convinced Board Chairman David Sarnoff that several million dollars should be spent for an impressive daytime programing line-up next season as evidence the network's determination to challenge the CBS-TV domination of daytime programing.

CBS-TV is far ahead of NBC-TV both in daytime ratings and sponsors, with only an hour and a half yet to sell next season from 10 a.m. to 4:30 p.m.*

Programing Vitamins

Crosley, the story goes, did not want to continue in the NBC-TV fold unless it were assured that NBC-TV would give its daytime operation some programing vitamins for the important battle ahead next season. And the rest of the tale also is, that CBS-TV was willing to make impressive concessions in reduction of free hours and increase in network rates to get the Crosley stations, which are known for their out-

standing merchandising and promotional creativeness.

Not to be lost sight of in any shift of Crosley TV affiliates is the fact that the Midwestern broadcasting firm would also bring along with them an imposing list of top radio stations that would also stand to benefit from the CBS Radio network's lead of that medium. But Crosley evidently felt that NBC-TV was the more certain bet over the long pull, as was TV as a medium when compared with radio, and consequently remained with its dough down on its choice.

NEW SCOPE

Sylvania's Satellite TV Display

WASHINGTON, May 16.—Federal Communications Commission will be asked to establish regulations authorizing operation of TV satellite stations. The commission came away favorably impressed yesterday from a demonstration of satellite stations by Sylvania Electric Products, Inc., in Emporium, Pa. Sylvania demonstrated to FCC Chairman Rosel Hyde and four fellow commissioners the actual operation of UHF satellite stations at both ends of the band. The TV satellite stations operated unattended and the pictures were described as "good."

All members of the commission except Commissioner Edward Webster, who is in Europe, and George Sterling, who had priority commission business to attend to, attended Sylvania's demonstration which took place on two experimental stations licensed to Sylvania. These were stations KG2XDU on Channel 22 and KGXEL on Channel 82. The commissioners attended at the invitation of Max F. Balcom, Sylvania board chairman. The demonstration was described as successful altho it took place under rough conditions. Sylvania's next step, it was pointed out, will be to apply to the commission to set up regulations for operation of TV satellite stations.

Kreiser Buys Mutual Multi Plan

NEW YORK, May 16.—Kreiser Watch Bands reportedly has signed to sponsor participations on three Mutual shows, via the web's multi-message plan, which offers advertisers their choice of participations on any of the five weekly mystery airers carried in Mutual's 8-8:30 p.m. time period.

In addition to the new Kreiser pact, Mutual's multi-message plan is currently subscribed to by General Mills, Camels and Lever Brothers (Rayve Shampoo). The Kreiser contract starts July 1. The agency is Foote, Cope & Belding.

Reynolds Eyes CBS Shows, Sharpens Ax

NEW YORK, May 16.—R. J. Reynolds this week was re-examining its properties on CBS. The probability is that of its three CBS shows, two will be canceled. However, the likelihood is that the sponsor will obtain a new show for the fall for one of the two canceled time periods.

Those Reynolds properties apt to get the ax at the end of this season are the Bob Hawk show and "My Friend Irma." Vaughn Monroe undoubtedly will be renewed, for his low cost program has satisfied the advertiser.

"My Friend Irma" has already been canceled on CBS-TV, and the sponsor is not happy over the radio version of the show. Bob Hawk, an old Reynolds program, is costing the client about \$11,000 weekly, an exceedingly high amount for a radio quiz show these days. Hawk himself gets about \$7,000 weekly. Should Hawk be dropped, however, his Monday 10-10:30 slot on CBS will probably be retained for a cheaper program.

L&M Cancels 'Stork Club'

NEW YORK, May 16.—Liggett & Myers this week cancelled "Stork Club" on CBS-TV, Saturdays, 7-7:30, after its June 27 show. The program is sponsored by the Fatima division of the company.

CBS-TV had been expecting the cancellation for several weeks and is not concerned over the sale of the time period because of impressive sales record already rolled up for next season. Cunningham & Walsh is the agency.

CBS Preps 2 Audition Segs

HOLLYWOOD, May 16.—CBS Programing Veepee Harry Ackerman is wrapping up two potential net shows in audition form.

One, intended as a possible summer replacement, stars Vera Vague in an audience participation seg tagged "Follow the Leader." The other, "The Shrimp," is identified by Ackerman as a sentimental comedy written and produced by Sy Gomberg and featuring Sammy Ogg. Latter is seen as a fall entry.

SCRATCH BACKS

Toni, Bishop to Share Costs in Other's Shows

NEW YORK, May 16.—A reciprocal arrangement was in the works this week whereby Toni and Hazel Bishop lipstick each will share in a TV show bankrolled by the other. The plan, if finalized, would have the sponsors sharing two web stanzas on two separate networks.

One program involved is "Your Big Moment," which Toni has signed to sponsor via Du Mont, 8-8:30 p.m., Tuesdays, in the slot vacated for the summer by Bishop Fulton J. Sheen. The other is Allen Funt's "Candid Camera," which Hazel Bishop is dickering to air 9-9:30 p.m., Mondays, via NBC-TV, starting July 6. This is the time which bucks CBS-TV's "I Love Lucy," but the latter show will be on hiatus.

The sponsors would share costs on the two shows, and would use half of each stanza for plugs. Hazel Bishop also plans to retain "This Is Your Life" for the summer, repeating 13 of the best former outings via kine in the 10 p.m., Wednesday, time via NBC-TV. Its agency is Raymond Spector.

Y&R, BBD&O, Each Acquire New Accounts

NEW YORK, May 16.—Young & Rubicam and Batten, Barton, Durstine & Osborn this week each acquired new accounts. Y. & R. came up with a plum—the electric razor division of Remington-Rand — which this season was one of the five "Omnibus" sponsors. This sponsor's TV budget is likely to be hiked considerably to meet the competition of Schick, which is spending several million dollars this year for network TV.

The B.B.D. & O. acquisition is actually an old account — Clark Candy — which is returning to the fold. Clark will spend an estimated \$500,000, all of it for broadcasting media.

KBIG PROGRAM PROVES ITSELF

HOLLYWOOD, May 16.—Catalina-based KBIG radio outlet features a daily "Job Opportunities" show for the State Department of Employment, airing available openings in various industries. When the station's music director, Suzane Stark, resigned to join a downtown department store's ad department, the outlet decided to air a help wanted item on its behalf. Alene McKinney, director of music for Omaha's 50-kw. KFAB, was in town attending the recent National Association of Radio and Television Broadcasters convention, heard the announcement, liked California and was hired for the job.

Wireless Mike Solves Remote Audio Pick-Ups

• Continued from page 2

designed for high fidelity sound pick-up in stage, radio, TV, motion picture and industrial application. Among first artists to use it are singer Yma Sumac and harmonica virtuoso Borrah Minnevit.

Developed by the firm's president, Robert Lee Stephens, the mike only now is being made extensively available for other facets of the entertainment industry, aside from films. It permits the performer to wander around at will, eliminates cables and face-hiding paraphernalia. Range is adequate for any large enclosure.

Receiving equipment is packaged in two small leatherette carrying cases. One unit contains a highly sensitive receiver and the other the power supply plus a speaker and headphone monitoring facilities. The receiver's audio output can be fed into standard microphone in-puts. The Stephens wireless mike is interchangeable with equipment presently in use.

The mike itself is the same condenser equipment as used in conventional wired amplifying systems. The mike head is less than

the circumference of a dime and in depth is approximately equivalent to five stacked dimes.

For normal usage the hearing-aid type battery used has a life expectancy of up to three hours. For heavy duty, batteries may be used for from 20 to 30 hours.

Steve Van Roekel, Stephens' general sales manager, explained this week that his concern is making the microphone available to show people now that it has been perfected to its highly sensitive stage. The mike, he said, is non-directional in character. That plus its high sensitivity permit complete freedom of movement by the performer without the usual frequency discrimination. The performer can turn away from the mike, yet his voice, with minor level adjustment, can be picked up.

The mike's developer, Stephens, for many years was associated with major motion picture firms in their sound system work. He contributed to the engineering development of the first two-way theater sound system by M-G-M in conjunction with Bell Laboratories.

GAINES CHALLENGES WEBS

WOR-TV to Bid for Daytime Audiences

NEW YORK, May 16.—Things really were boiling this week at WOR-TV, New York, where headman Jim Gaines is working up plans to place that outlet in the middle of the fight for daytime video audiences here, utilizing formulae which Gaines thinks will lick even the network offering meanwhile, on the evening front, Gaines' Double Exposure plan to repeat on WOR-TV film shows aired first via the networks may possibly be spread to other cities as well, with Los Angeles the likeliest candidate to be added soon.

On the latter point, it is reported that Tom O'Neil, president of General Telradio, which runs WOR-TV, the Mutual network and KHJ-TV, Hollywood, now is on the Coast and is discussing with the latter outlet the advisability of extending the Double Exposure plan to that station. However, KHJ-TV has night baseball commitments thru the summer, and probably could not launch into the plan until fall. It is deemed likely that ultimately, additional non-O'Neil stations may desire to join the plan as a loosely-federated "repeat" network, especially if, in the future, more indie outlets hit the air in other cities. Web affiliates are less likely to join, mainly because their contracts permit the network to take over prime time not being used for a web show.

Double Exposure calls for a station to air, without cost to a sponsor, a film show which that bankroller has aired previously via a network. The sponsor's commercials would be aired intact, giving him additional audience, while the station would get

its revenue from spot adjacencies sold, on the strength of the heavy audience top shows are expected to draw, even on second showing. WOR-TV plans to use the 9-11 p.m. period seven nights a week for this purpose, and if all adjacencies are sold, would gross well over \$1,000,000 annually.

The 7:30-9 p.m. time in the fall will again be utilized by "Broadway TV Theater," which is on hiatus this summer. That show will get additional funds to enable it to secure even better properties and cast next season, on the strength of its showing this year. "Theater" hit an average of one out of every three homes in this area each week, at a cost of \$2.80 per 1,000 homes.

The daytime drive will get underway after June 1, when Lawrence Menkin comes aboard as program chief of WOR and WOR-TV. Menkin specializes in original program concepts, and is understood to have over a dozen which he brings with him. He originated "Monodrama Theater," one-man dramatic strips which now air via Du Mont. He is separating himself from the production firm which turns out these shows to move into his new post, but "Monodrama" will continue on Du Mont.

Details of the daytime campaign are not yet available, but Gaines indicated they feature showmanlike ideas at comparatively low sponsor cost, but will have sufficient budget behind them to assure their success.

FCC Issues 7 More TV Okays

WASHINGTON, May 16.—Seven more TV station grants, including a construction permit for the nation's 17th non-commercial educational station, were issued this week by the Federal Communications Commission. The new CP's—all but one for VHF stations—boosts to 469 total TV authorizations, including 361 post-freeze grants.

Recipient of the latest educational CP is Metropolitan Pittsburgh Educational Television Station, which will operate a station on VHF Channel 13. Hawaii's third grant went to American Broadcasting Stations, Inc., Honolulu, VHF Channel 4, on condition that it will have "no adverse effect" upon the proposed operation of Pacific Frontier Broadcasting Company, Ltd., on Channel 2.

Other CP's went to Boise Valley Broadcasters, Inc., Meridian, Idaho, VHF Channel 2; Greater Rockford Television, Inc., Rockford, Ill., VHF Channel 13; Roundsville-Clark Television Co., Cincinnati, UHF Channel 54; Eugene Television, Inc., Eugene, Ore., VHF Channel 13, and Donald Lewis Hathaway, Casper, Wyo., VHF Channel 2.

JOHNSON GROUP IN TV REMOTES

CHICAGO, May 16.—One-hour remote telecasts from the suburban Oak Park home of the Cliff Johnson Family will be carried by WGN-TV June 13 and 20. Johnson, his wife and five daughters broadcast daily over WGN and Mutual from their home.

The remote is a test to determine how successful the breakfast table format might be on TV. Johnson has lined up participating sponsors for both pick-ups, which will be from 9 to 10 a.m.

RCA to Unveil Hi-Fi Equip't At Chi Show

NEW YORK, May 16.—The RCA Victor Engineering Products department will officially unveil the company's line of high-fidelity sound reproducing equipment at the Electronic Parts Show in Chicago on Monday (18). The line will consist of 14 items. Components will be marketed to the RCA Victor electronic parts distributors.

Various items of high-fidelity equipment will be sold individually. Components offered include a three-speed record changer, two AM-FM tuners, four amplifiers, three speakers, and speaker and equipment cabinets.

Changer

The record changer will feature a heavy-duty motor, two spindles and a plug-in type head with a diamond stylus and a sapphire needle. The amplifiers are 10-watt and 20-watt in several versions.

The two tuners are said to give a response of from 40 to 15,000 and contain nine tubes. The four amplifiers vary in frequency response from 30 to 15,000 cycles to 20 to 20,000 cycles. Speakers are in 8, 12 and 15-inch sizes, with the top item, the "Olson," said to handle 20 watts of power and with a response of from 50 to 16,000 cycles. The company will offer one cabinet in four different finishes for enclosing the equipment and three different speaker cabinets each in four finishes.

Hausman to CBS Set Div.

NEW YORK, May 16.—Columbia Broadcasting System, Inc., this week shifted Louis Hausman from administrative veepee of its CBS radio network to veepee of CBS Columbia, Inc., set-manufacturing division. He takes over his new post on May 22 and will be in direct charge of sales, advertising, styling, merchandising, public relations and other related activities at CBS Columbia.

Hausman has been associated with the CBS radio network for more than 13 years, during which he has piled up an impressive backlog of experience in sales promotion, advertising and top-level policy making. No replacement for him at CBS radio has been named and the likelihood is that the post will remain unfilled for the present.

Fred Thrower Is WPIX Mgr.

NEW YORK, May 16.—Fred M. Thrower this week was appointed general manager of WPIX here, beginning May 21. He replaces Bennett G. Larson who resigned to accept the presidency of KDYL - AM, KDYL - FM, and KDYL-TV, Salt Lake City, Utah, recently bought by Time Inc.

Thrower formerly was veepee in charge of network sales for both CBS-TV and ABC-TV. The probability is that Larson will remain at WPIX for a while to help acquaint Thrower with his task, especially since he will have to await Federal Communications Commission approval of the Time, Inc., deal before he can assume his new duties at the Salt Lake City stations.

GOP, Dems Groom For AM-TV Drive

WASHINGTON, May 16.—The Republicans and Democratic National committees are quietly setting their sights for resumption of heavy political cannonading over TV and radio next fall in a warm-up for the congressional elections in 1954. Signal for the resumed warfare will be Adlai Stevenson's return to the United States from his global tour. The 1952 Democratic presidential nominee is expected to be preoccupied with his writing assignment for Look magazine for several weeks after his return, currently slated for late July, and he is expected to launch into a series of TV and radio talks late this year. The Republican National Committee is likely to shape its plans accordingly, mustering such leaders as Sen. Robert A. Taft (R., O.), Republican majority leader in the Senate, for stellar roles on the air.

Saving its strength for the campaigning to come, the Democratic National Committee has avoided lining up national hook-ups for any of the talks slated for Stephen A. Mitchell, Democratic national chairman, who began a 13-day swing this week thru the West and Midwest. Altho several major talks are slated for this tour, any radio or TV hook-ups will be

strictly local, according to Sam Brightman, publicity director of the Democratic National Committee. The Democrats are accumulating a big wad of network time for rebuttal to the GOP. The Democrats have not used any free network time since February, altho the party leaders expect to call on the networks for time to balance a number of political speeches delivered by Republicans.

Democrats expect to rely heavily on Stevenson's nationally televised talks late this year to help raise funds for the 1954 war chest. The party already has had considerable success in raising revenue in this manner, with "listening parties" producing revenue at the rate of \$100 a person. Democrats figure that they have a lot of free time coming from the networks as a result of unanswered talks given by Republicans so far this year during the absence of Stevenson. Practically all of President Eisenhower's talks which have been televised or broadcast and which have been delivered elsewhere than on the Hill, are likely to be regarded by the Democrats as political talks necessitating equal time on the networks for the Democrats. A party spokesman said the networks thus far have been "highly co-operative" on this score.

At the GOP National Committee, Vera Ash has been named TV-radio director, succeeding Ed Ingle, who has resigned. Former Rep. George Stewart, of Delaware, has been named director of the committee's speakers' bureau, which will stay in operation continuously rather than only in campaign years as it has been.

Meanwhile, the National Association of Radio and Television Broadcasters, which won the American Heritage Foundation's top award for its role in the 1952 Register and Vote campaign, this week distributed a 16-page booklet on how the drive is staged. Copies went to members of Congress, the White House, the governors of the 48 States, the Federal Communications Commission as well as to members of NARTB. The NARTB drive, the booklet stated, resulted in national networks, local radio and television stations delivering an average of 321 announcements and 18 programs each to the 1952 campaign, amounting to a total of 8,760 hours for a full 365-day year. In nearly 300 communities reporting voting increases over 1948, the campaign showed a gain of approximately 5,000,000 votes.

Pearson to Appeal 50G Libel Verdict

WASHINGTON, May 16.—Commentator-Columnist Drew Pearson will appeal a \$50,000 libel verdict awarded by a Federal Court Jury here yesterday to Norman Littell, former Assistant U. S. Attorney General. Littell had sought \$600,000 total damages equally divided in suits against Pearson.

Littell won the \$50,000 judgment in a suit claiming Pearson libeled him by writing he was being investigated for acting as agent for the Dutch government without registering. The jury failed to reach agreement on another Littell claim that Pearson had defamed him in a radio broadcast concerning the escape of Communist Gerhardt Eisler from U. S. The jury deliberated two days. Pearson said the case will be appealed asserting he has obtained additional evidence which had been unavailable in the trial.

NCAA Football TV To General Motors

NEW YORK, May 16.—General Motors this week, for the second successive year, signed to bankroll the National Collegiate Athletic Association program of Saturday afternoon college gridiron clashes on NBC-TV. The football telecasts will begin September 19 and continue thru December 5.

Confirming The Billboard story of May 9, Westinghouse this week signed to sponsor a schedule of 19 football contests on the Du Mont network played by teams in the National Professional Football League this fall. Seven of the games will be played on Saturday nights, two on Saturday afternoons and ten on Sunday afternoons. Du Mont will have no trouble clearing Sunday afternoons but opinion in the trade is that Saturday night clearances will be more difficult because of strong programming line-ups offered by both NBC-TV and CBS-TV.

Immunity Bill For Newsmen

WASHINGTON, May 16.—A bill to permit radio and television reporters and newspapermen to protect their news sources when testifying before Congress, so long as national security is not an issue, was introduced this week by Rep. Frank C. Osmer (R., N. J.).

Under the Osmer Bill, no witness employed by a "radio or television station or network as a writer, reporter, correspondent or commentator" would be required before either house of Congress or any congressional committee to "disclose the source of any information obtained in such capacity, unless, in the opinion of a court of the United States, such disclosure is necessary in the interests of national security."

TAKE FOR TV

Trade Assn. In Making By Industry

CHICAGO, May 16.—Inspired by the growing importance of tape industry today, leading manufacturers of tape recorders and tape recording equipment will meet here May 20 to discuss the formation of a tape industry trade association. Discussion of the role tape may ultimately play in TV is expected to spotlight the proceedings, along with a plan calling for the setting of standards for the industry.

The meeting, which will take place at the Electronic Parts Shows in the Conrad Hilton Hotel here, was called by Joseph F. Hards, veepee of A-V Tape Libraries, Inc., N. Y., with 98 per cent of the country's top tape outfits accepting the bid.

Among tape outfits attending will be a representative of Audio Products, Inc., here, Eastern distributor for Ampex, the Bing Crosby Enterprises' TV tape process.

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\$1,533,373,000

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Wilmington, Delaware
market

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AM TV FM
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Delaware, with highest per capita income of any state, is the heart of this market which also includes parts of New Jersey, Maryland and Pennsylvania. Buy WDEL-TV for an audience that buys.

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NEWS CAPSULES—COAST TO COAST

Seeks Lift of Censorship Rule;
FTC Hits 'False' TV Advertising

WASHINGTON. — Sen. Price Daniel (D., Tex.) renewed an appeal to President Dwight Eisenhower yesterday to revoke President Truman's security censorship rule on government information. Daniel said that radio and the press should have "full and free access" to information. In a special broadcast in connection with the 15th anniversary of Station KDNT, Denton, Tex., Daniel said, "The press and radio can do a great job of informing the people, but that job can only be done if representatives of press and radio have full and free access to the information about our government at all levels. I can think of no greater threat to the republic than for the radio in your living room—and the newspaper on your doorstep—to become the mouthpiece of a federal propaganda machine," said Daniel.

WASHINGTON. — The Federal Trade Commission yesterday (15) lodged a complaint against seven New Yorkers for issuing "false and misleading" advertising claims about a book entitled "TV Owner's Guide to Operation and Repair."

A hearing will be held in New York on July 7 before FTC Hearing Examiner E. Lipscomb to investigate the commission's charges that the ads promised any TV set owner could, by following instructions in the book, "convert his set to color, save \$65 to \$100 per year in service charges and obtain 40 per cent discount when purchasing a new set." Charged by the FTC are Cecil C. Hoge, Hamilton Hoge, John Hoge, Sidney C. Hoge and Barbara Oblensky, doing business as Huber Hoge & Sons, and Harry Schneiderman, doing business as Bedford Company, and Louis Linetsky.

GOVT REPORTERS
FORM ASSOCIATION . . .

WASHINGTON. — Radio, television and newspaper reporters whose "beat" is the federal government, with emphasis on government workers, have formed a Government News Correspondents' Association, comparable to the White House Press and Radio-TV Correspondents' associations. Selected by lot, the first president is Howard Lewis, of The Washington Times-Herald. TV-radio and wire service representatives on the standing committee have yet to be named.

MAP \$5 MIL HAWAIIAN
TV CENTER PLANS . . .

HOLLYWOOD. — Los Angeles architectural-engineering firm of Pereira & Luckman is completing plans for a \$5,000,000 TV center to be built and operated by The Honolulu Advertiser, powerful island newspaper, to serve as potential hub for Hawaii's tele industry. P&L designed CBS's Television City in Hollywood, the same net's New York production

center and ABC's new facilities in New York and San Francisco.

Honolulu tele center will boast 37,000 square feet for TV production. Two studios will be constructed immediately, with two additional stages to be built once demand for more space exists. Additional 54,000 square feet will be devoted for office rental space.

LIVE PROGRAM HYPE
AT KECA-TV, HWD . . .

HOLLYWOOD. — KECA-TV, ABC's owned-operated outlet here, is out to boost its local live programming, and this week signed two producer-writers to its staff to help achieve that end. Station Manager Phil Hoffman inked Broadway-producer-writer ("The Red Mill," "Laura," revival of "The Front Page") Hut Stromberg Jr. and ex-United Paramount Theaters exec, Selig J. Seligman. Both will work under station program Director Jim Pollak.

Hoffman said that KECA-TV will now plunge into the local talent sweepstakes in an all-out effort to grab viewers and advertisers. Heretofore, such local indies as KTLA, KLCV-TV and KTTV have dug deep into the live talent pool in building their shows. Recently, CBS' owned-operated KNXT and NBC's KNBH have moved into the strong local show field. Only KECA-TV and Don Lee's KHJ-TV have remained out of the race with top live entries.

CBS TO DROP
STAFFORD, DAY . . .

NEW YORK—CBS Radio will drop two of its sustaining thrushes shortly. Jo Stafford will exit from the 7:30 strip and Doris Day will be canceled in the Tuesday 10:15-10:30 spot. Jack Smith and Johnny Mercer are competing for the Stafford strip.

BAB CLINICS TO
START MAY 26 . . .

NEW YORK — Broadcast Advertising Bureau execs, William Ryan, president; Kevin B. Sweeny, vicepres; John F. Hardesty, director of local promotion; R. David Kimble, director of national promotion, and Gale Blocki Jr., director of Midwestern sales, take off May 24 on a 46,000 mile junket to conduct 43 BAB sales clinics thruout the U. S. The tour starts with simultaneous meetings in Portland, Me., and Milwaukee May 26, and ends July 11 in Charleston, W. Va.,

LEGIT AUDITIONS
MAKE TV SHOW . . .

NEW YORK—"Be an Angel," a play-audition TV show intended to develop investors for the Broadway theater, has been packaged here by the newly formed Richard Lukin Associates. Format is patterned after legit show auditions for prospective backers.

MUTUAL SHARES
DON LEE OFFICES . . .

HOLLYWOOD—Mutual's West Coast offices were consolidated with the Don Lee network quar-

ters here Thursday (14), with Don Lee proxy Willet H. Brown put in direct supervision of the newly merged offices. With the consolidation, Mutual's program co-ordinator for Hollywood, Ned Tollinger, resigns. Brown will be assisted by Ward Ingram and Norman Boggs, while Rodney Coulson will handle Mutual-Don Lee press information and Robert Light will head up joint promotion activities.

NEW PRODUCT
FOR TV SETS . . .

NEW YORK—The Georgia Pacific Plywood Company is now marketing for TV a special high-density plastic-surfaced plywood which it claims reduces the cost of building sets. The product is practically impervious to oils, greases, gasoline and to organic solvents like alcohol, and is resistant to scratching and wear. Costs are also reduced because its plastic surface, can be painted faster than canvas or wood.

THE RESTLESS PEOPLE AND
THE REVOLVING DOOR . . .

Dr. Bergen Evans, moderator of Du Mont's "Down You Go," will appear in London shortly as guest emcee on the BBC-TV series of the same name. . . . John E. Surrick has been appointed general manager of WORZ, Orlando, Fla. . . . Dick Hopkins has joined the ABC-TV network as an executive producer. . . . New program directors: Lawrence Menkin, WOR and WOR-TV, New York; Stan Lee Broza, WPTZ-TV, Philadel-

phia; Brooke Taylor, WTAM and WNBK-TV, Cleveland; Eugene H. King, WEEI, Boston. . . . George A. Philips, director of advertising for Cluett, Peabody & Company, has been unanimously elected president of the Advertising Club of New York. . . . Edgar C. Kahn becomes producer-director of "Martin Kane" for the Kudner Agency. . . . Robert H. Hussey, of Young & Rubicam's Hollywood office, has been assigned to the New York office as account exec on GEO shows. . . . John Carter has been appointed assistant to the president of Adam J. Young, Inc. . . . Robert Carpenter, Eastern manager of Mutual's station relations, is upped to newly created post of assistant to station relations director Charles Godwin. . . . Dolores Bear has joined staff of KEYL-TV, San Antonio.

Jim Parks, originator of the "Quiz Kids," last week was named sales manager of NBC's owned-operated KNBH, Hollywood. Parks, former manager of the WLS Artists Bureau and more recently associated with Don Searle in a production firm bearing their names, will replace Doty Edwards, station's former sales chief. Edwards will be transferred to an NBC post. Parks' appointment is effective June 1.

NARTB President Harold Fellows, Gov. John S. Fine and Dr. Milton Eisenhower of Penn State College will head the list of convention speakers at the annual meeting of the Pennsylvania Association of Broadcasters May 20-21 at the Bedford Springs Hotel, Bedford, Pa. . . . WRBL, Columbus, Ga., celebrated its 25th anniversary May 10-16, with the mayor proclaiming a "WRBL Week" in the city. . . . WIKK, Erie, Pa., and The American Federation of Television and Radio Artists reached an amicable settlement of their labor dispute. . . .

Paramount TV in
Operation Shake-Up

NEW YORK, May 16.—A considerable revision in the operations of Paramount TV Productions, Inc., was seen from several moves being undertaken by that firm. The general trade feeling is that Paramount is de-emphasizing efforts to maintain its "kinescope network" by switching sales headquarters from here to the Coast. In addition, Paramount may give up plans to use its sales force to peddle TV film series by turning over new property to the William Morris agency, which would act as sales agent.

Paul Raibourn, organization's topper, confirmed that the firm is revising its approach to TV film. He maintained that the Paramount objectives remain the same, but that the tactics would be changed and there would be a different assignment of functions in the West Coast and East Coast offices.

Paramount is ready and willing, Raibourn said, to make available for TV the extensive Paramount Pictures short subject package which was on the verge of sale to CBS-TV some months ago. There are several hundred shorts in this group, which is said to contain "Popeye" and "Betty Boop" cartoons, sports subjects and several musical shorts, including some made by Bing Crosby and Bob Hope. Asking price from CBS-TV is understood to have been in the neighborhood of \$2,000,000. It is believed likely that the New York office will be given sales responsibility for this package.

The Bell Publishing Company has filed an application with the FCC for a 100,000 watt TV outlet in Temple, Tex., whose call letters are to be KCEN. . . . The Pennsylvania State House of Representatives in Harrisburg has approved, 134 to 43, a bill to exempt radio and TV stations from damage suits resulting from political broadcasts.

JOHN E. Surrick has been named general manager of WORZ, NBC outlet in Orlando, Fla., by Mrs. Naomi Murrell, president of Central Florida Broadcasting Company. Surrick recently resigned as vice-president and general manager of WFBR, Baltimore, and prior to that connection had been director of radio and TV sales for WFIL stations, Philadelphia. . . . Released from Army duty March 19, Bob Ehrlich has replaced Jim Erhardt on the announcing staff of KCKY, Coolidge, Ariz.

Hyde to Talk
On Logjam in
TV Hearings

WASHINGTON, May 16. —

Chairman Rosel Hyde, of the Federal Communications Commission, will inform the Senate Interstate and Foreign Commerce Committee Monday (18) that the commission's logjam on TV processing is due largely to a shortage of hearing examiners, but the FCC chairman will also report some progress by present examiners in making shortcuts. Hyde will be chief witness at a hearing called by Sen. Charles Tobey (R., N. H.), chairman of the committee, to study the logjam. Some of the hearing examiners, like Benito Gaguine, have instituted such shortcut procedure as authorizing written answers to questions in advance of hearings (The Billboard, May 9).

Monday's hearing is expected to give added impetus to a move initiated by Sen. Edwir C. Johnson (D., Colo.) and encouraged by FCC to expand the commission's present roster of a dozen hearing examiners to at least three times that number. With some 600 TV applications tied up in hearings because of contests for channels, these bids are virtually frozen for a few years unless the commission finds some means to step up the hearings. The Senate has not yet acted on the FCC's budget appropriations. The House has refused to vote an increase for hiring more hearing examiners.

Monday's hearing is the outcome of demands by numerous lawmakers for speedier FCC action on TV applications. Several of the lawmakers, it was learned, have received letters from constituents in TV-less cities demanding early licensing and from constituents in single-station communities.

Ike Pushes Educational
TV, Seeks 400G in Aid

WASHINGTON, May 16.—The case for educational TV was advanced on several fronts this week. President Dwight D. Eisenhower carried the ball for educational TV in the nation's capital, asking Congress for a supplemental appropriation of \$400,000 for construction and operation of an educational station here. Gov. Walter Kohler, of Wisconsin, notified the Federal Communications Commission by telegram yesterday (15) that his Legislature, by

joint resolution, has authorized the State to apply for all TV frequencies assigned to education in Wisconsin. He requested the commission to hold up on any action involving Wisconsin's educational channels. Only channel disputed there is Channel 10 in Milwaukee where Hearst Corporation, licensee of WISN-Milwaukee, petitioned the commission to set aside the educational reservation and authorize Hearst to build a commercial station on Channel 10.

Meanwhile, the FCC has emphasized again that the reservation of TV channels for non-commercial educational use will "continue indefinitely" beyond June 2. "The significance of the June 2 date, is that the commission will thereafter give consideration to any petitions it may receive to make changes in channel assignments in individual localities," the FCC explains, adding, "This applies to commercial as well as educational assignments."

The U. S. Office of Education in conjunction with the Radio-Television Manufacturers' Association has issued a new booklet, "Teaching with Radio, Audio, Recording and Television Equipment." The report is designed to assist school administrators and teachers concerned with the selection and utilization of radio, television and sound recorders for classroom instruction.

DC, Cincy Drop Bus Radio;
Taft Blames Revenue Loss

WASHINGTON, May 16.—Transit radio will be discontinued here and in Cincinnati June 1. WWDC-FM and Capital Transit Company in a joint statement said the discontinuance here will be "for an indefinite period to determine public reaction." Ben Strouse, president and general manager of WWDC and WWDC-FM, said that FM broadcasting to homes will continue. Strouse said that his station's FM audience is the largest in the city.

Altho in Cincinnati, Hulbert Taft Jr., executive president of Radio Cincinnati, Inc., was quoted as saying that the action there was a result of declining national advertising business, WWDC-FM and Capital Transit Company here made no comment on that. It is known that there has been some decline in advertising revenues on transit radio. About a third of Capital Transit Company's vehicles have been equipped with radios.

WWDC and Capital Transit have been victors in court tests of the transit radio operations. The Supreme Court in a 7 to 1 decision a

year ago upheld the right of the companies to air commercials. The cessation June 1 will be the first halting of the broadcasts here since they began four years ago.

Alternating Sponsors, But Not Segs
Is New CBS-TV Programing Goal

NEW YORK, May 16. — CBS-TV has firmed up a new programming philosophy which accents alternating sponsors, but no alternating programs, in the same time period wherever possible. Tho the network obviously will take alternating programs, if no sales alternative presents itself, it has shown a decided preference for alternating sponsors who use the same program to the extent of rejecting bids by sponsors who want by-weekly shows of their own. And because of its present happy sales picture next fall, CBS-TV is in a position to enforce

its programming preference.

The network points to the fate of "Amos 'n' Andy" as a bitter case in point. Programming execs at CBS-TV are convinced that the situation-comedy would still be going strong were it to have been sponsored every week, instead of alternate weeks by Blatz, which canceled late this season. They feel that viewers found it too much trouble to stay with the on-again-off-again schedule of the program. They also point to the demise of "All Star Revue," which found that even the strong comedy talent suffered rating-

wise from its irregular programming schedule.

CBS-TV consequently is attempting to match program to sponsor. When it gets one client for a program, it then goes out and tries to find a client who might also be interested in the same show, instead of looking for an advertiser who is ready to bankroll a show of his own alternate weeks. The belief is that both the network and the client will benefit because ratings will be higher and programming costs usually lower, a combination that should keep both parties happy.

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 ATLANTA

(310,000 TV Sets; Panel Size 350)

According to Videodex Reports

Table listing radio stations and their parent companies: WAGA-TV, WLW-A, WSB-TV, Storer Broadcasting Co., Crosley Broadcasting Corp., Atlanta Newspapers, Inc., CBS, Du M, ABC, NBC.

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

APRIL, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Sunday, April 1953. Columns include show name, network, time slot, station, and rating.

MONDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Monday, April 1953.

TUESDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Tuesday, April 1953.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Wednesday, April 1953.

THURSDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Thursday, April 1953.

FRIDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Friday, April 1953.

SATURDAY, SIGN-ON TO SIGN-OFF

Table of TV show ratings for Saturday, April 1953.

*NBC estimate for March, 1953.

NEXT WEEK

Videodex and Pulse Studies of BOSTON

Top 10 TV Shows Each Day

Top 5 Radio Shows Each Day

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program.

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

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

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

WBKB Shuffle Of Personnel

CHICAGO, May 16. — Monte Fassnacht, production manager of WBKB, ABC TV outlet here, and Walt Emerson, attorney for the ABC Central Division, resigned this week in the midst of a series of personnel changes at the station.

Emerson moves to NBC as attorney for the Central division, succeeding Tom Compere. Fassnacht's resignation is part of the change in personnel that has followed the merger of ABC with United Paramount Theaters, and John H. Mitchell's appointment as vice-president of ABC in charge of WBKB.

In other changes, William Kusack was named chief engineer of WBKB, reporting to Ed Horstman, chief engineer of the Central division. Ray Linton has been named account executive of the radio sales department and Matthew Vieracker is new treasurer of the division.

Frank Reel Quits AFTRA

NEW YORK, May 6. — A. Frank Reel this week resigned as executive secretary of the local chapter of the American Federation of Television and Radio Artists. He will be associated with the theatrical legal firm of Silverstone and Rosenthal.

Advertisement for WJLW NBC Affiliate in Detroit, owned and operated by The Detroit News, National Representative The George P. Hollingbery Co.

Top 5 Radio Shows Each Day of the Week in ATLANTA

159,377 Radio Families*

According to Pulse Reports

Table listing radio stations and their wattage: WAGA, WATL, WBGE, WEAS, WERD, WGST, WQXI, WSB.

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

JANUARY, FEBRUARY, 1953

SUNDAY, 7 P.M. TO 12 P.M.

Table of radio show ratings for Sunday, Jan/Feb 1953.

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

Table of radio show ratings for Monday, Jan/Feb 1953.

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

Table of radio show ratings for Tuesday, Jan/Feb 1953.

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

Table of radio show ratings for Wednesday, Jan/Feb 1953.

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

Table of radio show ratings for Thursday, Jan/Feb 1953.

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

Table of radio show ratings for Friday, Jan/Feb 1953.

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

Table of radio show ratings for Saturday, Jan/Feb 1953.

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

Table of radio show ratings for Monday-Friday, Jan/Feb 1953.

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

Table of radio show ratings for Saturday, Jan/Feb 1953.

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

Table of radio show ratings for Sunday, Jan/Feb 1953.

*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Atlanta metropolitan area including Atlanta City, Fulton County (excl. Atlanta), and DeKalb County.

Ziv 6-Month Sales Equals '52 Gross

Firm May Gross \$26 Million on TV-Film Properties in '53; 2 New Series Are Set

Continued from page 1

chalked up about \$12,000,000 in annual gross sales last year, continues to hold its own, backed by an increased budget for production, advertising and promotion. Latest Ziv-Radio entry is "Movie-town Radio Theater." (See story elsewhere in this issue.)

In line with its multi-million business upswing, Ziv plans to build the industry's most modern TV studios this fall in California's San Fernando Valley (The Billboard, April 16), as West Coast headquarters for all Ziv interests. Nine Ziv TV film series are in active production.

A comparison of Ziv's 1952 sales figures with the first six months of 1953 reveals that "Boston Blackie," aired on over 45 stations last year, is currently seen on 90. "The Cisco Kid" has upped its 1952 quota from 50 markets to 95 this year. "The Unexpected" is currently carried

by 85 stations, as compared to 45 in 1952. "Your TV Theater" aired on over 35 outlets last year, is on 55 today, and "Story Theater" has risen from a 25-station figure in 1952 to a current total of 40.

Ellsworth to Head Prod. of 'Superman'

NEW YORK, May 16.—With the signing of a 26-week renewal by Kellogg for "Adventures of Superman," production of the TV film series has been taken out of the hands of Robert Maxwell Associates. Whitney Ellsworth, editorial director of National Comics Publications, Inc., which owns the property, will head production of the second series of 26 films.

Ellsworth, who collaborated with Columbia Pictures in the production of the Superman theatrical serial, is now at the Gross-Krasne studios in Hollywood assembling a production staff.

National Comics apparently was miffed at a trade ad run by Maxwell this week playing up the renewal as well as the rating of the "Superman" show. Maxwell's New York address, as listed in the ad, was that of National Comics headquarters here. The indignation seemed to arise from the fact that since completion of the first 26 "Superman" segments, Maxwell has not been allied with Superman, Inc., the National Comics subsidiary for the series, nor was he involved in the renewal, according to a spokesman for the comic book publisher.

The renewal by Kellogg, thru the Leo Burnett agency, was actually effected by Sy Weintraub, of Motion Pictures for Television, Inc., which releases the series.

Small Teams With Fromkess Reciprocally

HOLLYWOOD, May 16.—Reciprocal deal was concluded this week between Leon Fromkess, head of Arrow Productions, and theatrical film producer, Edward Small, whereby Small became a 50 per cent stockholder in Arrow and Fromkess was appointed exec veepee of Small's firm. Small moves in to replace oilman Harry Rothchild as an investor in Arrow, buying into the Arrow firm for a reported \$600,000.

Arrow will continue its TV film production-distribution activities ("Ramar of the Jungle" series) and in addition will handle TV distribution of Small's theatrical films. Under the new set-up, Arrow will make funds available to finance production of tele series by other producers for distribution under the Arrow banner.

Fromkess in turn will serve as exec producer of Small's theatrical film schedule for distribution by United Artists. First movie slated is "Screaming Eagles." Arrow will retain its headquarters on the Earle-Lion lot, while Fromkess will run both the TV film and theatrical movie production operations from the Goldwyn lot, home base for Small's enterprises. Ironically, this means a return to the Goldwyn lot for Fromkess where he served for six years as exec veepee in charge of Goldwyn's production.

Sterling's New Sales Set-Up

NEW YORK, May 16.—In a move to cash in on the new trend for film package sales in TV, Sterling Television here has completely reorganized its sales structure. Under the new set-up, Sterling's library will be offered to stations in three main categories: film series with strong sponsor appeal, film series of sustaining programming caliber, and special.

FILMS BUILD CHI RETAILER

CHICAGO, May 16.—Another television success story was chalked up here this week as Mages Stores for Sport opened its seventh store. Mages had four stores and a \$3 million gross two years ago when it went into TV. This year the estimated gross is \$5 million. The store uses TV advertising almost exclusively, concentrating on feature films. It now is running two features a week on WGN-TV.

Film and Video Groups Meet

PARIS, May 16.—In an attempt to clarify the position of film in European TV, The European Congress of Film Technicians has been conferring with video representatives here. It is expected that an agreement will be concluded by the end of this month when the film group meets in Nice. Congress membership includes everyone from producers to cameramen.

The agreement terms pose a problem to both factions, since European TV is almost entirely state-owned, and the film industries operate on a large state subsidy.

Weiss Goes East On Business Trek

HOLLYWOOD, May 16.—Louis Weiss, head of Louis Weiss & Company, telefilm production-distribution firm, left Friday (15) for a six-week Eastern business junket. Weiss will eye new film product with an eye toward the addition of further material to his company's library. He will also huddle with his company's sales reps, Ben Barry and Harry Wright, concerning Weiss firm's new sales policies.

GAC to Utilize Clips From 2 Shows to Launch Film Pkgs.

By JUNE BUNDY

NEW YORK, May 16.—The General Artists Corporation is readying a plan whereby footage from two new TV film series will be utilized to make up several other film packages. GAC currently has almost 1,000 separate film clips on hand for the two shows—including individual footage on 300 well-known European vaude acts filmed in London and Munich for GAC's Frankie Laine show, plus 80 different film warbling stunts by the singer himself, and film segs on 600 circus acts for GAC's sawdust series. The latter footage was filmed at the Blackpool Circus, England, and the Krone Circus, Germany.

The task of assembling these clips into program form has been handed to Perry Lafferty, who was appointed producer for both series this week. Additional footage on the shows will be shot in Hollywood this month, but the TV exec's main chores largely shape up as a mammoth editing project.

One of GAC's multi-show ideas is to package Laine's song sessions together as a separate 15-minute musical package. Incidentally, all music used on the show was recorded in Hollywood and dubbed in behind the European footage. The vaude-acts and circus material, of course, offer infinite possibilities for reshuffling into specialized film packages—an all-

animal act series, novelties, high-wire artists, etc.

Special Intros

Meanwhile, Lafferty is lining up footage on vaude acts for the group of half-hour Laine films, with special intros by Laine for each act scheduled to be filmed, starting May 26. Similar intro spots for the circus series will be filmed this summer. Aiming at a fall release, GAC is peddling the shows for national sponsorship this summer, with syndication plans on tap when the programs reach the re-run stage. Audience reaction and survey results on the network runs will undoubtedly figure in the multi-package planning, via "best-liked act" bills, etc.

Max Fink, executive producer of the two series, signed the acts to flat-rate contracts—a total of 900 pacts in all. Each agreement contains a clause prohibiting the performer from appearing in any other TV film series distributed in the United States, thus guaranteeing exclusive talent rights for prospective sponsors. The flat-rate payment deal, of course, clears the way for GAC's mixed-seg, multi-package plan, making it possible for the talent agency to assemble the separate footage in any number of different packages and combinations.

Residuals Urge 'Beany' Along Road of TV Film

HOLLYWOOD, May 16.—Road to be followed by Bob Clampett's "Time for Beany" show is presently as unpredictable as "Beany Boy's" next adventure. Clampett's contract with Paramount Television Productions expires August 27 and indications are that neither party favors continuing the association. Clampett this week said he was weighing offers from various prospective buyers, "including Paramount TV," and that he will go "where the grass is greenest."

Just as "Beany's" future road is unknown, so is his mode of travel. Clampett said he was currently comparing cost sheets of kinie vs. TV filming with an eye toward filming the series. Immediate money, Clampett said, prompts him to favor continuing the kinie method but promise of residual returns tilts the decision in film's favor. Clampett feels that a filmed kid show's re-run value surpasses that of an adult show since new generations of youngsters continue to provide a kid show with a new audience.

Neither Clampett or Paramount TV's veepee, Klaus Landsberg, openly admitted that the "Beany" bonds will be snapped. Indications, however, are that differences existing between the award-winning kid show's creator and the KTLA general manager will result in the show's exit. Landsberg last year launched a "Beany" type show, "Flyboy," generally considered as being groomed as replacement for the Clampett series. Clampett, has been weighing offers from national sponsors and syndicating firms and has thoroly probed the possibility of forming his own sales wing.

Show first went on KTLA on February 23, 1949. Paramount television has handled its national sales, with the series currently being aired in 25 markets. Paramount also represented "Beany's" product merchandising. A few months ago, Clampett withdrew merchandising sales rights and his firm now is in charge of that operation. Approximately 35 different kid products bear the "Beany" likeness.

Movie Studios Seen Withholding Feature Films at Least Two Years

NEW YORK, May 16.—Motion Pictures for Television, Inc., has sent a two and a half page form letter to stations, explaining why it did not expect any of the major motion picture producers to place any feature films in TV distribution for another couple of years. The letter made reference to the recent statement of Spyros Skouras, president of 20th Century-Fox, in which he indicated that Fox would consider putting the 900-odd pictures in its vaults into

TV. The MPTV letter pointed out that Skouras had later clarified his stockholder statement, saying that such a move was still at least two years off.

But scare rumors have persisted, with latest chatter around the trade that Paramount Pictures is bringing a large batch of A pictures into TV within two months. But reliable spokesmen at Paramount denied that any

such plan was being discussed there.

It is pointed out, however, that Paramount, of all the Hollywood majors, is the most logical to make the TV step first, in view of the fact that it has not been one of the leaders in the development of 3-D or big screen gimmicks and most especially in view of the fact that it has a

(Continued on page 11)

MODESTY

Best Policy For Vidpix Re Industry

NEW YORK, May 16.—Modesty is the best policy for business outfits anxious to spot "public information" films on TV, according to Konstantin Kalsler, prexy of Marathon TV Newsreel, Inc. In illustration, he notes that "Clear Iron," a film short about railroads produced for the Budd Company by Marathon this year, has been aired 160 times over 114 TV stations since it was first offered to broadcasters on a gratis basis in February. If Budd had bought this time, it would have totaled around \$36,000 or more than the total cost of the picture, including prints.

Kalsler attributes its success to the fact that altho the film spotlights a cross-country trek of Budd's new rail Diesel car, the company never receives a direct plug in the commentary. Marathon has pursued this production-quality-first policy with considerable success in TV, via the production and distribution of "The Guardian Angel" for Sikorsky Aircraft; "The Power to Fly" for United Aircraft; and "The

(Continued on page 18)

Next Week

in The Billboard
TV Film
Program Guide
& Market Report
for May

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- How to Audition TV Films.
- What Markets Are Still Available for What TV Film Series?
- What New TV Film Series Are Ahead?
- How Feature Films Rate Against All Types of Opposition Shows.

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THE BILLBOARD TV FILM BUYING GUIDE

ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Adventure	No. Sets in Market	March ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
BIG GAME HUNT (30 min.—26 rel.—Explorers Pictures Corp.)							
Boston	1,029,000	8.1	33.3	WNAC	2	W	6:30-7:00 p. m.
CHINA SMITH (26 min.—26 rel.—PSI-TV, Inc.)							
Chicago	1,460,000	10.6	55.9	WNBQ	4	Th	9:30-10:00 p. m.
Columbus	258,000	11.9	60.1	WBNS	3	Su	9:30-10:00 p. m.
Detroit	823,000	10.3	67.9	WXYZ	3	Th	8:00-8:30 p. m.
Los Angeles	1,410,000	11.2	63.9	KECA	7	F	8:45-9:15 p. m.
San Francisco	600,000	16.8	49.8	KGO	3	F	9:00-9:30 p. m.
DANGEROUS ASSIGNMENT (30 min.—29 rel.—NBC Film Division)							
Baltimore	410,000	13.7	45.2	WBAL	3	M	10:30-11:00 p. m.
Chicago	1,460,000	16.3	28.7	WBKB	4	T	10:00-10:30 p. m.
Cleveland	740,000	16.7	40.3	WNBK	3	Th	10:30-11:00 p. m.
Los Angeles	1,410,000	16.5	36.1	KNBH	7	F	10:30-11:00 p. m.
New York	3,400,000	16.0	49.3	WNBTV	7	M	10:30-11:00 p. m.
Philadelphia	1,217,000	15.5	50.7	WPTZ	3	T	10:30-11:00 p. m.
Washington	444,000	9.4	57.2	WMAL	4	T	9:30-10:00 p. m.
FOREIGN INTRIGUE (30 min.—39 rel.—J. Walter Thompson)							
Boston	1,029,000	17.7	51.5	WNAC	2	S	10:30-11:00 p. m.
Chicago	1,460,000	9.9	44.7	WBKB	4	W	10:00-10:30 p. m.
Cincinnati	375,000	13.3	62.8	WKRC	3	M	9:30-10:00 p. m.
Cleveland	740,000	26.4	49.7	WEWS	3	Su	10:00-10:30 p. m.
Detroit	823,000	16.5	23.5	WJBK	3	F	10:30-11:00 p. m.
Los Angeles	1,410,000	13.6	28.2	KNBH	7	Th	10:30-11:00 p. m.
New York	3,400,000	22.2	49.9	WNBTV	7	Th	10:30-11:00 p. m.
Philadelphia	1,217,000	23.9	62.7	WCAU	3	S	10:00-10:30 p. m.
San Francisco	600,000	13.7	61.3	KGO	3	W	8:00-8:30 p. m.
Washington	444,000	21.0	36.5	WNBW	4	Th	10:30-11:00 p. m.
RAMAR OF THE JUNGLE (30 min.—26 rel.—Arrow Productions)							
Chicago	1,460,000	16.3	66.3	WBKB	4	Th	7:00-7:30 p. m.
Columbus	258,000	24.5	36.5	WBNS	3	Su	4:00-4:30 p. m.
Detroit	823,000	17.5	22.0	WXYZ	3	F	6:30-7:00 p. m.
Los Angeles	1,410,000	12.3	49.0	KTTV	7	T	7:00-7:30 p. m.
Philadelphia	1,217,000	20.1	32.3	WFIL	3	M-T-W-Th-F	4:45-5:15 p. m.
Philadelphia	1,217,000	9.2	24.9	WFIL	3	S	1:00-1:30 p. m.
Washington	444,000	11.0	23.8	WNBW	4	S	6:00-6:30 p. m.
DICK TRACY (30 min.—39 rel.—United Television Programs)							
Baltimore	410,000	14.8	40.0	WBAL	3	S	6:30-7:00 p. m.
Boston	1,029,000	25.0	37.7	WBZ	2	S	6:00-6:30 p. m.
Detroit	823,000	11.7	31.9	WXYZ	3	T	7:00-7:30 p. m.
New York	3,400,000	10.0	20.7	WNBTV	7	S	6:00-6:30 p. m.
Salt Lake City	88,700	16.7	35.2	KDYL	2	W	6:30-7:00 p. m.
Washington	444,000	11.4	43.2	WTTG	4	Su	5:30-6:00 p. m.
THE UNEXPECTED (30 min.—52 rel.—Ziv Television Productions)							
Baltimore	410,000	11.9	47.4	WBAL	3	T	10:30-11:00 p. m.
Boston	1,029,000	7.5	15.2	WNAC	2	W	6:30-7:00 p. m.
Columbus	258,000	24.1	47.5	WBNS	3	T	9:30-10:00 p. m.
Los Angeles	1,410,000	3.2	70.1	KECA	7	W	8:00-8:30 p. m.
Philadelphia	1,217,000	17.0	41.8	WCAU	3	Th	10:30-11:00 p. m.

Comedy	No. Sets in Market	March ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
ABBOTT AND COSTELLO (30 min.—26 rel.—MCA-TV)							
Baltimore	410,000	11.3	37.6	WHAR	3	Th	10:30-11:00 p. m.
Cincinnati	375,000	20.0	58.4	WLW-T	3	F	9:30-10:00 p. m.
Cleveland	740,000	5.2	50.5	WXEL	3	T	10:00-10:30 p. m.
Columbus	258,000	20.0	53.1	WLW-C	3	F	9:30-10:00 p. m.
Dayton	222,000	14.4	56.6	WLW-D	2	F	9:30-10:00 p. m.
Detroit	115,000	11.3	60.2	WXYZ	3	W	9:30-10:00 p. m.
Los Angeles	1,410,000	15.6	63.2	KTTV	7	T	8:00-8:30 p. m.
New York	3,400,000	10.7	56.5	WCBS	7	F	10:30-11:00 p. m.
Philadelphia	1,217,000	19.9	73.5	WCAU	3	S	9:00-9:30 p. m.
Salt Lake City	88,700	28.3	57.3	KSL	2	F	8:30-9:00 p. m.
San Francisco	600,000	15.4	51.3	KPIX	3	F	9:30-10:00 p. m.
HANK McCUNE (30 min.—26 rel.—United Television Programs)							
San Francisco	600,000	5.6	55.9	KRON	3	Su	9:30-10:00 p. m.
THE RUGGLES (30 min.—52 rel.—Station Distributors)							
Boston	1,029,000	6.1	16.4	WNAC	2	T	6:30-7:00 p. m.
Chicago	1,460,000	5.5	64.3	WBKB	4	W	8:00-8:30 p. m.
Los Angeles	1,410,000	13.3	49.5	KECA	7	Th	7:00-7:30 p. m.
San Francisco	600,000	1.0	68.7	KGO	3	Th	9:00-9:30 p. m.

Miscellaneous	No. Sets in Market	March ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
KIERAN'S KALEIDOSCOPE (15 min.—130 rel.—United Artists Television)							
Boston	1,029,000	9.1	43.5	WNAC	2	Su	6:30-6:45 p. m.
New York	3,400,000	3.1	27.9	WNBTV	7	Th	7:00-7:30 p. m.
New York	3,400,000	1.9	26.6	WNBTV	7	F	7:15-7:30 p. m.
Philadelphia	1,217,000	8.1	50.2	WPTZ	3	Su	6:45-7:00 p. m.
San Francisco	600,000	7.6	62.2	KRON	3	W	7:30-7:45 p. m.
STRANGER THAN FICTION (15 min.—65 rel.—United World Films)							
Detroit	823,000	10.0	14.7	WXYZ	3	Su	1:30-1:45 p. m.
Philadelphia	1,217,000	13.7	35.9	WPTZ	3	Su	6:30-6:45 p. m.

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

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

'Video Theater' Films Muled

NEW YORK, May 16.—Lever Brothers this week was reconsidering its decision not to put its "Video Theater" on film. The sponsor has been greatly impressed by four trial films submitted by Gross-Krasne, which were brought in for about \$25,000 each.

Top execs of Lever are bullish about the production values in the film. And now that so many Hollywood names are free-lancing, the advertiser feels he can present movie talent of sufficient stature to make the show a TV version of his star-studded "Radio Theater." J. Walter Thompson is the agency.

GEN. FOOD BUYS 13 'FORD' FILMS

NEW YORK, May 16.—General Foods this week bought 13 films from Screen Gems to replace "Our Miss Brooks" during its summer hiatus on CBS-TV. The films will be culled from the best shown on the "Ford Theater" series this season, airing on NBC-TV, Thursdays, 9:30-10 p.m. Screen Gems consequently will have two network clients using the same basic series, altho one will be showing new product and the other re-running older film. Young & Rubicam is the agency.

UTP Acquires 2 Properties

NEW YORK, May 16.—United Television Programs this week acquired two new properties, "Your Gospel Singer" and an untitled comedy commentary featuring Henry Morgan. Both shows are of 15-minute length. "Your Gospel Singer" will star Edward McHugh, a noted chanter of religious ditties, and will be shot in Hollywood by Gross-Krasne, one of UTP's film-producing subsidiaries. The comedy show starring Morgan is to be produced by the General Film Products Corporation.

In the personnel category, UTP has hired Robert Carroll, former Frederic Ziv exec, to act as sales Eastern supervisor.

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been added where available. For address of television distributor, write The Billboard, TV Film Department.

THEATRICAL

COMEDY

ABROAD WITH TWO YANKS (United Artists 1944).....Peerless TV
 FRIENDLY ENEMIES (United Artists 1942).....Peerless TV
 I RING DOORBELLS (PRC Pictures 1946).....MPTV
 LET'S LIVE AGAIN (20th Century-Fox 1948).....Quality Films
 SAINTS AND SINNERS (I. E. Lopert 1949).....Snader
 YOUNG AND WILLING (United Artists 1943).....MPTV

DRAMA

BACKLASH.....Unity TV
 THE BARON OF ARIZONA (Lippert 1950).....Telepictures
 THE BASKETBALL FIX (Realart 1951).....Cheryl TV
 BICYCLE THIEF (Mayor & Burstyn 1949).....MPTV
 BRIDGE OF SAN LUIS RAY (United Artists 1944).....Atlantic TV
 CORRIDOR OF MIRRORS (Universal 1949).....Unity TV
 FALL OF THE HOUSE OF USHER.....Guild Films
 52D STREET (United Artists 1937).....MPTV
 THE GREAT JOHN L. (United Artists 1945).....Atlantic TV
 I MET MY LOVE AGAIN (United Artists 1938).....MPTV
 JACK LONDON (United Artists 1943).....MPTV
 MY BROTHER'S KEEPER (Eagle-Lion 1949).....Unity TV
 ODETTE (I. E. Lopert 1951).....Combined TV
 OF MICE AND MEN (United Artists 1939).....Unity TV
 ONE OF OUR AIRCRAFT IS MISSING (United Artists 1942).....Alexander TV
 RENDEZVOUS 24 (20th Century-Fox 1946).....Unity TV
 REPEAT PERFORMANCE (Eagle-Lion 1947).....MPTV
 SINNERS' HOLIDAY (Warner Bros. 1930).....Atlantic TV
 THE SOUTHERNER (United Artists 1945).....Standard TV
 STORY OF G.I. JOE (United Artists 1945).....MPTV
 SUNDOWN (United Artists 1941).....MPTV
 THOU SHALT NOT KILL (Republic 1940).....Hollywood TV
 THREE DESPERATE MEN (Lippert 1951).....Telepictures
 THREE ON A TICKET (PRC Pictures 1947).....MPTV
 UNDER THE RED ROBE (20th Century-Fox 1937).....Snader
 VOICE IN THE WIND (United Artists 1944).....Geo. Bagnall
 YOUNG MR. PITT (20th Century-Fox 1942).....Hygo TV

MUSICAL

MAGIC BOW (Universal 1947).....Unity TV
 MAYTIME IN MAYFAIR.....Cheryl TV

MYSTERY

BECKY SHARP (RKO 1935).....MPTV
 BLUEBEARD (20th Century-Fox 1940).....MPTV
 FRENZY (Four Continents 1946).....Alexander
 THE THIRD CLUE.....Argyle
 KIT CARSON (United Artists 1940).....Peerless
 THE KANSAN (United Artists 1943).....MPTV

Non-Theatrical Free Films

EDUCATIONAL

COMBAT BULLETIN.....U. S. Government, Macon Air Base, Macon, Ga.
 NIGHT STRIKE.....Acme Film Productions, 1161 N. Highland Ave., Hollywood
 VIVA MEXICO.....Association Films, 347 Madison Ave., New York
 WINGS TO VIKING LAND.....Pan American Airways, Long Island City, N. Y.

INDUSTRIAL

1953 MARCH OF DIMES FASHION SHOW.....Merritt Block, 2057 Bragg St., Brooklyn

RELIGIOUS

CHILD OF BETHLEHEM.....Major TV Productions, 1270 Sixth Ave., N. Y.
 FAITH, HOPE AND HOGAN.....The Christophers, 18 E. 48th St., New York
 THIS IS THE LIFE.....Lutheran Church, Mo. Synod, St. Louis
 WORLD'S GREATEST MOTHER.....Family Theater, Hollywood

MOVE TO SHARE

Stations, Distributors Split Film Shipping Costs

NEW YORK, May 16.—Video stations are beginning to reverse the prevailing practice in the industry by which they pay shipping charges both ways on films sent to them by distributors. The new procedure, spearheaded and put into effect by WJTV, Jackson, Miss.; WAGA, Atlanta; WTOP-TV, Washington, and KFDA-TV, Amarillo, Tex., has the station and syndicator split shipping costs between them. KFDA-TV, in addition, has given explicit instructions that film be sent to it only by rail, unless unusual circumstances prevail.

Shipping charges on prints, especially to smaller stations, can assume formidable proportions. For example, a print of a feature film which weighs about nine pounds, air expressed to KFDA-TV from here, will cost \$12.96 both ways or \$6.48 one way. Since many of these features are being sold for very small sums, in some cases about \$25, the shipping charges both ways will run about half the price being paid by the station to the distributor for use of the film itself.

Ship Collect

Because of the large number of films, both feature and half hour, being used by the stations, the station's shipping bill has been considerable. The stations mentioned earlier now ship their prints back collect. A few of the newer stations, too, are changing their contracts to read that they are only liable for shipping costs one way.

Distributor reaction to this reversal of practice has not been too adverse. They recognize that the stations have a logical complaint and that shipping charges should be split, especially in light of the fact that sponsors who spot book their properties do not pay any of the shipping costs. In such

cases, distributors pay shipping costs both ways.

There are many distributors also who suggest that better planning can cut shipping costs for both parties. They believe that prints should be shipped air express only when it is absolutely necessary. They also suggest that distributors make up three sets of prints for their New York, Chicago and Los Angeles offices and that shipping be routed from those points to stations in the vicinity, thus also sharply cutting costs still more.

Official Pilots 2 Packages for Net Sponsors

NEW YORK, May 16.—Official Films this week was readying pilots of two new packages for network sponsorship. The distributor has an unnamed client interested in a new version of its "Four Star Playhouse." The program is sponsored by Singer on CBS-TV. The new version, which is also to be produced by Don Sharpe, will use several movie names new to TV and several top movie directors who are now free-lancing.

Official is also submitting a pilot of the new Don Sharpe package, "Nightbeat," which stars Frank Lovejoy, to prospective clients. Hal Hackett, the president of Official, is now in Hollywood trying to sign acting and directing talent for its "Playhouse" series. Official is also searching for new program ideas, both live and film, that it can merchandise.

PERSONAL MGR. ORG BEING SET

NEW YORK, May 16.—A new organization of personal managers is now being formed very quietly with the purpose of "mutual protection" and acquiring legal talent that would aid them in law tangles with artists. The leader in the new association, still unnamed, is Bullets Durgom. Personal managers approached who showed an interest in joining were Manny Greenfield, Val Irving, Harry Steinman and Chauncy Olman. Others are expected to join as soon as plans progress.

'ABUSES' HIT

Unions Stiffen Cruise Show Regulations

NEW YORK, May 16.—Two talent unions cracked down on what was called "cruise show abuses." One fined one of its members and the other passed new regulations for cruise shows to take effect at once.

Local 802 of American Federation of Musicians fined Eric Lundborg \$100. He was the cruise director of the S. S. Argentina, run by the Moore-McCormack Lines. It was charged that he also performed as a musician without filing any contract with the union.

The American Guild of Variety Artists took another tack. It forbids cruise directors from performing as emcees unless they were AGVA members. It also put ships on notice that any violation will mean their inability to get acts in the future.

AGVA also notified Moore-McCormack that it was demanding \$175 for Joey Nash, the difference between first class passage called for in his contract and the cabin or steerage class that Nash claimed he got. AGVA also let it be known it will entertain all such complaints in the future, providing they are made within 30 days.

US Acts Can Do OK in Europe

ROME, May 16.—American vaude and night club acts with time on their hands during the off seasons will do well to consider jobs overseas, advises show biz veteran Saul Grauman, who has been touring Europe since June, 1952.

Grauman's original "Stairway of Melody" act, featuring dancers Elena Buhl and Mary Ann Adams, is currently doing big with Italian audiences as part of Neapolitan singing star Robert Murolo's musical show, "Songs of a Century."

"Good American acts won't get rich over here," Grauman told The Billboard, "but they'll certainly make enough to get by on. Of course, comics and chatter acts are out because of the language barrier. But any decent sight and sound number should do pretty well overseas, especially in Italy. These people are starving for good entertainment."

Grauman said his act had run the gamut of European audiences and was very well received everywhere, from London, Paris, Stockholm and Madrid to the little towns in Italy's "depressed" areas where people had never before seen a live show.

Grauman took his act overseas a year ago, opening June 2 at the Palladium in London with the Lena Horne show for a two-week stay. From London the trio went to Stockholm for a six-week run with Sarah Leander and Carl Gerard. They stayed 10 weeks and then moved down to Paris for three weeks at the Casino de Medrano.

DATE CANCELS PLAGUE CLUBS IN LAS VEGAS

But Entratter Has Gimmick to Lure Names to Sands

LAS VEGAS, May 16.—A plague of "fall-outs" has hit this section for varying reasons. The worst hit is the Sahara. First it was notified that Ray Bolger was out. Then while it was trying to get somebody else, it was hit with a double cancellation. Both Gene Nelson and Marguerite Piazza, set for a July show headed by Christine Jorgensen, asked to be set back.

Insiders claim that neither Nelson or Miss Piazza wanted to work on the same show as Miss Jorgensen.

But if the Sahara got the "fall-outs," the Thunderbird and El Rancho also came in for cancellations. Mary McCarty, due at the El Rancho, got a picture deal, while Sue Carson, set for the Thunderbird, was stricken with illness.

Meanwhile, the search for top names, or at least different names, continues, with July being set as the big month by all the major hotels here. The Flamingo will bring in George Raft and a package now readying for the date. The Last Frontier will bring in a package headed by Joan Blondell for a July showing.

Entratter Scheme

But while all this is going on, Jack Entratter, Sands topper, got himself a gimmick, by accident or design, that means more acts will be attracted to his place.

It is generally granted that the amount of salaries offered names here is no longer the major yardstick, particularly with taxes taking such a huge bite. Entratter's plan is to offer performers not only big salaries but also a major publicity campaign of nationwide and possibly international scope.

When the Sands opened last December Entratter picked up a stiff tab for newspapermen, columnists and magazine, radio and TV people. He paid round-trip plane fares to Vegas from all over the country for a flock of name writers. With Buddy Granoff as national publicity director for the Sands and Al Freeman as resident drum thumper, the stunt paid off in big news breaks all over the country.

Stunt Repeated

Entratter is repeating the stunt for Tallulah Bankhead's opening May 20. He's again flying in newspaper people from New York and the Coast, putting them up at the Sands, lifting all tabs, and it is expected to pay off in publicity.

Performers interested in publicizing their activities, therefore get a big boost from a Sands date that other spots haven't given them. It is believed, however, that the idea will spread. When it does, some enterprising operator will come up with still a new gimmick.

Camp Shows Cover World

NEW YORK, May 16.—Actors doing USO shows are now routed to Turkey, Greece and Trieste for short hops, the USO Camp Shows report showed last week.

With the addition of these three areas, shows on the khaki circuit now virtually encircle the world. The second year of USO Camp Shows re-activation (1952), 755 performers gave 5,028 shows. The bulk of the shows were in the Korean area. The average Far East unit goes out from 14 to 17 weeks. The Europe-North Africa packages stay out for 13 weeks; Alaska units work five weeks, and U. S. tours do six weeks.

West Coast talent, Camp Shows' Hollywood office, is in charge. He

AGVA TO HONOR TWO PRESIDENTS

NEW YORK, May 16.—Two presidents will get presents from the American Guild of Variety Artists in the next few weeks. The first is President Eisenhower, who is to receive a gold-honorary membership card in AGVA as soon as an appointment is set up. The White House Correspondents Association is being called in to help arrange plans. The second is Bob Hope, AGVA prexy. He's going to get a miniature gold Oscar on a snake chain.

AGVA Elects Confab Reps

NEW YORK, May 16.—About 50 delegates will attend the sixth annual convention of the American Guild of Variety Artists, due to start rolling in Boston, June 9.

The delegates were elected on a national basis with Red Buttons, New York, getting the largest number of votes, 1,117, in a race where 30 were running from the same area. Of that number 13 were elected from the New York area.

The winning delegates were Mae Daniels, Baltimore; Charles Brett and Fred Hall, Boston; Lenny Page, Buffalo; Eddy Burnett, Ray Conlin Sr., Jack Gwynne, Harry King, Tom Martin and Joe Wallace, Chicago; Lester Lake and Wally Lane, Cincinnati; Bob London, Cleveland; Tom Melody, Dallas; Jay Lester, Denver; Harry Borden and Al Tucker, Detroit; Charles Rankin, Kansas City, Mo.; Danny Beck, Joe Evans, Sid Marion, Harry Mendoza, Larry Rio, Whitey Roberts and George West, Los Angeles; Gus Van, Miami; Theresa Daly, Montreal, and Jack Stanley, New Orleans.

N. Y. Reps

New York reps will be Dewey Barto, Jackie Bright, John Bubbles, Red Buttons, Petter Chan, Jack Gilford, Jimmy Lyons, Georgie Price, Winnie Shaw, Joe Smith, Russell Swann, Allan Walker and Murray White. Philly delegates will be Joe Campo and Frank Richardson; Pittsburgh will have Robert Merrill Jr. and Sylvia Walters. Providence will have Dick Martin. St. Louis, rep is Bill O'Dell. San Francisco reps will be Jimmy Hollywood and Vince Silk.

Outdoor will be represented by Johnny Gibson. Seattle will have Don George, and Toronto will send Ron Leonard.

The convention, to be held at the Bradford Hotel, will run from June 9 to June 12. The National Board will meet immediately after the convention.

TROA NIPPED BY PHILLY SIGNING

16 Clubs Move to AGVA; Ignite New York's Membership Session

NEW YORK, May 16.—The final membership meeting Wednesday (13) of the New York branch of the American Guild of Variety Artists, before the union's national convention, started with fireworks. Dick Jones, AGVA's Eastern Regional head, was the major firebrand. He accused the Theater Restaurant Owners of America of all sorts of "double crosses and bad faith." When he finished, there was little doubt that he was the verbal master of the situation.

Jones disclosed that contracts had been made with four clubs and that "broke TROA's back in Philadelphia." The clubs that signed with AGVA were the Latin Casino, Celebrity Club, Embassy and Big Bill's. The agreement included a new arbitration clause, a plan for payment to the Welfare Fund (or self-arranged insurance for performers) and a definition of the employer-employee specification that was agreeable to both sides.

Denial

TROA's Dave Fox denied that these signings had "broke TROA's back." He cited the AGVA situation in Chicago as an example. "AGVA had about 200 of its members walk out on it in Chicago. That didn't break AGVA's back any more than four clubs out of more than 600 signing with AGVA broke TROA's back," he said. Later in the week 12 more clubs signed. These included The Wedge, Knotty Bar, Cumberland, Steve Brody's, Golden Bar, Carrolls, Cabana, Ciro's, Orsatti's, Little Rathskeller, Black Cat and The Catalina.

Jones lashed out vitriolically at the membership and described how the Philly members had reacted to the Philly strike. "Don't think you're going to get anything without fighting for it. Don't be surprised if you'll be called on right here in New York." Jones didn't explain this veiled threat but observers said it was aimed at Lou Walters' Latin Quarter.

Jones also disclosed that a new talent union group was being formed in Philly which would be a kind of talent Central Labor Council consisting of all the talent unions and allied trades. The group would consist of performers, musicians, motion picture operators, theatrical teamsters, chefs, bartenders, waiters, box-office men, etc. "From now on we'll be all together. And you'd better realize right here and now that AGVA is a labor union and

not a fraternal club. If you want something, you'll get behind us and fight. Don't think because you're actors you can't go on picket lines."

The original Philadelphia plan was to sign agreements with all the clubs. James Price, attorney for the Philadelphia Cafe Owners' Association, acting for the group, had tentatively agreed. Part of the deal called for the Philly cafe men to divorce themselves of any action now pending before the National Labor Relations Board. AGVA, in turn, would withdraw its action pending before the State Labor Board. Herman Comerow, president of the local cafe men's association and an officer in TROA, refused to withdraw from the NLRB, and the deal was off.

AGVA then went directly to the Latin Casino, Celebrity Club, Big Bill's and the Embassy and signed separate agreements.

Under these agreements, where both sides gave a little, operators agreed to call themselves employers. The amount of taxes to be deducted, however, was left to a governmental or official body which might determine that point in the future. Originally AGVA had asked that operators be termed employers and make all necessary deductions for taxes, etc.

The arbitration procedure was also changed. Under the new plan, any problem would first be heard by a branch AGVA board. The appeals, if any, would be heard by a three-man group—one from AGVA, one from the operators and one outsider chosen by both. AGVA formerly ran all its arbitrations.

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Revenue Rules On Amuse Tax

WASHINGTON, May 16.—The Bureau of Internal Revenue this week issued a series of interpretations of tax provisions affecting the entertainment world. Clarifying a revised tax law enacted by Congress in 1951, the bureau's explanations deal with ballrooms, dance halls, concerts and services donated to radio, TV and movies.

The bureau issued a new definition of dance halls as a place "operated from 9 p.m. until midnight every Friday and Saturday," where "sandwiches, potato chips, soft drinks and coffee are served at tables, and the number of persons who can be seated at any time is substantially less than the number of persons who can be accommodated for dancing." The bureau held that dance hall and ballroom patrons are not subject to the 20 per cent tax on cabarets and roof gardens, but they still must pay a 20 per cent tax on general admissions.

Admissions to concerts given by non-profit civic or community associations are tax-exempt the bureau ruled, "regardless of the disposition made of the proceeds from the admissions" but the exemption "has no application to other entertainments given by any such association."

The bureau attempted once and for all to clarify which services donated by radio, television or motion picture artists for charity are taxable. The bureau interpreted the law to mean that only in cases where an employer makes an actor's services available to a third party, where payment is made directly to the employer, and where the actor has "no right to receive or direct the use or disposition of the amounts so paid" is the compensation not included in the actor's gross income. The bureau, however, demands proof that the relationship was entered into in good faith and for other reasons than to avoid the percentage limitation imposed on the deduction

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Extra Added

New York

Bob Bromely opens at the Shoreham, Washington, June 22, after a solid year at the Lido, Paris. . . . Inquiries for acts among the talent agencies is the heaviest in a long time, but so far the bookings aren't coming thru. . . . After two years with "Icecapades," the Maxwells go to England for Tom Arnold to play Blackpool and Brighton. . . . Dick Barstow will do the choreography for "Belita," the London icer. . . . Shelly Rothman, associate of Lew and Leslie Grade, is getting married June 21.

Marge and Gower Champion and Les Baxter's band are set for the Coconut Grove, Los Angeles, August 5. . . . Henny Youngman, who switched to MCA, says he's very busy. He goes to the Chanti-

was with Camp Shows during World War II.

Dr. Jack Weinstock, has been appointed medical director of Camp Shows in the East. He in turn appointed Dr. Raymond Spritzer for the West Coast. Dr. Spritzer is Lou Sobol's son-in-law. Sobol is a Hearst newspaper syndicated columnist.

clear, Baltimore, has two TV shots and will play the Aquashow in Fresh Meadows, L. I.; the Steel Pier, Atlantic City and Las Vegas, Nev. . . . Charles Miron opened a new talent agency. Don Friedman, ex-GAC, will handle club dates and TV; Miron will handle acts and jazz concerts, and Felix Ciampa will do publicity. . . . Frank Benevento, ex-Philly cafe op, is now an agent. His partner is Marie McCullough, wife of Jersey Joe Walcott's press agent.

George White is signing as many of the kids in his unit at the Versailles to personal management contracts as he can get. . . . Morty Nevins is the father of a baby girl.

Jerry Murad's Harmonicats were skedded to open at the Riviera Club, Columbus, O., Monday (18) for a week. They will then jump into the Lotus Club, Birmingham, May 25-30. . . . Norm Dygon and Mr. Chips are at the Windsor Hotel, Hamilton, Ont. . . . Joe Maize and His Cordsmen will hie themselves to Portland, Ore., for a June 1 opening at the Clover Club. . . . A new Dixieland quintet, Sid Dawson and his Riverboats Ramblers, opened recently at the Buevette Niterie, Rock Island, Ill.

MUSHROOMING R.&B.'S

Labels Sprout New Labels; Even Subsidiaries Have Subsidiaries

By BOB ROLONTZ

NEW YORK, May 16. — The flock of new rhythm and blues labels that have sprung up over the past year is one of the most sensational developments in the field in a decade, according to seasoned observers who have been around since the time when the major diskeries controlled the market. Hardly a week goes by that two or three new r.&b. labels do not suddenly burst upon the market, being either brand new labels or additional labels spawned by r.&b. or jazz diskeries that are already in the field. In these days it appears that an r.&b. label that does not have at least one or two subsidiary labels—and there is one that now has five—loses face in the market.

What is so amazing about the growth of labels in this field is the fact that the entire r.&b. market comprises only 5.7 per cent of the entire record business. It is led percentage-wise by the pop, classical, kiddie and country markets, and the only fields it is really ahead of are the jazz, Latin-American and international categories. Yet, this is the market that now consists of close to 100 active labels, and the major diskeries, notably RCA Victor and Columbia, are actively competing for sales in the r.&b. field.

Subsidiaries' Subsidiaries

The labels that have subsidiary labels in the r.&b. markets include such lines as Chess, with its Checker subsidiary; Modern, with RPM, Rhythm and Blues, and Meteor; Aladdin, with Score; Peacock, with Duke; United, with States; King, with Federal and its semi-subsidiary labels Rockin' and Glory; Roost, with Scooter; Tennessee, with Republic; Tico, with Rama, and Gotham, with 20th Century. The majors also have their subsidiary r.&b. labels, some of them being subsidiaries of pop subsidiary labels, such as Brunswick, the r.&b. subsidiary of Decca's Coral line; Okeh the Columbia r.&b. subsidiary, and the forthcoming RCA Victor label "Y," which will be the subsidiary of the firm's new indie line. Mercury and M-G-M issue waxings under their own label.

Only a few r.&b. firms seem to be satisfied with one label. One of these is Atlantic, which is also one of the few r.&b. firms with two such consistent hit-makers as Ruth Brown and the Clovers; Specialty (which has another label, Fidelity, which, however, is not active); Savoy, whose other labels are in the pop field; Imperial, a firm that believes in putting out pop, c.&w. and r.&b. on the same label; Recorded in Hollywood; Jubilee, and Apollo.

New Firms

Some of the new firms which have sprung up over the past

year are unassociated with any other label, tho they are usually manned by personnel who received their early training with another r.&b. label. These include labels such as Red Robin, Atlas, Big Town, J.O.B., Jeb, D'Oro, Southern, Hi-Lo, Sun, Chance, Dee Gee, Class, Monarch, Triple-A and Pelican. These, of course, are in addition to the many new subsidiaries of older labels.

Naturally, with the great growth of r.&b. labels over the past 12 months, there has also been a great jump in the number of artists waxing in the r.&b. field. This had to take place as each new label scouted around the country, from the bayou country to the big cities, looking for talent. It is probably easier today for a new r.&b. artist to get

on wax than it has been for years, owing to the plethora of labels. And it has given old-timers a chance to cut again, whether under a new name or variation of the old one. The intense competition for artists has also given many artists a chance to wax for more than one diskery by using a pseudonym. There is now a blues singer who waxes for at least four labels, and does not bother to change more than a letter or two of his name for each of the labels.

It is obvious that the r.&b. field offers an equality of opportunity—as far as the hits are concerned—to a degree that it unknown in other fields of the record business. It does not take, necessarily, either an exceptionally strong artist or an exceptionally strong piece of material, measured by

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Nickelodeon Disk Sales Start June 2

Juke Box Union-Backed Label's Distrib Plans Announced; Org Faces Early Snag

By H. F. REVES

DETROIT, May 16. — First releases by the new Nickelodeon Records label, backed by key leaders of the nation's principal juke box unions, will be placed on sale on Monday, June 2, according to William E. Bufalino, president.

Taking the wraps off his firm's set-up, Bufalino disclosed plans for production and distribution.

Meantime, a controversy over the rights to the first recording artists to be released loomed with Rainbow Records. The team involved is the Esquire Boys, Orlando Scaltrito and Daniel Cedrone, who made the current Rainbow release, "Caravan." Nickelodeon executed the contract with the team January 27.

Bufalino admits the Esquire Boys signed a contract with Rainbow in September, 1952. But, he stated, this contract did not contain the essential clause that "it shall not become effective unless and until it shall be approved by the national executive board of the American Federation of Musicians (AFM)." Tho not in the artists' contract, Bufalino maintained the clause is deemed to be a part of each individual artist contract under the basic recording contract signed by Rainbow or any other recording company with the AFM. As a result, Bufalino argued, Rainbow's contract with the team was never binding, altho they recorded both "Caravan" and "Forgetting You" for that label.

The contract signed January 27 with Nickelodeon was approved by the AFM board, according to a letter produced by Bufalino from AFM President James C. Petrillo, dated February 25. In another letter, dated April 28, Petrillo stated the Rainbow contract was "invalid" as far as the AFM was concerned, and that

the Nickelodeon contract was now "binding and effective."

Nickelodeon accordingly set a recording session at Philadelphia on May 1, coming up with four sides which are now to be released on two disks. Top disk is to be "Guitar Boogie Shuffle" and "Taboo" by the Esquire Boys alone.

Aiming at a younger audience, in the 17-18 age group, Nickelodeon also will release on June 2 "Oh Babe" and "Nickelodeon Special," a medley round-up, featuring vocals by the Cedrone Sisters, plus the Esquire Boys.

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Cleffers Challenge Renewal Procedure

NEW YORK, May 16. — The basic contract procedure by which renewal rights to many standard songs are automatically picked up by publisher copyright holders was challenged here this week in a suit filed in the Federal District Court of New York. The action, brought by writers Billy Rose, Ray Henderson and Mort Dixon against Bourne Music, was viewed as potentially explosive by tradesters. If successful, it would set a legal precedent that could throw the rights to many renewed copyrights in doubt. Among these would be many of the top money-earners thru the years.

The tune subject to dispute is "That Old Gang of Mine." It was published in 1923 by Irving Berlin and later assigned to Bourne. The writers claim that the copyright reverted to them in 1951, upon expiration of the first 28-year term, altho Bourne has since continued to act as publisher of

FOR CATS ONLY, BUT LITERALLY!

NEW YORK, May 16. — Those who know, say cats have a language of their own, to express fear, contentment, anger or the biological urge. And from Folkways Records comes news that an LP is now being prepared which carry these sounds, plus many more. It will be called "Life Cycle of Cats," and will become part of the label's Science Series.

Flip side, not so scientific but perhaps more useful, will hold pleasant cat sounds only. Its purpose is to provide recorded companionship for lonely felines, according to Folkways prexy, Moe Asch. The disk is being cut by the American Museum of Natural History's department of animal behavior.

Handy Bros., Vogel Settle 'Blues' Fuss

NEW YORK, May 16.—Handy Brothers Music Company, Inc., has arrived at a compromise settlement in its dispute with Jerry Vogel Music Company, Inc., concerning ownership of the late George A. Norton's vocal version of Handy's "Memphis Blues." According to the settlement, Vogel will share equally with Handy in the American publishing and other exploitation of the Norton version from January 1, 1953, until the balance of the existing copyright. Vogel waives claim as to any earlier period, and Handy reserves the sole foreign rights in the Norton version. Handy also reserves domestic and foreign rights in any version not using the Norton lyrics.

"Memphis Blues," written by Handy in 1909, was published by him in Memphis, without words, in 1912. By students it is considered as having been instrumental in creating the blues tradition. Handy states that he sold his piece in the song to Theron C.

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Cap's Profit 547G, Up 25% From Yr. Ago

Earnings \$1.12 A Common Share; Reduce Preferred

HOLLYWOOD, May 16.—A 25 per cent increase in Capitol Records, Inc.'s net income during the past year over the previous year was reported to stockholders by the firm's prexy, Glenn Wallichs. Net income in the 12 months ended March 31, 1953, after all charges, including taxes, was \$546,929. This equalled, after preferred dividends \$1.12 a share on the 476,230 shares of common stock outstanding. For the same period the previous year, Cap's net totaled \$435,257, equal to 83 cents per share after payment of preferred dividends.

In the 12 months ended March 31, 1953, net sales totaled \$14,687,255, compared with \$13,784,698 in the preceding year. Sales for both of these periods are shown less cash discounts.

Net income before taxes but minus all other charges amounted to \$1,323,929 in the 12-month period. Previous year's pre-tax income totaled \$881,257. Tax provisions climbed from \$446,000 to \$777,000 during the past year.

Figures for the latest 12-month period include 1953's first quarter based on Cap's method of accruing the reserve for loss on merchandise returns, showing that the net profit for this period was not material. Wallichs revealed that retirement of some preferred stock reduced preferred dividends from \$38,886 in the 12 months ended March 31, 1952; to \$13,078 in the period ended March 31, 1953.

Flanagan Ork To Wind Up Tour Sept. 1

NEW YORK, May 16.—Tho the Ralph Flanagan ork may hit a gross of \$350,000 for six months of one-nighters due to wind up on September 1, Flanagan and his manager, Herb Hendler, have notified the General Artists Corporation not to book the band on additional dates after September 6. However, Hendler also explained that if current plans to open a ballroom on Long Island materialize, the Flanagan band may not work the one-nighter circuit for some time after Labor Day.

Flanagan and Hendler are seeking a location for a ballroom in the Mineola, L. I., area along with Buddy Morrow. Should the trio find the location, it plans to alternate by working the road for two or three months and then playing its own spot. Hendler points out that the New York area is one of the few major pop-

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Coral Gets 34 Masters

NEW YORK, May 16. — Coral Records has acquired 34 masters from Nick Carrano, of Adam Records.

Included are slicings by Johnny Guarneri and Russ Vincent, plus kiddie sides by Arnold Stang, Freddy Bartholomew and Bob Dizon.

MANY SHARE BB CLASSIC HONORS

NEW YORK, May 16.—The Billboard's chart of best-selling classical LP's, often monopolized by one or two diskeries, distributed its favors lavishly last week. Tho only five sets are listed, four different labels made the grade. RCA Victor, Mercury, London and Columbia were all represented. The London set, Mantovani's "Music of Victor Herbert," placed high on the best-selling pop LP chart, in addition to making the longhair listing.

'Glenn Miller' Filming Set

HOLLYWOOD, May 16.—Filming starts early next month on "The Glenn Miller Story," a Technicolor picture considered by Universal-International as one of its most important 1953 projects. U-I this week signed June Allyson to co-star with James Stewart to portray the wife of the famous ork leader who was killed in an airplane crash during World War II. Picture will be Miss Allyson's first since completing her M-G-M contract.

Hayman to Lead for Vic

NEW YORK, May 16. — Dick Hayman, Mercury Records' Eastern a.&r. exec, will conduct the ork for warbler Vic Damone's appearance at the Paramount Theater, starting June 3, for three weeks.

Damone, who cuts for Mercury, requested that Hayman handle the baton. Hayman will continue handling his a.&r. chores during the three weeks.

Music Popularity Charts Begin on Page 132

Victor Program to Aid Sales Personnel

NEW YORK, May 16. — RCA Victor distributors will embark on one of the most comprehensive dealer and retail sales personnel training programs following the various regional meetings currently winding up in key cities around the country. The entire program, developed by RCA Victor Record Department, is being presented to distributor personnel during these meetings.

The program includes a cartoon slide film in color with sound narration on records and two special books, "Profit Pointers for Record Retailers" and "Music That Sells." The film runs for 16

minutes and can be shown in dealer's store. Both books are over 80 pages of sales, merchandising and business practices information.

The package was designed by the diskery's training department under the leadership of Ed Dodelin. Retailers and retail sales people were hired to help prepare the material. The diskery is said to have spent about \$50,000 and six months of time in preparing the program.

The color film, produced by Leslie Roush Productions, is devoted to pitching the importance of proper inventory control systems. Titled "Stock Sentinels," the film makes the basic pitch that a dealer must know what to order, when to order it and how to order it. This can be done, order. (Continued on page 18)

SPA Prexy Blasts Sheet Consignment

Urges Meeting With Pubbers on Quotas; 6 Incumbents, Schwartz Named to Council

NEW YORK, May 16.—Charles Tobias is expected to be re-elected president of the Songwriters' Protective Association next week when the newly constituted council of the clefters organization holds its first meeting. Tobias was named to the presidency following the death of Sigmund Romberg.

As anticipated (The Billboard, May 16), the SPA annual conclave Thursday (14) returned six incumbent councilmen to their

posts. A seventh spot on the council went to Arthur Schwartz. Elected to another three-year council term were Tobias, Oscar Hammerstein II, Otto Harbach, Edgar Leslie, Louis Alter and Jack Yellen.

Tobias, who presided at the annual get-together, blasted the practice whereby certain publishers ship great quantities of song copies out on consignment. This leads writers to believe their earnings will be much more substantial than they actually turn out to be once the returns are tabulated, he said. He further charged that these pubbers then often go deep in debt to printers and can't even meet their writer obligations. Tobias suggested that SPA meet with publishers to urge that no more than half the sheet quotas on current pops go on consignment.

The SPA prexy reported that the org's continual spot check of publishers' books, begun last year, was proceeding satisfactorily. About 20 checks have already been made, he said. Publishers were also said to be squaring accounts with writers on copyright usages not covered in old SPA contracts. A special audit has been underway in accordance with an agreement negotiated last year with the Music Publishers' Protective Association.

John Schulman, association counsel, reviewed recent attempts to revise the Copyright Act. The clefters favor removal of the juke box exemption on royalties, abolition of the compulsory license provision on mechanical uses, and general modernization of the law. He also explained the Universal Copyright Convention, negotiated last summer in Geneva.

More than 150 writers attended the annual meet, held at the Park Central Hotel.

File Action to Untangle Hank Williams Estate

NEW YORK, May 16.—Audrey Williams, first wife of the late Hank Williams, has filed suit in Nashville, Tenn., against both M-G-M Records and the Acuff-Rose pubbery, seeking to have both companies continue to pay her 50 per cent of the royalty money accruing to Hank Williams. Both defendants asked that the suit be filed in order to obtain a court ruling on the disposition of some of the royalty money.

Background for the amicable legal hassle goes back to a written agreement between the late country and western writer and singer and his first wife, by which half of all his royalties on songs and records were paid directly to her. The agreement, however, did not specify what disposition should be made of the royalties after Williams' death. In addition, Williams divorced Audrey Williams and remarried; then died without leaving a will.

The suit filed by Mrs. Audrey Williams has not yet been set for trial, but the pubbery, the record company and the plaintiff are all seeking early action to settle the tie-up of a 50 per cent share of Williams' royalties.

The remaining 50 per cent is also entangled since the writer-singer died intestate. Involved in this half of the money piling up are the first Mrs. Williams, her daughter and her son. Also claimants to the estate are the second Mrs. Williams and her daughter, and Hank Williams' mother and sister.

Westminster Signs Symph

NEW YORK, May 16.—Westminster Records has signed the National Symphony Orchestra, of Washington, to an exclusive contract. The deal, inked Tuesday (12), calls for the ork to cut a specified number of LP sides annually for the label, under the direction of its conductor, Howard Mitchell.

The pact marks a major step in Westminster's new policy of recording more of its material in the United States. The firm has also signed the young concert violinist, Julian Olevsky, who will record several works with the National Symphony in the fall. Other American artists pacted to the label include the Curtis String Quartet, the David Randolph Singers, conductor Dean Dixon and pianist Vivian Rivkin.

Decca to Hold Annual Meet

NEW YORK, May 16.—Decca Records will hold its annual two-day meeting for key company personnel next Thursday and Friday (21-22). Participating executives will include all headquarter brass, as well as division managers and assistants.

The confabs will cover fall plans now being set by the diskery and will also review experience of the past year.

Billy May to Disband Ork

HOLLYWOOD, May 16.—Upon completion of commitments on his present tour Billy May will return to Hollywood and disband his orchestra, it was learned here yesterday.

May is known to be unhappy being on the road. Ork is currently in Texas with the balance of his itinerary taking the band to Oklahoma, Wisconsin and Michigan, then to New England before returning for Midwest dates in August. It is expected his last date will be September 13, after which it's understood he's indicated band will accept no further bookings.

The rotund band leader, whose unusual musical sounds became an almost overnight sensation, will continue to record for Capitol Records. He'll revert to job hiring of musicians in the same manner he employed for recording of his earlier Capitol disks.

In addition to continuing with his recordings, May probably will return to handle the musical assignments for the radio and television show, "The Adventures of Ozzie and Harriet." It's understood Ozzie Nelson gave May a leave of absence when the latter decided to form his own band for one-nighters. While May was on the road, the "Ozzie and Harriet" musical scoring chores were handled by Basil (Buzz) Adlam.

ASCAP Picks G. E. Deakin

NEW YORK, May 16.—Gerald E. Deakin, former personal representative of James Melton, has been appointed manager of the Serious and Concert Division of the American Society of Composers, Authors and Publishers, it was announced this week by Jules Collins, ASCAP sales manager.

Deakin, prior to his present post, had been associated with Columbia Artists Management, and previous to this had been assistant to the radio advertising manager of American Telephone and Telegraph.

BMI TAKES 1,000 OF CORONATION

NEW YORK, May 16.—Broadcast Music, Inc., has reserved the first 1,000 pressings of the Allegro label disk, "The Coronation." The BMI station service department is selling the disk to broadcasters in order to give stations a preview of the coronation and attendant festivities which will be broadcast on June 2. Rights to the disk are cleared by the Berwick Music, BMI affiliate. The recording was made in England by Eli Oberstein, Allegro prexy.

ODEON LABEL

'Doggie' Leads Disk Race In Sweden

STOCKHOLM, Sweden, May 16.—Top disk here currently is "Doggie in the Window" as waxed in Swedish on the Odeon label by Cacka Israelsson and Astrid Soderbaum. Backing the cut by the duo is "Don't Let the Stars Get in Your Eyes." The rest of the five top sellers are Bing Crosby and Jane Wyman singing "Zing a Little Zong," the Swedish version of "I Went to Your Wedding" on the Roulette label, the sound track version of the music from "Limelight" on the HMV label, and the Swedish version of "Till the End of the World" by Sonja Sjoback on Polydor.

Other disks in the first 10 sellers are a German tango, "Rote Rosen, Rote Lippen, Rote Wein" on Polydor, Mario Lanza's "Because You're Mine," Les Paul's "Lady of Spain," and a Swedish version of "Half as Much" on the Metronome label.

The greatest number of disks ever issued in a single week here occurred last week when 105 labels hit the market. A normal week of release would have been about 40 disks. The bulk of the 105 platters came from the Karusell label, which issued 73 "Jazz at the Philharmonic" Records. The 73 platters were issued as 53 on 78 r.p.m. and 20 LP's.

Much confusion exists here over the Swedish version of "I Went to Your Wedding." No license has ever been issued by a publisher for the local waxing, since there is no Swedish pubber for the song as yet. The disk of the song was cut after the Nordisk Copyright Bureau, Copenhagen, Denmark, "mistakenly" released the song in Sweden for recording.

Pocket Books to Ring in 35c Bell Label Sept. 1

NEW YORK, May 16.—Pocket Books, Inc., affiliated book publishing outfit of Simon & Schuster, has set September 1 as the release date of its line of 35-cent pop disks on the Bell label. As previously reported in The Billboard, the Bell operation was tested in 12 cities from September to December last year. Platters will be seven-inch, 78 r.p.m., with 45 r.p.m. platters due to be issued later. Pressings will be injection molded, and disks will be packaged in three color sleeves of standard design.

The diskery has already named Arthur Shimkin as artists and repertoire director, with Larry Clinton and Jimmy Carroll as assistants. Shimkin is currently a.&r. topper for Simon & Schuster's Golden line of kidisks. Bell will concentrate on current hits and standard material, but won't "copy" or "imitate" the sound of the hit platters. The 35-cent price will include excise tax.

Hunts Names
The diskery is dickering with some name and semi-name artists to wax the first sessions. Plans for cutting standards, according to Shimkin, center around the publisher coming up with an idea on how the oldie can be recorded in order to spark interest in the song. The diskery looks upon itself as similar to Pocket Books, which waits for trade book pub-

Self-Service Disk Plan Is Tested

Music Merchants Sets Up Racks in Philly 5 & 10's, Markets—Field Shows Promise

Continued from page 1

first of its type either in that city, or in other areas of the country. Bert Jacobson's Philadelphia Music Mart has done a somewhat similar job over the past two years in drugstores and some chain outlets. Tulsa, Okla., has had a sub-distributor who has been servicing racks in supermarkets for the past year or so.

Where Music Merchants differs from other operations is that the Wexler set-up only stocks the hit pop records, and a small amount of low-priced kiddie and light classical lines in the special record racks.

In addition, all of the waxings placed in the supermarkets and Woolworth's by Music Merchants are billed, tho each shop is guaranteed a 100 per cent return privilege. Jacobson's inventory is on a consignment basis.

How It Works

Here is the way the Music Merchants operation works. The firm has worked out agreements with about 50 markets and another 50 Woolworth stores to supply them with hit pop records, plus the kiddie and classical plat-

ters, every week. The firm has supplied its own racks for the locations, including special island racks for the supermarkets and counter racks for the five and dimes.

The firm has a set of trucks and a set of station wagons which it uses to deliver the platters to the rack locations. Stores serviced are located within a 100-mile radius of Philadelphia. Supermarkets now carrying the platters include Food Fairs, Best Markets and the Penn Fruit chains.

Racks are supplied about once a week. Each rack carries about 20 different pop titles, and occasionally r.&b. titles and c.&w. titles, depending upon the location. All of the platters carried in these categories are the current hits, the ones on the major and indie labels. Both 78's and 45's are displayed. About 15 kiddie titles are displayed, half of them 25-cent disks and the other half 49-centers. These lines include Golden, Peter Pan, Columbia Playtime, Record Guild of America, etc. Light classical lines carried include Varsity and Royale EP's and LP's. Racks can hold up to 700 disks.

Extra 10 Per Cent

All records are purchased from regular record distributors. The independent distributors, handling small firms and large indies like Mercury and Coral, supply Music Merchants, as well as Jacobson's Philadelphia Music Mart, with platters at the regular discount, plus another 10 per cent, since both of these firms are sub-distributors. Last week, Columbia's Philadelphia distributor, Stuart S. Loucheim, became the first major to supply the firms with an extra discount of 8 per cent.

Wexler's firm furnishes the chains and supermarkets with disks at a discount of 28 to 30 per cent. The usual dealer discount of 40 per cent does not leave the firm enough to cover operating expenses, which is the reason the independent distributors and now a Columbia distributor have granted Wexler's and Jacobson's sub-distributing firms an extra discount.

Records ordered in carton lots from the Loucheim firm in Philadelphia are drop-shipped to Music Merchants by the Columbia plant in Bridgeport, Conn., in order to compensate the Philadelphia distributor for the extra discount furnished to Music Merchants and Philadelphia Music Mart.

As an indication that the purchasers of the disks from supermarkets and chains in the Philadelphia area are not the regular run of record buyers, is the fact that many of the purchasers do not know a 45 from a 78 or an LP, and are vague about prices of records, even including the standard 78 r.p.m. disk.

The Wexler type operation is one that has been desired for a long time by many distributors, who have been looking for a way to crack into supermarkets and chain stores which have not had, or have given up, records. These distributors, who have been looking about for wider record exposure, have been well pleased with the activities of the Music Merchants organization to date.

No Mention Of Brandon

NEW YORK, May 16.—Legitimovie-TV moppet actor Brandon de Wilde has now become a disk artist, tho his name is not listed on the label. It's on the new M-G-M dishing "Call of the Far Away Hills" sung by Ken Curtis. It happened like this:

Paramount Music's Ed Wolpin brought M-G-M Records a demonstration disk of Curtis singing the ditty based on the music from the Paramount flick, "Shane." The diskery's a.&r. chief, Harry Meyerson, decided to release the demo disk as a regular pop record if Wolpin could deliver those portions of the "Shane" soundtrack on which de Wilde cries, "Shane—come back Shane." Wolpin worked it out, and the disk is now available.

Revenue Rules On Amuse Tax

Continued from page 13

of contributions from income taxes. The bureau adds: "Good faith and reality are not ascertained by any mechanical or formalistic test."

Payments for an actor's services is considered part of his gross income and is taxable, the bureau believes, when "a radio sponsor or motion picture producer engages the services of an artist and by agreement with the artist turns over the payment for those services to a charitable organization designated by the artists."

In instances where the artist agrees to aid a charitable organization and the organization in turn offers the actor's services to a sponsor or producer for a price, "such arrangement often constitutes an attempt . . . to channel to an exempt organization income which would normally be that of the individual artist and thereby to avoid the percentage limitation on the deduction of charitable contributions," the bureau explained.

lishers to "prove" a new book. After it has been proved, then Pocket Books will issue the "reprints."

Bell disks will be available thru all the regular 150,000 Pocket Books outlets plus the regular retail record stores. Since all records will be fully returnable, the label will not use the trade term "release date" but consider the issuance of new records as "shipping dates."

Ready for distribution along with the disks will be two wire racks, a floor model and a counter model, each with 20 pockets. In addition, the label will make available at cost a newly designed three-speed demonstrator with a separate speaker. Equipment was designed and will be manufactured by the Dynavox Corporation.

BV&C Gets Essex 'Want Is a Chance'

NEW YORK, May 16.—Bregman, Vocco & Conn, Inc., has acquired from disker Dave Miller "All I Want Is a Chance," a tune written by Al Jacobs and cut by Dick Lee on Miller's Essex label. The publishing firm laid out a stiff advance and bonus for the copyright and is now setting other disks.

Italy Welcomes Sinatra Tour With Mezz Ork

ROME May 16.—Italian pop music circles are considerably excited about the current tour in leading cities of Frank Sinatra, who is being accompanied by Milt Mezzrow's orchestra. Altho he does not appear in Rome until May 18, advance reservations indicate that Sinatra is going to play to SRO audiences.

According to disk sales during the past few years, The Voice may be considered one of Italy's top American favorites, particularly among the younger folk and teen-agers. This will be the first time the kids will see and hear Sinatra, and they are going to pay from \$2 to \$6 for the privilege.

Sinatra arrived in Milan May 8, accompanied by his wife, Ava Gardner. He opened his tour at the Repossi Theater in Turin, giving four performances on Saturday and Sunday (9-10). On Tuesday (12) he did two shows at the Medica Theater in Bologna, moving on to Florence for another two days (13-14) at the Verdi Theater. Last night he was skedded to appear at the huge Mediterraneo Theater in Naples, and today and tomorrow he will give matinee and evening performances at Genoa's Augustus Theater.

Sinatra will finally come to Rome on May 18 and 19, when he gives four shows at the large Adriano Theater, a movie palace that has been converted into a concert auditorium for Sinatra's benefit. He will finish at the Manzoni Theater in Milan on May 20 and 21.

In addition to The Voice, the Sinatra show features the popular dance couple, Taps Miller and Della Grayson.

Mezz Mezzrow's band is composed of Buck Clayton and Big Chief Russel Moore on the trombones; Eugene Sedwick, sax; Kansas Field, drums, and Red Richards on the piano. The show was booked in Italy by Antonio Sbisà of Superproduzione Teatrale di Milan.

CRG and YPR Kidisks \$1.24

NEW YORK, May 16.—Effective July 15 the retail price of all 78 r.p.m. kidisks issued by the Children's Record Guild will be increased to \$1.24 from the former list of \$1.15. This, according to Irv Katz, general sales manager of both Children's Record Guild and Young People's Records, will now eliminate price confusion between the two lines by setting the tags for both at the same level. Simultaneously, the price for 45 r.p.m. pressings of both CRG and YPR disks will go to \$1.05. Formerly CRG disks were 98 cents, while YPR 45's were \$1.

On August 1, the two kidisk subsidiaries of Greystone Press will release an additional 40 titles on 45 r.p.m. A special 45 r.p.m. price promotion will be unveiled at that time. During the upcoming trade show of the National Association of Music Merchants, the diskery will also repeat its extended billing program of 30, 90 and 120 days which was offered last year.

Dean to Exhibit Audio Slave Amp.

NEW YORK, May 16.—A \$16.95 combination amplifier and speaker designed to be used with record player attachments will be unveiled at the Electronic Parts Show in Chicago, Monday (19). Manufactured by Dean Electronics, Brooklyn, N. Y., the device, known as an audio slave amplifier, operates on three tubes and features a five-inch speaker.

The firm will also show a de luxe model with an eight-inch speaker to retail at \$44.95. Other items in the Dean line are a series of portable phonos, a transcription-record player for \$74.95, an AC amplifier chassis for \$29.95, a calendar-clock intercom master and remote station for \$69.95, and a low-priced intercom unit for \$29.95.

MUSIC QUILTS PARIS' SOUL

PARIS, May 16.—Music may have charms, but officials of the National Railways of France do not subscribe to that theory. They caused the arrest of four members of an amateur barber shop quartet on Saturday (2), on charges of disturbing the peace, because their use of "blue" lyrics resulted in objections by fellow-passengers on the Paris-Strasbourg express shortly after it had left Paris. There was a battle royale. Railway officials played no favorites but arrested all participants in the melee. Train was delayed for nearly one and a half hours.

Music Sales Dip In First Quarter

WASHINGTON, May 16.—Sales of phonograph records, sheet music and musical instruments in the first quarter of this year were down 5 per cent below the corresponding period last year, according to a report by the Federal Reserve System this week. Sales during March were unchanged from the previous March. The Federal Reserve report was based on a survey of 120 major department stores, which also showed that stocks of phono disks, sheet music and musical instruments at the end of March declined 1 per cent below the previous year.

Sales of TV sets, radios and phonographs took a tailspin in March, running 6 per cent below the previous March. For the first quarter of this year, sales of these items were 7 per cent below the corresponding period of the previous year. Stocks were 3 per cent lower.

Wholesale prices of phono disks have remained stable, it was reported by the Labor Department's Bureau of Labor Statistics this week. Bureau's wholesale price index for April showed phono disks at 120.7, unchanged from the previous month. Current prices are running well ahead of prices prior to the Korean outbreak, according to the index. A similar trend was shown in wholesale prices of musical instruments, TV sets and radios, the bureau reported.

Tony Acquaviva to Be Joni Manager

NEW YORK, May 16.—Joni James this week acquired as personal manager Tony Acquaviva, who is better known as a tune-smith-arranger-disk artist. Following the severance of the deal between la James and Roy Rodde, the chirp's business activities had been handled by her attorney, Stanley Goldstein.

Both the chirp and her manager are M-G-M Records disk artists, tho Tony Acquaviva prefers to be known only by his last name on disk labels. He also manages Bob Haymes.

NY Ops to Display Decals and Stickers for Juke Box Week

NEW YORK, May 16.—The New York Automatic Music Operators Association thru its 180 members, representing 10,000 juke boxes in the area, is engaged in a drive to make the public juke box conscious during National Juke Box Week, starting May 24.

The NYAMOA is sending stickers and decals to all members for placement on their juke boxes. The stickers will read, "The Juke Box Industry's 65th Anniversary—Anytime is Playtime." The decals carry the legend, "Anytime is Playtime—Happy 65th Anniversary to the Juke Box Industry."

In a letter which was sent to all association members, Al Denver, NYAMOA president, said:

Letter

"We urge you to display a sticker or decal on every machine on your route. By doing so, you will be doing the industry and yourself an outstanding service that is bound to be reflected in your take in the weeks and months ahead."

MPA Convenes June 4 in NY

NEW YORK, May 16.—The Music Publishers' Association will hold its annual meeting June 4 at the Warwick Hotel here. Four new board members will be elected at the full-day confab, and the standard publishers in attendance will participate in an open-forum discussion on several important trade topics.

Morning session will be restricted to MPA members and devoted solely to association business. Four members will be elected to the 16-man board to replace those completing four-year terms. Outgoing execs are Donald Gray, of the H. W. Gray Company; Willard Sniffin, of Harold Flammer; Ralph Satz, of Chappell, and Guy Freeman, formerly of Leeds. The new board will meet the following day to elect officers. Leonard Feist, of Mercury Music, is now president.

Reports to be delivered during the afternoon session, open to all publishers, will cover the Copyright Act, production, trade distribution and consumer relations.

Northern May Get Award

NEW YORK, May 16.—Decca Records' publishing subsidiary, Northern Music, will receive triple damages, plus the statutory 2 cents per side fee, from King, Mercury and RCA Victor Records, if an award recommended by Special Master Edward T. Galloway in an infringement suit is confirmed by Judge Sylvester Ryan of New York Federal Court. The action was won by Northern last year.

The court found that Lois Music's "I Love You I Do" infringed on Northern's "Tonight He Sailed Again." Galloway recommended that Northern get \$8,300 plus \$24,900 from King, \$4,500 plus \$13,500 from Victor, and \$850 plus \$2,500 from Mercury. Defendant Lois Music is to pay up \$5,000, Broadcast Music, Inc., and Lois \$4,000 for performances, and Lucky Millinder, Sally Nix and Henry Glover for \$5,100.

Briggs Dance Pulls 32,000

DETROIT, May 16.—The Briggs Management Club's annual dance in the State Fair Coliseum and adjoining buildings Saturday (9) drew an attendance of 32,000, to become one of the biggest dance events of the year nationally. Over 50,000 tickets were sold for the event, tho many who bought tickets did not turn out. A strong array of prizes was offered, topped by an automobile. With tickets selling at \$1.20, including tax, the actual gross for the night was about \$50,000.

Following precedent, four name bands were booked for the event, playing in two pairs in each building—Les Brown, Ray Anthony, Tommy Dorsey and Don Pablo. All bands were booked thru the Delbridge and Gorrell Booking Office.

SWITCH: JOCK THROWS PARTY

NEW YORK, May 16.—A disk jockey, Fred Cole, of WHDH, Boston, surprised the music trade this week when he reversed all established practice and threw a party here for music publishers and artists. According to Cole, the jocks need the music men and the artists, or else there wouldn't be any work for jocks to do. Many a.&r. men, publishers and artists showed at the Cole clambake Monday (4) and thoroly enjoyed the affair.

Audio Awards Go to 8 Labels

NEW YORK, May 16.—Eight record manufacturers were given awards Thursday (14) by Audio Engineering Magazines as producers of the best records of 1952. The disks were singled out both for musical and technical excellence and covered the pop and classical fields.

At the same time, however, the publication blasted pop diskeries "for the incredible sloppiness that characterizes the great majority of these recordings." The awards committee tempered this somewhat by stating that the diskeries' "major markets are the juke box and the home consumer with an inexpensive and low-grade record player." This was apparent justification for "the myriad of unsatisfactory conditions found thruout."

The general run of classical releases was dealt with just as brusquely by the committee. "too great a percentage of the records submitted were incredibly poor musically and technically. These ... efforts were marked by distortion, surface noise, poor balance, simple inadequacy on the part of the performer, and in some cases, sloppiness," the committee charged.

Winning disks in the pop categories covered were: Dance, Billy May's "Big Band Bash" (Capitol); jazz, Duke Ellington's "Perdido" and "Take the 'A' Train" (Columbia); vocal, Perry Como's "Don't Let the Stars Get in Your Eyes" (Victor); musical comedy, "The Merry Widow" (Columbia); novelty, Les Paul and Mary Ford's "Bye-Bye Blues" (Capitol); folk music, Lopez Tehara's "Joys and Sorrows of Andalusia" (Westminster).

Classical winners in the several categories were: Symphonic, Westminster's recording of the Mahler 5th; chamber music, Columbia's complete set of the Beethoven String Quartets played by the Budapest Quartet; solo instrumental; Beethoven's 3d and 17th piano sonatas, played by Wilhelm Bachaus (London); vocal, "Folk Songs of Hungary" (Bartok); operatic, "Il Trovatore" (Victor). Twenty diskeries submitted records for consideration.

G. E. & Motorola Moving Into Hi-Fi

NEW YORK, May 16.—Two more major electronics manufacturers are moving into the high-fidelity sound reproducing equipment field. General Electric, which has previously issued hi-fi equipment, has added several items to its line. Motorola is known to be prepping a hi-fi phonograph for introduction this fall.

G. E.'s move puts it in direct competition with RCA Victor for the home hi-fi market. RCA will introduce a complete hi-fi line on Monday (18).

Hype Como Entry Via Time Check Slicing

NEW YORK, May 16.—In an attempt to further hype Perry Como's "Say You're Mine Again" disk, RCA Victor has cut a special deejay promotion record with the chanter which is currently being shipped to the diskery's field men and distributors. The disk has Como reading correct time announcements for morning deejays on one of the sides, while the flip has Como giving weather predictions, ranging from sunny and mild to cloudy and rain.

On a couple of the bands cut on the record Como also manages to read a direct cue into his new disk.

ASCAP-TV Action Seen

NEW YORK, May 16.—Events on the television-music front are expected to proceed at a more rapid tempo now that Judge Simon Rifkind has returned from a trip abroad. Judge Rifkind, who arrived from overseas this week, is expected very shortly to discuss with Judge Goddard, Southern District Court, the setting of a date for the motion to amend the Consent Decree. This motion was served in early March by the American Society of Composers, Authors and Publishers, upon attorneys representing 55 telecasters.

The motion by ASCAP asked that the decree be amended in two chief ways: (1) That the Society be not obliged to offer a per program license to any stations holding license to perform Broadcast Music, Inc., music; (2) That the Society, in the projected per program license, be permitted to tax revenue from the sale of spot announcements adjacent to ASCAP programs.

Against this background there are various current developments and negotiations. Chief of these are the negotiations now proceeding between the Society and the television networks looking toward a new blanket license; secondly, the recent request by the Society that the ASCAP membership renew the grant of broadened performing rights for TV until 1957. These rights, which actually constitute a wider definition of radio performing rights, were granted ASCAP by the membership several years ago when the first blanket license was negotiated.

Russ Weaver Ork To Play Ford Fete

DETROIT, May 16.—The Russ Weaver orchestra, plus two strolling combos, the Manny Lopez Trio, and Les Payne and the James Sisters, were booked for the 50th Anniversary Celebration staged by the Ford Motor Company at the Hotel Statler here last week, by the Delbridge and Gorrell Office. Ed Sullivan, who has the Lincoln-Mercury organization as a sponsor on his "Toast of the Town," brought in a special show for the occasion.

Delbridge and Gorrell have also booked the Fred Waring Orchestra and Glee Club, the Russ Weaver orchestra, for the formal dedication of Ford's new Engineering Building in the Westside suburbs, Wednesday (20).

Gimmix Bally RCA Platters

NEW YORK, May 16.—RCA Victor is involved in three different gimmick promotions on three pop disks. This activity, it is hoped, will move records from dealer shelves.

To hype the Perry Como waxing of "Say You're Mine Again," the label has sent deejays specially waxed voice tracks of Como reading weather and time announcements. Several of the voice tracks are direct cues into the singer's disk.

To stimulate sales on the Tony Martin recording of "Now Hear This," RCA Victor has sent out a bos'n's whistle and manual of official calls. Deejays are said to be making heavy use of the whistle to introduce the record.

Promotion for Ralph Flanagan's platter, "A-l-b-u-q-u-e-r-q-u-e," includes a special deal with the Sante Fe Railroad to bring an Indian up to Long Island in order to make Flanagan an honorary chief. This will take place when the ork plays a date at the Malverne, L. I., high school. Malverne is Flanagan's home town.

Ish Kabibble Signs With Detroit Diskery

CHICAGO, May 16.—Ish Kabibble has been signed to an exclusive recording contract with a new Detroit diskery, Motor City Records, it was announced here this week by Milo Stelt, of the Mutual Entertainment Agency.

Kabibble is set to do four sides before June 1 and will concentrate on reviving a number of oldies he did while with the Kay Kayser orchestra.

**CORAL BRUNSWICK
SIGN ARTISTS . . .**

Milt Gabler, Coral a.&r. chief, has packed the Charlie Ventura Quintet. The group includes Jackie Cain and Roy Kral, of the original combo. Ventura will also be used as sax soloist with other groups on the label. Newly packed to Brunswick is pianist Billy Maxtel.

**N. Y. DAILY NEWS
HAS MUSIC PIECE . . .**

The New York Sunday News of May 17 was scheduled to carry a two-page spread titled "The Search for the Money Song." A story about the music business, the piece is based on the tune, "The Money Song," written by Arnold Shaw, Duchess Music exec. The Daily News' piece carries the subhead: "Music Biz Sweats and Strains to Find That Million-Record Hit."

**HERMAN ANNIV.
CELEBRATED . . .**

Woody Herman's ork celebrated its 15th anniversary at the Roseland Ballroom here Friday (15) before one of the largest crowds ever to pack the huge ballroom. Woody was presented with a huge birthday cake by his fans in celebration of his anniversary.

**NEDICK PARTY SET
FOR MOONDOG . . .**

A most unusual switch will take place next Wednesday (20) when a press party is thrown for Moondog, itinerant musician and Mars waxing artist, at the Orange Room of Nedicks, Carnegie Hall, here. This is the first time that one of the hot dog chain establishments has been used for artist exploitation. The press party is being held there, according to a Mars exec, because "Moondog leads a simple life, eschewing spirits and tobacco, and the simple atmosphere of Nedicks, Carnegie Hall, is appropriate." Moondog will demonstrate and explain his instruments, the "oc," and the "utsu" and the "samiseh."

**BALKAN FOR NOVELTY
STANDARD DISK BIZ . . .**

Slavco A. V. Hlad, of the Balkan Music Company, Chicago, announced the company's entry into the American standards and novelty recording field. Balkan primarily was interested in foreign records. However, after the firm's release of "Misirlou," by Leon Barry, it decided to enlarge its field. The first release is scheduled for June. Latest foreign sides released by the firm are "Arrowhead Polka" and "The Bells Waltz," with vocals by the Kovich Sisters.

**MCCONKEY ARTISTS
IN NEW QUARTERS . . .**

McConkey Artists' Corporation, for many years at 127 North Dearborn Street, Chicago, has moved to new quarters in the Congress Hotel. Booking office's new location is on the hotel's mezzanine floor.

**FEATHERSTONE JOINS
RUSSELL OFFICE . . .**

Jimmy Featherstone, currently fronting the ork at Rudy Verderbar's O Henry Ballroom, Chicago, has joined Jack Russell & Associates as head of the booking office's music department. Featherstone, who will confine his band activities to club dates, also will assist Russell in Television bookings.

**EMORY U. GLEE CLUB
FOR EUROPEAN TOUR . . .**

Emory University Glee Club, Atlanta, under the direction of Dr. Malcolm Dewey, sails from New York June 10 for a summer concert tour of Europe. The group will sing in England, Scotland, Norway, Belgium, Germany, France and Italy. Part of the tour will be sponsored by the European Armed Forces Professional Entertainment Branch. In Brussels the men will sing July 9 for the final concert of the International Music Institute presented by the United Nations Educational and Scientific Cultural Organization.

Music as Written

New York

Fred Allers, new musical director of Starlight Operetta in Dallas, left for that city this week to start rehearsals for "Brigadoon." Allers was musical director of the show "My Darlin' Aida" during the run here. . . . Thrush Ruth Casey, recently packed by Decca, in Boston this week to plug her releases "Give Me Wings to Fly" and "A Broken Heart Must Cry." . . . A party was held this week at Lou Terrasi's Jazz Club in honor of Roy Eldridge, now appearing at the club. . . . Nat Cole, who recently underwent surgery, will leave New York Hospital next week to head for a rest at his home in California. . . . Fred Lowery has opened his own disk jockey promotion office here. . . . Gene Goodman hits the road for 10 days starting Monday. He will visit deejays in the Midwest. . . . The English music firm, Frances Day and Hunter, has taken "If Love Is Good to Me" from Redd Evans Music. Song has been waxed by Jackie Paris on Brunswick and Joe Marine on Decca. . . . Riverside Records, indie jazz diskery, will issue an album featuring "Jazz of the Roaring Twenties" next week, plus an album of "Rediscovered Fats Waller Solos." The latter sides are new waxings, made about 30 years ago but never before released. They were on piano rolls made by Imperial Industrial Company. . . . Sammy Kaye's latest Columbia waxing, "Orange Blossom Special," will be made the subject of a contest next week titled "Why I Want to Visit Florida." Winner of the contest will get two weeks in Florida, riding the "Orange Blossom Special."

Steve Sholes, RCA Victor country and western a.&r. chief, and Bob McCluskey, the label's country and western sales manager, have taken to the hinterlands again for a trek to Richmond, Va.; Charlotte, N. C.; Atlanta and Nashville. The pair will attend the May 26 Jimmie Rodgers Memorial in Meridian, Miss. . . . Quondam disk artists, Phil Rizzutto, Ralph Branca, Roy Campanella and Tommy Henrich, will make a guest appearance on the "Toast of the Town" TV show on May 31 to perform their Golden Records version of "Take Me Out to the Ball Game." . . . Coral Records has acquired four masters from Andy and Della Russell. The first disk is set for release on June 15. . . . Press agent Sidney Ascher has become personal manager for chirp Lori Taylor. . . . Ralph Marterie's ork opened at the Meadowbrook on May 12. . . . Singer Bobby Wayne is off on a whirlwind tour of major disk markets to hype sales on his newest Mercury waxing. The chanter will visit Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, Milwaukee, Washington, Baltimore and New Orleans. . . . Jack Rael is off to Ft. Lauderdale, Fla., to pick up a 34-foot Chris Craft which he and Patti Page have just purchased. Rael, replete with yachting cap and bos'n's whistle, will attempt to sail the craft back to New York via the inland waterways. A professional sailor will be aboard, however, in the temporary role of captain.

Decca Records will release the sound track of "Return to Paradise," penned by Dimitri Tiomkin. Disking will also contain narrative by Gary Cooper, starred in the flicker. . . . Coral has rushed thru a British recording of "Limelight," done by the Ron Goodman ork, for Parlophone. . . . Fred Tobias, who wrote "I'm the King of Broken Hearts" with his brother, Jerry, is engaged to Barbara Jo Green. The boys are sons of Charles Tobias, prexy of the Songwriters Protective Association. . . . The ditty, "If My Heart Had a Window," cut by Sandy Stewart

for Okeh, was purchased by Mills Music. . . . The Mutually Owned Society for Songwriters will hold its annual election meeting at the Woodstock Hotel, May 28.

Charlie Grean, free-lance a.&r. man, became the father of a girl Monday (11). . . . Lee Carter, who has been Duke Niles, secretary at Ardmore Music for the past two years, will marry Lt. Col. Alden Thompson, of the U. S. Air Force, Sunday (17). . . . M-G-M Records' "In the Mood" by the Elliott Brothers ork was selected hit tune for June by the Northern Ohio Coin Machine Operators' Association Hit Tune Party. . . . Cleffer Moe Jaffe and Chuck Goldstein's new ditty, "Hock Mir Nisht Kein Cheinik," has been sliced by the Four Chicks and Chuck on the Jubilee label. The literal translation of the title is "Chop Me Not No Teapot," but in colloquial language it means "Please Don't Bend My Ear." . . . The Belltone Recording Studio here had a serious fire Monday (11), but fortunately all the indie diskery tapes were saved. . . . June Anthony, young Cleveland thrush, has been signed by Okeh Records.

M-G-M Records has acquired several masters from composer-singer-conductor Denny Vaughan. First platters will be released June 5. . . . The same diskery has signed country and western artists Ernie Lee and Hardrock Gunter. Latter is a deejay, too, on WWVA, Wheeling, W. Va. . . . Annual poll run by deejay Lou Barile, WKAL, Rome, N. Y., came up with following winners: Joni James, Perry Como, Billy May, Julius La Rosa and "You Belong to Me." . . . "Retailing Daily" radio-TV editor, Martin P. Rosenblum, became a father for the second time. It's a girl, Lynn. . . . Capitol has signed West Coast singer, pianist and arranger Chuck Miller. . . . The diskery's a.&r. chief, Alan Livingston, returned to California Friday (15). . . . RCA Victor rushing special waxing session of the label's newly acquired group, Ames Brothers. Boys will cut Saturday (16) in New York. . . . Les Baxter in New York this week on tail end of his 19-day and 16-city promotion tour for his Capitol waxing "April in Portugal."

Chicago

Les Baxter, Capitol, in town on a deejay tour plugging his latest "Gigi," backed with "I Love Paris." Les heads back to New York from here. . . . Dan Belloc and his orchestra open at the Melody Mill Ballroom, May 23, for two weeks. Gini Patton does the vocals for the Dot crew. . . . Pete Hanley, Okeh, in town plugging "Big Mamou" in the company of Bob Devere.

Danny O'Neil, local deejay and singer, rushed to Paravant Hospital early last week for an emergency appendectomy. He expects to return to WGN in a week or two. Wife, Pati, take over the show in his absence. . . . Another Chicago dj, Jay Toppe, is getting the first release on his own tune this week. His "I'll Dream Tonight" was cut for Dot by Dan Belloc and his orchestra.

Trudy Richards in town on a deejay tour with her boss, Larry Newton, prexy of Derby Records. Trudy is plugging her waxing of "The Breeze." . . . Gertrude Neisen in town visiting her husband, Al Greenfield, owner of the Black Orchid, where the Mary Kaye Trio is appearing. . . . Howard Miller's television disk jockey show spots new talent. He is pushing the Hilltoppers' "I'd Rather Die Young."

The Mary Kaye Trio shortly will have four sides released by M-G-M. All tunes were written by Norman Kaye. . . . Carl Schreiber and his orchestra play a benefit dance in Forest Park next week, celebrating the return of a Korean prisoner of war, Ted Juern. . . . Dick Gray, Frank Loesser promotion man, in town on a deejay and operator tour plugging "Just Another Polka." . . . Jimmy Martin, local distributor, cut and leased four sides of his new discovery, Jane Kelly, to Randy Wood, of Dot Records. The four sides are "Love Me Now," "Truly Yours," "Now That I Know" and "When You're Out of My Sight, I'm Out of My Mind." . . . Teddy Phillips and his vocalist, Lynn Hoyt, in town with their manager, Al Trace, plugging their latest, "Cloudburst," backed with

"I Was Talking When I Should Have Been Listening," on King label. . . . Bob Hayes, composer and co-author of "Is It Any Wonder?" recently recorded and produced a session with Rocky Greco, with the masters going to Mercury. Bob cut two sides, doing the singing himself. Hayes owns and runs a dental laboratory here. . . . Tony Franchini, composer, author and violinist currently with Henry Busse, leaves that group May 21 to form his own combo. He took on Mac McCoy as agent.

Nationwide Records recently signed Jackie Van, local TV singer. Latest release of the new artist is "Call Me," backed with "Is It True?" Coming up for her will be "One Sided Love" and "Love Is Like a Flower." . . . Artie Shaw into Melody Mill May 22 for a one-nighter. Stan Kenton is due there June 14.

Eddy Howard is recuperating at his home. . . . Bobby Wayne, Mercury artist, in town working on his latest release, "Love Me," backed with "More Than I." . . . Art Talmadge, Mercury vice-president, spent three days in New York last week to confer with Richard Hayman and cut a session with Georgia Gibbs. . . . Jim Lowe was signed by Mercury.

Hollywood

An urgent plea for sheet music for use by G.I. talent in Korea was made last week in a letter to The Billboard. Persons having sheet music they no longer want are requested to send it to Sgt. Anthony L. Consentini, RA 191215375, Hq. Det. 2d Log Comd, Special Service (C), APO 59, c/o Postmaster, San Francisco. . . . Jimmy McHugh and His Singing Stars of 1953 open a two-week stint in the Ambassador's Coconut Grove Wednesday (20). Musical background will be supplied by Jack Fina ork, which will also play for the dance team of Raye and Naldi. Fina's ork follows Benny Strong. . . . Franz Waxman, Academy Award winning composer, starts scoring Paramount's "Elephant Walk" on June 10. . . . Re-signed to a straight two-year contract for Columbia Pictures is composer George Duning. Duning's compositions for two pictures, "Affair in Trinidad" and "Salome," were incorporated into a record album by Decca. . . . Ray Heindorf, Warner Bros.' music head, is back in town after receiving home-town (Mechanicsville, N. Y.) kudos. He's resumed scoring for two pictures, "The Eddie Cantor Story" and "Calamity Jane." The Los Angeles Philharmonic Orchestra will play all of this season's 24 concerts in Hollywood Bowl, starting July 14. Bruno Walter will be first conductor. Sir William Walton will come direct from London to conduct his own cantata, "Belshazzar's Feast." Other well-known conductors to appear include Dr. Otto Klemperer, William Steinberg, Gaetano Merola, John Barnett, Heitor Villa-Lobos, Erich Leinsdorf, Izler Solomon, Johnny Green, Alfred Newman, Arthur Fiedler, Pembroke Davenport, George Liberace, Miguel Sandoval and Victor Young.

Thrush Ellen Sutton's recordings are going international. After her "You Can't Buffalo Me" and "How Ya Gonna Keep 'Em Down on the Farm" were purchased by an English diskery, along comes Gavotte Records of Canada to buy the same tunes, along with four others. . . . Ray Bolger has canceled a June 2 opening at Hotel Sahara, Las Vegas, because of a

throat operation. . . . Eddie Truman has been given the music assignment for "Here's the Pitch," new TV package starring Wally Sherwin over NBC's Los Angeles station, KNBH. Show airs Saturdays. Truman is currently doing "Stairway to Stardom" on same channel and is a featured musician on the Monday thru Friday "Johnny Kirby Calling" over KECA-TV. . . . James W. (Sparrow) Tremblay, long-time prominent figure with such bands as Rudy Vallee, Duke Ellington, Mal Hallett, Tony Pastor and Jan Savitt, would like to hear from old friends and associates. He's at Olive View Sanitarium, San Fernando, Calif. . . . A new Modern Records discovery, Lucky Anois, of Kansas City, has cut his first sides for the diskery, "Crazy, Man, Crazy" and "Zig, Zag, Zaggin'." Modern has signed the former Decca artist for a year with a year's option.

Hartford

Jerry Wald and his orchestra opened the Sunday night dance season at the Lake Compounce Ballroom, Bristol, Conn. . . . Pianist Lillian Gillespie opened an engagement at the Crown Oyster House, Hartford. . . . The Ritz Ballroom, Bridgeport, Conn., concludes its season of name band attractions with Woody Herman and his orchestra Sunday night (17). . . . Max Kaminsky and his jazz orchestra, featuring pianist Cliff Jackson, went into a second week-end at Matarese Circle, Newington, Conn.

Philadelphia

Arcade label here records Al Rex for Eddie Khoury and Ronnie Bonner's "Paid in Full," backing with the same team's "Carryin' the Torch." Both tunes published by Arcade Music Publishers here. . . . Sylvan Levin, former conductor of the Philadelphia Opera Company, will be the maestro this summer at the Lambertville (N. J.) Music Circus.

Detroit

Gloria Marlowe, who appeared in "The King and I," opened Monday (11) at the Statler Terrace Room. . . . Jerry Harris, partner in Cadillac Music Publishers, Detroit firm, has taken over distribution of Cadillac Records, heading the new Cadillac Record Distributing Company as sole owner, for this purpose.

**Allen Records Names
Doraine Sales Head**

NEW YORK, May 16. — Victor Allen, topper of Allen Records, last week named Pete Doraine as national sales manager for the firm, and acquired four sides by purchasing masters from Bill Harrington, Buddy Kaye and Frank Stanton.

Doraine is currently setting up distributors for the label in many territories in preparation for the label's issuance of singles and albums in the pop, rhythm and blues and light classical fields.

The four masters all feature Harrington on vocal. Tunes were written by the Harrington-Kaye-Stanton team. First release couples "Wedding Day," based on the MacDowell "To a Wild Rose," and "Give Me Love."

CINCINNATI, May 16. — Edward Saphier, who recently folded his Westwood Music Company in Hollywood, is visiting relatives here prior to departing for New York June 1 to reopen his music firm on the same name.

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

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NEW FEATURE

Beginning in this issue, The Billboard will publish a box, Number of Releases This Week, which will summarize the number of records released weekly by every record label in the pop, c.&w. and r.&b. categories. This box will appear each week on the record review page. Starting with the May 30 issue record reviews will include the publisher and the licensing society of each tune. These two new features will replace and greatly expand the Music Publishers Record Scoreboard, which for the past year has been reporting the record activity of just six record labels.



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Victor Program

Continued from page 14

says the narrator, via a control system that is comprehensive, easy to maintain and foolproof. Films, projectors and instruction books are being made available to dealers thru local RCA Victor distributors who will arrange either group showing or filmings for individual dealers and their clerks. Projectors and film will also be available on loan to dealers.

Subjects covered in the "Profit Pointers" book include the market, buying, inventory, promotion, advertising and display, training clerks, selling, operating, history of the industry and the process of manufacturing a record.

The "Music That Sells" book, according to Victor, is an outline of "all you need to know about 'serious' music." It makes use of a plastic, ruled device called a "Selection spotter" originally trademarked by Broadcast Music, Inc., as a "Musicator." The selection spotter enables the user to locate any groove on LP and 45 r.p.m. records by groove number.

The book lists many RCA Victor classical albums and points out the portions of these records which can best be used to demonstrate the music to the customer. Clerks, by using the selector, can quickly locate the exact spot on the record for demonstration playing. Also explained briefly are the various musical forms, and composers' styles and techniques. Book also contains a glossary and pronunciation guide of musical terms, composers, compositions and artists.

In addition to the presentation of the sales training program, Victor distributors will now get a freer hand in disk jockey promotion and advertising. The diskery's new advertising and promotion plans call for a greater effort on the local level. Distributors will now handle a new Red Seal disk jockey service on the local level in addition to the diskery's "Music You Want" service on classical records.

Flanagan Ork

Continued from page 14

ulation centers without a typical one-nighter ballroom operation. If, however, the ballroom and other plans fall thru, then the Flanagan band will once again hit the road for GAC.

\$175,000 Gross

Meanwhile the ork continues on the one-nighter tour which started on March 1 following his Palladium date. Approximate gross for the first three months of the tour is said to be \$175,000. The second three months, as now booked, is figured to equal that figure. Since March 1, the band has played 86 one-nighters and has taken off only three days in March, one in April and two in May.

On June 1 the ork will play the first big-name band date at Blinstrub's, Boston. The only other location date coming up is two weeks at Lakeside Park, Denver, beginning July 29. The current schedule calls for 87 one-nighters from June to September, with one day off in June, two in July, and two in August.

With radio, record and one-nighter income, the band expects to hit a gross income of \$750,000 for 1953, biggest year for Flanagan since the band started in March, 1950. Among the key grosses hit this year were \$3,112 at Jansen Beach, Portland, Ore.; \$3,853 in Salt Lake City; \$2,746 in Fort Worth; \$3,243 in Fresno, Calif., and \$2,655 in Phoenix, Ariz.

Sterling Set-Up

Continued from page 7

ties, such as cartoons, features, stand-by shorts, and Westerns.

Stations will be offered a choice of any five 15-minute series in the "A" group at a package price 25 per cent lower than if series were purchased separately. Half-hour shows count as two programs. Sterling's "A" group includes "Armchair Adventure," "Fearless Fosdick," "The Paul Killian Show" and others.

The sustaining programing material—"Jonathan Story," Telecomics, "The Feminine Touch," etc.—will be sold by the hour, with stations buying 100 hours of programing on a year's contract. The specialty flickers, will be made available to stations on a

Labels Sprout

Continued from page 14

commercial standards, to bust thru with a hit in the r.&b. category. Nor does it necessarily take a very large firm or one that has been in business a long time. It is true that a well-known artist with a good blues item gets acceptance immediately and always has the power to break thru with a hit, but there are so few accepted artists that stick around very long in the field that newcomers have to break out.

A hit in the r.&b. field can go over the 300,000 mark, but such hits are most rare. And a so-so r.&b. record has a rough time selling over 1,000 platters, a poorer average than in other fields. A record that goes above 40,000 has to be considered a hit in the field, and one that touches 100,000 is a big hit. Yet the companies come in, and the list of r.&b. labels grows steadily, even tho it is probable that there are too many firms in the field today to have any share much of the small and intensely competitive market. The r.&b. field, however, remains alive, exciting and precarious.

Cleffers Challenge

Continued from page 14

not pass upon whether or not such assignment must be accompanied by an actual consideration, or advance payment.

The latter point is expected to be argued assiduously by the legal firm of Hays, St. John, Abramson & Schulman, representing the writers of "Gang." It is believed the legalists will contend that no separate consideration was advanced for the renewal rights and, therefore, that these rights are now the property of the writers.

Another factor seen at issue is the energy with which Bourne exploited the copyright. The writers charge that the publisher has not worked on the song for some time, and that they are entitled to a return of the copyright as a result of this alleged lethargy. It is their belief that in a court of equity this claim would receive due consideration.

Also to be argued is the allegation that the language used in the original contract did not contain an effective assignment of the renewal rights. Since many early writer-publisher pacts used similar language, the finding of the court in the present case could be far reaching.

Handy Bros.

Continued from page 14

Bennett for \$50 and the Bennett had Norton set it to music. Years later, Handy recaptured the copyright by purchase and renewal. Vogel, as assignee of Norton's heirs, asserted the claim is now disposed of by the present settlement.

The Norton version will sell for 60 cents to the retail trade and 30 cents to dealers and jobbers, and in lots of 1,000 at 27 cents. The settlement does not affect the use of the original "Mr. Crump" version, nor the J. Russel Robinson and other versions.

Modesty

Continued from page 7

Screen Story" for Chicopee Mills, Inc.

On the basis of station reports on tele-showings of the three films to date, Kaiser estimates that "The Guardian Angel" has reaped more than \$25,000 in free air time for Sikorsky, via 110 plays on 71 stations; "The Power to Fly" has chalked up over \$30,000 for United Aircraft via 181 plays on 107 outlets; and "The Screen Story" has garnered around \$17,500 of free air time for Chicopee via 111 plays on 92 stations.

pay-per-play plan as stand-bys, along with Sterling's regular package of 4,000 stand-by shorts, which stations are allowed to keep in their library free of charge paying as and only if they play.

In line with his new sales plan, Sterling prexy Saul Turell has also streamlined his pricing set-up, dividing the nation's TV stations into 15 major price zones, with New York City as number one, and number 15 made up of the smallest markets and struggling new stations.

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Hocus-Pocus

By BILL SACHS

RUSSELL SWANN and his assistant, **June Nolden**, postal from Malaga, Spain: "Here for two days on a Mediterranean cruise. Just left Casa Blanca, and Algiers is our next stop. Then Rome, Paris, and London for the Coronation." . . . **Dominique**, pickpocket magician, opened May 9 at the Continental Cafe, Montreal, on the same bill with **Nicholi Knight**, marionetter. . . . **True and Ade Duval** have just concluded a week at the Casino Theater, Toronto. . . . **Paul Hartman** is featured in his magic with the Hildagarde Concert Variety Show, which opened Monday (18) at Her Majesty's Theater, Montreal, for a week's stand at a \$3.85 top. . . . **Lucille and Eddie Roberts** and their eight-year-old daughter, **Patti**, were the subject of six columns of photos in the April 25 issue of The New York Journal-American: Labeled "Amazing Act No Magic to Stars' Daughter," the photo layouts depict Patti's helplessness to her parents' tricks and her faculty for keeping their secrets a secret. **Lucille and Eddie** closed Friday (16) at the Statler Hotel, Detroit, and May 26 begin a four-weeker at the Black Orchid, Chicago. . . . The veteran paper magicker, **Hal Haviland**, typewrites from San Francisco: "The new version of my 'Capers With Papers' act is now on film as a result of a recent appearance on the 'You Asked for It' television show. I am also using the new name, **Al Avalon**. Television seems to be the new outlet for magic talent. Years ago I used to practice in front of a mirror to get a desired sleight perfected. But it always took years to make certain that I had arrived at the desired result. It surely is different now. When they run off the film the results are often very startling." . . . **George Gardino** and members of his unit visited with the escapologist, **Doc Weiss**, and his assistant, **Miss Terry Lee**, during the latter's recent engagement at Green Acres Inn, Schenectady, N. Y.

HAVING outgrown the facilities of Colon, Mich., **Percy Abbott's** Annual Magic Get-Together will be held this year at near-by Three Rivers, Mich., August 31 thru September 5. In addition to better housing and eating facilities, the Three Rivers area offers greater recreational facilities, including golf and good fishing, Abbott announces. In addition, the Three Rivers Chamber of Commerce and the local businessmen are firmly behind the promotion, Percy says. . . . Members of the International Brotherhood of Magicians on the sick list are **Jack Miller**, who is at Medical Center, Baldwin and Montgomery streets, Jersey City, N. J.; **William Sayers**, care of Mary MacArthur Respirator Unit, 251 Forest Street, Wellesley Hills, Mass.; **Charles E. Bryant**, Ward B-610, Veterans' Hospital, Louisville; **Harry Roz-On**, 133 Woodlawn Avenue, Valley Stream,

N. Y., and **Jean Hugard**, 2634 East 19th Street, Brooklyn 29. Friends are urged to drop them a line. **Sayers** has been in an iron lung 10 months and is expected to remain there many more months. . . . **Tommy Dowd** held forth last week at the Gayety Theater, Montreal. . . . "Magical of 1953," annual public show staged by the Boston-Herman Hanson Assembly No. 9, Society of American Magicians, at John Hancock Hall, Boston, May 2, highlighted the magical dexterity of such top-notch performers as **Senor Torino (Tony Harydro)** and Company, the **Maginis, Albarnice, Neil Foster, Roy Benson, Karrell Fox** and the **Rigoletto Brothers and Mimi O'Connor Brothers and Ella**, dancing-instrumental trio, also appeared on the program. **Herman Hanson** directed, with **Roy Benson** serving as emcee. . . . **Jack Herbert** sez: "You can always tell if a magician is a Republican or a Democrat. Just notice whether he produces the rabbit from a top-hat or a Homburg."

PORTLAND RUSH

By the Drink Law Brings Out the Mobs

PORTLAND, Ore., May 16. — The novelty of the first legal sale of liquor by the drink in 37 years brought brisk business to Portland night clubs this week.

Inauguration of the new system Monday (11) found customers in numbers far heavier than normal and grosses considerably beyond the ordinary. The concensus was, however, that club operators could expect a tapering off in patronage as the novelty of drinks by the glass wore off.

The larger clubs found no necessity to change entertainment policy relying on the novelty of the new drinking to pull crowds. Smaller clubs, however, stepped up their show budgets with the hope of retaining as steady customers those who might be attracted out of curiosity. Some clubs which normally close on Monday nights stayed open to capitalize on the first-nighter surge.

Ice Revue Seg For Aquashow

NEW YORK, May 16. — Producer **Elliot Murphy** will add a large-size ice revue to his Aquashow this season. The Aquashow, which **Murphy** has been producing for the last eight years in Flushing Meadows, on the site of the old World's Fair Grounds, will consist this year of the regular water ballet, vaudeville acts and the blade show. In addition to this line-up, the 1953 edition of the Aquashow will also feature "Dancing Waters," the new mechanically controlled, illuminated fountain spectacle which premiered at the Music Hall here a few months ago.

The ice rink, now being constructed, is 50 by 30 feet and will be the first permanent outdoor ice rink in use in this area. Blade review will feature **Evelyn Chandler, Jerry Mapes, Jack Raffler** and a line of eight to 10 girls. The water ballet will consist of 24 swimmers, and will spotlight **June Earing, Bobby Knapp** and the **Aqua-Zanies**. Ork, with 22 men, will be conducted by **Max Meth**, who batoned the musical, "Pal Joey."

Murphy intends to integrate the rink revue, the water ballet and the dancing waters, into one huge spectacle for the coming show which tees off June 23 for the summer. He will produce the entire show, assisted by **Bert Milton** and **Lela Rolontz**.

EMA Sets Play Day

CHICAGO, May 16.—Entertainment Managers' Association will hold its annual Play Day July 9 at St. Andrews Country Club in near-by West Chicago. **Lou Breese**, local booker and ork fronter, is general chairman of the event.

SOME DECOR

Mercury Has Lush Set-Up At 730 5th

NEW YORK, May 16.—Mercury Artists can lay claim to being one of the top talent offices insofar as space and decorations are concerned. The outfit just moved to 730 Fifth Avenue, installed air conditioning, lush furniture, carpets and a pretty receptionist out front.

The new office that **Lenny Green** said set Mercury back \$75,000 also has an audition room with an elaborate p.a. system and a double glass wall. The p.a. is also piped into executives offices, so the brass can hear without looking.

The office will be headed by **Lenny Green**. Next to him will be **Jack Bertell**, then **Charlie Green** who will be in charge of the bands. (Bands are still the office's main income bearers.) Other personnel are **Larry Myers, George Drake, Al Barker, Roy Gerber, Norman Weiss** and **Don Coplon**.

The office is looking for additional personnel and is making a tie-up with a Chicago and a West Coast office.

Hutton Booking Causes Fracas

NEW YORK, May 16. — The **Betty Hutton** booking for the Desert Inn, Las Vegas, Nev., next July has started another fracas here, with at least one act refusing to be pushed back.

Jimmy Nelson, according to **Lou Cohan**, his manager, was booked last March for the Desert Inn. The deal called for \$4,500, two weeks, and 90 per cent of the billing, no matter who the star was.

When the room got **Miss Hutton**, **Nelson** was asked to postpone his date. He agreed if he got four weeks in the future but demanded payment of the original two weeks on a pay-or-play basis.

Confusion

Cohan blamed the **William Morris** office which, he said, handled the **Hutton** deal and also represents **Nelson**, for "messing things up." The **Morris** office disagreed with **Cohan's** version of the "mess." They said that **Cohan** set the original deal with **Frank Sennes**, Desert Inn booker, and when the **Morris** office spoke to **Sennes** about the **Hutton** date and the possible conflicts, **Sennes** assured them everything would be straightened out about the **Nelson** booking.

Joni James, handled by **General Artists Corporation** and also set for the same show, will probably be moved back without any difficulty.

Frank Sennes agreed that the **Morris** office had nothing to do with the deal. He said he himself talked to **Cohan** and agreed to play **Nelson**. **Sennes**, however, said that no contract was issued and the 90 per cent billing clause was certainly not part of any verbal deal.

Philly Signings

Continued from page 13

The Welfare Fund contributions were settled in the following fashion. Operators will have 90 days from the date of signing to come up with an accident insurance plan that will be equal to or better than the one now in effect thru AGVA. In the meantime, all performers will be covered by the \$2.50 per person contribution. In the event no agreement can be reached on the insurance, the entire contract can be cancelled after the 90 days on five days' written notice.

A TROA exec was asked why some of its members had signed when the previous TROA stand was that none of its people would sign individually. He replied, "They were shaky and were going to leave anyway; so we gave them permission to sign."

Lou Walters described the signing as "without significance." He said, "We got a 90-day armistice."

Burlesque Bits

By UNO

Mary Mack, Hirst circuit feature, has recently acquired a 40-capacity dining room she calls "The Twig and Leaf," in St. Matthews, Ky., a suburb of Louisville. . . . **Carmen Theater**, Philadelphia, heretofore playing vaude only, started a new policy May 13 of burly mixed with vaude for a week's trial. Openers were **Carol LeClaire; Meela the Peeler; Happy Hyatt, and Stan Stanley**, all booked thru the **Miller-Kaplan Agency**. Variety acts continue thru **Harry Beiben**. . . . **Nicki Vela**, with the **Rio-Brown** unit, will introduce next week in Newark, N. J., a new strip gown made by **Pal Brandeaux**, who's now out of the hospital but getting around on crutches, as the result of a fall three months ago. . . . The office of **Lou Miller-Eddie Kaplan's** agency in New York is in receipt of a telegram bearing the news of the death of comic **Harry Levine** on May 8 in Willard, O. . . . **Patachou**, French singing star, followed **Gypsy Rose Lee** as headliner into the **Gayety**, Montreal, May 4. . . . **Tony Knight**, with his burly gags and comedy, is drawing the crowds into **Abe Niemand's King Cole Show Bar** in Denver. . . . **Cheyenne, Wyo.**, apparently isn't as wide open as claimed as the city slapped a \$25 fine on **Wanda Lewers** for her show at the **Valencia Club**. . . . **Flash O'Farrell**, strip feature, and **Joe (Chubby) Bartolino**, manager of **Jess Mack's Managers Club bar** in

Newark, announced their engagement as of May 8. The wedding date will be set later. The romance started last summer in Atlantic City. . . . **Ann Begeen**, originally booked for two weeks, was held over and will complete a run of 10 weeks next month when the **Gayety, Norfolk**, closes for the season.

Valerie Parks followed **Betty Biddle** in as feature at the **Palace, Buffalo**, May 14. Summer stock show comprises **Bonnie Belle, Gaby Williams, Thea Cochrell, Red Marshall, Matty Matthews, Walt Collins** and a line of seven girls produced by **Russell LaVelle**. . . . **Milt Schuster** left his Chicago booking office for a vacation to California and other points west. . . . Miami niteries have **Ginger Lee** and **Toni Rave** at the **Gayety Club** and **Syeda** at the **Red Barn**, thru the local **Gus August** agency affiliated with the **Miller-Kaplan Agency** in New York, besides **Patti Lee** at the **Life Bar, Miami Beach**. . . . **Sammy Price** and **Betty Jo Morgan** are now in their third week at the **Dixie Club, San Angelo, Tex.**, after an **El Paso, Tex.**, date. . . . **Hermie Rose** closed at the **Rivoli, Seattle**, for a vacation. Continuing are **Everett Conway**, character man, and **Lee Stewart**, straight. . . . Opening at **Denver's Chez Paree** is baton twirler **Betty Lee** who just completed four months of road tour with the **Harlem Globetrotters**. Co-feature is **Ronnie Wilbur, strip**. . . . While in **Minneapolis, Mel Bourne**, comic, who opens in **San Francisco**, May 29, met an old friend, **Jean Coulter**, dancer, who was featured at the **Club Emerson** and who, after her **Midwest** dates, goes to **New York**. **For Bourne, San Francisco** will mean a reunion with his son, **Marvin, U. S. Navy**, who was erroneously reported killed in action off the **East Coast of Korea** last October and who is now at **Mare Island navy base in Frisco**. . . . **Benson and Mann** bowed at the **Seville, Montreal**, May 7. . . . **Dexter and Betty Maitland** replaced **Eddie Hayward** at the **El Ray, Oakland, Calif.** . . . **Buddie DuVall**, comic, is in his sixth week at the **Star, Portland, Ore.**

Detroit Fox in 2d Flesh Week

DETROIT, May 16.—Booking of **Lionel Hampton** and **The Dominos** to open Thursday (21) at the **Fox Theater** will bring stage shows for two weeks in a row to the big house for the first time in years, following the current booking of **Martin and Lewis**. Several other stage attractions are in prospect, but the house is still on a spot show policy.

All-time record was set for the 5,500-seater only last week when "Moulin Rouge" closed its sixth week, becoming the second picture to go over three weeks in 26 years of operation. **Martin and Lewis**, incidentally, hold the house record for a single week, setting a gross of \$136,809.47 in May, 1951.

Philly Casino Set Thru June

PHILADELPHIA, May 16. — The **Latin Casino** has its shows set until the end of June when it closes for the summer season. May 21 week will have **Peggy Lee, Archie Robbins** and the **Haydocks**, followed by **Gene Baylors, Beverly Dennis** and the **Tamards**. June attractions will be **Jean Carroll, Joanne Wheatley** and the **Rivieras, Will Mastin Trio** with **Sammy Davis Jr., the Four Lads, Mary Burton** and **Garner and Farrell**.

Face-Lift Set for Orleans Jung Spot

NEW ORLEANS, May 16. — The **Jung Hotel's Cotillion Room** will close on May 19 for a period of 100 days to undergo a transformation. The face-lifting job will include a new bandstand in the center of the room, new lighting, re-arrangement of the p.a. system, new air conditioning equipment and enlarging the place.

Talent booked for the fall includes **Hildagarde, Patti Page, Joni James** and **Les Cervetes de Espano**.



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MASS. SOLONS OKAY BOSTON ARENA BUY

Senate Committee Approves Measure To Set Up Operating Authority

BOSTON, May 16.—Purchase of the Boston Arena by a State-established authority for about \$315,000 has been approved by the State Senate's ways and means committee, it was announced Monday (11). Gov. Christian A. Herter has recommended the purchase.

The bill, which the committees okayed, provides for formation of a Boston Arena Authority of five members. The authority would

acquire and operate the building. Fund of \$450,000 would be appropriated to cover the purchase price and provide a capital fund for operation.

The Arena was sold to Samuel M. Pinsky by the Boston Garden for a reported \$245,000 last year. Appearing before the Senate committee last week, he set the \$315,000 price.

Restrictions Would End

Pinsky bought the building with the intention of converting it to industrial use; however, in January the mayor of Boston asked him to delay any remodeling or sale of arena equipment and a committee of businessmen conferred with him about the possibility of the city or State buying the building for use by school sports groups.

Pinsky's purchase agreement with the Garden provided that he could not use the building for circuses, rodeos, ices, professional hockey or school basketball. These restrictions would not apply if Pinsky sells the building to a governmental agency, it was reported.

Coronati Held Responsible for Stand Collapse

BALTIMORE, May 16.—Sonja Henie and her ice show corporation were not to blame when the seats collapsed just before she opened here in March, 1952. The Baltimore City Court here ruled this week.

The decision came after some five hours of deliberation on two weeks of testimony in a test case. It had been agreed in advance that the result of the test case would determine who was responsible for the collapse of the stands, and the jury's decision left the burden of the responsibility for the seating collapse on Edwin P. Coronati and his New Jersey amusements concern.

Between 250 and 300 spectators were hurt when the temporary bleachers fell. About 400 suits asking nearly \$6,000,000 in damages are on file against the ice star and her associates.

Attorneys for some of the damage suit plaintiffs and for Mr. Coronati indicated the jury's decision would be taken to the Court of Appeals at Annapolis.

WALL STREET JOURNAL EXAMINES EXPO FIELD

DALLAS, May 16.—The Wall Street Journal devoted its lead column feature space to the home show business for the issue of May 5, and most of the story was a description of operations of National Home Shows, Inc., of Dallas.

Also coming in for mention were Campbell Fairbanks Expositions, Inc., Boston; Fred Pittera & Associates, New York; Orkin Expositions Management, New York; Grover McDonald, Chicago and Dixon, Ill., and Frank Dubinsky Enterprises, Boston.

Journal staffer Charles N. Stabler Jr. said home show attendance this year would be close to 10,000,000 and that from 120 to 150 major shows were scheduled during 1953.

Requirements Outlined

Quoting a Godfrey show manager, H. F. Van Horn, Stabler wrote that an area population of 75,000 and exhibit space of at least 30,000 square feet for from five to nine days were basic requirements. From 60 to 200 exhibitors are necessary for success, depending upon size of the show, he wrote.

Van Horn was quoted as saying 90 days were needed to organize a show and that space rates were about \$1.50 per square foot at most shows. One-third of the space is reserved for aisles, to encourage free movement of the crowds. Van Horn limits stage attractions to 25 minutes.

An average show can be expected to gross from \$40,000 to \$50,000, according to the article, with 10 per cent of that coming from gate admissions.

WEST CANADA

Fernie, B. C., Makes Pitch For Arena

FERNIE, B. C.—The Fernie Arena Citizens' Finance Committee is making a house-to-house canvass to solicit pledges for donations to the building and artificial ice fund. It is also circulating a petition urging the city council to underwrite the artificial ice program to the extent of \$50,000. Arena operational costs during the past winter totaled \$2,597 and receipts were \$2,137, for a net loss of \$460.

Red Deer Seeks Ice

RED DEER, Alta. — City council is expected to make a decision soon on artificial ice for the Red Deer Arena. A report submitted to council estimated the cost at \$175,000. The local curling club is prepared to share in the cost. Arena revenue last season was slightly over \$9,000 and the committee estimates that with artificial ice the revenue would be \$17,000.

Plan Open Operation

BLAIRMORE, Alta. — Blairmore Arena, which incurred heavy damage recently when a large portion of the roof collapsed under a 20-inch snowfall, was damaged further a few days later by heavy winds. The loss was estimated at \$15,000. Plans now are to tear down what is left of the roof and operate an open air arena until funds can be raised.

Dance Round-Up Draws

CALGARY, Alta.—Second annual Canadian Square Dance Association "Stampede Roundup" was held recently in the Stampede Corral at the fairgrounds. Two-day event drew some 1,200 dancers from Western Canada, the Yukon and U. S. and was viewed by close to 6,000 spectators.

Ownership Transferred

PEACE RIVER, Alta. — Kinsmen club of Peace River has transferred ownership of the \$70,000 Memorial Arena to the town council because it has found it difficult to raise money for maintenance. Arena was built in 1945-46 and all construction debt has been paid. Council will rent the arena to the Kinsmen for an annual fee of \$1.

30,000 See Expo At Lynn, Mass.; All Space Sold

LYNN, Mass., May 16.—Third annual home show sponsored at the North Shore Sports Center here by the Chamber of Commerce drew 30,000 persons, it was announced this week by Larz J. Anderson, building owner-manager. All booth space was sold this year, while some space was vacant for last year's effort.

Roller skating continues at the Sports Center thru July 12, when ice will be put back in for the third summer ice season.

At Worcester, Mass., conversion of the Webster Square Arena to ice rink use has been started, Anderson stated. It will open in October for the ice season. Anderson also owns the Worcester building.

News Nuggets

NEW DANISH AUD IS PLANNED . . .

AABENRAA, Denmark.—Plans have been completed for construction of a multi-purpose exhibition hall costing \$181,250, of which the Danish government will provide 60 per cent of the cost. The building will have an auditorium seating 1,500 persons, with an adjoining foyer accommodating 300. In addition, it will have exhibit area, a theater and cinema and restaurant. Thru State or municipal co-operation with private enterprise, Denmark is rapidly building a large chain of multi-purpose buildings adapted for exhibitions, sports events, theater productions, concerts, movies, circuses, conventions and banquets.

SPIKE BLAMES POOR GATE ON TV . . .

SPRINGFIELD, Mass., May 16.—Lack of attendance during a three-performance stand here this week of Spike Jones' Musical Depreciation Revue could not be attributed to any specific cause, according to Jones.

The shows, sponsored by Melha Temple Shrine, drew the poorest crowds that could be remembered during the four times that the Jones aggregation previously played this city. Jones decried television as the cause of the poor box-office tally, and spoke of the

good houses enjoyed by the show to date. The show, heading back to its Los Angeles headquarters, will play Denver and Laramie, Wyo., en route.

SAN ANTONIO—Dude Skiles, manager of the Municipal Auditorium here, has announced that Roy Rogers, cowboy star, and his wife, Dale Evans, will appear at the Auditorium Saturday (23).

Dramatic & Musical Routes

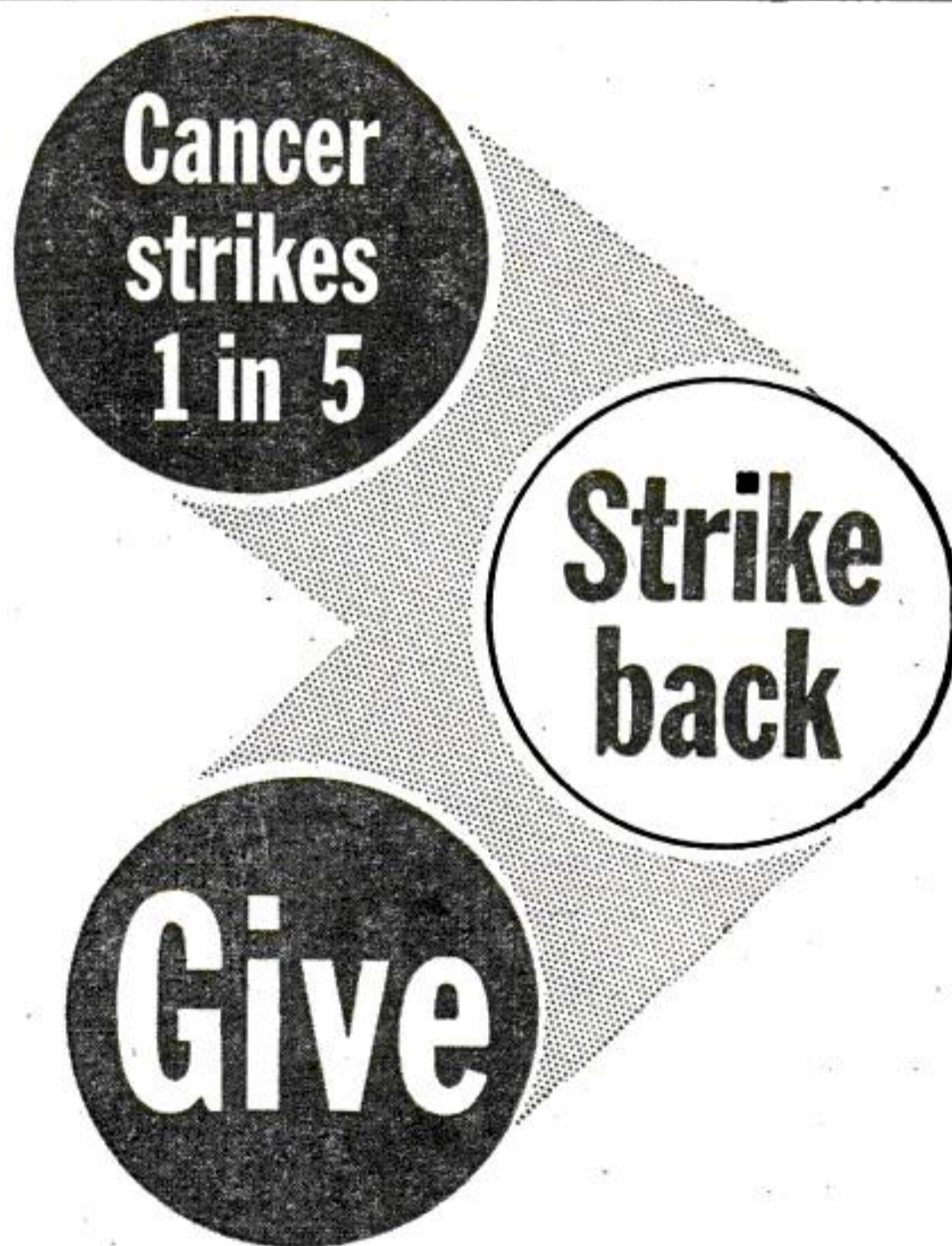
Borge, Victor: (Hanna) Cleveland.
Deep Blue Sea: (Blackstone) Chicago.
Dial "M" for Murder: (Harris) Chicago.
Fourposter: (Davidson) Milwaukee.
Gigi: (United Nations) San Francisco.
Good Night, Ladies: (Royal Alexandra) Toronto.
Guys and Dolls: (Temple) Tacoma, Wash., 18-20; (Auditorium) Portland, Ore., 21-23.
Love of Four Colonels: (Forrest) Philadelphia.
Maid of the Ozarks: (Selwyn) Chicago.
Me and Juliet: (Shubert) Boston.
Mrs. McThing, with Helen Hayes: (Cox) Cincinnati.
New Faces: (Great Northern) Chicago.
Pal Joey: (Shubert) Chicago.
Point of No Return: (Biltmore) Los Angeles.
South Pacific (New York Co.): (Boston O.H.) Boston.
South Pacific (National Co.): (Shubert) Detroit.
Stalag 17: (National) Washington.
Top Banana: (Curran) San Francisco.
Veloz and Yolanda: (Geary) San Francisco.

Skating Shows

Ice Capades of 1953: (Pan-Pacific Auditorium) Los Angeles 18-24.
Ice Cycles of 1953: (Coliseum) Marion, O., 20-24; (Sports Arena) Toledo 25-31.
Ice Follies of 1953: (Civic Ice Arena) Seattle, Wash., 20-31.

Miscellaneous

Miller's, Irvin C., Brown-Skin Models: (Carver) Wichita Falls, Tex., 20; (Rex) Tulsa, Okla., 21; (Aldridge) Oklahoma City 22; (Club Morocco) Little Rock, Ark., 23-24; (Townsend Park) Pine Bluff 25; (Blue Heaven) Marianna 26; (Plaza) Helena 27; (Savoy) Blytheville 28.



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Roadshow Rep

BYRON GOSH, who has had tent shows on the road for many years, is now located in Knoxville, where he operates the Auditorium & Fair Booking Company. His All-American Indoor Circus recently completed a successful tour of sponsored dates in Kentucky, Tennessee and West Virginia, he says. . . . "I've been busy with my wax show most of

A Score Settled



Sgt. Ronald E. Rosser
U.S. Army
Medal of Honor

WHEN his brother was killed in Korea, Sergeant Rosser re-enlisted. Several months later he, too, was in Korea—pinned down on a hill near Pongil-li by surprise Red fire. He saw it cutting up the platoon.

Suddenly he jumped to his feet, charged a Red bunker and cleaned it out. In a trench he dispatched five more enemies. Twice, under heavy fire, he returned for more ammunition, then renewed his attack.

His furious one-man fight ended with 13 enemy dead, the American platoon saved, and a score settled for Sergeant Ronald Rosser.

"When a man gets back from Korea," says Sergeant Rosser, "it does him good to see people—like you—investing money in our country's Bonds. Sure, Bonds are a practical way to save, I know. But they also help build production power—to arm, equip and protect men overseas. And that's proof to people like me that people like you really care."

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the winter, but I've found that this is tough country for shows playing smaller places since it was cold most of the time," letters **A. L. Monsone** from Challis, Idaho. "I did okay in spots where I had hustling sponsors, but all in all I don't recommend the winter as a favorable season for small orgs in this State. I have a new idea for a celebration and street show which I plan to try out as I move toward Montana where I spent the past three summers. I saw the **Chris Tate**, Eastern family show, at Lewiston, Idaho. It's the fastest little show I've seen in a long time. . . . **Walter Comerford** pens from Hermitage, Mo., that he's been active ever since leaving Florida about the middle of March.

EVERETT CROWLEY, currently in Woodward, Okla., will move toward Texas soon where he plans to spring with a merchandise tent org. . . . From Sedalia, Mo., **T. Y. Gregory** asks someone to send thru the roster of the Wallace Bruce Players of the early 1940's. . . . **A. N. Farnham**, who finished his school season recently, is in Terrill, Tex., framing a museum unit which he will work in Western Texas this summer. . . . **Ralph Weildorf**, who is headquartering in St. Louis, would like for someone to send in the roster of the **Billy Wehle** show of the early '40's or later. . . . **Ruffler**, hypnotist, reports slow business in Northern Minnesota, due in part to an unusually cold spring. He will return to Canada, as usual, for the summer. . . . The McCauley Family Show will start a jaunt thru the East Coast soon, playing Maine and New Brunswick for the most part. Unit is a three-cast show called "Jes So," featuring music and vaude numbers. Show also will play a number of resort hotels.

CARL WONSON reports from Cheyenne, Wyo., that he will spend the summer working stroller fashion in Northern and Central Wyoming. Wonson works merchandise in spots large enough to make a street showing. . . . **Terry Swartz**, who has been playing school dates in Northeast Oklahoma, plans to operate a platform show with opening scheduled for Joplin, Mo. Swartz says that he had a poor winter because of much inclement weather. He'd like someone to send in the roster of Billroy's Comedians of the early '40's. . . . **Bird's Show**, which has been off the road for some time, opened the season in Prosser, Idaho. . . . **Burton Cawley** will operate a summer circle out of Burlington, Vt. . . . **Eli Waldron** reports from New York that **Jess Bisbee**, owner-operator of J. C. Bisbee's Comedians, is in a Nashville hospital for treatment after suffering a heart attack.

A. B. LOCKE, of Providence, R. I., in reply to a recent inquiry made in this corner, submits the following names of minstrel shows which operated in 1900 and which also were prominent as roadshows: Frank Dumont's Minstrels, Quinlan & Wall, Al G. Field, Cohen & Harris, Gus Hill's, DeRue Bros., Culhane, Chase and Weston, LaBarr Bros., I. W. Marshall, Lucier's Guy Bros., Beach & Bowers, Coburn's Lassies White, Vogel & Deming, Primrose, Lew Dockstader's, Cleveland's, Haverly's Washburn's, Richard & Pringle and the Duncan Clark Minstrels, which was the only nationally known female minstrel show, Locke says. He says that the Dumont show was the only one which was not strictly a roadshow minstrel, it having been a Philadelphia institution for years. . . . The roster of the 1940 Allen Bros. Comedians, as submitted by **Ernest Murchile**, included **Jack Vivian**, owner-manager; **Irene Vivian**, Mr. and Mrs. **Walter Pruitt**, **Sunny and Dolly DuVell**, **Emile Conley** and **Daisy Johnson**. The season, says Murchile, was spent in Missouri and Arkansas.

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Drivin' Round The Drive-Ins

A JUNE 15 opening has been planned by the Manchester Drive-In Theater Corporation, Hartford, Conn., for its new 700-car capacity drive-in theater now under construction at Bolton, Conn. **Bernard Menschell**, of Community Amusement Corporation, Hartford, heads the firm. . . . **Willard B. Rogers**, former general manager of the Bond Hotels, Hartford, Conn., has canceled plans for the erection of a drive-in theater at Columbia, Conn., following banning of drive-in theaters by the Columbia Zoning Board of Appeals. Many residents in the town had protested against the project. . . . Officials of Sky Vue Drive-In Theater Corporation, Torrington, Conn., and Lockwood & Gordon Theaters, operators of several Connecticut drive-ins, listed in incorporation papers of a new Connecticut firm, Litchfield Hills Corporation, Winsted, Conn., filed with the secretary of state's office, Hartford. Listing subscribed capital as \$1,000, all paid in cash, the firm has as officers: President, **Vincent W. Youmatz**; secretary, **Henry A. Youmatz**; vice-president, **Sam Rosen**; treasurer, **Arthur Lockwood**; assistant treasurer, **Louis M. Gordon**.

THURMAN BARRETT has announced that construction has been started on 500-car capacity Pala Alto Drive-In at San Antonio. Barrett also owns and operates the Kelly Drive-In Theater there. . . . **Mr. and Mrs. George Reed** have opened the new 250-car capacity Antelope Drive-In Theater at Abernathy, Tex. They also operate the Nue-Vue Theater there. . . . **B. T. Holt** has been named manager Ford Drive-In Theater, McComey, Tex. . . . A 50-year charter has been granted by the secretary of the state of Texas to the Cedars Drive-In Theater Corporation, Beaumont. The charter authorized capitalization of \$1,000. Listed as incorporators were **Julium M. Gordon**, **M. L. Wertheim** and **H. E. Brunson**. . . . Construction has been started on the new Cherokee Drive-In Theater, Longview, Tex., which is owned by **William Goates**. The drive-in will be built with provisions for 3-D films when they become available. **M. B. Miller**, who recently purchased the Village Drive-In at Ennis, Tex., has re-opened the drive-in for the season. . . . Theater Enterprises, Inc., has opened three new drive-ins in Texas. **L. J. Piwetz**, manager, opened the Skyvue Drive-In at Lockhart; **Guy Moses**, manager, opened the Trail Drive-In at Stockton, and **Clifton Durham** opened the Marfa Drive-In, Marfa.

ELTON V. SAMUELS, owner of the Pontiac, Mich., Drive-In Theater, had the formal presentation of a Bronze Star made at the drive-in to a World War II hero last week. Presentation was made by the commanding officer of the Pontiac National Guard Unit, whose members attended in a body and with a complete turnout of color guard, armament and vehicles. . . . **Bob Ham**, manager of the Rogue Theater, Matador, Tex., has announced that construction has been started there on a new drive-in theater. . . . Remodeling of the Trail Drive-In Theater, Fort Stockton, Tex., has been completed, according to **G. C. Moses**, manager. Improvements included installations of more than 200 speakers, erection of a new screen, neon lighting on the front, a new box office, marquee, concession stand and general lighting of the drive-in.

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Mt. Vernon Award AOW Race Finals

ELIZABETH, N. J., May 16.—Jack Edwards, director of speed for the America on Wheels chain of rinks, announced June 6 as the date and Mount Vernon (N. Y.) Arena as the site for the grand finale of the chain's inter-rink racing league.

Following the contests, awards will be made in each class to the three top contestants in both the Northern and Southern divisions of the league. The America on Wheels and Harris team challenge trophies will be at stake in the contests. Both are now held by the club representing the Paterson (N. J.) Arena.

In the current league standing Paterson is far ahead of the field with 924 points. Its nearest competitor is Sinking Springs Arena, Reading, Pa., with 457 points, closely followed by Mount Vernon with 414. Trailing these three are Twin City Arena, Elizabeth, 358 points; Boulevard Arena, Bayonne, N. J., 351; Florham Park (N. J.) Rink, 320; Capitol Arena, Trenton, N. J., 160, and Peekskill (N. Y.) Arena, 74.

Empire State USARSA Meet For Mineola

MINEOLA, N. Y., May 16.—New York State championships of the United States Amateur Roller Skating Association will be held May 30-31 in Mineola Roller Rink. Winners will compete in the national championships in Dayton, O., the week of July 6.

Mineola will end its skating season June 13 with exhibitions by the Earl Van Horn Dance and Figure Skating Club champions. There will be special numbers, skating and dancing until after midnight.

Starting June 18 the rink will be open only three nights a week—Wednesdays, Thursdays and Fridays—during summer months.

Arena Equipment To RSROA Member

DETROIT, May 16.—Members of the Michigan Chapter, RSROA, met May 11 at Ambassador Rink, Clawson, one week following their regular meeting night which was postponed so that members could attend a sale at Arena Gardens, closed by owners Earl King and Fred Martin.

With the new highway usurping the Arena Gardens location, the owners held a sale of their equipment, which was bought up by other operators-members of the RSROA.

Members are planning to attend the regional association meeting in Dayton, O., June 21, reports Shaw Hakim, of Fairview Gardens. Michigan Chapter President Newton Clark, of Imperial Arena, Ypsilanti, announced that the next meeting will be held again at the Clawson Rink on June 1.

140G Outdoor Icery Mapped for Hub Area

BOSTON, May 16.—Final plans for construction of a \$140,000 artificial ice rink in the Blue Hills, first outdoor rink of its kind in this area, have been approved by Gov. Christian A. Herter. The Legislature has already appropriated funds.

The rink is planned to open in November. It will provide ice thru at least four winter months. The concrete slab will be available for other sports in remaining months of the year.

P. H. Skaters Click in Ohio RSROA Meet

CINCINNATI, May 16.—Six of seven unattached skaters entered by Lou Meyer, operator of Price Hill Roller Rink here, in the recent Ohio skating championships held at Skateland, Cleveland, won places in the competitions which were sanctioned by the Roller Skating Rink Operators' Association. The competitions were the first for Price Hill skaters.

Meyer equipped his skaters with uniforms and matching robes, and they responded by winning two first places and four second places. In racing Tom Cummins took the juvenile boys' Class A title and Tommy Miller won first place in the juvenile boys' Class B division. Also in speed skating, Charley Opelt placed second in the senior men's class, Betty Wheland took second place in the intermediate girls' division, and Betty Fagaly placed second in the juvenile girls' Class A bracket. Jerry Schwartz finished second in the diaper division free skating contests.

C. V. (Cap) Sefferino, manager, announced that a skating show will be offered May 24 at the rink in conjunction with conclusion of a queen contest the rink has been conducting for the past two months as a box-office promotion. The show will be presented under the direction of Donna Roach, who is putting in her first year as a professional at the Meyer rink, and will consist of 11 acts. Miss Roach is producing the show and has written the score for it. She also designed and made the costumes.

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The Final Curtain

REPORT FROM DENMARK

Copenhagen Plans Series of Festivals; Tourist Biz Good

COPENHAGEN, Denmark, May 16.—Copenhagen is planning a series of big festivals and celebrations, commemorating the 700th anniversary of its founding, for 1954. This season the city can safely count on record tourist business without any special bait, because Stockholm, Sweden, is also celebrating its 700th anniversary and both Oslo and Bergen, Norway, are staging huge international music festivals, which assures Copenhagen of its full share of summer business as almost all visitors to Norway and Sweden are obliged to pass thru here.

In the same block are other important spots, with dancing or entertainment, including the Stadil, Frascati's, Giraffe and Scandia. Other nearby cafes include the Ambassador, Atlantic Palace, Lorry and Valencia, as well as many smaller but good spots.

Improvements

Proof that business is good is the fact that most of the spots mentioned have, this past winter, been enlarged, many with costly improvements. The unusual feature here is that there appears to be no necessity for bringing in expensive name talent.

Name acts or bands are used when available at a salary not considered excessive. A reason for this is that all the spots have established prices for food and drinks and few appear willing to risk raising them to cover the cost of bringing in names. An exception is the Lorry cabaret, which sometimes uses Continental names or added attractions for one night or a limited period, and charges admission — about 20 cents — to help meet the budget. This room recently booked Boyd Bachman and his 12-piece band for four nights, in addition to its regular show. The band did big business. Bachman followed up his Lorry date by working two weeks — April 13-27 — at the Nygade Theater, where he drew capacity twice each night.

Copenhagen cafe shows are not sub-standard. All of them use excellent acts, bands and concert talent. The type of talent depends on the spot and the time of the year, as well as what talent is available. American vaude acts and American music are popular in most spots, and are used whenever available and within budget limit. Higher-salaried acts can get three or more months thru certain bookers, but this necessitates some knowledge of conditions on the act's part. It requires timing their dates so as to play good summer-only spots in Sweden and line up good-paying cabaret dates in Copenhagen and in Oslo, Norway, so as to avoid long jumps or breaks in booking.

Rome Club Opens Season May 25

ROME, May 16.—The Casina Delle Rose, Rome night spot, opens for the summer season May 25 with a number of international acts. While the opening show is not yet set, Casina op Tonino Silvestri said that Simon Morin will stage the spectacles.

Already signed for this summer are Charles Trenet, the London Empire Ballet, Italian musical stars Billi and Riva, American dancers Harrison and Fisher, Italian screen comic Macario and dancer Roxanne. Bernard Hill's orchestra will play for dancing, and Nino Brero's band comes to cut the shows.

Tax Hearings

Continued from page 1 — tax rates, the latter being 40th on the agenda list.

While the committee's timetable currently calls for submitting a general tax overhaul bill to Congress next year, several influential members of the Reed committee apparently are still determined to push for action this year on the Mason Bill to exempt movie theaters from the federal 20 per cent admissions tax. Movie interests, which presented their cause at a quickie hearing on the bill last month, are showing no let-up in their drive. Rep. Norris Poulson (R., Calif.) delivered a fresh plea for the bill on the House floor this week asserting that "the tax on movie tickets is a hardship on both the public and the industry. This tax on tickets affects not only the customers but it affects the entire industry," Poulson said. "It is a burden, and an unfair one."

Poulson went on to declare that "nobody can deny that the motion picture industry has been kicked around. Sure," he said, "some of the members of the industry were Commies and were exposed. You could put them in one eye too. Name an industry in which no Commies have operated. But the vast majority of all Americans, in the movie industry or out of it, are good, loyal Americans."

ADAIR—Jean, 80, one of the leading character actresses of the American stage, May 11 in New York. She had appeared in more than 25 Broadway shows in the last 30 years. Illness compelled her to leave the cast of "The Crucible" about 10 weeks ago. Her first experience on the stage was with stock companies in Canada, from which she was hired by William A. Brady to follow Irene Dunne in "Mother." Her New York debut was in 1922 in "It's a Boy," following this with successes in "Blessed Event," "The Show Off," "Murder at the Vanities," "End of Summer," "On Borrowed Time," "Good-Bye in the Night," "Star-Spangled Family," "Detective Story," "Bell, Book and Candle," and "Arsenic and Old Lace," among many others. A nephew survives.

BALINE—Benjamin M., 72, brother of songwriter Irving Berlin, May 12 in New London, Conn. He was not associated with show business.

CHARNOCK—Lewis, 57, April 17 at Chester, Pa. For a number

of years prior to 1919 he tramped with Ringling Bros.' Circus and later with Wheeler Bros.' Shows. He also served as steward on Charles Ringling's private yacht. An ardent circus fan and model builder at the time of his death he was ringmaster of Adam Forepaugh Ring No. 1, C.M.B. His widow and one son survive. Burial in Chester, Pa.

COMPTON—Lena, 50, at Richmond, Tex., May 4. A native of Fort Worth. Mrs. Compton was killed when struck by an auto while crossing the road in front of the Big State Shows lot in Richmond. She had been a concessionaire with the shows for many years. Surviving are her husband, N. J. (Curly) Compton; two sisters, Mrs. N. J. Sawyer, Corpus Christi, Tex., and Mrs. J. S. Newman, Tyler, Tex.; three brothers, Herman Meaxelle, Pasadena, Tex.; Arch Meaxelle, Frankston, Tex.; and Anthol Meaxelle, Corsicana, Tex. Burial in Union Springs Cemetery, Corrigan, Tex.

CRAIG—John C. Sr., 85, well-known creator of fireworks displays, at his home in New York Thursday (7). (Details in Outdoor section.)

DAVIS—Ennis, 50, educational director for the Fred Waring organization, May 8 in Monroe County General Hospital, East Stroudsburg, Pa., after a lengthy illness. He joined Waring in 1944 and also served as editor of "Music Journal." He authored books and articles on music education and had been a visiting lecturer and instructor in music education at college and universities thruout the United States.

DINTENFASS—Samuel, 77, pioneer in the motion picture business, May 6 at his home in Atlantic City. He and his brother, Mark A. Dintenfass, helped found Universal Pictures, Inc., but left the film business in 1911 to become a tire dealer in Philadelphia. Four other brothers and four sisters survive. Burial in Chevra Bikur Cholim Cemetery, Philadelphia, May 8.

FERARI—Joseph G., 85, retired lion trainer and circus owner, in New York May 9. (Details in Outdoor section.)

GIVLER—J. W., 76, purchasing agent for Kelly-Miller Circus, at Mayfield, Ky., Friday (8). He had been with Kelly-Miller for six years and previously was with Cole Bros. and Ringling-Barnum shows. Surviving is a brother, the Rev. Sam Givler, Ephrata, Pa. Burial was in Ephrata.

JADLOWKER—Hermann, 76, world-renowned Wagnerian tenor, May 13 at Tel Aviv, Israel. For the past 15 years he had been a voice teacher there. He was born in Riga, Latvia, and became a cantor. Later he joined the Berlin Opera Company and just before world War I he appeared several seasons here with the Metropolitan Opera Company. A protege of Cosima Wagner, he had a repertoire of 100 operatic roles at the height of his career.

JOHNSON—Arthur, 21, in Plainville, Conn., May 10. He was a stock car racer and was participating in a race at the Plainville Stadium when his car roared out of control and he was injured fatally.

JUST—Frank H., 81, editor and publisher of The Waukegan News-Sun and owner of radio station WKRS, May 10 in Waukegan, Ill. His widow, daughter and two sons survive.

KENT—Crauford, 72, veteran film actor, May 14 at his Hollywood home. He started in the motion picture business in 1915 and continued to appear in character roles until his death. Among his more notable screen credits were "Mutiny on the Bounty" and "Bengal Lancers." He also was a nationally known tennis official.

KERNS—Kenneth, truck driver for Mills Bros. Circus, in an accident near Erie, Pa., Wednesday (13). Identification was made by the coroner. Kerns was from Chicago.

KIRK—Edward Afton, 78, former secretary of Glenn County Fair, Orland, Calif., in Redding, Calif., May 11 following a long illness. He helped organize the Orland Fair in 1918 and served as its secretary until 1930. (Details in Fair Department.)

KROPP—Charles F., 82, retired sports announcer, May 8 in Yonkers, N. Y. He had been a theatrical stock company actor and later lectured on boxing before announcing sports.

KORSON—Louis, 87, one of the founders of Masterpiece

Film Attractions, Philadelphia, May 1 in Los Angeles. He was once a part owner of the Equity Theaters in Eastern Pennsylvania until the circuit was sold to Warner Bros. Until a few years ago he owned the Trio Film Exchange, Washington. His widow, three daughters and three sons, including Dave Korson, sales manager for Columbia Pictures in Philadelphia, and Max Korson, with Warner Bros., Philadelphia, survive.

LANDINO—Bernard, voice teacher and former leading Metropolitan Opera tenor, in a private hospital in Hollywood May 11. He was a veteran of operatic roles at the Met and in London, Paris and other European capitals. During his boyhood in Cleveland he had been called the Newsboy Tenor. He toured with the Mascagni Opera Company in Europe and South Africa. He studied later in Milan with Carlo Schneider and Emma Nevada for eight years. Surviving is a sister, Mrs. Mary Cohen.

LIFSHEY—Oscar, 65, for the last 20 years pianist for the Corps de Ballet of Radio City Music Hall, May 8 in New York. He had been a child pianist with youth orchestras and a pianist for Florenz Ziegfeld and Richard Herndon, producers. He had also accompanied Pavlova on her American tours. His widow, daughter, brother and sister survive.

LOVE—Mabel, 78, internationally known music hall beauty, on May 15 at her home in Weybridge, England. She was famous as one of London's music hall "Gaiety Girls" of the '90's and later appeared as a prima ballerina at Covent Garden and principal dancer at Drury Lane Theater. In 1895 she made a hit in "His Excellency" on Broadway, returning in 1911 in Shaw's "Man and Superman."

LUEDTKE—Oscar Frederick, 48, veteran film studio grip with Paramount and Warner Bros. for 25 years, May 10 at Cedars of Lebanon Hospital, Los Angeles. He was born in Woodbury, N. J., and went to Southern California 30 years ago. He resided in Burbank. Surviving are his widow, Jessie; a son, Oscar III, and a sister, Mrs. Mary Bootz. Interment in Valhalla Memorial Park, Los Angeles.

LUNDQUIST—Georg, 84, one of Sweden's leading music dealers and concert booking agents, in Stockholm May 7. In 1894 he took over the music store and concert booking agency of his father, Abraham Lundquist.

MAJESKE—Stella, wife of Phil Majeske, projectionist at Roxy Theater, Detroit, April 29 in that city. Also survived by a son, Rudolph. Burial in Oakview Cemetery, Detroit, May 2.

NICKS—John Skinner, 72, who performed with Buffalo Bill's Wild West Show prior to 1905, at his home in Grand Coulee, near Regina, Sask., April 27. Survived by two sons and a daughter.

PANELLA—Frank A., 75, Pittsburgh band leader and composer who wrote "The Old Gray Mare," May 10 in Pittsburgh. Among other numbers which he composed was "On the Square March." Besides being a member and personnel manager of the Pittsburgh Symphony Orchestra for many years, he established the Panela Music Publishing Company.

ROBINSON—James H., 70, retired rodeo performer and Western band leader, May 7 in Sacramento. Using the name Tex Jim Robertson, he competed in steer and bronk riding and other events and performed at the State Fairground in that city. As the leader of Western bands, he appeared in Texas and California. He also appeared in several movies and did radio work before a throat ailment impaired his voice eight years ago. Survived by his widow, Coralla; a daughter and an adopted brother.

ROSENTHAL—Harry, 60, widely known composer, orchestra leader and pianist, apparently of a heart attack May 11 in the home of TV Producer H. L. Logsdon, Beverly Hills, Calif. Rosenthal was a native of Belfast, Ireland. In 1930 he became a theatrical celebrity when cast as the wisecracking pianist in Ring Lardner's play, "June Moon." He later played in various motion picture roles in addition to playing the piano with his own orchestra in many of the nation's top entertainment spots. He had a fabulous musical memory, being able to immediately play any of 5,000 popular tunes as well as many classical numbers. At a reception given in 1924 by George M. Cohan, Will Rogers and Marie Dressler, for the then Prince of Wales, the royal guest was so pleased Rosenthal was invited to accompany the prince's party on a good-will tour of the world. He also was known as a composer and wrote five operettas in London around 1925, including "The Ramboula," "Sky High Revue" and interpolations for Lehár's "Clo-Clo." He is survived by his widow, Marjorie, and two brothers, Max and Moe. He resided in Philadelphia.

RUMMEL—Walter, 69, composer and writer of articles on musical topics, May 2 in Bordeaux, France. Rummel was a grandson of Samuel Morse, American inventor. He was born in Berlin but went to the United States at an early age and became an American citizen. He returned to Germany and acquired German citizenship.

SANTLEY—Frederic, 64, musical comedy headliner for more than 50 years, a vaudeville song and dance man and stage and film actor, May 14 of a heart ailment. He was the brother of TV Producer-Director Joseph Santley. His stage debut was made at the age of four. Later he appeared with Maude Adams as a child in "Quality Street" and "Peter Pan." Other prominent roles followed, including the plays "Billy the Kid," "The Moulin Rouge," "When Dreams Come True," "Wife Hunters" and "Little Miss Fix It" with Alice Lloyd. He returned to the stage after three years in motion pictures to appear in "Kiss Me Quick" and "The Cohan Revue," among others. After World War I he starred in several George M. Cohan shows, including "The Royal Vagabond." He went to Hollywood in 1930 and appeared in such films as "Leathernecking," "Morning Glory" and "Such Women Are Dangerous." Survivors include his widow, Mary, and a daughter, Lucy.

IN MEMORY
of our beloved Son and
Brother
**OTTO
BEROSINI**
May 25th, 1950
The ones that loved
you will never forget.
Mr. & Mrs. Joseph
Berosini & Daughter



ELI N. LAGASSE
founder of
LAGASSE AMUSEMENT COMPANY
Haverhill, Mass.
died May 26, 1949

In Loving Memory
Of Our Beloved Father, Father-in-Law, Grandfather
P. M. MOSER
Who Passed Away
May 19, 1952
IVANELL, CECIL, JAMES
and JOHN LEE GOREE

My Heartfelt Thanks
To all who extended comforting sympathy and help in my recent sorrow. For the beautiful service, floral offerings, and other kindnesses, I am deeply grateful. Especially do I wish to thank the women of the Lone Star Club for their many expressions of kindness.
Mrs. Sadie Emswiler

IN MEMORY OF
JOHN W. (DUTCH) GIVLER
Purchasing Agent with Al G. Kelly and Miller Bros.' Circus
WHO DIED OF A HEART ATTACK THURSDAY MORNING, MAY 7, AT MAYFIELD, KENTUCKY.
BURIAL AT EPHRATA, PENNA., MAY 12.
Employees of Al G. Kelly & Miller Bros.' Circus

SANTLEY—Frederic, 64, musical comedy headliner for more than 50 years, a vaudeville song and dance man and stage and film actor, May 14 of a heart ailment. He was the brother of TV Producer-Director Joseph Santley. His stage debut was made at the age of four. Later he appeared with Maude Adams as a child in "Quality Street" and "Peter Pan." Other prominent roles followed, including the plays "Billy the Kid," "The Moulin Rouge," "When Dreams Come True," "Wife Hunters" and "Little Miss Fix It" with Alice Lloyd. He returned to the stage after three years in motion pictures to appear in "Kiss Me Quick" and "The Cohan Revue," among others. After World War I he starred in several George M. Cohan shows, including "The Royal Vagabond." He went to Hollywood in 1930 and appeared in such films as "Leathernecking," "Morning Glory" and "Such Women Are Dangerous." Survivors include his widow, Mary, and a daughter, Lucy.

SHAMWAY—Peter L., 59, motion picture technical representative for photo products of DuPont Corporation, May 12 in Hollywood. He was a native of Russia and had lived in Hollywood for 41 years. Shamway was a member of the Academy of Motion Picture Arts and Sciences. Surviving are his widow, Edythe; two daughters, Mrs. Riva Lita Leviten and Rosanna Shamway; a son, Jack, and a granddaughter, Ruth Edythe. Interment in Hollywood Cemetery.

SOMMERS—Harry G., former theater treasurer, May 14 at his home in New York. He was treasurer of several Chicago theaters and later managed the Knickerbocker Theater, New York, until it was razed in 1930. He later handled the sale of the New Amsterdam, Selwyn, National, Lyric and Hudson theaters in New York for various banks. He was a charter member of the Friars' Club and belonged to the Players, Lambs and Sky-Top clubs. He was vice-president of the Actors' Fund of America, of which he was a member since 1895. He is survived by his widow, a son, daughter and sister.

STERLING—Arend J., 70, veteran park man, at Vero Beach, Fla., May 12 following a heart attack. A certified public accountant, he was associated with the Fred W. Pearce Enterprises since 1919. He retired July 1, 1952. He also served as a director of these companies, operating Excelsior Park, Minneapolis; Walled Lake, Detroit, and numerous individual park operations in other parts of the country. He is survived by his widow, Sarah; two sons, Arend J. Jr., of Detroit, for several years a concessionaire at Walled Lake; Robert, of Rochester, N. Y., and a daughter, Mrs. Fred Grover, of Hartford, Wis. Interment in Vero Beach.

STRASSBURGER—Karl, 56, one of the leading circus owners of Europe, in Trelleborg, Sweden, May 7. Survived by his widow and daughter.

SWANN—James T., 67, a director of the Florida Fair Association, Tampa, and one of the State's leading citrus and industrial developers, suddenly May 10 in Dandridge, Tenn. A leader in fruit growing and real estate, Swann also was president emeritus of the Florida State Golf Association at the time of his death. Surviving are his widow, a son, and a daughter.

TAILLON—Angus D., 65, long-time stand-in for film actor Barry Fitzgerald, some time during the week of May 4 of natural causes in the Fitzgerald Hollywood Home. He became Fitzgerald's stand-in in 1938. Prior to that time he played bit parts in motion pictures at various studios, including Paramount, Republic and RKO. He was a member of the Screen Extras Guild and Screen Actors' Guild. He was born in Ontario, Canada.

VENSEL—Ethel Robbins, 83, wife of Charles (Brady) Vensel, general superintendent of Mills Bros., Sunday (3) at Buffalo. She had been a circus aerialist for many years and later filled non-performing circus posts. Burial at Franklin, Pa. (Details in Circus Section.)

ZIMMERMAN—Mrs. Marie K., 88, concert singer, May 10 at the Presser Home for Retired Musicians, Philadelphia. During her career she toured the U. S. and Canada with orchestras and small concert groups. She gave the first performance with an orchestra of the famous "Depuis le Jour" aria from "Louise" at the Worcester, Mass., Festival some years before the opera was produced. She also sang the soprano role in the Philadelphia premiere of the Verdi Requiem in the Academy of Music April 29, 1908. She was the widow of Edward M. Zimmerman, who taught her voice. Two daughters and a granddaughter survive.

ZIV—Mrs. Rose Silverglade, 69, mother of Frederic W. Ziv, president of the Frederic W. Ziv Company, radio and TV show packaging firm, May 15 in Jewish Hospital, Cincinnati. In addition to her son, Mrs. Ziv is also survived by a daughter, Mrs. Larry Blumenthal, Cincinnati, and four grandchildren. Services May 17 and burial in United Jewish Cemetery, Cincinnati.

Freak Rail Mishap, Rain Causes Time Loss to A. C. of A.

Blow Washington Park Opening Night Due to Eight-Hour Delay on Move In

EAST ST. LOUIS, Ill., May 16.—A freak train mishap and heavy rain marred the week for the Amusement Company of America, which tonight winds up what was scheduled for a six-day stand on a new lot at near-by Washington Park.

En route here from Hot Springs the show train was delayed eight hours about 50 miles south of here when trapped by the wreckage of a freight train derailment in which 37 freight cars were strewn across the tracks.

After waiting for the go-ahead sign, the show train was ordered to proceed at two miles an hour and pass under some telescoped cars which barely permitted a foot clearance over the show train. As the ACA rail equipment inched thru the area, one of the telescoped cars fell landing on two show wagons.

Rides Escape Damage

Fortunately, tho the wagons were damaged, the contents—Merry-Go-Round scenery in one and parts of the Octopus ride in another—escaped unscathed. Fortunately, too, the train was moving at so slow a pace that the train was halted quickly before further damage was done.

And, more fortunate still, the load in the freight car—hand grenades destined for Korea—failed to give any trouble.

To lift the box car off the show train, it was necessary to disconnect the rear portion of the train and move a heavy crane car into position and lift the box car out of the way.

The eight-hour delay caused the show to blow its scheduled Monday night (11) opening at Washington Park. Most of the show equipment was up and ready to go the following afternoon but a heavy two-hour rain mired the

John C. Craig, Pyro Creator, Dies in N. Y.

NEW YORK, May 16.—John C. Craig Sr., internationally known creator of fireworks displays, died Thursday (7) in his Staten Island home at the age of 85.

He was called out of retirement in 1939 to serve as fireworks consultant to the New York World's Fair where he ruled out the use of dangerous chemicals, so that most Fair displays were noiseless, beautiful and safe.

Born in England, he started his career in the London fireworks factory of his great-great grandfather. He came to the U. S. in 1888 as technical supervisor of the firm's Brooklyn subsidiary, the Pain Fireworks Company, which was dissolved in 1927.

Staged Spectacles

His entire career, save for a few years as a motion picture theater operator in Memphis after 1912, was devoted to fireworks. His first important venture in New York was the creation and operation of spectacular displays at Coney Island's Manhattan Beach in 1891, including the "Eruption of Mt. Vesuvius" and the "Fall of Rome."

He directed the fireworks at the Golden Gate Exposition of 1889, the golden jubilee of Queen Victoria, the Chicago World's Fair of 1893, the inauguration of President McKinley in 1897 and the St. Louis Fair of 1904.

In St. Louis, he produced the biggest single display of his life, and it included 1,000 bombshells and later a \$55,000 galaxy that took three days to run off. He

(Continued on page 27)

lot. When the rain abated, several loads of shavings were used and, even tho the weather was cold and the skies threatened, a fair-sized throng turned out.

A heavy rain washed out Wednesday night and Thursday night was cold and that, plus a muddy lot, prevented much of a turnout. Indications were, however, that the lot would prove a good one if the show were given good weather on the final two nights.

New Policy

The ACA inaugurated its new policy of presenting a free act here, with Wilno, the cannon act, presented nightly. At the act's first appearance, it was apparent that a considerable number of the patrons had been lured by the act.

In line with the new free-act policy, the show upped its gate here to 25 cents for adults, 14 cents for children. This contrasts with 14 cents for adults and free admission for kids, the previous gate policy. There appeared no resistance to the new admission scale, and show execs were confident that the act would more than pay for itself at still dates.

In line with the show's policy, winter quarters' work had been devoted largely to overhauling motors and making essential repairs, with the painting and re-

(Continued on page 33)

J. G. Ferari, 85, Trainer, Show Owner, Dies in NY

NEW YORK, May 16.—Joseph G. Ferari, retired animal trainer and former carnival and circus owner, died Saturday (9) in St. Vincent Hospital, State Island, at the age of 85, after a long illness.

Born in Leeds, England, in the third generation of a circus family, he came to the United States in 1895 and organized an animal show in partnership with his brother, the late Francis Ferari. Subsequently, their animal shows and carnivals toured this country, Canada, Cuba and Puerto Rico, and one was an attraction at Coney Island prior to his retire-

DODDS SPEARHEADS DRIVE TO EXEMPT GRANDSTANDS

IAFE Rep, Hamid Express Hope That Tax Will Be Lifted This Year

NEW YORK, May 16.—An effort to secure clarification on tax exemptions as they apply to agricultural fairs is being spearheaded by Bligh A. Dodds, chairman of the government relations committee of the International Association of Fairs and Expositions.

Dodds and George A. Hamid, a member of the fair group, are hopeful that the present law exempting agricultural fairs from paying the 20 per cent federal tax on gate admissions will be interpreted this year to include the admissions paid to grandstands.

The case for the exemption of fair grandstands was outlined last week by Dodds in a letter to T. Coleman Andrews, commissioner of Internal Revenue Bureau. Dodds and Hamid were granted an interview by Andrews several weeks ago after having met with Rep. Daniel Reed, chairman of the House Ways and Means Committee, and other influential members of Congress.

Hamid Optimistic

After these meetings, Hamid said that he was hopeful that the tax on grandstand admissions

would be lifted this year thru a broader interpretation of the existing law. Dodds, with a background of many years of political activity in New York and Washington and the leader in the battle to have the tax eliminated from grandstand admissions, also expressed the hope that success would be achieved this year but refrained from prognosticating.

In his letter to Andrews, Dodds pointed out that the IAFE represented the 2,500 agricultural fairs in the nation which, he said, were operated for the advancement of agriculture.

Dodds wrote that it was probably the understanding of Representative Reed, as well as himself, that under the provisions of Section 1701 (b) of the Internal Revenue Code, as amended by Section 402 of the Revenue Act of 1951, that the exemption clause would be interpreted to include admissions to both gate and grandstands at fairs, if both operations were under the direct and complete supervision of the fair.

Interpretation Varies

It was pointed out that the in-

(Continued on page 28)

Balmy Week-End Aids Eastern Units

All Funspots Score Best Takes To Date as Skies Finally Clear Up

NEW YORK, May 16.—The East basked in warm sunshine and temperatures that reached 80 degrees last week-end, as amusement operators received the first decent weather break of the season.

After being plagued by rainfall that broke 60-year records for the first four months of the year, amusement interests finally were able to uncover rides and attractions and let damp canvas dry in the warm sun. While some previ-

ous week-ends had sometimes provided one day or part of a day of decent weather, the fair weather began this time on Friday, with temperatures in the high 70's, and continued thru Saturday and Sunday for the first full week-end of good weather.

Some 650,000 persons were estimated by police to have visited Coney Island, with 1,500 in the surf. Some 150,000 were reported by the Rockaway Chamber of Commerce as having visited that resort area. Playland, Rye, N. Y., reported 12,000 visitors, while Palisades (N. J.) Amusement Park reported its busiest day of the season.

Indicative of the warmth, were the traffic snarls on Grand Central Parkway, one of the main New York-Long Island traffic arteries, where cars were trapped for several hours. As was the case last year when temperatures soared, cars stalled from overheated engines and had to be removed to the side of the road.

Business Good

But the traffic snarls didn't hurt business at Long Island funspots, where favorable reports emanated from Coney Island on attendance and spending, and from Rockaways' Playland, where heavy crowds and high per capita spending also were noted.

Palisades (N. J.) Amusement Park, which had its best days to

(Continued on page 27)

DEMAND EXCEEDS SUPPLY

Bookers Moan Scarcity of Multi-Person, Novelty Acts

Continued from page 1

who can package enough fair, park, night club, vaude and video dates usually winding up with the acts. The analysis of the situation by one agent indicates that a depression could lead to the revival of such multi-person acts, with buyers going for the well-populated and accomplished turns at bargain rates, as singles and doubles are forced to combine to form attractive packages. But, he added, if this added up to a solution, then the business could well do without it.

Big Outdoor Demand

George A. Hamid and Al Martin in the East and Boyle Woolfolk in the West, among others, report that they will be able to book all such acts available to them thru the outdoor season. The big acts have a special value at outdoor events, especially fairs, where they sometimes work as much as 50 yards away from their audience. It is then that the teeterboard turns, animal acts with a half dozen or more beasts and aerial presentations with four or more people

are needed to impress audiences that range up to 10,000 or more, with those in the cheaper pews missing much of the action unless they have 20-20 vision.

While the fairs and parks badly want the big acts, the supplemental work needed and looked for in the vaude and club fields has been dwindling. Martin points out that a club buyer will quickly pass up a \$1,000 teeterboard turn, add another grand to the budget and buy a record name which has much more promise of exploitation.

And the \$1,000 a week for a good six-person teeterboard turn, for example, isn't high. Broken down it averaged out to about \$166 per person, less taxes, wardrobe and prop costs, travel and living expenses. That would be okay if an act could work enough weeks in the course of a year. Martin estimates that the supply of big acts wouldn't be short if all could be assured 20 to 24 weeks work. Even with that much work the talent wouldn't be cutting up any big jackpot. Because of this, Martin estimates that there are

not over five six-person teeterboard acts available in this country.

Animal acts, despite their popularity, are very scarce. Hamid knows of only three first-class dog and pony acts, as compared to some 50 available about 20 years ago. There are not more than three outstanding bareback riding acts available, he says, as compared to dozens years ago when fair committees fought for the privilege of booking such stars as May Wirth and Poodles Hanneford. The reasons for the decline are simple, he says: Not enough work, not enough pay and not enough tradition.

For some reason committees often fail to see the need to pay the money asked for good animal acts, Hamid said. They are not cognizant of the cost and patience it takes to build such an act, as well as the static costs faced in maintaining the animals. While good acts used to be able to count on as much as 35 weeks' work, the potential now is only 12 or 14

(Continued on page 27)

Western Union Enters Weather Predicting Field

NEW YORK, May 16.—Although many park, carnival, and other varied outdoor interests may have been relieved, in the East at least, by the balmy clear skies that prevailed last week-end, they may turn to some sort of weather prediction service with renewed effort as poor weather begins to materialize for certain areas this week-end.

Foremost among the weather predicting services is that of the National Weather Institute, Inc., Los Angeles, which offers its services with Western Union reporting their predictions and forecasts via wire.

Basing their forecasts on the fact that storms or low and high pressure centers travel eastward across the Pacific Ocean in about six days, and across the United States in about five days, the National Weather organization plots the storms and bad weather for about six days prior to its arrival on the West Coast, nine days before it reaches the Midwest, and

(Continued on page 27)

Gil Gray Makes Lincoln Date

LINCOLN, Neb., May 16.—Gil Gray Circus, playing under Shrine auspices at the State Fair Coliseum thru Wednesday (13), opened a week earlier with a good house. Advance promotion was strong, with all grammar school children being admitted free on tickets purchased by merchants.

Program included: Dolly Jacobs, Hazel King and Captain Portis, dogs and ponies; clowns; aerial ballet; George King, baby elephants (2); Kinko, clown-contortion; Dolly Jacobs, Hazel King, Captain Portis, Liberty horses and ponies; Five Belfords, acrobatics; Bobby Lee and Company, high wire; Victor Gaona and Company, comedy bars; clowns; George King, camel and llamas.

The Malko Troupe, flying return; clowns; Great Galasso, finger stand; clowns; Joe Lemke, chumps; Ted DeWayne Troupe, teeterboard; clowns, with Mickey McDonald; performing pigs; Zoppe Troupe, riding; clowns; Dolly Jacobs, elephants; "Mardi Gras" spec.

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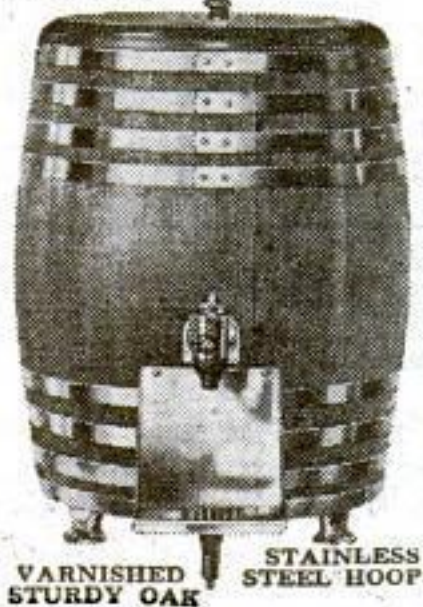
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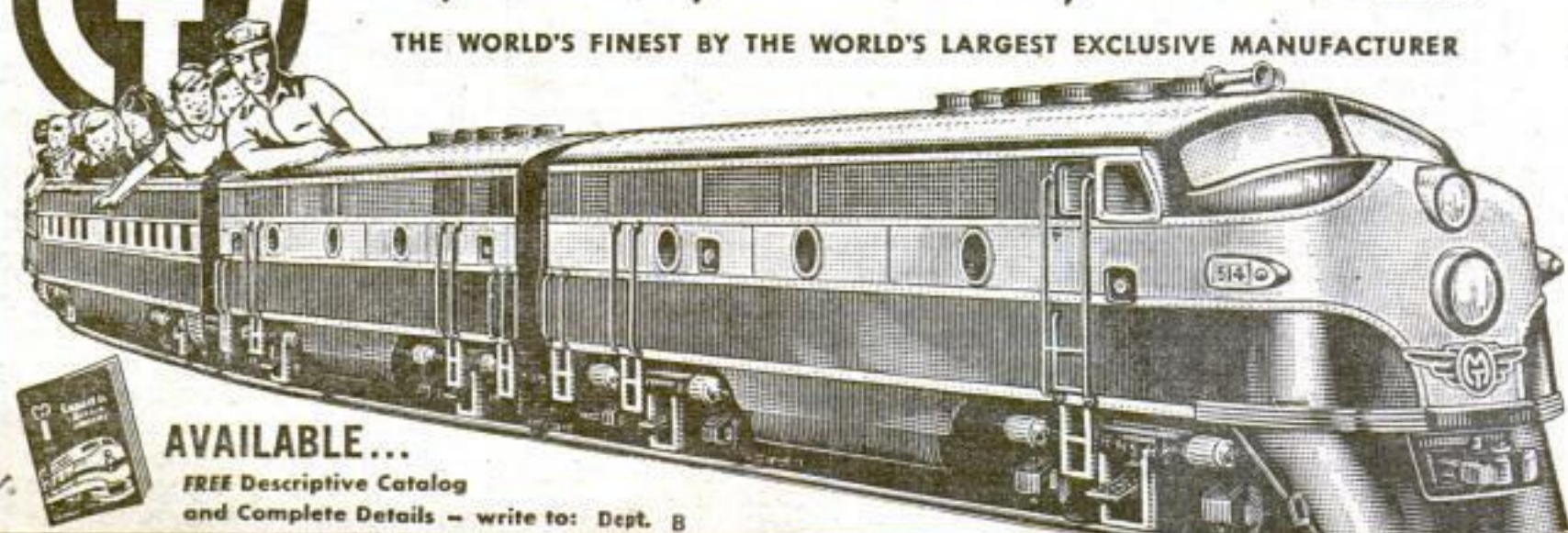
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POCKET JINGLE

Money Prospects Bright For Canadian 'A' Fairs

By **BRUCE PEACOCK**
REGINA, Sask., May 16. — Pockets are jingling in Western Canada this year, which is pretty fair indication that all will be well for the five big shows on the Class A fairs circuit—Brandon, Calgary, Edmonton, Saskatoon and Regina.

Prairie farmers are in the best financial position ever, oil and mineral development is pouring millions of dollars into Saskatchewan and Alberta, construction is booming, incomes are high and there's work for everybody. It all adds up to plenty of scratch!

Build, Repair

Backed by a couple of healthy seasons and counting on another, every show on the circuit is building, renovating or planning future expansion while the going is good.

Fair execs, still enthused about the gate and money highs in their respective cities last season, are confident that 1953 will be another winner, probably the best in the history of the A loop.

Oil Area Booms

In the past three years, \$75,000,000 has been spent in the hunt for oil in Saskatchewan and expectations are that close to that total will be spent in the province during 1953. Salaries and wages of those connected with the fast-growing industry will put another \$20,000,000 into circulation in Saskatchewan and the Alberta oil payroll will be even greater.

Speaking in Edmonton recently, an oil official estimated that \$1,000,000 a day was being spent in Western Canada on oil and gas development, excluding the tremendous sums going into pipelines, the building of petroleum chemical plants and expansion of refinery and marketing facilities.

Farm Income Jumps

Cash income from sale of farm products in Saskatchewan last year was \$725,000,000, an increase of \$93,000,000 over 1951, and the wheat crop was one of the largest in history. Experts term the general farm financial picture "first rate" and report the purchasing power of Western Canadians at its highest level.

Business prospects at Brandon, Man., where the fair circuit opens June 29, are excellent, according to S. C. McLennan, managing director of the Manitoba Provincial Exhibition, and he says there is

every indication the summer fair will be a record-breaker. Moisture conditions are above the 64-year average and the crop outlook is good, he reports.

Sigh: Repeat of '53

In Regina, last city on the loop, Manager T. H. (Tommy) McLeod looks for business equal to or better than 1952, "which was a record year in nearly all departments." The business index has held up since last year and fairs are closely correlated with general conditions, he points out.

James Paul, managing director of the Edmonton Exhibition, and Maurice E. Hartnett, managing director of the Calgary Exhibition and Stampede, report conditions excellent in their areas, with construction booming, payrolls high and money circulating freely.

Also encouraging is the word from Saskatoon, where S. N. (Steve) MacEachern, manager of the Saskatoon Exhibition, says business conditions "were never better."

Saskatoon Hums

"Business places in Saskatoon, without exception, registered an all-time record in 1952 and to date, there is a general increase over last year of 10 to 20 per cent," he said. "Assuming that crop conditions will be reasonably good, there is no doubt but that 1953 in this city will be the biggest year business ever had."

Regina, Saskatoon and Brandon are all counting on increased rural patronage now that hoof and mouth regulations, which forced cancellation of livestock showings in 1952, have been lifted.

Wallace-Clark Gets Ky. Rain, Strong Matinee

WEST LIBERTY, Ky., May 16. — Luke Anderson's Wallace & Clark Circus won a near-capacity matinee and three-quarter night house here Saturday (9). At Beattyville (8), the show had half of capacity in the afternoon and three-quarters at night.

Business at Beattyville, where the show was the first in for several years, was rapped by rain and several school activities. Date was played under auspices.

Move to West Liberty was delayed by the muddy lot at Beattyville and a long haul. The West Liberty lot was changed at the last minute because the original site was low, wet ground. Weather cleared at West Liberty.

National Guard Hypes 1st Day At Chilhowee

KNOXVILLE, May 16. — Chilhowee Park will open Saturday (16) with a National Guard unit staging an anti-aircraft demonstration. City and Civil Defense firemen will stage demonstrations also, it was announced by Manager Marck Franse.

The anti-aircraft unit will move to the park directly from an Armed Forces Day parade and will be in the city-owned fun-spot for two days. Franse said a fireworks display would be given Saturday night. Two new rides, a Tilt and Wheel, have been added at the spot.

ed. Any indication of crop failure or near crop failure thru drought or infestation would undoubtedly be reflected to some extent in exhibition business, but the feeling is that the farmers, with plenty of cash on hand and much of last year's bumper crop still stockpiled in their yards, would

(Continued on page 28)

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Big 1 Boston Gross Is Standard 250G For 6-Day Stand

Opens Light, Finishes Strong; Money Tight in N.E., Tho--Except for Maine

BOSTON, May 16.—The Ringling Bros. and Barnum & Bailey Circus hit Boston Garden for its annual six-day stand, Tuesday thru Sunday (12-17), bringing real circus weather with it for the opening performance with the mercury at 82, and picked up its standard gross of \$250,000, opening light and finishing strong. Boston Garden seats 13,909, but for the circus, with no seats on the floor, capacity was 12,600.

Opening matinee brought a three-quarter house; Tuesday night performance got a half house. Wednesday matinee brought in 8,000, and Wednesday night was weak with 7,000. The Big One picked up its stride on Thursday, as usual in Boston, and had a sell-out for both matinee and evening performances. Sell-outs continued thru Sunday to Sunday night for all performances. Get-away-night got the usual spotty house.

Indications are, however, despite R-B's maintenance of its standard gross, that money is tight in Yankeealand, and the Big One will play only one other Massachusetts stand this year, Springfield on June 16. Worcester, Mass., a good stand for years, has been cut from the route, and New England will see only five other dates, three in Maine and one in Connecticut. This season, Ringling-Barnum is leaving New England wide open for smaller circuses, and a scramble among the smaller outfits to skim the cream, especially in Massachusetts is expected.

New Eng. Dates

The New England dates are Bridgeport, Conn., June 15; Springfield, Mass., June 16; Manchester, N. H., June 17; Portland, Me., June 18; Bangor, Me., June 19, and Lewiston, Me., June 20. The Big One then crosses the border into Canada, opening at Quebec, June 22.

Significant is the Big One's three dates in Maine, and only one date in Connecticut. There is more money in Potatoland than anywhere else in New England this season, circus officials indicated.

Boston, second and last stand inside, has been a standard six-day date for years, and can be counted on for the same gross year in and year out. Actually, the management revealed the Hub gross can be obtained in four days. Following the two Garden dates, Madison Square and Boston, Ringling-Barnum opens under canvas in Washington, Tuesday (19).

Good Publicity

Advance flacking for the Big One was heavy, with Allen Lester and Frank Braden in town spotting features and pix heavily in the seven morning and evening Boston papers. Roland Butler, chief and dean of the p.a.'s and former Bostonian, arrived on opening day to handle on the spot flacking with his staff.

Press coverage for the advance and opening was good, with the critics going all out for Mr. Mistin Jr., this season's No. 1 attraction. However, Arthur Godfrey flew into Boston late Tuesday afternoon for his operation at Massachusetts General Hospital, narrowly avoided plunging his plane into welcoming throngs, and took over all the page one space available.

Boston papers gave the TV star lavish page one coverage right thru the Ringling-Barnum stand, which relegated circus stories to inside pages and necessitated cutting them in length. Because of the all-out fight of Boston city editors to play up the Godfrey stories heaviest, the usual page one circus stories were missing and space obtained during the stand was lighter than usual.

Kids Turn Out

Advertising was almost identical with last year, Butler said. Attendance of moppets this year far surpassed last year's attendance, he revealed. The preponderance of moppets was on the distaff side, too, it was noted, both in New York and Boston.

Butler, Braden and Allen have made Boston for so long that they can predict with uncanny certainty the house for any particular day during the stand. Opening day is always weak; Bostonians don't pick up circus speed until about the third day of the stand. Why this is so, nobody knows, but it is traditional.

The press department has cut down on the amount of paper, and this will be policy thruout the season, with all passes being tightened up. Emphasis on advance ballyhoo will be extremely strong. Radio and TV plugs will be used.

"Billing doesn't amount to as much these days as in past years," Butler said.

Godfrey Play

Because of the Godfrey play by the press, Bostonians could pick up the papers on Thursday and never know the circus was in town. But, by this time the house was sold-out, so it made no difference.

The Big One's program, with a piece, "The Circus," by Ernest Hemingway, Pulitzer prize-winning author, was a sell-out in literate Boston. As word swept thru Hub literary circles that the Hemingway piece was in the program, hundreds of the intelligentsia sent down to the Garden for copies.

Roland Butler's piece, "Monsters to Mistin," however, got the most comment and was lifted bodily in parts by all the revue writers. Use of Butler's fine nostalgic piece on the complete circle from wild animal feature attractions to musical prodigies, by reviewers caused an amusing boner in The Boston Herald of May 13, which brought the late Gargantua back to life.

Gargantua

Butler, citing Gargantua as "from every viewpoint the greatest attraction in circus history," and recalling his billing, said, "Advertised as 'the World's Most Terrifying Living Creature,' Gargantua the Great was like a horrifying nightmare vision of what man might have been."

The May 13 revue in The Boston Herald read: "The Greatest Show on Earth," the mammoth Ringling Bros. and Barnum & Bailey Circus, opened yesterday afternoon at Boston Garden."

"Children screamed as Gargantua was rolled by, advertised as the world's most terrifying living creature—a horrifying nightmare of what man might have been."

Price Scale

Price scale for the Boston stand was from 90 cents for the unreversed upper balcony to a top of \$4 including tax. Reserved section was \$1.20, \$1.80, \$2.40, \$3, \$4.

In New York and Boston, the press department banged away at Sunday papers in advance. There was \$200,000 in the Madison Square box office, due to this heavy advance flacking, before the circus hit the big town, Butler revealed.

Clowns Charlie Bell and Felix Adler made several radio appearances in the Hub. Merle Evans and band, elephants, and several acts made their traditional visits to the Children's Hospital and City Hospital. Famed circus priest, Father Edward S. Sullivan, shot color movies; showed his last season's back-lot movies to the performers nightly, and helped arrange many personal details for his circus parishioners.

Manning the press gate along with Butler and Allen Lester was Ray Smith, special agent of the show. Among the big-time flacking bulls-eyes by Lester was a full page in the magazine section of The Boston Post.

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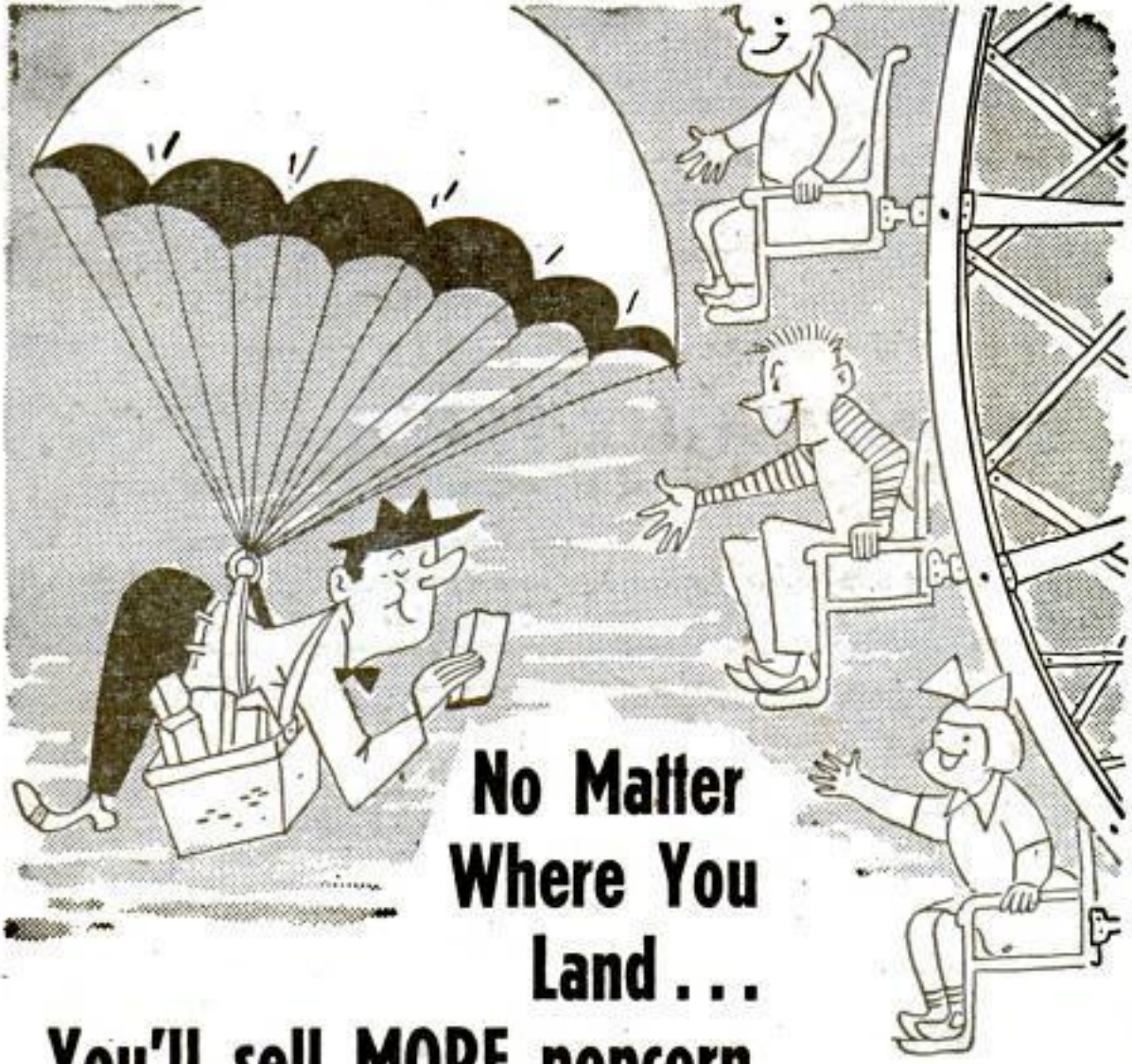
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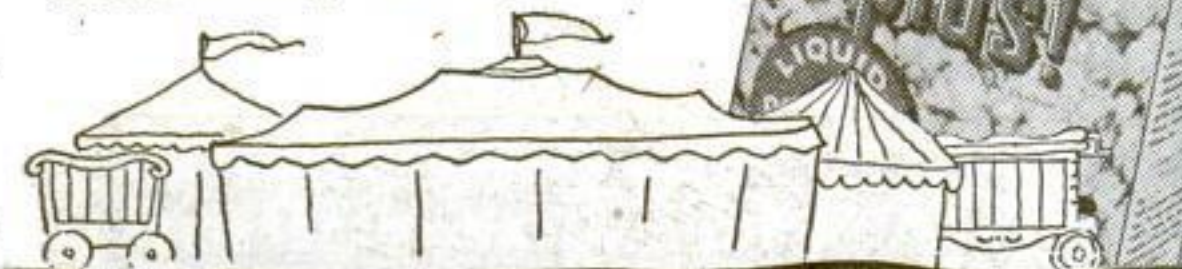
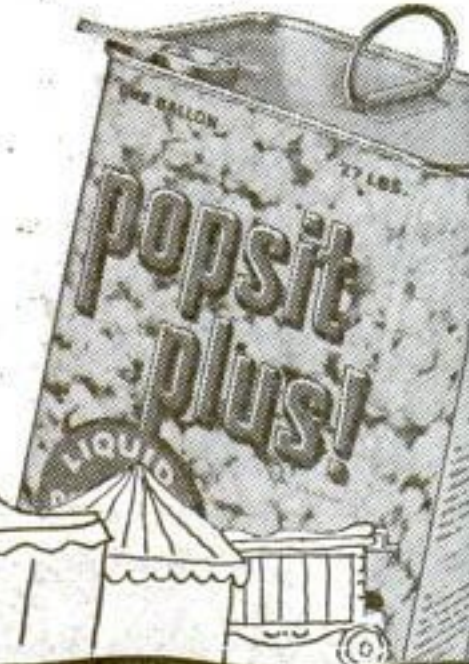
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THE BIG PROFITABLE FAIR SEASON JUST AHEAD!

In the June 27 Issue **Advertising Deadline—June 17**

Talent Topics

Johnny Gibson's Sky Ballet played at **Harry Bait's** Pontchartrain Beach in New Orleans and closed there Saturday (16). The **Winlos**, cycling act, opened at the spot Sunday (17) for a two-week stint... **Smeonans** info they close with **Circo Americano** in Puerto Rico May 25 and will head back to the U. S. for outdoor commitments.

Benny Fox, high pedestal dance, was in Chicago last week following the close of his tour of training camps... **Don Dorsey** was also a Chicago visitor and checked into the Charles Zemater office to go over his fair dates... **Capt. Roy Simms**, high performer, will join **Peck Amusement Company** in Sheldon, Ill., for three weeks.

Bert and Corinne Dearo, cloud swing and slack wire duo, caught the final performance of the Ringling-Barnum show in New York where they cut up jackpots with a number of old friends. Following their New York visit, the Dearos headed for Grande Mere, Que., where they are skedded to open May 23 with both acts at the arena. They plan to remain north of the border until after mid-June.

Sam Howard and his water show troupe recently arrived in San Francisco after their jaunt to the Philippines and Japan. Sam will remain on the Coast until May 23 when his equipment is scheduled to arrive from the Orient... **Jake Hoaglan**, top man in Hoaglan's Hippodrome, was a Thursday (14) visitor in Chicago and the **Coriells**, head slide and jugglers, were also making the rounds in the Windy City.

Jerry D. Martin's Fearless Stars, high contortion trapeze, are scheduled to join Tom Pack's Circus for a seven-week tour beginning June 15. **Miss Heidi** is a new member of the troupe, replacing **Miss Lottie Ray**, who recently left the act. Stars will open May 24 for a week at the Airport Amusement Park Charlotte, N. C.

Outdoor acts set for the May 24 opening program at Buck Lake Ranch, Angola, Ind., includes **Lester Oman**, puppeteer; **Brighton and Kay**, comedy knockabout, and the **Adaros**, head-to-head balancing. Talent was booked thru Boyle Woolfolk Agency, Chicago.

Arthur (Dagwood) Lake and his **Blondie** troupe, are name attractions at the "All Industry Days" sponsored by the Wisconsin Mobile Home Association in Marshfield, Wis., May 21-24.

Talent set for the Wauconda, Ill., fair in August includes **Erick Erickson**, high pole; **Red Blanchard**, songs; **Armstrongs**, comedy knockabout; **Consuelo**, trapeze; **Margo Sisters**, unicycle and juggling, and **Charles' Wonder Dogs**. **Tommy Sacco**, Chicago, set

the bill. Other recent Sacco bookings include the **Vagabounders**, trampoline, Campbellsville, Ky., fair; **Flying Romes**, Russell Spring, Ky., fair and **Johnny Rivers Western Show**, Cheboygan, Mich., fair.

Gruberg Spot Bags Record Week-End Biz

NEW YORK, May 16.—Balmy weather last week-end—the first that has favored this area in the current season—gave Max Gruberg's Funland operation at Long Beach, L. I., the best two-day business in its several years of operation.

Gruberg said that the crowds were large and that people obviously had money. The 25-cent fee charged on major rides was acceptable to all, as was the 14-cent charges on the juvenile units, Gruberg said.

Business has been good when the weather has been fair on week-ends thruout the winter, with the take on many Sundays being equal to warm weather earnings. The past winter was particularly mild and, as a result, profitable.

On the basis of the spending encountered to date, Gruberg predicted a good season for all outdoor units. He said that the demand was strong for the kiddie ride units manufactured by his Standard Kiddie Ride Manufacturing Company.

The veteran **Charles (Doc) Morris** is handling promotion and, it is reported, already has several big outings lined up.

Mrs. Charles Brady Dies in Buffalo

BUFFALO, May 16. — Mrs. **Ethel Robbins Vensel**, 83, wife of **Charles (Brady) Vensel**, general superintendent of **Mills Bros.** Circus, died here Sunday (3). She had been ill for some time and came here several weeks ago. Burial was at Franklin, Pa.

She was a circus aerialist for many years and in later seasons had been in non-performing posts on various shows. She and Vensel were married on **Lemen Bros.** Circus in 1889. She also performed on **Rollmar Bros.**, **Great Wallace**, **Sells-Floto** and other American Circus Corporation shows. Mrs. Vensel traveled with her husband on **Hagenbeck-Wallace**, **Parker & Watts** and, for the past 13 years, **Mills Bros.**

Out in the Open

A feature story in the Calgary (Alta.) **Albertan** recently dealt with Calgary's claim to fame as the "show business capital" of Western Canada. Story mentioned **Bob Di Paolo's KBD Enterprises**, grandstand show booking agency, and the midway operations of **Ab Greenway** and **Tiny Nichols**, who have **Gayland Shows** and a No. 2 unit, **Garrett Shows**... A motion picture of the Calgary Stampede won an award at the fourth annual Canadian Film Awards Festival in Montreal recently.

T. H. (Tommy) McLeod, manager of the Regina (Sask.) Exhibition, has been appointed to the campaign committee of the Regina Community Chest for 1953 in charge of the business and finance department.

R. C. McCarter has moved his permanent residence from Miami to Bristol, Va., where he is president and general manager of the new **Tri-State Fair**... **Bill Gresham**, **George A. Hamid & Son** publicist, was in Montreal during the showing of the **Hamid-Morton Circus** there lining up story material on the acts.

Laurence B. Boston, well known in New England fair circles, is retiring at the end of this month. He has been active in Maine fairs and more recently in Massachusetts, where he has been secretary of the **Western Massachusetts Fairs Association** since 1936. He resigned this position last month because of his impending retirement.

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Page 187
Detroit Amusement Co.

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Balmy Week-End Aids East

Continued from page 23

date over the week-end, also reported high per capita spending. The park not only utilized its regular parking lots, and the new parking areas that were put into operation this year for the first time, but the park management is seeking even more parking space, as a result of the heavy influx of cars that arrived last week-end. Shuttle busses that operate direct from the New York Port Authority Bus Terminal without stops to the park also carried capacity loads on frequent trips to the park on Saturday and Sunday.

Long Island kiddie parks, like Max Gruberg's Funland at Long Beach, and Bernard Berkley's Fairyland on Queens Boulevard, reported excellent business, as did other moppet parks.

3-Year Record

Also indicative of the travel between Manhattan and Brooklyn was the three-year record set for a single day's use of the Brooklyn - Battery Tunnel, on Sunday (10), when some 64,000 automobiles paid tolls. The previous high was 60,000, established this year on Easter Sunday. The tunnel links the tip of Manhattan with the main arteries leading to Coney Island, Jones Beach, and The Rockaways, funspot and recreational areas.

New England park operators also reported good receipts at their amusement operations. Revere Beach, which gets a heavy play from Boston and vicinity residents, had a large crowd on hand Sunday (10), when the mercury hit 82 degrees.

Veteran ride operators at Re-

vere Beach couldn't recall having seen so many teen-age girls attracted by their rides as on Sunday. Most rides did excellent business, as did the new coin-operated kiddie rides, operating for a dime.

Police reported the heaviest traffic since last fall, as New Englanders hit the highways and traffic jams were reported in numerous spots.

Hampton (N. H.), Nantasket, and Salisbury (Mass.) beaches reported the largest crowds of the year. Riverside Park at Agawam, Mass., also enjoyed strong business, and the park's kiddie zoo registered well with the juvenile set.

Both Nantasket and Provincetown, Mass., will receive patrons via boat, as well as by car, when the Wilson Line begins its usual summer service from Boston, Saturday (30).

Western Union

Continued from page 23

11 days before it reaches the East Coast.

Rates Vary

Their rates are based upon the type of service provided and the frequency of reports. Type A service is a twice-weekly telegraphic forecast of each day's weather for seven days in advance for a single weather zone, supplemented by special warning telegrams whenever critical or emergency weather conditions are expected. It costs \$50 per month plus collect telegraphic tolls.

Type B service is an over-all three-months-in-advance forecast of weather conditions for a single weather zone and is sharpened, detailed and refined in two monthly supplements by mail. This service, available on the 15th of the month prior to the first month under forecast, costs \$112.50 for the three-month period.

Type B-1 service is similar to month periods and costs \$40 per month.

There is also a Type C service, which is an over-all six-months-in-advance forecast, and costs \$175 for the entire period.

Subscribers may consult the Weather Institute at any time with regard to weather questions relating to the type and period of service ordered.

When such weather forecasts, made quite some time in advance, can prove more helpful than local forecasts, which frequently are incorrect due to certain rapid local weather condition changes, is something whose value would probably have to be determined thru a trial and error method.

The recent exchange of information between George A. Hamid, New York booker, and Dr. Wallace Howell, Boston weather expert, indicates that any attempt to manipulate weather would prove too costly, even if costs were shared by a number of amusement interests in a small area.

Ferari Dies

Continued from page 23

volunteered to substitute in the animal act of a relative, who died unexpectedly, and altho he had no experience, he put the animals thru their paces. Later, while his father's show was passing the summer home of the British royal family, a courier rushed to the caravan shouting, "Halt in the name of the queen." The children of Queen Victoria, including the boy who later became George V, wanted to see the show. Ferari gave a half-hour performance with his lions, for which he received the then-large sum of four pounds sterling.

In 1911, five days after his show opened at New York's Coney Island, it was destroyed by a fire which swept five blocks of concessions. A lion escaped and was shot by a policeman. Ferari objected, saying that he could have led the animal back. He also trained jaguars, tigers, elephants and fleas.

After his retirement at a performer, Ferari operated a carousel factory and repair service on Staten Island until illness forced his complete retirement several years ago.

Surviving are his widow, a daughter, one sister and two grandchildren. Funeral services were Monday (11) and burial was Tuesday (12) at Moravian Cemetery, New Dorp, Staten Island.

Act Scarcity

Continued from page 23

weeks and not enough, Hamid says.

Today's economics have a lot to do with the situation, Hamid says. For example he points to Paul Seidel, who performs with two small dogs and so is confronted with no major transportation problems. Seidel, he says, gets more than a herd of elephants used to cost, and the same is probably true of the Gaudsmith Brothers, Excess Baggage and other such acts. As a result, whereas there used to be nine elephant acts available for fairs, there are now no more than two or three.

Ceiling on Budgets

Altho everything costs more money today, there is a definite limit to what fairs and other buyers of talent can pay for their acts. Their maximum earnings on the shows they stage are pretty well set by the capacity of their grandstands.

According to Hamid, at least one, and possibly two, good animal acts are needed to balance any bill. The shortage of these acts, apparent for some time, has resulted in Hamid's offering training and housing facilities for the building and maintaining of acts at the fairs in Trenton, N. J., and Greensboro, N. C., both of which he operates.

The training of young people, and girls in particular, for aerial turns is almost a thing of the past, according to Martin. The schooling period is lengthy, and the minimum cost of maintaining trainees when work in general was scarce is a thing of the past. The cost of building acts has soared as the promise of a return on the investment has dwindled.

Big foreign acts have an inflated idea of the money available in this country, with the result that their asking prices often reflect a concentration on news from Hollywood. Work in Europe is plentiful for these acts with many circuses and clubs operating. As long as it remains so, their will be little need for the talent to seek greener pastures.

John C. Craig

Continued from page 23

also took charge of 14 different displays that greeted Admiral Dewey's fleet after the Spanish-American War victory at Manila Bay.

He is survived by his wife, two daughters and a son, as well as by five sisters and 12 grandchildren.

His widow will acquiesce to his wish that his notes, containing many personal manufacturing secrets, be destroyed, inasmuch as no member of the family will continue in the pyrotechnic field.

RIDES FLOWN IN

Marines Plan Bazaar at Cherry Point

NEW YORK, May 16.—A concession operation, unique in its method of transportation, went into high gear this week here as U. S. Navy trucks from Floyd Bennett Field picked up bazaar equipment and merchandise from the local offices of Max Kassow, head of the Atlas Bazaar Company.

The trucks, upon arrival at the field, had their loads, of some 20 booths, equipment and merchandise, transferred to a Marine Corps Flying Boxcar plane which took off for the Marine base at Cherry Point, N. C.

There the equipment will be set up at the base recreation hall in preparation for the Navy Relief Fund Bazaar which will be held May 19-21.

Eight Rides

The bazaar will be operated by Marine Corps personnel. In addition to the bazaar attractions, some eight rides will also be placed on the base during the event.

Kassow, who explained that the operation only represented rental of equipment from his firm, with all proceeds going to the relief organization, will serve in an advisory capacity.

Cole-Walters Wins Night Crowd in Mo.

VAN BUREN, Mo., May 16.—Cole & Walters Circus played to near-capacity at night here Thursday (7) despite cool weather, but rain held the matinee to half of capacity. City park board sponsored the show.

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\$\$ Prospects Bright For Canadian 'A's'

• Continued from page 24

not pass up their annual outing to the big city.

Calgary Exhibition and Stampede racked up a profit of \$257,261 on 1952 operations, biggest in its 67-year history, and plans to put it all back into improvements.

Spending this year includes \$80,000 on a traffic tunnel the length of the grandstand, designed to reduce congestion and make it easier for race-goers to reach the pari-mutuel plant.

Org also plans extensive paving, improved toilet and drainage facilities, new entrances, expansion of exhibit space and the building of a judging ring and bleacher accommodation for heavy horse exhibitors.

Improvements in 1952 included a new pari-mutuel plant, new jockey quarters and an outlay of \$27,826 on paving, graveling and additions to buildings.

An indication of outside interest in the famed Calgary Stampede is the fact that Calgary hotels were booked solid by early March and one hotel's rooms had all been taken even before last year's show was over.

275G Improvements

Edmonton Exhibition will put \$275,000 into an addition to its livestock sales pavilion after the summer fair and is planning construction of a \$40,000 movable attractions platform. Installation of pari-mutuel wickets on the mezzanine floor of the grandstand at a cost of \$30,000 is scheduled for this summer.

Org, at its annual meeting in February, anticipated a profit of \$256,315 on 1952-53 operations, including \$175,728 surplus on the 1953 fair, the 75th annual. Since then, the main gate tab for adults has been upped from 25 cents to

50 cents, which is expected to boost the budgeted surplus by \$50,000 to \$60,000.

Edmonton is the only show on the loop that has boosted its main gate price.

Netted 162G in '52

Net profit on last year's fair was \$162,165, compared with \$117,357 in 1951, and profit on the year's operations was \$176,000. Fair attendance was 316,890, an increase of 16,834, and another increase is anticipated this summer.

In 1951, a \$1,000,000 grandstand, seating 8,000, was completed, and during 1952 paving, hard-topping, graveling and filling was done, roadways were rebuilt: the racetrack was resurfaced at a cost of \$15,000, the grandstand enclosure was widened and concession improvements totaling \$15,000 were made to the Gardens.

Heavy horse classes have been taken from the summer fair program and added to the spring light horse show and in their stead this year a tractor operational, maintenance and safety program will be featured.

Facilities for Acts

At Saskatoon, \$26,000 is being spent on a new attractions platform with six dressing rooms, a room for the chorus and toilet and shower facilities. Org is also planning a large-scale black-topping program to cost approximately \$18,000, complete renovation of the farm boys' and girls' camp accommodation at a cost of \$15,000, a new \$15,000 main entrance gate, increased box stall accommodation, midway graveling and provision of additional car parking space. Construction of a \$300,000 exhibits building is on the books for the near future.

Since 1946, the Saskatoon Exhibition has spent some \$370,000 on improvements, including a \$150,000 livestock building.

Up Day Stand Price

Surplus on last year's operations was a record \$107,879 against \$84,174 in 1951, and the summer fair surplus was \$99,947, compared with \$77,512. Paid attendance at the fair was 123,649, a 12 per cent increase over 1951.

Admission to the grandstand for afternoon race meets has been upped from 75 cents to \$1.

Regina Exhibition, having depleted its financial reserves by building a \$500,000 auditorium-livestock barn-sales arena last year, is confining itself to maintenance and minor improvements at present but expects soon to tackle the big task of moving its racetrack closer to the grandstand and installing a permanent attractions platform.

Changes in the pari-mutuel set-up are planned for this summer and the permanent concessions, built three years ago at a cost of \$40,000, will get a repaint job.

Continue Home Show

With no livestock in the new building during last year's fair, a home builders' show was held for the first time. Offering attracted such interest that it has been retained and a section of the Grain Show building will be renovated to accommodate it.

Attendance at the 1952 exhibition hit a new high of 175,872 against 169,209 in 1951, and the fair's net was \$83,206, up \$25,908 from 1951. Surplus on the year was a hefty \$133,256, compared with \$103,264 in 1951.

Summer show this year will tie in with the city's 50th anniversary. Event will be the theme in advertising and in the parade, and a 40-minute pageant depicting the city's growth since 1903 will be presented in front of the grandstand before each night's performance.

To Spend 100G

Brandon will again emphasize its livestock program, while considerable attention will also be directed to its trade fair, a manufacturers' show which clicked when introduced last year.

Major construction job at the Brandon fairgrounds is a \$100,000 livestock building, to be completed before the exhibition opens.

Revenue in 1952 was \$123,294 and exhibition attendance was up 10 percent.

EXTRA EVENTS BOOM OTTAWA FAIR PLANT

OTTAWA, May 16. — Activities apart from the actual fair are taxing the facilities of the Central Canada Exhibition. Last Friday night (8), the extensive grounds and buildings were lighted thru-out. Going on simultaneously were an International League baseball game between Ottawa and Rochester, N. Y., in the Stadium, a Boy Scout Jamboree in the Coliseum, a Kiwanis party in the Agricultural Building, a party staged by a commercial company in the Convention Hall, and an affair sponsored by the Dance Club in the Assembly Hall. On Saturday (9), seven events were scheduled for the grounds to continue the "busy times," H. H. McElroy, general manager, reports.

Bristol Event Inks Cisco Kid For 3 Days

BRISTOL, Va., May 16.—R. C. McCarter, president and general manager of the new Tri-State Fair, this week announced the signing of the Cisco Kid and Pancho as grandstand features on the last three days of the event, which will run August 17 thru 22. McCarter said that the deal, which was set thru Gus Sun Jr. and Bob Shaw, of the Gus Sun Agency, includes a rodeo package with 55 head of stock. McCarter said that the Cisco Kid's fan club membership in the area was reported at near 60,000. The membership will be circularized, he said.

On opening day, August 17, a horse show, queen contest and style show will be featured. Approximately 150 entries in the horse show are already assured, McCarter said. On Tuesday, AMA motorcycle races will be staged in the afternoon and Howard's Water Show at night. The horse show will be repeated on Wednesday afternoon when the governor is scheduled to be present. The water show is set for that night.

Independent Midway

McCarter said that he was figuring on an independent ride set-up, altho he did not rule out the possibility of booking in an organized carnival, despite the lateness of the season. Space is ample, since the air training field, located less than two miles from the city limits, contains 88 acres. McCarter said that the board of directors had authorized a study leading to the possible purchase of the site.

Plans for this year include the building of a track and the erection of grandstand seating facilities, including bleachers, with a seating capacity of 4,100. The grounds contain paved runways which will make ideal thoroughfares, McCarter said. Future plans also call for the building of a permanent amusement center, McCarter said.

The fair is co-sponsored by the American Legion and the DAV. These groups have already sold 112 ads for the premium book, McCarter reported.

The fair has set up permanent offices in the General Shelby Hotel.

Brandon Gets 100G Bldg.

BRANDON, Man., May 16.—Construction on the \$100,000 livestock building at the Provincial Exhibition grounds here is well under way and three fairground buildings are getting new roofs.

All space in the display building has been sold for this year's fair and the Manitoba Trade Fair is expected to draw a record number of exhibitors. Harness races will be featured on four days of the fair.

Dodds Spearheads Drive to Lift Taxes

• Continued from page 23

terpretation varied in different sections of the country last year, and that some fairs were exempted from paying the grandstand tax as well as the gate tax. The grandstand shows are usually bought and staged by the fair associations without percentage earnings reverting to other interests, Dodds said. He added that it was common practice to feature at afternoon performances of grandstands 4-H Club parades and style shows, high school band concerts and Grange activities, all of which helped to spur the educational and agricultural interests of the patronage.

Dodds emphasized the fact that the grandstand shows are necessary to provide a perfect balance for the fair to give genuine satisfaction to a majority of the patrons, and for the dollars they add to fair treasuries. The income from admissions at the grandstand is necessary to the successful carrying out of the whole fair week program. If there are profits, the monies are devoted to the improvement of the fairs, either thru better buildings, better grounds or increase premiums, he said.

Dodds outlined the somewhat vague interpretation given by some divisions of the bureau to the exemption from admissions tax as it applies to grandstands. According to his understanding, if the grandstand show can be seen by a person entering the gate without the purchase of a grandstand ticket, that is if the spectator can view the show from outside the confines of the grandstand and without the payment of a fee, then the sale of grandstand tickets rates

the same exemption as the gate tickets.

Limited Request

It was emphasized in Dodds' letter that the efforts of the fair group had never included consideration for those parts of the fair operation, such as midways, which earned profits for companies or individuals dealing directly with the public. He added, however, that these units were all necessary to the staging of a balanced and successful fair.

On the basis of his presentations in person, in letter form, and the contents of a brief used in outlining the needs of fairs in securing the elimination of the tax on fair admissions, Dodds asked that the tax on grandstand admissions be eliminated entirely thru a clear-cut ruling to extend the tax exemption ruling. This could be done easily if it is acknowledged that the parts of the fair which are completely operated by the fair and for the benefit of the fair are entitled to exemption as the law presently provides.

Both Dodds and Hamid reported that their meetings with various congressmen in Washington earned them the assurance that all were in favor of having grandstands included under the present clause of the Revenue Act which exempts fair gate admissions from taxes.

Norfolk Annual To Be Called Tideland Fair

NORFOLK, May 16.—The Norfolk Tri-County Fair Association will be known in the future as the Norfolk Tideland Fair Association, Inc., according to Edward P. Rahn, fair manager.

The move was made to open participation in the fair to other than the three previous participating counties, Norfolk, Princess Anne and Warwick, and makes it possible now for all counties in the Tidewater region to take an active part in the annual event.

The fair will operate six days and nights this year, September 14-19. The O. C. Buck Model Shows have been awarded the contract for the fair.

New Offices

Manager Rahn announced that more convenient quarters have been obtained in the New Monroe Building. He also reported that Samuel Burgdorf had been re-engaged for the second year to serve as secretary for the fair.

Other officers include W. W. Johnson, president; Rhea Walker Jr., vice president, and Allan Travers, treasurer. Directors are Ruth Belcastro, Benjamin Russell, W. R. Parsons, John H. Barnes Jr., Joseph Weatherly, Edwin C. Kellam and William O. Page.

The Kempsville Ruritan Club, sponsors of the fair, are extending an invitation to all Ruritan clubs in this section to participate in the fair this year. Religious, civic, fraternal, veteran and fire department organizations will also be offered an opportunity to participate thru the sale of advance season tickets at reduced prices. A Miss Virginia, and other beauty contests, will be held at the fair this year.

Clay Center, Neb., Re-Roofs Stand

CLAY CENTER, Neb., May 16.—Clay County Fair will replace the roof on its grandstand, which was blown off by high winds recently, according to Lisle Hanna, secretary. Annual also will build a new wash rack for livestock and is contemplating other routine repairs to buildings.

Attraction-wise, the August 21-23 fair is set. Corky Edminister and his Kansas Corral Gang has been booked thru J. C. Michaels Agency. Paramount Fireworks will handle the pyro displays each evening.

Rice Is Named W. Mass. Fair Ass'n President

BOSTON, May 16. — Recently elected officers of the Western Massachusetts Fairs Association include Ralph W. Rice, Plainfield, president; Mrs. William Spooner, Brimfield, secretary; Mary E. Carlon, West Springfield, assistant secretary, and a program committee composed of Henry Allen, Leon Kelso, Richard Kelso, Mrs. Eugene Kenyon, Willard Pease, Mrs. Spooner and Mr. Rice.

Addressing the group, representing 16 fairs, was Leo Doherty, the State's director of fairs, who said that a slightly larger budget was expected for the coming fiscal year for his division. He also invited fair managers to consult his office whenever they needed aid.

Jack Reynolds reported that the Eastern States Exposition annual was enjoying heavy request for space and that sales were running ahead of last year. He also told of the survey being conducted for the Eastern States Exposition by Boston University, which showed that industrial and agricultural exhibits were greater attractions than entertainment in the region.

Sandusky, O., Frames Event

SANDUSKY, O., May 16.—Erie County Agricultural Society will hold a two-day fair at Cedar Point resort grounds, officials announced. Commercial and educational exhibits will be housed on the lower floor of the coliseum while livestock and poultry will be displayed in the lakefront garage.

Last year a small junior fair was held in a rural school. Officers of the new fair are Wayne Bunting, president; George Johannsen, vice-president; Mrs. Herbert Kaiser, secretary, and James Nichols, treasurer.

Melvin, Ill., Preps Stand

MELVIN, Ill., May 16.—Ford County Fair has started construction of permanent bleachers to seat 4,000 at the September 9-12 fair. C. D. Thompson, secretary, announced. Other plant improvements this year include a big landscaping program.

Attractions include a show from WLS Attractions on opening night, with a Barnes-Carruthers program of variety acts the other three evenings. In addition the fair plans to book in some name bands.

Centerville, Mich., Expands Plant

CENTERVILLE, Mich., May 16.—The Centerville Fair has purchased an additional 15 acres of land here that will expand its total acreage to 165 acres, it was announced by Lester R. Schrader, secretary.

Attraction plans include the return of Gooding Amusement Company on the midway. Barnes-Carruthers Theatrical Enterprises will produce the night grandstand show. Other events include a band contest, horse pulling and a \$16,000 horse race program. Farm implements will be a new addition to exhibit row.

N. E. Trailer Show Set for ESE Plant

SPRINGFIELD, Mass., May 16.—The third annual New England Trailer Show will be held at the Eastern States Exposition grounds here June 18-21, officials announced. Held under auspices of the New England Trailercoach Association, the event will utilize the fair's Industrial Arts Exhibition Area which will house 90 trailers.

Rushville, Ind., Adds Midget Oval

RUSHVILLE, Ind., May 16.—Rush County Fair will construct a new midget race track this year and has added small car racing to its fair program, E. E. Privett, secretary, reports. Another new attraction will be a saddle horse show, which is expected to be a popular draw in this area.

Knoxville to Spend 300G on Buildings

KNOXVILLE, May 16.—Fairgrounds of the Tennessee Valley Agricultural and Industrial Fair here will be the site of two new fair buildings that will cost an estimated \$300,000, Pat W. Kerr, fair secretary, announced.

An open air theater with a capacity of 4,500 will be constructed on the grounds and a new 80 by 225-foot women's building is also planned.

Entertainment plans this year will include a gathering of community choruses as well as an exhibition of massed choral singing.

Giguere Named Eastern Mass. Fair Ass'n Prez

SOUTH WEYMOUTH, Mass., May 16.—The first annual Eastern Massachusetts Fairs Association, held here April 27, drew 150 persons representing 35 various fairs.

Elected officers include Henry Giguere, president; E. M. Dwyer, first vice-president; Veasey Peirce, second vice-president; Leo F. Doherty, third vice-president, and Augusta Kay, secretary-treasurer. The executive committee includes the above officers and E. G. Mansfield, of the State Grange, and C. I. Pickett, of the Farm Bureau.

The last Wednesday in April of each year was selected for the annual meeting. A meeting next month will also be held, according to Giguere.

Milton Danziger was named chairman of the rules and by-laws committee. Other committee heads include Paul Corson, resolutions; Carleton Pickett, legislation; John LeVangie, nominating and Edward M. Dwyer, program.

Other new attractions will be both amateur and commercial style shows, community displays and new junior dairy and beef shows.

Dates are September 14-19 and the Amusement Company of America will hold forth on the midway.

Prince Albert Gets \$40,000 Govt. Grant

PRINCE ALBERT, Sask., May 16.—Prince Albert Agricultural Society will receive a federal government grant of \$40,000 this year for use toward fairgrounds improvements.

The org will also get \$2,200 more in grants from the provincial government than it did in 1951, the money to bolster summer fair prize lists. At the same time, the provincial government gave permission for the society to hold pari-mutuel betting on all horse races.

On a recommendation of the Class B Fairs Advisory Council, the provincial government raised the grant on prize lists from \$2,500 to \$3,000, and the total grant earmarked for livestock, crop and garden competitions from \$300 in 1951 to \$2,000 this year.

A special act of incorporation of the Prince Albert Agricultural Society, approved by the Provincial Legislature, makes it possible to have pari-mutuel betting on all types of horse races during the summer fair. Formerly, this betting was confined only to trotters. The provincial government will pay back to the society pari-mutuel tax collected up to \$1,500 during every annual fair.

Edward Kirk, Calif. Exec, Dies at 78

REDDING, Calif., May 16.—Funeral services for Edward Afton Kirk, 78, former secretary of the Glenn County Fair in Orland, were held here Thursday (14). His death occurred Monday (11) in a local hospital following a long illness.

Kirk helped organize the Orland Fair in 1918 and was its secretary until 1930. He came to Redding in 1936 to take the post of manager of the Chamber of Commerce, a position from which he retired in 1942.

He is survived by his widow, Veryl; two daughters, a son, four brothers, two sisters, two grandchildren and two great grandchildren.

Lethbridge, Alta., Earmarks \$8,000 For Improvements

LETHBRIDGE, Alta., May 16.—The Lethbridge and District Exhibition board will spend \$8,000 on improvements and renovations at the fairgrounds before fair time according to C. E. Parry, manager.

Seating system in the grandstand is being revised to provide a three-price set-up, and the stands will be painted in three colors to mark off the different priced sections. The change will allow the introduction of a reserved seat arrangement.

The coffee shop on the grounds is undergoing extensive revamping, while additional restroom facilities have been installed on the midway area.

Pari-mutuel facilities have been improved and the ticket office under the grandstand has been completely renovated. Tile will be installed near the grandstand and it is hoped to install them also on the track.

Events at the Lethbridge fairgrounds this season include: Canadian Congress of Daredevils, May 23; Lethbridge and District Exhibition, June 22 to 24; Rotary baseball tournament, June 31 and July 1; "Water Follies of 1953," July 23-25, and a second Rotary baseball tournament, July 31 and August 1.

Fair Dates

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The following corrections and additions to the list of Fair Dates were received during the week ended May 15.
The complete list of Fair Dates was published in the issue dated April 11. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

- Alabama**
Athens—Limestone Co. Negro Agr. Assn. Sept. 30-Oct. 3. Mrs. Odell Smith.
Luverne—Crenshaw Co. Fair Assn. Oct. 5-10. W. J. Bell.
- Arizona**
Tucson—Pima Co. Fair. Oct. — William C. Skoug.
- Arkansas**
Hamburg—Ashley Co. Fair Assn. Sept. 17-19. Tom Durham.
Imboden—Lawrence Co. Fair Assn. Sept. 10-12. Austin Slovall.
Paragould—Greene Co. Fair Assn. Sept. 16-19. Dr. Charles Bowers.
Stamps—Lafayette Co. Fair. Sept. 28-Oct. 3. J. A. Thomas.
Wynne—Crosby Co. Fair Assn. Sept. 16-19. Harvey Welshans, Parkin, Ark.
Yellville—Marion Co. Fair Assn. Sept. 10-12. Bill Niven.
- California**
Caruthers—Caruthers District Fair Assn. Oct. 15-17. Ella Martensum, R. 4, Fresno.
Hollister—33d District Agr. Assn. Oct. 2-4. Thomas J. Medeiros.
San Leandro—Community Fair. Sept. 2-7. Mickey Stultz.
- Florida**
Bonifay—Holes Co. Fair. Oct. 22-24. John C. Russell.
Plant City—Hillsborough Co. Jr. Agr. Fair. Dec. 3-5. D. A. Storms.
- Georgia**
Carrollton—West Ga. Fair Assn. Sept. 28-Oct. 3. H. O. Upshaw.
Douglas—Cochise Co. Fair Assn. Oct. 2-4. Everett J. Jones.
Pembroke—Bryan Co. Fair Assn. Oct. 12-17. D. E. Medders.
- Idaho**
Salmon—Lemhi Co. Fair. Sept. 11-13. Fred Summers.
- Illinois**
Carlinville—Macoupin Co. Fair. July 29-Aug. 1. John T. Harding.
Franklin Grove—Community Fair. Aug. 27-29. LaVerne S. Baker.
Jerseyville—Jersey Co. Fair Assn. July 21-25. Melvin Spiegelman.
Ottawa—LaSalle Co. Junior Fair. Aug. 11-13. Clarion Chapman, Earlville, Ill.
Pleasant Hill—Pike Co. Fair. Aug. 24-28. J. L. Laugharn.
Waterloo—Monroe Co. Fair. Aug. 27-29. Edgar S. Amrine.
Woodstock—McHenry Co. Junior Fair. Aug. 22-25. Herman Ehlert.
- Indiana**
Sullivan—Sullivan Co. Fair. July 13-18. Fred Stevens.
- Kentucky**
Bowling Green—Warren Co. 4-H Fair. July 30-Aug. 1. Jess Mitchell.
Burkesville—Cubertland Co. Fair. Aug. 13-15. Earl Kilbourne.
Campton—Wolfe Co. Fair Sept. 8-12. Hays Pigman.
Hardinsburg—Breckinridge Co. Fair. Sept. 24-26. E. B. Kennedy.
Inez—Martin Co. Fair. Sept. 3-5. Mrs. Rushie G. Webb.
Irvine—Estill Co. Fair. Sept. 15-16. Fred Brockman.
LaGrange—Oldham Co. Fair. Aug. 26-29. Mrs. Robert L. Robertson.
Mayfield—Purchase District Fair. Aug. 17-22. M. W. Hartsfield.
Princeton—Caldwell Co. V. F. W. Fair. Aug. 6-8. C. A. Akin.
Sandy Hook—Ellipt Co. Fair. Sept. 24-26. E. D. Rice.
Scottsville—Allen Co. Fair. Aug. 13-15. James Lones.
West Liberty—Morgan Co. Fair. Sept. 14-19. Mrs. Boyd Blair.
Winchester—Clark Co. Fair Assn. Sept. 24-26. Charles D. Shouse.
- Maine**
Acton—York Co. Agr. Assn. Sept. 11-12. Leon E. Credford, Shapleigh, Me.
Litchfield—Litchfield Fair. Sept. 11-12. Charles H. Harvey, R. 5 A, Gardiner, Me.
- Michigan**
Cheboygan—Northern Michigan Fair. Aug. 18-21. George D. Judd.
Gladwin—Gladwin Co. Jr. Fair Assn. Aug. 24-28. Mrs. Dune Huber.
- Mississippi**
Macon—Noxubee Co. Fair. Aug. 24-29. T. J. Prince.
- Nebraska**
David City—Butler Co. Agr. Soc. Aug. 20-22. J. C. Byers.
McCook—Red Willow Co. Fair. Aug. 12-14. Don Thompson.
- New Hampshire**
Northwood—Northwood Fair. Aug. 21-23. Hugh J. Prestley.

- New Jersey**
Morristown—N. Jersey Agr. & Indust. Expo. Aug. 18-22. Alexis L. Clark.
- North Carolina**
Madison—Madison Agr. Fair Assn. Sept. 28-Oct. 3. A. Hutton Tucker.
Rutherfordton—Rutherford Co. Fair. Sept. 14-19. John H. Jones.
- North Dakota**
Lenoir—Caldwell Co. Agr. Fair. Sept. 15-19. Max A. Culp.
- Oklahoma**
Vinita—Craig Co. Fair. Sept. 23-26.
- Pennsylvania**
Elizabethtown—Kiwans Community Farm Fair. Sept. 16-19. Lewis E. Bentzel.
- South Dakota**
Kimball—Brule Co. Fair. Aug. 14-16.
Rapid City—Black Hills Range Days, Horse Show & Expo. Aug. 13-16. Stan Lieberman.
Rosebud—Rosebud Sioux Indian Fair. Aug. 29-31. Neil Chauncy.
Webster—Day Co. Fair. Aug. 27-29. W. H. Cameron.
- Tennessee**
Alexandria—DeKalb Co. Fair Assn. Aug. 5-8. George Corley, Oak Ridge, Tenn.
Brownsville—Haywood Co. Colored Fair. Oct. 12-17. F. E. Jeffries.
Crossville—Cumberland Co. Fair Assn. Aug. — Mrs. Frank Turner.
Greeneville—Otway Greene Co. Fair. Sept. 15-19. Mary M. Chapman.
Lebanon—Wilson Co. Negro Fair Assn. Aug. 20-22. W. T. Bernard.
Linden—Perry Co. Fair. Sept. 3-5. Mrs. Charles Ary.
Maryville—Blount Co. Fair. Aug. 31-Sept. 5. Ernest A. Smith.
Maynardville—Union Co. Fair. Sept. 10-12. Garlin C. Bridges.
Paris—Henry Co. Livestock Products Show. Sept. 30-Oct. 2. Joe Taylor.
Tracy City—Grundy Co. Fair Assn. Aug. 20-22. Wayne K. Wilson.
- Virginia**
Chase City—Mecklenburg Co. Fair Assn. Oct. 12-17. Garland E. Moss.
Farmville—Five-County Fair Assn. Sept. 21-26. J. C. Brickert.
Fredericksburg—Fredericksburg Agr. Fair. Aug. 31-Sept. 5. George C. Rawlings Jr.
Galax—Galax Agr. Fair. Sept. 7-12. Mrs. S. G. Eddins.
Goochland—Goochland-Powhatan Fair. Sept. 10-12. Mrs. Alice R. Sikes.
Harrisonburg—Rockingham Co. Fair Assn. Sept. 15-19. Charles W. Wampler Jr.
New Castle—Craig Co. Fair. Assn. Sept. 2-5. L. Y. Fincis.
Nokesville—Prince William Co. Fair. Aug. 17-22. Harry O. Swan.
Rocky Mount—Franklin Co. Am. Legion Fair. Sept. 7-12. James S. Marshall.
Rustburg, near Lynchburg—Campbell Co. Fair Assn. Aug. 31-Sept. 3. W. A. Rice.
South Boston—Halifax Co. Fair Assn. Oct. 19-24. W. W. Wilkins Sr.
West Point—Tidewater Fair Assn. Sept. 14-19. J. Lester Lauher.
- West Virginia**
Belington—Belington Community Festival & Fair. Sept. 16-19. D. U. Haney.
Huntington—KYOWVA Fair Corp. Aug. 16-22. James T. Hetzer.
Rivesville—Paw Paw District Fair Assn. Aug. 11-15. Mrs. Frank Arnett Jr.
- Wyoming**
Cheyenne—Western Plains Fair. Aug. 20-22. Clarence Schleski, Burns, Wyo.

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YOUNGSTOWN, OHIO, April 7 thru 12
Charley Coffey, Director
405 Home Savings & Loan Assn.

JACKSONVILLE, FLA., April 28 thru May 3
Edgar V. (Bud) Smith, Director
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NORFOLK, VA., April 26 thru May 3
Jack T. Craig, Director
P.O. Box No. 6156

MAY
SAN ANTONIO, TEXAS, May 10 thru 17
Carl Olson, Director
819 Gunter Building

KNOXVILLE, TENN., May 5 thru 10
Paul Waters, Director
317 Gay Street

MONTGOMERY, ALA., May 5 thru 10
E. H. Auerbach, Chairman
First National Bank Bldg.

WICHITA FALLS, TEXAS, May 6 thru 10
L. A. Gifford, Director
Mezz. Holt Hotel

CHARLESTON, S. C., May 19 thru 24
J. Walker Owens, Chairman
Chamber of Commerce Bldg.

DALLAS, TEXAS, May 2 thru 10
H. F. VanHorn, Director
"Penthouse," Stoneleigh Hotel

WACO, TEXAS, May 12 thru 17
Dorothy Godfrey, Director
620 North 5th Street

NASHVILLE, TENN., May 20 thru 24
Paul Waters, Director
205 Exchange Building

TACOMA, WASH., May 20 thru 24
George Colours, Director
1103 1/2 North Division St.

CEDAR RAPIDS, IOWA, May 27 thru 31
Paul Waters, Director
666 Guaranty Bldg.

CHATTANOOGA, TENN., June 8 thru 15
C. B. Osborn, Chairman
Electric Power Company

NEW ORLEANS, LA., Sept. 26 thru Oct. 4
H. F. VanHorn, Director
c/o Municipal Auditorium

DENVER, COLO., Sept. 22 thru 27
Carl Olson, Director
c/o Rocky Mountain News

SOUTH BEND, IND., Sept. 22 thru 27
Dorothy Godfrey, Director
c/o Waco Home Show, Waco, Texas

BILLINGS, MONT., Nov. 3 thru 8
Carl Olson, Director
c/o Don Jewell, Box 744

BOOKED BUT DATES NOT ALLOTTED: BATON ROUGE, LA; FAYETTE, COLUMBIA, ROANOKE, LYNCHBURG, ALEXANDRIA, LAKE CHARLES, SAN ANGELO, TEX.; GREAT FALLS, MONT.; SAN DIEGO, CALIF.; OTTUMWA, IA.

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Four Big Days and Nights.
Will consider booking complete Carnival.
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Iowa Events Join Forces

POCAHONTAS, Ia., May 16.—The Pocahontas Junior 4-H Fair here and the Pocahontas County Fair at Fonda will be merged this year with activities of both centered in this town.

According to Lyle Carlsen, of Laurens, president of the local 4-H fair, consolidation plans will be completed in the near future. The merger will permit many needed plant improvements since State aid will be available for the local annual.

Launch New Annual In Newfoundland

GRAND FALLS, N. F., May 16.—A new fair will be held here in September or October under auspices of the Grand Falls Lions Club. The event will run from four to six days. A flower show has already been set for the event and attractions are expected to include variety acts and stock car and harness racing. Plant will be centered around a rink here.

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R-B ROUTE SET THRU EARLY AUG.

Industrial East Gets Fast Shuffle As Big One Heads for Canada

NEW YORK, May 16.—The Ringling Bros. and Barnum & Bailey Circus will vary the first portion of its 1953 route considerably as compared to the dates it played last year. The playing dates have been okayed thru August.

The Big One, which closes in Boston tomorrow (17), will move to Washington, a 597-mile jump, for its six-day stand there ending May 24. Following the Washington showing, the show moves on to Philadelphia, where it will play May 25-30, thus picking up the Decoration Day holiday on its last day there.

The circus will then play several days in the area around Philadelphia and Baltimore, before moving into New Jersey. Paterson, N. J., gets a two-day stand this year, with Newark, N. J., which got a similar date last year, being eliminated during the current tour. The show will open in Bridgeport, Conn., on June 15, and then make a fast one-week pass thru New England before entering Canada for a Quebec City showing on June 22.

By spending almost three weeks in Canada, the show will get an opportunity to play territory that has not been visited in several years, and where business conditions are reported excellent. Due to be by-passed during the current tour, by virtue of the Canadian trek, will be New York State cities like Albany, Schenectady, Amsterdam, Utica, Syracuse, Rochester, Binghamton, Elmira and Olean, which the show played last year.

A trip into Western Canada could materialize for the Big One if business in the Eastern part of the Dominion proves strong. Western reaches of Canada, also requiring long jumps to reach cities of sufficient size to justify the presence of the circus, are also enjoying prosperity, aided by the rich mineral deposits that have been discovered near-by. Many are already enjoying the boom-town type of activity as development of resources continues and new discoveries are being made.

Poor business in the Empire State last year resulted in the decision to skip it during the current season, according to show representatives. Altho several dates in Canada have yet to be filled, expectations are that the trek thru the Dominion will prove to be much more lucrative than the New York State and New England territories that required a similar length of playing time last year.

Quebec City will be played for one day only, according to cur-

rent reports, with Montreal scheduled for a two-day stand. The next multiple-day date will be Detroit, where the show will play July 10-12, which will be its first U. S. appearance after its Canadian stretch. Also set for a two-day stand is Indianapolis, where the circus will play July 18-19. Chicago's three-day stand of last year has been upped to five days, and the Big One will play there July 29-August 2.

3 Days in Ohio

Prior to the Indianapolis stand, the show will play three days in Ohio as compared to 12 days spent in that State last year. It may play other cities in the State later, but current indications point toward the Ohio appearances being held to the above number.

Following the Indianapolis two-day stand, the show will have eight days in Illinois prior to its five-day Chicago stint. Additional Illinois dates may be played following Chicago, with the show's route, as currently set up, placing it in St. Paul a few days after the August 2 closing in Chicago.

Schumann Set In Copenhagen For Summer

COPENHAGEN, Denmark, May 16.—Circus Schumann, after a very successful two-month tour of Sweden, opened its annual all-summer run in Copenhagen's midtown circus arena, Friday (8). The opener and week-end were advance sell-outs. This season's ball features the Schumann horse numbers and the clown acts of Charlie Rivels, with Maiss and Mimile.

Among out-of-town showmen spotted at the opener were Catherine Williams, directress of Blackpool (England) Tower Circus; R. M. Dixon, manager of Bellevue (Manchester, England) Circus; Rolfe Knie, director of Knie Bros. (Swiss) Circus and Lew Grade, London booking agent.

Local show personalities present included Inge-Lise Bock, directress of Tivoli amusement park; Herr Rybeck, office manager of Tivoli, and booking agents Ernst Sahlstrom, Aksel Glaesner, Martin Roses, and Kinow and Gasse Stanley.

During intermission, press representatives and visiting showmen were guests of the Schumanns at a cocktail party in the circus canteen.

Wind Rips Canvas; Beatty Sidewalls

Minor Tops Go Down; Show Makes 2 Overland Moves; Matinees Late

SANTA MARIA, Calif., May 16.—High wind across an open, sandy lot blew down the smaller tents and damaged the big top of the Clyde Beatty Circus at Inyokern, Calif., Sunday (10), but the show missed no performances. The storm came shortly before matinee time.

The gale ripped the tents in several places and pulled some stakes. Tops were guyed out to wagons and the first show was given at 7:30 p.m., with the second at 10 p.m. The date was sold to the Naval Ordnance Testing

Station. There were no injuries. Performances at Lancaster on Monday (11) were sidewalled while the tops were being repaired.

Earlier, at Burbank (7), the show had half and three-quarter turnouts under Legion auspices. Arthur Hoffman reported his best day with the Beatty Side Show there. Playing North Hollywood (8), the show again had half and three-quarter crowds, but this time without auspices.

Trucked for 2 Days

Wagons were trucked overland from North Hollywood to Panorama City at Van Nuys for Saturday (9) and trucked from there back to Burbank for a rail move to Inyokern.

Following the Inyokern and Lancaster stands, Beatty played Ventura on Tuesday (12). Late arrival caused a 4:30 p.m. matinee but it drew three-fourths capacity and the night house was half filled. There was no auspices. Santa Barbara on Wednesday (12) gave three-quarter and half houses.

Another late arrival, laid to a slow railroad transfer, was chalked up at Santa Maria on Thursday (14). Starting at about 4 p.m., the afternoon show drew three-quarters. The night effort was somewhat better than three-quarters.

Most Kentucky Stands Click For Kelly-Miller

MADISONVILLE, Ky., May 16.—Al G. Kelly & Miller Bros.' Circus drew half and three-quarters houses here Tuesday (12), but it has been averaging better business in most Kentucky stands.

Mayfield (7), gave a three-quarter house on a rainy afternoon and a straw at night. Murray, on Friday (8), had clear, cool weather, and Kelly-Miller played to a three-quarter matinee and full night house. At Murray, K-M was a week behind Page Bros.' Shows and three days ahead of Bisbee's Comedians.

Dawson Springs was light for the matinee Monday (11), but the night show drew three-quarters. Rain continued all day but faded to a drizzle at night.

Madisonville lot was six miles from town and rain fell during the morning. Rogers Bros. had played the town three days earlier.

Hagan-Wallace Hit By Tough Hops, Mud

Matinees Lost, Night Shows Late As Trucks Fail in Mountains, Mire

LEWISTON, Pa., May 16.—Mountains and mud staggered the Hagan-Wallace Circus in recent days, with more late arrivals, truck breakdowns and resulting loss of matinees.

At Frostburg, Md., Thursday (7), the show began limping onto the lot at 2 p.m. Breakdown of trucks on muddy lots and mountain jumps the previous two days, forced shuttling of semitrailers with the remaining tractors. Some local trucks were rented to assist. Rain began in the evening and by 8 p.m. the big top was still on the ground. However, a show was started at 9:30 p.m. to a half house.

Show did not get off the Frostburg lot until 11 a.m. the second day, and consequently, the matinee was lost at Chambersburg on Friday (8). Canvas truck broke down on the jump and did not arrive until 6 p.m. The night show began at 9:55 p.m. to a one-quarter house. A spectator required hospitalization after he placed his hand in a cage and was scratched by a lion.

Things approached normal at Hanover, Pa., Saturday (9), with the matinee house near capacity and the night show drawing about three-fourths. However, a brief hail and rain storm began in the evening. Elephant truck was left in Hanover for repairs and when it moved out Monday (11) en route to Sunbury, it was overturned.

Elephant in the truck was not injured, but the trailer was smashed.

Meanwhile at Sunbury the show was enjoying good weather and two near-capacity houses. At Lewiston on Tuesday (12) the matinee was half filled and rain at night held business to half of capacity.

King Scores Straws; 3 Shows at Cumberland

CUMBERLAND, Md., May 16.—King Bros. & Cristiani Circus gave three scheduled performances here Monday (11). Early matinee drew a capacity house of youngsters. Second matinee was three-quarters full and night house was strawed.

Show was timed with the pay day of three major industries and was sponsored by the Optimist and Exchange clubs. Mills Bros. is contracted for May 26. Weather was clear and temperature was 70 degrees.

At Harrisonburg, Va. (7), King-Cristiani had a three-quarter matinee and full night house.

Staunton, Va. (6), registered a full matinee and then came thru with a strawed night house that

forced elimination of the spec. Rain started after the second show began. Half of the straw remained for the concert.

Parade continued to draw hefty crowds in all spots, and at Staunton, Editor E. Lewis Knowles followed up with an editorial lauding parades and recalling those of former years. Unusual aspect was the inclusion of a parade photo in the editorial column.

Driver Killed In Mills Wreck; Business Okay

CONNEAUT, O., May 16.—A Mills Bros. truck driver, Kenneth Kerns, 35, of Chicago, was killed when the seat plank truck he was driving skidded off a wet road near here Tuesday (12).

The day before at Ashtabula, the show had two three-quarter houses in weather that started good but turned to rain at night. Grotto was the auspices. Brooklyn, O. (9), brought out a near-full matinee and three-quarter night take. Canton had three-quarters and half houses earlier. Four trucks broke down en route to Canton, but the matinee was on time.

Turnouts averaged three-quarters of capacity at Sidney, O. (1); Columbus (2), and Mansfield (4).

Most Turnouts Dip for Diano; Policy Changes

FLAT RIVER, Mo., May 16.—Business for Diano Bros.' Circus was strong at Cape Girardeau, Mo., Tuesday (12), with three-quarter and near-capacity crowds on the stands. But at most other places the turnouts were smaller.

Meanwhile, in changes of policy, the show has moved its featured rhino to the Side Show and dropped the use of heralds. Some considerations also was being given to returning the bucking elephant, used in other seasons, to the concert line-up.

Paragould Ark. (7), had one-quarter and half houses in rainy, cold weather. Blytheville (8) had two half houses, with farmers busy with the planting season. Kennett, Mo. (9), had two fractional houses in good weather. Money was reported tight in the cotton country at this time.

Cape Girardeau business came thru despite tornado warnings. Menagerie was sidewalled because of a small lot. Street parade in that town and some of the others was reported sparse because of weather. Flat River had a one-quarter house for the matinee Wednesday (13).

Business Booms For Hunt Show

WOODBURY, N. J., May 16.—Thumping good business greeted Hunt Bros.' Circus at most recent stands. Full houses and turnaways were the rule.

At Norristown, Pa., Saturday (9), the show gave three performances for its seventh annual date under Business Club auspices, which supports a Spastic Paralysis fund with circus profits. First matinee was a turnaway, while the second matinee and the night house were near-capacity.

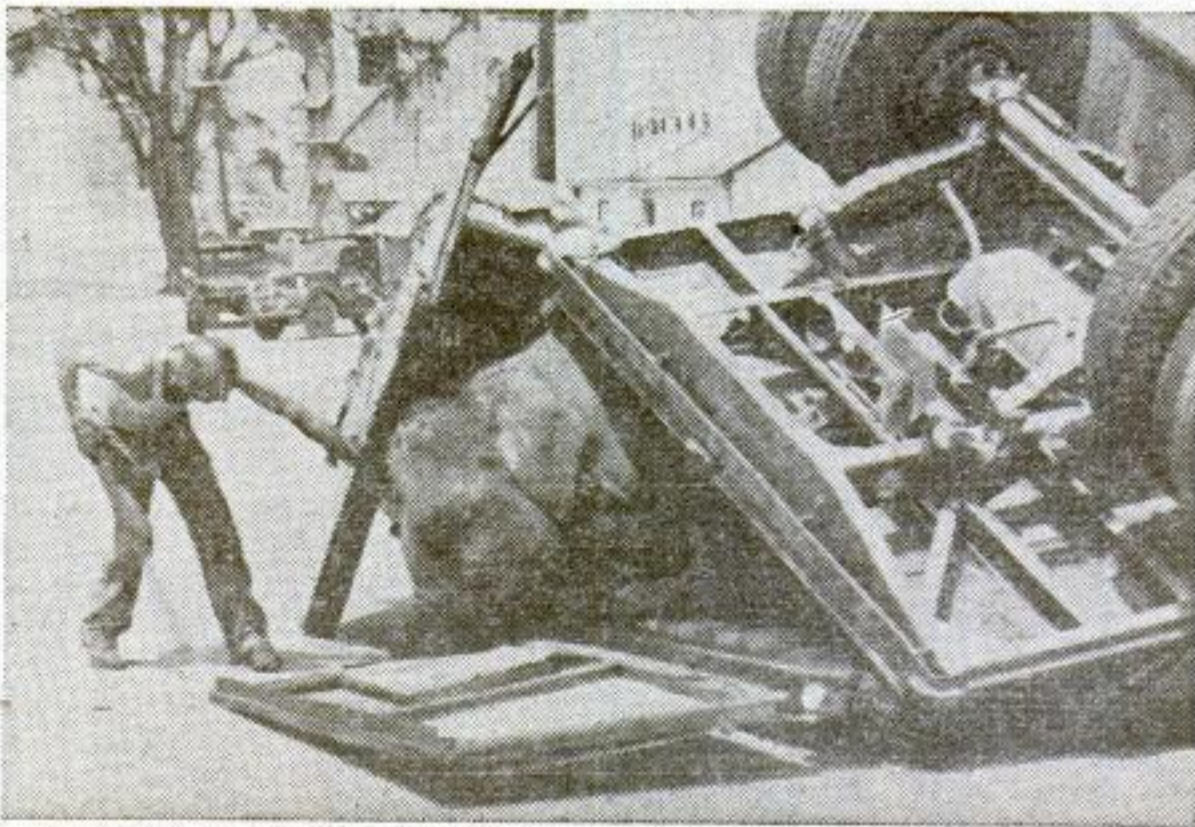
Woodbury scored a turnaway at the matinee on Monday (11) and the night house was full. Kiwanis Club was the auspices. At Springfield, Pa. (7), the show had two full ones with Lions auspices.

Tom Packs Sets Cisco, Pancho In New Orleans

NEW ORLEANS, May 16.—Thomas N. Packs Amusement Enterprises will produce the Cisco Kid & Pancho Western Thrill Show at the City Park Stadium here June 12-14 under Knights of Columbus auspices.

Jack Leontini, Packs executive, made the announcement from St. Louis. He said the bill would include Duncan Rinaldo and Leo Carrillo; Rex Rossi and Armida; the Western portion of Buck Steele's Frontier Days show, and a fireworks display.

This will be the first activity of the type sponsored by Knights of Columbus here. The Packs organization also produces the New Orleans Shrine circus. Leontini will come to New Orleans 10 days ahead and remain thru the engagement. Packs also will be present. Cisco Kid and Pancho are being booked at several spots by Packs, who also will use them on some of his circus dates.



ELEPHANT on Hagan-Wallace Circus escaped injury when the truck in which it is carried overturned near Hanover, Pa., Monday (11). Austin Rosell, show employee, is coaxing the elephant to crawl from the wrecked semitrailer.

Siebrand Bros.

On jump to Roswell, N. Mex., nearly everyone stopped in Las Cruces to catch Bailey Bros. matinee. Among those unable to catch our performance the day before were Sammy Steffen, the Duke Family, Tony and Marge Gentry and Alice, Armida and Johnny Gutierrez. Blue and Emma have the cookhouse and treated the Hodgins to chicken dinner.

Women on the show had just cleaned their trailers in Roswell when wind and dust again buffeted the outfit, causing cancellation of Saturday (9) matinee. Roswell, a five-day spot, gave good business other nights. Hans Erikson is learning a new dance routine. George Vest entertains actors before the show, playing operetta selections on the new electric organ.

Frank Roche and Joe Hodges rushed into the wrong radio station for an interview, but they arrived at the correct station with two minutes to spare. Tom and Joe Hodgini were entertained at a supper party by Bill Wente, KGFL staff member. Charlie Hilderra joined show for the season. Danita Roche is keeping books on the novelties.—**JOE HODGES HODGINI.**

Bailey Bros.

Many on the show spent Saturday night and Sunday off in El Paso seeing the sights in Juarez, Old Mexico. Bob Devenney and Jerry Hartly and mama went to a bull fight. Loretta La Pearl, Vernon Colbert, Buck Leahy and Maurice Marjolejo were guests of Mario Arevalo, Colbert's magician friend, in El Paso.

Last Cruces and Truth-or-Consequences, N. M., were two of the best days we have had this season. Crowds were big, and we had no wind or sand storm. Colbert and La Pearl were able to put their awning up for the second time this season and had a lot of company under it on the sunny Wednesday off.

Our longest jump of the season was to Safford, Ariz., but everyone made it in good time. Even Tangle Eye Blue was on the lot in time to set up and serve dinner. Ben Beverly and Sandry Duke have been ill.

Visitors on the show have been Mario and Chuy Arevalo and many from the Siebrand Circus, including Joe Hodges Hodgini Jr., Tom and Betty Hodgini, Teresa and Matches Morales and family, the Erickson troupe, Concha Morales, Pancho and Danita, Charley the Painter, George Vest, and Bob Emerico.—**MAURICE MARMOLEJO.**

Dressing Room Gossip

Capell Bros.

Despite bad weather for our first week in Arkansas, the show had good turnouts for matinees and three-quarter houses at night. Coming into Houston, Mo., the prop truck failed to make a sharp turn and went down the mountain for about 100 yards. No damage except a lot of scratched paint, but the bulls and winch truck spent about five hours getting the truck back on the highway.

The show added two new tractors to its fleet of trucks last week. Stanley (Polack) Polfrey has a new panel truck, and Carl Taylor purchased a pick-up to convert into a sleeper.

New on the show are Don Floyd, Mabel Mix, George and Bessie Geddis, and Capt. Eddie Mason. Others who have joined the past two weeks are Curley Booth, Side Show Johnie, Dutch and Lois Le Blanco, all formerly of Diano Bros. The big top and Side Show go up and down in record time, thanks to Little Bob Reed and Side Show Johnie.

General Manager Bob Capell is also acting as legal adjuster. Recent visitors were Mr. and Mrs. Obert Miller, Mr. and Mrs. Neal Walters and son of Eureka Springs, Capt. Roy Simms, Babe and Autry Bishop, and Dr. and Mrs. Ralph Devoe of Little Rock.—**PAUL BEJANO and HARRY ROGERS.**

King-Cristiani

Sunshine has put in an appearance at last. Lots still have soft spots, but there has been enough dry ground the past few days to keep our trailers and feet out of the mud.

Mugador Cristiani arranged the first party of the season, including dinner and floor show, at the Fort Cumberland Hotel. Benny Zerbin acted as emcee, and music for dancing was furnished by the Side Show band, directed by Lockwood Lewis.

Charles Miles and his camera have been with us this week. Ralph K. Spidell also spent several days with us. Dr. and Mrs. William Mann, Washington, D. C., and Mr. and Mrs. Keegan, spent two days. Tony Conway and his wife, the former Claire Fawcett, spent the day in Winchester, Va. Visitors from Hagerstown included James Harshman, Chester Wedell, Dick Hemphill, Carol Bechtel, Wilbur Mumma, and Dan Roher. Other visitors included Jack Martin, Fred Stafford, and George Strongman, of Mills Bros.' press staff.

Steve Crow, director of the clown band, is proud of new snare and bass drums. Harry and Jeff, our English clowns, get laughs with their specialty gags. Show played to three packed houses in Cumberland on a new and bigger lot than last time.—**COL. HARRY THOMAS**

Rogers Bros.

Bert Pettus has worked overtime for the past week, pulling us on and off muddy lots with the elephants. Pettus has taken over as master of transportation, and he was acting mechanic until Mr. and Mrs. Valentine joined in Madisonville. Valentine replaces Louis Smidicke as master mechanic.

In Madisonville and Hopkinsville, the trucks were parked on surrounding roads and everything had to be carried into place on the lots. Three times in the past week, Durwood Fischer has overturned the levitation bench in the clown gag, taking a fall in white wardrobe into the mud. Eddie Douchette, clown, has returned to Boston for surgery.

On our Sunday off in Princeton, most of us visited the Kelly-Miller Circus in Paducah. Jack Lorenzo and John McLaughlin drove to Benton to visit, only to find Kelly-Miller cancelled the town. John Staley served supper to some of the Rogers folks who made the visit.

Among those who caught the Kelly-Miller performance were Bert and Marie Pettus, Skinny Goe, Jackie and Jacqueline Toliver, Paulene and George Penny, Joe and Eva Haworth, Joe and Victoria Vasquez, Andy Anderson, Carlos Ricci, Lou Walton, Durwood Fischer, Danny Styron, Conley Butterworth and Frank Breaux.

Polack Western

The Stockton date had plenty of s.r.o. houses. Lem and Ben Behler entertained a group, including Andre and Norma Fox, Gus and Betty Bell, Harold and Millie Ward, Lola Dobritch and Emil Dobritch Jr, Laurence Cross, and Harry Dann, with a buffet dinner.

Janice Voise was visited by her parents, Mr. and Mrs. Clyde Davidson of Sun Valley, Calif. Tony and Johnny Schaller's mother, Mrs. Lillian Schaller, visited from Phoenix, Ariz. The Ashtons presented their act at the Western States Shrine Convention at Sacramento.

Ed Raymond met another Ed Raymond, a resident of Stockton. Eileen Hartman practices iron jaw under Barbettes direction, and June Madison gives hula lessons between shows. Bea Kon-yot does a torrid cooch in the opening number. Mayme Ward is making new bumps for the flying act. The Jim Wong Troupe introduced Joe Sherman and Harry Dann to new dishes at a dinner in a local Chinese restaurant.

Jack Moser and a group of friends visited Barbettes and caught the show. Glen Fishback, Sacramento photographer, made action shots of the show. Other recent visitors were Peggy McDonald, Pat Moore, Honey Shyretto Hebert, Merle Sprague, Cliff Daniels, and Bert Martin.—**HARRY DANN**

Mills Bros.

Personnel extended sympathy to our veteran general superintendent, Charley Brady, on the death of his wife.

A busy four-day tour of Cleveland suburbs climaxed our spring Ohio trouping. Several made Cleveland radio shows. Coco Jr. and Sasha were on WEWS-TV, and same station's camera men filmed show setting up and backyard. Fans, friends and relatives kept Mills family busy the four days around their home area. Mrs. Jack Mills, who's been home with daughter Arlene, joined for the season.

Mr. and Mrs. Kent McClelland, CFA, were dinner hosts to Virgil (Ky) Seagraves, Joe Rossi, Rita Stroud, Betty Moore, Carlton Smith, and Jack LaPearl. Fan Smith clowned the show two days. Nio Yu and her husband entertained Consul and Mrs. David Walters and daughter, of Miami. Peggy Baker and bandman Danny Meyers celebrated birthdays.

Mr. and Mrs. Attyde, of Mexico City, visited the Droguetts and Ferraras. Other visitors included Ely Ardely, the Win Storeys, Johnny Drabble, Dick Dillon, the Ray Goody family, Harry Chipman, Mr. and Mrs. H. W. Ahrhart, K. C. DeLong, Mr. and Mrs. Paul Kennedy, Mary Ann Crigiur, Judge Kelly, C. Bender, Keith Anderson, Joe McCarthy, Jim McLinden, Ray Thompson, J. B. Stratton, Jesse Amonett, R. B. Picking, Mr. and Mrs. Adam Borczyk, Johnny Boyle, Ralph Stevenson, Floy D. McClintock, Norm Senhauser, Dick Sulsky, E. R. Stantuss, Charles Leman and family, and Ed Enterline.—**JACK LA PEARL.**

Kelly-Miller

Obert Miller and Mary Pease were married May 3 at Pocahontas, Ark.

A wreck occurred on the first jump of the season, from Hugo, Okla., to Durant. Mr. and Mrs. David McIntosh's truck and house trailer were demolished, but Mrs. McIntosh, who was driving, was not injured. En route from Morrilton, Ark., to Augusta, the pony trailer overturned, but the ponies were not seriously injured.

Ted Bowman, Dallas, joined clown alley while visiting Ted Rhea. Col. Middleton and family, who joined at Augusta, operate a snake show on the midway. Doc Claire joined the band with his baritone at Morrilton, taking the place of Charlie Fournier.

John W. (Dutch) Givler died May 5 of a heart attack. Burial was May 12 at Ephrata, Pa.

Everyone had a good rest May 9 and 10, as the show did not move on to Benton as planned but played a two-day stand at Paducah.—**MRS. JACK FULTON.**

Hunt Bros.

Since Lew Barton is a native of the area, Charlie Hunt suggested that Lew take the fleet thru on the move from Claymont, Del., to Broomall, Pa. But our native son had to stop several times to find out where he was, and the show ended up nine miles out of the way.

Virus kept Hazel Case out of several performances. The combined De Riskie-Wirth-Case doctor bill has run into fancy figures. Litha De Riskie now has a stiff neck, and Mildred Hunt just got over one.

Roy Short is the latest addition to Bob Mills' circus band. Guy Leslie constructed a cart to transport his seals from truck to ring. Claire Ratley fell during the riding act, and Jim Conley replaced him in the principal number until Claire was well again.

Helen Hunt has once more taken up the duties as tutor. Each time Jean Hopkins Kelly returns to her trailer after spec she finds it wrecked from the antics of her offspring. Helen Hunt greets the customers at the box office as if they were next door neighbors. Staff can't explain the boss canvassman who joined, put up the big top and disappeared. The blonde who mounted Phil Wirth's resin-back turned out to be one of Ray Sinclair's friends from Kennett Square, Pa.—**BILLY BARTON.**

Ringling-Barnum

The New York engagement, one of our longest, ended Sunday (10). William J. Grogan, manager of the Belvedere Hotel, gave an after-show party for friends staying at the hotel. Jerry Geronimo also gave a party, and Dolly Copeland celebrated her birthday with a big dressing room party the last day in New York.

The trains to Boston arrived early in a warm, sunny afternoon. Father Ed Sullivan was on hand to greet us. As usual, he took Felix Adler on his yearly trip to buy a new pig for the season. Father Sullivan showed his circus movies between shows a number of times during the Boston engagement.

Bob Thompson came up from Georgia to watch the circus tear down in New York. Larry Wilcox had a big time in Boston showing his young daughter around. Other visitors included Walter and Alfred Shyretto, Frank McClosky's family, Janice Mooney and family, Dorothy and Willie Storey and daughter Renee, Florence and Cliff Baxter, Joyce and John Seawell, Sue Tezzano, Murray Burt, Mr. and Mrs. Smith, Agnes Oliver's son John, and Mr. and Mrs. Pallenberg.—**MARY JANE MILLER.**

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Parks Look to Holiday Week-End to Get Well

NEW YORK, May 16. — The majority of the nation's amusement parks will officially open Memorial Day (30). Those who will open that day for the first time this year are eagerly awaiting the holiday to start their season off with a bang. Those parks that have already opened, either on a part-time or full-time basis, are also looking for the date to provide them with a chance to recoup losses suffered by the bad weather that has plagued their operations so far.

The outdoor amusement spots will also have to work with a normal-length holiday week-end, since the holiday falls on Saturday. In several previous years, the holiday fell on Friday or Monday, so that three-day week-end business was enjoyed, but this year it appears that employers will not make up the holiday by giving either the Friday before the holiday or the Monday following it to their employees.

The holiday week-end also kicks off the use of free acts and talent appearance at the amusement spots. With many parks

going out in a heavy way for talent on the holiday week-end, all will be looking for heavy patronage to help them meet the added cost of providing entertainment, as well as to start them off the nut on pre-season expenditures on park improvements and new amusement and riding devices.

Need the Business

The funspots that have a few week-ends or weeks of operations under their belt cannot yet provide an accurate indication of spending trends for the up-coming season. This stems from the fact that they have not had enough days of good weather to permit an accurate box office gauge. Many parks came thru with reports of high per capita spending on the infrequent occasions when they were favored with weather conducive to good attendance and spending. Many owners and operators are hesitant to predict that the high rate of spending will continue, tho they hope for it strongly. Some attribute the good early spending to the fact that patrons received their first opportunity to spend on outdoor amusements after the indoor confinement of the winter and an unpleasant spring.

But regardless of the short holiday week-end and the fact that weather to date has been enough to sou: the most pleasant amusement operator, all are looking forward to the season's official opening on Memorial Day, with great expectations and hope that it will prove a harbinger of a pleasantly prosperous season to follow.

ROCK ADVICE: 'BE COOL, DIG THE RULE'

NEW YORK, May 16. — Rockaways' Playland, Queens amusement park, will plug safety precautions to its patrons this season, via recordings made by the Three Flames. The musical advice will stress "Be Cool! Dig the Rule," with the rules covering safety in the water, not leaving the Merry-Go-Round while it is in motion, keeping arms inside rides, the wearing of proper clothes, and not to walk barefoot on the boardwalk. The park's public address system will give out with the musical safety reminders at periodic intervals.

300 Collegians Are Hired Help At Cedar Point

SANDUSKY, O., May 16. — Approximately 300 college boys and girls have already been signed for summer work at Cedar Point. They have various tasks at the Breakers Hotel, dining rooms, bath house, rides and concessions.

Most of the students are housed in dormitories and take their meals at the Cedar Point dining rooms.

Some represent the second generation to be employed at Cedar Point. Two of the most famous former college employees of the resort were the late Knute Rockne and Gus Dorias, coach at Detroit, who perfected the forward pass for Notre Dame while summering here.

Season Passes

Season passes for the resort ferries which operate out of Sandusky went on sale this week, being good for the 91-day season. The tickets are priced at \$1 for children and \$1.50 for adults. Single round-trip fares have been increased by 10 cents this year. Resort will be open May 30-31, June 6-7 and from June 13 thru September 7, for its longest season.

"Free night" policy of 1952 will be continued this year, according to D. M. Schneider, president and general manager. The set-up includes free movies on Monday nights, three nights of square dancing and two nights of regular dancing each week. The Crystal Ballroom will be open Saturdays at a nominal fee with Ohio and nationally known bands being booked.

4-Day Rodeo Packs 'Em In at Atlanta's Lakewood

ATLANTA, May 16. — Col. Harry Crum's Wild West Rodeo, which played Lakewood Park here May 7-10, drew near-capacity crowds for each night performance. The show also presented matinee performances on Saturday (9) and Sunday (10).

Playing under the auspices of the Atlanta Lodge, Loyal Order of Moose, Mike Benton, park manager, and A. B. Foster, high sheriff of Fulton County and chairman of the Moose committee, engineered the event. Proceeds derived by the club will go

BUCK LAKE SCHEDULES COUNTRY MUSIC NAMES

ANGOLA, Ind., May 16.—Buck Lake Ranch Park here will swing into its seventh season with another card of name country music attractions booked. Owners Harry and Eleanor Smythe announced this week. Spot will open Sunday (24).

First day's attractions include

N.Y. Funspots Now Operating 7 Days a Week

NEW YORK, May 16.—A number of vicinity amusement parks opened today, the majority of them for full-week operation.

Rockaways' Playland, which has been operating on a week-end basis, begins seven-nights-a-week operations today, with full-week operations beginning next Saturday (23).

George C. Tilyou's Steeplechase Park, Coney Island, which has had some of its rides in week-end operation earlier this year, opened today for the season on a full-scale basis, with daily 1 p.m. openings scheduled, except on Mondays, when the park remains closed.

Olympic Park Irvington, N. J., also opened its 37th season of full operation today, following several week-end-only stanzas.

Indian Point Park, Peekskill, N. Y., opened today for the first time this season, and also is swinging into full-week operation. The Hudson River Day Line steamers also started service to the park today.

Excelsior Spot Escapes Minn. Storm Damage

MINNEAPOLIS, May 16.—Excelsior Park here escaped damage in the week-end tornadoes, Fred W. Pearce, park operator, said this week in Detroit. The park suffered from severe rain and a high wind. No casualties or damage was reported, altho not far away, six persons in one house were killed.

C. E. Vickers has been named superintendent of Detroit's Walled Lake Park by Pearce. Vickers started with the Pearce Enterprises in 1925. He remained with Pearce's St. Louis properties when they were sold five years ago, and has now rejoined the Pearce organization.

toward a building fund for the Lakewood Boy's Club, which it is sponsoring.

The show was built around some 30 acts and featured Western performers Jackie Rhinehart, Pop Staples and Betty Thompson. Also included were bronk busting, wild steer wrestling, bulldogging, and bull riding, as well as trained horse and clown acts. Chosen Queen for the affair was Mary Thomason, who appeared at each performance and presided over festivities.

Booked for '54

Park manager Benton, who also heads the Southeastern Fair Association, admitted that the success of the show this year resulted in Colonel Crum's Rodeo already being booked again for 1954, and plans are underway to make the rodeo an annual affair.

Tommy Read is handling publicity for the park, which has an extensive line-up of special promotions set for the summer. The park recently set a one-day attendance record, April 25, when some 35,000 employees of the Lockheed Aircraft Company and their families visited the park.

NASCAR-sanctioned stock car races are also set for the park's track on Sunday (31).

"Grand Ole Opry's" Grandpa Jones, Mrs. Hank Williams, Paul Howard, Circle-C Ranch Boys and Florence Webb. Decoration Day (30) program includes a horse pulling contest in the morning plus Kenny Roberts, Coral Records artist, and the Down Homers. On the following day (31), Buck Lake will have "Opry's" Webb Pierce and vaude acts.

Other bookings include Ray Price, June 14; Homer and Jethro, June 21; Johnny, Jack and Kitty, June 28; fireworks, July 4; Carl Smith, July 5; Cowboy Copas, July 12; PeeWee King, July 19, and Ernest Tubb, July 26.

Wrestling is booked for Saturday nights, starting June 13, with Jack Dempsey scheduled to appear July 25.

SKEE-BALL

Reg. U. S. Pat. Off.
America's Favorite Skill Game

for
**PARKS—RESORTS
& ARCADES**

PLANS—CARS—EQUIPMENT
for
COASTERS—MILL CHUTES

New STUNTS for your
DARK RIDE & FUN HOUSE

PHILADELPHIA TOBOGGAN CO.
130 E. DUVAL ST., PHILA. 44, PA.
Amusement Devices Since 1904

FOR SALE--BARGAIN! A. H. KIDDIE CARROUSEL

Guaranteed A-1. Runs and looks like new. We have no use for same. New '47 but only used 2 months each year since. 20 moving horses, 2 chariots, music box, fluorescent lights, crates; \$3,500 cash F.O.B. Syracuse. Can be seen operating.

Phone 62-7811 or write
FRED W. SEARLE
Manlius, N. Y.

OPPORTUNITY PARKS—CARNIVALS—BATTING RANGES WORLD'S GREATEST BASEBALL PITCHER

Throws Regulation or Sponge Rubber Balls. Can be used in enclosed cages or Batting Away.

For details wire or write
Automatic Baseball Pitcher, Inc.
Sharpsville, Penn.

Wanted Wanted Celoron Park

Celoron, N. Y.
Agents for all Stock Stores, couples preferred. For Rent—Mitt Camp and Photo Gallery. Contact
E. M. SWANK, Mgr.

RAILS 12#—16#—20#

With Splice, Bars, Frogs, Switches, Bolts and Ties for Kiddie-Car Railroad. Also Locomotives, Cars and Equipment for same
M. K. FRANK
480 Lexington Ave., New York 17, N. Y.
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BIG PARK APPEAL!

Holmes Cook miniature golf courses have it. They're well planned and inviting for day or night play. None has ever failed, because we build only on personally approved sites of 15,000 sq. ft. or more. Inquire now.
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Box 1463, New London, Conn.

WANT KIDDIE RIDES

For Drive-In Theater Kiddie Park. Will buy, rent or pay percentage. Want all kinds of rides. Wire or write what you have and terms.

DOC M. IRVING
4313 Roosevelt Blvd., Philadelphia, Pa.

For Sale or Lease RIVERVIEW PARK

15 acres with about 9 acres wooded, river frontage, 40x60 dance pavilion, 3-room cottage. Beer, dance hall and amusement park license. Ideal for Kiddie Park. Located 1 mile north of Racine, Wis. Selling price, \$20,000.

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High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

AMUSEMENT PARK WANTED

Small roadside park on well-traveled highway in Maryland, Pennsylvania, Ohio, West Virginia or Virginia with acreage, roller skating rink and swimming. What have you? Write, giving details, price and terms.

BOX D-34

c/o The Billboard, Cincinnati 22, Ohio

BOOK OR BUY (with Operator), Penny Arcade. Must have good equipment. Also

FOR LEASE—Scale and Age and Photo Gallery.

WANT—Hanky Pank Agents.

Opens May 29. Always jam-packed business.

SEASIDE PARK Virginia Beach, Virginia

**For Amusement
Parks, Pools,
Beaches and
Arcades**

RIFLE SPORT and the CHALLENGER
will increase your profits through
the entire season.

Write today!

A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

EARN MORE MONEY WITH A GREYHOUND RACE IN YOUR LOCATION OR GET YOUR MONEY BACK

12 UNIT \$3540 • 14 UNIT \$4130

GREYHOUND AMUSEMENT DEVICE CO., INC.
2303 SURF AVENUE CONEY ISLAND 24, N. Y.

IDEAL PARK, JOHNSTOWN, PA.

Wants three or four Kiddie Rides for Kiddie Land, also other Rides. Have beautiful picnic grounds and plenty of picnics booked. One of the largest swimming pools in the State. Contact

Milan Diklich or Freddie Blyth

Ideal Park, Johnstown, Pa. Phone: Johnstown, Pa., 33-4501

FOR SALE—AMUSEMENT PARK BUSINESS

Located in New England
GIANT MERRY-GO-ROUND (52 ft. in diameter), 10-Car **DODGEM, PENNY ARCADE, BOWL-O-WAY, POKERINO**. 15-week season — nets \$7,500.00 minimum. All in AAA-1 condition. Housed in perfect buildings. REASON FOR SELLING: Same owner for 40 years wishes now to retire at the age of 76. PRICE \$25,000.00 IN CASH. Here is an opportunity to earn a **SPLENDID INCOME** in 15 weeks—(why work 52 weeks?).

Reply to:
ASSOCIATED REALTY CO.

171 WESTMINSTER STREET PROVIDENCE, R. I.

BILOXI & GULFPORT AMUSEMENT PARK

Want Man for Ferris Wheel, prefer middle age or older and single. If married, must have trailer. Permanent park location; no ups or downs. Salary \$50.00 per week; long season, pleasant working conditions; located on beach. If you drink do not answer. All replies to
JACOB PRYOR
Rt. 3, Box 75-B, Biloxi, Miss.

FOR SALE

1 Kiddie Jeep Ride, 1 Smith and Smith Kiddie Aeroplane Ride. Guaranteed perfect condition. Both rides bought new and on permanent location. Price \$2300.00 for both.

G & S AMUSEMENTS, INC.
Salisbury Beach, Mass.

Cannon Act Bows on A. C. of A. as Show Hikes Gate Charges

Rail Mishap, Rain Cause Time Loss at Washington Park, Ill., Stand

• Continued from page 23

decorating to be done as the show moves thru its still dates. By fair time, it was figured, the show would be in top appearance. Despite the fact that little painting had been done in quarters, equipment appeared attractive here. Show execs figure that it is better to have all equipment freshly painted going into fairs than into the still dates for by fair time, they pointed out, much of the freshness is gone. Moreover, by spreading the work over the still dates the show saves money, the execs asserted.

Hot Springs, winter base of the show, was played last week, and it yielded business that compared favorably with last year, causing

show execs to toss out optimistic forecasts of the dates ahead.

Personnel line-up follows:

STAFF

J. C. McCaffery, general agent and co-owner; Paul Olson, manager and co-owner; George Hart, assistant manager; Louie Berger, special representative; J. Machamer, secretary-treasurer; Chester Mays, concession secretary; Louis A. (Stretch) Rice, business manager; Frank J. Lee, public relations manager; Jack Morgan, trainmaster; Johnnie Payne, diesels and light tower; George Powell, stock manager, and Harold Scott, scenic artist.

Shows: "Models of 1953"; Bob and Roxy Hendry, producers; featuring Roxanne, Joe Mack and six dancing girls, "Cotton Club"; Charlie Taylor, producer. Motor-drome, Del and Dorothy Crouch. Circus Side Show, Floyd Woolsey, Nat Rodgers' snakes managed by John Jacoby, Zola, bearded-fat lady, managed by C. S. Karn. Funhouse, Harold Scott. Tropical exhibit, Steve Lupton, Penny Arcade, Jack Young, Dark Ride, Jack Vincent and Buck Nelson.

RIDES

Merry-Go-Round, Joe Baker, foreman. Ben Dearmond and Jack Barnes; Skooter, Lou Barber, foreman; Harold Nickles, Jim Cabbage and Quinton Funderburg; Ferris Wheels (2), Jimmy Haynes, foreman; Bob Greenaway and Howard Reber; Rocket, Kelly Chester, foreman, Paul Forbes; Caterpillar, Harry Williams, foreman; James Paul; Octopus, Harold Conley, foreman, Willie Bratton; Roll-o-Plane, Wade Hagler, foreman; Roy Jones; Tilt-a-Whirl, Bill Pink, foreman; Marvin Smith; Mix-Up, Johnny Hamilton, foreman; George Kazamar; Roller Coaster, Bert Stover, manager; Jerry Price and Jack Austin; Kiddie Rides (8), Mrs. Dorothy Crouch, Gerald Potter, foreman, Charlie Duke; Live Ponies, Fay Ayers and Tom Brown;

CONCESSIONS

Chester Mays and Esther Young, photos; Chester Mays, Mrs. Ben Blakely and Mrs. Blanche Lemish, palmistry; Mrs. Eleanor Powell, pitch-till-you-win; Mr. and Mrs. Clint Shuford, popcorn, cotton candy, candy apples; Al Kunz, long range; Mr. and Mrs. A. Weideman, short range; Mr. and Mrs. Bob Lindrop, frozen custard; Mrs. Jack Morgan and Elaine Scott, ball games; Ben Gross and Nate Shufro, auction store; Clair and Tom Gibson, jewelry and novelties; Bill Stacey, bingo; Jackie and Eddie Yeater, cookhouse; George Bartley, 20 concessions.

World of Today Gets Tulsa Breaks

TULSA, May 16. — World of Today Shows received good publicity on its opening stand here and is doing good business despite rain on several days. Org is set up on the Barton show grounds.

Back-end personnel got three good breaks on Station KOTV here. Featured were performers from Chavanne's Side Show, Willander's dogs and folks from Chief Cherokee Bill's Western unit.

MEMPHIS RAIN LASHES RAS AT OPENING STAND

Sedlmayr Org Bows With Strong Shows, Many Changes in Back-End

By HERB DOTTEN

MEMPHIS, May 16. — Rains lashed the Royal American Shows at the Cotton Carnival here this week, washing out three nights, Sunday, Monday and Tuesday (10-12), and as of Thursday morning (14), with three days of the eight-day stand to go, RAS personnel could look back on mighty lean business. Except for the first day, when rain did not fall, the

mercury held down patronage.

Of the first five days, only Saturday (9), the opener, yielded any real business—and that was rated only fair. The rains that hit were heavy and in some instances accompanied by high winds that threatened damage to show equipment set on the city streets on a bluff overlooking a river. As it was, the rain did enough damage, business-wise.

The landing of King and Queen Cotton on the river barge, the Cotton Carnival parade, and fireworks, all scheduled for Tuesday, were rained out and re-scheduled. They were staged the following night but the postponement took some of the edge off their pull and this didn't help midway patronage.

Weather Hurts

The three days of rain was about the biggest dose of bad weather the RAS has encountered in recent years, certainly the worst it ever met here, where it gives up a high guarantee to the Cotton Carnival to play the date.

But Carl Sedlmayr Sr. didn't pay much attention to the weather. He was more intent on the new version of "Moulin

Rouge," the featured back-end unit. In his effort to make the Royal American's appeal as different each year as possible he has put considerable money into the 1953 edition of "Moulin Rouge" and the result is both eye-filling and entertaining.

Costuming in this show is probably the best that has ever been on the Royal American. High spot, production-wise, is a bubble bath number, adapted from Mike Todd's Peep Show. The show offers a line of 16 girls, with some top acts, chief among them being De Milo and Venus, a top-flight dance team; the Gay Deceivers, sock record mimics; the Six Wallabys, an all-girl acrobatic act in from England, and the Five Highlighters, young, refreshing looking singing combo consisting of three men and two girls who sing as well as they look.

Well-Paced

Altogether, it's quite an entertainment package, well-paced, varied, large-scaled, well-

(Continued on page 40)

Cold Snap Cuts Sunset Crowds At Hannibal, Mo.

HANNIBAL, Mo., May 16. — Sunset Amusement Company opened here to ideal weather and good crowds Monday night (11) but temperatures dipped the following day and kept midway patronage slim thru Friday. With a break from the weather, Owner K. H. Garman expects good business for the week-end.

Line-up here consists of 12 rides, 3 shows and upward of 30 concessions with more to be added next week in Fort Madison, Ia. Tom McManus, business manager, has a new two-ton truck to haul his concessions. Roy Patty, foreman of the Caterpillar, took delivery on a new Red Arrow house trailer. Harry Eddels is sporting a new panel truck. Tex Eaves is busy decorating the Merry-Go-Round.

Tommy Sigano joined to manage the gal show. Unit's line-up includes Frenchie Roy, boss canvasman. Dancers are Ann Marie Sigano, Betty Joe Walker, Susie Miller and Bonnie Lou Medlen. Ed Bird was a recent visitor from Chicago.

Iowa Biz Fair For Weaver

OTTUMWA, Ia., May 16. — Grand American Shows, has been getting fair business still-dating thru Iowa, L. O. Weaver, owner-manager, announced. Org will remain in the State for a while with Waterloo, Marshalltown and Iowa Falls on its itinerary.

All rides were repainted before hitting the road and several new panel fronts were built. C. B. Rawlings joined recently with his Motordrome and Dale Parrish came on with a gal show.

Fielding Graham came on with a Dark Ride and E. H. Netzler is expected soon with kiddie rides. T. D. Thatch is handling advertising and promotion and is working up special kid matinees each week.

Royal Midwest Inks Rensselaer, Ind.

RENSELAER, Ind., May 16. — Royal Midwest Shows has been contracted to supply the midway attractions for the annual July 4 celebration here in City Park July 2-5. Bill Harris, general manager, closed for the show. Other events on the program include free acts, parades, band concerts, queen contest and fireworks.

Strates Takes Reported Good In New Jersey

PLAINFIELD, N. J., May 16. — Business for the James E. Strates Shows, first in this locality this year, was reported good this week as the weather turned warm and remained that way thru the run.

Easily accessible to both Plainfield and New Brunswick, the show was reported drawing well from both areas. Area is dotted with thickly populated residential developments as well.

This may be the only Jersey spot on the shows itinerary this year. The show returns to Philadelphia next week where it will play two stands, including the circus date in South Philadelphia, for a total of four weeks in that city.

SWITCH PULLED ON VIDEO GRIPE

YIEWSLEY, England, May 16. — Pulling a switch on the old complaint by carnival owners that television was hurting their business, was the one registered here this week by residents who complained that a fair's riding devices were causing interference on their TV sets. The complainants, however, were a minority, and one near-by resident said, "We can't grumble; it's only for a week. Besides, the show people are a nice orderly crowd."

Publicity Aids WOM Stand At Wilmington

WILMINGTON, Del., May 16. — Publicity aided the stand of the World of Mirth Shows here this week. The date, which ends tonight, was played at Price's Corner, under the auspices of the Tall Cedars of Lebanon, a group which has sponsored the organization for several years.

The best of the week's business was expected tonight if the good weather continues. This is only the second stand for the World of Mirth. The first was played at Washington—a 10-day stay at the Bennings Road show grounds. Rain and high winds interfered with business there.

The show moved into Chester Pa., next week, following its usual route pattern.

Denton Org Held Over For 2d Week

GADSDEN, Ala., May 16. — Johnny Denton's Gold Medal Shows stayed over for a second week here upon request of the Sam Orah Shrine Club, which is sponsoring the stand. This is the first time Denton was held over since he became a show owner. Kid's matinee Saturday (9) proved a big winner with a live pony and saddle giveaway. Moppets gave the rides and shows a busy afternoon.

Hubert Ortigas and Babe Antonuto, of the Turf Exchange Club, Tampa, were visitors. Other callers included Mose Kalin, Fat Keene, Eddie Webb and Johnny Gambino, from Sterling Crown Shows which was at near-by Boaz, Ala.

Tight Buck Hurts Wolfe

KERNERSVILLE, N. C., May 16. — Wolfe Amusement Company trucked here this week from Mocksville, N. C., where light spending, some rain, and cool evenings kept grosses down.

Lot was well located on the outskirts of town and the gate registered fair. Natives, however, were tight with their dough once they got inside. Some concessions did okay, others did very little. Shows did fair with the Shela unit topping the back end. Rides took in little money.

C. C. Leasure returned from Alabama with a Rollowhirl and several concessions. Danny Donononi joined with a neatly-framed bingo. Mr. and Mrs. Harry Moore closed and headed for Memphis. Many of the folks did some shopping in near-by Winston-Salem.

Victory Expo Opens June 1

WICHITA FALLS, Tex., May 16. — Victory Exposition Shows will open its season June 1, at Enid, Okla., under auspices of the Vance Air Force Base, Alvin and Lowell Vandike, co-owners, announced here in winter quarters. Stand will be four days.

According to Alvin Vandike, the show has contracted to play a number of air bases thruout the Southwest and Midwest in addition to their usual route of fairs and celebrations. As a result of the air base contracts, show is expected to remain out until December.

Org is skedded to leave here May 28 for Enid.



A RAILROAD CRANE was required to free the show train of the Amusement Company of America Monday (15) when a freight car, telescoped over the show train track by an early wreck, sagged and landed on two show wagons as the show train inched slowly over the trackage. Sole damage to the show was to two wagons, the contents of which escaped unscathed. The accident occurred 50 miles south of East St. Louis, Ill., on the show's move from Hot Springs.

PENN PREMIER SHOWS

worlds • cleanest • midway

Wanted for Circus Date in Philadelphia Week of May 25-30

This is a choice circus location, ahead of main entrance. Followed by downtown Wilkes-Barre, Pa., Artillery Park (Municipal Baseball Stadium). We are playing on Broad Street,

half a block from main entrance to the big circus date in Philadelphia.

We are not in back, but in front of circus. Lot man will give locations early, Sunday morning (3300 block, S. Broad St.). Plenty of choice space.

CONCESSIONS

Can place Eat and Drink Stands, Novelties, Photos, Jewelry, Fish Pond, Cigarette Galleries, Derby Racer, Glass Pitch, Fish Bowl, Cigarette Block and any other legitimate Concession.

SHOWS

Can place Wild Life, Snake Show, Midgets, Minstrel or any other Show not conflicting.

HELP

Want immediately Foreman and Second Man for Octopus, Merry-Go-Round and Kiddie Rides. Can place Assistant Foreman for Dual Wheels, Tilt-a-Whirl and Rolloplane. Will pay top salaries every week plus bonus. Must be sober and reliable. Semi Drivers preferred. Don't write, come on. Will place you. Meade, answer.

Address all mail and wires to Lloyd D. Serfass, general manager, Penn Premier Shows. All phone calls to Harry (Buster) Westbrook, business manager, Hotel Minisink, Fort Jervis, N. Y., this week, then Philadelphia, Pa.

METROPOLITAN SHOWS

"America's Newest and Most Modern Railroad Show"

WANT WANT WANT

FOR A PROVEN 1953 ROUTE OF FAIRS AND STILL DATES

CONCESSION HELP

Capable Men for office-owned Bowling Alley and Blower. General Help for all Concessions. HARRY SCHREIBER WANTS WORKING MEN FOR SIX CATS.

CONCESSIONS

Will book French Fries, Scale, Age, Novelties, Custard, Short and Long Range, American Palmistry and any stock working Hankies.

SHOWS

Will book Crime Show, Glass House, Mechanical City, MOTOR DROME or we have a complete Drome for capable Drome Operator. Will book Wild Life, Arcade or any good Grind Shows. RAY CRAMER would like to hear from any of his old employees for THE FINEST AND BIGGEST CIRCUS SIDE SHOW EVER PRODUCED.

RIDE HELP

Rocket Foreman. Also want Foremen for Whip or Ride-O, also Roll-o-Plane; \$75 week plus bonus. BOB FISHER, we wired you; please let us hear from you.

RIDES

Will book Scooter, Dark Ride, Coaster or Little Dipper, Spitfire. Will book Kiddie Boats, Bulgy, Skyfighter.

SHOW HELP

JOE CASPER wants Girls, Ticket Sellers and Grinders. RAY CRAMER wants to hear from his old employees for his Big Circus Side Show.

2 ASSISTANT ELECTRICIANS WANTED

TRAIN HELP

Polers, Chalkers, Mule Skinners, WELDERS AND GENERAL TRAIN HELP.

METROPOLITAN SHOWS

JOHNSON CITY, TENNESSEE, WEEK OF MAY 18 TO 23

NOTICE—FAIR SECRETARIES IN VIRGINIA . . . We have one week open, Sept. 28-Oct. 3. Would be glad to hear from any fairs open this week.

GOLD MEDAL shows

WANT FOR CHATTANOOGA, TENN., MAY 25 THRU 30. LARGEST MANUFACTURING CITY IN THE SOUTH. LOCATION SOUTH OF BROAD STREET, 10 BLOCKS FROM REID HOUSE HOTEL, FIRST SHOW IN 11 YEARS IN THE HEART OF THE CITY.

Place Merchandise Games; no exclusives. Book Penny Arcade and Wild Life for balance of season.

Ride Help—Ferris Wheel and Tilt-a-Whirl Foremen.

Cullman, Alabama, all this week; Chattanooga, next week, followed by Knoxville, Tennessee.

All answers to JOHNNY J. DENTON or ART FRAZIER

P.S.—Bill Chalkias can place Side Show Acts and Cook House Help.

FITZIE BROWN & WALLACE Shows

Want for entire season and all winter in Florida, holding 7 contracts now with more pending. Re-routing the show to play Virginia, Maryland and in and around Washington, D. C. Our first fair starts in August.

Will book a few small Kiddie Rides, also Train Ride. Have complete Side Show with brand new banners. Would like to hear from manager for same, to handle. Will book Monkey Drome. Ken Ducker, contact Leo Bistany. Would like to hear from a Dark Ride.

Will book Concessions of all kinds. You must work according to orders.

Answer to Leo Bistany, Mgr., Brown & Wallace Shows, Abingdon, Va., this week

Can place at once experienced Promoter and Second Man who can promote kiddie matinees and other work. Good proposition. Chick Franklin, contact.

Want Mechanic with tools. Top salary. Also want Ferris Wheel Man. Can place Billposter on wire.

All people who worked for me in previous years, get in touch with me, as I am here for the season.

FOR SALE

One 30-ft. Merry-Go-Round with 20 jumping horses and 2 chariots; pulled by an electric motor or gasoline. Beautifully decorated inside and outside scenery. Has Anchor top and sidewall, khaki. All centric gears and inside gears are made of steel. This ride is a beautiful ride. It is a major ride which rides adults and children. The price is \$5500 and we will deliver it and put it up for you.

Have one 40-ft. Ferris Wheel, cable drive. Has 10 seats and rides adults and children. Brand-new Allis-Chalmers engine. Will take \$1500 for quick action.

Have one Caterpillar Ride, Allan Herschell; one of the late models with the aluminum carriages. Also have two Trailers that it loads on. All for \$4500.

Have one 60 kw. Light Plant, pulled by 70-horse Allis-Chalmers engine. On trailer and pulled by one White truck. Will sell for \$1500 for quick action.

Bank reference: Hancock Bank and Merchants Bank. Write or wire, don't phone. JAY WARNER, BOX 181, BAY ST. LOUIS, MISS.

Thank You

SAM MENCHIN

Menchin Amusements, Chicago, Ill., for your purchase of 3 Chevrolet Tractors.

JOHNNY CANOLE

Altoona, Pa. Phone 9347.

GIVE TO THE RUNYON CANCER FUND

Midway Confab

Sailor Joe Simmons, who claims the title "the most tattooed man on earth" was the basis of a feature story in the Calgary (Alta.) Herald when he opened the season with Gayland Shows.

Bill's Bottled Gas Company, suppliers to cookhouses and owners of house trailers, will continue in business despite the death of Owner Prentice Trimble. Mrs. Prentice Trimble and their son, Bill, announced they would carry on the business as well as the operation of their trailer camp in the St. Louis suburb of Wellston.

Rogers Wohlberg, of the Walk-up & Wohlberg Insurance Agency, St. Louis, is back at his office after a tour of shows in the Midwest. During his trek he stopped off at Grand American Show, owned and operated by L. O. Weaver, longtime personal friend of Wohlberg.

Personnel of Crafts Exposition Shows were thrilled Friday (8) at Lone Pine, Calif., when they felt the vibrations of a test atomic bomb explosion at the nearby testing grounds at Yucca Flats. The explosion shook trucks, trailers and equipment. Raymond Leefe, operator of the Derby on Crafts midway, was hospitalized at Lone Pine with pneumonia. Eita Mae Kotorakos, show secretary, celebrated her birthday Saturday (9) at Lone Pine.

Side Show line-up on Blue Grass Shows includes Amos Webb, inside lecturer, magic and electric act; Rufus J. Waters, fire eater and nail board; W. D. (Tiny) Cowan, fat man and manager; Carolina Strickland, sword box; Howard Johnson, pin-cushion; Little George, two-headed baby; Professor Todd, mentalist, and Ruby Neal, annex attraction. Thelma Webb handles the front assisted by Smokie Louis and A. J. Gallagher on the ticket boxes.

Bud Brickman, ride and truck superintendent on Royal Midwest Shows, received a birthday present from members of the show Thursday (7) in Austin, Ind. . . . Claude and Aggie Jones joined Thunderbird Shows with photos and bumper and ran into a snowstorm the following week. Despite the feathery stuff, people came out, they report.

Maurice Helman, of Helman United Shows, has added a new sound car to his caravan. . . . Tex Chambers, concession op with Central States Shows, has an assistant in the person of 5-year-old David Mitchell.

Florence Porter, after wintering in Miami, has joined Mad Cody Fleming Shows with two concessions. C. D. Dean reports that the Fleming date in Brunswick was the best he's had in his 14 years with the org. Mrs. Doris Rice is back on the show with her penny pitch after being away for two seasons. Pat and Mac McMinn opened their third year with Fleming in Brunswick and info their five concessions did well.

Grady Welch, ride superintendent for Cody Fleming, and his wife, Doris, are back for their ninth tour. Mr. and Mrs. Bill Butler are with the org after wintering in Texas. Agents for their six concessions include H. N. Cooper, fish pond; Josephine Butler, coke joint, and Butler on the ball game.

Mrs. Elizabeth Robertson, concessionaire on Gold Medal Shows, has been discharged from a Clarksville, Tenn., hospital where she was confined with a broken leg. She is now at 2008 Ashland Avenue, Fort Worth, where she expects to remain for the next three months.

Ellsworth McAtee, who supervised winter quarters work on Dyers Greater Shows, is now carrying the title of assistant manager with the org. Ride foremen include Ben Perkins, Jim Rogers, Ralph Manook, Ernest Sheppard, Clarence Lin-

derman, Ray Smith, Tiny Paragin and Burl Adams. Adams recently came on to handle the Caterpillar.

Bill and Carol Abrahams, of World of Pleasure Shows, have taken delivery on a new Spartan house trailer. W. R. Stophel, operator of coke bottles with World of Pleasure, has installed new plate glass in the jewelry stand operated by his wife, Ella,

Mike and Charles Piccolo were nightly visitors when Gooding Amusement Company played Uniontown, Pa., recently. The Piccolo brothers renewed acquaintances with Charlie Obrien, Hop Berkshire, Mrs. Pauline Clark and Mr. and Mrs. Larry Ackley.

Sadie Wilson is visiting a sister who recently built a new home at Ocean City, N. J. Husband Jack will tear himself away from his Cetlin & Wilson Shows long enough to spend a week-end at Ocean City while showing Philadelphia.

Oscar Marquardt, former concessionaire, has been discharged from the Veterans Administration Hospital, Jefferson Barracks, Mo., following surgery. . . . Isaac (Silent O'Brien) Malitz stopped off at St. Louis recently to visit his sister and make a call at the office of The Billboard there. Malitz was en route to join Morris Lipsky on the Thomas Joyland Shows.

Gee Gee Raymond and her husband, Charles, gal show operators, recently made the long trek from Corpus Christi, Tex., to join the William T. Collins Shows in Minneapolis. Accompanying them were Josie, Spanish mamba dancer, and Billie, hula exponent. The Raymond show will travel with Collins' No. 2 unit this season.

W. R. (Geren) owner-manager of Mighty Hoosier State Shows, paid a visit to Royal Midwest Shows at Austin, Ind. The Geren org was set down at near-by New Albany. . . . Riitta Taliaferro info that her glass house is doing okay with Blue Grass Shows despite a bad stretch of weather. Her husband, Gus, is handling the assistant manager chores for C. C. (Specks) Groscurth, Blue Grass owner.

Kid Burns and his wife, Jane, recently joined Star Amusement Company at Bald Knob, Ark., with two new joints and live ponies. The Burns are sporting a new house trailer. Show is playing three weeks at the Arkansas spot and is prepping for its big one at Marshall, Ark.

Scarlett Williams, 2-year-old daughter of Mr. and Mrs. Flash Williams, Motordrome ops in Central States Shows, is nursing a broken leg incurred when a motorcycle fell on her in Dodge City, Kan. . . . The weekly softball games on Central States Shows are drawing good attendance. Two teams are made up of the ride boys against the concessionaires, with the former doing most of the winning thus far. A fem team is also being organized.

Wally Cobb, Royal American Shows trainmaster, left the show at Memphis to enter the Barnes Hospital, St. Louis, for a check-up. . . . Lou Leonard was an on-looker at the Memphis Cotton Carnival. He reports that he plans to make Western Canada with a concession on the Royal American Shows.

Lew DuFour, Kinky Wolfe and John Francis were among the visitors to the Amusement Company of America at Washington Park, Ill. . . . Visitors to the Royal American Shows at Memphis included Joe Simon, Cecil Vogel, Mrs. Joy South, Mrs. James Buehel and Mrs. Fred Howey. . . . George Johnston of the U. S. Tent & Awning Company, Chicago, is back at his office after a road trip that included a visit to the Amusement Company of America.

Fair execs who visited the Royal American Shows at the Memphis Cotton Carnival included Clyde Byrd and Pat Ford, of the Arkansas Livestock Show, Little Rock; J. M. Dean, of the Mississippi State Fair, Jackson; Bob Shivers, of the Hope (Ark.) Fair, and G. W. Wynne, of the Mid-South Fair, Memphis.

Mr. and Mrs. John Vivona, of Vivona Bros.' Shows, have purchased a new TV set which Mrs. Vivona keeps going while her husband occupies himself with the shows' operation. Mrs. Thomas Carson has recovered from a recent illness.

Bill Powell has reached England in his around-the-world travels. Last week he caught the

Blackpool Tower Circus and Bertram Mills Circus, as well as several legit productions. Since his departure early this year, Powell has been in the South Pacific, the Orient, Far East and Europe. He expects to return in time for the fair season and to again make the annuals with the World of Mirth Shows.

The birth of a son recently to Mr. and Mrs. Abe Prell raised the total of Sam E. Prell's grandchildren to 10, five boys and five girls. Sam heads up a large family of sons and daughters, all of whom have interests in his Prell's Broadway Shows. Joe's son, Carl, is finishing his last year of high school and is slated for college next fall. Right now the choice seems to be the University of Virginia.

Jack Norman, operator of the Girl Show on James E. Strates Shows, was a New York visitor last week. . . . Arthur E. Campfield, head of the New York can-

vas firm bearing his name, visited the Ross Manning Shows in Newburgh, N. Y.

Tub Hale, of Hale's Shows of Tomorrow, is sporting a new Cadillac, reports Anne Crowder. The show has added three new house trailers this year, and the Mosses, the Woodses, the Crowders and the Alexanders expect to take delivery on Streamliners soon. The Pat Pattersons took delivery on a new tractor.

Blackie Henry writes that he has the cookhouse on the Tennessee Valley Shows, Mac Hoge is business manager. Hoge and Elmer Reid recently bought new trailers. Wanda Ferris, daughter of Mr. and Mrs. Ted Meadows, owners of the shows, recently left for Alaska, where her husband is stationed with the air corps.

Helen Watts and children are temporarily making their home with her parents, Mr. and Mrs. B. C. Miller, at East Mecca, O. Her husband, Jimmie Watts, has the Monkey Show on Metropolitan Shows. . . . Leon Long visited Leon Claxton's "Harlem in Havana Revue" on Royal American Shows, and Dr. Thomas "Mandy Green" show in Memphis.

Lee and Zella Larsen report that their new cookhouse is doing well on the F. C. Bogle Shows. The unit was constructed in shows' Arma, Kan., winter quarters. . . . Eddie Owens, widely known former carnival concessionaire, visited the Cincinnati offices of The Billboard last week. He came into the Queen City from the Kentucky Derby, Louisville. Prior to making the Louisville meeting, he was employed at a Miami track.

Charles R. Joyce, general agent of the King Reid Shows, is completing plans at Frederickton, N. B., for the show's Canadian opener there, June 1-6, during Coronation Week. Big midsummer hype of the itinerary will be the stand at Charlottetown, P.E.I., June 29-July 4, during Festival Week.

Mrs. Don Marconi, wife of the ride foreman on Capital City Shows, and Mrs. Miller, mother-in-law of show owner Keif, are operating the cookhouse and report business good. Mrs. Keif helps out during rush hours. . . . E. C. Simmons joined the Southern Valley Shows at Baton Rouge, La., with a mugg joint and cork gallery. The shows' previous stand at Lafayette, La., was a red one.

Ben Holliday, former carnival man who has been out of the business five years, is in the Greenville (S. C.) Hospital and would like to hear from friends. According to Mrs. Holliday, her husband has been in the hospital for 13 months. He is paralyzed from the waist down and has undergone two operations. Doctors now want to amputate both legs.

Ken and Wilma Donaldson have framed a costume jewelry joint and expect to hit the road with it soon, along with their needlework stand. . . . Mertie Martin, in partnership with Lou Pease, has joined the Brown & Wallace Shows with a Girl Show. Mrs. Sandy Betts and Howard Betts have joined them, the former to dance and the latter to handle canvas and tickets.

EAST DETROIT METROPOLITAN CLUB FESTIVAL

June 5 to 14
10—Big Days and Nights—10
Gratiot and 8-Mile Rd.
(Old Eastwood Park)

WANTED—LEGITIMATE CONCESSIONS OF ALL KINDS. Will sell exclusive on Novelties, Jewelry, Ice Cream, French Fries and Photo Gallery. Can also use Bingo and Popcorn. CAN PLACE—Monkey and Snake Shows. (Harry Moore and Mark Williams contact.) FOREMEN WANTED — For Merry-Go-Round, Little Dipper, Ferris Wheel and Tilt-a-Whirl (must drive semis). Also man to operate new FUN HOUSE. Notice! Ralph (Whiskers) Keith, call me. RIDES—Good opportunity for season of solid Fairs and Celebrations for OCTOPUS, SPITFIRE and DARK RIDE.

WRITE, WIRE or PHONE!

Show at: Detroit, Vernor and St. Jean Sts., NOW through May 31st.

HAMTRAMCK OPTIMIST CLUB 5TH ANNUAL FESTIVAL

June 19 to 28
10—Big Days and Nights—10
Downtown Hamtramck
(Kay Worth Stadium)

Wade Greater Shows

C. D. MURRAY
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Immediate Delivery

Please send deposit with all orders.
6 Cats—Punks for Punk Racks—Addem Up—Dart Games—Dam Family Ball Games—Penny Pitch Boards, Aluminum Bottles, both heavy and light—Add-A-Ball Games—Huckley Bucks—Bear Blocks—Pitch-Til-U-Win Blocks—Spot the Spot Boards—Jewelry Spindles.
There is a Cadillac in your future if you use our games.

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Strange and Weird Attractions
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, Many others
Your Ideas made up. Write for Folder. Free.

Tate's Curiosity Shop
3858 E. Van Buren St., Phoenix, Ariz.

Wilson Famous Shows

WANT

Merry-Go-Round Foreman, Second Man on all Rides who drive, Manager for Fun House. Legitimate Concessions to join at once.

This week, Canton, Ill., next week, Silvis, Ill.
P.S.: Concessioners who join now will have preference at the Rochelle, Ill., Centennial, week of June 8.

GIRLS-WANTED-GIRLS

For Dancing Girl Show. Experience unnecessary, finest of treatment, costumes furnished, top salary; food, attractive bonus and the finest opportunity in outdoor show business. Write

LESLIE KIESTER
Hotel Nuville, Rochester, Minn.
P.S.: Helen Elliott, please come as I need you.

SPECIAL BARGAIN

On new portable neoprene cable, #10 two conductor 600 volt, 20' ft.; #8 two conductor, 28' ft. Hurry; will not last long.

M. C. SOLON

407 East Superior St. Duluth 2, Minn.

O. C. Buck - Model Shows, Inc.

America's Finest Railroad Show

CAN PLACE—FOR BALANCE OF SEASON, AND 15 FAIRS

Foremen for Philadelphia Toboggan Wagon, Merry-Go-Round. Top salary if you can handle same. Want Unborn Show, Wild Life and Arcade. Can place at top salaries Chorus Girls, Dance Team, Talkers, Strips, Exotic Dancer; office paid. Splendid opportunity for Man to handle Motor Drome; loads on wagons. Want two more Circus Acts, Clowns and Bar Performers; write George Barton. Also special Exploitation Man to handle front of this Circus. Want Canvasman to handle Big Top, also Wagon Front. Want Cat Skinner and Mule Skinner, also General Show Help. Clarence Samuels wants Chorus Girls, Comedian, Singers for his Harlem Revue. All answer:

O. C. BUCK-MODEL SHOWS, INC.

Binghamton, New York, this week; Albany, New York, week May 25th.

ANDERSON, INDIANA

HEART OF TOWN

Athletic Park

AMVET CELEBRATION, MAY 25-30

JIMMIE CHANOS SHOWS

Want legitimate Concessions of all kinds, Photo Gallery, Glass Pitch, Bumper, Guess Your Age and Weight. SHOWS OF ALL KINDS, Monkey, Snake or any Animal with own equipment. RIDE HELP for Ferris Wheel, Roll-a-Plane, Second Man for Merry-Go-Round. Prefer those who drive semis. All replies to
JIMMIE CHANOS, 700 W. THIRD, DAYTON, OHIO, THIS WEEK.

EDDIE'S EXPO SHOWS

WANT

French Fries, Photos, Huckley Buck, String Game, Hoopla. Shows that don't conflict.

Aliquippa, Pa., May 25-30. This week, Grind Stone, Pa.
P. S.—Sam Goldman, answer.

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

WANT: Hanky Panks. What have you?

SHOWS: Wire; will answer.

RIDE HELP: Foreman for new Tilt-a-

Whirl, Foreman for Flying Scooter; Second

Men for Wheel and Merry-Go-Round. Want

only sober, reliable help. Salary \$50.00 per

week, plus \$10.00 bonus if you stay for

the season. Must drive. All replies to

W. R. GEREN

This week Western Union, Columbus, Indiana; May 25-30, Seventh & Macedonia Ave., Muncie, Indiana

HAPPYLAND SHOWS

Seven more weeks in the booming Detroit area. Open every Sunday. Followed by four Celebrations and Nine of Michigan's best Fairs.

WANTED—A few more Shows, including Side Show, Motor Drome, Monkey Show and Snake Show.

CAN PLACE a well-framed Penny Arcade and a few more legitimate Concessions.

RIDE MEN WANTED—Foreman for Twin Wheels and Working men who are semi drivers on all Rides.

Address Royal Oak, Michigan, until May 31.

Phone WALnut 1-7924.

Ray Williams Shows

WANT FOR SPRINGFIELD, SALEM, VIENNA AND URICHVILLE, ALL OHIO, THEN INTO MICHIGAN FOR FAIRS

SHOWS: Motordrome, Fun House. Good proposition for Minstrel Show with own equipment.

CONCESSIONS: Mug, Scale, Age, String Game, Ball Games, Hoopla, Cork Gallery, Short Range, Country Store.

RIDES: Tilt, Spitfire, Dark Ride or any Rides not conflicting. Good proposition for Rockplane. Will book set of Kiddie Rides.

Red Burton wants Pin Store Agents. Charlie Edwards, Jimmie May, Vito Martello, contact him at once.

RIDE HELP: Good Men in all departments. Must be sober and reliable.

This show carries 10 Rides, 6 Shows, 40 Concessions, also the Great Telasco, High Sway Pole Free Act.

Those who book now will get preference at our 10 big Michigan fairs.

All replies to Springfield, Ohio, then as per route.

P.S.: Col. Lew Alters, contact at once. Show is booked solid until November.

C.C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR IMMEDIATE PLACEMENT

HELP: Mechanic with own tools. Must be sober and know his business. Highest salary paid. Foreman for Twin Wheels. Second Men for Merry-Go-Round and Tilt-a-Whirl. Man for Towers. All must be licensed semi drivers. Can place Girls for office-owned Girl Show. Top salary and best of treatment.

Show: Can place several Grind Shows with own outfits and equipment, such as Snake, Wild Life, Unborn, Monkey. Liberal percentage.

Concessions: Can place a few more non-conflicting Hanky Panks.

All Address: C. C. GROSCURTH, Gen. Mgr.

Terre Haute, Indiana, May 21-30.

WADE GREATER SHOWS



BATTLE CREEK, MICH. MAY 25TH TO 30TH, EMMETT ST. SHOWGROUNDS, (RAILROAD SHOW LOT) FIRST IN!

CAN PLACE for here and full season to follow:

GAMES—Glass Pitches (due to disappointment), African Dip and Basket Ball.
RIDES—Caterpillar, Rollo-Plane and Dark Ride.
SHOWS—Glass House, Animal Show and Wild Life and Fun House. Charles H. Hodges wants Magician (prefer one who pitches); also interested in Working Acts for Side Show.

SALES—Novelties, Snow-Cones and other out-and-out Sales.
LABOR—Foremen and Helpers for Merry-Go-Round, Wheel and Roll-o-Plane, Curly and Jockey Turner, Bob Hilton and Lucky Whittington, contact Heavy Taylor. Harry Mamas wants Agents for Blower and Pin Store.

WRITE OR WIRE NOW! W. G. WADE SHOWS Kalamazoo, Mich., all this week.

NOTICE: Following Battle Creek we start our annual tour for 5 weeks in that wonderful Upper Peninsula of Michigan at the famous Sault Ste. Marie, FIRST IN! Join us now for this excellent still date route.

C&W BAGS NIFTY TAKES IN PHILLY

Earnings Build Despite Pre-Dating; Wilson Says Experience Ups Hope

PHILADELPHIA, May 16.—Cetlin & Wilson Shows, in their second week out and on a South Philadelphia lot that was played last week by another show, was racking up nifty business from Tuesday (12) on and looking for really big business tonight.

The train was late in arriving here when a switching accident caused one car to be cut off. The car and the two rides it carried were expected in here today. Wilson said that the over-all damage was minor.

The hope now is that the pace will last thru next Saturday (23), when the shows conclude their two-week run on the 10th and Bigler street lot, where O. C. Buck-Model Shows played last week.

C&W also has the ball park behind the 10th Street lot and so the shows are able to show to advantage with room for the setting up of all units. The Buck unit did not have the ball grounds.

At the conclusion of the Cetlin & Wilson run, the lot will have been occupied for three full weeks—at least twice as long as most show locations are ever gauged to be able to stand. However, the lot is located in one of the metropolis' most thickly settled areas and, conceivably, it can hold up thruout the run, at least insofar as crowds are concerned. The lot is easily accessible to the mixed working class which resides for blocks around. Work is plentiful and wages good, with the result that all units, and the rides in particular, have been getting money.

Loose Gate
 A very loose gate is operated in this area to avoid possible friction. Accordingly, an accurate count is not possible, but show execs are not concerned, since they would rather have the grounds full and spending free. The Minstrel Show has been doing particularly well and William Moore's concessions are all operating profitably.

Jack Wilson, co-owner of the shows with Issy Cetlin, said that the business done was a pleasant surprise. He also said that it could well indicate a good season ahead. The tip-off, however, is likely to come in the next few weeks, when the show gets away from the metropolitan area.

Wilson said that the first two weeks had given the shows a much better start than they achieved a year ago. Last year the weather was bad. At this stand, the rain has held off each night until midnight and the grounds have been dry when the shows were ready for business each day.

Herb Pickett, show publicist, is working on the final details of a promotion which is expected to land news of the shows and their activities in the dailies. The stand is heavily billed, with 24-sheet boards used liberally thruout the downtown area.

Morris Hannum Shows

One of the Great Eastern Shows

TAMAQUA, PENNSYLVANIA, May 25-30

RIDES: Caterpillar or any flat ride not conflicting.
SHOWS: One Girl Show, prefer one with wagon front. Motordrome, Arcade, Wild Life and Mechanical. Have good proposition for all independent ride and show operators who are looking for a proven route of Pennsylvania fairs.
CONCESSIONS: Hats, Photos, Stock Concessions of all kinds.
RIDE HELP: Ferris Wheel and Tilt Men. Qualified Ride Men, come on. We will place you. Murphy wants to hear from Dancer and Pete. Show now playing Harrisburg, Pa. All replies to

MORRIS HANNUM
 Penn Harris Hotel, Harrisburg, Pa., this week; then Tamaqua, Pa., May 25-30.

Announcing...

It focuses the attention of all outdoor showbusiness on your Products, Supplies and Services just at the beginning of their

BIGGEST BUYING SEASON!

THE BIG PROFITABLE FAIR SEASON JUST AHEAD!

In the June 27 Issue
 Advertising Deadline—June 17

The Billboard

43d Annual SUMMER SPECIAL

LAST CALL

LAST CALL

15th ANNUAL FAIR

Firemen's Fair, 10 big days, June 24 till July 4. Free gate, free parking and plenty of fireworks. Will have Reithoffer's Show here with his 10 rides. Can place legitimate Concessions of all kinds that do not conflict. Can book any worth-while shows. What have you?

All mail and wires to
BEN STEVENS

Care Friendship Fire Co., Phoenixville, Pa.

Interstate Shows Want

FAIRS BEGIN JUNE 22 IN ILLINOIS

SHOWS: Girl Shows with or without own equipment. Will book any worth-while Grind Shows, committee money only. Have good proposition for Motordrome, Penny Arcade, Fun House, Glass House. RIDE HELP: Want Foremen on #5 Wheel, Dark Ride, Tilt, Merry-Go-Round; Second Men on all Rides. CONCESSIONS: All Hanky Panks open. Good opening for Long Range, Short Range, Frozen Custard, High Striker, Age and Weight, Novelties, Photos. Want experienced Bingo Caller or Manager to join on wire. Will give capable Man head of Rollover. Will book Swinger, Buckets, Nails. Tom Maddox, get in touch with Jimmy Clark. Charles Brooks wants for Swing City Minstrels: Comedian, Trumpet Player, Saxophone Player, experienced Chorus Girls. Smiley Walker, Gilbert Scott, get in touch. Replies to

H. B. ROSEN, Central City, Ky.

RIDE HELP WANTED

Foremen and Second Men for Ferris Wheel, Octopus and set of three Kiddie Rides. Can place Man to handle Canvas. Also Man to handle Bingo Top and Stock Wagon. Can place a few more Hanky Panks. Opening in Chaffee, Mo., Decoration Day, May 30, V.F.W. Celebration. Then into Illinois for bona fide Celebrations, featuring free acts, street parades, radio talent, give-aways, etc. CALL, WRITE OR WIRE (we pay ours, you pay yours).

F. & M. AMUSEMENT CO.

3210 ST. LOUIS AVE. (Phone: Jefferson 7095) ST. LOUIS, MO.

WANT TO BUY

Short Range Gallery

Mounted on trailer, 12 ft. front or more. Must be in good shape and priced right.

ART SIGNOR
 c/o 20th Century Shows
 Rock Island, Illinois

PALMETTO EXPOSITION SHOWS

Beulaville, N. C., this week; Pink Hill, N. C., May 25-30.

Can place Bingo, Grab, Photos, Jewelry Spindle, Water Games, Coke Bottles, Striker, Penny and Glass Pitch, Ball Games, Lead and Cork Gallery or any other Slum Stores. Some P.C. open. Want Foremen for Merry-Go-Round and Swings. All replies to

MILTON McNEACE

Palmetto Exposition Shows, Beulaville, N. C., this week; then as per route.

Boone Valley Shows

Want Fun House and Grind Shows. Geo. Western, please contact. Ride Help: Second Men on Wheel and Jenny and Kiddie Ride; must be truck drivers. Tama, Iowa, May 18-23; Grinnell, Iowa, May 25-28; Cedar Rapids, May 29-30.

WANTED

JOE ROLLINS — RALPH HUNT

Wants Bucket, Hanky Pank Agents. Norman and Smitty come on. c/o Thomas Joy Land Shows Marietta, Ohio, this week; then Parkersburg, W. Va.

#12 ELI WHEEL FOREMAN WANTED

We don't want drunks, agitators or chasers. We had that kind. We want a man who knows a wheel and can keep it in good condition; must drive semi. For a man who can meet the above the pay is \$75.00 a week, sure every Thursday. Second Men on all Rides. Tim Ayiliffe wants Agents for ten office-owned Hanky Panks. Hap Ankrum, come on in; can place Bingo; Harry "Slim" Martin waiting for you.

LEE BECHT AMUSEMENTS

WASHINGTON C. H., OHIO, MAY 19-23; NORWOOD, OHIO, MAY 25-30.

MIDWAY OF MIRTH SHOWS

WANT FOR TWO STILL SPOTS, TWELVE ILLINOIS AND ARKANSAS FAIRS AND NINE STREET CELEBRATIONS.

Can place Glass Pitch, Ball Games, Slum Blower, Cigarette Gallery, Coke Bottles, High Striker, Jewelry (Nick Depalio, wire), small Cookhouse or Grab. Also wants Shows with own outfits. Can place Second Men on Rides, must drive semis. Address: HILLSBORO, ILL., THIS WEEK; AUBURN, ILL., NEXT.

AGENTS

Need one Six Cat Agent, one Bucket Store Agent and Hanky Pank Agents all types. Any Agent who knows me, wire. **Charles Krekeler, Motor State Shows** Corunna, Mich., now; Imlay City, Mich., follows.

BUFF HOTTLE SHOWS

WANT

COOKHOUSE THAT CATERES TO SHOW PEOPLE. TO JOIN OTTAWA, ILL., MAY 25. Also need Long Range Shooting Gallery. Want Foremen for Ferris Wheel and Dark Ride, Second Men on all other Rides.

Address **BUFF HOTTLE, Mgr.**
 MILLINGTON, TENN., THIS WEEK

WANT

WANTED
Three Amusement Rides
 including Merry-Go-Round with operator, good location—Drive-In Theater near Army Camp. Utilities and land furnished. Promotion stunt for Drive-In. Proceeds entirely to operator. Matinee and evening runs. Write

J. R. M.
 427 S. Third St.,
 Louisville 2, Ky.

CAN PLACE BALL GAMES
 for balance season route. Top still dates and fairs. Wire or write.

ART LEWIS
 General Manager
 JOHN H. MARKS SHOWS
 Brooklyn Park, Baltimore, Md.

WANT TALKER FOR GIRL SHOW
 We can place immediately capable Talker for Girl Show; Al Barry, wire. Can also place a few more Dancing Girls. Can use Canvasman also; Wilford, contact. We go into Canada in two weeks. Wire, don't write. All replies to **ANDY ZANE, c/o King Reid Shows** Lewiston, Maine, this week; Calais, Maine, next.

C. A. GOREE SHOWS WANT
 Couple for nicely framed Cookhouse, Foremen for Wheel, Octopus, Roll-o-Plane, Second Men on all rides. Can place Hanky Panks for four weeks in downtown Denver lots.
 Address
 Lamar, Colo., May 18-23

WANT DIESEL ELECTRICIAN
 Who can handle 15 Rides, 9 Shows and 50 Concessions. Must be tops. Good proposition.
 BOX D36, Billboard, Cincinnati 22, Ohio

Major Eastern Carnival
 15 Rides—10 Shows—40 Concessions. 14 Fairs—Choice Still Dates.
CAN PLACE
 High-class Cookhouse and Grab. Must cater to showfolk. Address:
 BOX D35, Billboard, Cincinnati 22, Ohio.

SCOTLAND SHOWS WANT
 Second Man for Ferris Wheel, two Men for Kiddie Rides. Must be able to drive small truck. Must be sober. Good salary and bonus. Open in Williamsport, Md., May 27.
 SCOTLAND RIDES, Williamsport, Md.

ELECTRICIAN WANTED
 Must be sober and dependable. Join immediately. Salary, all you are worth. Must be combination Diesel Electrician. Address: **AL WAGNER, Mgr.** Cavalcade of Amusements Evansville, Ind., until May 19; Peoria, Ill., May 21-30.

On Account of Misrepresentation WANTED
 Annex Attraction. Frances and Jean, answer.
L. B. MALOTT
 c/o Gooding Shows, Fairmont, W. Va.

WANT
 One Pin Store Agent, one Count Store Agent. Only five stores on midway. Also Balloon Store Agent who knows how to work coupons.
DUMONT SHOWS
 Essex, Maryland

CARNIVAL WANTED
BIG CENTENNIAL CELEBRATION
 On The Main Streets
 June 28 to July 4 Inclusive
 Near St. Louis, Mo.
 Railroad Payday and Over 100,000 Attendance Expected
 Big Free Act Program Bought
SIDNEY BELMONT
 304 Fullerton Bldg., St. Louis, Mo.
 (Phone: GARfield 3759)

PRELL GETS OKAY START IN DIXIE

Southern Dates Termed Fair Despite Weather; Outlook for Season Good

NEW YORK, May 16. — While the weather has been far from the best, Prell's Broadway Shows have been doing okay at their Southern dates and the consensus among the personnel is that the season will be good.

Joe Prell, who is agenting the shows while his father, Sam, and brothers look to the operation of the big truck unit, said that the shows were taking their time getting north of the Mason-Dixon line. One of the reasons for the comparatively slow move north is the influx of shows into Pennsylvania territory, where the Prell organization may sandwich in a date or two before heading for Long Island.

The shows preemed at Fayetteville, N. C., as usual, where it was timed to catch the payday at Fort Bragg, one of the nation's biggest military installations. Prell figured the Fayetteville date was about 10 days too early, however, in terms of weather. At Richmond, Va., where the shows played the Petersburg Pike, business was reported good, altho rain cut into the gross. At Harrisonburg, Va., this week, the shows scored their best opening business and the outlook is the best of the season. After closing at Harrisonburg tonight, shows move to Charlottesville and then Winchester, both in Virginia.

Sticking pretty much to usual territory, the shows will turn around after their Long Island run and again head south. The strength of the remaining dates can be gauged pretty accurately even now and, barring rain-outs, there is

every reason to look to a profitable season. While the show has long had a good fair route, this year's line-up of annuals is believed to be the best it has ever had and for this reason in particular a good season is anticipated.

Joe Prell, who has visited a number of Eastern shows in the last couple of weeks, reported that all seemed to be attracting good crowds. The spending has been slow until Friday and Saturday at many locations, however, he reports.

Help in general appears to be scarce, Joe reports. He added, however, that the Prell organization had sufficient key help to move without major difficulties. He said that the shows' lengthy season, which includes a winter tour in Florida, proved attractive to the help.

N. C. Towns Produce \$\$ For Tinsley

STATESVILLE, N. C., May 16. —Johnny T. Tinsley, owner of the show bearing his name, is finding North Carolina a profitable place to trek. Org is making the State for the first time in 16 years and has not only come up with several big winners, but has been approached by a number of auspices with a contract in mind.

Biggest jackpot of the spring season was at the Durham (N. C.) Centennial but a number of the smaller spots also came up with gratifying grosses, Tinsley said. Staff, in addition to Owner Tinsley, lists Mrs. Mayo Tinsley as co-owner and secretary; William R. Hicks, general agent; Ernest Sylvester, general superintendent; Jimmy Shipman, lights, and Ben Cheek, billposter and lot man.

Other personell includes:
 Rides: Merry-Go-Round, Richard Gray; Ferris Wheels (2), J. Earwood; Ply-O-Plane, S. K. Hammond; Caterpillar, Clarence Fair; Rock-O-Plane, Jerry Crook; Tilt-a-Whirl, Clark McCune, and Kiddie Autos and Tanks, R. Evatt. Mr. and Mrs. Perry and their daughter have the Motordome and the back-end includes a snake unit.
 Concessions: Mr. and Mrs. McEntyre, cookhouse; Mr. and Mrs. Tuller, popcorn and candy apples; Mr. and Mrs. Coleman, photos; R. Guillemette, high striker; Ruth Mintum, snow cones, mailman and agent for The Billboard; Mr. and Mrs. Doug Dutch, jewelry and engraving; Mr. and Mrs. Clifford Guest, ducks, glass pitch and alley ball; J. H. Boring, jewelry; Mr. and Mrs. Al Hubbard, six cat, pitch-till-you-win and Coke bottles; Walter Silverburg, glass pitch and scales; Joseph and family, African dip, cigarette pitch and six cat; Speedy Merrill, custard and candy floss; Mr. and Mrs. Clark McCune, hucklebuck; Mrs. Mayo Tinsley, pans, pea pool and color blocks.
 Ticket sellers include the Mrs. Shipman, Earwood, Hammond and McColly and M. Morris.

Crafts Expo Gets Good Biz At Los Banos

LONE PINE, Calif., May 16.—Crafts Exposition Shows was here this week for the annual stampede after making the 360-mile run from Los Banos. Weather was perfect at the latter spot and business was excellent. Roger Warren, org's manager, passed out an estimated 2,000 free kid passes in the giant Kiddies' Day parade in Los Banos.

Capers Cummings, fleet mechanic, was assisted by Roy Shepard on the long jump. Shepard then went on to Las Vegas, Nev., where he will assist when the shows play Helderado Days. Weather here this week was ideal and several members of the show enjoyed angling for trout on the slopes of near-by Mount Whitney. Dolores Coronado, fat lady, and LaVonda, lady with the baby's body, joined the Side Show. Recent visitors included Mr. and Mrs. Orville Crafts and Alex Freedman, novelty rep.

Penn Premier Lands Philly Circus Date

PHILADELPHIA, May 16. —Lloyd D. Serfass' Penn Premier Shows this week grabbed off a healthy plum when they contracted to play day and date with Ringling Bros.' and Barnum & Bailey Circus here May 24-30. Harry (Busster) Westbrook, business manager of the shows, announced today. The Serfass org will locate on South Broad Street, with the Big One setting up on Patterson and Broad streets.

Shows' personnel is especially pleased with the location since it is felt that at least 80 per cent of Big Show's patrons will have to pass the carnival entrance before hitting the Big One's main gate. All expect to gather plenty of moola under the set-up.

Owner Serfass also pointed out that his shows are booked solid for the 1953 tour. Shows have replaced the five prize dates in Burlington, Perth Amboy, Dover, Washington and Newton, N. J., which were canceled because of a political upheaval in the State. The shows were first-in at the dates for a number of years and found the engagements highly profitable. Management said that it plans to

return the stands to its tour in 1954, when the situation, no doubt, will have been cleared up.

In order to compensate for the nixed stands, shows played two six-day engagements at different lots in Baltimore and then moved into Lebanon, Pa., where they enjoyed a soldiers' payday and shows, rides and concessions all reported a big week's stand. Easton, Pa., the next stop, opens Monday (18). A first-in engagement for the org, personnel expects grosses and crowds to at least par, if not top, its previous marks this season.

Following Easton, the org comes in here for what officials expect to be among their best stands of the season. When the shows wind-up here they will pick up their regular route in downtown Wilkes-Barre, Pa., where they will locate at Artillery Park, the municipally owned baseball stadium. After Wilkes-Barre, the org moves to Binghamton and Syracuse, N. Y., and then starts its Eastern Pennsylvania jaunt. Westbrook says that the shows' fair season will get under way late in July and continue thru the second week in November.

FOR SALE
 Diesel Light Plant, 125 KVA General Motors, with twin motors, built on new 24' semi trailer with air brakes, made especially for plant with light tower mounted on top. This plant used less than 450 hours each motor or 900 hours for generator. Priced right for cash and pictures to interested parties are ready.
 One 30' Office Semi Trailer Low Boy with air brakes, perfect condition and built to last. Has two complete offices, one caged in. Desk, safe and large filing cabinet in each office, plus secretary's built-in work desk at cage. Nine windows heavily screened, train windows and steel shutters inside. Two-inch oak floors and insulated the best. Perfect office for any show, large or small, and a real buy.
 36' Front Gate for small show with three 12' panels on top and picket fence on bottom, very good condition and cheap.
 Fifty 7' Sections of 3/4 Pipe Fence with feet, painted red with aluminum lattice; priced to sell.
 One 75 Eli Ferris Wheel, in perfect shape, with both gas and electric motors and lots of extra new parts. Can be bought with or without transportation. Comes with 24' van trailer with air brakes and Chev. tractor if you want transportation. Priced to sell.
 Two 30' Semi Trailers with van bodies, equipped with air brakes and newly painted and good rubber.
 Electric Cable, almost new, from #4 for concessions with 10 junction boxes to the largest cable from transformer or plant. Enough wire to take care of small show with 300-foot midway.
 This equipment can be seen and bought at Annapolis, Md. If interested, contact **GEORGE HARMS** at the Maryland Hotel in Annapolis.
 P.S.: Also complete Popcorn and Candy Apple Concession, 12x12, with giant popper, glassed-in counters, gas tanks and ready for work. New top.

CIRCUS DATE
BALTIMORE
JUNE 1-2
 LEGITIMATE CONCESSIONS ONLY
 (CONTACT)
CARNIVAL AND BINGO SUPPLY HOUSE
 208 W. Camden St. Baltimore 1, Maryland
GEO. J. MARSHALL Phone Lexington 9-7307
 (CAN USE RIDE HELP AND SHOW ELECTRICIAN)

VIRGINIA GREATER SHOWS
 WANT AT ONCE—Girl Show Manager with Two or More Girls to take over show. (Jimmy "Floater" Johnson no longer connected.) Jack Chickarelli, Dixie, and Roberts answer. Want Wild Life, Snake, Monkey, Funhouse, Pony Ride, Unborn. Want Ride Help for Octopus, and all other rides.
 Want Ex. on Custard, Novelties, American Camp, Age and Scales, Ball Games, all Hanky Panks open.
 Morristown, New Jersey, this week; then the Big One, Dover, New Jersey, May 25-30 (The Big Memorial Day Spot)
 All mail and wires to **WM. C. MURRAY**

CARL D. FERRIS SHOWS
 WANT FOR WARREN, PA., MAY 25-30, FIREMEN'S CELEBRATION and followed by a route of Centennials, Old Home Weeks and Fairs.
 PARADES, FIREWORKS AND GIVE-AWAYS EACH WEEK.
 Concessions of all kinds: Duck Pond, Fish Pond, Balloon Dart, Cigarette Gallery, Pitch-Till-You-Win, Ball Games, Short Range, Photo Gallery, Jewelry, Novelties and High Striker. SHOWS: Wild Life, Unborn, Penny Arcade, Monkey Circus, Side Show, Mechanical City or any Grind Show.
 CALL WESTERN UNION, TITUSVILLE, PA.

JIMMIE ACKLEY WANTS AGENTS
 FOR SIX CATS, BUCKETS, SWINGERS, PIN STORE AND ALL HANKY PANKS. Have good proposition for man and wife on Fish and Duck Ponds.
 CONCESSIONS WANTED—Mug Outfit, Short Range and others that don't conflict. NOTICE—Bossy, Junior, Slick, George "Gabby" Kent, Eddie O'Connor and wife and Bruno, contact.
SMITH FUNLAND SHOWS
 Salem, W. Va., May 18-24; then per route.

JAMES H. DREW SHOWS
 Annual Firemen's Festival, Richwood, W. Va., May 25 to 30 Inclusive; West Virginia Strawberry Festival, Buckhannon, W. Va., June 1 to 6 Inclusive.
 Will place Legitimate Concessions, Custard, Pronto Pup, Photos, String Game, Bumper, Novelties, Hats, etc. Want Foreman for Octopus. Also workingmen in all departments.
 Address This Week **JAMES H. DREW SHOWS** Princeton, W. Va.

HOWARD BROS. SHOWS
 Want Ball Games, Glass Pitch, Hanky Panks of all kinds. Want Shows. Have for sale one #2 Eli Wheel one super Roll-o-Plane. Can be seen up Hillsboro, Ohio, May 18 to 23; Athens, Ohio, May 25 to 30.

VICTORY EXPOSITION SHOWS
 WANT FOR VANCE AIR FORCE BASE, ENID, OKLA., JUNE 1-2-3-4, ON THE BASE PARADE GROUNDS.
 CONCESSIONS: Glass Pitch, Photos, High Strikers, Long and Short Range Galleries and any Hanky Panks (no exclusives). SHOWS: Side Show, Illusion, Snake, Motordrome HELP: Ride Help on Tilt and Ogoopus. Also Foreman for Wheels. Will book Kiddie Rides. This Show holds contracts on Air Bases—every pay day—through December, plus 10 Fairs and Celebrations.
 ADDRESS: 2906 HOLLIDAY, WICHITA FALLS, TEXAS

BILL KEMP WANTS DROME RIDERS
 Both Lady and Men. Top salary sure each week. Travis Ward, contact me or come on. Address: c/o ROYAL AMERICAN SHOWS, ST. LOUIS, MO., MAY 19 TO MAY 31. No collect wires.

WANTED WANTED WANTED
 Ride Help on all Rides, must drive semis. (Red and Curly, come on in.) Also want Hanky Panks, Milk Bottles, Punk Rack, Photos, Scales and Age.
 OPENING MAY 19-31, BERWYN, ILLINOIS
BIG FOUR AMUSEMENTS
 PHONE: FILMORE 3-3751 135 21ST AVE., MELROSE PARK, ILL.

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Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
 Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000	\$29.50
10,000	\$ 9.50
20,000	12.00
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THE FINEST EVER MADE



Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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JAMES E. STRATES SHOWS
AMERICA'S BEST MIDWAY

CAN PLACE legitimate Concessions for Philadelphia on lot next to circus next week.

WANT Ridemen for Merry-Go-Round, Spitfire and other Rides. Colored Train Help and Tractor Drivers. Assistant Electricians and Searchlight Men.

CAN PLACE Canvasmen and General Help.

JAMES E. STRATES, GENERAL MANAGER

JAMES E. STRATES SHOWS, Philadelphia, Pa.

WILLIAM T. COLLINS SHOWS
Pride of Midway

Season Opens Monday, May 25, Fargo, North Dakota. Leaving Winter Quarters May 22. Want for only three still dates, then fairs and celebrations until November, including three State fairs.

Can place Help who drive semis, must be licensed. Want Merry-Go-Round Foreman, Wheel Foreman, Single Wheel, \$60.00 a week. Caterpillar Foreman, \$75.00 a week. Second Men for all Rides. Also Truck Mechanic with own tools. Man for Light Towers. Can place Operator for Funhouse and Glass House combined. Want Manager for Posing Show and small Revue, we have wagon-type fronts for both shows or will book Manager with own equipment. Want Motordrome for a good Motordrome territory, low percentage. Will book any Show of merit with own equipment, low percentage. Want flashy Penny Arcade. Will book Hanky Panks of all kinds.

Address **WILLIAM T. COLLINS, Mgr.**

801 E. 78th St., Minneapolis, Minn., until May 22; then Fargo, N. D.

F. C. BOGLE SHOWS, INC.

Wants for route which includes Wamego, Kansas, July 4th and Fairs at Downs, Colby, Wakeeney, Liberal, Dodge City, Kansas.

CONCESSIONS: Milk Bottles, Scales, Balloon Darts, Fish Pond, Photos, Duck Pond, Foot-Longs, Novelties, Fish Bowl, Basket Ball, Pan Game or any other odd and different Stock Concessions that you guys think up. SHOWS with own equipment. Good deal for Mechanical, War Exhibit or any Grind or Bally Show not conflicting. MOTOR DROME Owners, a three-cent stamp will get you the best proposition in show business, write for it, no obligation if you don't like it. HELP: Wheel Foreman, Tilt Foreman, non-drinkers, must drive. Top salary, bonus, other benefits. Can place useful people in all departments. KIDDIE RIDES: Will book any except Airplanes and Street Car. Especially want Live Ponies, Boats, Autos and Coaster. (Eddie Weston, Howard Williams, can place you.) Wire, don't phone.

F. C. BOGLE, Mgr.

PONCA CITY, OKLA. THIS WEEK; THEN PER ROUTE.

P.S.: Clyde Davis wants any and all Side Show Acts, Half and Half to feature. Girls for dancing shows.

JOHNNY'S UNITED SHOWS
"HONESTY IS OUR POLICY"

FIRST AND SPRING STS., NASHVILLE; TELL CITY, INDIANA, FOLLOWING; THEN MADISON, INDIANA. Always first in and downtown locations.

Can place Custard, French Fries, Pronto Pups, Foot Longs, Ice Cream Sandwich, Cheese Chips, Basketball, African Dip, Coke Bottles, Cork Gallery, Milk Bottles, Hoop-La, Heart Pitch, Balloon Darts, Adam Darts, Bumper. SHOWS: Snake, Monkey, Fun House, Motordrome, Illusion or any clean Show of merit. HELP: Useful Ride Help contact. Must drive. All replies to

JOHN PORTEMONT, Pulaski, Tennessee.

George Clyde Smith Shows

Want Ball Games, Fish Pond, Duck Pond, Glass Pitch, Penny Pitch, Balloon Darts, Pitch-Till-You-Win, Swinger, Popcorn, Candy Apples. Want Girl Show, Side Show, Monkey Show. General Ride Help. Agents for office Hanky Panks. All replies to

GEORGE CLYDE SMITH SHOWS

Mount Savage, Md., this week; Lonaconing, Md., next week.

PAGE BROS.' SHOWS

Want Custard, Arcade, Lead Gallery, Hanky Panks of all kinds, Ride Help on all Rides, Wheel Foreman; top salary. Operator for Monkey Show and Funhouse. Jack Lee wants Musicians and Performers for Jig Show; "Pocketbook" Harris, contact. Good proposition to organized Jig Show. Dick Palmer wants Girls for Girl Show, top salary. Dave DiCorte wants Skillo and Count Store Agents and Outside Men; "Red" and "China," contact Curley Setliff. Shorty Baker wants Agents for Hanky Panks.

La Center, Ky., now; Princeton, Ky., next week. Soldiers' pay day, 75,000 soldiers, Morganfield, Ky., June 1-6.

P.S.: "Humpty" Ethridge and "Do Boy," contact. For Sale—20x30 Marquee, cheap.

GOOD 'N' BAD

Farrow Opens Big But Rain Hits Memphis

MEMPHIS, May 16.—Diminutive Ernie Farrow had a taste of bang-up business here Saturday (9) as he opened his Wallace Bros. Shows' season on the Negro lot on Beale Street as part of the Memphis Cotton Carnival whoop-de-do.

The day's take was double that for the corresponding day last year when, however, the weather was not as good. But Farrow's opening day's business was the only really good taste of business he had thru Wednesday (13), the fifth day of his eight-day stand on the Beale Street lot. After the first day when it wasn't raining, it was cold.

Farrow took the bad-weather breaks in stride. He allowed the weather the mid-South has had in the last few weeks, justified his decision not to open each year before the Cotton Carnival here.

For Farrow, who bases his show at Jackson, Miss., the stand here is the last in the South until fall. From here, he jumps his show to Princeton, Ind., to open a series of still dates that will carry thru until about July 1, when he will move into Illinois for celebrations and fairs.

The Wallace Bros. fair route is strong, stronger than it was last year, when it was plenty meaty. New are three Wisconsin fairs, Tomah, Rice Lake and Janesville, and as many new Mississippi annuals: Yazoo City, Starkville and Greenville, plus five Wisconsin repeaters, Darlington, Jefferson, Manitowoc, Elkhorn and Beaver Dam; two Southern fair returnees, Eldorado, Ark., and the Jackson (Miss.) Negro Fair, and two Illinois repeaters, Tuscola and Newton.

The show is carrying about the same earning power as it did last year.

Personnel, besides Farrow, includes Jack Downes, general agent; Margaret Miller, secretary; E. M. Riechen, electrician; Eddie Newcomer, billposter; L. S. Miller, mailman and The Billboard agent.

Shows are Doc Thomas' minstrel unit, Don Erlenbush's Funhouse, Speedy Palmer's Motordrome, and Joe Richardson's Snake Show.

Concessionaires include E. W. Brown, 5; Andy Rasmussen, 4; Gene Cain, 4; L. S. Miller, 1; M. Lynn, 2; C. P. Specht, 3; V. Miller, 2; James Reed, 2; C. Krug, 1; Mrs. E. M. Riechen, 1; E. Spears, 2; Don Erlenbush, 4; G. B. Bostwick, 3; Newall Taylor, 2.

Veterans United Opens Season at Winter Quarters

WORTHINGTON, Minn., May 16.—Veterans United Shows opened their season here Thursday (14) at their winter base to so-so business. First stand here ends today after three days.

Cold and rainy weather hampered preparatory work somewhat, but despite this, all equipment was in good shape for the opener. Rides and trucks are newly painted and also have been whipped into top condition mechanically.

Staff for the bow included Charles Carroll, owner-manager; Mrs. Charles Carroll, assistant manager; Gerald Ramsey, secretary; R. L. Sinderson, lot superintendent; Marvin Hood, billposter; Clarence Lanke, electrician, and Nina Lanke, mail clerk and agent for The Billboard.

Recent visitors include Mr. and Mrs. Jack McDonald, former co-owners of the show; Mr. and Mrs. Elmore Egan, Allie Reynolds, and Buster Ladd, formerly with Royal United Shows. Mr. and Mrs. Jack Shean, who have the Penny Arcade on World of Today Shows, were visitors as were Mr. and Mrs. Russell Glass of Minneapolis.

Other personnel of the show includes:

Rides: Merry-Go-Round, Freddie Brown; Octopus, Jim Woods; Ferris Wheel, Blacky Rawley, and Kid Rides, Heavy Jones. Concessions: Mr. and Mrs. Paul Ebersole,

George Smith Grosses Climb After Wet Bow

CUMBERLAND, Md., May 16.—George Clyde Smith Shows was getting better business here this week after opening Thursday (7) to rain that held down crowds. Org is set up on the Six Mile House lot here in its winter quarters city.

King-Cristiani Circus day-and-dated here Monday (11) but was located on the other side of town and neither show was hurt.

Prior to opening, 15 loads of cinders and shaving were put on the carnival lot. Due to rain and cold weather, which delayed winter quarters work, the rolling stock is yet to be painted. Two new tractors were added to the fleet this year. A new shop department has been built in a semi, while the old shop truck is now being used to transport potatoes and a peeler for the French fry joint. All rides are freshly painted and all office-owned concessions have been rebuilt and painted in a new color scheme.

Staff Personnel

Staff includes George Clyde Smith, owner-manager; Jerry Brode, secretary; Sam Colliers, sound car; F. A. Norton, electrician, mailman and agent for The Billboard; Hal Curtis, mechanic; Peter Hunter, front gate, and Charles Parris, stockman.

Others with the show include:

Rides: Merry-Go-Round, Sarge Grey and LeRoy Bordon; Ferris Wheel, Joe Hedgebeth; Chairplane, Art Halstead; Kiddie Autos, Laird Johns; Miniature Train, Dewey Joseph and Swings, Pete Howard. Shows: Funhouse, Pete Hunter; Sylvia the Elephant Girl, George Jackson; Snake Show, Indian Joe Sarver; Oriental Nights, Barbara LeMay, featured; "Follies of 1953," Anna Louise, Girl with the Green Hair, and Darlene, featured; Heat Wave Revue, Daddy Zip, Templeton, manager, featuring Zina and Shangola, dancers.

Concessions: Gus Roakas, cookhouse; Perry, custard; McWhortey bingo, Paul Well, manager and checker, George Walker, caller, Lee Walker, Winfield Hunsberger and John Eli, countermen; Betty Bordon, milk bottles; Ann Delauder, cork gallery; Weidon De lauder, pitch-till-you-win; Wayne Grant, cat rack; Mrs. Hal Curtis, French fries; Mrs. Joe Hedgebeth, penny pitch; Paul Webber, high striker; H. H. Lucas, candy floss and snow cones; the Eli's, palmistry; Tom Yanka, Palmistry; Eddie Carter, photos; Jeff Jordan, pan game; Charles Farris, pea pool, and Andy Stevens, age.

Gladstone Biz Tops '52 Pace Despite Rain

CAMDEN, Tenn., May 16.—Gladstone Exposition, here this week in its fifth stand out of winter quarters, is finding business sharply ahead of a year ago, despite bad weather in many spots. At the Humboldt, Tenn. Strawberry Festival, played last week, rain hit at the height of the celebration, yet the show wound up the week close to 30 per cent ahead of a year ago, according to Owner Forrest Poole.

Bob Noll is packing them in at his gorilla show and Bob Noll Jr., is doing okay with his monkey annex. Betty O'Connor is framing a new gal revue. The Billings are doing okay with their Sky Fighter and novelty stand. Hard Luck Moore has two kid rides.

Show's staff includes Poole, owner-manager; Floyd Aldridge, assistant manager; Elsie Poole, secretary; Jack Oliver, business manager; Ted Dunlap, electrician, and Ernie Murray, lot man, press agent and promotion manager.

Front enders include George and Jerri Ringlin, popcorn; Mr. and Mrs. Russell Phillips, cookhouse; Otis Howell, 6; Williams, 8; Leonards, mug and cork gallery; Johnny O'Connor, bowling alley; Stanleys, 4; Leona Murray, jewelry; Dunlaps, 2; Clarence Krug, fish pond; Floyd Aldridge, 2, and Jack Elam, bingo.

bingo; Mr. and Mrs. Bob Evans, eat joint and balloon darts; Mr. and Mrs. Westly Spence, candy floss and airplanes; Mr. and Mrs. Blacky Throp, 2; Mr. and Mrs. Harry Bennett, ice cream and scales; Mr. and Mrs. Blacky Woods, novelties; Wayne Rex, Roman targets; Billy Greig, 2; Marvin Hood, six eat; Mrs. Ross Sinderson, jewelry; Mr. and Mrs. Clyde Brown, popcorn and candy apples; Dick Crownover, 3.

AUDUBON, IOWA 4TH OF JULY CELEBRATION
Wants private contractors: Rides, Acts, Shows. Over 25,000 crowd! 80-acre Iowa farm given away! \$2,000 fireworks display. Radio, newspaper, direct mail publicizing event in large, rich farming area. Rush offer to **NORMAN JENSEN**
Audubon, Iowa Phone 288-J

JONES BINGO WANTS HELP FOR STRATES SHOW
Philadelphia and **COLEMAN BROS.**
Berlin, Conn.
Contact above shows.

CHUCK GLASSON CALL ME IMMEDIATELY.
CROYDON HOTEL, CHICAGO, ILLINOIS
BILL BLOOM

COME AND GET IT! TWO 1947 FREUHAUF TRAILERS
30 ft. long—steel sides—open top—good condition. \$200 each.
MAX GRUBERG
201 East Broadway, Long Beach, L. I.
Phone: Long Beach 4-5594

DROME FOR SALE
28 ft. Silo, new top, side wall, steel rollers, 3 motors complete, 2 spare rebuilt engines, plenty of spare parts, amplifier. Ready to open. Selling due to ill health.
FLASH WHITE
c/o Patch's Trailer Court, Waynesboro, Va.

MOUND CITY SHOWS WANT
Foremen and Second Men for all rides. Can also place Concessions of all kinds.
Address: 1417 Grattan St. St. Louis 4, Mo.

READER WANTED
Capable Reader for American Palmistry. Good Season's Work.
(BOB WARD, CONTACT)
PAT FARRELL
c/o Blue Grass Shows - Terre Haute, Ind.

"STASH" GRAY
Important You Contact
JIMMY MONROE
Bay St. Louis, Miss. or Phone Biloxi, Miss., 2-1900.

CARNIVAL WANTED
For Annual Home Coming, July 10-11, Bunker Hill, Ill. Sponsored by Allied Club Council. Contact
R. E. RIGG
Bunker Hill, Illinois (Phone 215)

WANTED
For Chillicothe, Ill. American Legion Spring Festival on the streets, then the Big One in Joliet. Concessions of all kinds. Ride Help for Wheel, Octopus, Tilt and Merry-Go-Round. Join at once.
BURKHART SHOWS
Chillicothe, Ill., this week, Joliet next.

BINGO HELP
Counter Help and Assistant Caller wanted. Pappy Walker, wire. Contact
LOU ARNER
Beam's Att. Skateland Lot Johnstown, Pa.

LEO CARRELL WANTS HELP FOR MONKEY CIRCUS AT ONCE
Care James E. Strates Shows, Philadelphia, Pa.

JIM DULING CONTACT AT ONCE OR COME ON
R. H. GROSCURTH
c/o Blue Grass Shows East Peoria, Ill., this week.

CARNIVAL
For Covington, Ohio, Big Annual 4th July Celebration and Street Fair.
Address: J. E. TURNER
1716 E. Jackson St. Muncie, Ind.

DON FRANKLIN SHOWS NO. 1

WANT CONCESSIONS

Can place Hanky Panks of all kinds. Want Long and Short Range Lead Galleries, Age and Scales, Novelties, Hats, Fish Pond, Duck Pond, Darts, Coke Bottles, Cork Gallery, Watch-La, Over 12, Hoop-La, Penny Pitch, Fish Pond, Ring Pitch. Place large Cook-house. Have Grab and Foot Longs.

SHOWS—Book Fun or Glass House, Mechanical, Grind Shows not conflicting.

RIDE HELP—Place experienced Little Dipper Foreman, Second Man for Wheels.

Route: Payroll towns until July 4. Red Oak, Iowa, July 4; then 18 fairs as follows: Barnesville, Fertile, Warren, Roseau, Mahanomen, Breckenridge, Perham, Faribault, and New Ulm, Minn.; West Union, Iowa; Hannibal, Mo.; Texarkana, Wharton, Rosenberg, Angleton, Refugio, Victoria and Alice, Tex. No grift or Girl Shows.

DON FRANKLIN, Mgr.

Miami, Okla., this week; Coffeyville, Kan., next week.

WANTED

Ride Foreman for Fly-o-Plane, Merry-Go-Round and Kiddie Rides, Second Men on other rides. Want A-1 Show Builder (John Ard, let me hear from you), good wages for sober, reliable man. Johnny Johnson, ride supt. No ups or downs until Labor Day, then ten fairs. Concessions—Have space for Mug and Hanky Panks. Joe Lucas wants Hanky Pank Agents.

LEO LANE SHOWS

Savannah Beach, Georgia

FLOYD O. KILE SHOWS

WANT For the season opening June 6th; for 2 Louisiana spots; then North Missouri, Nebraska, Kansas, Arkansas, Louisiana and Mississippi, closing Nov. 15th. All Fairs & Celebrations. Can place Hanky Panks of all kinds; Duck, Fish Ponds; Coke, Pitch-To-Win, Ball Games, Jewelry, Spindles Sets and Slum, Novelties, Hi-Striker, Six Cats, Buckets, Wheels, Blowers; must work for stock. **SHOWS**—Funhouse, Motordrome, Mechanical, Snake and Monkey (Harry Harris, letter came back). Long season, good territory. **RIDES**—Can place Tilt, Octopus, Rock-o-Plane, Spitfire, Fly-o-Plane. Also good Kiddie Rides, Ponies and Carts, Train, Planes, Good ride route, long season. **HELP**—Foremen for Wheel, Merry-Go-Round, Twister; salaries \$50.00 with raise and bonus (if you can cut it). Rides are A1 shape (no repair or painting to do; all in barn, so no extra work). Just keep them that way. All Second Men and Man for Allan Herschell Auto Ride, Semi Drivers, come on in. Place Bingo Counter Help. All People contracted please acknowledge this ad. **FLOYD O. KILE, MGR.**, Care Western Union, Baton Rouge, La., or P. O. Box 85.

WANTED AT ONCE

Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl Foreman; wages \$80 a week. Pay your own wires. Drunks save your stamps. Want to rent for week of July 6-11 Caterpillar or Tilt-a-Whirl or some other major Ride.

MIKE PRUDENT

PRUDENT'S AMUSEMENT SHOWS

Patchogue, New York

L. J. HETH SHOWS

WANT EXPERIENCED BILLPOSTER

SOME DETAIL WORK. WILL PAY TOP SALARY AND FURNISH NEW CHEVROLET PANEL TRUCK. MUST BE SOBER AND RELIABLE.

ALL REPLIES: NORTH BIRMINGHAM, ALA.

FOR SALE OR TRADE FOR KIDDIE RIDES OR SMALL JENNY

16-tub/Octopus, Tilt-a-Whirl, 50 K.V.A. transformer, concession trailer. Also for sale 24 seat Chairplane, with six Flying Scooter conversion. Use either as a Chairplane or a Flying Scooter, including transportation, \$1800. International tractor and closed van for \$500.

Clark Biggers Sr.

1826 Montague St., Rockford, Ill. Phone 4-5508

MOTOR STATE SHOWS

FEATURING THE DARING TEXAN ON THE HIGH SWAY POLE, NIGHTLY FREE ATTRACTION. THIS SHOW CARRIES NO GATE.

Can place for our Celebrations and Fairs a few more Hanky Panks not conflicting. Inlay City, Mich., Celebration, week of May 26-31, with Grandstand Show, etc. **HELP**—Second Men on Rides. #1 Show carries Twin Wheels, #2 Show single. Need one more Foreman. Also Merry-Go-Round Foreman. Coruna, Mich., now; Inlay City follows. **JOE FREDERICK, OWNER AND MANAGER.**

DRAGO AMUSEMENT CO.

WANT Shows and Concessions of all kinds. Wilbur Ferrel, get in touch with me at once, important, at Plymouth, Ind., this week or Kokomo. Jimmie Johnson, get in touch.

HELMAN UNITED SHOWS


Now Playing Celebrations, Homecomings and Fairs **WANT** Slum Concessions, only one of a kind booked. Good opening for Bingo, Pop, Corn and Candy Apples, Ball Game, Balloon Dart, Bumper, String, Lead Gallery, or what have you? Fair and Celebration Committees, contact us for your open dates. Playing Louisiana only. **Morganza, La., Homecoming, May 18 to 23; Legion Fair and Horse Show, New Roads, La., May 26-31, inclusive.** **MAURICE HELMAN, Owner and Manager.**

FAIRWAY SHOWS WANT

Foreman for Ferris Wheel and Help on other rides who can drive trucks. **SHOWS**—Mechanical, Animal or Illusion. Now showing at Bismarck.

EMIL J. ZIRBES

Bismarck, North Dakota

 You'll get more return for your money... show more profits... with our RIFLE SPORT and CHALLENGER. Write today! **A.B.T. MANUFACTURING CORP.** 715 N. Kedzie Ave., Chicago 12, Ill.

WANTED SMALL GRIND SHOW EDGEWATER PARK

Phone: Kenwood 1-2660

23500 W. Seven Mile Road Detroit 19, Mich.

ALL TYPES OF WHEELS



Mdse. Wheels Big Sixes Double Wheels Laydowns Ask for 1953 Catalogue

CARDINAL MFG. CORP. 430 Keap Street Brooklyn, N. Y. EVergreen 7-5027

OPENING IN MENA, ARKANSAS

First week of June. Siloam Springs annual celebration, June 23-24. All fairs and celebrations to follow through October. **Wanted** Ride Help of all kinds. Book stock concessions, Mug, a small Cook-house, Pony Ride and Shows. **Want Agents** for Ball Games and Percentage. Will book or buy an Octopus or Tilt. Will furnish good deal to someone capable of taking full charge of well stocked Bingo with new top.

Raines Amusement Co.

Phone 274, Mena, Arkansas

DUE TO DISAPPOINTMENT

WANT

Girl Show, Mechanical, Snake, Illusion, 5-in-1, Monkey, Motor Drome, or what have you. Reasonable percentage. **CONCESSIONS**—Everything in Sno-Cones, Root Beer, Live Gold Fish, Bowling Alley, Basketball or anything new. **Need Second Men** on Wheel, Tilt, Octopus and Jenny. Route to interested people. Opening Jamestown, N. D., May 25. We leave W. Q. May 23.

Rogers Bros.' Shows

Pelican Rapids, Minnesota

AGENTS WANTED

For the following concessions—6 Cats, Buckets, Coke Bottles, Basketball, Fish Pond, Huckley Buck. Reason for This Ad—Adding 6 More Concessions.

HAROL EUTAH

c/o American Beauty Shows Bethany, Mo., This Week; Moberly, Mo., next week.

FOR SALE

1 Pretzel Ride, complete. New top and side walls. Only up 2 wks. 7 cars instead of usual 5. Everything in first-class condition to operate. Also Arcade suitable for road (30x60). Top and side walls in first class condition. New front, used 1 season; at least 100 machines, all or any part. Both priced right. Can also book both for right party on choice of 2 traveling shows with long season and good line of fairs. Contact **Box 123, Savannah Beach, Ga.**

WANT WANT

Diesel Electrician

One who can handle Caterpillar Diesel. This is a Railroad Show. Also electrician's helper. Leo Hout, wire in touch. Wire or come on.

METROPOLITAN SHOWS

Johnson City, Tenn.

WANT

Sober, Reliable Ferris Wheel Foreman Top Salary. Address all mail to

W. E. BUNTS

23 Webb Lane, Highland Falls, N. Y.

HELP WANTED

Due to disappointment, First and Second Eli, Second on Tilt. In Amarillo until June 1st.

LONE STAR AMUSEMENTS

S. B. Rhodes Amarillo, Texas 1791 Harrison

WANT TO BOOK

For a season, two Major Rides, a Ferris Wheel and Merry-Go-Round for a Kiddie-land on percentage basis. If interested, please write to

MR. STANLEY WEBERSKI

528 N. Greenwood St., Spring Valley, Ill. Phone 76L1

FOR SALE FOR SALE

FLYOPLANE

Mechanically perfect and no better flashed ride in the show business and has plenty of earning power. A bargain for cash. Only reason for selling, can't go on road due to wife's health. Write, no collect wires.

CHAS. T. GOSS

200 Prospect St. Hot Springs, Ark.

FOR SALE

CUSTARD AND ICE CREAM DIPS

Custard — 2 machines, completely equipped, stainless steel, neon front; a beautiful outfit. 2 Chocolate Dips—one all stainless steel and neon, complete with Fridgiraire boxes. C.O.E. Ford Van Give away prices.

CLAYTON HOLT

200 Prospect Hot Springs, Ark.

WANTED Small Carnival

for **HOME COMING**

July 16 and 17 at Victoria, Ill. **AMERICAN LEGION POST #726**

PRELL'S BROADWAY SHOWS

WANTED WANTED WANTED

Side Show Manager. We have all equipment except Banners. Want two Pit Shows. Want Hanky Panks, Novelties, Photo, Age and Scale, P.C. Agents. Ride Help in all departments. Must drive semi. Answer

SAM E. PRELL

Charlottesville, Va., this week; Winchester, Va., to follow.

JOHN H. MARKS SHOWS



PHILADELPHIA, PA. — CIRCUS DATE

Opposite Ringling Circus grounds, South Broad and Patterson St., May 25 and 30. Camden, N. J., Exposition and Fair, June 1 to 6

Have 12 First Class Fairs Contracted

WANT LEGITIMATE CONCESSIONS. Opening for Custard after Philadelphia. **RIDE FOREMAN & SECOND MAN.** Top Salary. Semi drivers preferred.

SHOWS... What have you to offer? Opening for 1 or 2 Independent Rides. Rudy Geiger wants help for Kiddie Rides. Honey Lee Walker has opening for experienced people to handle **POSING SHOW.** **DICK TAYLOR** contact J. SARAMA.

Everybody Wire, Write, or Phone

ART LEWIS, Gen. Mgr.

New Southern Hotel, Baltimore, Md.

BE WITH A POWELSON UNIT

WANT Bingo, Long-Range Gallery, Photo, Floss and Apples, Jewelry, and Concessions of all kinds. Shows of all kinds.

MIDDLEPORT, OHIO, ON STREETS, MAY 25 TO 30.

TUSCARAWAS, OHIO, ANNUAL STREET FAIR, MAY 25 TO 30.

POWELSON AMUSEMENTS

BOX 125, COSHOCTON, OHIO

Phone 1088M

HELLER'S ACME SHOWS

Opening May 25, Riverdale, N. J., then Haverstraw, N. Y., June 2.

Want concessions of all kinds. **SHOWS.** Ride Foreman and second men also for Laurance Harbor Amusement Beach. Ride help, no up and downs here. Candy Apples, Pop Corn, Age-Scales, Photos, Custard. **Want** Bingo for Haverstraw, N. Y. All address

HARRY HELLER

Laurance Harbor, New Jersey, Gen. Del. or Phone Matawan 1-2226

WANT—PEPPERS ALL STATES SHOWS—WANT

WE CLOSE DEC. 1—YOU GET YOUR MONEY EVERY NIGHT

RIDE HELP: Foreman for Chairplane and Ferris Wheel, Second Men on all rides. **Wives** to sell tickets. All help must have driver's licenses and drive semis. (Arnold Underhill, Whitey Britton, wire me collect.)

CONCESSIONS: Photos, Coke Bottles, Slum Clothes Pins, High Striker, Scales, Heart Pitch, Balloon Darts.

HELP: Man and Wife to Take Over Grab Stand. Must be clean and stand prosperity on 50-50 basis. Also Agents for Slum Blower and Cork Gallery. If you Drink, we can get along without you. Join on wire.

Address: F. W. Peppers, Mgr., Loxley, Ala.

GREAT SUTTON SHOWS

50TH ANNIVERSARY

Get with a carnival that knows where to go and when. We have 14 fairs in Missouri and Arkansas and we move every week and have first class equipment to move it on.

RIDE HELP: Can place good capable Tilt Foreman, and will place good second men on all rides anytime, must drive semis. (Earl Brown and "Tilt-a-Whirl" Orval come on.)

CONCESSIONS: Will place American Mitt Camp (Georgie Western contact). Will place legitimate concessions at all times, \$21.50 per week. Also will place six Cat and Buckets that work for stock.

PHONE MAN OR SECOND AGENT: Will place good, clean, capable man to sell advance sale ride tickets, must have car.

SHOWS: Will place operator for Giri Show or Snake Show and furnish you with top and front. Will book independent shows with own equipment, 25% gross.

Contact: F. M. Sutton, Sr., Great Sutton Shows Carrollton, Mo., May 18-23; Chillicothe, Mo., May 25-30

NOTICE to all Fair and Celebration committees. All contracts held by this show for 1953 will be fulfilled—**FRED R. STUMBO, Co-Owner.**

WANTED FOR

GOLDEN NUGGET SHOWS

Concessions—Bingo, Mug Outfit, Balloon Darts, String Game, Coke Bottles, Cork Gallery, Fish Pond, Watch-La, Glass Pitch, Novelties, Scales and Age, Heart Pitch, Ball Game, Sit Down Grab. Can use Shows and Rides not conflicting. What have you? We hold 30 bona fide contracts for Fairs and Celebrations thru Wyoming, North Dakota, Montana, Nebraska, and Colorado.

Contact Buffalo, South Dakota, May 21, 22, 23, then as per route.

FRED R. STUMBO, Co-Owner

BARNEY TASSELL UNIT SHOWS

Want Concessions of all kinds. Everything open except Grab, Bingo, Photos and Pitch Tilt You Win. Can place Men for Tilt, Spitfire and Rolloplane. Those who have contacted me before about Bingo, please get in touch again as wires got crossed some ways.

This week, Williamsburg Rd., Richmond, Va.; then in and around Washington, D. C. P.S.: Helen and Larry Osborn, contact at once.

EMPIRE STATE SHOWS

Want Shows—Side Show, Girl Show, Fun or Glass House, Unborn, Athletic Shows. Operator for Snake Show and Animal Show. **Want Ride Help:** Foreman for Merry-Go-Round, Wheel and Rolloplane. Hickman, Harvey Collins, Earl Putney, answer.

Want Concessions of all kinds—Bingo, Frozen Custard, Photos, Jewelry, Candy Floss, Mitt Camp. Agents for Grind Stores and Pin Store, Six Cats, Dick Stack, wire me.

JASPER, TENNESSEE, THIS WEEK.

ROYAL MIDWEST SHOWS

Want for North Vernon, Indiana, Spring Carnival, auspices Police Dept., dates May 25 thru 30.

Want String Game, Lead Gallery, Basketball, Fish Bowl, Six Cats, Buckets, Custard, Novelties. Can place Monkey, Animal or any Grind Show. Ride Help on all Rides. Wire

ROXIE HARRIS

GENERAL DELIVERY, SEYMOUR, INDIANA

Memphis Rain Lashes RAS

Continued from page 33

costumed and well-staged and peopled with good talent.

But good as it is, "Moulin Rouge" will surprise if it out-grosses Leon Claxton's "Harlem In Havana," perennially a sock show with the Royal American. Leon extended himself this winter to dig up talent and has come up with a show which surpasses his previous efforts.

It is, if anything, faster moving than its predecessors and that takes some doing. One of the reasons perhaps is the band, a crack aggregation which really puts out effectively. Another reason is the featured acts, like the Kit Kats, a man-and-girl tap dancing duo that will wow 'em over the RAS route; Little Bea, a sepia edition of Sophie Tucker, who'll do as much with her singing, cavorting, and what ever else she's got—and physically she's got plenty.

Acts Please

Besides the Kit Kats and Little Bea, Claxton's unit offers Gerri Mitchum, a sweet singer, for an effective change of pace, and Baby Seals, comic, just to insure plenty of laughs. And, of course, there's the show's line, always verveful.

Outstanding even for a Claxton production is the costuming this year. It's by far the best of any recent edition, with one number particularly, tagged Oriental Fantasy, notable for the effective use not alone of black-light but of small-scaled torches worn on the headgear of the chorines and featured dancers.

Apart from the freshness in the two carry-over featured shows, "Moulin Rouge" and "Harlem in Havana," Sedlmayr has wrought many changes in the back-end line-up. New is the Side Show owned and managed by Bob Hasson, of circus note. Hasson's unit replaced that of the Lorow broth-

ers, long with the Royal American. For his first tour with the Royal American, Hasson has gathered together a strong line-up of attractions, has a well-flashed front and should garner his share of the Royal American patronage. His wife, Rita Cortez, of girl show note, is skipping her usual work with carnivals to assist Hasson in the operation of the unit.

New Shows

There are several other new shows besides Hasson's in the Royal American line-up. Mrs. Ike Rose's Midget Show, for one. Glenn Porter's well-flashed Monkey Speedway for another. And, a new Illusion Show, owned and operated by Stanley Barbay and Mickey Mansion; a new Life Show, framed by the veteran Nat Rodgers; Harry Thompson's Whale Show; Walter Kann's Strangest Couple; a torture show, operated by Bob Edwards, and an appealing Snow White Show, consisting of animated Walt Disney characters, operated by Mrs. Edwards. Actually, there are more new shows in the RAS line-up than at any time in recent years. Again, as expected, the RAS carries a powerful array of rides. The concession line-up is substantially the same as last year, with the personnel under concession manager Sam Gordon, showing few new faces.

A substantial amount of work on show equipment was done at the Tampa winter quarters but it was of the kind that doesn't greet the patron's eye but makes for greater efficiency in show operation. For instance, all the wagon poles now are of steel and made to fold up, thus saving train space and saving time. A new sanitary truck was built. And the concession department purchased a Ford Big Job, with a specially designed body, to haul concession stock. The show train equipment was further improved.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- Alamo Expo.: Abilene, Tex. 25-30.
- American Beauty: Bethany, Mo.; Moberly 25-30.
- American Eagle: Alamo, Tenn.; Huntington 25-30.
- American Midway: Halton City, Tex. 25-30.
- Badger State: Rochester, Minn.; St. Cloud 25-June 2.
- Beam's: Johnstown, Pa. 25-30.
- Becht, Lee: Washington C.H., O.; Norwood 25-30.
- Bee's Old Reliable: Corbin, Ky.; Manchester 25-30.
- Bell-Form: Stamford, Conn.; Wallingford 25-30.
- Belle City: (S. 6th & W. Harrison) Milwaukee, Wis. 25-30.
- Bernard & Barry: Sudbury, Ont., Can.; Timmins 25-30.
- B. & H.: Charlotte, N. C. 25-30.
- Big Four Am.: Berwyn, Ill. 25-30.
- Big State: Idabel, Okla. 25-30.
- Blue Grass: Terra Haute, Ind., 21-30.
- Bogle, F. C.: Ponca City, Okla.; Arkansas City, Kan., 25-30.
- Bohn, Carl & Son: Stamford, Tex. 25-30.
- Boone Valley: Tama, Ia.; Grinnell 25-27; Cedar Rapids 28-30.
- Borderland: Dexter, N. M. 25-30.
- Brodbeck: Alva, Okla. 25-30.
- Brodbeck & Schraeder: Larned, Kan. 25-30.
- Brown & Wallace: Abingdon, Va. 25-30.
- Buck-Model: Binghamton, N. Y.; Albany 25-30.
- Burdick's Greater: Ozona, Tex. 25-30.
- Burke, Harry: Amite, La. 25-30.
- Burkhart: Chillicothe, Ill.; Joliet 25-31.
- Byers Bros.: Malvern, Ark. 25-30.
- Capital City: Maryville, Tenn. 25-30.
- Carpenter Bros.: Van Wert, O.; Hamler 25-30.
- Cary, E. J.: East Kildonan, Man., Can., 18-21; Fort Garry 22-25.
- Cavalcade of Amuse.: Peoria, Ill. 25-30.
- Central American: Mankato, Kan.; Belleville 25-30.
- Central States: Russell, Kan. 25-30.
- Cetin & Wilson: (10th & Bigler Sts.) Philadelphia, Pa. 25-30.
- Coleman Bros.: New Britain, Conn. 25-30.
- Collins, Wm. T.: Minneapolis, Minn.; Fargo, N. D., 25-30.
- Crafts Expo.: Yermo, Calif., 20-24.
- Daniello, Phil: Solvay, N. Y., 20-23.
- Dan-Louis: Newburg, Ind. 25-30.
- Desbro: Newark, N. Y.; Ithaca 25-30.
- Dobson's United: (Lake Halle) Eau Claire, Wis. 25-30.
- Douglas Greater: Eugene, Ore.; Roseburg 25-30.
- Down River: Milford, Mich. 25-30.
- Drago No. 1: Plymouth, Ind. 25-30.
- Drago No. 2: Jonesboro, Ind. 25-30.
- Drew, James H.: Princeton, W. Va.; Richmond 25-30.
- Dumont: Essex, Md. 25-30.
- Dyer's Greater: Fredericktown, Mo.; Flat River 25-30.
- Eddie's Expo: Grind Stone, Pa.; All-quippa 25-30.
- Empire State: Jasper, Tenn. 25-30.
- Emshoff: Richland Center, Wis., 21-24; Madison 27-31.
- Evans United: Marshall, Mo. 25-30.
- Ferris, Carl D.: Titusville, Pa.; Warren 25-30.
- Festival of Fun: Benton Harbor, Mich., 25-30.
- Fleming, Mad Cody: Homerville, Ga.; Valdosta 25-30.
- Franklin, Don, No. 1: Miami, Okla.; Coffeyville, Kan., 25-30.
- Garden State: (Edgemont Park) Walnutport, Pa., thru May 30.
- Gayland: Lethbridge, Alta., Can., 20-23; Medicine Hat 26-30.
- G. & B. Rides: Phillippi, W. Va. 25-30.
- Gem City: Bowling Green, Ky. 25-30.
- Gentsch, J. A.: Wianno, Mass. 25-30.
- Georgia Amuse. Co.: Cleveland, Ga. 25-30.
- Gladstone Expo.: S. Fulton, Tenn. 25-30.
- Glass City & Anderson Am.: Willard, O. 25-30.
- Gold Medal: Cullman, Ala.; Chattanooga, Tenn., 25-30.
- Golden Nugget: Buffalo, S. D., 21-23.
- Gooding Am. Co., No. 1: (West Mound at Wayne) Columbus, O. 25-30.
- Gooding Am. Co., No. 2: Washington, Pa. 25-30.
- Gooding Am. Co., No. 3: Fairmont, W. Va. 25-30.
- Gooding Am. Co., No. 4: Decatur, Ind. 25-30.
- Gooding Am. Co., No. 5: (Cleveland Ave.) Columbus, O. 25-30.
- Gooding Am. Co., No. 6: Toronto, O. 25-30.
- Gooding Am. Co., No. 7: Cleveland, O. 25-30.
- Gooding Am. Co., No. 8: Warren, O. 25-30.
- Goree & Sons: Lamar, Colo. 25-30.
- Grand American: Waterloo, Ia. 25-30.
- Great Sutton: Carrollton, Mo.; Chillicothe 25-30.
- Hales Shows of Tomorrow: (Clam Park) Kansas City, Kan., 19-29.
- Hammond, Bob: (6200 Lyons St.) Houston, Tex., 25-28.
- Hannum, Morris: Harrisburg, Pa. 25-30.
- Happy Attrs.: Bellaire, O.; Middleport 25-30.
- Harrison Greater: Franklin, Va. 25-30.
- Heller's Acme: Riverdale, N. J., 25-30; Haverstraw, N. Y., June 2-6.
- Helman United: Morgansla, La.; New Roads 26-31.
- Hennies Bros.: Decatur, Ill. 25-30.
- Heth, L. J.: (Fourth & 13th) Birmingham, Ala. 25-30.
- Hill's Greater: Farmington, N. M. 25-30.
- Holly Amuse. Co.: East Point, Ga. 25-30.
- Hottel, Buff: Millington, Tenn.; Ottawa, Ill., 25-30.
- Howard Bros.: Hillsboro, O.; Athens 25-30.
- Hugo's Novelty Expo.: Lexington, Mo. 25-30.
- Hugo's Novelty Expo.: St. Marys, Kan. 25-30.
- Imperial: Alton, Ill.; Dowagiac, Mich., 25-30.
- Interstate: Central City, Ky. 25-30.
- Johnny's United: Pulaski Tenn.; Nashville 25-30.
- Key City: Sheldon, Ill. 25-30.
- Keystone Attrs.: Jersey Shore, Pa.; Clarence 25-30.
- Lagasse Am., No. 1: Hudson, Mass. 25-30.
- Lane, Leo: Savannah Beach, Ga. 25-30.
- Lee United: Adrian, Mich.; White Pigeon 25-30.
- Majestic Greater: Atlanta, Ga. 25-30.
- Manning, Ross: Poughkeepsie, N. Y. 25-30.
- Marks, John H.: (Brooklyn) Baltimore, Md.; (Pattison Ave. & 10th St.) Philadelphia, Pa., 25-30.
- Merrim, Midway: Marshalltown, Ia. 25-30.
- Merry Midway: Gleason, Tenn. 25-30.
- Metropolitan: Johnson City, Tenn. 25-30.
- Midway of Fun: Wilburton, Okla. 25-30.
- Midway of Mirth: Hillsboro, Ill.; Auburn 25-30.
- Mighty Hamontree Midway: Livingston, Tenn. 25-30.
- Mighty Hoosier State: Columbus, Ind. 25-30.
- Mighty Page: Winston-Salem, N. C. 25-30.
- Milliken Bros.: Glennville, Ga. 25-30.
- Moore's Modern: Shawnee, Okla.; Okmulgee 25-30.
- Mosher's Am.: Algonac, Mich., 26-30.
- Motor State: Corunna, Mich. 25-30.
- New England Am.: Wilbraham, Mass. 25-30.
- Page Bros.: LaCenter, Ky.; Princeton 25-30.
- Parada: Homing, Okla.; Cushing 25-30.
- Paul's Am. Co.: Spigter, Okla. 25-30.
- Penn Premier: Port Jervis, N. Y.; Philadelphia, Pa., 25-30.
- Peppers: Loxley, Ala. 25-30.
- Pioneer: Williamsport, Pa., 22-30.

- Playtime: Natick, Mass.; Stoughton 25-30.
- Powelson Greater: (Parsons Ave.) Columbus, O.; Tuscarawas 25-30.
- Prell's Broadway: Charlottesville, Va.; Winchester 25-30.
- Ranier: Aberdeen, Wash. 25-30.
- Redwood Empire: Walla Walla, Wash., 20-24; Kennewick 26-31.
- Reid King: Lewiston, Me.; Calais 25-30.
- Robertson Rides: (1900 S. Madison) Indianapolis. 25-30.
- Rogers Bros.: Jamestown, N. D., 25-30.
- Rose City Rides: Gerald, Mo.; Ellington 27-30.
- Royal American: (Grand & LaCiede) St. Louis 18-31.
- Royal Crown: Gainesville, Ga. 25-30.
- Royal Midwest: Seymour, Ind.; Mount Vernon 25-30.
- Royal United: Knoxville, Ia., 18-20; Indianapolis 21-23; Osceola 25-27; Creston 28-30.
- Schafer's Just for Fun: (14th & Gaty) East St. Louis, Ill. 25-30.
- Shan Bros.: Portsmouth, O. 25-30.
- Siebrand Bros.: Santa Fe, N. M. 25-30.
- Smith's Funland: Salem, W. Va. 25-30.
- Smith, Geo. Clyde: Mount Savage, Md.; Lonaconing 25-30.
- Snapp Greater: Neosho, Mo. 25-30.
- Southern Valley: Baton Rouge, La.; Monroe 25-30.
- Standard: Thermopolis, Wyo. 25-30.
- Star Am. Co.: Marshall, Ark. 25-30.
- Star Am. Co.: Marshall, Ark. 25-30.
- Stephens, C. A.: Canton, Ga.; Ellijay 25-30.
- Sterling Crown: Bessner, Ala. 25-30.
- Strates, James E.: Philadelphia. 25-30.
- Sunset Am. Co.: Fort Madison, Ia.; Burlington 25-30.
- Superior: Colusa, Calif. 25-30.
- Tassell, Barney: (Williamsburg Road) Richmond, Va. 25-30.
- Tatham Bros.: Monticello, Ill.; Newman 25-30.
- Tennessee Valley Am.: Lafayette, Tenn. 25-30.
- Thomas Joyland: Marietta, O.; Parkersburg, W. Va., 25-30.
- Thunderbird Amusements: Rawlins, Wyo. 25-30.
- Tidwell, T. J.: Price, Utah. 25-30.
- Tinsley, Johnny T.; Spencer, N. C. 25-30.
- Tivoli Expo.: Wichita, Kan. 25-30.
- Twentieth Century: Rock Island, Ill. 25-30.
- United Expo.: Rockford, Ill., 18-27.
- United States: (Fair) Richlands, Va. 25-30.
- Veterans' United: St. James, Minn., 18-20; Tracy 21-23; Watertown, S. D., 25-30.
- Virginia Greater: Morristown, N. J.; Dover 25-30.
- Vivona Bros.: Nyack, N. Y. 25-30.
- Wade, W. G.: Kalamazoo, Mich.; Battle Creek 25-30.
- Wallace Bros., Inc.: Princeton, Ind. 25-30.
- Wallace Bros. of Can.: Hamilton, Ont.; Winnipeg, Man., 24-30.
- Wallace, I. K.: Yanceyville, N. C. 25-30.
- West Coast: Chico, Calif., 20-24.
- West Coast Expo.: Yuba City, Calif., 18-24.
- Wilcox, Dick: Kennebunk, Me. 25-30.
- Williams, Ray: Springfield, O.; Salem 25-30.
- Wilson Famous: Canton, Ill.; Silvis 25-30.
- Wolf Greater: Ottumwa, Ia. 25-30.
- World of Amuse.: Gretna, Va. 25-30.
- World of Mirth: Chester, Pa. 25-30.
- World of Pleasure: Jackson, Mich., 20-31.
- World of Today: Topeka, Kan., 20-30.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

- Bailey Bros.: Logan, Utah, 19; Preston, Idaho, 20; Pocantio 21-22; Rupert 23; Twin Falls 25.
- Beatty, Clyde: Watsonville, Calif., 19; San Jose 20; Redwood City 21; Fairfield 22; Napa 23; Walnut Creek 24; Chico 25; Oroville 26; Pittsburg 27; Oakland 28-31.
- Cole & Walters: Huntsville, Mo., 21.
- Diano Bros.: Kirksville, Mo., 18; Ottumwa, Ia., 19; Newton 20; Nevada 21; Perry 22; Webster City 23; Cedar Falls 25; Charles City 26; Albert Lea, Minn., 27.
- Gran Circo Americano: Mayaguez, P. R., 18-25; San German 26-28; Ponce 29-June 8.
- Hagen Bros.: La Salle, Ill., 20.
- Hagan-Wallace: Beres, O., 21.
- Hamid-Morton: Chicoutimi, Que., Can., 18-24.
- Hunt Bros.: Palmyra, N. J., 20.
- Kelly-Miller: Scottsville, Ky., 19; Glasgow 20; Columbia 21; Somerset 22; Danville 23; London 24; Corbin 25; Richmond 26; Lebanon 27; Elizabethtown 28; Bardstow 29; Shelbyville 30.
- King-Morris: Oxford, Pa., 20.
- King Bros. & Cristiani: Marietta, O., 19; Athens 20; Zanesville 21; Steubenville 22; Uniontown, Pa., 23; New Kensington 25; New Castle 26; Sharon 27; Meadville 28; Jamestown, N. Y., 29; Niagara Falls 30; St. Catharines, Ont., June 1.
- Mills Bros.: Butler, Pa., 19; Rochester 20; Steubenville, O., 21; Pittsburgh, Pa., 22; McKeesport, 23; Oakland, Md., 25; Cumberland 26; Bedford, Pa., 27; Greencastle 28; Waynesboro 29; Fairfield 30; Luther-ville-Timonium, Md., June 1.
- Polaek Bros. (Eastern): (Balboa Park Bowl) San Diego, Calif., 21-24; (University Stadium) Tucson, Ariz., June 1-2.
- Polaek Bros. (Western): (Auditorium) San Francisco, Calif., 18-24; (Auditorium) Sacramento 28-June 7.
- Ringling Bros. and Barnum & Bailey: Washington, D. C., 19-24; Philadelphia, Pa., 26-30.
- Rogers Bros.: Princeton, Ind., 18; Linton 19; Salem 20; New Albany 21; Shelbyville, Ky., 22; Frankfort 23; Georgetown 25.
- Tatham Bros.: Monticello, Ill., 21-23; Newman 28-30.
- Von Bros.: Litzitz, Pa., 19; Highspire 20; Halifax 21; Newport 22; Middleburg 23; McClure 25.
- Wallace & Clark: Noblesville, Ind., 20; Gilman, Ill., 23; Minonk 23.

SHOW
T-E-N-T-S
Concession—Circus—Carnival
AMERICAN
TENT &
AWNING CORP.
132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

Carl Puline Rides, Inc.
RIDE UNIT AVAILABLE
OHIO, PENNSYLVANIA
Sesquicentennials—Celebrations
Dates Open: June 22 to 27, July 13 to 18, July 20 to 25, Aug. 3 to 8, Aug. 17 to 22, Aug. 24 to 29, Aug. 31 to Sept. 5.
Write—Wire—Phone 6-6407
GEO. LOCKHART
Lowellville, Ohio

SAINT ANTHONY CELEBRATION
JUNE 11-12-13, STRUTHERS, OHIO
Want all legitimate Concessions including Popcorn, Floss, French Fries, Age-Weight, Novelties, Ball Games and Hanky Panks.
Can also use few more Concessions for Edenburg, Pa., May 27 to 30. Hanky Panks, Custard, French Fries, come on in or wire.
GEO. LOCKHART, Lowellville, Ohio

FOR SALE
6 RIDE KIDDELAND
Consisting of Airplanes, Flying Horses, Ferris Wheel, Autos, Kiddie Caterpillar, Rocket. Rides now in operation, 15% lease on location. Will accept first reasonable offer.
L. ED ROTH
201 Broadway Santa Monica, Calif.
Phone: EXbrook 5-6195

MARVEL SHOWS
Opening May 30 thru June 7 at Colona, Ill.; then Galesby, Ill., Annual V.F.W. Street Celebration.
Want Stock Concessions, also Agents. Ride Help who drive; especially Wheel Foreman. Shows—What have you?
Contact
LEW REESE of JAKE MERRIMAN
Anamosa, Iowa. Phone 680J12.

CARNIVAL WANTED
COUNTY CENTENNIAL CELEBRATION
6 DAYS—AUGUST 24-29
Contact
CHAMBER OF COMMERCE
Red Oak, Iowa

FOR SALE
4 Large Distortion Mirrors, like new; 20-Foot Live Ammunition Range, mfd. by Kings, steel back plate and moving targets, also 2 Voice Recording Booths. Excellent buy. Phone or write
FRANK LA MASCKIN
6258 S. Cottage Grove Ave., Chicago, Ill.
Hyde Park 3-2800

FOR SALE—FUN HOUSE
On 28-foot semi, 60-ft. front. Plenty stuff inside. This is not junk, worth \$3500.00. Sale price, \$650.00. Also Sleeper Cab. Chev. Tractor, \$400.00.
S. W. LAKE
Eagle, Wis.

1950 Chevrolet Tractors
Model 5100, 2-speed rears, vacuum brakes, 825-20 tires. Mechanically perfect. \$750 full price.
JOHNNY CANOLE
Altoona, Pa. Phone 9347.

WANT KIDDIE RIDES
From May to October.
Location: Medford, Mass.
Kiddie Merry-Go-Round, Kiddie Whip, Kiddie Pony Ride, Kiddie Airplane, Kiddie Boat. No junk. Call or write
MICHAEL J. BENCALE
135 Cambridge St. Charlestown, Mass.
CH. 2-9510

THE CORRECT ADDRESS OF . . .
JOE ARCHER
474 SOUTH FAIRVIEW AVE., BURBANK, CALIF.

WANTED—C. A. STEPHENS SHOWS
CONCESSIONS—High Striker, Photos, Ball Games, Water Joints, String Game. RIDES—Place set Kid Rides, Live Pony. SHOWS—Wild Life, Monkey, Fun House, Side Show.
-Canton, Ga., this week; Ellijay follows.

SUNSET AMUSEMENT CO.
Can place Short Range, Hats, Derby, String Game, Basketball, Country Store, Hanky Panks of all kinds. Also Fun House, Animal Show, Mechanical Show; Harry Morrison, contact. Want Kid Rides except Live Ponies and Pony Cart. Fairs start June 22.
Fort Madison, Iowa, this week; Burlington next.

BILL HAMES SHOWS
Can place capable Electrician. Want Foreman for Pretzel. Also Second Men on all rides. Can place reliable Help for parks. Will book Fun House. (I. C. Page, call me.)
ADDRESS: **BILL HAMES, Mgr.**
P.O. Box 1377 (Phone: Northcliff 5512) Fort Worth, Tex.

AMERICAN LEGION CELEBRATION
HUDSON, NEW HAMPSHIRE, MAY 27TH TO JUNE 6TH—FIREWORKS, FREE ACTS
Can place with this outstanding date legitimate concessions of all kinds, Shooting Gallery, Pitches, etc. Ride Help in all departments. Come on, will place you. No drunks or opera stars wanted. We pay top wages and bonus to good, capable ride men. Contact
HARRY KAHN Mgr. New England Amusement Co.
Wilbraham, Mass., now; Hudson, New Hampshire, follows.

LIONS CLUB FESTIVAL—LAST CALL
SOUTH NORWALK, CONN., MAY 25 THRU 30
Concessions—Duck Pond, Fish Pond, Long Range, Custard and any Hanky Panks.
Rides: One Flat Ride.
Lot in center of town. Radio Quiz on grounds nightly. Large parade. Frank Cook, High Wire Act, contact
LIONS CLUB
Wire 43 Lincoln Ave. Phone: 8-6446

THE GREAT JOHN ROBINSON SHOWS WANT
For June 8 opening, Muscatine, Iowa, Downtown River Front
ELECTRICIAN who can handle diesel plants and transformers; top salary plus cutins.
RIDE HELP—Foreman for Octopus, No. 5 Eli Wheel, Spitfire; Second Men on all rides.
Report here to winter quarters at once.
SHOWS—Girl, Snake, Fun House, Ten-in-One or any show of merit.
CONCESSIONS—Disers, Long Range, Short Range, Novelties, Photos, Cotton Candy, Sno Cones, Apples, Hanky Panks of all kinds.
COOKHOUSE—Will book or furnish same.
ADVANCE AGENT
MOTORDROME—Have complete equipment for reliable party.
JOHN L. ROBINSON Iowa Falls, Iowa Phone 9727—No Collects

CAVALCADE OF AMUSEMENTS
Bobby Haynes can place Trick Riders in Motordrome. Also Girl Riders, salary \$100.00 weekly, paid out of office. Want high-class Press Agents, must be able to promote kiddie matinees. Can place Long Range Gallery, also Hanky Panks of all kinds. Have opening for two Ball Games, will sell exclusive. Want Candy Floss Operator. Want electrician's assistant. Also Tower Men. Can place Waiters for Cookhouse. Pullman accommodations.
Address: **AL WAGNER, Mgr.**
Peoria, Illinois, May 21-30

BEAM'S ATTRACTIONS
SOUTH FORK, PA., FIREMEN'S OLD HOME WEEK, MAY 25-30
HELP—Foreman for Little Dipper and Kiddie rides. Second men who can drive for all rides. CONCESSION AGENTS contact Bob Parschall, Lou Arner wants Counter help for BINGO, TALKER for Side Show, GRIDDLE MAN for Cookhouse. Capable Help for MOTORDROME. CONCESSIONS—Want Cigarette Shooting Gallery, Hoop-La, Live Ducks, X on Novelties.
SKATELAND LOT, JOHNSTOWN, PA., THIS WEEK
ANSWER AD TO STEVE DECKER, WINDBER, PA.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the

LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH

OUR PRICES TALK !!!

999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.

\$4.25 Doz. \$48.00 Gross

999-G. Same as above, heavier chain, in beautiful gold finish.

\$6.00 Doz. \$66.00 Gross

Sensational Profits !! EVERY DAY !!

No. 877 A Real Money Maker \$4.50 doz.



No. 877-Heavy mounting. Sparkling It's a beauty. Gold finish.

No. 185 Full of Life! Fire! Brilliance \$3.85 doz.



Gold finish. White brilliant center Red sides.

No. 1098 NEW FLASH! Copy of a \$500.00 Ring \$4.75 doz.



Set with 3 all-white brilliant cut rhinestones or white center, red sides. Gold finish.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

PROVIDENCE RING CO.

49 Westminster St., Providence, R. I.

DISPLAY-CLASSIFIED SECTION A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word - Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line - Minimum \$6.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

ACTION COMEDY PARODIES, INTRODUCTIONS, song titles, MC patter, gimmick gags, stories, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood, Calif. jn20

'EM C I E' MAGAZINE - CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. my30

PIANO VOCALS - LEAD SHEETS, ORCHESTRATIONS and band scores arranged. Val's Arranging Studio, P. O. Box 1906, Sarasota, Fla. jn13

AGENTS & DISTRIBUTORS

A MONEY MAKER-FREE CATALOG. Select Shaker Co., 5132 Shattuck, Oakland, Calif. jy25

AGENTS! DEMONSTRATORS! DISTRIBUTORS! Build your own repeat business. Hire others. Every car owner wants the new, sensational "DUAL PERMA-GLAZE." Producing a new, different kind of brilliance-hard, glass-like, protective finish to all new and used cars. Convincing "No Rubbing" easy demonstration makes it sell like wild. Nothing like it! It's concentrated. Everything furnished-attractive labels imprinted, circulars, selling plan. Send 50¢ (refundable) for two 4 oz. samples with complete details today.

ARTIE

Dept. 179 W. Washington St., Chicago 2, Ill.

AGENTS, SALESMEN, WAGON-JOBBER-Sell Balloons, Combs, Novelties, Notions, Billboards, Watches, Cards, Handmade, Sundries. Carleton House Distributors (BB), Texas City, Tex.

AGENTS-SELL THE AMAZING NEW 8-Ball Fortune Teller. Sample, \$2; doz., \$16. Ivan Eash, R.R. #42, Elkhart, Ind. my23

AGENTS, DISTRIBUTORS - MAKE BIG PROFITS selling fancy packaged perfumes and perfume sets with fine manicure cutlery. Lowest factory prices. Write for catalog. Lido Products, 126 Bleecker St., New York 12, N. Y.

AGENTS WANTED

Swinger Buckets and Scale C. E. ANDRICH c/o Raney United Shows St. Louis Park Minneapolis, Minn.

ATTENTION! PITCHMEN, DEMONSTRATORS! Get your share of profits from the county and State fairs with a quick, fast 25¢ seller. A Para-Shooter (Bloop) Toy. Write for samples, three types (25¢ ea.) and details. Forr-Dee Products Co., P.O. Box #5508, Cleveland, Ohio.

BASKET EARRINGS-TINY STRAW BASKETS with flowers, Hat-Basket and Hat Earrings, Necklaces, Pins and Bracelets, tiny Crystal-Glass Basket Earrings, Chignon Spray, latest Mobile Earrings, all \$6 doz. J. J. Lastufka Dist., Box 10248, Tampa, Fla.

BEST YET-FASTEST SELLER CATHOLIC Religious Photo Key Chain; sells 35¢ each; two dozen on display card at \$3. United Sales Co., 38 Hanover St., Boston 13, Mass.

BUY AT SPECIAL FACTORY PRICES! Price Lists Free! Rosaries, \$2 dozen, boxed; Religious Novelties, \$4.25 dozen; Simulated Pearl Sets, \$10.50 dozen, boxed. CUSTOMCRAFT JEWELRY MFG. CO. 24 Custom House St. Providence, R. I.

COLONEL STRING BOWS, PURE SILK Bows, \$6 per dozen; samples, 3 for \$1.75. Delmar Ties, 267 W. Federal, Youngstown, Ohio.

DECALCOMANIA TRANSFERS NOW offered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; take orders with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. np

EARRINGS FROM \$2 DOZ.; PIERCED, \$3 doz.; Chalk White Earrings, \$3 doz.; ass't 3 doz. \$8.50 prepaid. S. & E. Sales Co., 2007 S. K St., Tacoma 2, Wash. jn6

FIREWORKS-BUNDLE OF 40 PKGS. 90 to pkg.; 3600 1 1/2 inch Chinese Flash Firecrackers, extra loud, \$9.95 each, order. Danielson Fireworks Co., Danielson, Conn. jn20

GENUINE WOODEN NICKELS-100, \$3.25; 1000, \$20; 10-50 cents. William C. Anderson, P.O. Box 855-R, Mountain Home, Tenn.

HOT JOKE ITEM: "WORLD'S SMALLEST Fables," each in plastic box. Rush \$1.50 for 2 dozen or \$7.50 for gross postpaid. Robbins Co., 131-B W. 42d St., New York City. my23

HULA-HULA SHADOW DANCER-FAST-selling vest-pocket Fun Novelty for men, 50¢ for \$1 postpaid. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB-12. jn6

JOBBERS WANTED TO SELL FINE "Unique" line plastic emblems, Key Chains and other articles. Write Foster Luce, Box 368, Rogue River, Ore.

JOKERS FUN SHOPS-FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. jn6

JOKESTER'S PRINTED NOVELTIES wholesale; fifty samples, \$4.25; first order. Sebastian, 10934-B Hamlin, Hollywood, Calif. jn13

LOOK - LADIES' NYLON HOSIERY. Thirds, \$1.25 doz.; minimum order 10 doz.; Cases, \$3.25 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn.

NEW SILVER FOR OLD! DEMONSTRATORS' dream, positively makes you! Sure fire money-maker, \$50 day and more! Everybody buys. New sensational product silver! Retails 49¢; 50% profit! Free information; enclose 50¢ if sample desired. Write Resilver, 7797 W. Outer Drive, Detroit 35, Mich. my30

PARTNERS, AGENTS WANTED - PATented and patent pending useful home appliances, second to none. Dr. Roberts, 111 N. Stevens St., Valdosta, Ga. my30

PITCHMEN! I HAVE ONE THAT REALLY moves. Long profit! Write for free information. J. R. Jewell, 905 S. 16 St., Lincoln, Neb.

PITCHMAN WANTED FOR BRAND NEW item; patented; sells for \$1; 70¢ net profit. Skewer, Box 142, Sumatra, Fla.

PINS AND EARRINGS CLOSEOUTS-Many beautiful styles in tailored and stoned Earrings, \$2 and \$2.50 per assorted dozen respectively; also attractive tailored and stoned Pins at \$2 and \$2.50 respectively per assorted dozen. Men's gold-plated 3-stone Rings, \$3.50 per dozen; men's and ladies' aluminum identis, \$12 per gross. Sample dozen, regular price. 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. my30

RED HOT AND SENSIBLE 7x11" ILLUSTRATED color blended light reflecting signs; 2000 varieties. Sell everyone. Trial offer, \$1; 15, \$6; 100 best or free sample and catalog prepaid. Koehler, 335 Goetz, St. Louis 23, Mo. my30

SELL BIG MONEY MAKER TO MEN AND women, Easy handwork makes fast-selling useful articles. Sample free. Sunmade Co., Brockton 64, Mass.

SELL HAWAIIAN JAMS, JELLIES AND Dolls. Maier Products, 1120 Koko Head Ave., Honolulu.

SIDE SHOW PITCHMEN-SEND 25¢ FOR samples and prices of real money getters. M. Arnold, Box 209, Times Square Station, N.Y.C. 36.

TUNES TO HEAR NOW. "LET'S GO Polka," "Meet Me Tonight in the Park," "Top Waltz," "Oh, Baby," "That's My Daddy." Two records \$1 postpaid. Englewood Records, 516 Englewood Ave., Chicago.

WALLET-SIZE COMIC CARDS - WONDERFUL novelty advertising gift for discerning businessmen. Complete set is 15 cards; 3 different sets - 1, 2, 3. Hathaway Specialties Associates, 145 S. College St., Akron 4, Ohio.

WHOLESALE CATALOG OF FAMOUS brand merchandise. Hundreds of items. M.S.E.C.A. S-1351 Third Ave., New York 21, N.Y. my23

100% PROFITS SELLING NOVELTY MIDGET Bibles; 12, \$1; 100, \$6.00; 500, \$29; sample, 15¢ postpaid. Frederes, 739 Marshall, Rochester 11, N. Y.

2,000,000

Large Agents Boxes of Gift Ribbons. Costs you 50¢ box; sells on sight for 100% profit. Sold only in 4 doz. case lots (48 boxes) at

\$24 case. Sample box, 70¢

Act now! Only limited amount of dealers will be accepted.

ESSENTIAL PRODUCTS CO. Dept. B1, 210 Fifth Ave., New York 10, N. Y.

ANIMALS, BIRDS, PETS

ALLIGATORS, BOA CONSTRICTORS, RATTLESNAKES, White Face Black Ringtails and Spider Monkeys, nonpoisonous snakes, baby Caiman; special Snake Dens, \$30 to \$100. Tegu Lizards and giant Iguanas. Special items on hand this week are one pair Jaguars, very young; two 15 to 17 foot Anacondas. All items move rapidly, so write immediately for prices on items desired. Tropical Import Co., Box 402, Slidell, La. Phone 583-M-4, 8 p.m. to 8 a.m.

ARMADILLOS FROM BRAZIL-GIGANTIC Pit Show for any showman. Prehistoric looking creature, five foot in length with extremely large bulky body; young, tame Tapir, another extremely odd attraction, very rare and unusual, only a few in captivity. If it's something odd, rare, exotic and unusual in animals, birds and reptiles and you want don't fail to contact the Tarpon Zoo, Tarpon Springs, Fla. We import our own stock at the lowest prices. This week's special: "Baby Brazilian Capuchin Monkeys, \$35."

BADGERS, DESCENTED SKUNKS, RACCOONS, Ferrets, Coatis, Monkeys, Lynx, Horned Owls, Fox Pups, Woodchucks, Parrots, Parakeets, Ravens. Many other types of Animals, Birds, Charone Animal Ranch, Burlington, Wis. Telephone Wheatland 93.

BIG HEALTHY SNAKE DENS, \$15; TWICE as many snakes for \$24; buy direct, save. Ship same day; 1/2 cash. Snake Farm, Long Beach, Miss.

CALIFORNIA SEALS, SEA LIONS - WILD or trained. Main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

CANARY BIRDS-GRAND LOT, STRAIGHT run, many undetermined sex, dozen or more, \$1.35 each; Parakeets, assorted colors, straight runs, young ones, very attractive, dozen or more, \$4.25 each; fifty or more, \$4 each. Serving carries since 1907. National Pet, since 1907. 3101 Olive, St. Louis, Mo. my30

FLYING SQUIRRELS MAKE GOOD PETS, Adam's Reptile Park, Long Beach, Miss.

FREAK FIVE-LEGGED CALF FOR SALE-Animal healthy; pictures sent to interested parties. Open for offers. Benny Williams, Warren, Tenn.

JUST RECEIVED A PAIR OF 15 FT. KING Cobras, \$400 each; Pythons, Boas, Cascavels, Giant men's Dragons, Spider, Rhesus, Ringtail Monkeys; Guinea Baboon, pair \$300; dwarf Zebu, male, \$200; Lion, male, \$150; Vicuna, male, \$250. Mowrer's, 1431 St. Louis St., Phone 67323, Springfield, Mo.

LOUISIANA ALLIGATORS - THE KIND that live; two feet, \$4.25; four feet, \$15; five feet, \$25. C. C. McClung, Telephone 5411, Laplace, La.

RATTLESNAKES-BEST SELECTED FROM hundreds, no mill fresh, good condition, fixed or hot, under 4 feet, \$1 per foot; over 4 feet, \$1.50 per foot. Small snake dens, large reptile and milked snake dens. \$25 or up orders. On hand now: 30 boas, pythons, anacondas over 9 feet. Ross Allen's Reptile Institute, Silver Springs, Fla. Phones: MARION 2-6369, MARION 2-7080, MARION 2-9396 (night). my23

PEKIN DUCKLINGS MAKE BIG PROFITS 60 will pitch for these cute yellow body ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanlue, Ohio 32A.) Free catalog. Hile Duck Hatchery, Dept. 4, Carey, Ohio.

REPTILES-ORDERS SHIPPED SAME DAY received. Rattlesnakes, all sizes, Racers, Bulls, Kings; belts and billboards made from rattlesnake skins, \$5 and up. Have 1 Coral snake, 12 to 15 in. Write me your wants. Donald Shoup, 507 13th St., Douglas, Ariz.

(Continued on page 43)

FLASHY Promotions

NEW 7 JEWEL Rhinestone LADIES' BRACELET WATCH



ULTRA SMART-SIMULATED DIAMONDS COVER ENTIRE BRACELET AND WATCH COVER!

\$12.50 EACH, Plus Postage. Send \$13.75 FOR POSTPAID IN LOTS OF 3 (UNBOXED) SAMPLE WATCH

ONE-YEAR GUARANTEE SLIP INCLUDED WITH EVERY WATCH! ADD \$1.00 FOR LOVELY GIFT BOX WITH \$92.50 PRICE TAG



The BLACK KNIGHT

MEN'S JEWEL WATCH WITH CLASSY BLACK SUEDE BAND & NONTARNISH YELLOW CASE!

Looks terrific, is terrific. Hottest number of all time for auctioneers, pitchmen, etc. Modern as tomorrow. Order now-you won't be sorry. 1-year guarantee slip incl. with every watch.

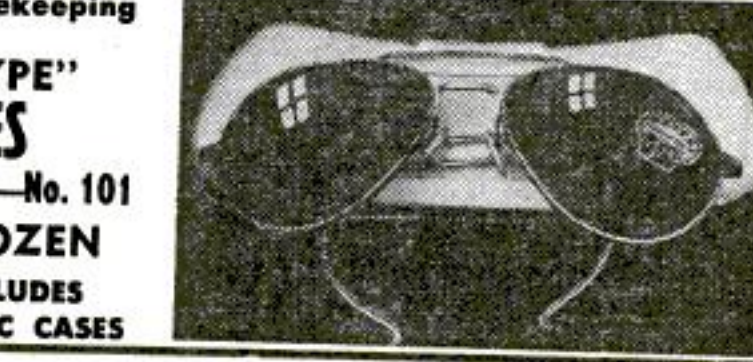
\$5.40 EACH, Plus Postage IN LOTS OF 3 (UNBOXED) SMART NEW GIFT BOX WITH \$49.50 PRICE TAG, \$1.00 EXTRA

Approved by Good Housekeeping Magazine

"AIR FORCE TYPE" SUN GLASSES

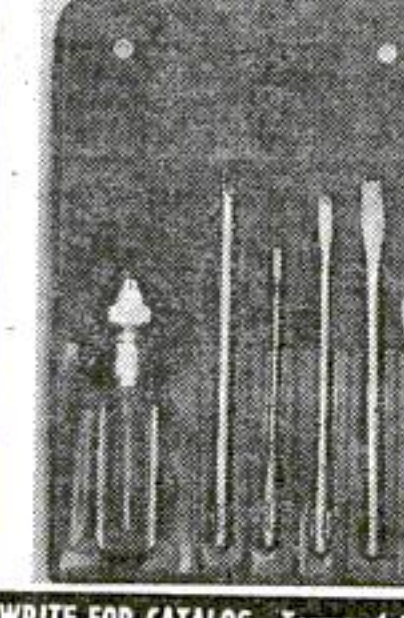
MEN'S-No. 100 LADIES'-No. 101

\$6.60 PER DOZEN INCLUDES PLASTIC CASES



GUARANTEED LIGHTER FLINTS ONLY 70c Per Display CARD!

24 10c packs-5 Flint per pack. You get \$2.40 return on a 70c investment. They fit all standard lighters. Guaranteed merchandise. Why pay more???



HANDY TOOL KIT

A SENSATIONAL SELLER! FIVE TOOLS IN ONE-PRECISION MADE FROM HARDENED TOOL STEEL. PLASTIC POUCH

With vice-grip chuck that locks blades securely in place. Three standard screw drivers, one "Phillips" type screw driver and one chisel. Everybody needs this handy item.

\$7.20 PER DOZ. KITS

Engravers-Write for Free Ident. Bracelet Catalog.

WRITE FOR CATALOG. Terms: 1/3 deposit, balance C.O.D. Include postage if cash in full sent.

HEATH DISTRIBUTING CO.

3253 VINEVILLE AVE. • Manufacturers & Distributors • MACON, GA.

DIRECT From Manufacturer

Retractable BALL PEN

With New Instant Dry Ink.

Push Button write. Press clip to retract.

Beautiful streamlined styling, available in attractive colors.

395 Broadway Canal 6-8016

\$36.00 Per Gross

Sample Doz. \$4.00

Guaranteed refills, 9¢ ea.

MODERN PEN MFG. CO., Inc.

New York 13

CATALOG No. 107 for ENGRAVERS DEMONSTRATORS FAIR WORKERS

CATALOG No. 57 for a COMPLETE LINE of VOLUME SELLING JEWELRY

Write for Yours Today-State Your Business

BIELER-LEVINE

5 N. Wabash Ave., Chicago 2, Ill.

Big Profits

Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

Hart Mfg. Co. 303 Degraw St. Brooklyn 2, N. Y.

FREE! FREE!

LATEST GIANT WHOLESALE CATALOG

MONEY MAKING OPPORTUNITY

Agents-Distributors-Salesmen Deal direct with nationally known wholesaler. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today!

Novelties • Jewelry • Carnival Midge • Leather Goods • Toys • Premiums.

GEM SALES

533 Woodward Detroit 26, Mich.

BRONZE WESTERN SADDLE HORSES

Height and Dozen Price:

10 1/2" \$16.80 8 1/2" \$13.80 5 1/2" \$6.00 4 1/2" \$3.60

SPECIAL! Key Chain Charms, asstd. 1 gr. to box @ \$1.75 per gross. Palomino-Style Hand-Painted 2 1/2" Western Horse\$9.00 Gr. 25% dep. with order, F.O.B. Chicago. COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

Ladies' Sheer Nylons \$.75 per doz. Men's Cotton Sox... 1.75 per doz. First Quality Write for FREE Hosiery Catalog Gainer Hosiery Company 760 Book Bldg., Dept. 15 Detroit 26, Mich.

New! Sensational! Mannekin MIXER

The Animated Swizzler

Reproduced from the famous Mannekin Fountain in Brussels, Belgium.

BEAUTIFUL BRONZE FINISH

A Riot at Parties

\$6.50 Doz. Postage Paid. Send \$1 for Sample and Catalog.

HOLLYWOOD HOUSE Mfg. 2262 Norwic Place Altadena, Calif.



BARNABY 45 R.P.M. DIES STANDARD OF THE INDUSTRY!

Follow the lead of such top producers as Columbia, Capital, etc., who choose BARNABY 45 R.P.M. Record and Compound Trimming Dies to meet their precision, production and quality demands. Barnaby Dies are FAST - ACCURATE - GUARANTEED. Insert Rings, Center Plates, Dies for Single or Multiple Pressings 2 to 8 records, 7" to 16". Injection moldings 2 to 4 shots.

Inquire Today

BARNABY MFG. CO., INC. 80 Knowlton St. Bridgeport 8, Conn.

CIRCUSES • CARNIVALS • SEASHORE RESORTS • RODEO SHOWS • FAIRS

The Latest Craze

AND ASSORTED COLORS

WHITE STRAW COWBOY HATS

\$4.00 DOZ. \$45.00 GR.

FELT CREW HATS

Bright Colors

With trimming and Pompons ... **GR. \$36.00**

Without Pompons **GR. \$28.00**

TOP BANANA HAT

The best made hat on the market. Also have children's sizes.

\$6 Dozen \$66 Gross

KIDDIE FELT CAPS

With Pompons. Assorted sizes and colors.

Gr. \$27.00

Without Pompons

Gr. \$24.00

Large Felt JOCKEY CAPS

With Pompons. Assorted beautiful colors and sizes.

Gr. \$37.50

★★★ **SPECIALS** ★★★

9" Fur Monkeys with pipe, glasses and fez.....	gross	\$15.00
12" Fur Monkeys with pipe, glasses and fez.....	dozen	2.50
7" High Hat Feather Dolls.....	\$1.50 doz., gross	14.40
24" Spread, floral design, rayon Parasols.....	dozen	2.75
Rabbit Foot and Key Chain, large size.....	per 100	5.00
Tri-motor Bombers, long sticks.....	gross	16.00
14" Coolie Hats.....	dozen	2.25
Metal Sliding Trombones, U. S. A.....	gross	24.00
Flying Birds, best make.....	gross	9.00
7" Fur Monkeys, with fez.....	gross	9.00
Lancaster Balons, with bell.....	gross	14.00
Long Lash Whips.....	gross	13.50
Rubber Snake Cigars.....	gross	9.00
Gold and Silver Loving Cups.....	gross	15.00
Comic Prison Pennants, felt.....	per 100	15.00
Swagger Sticks.....	gross	8.50
Stitched imported Baseballs, good for any game.....	dozen	1.50
"Worth" Baseballs.....	dozen	2.75
Necklace Beads, slum.....	gross	2.50
Hawaiian leis.....	gross	1.75
Midget Harmonicas and Chain.....	gross	4.50
Felt Comic Halbands.....	per 100	1.50
50-line Comic Celluloid Buffons.....	per 100	1.75
Snake Cameras.....	gross	9.00
Girl Picture Mirrors.....	gross	5.50
Mechanical Penguins.....	dozen	3.50
Large Mechanical Merry-Go-Round.....	dozen	6.00

LATEST CREATION

Checked be-bop hat with pompon for embroidery machines to put names on. This is REALLY TERRIFIC. Assorted colors. These are full sizes.

\$4.50 PER DOZ. \$47.00 PER GROSS

YACHT CAPS

Assorted sizes with any print.

Special Price \$36.00 Gr.

The New Sensational FUZZY WUZZY CRAZY SHAGGY STRAW HAT

made of woven straw in natural color. Sells on sight. 18" from brim to brim.

\$3.00 Doz. \$33.00 Gr.

CREW HAT OPERATORS

We have the best Crew Hats in the market. We guarantee them first quality. All these hats are made of the finest gabardine. They simply are beautiful and sell on sight.

\$54.00 Gr.

IMMEDIATE DELIVERY \$58.00 Gr.

WITH POMPONS

MONKEY

\$2.25 DOZEN

\$22.50 GROSS

IMMEDIATE DELIVERY

New Retractable **BALL POINT PEN**

The new sensational, retractable Ball Point Pen with no-smear ink. Carved. Bankers approved, 9 u a r a n t e e d leak proof — large ink supply.

Special \$3.50

Per Doz. \$39.00

Per Gross

BALL POINT PEN

These pens are first quality—no seconds

\$7.00 Gr.

HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, sold complete in a silk lined, velvet covered box with \$27.50 price tag.

\$12.00 Doz. Sample \$1.50

This is a terrific flash and sells on sight. Canvassers and agents are cleaning up.

SNAKE BOW TIE

\$2.25 DOZEN \$22.50 GROSS

MECHANICAL DONKEY

Terrific number—spins its tail, walks and shakes its head. About 4" long.

\$21.00 Gr. \$2.00 Doz.

Minimum 6 doz. The boys are cleaning up with this donkey.

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Smallest Lighter in the world. For Ladies and Men. Beautiful chrome finish.

\$2.00 DOZ.

25% deposit required—Money order or cash. We ship same day as we receive order. Ship all over the world.

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\$32.00 doz. sets **\$3.00** sample postpaid

Set contains men's tie clasp and cuff links; ladies' pin and earrings.

Your Choice of 3 Styles:

- Maple Leaf Design
- Imitation Cameo with White Stone in pin
- Crown with White and Red Stones (illustrated)

Specify Style When Ordering. Add 20% F. E. T. if Not for Resale.

WRITE FOR OUR NEW SPRING CATALOG WITH 64 PAGES OF THE LATEST BINGO, PREMIUM, CARNIVAL AND NOVELTY ITEMS.

25% with order, bal. C. O. D., F. O. B. Chicago

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NEW! NEW! NEW!

Brussels Boy Fountain comes to "Automatic" Life!

MYSTERIOUS - MAGIC - ACTION

No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phoney Action Hi-ball. Greatest Bar Gadget ever invented.

Send \$1 for sample 10 day Money Back Guarantee 1 doz. \$6.50—Gross \$78 P.P. Prepaid

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BRAND NEW—FACTORY GUARANTEED \$13.50 COMPLETE WATCH SET

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VALUE, QUALITY AND BEAUTY

Are combined in this name brand WATCH and JEWELRY ensemble offer.

For the Ladies—the lovely Sabina Ensemble featuring the nationally advertised HELBROS Watch with expansion bracelet, Jeweled Earrings, Pennant Pin and Necklace Chain. For the Men—the Stanton set of HELBROS Watch, Tie Clip, Cuff Links and Key Chain.

THESE ARE NOT RECONDITIONED WATCHES

Each ensemble is BRAND NEW, represents the very highest standard of jewelry excellence and is specially priced for LIMITED TIME ONLY—first come—first served.

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SPECIAL \$48 D/ CALENDAR CHRONOGRAPH BRAND NEW WHILE 1000 LAST!

Round Gold-Plated Geo. Wash. model Jeweled Anti-Magnetic. A real Flash! Special \$60 doz. Price incl. matching Band.

Also Rebuilt Name Brand Watches, \$9.50 up with Band. (Stoppers Replaced Free.)

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Modern China Vanity Lamp

Solid Color Glaze: Forest Green, Chartreuse, Black and Gray. Contrasting Color Shade, Pierced Parchment. Height 19". Standard Packing, 12 to a carton of each color.

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Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed. **ADIRONDACK CHAIR CO.** 1140 B'way, N.Y. (27 St.), Dept. X-42, MU 3-1385

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Tinted Flying Birds Box (3 dz.)	\$2.40	Gr. \$ 7.75
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4-inch Box (4 dz.)	\$1.60	Gr. \$ 4.50
7-inch High Hat Monk with Pipe Box (3 dz.)	2.40	Gr. 9.00
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9-inch Acrobat Fur Monkey Dz.	1.85	Gr. 21.00

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7-inch Dz.	\$1.60	Gr. \$17.60
9-inch Dz.	2.60	Gr. 30.00
12-inch Dz.	3.75	Gr. 42.00

**Rayon Parasols—
American Flag Designs**

17-inch Diameter Dz.	\$3.25	Gr. \$36.00
21-inch Diameter Dz.	4.00	Gr. 44.00
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Cork Gun Corks Per 1000	2.90
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Jap Feather Darts Box (3 Dz.)	1.20
Imported Carnival Baseball Dz.	2.25
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Wood Milk Bottle... Ea.	.75
Wood Milk Bottles, 1 lb. load Ea.	1.25
Penny Pitch Chart... Ea.	6.50
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Write for Carnival Catalog.
Include postage with order.
25% deposit with c.o.d. orders.

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Wholesale Distributors Since 1880
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Scatter Pin Sets

\$3.25

dozen sets in cotton filled boxes; 48 styles 2 pins to a box **\$4.00** doz. sets in silk lined boxes

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3 piece heart sets	\$6.00 doz. sets
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FREE VIBRO-GRAVER
WITH EACH ORDER AMOUNTING TO \$100.00 OR MORE

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Excellent Quality

\$6.50 Per Doz.

\$72.00 per gross

12 mounted on attractive display card

Price does not include postage. Include sufficient amount. No. C.O.D. under \$10; 1/3 dep., bal. C.O.D.

SOUTHERN SUPPLY CO.
420 Eye St., N.W.
Washington 1, D. C.

ANIMALS, BIRDS, PETS

• Continued from page 41

SHEPHERD PONIES AND MIDGET MULES.
We cater especially to circuses and shows; purchase stock that will train; home of those pure white ponies and mules. Fred Wilmot, Richards, Mo. my30

SPECIAL \$15 SNAKE DENS; TWICE AS MANY FOR \$24; also Indigos, Rats, etc.; standard prices. Snake Farm, Long Beach, Mississippi.

WILL SELL COMPLETE ACT—3 MULES, pony, 3 dogs. Stock well trained. Retiring. H. Anderson, Box 319, Harrison Pike, Cincinnati, Ohio.

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ALL SNO BALL SUPPLIES—BIG PROFITS. reasonable prices; good flavors, cups, scrapers, etc. Send for prices, information. Stuchbery Mfg., Dept. BS 1417 Market, Chattanooga, Tenn. my23

ALL SNOWBALL FLAVORS AND SUPPLIES. \$7 buys Ice Shaver that shaves into paper cup and enough flavor and cups for thousands of snowballs. Electric shaver and flavor and non-competitive business. \$2.50 up. Free illustrated circulars. Snowball Co., 9534-C Lemturner, Jacksonville 8, Fla. my30

ARCADE FOR SALE—SEE DISPLAY AT Coin Machine Section, Detroit Amusement Co.

AUTOMATIC MECHANICAL SHOOTING Gallery Equipment, Ammunition, Rifles, etc. Ill health; real value. L. R. Cannam, 1901 Lothrop St., Omaha, Neb.

BUY FROM MANUFACTURERS, WHOLESALE sales, branded merchandise; thousands of items; mail order, direct selling, personal use Business Guide, 1153 Broadway, N.Y.C. tf

EARN \$15,000-\$30,000 ANNUALLY—FRANCHISE protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send 50¢ for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. jn6

EVERLASTING STAR FLOWERS WITH LYCOPODIUM. Fast selling, low priced carnival item. Enclose 25¢ for all colors Catalog. Lycodium Foundation, St. Paul 13, Minn. my30

FOR SALE—REPTILE AND TROPICAL Bird Exhibit. Two acres of land, stock and equipment, five-room bungalow attached; near Skyline Drive; doing a large tourist business. Cannot describe fully in ad. Reason for selling. Write for full particulars. P.O. Box 728, New Market, Va.

HAVE YOU TRIED MAIL ORDER? EASY sales, big profits. Spare or full time from your own home. Full particulars free. Stand-out, 3414 W Magnolia Blvd., Burbank, Calif. jn6

KIDDIE PARK—FOR IMMEDIATE LEASE. Improved 60,000 square feet and permit for Kiddie Park plus parking area for 150 cars. In heavily populated Kansas City, Missouri area. For further information, Moss H. Silverforb, 1204 Commerce Building, Kansas City, Mo.

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NEW ELECTRIC MACHINE BAKES endless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

OPENING NEW RECREATIONAL PARK—Adjoining permanent army base. Several lakes, swimming pool, skating rink, cabins, hotel, cafe, etc. Near town of 50,000 population. Need children's rides and concessions. Must be first class. Write Owner, P.O. Box 983, Muskogee, Okla., giving full particulars.

PITCHMEN-SALESMEN — RUSTOFF IS A new chemical, mixes with water, takes rust off like magic. Fascinating demonstration item; send for free information or send \$1 for prepaid sample and demonstration kit. Jewell Engineering Laboratories, 905 S. 16 St., Lincoln, Neb.

PROFIT WITH GARDEN GOLF. HOW TO locate, build and operate. S. Brockway, 228 N.W. 22d Ave., Portland, Ore. my30

SELL LAWN ASSORTMENTS OF FIRE-works, \$14.95 retail value; samples, 1 Noise Assortment, 1 Safe and Sane Assortment, \$17.50 Machler, Deerfield Beach, Fla. my23

START VENETIAN BLIND LAUNDRY—Profitable business. New machine. Free booklet. L. B. Co., 442 N. Seneca, Wichita 12, Kan. tf

SWISS ELECTRIC RAZOR—AC ONLY, GIFT boxed, 1 year guarantee, \$3.25 each in 100 lots; for resale only; sample, \$6 each prepaid. Transworld, 565 Fifth Ave., N.Y. 17. np

WANTED PARTNER — ONE OR MORE. \$20,000 needed in producing a \$500,000 3 dimensional motion picture. Investigate. Leffell Devices, 814 St. Paul St., Baltimore, Md.

WHAM-O FAMOUS NATIONALLY ADVERTISED Throwing Knives, \$1.75 retail, \$12.60 doz.; Wham-O Hunting Slingshots, \$1.50 retail, \$10.80 doz.; Wham-O Dueling Swords, \$4 pair retail, \$28.66 doz. pair f.o.b. Samples prepaid retail price. Dutz Enterprises, Box 284, Lincoln 2, Ill. my23

WHATEVER YOU SELL—WE'VE GOT IT at lower prices! Defrosters, Mops, 6-in-1 Saws, Screw-Drivers, Cigarette Lighters, Auto Lamps, Bulova Watches, Razor Blades, Cameras, Jewelry, Toys, Clocks, Sun Glasses, Wallets—over 100 others! Prices 10% to 20% lower than you pay now and you can buy in small quantities! Write quick for Free Catalog. Modern Merchandise Co., Dept. 43, 169 W. Madison St., Chicago, Ill.

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51 gauge, 15 denier, \$3.60 pair; 51 gauge 15 denier, long black heels, \$4; 51 gauge, 30 denier, \$4.50; 30 denier non-run mesh, \$4.50; lengths: short, medium long and extra long; any color. For street wear, 51-15's, \$1 pair; 51-15's black or blue heels, \$1.25 pair. Pumps, black or blue suede with 4 1/2-inch heels, \$10 pair; black patent or red kid with 4 1/2-inch heels, \$10 pair. Shoe orders filled in two to four weeks. Send check with order—we pay postage.

REIGNER & GILES
541 S. 18 1/2 St. Reading, Pa.

RHINESTONE FASTENER SET — AT-taches rhinestones to costumes, dresses, etc., complete with 300 sparkling, brilliant rhinestones settings. Ame-Lite Co., 21 Parsons, Columbus 15, Ohio.

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MAGIC ROLL-O-GOLD PERSONALIZES ANY ITEM!

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Easy to use . . . easy as writing your name. Takes just 10 seconds! You—or the buyer—simply write any signature, on practically any material, in beautiful 23-karat gold. That's real personalizing . . . and you make extra sales, extra profits on your merchandise!

RUSH YOUR ORDER AT ONCE FOR NEW "ROLL-O-GOLD" 1 100-ft. roll (1/2-inch width), \$5.00 per roll—1-inch width (100-ft. roll), \$9.00 per roll.

We ship open account to rated firms and we pay postage on prepaid orders. Unrated firms—25% deposit, bal. C.O.D.

WRITE FOR FREE SAMPLE!

Make EXTRA Sales . . . EXTRA Profit!
Hottest "Pitch" Of The Year
Brings Up To 400% Profit!

Personalize Any Item In 10 Seconds
With Sensational, New 23 Karat Roll-O-Gold!

Just write Your Name in Gold



Order Now at Lowest Wholesale!

A Roll-O-Gold — 1/2" Roll — 1,200 inches	\$5.00
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B Wampum Money Clip Fold	18¢ ea.
C "Slick-Kit," comb, file case	19¢ ea.
D "Pixie" Coin-Key Purse, vinyl plastic	16¢ ea.
E Magic Billfold, novelty trick item!	40¢ ea.

100's MORE! MONEY BACK GUARANTEE! GET FREE CATALOG!

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Clear and sharp. No harsh shadows. All art poses. Gorgeous models.

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2x2 KODACHROME SLIDES	\$45 per thousand assorted
KODACHROME STEREO SLIDES	\$50 per thousand assorted
SAMPLE ASSORTMENT	\$5 (Cash With Order)

Shipped by R. R. Express

50% Deposit on C.O.D. ORDERS

F.O.B. St. Louis

IMMEDIATE DELIVERY

DEMUN PRODUCTS CO.
1010 DeMun St. Louis, Mo.

The Coronation Coach Clock



Introducing the fabulous Coronation Coach Clock. A guaranteed instant sales promotion item. Electric timepiece encased in a 22 kt. "gold plated" coach, drawn by 22 kt. "gold plated" steeds and mounted on a selected mahogany-finish base, 20 1/2 inches long. Famous United self-starting movement. Ensemble individually boxed.

\$9.95 in doz. Ea. lots Samples, \$11.00 each. Same as above with 2 Horses.

\$9.00 Ea. In doz. Samples, \$10.00 Each. If not for resale, add Federal Excise Tax.

25% Deposit, Balance C.O.D.—Catalog Sent on Request.

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Gruen Watches

for men & women **\$9.95** EA.

Yellow Expansion Band, 95¢ add.

SPECIAL \$50 DEAL
6 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model watches, case and dials. Reconditioned and guaranteed like new.

New Big 1953 Wholesale Catalog, 25¢

Wholesale only — \$1 additional for samples. 25% with order, balance C.O.D. — money-back guarantee if not satisfied.

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"The Watch and Diamond House"

14K GOLD PLATED

Famous Geneva Deluxe very thin, wafer model, brand new, 7J fancy dial, streamline case.

\$5.95

Special price banded
One year factory guarantee
25% with order, bal. C.O.D.

NATIONAL DIST. CO. 222 Calumet Bldg Miami 32, Florida Phone 82-6473



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Complete line of items

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In Business in Chicago for 37 Years

FLORIDA FLAMINGOS



Made of cast aluminum, finished in true-to-life colors, \$2.75 a pair wholesale. Size 11 inches high. Money-back guarantee.

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Valley Station, Ky.

SUMMER SPECIAL

5-piece set, white porcelain beads, flowers in assorted colors or all white in velour gift box. Our price \$15.00 per doz. sets. 25% with your orders, balance C.O.D. Write or wire your orders to

CIRO CREATIONS
311 W. LAKE ST. CHICAGO 6, ILL.



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Consists of 12 dozen pieces. At least 12 different items in every deal. Some items formerly 25-cent retailers. Cleaning out odds and ends in our inventory. All sales final and NO C.O.D. ORDERS, PLEASE. About 500 deals available. No more when gone. Shipped by Express only.

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TERRE HAUTE, INDIANA

IT'S NEW! WOW! WHAT A HONEY!

CUDDLE BEAR

PUT HIM ON YOUR SHELVES AND WATCH THE ACTION YOU'LL GET!

ORDER A SAMPLE DOZEN TO BE FIRST WITH IT!

F.O.B. East \$39 DOZ.

F.O.B. Milwaukee \$44 DOZ.

SAMPLES \$5 EA.

27 INCHES HIGH



The most adorable cuddly bear we've ever handled, every child, woman and even the men will want to cuddle it in their arms. Vinyl rubber feet and paws.

"I'm going out on a limb with this one by predicting it will be the hottest money maker of the season."—Ned

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FINE FLAVORS FOR MAKING SNO-CONE or fountain syrups; write for free price lists. Ricks, 606 Dallas Ave., Houston, Tex. np

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1951 15 ft. all aluminum Calumet stainless steel popcorn table with Cretors popper, 2 caramel corn kettles with cooling table, 3 drink head dispensers, mounted on counter; dry ice cabinet, double gas tanks, 2 50 gal. water tanks at roof juncture, hot water heater, sink with hot and cold running water, fluorescent lights. Equipment and trailer like new. Price \$2,500.

ANTON DOHNAL

Locust Grove R. D. 3, Route 20 2 1/2 miles west of Norwalk, Ohio

PRE-POPT POPCORN, "READY TO EAT" shipped everywhere. New popcorn Machine. Supplies for all Poppers. Terrific seller. National Pop Corn Supply Co., 107 Commonweath, Buffalo 16, N. Y. my23

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720 count, 85¢ per pound. Minimum shipment, 3 pounds. Write for prices on Gum, Candies, Kettles for all Poppers. ACE HIGH PRODUCTS CO. 1811 S. 14th St. St. Louis, Mo.

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ANY FORMULA, \$3. FORMULA CATALOG and Chemical Instruction Sheet, 10¢. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL CORN equipment, Floss Machines, replacement Kettles for all Poppers. Krinsky Korn, 120 S. Halsted, Chicago, Ill. jn6

CRETORS AUTOMATIC POPCORN MACHINE. 1951 model, used 30 days, \$700 or best offer. Superior Sales Co., Inc., 1337 Second Ave., Des Moines, Iowa.

FOR SALE—POPCORN BUNGALOW ON wheels, equipped with large capacity Cretors Gas Popper. Write Mrs. Lucille Fowler, 11323 E. Shore Dr., Whitmore Lake, Mich.

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ALL 16MM. SOUND — WESTERNS, \$18; Features, \$21-\$24; Serials, \$5 episode. Used Projectors cheap; programs rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

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(These are not cripples or culis) \$30 per hundred. Shipped anywhere in the U. S. Live arrival guaranteed. I pay express if you send full remittance. E. T. (Red) Thompson, 2128 California, Denver, Colo. Phone ACma 7843.

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ELECTRIC GENERATING PLANTS, GASOLINE or Diesel, any size and at great reductions. E. F. Schmalz, 314 Wyoming Ave., Kingston, Pa. my23

BLEACHER SEATS, CONCESSION TRAILER, 7500-watt AC Light Plant, Public Address, Snow Cone outfit, Concession Tent, Cooking Equipment, G. W. Gaines, 439 Josephine Ave., Columbus, Ohio.

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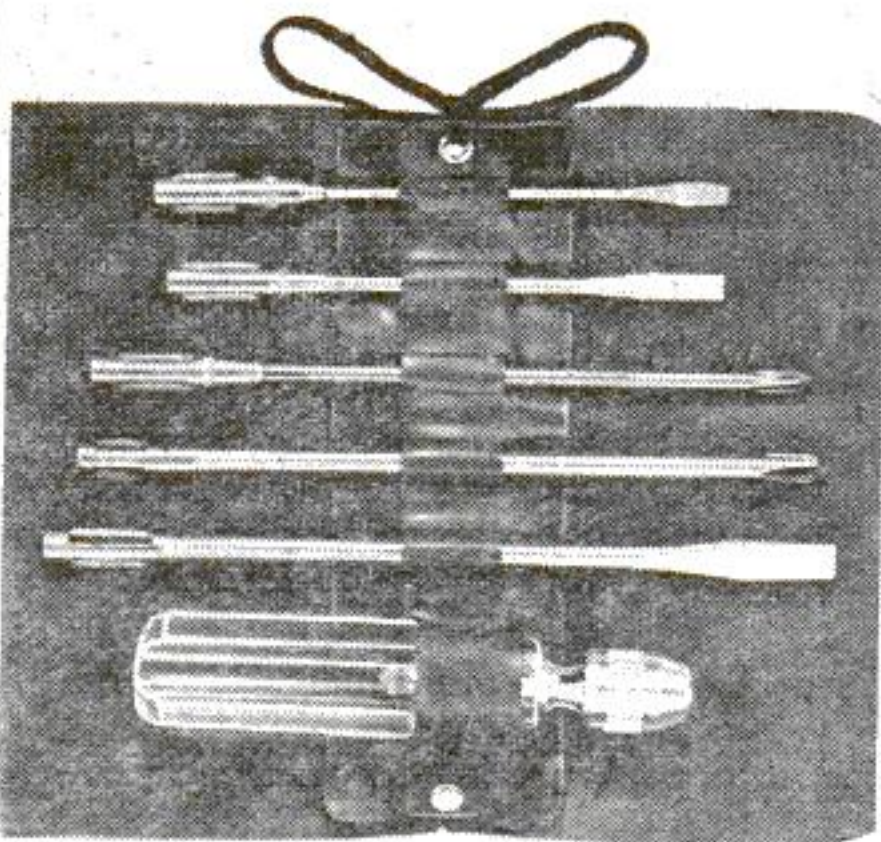


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 Use ordinary faucet water for bubbles of fun.
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Pipes for Pitchmen

By BILL BAKER

EDWARD MURRAY... who is associated with the New York Diamond Exchange, New York, comes thru with the following: "I understand that Art Nelson is taking up a collection for Glen Hausberg in Chicago and I will endeavor to do the same here. Glen is seriously ill and all donations should be sent to Mr. and Mrs. Glen Hausberg, 5207 North Lincoln, Oklahoma City."

ANYONE KNOWING... the whereabouts of Red Murphy, widely known in pitch circles and currently reported to be operating a variety store in San Diego, Calif., is asked to have him contact John T. O'Malley, chief of detectives, Chicago Police Department, Central Police and Courts Building, 1121 South State Street, Room 200, Chicago 5, Ill. Chief O'Malley reports that the police department is holding the body of Dennis Murphy, believed to be Red's brother, in the County Morgue, Chicago. Of slight build and light complexion, Dennis died in the County Hospital, Chicago, April 21, and Chief O'Malley is attempting to find survivors in an effort to make disposition of the body. Murphy is reported to have been survived by his widow, Ella or Ila Murphy, and Chief O'Malley asks that anyone knowing her whereabouts have her contact him immediately.

HAYES GRIFFITH... of the old rep and tab team of Griff and Hi, last week joined Mrs. Pearl Bartone's Ideal Comedy Company at Felicity, O. Now in rehearsal there, the Bartone unit is slated to begin its season this week. It is one of the oldest med opries on the road today.

TONY DIMA... who is operating the Demonstration Sales Company in Chicago, says that he'd like to see some pipes here from Dave (Red) Kelso. "I understand that Red lost his mother-in-law recently and all the boys on the East Coast extend their sympathy," Tony writes.

JOHNNY BARKER... former pitcher, cards from Tucson, Ariz., that he's still operating his record shop there to successful results. He adds that the welcome mat is ever out for any pitchfolk passing thru his town.

"I NOTICED... how abbreviated the pipes column has appeared in the last couple of weeks," letters the veteran pitcher, Jack Roach. "It doesn't seem right, either. Since I am fast reaching the portals of a has-been, I'd like to point out that in the last 10 or 15 years I have seen the grim reaper demand the exit of most of my co-workers, who were active with or around me. But I'd still like to hear from the new crop which fills the ranks of Pitchdom. Pitchdom will never die. Since the serpent climbed up to make an apple talk and turned Eve it has been so and when Gabriel blows his horn some hustler will be springing a new gadget or

concoction. As for myself, the herbs and oil I sold in the days gone by to another generation under the smoke and flicker of my pan torches, sell just as well today under the glare of my electric plant. I just made a few spots in Alabama. They have a two-way State reader that is stiff for small med workers and can be construed to be impossible by the legal fathers if they like. I'm now in Georgia, which is fairly well open and you can fix locally. I'm operating with two trucks and two trailers and for the first time I'm carrying seats with a free show. They all do it now and I must keep abreast of the times, I suppose. It does keep them from shoving up to your platform and brings the old-timers back. Just heard from my daughter, Mrs. Robert Noell, of Noell's Ark Gorilla Show. She reports that rains and storms have claimed much of the show's working nights down in Texas. My son, J. W. Roachy, and his chimp, Bo Bo, is making night stands in Mississippi. A friend of mine, Bill Gaudin, of Carolina Concession Company, told me that he has never made a pitch, but that he

has been reading the pipes column for years. So in the pitchman's interest as well as for the thousands of pitchmen's friends, let's all write in once in awhile. Don't do as I do, but do as I say."

SIGHTED WORKING... the recent Hamid-Morton Shrine date in Altoona, Pa., were Joe Marks, Carl Balmer, Ben Bluestein, Bob Davis, Terrible Terry, Issy Siegal, George Taylor, F. Hartzel. All reported good business, according to Joe Akers.

JACK (BOTTLES) STOVER... is writing sheet in and around Harrisonburg, Va., to fair takes. He says that he'd like to read some pipes in this corner from Al Dietrick, Clyde Faulkner and Al Harvey.

HENRY H. VARNER... pipes from his Akron headquarters that he "enjoyed the Mills Bros.' Circus performances in Canton and Mayfield Heights, O. The Walter L. Main Tent, CFA, turned out in a body."

"I SAW... Jack Males working the parades in San Antonio and Corpus Christi, Tex., to good business," letters A. C. Colton from Corpus Christi. "Jack, who has recovered from a recent illness, says that he will take to the road again and may join the Conklin Shows."

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Economy Faucet Company, Newark, N. J., recently announced a small faucet designed primarily for use on one and five-gallon coffee urns and other hot and cold beverage dispensers. A flick of the finger operates the faucet, which opens and shuts with a back and forward motion of the knob. A feature of the faucet is the speed and ease with which it may be disassembled for cleaning by twisting a single locking ring. The valve mechanism is one piece with no moving parts to get out of order. T. o "O" rings prevent dripping from either top or bottom. The unit may be used as original equipment or as a replacement. Available in chrome-plated brass or stainless steel, it is furnished with a standard half-inch straight pipe thread. Other thread sizes are furnished.

Frisco Pete has just released a new 48-page wholesale jewelry catalog featuring watches, necklace sets, earrings, rings and identents.

Atwater-Strong Company, Atwater, O., states that its Mulch-Vac sweeper, originally intended solely as a sweeper for autumn leaves, has solved the clean-up problem for drive-in restaurants, outdoor theaters, parks, stadiums and other recreational areas, reporting that the device has replaced an entire broom crew at

Pittsburgh's new Municipal Airport. The device vacuums, cuts up and bags the debris left in public places, including such refuse as peanut and popcorn boxes and bags, paper cups, cigarettes, chewing gum, food and candy wrappers. Easy to handle, the sweeper is self-propelled, uses a six h.p. gasoline motor, has a three-foot wide pickup and may be used on grass, dirt, loose stone or hard surface areas.

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Imported Hand-Woven Rattan, 4" long, 2 1/2" wide. 11¢ each in case lots only 10 gross to case, packed 1 gross per carton. Large selection of novelties and carnival merchandise. Immediate Delivery. F.O.B. our Los Angeles Warehouse.
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EVER-POPULAR 1 CARAT CENTER STONE PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16 kt. gold finish.

#008 \$2.75 doz. \$30 gross
HAND FRONGED 1 CARAT Sim. DIAMOND With 38 facets. Roman style with grooved sides. 16 kt. gold fin. Sensational.

#899 \$2.75 doz. \$30 gross
ARROWHEAD Sim. 1 CARAT DIAMOND CENTER Heavy, will sell on sight, gold fin. Don't miss out. 16 kt. gold fin. Order now.

These are not slum rings. Every single ring is real heavy hand-pronged mounting 16 kt. gold finish.
Velvet-lined, open-face trays, holds 12 rings, 50¢ each. Closed lid trays, holds 12 rings, \$1 ea. Ring boxes from 60¢ dz. up. Cannot accept orders for less than one dozen of any number.

MINIMUM ORDER, \$10
Jobbers, \$20 minimum on all orders from Canada & other foreign countries! All rings for resale, otherwise add 20% fed. ex. tax.
25% DEPOSIT required with all orders, balance C.O.D. Avoid confusion—order by number. Please.

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In the June 27 Issue
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TWILL CREW HATS \$52.80 \$4.50 GR. Doz.

CHECKER BE BOP CAPS	\$4.00 Dz.	\$45.00 Gr.
JUMBO BANANA CAP	5.75 Dz.	66.00 Gr.
#26 JUMBO MOTTLE PADDLE BALLOON		7.50 Gr.
LARGE PAINTED RUBBER HORSE	5.50 Dz.	63.00 Gr.
MEDIUM PAINTED RUBBER HORSE	3.25 Dz.	36.00 Gr.
INFLATED RUBBER MONKEY	3.25 Dz.	36.00 Gr.
INFLATED RUBBER ELEPHANT	3.50 Dz.	40.00 Gr.
WEE WEE HUNTER KNIFE & SHEATH	2.00 Dz.	21.00 Gr.
DANGLING PAINTED CLOWN	2.25 Dz.	24.00 Gr.
7" TINSEL FEATHER DOLL	1.30 Dz.	14.40 Gr.
12" TINSEL FEATHER DOLL	3.25 Dz.	36.00 Gr.
LARGE RUBBER SWORD	2.00 Dz.	22.50 Gr.
POP GUNS	1.50 Dz.	16.50 Gr.
SNAKE BOW TIES	1.75 Dz.	18.00 Gr.

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Section 2

The Billboard

May 23, 1953

A Special Section of
The Billboard
Commemorating the
65th ANNIVERSARY
of the
**MUSIC MACHINE
INDUSTRY**

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- under contract to WARNER BROS. STUDIOS.
- co-authored score for WALT DISNEY'S "THE LADY AND THE TRAMP" (with Sonny Burke) for 1954 release.
- DECCA RECORDING ARTIST. Current: "WHO'S GONNA PAY THE CHECK?" (words and music by Peggy Lee) and "SORRY, BABY, YOU LET MY LOVE GET COLD."

direction: **GAC**

motion pictures:
Louis Shurr Agency

public relations: **Frank Liberman**

record promotion: **Morris Diamond (N.Y.), Jerry Johnson (L.A.)**



THANKS OPS *You've been dan dan dandy!*

to

Jackie Gleason



"LOVER'S RHAPSODY"

Capitol
No. H-366

- | | |
|----------------|-----------------------------|
| 1. Desire | 1. When Your Lover Has Gone |
| 2. Flirtation | 2. Tenderly |
| 3. Temptation | 3. I'm Thru With Love |
| 4. Enchantment | 4. Dark Is the Night |

"MUSIC FOR LOVERS ONLY"

Capitol
No. H-352

- | | |
|------------------------------------|-----------------------------|
| 1. Alone Together | 1. I'm in the Mood for Love |
| 2. My Funny Valentine | 2. Love Is Here To Stay |
| 3. But Not for Me | 3. I Only Have Eyes for You |
| 4. Love (Your Spell Is Everywhere) | 4. Body and Soul |



WRITTEN and CONDUCTED by JACKIE GLEASON
Theme of TV Show

"MELANCHOLY SERENADE"

SOLE SELLING AGENT: LEO TALENT MUSIC, INC., 1619 BROADWAY, N. Y. C.

**WATCH FOR
"TAWNY"**
On the Jackie Gleason Show May 30.
Written and Conducted by Jackie
Gleason. Soon to be released...

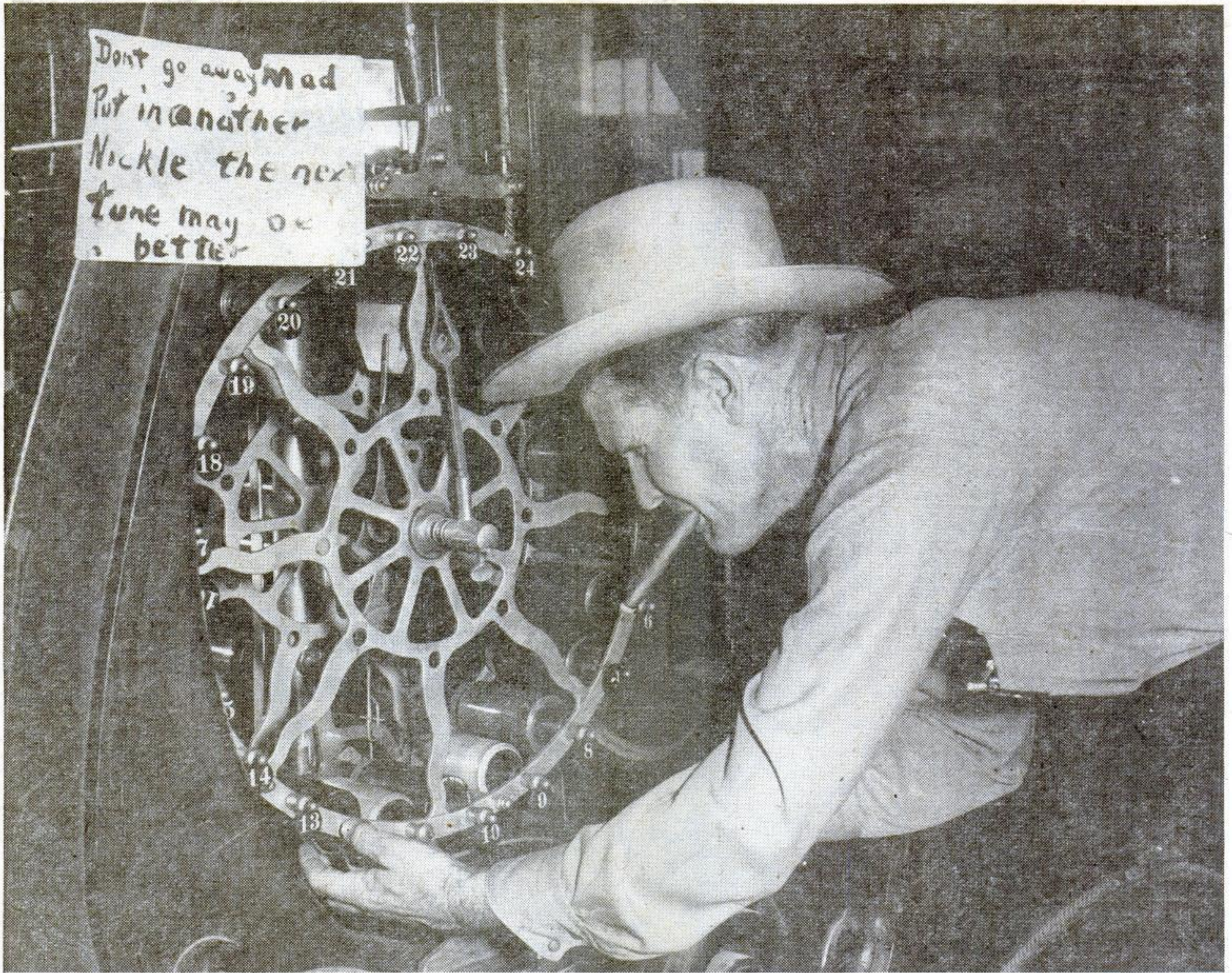


Capitol No. 2361



The Jackie Gleason Show . . .
Every Saturday CBS-TV





The Multiphone, built at the turn of the century, played 24 cylinders in rotation. Juke box operators early learned they needed to offer selectivity.

1888 to 1953

65 YEARS OF JUKE BOX GROWTH

From Edison to modern multiple-selection boxes: Music you want, when you want it

THE juke box was born because American business houses were slow to recognize that Thomas Edison's newfangled phonograph could cut down stenographic time and costs. While office managers hemmed and hawed, the public did not. Even the early, crude "talking machines" quickly displayed that basic appeal which makes the modern juke box popular wherever it is found.

Altho Edison's first phonograph was built 10 years earlier, a perfected model was not available until 1888. In that year, Jesse H. Lippincott, called the "Pittsburgh Millionaire," formed the North American Phonograph Company, thus marking the real beginning of the juke box industry.

Edison kept the manufacturing rights to his invention, but the sales rights were assigned to Lippincott. Both men felt the invention's best commercial future lay in its ability to substitute for a stenographer. The telephone industry was then starting to mushroom, and Edison and Lippincott, observing how the telephone was marketed, decided to lease the talking machine rather than sell it outright.

Inventors and manufacturers in those days exploited patents on a State rights' basis, so Lippincott formed 30 subsidiary companies with franchises for the phonograph in a limited territory. Each of these in turn sub-leased the phonographs to subscribers for an annual rental of \$40—with half this amount going to North American.

Crude by modern standards, and powered by an expensive electric motor, the phonograph proved too complicated for business use. One of North American's franchise holders—the Pacific Phonograph Company which had sales rights in California, Arizona and Nevada—developed a nickel-in-a-slot cabinet for the device when it discovered its office business falling off.

Manager of the Pacific Phonograph Company was a man named Louis Glass. Glass was the first of a long line of imaginative salesmen who saw the real potential of coin-in-the-slot music.

November 23, 1889, Glass placed one of his phonographs in San Francisco's Palais Royal Saloon. It had four individual listening tubes, each listening tube controlled by a separate coin chute. The single machine earned over \$1,000 in nickels during the first six months. By May, 1891, Glass had 14 similar machines on locations in San Francisco.

Second Box Appears
Meantime, Felix Gottschalk, secretary of the Metropolitan Phonograph Company, which held the New York franchise, also had decided Edison's invention was more likely to be a success for its entertainment value than for its office use. Gottschalk said later he got the idea because of the success with which the early coin-operated weighting scales were meeting.

At any event, Gottschalk incorporated the Automatic Phonograph Exhibition Company of New York City in February, 1890.

The company had capital stock of \$1,000,000. Gottschalk then bought up patents which Glass had taken out on the nickel phonograph.

Automatic's juke box was housed in a four and a half foot, high, glass-topped wooden cabinet. It had an Edison phonograph which played a single cylinder. Power was supplied by a storage battery, and patrons listened to the machine thru rubber ear tubes connected to the front of the cabinet.

Caught on Quickly

Within a relatively short time, 750 of the juke boxes were in operation from Maine to Montana. Each was averaging some \$2 earnings daily, but the devices were often out of order because of mechanical difficulties, and the American public quickly learned that a good iron slug or a button would work as well as a nickel. To combat both these problems, the Automatic Company redesigned its juke box and brought forth a new model in 1891.

The pioneers learned quickly that the most important thing, once the juke box was in working order, was the careful selection of the record.

In its descriptive literature, Automatic commented: "Receipts increase or decrease in various machines as the records, which are changed daily, are good or mediocre, and different localities require different attractions."

The struggling franchise holders of the North American Company quickly took hold of the coin-operated model.

By June, 1891, records show

16 of the 19 franchise holders present for North American's second annual sales convention were in the juke box field. They had already placed a total of 1,249 coin-operated models.

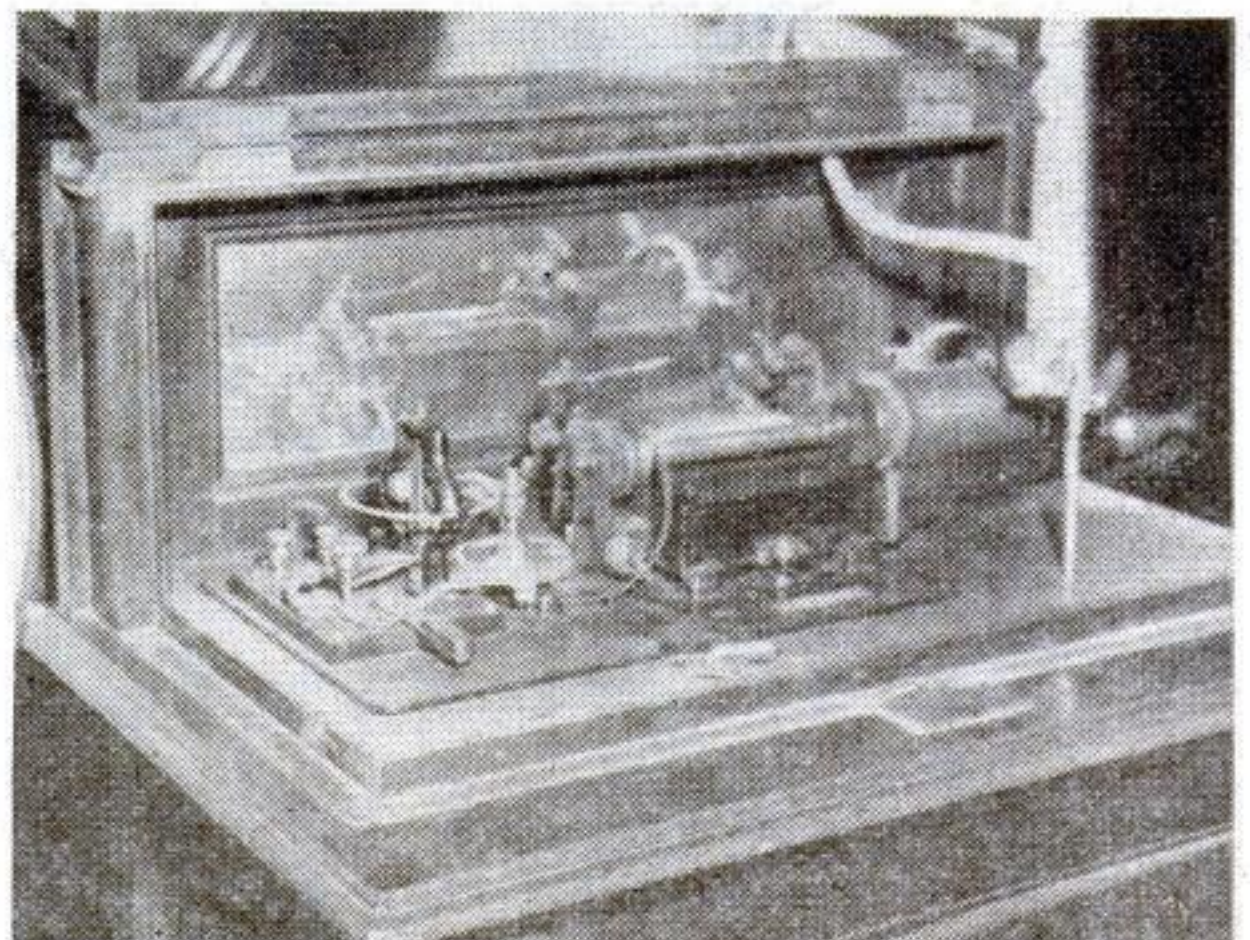
Six New Models

Many of the local franchise holders, balking at the high terms Automatic asked for its equipment, developed their own juke boxes. Six new models were displayed at the second (1891) convention. Average price: \$50. They had square or slanting glass tops and were housed in cab-

inets of oak, sycamore, cherry or mahogany.

By 1896, the Multiplex Phonograph Company, New York, had placed a juke box on the market which would play five cylinders in rotation. About 1906, the speaking horn replaced the ear phones so that the juke box could be used to entertain crowds of people rather than a few individuals.

Last of the cylinder juke boxes was the Concertophone which contained 25 records. It was marketed in 1906 by the Skelly



One of original Edison talking machines with coin control. It was this type mechanism which gave the juke box its beginning.

Manufacturing Company, Chicago, and retailed for \$325.

Disk Replaces Cylinder

In 1902 Victor and Columbia began offering the cylinder record manufacturers serious competition with flat disk records of the type known today.

A coin-operated disk-playing phonograph made by the Universal Talking Machine Manufacturing Company, New York, was the first known juke box to play the disks. The first of these machines were marketed in Berlin thru a German subsidiary, and no serious attempt was made to sell the phonograph in the U. S.

The first disk juke box was built in 1905 by Julius Wilner, of Philadelphia. Operated with a nickel, Wilner's mechanism played a dozen of the new 10-inch records in rotation. When a customer dropped in his coin the lowest record in the mechanism would be lifted onto the turntable and a sound box came forward with a new needle to play the recording.

Because customers could not select the tune they wanted, the Wilner juke box had only moderate success compared to the Automatic Entertainer, a spring-operated, selective juke box invented in 1906 by John Gable and built by the Automatic Machine & Tool Company, Chicago.

12 Selections

Gable's juke box had 12 records in racks on each side of the turntable. By turning a knob, the customer could pick the record he wanted to hear. One unique feature was a handle on the front of the cabinet which changed the record and the needle and wound the motor as well, with only one turn.

Above the turntable was a magazine which held 150 needles so that a new needle could be fed in for each record. For better reproduction, the sound box was controlled and led horizontally over the record by a screw attachment. To thwart the slug users, Gable equipped his juke box with a magnetic coin detector.

Behind these developments in the juke box lay the urgency for fighting America's newest entertainment medium—motion pictures. As early as 1894, Edison had built a nickel-in-the-slot peep show called the Kinetoscope. In 1896, the Vitascope, with a projector and a screen, emerged. And in November, 1905, a nickel movie house opened in an empty store in Pittsburgh. The movie was soon grossing \$1,000 a week and the nickelodeon swept the country.

Arcades had been the principal locations for juke boxes, but the birth of the motion picture put a crimp in Arcade business. As long ago as 1907, there were 116 nickelodeons in Chicago and only 19 Arcades.

Piano Competition

Because the Arcade business suffered from motion picture's inroads juke box companies turned again to other types of locations, began competing with

the nickel-operated player piano. With a choice of records, and speaker horns which furnished volume, the juke box held its own until the battle was won with the help of radio which both killed the player piano business and gave the juke box industry electronic amplification.

Piano sales had fallen off badly by 1927, the Automatic Music Instrument Company, of Grand Rapids, Mich., reported to its stockholders, but demand for the juke box the firm built was increasing. That year, the company—predecessor of AMI, Inc.—placed on location a selective coin-operated juke box which played either or both sides of 10 records. Within 12 months, the company had produced 2,911 of the new juke boxes, and by 1930 had built some 12,000.

Like the Automatic Music Instrument Company, the Rudolph Wurlitzer Company and J. P. Seeburg had been building pianos in the early '30's—along with the newly formed Rock-Ola Manufacturing Company—all four were building selective juke boxes with electric amplification. These four firms, and H. C. Evans Company, which entered the phonograph business later, comprise today's juke box manufacturing industry.

With Prohibition ended, and the player piano definitely out of the picture, the juke box industry boomed anew.

Lights And Color

To attract more customers, the industry turned away from solid wooden cabinets, added lights and color, and worked for improved tonal reproduction. Then came wall boxes and auxiliary speakers, wired and remote, to further heighten the juke box's appeal.

By 1940, some 350,000 juke boxes were giving the public 12, 16, 20 and 24 selections at a time. With the end of World War II, selectivity had been increased to 40, 20 records played on both sides, and in 1949 Seeburg brought out the first 100-selection phonograph, touched off a new trend in the juke box industry which enabled the industry to offer listeners a much wider selection of tunes. The modern juke box offers a range of selections from 40 to 120.

The refinements of the juke box, mechanically, electrically and from a tonal standpoint, cannot possibly be chronicled in detail. The growth of the juke box business speaks for itself: 7,500 small businessmen-operators with 450,000 phonographs on location in every State, city and village, using 60,000,000 records annually.

Millions of dollars worth of American-made juke boxes are being shipped overseas each year, to Tokyo and Rio, Berlin and Johannesburg.

Wherever it goes, the juke box means the same thing to all men. 65 years from its beginning it is still the only method of furnishing the music you want when you want it.



Fancy cabinets began appearing by 1900. This couple is dancing to one of the 24 selections offered by the Multi-Phone. Notice the speaker at top of cabinet which replaced earphones.



An 1896 phonograph parlor in San Francisco, birthplace of the juke box. Note the towels used for wiping off the earphones.



One of many competitors in the juke box's early days was this coin-operated xylophone. It gradually lost to the juke box, as did coin pianos, because it did not offer selectivity.

Key to Profits: Care In Programing Box

Multiple-selection phonographs give operators more leeway for catering to every musical taste.

THE reason more people trade at one department store rather than another, or eat at one restaurant in preference to another, is the same reason why one operator's machines are played more than another's.

A department store, to best serve the public, must maintain an ample supply of merchandise, attractively displayed, in public taste, and at the right time. The restaurant must have a varied menu, quality food, pleasant atmosphere and good service by neat waitresses.

The music operator must do likewise if he wishes to get more plays on his machines. He must merchandise each and every box according to the location.

Merchandising is a vital concern of each man in the organization: The record buyer, the routeman and the serviceman. Merchandising is a never-ending proposition. Habits vary, customers vary and locations vary. A location, by means of a change in policy or such a simple change as re-decoration, may alter the type of clientele it attracts, and thereby call for a different kind of juke box music.

With today's multiple-selection juke boxes, smart operators program a variety of tunes, from Bach to boogie, they have discovered it isn't enough to just supply the top tunes, since the purpose of the larger selection music machines is to cater to as many musical tastes as possible.

Record Groupings

Nothing is so calculated to discourage the juke box patron as to find that in order to play the record he desires, he must wade thru all of the title strips on the selector panel. Pop tunes may be intermixed thruout the panel with waltzes, tangos, rumbas and old favorites.

This is where programing begins: Regardless of what tunes are chosen to be placed on the machine, they should be grouped so that they can be easily found.

Record buying habits vary from operator to operator, but all acknowledge the importance of selecting the right disks at the right time and in the right amount. Years of experience prove that operators who use The Billboard charts are able to catch the payoff platters early, and follow thru. Many operators use the charts to check the selections made by their routemen.

In recent years, most operators have turned over the record buying to their routemen. The reason for this change is programing. In order to do the right job of programing the man who buys the records must know the individual location, and the man who knows it best is the routeman.

Better Control

The purchase of records by routemen, experience proved, resulted in a more rigid control over the amount spent on disks. Good programing can result in more gross with less record expenses, and greater utility from each disk. It is known that a hit tune must be purchased quickly and placed immediately, in order to get a profit on the play. However, in the case of a standard, or a polka favorite in a Polish location, the record can be kept on the machine for months, even a year. This record will get play after play with no additional expense for new records.

The average operator spends from 10 to 15 per cent of the gross for new records. With less records to be bought under a well organized system of programing, this percentage can be effectively controlled while the gross is increased. This, coupled to savings because servicemen spend less time changing records at the locations, adds up to a dollar and cents incentive for every operator. A side factor developed in

assigning the routeman the responsibility for selecting records for his route is the fact that he becomes more conscientious, more efficient. He assumes the responsibility to a degree where his interest can change a "marginal spot" to an "in-the-black" location.

Consider the Spot

An important consideration for routemen doing location programing is the nationality make-up of the neighborhood and the location itself. Any box which is located in a nationality tavern or club and contains only pop tunes is definitely missing out on many plays. In some locations, for example, polkas receive greater play than the top pop tune of the week.

Operators, who have done considerable research on programing of machines, claim that in certain locations classical and semi-classical records receive an amazing amount of play, thus opening a whole new field for the music machine to exploit.

Programing may take a little more time but in the long run it will pay the operator a handsome profit. Operators, who have inaugurated a sound programing plan, find they are grossing more for a proportionately lower record expense.

Central's Omaha Office Moved

KANSAS CITY, Mo., May 16.—The Central Music Company here has moved its Omaha office to a new location at 1209 Douglas Avenue, W. J. Mashek, president, announced.

The new quarters are in a four story brick building, which was purchased last fall and extensively remodeled. A large display room, business and sales offices are on the first floor. The parts section is located in the rear of the main floor. The second floor is divided into a display section for used merchandise and a modern shop. A paint room, as well as a completely modern electronic panel, has been added to the shop for reconditioning of used machines.

The third floor is used for storage. The new location is centrally located in the wholesale district and is three blocks from the Iowa-Nebraska bridge. The move was made necessary by an increase in business, Mashek said.

Nebraska Guild Maps Anniversary Plans

OMAHA, May 16.—Howard N. Ellis, secretary-treasurer of the Music Guild of Nebraska, announced his organization is making an effort to get all members to participate, support, and follow thru on a public relations campaign to celebrate the 65th Anniversary of the Juke Box Industry.

"I received The Billboard public relations kit today and I think it is the greatest thing that has happened to the music industry," he said. "We have been looking for a public relations idea. This is just the thing we need."

OLD TIMER PLAYS AGAIN

LAS VEGAS, Nev., May 16.—A juke box, located in a museum of old time exhibits and amusement devices at the Hotel Last Frontier here, was used by disk jockey Bob Baker, KORK, to program a special show commemorating the 65th Anniversary of the Music Machine Industry.

The program features the recorded music of the old juke box as it was played on the original disks.

All-Time Juke Box Favorites

(The million-record sellers excluding seasonal records)

TITLE and ARTIST	LABEL	TITLE and ARTIST	LABEL
Amapola—Jimmy Dorsey	Decca 25120	Paper Doll—Mills Brothers	Decca 18318
Anniversary Song—Al Jolson	Decca 23714	Pistol Packin' Mama—Al Dexter	Columbia 37668
Anytime—Eddie Fisher	RCA Victor 20-4359	Polonaise—Carmen Cavallaro	Decca 23791
Ballerina—Vaughn Monroe	RCA Victor 20-2433	Praise the Lord—Kay Kyser	Columbia 36640
Because—Perry Como	RCA Victor 20-2653	Prisoner of Love—Perry Como	RCA Victor 20-1814
Because of You—Tony Bennett	Columbia 39362	Prisoner's Song—Vernon Dalhart	RCA Victor 19427
Beer Barrel Polka—Will Glabe	RCA Victor 25-1009	Racing With the Moon—Vaughn Monroe	RCA Victor 20-2933
Begin the Beguine—Artie Shaw	RCA Victor 20-1551	Ramona—Gene Austin	RCA Victor 21334
Be My Love—Mario Lanza	RCA Victor 10-1561	Riders in the Sky—Vaughn Monroe	RCA Victor 20-3411
Blue Skirt Waltz—Frank Yankovic	Columbia 12534	Rose O' Day—Kate Smith	Columbia 36448
Blue Tango—Leroy Anderson	Decca 27875	Rum and Coca-Cola—Andrews Sisters-Bing Crosby	Decca 25096
Bouquet of Roses—Eddy Arnold	RCA Victor 20-2806	Sam's Song—Gary and Bing Crosby	Decca 27112
Boogie Woogie—Tommy Dorsey	RCA Victor 26054	San Antonio Rose—Bob Wills	Columbia 20035
Buttons and Bows—Dinah Shore	Columbia 38284	Sentimental Journey—Les Brown	Columbia 37347
California Here I Come—Al Jolson	Decca 23612	Sentimental Me—Ames Brothers	Coral 60173
Chattanooga Choo Choo—Glenn Miller	RCA Victor 20-2410	Shanty Town—Johnny Long	Decca 23622
Chattanooga Shoe Shine Boy—Red Foley	Decca 46205	Silver Haird Daddy—Gene Autry	Columbia 20727
Choo Choo Ch' Boogie—Louis Jordan	Decca 23610	Sin—Eddy Howard	Mercury 5711
Ciribiribi—Harry James	Columbia 37141	Slipping Around—Margaret Whiting-Jimmy Wakely	Capitol 1634
Cocktails for Two—Spike Jones	RCA Victor 201628	Smoke, Smoke, Smoke—Tex Williams	Capitol 1437
Come On-A My House—Rosemary Clooney	Columbia 1383	Sonny Boy—Al Jolson	Decca 23614
Cruising Down the River—Blue Barron	M-G-M 10346	South America—Andrews Sisters-Bing Crosby	Decca 23569
Cry—Johnnie Ray	Columbia 39659	Star Dust—Artie Shaw	RCA Victor 27230
Cry of the Wild Goose—Frankie Laine	Mercury 5363	Strip Polka—Kay Kyser	Columbia 37962
Deep in the Heart of Texas—Horace Heidt	Columbia 36525	Sugar Blues—Clyde McCoy	Decca 25014
Don't Fence Me In—Bing Crosby	Decca 23484	Summit Ridge Drive—Artie Shaw	RCA Victor 26763
Don't Let the Stars Get in Your Eyes—Perry Como	RCA Victor 20-5064	Sunrise Serenade—Glenn Miller	RCA Victor B-10214
Glow Worm—Mills Brothers	Decca 28384	Swanee—Al Jolson	Decca 23470
Goodnight Irene—Weavers	Decca 27077	Sweet Lelan—Bing Crosby	Decca 25011
Gypsy—Ink Spots	Decca 23936	Swinging On a Star—Bing Crosby	Decca 27605
Heartaches—Ted Weems	Decca 25017	Tell Me Why—Four Aces	Decca 27860
How High the Moon—Les Paul-Mary Ford	Capitol 1451	Temptation (Tim-Tayshun)—Jo Stafford	Capitol 1639
Hubba Hubba (Dig You Later)—Perry Como	RCA Victor 20-1750	Tennessee Waltz—Patti Page	Mercury 5534
I Apologize—Billy Eckstine	M-G-M 10903	That's My Desire—Frankie Laine	Mercury 5007
I Went to Your Wedding—Patti Page	Mercury 5899	The Doggie in the Window—Patti Page	Mercury 70070
If I Knew You Were Comin'—Eileen Barton	Mercury 5392	The Thing—Phil Harris	RCA Victor 20-3968
I'm Looking Over a Four Leaf Clover—Art Mooney	M-G-M 10119	There Are Such Things—Tommy Dorsey	RCA Victor 27974
In the Mood—Glenn Miller	RCA Victor 20-1753	There, I've Said It Again—Vaughn Monroe	RCA Victor 20-2388
Into Each Life Some Rain Must Fall—Ella Fitzgerald-Ink Spots	Decca 23356	There's a Star-Spangled Banner Waving Somewhere—Elton Britt	RCA Victor B-9000
It's in the Book—Johnny Standley	Capitol 2249	Three Little Fishes—Kay Kyser	Columbia 36640
I've Heard That Song Before—Harry James	Columbia 37521	Three o'Clock in the Morning—Paul Whiteman	RCA Victor 18940
Jezabel—Frankie Laine	Columbia 39367	Fill I Waltz Again With You—Teresa Brewer	Coral 60837
Jingle, Jangle, Jingle—Kay Kyser	Columbia 36604	The End of Time—Perry Como	RCA Victor 20-1709
Jumpin' Jive—Cab Calloway	Columbia 5005	To Each His Own—Ink Spots	Decca 23615
Kalamazoo—Glenn Miller	RCA Victor 27-0026	To Each His Own—Eddy Howard	Mercury 5219
Laura—Woody Herman	Columbia 36785	Too Fat Polka—Arthur Godfrey	Columbia 38761
Little Bird Told Me, A—Evelyn Knight	Decca 24514	Too Young—Nat (King) Cole	Capitol 1449
Loveliest Night of the Year—Mario Lanza	RCA Victor 10-3300	Twelfth Street Rag—Pec Wee Hunt	Capitol 15479
Lovesick Blues—Hank Williams	M-G-M 30636	Wabash Cannonball—Roy Acuff	Columbia 20197
Lucky Old Sun—Frankie Laine	Mercury 5316	Wheel of Fortune—Kay Starr	Capitol 1964
Mam'selle—Art Lund	M-G-M 10011	When You Were Sweet Sixteen—Perry Como	RCA Victor 20-2259
Manana—Peggy Lee	Capitol 15484	Whiffenpoof Song—Bing Crosby	Decca 23990
Marie—Tommy Dorsey	RCA Victor 25523	Whispering—Paul Whiteman	RCA Victor 18690
Maybe You'll Be There—Gordon Jenkins	Decca 24403	Who Wouldn't Love You—Kay Kyser	Columbia 6061
Mocking Bird Hill—Les Paul-Mary Ford	Capitol 1373	Why Don't You Believe Me?—Joni James	M-G-M 11333
Mule Train—Frankie Laine	Mercury 5345	Woodchopper's Ball—Woody Herman	Decca 25079
My Foolish Heart—Billy Eckstine	M-G-M 10623	Woody Woodpecker—Kay Kyser	Columbia 38197
My Heart Cries for You—Guy Mitchell	Columbia 39740	You Always Hurt the One You Love—Mills Brothers	Decca 23930
Nature Boy—Nat (King) Cole	Capitol 15054	You Made Me Love You—Al Jolson	Decca 23613
Now Is the Hour—Bing Crosby	Decca 24279	You Made Me Love You—Harry James	Columbia 39739
Oh Johnny—Orrin Tucker	Columbia 35228	You'll Never Know—Dick Haymes	Decca 27235
One o'Clock Jump—Harry James	Columbia 37142	You're Breaking My Heart—Vic Damone	Mercury 5271

Cancer strikes one in five

Strike back

Your Dollars will save lives by strengthening the Cancer Crusade of the American Cancer Society.

Your Dollars will bring words of truth and hope to you, to your family, to your friends and to your community.

Your Dollars will help ease the pain of the cancer patient.

Your Dollars will train skilled, understanding hands and minds to serve in the hospital, in the doctor's office, perhaps even in your home.

Your Dollars will speed the march of research toward mastery over cancer, the disease that last year killed 215,000 men, women and children.

Give to conquer cancer

AMERICAN CANCER SOCIETY

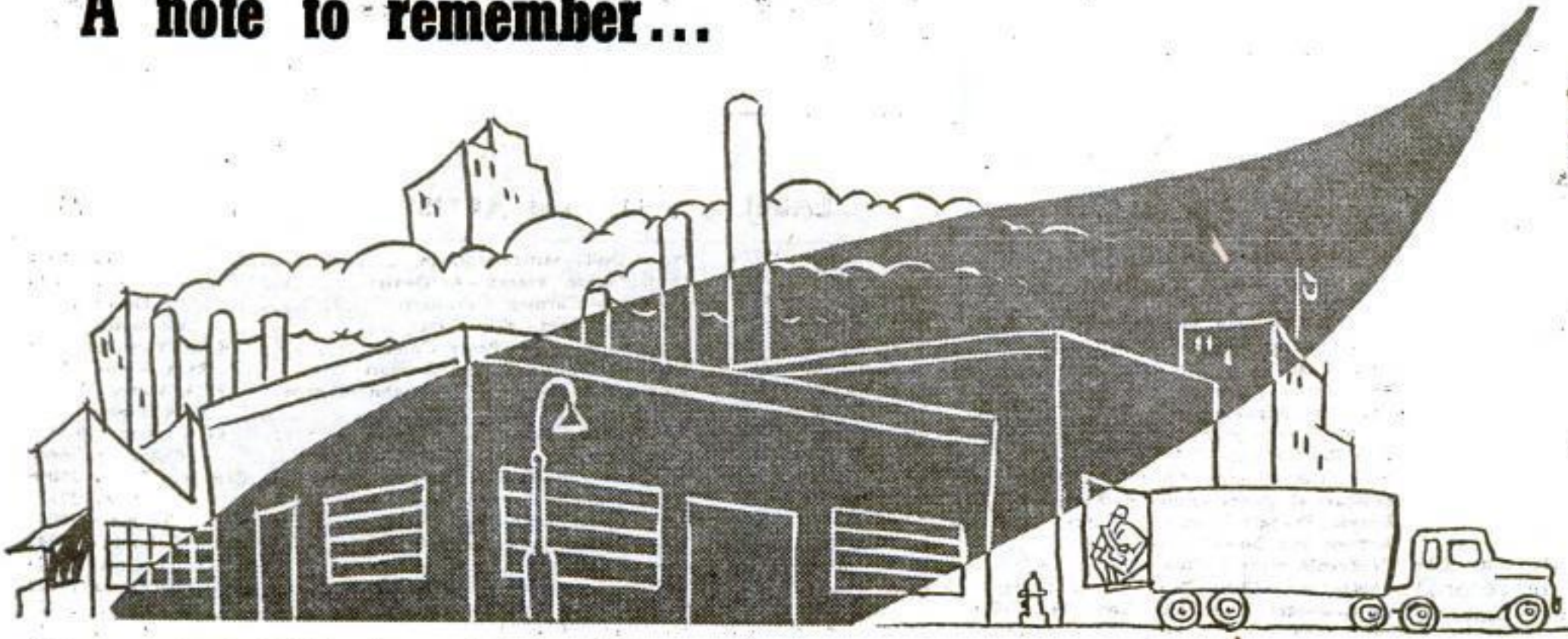
GENTLEMEN: PLEASE SEND ME FREE LITERATURE ABOUT CANCER. ENCLOSED IS MY CONTRIBUTION OF \$..... TO THE CANCER CRUSADE.

Name..... Address..... City..... State.....

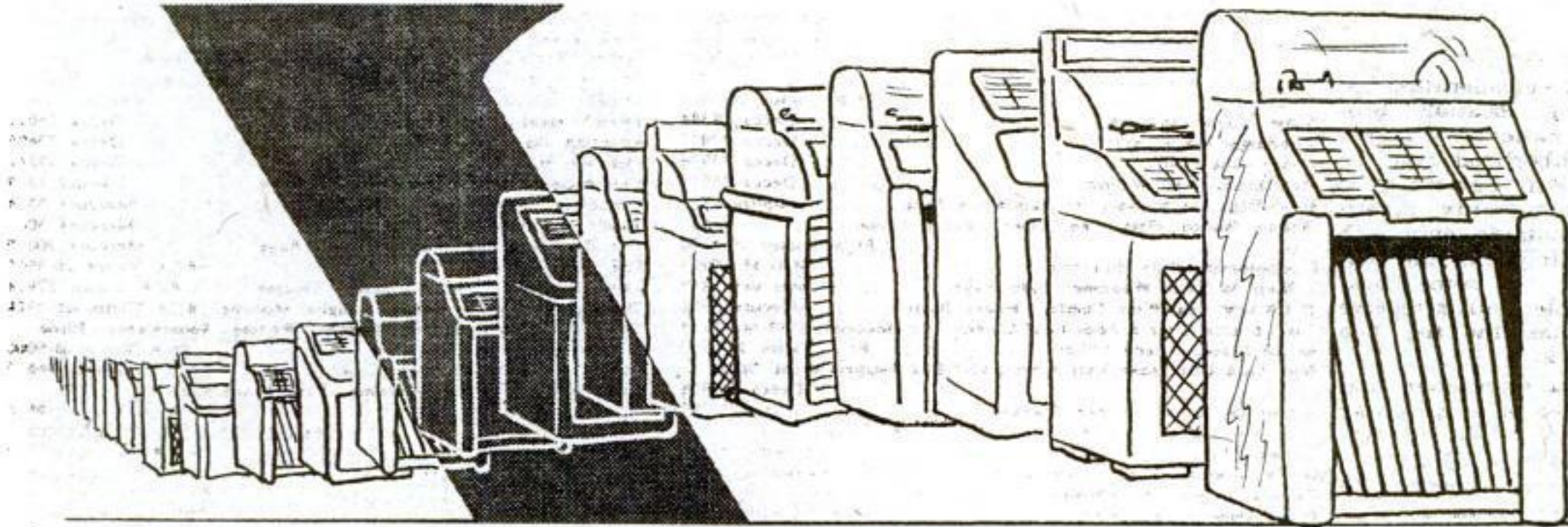
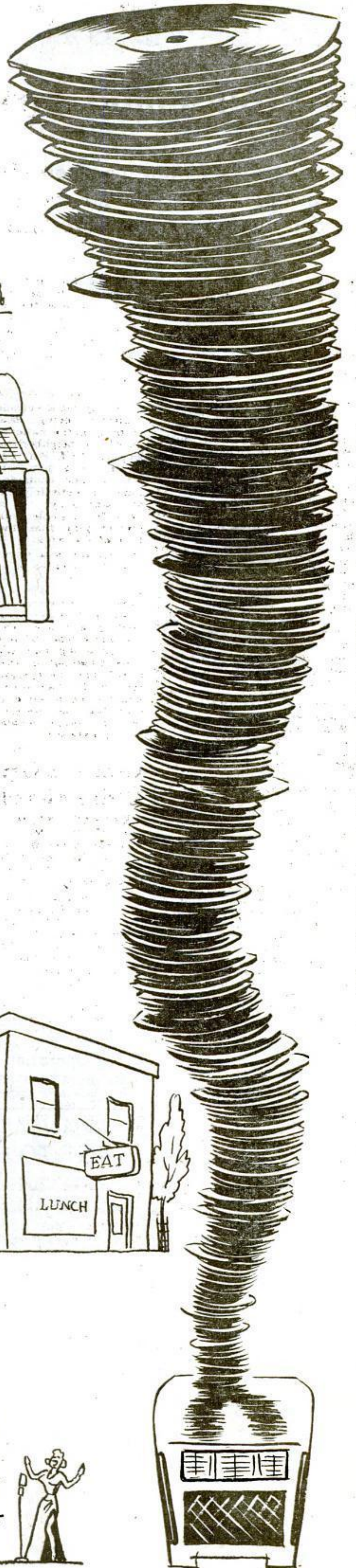
American Cancer Society

Mail the coupon to "Cancer" C/O your local Post Office

A note to remember...



five manufacturing firms



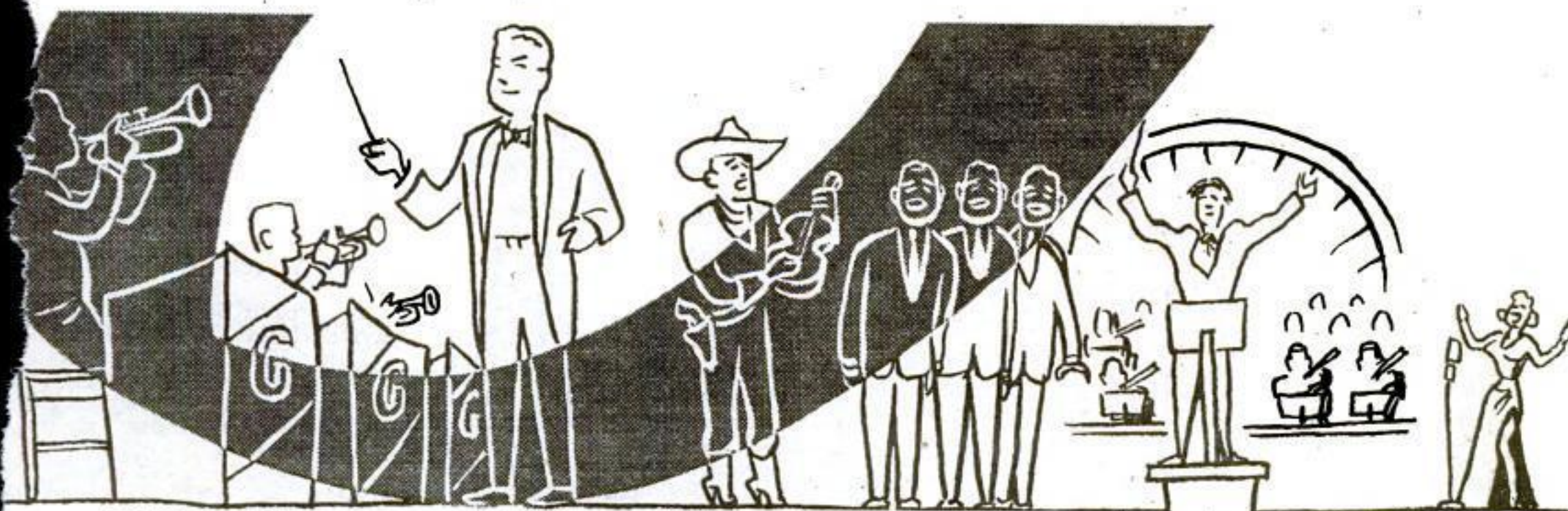
have built 450,000 juke boxes



operated by 7,500 small businessmen



in 450,000 outlets and offering as many



as 120 selections, using 60 million disks a year

(Fact-Graph Copyrighted 1953 by The Billboard)

How Juke Box & Amusement

FULL STEAM AHEAD

Operators, Manufacturers Set Anniversary Promotion Drive

By STEVE SCHICKEL

CHICAGO, May 16.—With full steam ahead, the public relations campaign in support of the 65th Anniversary of the Music Machine Industry included manufacturers, associations, distributors, and operators from all over the nation as the final week drew to a close.

To date, The Billboard had received more than 1,100 direct requests from various members of the industry for promotional kits. These were in addition to 7,500 kits mailed to top operators, associations and disk jockeys at the start of the campaign.

The kits contained sample speeches and press releases, as well as a complete history of the industry. Also contained was a listing of 123 records which sold over one million copies and comprise the All-Time Juke Box Favorites.

75,000 Booklets

J. P. SEEBURG CORPORATION made available 75,000 copies of a booklet titled History of the Music Machine Industry prepared by The Billboard in commemoration of the celebration. Seeburg will issue these booklets to their customers thru their distributors. Operators, in turn, will use them in their efforts to celebrate the affair.

Ohio Hit Tune Party

CLEVELAND'S PHONOGRAPH Merchants Association joined the celebration by declaring the June Hit Tune Party would be dedicated to the 65th Anniversary of the Music Machine Industry. Jack Cohen, president of the Ohio State Phonograph Owners' Association made the announcement.

Another Operator

MCPHERSON VENDING CO., and B. I. Smith, made a local promotion by having a press release scheduled for May 23 in the McPherson Daily Republican, McPherson, Kan. Hank Davis of radio station KNEX is also on the bandwagon.

Location Stickers

AMI, INC., had stickers made up, commemorating the 65th anniversary to be placed on all machines. The stickers are simple to attach and very easy to remove. Stocks were sent to all distributors.

Press Release

JACK JEFFREYS, of the Jeffreys Amusement Company, Osceola, Ia., made arrangements for a press release in the Osceola Tribune.

Window Display

THE RUDOLPH WURLITZER Company is having its retail stores in New York and Chicago decorate their windows with Juke Boxes and window cards in celebration of the 65th anniversary.

In on the Act

BEN JAHNKE, of the Novelty Sales Company, Hutchinson, Minn., is getting a press release in The Hutchinson Leader.

West Coast

THE CALIFORNIA MUSIC Guild was set to hold a Hit Tune Party in Fresno June 3, in commemoration of the 65th Anniversary.

Local Tie-in

C. R. QUINN, of the Quinn Music Company, Clintonville, Wis., is programming his boxes with old-time hits, has disk jockey plugs lined up with Sherwood Lorenz on WTCH, and is having a press release published in The Clintonville Gazette.

Press Relations

JIM ALEXANDER, of the Davis Distributing Corporation, Rochester, N. Y., is having a press release printed in The Rochester Democrat & Chronicle, and The Rochester Times Union.

Capital Gains

THE WASHINGTON MUSIC Guild made arrangements with Capital Airlines to fly an Edison phonograph to Washington for an appearance on TV there. Radio and newspaper mentions also were lined up by the group and its president Hirsh de La Viez.

Local Operator

DALLAS JOHNSON has made arrangements for newspaper releases in the Childress Index and the Reporter, Childress, Texas. He also contacted radio station KCTX and got Glen Reves and Steve Cowan to play up the anniversary.

Free Anniversary Play

LLOYD L. KIESTER, of Cap's Amusement Company, Inc., gave added drive to the celebration in his area by placing a coupon in the Zumbrotta, Minn., News. The reader, upon presentation of the coupon to a location owner, received five free plays.

Local Promotion

WM. ROBERT CHILTON, of the Lee Campbell Novelty Company, Albany, Ky., made arrangements for a press release to appear in the Clinton County News on May 27.

Miami Publicity

WILLIE BLATT, of the Amusement Machine Operators' Association, reported his organization had lined up radio, TV and newspaper publicity to run the entire week of May 24.

Cunliffe Airs

RAY CUNLIFFE, president of the Recorded Music Service Association is appearing on radio Station WENR on May 25, as a guest of Eddie Hubbard, to give the radio audience of Chicago an explanation of the history of the music machine industry. A TV interview has also been set but as yet the guest and the date have not been set.

On the Ball

TOM SHELDON, of the Sheldon Amusement Company lined up radio station KSRU for a disk jockey plug; the Independent Enterprise, for a press release, and is placing anniversary stickers on all his boxes.

Big Operation

THE NEW YORK ASSOCIATION had extensive plans laid for the

promotion of the anniversary. Already set for participation are many of the nation's leading television programs, top radio shows, and the selection of a Juke Box Queen.

Record Company Tie-in

MERCURY RECORDS is issuing a package of 25 All-Time Juke Box Favorites available to operators only. Each operator purchasing the package will receive five current pop records free. Dee Kilpatrick in Nashville has lined up two TV shows, five day programs, and several press releases.

Title Strips Available

STAR TITLE STRIP Company, Inc., thru its president, Dal E. Haun, made title strips available for all the tunes listed in The Billboard booklet of million seller records.

Detroit Dinner

THE MICHIGAN MUSIC Operators' Guild is holding a civic dinner in honor of the 65th Anniversary. The Guild is also attempting to have the week of May 24 proclaimed National Juke Box Week in Detroit by Mayor Albert E. Cobo.

Television Line-Up

MIKE IMIG, vice-president of the South Dakota Phonograph Operators' Association, is co-operating with Bob King, of Station KVTV, in Sioux City, Ia., for a full week of promotion. King will feature a juke box on his TV show as well as play All-Time Juke Box Favorites. Imig is attempting to obtain the services of Ray Anthony and John Standley for the week's promotion.

State Officials

FRANCIS CHERRY, Governor of Arkansas, was the first to proclaim the week of May 24 National Juke Box Week. Governor Cherry urged the citizens of his State to join in the 65th Anniversary celebration.

Mayor Proclaims

CLINTON S. PIERCE, president of the Wisconsin Phonograph Operators' Association, proclaimed the week of May 24 as National Juke Box Week in Brodhead, Wis., by virtue of the fact that he is the mayor of the town.

ARKANSAS' GOV. CHERRY FIRST TO HAIL JUKE WEEK

CHICAGO, May 16.—One of the first governors to proclaim National Juke Box Week was Francis Cherry, governor of Arkansas. Following is the proclamation issued from the executive offices in Little Rock:

State of Arkansas
Executive Department
Proclamation

TO WHOM THESE PRESENTS SHALL COME—GREETINGS: WHEREAS, the juke box industry began in 1888 with formation of the North American Phonograph Company to encourage commercial use of Edison's invention, and WHEREAS, the first juke box was installed at the Palais Royal Saloon in San Francisco on November, 23, 1889, and WHEREAS, Edison companies had 1,249 juke boxes on location by June 1891, and WHEREAS, by 1905, juke boxes were firmly established as a means of supplying music in public places, and WHEREAS, 7,500 small businessmen-operators own and service the nation's juke boxes today, and WHEREAS, there are 450,000 juke boxes on location throuout the United States supplying the music "you want, when you want it," and WHEREAS, the modern juke box offers from 40 to 120 selections, and WHEREAS, juke boxes and disk jockeys are the greatest method of exploiting and "making" hits, and WHEREAS, the word "juke" box comes from Old English and the Scottish dialect of the 16th and 17th Centuries (in its original sense, it meant "to hop or skip about like a bird"), and WHEREAS, the juke box is the only medium of public entertainment which enables the customer to hear the tune of his choice when he wants to hear it; NOW, THEREFORE, I, Francis Cherry, governor of the State of Arkansas, do hereby proclaim the week beginning May 24, 1953 as,

"National Juke Box Week"

and urge all citizens to join in this observance.

Local Listings

Listed below are disk jockey programs set to promote the 65th Anniversary of the Music Machine Industry. Check the listing for programs in your area. Ask your employees, business acquaintances and friends to listen.

ALABAMA

AUBURN—WAUD, Tony Carter, "Juke Box Serenade," May 16, 10:30 to 11 p.m. "Tony Carter Jazz Show," May 9, 4-5 p.m. DOTHAN—WAGF, Lamar Trammell, "Coffee Club," week of May 24, 8:45 a.m. "Early Bird Varieties," all week at 5 a.m. FORT PAYNE—WZOB Al Bowling, "1250 Club," all week, 3 p.m. OPP—WAMI, Buddy Kean, "Music With Kean," all week, 1:30 p.m. "Tops In Recordings," May 23, 3-5 p.m.

ARKANSAS

OSCEOLA—KOSE, "860 Club," May 26. WALNUT RIDGE—KRLW, Bill Thornton, "Billy Club," May 5, one hour. LITTLE ROCK—KARK, Mary H. Stroppe, "Saturday Pop Session," May 30, 30 minutes, "Roundup Time," May 25.

CALIFORNIA

EL CENTRO—KXO, Bob Weaver, "Weaver with Music," week of May 24, 2:05-3 p.m. SAN LUIS OBISPO—KATY, Don MacLeod, "Ranch House Jamboree," May 9, three hours. LOS ANGELES—KPOL, Franklin Bresee, "Star Time," week of May 24, 4-4:30 p.m. PASADENA—KWKW, Bill Garr, "Bill Garr Show," May 25, 1-2:30 p.m. SACRAMENTO — KCRA, Mal Mac Intyre, "Mal Mac Intyre Show," May 25, 12:30-1:30 p.m. STOCKTON—KSTN, Ray Golden, "R G Show," May 27, 2-4 p.m.

COLORADO

DENVER—KFEL, Ray Perkins, "Ray Perkins Show," May 23, a spot on his two-hour show.

CONNECTICUT

HARTFORD—WCCC, Ivor Hugh, "Music for You," May 11, 2-2:45 p.m. HARTFORD — WONS, Jack Downey, "Jack Downey Show," May 24, two hours. JEWETT CITY—WICH, Clarence Kneeland, "Folk Music Favorites," May 24, 7:30-8 p.m.

FLORIDA

MIAMI—WWPB, Ronnie No-guera, "Musical Memories," May 23, 9-9:30 a.m. MIAMI—WQAM, Harry Burge, "Juke Box Serenade," May 27, hits and operator interviews. MIAMI BEACH—WMBM, Jockey Jack, "The Jockey Club," May 25, 10 a.m. to noon. ORLANDO—WHOO, Jim Wilson, "Jim Wilson Hillbilly Jamboree," May 24, 12:15-2:30 p.m. WEST PALM BEACH—WJNO, George Simpson, "1230 Club," May 24, 4:35-4:50 p.m. "After Hours Show," May 24, 11:15-12:20 a.m. "1230 Club," interviews with local operators.

GEORGIA

ATLANTA—WAGA, Jon Farmer, "Early Worm," May 24, 7:05-9 a.m. "Hill Billy Hit Revue," May 24, 6-6:30 a.m., and 4:30-4:45 p.m. WAGA-TV, "TV Dancing Party," May 22, 10:35-11 p.m., interviews with local operators. WGST, Bill Lowery, "Bill Lowery Show," May 6, 7 and 8, 8:45-9 p.m. "Uncle Eb Brown Show," week of May 18, a 15-minute show. May 16, interviews with local ops. COLUMBUS—WRBL, George Davis, "Collector's Corner," May 11, 6:35-7 p.m.

IDAHO

CALDWELL—KDIC, Joy Hull, "For You, From Joy" and "Friday Frolic," May 22, one hour each.

NAMPA—KFXD, Ken Bort, "Snake River Stampede," week of May 24, 1-4 p.m.

BOISE—KDSH, Bob Salter, "The Bob Salter Show," May 8, one hour.

ILLINOIS

CENTRALIA—WCNT, Tommy Dunn, "Tommy Dunn's Bandwagon," May 24, one-hour-and 55 minute-show.

JACKSONVILLE—WLDS, Rex Stein, programming from The Billboard booklet.

CHICAGO—WIND, Howard Miller, "Howard Miller Show," all week, 7-8 a.m. Eddie Hubbard, "Eddie Hubbard Show," all week, 9:45-11 p.m. Jay Trompeter, "Record Shop," all week, 10-11 a.m., and "Chicago's Top Tunes," all week, 8-9 a.m. Kyle Kimbrough and Betty Bryan, "Bright and Blue," all week, 9:05-9:20 a.m., and "A Guy, a Gal, and a Song," all week, 11:15-11:30 a.m. Sid Fohrman, "Sid Fohrman Show," all week, 5-5:15 p.m.

WJJD, Al Parker, "Al Parker Show," all week, 1-1:30 p.m. Eddie Hubbard, "Eddie Hubbard Show," all week, noon-1 p.m. Jim Lounsberry, "Listen to Lounsberry," all week, 1:30-2:30 p.m. Rosemary Wayne, "Rosemary Wayne Spins," all week, 6:45-7 p.m. Mal Bellairs, "Bellairs Ballroom," all week, 4-5 p.m.

WCFL, Bill O'Connor, "Bill O'Connor Show," all week. O'Connor has approximately 20 record shows on this and other stations, at varying times, and will feature juke hits on all. Topper, "Topper Time," 4:15-4:29 p.m., all week. Linn Burton, "Operation Midnight," all week, 11:30 p.m. to 3 a.m. Operator interviews this show. WGN, Saxie Dowell, "The Saxie Dowell Show," all week, 9-10:30 p.m. Fred Reynolds, "Collector's Corner," all week, 4:30-5:30 p.m. Danny O'Neil, "Chicago At Night," all week, 11:30 p.m. to 1 a.m. Operator interviews on this show.

WMAQ, Jim Lowe, "The Jim Lowe Show," Saturday May 23 and 30, 10:15-11 a.m. WAIT, Daddy-O Dalie, "The Daddy-O Show," all week, 6:30-8:30 a.m., and 4:30-5 p.m. John Coughlin, "Coughlin and Company," all week, 1-2 p.m. WENR, Eddie Hubbard, "Hits With Hubbard," all week, 4:30-6 p.m. This show will also interview a local operator on May 25.

SEYMOUR—WJCD, Roger W. Bradley, Tom Skinner's "The Best on Wax," May 25, 4:15-5 p.m.

INDIANA

BOONVILLE—WBNI, Tex Justus, "Tex Justus Time," May 19, 10-10:55 a.m. "Anything Goes," May 20, 3:30 p.m.

MICHIGAN CITY—WIMS, Stew McDonnell, "Stew McDonnell Show," May 25, 9:30-11 p.m. "Time Out for Better Living," a local operator interview, May 27, 9:05-9:30 a.m. Schroeder, "Parade of Bands," May 8, 2-4 p.m. "Musical Moments," May 9, 1-11:30 a.m.

MADISON—WORX, Blake Taber, "Open House," May 8, 3:30 p.m. "Kernel Korn," May 7, 6-7 a.m.

FORT WAYNE—WGL, Joe Taylor, "Joe Taylor Show," one hour each Saturday at noon.

INDIANAPOLIS—WISH, William H. Frosch Jr., a program inspired by The Billboard booklet. Show called "You Should Know," all week, 5:55-6 p.m.

IOWA

DES MOINES—KRNT, Smoke Smith, "The Smokey Smith Show," May 28, 5:30-6 p.m.

CEDAR RAPIDS—KCRG, KCRK, "Sandy Singer, the

Circles Celebrate Anniversary

Melody Merchant," all week, 2:30-5 p.m. "The Kenny Hoefler Show," all week.
SIoux CITY—KVTv, Bob King, "Club 9," is featuring a juke box on this TV show as well as playing All-Time Juke Box Favorites.

KANSAS

SALINA—KSAL, Ken Rowland, "Melody Club," one juke box best seller each day until the entire list of 132 is exhausted.
TOPEKA—WREN, "Bob Richmond Show," 10:50-midnight.
McPHERSON — KNEK, Hank Davis, programing entire week to include as many juke box favorites as possible on all shows.

KENTUCKY

LOUISVILLE—WKYw, Carl Shook, "Song and Dance Parade," one hour. "All Time Hit Parade," May 11, 10-10:30 a.m. "Cornbread Matinee," May 10, 1-1:30 p.m.
CAMPBELLSVILLE — WTCO, Frank Hayden, "Revueing the Tops in Pops," all week "Pop Time Hits of Yesteryear," all week, 5 p.m. Rhythm and Blues Revue-Music for You," all week.
OWENSBORO—WVTS, LeRoy Woodward, "Teletune Time," May 10, 1:30-4 p.m.

LOUISIANA

NEW ORLEANS—WTPS, Bob Smith, "Be My Guest," May 25, one hour.
WNOE, Bill Stanley, "All Star Jamboree," May 25 11:30-1:30 p.m.
RUSTON—KRUS, Ed Hamilton, "The Record Room," May 8, one hour. "Country Classics," May 6, 45 minutes.

MAINE

LEWISTON—WCOU, Herb Fontaine, "Krackpot Kollege," May 16, 7:05-7:50 a.m. "Housewife Quiz," 9:30-10 a.m.

MARYLAND

CUMBERLAND — WCUM, James Webster Jr., "Melody Ballroom," May 8, 2-5 p.m.

MASSACHUSETTS

FITCHBURG—WFGM, Tal Hood, "The Tal Hood Show," two hours daily, all week.
SPRINGFIELD—WJKO, Jay Scott and Joe Daboul, "Pops on Air," May 25, 2:30-3 p.m. "Western Songs," with Butchy Lewis, May 29, 8:30-9 a.m. "The Beat," May 26, 4-5:30 p.m. "Studio C," May 27, 7-7:30 p.m. "T.N.T.," May 28, 8-8:30 a.m.
WARE—WARE, Bud Shurian, "Bud Shurian Show," all week, 4-4:55 p.m. "Rhythm Roundup," May 25, 8 a.m.

MICHIGAN

GRAND RAPIDS—WOOD, Jimmy Mack, "Melody Mack," every Saturday till list of juke box favorites is exhausted, 6:45-7 a.m.
PONTIAC—WCAR, Bates Fevell, "Bates With Ballads, Blues, and Bounce," May 26, three hours.

MINNESOTA

SAINT CLOUD — KFAM, Art Blaske, "Saint Cloud Jukebox," a special anniversary show, no date or time as yet.
RED WING—KAAA, Peter Lyman, "Spinner's Circle," May 26, 3-4 p.m. "All Request Time," May 30, 30 minutes.

MISSISSIPPI

VICKSBURG—WQBC, Jack Garrett, "Jax Wax Fax," all week, 10:15-11 p.m., hits plus interviews. "Our Best to You," May 26, 8:30-9 p.m. Also a special show giving the history of the juke box.

NEBRASKA

NORFOLK—WJAG, Glen (Pappy) Hixon, "The Bud and Pappy Show," May 25.

NEVADA

LAS VEGAS—KORK, Bob Baker, "Top Tune Time," May

25 and 26, 12:15 to 12:45 p.m. "Korky Goes A-Wanderin'," May 27, 10:15-10:30 p.m. There will be a special show which features old-time music as played on an old juke box located in the museum of Hotel Last Frontier.

NEW HAMPSHIRE

MANCHESTER — WKBR, Bob Martin, "Turntable Terrace," May 13, 2:05 to 4 p.m. Same program on May 15, 3-3:30

NEW JERSEY

ATLANTIC CITY—WMID, Al Owen, "Al Owen's Music Room," May 25, 4:05-4:30 p.m.

NEW MEXICO

PORTALES — KENM, Malone Keltory, is programing several shows in celebration of the 65th anniversary.
SILVER CITY—KSIL, Bryant Arbuckle, "Top o' Day," May 11, 6:30-6:55 a.m.

NEW YORK

BATAVIA—WBTA, Jim Fagan, "1490 Club," May 29, three hours.
NEW YORK CITY—WNEW, Jerry Marshall, "Music Hall," May 25, two hours.
WMGM, Raymond Katz, four shows; time and date undecided.
SYRACUSE—WAGE, Cliff Silfer, "Music Room," May 29, 6:15-6:30 p.m.

NORTH CAROLINA

JACKSONVILLE—WJNC, Mike Zabner, "Morning Musical Clock," May 11, 6:40 a.m. "Top Ten Tunes of the Week," May 9. "Platter Parade," May 8.
CHARLOTTE—WGIV, Eric Dehlin, "Top Tunes," May 9, 1-4 p.m.
ELIZABETH CITY—WGAI, Bill Hickok and Don Owens, a special program titled "Sixty-Five Years of Music," May 26, 7:30-8 p.m. Operator interviews and top juke hits.
CHARLOTTE—WAYS, M. Clark, "Juke Box Jamboree," all week, 5:30 p.m. "Carolina Jamboree," all week, 3:45 p.m.
REIDSVILLE—WFRC, Howard Tinley Jr., "Airlane Album," May 26, 10:15-11 p.m.

OHIO

CLEVELAND—WDOK, Walt Kay, "Walt Kay Show," May 12, 13 and 14, 6-9 a.m. "Kousin Kay's Korner," May 13 and 15, 12:15-1 p.m., excerpts from The Billboard booklet.
WERE, Tommy Edwards, "The Tommy Edwards Show," May 25, 10:30-1:30 p.m. "The Tommy Edwards Show," May 27, 10:45-1:45 p.m. "Hillbilly Jamboree," May 30, 10:30-12:30 p.m.
COLUMBUS—WVKO, John Michaels, "Michaels Music Box," all week, noon to 3 p.m. Program will originate from DJ Record Shop and request tunes will be sold for 5 cents and up. Proceeds will go to the State School for the Deaf so pupils can hear the tunes "we've enjoyed for so many years."
LANCASTER—WHOK, Bill Zimmermann, "Rumpus Room," May 26, two and one-half hours.

TOLEDO — WTOD, Dick Rice, "Wake Up Toledo," May 25, 6-9:30 a.m.

OREGON

MEDFORD—KMED, Russ Jamison, "Saturday Matinee," May 23, 1:30-2:30 p.m.

PENNSYLVANIA

SOMERSET—WVSC, R. L. French, "Turntable Tunes, Tips, and Topics," 4-5 p.m., all week, hits and interviews.
WILKES BARRE—WILK, Hal Berg, "Hal and Nancy's Song Shop," all week, one hour nightly.
SAXTON—WHUN, Shel Horton, "Shel Horton Bandwagon," May 11, 30 minutes, "Mountain Melody Time," May 16, 30 minutes. "Let's Jive With the Top Five (Billboard Review)," May 13, 25 minutes. "Courtin' With Horton," May 14, 30 minutes. A special show based on

industry facts and progress is also being aired.
CONNELLSVILLE—WCVI, Jim Haines, "WCVI Hit Parade," May 24, 6:15 to 7 p.m.

RHODE ISLAND

NEWPORT—WRJM, Joe Hyder, "Rhythm at Random," May 23, 2-4 p.m.
NEWPORT — WRJM, Rollie Scott, "Melody Time," May 15, 1:05-1:30 p.m.

SOUTH CAROLINA

COLUMBIA—WNOK, Jack Cook, "Melody Madhouse," May 26, 8:05-9:10 a.m. Handy Andy's "Hillbilly House Party," May 27.
BENNETTSVILLE — WBS-C, Neil Terrell, a 15-minute show on May 10, giving the history of the juke box. Al Bonaparte, "Bonaparte's Retreat," May 8.
GREENVILLE — WFBC, Slim King, "Crossroads Store," May 25, 5-6 a.m.

TENNESSEE

MEMPHIS—WHHM, John Froland, "1340 Club," all week, 1-5 p.m.

TEXAS

ATLANTA—KALT, Bill Bently, "900 Club," May 15, 55 minutes.
BAYTOWN—KRCT, Pete Hunter, "Pete Hunter Show," May 25, 2-2:30 p.m.
DALHART—KXIT, "Ed's Coffee Club," May 11, one hour.
TEXARKANSAS—KCMC, Roy Mitchell, "1230 Club," May 6.
DALLAS—WFAA, Dan Valentino, "Saturday Night Shindig," May 30, 8 p.m.-midnight.
PARIS—KFTV, Dallas Turner, "Rhythm and Blues," all week, 4:30-5 p.m.
FORT WORTH—KXOL, Jim Tucker, "Western Hits," May 7-26, will plug spasmodically on four-hour daily show.
HARLINGEN—KSOX, Johnny Goodman, "Top o' the Morning," May 25, 7-7:15 a.m.
CHILDRESS—KCTX, Glen Reves and Steve Cowan, both doing operator interviews with Dallas Johnson, local operator.
COLEMAN—KSTA, Joann Harris, Dan Guthrie's "Mirth and Music," May 31, 1-2:30 p.m. Jay Stagg's "Juke Box Revue," May 26, 4-5 p.m. Charlie Scott's "Band Stand," May 29, 2:30-4 p.m.
PARIS — KPIT, Bill Davis, "Studio Party," May 14, 15, 5-5:55 p.m.
VICTORIA—KVIC, Bill Burks, manager, "Musical Scoreboard," May 25, 3:45-4 p.m. "Let's Get Together With Records," May 27 and 29, 9:45-10 p.m.

UTAH

LOGAN—KVNU, Morgan B. White, "Cache Valley Hit Parade," Thursdays, 7:30-8 p.m.
SALT LAKE CITY—KNAK, Paul Coburn, a newly inspired program, "Coburn's Caravan," playing million sellers, May 9, 9 till 1 p.m.

VIRGINIA

RICHMOND—WXGI, George T. Popkins, "Pop's County Store," May 29, 10 till noon.
FRONT ROYAL—WFTR, Tom Gibson, "Tom Gibson Show," May 8, 8:30-9 a.m.

BRISTOL—WCYB, James D. Thomas, "The Corner," May 25, 30 minutes. "Candlelight and Silver," May 28, 15 minutes. "Alice Friberg Show," May 27, 25 minutes; interviews.
NORFOLK — WLOW, Sheriff (Tex) Davis, "Hillbilly Music—Juke Box Style," May 29, 10-12 noon. A special program using All-Time Juke Box hillbilly favorites.

WASHINGTON

COLFAX—KCLX, Bob Ferguson, "A Million Times," May 24, 2:45-5 p.m. "Morning Matinee," May 26, 11-12 a.m.
KELSO—KELS, Lowell Gibson, "Did You Know," May 25, 6:30-6:45 p.m.
YAKIMA—KIT, Bill Bainter, "Bill Bainter Show," Saturdays, one hour. "KIT Rhythm Ranch," all week, 3:30-5 p.m.
VANCOUVER—KVAN, Don L. Vieth, a special program based on material from The Billboard booklet.

WEST VIRGINIA

OAK HILL—WOAY, Chuck Baldwin, "Juke Box Revue," May 6 and 8, 3 p.m. "Alarm Clock Club," May 8, 8 a.m.
PARKERSBURG — WPAR, Sherman Grimm, "Session with Sherman," May 12, 11:15 till noon.
PINEVILLE — WWYO Art Glover, "Juke Box Time," and "Hillbilly Express."
WELCH—WELC, George Branch, "Yours for the Asking," May 25, 3:45 to 4:15 p.m. Same program (r&b portion) May 26, 3:05-5 p.m. A special program of Million Sellers from May 25-29, 4-5 p.m.

WISCONSIN

ANTIGO—WATK, Gil Clark, "900 Club," all week, 4:30-5 p.m.
CLINTONVILLE — WTCH

Sherwood Lorenz, interview with C. R. Quinn, operator of Quinn Music Company in Clintonville.

LADYSMITH—WLDY, Steve Evans, "Nite Special," May 25, 9-11 p.m. "Noon Roundup," May 26, 11:30 a.m. "1340 Club," May 27, 2-4 p.m. "Nite Special," May 28, 9-11 p.m. The same show on May 29 will be a special taped program. WLDY also will have special 5-minute interview shows with local ops.

MADISON—WMFM, Bill Leppeen, "Juke Box Jamboree," daily.

MILWAUKEE — WEMC, Bob Larsen, "Coffee Club," May 26, four hours.

WATERTOWN — WTTN, Eldo Q. Johnson, "Rock River Jamboree," all week, 3-5 p.m.

WYOMING

TORRINGTON — KGOS, Bob Verdon, "Dance Time," all week, juke hits.

CANADA

HAMILTON, Ont.—CKOC, R. Paul Fitzsimmons, a special show titled "Eleven-Fifty Spotlight," nightly, 7:30-8:30 p.m. "All-Time Hit Parade," May 24, one hour. "Lets Get Together With Records," May 23. "Eleven Bar Fifty Range Roundup," May 23.

MONCTON — CKCW, Michael Wood, "Michael Wood Show," May 26, one hour.

ONTARIO—KSRU, Jim Hayden, no time or date set as yet. Interview will be held with Tom Sheldon, Sheldon Amusement Company.

PEMBROKE—CHOV, Bob Powell, "Rise and Shine," all week, 7 a.m.

TORONTO—CKEY, E. H. Houston, "Make-Believe Ballroom," May 24, 5-7:30 p.m. "All Night House Party," May 23, 12:05-6:05 a.m.

GOOD OLD DAYS

Old-Time Juke Hailed 'Wonder of the Ages'

CHICAGO, May 16.—With the celebration of the 65th Anniversary of the Juke Box Industry, one of The Billboard's readers was prompted to write a letter giving a nostalgic account of how the music machine of yesteryear was billed as "The Wonder of the Ages."

Jake J. Disch, long familiar to show, vaudeville, and circus-goers, penned the following:
 "Last week I noted that the Juke Box 65th Anniversary is coming up. I thought maybe you'd like to know something about the background of it. Way back beginning around the Chicago World's Fair time, and after, myself and two partners, carried an Edison phonograph with us on our shows. We had a storage battery and rubber tubing with twelve earphones, which meant every time we played a record, we got 60 cents. Now you only get 5 cents or a dime.

"In those days the records were round, like baking powder boxes and made of wax. We would set up on street corners and I must say, the Edison machine was very popular. Later the Graphophone came along and I bought one of them. I started playing schools, churches, and halls and admissions ran as much as 25 and 35 cents. This was around 1900. I am enclosing a sample of one of the bills I used in promoting the show of that time. (See reproduction of this bill elsewhere on this page.)

"If I recollect correctly, the Graphophone cost me \$50 new. Some of the records we played then were by the U. S. Marine Band, the 3rd Regimental Band, and line of really great recording artists. Some of the popular hits of the day included 'I Love My Wife But Oh! You Kid,' and 'Will You Remember Me and Love Me in December as You Did in May?' These were just a few of the tunes popular at the time, but they, and others like them, are what made the Nickel Juke Boxes very popular."

Network Promotions

Here are the shows, stations and times definitely set to promote the 65th anniversary of the music machine industry:

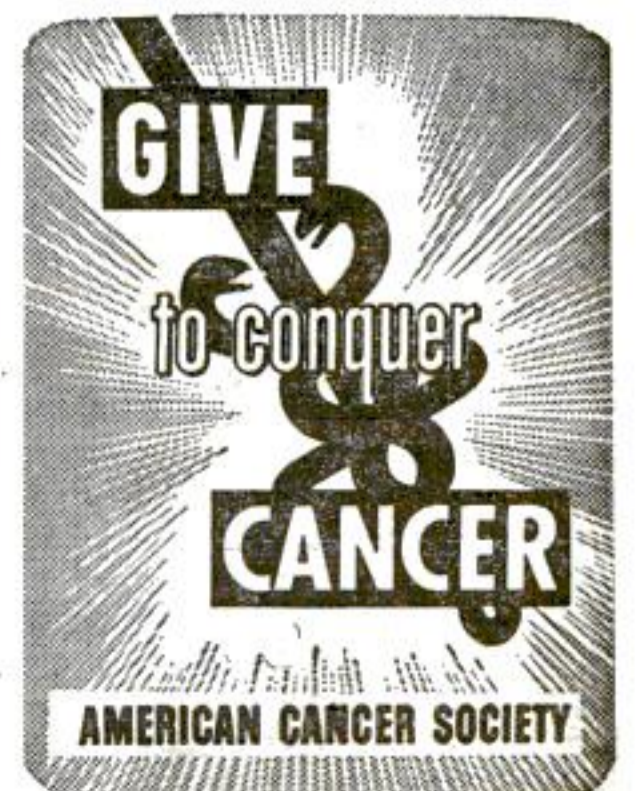
RADIO

Eddie Cantor.....NBC...May 28.....9:30 p.m.
 Meredith Willson....NBC...May 30.....9:45 a.m.
 Rosemary Clooney...NBC...May 26 or 28..8:15 p.m.
 Martha Lou Harp....ABC...May 23.....3:00 p.m.

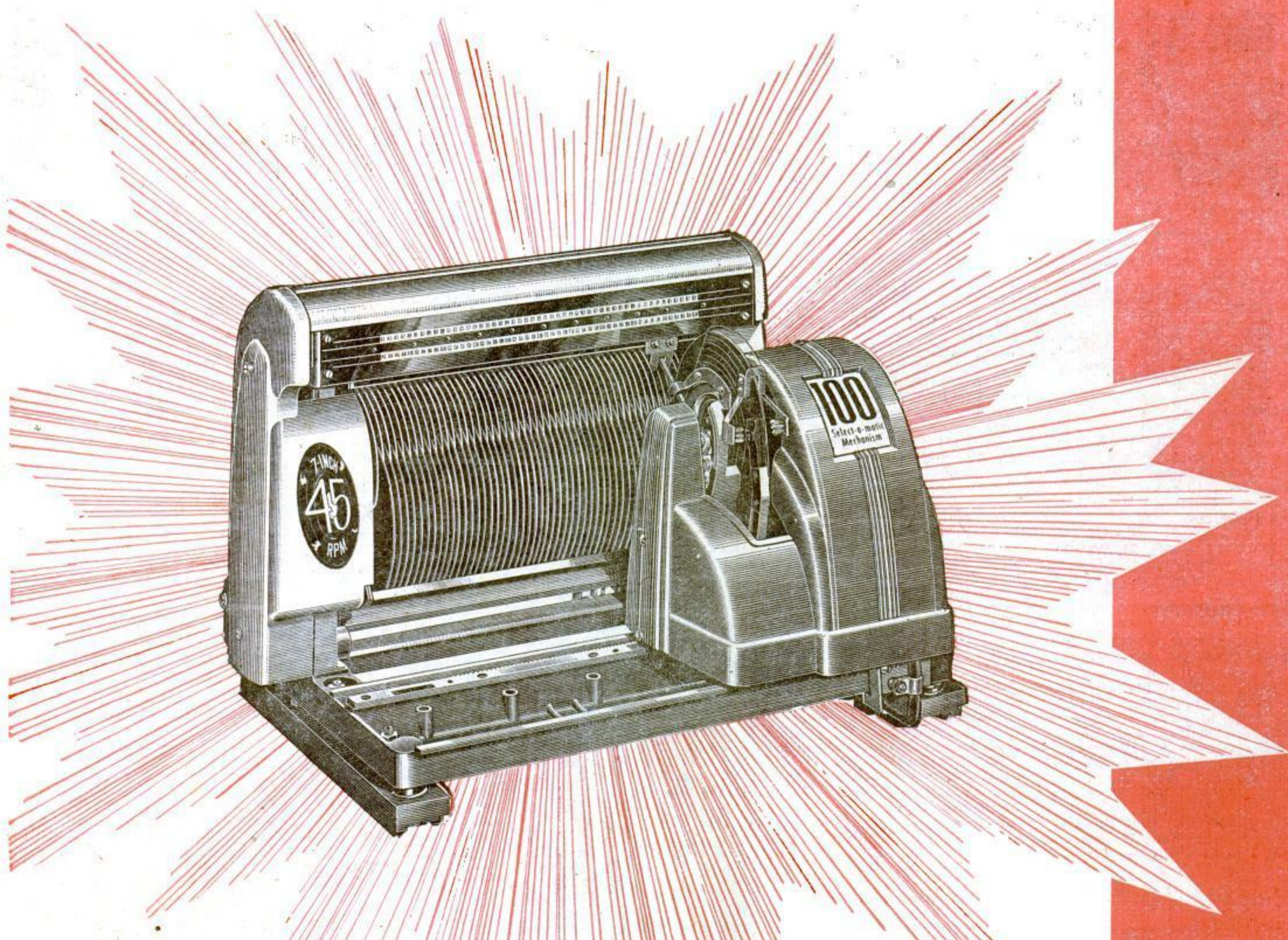
TELEVISION

Perry Como.....NBC-TV...May 25 or 27..7:45 p.m.

In addition, the following network radio and TV programs have indicated they will include special material on the anniversary but have not furnished specific times: Tennessee Ernie, ABC radio; "Today," NBC-TV; Bill Silbert, Du Mont TV; Saturday Night Dance Party, ABC radio; Bob Hope, NBC radio; Jane Pickens, NBC radio; Red Buttons, CBS-TV; Jackie Gleason, CBS-TV.



the
Select-o-matic
 mechanism

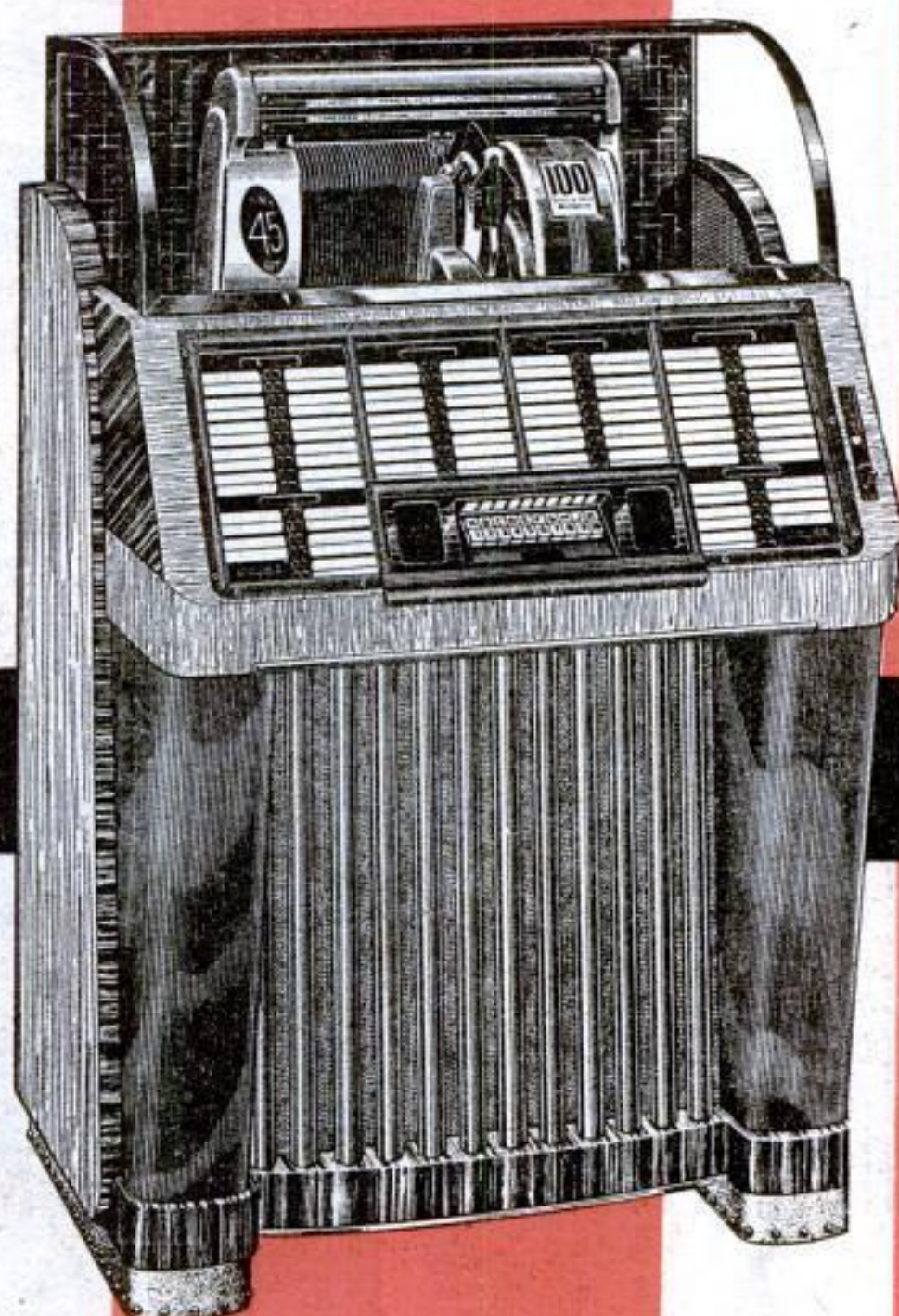


**THE MOST REVOLUTIONARY DEVELOPMENT
 IN THE ENTIRE HISTORY OF
 COIN OPERATED MUSIC**



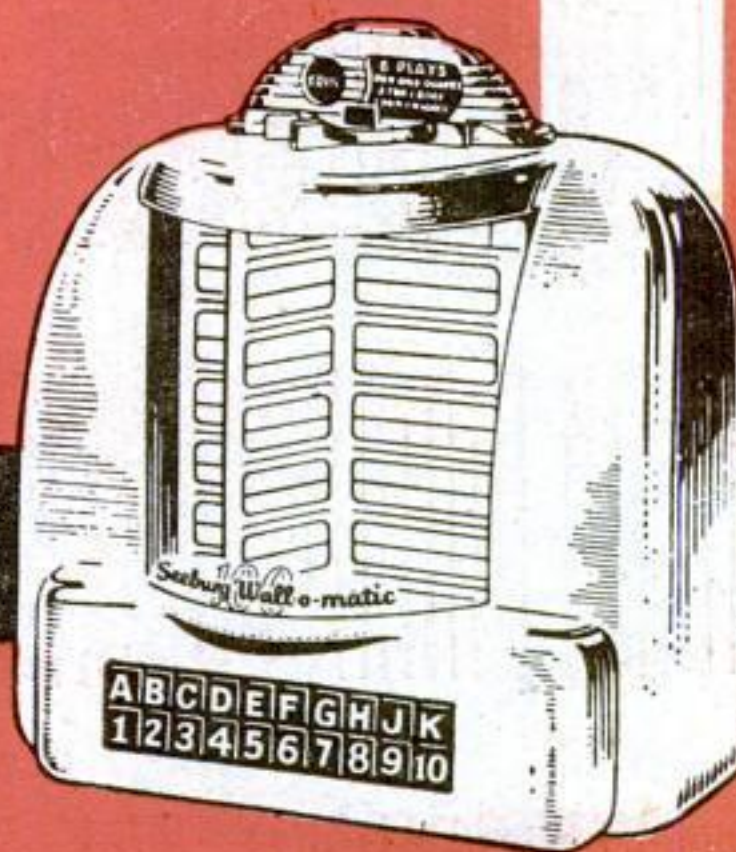
Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago, Illinois

AMERICA'S FINEST AND



100 Selections

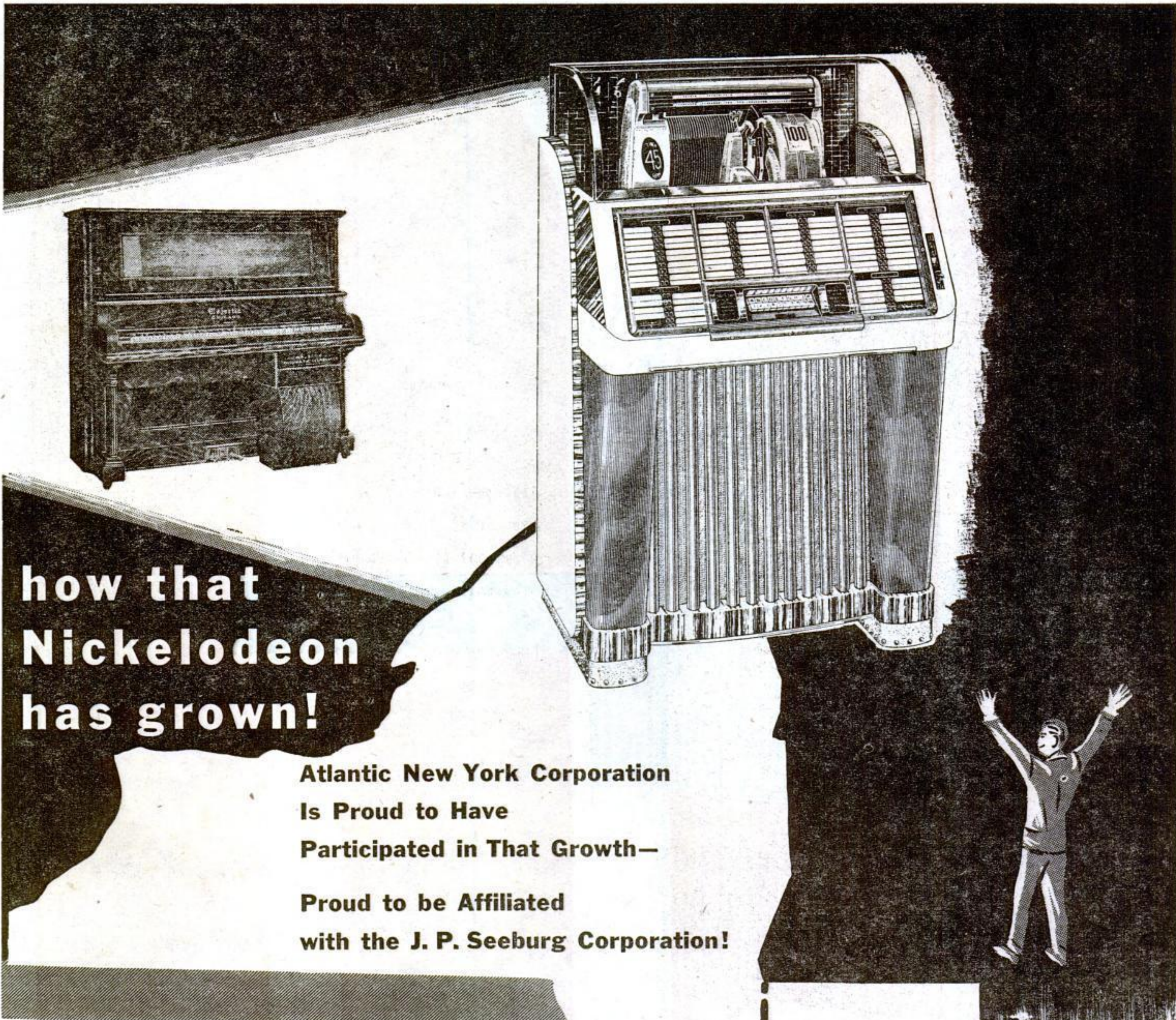
at the phonograph



100 Selections anywhere in the

location

MOST COMPLETE MUSIC SYSTEMS!



**how that
Nickelodeon
has grown!**

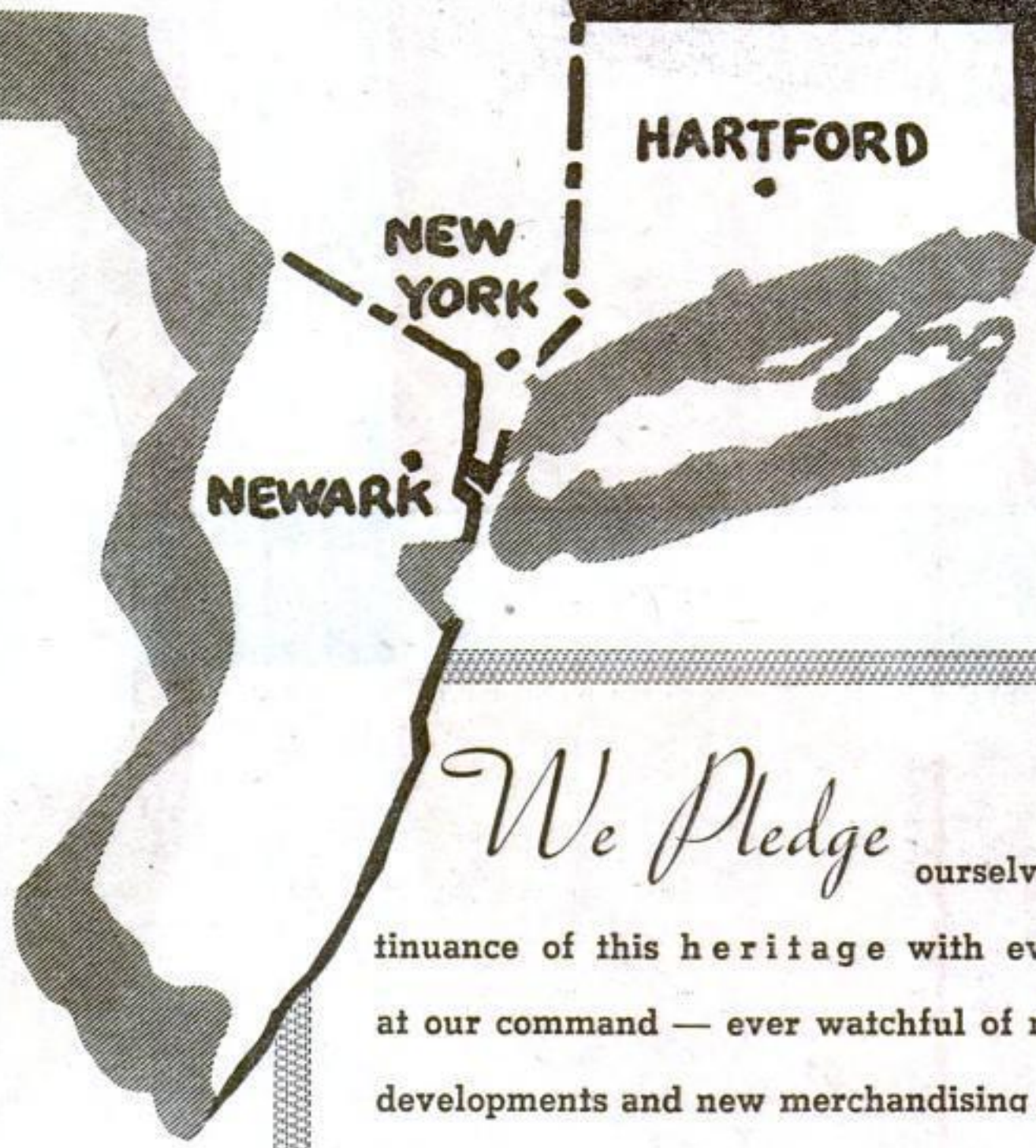
**Atlantic New York Corporation
Is Proud to Have
Participated in That Growth—
Proud to be Affiliated
with the J. P. Seeburg Corporation!**

As the Seeburg Distributor in New York, New Jersey and Connecticut we serve the greatest market in America with the finest equipment in the world.

Our three offices —
all our personnel —
all our efforts —

are devoted toward furthering the interests of the Automatic Music Industry the SEEBURG WAY — by delivering the finest and most complete music systems in America!

Our industry has come a long way from the time of the non-selective Nickelodeon to the SEEBURG Select-O-Matic 100 — the greatest advancement in the automatic music industry since the advent of selectivity in coin-operated phonographs. It has been planned progress by the J. P. Seeburg Corp.



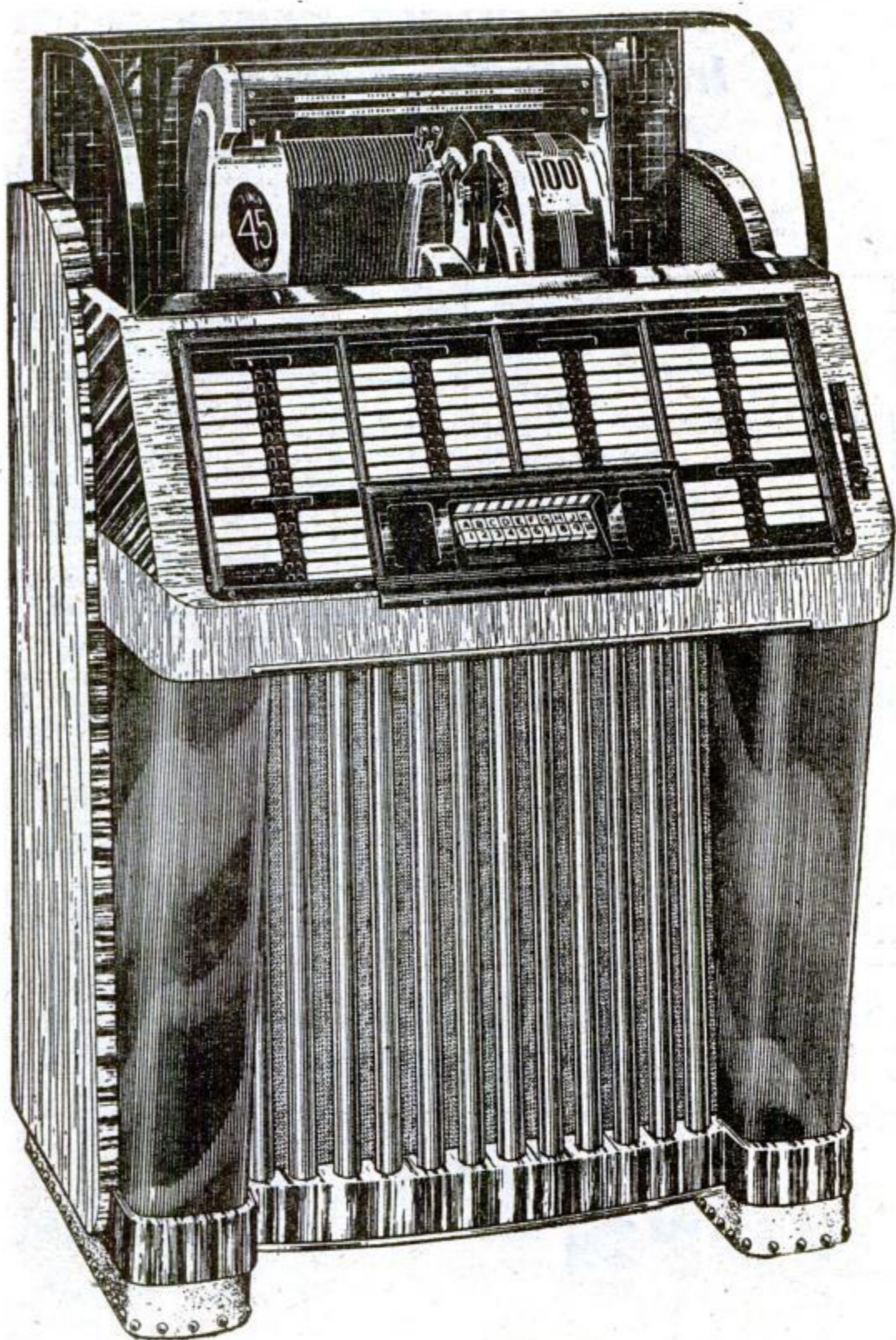
We Pledge ourselves to a continuance of this heritage with every resource at our command — ever watchful of new scientific developments and new merchandising methods that will help the music operator.

Atlantic **NEW YORK CORPORATION**
Exclusive SEEBURG Distributors
583 10th Ave., New York 36, N. Y. — CHickering 4-0760
In New Jersey: 772 High St., Newark, N. J. — MITchell 2-1891
In Connecticut: 790 Albany Ave., Hartford, Conn. — Conn. 46-1666

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

... the PHONOGRAPH that Revolutionized an Industry...



Pioneers in the field of quality and leadership for over 50 years . . . Introducing the 100 Selection SELECT-O-MATIC Vertical Mechanism . . . Plus the finest in design and workmanship.

*We are Proud to be
a Member of the Great
Seeburg Organization
for over 20 years . . .*

*Bill Betz
Harry Silverberg*



WM. BETZ

W. B. MUSIC CO., INC., is now in the process of constructing its own new modern building at 29th & Main Streets in Kansas City for the purpose of giving the Operators more efficient service and comfort. Building will be air-conditioned throughout with ample parking facilities available.

W. B. DISTRIBUTORS, INC., is conveniently located in the heart of downtown St. Louis in its own modern building, where operators are assured of efficient and prompt service at all times.



HARRY SILVERBERG

W. B. DISTRIBUTORS, INC.

1012 Market St.

St. Louis, Mo.

Bill Betz

W. B. MUSIC CO., INC.

1518 McGee St.

Kansas City, Mo.

Harry Silverberg

Get More for Your Money with these SHAFFER SPRING SPECIALS

● Better Quality Used Equipment

These machines are exceptional buys—completely reconditioned in our fully equipped repair shop by factory-trained mechanics.

● Rock Bottom Prices In Today's Market

Mechanisms are completely reconditioned . . . worn parts replaced . . . amplifiers reconditioned . . . tone arms reconditioned or replaced. Order now for your summer spots

Extra Special
SEEBURG
M-100-A
78 RPM—100 Selections
\$595.00

Mechanism cleaned, rebuilt, checked.
Cabinet refinished.
Electric Selector cleaned and adjusted.
New Pick-Up Cartridge.
Solenoid Assembly cleaned and rebuilt.

SEEBURG

148-ML (Blonde)	\$209.50
147 Hammerloid Finish	159.50
146 Hammerloid Finish	129.50
1946 Hideaway (Wood)	89.50
1946 Hideaway (Metal)	99.50
1947 Hideaway (Metal)	119.50
1948 Hideaway (Metal)	139.50

WURLITZER

1250	\$319.50
1100	229.50
1015	109.50
1017 Hideaway	99.50

WALL BOXES

SEEBURG

3W2-L56 (5c 3 Wire)	\$12.50
W4-L56 (5/10/25 Wireless)	24.50
3W5-L56 (5/10/25 3 Wire)	29.50

WURLITZER

3020 (24 Selections)	\$17.50
3020 (48 Selections)	37.50
4820 (48 Selections)	39.50
219 Stepper	17.50

AMI

5/10 Wall Box	\$17.50
Stepper	24.50

PACKARD

Sat'n Finish	\$3.95
Hi Chrome	4.95

ROCK-OLA

1422	\$ 89.50
51-50 (50 Selection)	399.50

PACKARD

Model "7"	\$49.50
Manhattan	79.50

AMI

Model "A"	\$239.50
Many Others	

EXHIBIT SIX SHOOTER
\$169.50

SEEBURG

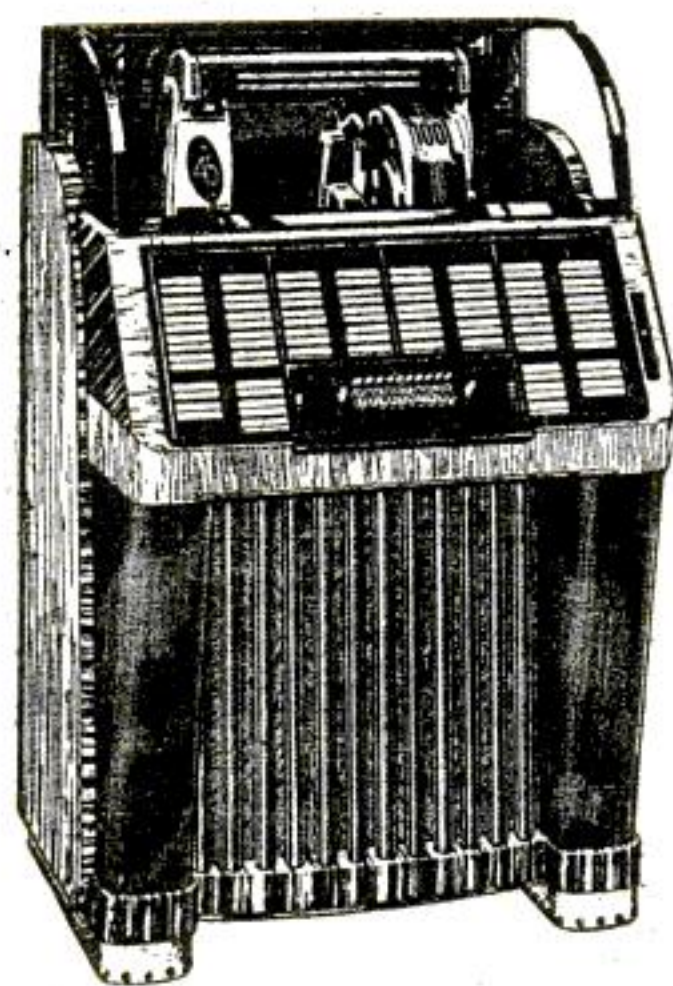
SHOOT THE BEAR	\$219.50
----------------------	----------

NATIONAL ELECTRIC
CIG. VENDOR

25c Head King Size	\$99.50
--------------------------	---------

Terms: 25% Deposit, Balance C.O.D.

GET YOUR FREE COPY OF SHAFFER'S ILLUSTRATED CATALOG OF LATE MODEL PHONOGRAPHS. Write Today!



**New Seeburg
SELECT-O-MATIC 100
M-100-C**

**100 Selection DeLuxe Phonograph
Fully Equipped**

*celebrating 25 years of service
in the coin machine business*



Seeburg

YOUR SOUNDEST INVESTMENT IN MUSIC EQUIPMENT

Shaffer is proud to be a part of the Seeburg organization. Through the years, the Seeburg policy has enabled operators to get and hold top locations without costly equipment depreciation due to model changes.

Seeburg was first to discontinue yearly models . . . first with 100 selections under five musical classifications . . . first with the 100 selection wall box . . . first with vertical play and the all 45 r.p.m. system. Stay on the Seeburg bandwagon with Shaffer.

Shaffer Music Co.

Columbus, Ohio
606 S. High St.
MAin 5563

Cincinnati, Ohio
1200 Walnut St.
MAin 6310

Indianapolis, Ind.
1327 Capitol Ave.
Lincoln 3571

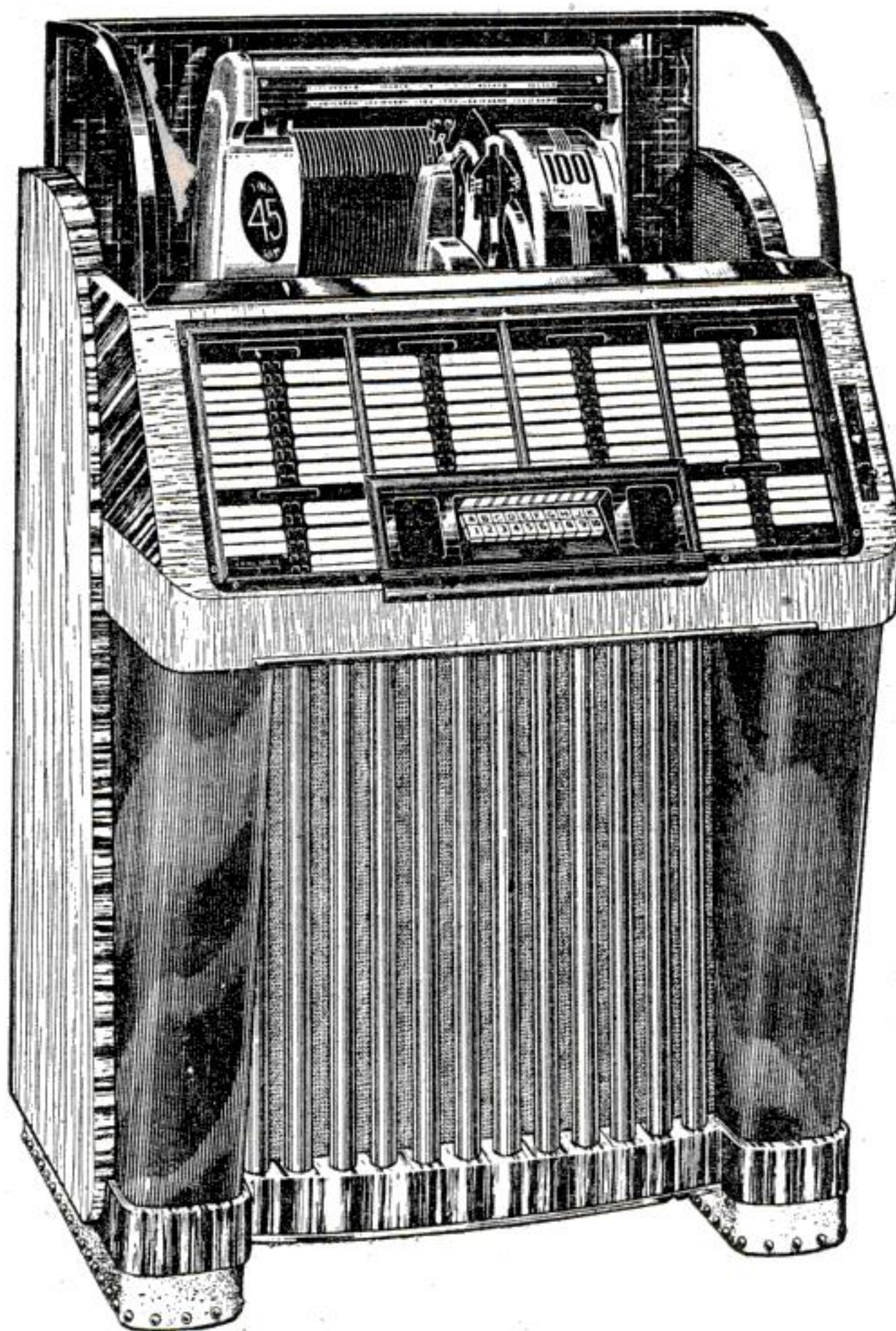
Exclusive Seeburg Distributor

IT'S "PAY-OFF" TIME FOR **Seeburg** POLICIES

DEPENDABLE MUSIC SYSTEMS SINCE 1907

THE POLICIES SEEBURG ESTABLISHED IN AUTOMATIC MUSIC OPERATING BROUGHT A NEW ERA OF PROSPERITY TO OPERATORS . . .

We're Proud to Help Further this Code of Operating and to Be a Part of the Seeburg Organization



Sparks Specialty Company

SOPERTON, GA.

Personally I am very happy indeed to have been a part of the J. P. Seeburg Corporation since the inception of the Model A in 1935 and have enjoyed doing business with the entire Seeburg personnel for the past 18 years. I have seen a number of changes in the organization including the passing of some of my good friends like Fred Kosecki, Jim Barron, and my personal friend, Earl Holland, and also remember with a lot of pleasure my friendship with Pete Otis, Reid Crawford, and the very fine distributor, Sid Stiebel.

In my 18 years in the music business it has been a pleasure doing business with such a large number of excellent operators in our two states as we have a very fine bunch of high-class business men in the operating business and it has always been my policy to extend help as far as possible to the new operator trying to start in the very fine business of operating music machines. Of course Seeburg has given us a very outstanding phonograph for a number of years, but in these late and current models of the "100" Selectomatic, they have not been surpassed in this industry from the angle of successful and profitable operation.

It is a real pleasure to do business with the Seeburg organization and the high-grade operators in our territory.

Thanking everybody with whom I have done business and hoping for a continuation of our very pleasant relationship, I am

Yours sincerely,

R. M. Sparks

R. M. SPARKS

Our entire organization is ready and glad to do business with you good operators in our States of Georgia and South Carolina, and we sincerely hope you will contact the office in your territory.

SPARKS SPECIALTY CO.

ATLANTA, GA.
104 Edgewood Ave.
Phone Lamar 1415

SOPERTON, GA.
Phone 33
Main Office

COLUMBIA, S. C.
2608 Main St.
Phone 27164

*2 Great Names
in the Industry*



DAVID S. BOND
President & Treasurer

SEEBURG *Select-o-matic*

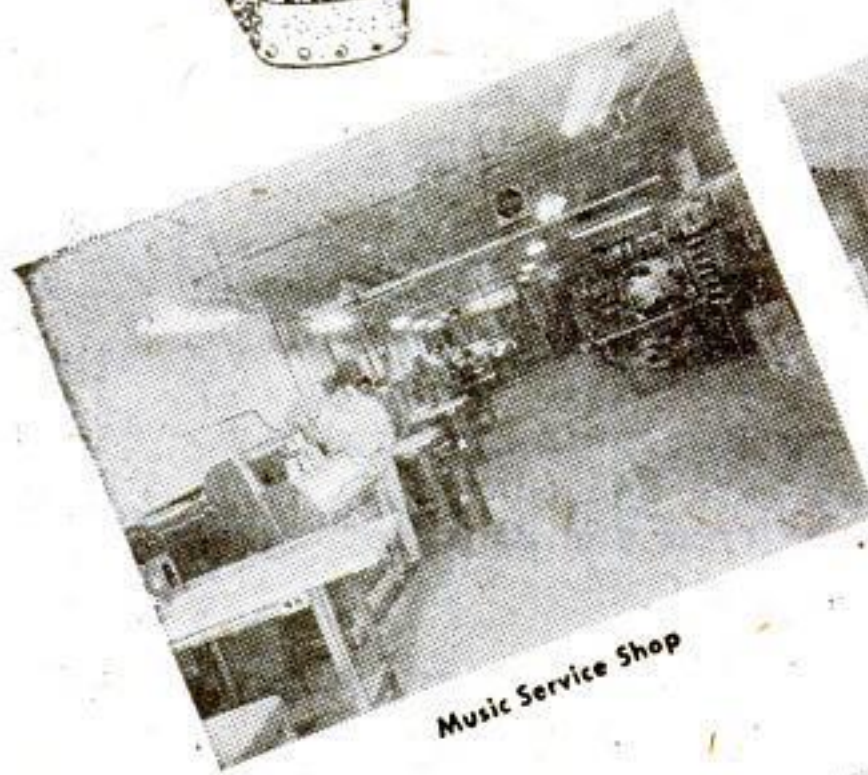
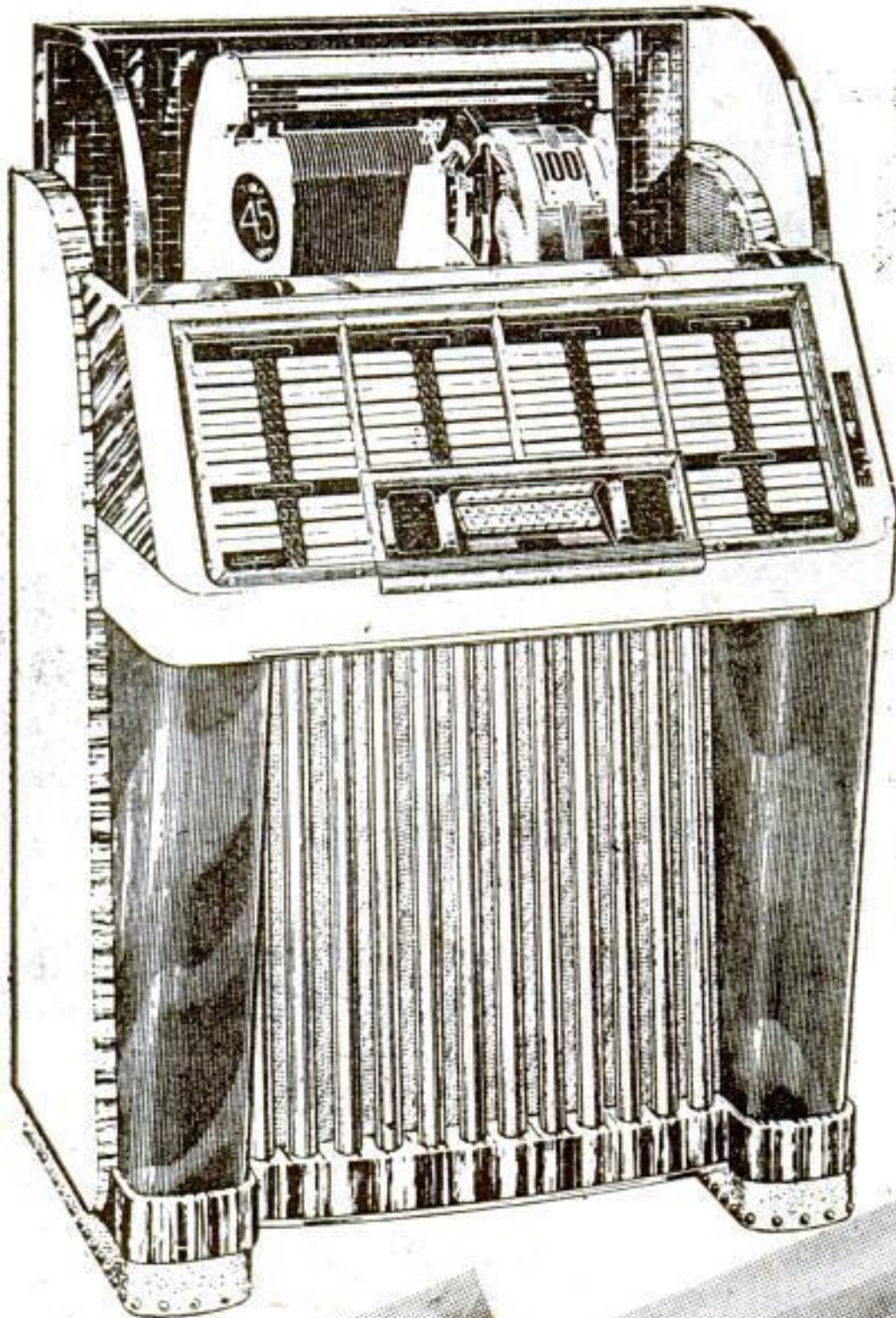
AMERICA'S OUTSTANDING PHONOGRAPH

TRIMOUNT -NEW ENGLAND'S
LEADING DISTRIBUTING ORGANIZATION

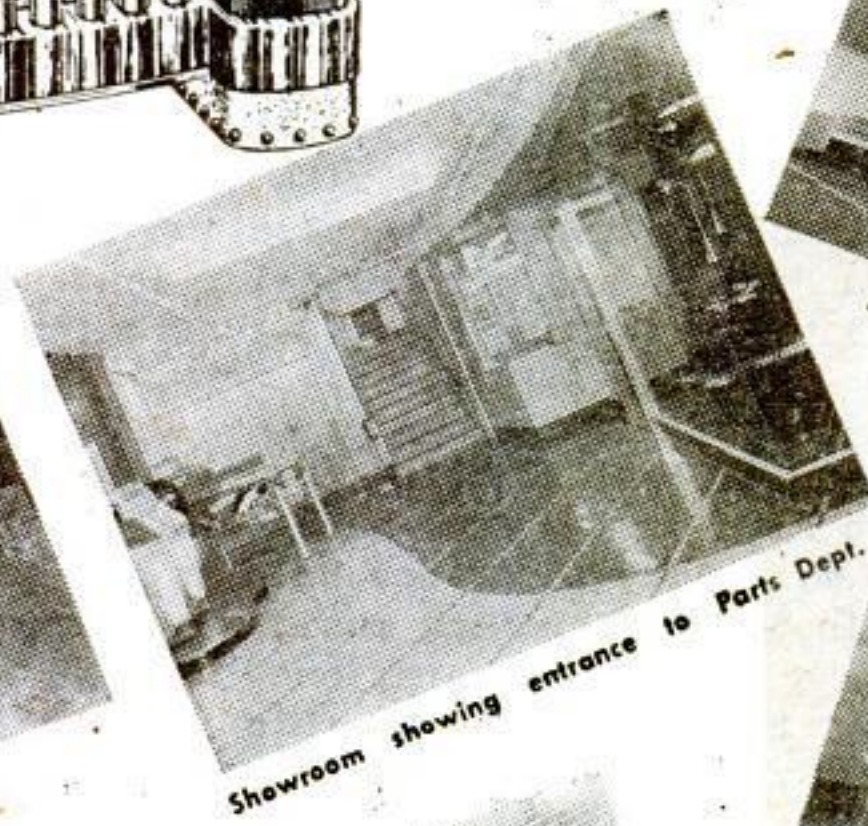
"In New England it's Trimount" — this has been the byword of New England operators since 1924. Twenty-nine years of cooperation and mutual understanding between manufacturer, distributor and operator — 29 years of mutual friendship — 29 years of progress.

The entire Trimount organization takes pride in contributing materially to the advancement of the coin machine industry through good service, fair dealing and sound business practices.

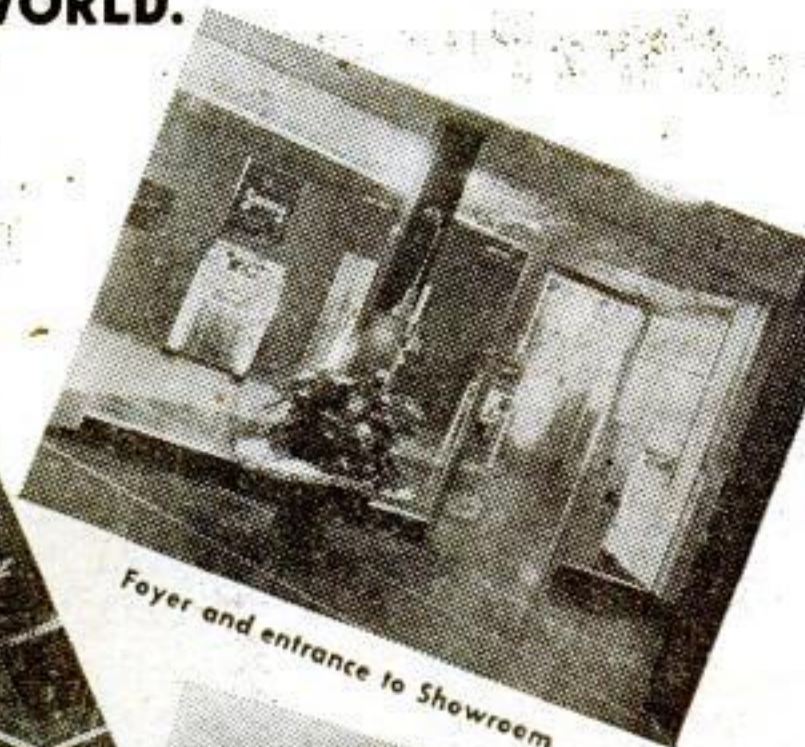
WE ARE PROUD TO PRESENT OUR NEW SHOWROOMS, PARTS DEPT. AND SERVICE SHOPS — THEY ARE ALL A PART OF ONE OF THE WORLD'S LEADING DISTRIBUTING ORGANIZATIONS — DOING BUSINESS THROUGHOUT THE WORLD.



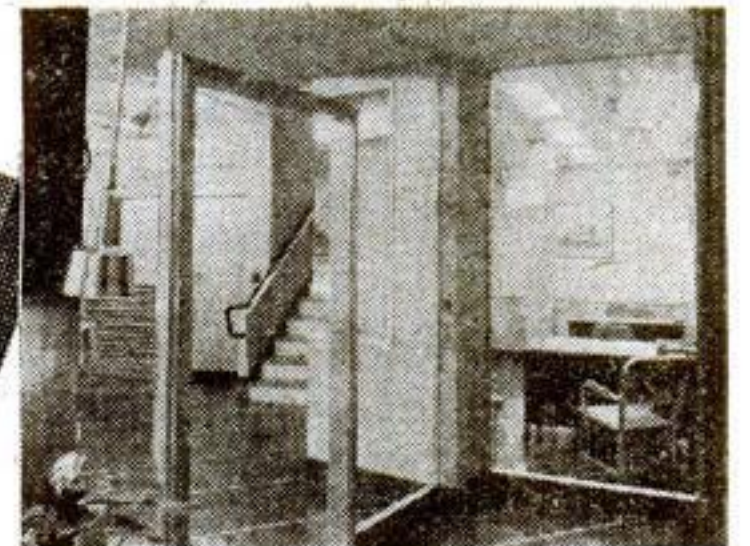
Music Service Shop



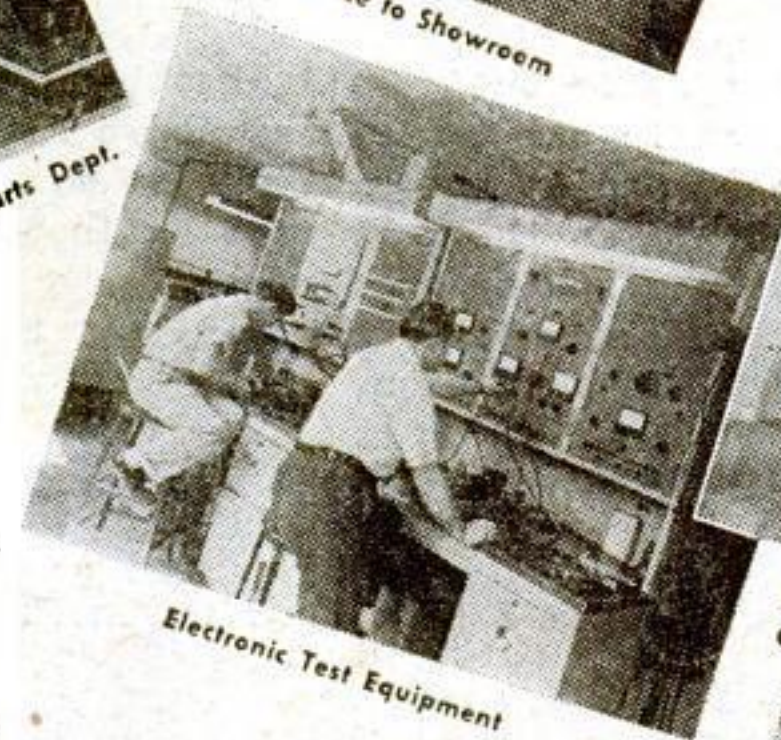
Showroom showing entrance to Parts Dept.



Foyer and entrance to Showroom



Sales Office and Foyer



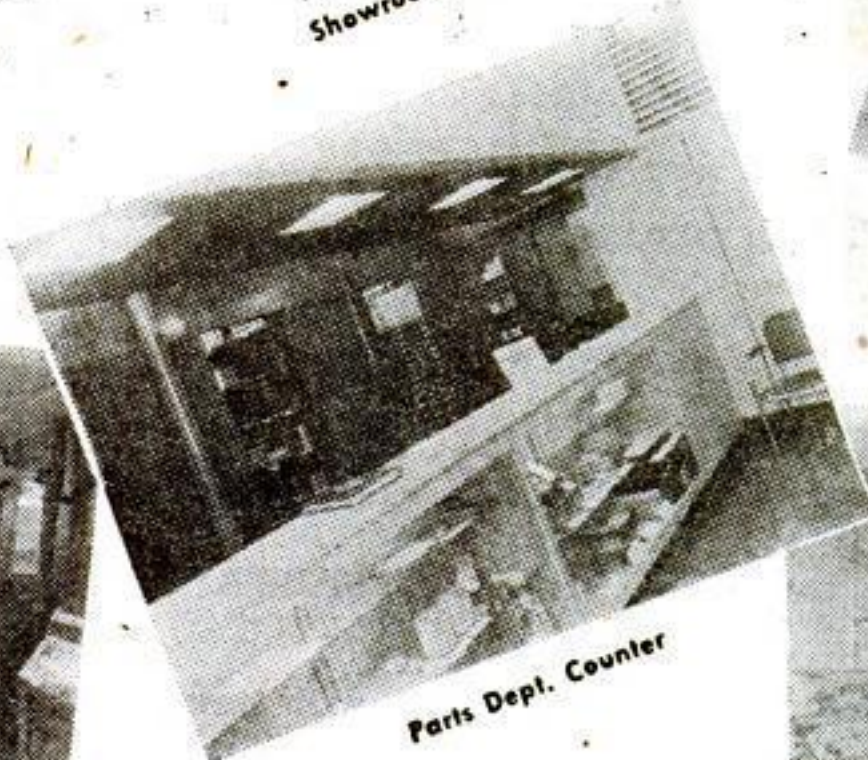
Electronic Test Equipment



Specially designed Music Showroom for Seeburg Select-o-matic 200 Non Coin Operated Line



Portion of Main Showroom



Parts Dept. Counter



Pin Game Shop



Pin Game Refinishing Shop

TRIMOUNT AUTOMATIC SALES CORP.

40 WALTHAM STREET, BOSTON 18, MASS., U.S.A.

How the Jones Boys* staked out

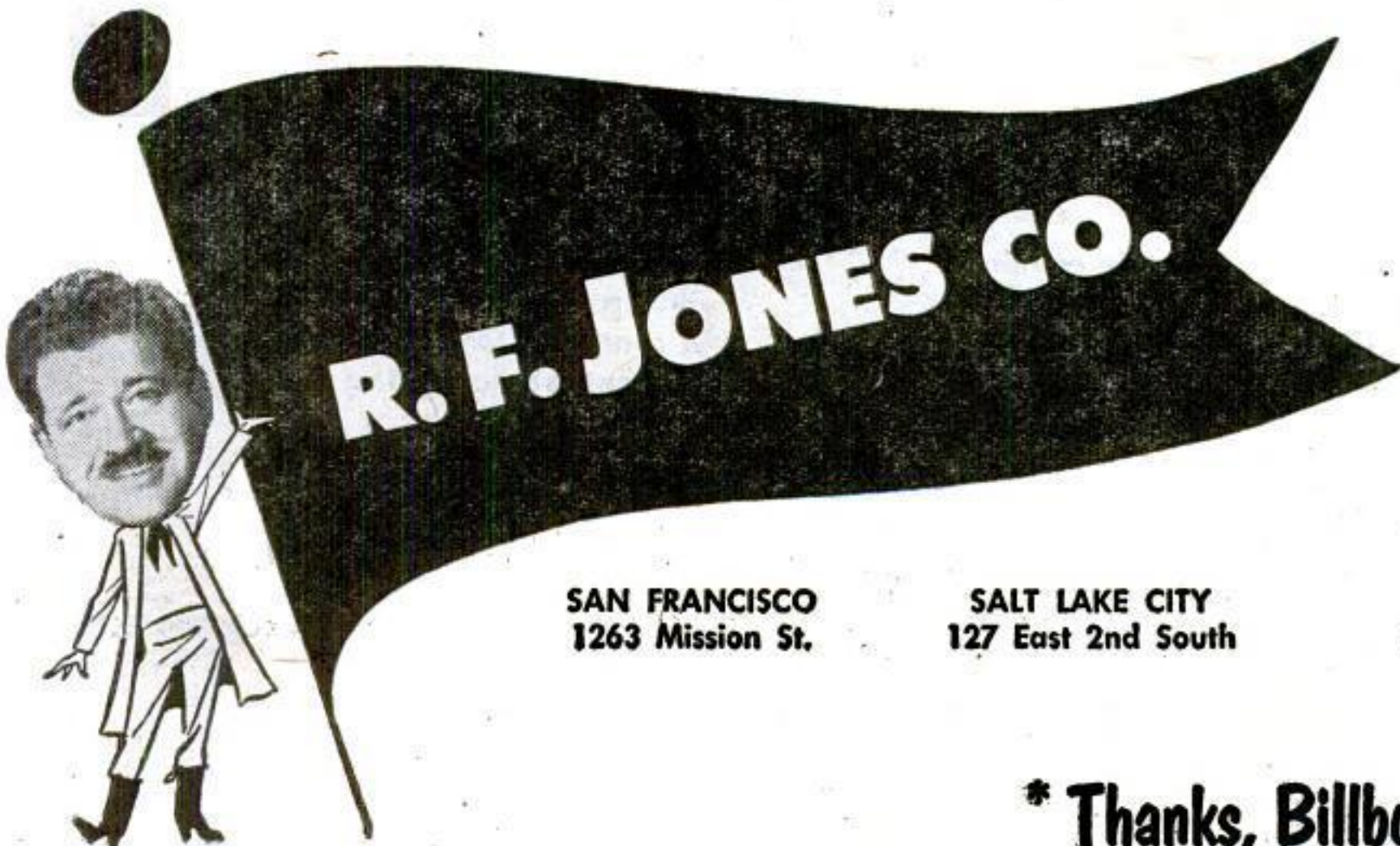
JONESLAND



We're exclusive Seeburg distributors in the following territories:

Northern California — Nevada (except Clark County) — Washington — Utah — Oregon — Montana — Wyoming — Idaho — Colorado — New Mexico.

Nine years ago (when the automatic music business was just 56 years old) there was only one Jones Boy with only one office...but he was an exclusive Seeburg distributor. Today Jonesland is 10-States big, and there are twenty Jones Boys (with long legs) to service our 250,000 sq. mi. territory. We staked out our land with Seeburg equipment. We're as proud now as we were then, to be part of the Seeburg operation. We're proud to be distributors of the finest coin-operated music system ever designed. Yes, sir! We've got our stakes in Jonesland, and they're all Select-O-Matic.



SAN FRANCISCO
1263 Mission St.

SALT LAKE CITY
127 East 2nd South

DENVER
1314 Pearl St.

PORTLAND
1515 N. E. Broadway

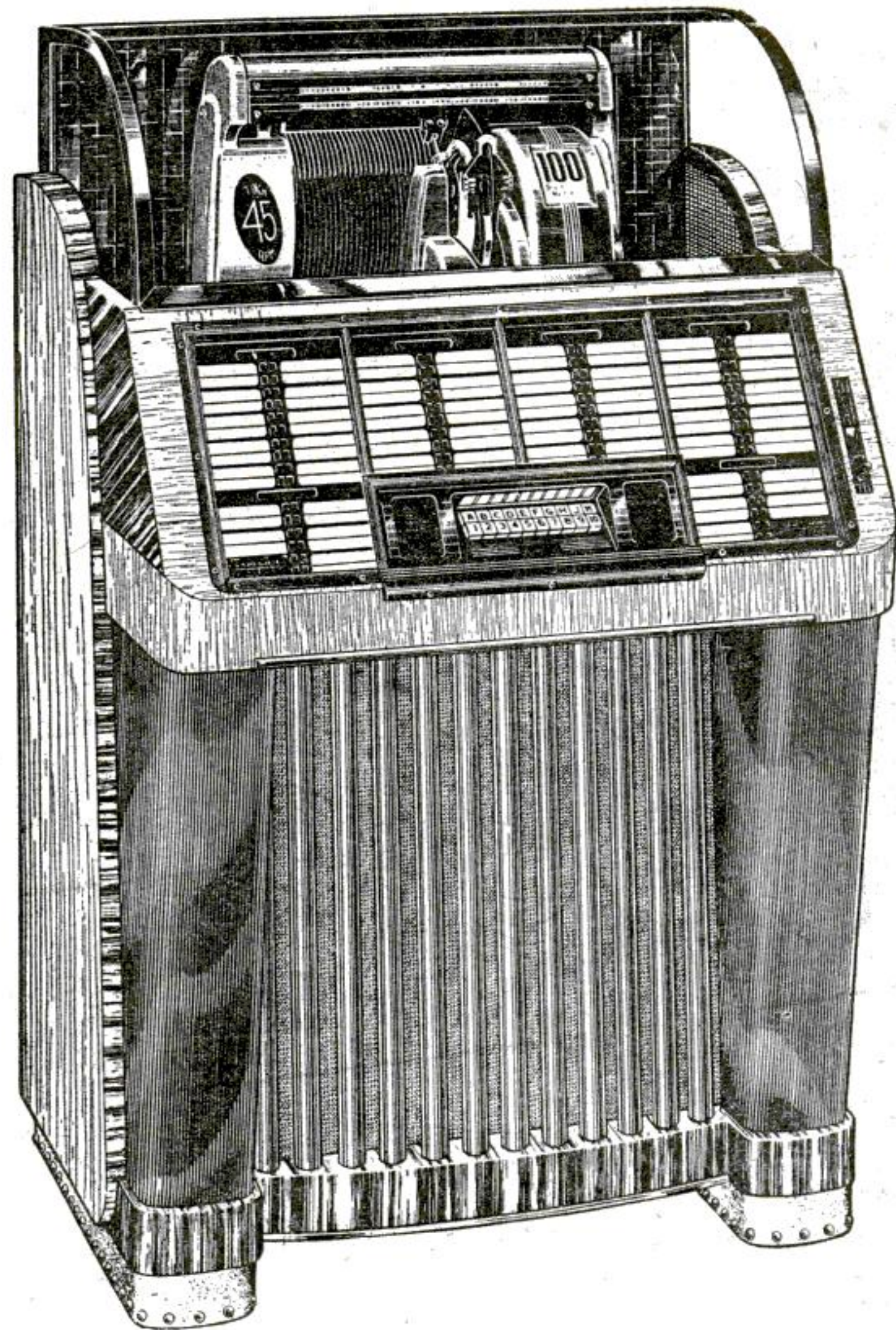
SEATTLE
2208 - 4th Ave.

* Thanks, Billboard, you helped too!

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

Makes a "SOUND" Industry Sound



... and Davis Distributing Corporation is proud to belong to the Seeburg Family ... which has, by its solid business policies, assured a sounder today and a brighter future to Seeburg Operators everywhere.

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

FIRST to develop remote control equipment.

FIRST to discontinue yearly model changes.

FIRST to produce a 100 selection automatic phonograph.

THESE FIRSTS . . . PLUS Seeburg's Sound Business Policies have led the way for the entire music industry!

DAVIS DISTRIBUTING CORP.

Davis Distributing Corporation is one of the oldest firms in the automatic music industry. From its formation in the thirties down to the present day and into the future, the policies of Davis Distributing Corporation have and will parallel those of the J. P. Seeburg Corporation.

Davis deals in music **EXCLUSIVELY**
... its men know music mechanism
... music merchandising ...
inside-out!

Davis has four completely equipped offices including showrooms, parts departments and service departments . . . in Albany, Buffalo, Rochester, Syracuse.

Davis was the first to export re-built, reconditioned phonographs, and continues to be a leader in this important phase of the automatic music field.

DAVIS

DISTRIBUTING CORPORATION

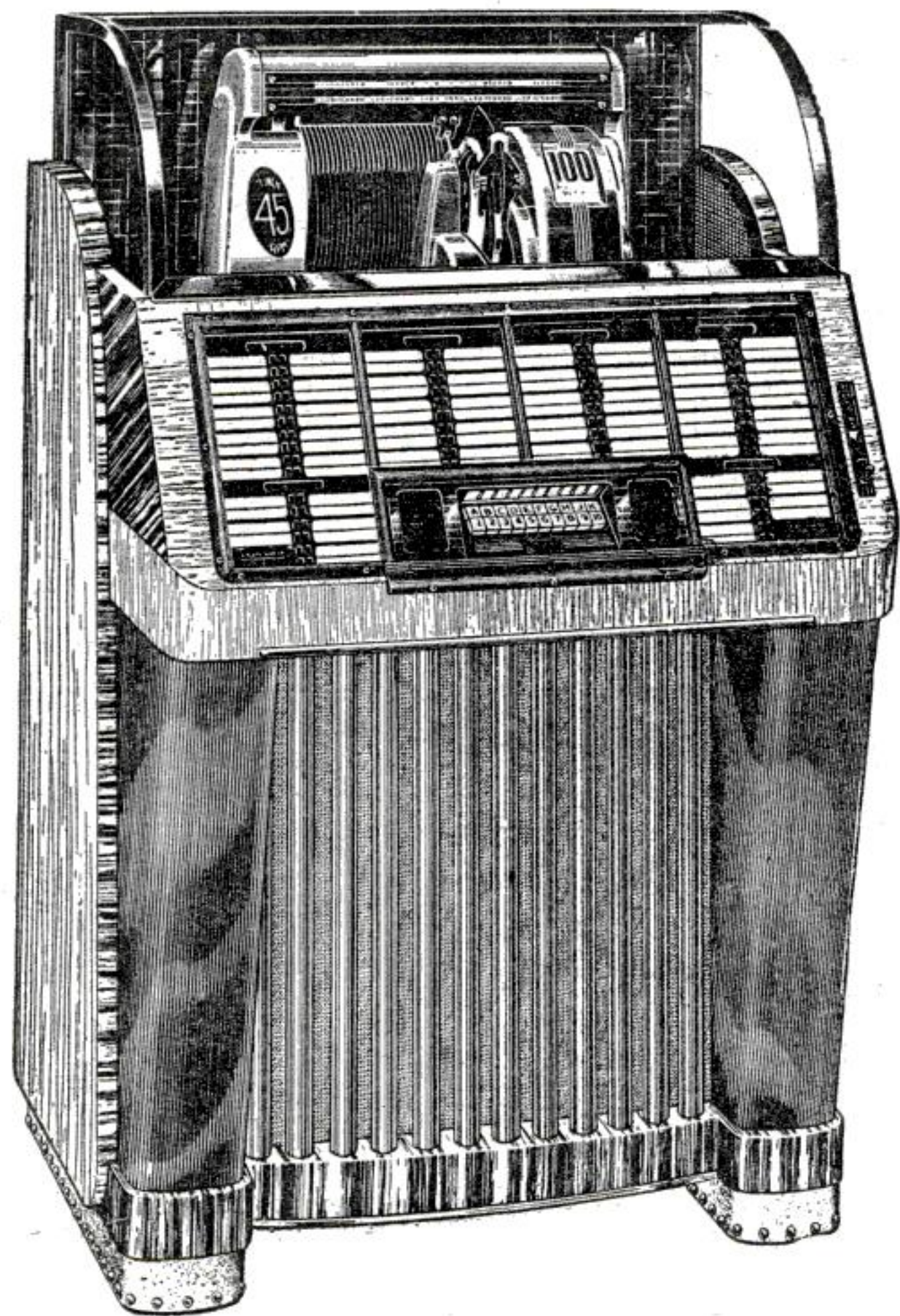
738 Erie Boulevard E., Syracuse, N. Y.

Branches in
BUFFALO • ROCHESTER • ALBANY

WE ARE PROUD TO BE PART OF THE...

Seeburg

ORGANIZATION AND TO
EXTEND BEST WISHES
TO THE INDUSTRY ON ITS
65th ANNIVERSARY



For more than a decade Minthorne Music has offered complete sales and service in Southern California, Arizona and Southern Nevada. Our staff of 48 people, all experienced, stand ready to serve you at any time.

• And our services are available from three locations. Please call the one nearest you.

LOS ANGELES

2916-20 West Pico Blvd.,
Los Angeles 6, Calif.
Telephone: Parkway 2177

PHOENIX

611 West Washington
Phoenix, Arizona.
Telephone: Alpine 4-4176

BEVERLY HILLS

9449 Wilshire Blvd.,
N. E. Corner Beverly Drive and
Wilshire Blvd.,
Beverly Hills, Calif.
CRestview 6-4793—BRadshaw 2-7676

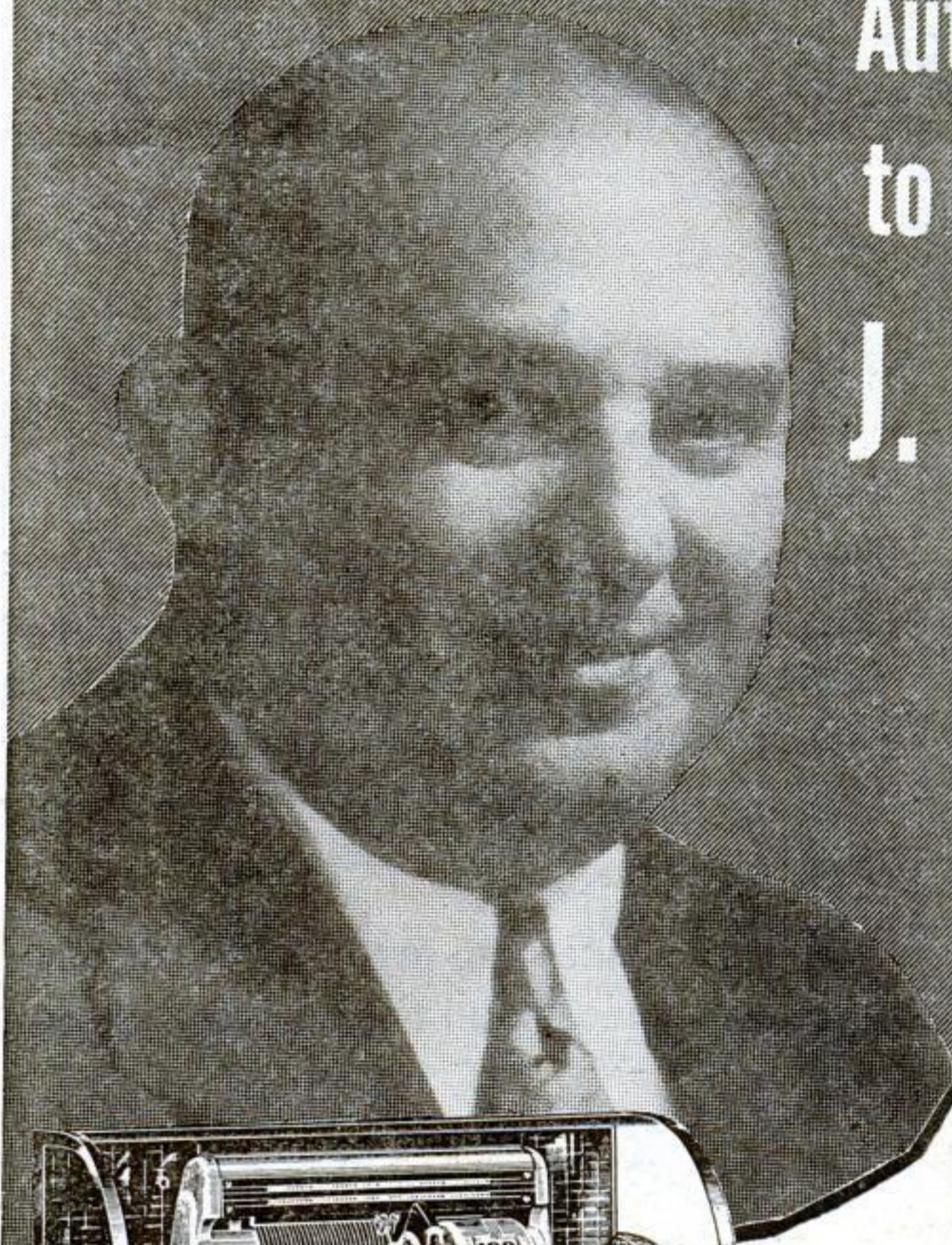


**MINTHORNE
MUSIC
CO.**

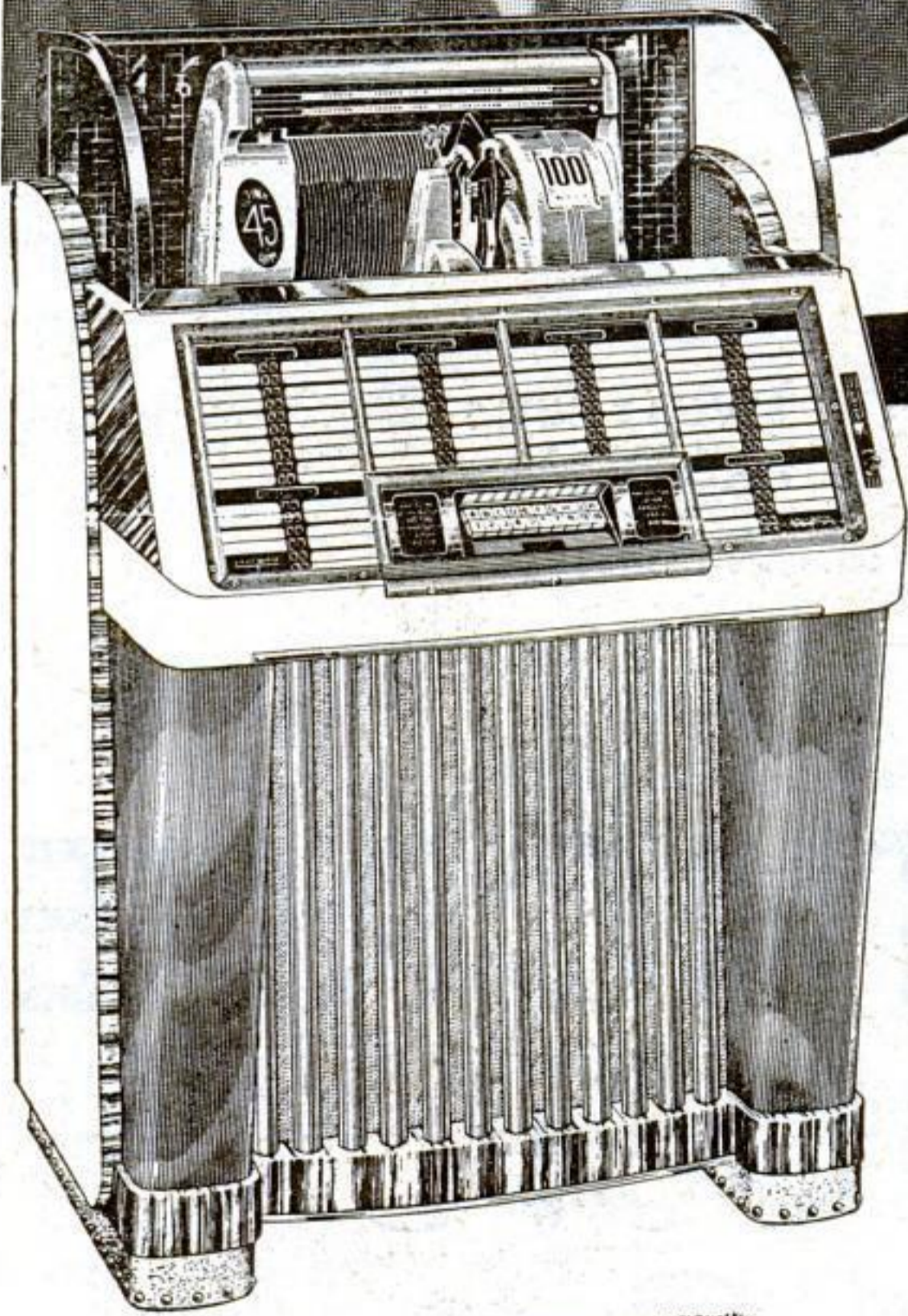
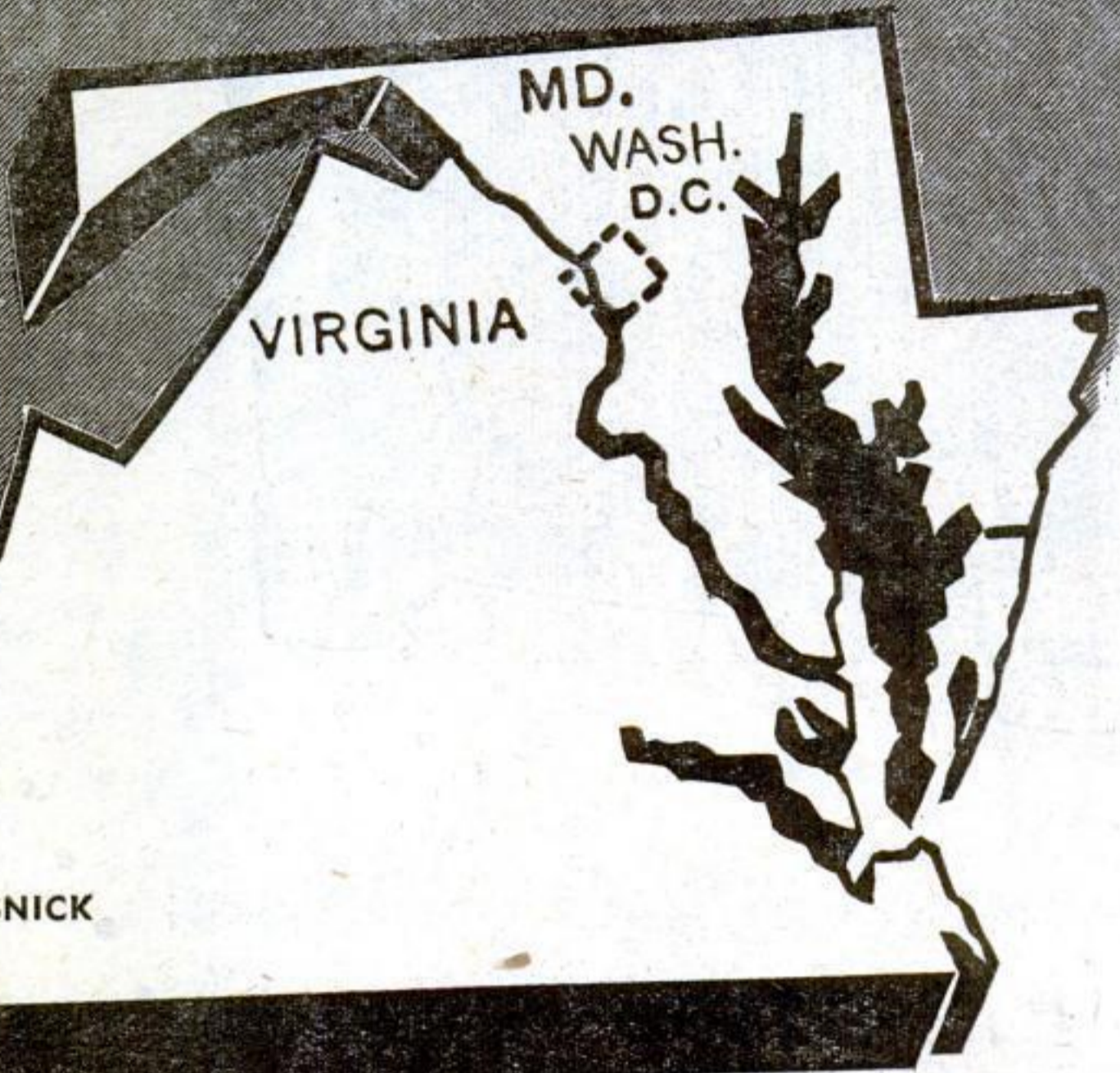
Jean and Dolores Minthorne



stands at the forefront of the
Automatic Music Industry shoulder
to shoulder with its great affiliate
J. P. SEEBURG CORP.



MACK LESNICK



We have always worked to uphold the highest standards of the automatic music industry — to help the operator serve the public with the finest most modern equipment as fast as it was developed.

We have fought for progress in our own organization by enlarging our facilities and improving our services, until today we are outstanding in our field — backing up the operator with the very latest in Seeburg equipment, complete supplies and parts always ready for immediate delivery, and a perfectly trained personnel for service.

On the 65th Anniversary of our great industry we are glad to greet all our old friends in the field — and to extend a hand of fellowship to the newcomers!

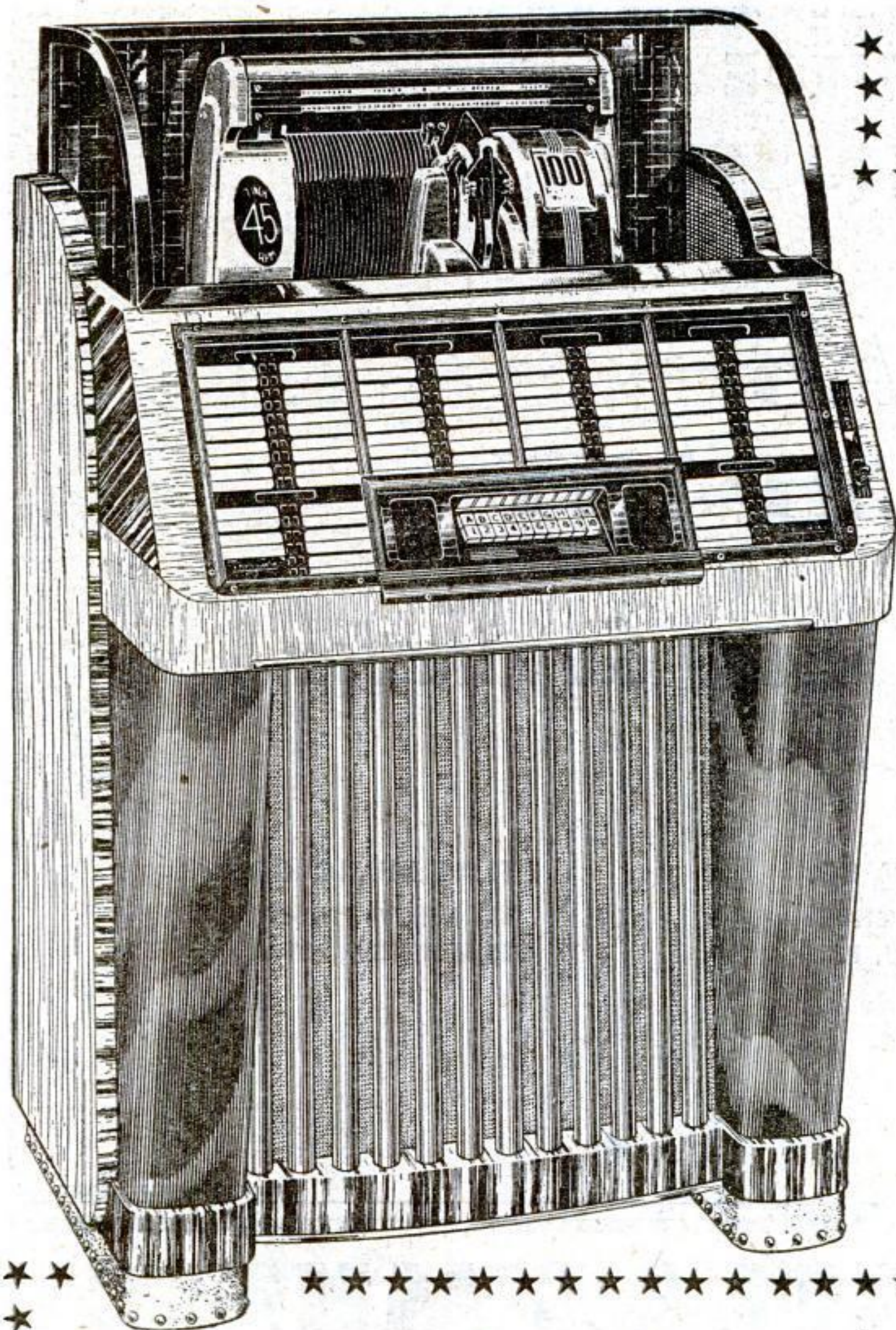
**the
WELCOME
mat is always
out at**

the Musical Sales Co.
Exclusive SEEBURG Distributors
FOR MARYLAND — WASHINGTON, D. C. — VIRGINIA

140 W. Mt. Royal Ave., Baltimore 1, Maryland • Phone: VERNON 5757

It's 'PAY-OFF' time for Seeburg policies

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902



★★★ THE POLICIES SEEBURG ESTABLISHED IN AUTOMATIC MUSIC OPERATING BROUGHT A NEW ERA OF PROSPERITY TO OPERATORS . . .

We're Proud to Help Further this Code of Operating and to Be a Part of the Seeburg Organization

WAYNE E. COPELAND
Copeland Distributors, Inc.

900 N. WESTERN ST.
OKLAHOMA CITY, OKLA.
Phone Forrest 5-3456

●
SERVING
OKLAHOMA
TEXAS PANHANDLE
NORTHWEST ARKANSAS

GEORGE W. SAMMONS
'COTTON' PENNINGTON
Sammons-Pennington Co.

1049 UNION ST.
MEMPHIS, TENN.
Phone 2-1212

●
SERVING
NORTH MISSISSIPPI
WESTERN TENNESSEE
MOST OF ARKANSAS

J. H. LYNCH
A. H. ZANDER
Lynch & Zander Company

832 BARONNE ST.
NEW ORLEANS, LA.
Phone Canal 9696

●
SERVING
MOST OF LOUISIANA
and
SOUTHERN MISSISSIPPI



**QUARTER CENTURY
OF SERVICE
TO THE INDUSTRY**

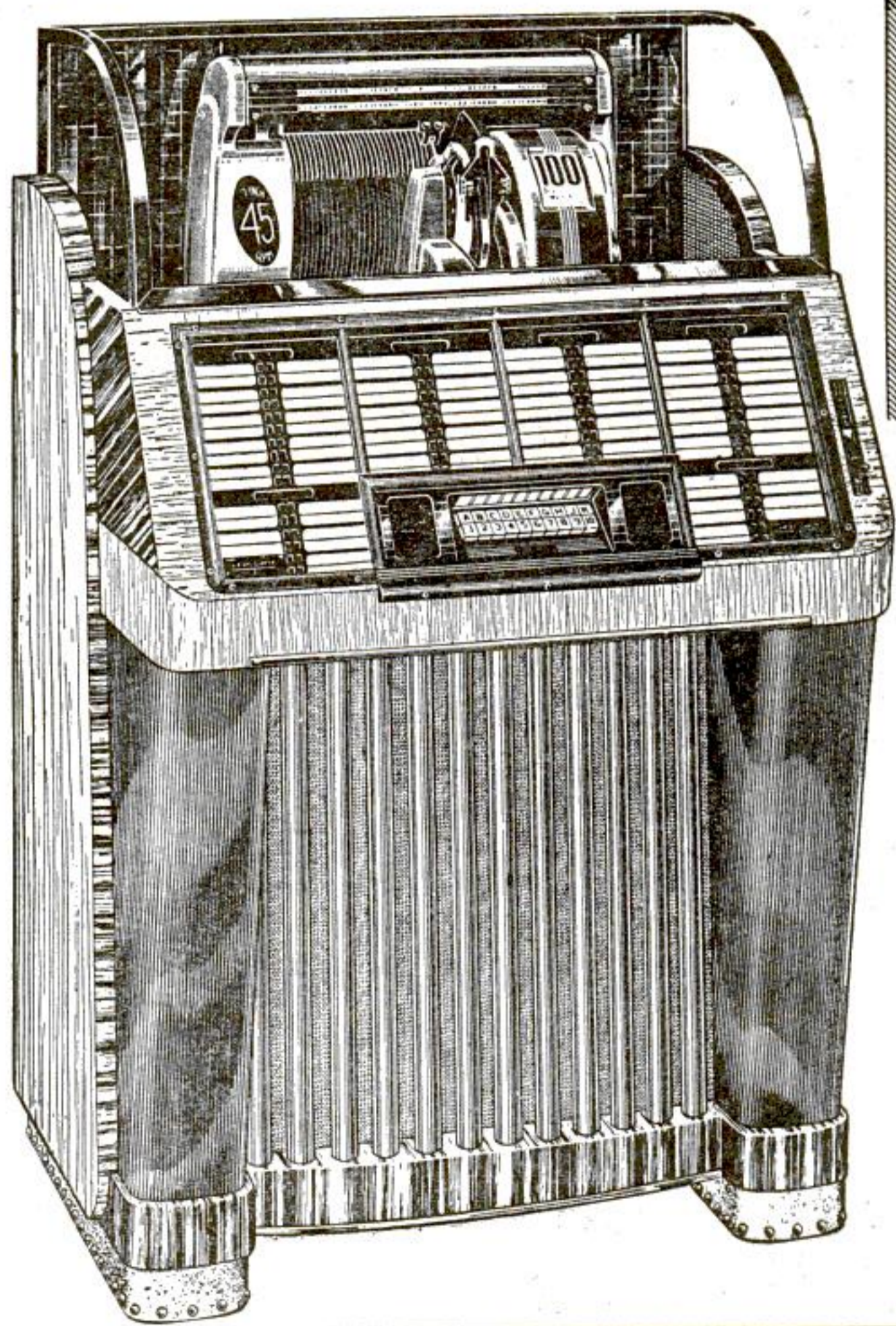
**ATLAS
MUSIC COMPANY**

Distributors for J. P. Seeburg Corporation

ATLAS MUSIC CO.
2200 N. WESTERN AVE.
CHICAGO 47, ILLINOIS

ATLAS MUSIC CO.
2217 FIFTH AVENUE
PITTSBURGH 19, PA.

ATLAS MUSIC CO.
221 NINTH STREET
DES MOINES 9, IOWA



**ATLAS MUSIC
COMPANY
of
PITTSBURGH**

NOW IN ITS 17TH YEAR...
IS PROUD TO JOIN WITH

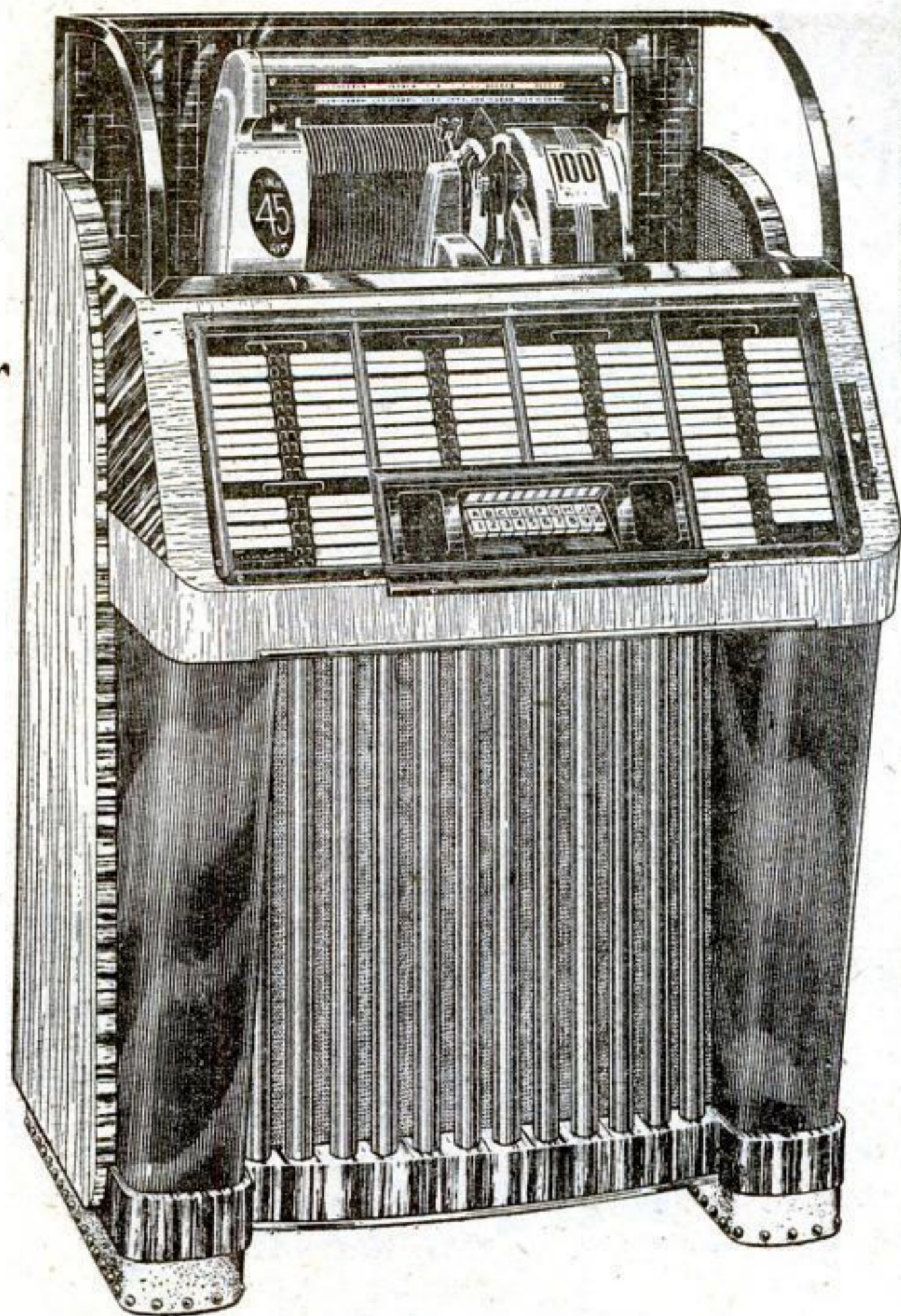
OTHER **Seeburg** DISTRIBUTORS
DEPENDABLE MUSIC SYSTEMS SINCE 1902

IN COMMEMORATING THE
65th ANNIVERSARY
of the
**MUSIC MACHINE
INDUSTRY**

ATLAS MUSIC COMPANY

2217 Fifth Avenue

Pittsburgh 19, Pennsylvania



In CANADA...
**R. C.
 GILCHRIST**

Brings you the finest in Music...

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902

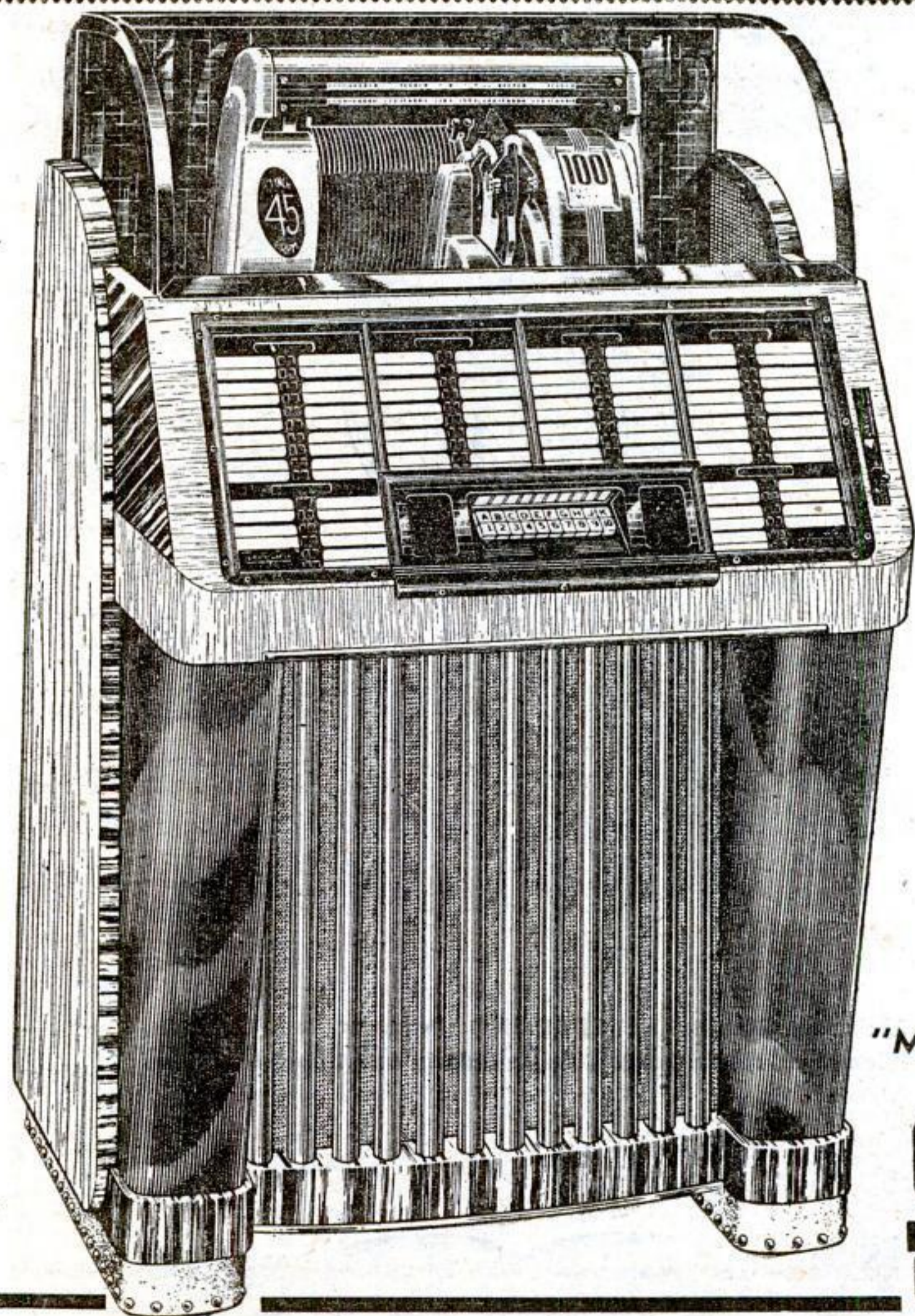
Select-o-matic

"We are proud to be the Canadian Distributors for the J. P. Seeburg Corporation and are pleased to be able to take part in the Sixty-fifth Anniversary of the coin-operated phonograph industry..."

Reg Gilchrist

R. C. GILCHRIST LIMITED

1166 Bay Street
 Toronto, Ontario, Canada



WE TAKE this occasion to express our sincere appreciation of the confidence placed in our organization by our customers... all of them successful operators of the world renowned

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902

Select-o-matic

WE OFFER you our assurance of our continued efforts to provide you... within our means... with the most profitable and efficient music system for your operation...

"MUSIC FOR EVERYONE"
 with

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902



WOLFE DISTRIBUTING CO.

549 Riverside Avenue
 Jacksonville, Florida

ATLANTIC PENNSYLVANIA CORPORATION KEEPS PACE WITH THE GROWTH OF THE AUTOMATIC MUSIC INDUSTRY!



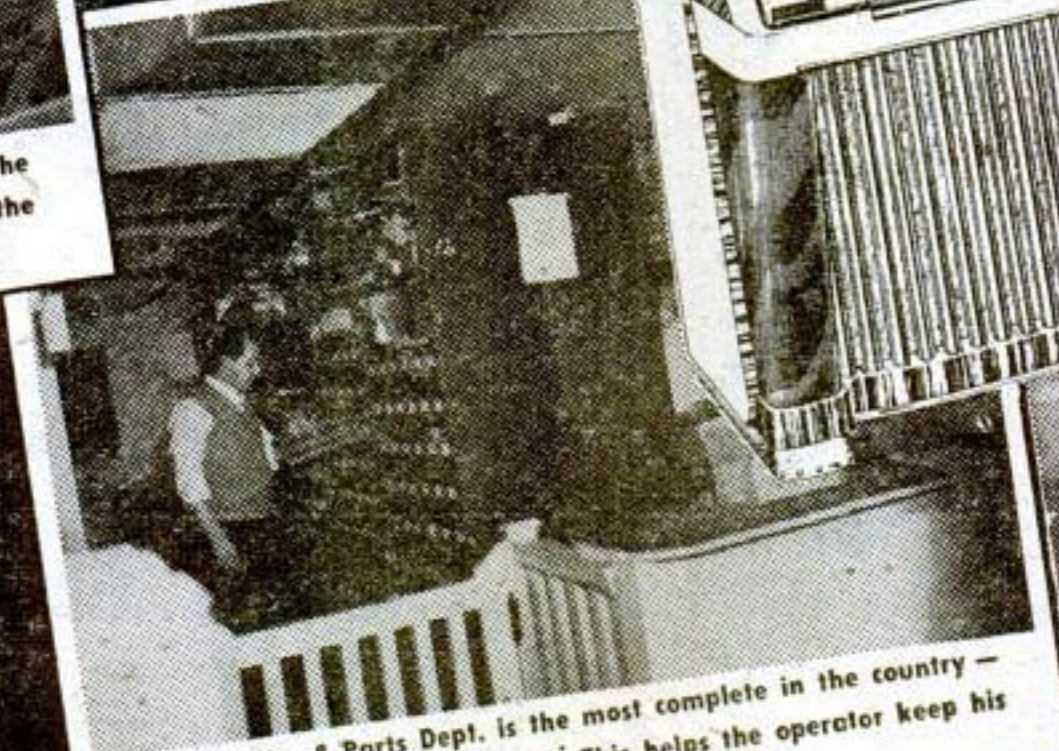
We maintain a complete "service school" which always has the welcome mat out to operators who want to keep up with the last word in operating techniques and developments.

We are dedicated to the principle that our industry serves its own best interests — by serving the public best — with the finest most modern equipment.

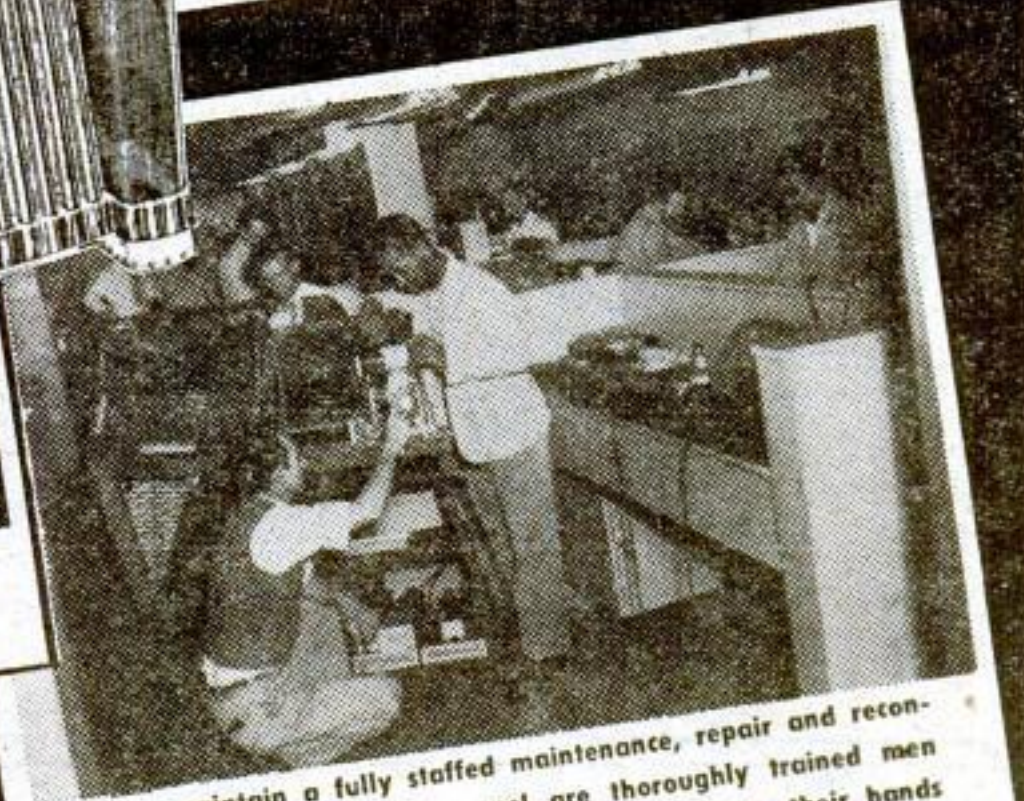
That is why ATLANTIC PENNSYLVANIA — serving Eastern Pennsylvania — Southern New Jersey — and Delaware will always be at the forefront of those who are most progressive — in their showrooms, services, and facilities.



We have just opened the most modern showrooms and demonstration center in the industry. Be sure to visit us.



Our Supplies & Parts Dept. is the most complete in the country — and assures immediate delivery. This helps the operator keep his equipment going — and his income steady!



We maintain a fully staffed maintenance, repair and reconditioning dept. Our personnel are thoroughly trained men who know their job. All equipment that leaves their hands is TRIPLE TEST GUARANTEED!

ATLANTIC PENNSYLVANIA CORPORATION

Exclusive Seeburg Distributors
334 N. Broad Street, Philadelphia, Pa.
Phone: LOcust 4-4415

As affiliates and exclusive distributors for the J. P. Seeburg Corp. we uphold their principle of assuring the finest music for everybody!

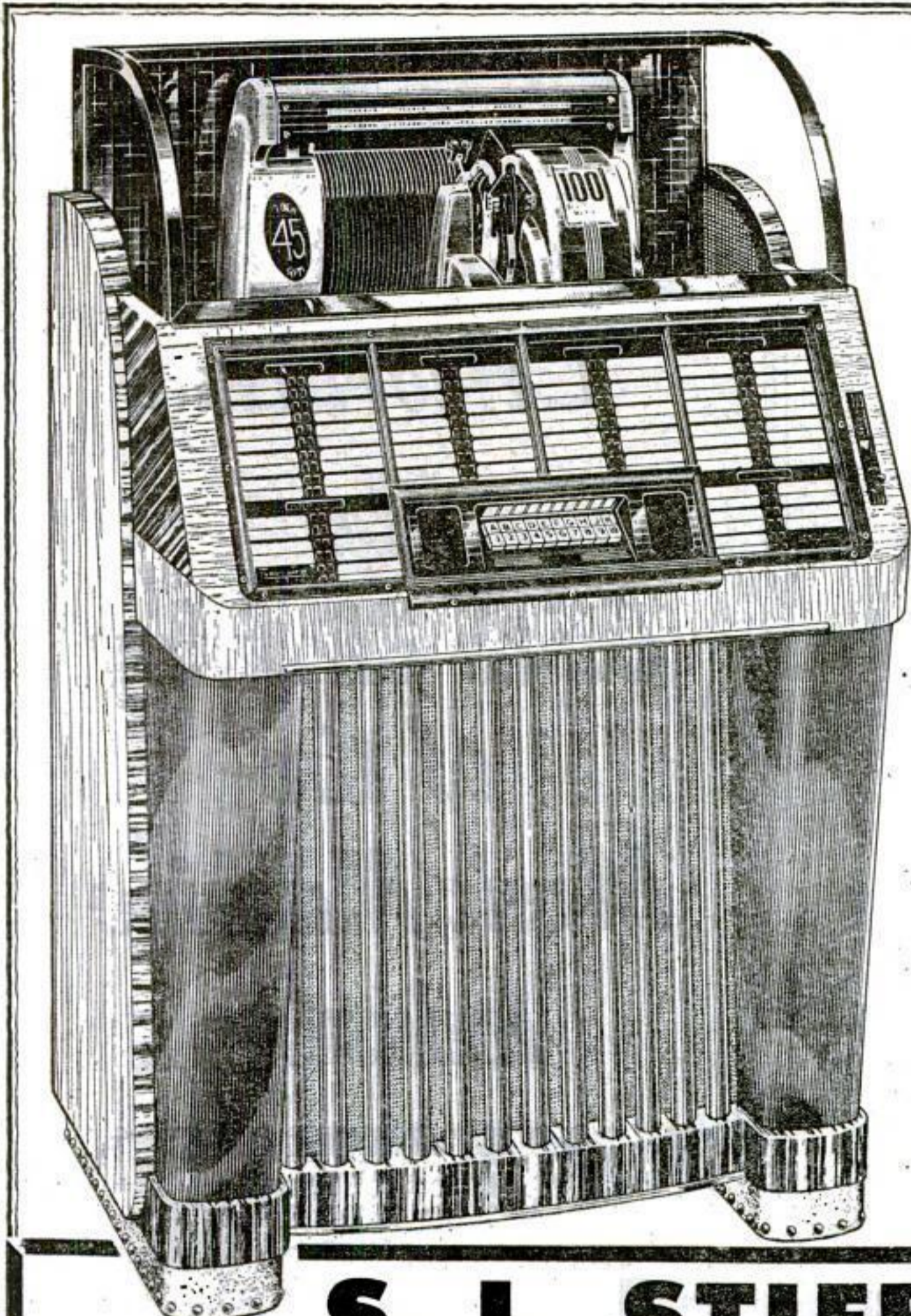
We are proud to participate in this notable commemoration

... and are most proud of our association with



Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. Londen Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612



A Salute to You...

The 65th Anniversary of the Juke Box Industry provides a very welcome occasion on which to express our sincere appreciation and to thank the best people in the world . . . OUR CUSTOMERS . . . of the mutually fine, friendly, business relations existing between you and our entire organization.

NEEDLESS TO SAY, THE GREAT

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

Select-o-matic



has provided all of us with a sound and profitable basis on which to continue on indefinitely these pleasant and friendly contacts.

Walter Waldman

S. L. STIEBEL COMPANY

Exclusive SEEBURG distributors in Kentucky, Indiana and Tennessee

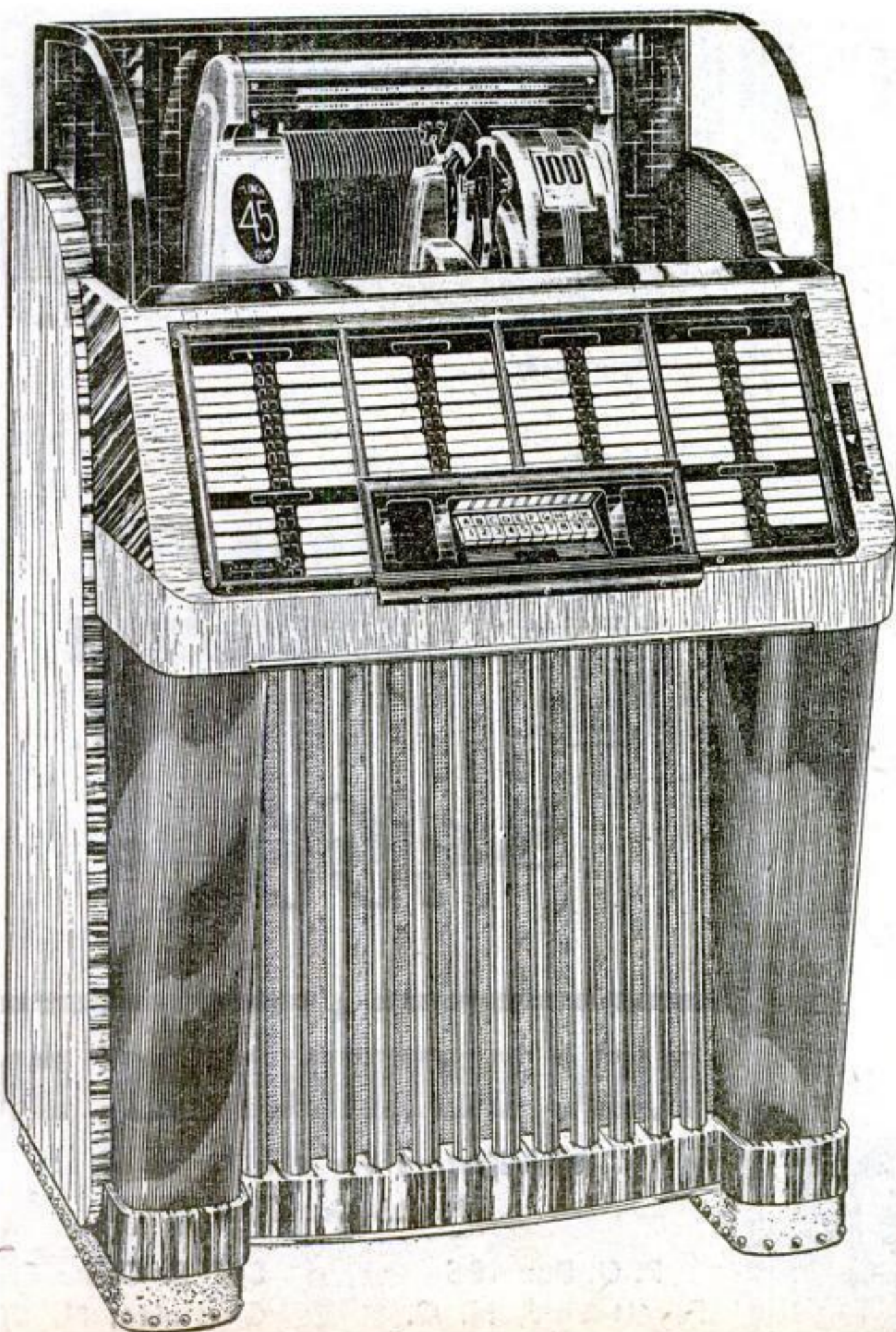
Offices at:

635 W. Main Street
Louisville, Kentucky
GEORGE M. HAPPELL, Manager

105 N. W. Sixth Street
Evansville, Indiana
FRED O. BAKER, Manager

313 Seventh Avenue "S"
Nashville, Tennessee
LEIGHTON H. SMITH, Manager

Select-o-matic



4 MUSIC SYSTEMS, INC.

Offices Serve The

OPERATING FRATERNITY

in

Northern Ohio and Michigan

CLEVELAND . . .

2600 Euclid Avenue (15)
CHerry 1-3801

DETROIT . . .

10217 Linwood Avenue (5)
Tulsa 3-3900

TOLEDO . . .

1302 Jackson Avenue (2)
Main 6192

LANSING . . .

1224 Turner
Phone — 54243

**DISTRIBUTORS OF
SEEBURG PRODUCTS
EXCLUSIVELY FOR
OVER 16 YEARS**



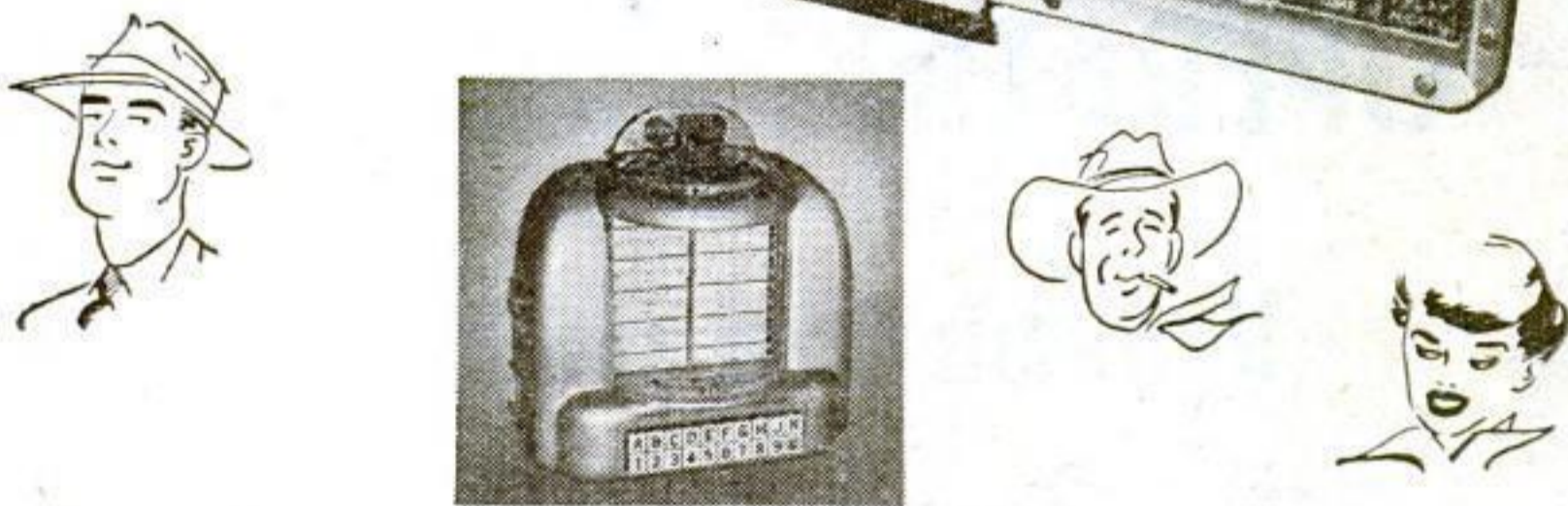
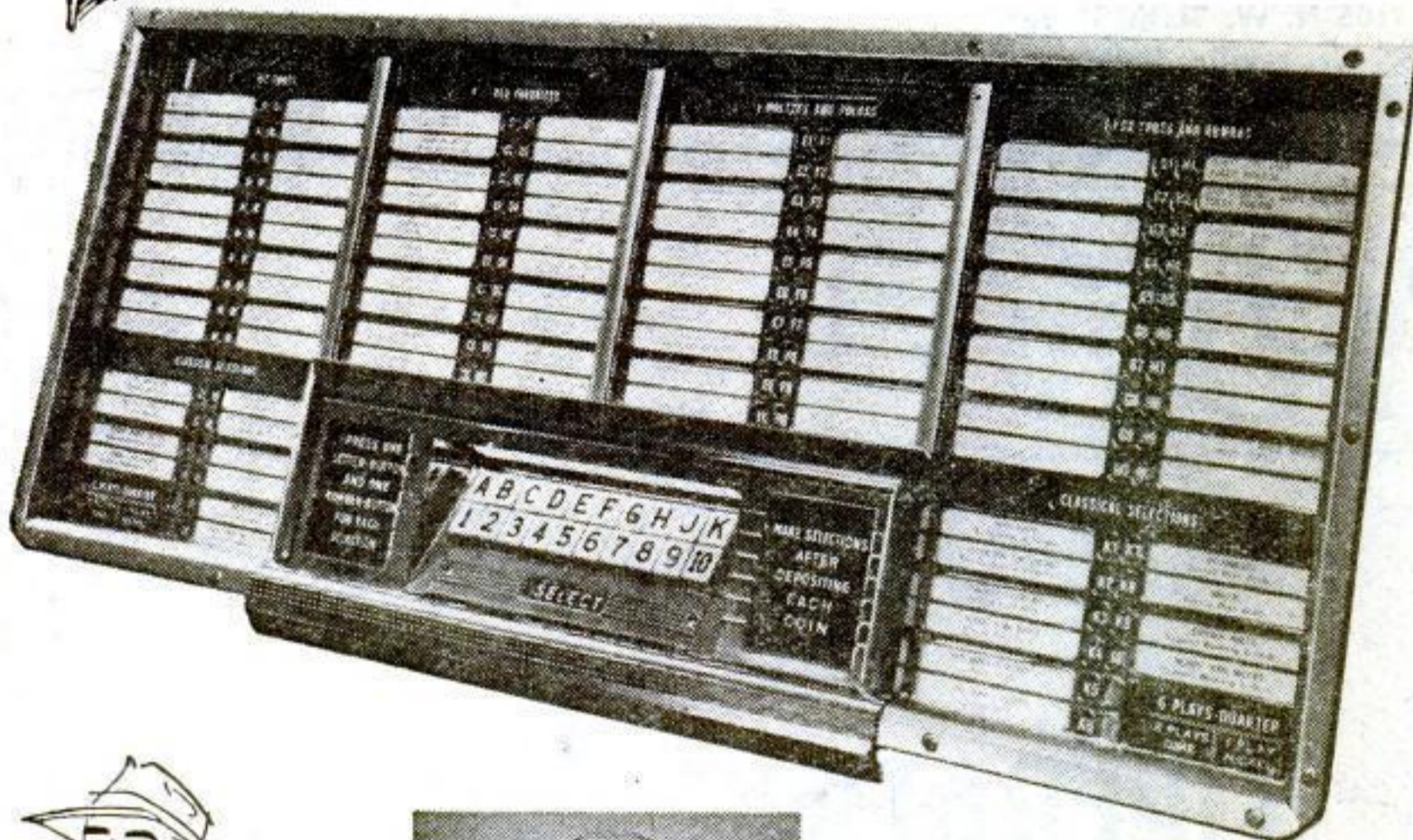
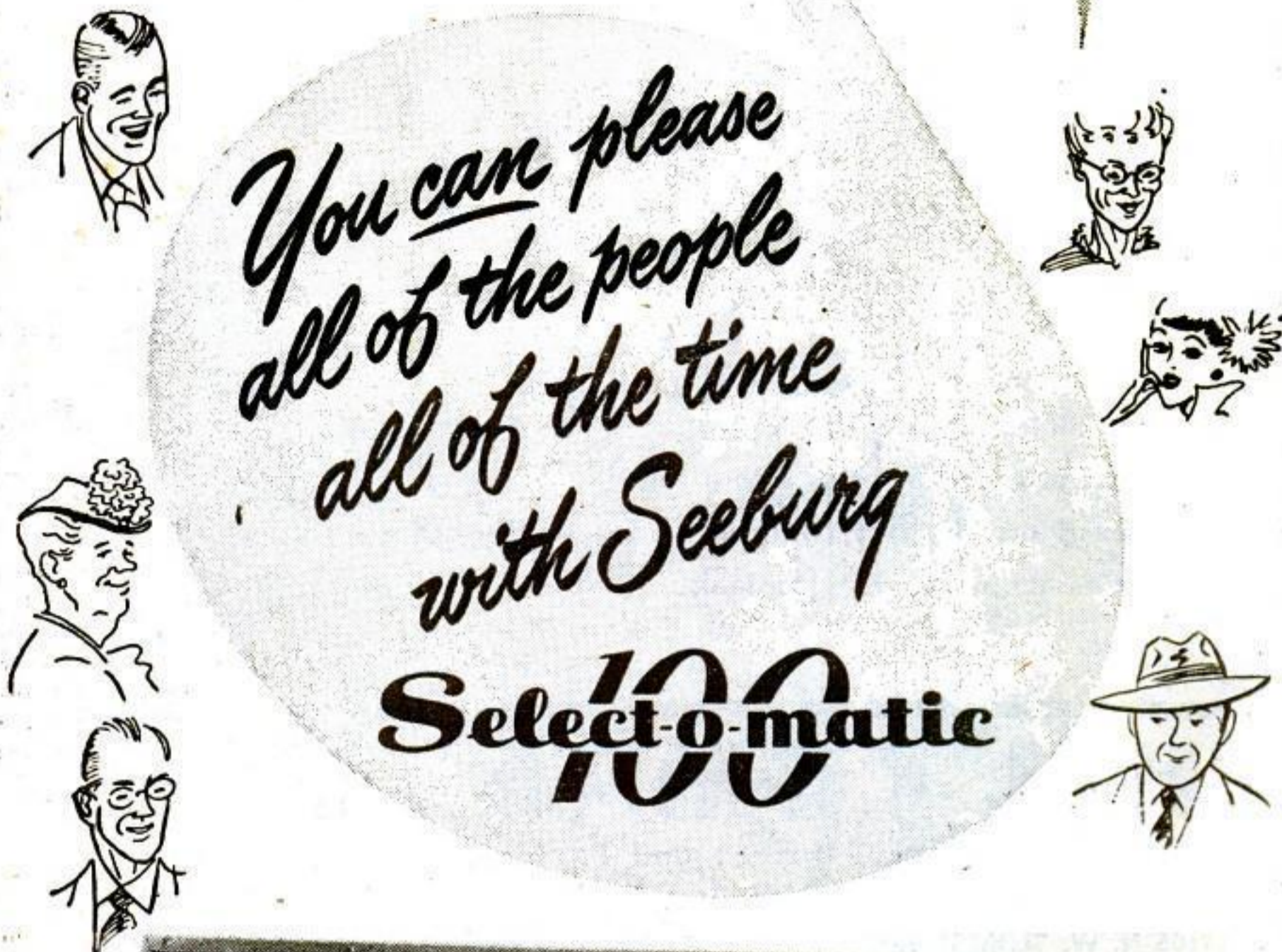
MUSIC SYSTEMS, INC.

S. H. Lynch & Co., of Dallas
has repeatedly told operators:

PROGRAMMING

is one of the great Seeburg success-features

*You can please
all of the people
all of the time
with Seeburg
Select-O-matic*



On the 65th Anniversary of the coin-operated music industry . . . we of S. H. Lynch & Company of Texas raise our 10-gallon hats in salute to the J. P. Seeburg Corporation, their ever-superior products, and their policies always to the benefit of the operator. There are so many reasons why the current Seeburg Select-O-Matic is the instrument that operators say increases play: showmanship that attracts and sells music . . . trouble-free mechanism that plays 45 r.p.m. scratch-free records vertically . . . automatic volume control . . . correctness of size and weight. In addition, perfectly planned programming — 100 selections in five natural classifications for easy choosing: (1) hit tunes, (2) old favorites, (3) waltzes and polkas, (4) fox trots and rhumbas, (5) classicals.

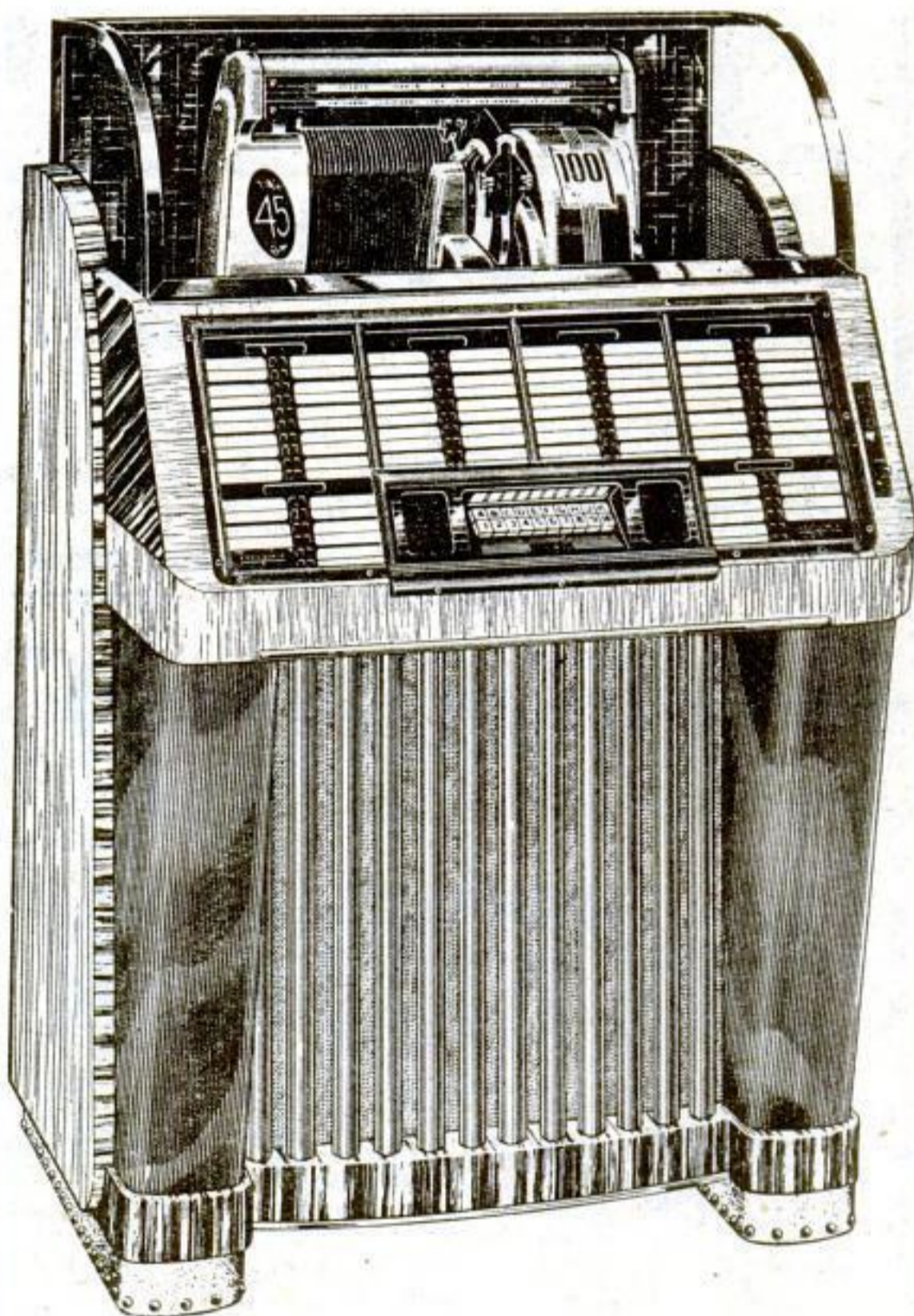
Music to please all of the people all of the time!

- ★ DALLAS
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*We're Happy
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Celebrating
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65th Birthday
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DEPENDABLE MUSIC SYSTEMS SINCE 1902

Select-O-matic

MUSIC DISTRIBUTORS, INC.

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Selectivity: The Magic That Built The Juke Box Industry

As long ago as the 19th Century juke box people found the gross rose or dipped when new records replaced older ones on the box.

RECEIPTS increase or decrease in various machines as the records, which are changed daily, are good or mediocre, and different localities require different attractions.

Take out the word "daily" and substitute "weekly" and that statement—made 62 years ago by one of the nation's early juke box operators—is a good prescription for success in the juke box business. The statement was contained in descriptive literature issued in 1891 by the Automatic Phonograph Exhibition Company of New York.

Coin-operated pianos, the Nickelodeon, the Kinetoscope, motion pictures, radio and finally TV have vied for public attention with the automatic phonograph. The coin piano is a museum piece.

Pictures, radio and TV are firmly established, but none of the three replaced the juke box.

The reason for the juke box's successful growth over the past 65 years can be summed up in a single word: Selectivity. The juke box was and is the only medium of public entertainment providing the kind of music the public wants to hear when it wants to hear it, and the variety of tunes offered has increased with the passing years.

Early Need

When Edison's original talking machine was outfitted with a coin chute, early operators were limited to playing a single cylinder. They recognized the need for varying the musical offering and did actually change the cylinder daily to cater to as many potential listeners as possible.

By 1896, the New York Multiplex Phonograph Company de-

veloped an attachment for the Edison phonograph which enabled patrons to rotate five cylinders—an early attempt at real selectivity. But the patron had to play each of the five records in succession; he couldn't skip from number one to number three without putting in a nickel for number two.

Altho it did not offer automatic selection, John Gabel's "Automatic Entertainer," built in Chicago in 1906, held 24 of the then-new 10-inch disk records. Customers could turn a knob to hear the disk they wanted without having to play their way thru the entire bank.

Piano Lost Out

From approximately 1905 until the 1920's, juke boxes and coin-operated pianos competed for the prize public outlets. The juke box gained steadily, gradually replaced the coin piano and the factor of selectivity was largely responsible: the pianos couldn't begin to compete on that score. The development of radio—and its contribution of power amplification, first built into a juke box in 1927—sealed the coin-operated piano's fate.

In 1927, the Automatic Instrument Company, of Grand Rapids, introduced a mechanism which

played both sides of 10 records. Patrons inserted their coins in one of 20 drops, and fully automatic selectivity was achieved.

From the end of prohibition to the beginning of World War II, juke box manufacturers concentrated on building phonographs which offered 12, 16, 20 or 24 selections. But at the end of the war, selectivity had been increased to 40, 20 records played on both sides, in the drive to offer the public an ever-wider assortment of tunes from which to select.

TV's Threat

Altho the introduction of radio dug into juke box grosses temporarily, no competitive entertainment medium posed as great a threat as television's boom from 1947 onward.

As new cities opened to TV, sets blossomed in bars, cafes and restaurants. A tavern without a television set going full blast was impossible to find. Juke box play felt the full impact of TV's novelty. Gross receipts dwindled disastrously and more than one observer was ready to write the juke box off as a major factor in the entertainment business.

But the old-timers in the juke box business, remembering radio and remembering why the juke box withstood its novelty, were not surprised when both the public and locations began plugging in the juke box for longer and longer hours, leaving the TV set dark except for special events.

Dark—For a Time

As TV goes into new areas today, these experiences are repeated: Every bar and grill buys a set. The juke box is dark—but only for a time.

So serious did the threat of TV competition appear that a rash of manufacturers got into the coin-operated set field believing operators would either have to go into this new enterprise or close their doors.

Except for hotel rooms and similar installations, coin-operated TV sets have disappeared, and the juke box is still attracting as many nickels, dimes and quarters as it did in any peace-time year.

There is only one explanation for the survival of the juke box, and its continued growth in the face of apparently tremendous odds, and that is selectivity.

In 1949, just as the effects of TV competition were beginning to wear off, the industry moved to widen the number and kinds of tunes it offered the public. That year saw the introduction of the first 100-selection phonograph by the J. P. Seeburg Corporation, and the first real national attempt to sell the public more than pop or national tunes.

40 To 120 Tunes

Today, the range of selections available on a new phonograph runs from 40 to 120 tunes. Seeburg and H. C. Evans are building 100s; Wurlitzer and Rock-Ola offer 120s, and AMI—successor to the Automatic Instrument Company—has 80.

In the number of selections the industry has come a long way over its 65-year history. But basically the business still depends on the operator's ability to select records, "good or mediocre," and on recognition of the fact that "different localities require different attractions."

How Juke Boxes Sustain Disks, Build Them Into Hit Category

There was once a time when record companies and publishers believed radio all-important to hit making. Now they know they need the juke.

Up until a few years ago record companies, publishers and artists spent most of their time romancing deejays in order to promote their records. This is not to say that they ignored the operators, but it is true that their main attention was devoted to the platter spinners. The reason for this was simply that they believed radio was all-important in making a hit, and the juke box merely a minor consideration. It is no deep secret that today record firms and others have found out otherwise, and that they now know both the deejay and the operator are important in putting over a new disk. Most will agree that the jock usually starts the disk on its way, but they have found out that it is the juke box that sustains the new disk and helps build it into the real hit category. In other words the functions of the jock and the operator in the modern music business complement—and are necessary to—each other.

Juke box exposure is of importance to almost any disk if it wants to jump out of the so-so category into the possibility class, or if the disk is to build from a possibility to a smash. Radio may furnish the music to

those at home or in a car, but it's the juke box that supplies the music in most other places. This is something that is still too often overlooked in estimating the importance of juke box exposure for a record. For boxes today are no longer confined to tap-rooms and taverns alone, but also are located in luncheonettes, diners, candy stores, drug stores, bowling alleys, amusement parlors and many other places where people gather for eating or fun. They are even occasionally found in beauty parlors. In other words, they are heard or played by people of all ages and in all walks of life. And it doesn't matter who puts the coin in the box, for in most cases everyone in the luncheonette or drug store hears the music.

Growing Trend

This has gradually become apparent to the diskeries, the publishers and the artists—the triumvirate that lends its talents to making records. When a publisher goes out on the road, he makes sure that he visits operators and one-stops as well as deejays, and when the operators hold their conclaves, key diskery artists do their best to be invited to display their talents.

And the diskeries, from the major firms down, send out many of their new releases to operators just as they do with jocks.

The objective of all record firms is to have their records played by the deejays and on the boxes at the same time. With the jock it is a simple matter to play a record as soon as it is received, and if he gets a good reaction to it, to play it again. If there is no reaction he can easily lay it aside. However, once a platter gets on a juke box, it is not that easy to lay it aside. It costs the operator money for his disks, and naturally he wants those records on his machines that will grab loot. This makes the operator's job more difficult than that of the jock, and is the reason many operators are late or wait to see what happens to a record before it is purchased for all the machines. It is better, according to an old slogan, to be safe than sorry.

Sure Bets

Obviously, the sooner a disk that is breaking for a hit is on the boxes, the sooner it will start to earn coins for the operator. Sometimes, via the testing method, it is possible for an operator to find out quickly whether a record has it or not. And, occasionally, an operator, like anyone else in the music business, can smell a hit from listening to a disk, and will jump on it as soon as it is available. A recent record that any alert op could have gambled on right from the initial samples, due to the combination of a top-flight songstress, a bright nov-

elty tune, and an important label, was Patti Page's "Doggie in the Window" on Mercury, which stayed at the top of The Billboard's most-played-on-boxes chart for many, many weeks.

Naturally, few records have either the apparent or the actual power of the "Doggie in the Window." Many platters that sound great do dismally on the boxes, and surprise hits out of left field are not as uncommon as they are supposed to be. In order to help the operator with this problem, the diskeries have special platters that they recommend especially for the boxes. Columbia Records sent out 1,000 advance copies of Johnnie Ray's "Somebody Stole My Gal" to operators a while back, so that they could be ahead of the game on this one.

Builders

When operators get on a platter, within a short time after the jocks get on it, and the disk is one that appeals to the public, the record is estimated to take off much sooner than it would if exposed only by the jocks. This is logical in that the disk quickly gets the added exposure of many of the country's 450,000 boxes. It means, too, that the public will have more opportunity to hear the record more often and will be tempted to go out and buy it more quickly. That is why the record firms would like the ops to jump on records right from release date rather than wait for it to show some action.

There is still a fiction that certain records are fine for deejay play and not so hot for boxes and vice-versa. Unfortunately, no one has ever been able to pin down exactly which records are best for boxes, or conversely, best for radio play. It is true that many look at the bright, bouncy efforts as juke musts, and rag-timey piano efforts are always called coin-grabbers. This might have been so when taverns were the only places that sported boxes, but it is not true today. It is hard to name any record that became a hit—slowly or quickly—that wasn't a hit on boxes as well as on radio. When Ezio Pinza sang

"One Enchanted Evening" on Columbia, the boxes used the records in spite of Pinza's operatic style. And when Perry Como sang "Don't Let the Stars Get in Your Eyes" on RCA Victor, his plea was heard as often on the boxes as it was on the radio.

Added Push

In other words there are few records that fit only one medium or the other. A record with blue lyrics is more liable to be played on the boxes than on the air, but operators have standards, too, and the blatantly double entendre disks do better at private parties than anywhere else. Operators have helped push some disks into the smash hit category that might have been only mild hits otherwise, among which are standards like "Beer Barrel Polka" and "Boogie Woogie" and more recently "Til I Waltz Again With You" with Teresa Brewer on Coral Records.

Succinctly, unless the operators get on a disk, it is difficult to build it into a big hit. The records, generally speaking, that the ops need on the boxes are the same ones that the deejay spins—those that the public will buy. This is true of pop, c.&w. and r.&b. disks, and even jazz, spiritual and semi-classical records, in those areas where the trade wants these platters. The operator's job is to offer the public what it wants. It is not to be expected that the operator, more than anyone else, can predict what records will make it in advance. But the combination of a strong artist, tune and nationally distributed label is a good one. There is also The Billboard's "Records to Watch," which contains considered commercial opinions of the music staff, and The Billboard's "Best Buys," as accurate a predictor of coming hits as hundreds of reports from all of the country can make it. Use of these features in The Billboard and a careful listen to the new disks can help the operator catch 'em on the way up right from scratch.

Is it important that operators catch 'em on the way up? Well, if not, the record may not move up very high, for all records need that potent juke box exposure. And a good selection of new records on a machine ups the take, something dear to the heart of all ops, and to the entire music business as well.

the Hit-maker



RED FOLEY

Congratulations to the Ops
on Your 65th Anniversary.
Red Foley



NEWEST RELEASE . . .

I BELIEVE *and* MANSION OVER THE HILLTOP

Decca 28694

Currently Riding High . . .

Billboard May 9
NEW RECORDS to WATCH
RED FOLEY
I Believe
Mansion Over the Hilltop—Decca 28694—
Here's a disk which stacks up as another
strong Foley catalog item. Could sell for a
long time.

BOX OFFICE HISTORY!

The Red Foley hillbilly package has just completed a 5 day tour of Texas . . . grossed \$75,000 in eleven performances.

Billboard May 16

HOT TODDY

DECCA 28587

"SLAVES OF A HOPELESS LOVE AFFAIR"

b/w

"BLUE LETTER"

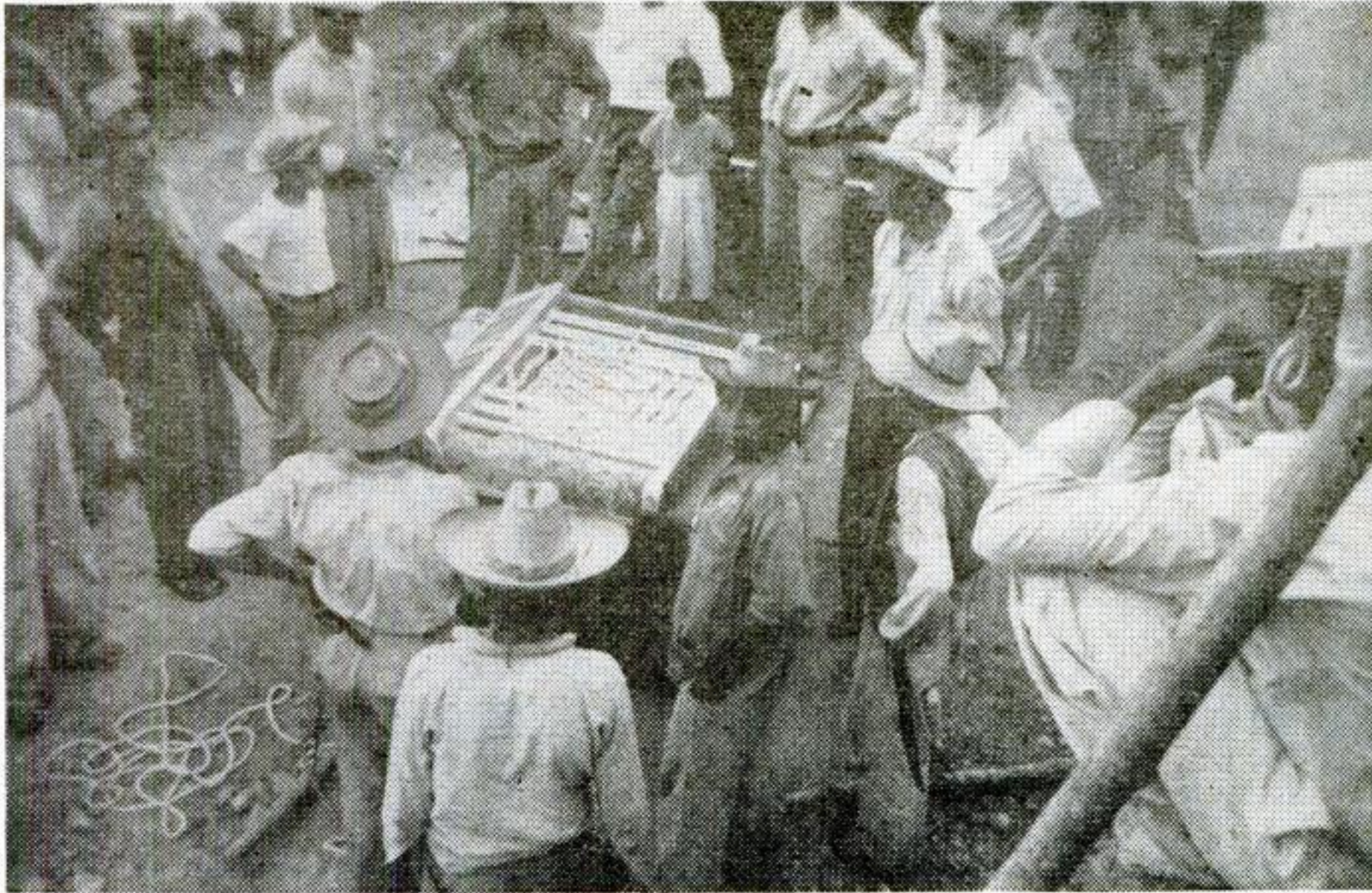
DECCA 28567

For Available Dates, Contact:



DUB ALBRITTEN

Noel Hotel
Nashville, Tenn.



The juke box is unloaded from the jeep and prepared for transportation on the shoulders of the men. The jeep was only used for 23 kilometers, the rest was too rugged.



Shoulder transportation began here, with 16 kilometers to go. Ahead lie the Puca Mountains and the destination, Lepaera.

A Juke Box Comes to Lepaera



The guide, Santos Rosales, a native of the Puca Mountains wears a palm hat and shoes made from old automobile tires.

HERE IS a picture story depicting the impact of the slogan of the music machine industry: The music you want, when you want it. Shown is a model 1500 Wurlitzer on its way to Lepaera, Honduras, because the people of that town and its surrounding territory want music. This scene is duplicated in many other parts of the globe—some easier to get to, others harder, but nevertheless gotten to. Rodolfo Diaz Zelaya, mechanic for the distributor, Casa Carlos A. Zuniga, accompanied the phonograph on its perilous journey over mountain trails by jeep and by shoulder. The trip was long and arduous but the result was a tremendous ovation.



The primitive road here is favorable for shoulder transportation. This road leads from Los Flores to Lepaera.



Another typical view of the natives carrying the juke box on their shoulders over the rugged and narrow mountain road. This is a coffee-growing area.



Native bearers approach the town of Lepaera on a scenic strip of road. Last portion of the journey was relatively easy. The site is near the west border.



This is typical view of the town of Lepaera which is located in Gracias (similar to our States), Honduras. The temperature here is generally very high.



The juke box arrives Sunday morning. Natives have gathered from all around the area to make selections on the phonograph in wooden hut at right.

The Modernaires..

... Salute the Juke Box Operators with a warm "thanks" for making our "New Juke Box Saturday Night" a smash hit and the unofficial theme song of the industry.

**"NEW
JUKE BOX
SATURDAY NIGHT"**
Coral 60899 (78 rpm) 9-60899 (45 rpm)

**AND
NOW
"2" BIG HITS
ON 1 RECORD**



**"SAY YOU'RE
MINE AGAIN"**

and -

**"HE WHO
HAS LOVE"**

CORAL 60982
(78 rpm)
9-60982 (45 rpm)

Direction
MCA



Management
Thomas P. Sheils

ON NATIONWIDE TOUR!
We'll be seeing you in...

- MEMPHIS, TENN.
Cotton Carnival (thru May 15)
- AKRON, OHIO
Yankee Inn—May 18 (one week)
- CLEVELAND, OHIO
Skyway Lounge—May 28 (one week)
- COLUMBUS, OHIO
Palms Gardens—June 8 (one week)
- DAYTON, OHIO
Equire Lounge—June 15 (one week)
- WASHINGTON, D. C.
Capitol Theater—July 2 (one week)
- LAKE TAHOE, NEVADA
Stateline Country Club—July 17 (2 weeks)

JUKE BOX—"Door Opener"

An Ambassador Without Language Troubles

Music Machines Pave Way for Introduction of Other Types of Coin - Operated Equipment

MANY apt terms have been applied to the juke box as an export item, yet one phrase sums it up best: ambassador without language troubles.

Another term, equally descriptive, is "The Door Opener." In virtually every instance where a country imported coin-operated equipment, it was the juke box that paved the way.

The value of the music machine in paving the way for other coin products is inestimable. Typically, foreign distributors begin by importing a few music boxes. Later,

the sales to these same firms increase. Then many of them try out either some games or vendors or both. In most instances this is the pattern followed by foreign distributors as shown by their sales records.

During 1952, 10,901 juke boxes valued at \$4,198,223 were delivered to foreign coinmen.

The 1952 total represented a record high for the juke box exporting trade. The previous high was set in 1947 when a total of \$3,967,859 worth of jukes were purchased by the foreign trade.

Reasons for Rise

Reasons for the rapid rise in juke box export sales are nu-

merous. One of the main factors in the postwar redevelopment was the comparative surplus of clean, used units in this country in 1947 and 1948. New products were rolling off the expanded U. S. production lines in unprecedented numbers, and used machines were beginning to back up in distributor warehouses and operator headquarters. Since foreign firms were eager to get equipment to replace worn-out units they had operated since 1939-1940 and preferred used equipment because of lower prices, much of this type of equipment started to flow into foreign markets.

Later, overseas operators became acquainted with late model equipment and its potential on location. Demand for new machines sent dollar values upward. The new phonograph is the preferred item in today's export market.

Another factor in the rise of the export market was the influ-

ence of modern design which enhanced both the customer attraction value and made for easier servicing features. Proof of this is that in four years Venezuela has increased its importation of jukes five-fold from \$238,442 in 1947 to \$1,017,951 in 1952. The number of machines imported in 1947 was 391 compared to 1,065 in 1952.

Five Top Countries

The five top countries importing juke boxes provide many patterns in foreign buying habits over a period of six years.

Venezuela showed a steady rise culminating in a 500 per cent increase for the period. Canada, short of dollars temporarily, banned juke imports for a 3-year period (1948 to 1950). However, since its return to the market, Canada's purchases steadily climbed toward the level of the previous high, which was \$1,233,213 in 1947. Last year, Canadian juke box imports totaled \$704,870. Of the top five, Cuba alone

showed little fluctuation. Belgium's imports were constant until last year, when they boomed for a 200 per cent increase.

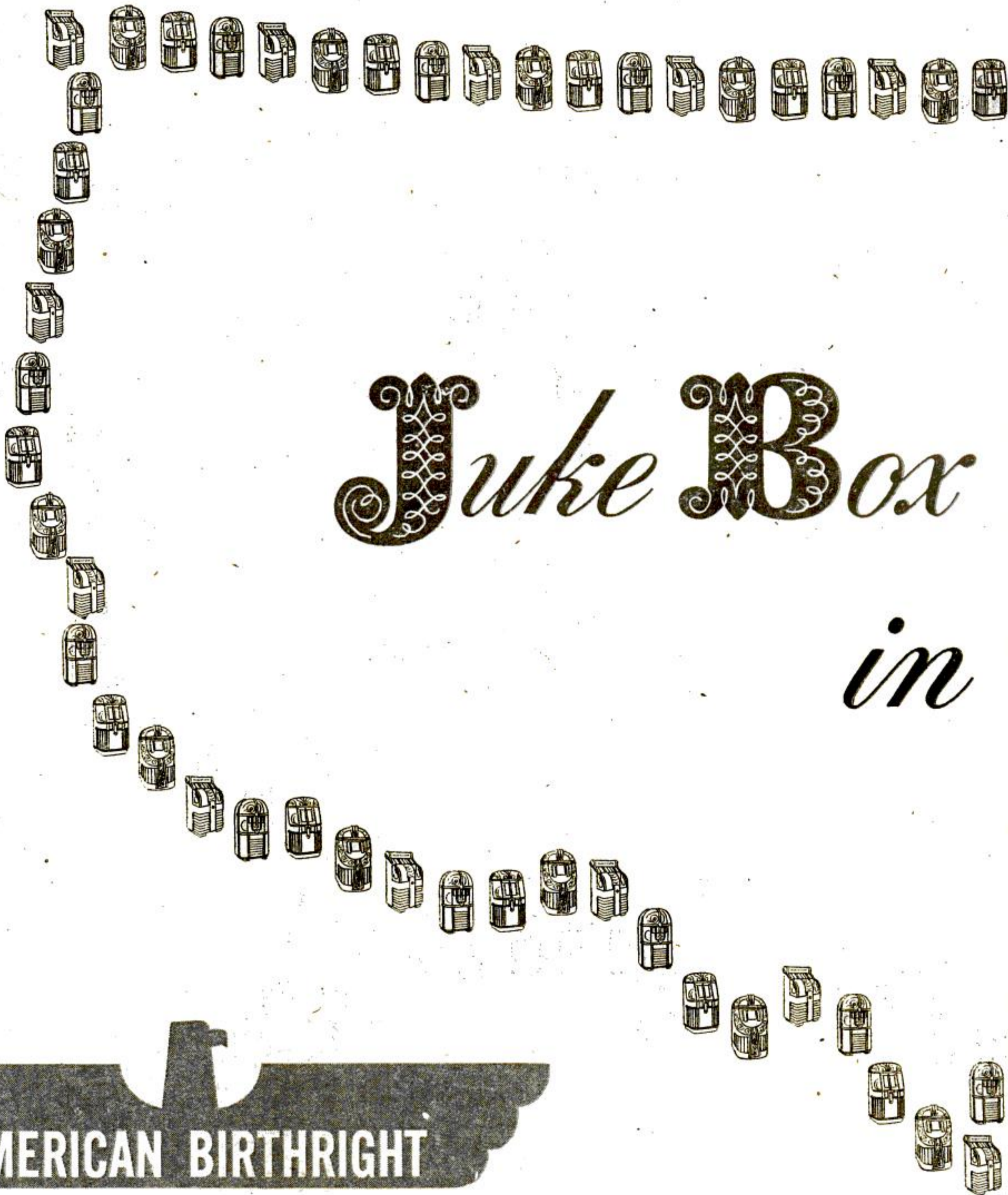
An important factor in the export picture is the number of juke boxes assembled in Canada and Mexico. Both import the mechanisms of the machines and build their own cabinets to encourage local industry and escape the high duty on the finished product.

U. S. Department of Commerce statistics show that the demand for overseas placement of juke boxes was fanned by World War II. In some countries, such as Japan, location of jukes in G.I. canteens spurred the interest of the Japanese working there. Soon these people were playing the boxes themselves.

The outlook for the future of the export trade has never been better. Exporters agree 1953 will set new highs for juke box shipments.

Juke Box Exports--1939 to 1952

Country	1939	1940	1946	1947	1948	1949	1950	1951	1952
Argentina	\$ 1,073	\$ 1,798	\$ 26,264	\$ 145,704	\$ 24,739				
Australia	4,383	373	500	4,050	4,050	\$ 500	\$ 2,304		\$ 11,410
Bahamas		125	125	658	658	605	1,104	\$ 8,110	845
Belgium	970	645	8,335	28,854	3,336	49,373	255,491	285,131	412,316
Bermuda			3,434	4,617	800		760	2,860	
Bolivia							1,935	1,003	
Brazil	2,917	8,403	10,613	41,477	8,384	650		3,150	
British Guiana			1,420						
Canada	195,262	190,608	949,170	1,233,213	31,203	1,649	264,087	633,307	636,619
Ceylon		270				571			
Chile		6,457	2,810				1,460	6,383	16,694
China	335	248	3,010						
Columbia	5,856	32,873	212,410	313,222	450,803	42,310	62,549	35,888	75,757
Costa Rica	1,566	884	1,910	8,062	12,376	2,456	767	1,554	4,898
Cuba	62,002	17,023	148,060	424,123	322,426	163,183	275,628	505,986	478,026
Curacao			2,157		24,647	1,312			
Dominican Republic	330		90	2,283	8,344	16,891	10,859	28,542	30,280
Denmark								2,112	
Ecuador			2,275	3,140				1,000	
Egypt		190					3,490	3,825	345
Finland						8,000			
France									46,562
Guatemala	3,354	3,761	19,086	109,936	33,380	65,427	90,840	132,538	59,724
Germany				752	2,008	11,029	2,697	2,072	1,210
Haiti				15,624	20,920	49,054	5,732	6,993	2,693
Honduras			1,010				67,088	39,446	30,371
Hong Kong	346					12,938			
Iceland									
Iraq									
India				1,806	1,973				
Ireland		656			980		2,055	15,849	5,410
Jamaica	312	892		793	599				
Japan				1,806	24,777	44,699	44,423	75,961	30,056
Madagascar									
Mexico	279,482	222,993	616,899	824,493	35,184	29,954	21,092	201,117	454,065
Netherlands	1,954	551		1,405				19,815	53,524
Netherlands West Indies	1,042	1,627				22,166			
New Zealand	307					605			650
Newfoundland			5,042	27,472	21,883	17,420			
Nigeria									
Nicaragua			1,181	4,892	3,106	1,250	14,265	14,486	28,624
Palestine								2,675	
Panama (Canal Zone)	485	2,675		675	14,852	933			532
Panama (Republic)	5,103	25,808	22,400	55,487	20,586	50,426	59,960	30,858	36,614
Peru		2,612		6,269	632	1,211			11,116
Philippine Islands	6,884	27,759	26,774	114,019	89,613	65,364	6,175	19,558	20,807
Port. Africa		65							
Portugal		90		3,815	900	3,025	800		
Russia		1,124							
Saudi Arabia					6,530	2,663			
Salvador	4,715	4,698	20,038	87,103	28,868	43,676	112,607	157,347	90,121
U. of So. Africa	833	1,266	96,215	189,370	149,512	1,362			4,929
Spain		310							
Surinam	195								
Sweden	3,102		950		2,146		1,170	1,989	972
Switzerland				693	3,261	31,387	71,285	46,116	64,797
Thailand		291							
United Kingdom	34,711	113		13,920			1,830	8,955	200
Uruguay		1,905					2,527	21,659	24,831
Venezuela	2,439	7,602	47,295	238,442	333,511	402,247	463,932	714,738	877,873
Other Countries	21,046	171	3,169	62,490	9,458	146,323	23,820	30,738	636,016
TOTALS	\$641,004	\$566,866	\$2,222,642	\$3,967,859	\$1,696,445	\$1,260,659	\$1,872,732	\$3,058,749	\$4,138,884



Popular music, available to all through the medium of the coin-operated phonograph, is indeed an American birthright. Only a few of us can play any other kind of musical instrument, but *all of us* can play the juke box. Not all of us go to expensive night clubs and hotels, the theatre, the concert or the opera. But when any of us feels in the mood for music, we all can find it within easy reach on the juke box.

The appetite whetted for music need not take anything or everything to satisfy its hunger. The music menu provided by the juke box is so rich, so varied that each and everyone of us can select exactly the tune, the song and the performer we love and long to hear. Of all musical performances, the juke box alone has the availability and versatility of program which permits each of us to make his own selection from a wide choice of offerings. This generation of Americans regards the juke box



U.S.A.

as an indispensable American birthright, a deep-rooted national pastime. More people play and enjoy it than baseball. Playing the juke box is not merely a spectator sport, but always richly participant and personal.

Music, whose basic rhythms beat in cadence with human nature, has received its greatest impetus in our time from the juke box. Not a day passes but that studios in Hollywood, Chicago or New York are crowded with hundreds of musicians painstakingly recording new numbers for the millions. Every week a new name flares forth in the world of music, a new star is born, a new thrill is sent over the country giving hope and ambition to countless aspiring song writers and performers whose merit, in the American way, wins deserved recognition through the juke box.

AMI Incorporated feels it is our opportunity and our *duty*, every day and every year, to make the juke box better serve and please more Americans.



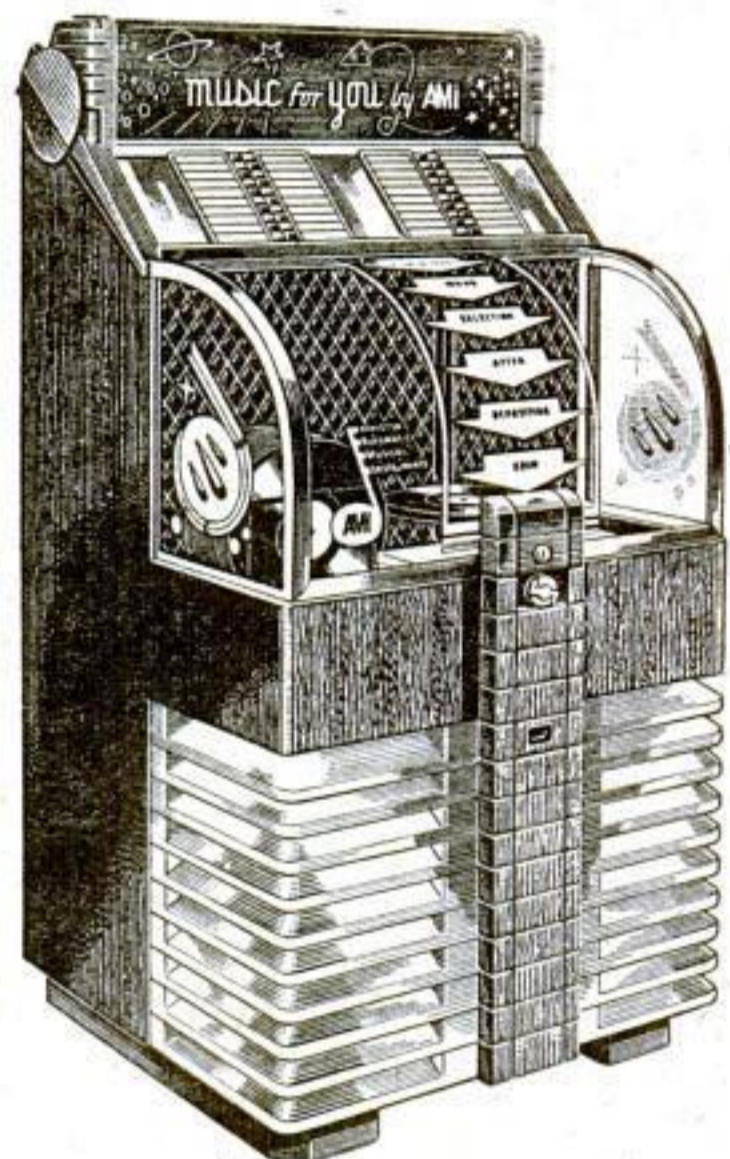
General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan



MORE WHEN YOU BUY

AMi

THE FINEST MUSIC ON AMi



- True Tone Reproduction
- Fine Appearance
- Styling

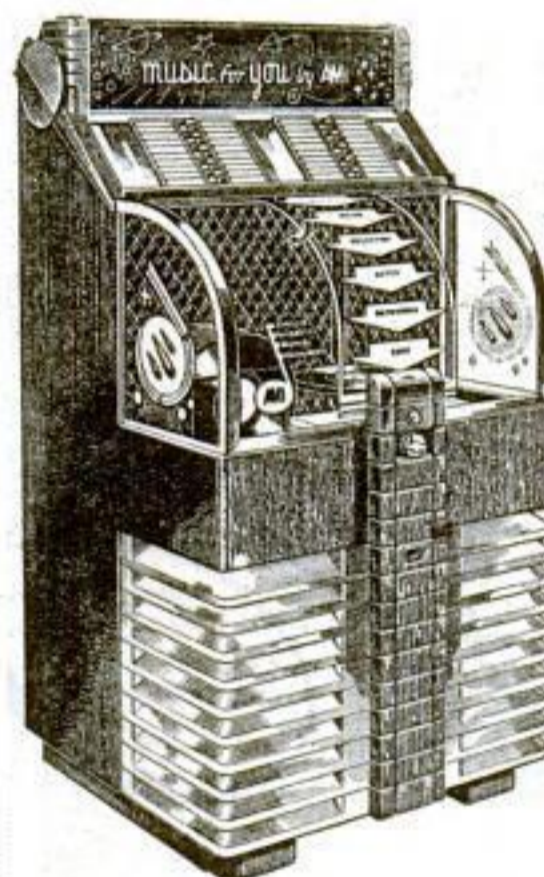
65 years of music machine developments find their finest expression in this AMi. An attractive appeal for location owner and customer alike.

Music for You by **AMi**

To our customers . . . thank you for your confidence in our organization. We believe we are backed by the finest name in music today . . .

AMi.

Harold Lieberman



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- Bally
- Chicago Coin
- Williams
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LIEBERMAN Music Co.

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Minneapolis, Minn.

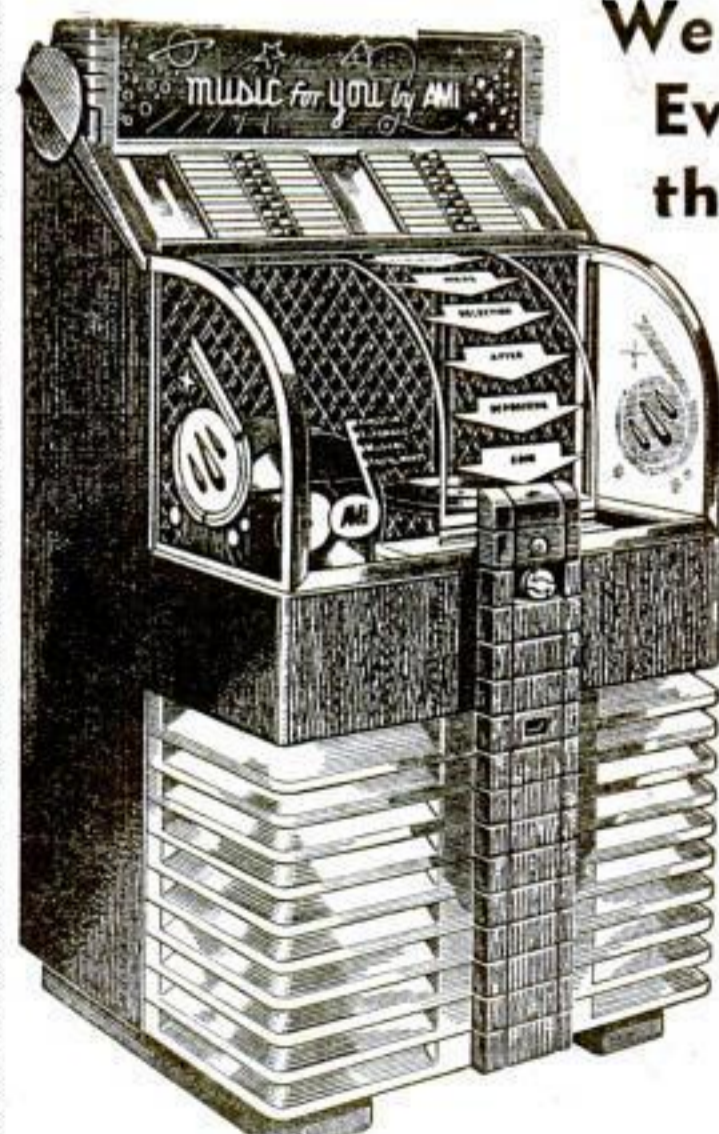
YOU GET MORE WITH

AMi and UNITED

We Have
Everything for
the Operator:

- ONE-STOP
RECORD
SERVICE
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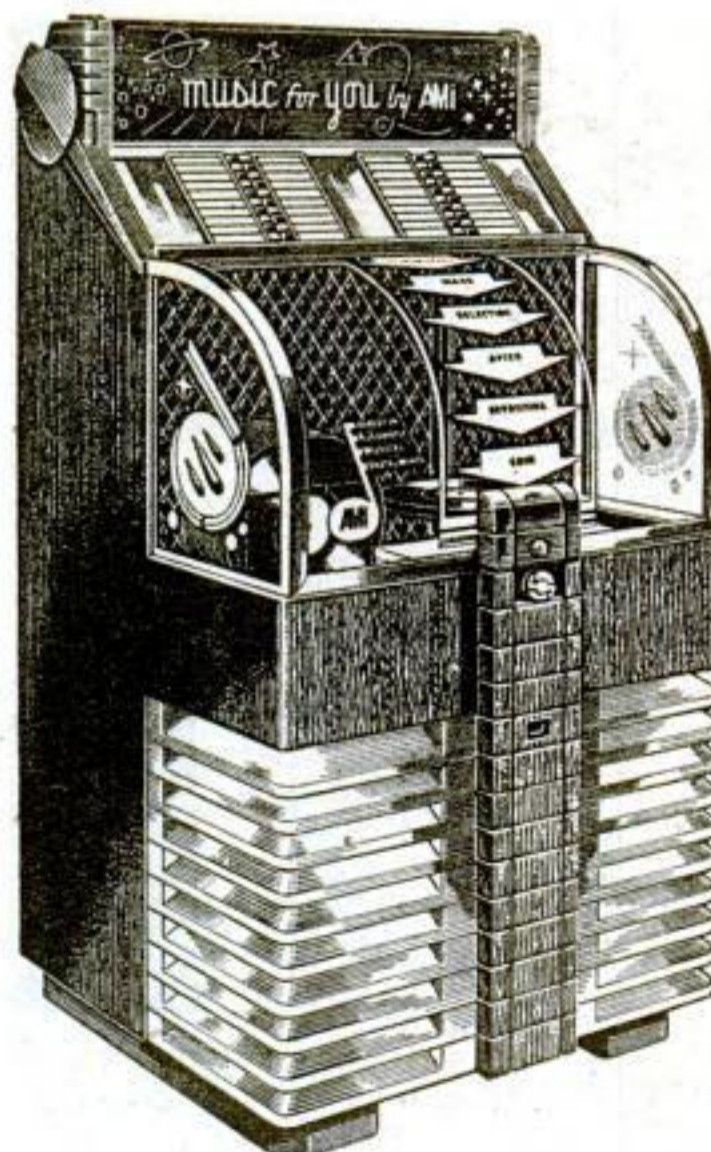
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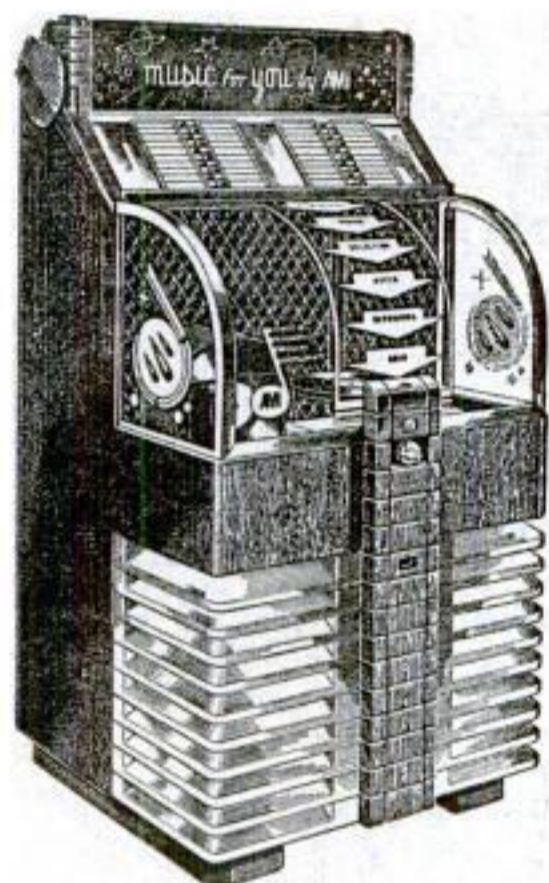
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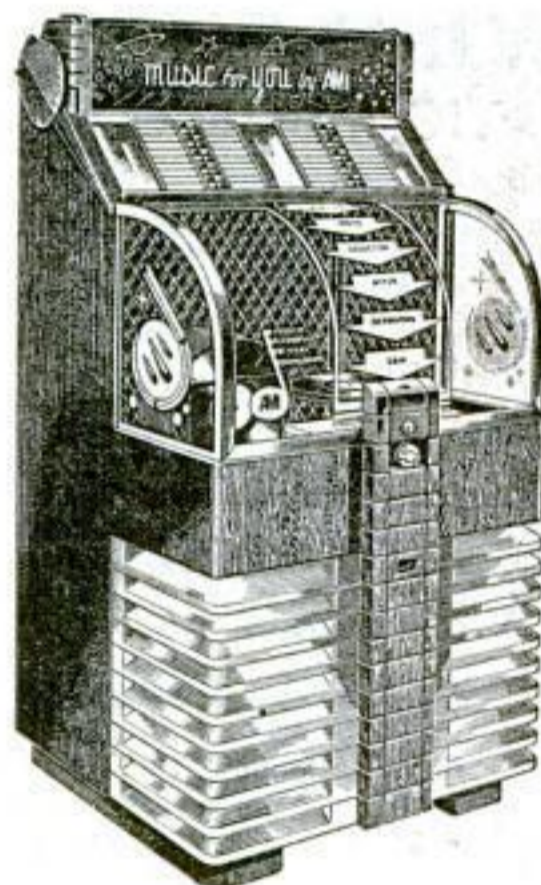
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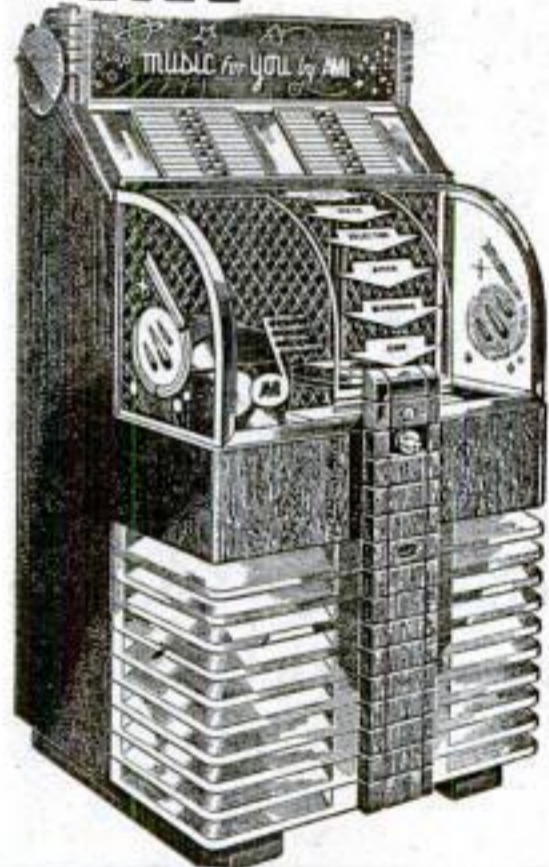
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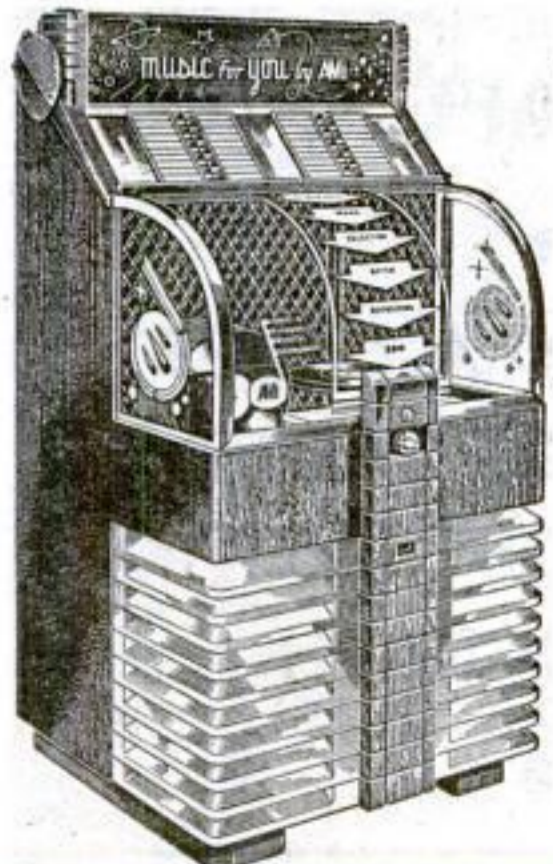
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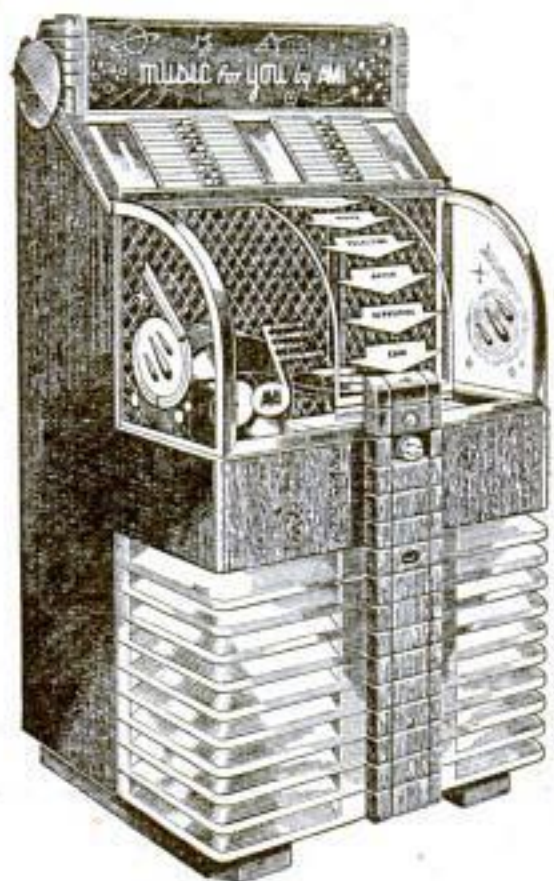
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Greetings...

on this significant occasion

65th ANNIVERSARY
MUSIC MACHINE INDUSTRY.

30th ANNIVERSARY*
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**You are cordially invited to attend our big 30th Anniversary Party, Saturday and Sunday June 13th and 14th.*

Exclusive **AMi** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC
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On this ★
65th Anniversary
of the Juke Box

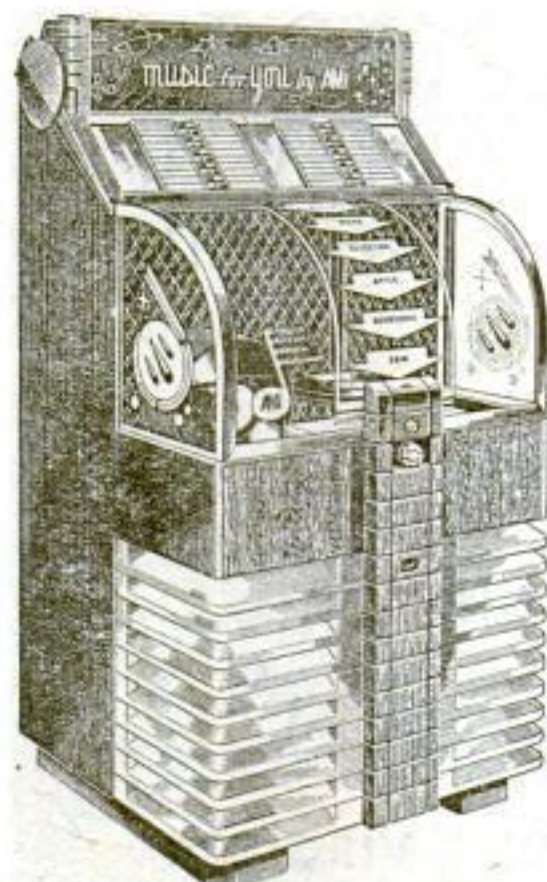
We congratulate
JOHN HADDOCK
and his AMi staff
for their outstanding
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Because of their
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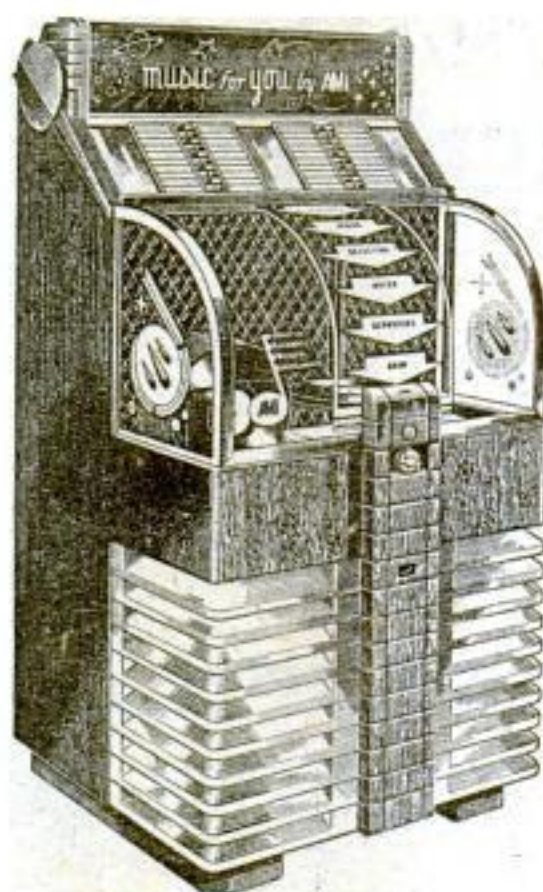
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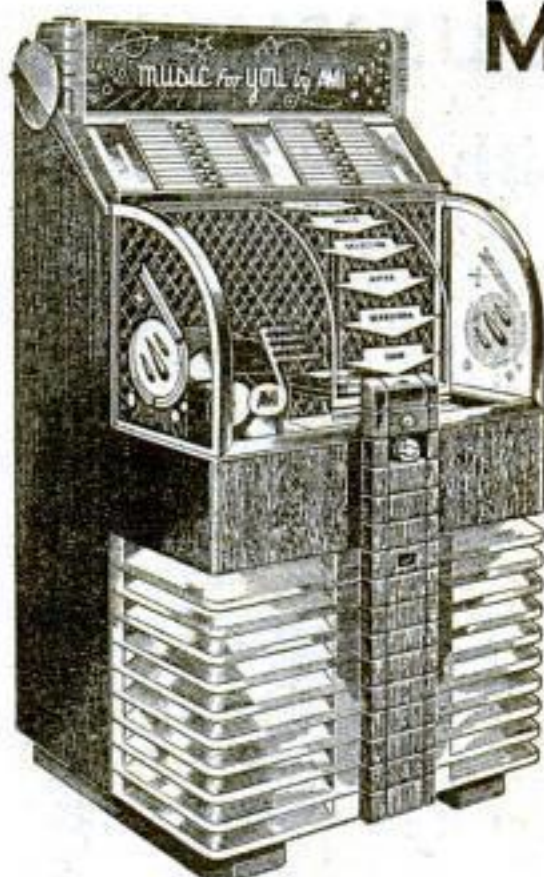
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Juke Box Influence On Record Business

By IS HOROWITZ

Juke boxes have exerted a continuing influence on the record business over the years and their importance within the framework of the industry remains unimpaired today. If anything, it has become more pronounced in recent years. And this influence is not only felt at the consuming end, where the coin phonograph industry is a vital and much-sought-after market. The influence exerted by juke boxes, in greater or lesser degree, makes itself felt at almost every level of the record manufacturing business — sales, technical, promotional, and even plays a part in the hallowed sphere of artists and repertoire.

However, it is as a market that America's 450,000 juke boxes perform their most obvious function for record manufacturers. Operators buy records at the rate of some 60,000,000 annually. This considerable amount accounts for an estimated 15 per cent of the total output by all diskeries. But the figure becomes even more significant when it is realized that operators consume about 30 per cent of all single-platter merchandise produced today, ruling out LP's, albums and kiddie records.

No Luxury

To an operator, records are not a luxury. He must buy them to remain in business. Tho he may purchase more at some times, and less at others, his machines must be fully stocked at all times. It is for this very reason that the juke box market holds even greater value to record manufacturers than their considerable day-to-day purchases. Collectively, operators add a valuable measure of stability to the manufacturing process. From year to year manufacturers can estimate with reasonable accuracy how many disks will be absorbed by this market. This helps diskeries set up realistic production schedules in order to keep their plants running consistently. Basically, the juke box represents bread-and-butter business that often provides the fat for experimentation and expansion elsewhere.

Technical Level

On the technical level, the influence of juke boxes on the record industry has been equally pervasive. In a very real sense they act as a constant check on acceptable standards of quality. Turn out disks pressed on substandard material that wear gray in short order and it won't be long before beefs by operators will reach top diskery executive levels. Operators as a group can be credited with exerting the main pressure on manufacturers to up material standards following World War II, when certain materials critical to the long-playing life of disks became available again.

This is not to state that manufacturers themselves are not always striving to improve their product. This they do constantly. But the operator, to whom record wear is a measure of the cost of operation, certainly acts as a stimulus not wise for the manufacturer to ignore.

There are other technical factors that concern the operator more than any other segment of the record-buying public. For instance, It behooves any manufacturer to be certain lead-in grooves are properly pressed on their disks. There is no one to nudge the tone arm onto the playing surface on location, and a service call resulting from such reason is sure to be resented by Mr. Operator. Service calls are costly to the route owner, and he is likely to look with a jaundiced eye on any label with a history of poor lead-ins. On occasion this has been a problem manufacturers have had to live down.

One other point may be mentioned to illustrate the influence operators have on technical matters. This is the matter of sound levels. Most juke boxes do not automatically compensate for varying levels of volume, and there is nothing more annoying on location than to have to reach behind the phonograph to boost the volume for a quiet disk, so that it can be heard properly, or tone down a loud side that blasts forth and annoys patrons.

A.&R. Matters

In a.&r. matters, the juke box influence on diskery policy, tho subtle on occasion, is no less pronounced. Tho it is undoubtedly a truism that operators buy more of those records, featuring nationally popular artists and tunes, that are in demand generally, there are also certain artists whose performance record is more consistent on juke than over the retail counter. Each label has a few of these on their roster, and they cut material, slanted to the tavern market, which are welcome money-earners for the manufacturers, altho the platters may rarely create much excitement in other markets.

There has also been a strong pressure from operators over the years to reduce the playing time of disks. Time is money to the operator, and his earning potential is a direct function of the time it takes to play the disks his machine stocks. All other considerations being equal, the alert operator is almost certain to favor the shorter side when filling his record needs.

Related to this factor is the growing realization among diskery chiefs of the way many operators audition disks before purchase. Perhaps rightly, the operator has come to believe a record must show its power in the first few spins, and if a new entry doesn't capture his attention quickly, he'll pass it up for another contender. Largely due to this habit, records more and more get into the meat of the song right off and rarely make use of time-consuming introductions.

More than any other record buyer, the juke box operator is also concerned about what is on the flip side of a new record. All modern coin phonographs play both sides of the disks they carry and the wise operator examines each to estimate its potential. Coupling, as a result, has become more critical for diskeries who hope to realize optimum operator results.

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America's Great country star...

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HALF-HEARTED

Both with String Band Acc.

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78 rpm 21108 • 45 rpm 4-21108



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"SAY YOU'RE
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"The
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**TOO
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**DON'T
YOU
CARE**

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America's Fastest Growing Record Company
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Coral 60996 (78 rpm)
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Eydie has a **HIT**



EYDIE GORME



the three **McGUIRE** Sisters

and... are **LUND**

Sings

Sing

FRENCH

and **ALL NIGHT LONG**

Coral 60977 (78 rpm) and 9-60977 (45 rpm)

TELL US WHERE THE GOOD TIMES ARE

and

HEY! MISTER COTTON-PICKER

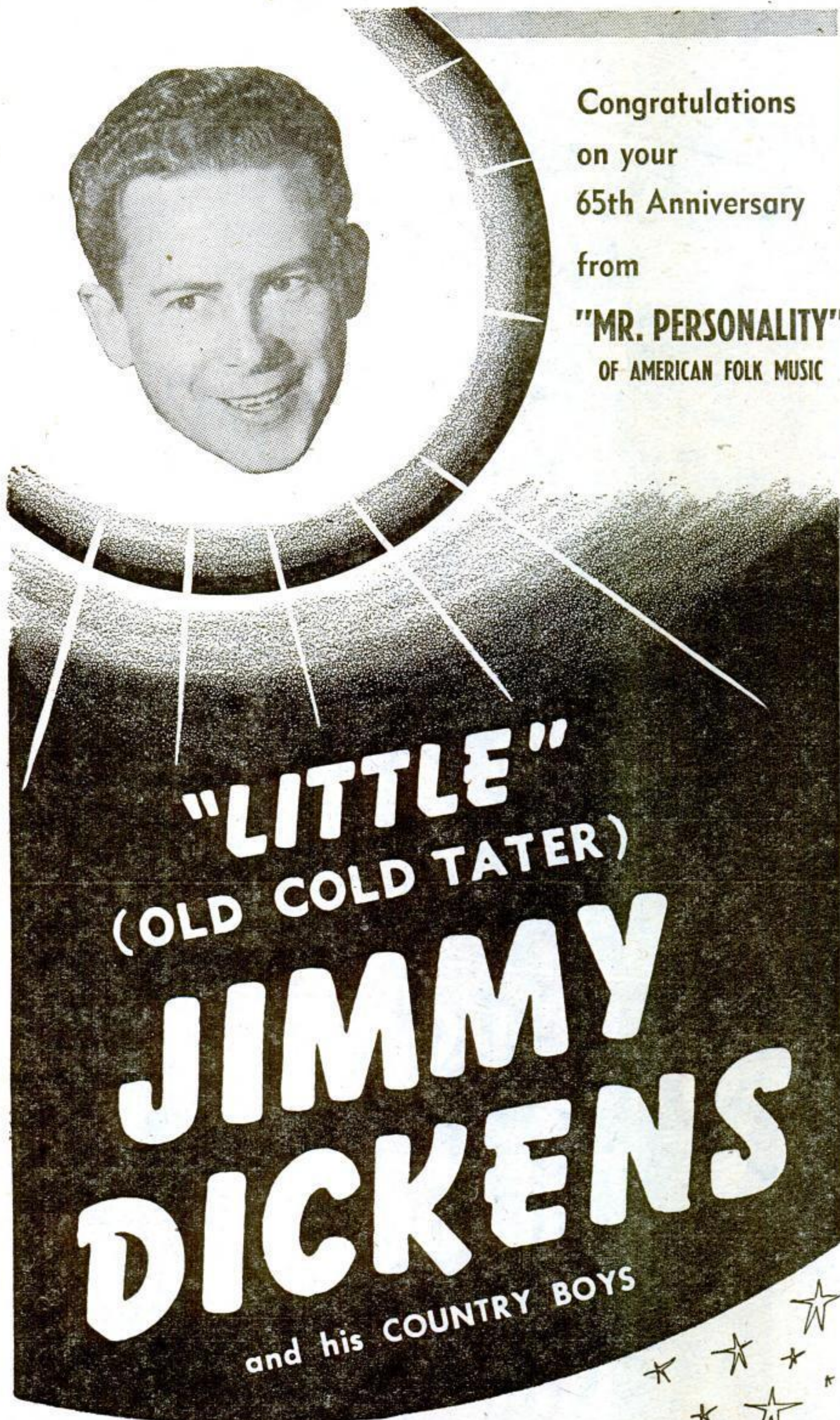


Coral 61002 (78 rpm) and 9-61002 (45 rpm)

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America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)



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65th Anniversary
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OF AMERICAN FOLK MUSIC

"LITTLE"
(OLD COLD TATER)
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DICKENS**
and his COUNTRY BOYS

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Exclusive
Management



**Top Seasonal Records
Million Sellers**

CHRISTMAS

Title	Artist	Label
ALL I WANT FOR CHRISTMAS	Spike Jones	RCA Victor 20-3177
HERE COMES SANTA CLAUS	Gene Autry	Columbia 39463
I SAW MOMMY KISSING SANTA CLAUS	Jimmy Boyd	Columbia 39871
I YUST GO NUTS AT CHRISTMAS	Yogi Yorgeson	Capitol 781
I'LL BE HOME FOR CHRISTMAS	Bing Crosby	Decca 23779
JINGLE BELLS	Andrews Sisters-Bing Crosby	Decca 23281
RUDOLPH, THE RED NOSED REINDEER	Gene Autry	Columbia 39463
SILENT NIGHT	Bing Crosby	Decca 23777
WHITE CHRISTMAS	Bing Crosby	Decca 23778
WHITE CHRISTMAS	Frank Sinatra	Columbia 38257
WHITE CHRISTMAS	Freddy Martin	RCA Victor 27946
WINTER WONDERLAND	Andrews Sisters-Guy Lombardo	Decca 23722

EASTER

EASTER PARADE	Harry James	Columbia 36545
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**Ten Top Pop Standard
(Old Favorites) Records**

(According to Operators)

Title	Artist	Label
1. STAR DUST	Artie Shaw	RCA Victor 42-0021
2. BOOGIE WOOGIE	Tommy Dorsey	RCA Victor 20-1715
3. IN THE MOOD	Glenn Miller	RCA Victor 20-1753
4. BEGIN THE BEGUINE	Artie Shaw	RCA Victor 42-0019
5. JOSEPHINE	Wayne King	RCA Victor 42-0023
6. HEARTACHES	Ted Weems	Decca 25017
7. STAR DUST	Tommy Dorsey	RCA Victor 27520
8. STAR DUST	Glenn Miller	RCA Victor 20-1567
9. BEER BARREL POLKA	Grady Martin	Decca 27838
10. SOUTH	Benny Moten	RCA Victor 24893

**Six Top Standard Semi-Classical
Records on Juke Boxes**

(Alphabetical Listing Based on Operator Reports)

Title	Artist	Label
ALT WIEN	Jascha Heifetz	RCA Victor 1645
BECAUSE	Nelson Eddy	Columbia 4636
BRAZIL	Boston "Pops"	RCA Victor 49-3737
INDIAN LOVE CALL	Nelson Eddy	Columbia 4675
INTERMEZZO	Boston "Pops"	RCA Victor 10-1219
OLD MAN RIVER	Robert Merrill	RCA Victor 10-1506

**Top Two Country
& Western Records**

(On Juke Boxes for Each of Last Five Years, Based on The Billboard Year-End Tabulations)

Title	1948 Artist	Label
BOUQUET OF ROSES	Eddy Arnold	RCA Victor 20-2806
ANYTIME	Eddy Arnold	RCA Victor 20-2700
1949		
LOVE SICK BLUES	Hank Williams	M-G-M 10352
DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	RCA Victor 21-0002
1950		
CHATTANOOGIE SHOE-SHINE BOY	Red Foley	Decca 4625
I'LL SAIL MY SHIP ALONE	Moon Mullican	King 830
1951		
I WANT TO BE WITH YOU ALWAYS	Lefty Frizzell	Columbia 20799
I WANNA PLAY HOUSE WITH YOU	Eddy Arnold	RCA Victor 21-0476
1952		
WILD SIDE OF LIFE	Hank Thompson	Capitol 1942
LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Columbia 20862

**Top Two Rhythm
& Blues Records**

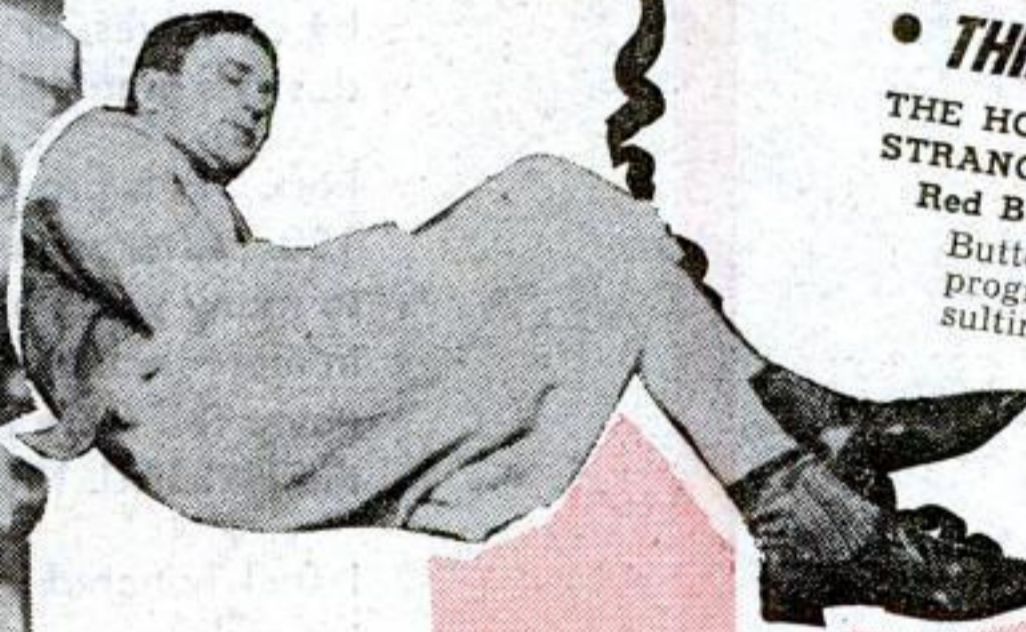
(On Juke Boxes for Each of Last Five Years, Based on The Billboard Year-End Tabulations)

Title	1948 Artist	Label
LONG GONE	Sonny Thompson	King 4438 (formerly Miracle)
GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
1949		
HUCKLEBUCK	Paul Williams	Savoy 683
TROUBLE BLUES	Charles Brown	Aladdin 3024
1950		
I ALMOST LOST MY MIND	Ivory Joe Hunter	M-G-M 10578
PINK CHAMPAGNE	Joe Liggins	Specialty 355
1951		
SIXTY-MINUTE MAN	Dominoes	Federal 12022
BLACK NIGHT	Charles Brown	Aladdin 3076
1952		
JUKE	Little Walter	Checker 758
HAVE MERCY, BABY	Dominoes	Federal 12068

HO HO, HEE HEE

STRANGE

THINGS ARE HAPPENING ... ALL GOOD



• NEW RECORDS TO WATCH

RED BUTTONS
The Ho Ho Song
Strange Things Are Happening—Columbia 39981—This is Buttons' scat act that has gained favor on his TV show. He's cut it with an audience participating, and it could break out. It's a part 1 and 2 waxing with little difference between the two sides. Stacks up primarily as a retail seller.

Billboard
April 18, 1953

• THIS WEEK'S BEST BUYS

THE HO HO SONG
STRANGE THINGS ARE HAPPENING—
Red Buttons—Columbia 39981
Buttons gave this a plug on last week's TV program with a strong sales reaction resulting. Despite the location recording which includes applause noises, operator buying has been very strong, at least in the East.

Billboard
April 25, 1953



... Only 3 Weeks
and Already #10 on
the Nation's Best
Selling Charts

• BEST SELLING SINGLES

The Ho Ho Song

Red Buttons—
Strange Things Are Happening—
Col(78)39981: (45)4-39981—ASCAP



Billboard
May 16, 1953

Best Wishes,
Ops, on Your
65th
Anniversary



RED

BUTTONS



The RED BUTTONS SHOW

Mondays 9:30-10:00 P.M.

CBS-TV for

"INSTANT MAXWELL HOUSE COFFEE"

Among the Nation's Top Ten Rated TV Shows

THE ROCK-OLA STORY

**Growth...
Through
America's
Most
Difficult
Years**

THE

ROCK-OLA

STORY

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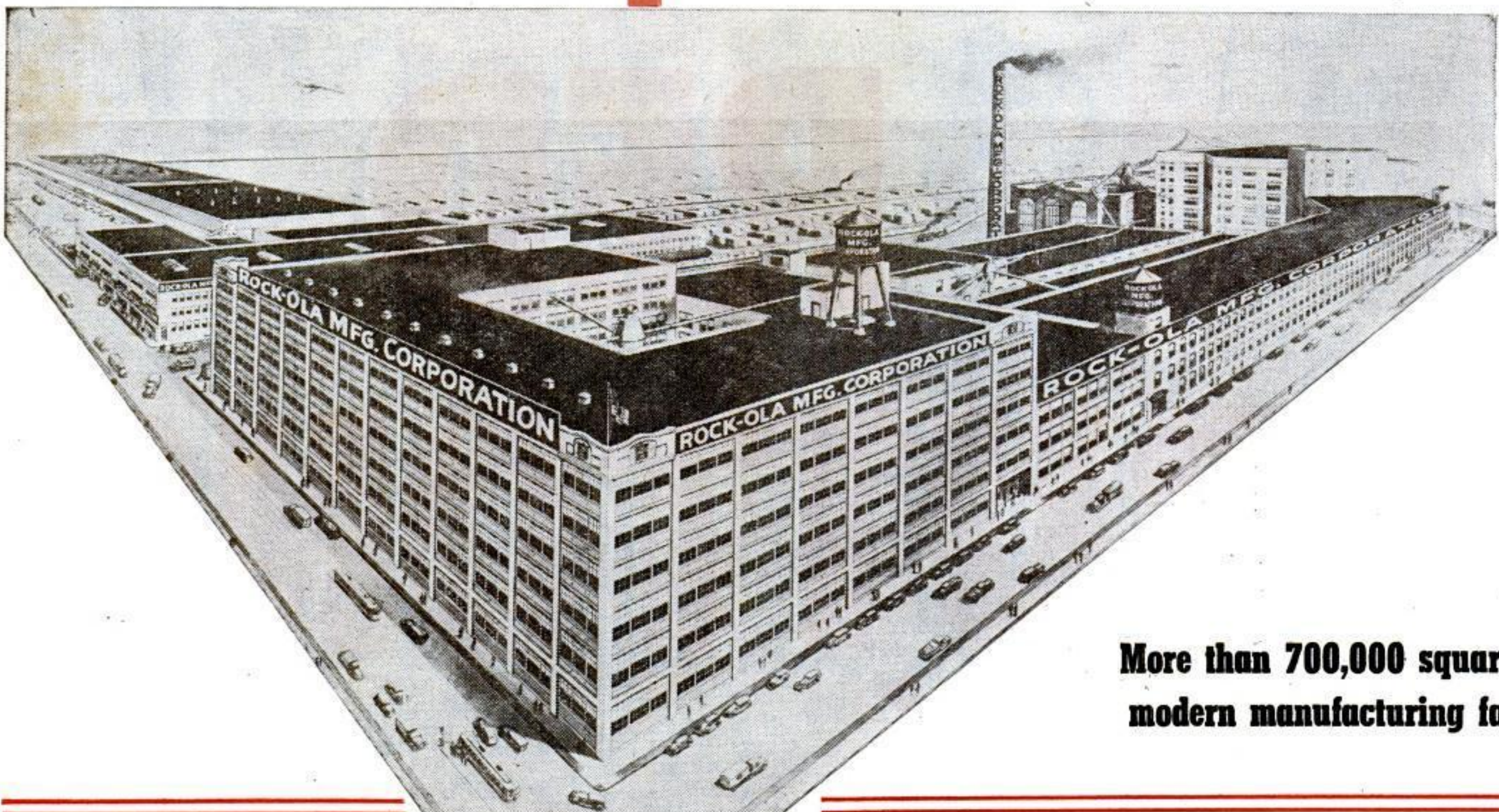
Rock-Ola is proud to introduce to you the new, revolutionary FIREBALL 120. After watching this machine operate in exhaustive tests, equal to many years of grueling service on location, I can sincerely say that in more than a quarter of a century in the coin machine business I have never felt more the confidence than is inspired by the performance of the FIREBALL 120.

I feel honored to have my name attached to this new ROCK-OLA triumph.

May I recommend to all music operators, before purchasing their phonograph needs for the future, that they examine and compare the merits of all the phonographs on the market today. I am confident their choice will be the FIREBALL 120.



David C. Rockola



**More than 700,000 square feet of
modern manufacturing facilities.**

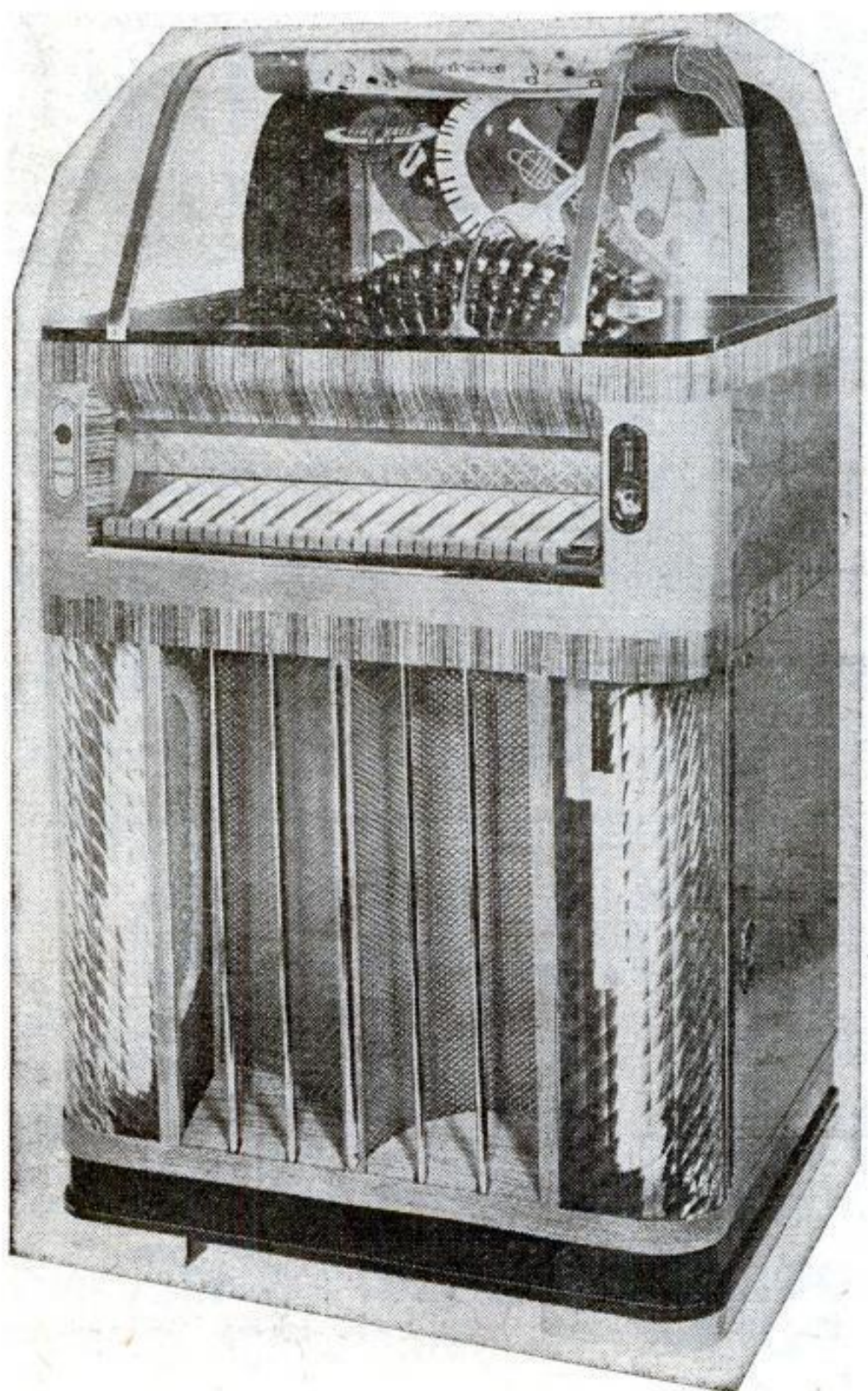
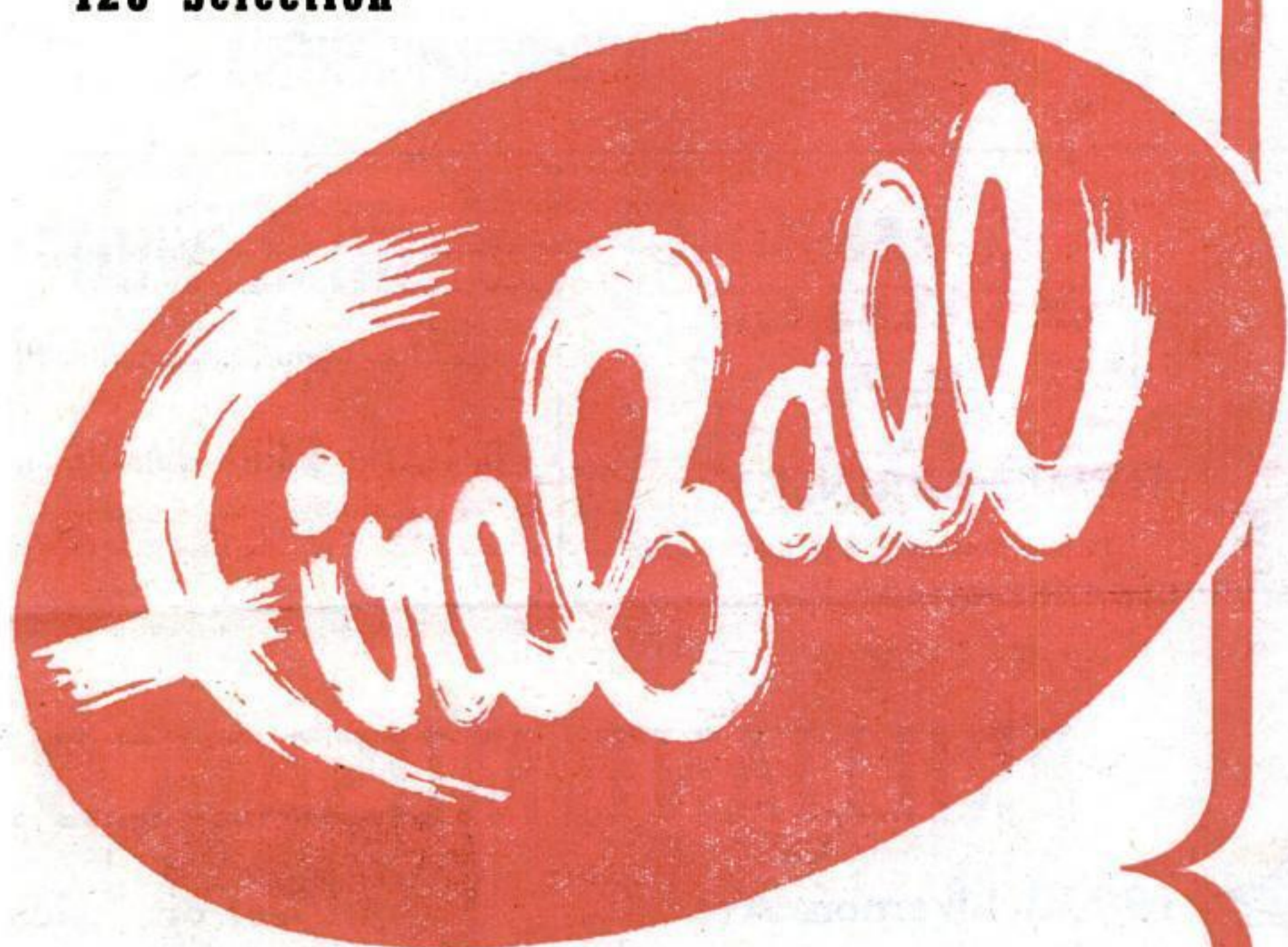
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120 Selection



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THE PUBLIC!**

**ITS PROFITS PLEASE
OPERATORS!**

**LOCATION OWNERS
APPROVE!**



**The Music
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Most Advanced
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Proven Profits!

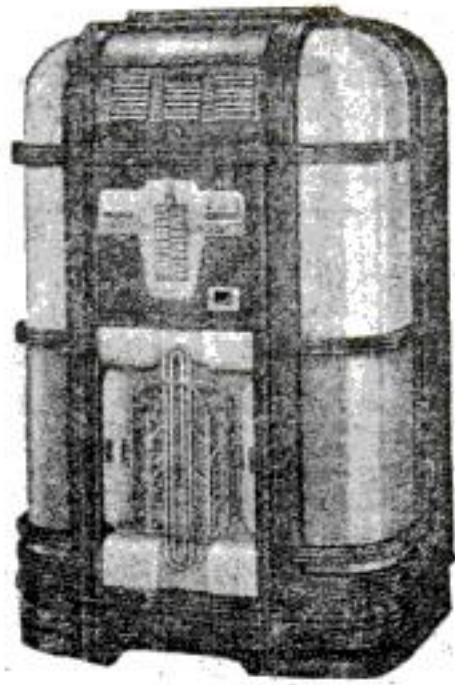
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Performance!**

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IN 1939 . . .

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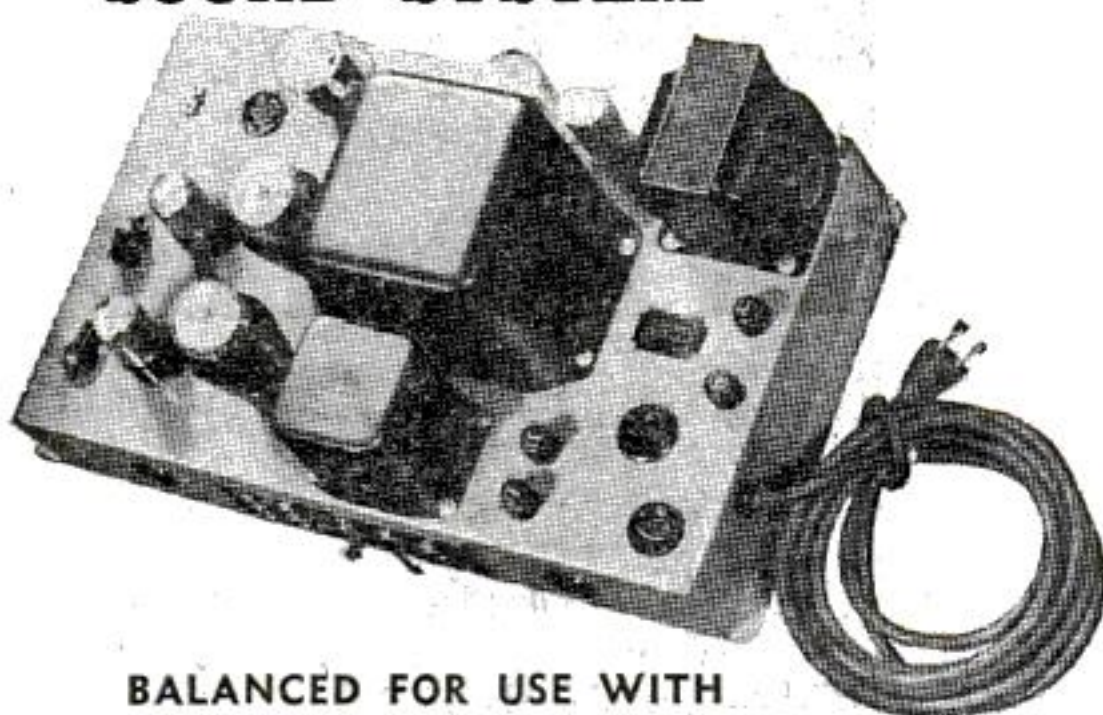


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AS—

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- HEAVY DUTY AMPLIFIER

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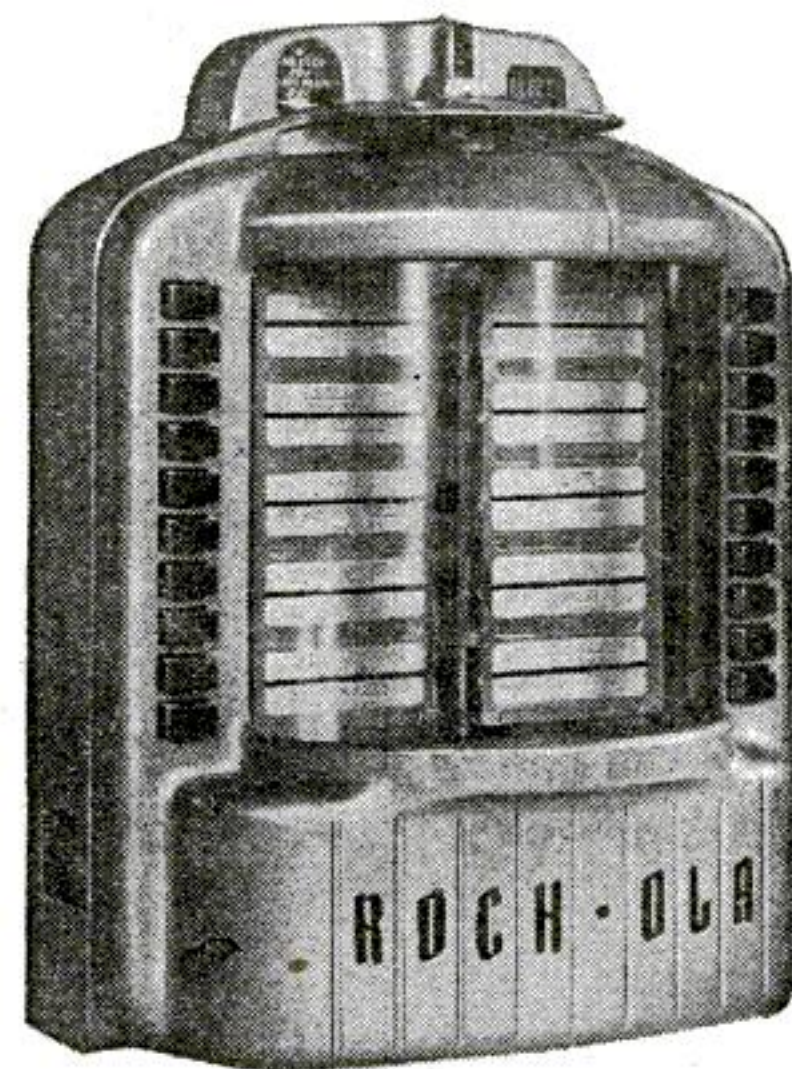


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- LUXURY LIGHT-UP CABINET
- SMALL FLOOR SPACE
- DIAL-A-TONE ELECTRIC SELECTOR
- MUSIC FROM THE TOP

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 MODEL # 1544
 WALL BOX**



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CORPORATION**

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WAR**

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M-1 CARBINES

AIR-CRAFT ENGINE PARTS

MANY OTHER ESSENTIAL ITEMS

**ROCK-OLA MANUFACTURING
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Featuring

- LINE-O-SELECTOR
- 20 SELECTIONS
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OF PROGRESS...

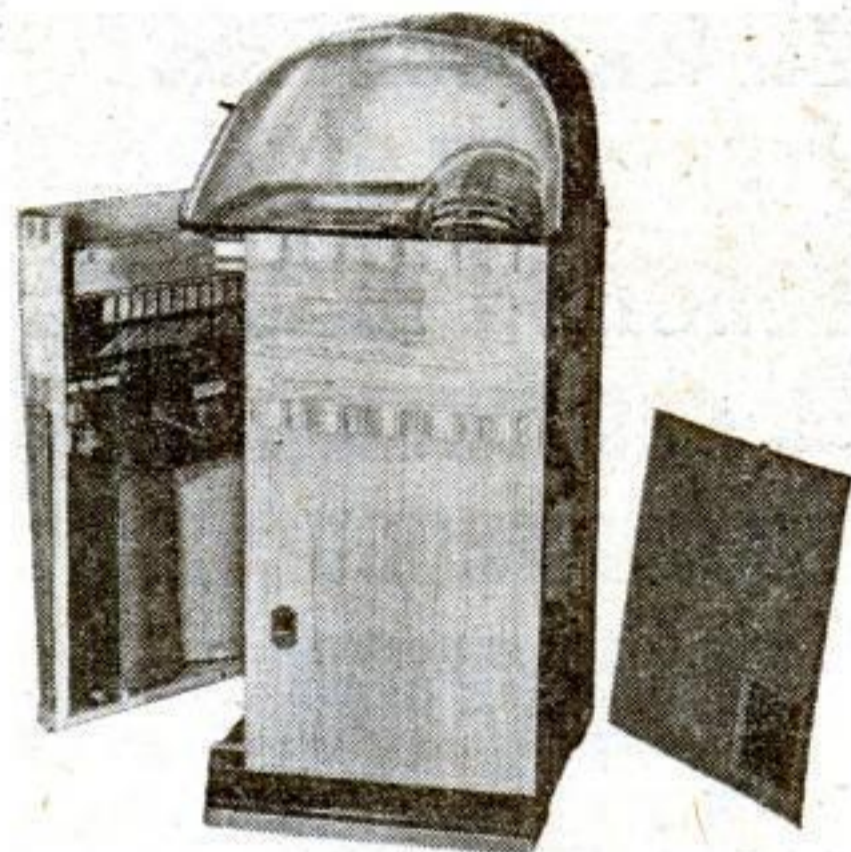


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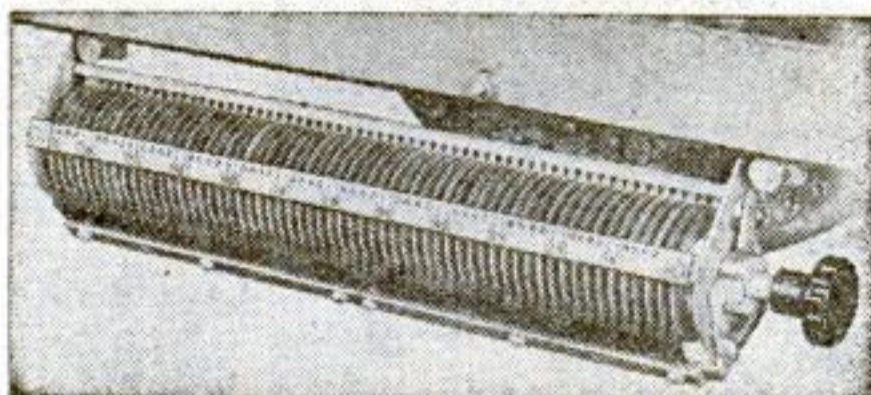


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- 3—FULL-SWING FRONT DOOR ELIMINATES GROPING AROUND PANELS AND CORNERS... ALLOWS FRONT OR BACK ACCESS.

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FIREBALL with

**THE POPULARITY
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TELLS AT A GLANCE HOW MANY TIMES EACH SELECTION HAS BEEN PLAYED. ENABLES YOU TO KEEP ONLY THE TOP PROFIT-MAKERS ON YOUR PROGRAM AT ALL TIMES. EASY TO READ... SIMPLE TO RESET.

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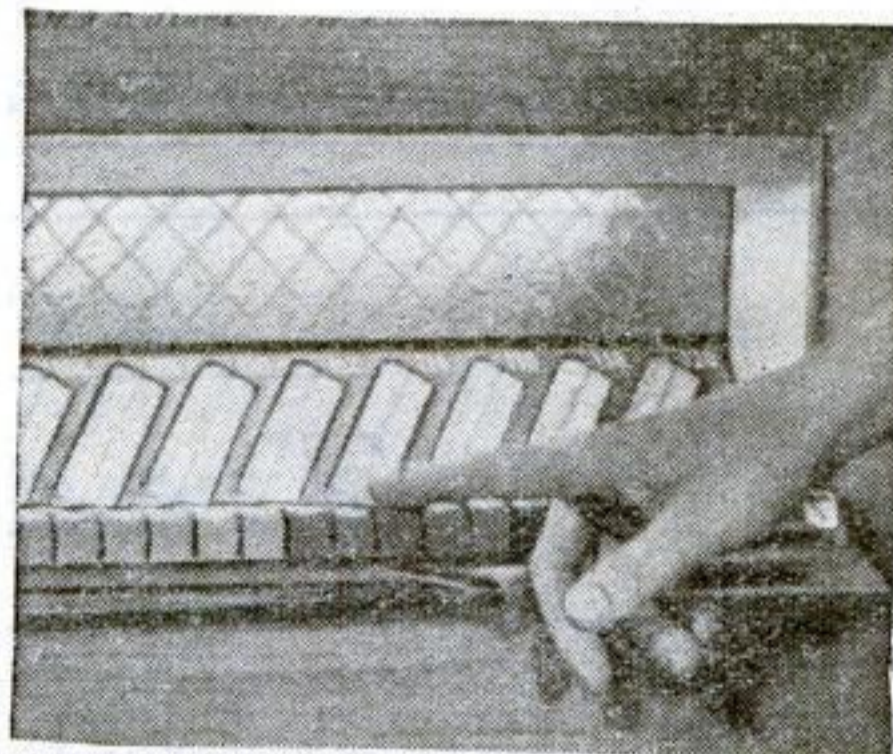
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ROCK-OLA MANUFACTURING CORP.

IN 1953 . . .

ROCK-OLA FIREBALL with NEW CARROUSEL LINE-O-SELECTOR



A—DROP COIN AND "SELECT" LIGHT COMES ON

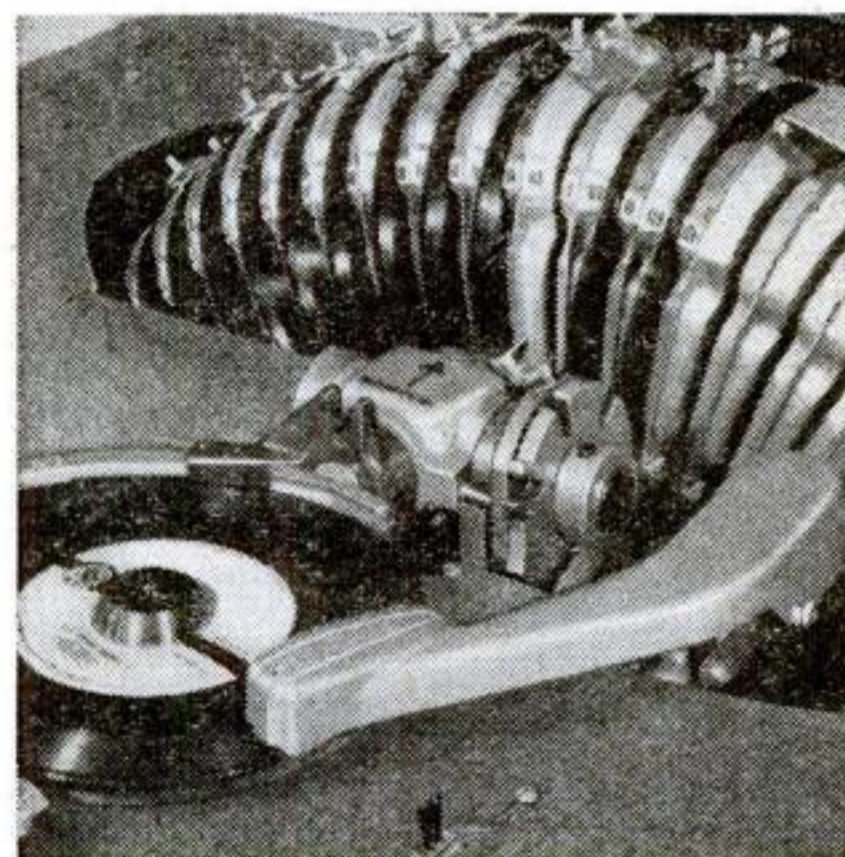
B—TOUCH CARROUSEL LINE-O-SELECTOR BUTTON FOR CHOICE OF FOUR PROGRAMS

C—PUSH ONE BUTTON UNDER NUMBER SELECTED (THAT'S RIGHT—JUST ONE)

. . . AND ON COMES YOUR TUNE!

And . . .

THE NEW REVOLVING RECORD DRUM



THE HEART OF THE FIREBALL 120, THIS REVOLUTIONARY NEW ROCK-OLA RECORD DELIVERY SYSTEM IS THE MOST IMPORTANT development in the coin-operated phonograph industry in many a year. With this fascinating mechanism on your machines people will deposit coins again and again for added attraction of watching it operate! COMPACT . . . TESTED . . . PROVEN. Delivers 120 different selections quickly and surely.

OF PROGRESS . . .

THE BILLBOARD'S

**6th ANNUAL
JUKE BOX
OPERATOR POLL**

***PART I:
Trade Aspects***

QUESTION 1: *Is operating your full-time occupation?*

ANSWER: Yes82.6%
No17.4%

COMMENT:

For the past five years the number of part-time operators of all types of coin-operated equipment has been declining. One reason: The high cost of getting started in the business. Altho there is no way of making certain, from this Survey, some of those operators who classify themselves as part-timers unquestionably own and manage large routes, but have other business interests and therefore do not devote 100 per cent of their time to their operation.

QUESTION 2: *Do you operate other types of coin machines than juke boxes?*

ANSWER: Yes84.5%
No15.5%

COMMENT:

Obviously the operator who confines his routes to a single type of machine is the exception rather than the rule. Diversification—that is, operating music with games and/or venders—has long been favored by the experienced operator. Cost of service makes diversification desirable. One man can handle both a game and a phonograph or a vending machine within a single stop, thus materially reducing one of the operating company's principal expense items.

QUESTION 3: *If you operate other types of coin-operated equipment than phonographs, please check as many as apply.*

ANSWER: Amusement Games80.9%
Cigarette Venders23.6%
Kiddie Rides7.3%
Other Venders Than Cigarette9.1%

COMMENT:

Altho 8 out of 10 of the nation's phonograph operators also have amusement games, a surprising number are in vending as the figure shows. Cigarette venders have long been considered the natural companion piece for juke box operators, because both juke boxes and cigarette machines are placed in common locations and can be serviced easily by a single firm. The figures above add to more than 100 per cent because some operating companies have both games and venders as well as phonographs.

● **The Billboard Sixth Annual Juke Box Operator Poll is based on returns to two four-page questionnaires sent to 11,000 juke box operators. Over 800 replies were received. To meet editorial deadlines 425 questionnaires were used for this tabulation.**

QUESTION 4: *On the basis of interest and investment, do you classify yourself as a music operator?*

ANSWER: Yes80%
No20%

COMMENT:

Since a juke box costs much more to buy and install than any other type of coin machine, excepting such venders as cold cup drink units, the overwhelming number who think of themselves as juke box operators ought to come as no surprise. Over the past three years the juke box has become the coin machine industry's most sought-after equipment. The Billboard studies show that an operator who gets into music stays with it and expands steadily.

QUESTION 5: *Excluding the owner, how many people do you employ in your juke box operation?*

ANSWER:	Number of People	Percentage
1	25.5
2-3	34.5
4-5	11.8
6-7	6.4
8-9	3.6
10 or more	3.6
No employees	6.4
No answer	8.2

COMMENT:

Juke box operators are small businessmen as the answers to this question show. Exactly 60 per cent of the nation's music operators employ fewer than four people. About 3 out of 100 have 10 or more working in the office or along the routes. Altho the number of people employed in the juke box operating business is small by comparison with other service industries, there has been a marked increase in employment since 1946 occasioned by the necessity for doing a better music merchandising job, keeping better records, increasing service.

QUESTION 6: *Are you a member of an active juke box association?*

ANSWER: Yes27.3%
No72.7%

COMMENT:

Trade associations have made great strides especially in the last three years since the organization of Music Operators of America. But the fact remains: Only 27 out of every 100 juke box operators belong to a city, State or national trade association. As operators become more aware of the value of a public-relations-minded association—and as more associations offer a concrete public relations program—the numbers of member-operators will certainly grow.

I'M WALKING BEHIND YOU
JUST ANOTHER POLKA

HOW DO YOU SPEAK TO AN ANGEL
DOWNHEARTED

EVEN NOW
IF IT WERE UP TO ME

**HIT
AFTER HIT!**



LADY OF SPAIN
OUTSIDE OF HEAVEN

WISH YOU WERE HERE
THE HAND OF FATE

MAYBE
WATERMELON WEATHER

I'M YOURS
JUST A LITTLE LOVIN'

THAT'S THE CHANCE YOU TAKE
FORGIVE ME

TRUST IN ME
TELL ME WHY

ANY TIME
NEVER BEFORE

TURN BACK THE HANDS OF TIME
I CAN'T GO ON WITHOUT YOU

BRING BACK THE THRILL
IF IT HADN'T BEEN FOR YOU

EDDIE FISHER

Salutes and gratefully thanks
the Coin Operators of America
on their 65th Anniversary

RCA VICTOR
FIRST IN RECORDED MUSIC



QUESTION 7: *Do you also operate a retail record store?*

ANSWER: Yes17.3%
 No80.9%
 No answer 1.8%

COMMENT:

The number of juke box operators who also run retail record stores is steadily increasing. Operators find the record retailing business complements their routes, gives them a ready outlet for used records from their libraries.

QUESTION 8: *Of the total number of phonographs on your routes, what percentage are postwar models?*

ANSWER: An average of 59.7 per cent (see comment).

COMMENT:

Altho the mean average came to only 59.7 per cent, as many operators reported having more than 75.6 per cent new phonographs as fell below that figure, and the most frequently mentioned percentages was 100. This simply means that most operators have done, and are doing, a good job modernizing their routes, but some operators have such a large number of pre-1946 phonographs that they pull the national average down.

QUESTION 9: *Of the total number of phonographs on your routes, what percentage are 80 or more selections?*

ANSWER: An average of 32.1 per cent (see comment).

COMMENT:

As many operators reported having more than 25 per cent of their stops converted to the larger selection boxes as reported fewer than 25 per cent of their stops converted. Most frequently mentioned was 10 per cent. Best trade estimates say approximately 100,000 of the 80, 100 and 120 selection phonographs have been built thus far.

QUESTION 10: *Of the total number of phonographs on your routes, what percentage play 45's only or intermixed?*

ANSWER: Average of 23.9% play 45's only or intermixed.

COMMENT:

Since 1950, when Seeburg introduced the first juke box designed to play 45 r.p.m. records exclusively, the trend in the commercial phonograph industry has been toward standardization at that speed. Some machines play all three speeds, but the majority of the straight 78 r.p.m. juke boxes currently being built are going into the export trade and into areas where either the larger selection boxes are still relatively unknown or where musical tastes run to a type of music usually not available on the smaller disk.

QUESTION 11: *Please check the type of commission arrangement you use when installing brand-new equipment.*

ANSWER: Flat percentage49.1%
 Guarantee plus percentage20.0%
 First money plus percentage21.8%
 Straight percentage plus first money and percentage9%
 Straight percentage plus guarantee and percentage 2.7%
 All three types 1.8%
 Answer unsatisfactory9%

COMMENT:

Operators are still evenly divided on the advisability of first money and/or guarantees on the installation of brand-new juke boxes. Briefly, first money means the operator takes out the first \$5 (or whatever figure is previously agreed upon) and splits the remainder with the location management on a percentage arrangement. Guarantees means the location, to secure a new box, underwrites the installation by guaranteeing the operator he will make a minimum amount of dollars each week.

QUESTION 12: *To maintain your route in A-1 condition, what percentage of your music equipment do you believe you should replace each year?*

ANSWER: An average of 16 per cent.

COMMENT:

Most frequently mentioned replacement percentage was 20. Note that this question does not ask how many phonographs each operator replaces yearly, but how many he thinks he ought to replace to keep his business in healthy condition. Within the past 18 months smart music operators have stepped up the percentage of boxes to be replaced in any year. But the average operator, under ideal conditions, believes a phonograph should stay on his routes five years before it is replaced.

QUESTION 13: *For the past 12 months, what has been your average weekly share of the gross per machine?*

ANSWER: \$10.43 average per week.

COMMENT:

In last year's Survey (March, 1952) operators reported an average of \$9.78 per machine weekly. What factors caused this year's slight increase could not be determined from the Survey. Generally however, juke box income reflects the over-all economy. Dime play, now a real factor in some areas, may be responsible for part of the increase. Keep in mind that this figure represents gross to the operator after commissions. From this amount, the operator must buy records, pay his servicemen and office help, overhead, light, rent, transportation, taxes and numerous other costs as well as make provision for depreciation in order to have sufficient capital for replacing older machines.

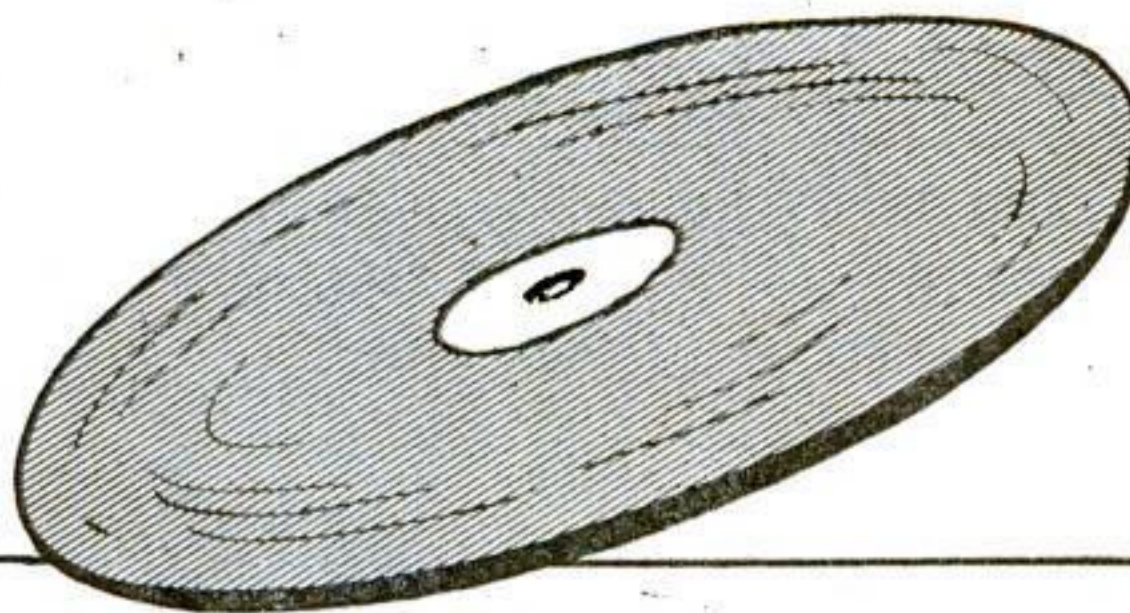
QUESTION 14: *What percentage of your weekly take do you spend for records?*

ANSWER: An average of 16 per cent.

COMMENT:

Operators have been forced to become more and more cost-conscious with the result that most of them now replace records on a percentage of an individual phonograph's gross. Most frequently mentioned percentage spent on records was 10 per cent, but as many operators reported spending more than 15 per cent on records as reported spending less than that amount. The statistics indicate the juke box business now accounts for more than 60,000,000 record purchases annually.

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AMAPOLA
 ANYTIME
 BECAUSE OF YOU
 BOUQUET OF ROSES
 CHATTANOOGIE SHOE SHINE BOY
 COME-ON-A MY HOUSE
 CRY
 CRY OF THE WILD GOOSE
 DEEP IN THE HEART OF TEXAS
 DON'T LET THE STARS GET IN YOUR EYES
 GLOW WORM
 GOODNIGHT IRENE
 I WENT TO YOUR WEDDING
 IT'S IN THE BOOK
 JEZEBEL
 PAPER DOLL
 PISTOL PACKIN' MAMA
 SILVER HAIRD DADDY OF MINE
 SIN
 SLIPPING AROUND
 SMOKE, SMOKE, SMOKE
 TELL ME WHY
 TENNESSEE WALTZ
 THE THING
 THERE, I'VE SAID IT AGAIN
 TILL I WALTZ AGAIN WITH YOU
 WABASH CANNONBALL
 WHO WOULDN'T LOVE YOU
 YOU'RE BREAKING MY HEART

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 EDDY ARNOLD
 GENE AUTRY
 TONY BENNETT
 TERESA BREWER
 ROSEMARY CLOONEY
 PERRY COMO
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Lorry Raine



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and
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QUESTION 15: How do you pay your employees?

ANSWER: Salary only	59.1%
Commission only	8.2%
Salary and commission	12.7%
Answer unsatisfactory	14.6%
No employees	6.4%

COMMENT:

Altho the percentage of unsatisfactory answers was high, obviously the great majority of operators pay their people a straight salary as opposed to commission arrangements. Answers rated unsatisfactory usually occurred where operators wrote in the average weekly wages of employees rather than method of payment used.

QUESTION 16: Is your music operation free from debt?

ANSWER: Yes	43.6%
No	55.5%
No answer	.9%

COMMENT:

Since a great many purchases of new equipment are made on the installment basis, it is no surprise to find the majority of music operators in debt (see next question for related material).

QUESTION 17: If your operation is not free from debt, are you having difficulty today meeting payments when they are due?

ANSWER: Yes	29.5%
No	67.2%
No answer	3.3%

COMMENT:

Three years ago The Billboard's Juke Box Poll showed practically the reverse: Most operators were having difficulty meeting payments when due. Investment companies who have large amounts of juke box installment paper report the rate of delinquencies has fallen over the past three years. Today juke box paper is an attractive investment for financing institutions, and a larger number of local banks, which finance new equipment purchases today, bear witness to that fact.

QUESTION 18: What percentage of your phonographs are in taverns?

ANSWER: An average of 52.6 per cent.

COMMENT:

At the close of World War II, between 70 and 75 per cent of the nation's juke boxes were located in taverns. More recently, however, operators reported the tavern—while still the prime outlet for music machines—no longer completely dominated routes. For one thing operators have done a better selling job, thus convinced restaurants, cafes and clubs of the value of the commercial phonograph.

QUESTION 19: On the basis of earnings, what are the three top types of music locations on your routes?

ANSWER: (To give an accurate picture, the following percentages show the number of votes each type of location got for first, second and third place. In other words, taverns received the most number of mentions for all three places.)

FIRST:	
1. Taverns	33.6%
2. Restaurants	17.2%
3. Cafes	5.4%
4. Clubs	1.8%
5. All Others	42.0%
SECOND:	
1. Taverns	22.7%
2. Restaurants	20.0%
3. Cafes	11.8%
4. Clubs	4.5%
5. All Others	41.0%
THIRD:	
1. Taverns	14.5%
2. Restaurants	12.7%
3. Clubs	10.0%
4. Cafes	5.4%
5. All Others	57.4%

COMMENT:

Most significant here is the high percentage points given "all others" in each of the three places. Altho taverns and restaurants dominate as the top location earners, operators are finding an increasing number of top-dollar outlets for their equipment. Many conclusions can be reached from these statistics, but one stands out: That the juke box business in 1953 is healthier, location-wise, than ever.



*Gratefully ...
Frankie Laine*

current release:

**RAMBLIN'
MAN**

and

**I LET
HER GO**

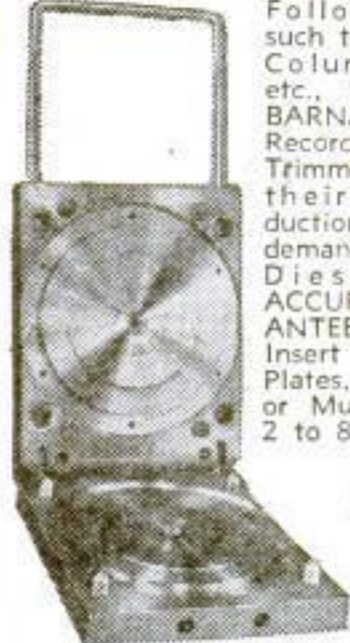
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Flip to "Market Place" PAGE 152

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PART 2: Operator Aspects

QUESTION 1: How many juke boxes do you currently operate?

ANSWER: Average number of boxes per operator...77.1

COMMENT:

According to the answers to this year's survey, the average operator owns and operates 77 juke boxes. This is an increase of about eight boxes per operator over the average of 69.2 boxes reported in the March, 1952, results. This increase bears out the trend of the smaller and part-time operators leaving the business while those remaining have been increasing the scope of their operation. The growth of machines capable of playing 45 r.p.m. records is also noted in this year's results. Of the total operators reporting, 91.5 per cent said they had some 45 r.p.m. equipment. The results show that at present 21.1 per cent of the boxes in the field are capable of playing 45 r.p.m. records. Thus of the average operator's 77 juke boxes, 16.3 can play "45" records.

QUESTION 2: Of the total number of juke boxes you operate, how many are programmed in each of the following ways?

	Per cent of Boxes
ANSWER: Mostly POP records programmed	50.4
Mostly COUNTRY & WESTERN records programmed	39.6
Mostly RHYTHM & BLUES records programmed	8.2
Mostly LATIN AMERICAN records programmed	1.0
Others	.8
Total	100.0

COMMENT:

Most boxes are of course programmed with predominantly pop records. The results, however, show surprising strength for country and western records in the nation's juke boxes. This figure of 39.6 per cent exceeds by a considerable margin Country & Western's percentage of the over-all retail record business. Tho the category "Others" accounted for less than 1 per cent, it points up the existence of specialized type of programming in the music machine business. Included in these answers were "Polish," "dinner music," "semi-classical" and "French."

QUESTION 3: About how many of each of the following types of records do you program in your average multi-selector (80 play or more) box?

	Average Number of Records
ANSWER: Current POP records (hits and new releases)	15.8
Current C.&W. records (hits and new releases)	10.6
Standards (Old Favorites)	6.9
Current R.&B. records (hits and new releases)	3.6
Classical and semi-classical	3.5
Polkas	3.2
Latin American	2.6
Other categories	2.7
Average number of records per multi-selector	48.9

COMMENT:

The above answers give what is probably the first industry-wide breakdown of the current programming on the AVERAGE multi-selector juke box in the country. Ranging from 80 to 120 play (40 to 60 records), the average multi-selector holds 48.9 records or just a shade under 100 sides. The average box carries nearly 16 current pop records. In addition, there are another 7 old favorites, most of which undoubtedly are in the pop category. The range of different categories of music that are successful on juke boxes is again evident from these answers.



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Memphis Blues Alabama Jubilee	1023 (45-1023)
Sweet Georgia Brown Dill Pickles	1057 (45-1057)
San Antonio Rose Bully of the Town	15001 (45-15001)
Under the Double Eagle My Mary	15004 (45-15004)
Star Dust Piano Polka	15006 (45-15006)
Johnny Maddox Boogie Near You	15008 (45-15008)
Why Worry? Friday Night Stomp	15014 (45-15014)
Listen to the Mockin' Bird Molly Darling	15015 (45-15015)
Cocanut Grove Little Grass Shack	15020 (45-15020)
Sioux City Sue Johnny Maddox Special	15021 (45-15021)
In the Mood By the Light of the Silvery Moon	15045 (45-15045)

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WISEMAN**

CRAZY BLUES
**RAINBOW IN
THE VALLEY**
1168



**DAN
BELLOC**

**YOU ARE
ECSTASY**
PRETEND
15048



**HANK
GARLAND**

**STEEL
GUITAR
RAG**
**MOONLIGHT ON
THE COLORADO**
15089



THE HILLTOPPERS
**I'D RATHER DIE
YOUNG**
P.S. I LOVE YOU
15085



**AL
LOMBARDY**

**NEW SUMMIT
RIDGE DRIVE**
CHOPPIN'
15060



**TOMMY
JACKSON**

**ORANGE BLOSSOM
SPECIAL**
**DRAGGIN' THE
BOW** 1169

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RAG**
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RAG**
15065



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THE SORCERER TANGO
15063

BOBBY COLTON
**IF YOU SAY GOODBYE
SOMEWHERE**
15049

JANE GRANT
I AIN'T GOT NOBODY
YOU LOVED ME TOO LITTLE
15051

BOB LAMM
RAINBOW AT MIDNIGHT
LOOKIN' AROUND
15025

CLAUDE SHARPE
and the Old Hickory Singers
TOUCH ME, LORD JESUS
THOUGH YOUR SINS BE OF SCARLET
15024

BIG JEFF
and the Radio Playboys
I COURTED AN ANGEL
I DON'T TALK TO STRANGERS
1096

SHORTY LONG
CRYING STEEL GUITAR WALTZ
PRETEND
1154

BURL LYNN
TEAR DROPS (FELL LIKE RAIN DROPS)
IS IT LOVE OR IS IT LIES
1151

LOU MILLET
THAT'S ME WITHOUT YOU
HEART OF STONE
203

TENNESSEE DRIFTERS
MEAN OLE BOOGIE
BOOGIE BEAT RAG
1098

MARGIE DAY
I'M GONNA RAISE A RUCKUS TONIGHT
MIGHT I
1153

CECIL GANT
TRAIN TIME BLUES
SLOPPY JOE'S
1121

L. C. GREEN
LITTLE MACHINE
COME BACK SUGAR MAMA
1147

GRIFFIN BROTHERS
Orchestra
FARE THEE WELL PRETTY BABY
GRIFF'S MAMBO
1152

IVORY JOE HUNTER
BLUES AT SUNRISE
YOU TAUGHT ME TO LOVE
1036

JOE LIGGINS
TANYA
DOWN HOME BLUES
1033

WALLY MERCER
EARLY ONE MORNING
MOTHERLESS CHILD BLUES
1136

BIG THREE TRIO
YOU SURE LOOK GOOD TO ME
SIGNIFYING MONKEY
1124

BREWSTERAIRES
JASPER WALLS
MORE OF JESUS, LESS OF ME
1133

THE FAIRFIELD FOUR
SOMEBODY TOUCHED ME
MOTHER DON'T WORRY
1164

SAM McCRARY
I'LL SPEND MY VACATION
I'LL TAKE MY REST
1135

ROSA SHAW
HE ROLLED THE STONE AWAY
ON THE HIGHWAY
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GOSPEL TRAIN
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May 23, 1953

To The Music Machine Industry.

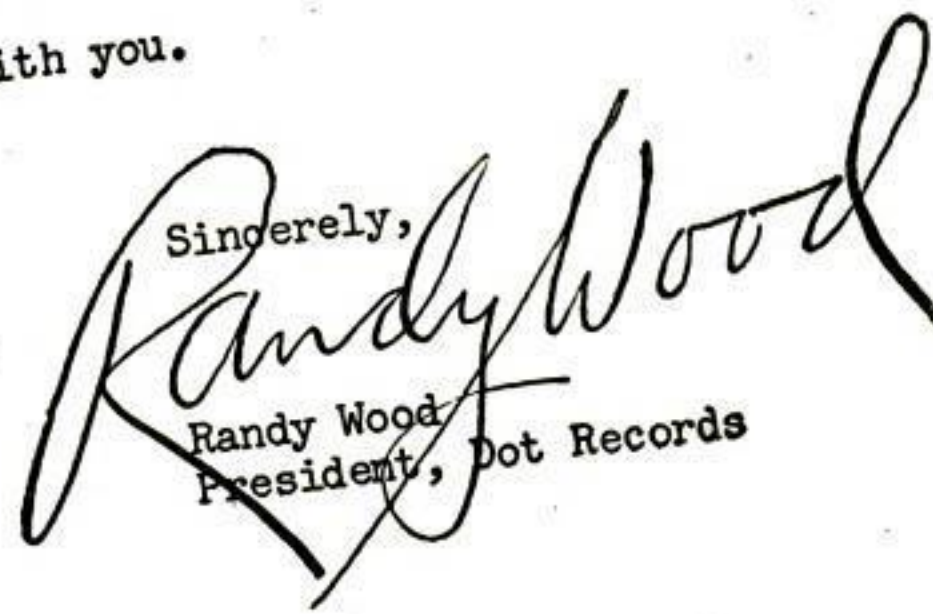
Gentlemen:

The entire Dot Records organization wishes the Music Machine Industry their sincere congratulations on this great 65th Anniversary celebration.

We want the operators as well as the Disk Jockeys and Dealers to know that our policy is to serve and serve well, and in serving well our standard is quality.

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Randy Wood
President, Dot Records

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QUESTION 4: How do you arrange records on the panel of your boxes?

	Per cent of Operators
ANSWER: Group records of similar type together on separate parts of the panel.....	58.9
Spread records thruout panel without regard to grouping by type of record....	23.5
Combination of the above two.....	17.6
Total	100.0

COMMENT:

With the acceptance of multi-selector machines capable of handling as many as 60 records, the arrangement of records on a juke box has become a problem of considerable import. The problem is simply this: How can the records be arranged so that maximum play will be achieved from each? Since boxes now have roughly double the capacity and in some cases quadruple that of pre-war machines, it has been necessary to introduce locations to new categories of music.

The idea of programing records by musical category (that is, arranging records so that the title strips on the panel are grouped by type of record—pop, semi-classical, polka, etc.) is being promoted strongly by some juke box manufacturers and distributors. The panel of a juke box is the merchandiser. A fundamental principle of merchandising is concentration. The difference between grouping records of a similar type and just putting records in a box without regard to type of music can be the difference between order and chaos.

Apparently the drive for orderly programing is meeting with results. More than half of the operators claim that they group records of a similar category together. The other 41.1 per cent replied that they don't attempt to do it at all or only do it partially.

QUESTION 5: How often do you add new records to your boxes?

	Per cent of Operators
ANSWER: About every two weeks.....	64.8
About once a week.....	31.0
About once a month.....	2.8
About every three weeks.....	1.4
Total	100.0

COMMENT:

Nearly two-thirds of the operators reported that they add new records to the machines on their route about once every two weeks. Most of the remainder switch records every week. Less than 5 per cent reported changing records less frequently than every other week.

QUESTION 6: How many new records do you add to your average machine each time you change records?

	Number of Records
ANSWER: Average multi-selector (80 or more play)...	6.5
Average smaller box (less than 50 play)...	5.5

COMMENT:

The answers to this question must be understood in light of the previous question. The bulk of the multi-selector machines are in the metropolitan areas where an operator's route would be more concentrated than in a rural area. Because of this it is reasonable to assume that the multi-selector owners change records more frequently than others. The multi-selector owners reported that they add an average of 6.5 records each time they change. This undoubtedly includes brand-new records plus records that are moved from one location to another. This for the most part is probably once a week. The owners of the smaller machines reported they change an average of 5.5 records each time. The bulk of these probably change records every two weeks or less frequently.

QUESTION 7: Under what conditions do you program a second version of a record already on one of your boxes?

	Per cent of Operators
ANSWER: Only if "B" side of record already in box is duplicated by very popular artist....	40.3
Only if additional version is a hit.....	32.6
Only if requested by location.....	25.8
Never	12.9
Other reasons	3.2

COMMENT:

The answers to this question total more than 100 per cent because some operators gave more than one answer. The problem of duplicate titles in a juke box is one that is gaining increasing attention among operators. In the days of music machines which played only one side of a record, this problem was non-existent. In the last few years, however, with the increasing importance of multi-selectors, it has become difficult to program a phonograph without some duplication of title. Above are the conditions under which operators say they will use a second version of a tune already in a box. Four out of every 10 operators reported that they will put two versions of the same tune in a box if the first version is the "B" side of a record already in the box and the second version is by a very popular artist. About a third of the operators said they duplicate if the second version is a hit. About a quarter replied that they will duplicate titles only if the location requests it, and 12.9 per cent flatly said they never use a second version. The other answers received showed a keen sense of programing on the part of various operators. Several said that they will duplicate titles if they are radically different versions, such as a vocal and an instrumental of the same tune or a hillbilly version and a pop version. This latter type of programing is to be applauded.

QUESTION 8: Where do you buy most of your records?

	Per cent of Operators
ANSWER: Wholesale from record distributors.....	71.8
At less than retail from "one-stops".....	26.8
At regular retail from dealers.....	1.4
Total	100.0

COMMENT:

The steady growth of one-stops as a major factor in the juke box business, noted in last year's results, is further pointed up in this year's poll. This year 26.8 per cent of the operators specified one-stops as their main source of record buying. A year ago 21 per cent were in this category.

Tho the record distributor continues as the prime source of operator buying (in terms of total operators, at least), the growing trend in the direction of one-stops is creating somewhat of a problem for record companies and distributors. It does not necessarily follow that an operator (one-stops also service many dealers) will buy the same records whether he buys from the one-stop or the distributor. First of all, the distributor has lost the direct selling contact which exists when an operator comes to the distributor or vice versa for records. It become especially crucial when several labels are fighting for the dominant version of a tune. Often one-stops will carry only one version of a tune, thus shutting out competitive versions. Keen students of their market, many one-stop owners lay off artists who have low acceptance in their area. One-stops are also promotional minded and push selected records aggressively. As a result one-stops are becoming more and more a target of aggressive record manufacturer and distributor sales promotion.

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LESLIE BROTHERS
COT A LITTLE ACHE IN
MY HEART
MY SHAWL
1197 and 45-1197

Folk/Western

BONNIE LOU
SEVEN LONELY DAYS
JUST OUT OF REACH
1192 and 45-1192

MOON MULLICAN
RHEUMATISM BOOGIE
ROCKET TO THE MOON
1198 and 45-1198

**HEY! MISTER COTTON-
PICKER**
LEAVING YOU WITH A
WORRIED MIND
1221 and 45-1221

YORK BROTHERS
THE ROCKY, BUMPY
ROAD TO LOVE
EVER SINCE WE MET
1206 and 45-1206

**CHARLEY GORE &
LOUIE INNIS**
MEXICAN JOE
'YOU AIN'T NOTHIN'
BUT A FEMALE' HOUND
DOG
1212 and 45-1212

Rhythm/Blues

EARL BOSTIC
CHEROKEE
THE SONG IS ENDED
4623 and 45-4623

TINY BRADSHAW
SOFT
STRANGE
4577 and 45-4577

HEAVY JUICE
THE BLUES CAME POUR-
ING DOWN
4621 and 45-4621

ROY BROWN
GAMBLIN' MAN
MR. HOUND DOG'S IN
TOWN
4627 and 45-4627

ANNISTEEN ALLEN
TRYING TO LIVE WITH-
OUT YOU
MY BABY KEEPS ROLLIN'
4622 and 45-4622

Federal

**BILLY WARD
AND HIS DOMINOES**
THESE FOOLISH THINGS
REMINDE ME OF YOU
DON'T LEAVE ME THIS
WAY
12129 and 45-12129

CHIEMI ERI and GI JOE
FORGIVE ME (Gomenasi)
PRETTY-EYED BABY
12140 and 45-12140

CAMILLE HOWARD
EXCITE ME, DADDY
I'M SO CONFUSED
12125 and 45-12125

THE ROYALS
THE SHRINE OF ST. CECELIA
I FEEL SO BLUE
12121 and 45-12121

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QUESTION 9: How do you buy most of your records?

	Per cent of Operators
ANSWER: Buy in person	52.1
Order by mail, phone or telegram	38.0
Wait for distributor salesman to call	9.9
Total	100.0

COMMENT:

Here, as in the previous question, there appears to be a change in buying habits, possibly reflecting the greater convenience of buying from one-stops. This year 52.1 per cent of the operators reported buying their records in person. This would include distributors as well as one-stops. A year ago only 41.5 per cent reported doing this. On the other hand, fewer this year said that distributor salesmen come to them. The drop was from 15.7 per cent a year ago to the current 9.9 per cent. About the same number as last year continue to order by mail. In this latter connection, numerous one-stop operators credit trade-paper service features and advertising as being particularly strong influences.

QUESTION 10: How frequently do you normally order records?

	Per cent of Operators
ANSWER: About once a week	43.1
About once every two weeks	43.1
About twice a week	6.9
Daily	4.2
About once a month	2.7
Total	100.0

COMMENT:

A comparison of these answers with the results a year ago shows that many operators who a year ago bought every week are now limiting their purchases to every other week. Last year more than half said that they bought records every week and only a quarter said every other week. This year's results show an equal division between the two groups. The explanation could be that many operators, attempting to streamline their activities into as an efficient an operation as possible, have found that a semi-monthly buying trip is sufficient to cover their needs.

QUESTION 11: About how many records do you buy each week for your entire route? (If you buy more or less frequently than once a week, please prorate your purchases to a weekly figure.)

ANSWER: Average number of records per week: 165.4.

COMMENT:

According to these answers, the average juke box operator buys 165.4 records a week (operators who buy more or less frequently than a week were asked to prorate their purchases to a weekly figure). This is an increase of about 14 records per week over last year's figure of 151.7 records, pointing up the increased record consumption resulting from more and more multi-selector machines being in the field. Projecting this average weekly purchase figure to the year as a whole, it can be estimated that the juke box industry currently consumes 64,000,000 records, very close to an earlier estimate of 60,000,000 records a year made by The Billboard.

QUESTION 12: Which of the following most closely describes your buying of new record releases? (Check only one.)

	Per cent of Operators
ANSWER: Buy some in large quantity and sample others	74.6
Test all records in a few boxes before buying any in large quantity	14.9
Wait for location requests on all new releases	1.5
Other buying habits	9.0
Total	100.0

COMMENT:

These answers show that practically all operators test some records. About three-quarters of the operators reported buying some of the new releases in large quantity right away and testing the remainder. Another 14.9 per cent said they test everything before buying in quantity. In addition, those who wait for location requests are in effect testing the merit of a new release. A number of miscellaneous answers were also given including specific mentions that all record purchases are based on The Billboard charts. Only 1.5 per cent of all the operators stated that they purchased their full requirements of new releases the first time around.

In testing new releases, operators reported that an average of 9.6 copies of a new record release were bought for test purposes while a quantity order of a new release averages 43 records.

QUESTION 13: Which two of the following sources of information are the biggest aids to you when buying records?

	Per cent of Operators
ANSWER: Trade-paper charts and editorial features	53.8
Location requests	29.7
Your own personal opinion	26.8
Trade paper advertisements	23.8
Current artist popularity	16.3
Actual machine count	15.1
Your own trade association bulletins	15.1
Record salesman's advice	12.0
Local disk jockey recommendation	4.4
Distributor/manufacturer direct mail and release sheets	3.0
Total	200.0

COMMENT:

The answers to this question total 200 per cent since each operator checked his TWO most important buying aids. The order of importance of these buying aids this year showed several sharp changes from last year's results. A year ago trade-paper charts were ranked third in importance. This year charts jumped to a very strong first place with more than half of the operators listing this as one of their most important record buying aids. Location requests continue as the second most important. Operators' own opinion moved up a notch. Trade-paper advertising jumped from eighth to fourth place in importance. Biggest drops were registered by "actual machine count," which dropped from first to sixth place, and "distributor/manufacturer direct mail and release sheets," which fell from sixth to tenth spot.

The apparent greater dependence on trade-paper charts as shown by these answers has also been noted on prior surveys made among record dealers and disk jockeys. It was for this reason that The Billboard instituted "This Week's Best Buys" last fall so that operators can be fully advised about new records that are getting early action. Each week The Billboard makes last-minute checks in key areas to determine which of the new records are shaping up as sound operator investments.

QUESTION 14: Of the various service features published by trade papers, which is the most helpful as a source of information about new records with commercial potential? (Please check one service for each of the categories of records you buy.)

ANSWER:	Pop Records %	C. & W. Records %	R. & B. Records %
Billboard "This Week's Best Buys"	46.5	48.3	43.7
Billboard "New Records to Watch"	23.3	16.7	21.9
Billboard "Territorial Favorites to Watch"	15.1	21.6	18.8
Trade service "A"	9.6	6.7	3.1
Trade service "B"	4.1	6.7	12.5
Trade service "C"	1.4	—	—
Total	100.0	100.0	100.0

COMMENT:

Operators reported that they find The Billboard trade service features more helpful than any other trade service in all three categories of music. A total of 85 per cent said they preferred The Billboard for pop records; 88.6 per cent said the same for C.&W. records, and 83.4 per cent agreed in the R.&B. field. This overwhelming vote of confidence that operators have given The Billboard are deeply appreciated. The growing acceptance of "Best Buys" is especially warming.

QUESTION 15: Of all the record labels, which THREE give you the best all-around service? (List in order of best service.)

ANSWER:	Weighted Per cent
RCA Victor	23.6
Capitol	21.7
Columbia	17.1
Decca	16.9
Mercury	9.5
M-G-M	6.1
Coral	2.8
Others	2.3
Total	100.0

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THE RING
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KING #1211

STEVE LAWRENCE
TO THE BIRDS
WITH EVERY BREATH I
TAKE
KING #1223

TOMMY PRISCO
LOVE FOR LOVE
NOW I KNOW
KING #1178



TEDDY PHILLIPS
& His Orch.
PALE MOON
YOU CAN'T GO
WRONG

IRVING FIELDS
MR. PIANO PLAYER
CUBAN CARNIVAL
KING #1182

THE HOLIDAYS
I'MA - LIKA - YOU
(The "Pizza Pie" Song)
ROLLING RIVER
KING #1217

JIMMY BLUE
& His Crew
BUMMIN' AROUND
WHY, WHY, WHY
KING #1214

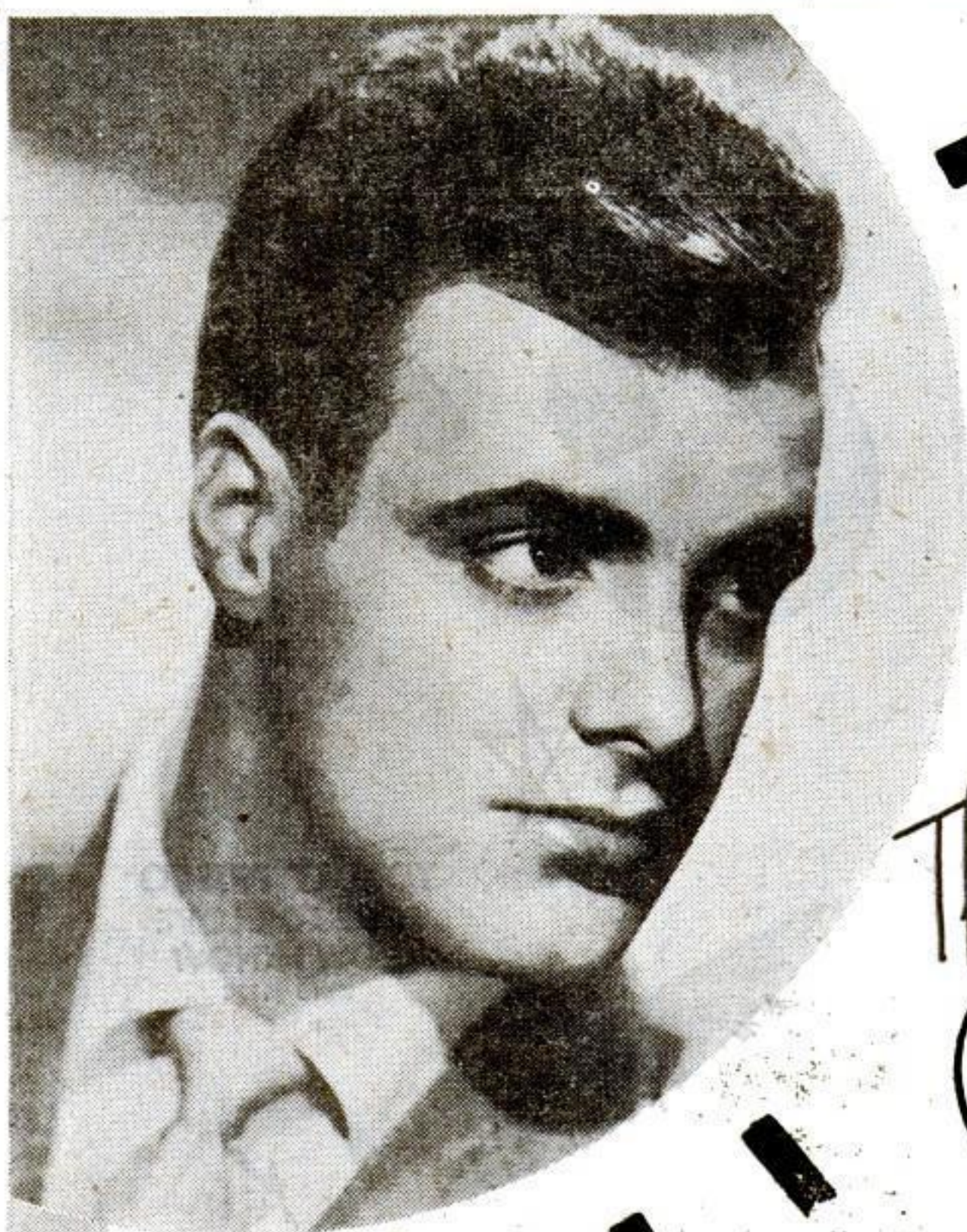
The Globetrotters	
My Gal Sal	
At Sundown	King #1210
Ann Leaf	
In a Little Spanish Town	King #1196
Tambo	
Bonnie Lou	
Scrap of Paper	King #1213
Dancing With Someone	
The Leslie Brothers	
My Shawl	King #1197
Got a Little Ache in My Heart	

King

RECORDS, INC.

Order from your nearest King Distributor

Artists & Repertoire
DEWEY BERGMAN
Pop. Dept.



Thanks
Ops

for making
"HELLO
SUNSHINE"
possible ...

NORMAN BROOKS

Thanks, too, for your wonderful reception
to my latest release

"SOMEBODY WONDERFUL"

and

"You Shouldn't Have Kissed Me the First Time"

Zodiac #102



My Very Best Wishes on
Your 65th Anniversary ...



COMMENT:

These and the answers to the following questions about record labels were scored as follows: Three points for first place, two points for second place and one point for third place. To make the answers more understandable, these weighted vote totals are expressed as percentages.

In this question about the best all-around service, RCA Victor showed the greatest improvement over a year ago. Third last year, the label moved into first place this year. This jump undoubtedly reflects RCA Victor's increased efforts in this field, which until recently were spearheaded by Jim Lennon. Capitol retained the same position it held a year ago, and Columbia moved up a notch into third place.

QUESTION 16: *Of all the record labels, which THREE have the most helpful and informative release sheets and direct mail? (List in order of preference.)*

ANSWER:	Weighted Per cent
RCA Victor	28.3
Decca	20.5
Columbia	19.1
Capitol	19.1
Mercury	3.9
Coral	3.2
M-G-M	2.7
Others	3.2
Total	100.0

COMMENT:

RCA Victor retained its last year's leadership as the label with the most helpful and informative release sheets and direct mail, according to the operators. There was little change among the other labels. Columbia moved up into a tie for third from last year's fourth slot, and Mercury upped its position one notch.

QUESTION 17: *Of all the record labels, which THREE run the most helpful advertising in The Billboard? (List in order of helpfulness.)*

ANSWER:	Weighted Per cent
Decca	26.9
RCA Victor	24.1
Capitol	22.0
Columbia	20.5
Mercury	4.1
Others	2.4
Total	100.0

COMMENT:

Operator returns this year placed the record labels in exactly the same rank as a year ago on this question. Decca again comes up as the leader. In view of the rise in importance of trade advertising as a buying aid for operators (noted in an earlier question), these answers are of more than passing interest.

QUESTION 18: *Have any of the record labels sent or given you free sample records of new releases in the last six months?*

ANSWER:	Per cent of Operators
Have received free samples	40.1
No free samples	59.9
Total	100.0

If YES, from which THREE labels have you received the most free title strips in the last six months?

	Weighted Per cent
Decca	32.0
RCA Victor	25.6
Capitol	17.6
Coral	15.2
Columbia	2.4
Aladdin	2.4
Others	4.8
Total	100.0

(Continued on page 171)

it takes two to tango,
but it just takes me...



PEARL BAILEY



to say thanks,
Juke Box Operators
of America, for all your
wonderful cooperation.

PERSONAL MANAGEMENT
CHAUNCEY OLMAN

DIRECTION
WM. MORRIS AGENCY

PUBLIC RELATIONS
GENE WEBER, JAMES BYRON

Current release

"HUG ME A HUG"

CORAL 60945

exclusively



ALABAMA

Birmingham

Gulf States Dist. Co. 700 Second Ave., N. Labels: Dec, Mon, WO

ARKANSAS

Little Rock

Frank Lyon Co. 210 E. Markham St. Labels: RCA

ARIZONA

Phoenix

Old Timer Records 3703 N. Seventh St. Labels: FD

CALIFORNIA

Berkeley

W. M. Van Deren 2806 San Pablo Labels: FD, Kis, WJ, Win, RGA

Los Angeles

Allied Music Sales 2542 W. Pico Blvd. Labels: 7-11, Ala, Sco, Int, Orf, Der, Got,

TC, Sav, Pea, Duk, Tic, Rma California Record Dist. Co. 2962 W. Pico Blvd.

Diamond Record Dist. 1819 W. Pico Blvd. Labels: Ced, Cri, Ron, GE, Pic, WJ, Win, Fla, Rep

Fox Associates 2519 W. Seventh Labels: LA King Records, Inc. 2648 W. Pico Blvd.

Mercury Record Dist. 2958 W. Pico Blvd. Labels: Mon, Mer, WO L. J. Meyberg Co., Inc.

Sunland Music Co., Inc. 1310 S. New Hampshire Labels: MGM, CRG, All, Pal, Ess, Zod, Dot, Cdc, RGA

Oakland

American Plastic Industries 622 E. 12th Labels: S & S Tullian Brown Enterprises 5665 Shafter Ave.

Pasadena

Four Star Sales Co. 305 S. Fair Oaks Labels: S, R

Sacramento

Jers Co. 111 Fifth St. Labels: Cap

San Francisco

H. R. Basford Co. 235 15th St. Labels: Col Capitol Records Dist. Corp.

Decca Dist. Corp. 525 Sixth St. Labels: Dec Delmar Distr. Co.

King Records, Inc. 1601 S. Hope St. Labels: Col American Plastic Industries 1622 E. 12th

L. J. Meyberg Co., Inc. 33 Gough St. Labels: RCA New Sound Record Dist. 316 Sixth St.

COLORADO

Denver

Boyd Dist. Co. 1661 W. Third St. Labels: Cap Robert F. Clark Co. 70 Rio Grande Blvd.

Davis Sales Co. 1724 Arapahoe St. Labels: Atl, Mon, FS, Ron, Lon, 7-11, Ala, Sco, Int, Orf, Old, RIH, Sav, Fro, Pmu, Mer, Dot, WJ, Ran, Her, Suc, Wal, WO, Win, Mod, RPM, Sun, Fla, Mtor, Cdc

CONNECTICUT

East Hartford

Malverne New England 737 Connecticut Blvd. Labels: Jub, Mon, FS, Der, TC, Pal, Mer, Ess, Zod, Dot, WO, Imp, Cdc

Hartford

Capitol Records Dist. Co. 25 Pleasant St. Labels: Cap Decca Dist. Corp. 252 Farmington Ave.

New Haven

Plymouth Electric Co. 393 Chapel St. Labels: M-G-M

WASHINGTON, D.C.

Quality Music Co. 1832 Seventh St., N.W. Labels: Che, Cha, RIH Schwartz Bros. 2981 12th St., N.E.

FLORIDA

Jacksonville

Binkley Dist. Co. 50 Riverside Labels: M-G-M, Lon,

7-11, Ala, Sco, Int, Orf, Nas, Exc, APO, Rep, RIH, Sav, Pea, Duk, Her

Distributors, Inc. 555 Osceola St. Labels: Oke, Ool King Records, Inc. 302 Park Ave.

Taran Dist. Co. c/o Pan American 90 Riverside Ave. Labels: TGE Top Tune Record Dist., Inc.

MIAMI

American Dist. Co. 505 W. Flagler Labels: Gly, Roc, Mon, Ron, Fan, Mer, WO Binkley Dist. Co. 301 S.W. Sixth St.

Brooke Dist. Co. 412 S.W. Eighth Ave. Labels: Dec, RGA European Phonograph Co. 1606 S.W. Eighth Ave.

St. Petersburg

Bert Stoddard 1609 29th Ave., N. Labels: Hor

Tampa

E. W. Kersey P.O. Box 10338 Labels: Old

Atlanta

Capitol Records Dist. Corp. 535 Courtland St., N.E. Labels: Cap Decca Dist. Corp. 152 Alexander St., N.W.

Peoria

Decca Dist. Corp. 106 E. State St. Labels: Dec Claus Radio & Electric Co. 707 Main St.

Quincy

Midwest Recording Co. 615 Hampshire St. Labels: Ats

La Grange

Trepur Records Route 3 Labels: Tre

IDAHO

Boise

Dicus Record Supply 817 N. 19th St. Labels: Cri, GE, FS, Luc

ILLINOIS

Chicago

Advance Dist. Corp. 3257 W. Montrose Ave. Labels: Kis, Old, Ide, Win Aristocrat Dist. Co. 750 E. 49th St.

Decca Dist. Corp.

153 Huron St. Labels: Dec Frumkin Sales Co. 2007 S. Michigan Ave.

Peoria

Decca Dist. Corp. 106 E. State St. Labels: Dec Claus Radio & Electric Co. 707 Main St.

Quincy

Midwest Recording Co. 615 Hampshire St. Labels: Ats

INDIANA

Indianapolis

Associated Distributors 210 S. Meridian St. Labels: RCA Indiana State Dist. Co. 505 E. Washington St.

Shreveport

W. M. Amann Dist. Corp. 115 Olive St. Labels: Ron

Radio Dist. Co. P. O. Box 1298 Labels: Cap Radio Equipment Co., Inc. 1010 Central Ave. Labels: Col

South Bend

South Bend Radio Dist. 432 Carroll St. Labels: Cap

IOWA

Davenport

RCA Victor Dist. Corp. 1235 W. Fifth St. Labels: RCA

Des Moines

Decca Dist. Corp. 1217 High St. Labels: Dec Gifford-Walnut, Inc. 1326 W. Walnut Labels: Cap

KANSAS

Kansas City

Mayflower Sales Co. 2012 Baltimore Ave. Labels: Col RCA Victor Dist. Corp. Fairfax & Funston Sta. Labels: RCA

Wichita

Les Campbell Productions 210 S. Emporia Labels: All Irwin's Dist. Co. 106 S. Grove Labels: M-G-M, Mon, GE, FS, Old, WO, RGA

Topeka

Garcia Discos P. O. Box 743 Labels: Ide

KENTUCKY

Louisville

Ewald Distributing Co. 309 S. Ninth St. Labels: RCA Foeter Dist. Co. 409 W. Main St. Labels: Cap King Records, Inc. 112 E. Main St. Labels: Kng, Fed, Del

LOUISIANA

New Orleans

A-1 Records Dist. Co. 640 Baronne St. Labels: Oke, Atl, Cha, Che, Apo, Pea, Duk, Mod, RPM, Spe, Fla Mtor Wm. Amann Dist. Co. 642 Baronne St. Labels: Gly, Roc, M-G-M, Lon, Yp, Nas, Exc, Rep Decca Dist. Corp. 517 Canal St. Labels: Dec Electrical Supply Co. 201 Magazine St. Labels: RCA Gramophone Enterprises 604 Baronne St. Labels: Cor, Cdl, Cha, Jub, Uni, Mon, FS, Fan, 7-11, Ala, Sco, Int, Orf, Der, Got, TC, Dev, RIH, Sav, Eso, Prm, Gat, Ky, Pal, Her, Ess, Zod, Wal, WO, Sta, Sun, Imp, Cdc, Brk, S&S RGA, Tru

Shreveport

W. M. Amann Dist. Corp. 115 Olive St. Labels: Ron Interstate Electric Co. 1001 S. Peters St. Labels: Col King Records, Inc. 2519 S. Broad St. Labels: Kng, Fed, Del Mallory Dist. Co. 630 Baronne St. Labels: Cap, Dot Mercury Distributors 812 Carondelet St. Labels: Mer

Labels With Their Abbreviations

Table listing abbreviations for various record labels and distributors, such as A440, Aladdin, Allied, Apollo, Aragon, Arrow, Artista, Atlantic, Atlas, Bach Society, Bartok, Biltmor, Blue Hen, Blue Ridge, Brunswick, Cadence, Capitol, Cardinal, Chance, Checker, Chess, Children's Record Guild, Classic Editions, Cloud, Co-Ed, Columbia, Co-Op, Coral, Crystal, Dana, DC Records, Decca, Deluxe, Demo, Derby, Devon, Dial, Dome, Dot, Duke, Ebony, Elektra, Esoteric, Essex, Eterna, Excello, Fantasy, Federal, Festival, Fiesta, Fla, Folk, Folk Dancer, Four Star, Frontier, Gateway, Gavotte, Gilt Edge, Glory, GMP, Gotham, Grenoble, Herald, Hokem, Holmes Royal, Horoscope, Ideal, Imperial, Intro, Jazzology, Joco, Jubilee, K&K, Kentucky, King, Kismet, Latin American, London, Loop, Lucky, Marilu, Marvel, Maunay, Mercury, Meteor, M-G-M, Modern, Monarch, Morrison, Music Library, Nashboro, New Editions, Oceanic, Okeh, Old Timer, Orfeo, Oxford, Pacific Jazz, Pal, Pavilion, Peacock, Perspective, Philharmonia, Phoenix, Polkaland, Polymusic, Program, Progressive, Quality, Rachmaninoff, RCA Victor, Rama, Ranger, Record Guild of Am., Recorded in Hollywood, Renaissance, Republic, Reveal, Riverside, Rockin', Rondo, RPM, Rudder, Savoy, Score, Sentry, 7-11, Sho-Me, Simon & Schuster (Golden), Southern, Specialty, States, Stradivari, Success, Sun, TAR, Thrillwood, Time, Tin Pan Alley, Trepur, Trumpet, Twentieth Century, United, Valday, Vernon, Viennola, Virginia, Vod-Vil, Walden, Wallis Original, Western Jubilee, Windsor, Yeoman, Young People's, Zodiac.



LATEST RELEASES

"BUBBLING OVER"
"THE LA-DE-DA SONG"

George Aubry & Ensemble
Coral 60998

"OHIO" Sparklers
"IT'S LOVE" Roberta Linn
Coral 60973

"MINNIE THE MERMAID" Larry Hooper
"SAY IT ISN'T SO" Roberta Linn
Coral 60947

"HIGH LIFE POLKA" Roberta Linn & Ensemble
"TOWN & COUNTRY POLKA"
Roberta Linn-Gene Pursell
Coral 61003

Still Going Strong . . .

"OH, HAPPY DAY"
"YOUR MOTHER AND MINE"
Coral 60893

*CAPITOL TRANSCRIPTIONS

TOP RATED TV SHOW

over **KTLA** every Friday
8 to 9 P.M.
1,500,000 viewers

90th
CONSECUTIVE WEEK
ARAGON BALLROOM
LICK PIER, OCEAN PARK, CALIF.

ALBUMS

as played by . . . **LAWRENCE WELK**
and His Champagne Music

"SOUVENIR ALBUM"
ALB. NO. 56088—CP-616—EC-82001

Song Hits from the Warner Bros. Picture
"ON MOONLIGHT BAY"
ALB. NO. 9-8042—56043

Songs About "MY EXTRAORDINARY GAL"
ALB. NO. 9-8044—56045—CP-609

"DANCE TIME" ALB. NO. EC-81007

CORAL
RECORDS

(A subsidiary of DECCA RECORDS, Inc.)

Personal Management: **GABBE, LUTZ and HELLER**

1619 Broadway, New York 19, N.Y.
6274 Sunset Blvd., Hollywood 28, Calif.

NEW YORK
 Cleveland
 Baltimore
 Hollywood
 DETROIT
 Philadelphia
 Kansas City
 New Orleans

Dallas
 CINCINNATI
 Scranton
 Chicago
 Newark
 Akron
 PITTSBURGH
 Pittston
 Boston
 Atlanta
 Denver
 San Francisco
 Houston

Los Angeles
 Youngstown
 MIAMI
 St. Louis

nickelodeon
Record Corporation
of America
MAKES ITS DEBUT
 with



A MESSAGE TO ALL IN THE INDUSTRY:
 "It is our desire to create and maintain a harmonious relationship with you."

NICKELODEON RECORD CORPORATION
 Bill Bufalino
 President



Look for the Coming Release of New York City's leading Night Club Entertainer

VINCE MASSEY "The Golden Boy"

NICKELODEON Records are proud to feature the sensational singing trio of the younger set

—The CEDRONE SISTERS.
 Ages 8, 10 and 12 years



THE ESQUIRE BOYS
 of
CARAVAN FAME

TABOO
 78 RPM
 45 RPM
 Instrumental by the
ESQUIRE BOYS
 No. 101-A

GUITAR BOOGIE SHUFFLE
 78 RPM
 45 RPM
 Instrumental by the
ESQUIRE BOYS
 No. 102-A

NICKELODEON JAMBOREE
 78 RPM
 45 RPM
 Music by the
ESQUIRE BOYS
 Vocals by the
CEDRONE SISTERS
 No. 103-A

OH BABE
 78 RPM
 45 RPM
 Music by the
ESQUIRE BOYS
 Vocals by the
CEDRONE SISTERS
 No. 104-A

SPECIAL OFFER To All Operators and Servicemen:
ONE RECORD FREE with every purchase of 10 records. Your price each 55c C. O. D. Mail Orders Now—We Will Mail Direct to You.

NOTICE: All Distributors interested in handling Nickelodeon may Write, Wire or Call

NICKELODEON Record Corp. of America

12353 WILSHIRE

DETROIT 13, MICHIGAN

nickelodeon

 Look for the **MIMI MARTEL**
 New Releases by "The Voice With a Soul"
 Our Singing Sensation

nickelodeon
 A Singing Star
 Direct from Hollywood

Continued from pg. 122

WATCH!
NATIONWIDE Records
currently "CALL ME"
coming up . . . "ONE SIDED LOVE"
b/w "IS IT TRUE"
b/w "LOVE IS LIKE A FLOWER"
 Two Great Songs by
 Johnny Broderick
 featuring JACKIE VAN

CHICAGO
4149 N. Leamington

NEW YORK
Suite 17B, 5 Riverside Drive

HAVING
RECORD TROUBLES?
 GET THE HITS NOW
 USE

ONE STOP SERVICE

OPERATORS & DEALERS

Buy From One Source—Save Freight Charges.

We Ship Same Day Order Is Received.

Special Requests Promptly Handled.

COMPLETE STOCKS

— of 78's & 45's —

RECORDS

5¢ Over Regular Wholesale

Albums, Etc.—10% Over

COLUMBIA

BEST BUYS

POPULAR

- NO ONE WILL EVER KNOW KING OF BROKEN HEARTS Tony Bennett 39964
- CANDY LIPS LET'S WALK THAT-A-WAY Johnnie Ray and Doris Day 40001
- THERE'S NOTHING AS SWEET AS MY BABY TELL US WHERE THE GOOD TIMES ARE Mindy Carson & Guy Mitchell 39992
- THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY Percy Faith & Felicia Sanders 39944
- STRANGE THINGS ARE HAPPENING THE HO HO SONG Red Buttons 39981
- I BELIEVE YOUR CHEATIN' HEART Frankie Laine 39938
- JUST ANOTHER POLKA MY DEAREST, MY DARLING Jo Stafford 40000
- TELL ME A STORY THE LITTLE BOY AND THE OLD MAN Frankie Laine & Jimmy Boyd 39945
- RAMBLIN' MAN I LET HER GO Frankie Laine 39979
- LITTLE JOSEY DENNIS THE MENACE Rosemary Clooney and Jimmy Boyd 39988
- DOT'S NICE—DONNA FIGHT! IT'S THE SAME Rosemary Clooney and Marlene Dietrich 39980
- RUBY PALLADIUM PARTY Harry James 39994
- FOR ME TIRED OF DREAMING Jerry Vale 39990
- I WOULDN'T WANT IT ANY OTHER WAY Lu Ann Simms 39991
- I'M WALKING BEHIND YOU TAKE THESE CHAINS FROM MY HEART Champ Butler 39993

- TIRA LIRA MADEIRA ORIENTAL POLKA Mitch Miller 39982
- WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BEAUTIFUL MUSIC TO LOVE BY Doris Day 39970
- SOMEODY STOLE MY GAL GLAD RAG DOLL Johnnie Ray 39961

HILLBILLY

- HALF HEARTED I PASSED BY YOUR WINDOW George Morgan 21108
- THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE Carl Smith 21087
- BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS Lefty Frizzell 21084
- THE PRICE FOR LOVING YOU THAT'S WHAT I GET FOR LOVING YOU Ray Price 21089
- NEVER NO MO' BLUES SLEEP, BABY, SLEEP Lefty Frizzell 21101
- MEXICAN JOE YOU HAVE MY HEART NOW Billy Walker 21085
- CALIFORNIA BLUES I'M LONELY AND BLUE Lefty Frizzell 21102
- I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE Marty Robbins 21075
- SIDEMEAT AND CABBAGE TEARDROPS "Little" Jimmy Dickens 21093
- AT THE DAWNING WHEN HE CALLS I'LL FLY AWAY The Chuck Wagon Gang
- WHY DID YOU WANDER? THINKING ABOUT YOU Lester Flatt, Earl Scruggs 21091

Write or Telephone for Further Information

ONE STOP RECORD SERVICE
 2626 OLIVE, ST. LOUIS, MO.
 (Phone: LUCAS 4172)
 Order From Billboard Hit Parades

Cosnat Dist. Co.
 1710 North St.
 Labels: Gly, Roc, Atl, Cha, Jub, Uni, Dom, FS, Ron, Nas, Exc, Dan, Che, Chs, Der, Dev, Eso, Pal, Ess, Her, Zod, Dot, Rev, Sta, Cdc, Rep
 Decca Dist. Corp.
 1934 Arch St.
 Labels: Dec
 Gotham Record Corp.
 1628 Federal St.
 Labels: Cdl, GE, Fan, Rud, Pea, Duk, PJ, Mod, RPM, Fla, Mtor
 Grimes Music Publishers
 250 S. Broad St.
 Labels: GMP, Vod, Hok, C-O
 John-Harold Co.
 1618 N. Broad St.
 Labels: Cor, Lon, All, Brk
 King Records, Inc.
 1242 N. Broad St.
 Labels: Kng, Fed, Del
 Lesco Distr.
 17 S. 21st St.
 Labels: YP, CRG, Riv, HR, Suc, WJ, Win, S&S
 Stuart F. Louchheim Co.
 1220 N. Broad St.
 Labels: Col
 Marnel Dist. Co.
 1622 Fairmount Ave.
 Labels: 7-11, Ala, Int, Sco, Orf, Apo, RIH, Sav, Pmu, Sou, Wal, Imp, Spe, RGA
 David Rosen, Inc.
 855 N. Broad St.
 Labels: Oke, Mon, Ats, Mer, Fle, WO
 Raymond Rosen & Co., Inc.
 2121 Market St.
 Labels: RCA

Pittsburgh
 Alco Record Dist. Co.
 1204 Forbes St.
 Labels: Atl, Jub, Mon, 7-11, Sco, Int, Ala, Orf, Chs, Che, Der, Mer, WO
 Capitol Record Dist. Corp.
 2020 W. Liberty Ave.
 Labels: Cap
 Danforth Corporation
 6500 Hamilton Ave.
 Labels: Col
 Future Dist. Co.
 1300 Wylie Ave.
 Labels: Apo, Spe
 Hamburg Bros.
 213 Galveston Ave.
 Labels: RCA
 King Records, Inc.
 1437 Fifth Ave.
 Labels: Kng, Fed, Del
 Lomakin Music
 633 Liberty St.
 Labels: Fan
 National Record Mart
 324 Diamond St.
 Labels: Gat, Ky
 Record Dists., Inc.
 906 Forbes St.
 Labels: M-G-M, Oke, Uni, Got, Sav, Pea, Duk, Sta, S&S, RGA
 Standard Dist. Co.
 1705 Fifth St.
 Labels: Cor, Cdl, Ron, Dan, TC, Dev, RIH, Gat, Ky, Pal, Ess, Zod, Dot, Sun, Imp, Mtor, Brk, Rep
 J. A. Williams Co.
 401-435 Amberson Ave.
 Labels: Dec

Scranton
 Capitol Record Dist. Corp.
 500 Wyoming Ave.
 Labels: Cap
 Scranton Supply & Mach. Co.
 634 Wyoming Ave.
 Labels: Dec

J. W. Young Dist. Co.
 1206 Forbes St.
 Labels: Ats, Cdc

RHODE ISLAND
 Pawtucket
 Conte Distributors
 61 Division St.
 Labels: Gre
 Eddy & Company
 43 Hospital St.
 Labels: RCA

SOUTH DAKOTA
 Sioux Falls
 Warren Radio Supply
 115 So. Indiana Ave.
 Labels: RCA

TENNESSEE
 Gallatin
 Randy's Record Shop
 321 W. Main St.
 Labels: Atl, Cha, Jub, Che, Chs, Apo, Got, TC, RIH, Dot, Mod, RPM, Sun, Imp, Fla, Mtor, Pea

Knoxville
 Chapman Drug Co.
 516 State St.
 Labels: Cap
 C. M. McClung Co., Inc.
 501 W. Jackson Ave.
 Labels: RCA

Memphis
 Glenn Allen, Inc.
 1146 Union Ave.
 Labels: Atl, Jub, Cap, GE, Ron, 7-11, Int, Orf, Sco, Ala, Ide, Her, Win, RPM
 King Records, Inc.
 1092 Union Ave.
 Labels: Kng, Fed, Del
 McGregor's, Inc.
 1071 Union Ave.
 Labels: RCA
 Music Sales Co.
 1117 Union Ave.
 Labels: M-G-M, Cdl, Cha, Uni, FS, Nas, Exc, Che, Chs, Apo, Der, Got, RIH, Rud, Sav, Pal, Ess, Dot, Pea, Mod, Sta, Sun, Imp, Spe, Fla, Mtor, RGA, Tru, Rep

Nashville
 Buckley Dist. Co.
 1707 Church St.
 Labels: Cha, RIH, Gre, Mod, RPM, Sun, Imp, Fla, Mtor, Pea

Coastline Dists., Inc.
 535 Fourth St.
 Labels: Dom
 Ernie's Record Shop
 179 Third St., North
 Labels: Cha, Apo, Chs, Che, Got, TC, RIH, Mod, RPM, Sun, Imp, Fla, Mtor, Pea
 Hermitage Music
 423 Broad St.
 Labels: Sun
 King Records, Inc.
 515 4th Ave., S.
 Labels: Kng, Fed, Del
 Music City Dist. Co.
 403 Lea Ave.
 Labels: Nas, Exc, BR, Dot, Rma, Tic, Sun, S&S
 Gene Nobles
 1837 Primrose Ave.
 Labels: Mod, RPM
 Tennessee Music Sales
 415 Main St.
 Labels: Gly, Roc, Mon, GE, FS, Ron, Ats, BR, Gat, Ky, Pal, Mer, Ess, Zod, WO, Cdc, S&S

TEXAS
 Dallas
 Adleta Co.
 1914 Cedar Springs Ave.
 Labels: RCA
 Big State Dist. Co.
 137 Glass St.
 Labels: Cor, Cdl, Oke, Atl, FS, YP, Nas, Exc, Chs, Che, Apo, All, Pea, Dot, Spe, Brk, Tru, Rep
 Capitol Record Dist. Corp.
 1801 N. Industrial Blvd.
 Labels: Cap
 Dobbs of Dallas
 135 Leslie St.
 Labels: M-G-M
 Decca Dist. Corp.
 139 Cole St.
 Labels: Dec
 Gramophone Enterprises
 Labels: Gly, Roc, Cha, Jub, Uni, Mon, Ron, Fan, 7-11, Ala, Int, Orf, Sco, Old, Der, Got, TC, Dev, RIH, Sav, Eso, Pmu, Gat, Ky, Pal, Duk, PJ, Ess, Her, Zod, Rma, Tic, WO, Sta, Sun, Imp, Cdc, S&S, RGA
 King Records, Inc.
 146 Leslie St.
 Labels: Kng, Fed, Del
 Medaris Co., Inc.
 1202 Dragon St.
 Labels: Col
 Mercury Dist. Co.
 1035 Levee St.
 Labels: Mer, WJ, Mod, RPM, Fla, Mtor
 South Coast Amuse. Co.
 137 Glass St.
 Labels: GE
 Trinity Distributors
 1033 Levee St.
 Labels: Lon

UTAH
 Ogden
 Carl Santoro
 2667 Lincoln Ave.
 Labels: All
 Salt Lake City
 W. H. Bintz Co.
 433 W. Third St.
 Labels: Oke, Col

EL PASO
 Boyd Dist. Co.
 2209 Mills St.
 Labels: Cap
 Frontier Distributing Co.
 1200 E. Missouri St.
 Labels: M-G-M
 M. B. Krupp Dist. Co.
 309 S. Santa Fe St.
 Labels: Cdl, Atl, Cha, Jub, Uni, Cri, GE, FS

SAN ANTONIO
 General Appliance Co.
 1201 E. Houston St.
 Labels: Dec
 R. Warncke Co.
 121 Navarro St.
 Labels: Cap
SAN BENITO
 Rio Grande Music Co.
 P. O. Box 861
 Labels: Ide

HOUSTON
 H. W. Dailey Co.
 314 1/2 E. 11th St.
 Labels: Dec
 Gramophone Enterprises
 1906 Leeland St.
 Labels: Gly, Roc, Cha, Jub, Uni, Mon, Ron, Fan, 7-11, Ala, Int, Orf, Sco, Der, Got, TC, Dev, RIH, Eso, Pmu, Gat, Ky, Pal, Her, Zod, WO, Sta, Sun, Imp, Cdc, S&S, RGA, Tru
 House of Music
 48 Pinedale St.
 Labels: Ced, ML, Wal
 King Records, Inc.
 1408 Jefferson St.
 Labels: Kng, Fed, Del
 Mercury Dists., Inc.
 1218 Leeland Ave.
 Labels: Mer, MJ, Mod, RPM, Fla, Mtor
 South Coast Amusement Co.
 314 E. 11th St.
 Labels: M-G-M, Cdl, Oke, GE, FS, Nas, Exc, Che, Chs, All, Rud, Dot, Rep
 Straus-Frank Co.
 4000 Leeland Ave.
 Labels: RCA
 Trinity Distributors
 1218 Leeland Ave.
 Labels: Lon
 United Record Dist. Co.
 1902 Leeland Ave.
 Labels: Cor, Atl, Sho, Apo, Sav, Spe, Brk, Pea
 R. Warncke Co.
 3445 Leeland Ave.
 Labels: Cap

How Was Your Timing on . . .

"CRAZY, MAN, CRAZY"

BILL HALEY
Essex 321

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Yermie Stern, 2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed. 799

Name _____

Address _____

City _____ Zone _____ State _____

Spotted as a Billboard BEST BUY

APRIL 28

Title Strips Ready for Top Juke Profits

APRIL 28

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips) . . .	\$ 9.00	70 (1400 strips) . . .	\$29.00
30 (600 strips) . . .	13.00	80 (1600 strips) . . .	33.00
40 (800 strips) . . .	17.00	90 (1800 strips) . . .	36.00
50 (1000 strips) . . .	21.00	100 (2000 strips) . . .	39.00
60 (1200 strips) . . .	25.00		

El Rancho Cordova
543 W. Third St.
Labels: Ide
Flint Distributing Co.
P. O. Box 1470
Labels: RCA
Roy Koerber
159 1/2 S. Main St.
Labels: Crl, FS, Old,
WJ, Win, RGA
Mt. States Dist. Co.
622 S. State St.
Labels: Cap
Salt Lake Hdwe. Co.
P. O. Box 510
Labels: Dec
Standard Supply Co.
531 S. State St.
Labels: M-G-M, Cor,
Mon, Fan, Lon, WO,
Imp, Brk

VIRGINIA

Richmond

Allen Dist. Co.
420 W. Broad St.
Labels: Gly, Roc, Cha,
Jub, Uni, Lon, BH,
Apo, Nas, Exc, Chs,
Che, Der, BR, Got,
TC, RIH, Sav, Pal,
Pea, Duk, Zod, Ess,
Her, Dot, Mod, RPM,
Sta, Fla, Sun, Imp,
Spe, Mtor, Cdc, Tru,
Rep
Benj. T. Crump Co., Inc.
1310-34 E. Franklin St.
Labels: Col, Oke
King Records, Inc.
216 E. Main St.
Labels: Kng, Fed, Del
Virginia Dist. Corp.
1837 Broad St.
Labels: Dec
Wyatt-Cornick, Inc.
Grace at 14th St.
Labels: RCA

WASHINGTON

Seattle

Artist Record Dist. Co.
3131 Western Ave.
Labels: Gly, Roc, CRG,
Luc, Chs, Che, S&S
C & C Dist. Co.
3131 Western Ave.
Labels: Cha, Jub, Mon,
FS, Fan, YP, All, Der,
RIH, Rud, Sav, Mer,
Dot, WO, Mod, RPM,
Sun, Imp, Spe, Fla,
Mtor, Tru
Capitol Record Dist. Co.
620 Eastlake Ave.
Labels: Cap
Decca Dist. Corp.
3131 Western Ave.
Labels: Dec

Harper-Meggee, Inc.
960 Republican St.
Labels: RCA
Love Electric Co.
318 Westlake Ave., No.
Labels: Col
Morrison Music Co.
720 Queen Anne Ave.
Labels: Mor
Northwest Tempo Dist.
Co.
210 Ninth Ave., No.
Labels: M-G-M, Atl,
Uni, GE, Ron, Kis,
Ala, 7-11, Sco, Int,
Orf, Old, Apo, Mor,
Pal, Ess, WJ, Win,
Cdc, Kng, Fed, Del,
S&S, Pea
Oregon Records Dist. Co.
3131 Western Ave.
Labels: Cor, Lon, Brk,
RGA

Spokane

Columbia Electric &
Manufacturing Co.
123 South Wall St.
Labels: Col
Tinling & Powell
706 E. Sprague Ave.
Labels: HR, Suc

WEST VIRGINIA

Charleston

Lou Sowa Records
711 Bigley Ave.
Labels: BR
Cardinal Distributing
Co.
821 Quarrier St.
Labels: Col
King Records, Inc.
804 Donnally St.
Labels: Kng, Fed, Del

Huntington

Van Zandt Supply Co.
1123 Fourth Ave.
Labels: RCA

WISCONSIN

Madison

Tell Musical Dist. Co.
2702 Monroe St.
Labels: Cor, Brk, Rep

Milwaukee

Capitol Record Dist. Co.
1434 N. Farwell Ave.
Labels: Cap
Decca Dist. Corp.
321 E. Chicago St.
Labels: Dec
Demo Records Dist. Co.
1415 N. 21st St.
Labels: Dem

Major Dist. Co.
626-628 E. Ogden Ave.
Labels: Mon, Mer, WO
Morley-Murphy Co., Inc.
5151 W. State St.
Labels: Col

Taylor Electric Co.
112 No. Broadway
Labels: RCA

Sheboygan

Sheboygan Radio &
Record Center
1210 N. 8th St.
Labels: Plk

WYOMING

Cheyenne

Forbes Music Company
1818 Carey Ave.
Labels: HR, Suc

ALASKA

Juneau

Northern Sales Co.
Box 2330
Labels: YP, Riv

TERRITORY OF HAWAII

Honolulu

Hawaiian Elec. Supply
Co.
930 Clayton St.
Labels: Dec
Honolulu Paper Co.,
Ltd.
1105 Kapiolani Blvd.
Labels: Col
House of Music, Ltd.
2166 Kalakau Ave.
Labels: YP
Microphone Music
222 N. Beretonia St.
Labels: Tic
Musical Distributors
156 Mokauea St.
Labels: Cor, Lon, Brk
Nylen Bros. & Co., Ltd.
P. O. Box 2958
Labels: Cap
Thayer Piano Co.
P. O. Box 562
Labels: Win

Wahiawa, Oahu

Wahiawa Electronic
Service
Labels: Mon, WO

PUERTO RICO

San Juan

Casa Fragoso
258 San Francisco St.
Labels: Tic
G. Connelly
Radio & Refrigeration,
Inc.
Box 4568
Labels: M-G-M

CANADA

Alberta, Calgary

T. W. Peacock, Ltd.
216 12th Ave., W.
Labels: Cor, Brk
Taylor, Pearson & Car-
son, Ltd.
308 Fifth Ave.
Labels: Oua, M-G-M,
Mer

Vancouver (British Columbia)

Dance Craft
1406 W. Broadway
Labels: Win

Johnston Appliances,
Ltd.
5239 Victoria Drive
Labels: Cor, Brk

Mackenzie, White &
Dunsmuir
1100 Venables St.
Labels: Gua, M-G-M,
Mer

Radio Sales Service,
Ltd.
971 Richards St.
Labels: Cap

Texal, Ltd.
1132A Burrard St.
Labels: YP, Ara

Winnipeg, Manitoba

Modern Products Co.
1373 Portage Ave.
Labels: Bil, YP, Ara,
Win

Monarch Record Dists.
Galt Building
Labels: Qua, M-G-M,
Mer

Sparling Sales, Ltd.
120 King St.
Labels: Cap

London, Ontario

Capitol Record Dist. Co.
100 St. George St.
Labels: Cap

Sparton of Canada, Ltd.
Labels: Col

Toronto, Ontario

Apex Records, Ltd.
670 Richmond St., W.
Labels: Cor, Brk

Canadian Music Sales
1261 Bay St.
Labels: Old

Capitol Records of Can-
ada, Ltd.
123 Adelaide St.
Labels: Cap

Mackay Record Dists.
30 Duncan St.
Labels: YP

Margas Distr. Agency
807 Yonge St.
Labels: Bil, Ara, Arr

Mercury Record Dist.
Labels: Mon, WO

Morris Dist. Co.
1580 Queen St. W.
Labels: Fan, Sav, PJ

Phono-Vision Dist.
Corp.
124 Dundas St.
Labels: Kis

Quality Records
380 Birchmont Road
Labels: M-G-M, FS, Der,
Pal, Ess, Qua, Mer,
WJ

Gordon V. Thompson
902 Yonge St.
Labels: Ron, Gav
H. G. Young Sales Co.
Labels: Pmu

Lachine, Quebec

Compo Co., Ltd.
2377 Remembrance
Labels: Cor, Brk

Montreal, Quebec

Biltmor Records Co.
2560 Mayfair Ave.
Labels: Bil

Canus Distr., Ltd.
63 Prince Arthur St., E.
Labels: LA

Capitol Records of Can-
ada, Ltd.
216 St. Paul St., W.
Labels: Cap

Elite Recording Co. of
Canada
417 St. Peter St.
Labels: Ced, Eco, Tic,
Riv

The London Gramo-
phone Corp. of Can-
ada, Ltd.
2123 St. Catherine St.
E.

Labels: YP
Metrodisc, Inc.
5016 Sherbrooke St., W.

FOREIGN BUYERS!

we are proud to represent

H. C. Evans & Co.

because . . .

we can deliver the outstanding

100-Selection CENTURY

40-Selection JUBILEE

Exclusive Distributors in Ea. Penn. and So. N. J.

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET • Rittenhouse 6-7712 • PHILADELPHIA 30, PA.

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

SALUTATIONS

H. C. Evans & Co. welcome this opportunity to extend a hearty "Thank You" for the phenomenal acclaim accorded



EVANS' CENTURY
100 Selections
50 Records 45 RPM

EVANS' JUBILEE
40 Selections
20 Records 78 or 45 RPM

We are proud of our many contributions to the Music Machine and Amusement Industries whom we have served since 1892. H. C. Evans & Co. world-wide reputation earned over a period of

61 YEARS

for precision engineering and manufacturing achievement is your assurance of the ultimate in Quality and Performance!

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

Labels: Cor, Rod, Qua, Mer, M-G-M, Brk
Musimart of Canada
Pascal Bldg.
901 Bleury St.
Labels: Dan
Sni-Don Sales Co.
455 Graig St., W.
Labels: Suc, HR

Incomplete or no distributor information was received from the following:

Labels

- Adam Records
418 W. 49th St.
New York, N. Y.
- Balkan Record Co.
1425 W. 18th St.
Chicago, Ill.
- BBS Records
200 S. Juniper St.
Philadelphia, Pa.
- Belle Recording Co.
P.O. Box 485
Derry, Pa.
- Bibletone Records
50 E. 11th St.
New York, N. Y.
- Blue Note Records
767 Lexington Ave.
New York, N. Y.
- Buckeye Recording Co.
Box 743
Toledo, O.
- Cadillac Record Co.
1619 Broadway
New York, N. Y.
- Colonial Records
686 N. Robertson Blvd.
Hollywood, Calif.
- Crystalette Records
601 E. Fourth St.
Santa Ana, Calif.
- Dee Gee Records
4015 Leslie St.
Detroit, Mich.
- D'Oro Records
210 W. Seventh St.
Los Angeles, Calif.
- Fortune Records
11629 Linwood
Detroit, Mich.
- Gala Records
605 W. 42d St.
New York, N. Y.
- Good Time Jazz Records
707 N. Irving Blvd.
Los Angeles, Calif.
- J O B Records
4008 S. Ellis Ave.
Chicago, Ill.
- Kem Records
1111 N. El Centro
Hollywood, Calif.
- Mars Record Co.
151 W. 46th St.
New York, N. Y.
- Prestige Records
754 Tenth Ave.
New York, N. Y.
- Pyramid Records
1658 Broadway
New York, N. Y.
- Rainbow Records
767 Tenth Ave.
New York, N. Y.
- Rhythm & Blues Record Co.
240 N. Canon Drive
Beverly Hills, Calif.
- Rich-R-Tone Records
407 W. Main St.
Morristown, Tenn.
- Roost Records
Judson Records
72 W. 52d St.
New York, N. Y.
- Rork Records
P.O. Box 2281, DeSoto
Sta.
Memphis, Tenn.
- Round Records
46 W. Eighth St.
New York, N. Y.
- Tico Records
143 W. 41st St.
New York, N. Y.
- Seger Records
c/o Imperial
1650 Broadway
New York, N. Y.
- Tempo Records
8540 Sunset Blvd.
Hollywood, Calif.
- Vanguard Records
799 Broadway
New York, N. Y.
- Vinrob Records
1650 Broadway
New York, N. Y.

25 WAYS You Can Participate

Here are some practical suggestions music operators can use in promoting the 65th Anniversary of the Juke Box Industry. Most of them can be done with little or no money—all of them can be effective in telling the juke box industry's story to your customer, the public.

Remember: The promotional material mentioned in this check-list can be obtained free by writing Coin Machine Department, The Billboard, 188 West Randolph Street, Chicago 1. Use the coupon below.

1. Write now for your copy of the model press release for use with your home-town newspaper.
2. Contact the editor of your local newspaper and/or any columnist who uses entertainment items. Give him a press release prepared from the model you secure by writing The Billboard.
3. Contact your local disk jockeys urging them to build programs around the 65th Juke Box Anniversary theme.
4. Make yourself available for interviews with disk jockeys. Use fact sheet, which is yours for the asking from The Billboard, for industry data.
5. Set aside five or 10 selections on each of your phonographs to play the All-Time Juke Box Favorites you will find listed in the Anniversary Booklet.
6. Contact the program chairman of your local Chamber of Commerce, Rotary, Kiwanis, Lions or any similar organization, suggest a speech on the Anniversary which will enable you to tell your fellow-members of the growth and value of your industry and the musical tastes of your community. Speech material will be found in The Billboard promotional kit.
7. Suggest a juke box display for your local theater or hotel lobby. If you have some old-time juke boxes on hand, dust them off and work them into a display.
8. If there are civic, church or school dances scheduled for the week of May 24, consider donating services of a juke box stocked with All-Time Juke Box favorites. Ask that the chairman of the event publicize the box and mention the Anniversary in his news releases.
9. Have your local printer prepare table and bar cards promoting the Anniversary and calling attention to All-Time Favorites to be found on the phonograph.
10. Contact your Mayor with suggestion he proclaim May 24 "Juke Box Week." Use historical material in The Billboard promotional kit to tell him the story of your business.
11. Sponsor an Anniversary Party for the teen-agers in your town with juke box entertainment and free soft drinks. Arrange tie-in with your leading local soft drink bottler.
12. Ask for and make use of promotional material manufacturers will make available thru their distributors.
13. Make a mailing to your locations informing them of the Anniversary. Use the occasion to "re-sell" locations on the importance of the juke box.
14. Make tie-up with leading local record store. Offer to place a box in the store during week of May 24, stocked with All-Time favorites which can be played free.
15. Stage contest with retail record store's co-operation. Place box in store window or on floor and offer prize of a record album for anyone who guesses total number of times the box has been played.
16. Make certain suburban and outlying newspapers receive copies of any press release material you mail out. Same goes for fraternal house organs.
17. Offer your local TV station use of a juke box for any programs they wish during Anniversary Week.
18. Place juke box to run free in high school recreation room. Stock it with All-Time Favorites. Make certain newspaper knows what you are doing.
19. If there is a Veterans' Hospital near by, donate a set of All-Time Favorite records for the hospital's record library.
20. Suggest to local high school or college editor that he conduct a poll of student body to determine their favorite "juke box singer," "juke box band," etc., as part of Anniversary Week program.
21. Consider running a display ad in your local newspaper to list your locations and invite people to play the All-Time Favorites during Anniversary Week.
22. Make certain your route men, servicemen know all details on the Anniversary Week. Ask them to tell location owners, bartenders, waitresses, etc., to promote play on boxes during Anniversary Week.
23. Contact the display manager of your local department or fashion store. Offer to loan a juke box for a special "anniversary window display" to promote the record or teen-age clothing departments.
24. Put a sign on your trucks and in your office window highlighting the 65th anniversary of your business.
25. Fill out the coupon below for the promotion material you want sent to you. Also, be sure to send in a report of what you are doing in your community to The Billboard so that it can be published in the May 23 Anniversary issue.

To The Billboard
188 W. Randolph St.
Chicago 1, Ill.

Please send me material checked below:

- Anniversary Booklet
(16-page history of music machine industry, list of all-time juke box favorite records, etc.)
- Special Speech
(suitable for use before Rotary Club, Chamber of Commerce, etc.)
- Special Press Release
(for you to release to your local paper)
- Industry Fact Sheet
(for interview use on disk jockey interviews, press interviews, etc.)

Name of firm: _____

Address: _____

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Model	Issue of May 16	Issue of May 9	Issue of May 2	Issue of April 25
Model A.....	\$225.00(2)	\$225.00 275.00	\$225.00 325.00	\$225.00 325.00
Model B.....	239.50 325.00	394.50 395.00	375.00 394.50	394.50 395.00
Model C.....	350.00 394.50	425.00 450.00	375.00 394.50	394.50 395.00
CHICAGO COIN				
Band Box.....				125.00
EVANS				
Constellation.....			325.00	395.00
MILLS				
Constellation.....	169.50		169.50	169.50
PACKARD				
Manhattan.....	79.50(2)	79.50	79.50	79.50
RISTAUCRAT				
Ristaucrat.....	65.00			
ROCK-OLA				
1948 Blonde.....	295.00	295.00	295.00	295.00
1422.....	79.00 79.50	79.00(2) 119.50	79.00(2) 119.50	79.00 94.00
	119.50 125.00	125.00	125.00	119.50 125.00
1424 Hideaway.....				100.00
1426.....	99.50 119.00	119.00 134.50	119.00 134.50	119.00(2)
	134.50 149.50	149.50 150.00	149.50 150.00	134.50 149.50
	150.00			150.00
1428.....		249.00	249.00	249.00
1428 Blonde.....	250.00	250.00	250.00	250.00
1432.....	395.00	395.00	395.00	395.00
SEEBURG				
H-146 Hideaway.....		79.00	79.00	39.00
H-146 M Hideaway.....		75.00	75.00	75.00 100.00
H-147 Hideaway.....		99.00		115.00
H-147 M Hideaway.....			99.00	110.00
H-148 M Hideaway.....		179.00	179.00	179.00 200.00
H-148.....	199.50	199.50	199.50	199.50
H-148 M.....	574.50	550.00 574.50	565.00 574.50	550.00 574.50
W-100-A 78 RPM.....	595.00(2)	595.00(2)	595.00(2)	595.00(3)
	650.00	650.00	675.00	675.00
Pre-War R C.....		75.00		29.50
46.....		90.00		
47.....				135.00
47 M.....	150.00	129.50 150.00	129.50 150.00	129.50 150.00
146.....	90.00 125.00	125.00	125.00	125.00
146 Hideaway.....	99.00(2) 100.00	99.00(2)	99.00(2)	99.00 125.00
146 M.....	99.00 100.00	99.00(2)	99.00(2)	99.00 125.00
146 S.....	124.50 175.00	124.50 159.50	124.50 159.50	124.50 159.50
147.....		175.00	175.00	175.00
147 M.....	115.00 125.00	115.00 139.00	115.00 139.00	139.00 140.00
	139.00			
147 S.....	110.00 115.00	115.00	115.00	140.00
148.....	139.50	139.50	139.50	139.50
148 Hideaway.....	175.00		185.00	185.00
148 Blonde.....	250.00	250.00	250.00	250.00
148-M.....	200.00			
148 ML.....	199.00 229.50	199.00	199.00	225.00
148 ML Blonde.....		209.50	209.50	209.50
148 SL.....	199.00	199.00	199.00	199.00
1941 Hideaway.....	49.00	49.00	49.00	49.00
1946 Hideaway.....	89.50	89.50	89.50	89.50
1947 M.....	175.00	175.00	175.00	175.00
1948 Blonde.....	245.00	245.00	245.00	245.00
WILLIAMS				
Music Mite.....	125.00	125.00	125.00	125.00
WURLITZER				
1015.....	109.50 119.00	97.50 109.50	109.50 119.00	109.50 19.00
	139.50 150.00	119.00 125.00	135.00 139.50	135.00 139.50
	139.50 150.00	150.00	150.00	150.00
1017 Hideaway.....	99.00 99.50	99.00	99.00	100.00 115.00
1080.....	125.00 140.00	92.50 125.00	125.00 140.00	125.00 140.00
		140.00		
1100.....	229.00 265.00	229.00 265.00	229.00 229.50	229.00 229.50
	275.00(2)	275.00(2)	275.00(2)	275.00(2)
		300.00	294.50	294.50
1217 Hideaway.....	249.00			
250.....	359.00 375.00	359.00 375.00	319.50 359.00	319.50 350.00
	394.50	394.50	375.00 394.50	359.00 375.00
				394.50

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS
DOING!

Find out every week in

The Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20) 796

Name.....
Address.....
City..... Zone..... State.....
Occupation.....



3 HITS IN A ROW!
First "DOWN YONDER"
Then "WAITING FOR THE ROBERT E. LEE"
Now "ELMER'S TUNE"
b/w "JERSEY BOUNCE"
#7043
REPUBLIC 535 4th Ave., S.
Nashville, Tenn.

YOUR NAME
ADDRESS

CANCER
% YOUR LOCAL
POST OFFICE

Give to the
AMERICAN CANCER SOCIETY

WURLITZER

Congratulates the
MUSIC MACHINE INDUSTRY
 on its

65th ANNIVERSARY
1888 - 1953

We are proud to have been a major factor in this industry which brings so much musical pleasure to so many people.

For over 20 years Wurlitzer has been the largest producer of coin operated phonographs.

Our 1953 line of 48 and 104 selection phonographs is far and away the finest we have ever built.



MAKE MORE MONEY
 with
WURLITZER



The Rudolph Wurlitzer Company • North Tonawanda, New York



The name that will always mean Music to millions



AMERICA'S BEST DISTRIBUTORS SELL

WE ARE PROUD TO BE ONE OF THEM

ANGOTT

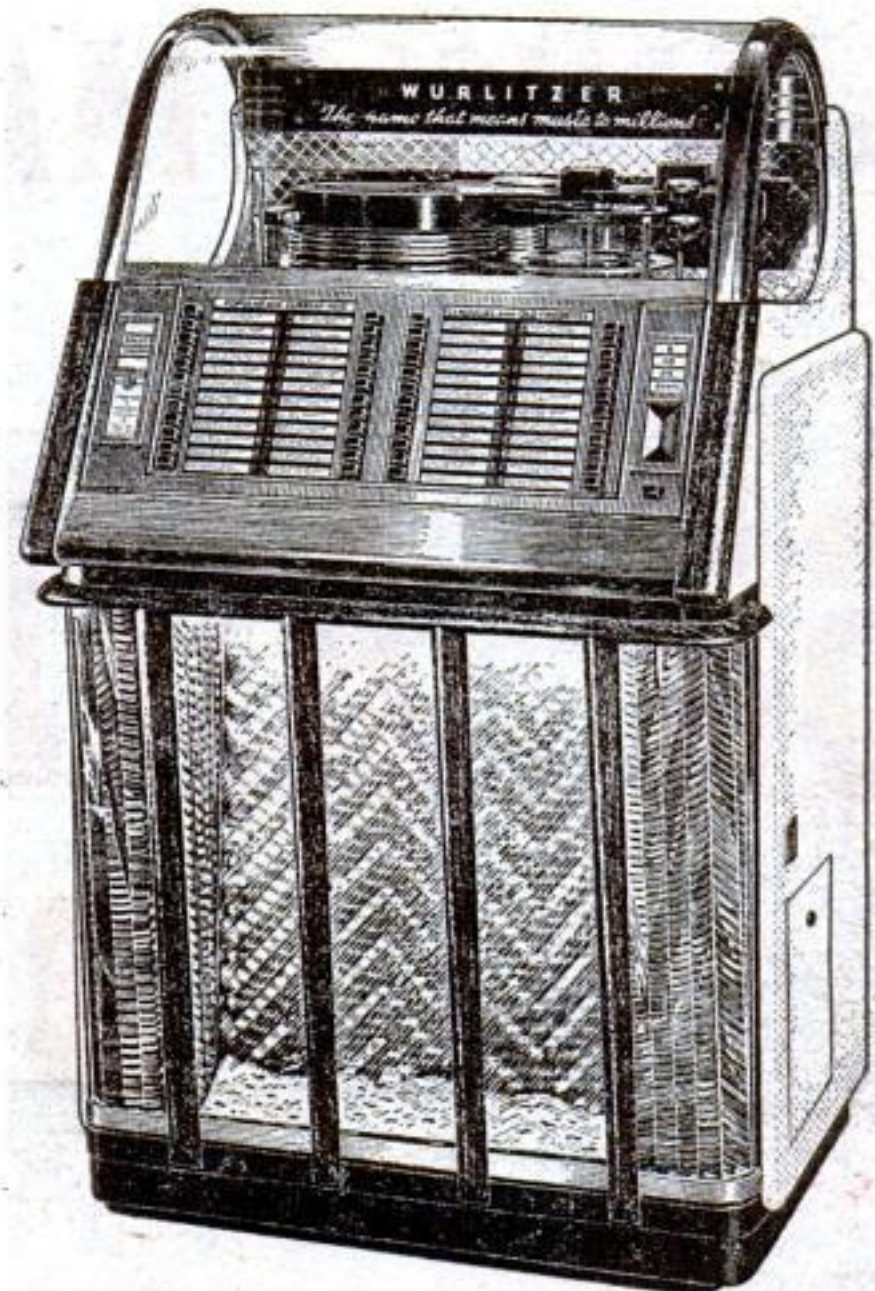
DISTRIBUTING COMPANY

Authorized Wurlitzer Distributors for the State of Michigan and Toledo, Ohio



20 YEARS IN THE AUTOMATIC MUSIC BUSINESS-- NEVER SAW THE EQUAL OF THE CURRENT WURLITZER LINE.

Carl Angott President

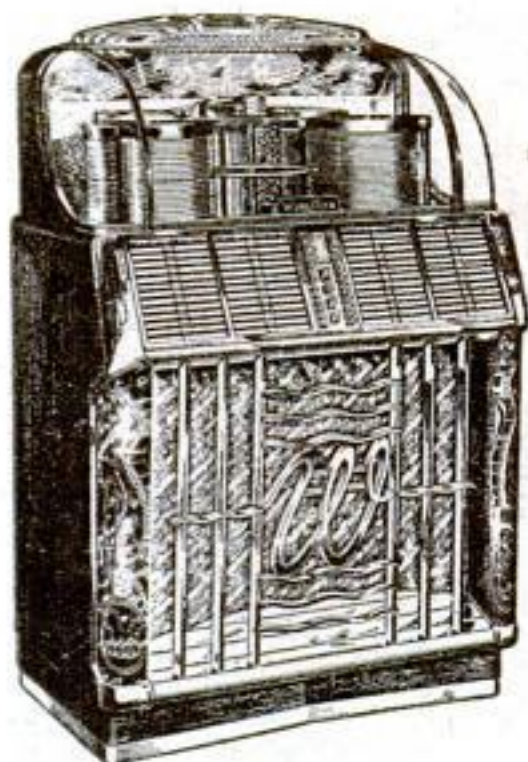


ANGOTT DISTRIBUTING COMPANY, INC. 2616 Puritan Avenue Detroit, Michigan

Top Spots DEMAND Top Equipment

Wurlitzer PHONOGRAPH...

America's household word for "music"

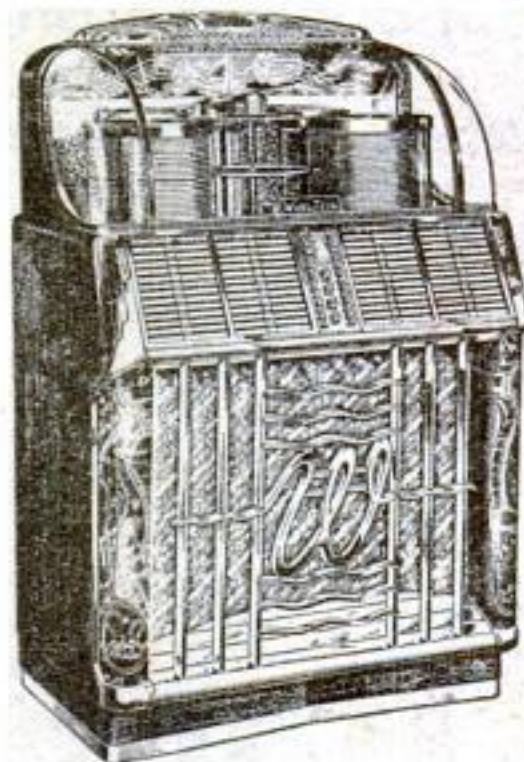


There are other "Automatic Phonographs" but there is only one Wurlitzer.

Ron Pepple

NORTHWEST SALES CO. 3150 ELLIOTT AVENUE SEATTLE 1, WASHINGTON Serving Alaska, Washington, Oregon, Idaho and Montana

THERE IS A REASON!



SINCE 1934 WHEN WE TOOK OVER THE DISTRIBUTORSHIP (WE ARE THE OLDEST WURLITZER DISTRIBUTORS), IT HAS BEEN PROVEN OVER AND OVER AGAIN THAT "WURLITZERS" WILL EARN TOP MONEY FOR YOU.

We are proud of the fact that there are more WURLITZERS on locations, by far, in our own Territory, than any other make.

FOR TOP LOCATIONS, WE STRONGLY RECOMMEND THE NEW FABULOUS

Wurlitzer 1500

(The 104-Selection, only Automatic Phonograph ever to play 45 and 78 RPM records intermixed.) TRULY KNOCKING OUT THE HIGHEST TAKE OF ALL TIME.

Also Where a 48-Selection Phonograph Adequately Fills the Need:

- "WURLITZER 1650" (48 Selection Straight 45 Play)
"WURLITZER 1600" (48 Selection 45 or 78 Play)

Wurlitzer Sales and Service For Central and Eastern Missouri, Southern Illinois, and Western Kentucky.

BRANDT DISTRIBUTING CO. 1809-1811 OLIVE STREET ST. LOUIS 3, MO. (Phones: GARfield 3413 and GARfield 6778)



The name that will always mean Music to millions

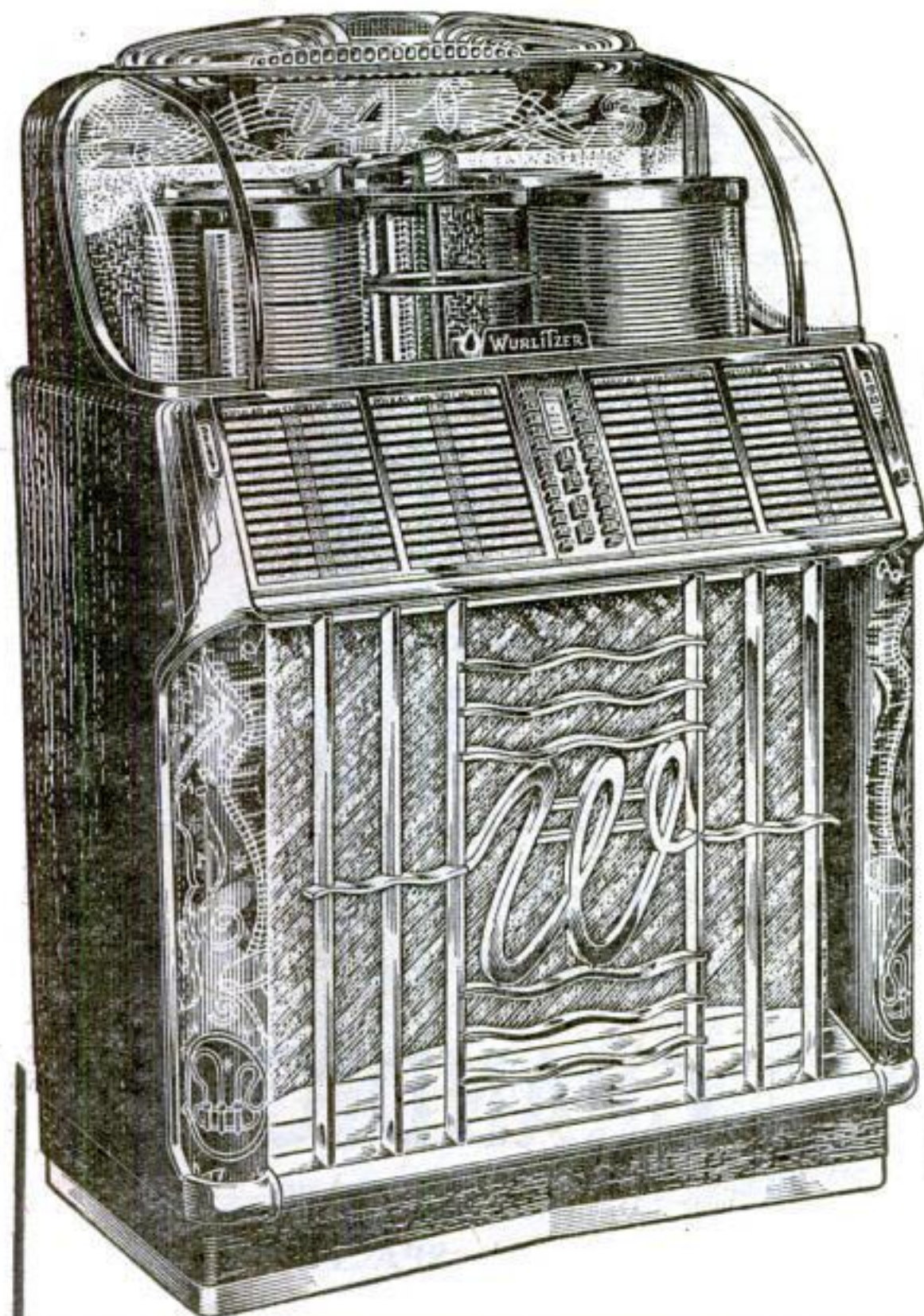


IN EVERY FIELD THERE IS A LEADER....

IN PHONOGRAPHS IT'S



We are proud to be associated with the Wurlitzer organization as their exclusive distributor
Ben Coven



We Are Exclusive Distributors For These Other Outstanding Products:

Automatic SMOKE SHOP
The Nation's Finest Cigarette Vender

Coven CART SLED
The Lightweight Cart for Moving All Types of Vending Equipment

NYLCO PRODUCTS, INC.
"The Rocket" Sensational Kiddie Ride



COVEN DISTRIBUTING CO.

3181 Elston

Chicago 18, Illinois

Phone: INdependence 3-2210

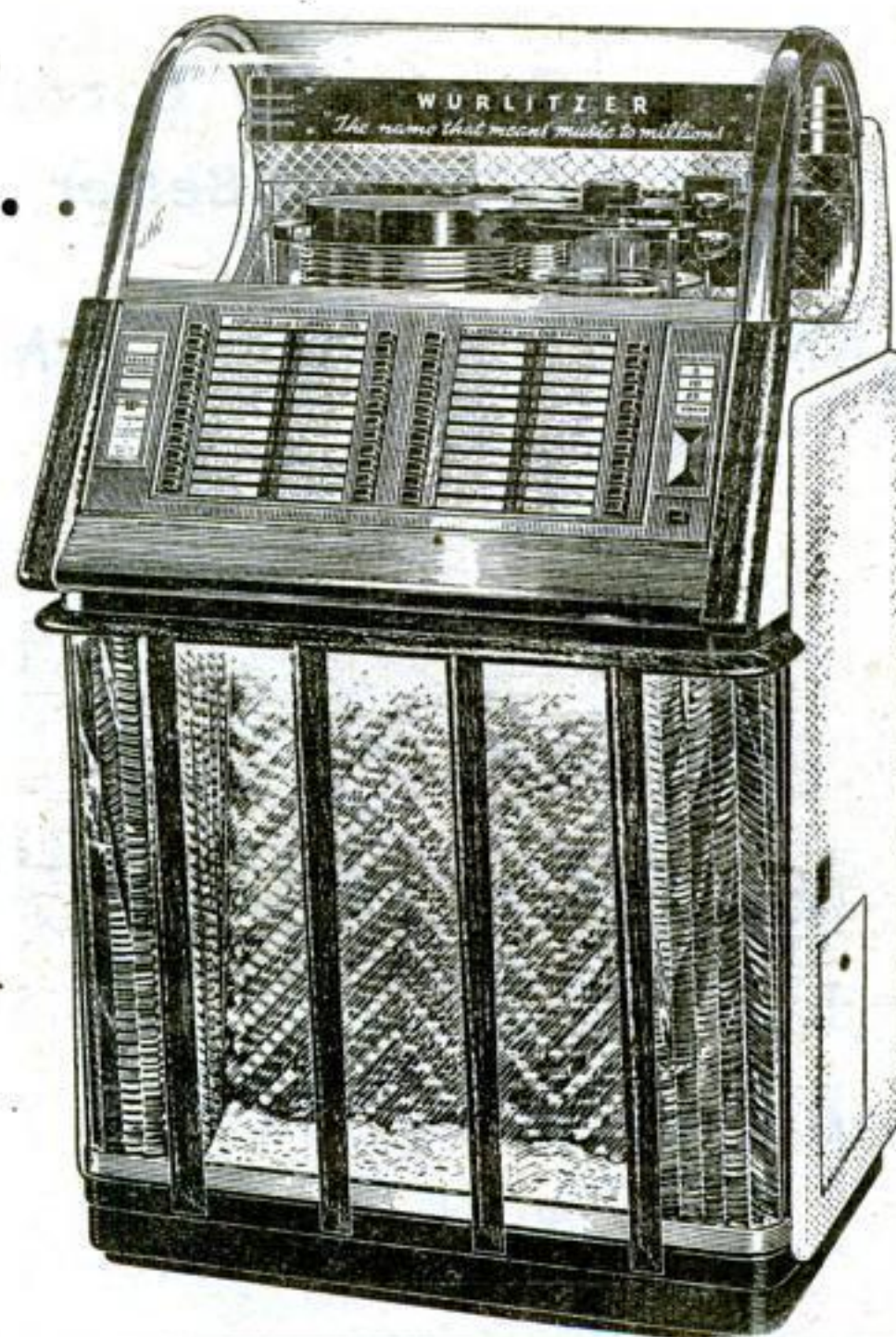
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Coinmen You Know

Milwaukee

Doug Opitz, of Hilltop Coin, planed back from Arizona this week-end following a short vacation in Arizona... Clyde Nelson, General Novelty's bossman, infos that his firm's route is gradually converting to 45 r.p.m. music. Most recent juke box purchases brought the General Novelty holdings up to approximately 20 per cent strength in the 45 r.p.m. column. "Everything we buy from now in the music line will be 45's," he says.

Nelson infos that his latest fishing excursion to the Wolf River near Fremont, Wis., netted him and his wife a lean catch of Walleyes. They usually go up there on week-ends.

Dime play results continue consistently good, according to Erv Beck, Mitchell Novelty spokesman. While no new spots have been added since the original splash into the dime area, Erv says that several once hesitant location owners are now enthusiastic over the price hike.

Back from a medical checkup at the Wisconsin General Hospital at Madison, Melo Curro states that his medicos reported his recent surgery was successful. Curro is another of the local music operators continuing to report excellent results following the switch to dime play. Over-all cash box takes have definitely risen, he adds.

D. Kurman Tobacco Company is making plans for a big grand opening celebration when it officially begins doing business at its new headquarters at 3925 N. Fratney Street June 1. Old Gold king-size cigarettes made their appearance this week on local cigar counters all over town. No local operators have as yet, however, added the latest long packs to their vending columns. Addition of another long brand merely compounds the growing headache

of cigarette operators, according to Nick Novasic, of West Allis Vendors.

Herb Geiger, Geiger Automatic Sales, spent several days last week in the nation's capital working out convention details with fellow committee members for the forthcoming NAMA confab in August. Herb reports that his work as convention program chairman is loaded with time consuming tasks.

Legal counsel Michael Klein has called a meeting of Beer City merchandise vending machine operators for April 27 at his home. The session will make an attempt to revitalize the group, formerly known as the United Vendors. Group will mull over feasibility of joining forces again in an effort to combat several proposed stringent laws which may have adverse effects on the vending industry in Wisconsin. While the org still exists in name, the work it once handled has been largely taken over by coinmen in the NAMA.

The Wisconsin Cigarette Machine Operators' Association met April 13 at the Wisconsin Hotel to organize more effectively their battle against legislation which may restrict use of cigarette venders to taverns. Industry members journeyed to Madison April 21 to appear before a committee of legislators examining the bill which would prohibit cigarette venders in places where minors congregate. Led by Herb Geiger, Nick Novasic, E. Z. Gregory and several other coinmen, the association is keeping close tab on the Legislature this term.

Disk distributor, Ken Wendel, reports operators from all over the State are providing him with action on the Silvano Mangano version of "Anna" and the new Cadence etching by Julius La Rosa.

Mercury artist, Ray Shaw

spent several days here at the Major Distributors' headquarters meeting operators across the counter and doing a fine job of selling his fast breaking waxing, "The Only One in Love." Also doing biz with operators on the Mercury label, according to Bob Markwardt, is "Big Mamou" by Ralph Marterie and Rusty Draper.

Sufficient shipments of the new 1600 Wurlitzer boxes has made all concerned happy, according to United, Inc., headman, Harry Jacobs Sr. Back orders are now being whittled down and all hands are busier than ever. Don Jacobs, in charge of United's service department, returned this week from a sojourn to New York. Don made his TV debut when he got caught in the camera while strolling down Fifth Avenue during Easter parade.

One stop record department of United, Inc., has not been meeting with the same degree of success it experienced when it opened, according to Harry Jacobs Sr., who reports its continuation problematical.

Managerial switch in the Stacey - Williamson tobacco distribution firm in Racine, finds Henry Neubert stepping out of the top post. Neubert will continue, however, to operate a string of cigarette vending machines in the Racine territory following his replacement.

Candy and tobacco vending people are reportedly cutting down on their purchases for the next few weeks. Reason for the brakes on buying is due to the fact that the State floor tax on inventories was effective as of May 1.

Sam Hastings reports that he is very much pleased with the price hype. Most of the operators, he adds, report in the neighborhood of a 25 per cent increase in cash box takes. Another new development at the Hastings Distributors

Bluemound Road headquarters is the addition of a line of Columbia bicycles and a general line of toys. The bicycles are meeting with a big response as a coin machine preem item, says Sam.

Banaco Music head, Frank Bartnik is readying his plane and getting his business affairs in order to clear the way for a hop to his hunting and fishing lodge in the wilds of Canada.

Dime play continues to be the prime conversational topic when coinmen gather here to hash over business problems. Recent supper meeting of operators at Joe Deutsch's uncovered keen enthusiasm among those who had made the dime switch, and it was resolved to step up the pace of dime conversions in the downtown area.

George Schroeder is searching for a new routeman. The Schroeder roster will soon be missing Robert Kout, who is entering Uncle Sam's Army in a few weeks. Business continues to be on the bright side, tho, according to Schroeder. Music is keeping

up the pace it began to set right after Lent. Recent buying excursions resulted in the addition of several Seeburgs, Wurlitzers and 80-play AMI's.

Cigaret vender operators raised protests this week at Madison when a legislative meeting discussed raising State taxes from 3 to 4 cents per pack. Appearing before the committee were Bert Veldhuizen Watertown, and Herb Geiger, Milwaukee. Assemblyman Matheson, of Racine, also voiced opposition to higher taxes on cigarettes. Matheson has been a ciggie vender in Racine for over 15 years. Additional funds, sought via the tax on smokes, would be allotted to educational purposes.

Another sportsman heading for Canada to do some fishing in May, is Ralph Strosina, George Schroeder Company routeman... Visitors to the Paster Distributors showrooms on Fond du Lac Avenue this week included the bossman himself, Herman Paster, down from the St. Paul headquarters along with Allen Nilva, also of St. Paul. (Continued on page 183)

Your Wurlitzer Distributor

in

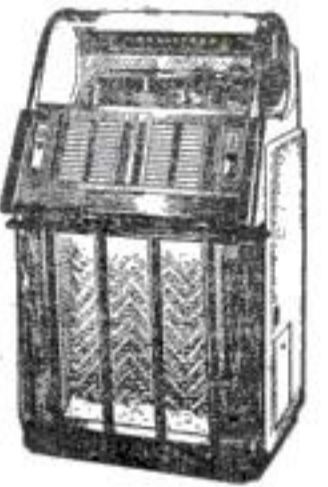
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CENTRAL MUSIC DISTRIBUTING CO.

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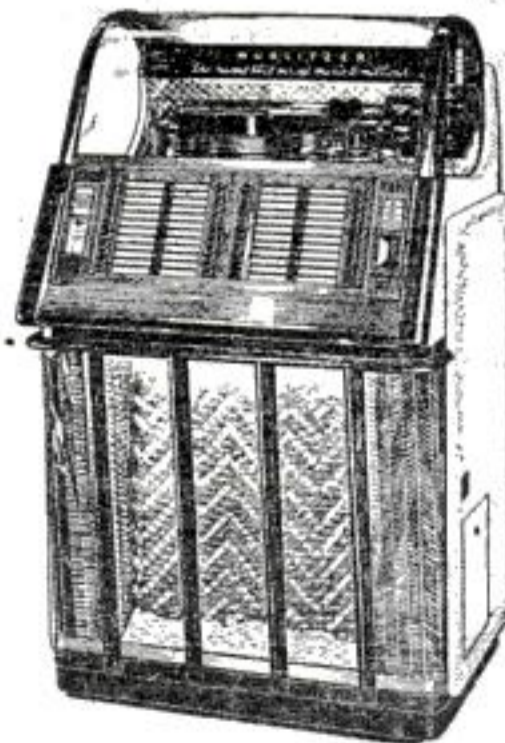
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Coin Machines Bowers Guns

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DROP IN FOR A VISIT AT EITHER OFFICE



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Welcome Mr. Operator TO THE HIGHEST TAKE OF ALL TIMES!

104-Selection
WURLITZER 1500
Only automatic phonograph ever to play 45 and 78 RPM records inter-mixed!

WURLITZER Model 1650
Offers at a lower price straight 45 play where a 48-selection phonograph adequately fills the need.

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224 N. Main St.,
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ALBANY OFFICE:
1120 Broadway
Albany 4, New York



Buyboard

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

1. APRIL IN PORTUGAL
SUDDENLY L. Baxter 2374
2. PRETEND
DON'T LET YOUR EYES GO SHOPPING M. Cole 2346
3. I AM IN LOVE
MY FLAMING HEART M. Cole 2459
4. ALLEZ-VOUS-EN
HALF A PHOTOGRAPH K. Starr 2464
5. RUBY
A LITTLE LOVE L. Baxter 2457
6. BLUE GARDENIA
CAN'T I M. Cole 2389
7. I BELIEVE
THE GHOST OF A ROSE J. Froman 2332
8. LEAN BABY
I'M WALKING BEHIND YOU F. Sinatra 2450
9. HEY, MR. COTTON PICKER
THREE THINGS T. Ernie 2443
10. MEXICAN JOE
HERE COMES MY DADDY, NOW! J. Carr 2463
11. I'M SITTING ON TOP OF THE WORLD
SLEEP L. Paul & M. Ford 2400
12. OH!
SAN P. Hunt 2442
13. SAY YOU'RE MINE AGAIN
THE SONG FROM MOULIN ROUGE J. Hutton & A. Stordahl 2429
14. THE NEARNESS OF YOU
GYPSY GIRL B. Manning 2383
15. BIG MAMOU
IS IT ANY WONDER E. M. Morse 2441

TOP SELLERS—

COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
2. I CAN'T WAIT
WHAT'S THE USE TO LOVE YOU
F. YOUNG 2461
3. HANK'S SONG
I'LL NEVER HAVE YOU
F. Huskey 2397
4. HIGH NOON
GO ON! GET OUT!
T. Ritter 2120
5. I'VE GOT TO WIN YOUR LOVE AGAIN
I CAN'T LAST LONG
S. McDonald 2434
6. IS IT LOVE OR IS IT LIES!
LONESOME JOE
R. Acuff 2460
7. NO HELP WANTED
I'D HAVE NEVER FOUND SOMEBODY
NEW
H. Thompson 2376
8. HILLBILLY HULA
I'M A POOR LONESOME FELLOW
J. Carman 2345
9. I'LL HAVE MYSELF A BALL
GREEN CHEESE
M. Travis 2453
10. DRINKIN' AT THE BAR
'TIL THE DAY I DIE
J. Willard 2455

BEST SELLING—

POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. SKETCHES ON STANDARDS
Stan Kenton 426
3. THE HIT MAKERS!
Les Paul & Mary Ford 416
4. LOVER'S RHAPSODY & SONGS FROM
LOVER'S RHAPSODY
Jackie Gleason 366
5. POPULAR FAVORITES BY STAN KENTON
Stan Kenton 421
6. THE KAY STARR STYLE
Kay Starr 363
7. NEW CONCEPTS OF ARTISTRY IN
RHYTHM
Stan Kenton 383
8. THE BILLY MAY BAND
Billy May 412
9. BY THE LIGHT OF THE SILVERY
MOON
Gordon MacRae & June Hutton 422
10. HONKY TONK HITS
Joe "Fingers" Carr 417
11. RAY ANTHONY CONCERT
Ray Anthony 406
12. NAT "KING" COLE'S TOP POPS
Nat "King" Cole 9110
13. BYE BYE BLUES
Les Paul & Mary Ford 356

BEST SELLING—

"1600 SERIES" ALL-TIME FAVORITES

Based on Actual Capitol Sales Reports

1. TWELFTH STREET RAG
THE CHARLESTON
Pee Wee Hunt 1638
2. TENNESSEE WALTZ
MOCKIN' BIRD HILL
Les Paul & Mary Ford 1676
3. SEPTEMBER SONG
LAURA
Stan Kenton 1680
4. SO TIRED
WABASH CANNON BALL
Kay Starr 1660
5. WUNDERBAR
BEYOND THE SUNSET
Jo Stafford & Gordon MacRae 1659
6. WHEEL OF FORTUNE
ANGRY
Kay Starr 1677
7. HOW HIGH THE MOON
JOSEPHINE
Les Paul & Mary Ford 1675
8. NOLA
JEALOUS
Les Paul & Mary Ford 1621
9. I'LL NEVER BE FREE
AIN'T NOBODY'S BUSINESS BUT MY
OWN
Kay Starr & Tennessee Ernie 1623
10. WHISPERING HOPE
I'LL STRING ALONG WITH YOU
Jo Stafford & Gordon MacRae 1642
11. SHOT GUN BOOGIE
ANTICIPATION BLUES
Tennessee Ernie 1626
12. RAMONA
SO IN LOVE
Gordon MacRae 1684
13. SLIPPING AROUND
WEDDING BELLS
Margaret Whiting & Jimmy Wakely 1634

LATEST RELEASE

No. 369

- ANYBODY HURT?
HEY, BELLBOY! Gloria Wood 2471
- SOMETIMES I'M HAPPY
I WAS WRONG ABOUT YOU Frances Faye 2472
- DON'T START COURTIN' IN A HOT ROD
WE'RE A-GROWIN' UP Tennessee Ernie & Molly Bee 2473
- FROM THE LAND OF THE SKY BLUE WATER
GOOD GRAVY Billy May 2474
- THE MARSHAL'S DAUGHTER
THE SAN ANTONIO STORY Tex Ritter 2475
- AIR MAIL SPECIAL
VIRGINIA WALTZ Jim & Jesse 2476
- I FEEL IT IN MY SOUL
ASK, YOU SHALL RECEIVE Martha Carson 2477
- THIS ORCHID MEANS GOODBYE
OUT OF SIGHT, OUT OF MIND Jimmy Wakely 2484

TEX RITTER Sings "The Marshal's Daughter"

—as he does in the new film of the same name—
and "THE SAN ANTONIO STORY" on Record No. 2475

the French Sensation—

"GIGI"

—is **LES BAXTER'S** latest hit!

It's a great follow-up to
"Ruby" and "April in Portugal"!

B/W

"I Love Paris"

—the new Cole Porter tune from the Broadway musical "CAN-CAN".
No. 2479

2 great sides

AL MARTINO

Sings

a big ballad

"THIS NIGHT I'LL REMEMBER"

and a bright rhythm tune

"WHEN YOU'RE MINE"

with **LES BAXTER**,
his chorus and orchestra

on record no. 2480

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MUSIC MACHINE INDUSTRY... Capitol says**

"Thanks for your Support and Congratulations on Your 65th Anniversary"

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BIG MAMOU

THE RAGE FROM THE BAYOUS

Orchids to:

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|--------------------------------------|----------------------------|
| PETE HANLEY | OKEH #6956 |
| DOLORES GRAY | DECCA #28676 |
| ELLA MAE MORSE | CAPITOL #2441 |
| LINK DAVIS | OKEH #18001 |
| RUSTY DRAPER | MERCURY #70137 |
| JIMMIE DAVIS | DECCA #28656 |
| SMILEY LEWIS | IMPERIAL #5234 |
| "BIGS" HOWARD & His Orchestra | RCA VICTOR #20-5299 |

PEER INTERNATIONAL CORPORATION
1619 BROADWAY
NEW YORK 19, N.Y.

The Billboard's Music Popularity Charts

Favorite Tunes

. . . For Week Ending May 16

Best Selling Sheet Music

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

This Week	Last Week	Chart	Weeks on Chart
1. SONG FROM MOULIN ROUGE (R) (F)—Broadcast	3	6	3
2. I BELIEVE (R)—Cromwell	1	11	1
3. DOGGIE IN THE WINDOW (R)—Santly-Joy	2	14	2
3. APRIL IN PORTUGAL (R)—Chappell	4	6	4
5. PRETEND (R)—Brandom	5	16	5
6. YOUR CHEATIN' HEART (R)—Acuff-Rose	8	12	8
6. TILL I WALTZ AGAIN WITH YOU (R)—Village	11	21	11
8. RUBY (R)—Miller	9	3	9
9. I'M WALKING BEHIND YOU (R)—Leeds	10	2	10
10. SAY YOU'RE MINE AGAIN (R)—Meridian	6	3	6
11. SEVEN LONELY DAYS (R)—Jefferson	7	6	7
12. DON'T LET THE STARS GET IN YOUR EYES (R)—Four Star Sales	—	24	—
13. SIDE BY SIDE (R)—Shapiro-Bernstein	—	10	—
14. DANCIN' WITH SOMEONE (R)—Valando	—	2	—
15. ANNA (R)—Hollis	13	2	13

Tunes with Greatest Radio and Television Audiences

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

Top 30 in Radio

All by Myself (R)—Berlin—ASCAP	No' Help Wanted (R)—Acuff-Rose—BMI
April in Portugal (R)—Chappell—ASCAP	Pretend (R)—Brandom—ASCAP
Big Mamou (R)—Peer—BMI	Ruby (R)—Miller—ASCAP
Blue Gardenia (R)—Harms—ASCAP	Say You're Mine Again (R)—Blue River—BMI
Breeze (R)—Leeds—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
Caravan (R)—American Academy—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Dancing With Someone (R)—Valando—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Doggie in the Window (R)—Santly-Joy—ASCAP	Till I Waltz Again With You (R)—Village—BMI
Golden Years (R)—Paramount—ASCAP	Wait Till the Sun Shines Nellie (R)—Harry Von Tilzer—ASCAP
Hush a Bye (R)—Remick—ASCAP	When the Red, Red Robin, Comes Bob, Bobbin' Along—Bourne—ASCAP
I Believe (R)—Cromwell—ASCAP	Wild Horses (R)—Simon—ASCAP
I'm Sitting on Top of the World (R)—Feist—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	Your Mother and Mine (R)—Disney—ASCAP
Just Another Polka (R)—Frank—ASCAP	
Kaw-Liga (R)—Milenc—ASCAP	
My Flaming Heart (R)—Robbins—ASCAP	
Nearness of You (R)—Famous—ASCAP	

Top 10 in Television

April in Portugal (R)—Chappell—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
I Believe (R)—Cromwell—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I Love Lucy (R)—Robbins—ASCAP	Tell Us Where the Good Times Are (R)—Oxford—ASCAP
Pretend (R)—Brandom—ASCAP	Wild Horses (R)—Simon—ASCAP
Say You're Mine Again (R)—Blue River—BMI	Your Cheatin' Heart (R)—Acuff-Rose—BMI

England's Top Twenty

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

1. In a Golden Coach—Box & Cox (Box & Cox)	10. Little Red Monkey—Robbins (Miller)
2. Doggie in the Window—Connelly (Santly-Joy)	11. Downhearted—New World (Faxton)
3. I'm Walking Behind You—Peter Maurice (Leeds)	12. Broken Wings—John Fields (Shapiro-Bernstein)
4. I Believe—Cinephonic (Cromwell)	13. Till I Waltz Again With You—Francis Day (Village)
5. Pretend—Leeds (Brandom)	14. She Wears Red Feathers—Dash (Oxford)
6. Oh, Happy Day—Chappell (Bregman, Vocco & Conn)	15. I Talk to the Trees—Chappell (Chappell)
7. Pretty Little Black Susie—Cinephonic (Santly-Joy)	16. Celebration Rag—Bradbury (Chappell)
8. Windsor Waltz—Michael Reine (E. B. Marks)	17. Why Don't You Believe Me?—Francis Day (Brandom)
9. Wonderful Copenhagen—Morris (Frank)	18. Hold Me, Thrill Me, Kiss Me—Mills (Mills)
	19. Now—Dash (Ardmore)
	20. Wild Horses—Morris (Simon)



The Billboard Music Popularity Charts

... for Week Ending May 16

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

FRANK CHACKSFIELD ORK
Limelight (Terry's Theme) 83
LONDON 1342—A lovely instrumental put to a slick arrangement by the Chacksfield ork.

JOE MARINE
Wedding Day 82
DECCA 28710 — Beautiful ballad is based on Edward MacDowell's "To a Wild Rose."

MINDY CARSON-GUY MITCHELL
Tell Us Where the Good Times Are 80
COLUMBIA 39992 — Happy folk-style ditty penned by Bob Merrill is sung gaily by the twosome.

BERNICE PARKS
Uska Dara 78
MERCURY 70160 — This one, of course, started out as strictly Turkish, now it's making the rounds with an English lyric.

SANDY STEWART
Punch, Brother, Punch 78
OKEH 1967 — Novelty opus to a rapid Latin beat is sung with gay abandon by the thrush.

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like ADAM, ALLIED, AUDIVOX, BAYOU, BIG TOWN, CAPITOL, CHECKER, COLUMBIA, CORAL, CROSLEY, DECCA, DERBY, FLAME, HAMILTON, HOLLYWOOD, HORRIBLE, JUDSON, KING, LONDON, MERCURY, M-G-M, NUCRAFT, OKEH, OROCO, PEACOCK, RAMA, RCA VICTOR, RICHTONE, ROCKIN', SAVOY, TONEX, and a TOTAL row.

NEW RECORDS TO WATCH

Popular

MINDY CARSON-GUY MITCHELL
Tell Us Where the Good Times Are
There's Nothing As Sweet As My Baby—Columbia 39992—Duo combines nicely on two happy tunes that could collar spins.

JUDY GARLAND
Send My Baby Back to Me
Without a Memory — Columbia 40010—Thrush kicks off her new disk contract with two pleasing performances.

Country & Western

TERRY PRESTON
Watch the Company You Keep — Capitol 2467—Lively side shows off Preston to advantage. Could be a good one for the warbler.

JIM REEVES
Butterfly Love — Abbott 137 — Currently a top-seller with "Mexican Joe," Reeves comes thru with another sparkling effort that could keep him at the top.

MITCHELL TOROK
Little Hoo-Wee—Abbott 136—Torok is the

Country & Western

EDDY ARNOLD
Free Home Demonstration 88
V 20-5305—Arnold has a twinkle in his eye as he socks across this bouncy novelty.

TERRY PRESTON
Watch the Company You Keep 80
CAPITOL 2467 — Preston sells the bouncy opus with considerable charm.

LITTLE RITA FAYE
Rock City Boogie 76
M-G-M 11505 — Little Rita Faye makes a good debut on the label with a cute reading of a bright new novelty tune.

MOON MULLICAN
Hey, Mr. Cotton Picker 76
KING 1221—Rhythm novelty has a lively beat and a reminiscent melody.

Loving You With a Worried Mind 72
He's leaving his darling to take up with another. A weeper, and it gets a sincere reading by Mullican.

EDDIE KIRK
Wanderin' Eyes 76
V 20-5287—Eddie Kirk does a strong job with the fast-tempo novelty effort, which is somewhat in the "Stars Get in Your Eyes" tradition.

Latin American

YEYO
Cien Pesos Por Un Beso 72
V 23-6011 — The Memo Salamanca ork delivers an Afro-Cuban styled dance backing for Yeyo's chanting on a ditty called "A Hundred Dollars for a Kiss."

BOBBY CAPO
Hasta Que Volvamos a Bailar 71
SEECO 7278—This is "Till I Waltz Again With You" done up in Latin-American style by Capo and a slick quartet led by Joe Loco on piano.

MACHITO Y SUS AFRO CUBANS
Me Mhaste Y Te Mire 70
SEECO 7271—The hipsters in both the Latin-American and rhythm and blues fields should pick up on this typical Machito ork mambo.

In the opinion of the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys.

writer of "Mexican Joe." Now he tries his hand at warbling and the results are good. He projects well and the tune, an oriental novelty which he penned, is potentially strong. Flip is "Judalina."

Rhythm & Blues

RUTH BROWN
Wild, Wild Young Men
Mend Your Ways — Atlantic 993 — Two excellent sides by the thrush, one fast and the other slow, seem certain to continue her unbroken string of successes.

DU DROPPERS
I Found Out — RCA Victor (no number available) — Those who wonder what the group wanted to know in their first click for the label can find out on this one.

Spiritual

PILGRIM TRAVELERS
Amazing Grace
Gonna Walk Right Out—Specialty 847—The true excellence of this group is readily apparent on "Amazing Grace," a quietly projected side.

MARIA VICTORIA
Comodin 70
V 23-6010—The Mexican chirp has a warm sound and delivers an attractive bolero ballad with feeling.

Sacred

CARL SMITH
The Nail-Scarred Hand 78
COLUMBIA 21110—Carl Smith, with the help of the Carter Sisters and Mother Maybelle, does a very good job with this touching religious opus.

JOHNNY BOND
The Ninety and Nine 76
COLUMBIA 21113 — Johnny Bond hands the familiar hymn a sincere and moving performance aided by a choral group.

HOMELAND HARMONY QUARTET
Let God Be Your Keeper 75
BIBLETONE 6031—The group turns in a lively performance on a happy gospel effort, showing off their fine harmony and interesting vocal style.

THE HARMONEERS QUARTET
Ezekiel's Dry Bones 74
BIBLETONE 8013—The well-known sacred ditty, which has been oft performed as a pop tune, is handled neatly and at a good pace by the quartet.

Rhythm & Blues

MITZI MARS
Roll 'Em 81
CHECKER 773—Mitzi Mars turns in a whale of a performance on this wild riff item, backed with a solid beat by the Sax Mallard ork.

LITTLE SAM DAVIS
1958 Blues 74
ROCKIN' 512—Eric waxing features harmonica, guitars that sound like jew's-harps and a primitive, tho complex, beat.

WILLIE JOHNSON
Love Me 'Til Dawn 74
SAVOY 894—Willie Johnson asks his gal to thrill him all night long on this new slicing. Gimmix with thrush's amorous reaction to his request could help the side grab some spins and coins.

MERCY DEE
Please Understand 72
BAYOU 003—Low down blues effort by Dee and the combo is good listening disk.

Anything in This World... 68
Dec sounds like an okay blues chanter here as he essays a low-down, tho literate, blues item for a good side. Backing is a bit thin.

Children's

TEX RITTER
Animal Fair 80
CAP CAS 3144—An excellently produced side. It's full of good sound effects and Ritter turns in a fine performance.

I Was Born a Hundred Years Ago... 75
A Western type of ballad dressed up for the kiddies. Another good Ritter performance. His strumming guitar provides a rhythm to which youngsters will react nicely.

BRET MORRISON
Johann Mouse (Two records) 71
M-G-M L 17—There are a number of things that can be recommended here. First of all it's Tom and Jerry.

WILLIAM BOYD
Hopalong Cassidy and the Mail Train Robbery 77
CAP CAS 3164 — Hoppy catches a train bandit with the aid of Lucky, who subs for the dead engineer after the robber gets the drop on the kiddies' TV favorite.

THE MERRY-GO-ROUNDERS
The Bird Orchestra 76
COL MJV 162 — A rather unusual effort employing a chorus and bird sound effects. It's much above the normal level of today's "Commercial" kiddie disk.

International

AL SOYKA ORK
Clap Hands Polka 74
DANA 3118 — Authentic polka side. Fine sound and musicianship. Should catch foot in its market.

RAY HENRY ORK
Flash Polka 73
DANA 3125—Another fine polka side—this one with an especially melod theme. Ray Henry's ork catches it spirit wonderfully.

RATINGS: 90-100, Tops; 80-89, Excellent; 60-79, Good; 40-59, Satisfactory; 0-39, Poor

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

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

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

A RECORD MADE FOR OPERATORS . . .
 A RECORD THAT WILL NOT ONLY GET PLAYS
 BUT WILL MAKE LOCATION'S CUSTOMERS HAPPY
 AND PUT 'EM IN THE MOOD FOR A SPREE

The Juke Box Record of the Decade!

The Gayest, Live-It-Up, Celebratin'est Song
 in a Generation

TELL US WHERE THE GOOD TIMES ARE

*a rousing, rollicking, happy-go-lucky interpretation
 by the hottest duet on disks*

GUY MITCHELL & MINDY CARSON

WITH MITCH MILLER AND HIS ORCHESTRA

COLUMBIA RECORD #39992

STOCK YOUR BOXES WITH THIS BIG ONE TODAY!

*Congratulations to every juke box operator in the
 land on the industry's 65th Anniversary*

*Mindy, Guy
 Mitch Miller*

*and the entire Columbia Records
 organization*

COLUMBIA  **RECORD**

Trade Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. Marcos Registradas

THIS WEEK'S BEST BUYS

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

Popular

THEME FROM LIMELIGHT—Frank Chacksfield—London 1342

Lable has come up with a cutting of Terry's theme from the film "Limelight" that is currently kicking up much excitement in a number of quarters. Record broke wide open in the New York metropolitan area immediately on release. Disk jockey activity on the East Coast particularly is heavy with retail action reported in Boston and Philadelphia. In New York, there's heavy operator action, unusual for an instrumental this new. Flip is incidental ballet music from the same film. A previous "New Record to Watch."

MY FLAMING HEART

I AM IN LOVE—Nat (King) Cole—Capitol 2459

New issue has started off well in the Midwest, and L. A., St. Louis, Chicago, Pittsburgh and Cincinnati all came thru with good reports. Side preference is split by area. East Coast still cool.

HALF A PHOTOGRAPH

ALLEZ-VOUS-EN—Kay Starr—Capitol 2464

Good reports from Boston, New York and Philadelphia. On the Atlanta chart. Also reported good in Pittsburgh. Side preference primarily "Photograph." A previous "New Record to Watch."

RUBY

SONG FROM MOULIN ROUGE—Victor Young—Decca 28675

This record was mentioned in last week's column as a good additional version for retailers. During the week it registered strong gains in a number of areas and thus merits spotlighting as a good dealer profit item. No operator title strips are being issued.

Country & Western

BIG MAMOU—Link Davis—Okeh 18001

Record has been out for some weeks and has been well-established in the Southwest. It is now showing strength in other areas, among them Cincinnati, St. Louis and L. A. Flip is "Pretty Little Dedon."

SOUTH IN NEW ORLEANS

THE WINNER OF YOUR HEART—Johnnie and Jack—RCA Victor 20-5290

Duo, after being fairly quiet on their last few releases, is showing signs of breaking out on this one. It's very strong in parts of the South and moving up well in Chicago and St. Louis. Most action is on "South."

RUB-A-DUB-DUB

I SIGNED MY HEART AWAY—Hank Thompson—Capitol 2445

"Rub" broke out very strongly during week and hit national chart. Action on flip is also very good making it a strong two-sided effort. A previous "New Record to Watch."

Sacred

I BELIEVE

MANSION OVER THE HILLTOP—Red Foley—Decca 28694

Two excellent efforts by Foley which are receiving increasing action and stack up as a solid catalog disk for dealers. A previous "New Record to Watch."

Rhythm & Blues

HEAVY JUICE—Tiny Bradshaw—King 4621

A follow-up to "Soft" that is showing excellent potential. Showing increasing strength in the East as well as numerous Midwestern points. Flip is "The Blues Came Pouring Down."

Late Reports on Recent 'Best Buys'

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

Popular

CRAZY, MAN, CRAZY

Bill Haley—Essex 321

Hit both the national retail and juke box charts for first time this week. Marterie's version of the tune is building, too, and is reported as strong in Chicago and Buffalo.

RUBY

Les Baxter—Capitol 2457

Made the national juke box chart.

SONG FROM MOULIN ROUGE

Mantovani—London 1328

Jumped up to the No. 16 spot on the national retail chart.

USKA DARA

Eartha Kitt—RCA Victor 20-5284

Early strength of this record in New York, Chicago and Pittsburgh continues. Now beginning to build in Detroit, St. Louis and L. A. also.

I'D RATHER DIE YOUNG

The Hilltoppers—Dot 15085

Very active sales in Boston, Pittsburgh, Cincinnati, Chicago, St. Louis and Nashville. In almost all cases, trend is still upward.

(Continued on page 168)

Country & Western

RESTLESS HEART

Slim Whitman—Imperial 8199

Boston, Philadelphia, Buffalo, Cincinnati, St. Louis, New Orleans and Southeastern reports are good.

SPANISH FIRE BALL

Hank Snow—RCA Victor 20-5296

Holding the areas reported good and strong last week. Noticeable spurt ahead in Pittsburgh, Nashville and the Carolinas.

THE PRICE FOR LOVING YOU

THAT'S WHAT I GET FOR LOVING YOU

Ray Price—Columbia 21089

Sales pattern is not much changed from last week. Sluggish in the Nashville area this past week.

TOO YOUNG TO TANGO

Sunshine Ruby—RCA Victor 20-5250

Strong in Pittsburgh, the Carolinas, New Orleans and Dallas-Ft. Worth territories. Coming up in Buffalo, Chicago and L. A.

Rhythm & Blues

IS IT A DREAM

Vocaleers—Red Robin 114

Still strong on both coasts but has only scattered good reports from the Middle West and South. Appears on the Philadelphia, Washington-Baltimore, St. Louis and L. A. territorial charts, and is within one place of making the national retail chart.

MY MOTHER'S EYES

Tab Smith—United 147

National picture is spotty with strongest reports coming from the West Coast. Good in Pittsburgh, Chicago and St. Louis but in the East and South record has failed to take hold.

THESE FOOLISH THINGS

REMINDE ME OF YOU

DON'T LEAVE ME THIS WAY

Dominos—Federal 12129

Sales activity is still on the upbeat, with "Foolish Things" on Washington - Baltimore chart and all other areas reporting good to strong action also.

Coming Up in the Trade

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

The Dealers Pick

Popular

1. THAT HOUND DOG IN THE WINDOW
Homer and Jethro—RCA Victor 20-5280
2. ORGAN GRINDER'S SWING
Four Aces—Decca 28691
3. USKA DARA
Eartha Kitt—RCA Victor 20-5284
4. JUST ANOTHER POLKA
Jo Stafford—Columbia 40000
5. SAY SI SI
Mills Brothers—Decca 28670
6. I'D RATHER DIE YOUNG
The Hilltoppers—Dot 15085
7. I AM IN LOVE
Nat (King) Cole—Capitol 2459
8. HALF A PHOTOGRAPH
Kay Starr—Capitol 2464

Country & Western

1. RESTLESS HEART
Slim Whitman—Imperial 8199
2. I CAN'T WAIT
Faron Young—Capitol 2461
3. SPANISH FIREBALL
Hank Snow—RCA Victor 20-5296
4. I BELIEVE
Red Foley—Decca 28694
5. I'M YVONNE
Goldie Hill—Decca 28685

Rhythm & Blues

1. HONEY JUMP
Oscar McLollie—Modern 902
2. DON'T LEAVE ME THIS WAY
Dominos—Federal 12129
3. I WANNA KNOW
Dolly Cooper—Savoy 891
4. I'M GLAD
Mitzi Mars—Checker 773
5. IS IT A DREAM?
Vocaleers—Red Robin 114

The Disk Jockeys Pick

Popular

1. THE BREEZE
Trudy Richards—Derby 823
2. OO! WHAT YOU DO TO ME
Patti Page—Mercury 70127
3. DOT'S NICE—DONNA FIGHT
Rosemary Clooney-Marlene Dietrich—Columbia 39980
4. LONG LIVE LOVE
Roger Coleman—Decca 28658
5. JUST ANOTHER POLKA
Jo Stafford—Columbia 40000
6. ORGAN GRINDER'S SWING
Four Aces—Columbia 28691
7. USKA DARA
Eartha Kitt—RCA Victor 20-5284

Country & Western

1. I CAN'T WAIT
Faron Young—Capitol 2461
2. SPANISH FIREBALL
Hank Snow—RCA Victor 20-5296
3. TOO YOUNG TO TANGO
Sunshine Ruby—RCA Victor 20-5250
4. CRYING IN THE CHAPEL
Darell Glenn—Valley 105
5. SOUTH IN NEW ORLEANS
Johnnie and Jack—RCA Victor 20-5290

The Operators Pick

Popular

1. BIG MAMOU
Dolores Gray—Decca 28676
2. OO! WHAT YOU DO TO ME
Patti Page—Mercury 70127
3. MY LADY LOVES TO DANCE
Julius La Rosa—Cadence 1231
4. APRIL IN PORTUGAL
Tony Martin—RCA Victor 20-5279

Rhythm & Blues

1. DON'T LEAVE ME THIS WAY
Dominos—Federal 12129

RECORD DEALERS—

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

JUKE BOX OPERATORS—

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

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Jackpot

BIG ARTISTS! ★ BIG HITS!



PATTI PAGE
NOW THAT I'M IN LOVE
AND
OO, WHAT YOU DO
NO. 70127



RICHARD HAYMAN
RUBY
AND
DANSERO
NO. 70146
APRIL IN
PORTUGAL
AND
ANNA
NO. 70114



VIC DAMONE
"APRIL IN PORTUGAL"
AND
"I'M WALKING BEHIND YOU"
NO. 70128



RALPH MARTHIERIE
"CRAZY, MAN, CRAZY"
AND
"GO AWAY"
NO. 70153



BOBBY WAYNE
"LOVE ME, LOVE ME"
AND
"MORE THAN I"
NO. 70148

CURRENT BEST SELLERS

1. RUBY—R. Hayman
Dansero—
Mercury (78) 70146; (45) 70146X45
2. DOGGIE IN THE WINDOW—P. Page.....
My Jealous Eyes—
Mercury (78) 70070; (45) 70070X45
3. SEVEN LONELY DAYS—G. Gibbs.....
If You Take My Heart Away—
Mercury (78) 70095; (45) 70095X45
4. CARAVAN—R. Marterie
While We Dream—
Mercury (78) 70097; (45) 70097X45
5. RAMONA—The Gaylords
Spinning A Web—
Mercury (78) 70112; (45) 70112X45
6. APRIL IN PORTUGAL—R. Hayman.....
Anna—
Mercury (78) 70114; (45) 70114X45
7. APRIL IN PORTUGAL—V. Damone.....
I'm Walking Behind You—
Mercury (78) 70128; (45) 70128X45
8. NOW THAT I'M IN LOVE—P. Page.....
Oo, What You Do—
Mercury (78) 70127; (45) 70127X45
9. CRAZY, MAN, CRAZY—R. Marterie.....
Go Away—
Mercury (78) 70153; (45) 70153X45
10. BIG MAMOU—R. Draper.....
Why, Why, Why—
Mercury (78) 70137; (45) 70137X45
11. LOVE ME, LOVE ME—B. Wayne.....
More Than I—
Mercury (78) 70148; (45) 70148X45
12. USKA DARA—B. Parks
Nowhere Guy—
Mercury (78) 70160; (45) 70160X45
13. ALMOST ALWAYS—E. Howard
Am I Losing You—
Mercury (78) 70135; (45) 70135X45
14. JUST ANOTHER POLKA—R. Hayes.....
Trust Me—
Mercury (78) 70 17; (45) 70147X45
15. SAY YOU'RE MINE AGAIN—E. Howard.....
Broken Wings—
Mercury (78) 70134; (45) 70134X45
16. TELL ME YOU'RE MINE—Gaylords
Aye, Aye, Aye—
Mercury (78) 70067; (45) 70067-45
17. NO HELP WANTED—R. Draper.....
Texarkana Baby—
Mercury (78) 70077; (45) 70077X45



BERNICE PARKS
"USKA DARA"
AND
"NOWHERE GUY"
NO. 70160



EDDY HOWARD
"ALMOST ALWAYS"
AND
"AM I LOSING YOU"
NO. 70135



RICHARD HAYES
"JUST ANOTHER POLKA"
AND
"TRUST ME"
NO. 70147



RUSTY DRAPER
"BIG MAMOU"
AND
"TELL ME WHY, WHY, WHY"
NO. 70137



The Billboard Music Popularity Charts

... for Week Ending May 16

TOP POPULAR RECORDS

Best Selling Singles

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, and Labels. Lists top 19 singles including 'SONG FROM MOULIN ROUGE' and 'DOGGIE IN THE WINDOW'.

Most Played in Juke Boxes

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, and Labels. Lists top 19 juke box records including 'SONG FROM MOULIN ROUGE' and 'DOGGIE IN THE WINDOW'.

Most Played by Jockeys

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, and Labels. Lists top 20 jockey records including 'SONG FROM MOULIN ROUGE' and 'DOGGIE IN THE WINDOW'.

Best Selling Popular Albums

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, and Labels. Lists top 19 albums including 'HANS CHRISTIAN ANDERSEN' and 'MUSIC FOR LOVERS ONLY'.

Best Selling Children's Records

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, and Labels. Lists top 12 children's records including 'PETER PAN' and 'HANS CHRISTIAN ANDERSEN'.

The SAUTER-FINEGAN ORCHESTRA

"The most exciting new orchestra in America Today!"

HITS WITH THE HONEY JUMP

c/w
TIME TO DREAM
20/47-5307

The Billboard
NEW RECORDS TO WATCH
SAUTER-FINEGAN ORK
Honey Jump—RCA Victor 20-47-5307—The advance-design ork. on the eve of its one-nighter debut, is out with potentially its most commercial side to date. Tune has already made its mark in the r.&b. field; this one, in real dance tempo with a solid beat, could stir the pop market. Jockeys could spin it mightily. Flip is "Time to Dream."

NEW RELEASES

RCA VICTOR—
Release #53-21

BEST SELLERS

This Week's
RCA Victor
Best Sellers

POPULAR

- SWEDISH WEAVING DANCE
OX DANS
RCA Victor Folk Dance Orch.
20-5309 (47-5309)*
- SIX A.M. POLKA
THE DOVE WALTZ
Frank Hermanek and his
Melodymen Polka Band
20-5310 (47-5310)*

COUNTRY-WESTERN

Billboard picks it!

New Records To Watch

EDDY ARNOLD
Free Home Demonstration
How's the World Treating You—
RCA Victor 20-5305—A poten-
tially strong disk. "Demonstra-
tion" is a novelty which could
take off fast. Flip is a warm ballad
which could give the record stay-
ing power.



FREE HOME DEMONSTRATION

HOW'S THE WORLD TREATING YOU

EDDY ARNOLD, The Tennessee Plowboy and his guitar
20-5305 (47-5305)*

ALBUMS

FRANKIE CARLE PLAYS FOUR GREAT MELODIES
Frankie Carle with Rhythm Accompaniment
EPA-498*

*45 rpm cat. nos.

78 | 45

POPULAR

- THAT HOUND DOG IN THE WINDOW/PORR OL' KOO-LIGER
Homer & Jethro20-5280 (47-5280)
- I'M WALKING BEHIND YOU/JUST ANOTHER POLKA
Eddie Fisher20-5293 (47-5293)
- MY ONE AND ONLY HEART/SAY YOU'RE MINE AGAIN
Perry Como20-5277 (47-5277)
- WHAT A CRAZY GUY/THERE IS A TAVERN IN THE TOWN
Wally Cox20-5278 (47-5278)
- USKA DARA/TWO LOVERS
Eartha Kitt20-5284 (47-5284)
- HEAP BIG BEAT/I WONDER WHY
Buddy Morrow20-5295 (47-5295)
- NOW HEAR THIS/APRIL IN PORTUGAL
Tony Martin20-5279 (47-5279)
- APRIL IN PORTUGAL/PENNY WHISTLE BLUES
Freddy Martin20-5052 (47-5052)
- HOT TODDY/SERENADE
Ralph Flanagan20-5095 (47-5095)
- DOO WACKA DOODLE/THE SONG FROM MOULIN ROUGE
Boston Pops10-4166 (49-4166)
- HOW DO YOU SPEAK TO AN ANGEL/DOWNHEARTED
Eddie Fisher20-5137 (47-5137)
- RUBY/LESS THAN TOMORROW
Vaughn Monroe20-5286 (47-5286)
- THE HONEY JUMP/TIME TO DREAM
Sauter-Finegan20-5307 (47-5307)
- WILD HORSES/I CONFESS
Perry Como20-5152 (47-5152)
- SEND MY BABY BACK TO ME/MEANWHILE
Sunny Gale20-5306 (47-5306)

COUNTRY-WESTERN

- SPANISH FIRE BALL/BETWEEN FIRE AND WATER
Hank Snow20-5296 (47-5296)
- TOO YOUNG TO TANGO/
HEARTS WEREN'T MEANT TO BE BROKEN
Sunshine Ruby20-5250 (47-5250)
- BROKEN WINGS/CANNONBALL YODEL
Elton Britt20-5251 (47-5251)
- SOUTH IN NEW ORLEANS/WINNER OF YOUR HEART
Johnnie & Jack20-5290 (47-5290)
- A FOOL SUCH AS I/THE GAL WHO INVENTED KISSIN'
Hank Snow20-5034 (47-5034)

RHYTHM-BLUES

- I WANNA KNOW/LAUGHING BLUES
The Du Droppers20-5229 (47-5229)
- ALL NIGHT BABY/OH WHY
The Robins20-5271 (47-5271)
- IN THE GOOD OLD SUMMERTIME/EASY ERNIE
Al Sears20-5272 (47-5272)

78 | 45

BIG ONE COMING!

EDDY ARNOLD



FREE HOME DEMONSTRATION

c/w
HOW'S THE WORLD TREATING YOU

20/47-5305

"45 EXTENDED PLAY" ALBUMS
MEAN EXTRA PROFIT



EPA-411

Dinah Shore Sings the Hits from "The King and I," with Bob Merrill and Henri Rene and his Ork. Four tunes included are "Hello, Young Lovers," "Getting to Know You," "I Whistle a Happy Tune" and "Shall We Dance?"

EPA-411

"Piano Time" — Andre Previn, piano, with rhythm accompaniment. Including "Just One of Those Things," "Mad About the Boy," "I'm Old Fashioned" and "You're the Top."

EPA-435



EPA-435

RCA VICTOR
FIRST IN RECORDED MUSIC



SALES GROW



WHEN YOU GO "45"

CLIP—FILL IN—ORDER TODAY!

Another release on...



BENNY STRONG AND HIS ORCHESTRA

"HELLO BEAUTIFUL"

b/w

"I CALLED YOU UP TO CRY ON YOUR SHOULDER"

Imperial 40002 • 45X 40002

Currently appearing
COCOANUT GROVE
Ambassador Hotel, Los Angeles

The Billboard's Music Popularity Charts

Territorial Best

This Week's Territorial Best Sellers to Watch

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

- Dallas-Ft. Worth . . . TAKE THESE CHAINS FROM MY HEART
T. Edwards, M-G-M 11485
- Chicago . . . APRIL IN PORTUGAL
V. Damone, Mercury 70128
- Boston . . . DENNIS THE MENACE
J. Boyd-R. Clooney, Columbia 39988
- YOU SHOULDN'T HAVE KISSED ME THE FIRST TIME
N. Brooks, Zodiac 102
- Atlanta . . . HALF A PHOTOGRAPH
K. Starr, Capitol 2464
- St. Louis . . . I AM IN LOVE
Nat (King) Cole, Capitol 2459

Territorial Best Sellers

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

New York

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

Chicago

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

Detroit

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

Boston

1. Pretend
N. (King) Cole, Capitol
2. Anna
S. Mangano, M-G-M
3. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
4. Ruby
R. Hayman, Mercury
5. Doggie in the Window
P. Page, Mercury
6. Song From Moulin Rouge
Mantovani, London
7. Say You're Mine Again
P. Como, Victor
8. Ho Ho Song
R. Buttons, Columbia
9. Dennis the Menace
R. Clooney-J. Boyd, Columbia

10. You Shouldn't Have Kissed Me the First Time
N. Brooks, Zodiac

Pittsburgh

1. I Believe
F. Laine, Columbia
2. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
3. April in Portugal
L. Baxter, Capitol
4. My Lady Loves to Dance
J. La Rosa, Cadence
5. That Hound Dog in the Window
Homer and Jethro, Victor
6. Ho Ho Song
R. Buttons, Columbia
7. Anna
S. Mangano, M-G-M
8. Almost Always
J. James, M-G-M
9. Doggie in the Window
P. Page, Mercury
10. Crazy Man Crazy
B. Haley, Essex

Atlanta

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. April in Portugal
L. Baxter, Capitol
3. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor
4. Pretend
Nat (King) Cole, Capitol
5. Doggie in the Window
P. Page, Mercury
6. I Believe
F. Laine, Columbia
7. I Believe
J. Froman, Capitol
8. Ruby
R. Hayman, Mercury
9. I'm Walking Behind You
F. Sinatra, Capitol
10. Half a Photograph
K. Starr, Capitol

St. Louis

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. April in Portugal
L. Baxter, Capitol
3. Crazy Man Crazy
B. Haley, Essex
4. Ruby
R. Hayman, Mercury
5. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor
6. I'm Walking Behind You
F. Sinatra, Capitol
7. Say Si Si
Mills Brothers, Decca
8. I Am In Love
Nat (King) Cole, Capitol

Los Angeles

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Pretend
Nat (King) Cole, Capitol
3. Ruby
R. Hayman, Mercury
4. Anna
S. Mangano, M-G-M
5. Doggie in the Window
P. Page, Mercury
6. I Believe
F. Laine, Columbia
7. I'm Walking Behind You
E. Fisher-H. Winterhalter, Victor

... For Week Ending May 16

Sellers (Popular)

8. April in Portugal
L. Baxter, Capitol
9. I Believe
J. Froman, Capitol
10. April in Portugal
V. Damone, Mercury

Philadelphia

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

Cincinnati

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Doggie In The Window
P. Page, Mercury
3. April In Portugal
L. Baxter, Capitol
4. Ruby
R. Hayman, Mercury
5. Say You're Mine Again
P. Como, Victor
6. I'm Walking Behind You
E. Fisher-H. Winterhalter,
Victor
7. Pretend
Nat (King) Cole, Capitol
8. Crazy Man Crazy
B. Haley, Essex
9. Caravan
R. Marterie, Mercury
10. Ho Ho Song
R. Buttons, Columbia

Seattle

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. Anna
S. Mangano, M-G-M
3. Doggie in the Window
P. Page, Mercury
4. I Believe
F. Laine, Columbia
5. April in Portugal
L. Baxter, Capitol
6. Ruby
R. Hayman, Mercury
7. Ruby
L. Baxter, Capitol
8. Swedish Rhapsody
P. Faith, Columbia
9. Seven Lonely Days
G. Gibbs, Mercury
10. Say Si Si
Mills Brothers, Decca

New Orleans

- April in Portugal
L. Baxter, Capitol
- Anna
S. Mangano, M-G-M
- Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
- Doggie in the Window
P. Page, Mercury
- Seven Lonely Days
G. Gibbs, Mercury
- Ruby
V. Young, Decca
- I Believe
F. Laine, Columbia
- Pour Me a Glass of Teardrops
B. Williams, M-G-M
- Pretend
Nat (King) Cole, Capitol
- Dancin' With Someone
T. Brewer, Coral

Dallas-Ft. Worth

- Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
- April in Portugal
L. Baxter, Capitol
- I'm Walking Behind You
E. Fisher-H. Winterhalter,
Victor
- Ruby
R. Hayman, Mercury
- Say You're Mine Again
P. Como, Victor
- Caravan
R. Marterie, Mercury
- I Believe
J. Froman, Capitol

8. Ho Ho Song
R. Buttons, Columbia
9. Anna
R. Hayman, Mercury
10. Take These Chains From My Heart
T. Edwards, M-G-M

Dallas-Ft. Worth

1. Pretend
Nat (King) Cole, Capitol
2. Doggie in the Window
P. Page, Mercury
3. April in Portugal
L. Baxter, Capitol
4. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
5. I Believe
F. Laine, Columbia
6. I'm Walking Behind You
E. Fisher-H. Winterhalter,
Victor
7. Song From Moulin Rouge
Mantovani, London
8. April in Portugal
R. Hayman, Mercury
9. Ruby
R. Hayman, Mercury
10. Tell Me a Story
F. Laine-J. Boyd, Columbia

Washington-Baltimore

1. Song From Moulin Rouge
P. Faith-F. Sanders, Columbia
2. I Believe
J. Froman, Capitol
3. Pretend
Nat (King) Cole, Capitol
4. April in Portugal
L. Baxter, Capitol
5. April in Portugal
R. Hayman, Mercury
6. I'm Walking Behind You
E. Fisher-H. Winterhalter,
Victor
7. Crazy Man Crazy
B. Haley, Essex
8. Say You're Mine Again
P. Como, Victor
9. Doggie in the Window
P. Page, Mercury
10. Strange Things Are Happening
R. Buttons, Columbia

Rhythm & Blues Record Reviews

Continued from page 136

BERT KEYES
Your Cheatin' Heart72
RAMA 4—Singer-pianist Bert Keyes debuts effectively on the label with a listenable performance of the big pop hit, backing himself with good piano work. Keyes has a warm voice and side could get spins.
Wandering Blues.....65
On this side Keyes does okay by an after-hours blues.

JOE HOUSTON
Sabre-Jet 71
BAYOU 004—A driving tenor-led instrumental packs lots of spirit, but doesn't say too much.
Moody.....69
Houston is the honking tenor type as he and the ork read off a riff-built instrumental for a good side.

KING SOLOMON'S TRIO
Mean Train71
BIG TOWN 102—Real sad blues has the boys weeping in the backing. Effective waxing in the Southern style.
Baby, I'm Cutting Out.....65
Jump blues is listenable. Good for the jitterbugs.

RED CALLENDER
The Honey Jump (Part 1 & 2)70
Bayou 001—A two-sided effort, one instrumental and the other with a gang vocal, kicks off this new label. The vocal side packs a good bit of excitement. It's surprising tho that the initial go would be a cover of a tune that has met with the success that the Oscar McLollie disk already has.

JOE HOUSTON ORK
Corn Bread and Cabbage70
HOLLYWOOD 423—Houston shows a lot of sax on this side, a dynamic riff effort.
Jay's Boogie.....69
More sax work with abandon by Houston, this time to a boogie beat by the ork.

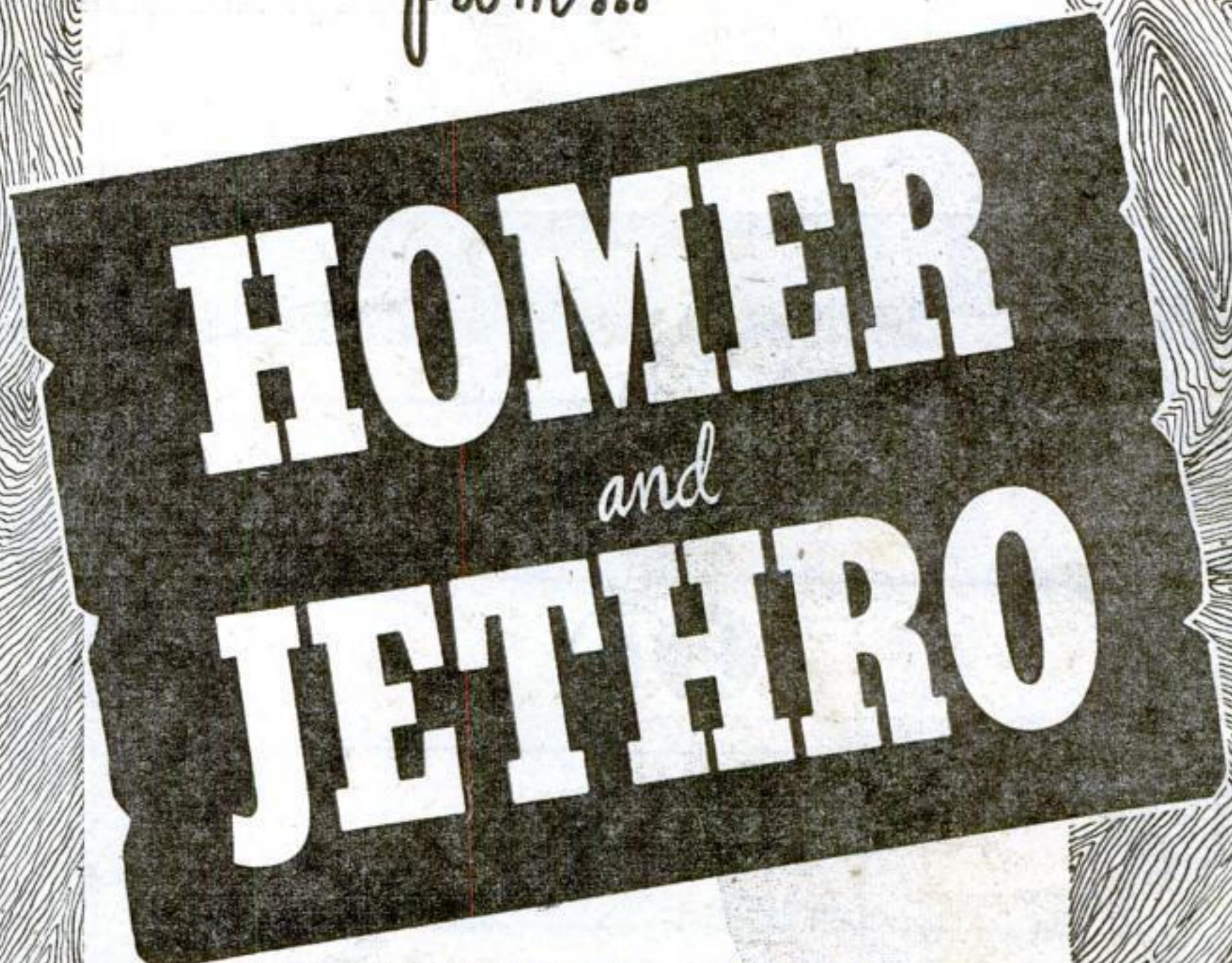
JOHNNY MOORE-MAURI JONES
Keep Cool69
HOLLYWOOD 425 — This is Moore and the Three Blazes backing chirp Jones on a lightweight bounce item which is listenable and not too much more.
Blues in My Heart.....69
Moore goes it alone for a neat solo on a lovely Benny Carter instrumental blues item.

(Continued on page 162)

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To the Ops on Their
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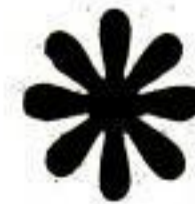
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65TH

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ANNIVERSARY



NEW COLUMBIA RELEASES

DORIS DAY and JOHNNIE RAY—Let's Walk That-A-Way, Candy Lips; 40001 • 4-40001
PAUL WESTON and his Orchestra—Gigi, Shane; 40014 • 4-40014
WALLY STOTT and his Orchestra—The Theme from Limelight, Incidental Music from Limelight; 40013 • 4-40013
STUART HAMLEN—The Hidden You, Daddy's Cutie Pie; 21116 • 4-21116
LEON McAULIFFE—Eating Right Out of Your Hand, Heart Attacks; 21115 • 4-21115
NEAL BURRIS—You're Stepping Out, Don't Give Me Kisses; 21114 • 4-21114
JUDY GARLAND—Without A Memory, Send My Baby Back To Me; 40010 • 4-40010
MINDY CARSON and GUY MITCHELL—Tell Us Where The Good Times Are, There's Nothing Sweet As My Baby; 39992 • 4-39992
JERRY VALE—For Me, Tired of Dreaming; 39990 • 4-39990
SAMMY KAYE—Tattle-Tale Duck, Orange Blossom Serenade; 39999 • 4-39999
CARL SMITH—Trademark, Do I Like It?; 21119 • 4-21119

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50 GREAT COLUMBIA STANDARD SELECTIONS

CATALOGUE NO.
75 RPM, 45 RPM

ARTIST

TITLE

CATALOGUE NO.
75 RPM, 45 RPM

ARTIST

TITLE

1. 4579M 4-4579M	Andre Kostelanetz	Wonderful Guy Wash That Man Outa My Hair
2. 4447M 4-4447M	Morton Gould	Holiday for Strings Sophisticated Lady
3. 4380M 4-4380M	Andre Kostelanetz	Somebody Loves Me With a Song in My Heart
4. 4648M 4-4648M	Nelson Eddy, Eleanor Steber	Stout Hearted Men Lover, Come Back to Me
5. 4373M 4-4373M	Andre Kostelanetz	Begin the Beguine I Got Rhythm
6. 4376M 4-4376M	Andre Kostelanetz	Tea for Two A Pretty Girl Is Like a Melody
7. Not Avail. 4-7682M	Andre Kostelanetz	Blue Danube Waltz 1001 Nights Waltz
8. Not Avail. 4-7502M	Andre Kostelanetz	Tales From the Vienna Woods Vienna Life
9. Not Avail. 4-72079D	Oscar Levant	Fire Dance Malaguena
10. Not Avail 4-12372D	Eugene Ormandy	Schwanda— Polka and Fugue
11. 38324 4-38324	Les Brown	I've Got My Love to Keep Me Warm
12. 38214 4-38214	Gene Krupa	Body and Soul
13. 39678 4-39678	Harry James	The Brave Bulls
14. 37269 4-37269	Frankie Carle	Carle Boogie Sunrise Serenade
15. Not Avail. 4-7361	Andre Kostelanetz	Claire De Lune
16. 37556 4-37556	Xavier Cugat	Miami Beach Rhumba
17. 36651 4-36651	Xavier Cugat	Brazil
18. 39349 4-39349	Xavier Cugat	Mambo No. 5
19. 20086 4-20086	Gene Autry	Mexicali Rose South of the Border
20. 39579 4-39579	Xavier Cugat	Mambo at the Waldorf
21. 35923 4-35923	Xavier Cugat	Orchids in the Moonlight
22. 36902 4-36902	Xavier Cugat	Oye Negra
23. 36780 4-36780	Xavier Cugat	Tico-Tico Linda Mujer
24. 38147 4-38147	Gene Krupa	Dark Eyes After You've Gone
25. 36825 4-36825	Frank Sinatra	If I Loved You You'll Never Walk Alone

26. 38543 4-38543	Doris Day	Bewitched When Your Lover Has Gone
27. 39708 4-39708	Percy Faith	Delicado
28. 39711 4-39711	Ken Griffin	Dipsy Doodle
29. 39492 4-39492	Sammy Kaye	Dixie
30. 20084 4-20084	Gene Autry	Back in the Saddle Again Tumbling Tumbleweeds
31. 39582 4-39582	Harry James	Don't Be That Way
32. 39416 4-39416	Benny Goodman	Down South Camp Meetin'
33. 20719 4-20719	Adolf Hofner	Dude Ranch Schottische
34. 39428 4-39428	Duke Ellington	The Hawk Talks
35. 37141 4-37141	Harry James	Ciri-biri-bin
36. 37349 4-37349	Les Brown	Mexican Hat Dance Leap Frog
37. 38346 4-39454	Freddy Gardner	I'm in the Mood for Love I Only Have Eyes for You
38. 35416 4-35416	Al Goodman	Blue Danube Waltz Wiener Blut
39. 35418 4-35418	Al Goodman	Tales From the Vienna Woods Voices of Spring
40. 35572 4-35572	Frankie Carle	12th Street Rag Sweet Lorraine
41. 36434 4-36434	Harry James	Melancholy Baby My Silent Love
42. 37142 4-37142	Harry James	One o'Clock Jump Two o'Clock Jump
43. 36571 4-36571	Marek Weber	Jalousie A Media Luz
44. 38062 4-38062	Benny Goodman	Jersey Bounce A String of Pearls
45. 38716 4-39456	Freddy Gardner	These Foolish Things Roses of Picardy
46. 37144 4-37144	Harry James	Flight of the Bumble Bee Concerto for Trumpet
47. 38846 4-38846	Ken Griffin	All Alone Always
48. 38975 4-39455	Freddy Gardner	Body and Soul Valse Vanite
49. 38889 4-38889	Ken Griffin	Harbor Lights Josephine
50. 37143 4-37143	Harry James	You Made Me Love You Music Makers

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VOX JOX

By GENE PLOTNIK

Chatter

Ernie Strickland is building a solid audience at WMDN, Midland, Mich., due, he claims, to the co-operation of the record companies. Strickland has three hours of deejay programming daily. . . . Jerry Kay, WVEZ, New Orleans, feels the trend is definitely back to the old songs and to the bands of some years ago. . . . Bob (The Robin) Martin, WKBR, Manchester, N. H., has inaugurated "KBR Record Review" on Saturday nights, with invited deejays and musicians as a reviewing panel. "Reaction is

spun disks by Mel Blanc, Spike Jones, Stan Freberg, Yogi Bressen and other comic characters and bands. "It turned out to be more popular than I imagined," he says.

Charles O'Donnell, better known as the Morning Mayor over WHAT, Philadelphia, is the father of a bouncing boy.

. . . Chuck Thompson, deejay with WFOR, Hattiesburg, Miss., has added a new show, "Chuck's Caravan," Monday thru Friday. Ralph Marterie's "Caravan" serves as a very popular theme on the show, which is loaded with Harem Girls (girl singers), Swap Shop items, new disk releases, a news report and a kiddie story for all ages. . . . Added to the staff of WEAS, Decatur, Ga., as a guitar strumming deejay, is Texas Bill Strength, Coral Records country artist. . . .

YESTERYEAR'S TOPS—

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

MAY 22, 1948

1. Nature Boy
2. You Can't Be True, Dear
3. Now Is the Hour
4. Tootie Oolie Doolie (The Yodel Polka)
5. Baby Face
6. Manana
7. The Dickey-Bird Song
8. Little White Lies
9. Sabre Dance
10. My Happiness

MAY 22, 1943

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

strong," he writes.

Tom Shanahan, WEMP, Milwaukee, deejay, is the father of a new son, Timothy Patrick.

Ed Depulio, Montrose, Colo., reports very heavy play on Mantovani's London disk of "Moulin Rouge." . . .

Joe Ryan, WALL, Middletown, N. Y., recently had what he calls a "crazy mixed-up" session on his deejay show. Ryan

asked for on my show." Ross would like some background material on these artists. . . .

Bill Lytle has left WCNT, Centralia, for Moberly, Mo. Tony Carter, WAUD, Auburn, Ala., has added another show to his line-up of disk programs. This show is "Just Jazz," an hour jazz concert broadcast Saturday afternoon.

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- 8134 "LOVE SONG OF THE WATER-FALL"
- 45x8134 "MY LOVE IS GROWING STALE"
- 8144 "BANDERA WALTZ"
- 45x8144 "END OF THE WORLD"

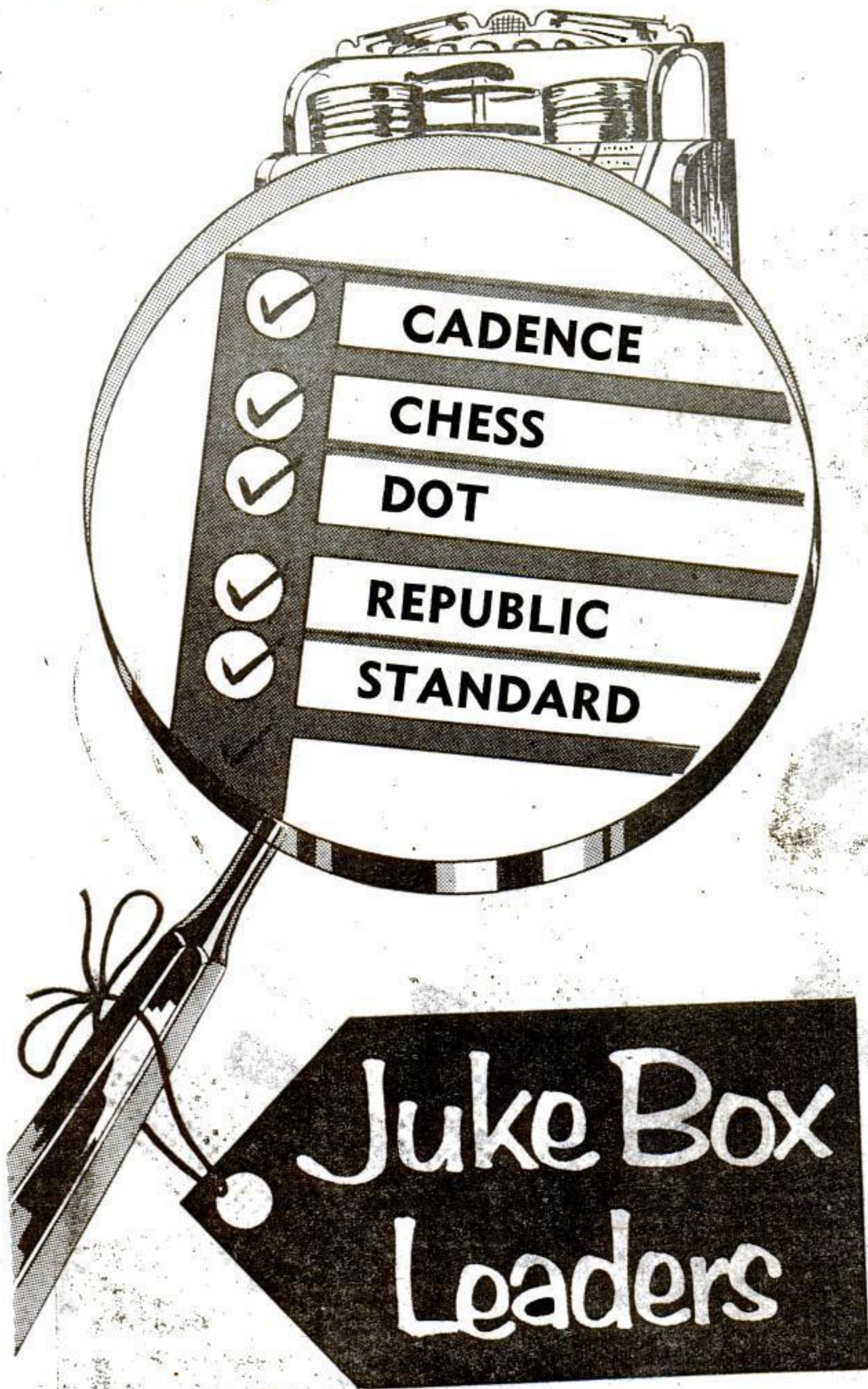
- 8147 "IN A HUNDRED YEARS OR MORE"
- 45x8147 "COLD EMPTY ARMS"
- 8156 "INDIAN LOVE CALL"
- 45x8156 "CHINA DOLL"
- 8180 "HOW CAN I TELL"
- 45x8180 "ALL THAT I'M ASKING IS SYMPATHY"

- 8163 "AN AMATEUR IN LOVE"
- 45x8163 "BY THE WATERS OF THE MINNETONKA"
- 8169 "KEEP IT A SECRET"
- 45x8169 "MY HEART IS BROKEN IN THREE"

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CUSTOM RECORD SALES

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

DEALER DOINGS

By JOE MARTIN

NAMM Hopes

Bill (Andy) Andersen, Chicago's Record Center, hopes the record industry plays a larger part in this year's National Association of Music Merchants convention. Andersen suggests, "From the number of dealers who attend these conventions, it might be a good idea for the Record Industry Association of America to conduct a dealer seminar, either in conjunction with NAMM or on their own at the same time in Chicago. Dealers air enough problems in 'Dealer Doings' to indicate that a seminar would be advantageous to the entire industry."

M-G-M Winners

Winners of the window display contest sponsored by M-G-M Records as part of the promotion for the film "Stars and Stripes Forever" were Bentley Sport Shop, Columbus, Ga.; Reginald Seguin, Seguin Music Company, Newport, Vt., and Sycke's Music Store, Cumberland, Md. Bentley won \$100 first prize, Seguin got the \$50 second prize, and Sycke's took \$25 third place honors.

Phoney Prices?

Ferguson's Record Shop, Memphis, poses a question with dramatic implications: "Are these indie label classical LP prices inflated or just plain phoney? I've been thinking of carrying a few of them, as I need more hi-fi orchestral LP's than the major labels can give me, but I find that I can buy these indie labels cheaper from New York retailers than from the manufacturers or their legitimate distributors. What sort of deal is that? If these labels can be bought so cheaply in New York, I'd do better than buy my requirements from those dealers. Yet these manufacturers ought to give the same discounts to their distributors and dealers out in the territory. Incidentally, doesn't

this sort of price discrimination make these manufacturers liable to prosecution under the Robinson-Patman Act if a distributor or dealer should file a complaint?"

News and Chatter

Zellman's Music Store, which recently moved to a new location in Meriden, Conn., reports excellent results from an advertisement of the new Red Buttons record. Ad featured the TV star's picture. . . . Comment from Arends TV Center, Shenandoah, Ia., reads, "We still need Capitol and Decca distributors in the Omaha area. Now that we lost our Omaha distributor we can't get any new Decca records until they are old. We also need Mercury, Coral and London distributors in this area. Wish someone would open a one-stop service in Omaha to handle all except RCA Victor and Columbia lines."

Amos T. Poulin recently bought out his partner's interest in the Disc, Troy, N. Y. William F. Kelly is no longer with the shop. . . . James W. Crudginton has been promoted to the management of the record department of the RCA Victor distributorship in Memphis, McGreggor's, Inc. . . . Sam Alexander, owner of Alexander's Records, Chicago, uses the RCA Victor reprint of the Jimmie Rodgers story to stuff into disk envelopes. He says that the results are a big sales increase for Rodgers' records to people who never buy country and western disks. . . . Lawrence Beyer, Pemberton Plumbing Company, Mineral Wells, Tex., writes, "Tho Kay Starr's 'The Breeze' is not yet available as a single, we're getting calls for it. I don't know whether the Trudy Richards' record is responsible, but the customers are asking for the Starr version. Capitol is missing a potential gold mine by not releasing this as a single—Les Paul or no Les Paul."

IT'S JUBILEE FOR '53 FOR THE BOXES

POP	NOVELTY
6036—Dolly Dawn ODDLE-I-AY IT'S TOO SOON TO KNOW	5116—Mort Lindsay Trio SCRATCH JEEPERS CREEPERS
6037—4 Jacks & a Jill TALK OF THE DEVIL I WISH YOU'D MAKE YOUR MIND UP	6042—4 Chicks & Chuck HOCK MIR NISHT KEIN CHEINIK SMARTY
6038—Bob Kennedy I'LL NEVER BE LONESOME AGAIN LUCKY GUY	R & B
6040—Tommy Mara I'LL TRY BELLA MIA	5114—The Marylanders GOOD OLD 99 FRIED CHICKEN
6041—Marian Caruso WISH ME GOOD LUCK LILACS	5115—The Orioles DEM DAYS (are gone forever) BAD LITTLE GIRL
COUNTRY	5117—Andrew Wideman MAMA'S LITTLE BOY GOT THE BLUES I'M NOT A CHILD ANYMORE
9000—Dick Thomas MY LITTLE RED WAGON ANYTIME IS LOVIN' TIME	5118—Sonny Til CONGRATULATIONS TO SOMEONE (Danger) SOFT SHOULDERS
9001—Lou Monte THE LONG WAY REPEAT THESE WORDS AFTER ME	5119—Edna McGriff BE GENTLE WITH ME SCRAP OF PAPER

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 COURTIN' IN A
 HOT ROD"
 and
 "WE'RE A-GROWIN' UP"**

Tennessee Ernie and Molly Bee

Record no. 2473



The Billboard's Music Popularity Charts

Classical Records

... For Week Ending May 16

Best Selling Classics

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

Week This	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY No. 9—E. Farrell, N. Merriman, J. Peerce, N. Scott, R. Shaw Chorale, NBC Symphony Ork. A. Toscanini, conductor. V(33)LM-6009	1	32
2.	MUSIC OF VICTOR HERBERT — Mantovani Ork., London(33)LL-746	3	2
3.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork. Dorati, conductor. Mercury(33)MG-50009	4	17
4.	RACHMANINOFF CONCERTO No. 2—A. Rubinstein, piano, NBC Symphony Ork, Golschman, conductor V(33)LM-1005	—	15
5.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler conductor. V(33)LM-1001	—	51
5.	GRIEG: CONCERTO IN A MINOR FOR PIANO & ORK—L. Lipatti, piano. Col(45)ML-4525	4	17
45 R.P.M.			
1.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Philadelphia Symphony Ork, E. Ormandy, conductor Col(45)A-251	1	3
1.	ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony Ork, A. Toscanini, conductor. V(45)WDM-605	2	35
3.	TCHAIKOVSKY; NUTCRACKER SUITE—E. Ormandy, conductor Philadelphia Ork. V(45)WDM-1020	3	15
4.	RACHMANINOFF: CONCERTO FOR PIANO—A. Rubinstein, NBC Symphony Ork. V(45)WDM-1075	3	23
5.	BEETHOVEN SYMPHONY No. 9—E. Farrell, N. Merriman, J. Peerce, N. Scott, R. Shaw Chorale, NBC Symphony Ork, A. Toscanini, conductor. V(45)WDM-6009	5	13

Reviews of the Current Classical Releases

- SCHUBERT: TRIO NO. 2 IN E-FLAT MAJOR FOR VIOLIN, CELLO AND PIANO, OP. 100—Adolph Busch, Violin; Herman Bush, Cello; Rudolf Serkin, Piano (1-12")** 74
Columbia (33) ML 4654
Tho there are other versions of this trio available on LP, this one is certain to get the nod from most shopping for the opus. Adolph Busch has his brother at the cello and his son-in-law at the piano, and they make music together as if each knew the innermost thoughts of the others. The reading has remarkable verve and spirit, plus a unity rarely maintained in more discursive Schubert interpretations. As a collector's item the disk has added values. Adolph Busch, dead a year, earned special fame as an interpreter of chamber music. Many fanciers of the form will want this disk.
- SIBELIUS: LEMMINKAINEN SUITE — The Philadelphia Orchestra; Eugene Ormandy, Cond. (1-12")** 73
Columbia (33) ML 4672
There is much, on the surface, to recommend this set. It is the first complete version of the Suite, it is beautifully performed by Ormandy and the Philadelphia ork, the conductor is considered somewhat of an expert on Sibelius and the music is lovely. It must be remembered, however, that one of the four tone poems contained in the suite, "The Swan of Tuonela," is readily available in other versions (including Ormandy's) and at a lower price. In any event, this is typical of Sibelius' writings and it's faithfully rendered by a fine orchestra and conductor.
- SGIACINTO PRANDELLI SINGS—(1-12")** 70
Vox (33) PL 7930
Prandelli, who has appeared at the Metropolitan Opera House, is the possessor of a fine tenor voice which he uses with warmth and sensitivity. In this set he is heard in a collection of 13 old Italian songs, some familiar but most of which fall fresh on American ears. The period covered is the 17th and 18th centuries and includes composers of the stature of Scarlatti and Pergolesi. For lovers of vocal art, this should be a prized possession. Piano accompaniments by Dick Marzollo are sympathetic.
- FRANCK: SONATA IN A MAJOR FOR CELLO AND PIANO; GRIEG: SONATA IN A MINOR FOR CELLO AND PIANO, OP. 36—Leonard Rose, Cello; Leonid Hambro, Piano (1-12")** 69
Columbia (33) ML 4652
The Franck Sonata is the one so familiar to many in its original version for violin and piano. However, the darker timbre of the cello will appeal to some, mostly cellists. In any case, the performance has high musical value and is a welcome addition to the growing LP catalog. The Grieg is typical of that composer's national idiom and full of melodic appeal. Rose and Hambro make a fine chamber music twosome, and their efforts have been recorded with fidelity. Market seems relatively limited, tho.
- DVORAK: SLAVONIC DANCES, OPUS 46, NOS. 1-8—Austrian Symphony Orchestra; George Singer, Cond. (1-12")** 67
Remington (33) R 199-106
The European ork does a first rate job in its performance of the eight dances in Dvorak's Opus 46. But the competition on this music is fairly heavy—with two versions of both Op. 46 and Op. 72 complete, and two other versions of excerpts. Yet, on a pure price basis, this should appeal to a good share of the market. The cover is striking, and the recording and reproductions are good.

(Continued on page 155)



Climbing Fast!

"YOU MENDED
A HEART
THAT WAS
BROKEN"

b/w
"WHY DON'T YOU TELL
ME YOU'RE SORRY?"

sung by
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Popular Record Reviews

Continued from page 136

GINNY GIBSON
Unless You're Really Mine77
 M-G-M 11499—A cute novelty tune, based on a most familiar pop riff, is sold with a real lilt by thrush Ginny Gibson over a strong ork arrangement. Thrush hands the side a bright performance, and with enough exposure the disk has a chance to move out. Good wax, and a side to watch.
Lonely Lover76
 Pretty ballad is handed a persuasive performance by the canary, aided by warm ork backing. A listenable platter.

TED HEATH ORK
La Mer77
 LONDON 1305—Not to be confused with the classical title, this is a smart dance instrumental. It rides nicely all the way. The recording sound is great. Given enough jockey support, this might take off.

On the Bridge76
 Band continues to come up with sparkling and imaginative arrangements. There's a little of everything in this one, but with it all top-notch precision and a solid dance beat. One of these days this band could hit the material that will make the ork click in this country.

ROSALIND RUSSELL-EDITH ADAMS
Ohio77
 DECCA 28709 — Slichg taken from the "Wonderful Town" original-cast album should sell many copies. Miss Russell and Miss Adams do a delicious reading of the ditty. Class juke joints can use.
A Little Bit in Love70
 This one is all Edith Adams. Show ditty should appeal greatly to those who have seen "Wonderful Town."

GORDON MACRAE
C'est Magnifique77
 CAPITOL 2465 — The beautiful love ballad from Cole Porter's "Can-Can" is sung persuasively by MacRae. Tune has the ingredients of a big one, and many will like the big-voiced interpretation etched here. Should get plenty of deejay spins.
Homin' Time75
 The tender ballad is smoothly chanted by MacRae, who's ably assisted by the chorus and ork.

SAMMY KAYE ORK
Tattle-Tale Duck77
 COLUMBIA 39999—Cute ditty about a fowl with a loose tongue is played simply by the Sammy Kaye ork with Jeffrey Clay handling solo chores. Duck sounds and spoofing arrangement make the side a very likely kiddie platter.
Orange Blossom Serenade74
 Dreamy ballad is played smoothly by the ork. A fine instrumental suitable for many programming uses.

PERCY FAITH ORK
Return to Paradise (Part 1 & 2)77
 COLUMBIA 39998 — Latest movie background item to hit wax is this one from the upcoming flick. Dmitri Tiomkin penned it, and Ned Washington set a lyric to part of it. This disk, tho, is all instrumental and done up in real sound-track fashion by the lush Faith ork. It's quiet stuff with a mighty strong melody line—particularly on the second side. Bears watching, if all the disk activity means anything.

JUDY GARLAND
Send My Baby Back to Me79
 COLUMBIA 40010 — Miss Garland kicks off her Columbia disk pact with an effervescent performance of this rousing ditty. A slick Paul Weston backing keeps things humming.
Without a Memory78
 Tempo slows way down for a torchy effort by the songstress on this melodically ballad. This side could grab deejay spins.

ANDREWS SISTERS
Old Don Juan75
 DECCA 28483—The gals come thru with a cute reading of a pleasant new effort, backed by the vocal work of Desi Arnez and his ork. Nice wax.
The Mambo Man74
 Another bright side by the Andrews Sisters, this time about "The Mambo Man." The Sonny Burke crew backs the gals with spirit. Both sides are from the Andrews Sisters' new album.

DOROTHY COLLINS
My Heart Stood Still75
 AUDIVOX 100—Miss Collins' debut on the new label is auspicious. She turns in a strong reading of the beautiful oldie to swiny backing. With exposure, the etching could cut a niche in the market.
To Make a Long Story Short73
 Bouncy new ditty is sung with considerable charm by the thrush. Jukes could use the platter.

FRANK MURPHY
Our Song75
 OKEH 6966 — A pretty ballad sung easily by Murphy. Good showcase material for his powerful pipes. Will win him new fans.
What Can I Do?65
 Contrived ballad in the big manner could only impress the youngest among disk buyers, despite Murphy's strong vocal effort.

DUKE ELLINGTON ORK
Without a Song74
 CAPITOL 2458—Diskery didn't wait very long to get out Ellington stuff after grabbing off the band. It's still a great band, for which the Duke knocks out fine arrangements. Jimmy Grissom does well with the vocal on the oldie.
Satin Doll74
 This is one of the master's latest instrumental writings, and as usual it sounds like it is crying for a vocal. Will get one, too, from the sound of it. It's got a strong but relaxed beat—making for good terp material.

THE ELLIOTT BROTHERS ORK
12th Street Rag74
 M-G-M 11501 — Toe-tapping instrumental slicing of the bright oldie by the Elliott Brothers ork could pull a bundle of jock spins.
In the Mood74
 This side includes a corny vocal by Thurl Ravenscroft (yes), a bass-baritone. Danceable wax.

WENDY WAYE
I'm Not Free74
 JUDSON 701—The young lass kicks off her disk career with a winning performance of this ballad. Gal has a "sound," and she projects this one

with a tear. Label should go to work on this one.
Don't Call My Name73
 Other versions of this tune on the market are done with a wild hand-clapping gospel flavor. On this disk the thrush sings it straight and with good results. Should tune happen, this one should get a slice of the loot.

ETHEL SMITH
After Hours74
 DECCA 28674—The stylist turns in a very pleasing performance on this one. Her right hand really gives the upper register of the organ a work-out, while she beats out a slow and modified boogie beat with the left hand.
Swedish Rhapsody72
 The devotees of a rhythm organ will find enough to please them in this smart arrangement by Miss Smith. She's backed by a rhythm section.

LEW DOUGLAS ORK
Lightning and Thunder73
 M-G-M 11502—Spanish-flavored composition is given a flashy instrumental reading by the Lew Douglas ork.
Abernathy Serenade72
 Pleasant melodic theme is given a precise reading by Lew Douglas' ork, with Jack Halloran choir on the vocal.

KAY THOMPSON
Old Fashioned Hammock73
 ALLIED 5002—Lyric has the touch of special material, but is relaxed and very listenable. Ditty is in slow tempo, and pleasantly old timey in mood.
On the Caribbean70
 Material which departs from run of the mill. Strange sounds, presumably native to the Caribbean, hype the side. Thompson sings the exotic lyric well, but unusual nature of the tune may make it difficult to catch on.

BING CROSBY
There's Music in You72
 DECCA 28683 — Rodgers-Hammerstein ballad from "Main Street to Broadway" is appealing. The Groaner is still the Groaner and undoubtedly still has his fans.
I Love My Baby72
 Backed by John Scott Trotter and Jud Conlon group, Crosby tackles a fine old ditty for a neat bounce side.

XAVIER CUGAT ORK
Misirlou72
 MERCURY 70145 — Typical Cugat ork reading of the evergreen that could interest Latin-American terp fans as well as the ork's followers.
La Hora71
 Same comment.

ALLAN SMALL ORK
Honky Tonk Serenade72
 V 20-5303—Hoked up piano carries the combo, while a male group handles the lyrics on a run of the mill item. It should appeal to ops nevertheless.
Whirlwind Stomp71
 Cut with the operator in mind (just a bit over two minutes), this honky-tonk type instrumental with a semi-Yiddish feeling could cop some coins. It's sprightly stuff.

MARION HUTTON
The Breeze72
 M-G-M 11506 — Another version of the Leeds tune which was cut by Kay Starr on Capitol and is now stirring up some action on Trudy Richard's Derby disk. Marion Hutton does an okay vocal.
Five o'Clock Whistle70
 This revival of the novelty oldie has a strong beat. Marion Hutton's vocal is backed by a male chorus.

BILLY COTTON ORK
In a Golden Coach72
 LONDON 1313 — This is a real production, kicking off the label's observance of the approaching coronation in England. There's an introductory narrative, crowd noises, horses hoofs and a sweet sentimental vocal by Doreen Stephens and chorus.
Coronation Bells March70
 The Cotton ork sounds very martial on this side, a march written especially for the occasion. Once again the crowd sounds establish a setting.

THE POLKATEERS
Pez-Box Polka72
 M-G-M 11498 — Lively polka, performed with precision.
Oriental Polka68
 Polka with an Oriental flavor.

JIMMY YOUNG
All Night Long72
 LONDON 1314—Young warbles this with a lot of tenderness. The Roland Shaw ork sets an after-hours bluesy backing, and the singer projects in keeping with that flavor. It's a good side.
I'm Walking Behind You60
 An unfortunate coupling. There's nothing wrong with Young's performance; on the other hand it's a good one. But there are any number of top American artists on this tune, all with a fortnight's head start. That makes it a tough assignment and doesn't help the other side which has good potential.

THE THREE DONS AND GINNY
Too Late Now71
 CORAL 60996—The exaggerated style so prevalent among vocal groups is essayed here again. The ditty is a cut above the average, and the group just at that level. This group introed "Say You're Mine Again" on the Allied label.
Don't You Care?71
 More beat singing on this side. Again the material is better than the usual stuff.

GUY LOMBARDO ORK
I'm in Love71
 DECCA 28693—Kenny Gardner and the trio handle the vocal on a lilted new waltz ballad well suited to the

band's style and audience appeal.
Blue Willows70
 Vocal here is by Kenny Martin. Buddy Kaye and Carmen Lombardo wrote the Indian-type story song.

LIONEL HAMPTON ORK
Red Top71
 DECCA 28711—The big r.&b. hit is swung quietly here by the good swiny Hampton ork, with the leader getting in some good solo work. Side is danceable.
I Wish I Knew70
 The Lionel Hampton quintet, with Douglas Duke on organ, turns in a very listenable slicing of the oldie. Hamp is smooth on vibes, and Duke backs in warm style. Jimmy Scott takes the vocal.

JAN AUGUST ORK
Jamboree70
 MERCURY 70144 — The pianist's work comes thru in sparkling style again on this listenable effort, penned by August. Okay box fare.
Rhumba Bells70
 Jan August, backed by a rhythm group, turns in some bright piano pyrotechnics on this popular adaptation of a Paganini theme.

JACK RICHARDS
I'da Sweet as Apple Cider70
 CORAL 60989 — Slick barber-shop-style harmonizing this. Will bring back memories to many and might earn spins.
I Just Want You69
 Richards and the Nightwinds harmonize this one effectively. Could earn some juke coin.

GWEN JOHNSON
New Orleans70
 PEACOCK 1613 — Soprano obligato, big beat, gang-sing background, multi-dubbed voices and solo chanting. All this on one disk for a routine blues-based ode to New Orleans.
Never Again68
 Routine ballad offering here.

BILL FARRELL
Is It a Crime?70
 M-G-M 11500 — The warbler sings this new ballad with too much feeling over effective ork backing.
Farwell to Arms67
 Same comment.

MARY SMALL
You'll Be a Long Time Sorry69
 MERCURY 70151—A quiet tune is sung calmly by the thrush with the ork backing in the same vein.
There's a Faraway Look In Your Eyes68
 More of the same.

JOHNNY PROPHET
Ask Her While You're Dancing6
 CORAL 60993—Lilting waltz ballad is handed an okay reading by Prophet, the Nelson Riddle ork and choral group. It's listenable wax.
Come Back Little Sheba67
 Now that both the legit show and the motion picture have been around, Tin Pan Alley has come up with ballad of the same name. Melody line is from the Hebraic folk field, and the lyric is fitting the mood. Prophet is okay.

GEORGIE SHAW
This Much I Know6
 DERBY 818—The singer turns in a warm vocal on a melodic new effort with good help from the smooth ork. Could get some spins.
Why?66
 A big new ballad is handed a big styled vocal by Georgie Shaw over full ork support. Pleasant side.

CATHY CARR
Somebody Told You a Lie6
 CORAL 60988 — Cute item is sung sweetly by the thrush to slim backing. Might win some spin action.
I Just Can't Get That Melody Out of My Mind61
 Title represents a hope unlikely to be fulfilled here. Routine performance, too.

MISS ANTONINA
Gypsy Magic6
 RICHSTONE 312—Okay Gypsy ballad is given distinction by the sultry beauty of Miss Antonina's piping. Gal knows how to phrase effectively. The Al Donahue ork backs the girl schmaltzy-like.
And Two Is Eight62
 Rhythmic ditty has a good beat. Bill Peck is the vocalist, but effort is mostly instrumental, with the Donahue ork turning in nice work.

BILL DAVIS
Rhapsody in Blue6
 OKEH 6965 — Davis shows off his fine organ technique on this pretty waxing of Gerswin's best-known semi-pop effort.
Nina Never Knew65
 Same comment.

TONY BURRELLO
There's a New Sound6
 HORRIBLE 1—A weird one. "The new sound is the sound made by worms." Strange sound effects go with nonsense lyric. It's a studied attempt to be as screwy as possible. Quien Sabe?
Fish64
 Same comment.
 (Continued on page 155)

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Album and LP Reviews

Popular

BENNY GOODMAN PRESENTS EDDIE SAUTER ARRANGEMENTS (1-12")
 Benny Goodman Presents Fletcher Henderson Arrangements 78
 (1-12")
 Columbia (33) GL 523, GL 524

From the seemingly inexhaustible pile of Benny Goodman masters in the vaults, Columbia Records and the diskery's tireless jazz chief, George Avakian, have come up with two more 12-inch LP Goodman waxings. Both of these sides were released to cash in on the publicity value of the Goodman tour, which is still on the road—tho without Benny. Both should have solid appeal to the legion of Benny Goodman fans throughout the country, tho they will not have the same sock impact as the recent Benny Goodman concert set. The Eddie Sauter LP features the Goodman ork playing pops and standards arranged by Sauter back in the early 40's, the same Eddie Sauter who now is one-half of the Sauter-Finegan band. Many consider this Sauter era one of the brightest in the ork's long history. Some of the sides were released on 78, but a number of them were never released before. These include, "Moonlight on the Ganges," "Love Walked In," "Tangerine," "Ramona," "Not a Care in the World" and "Tis Autumn." Other sides include "Intermezzo" and "La Rosita." The Fletcher Henderson arrangements are better known than the Sauter sides, since these were the arrangements used by the ork in the early and late 1930's. On this LP too there are new or unreleased sides, plus such fine oldies as "Stealin' Apples," "Henderson Stomp," "Honeysuckle Rose" and others of that period. All of the waxings, of course, are excellent from a recording standpoint, having been carefully edited before release on these LP's. It is interesting and a lot of fun to be able to compare two great Goodman orks via these new LP's; the swinging Fletcher Henderson-styled crew, and the fresh, even modern-sounding Eddie Sauter-arranged ork. Goodman fans, from the hard core to the younger set, should help these LP's move steadily across dealers' shelves.

DANNY KAYE ENTERTAINS 75 (1-10")
 Columbia (33) CL 6249

Those who fondly recall "Lady in the Dark" some dozen years ago when Kaye debuted with Gertrude Lawrence, will want this set. But then, who among Kaye's fans wouldn't? Just about everything here is from

that hit musical as Kaye performed the songs on stage—including the fabulous "Tchaikovsky." Other selections are "The Princess of Pure Delights," "Jenny" and a few more Kurt Weill-Ira Gershwin items of lesser import. The cover, inexpensively done, doesn't help much to sell the album.

BANJO BONANZA 70
 Art Mooney Orchestra (1-10")
 M-G-M (33) E206

Art Mooney, who brought the banjo back into pop prominence with his hit waxing a few years back of "Four Leaf Clover" has a collection of tunes here featuring his ork and the banjos, including the inevitable "Four Leaf Clover." Other items are "Row, Row, Row," "Baby Face," "Heartbreaker," "Somebody Stole My Rose Colored Glasses" and additional evergreens. Those who enjoy the banjo sounds—and there were many who enjoyed "Four Leaf Clover"—will be interested in this new set.

Semi-Classical

LET'S MARCH 62
 Radio Vienna; Military Band; Grand Symphony (1-10")
 Viennola (33) VNL 2002

Ten European marches played with muscular spirit by the Radio Vienna groups. Band enthusiasts should find the album of interest. Dealers, tho, should not overlook the kiddie market. Junior will find the performances stimulating and will probably stomp up and down the living room as the disk is spun.

WHY NOT A FLYING CARPET?
 DETROIT, May 16.—Karell Fox, comedy magician, strolled into the Delbridge and Gorrell office at 5 p.m. Monday (11) looking for a date but, outside of that, without a care in the world. He was greeted with: "What are you doing here. You're supposed to be working tonight in South Haven." A case of crossed wires. Confusion reigned until Bill O'Halloran, office manager, located a charter plane. Fox phoned his home and had his props put into a cab and taken to the airport. Fox made the flight to South Haven, 200 miles away, in time to make his club date at 7 p.m. the same night.

Other Records Released This Week

Popular

Easy to Love—Eroll Garner (Lullaby of Birdland) Columbia 39996
Grab Yourself a Partner—Eddie Gronet Ork (The Rooster Serenade Polka) Coral 60990
If You Should Stop Caring—Joe Leahy Ork-Norris Singers (Remember Me Home) Adam 1053
Jigsaw Puzzle Heart—Sonny Howard (The Old Triangle) V 20-5304
Lazy Hammock Blues—Robert Wetmore (Where in the World) Flame 1004
Lullaby of Birdland—Eroll Garner (East to Love) Columbia 39996
Oh, How I Miss You—Joe Valino (This Is the End) Crosley 103-X1
The Old Triangle—Sonny Howard (Jigsaw Puzzle Heart) V 20-5304
Remember Me Home—Joe Leahy Ork-Norris Singers (If You Should Stop Caring) Adam 1053
The Rooster Serenade Polka—Eddie Gronet Ork (Grab Yourself a Partner) Coral 60990
This is the End—Joe Valino (Oh, How I Miss You) Crosley 103-X1
Where in the World—Robert Wetmore (Lazy Hammock Blues) Flame 1004

Country & Western

Blon—Harmonica Kid (Jole) Nucraft 111
Cast a Spell on Me—The Country Melody Boys (Kentuckiana Waltz) Hamilton 1025
For Your Sake Alone—Paul Brown (Sweet Natchez Waltz) Nucraft 112
How Many Times—The Statesmen Quartet (Someone to Care) Capitol 2469
Jole—Harmonica Kid (Blon) Nucraft 111
Kentuckiana Waltz—The Country Melody Boys (Cast a Spell on Me) Hamilton 1025
Someone to Care—The Statesmen Quartet (How Many Times) Capitol 2469
Sweet Natches Waltz—Paul Brown (For Your Sake Alone) Nucraft 112

Jazz

Careless Love—Kid Ory's Jazz Band (Do What Ory Say) Good Time Jazz 81
Cheerful Little Earful—Terry Gibbs Sextet (Lollypop) Brunswick 80219
Chicken Pickin' Reel—The Banjo Kings (Golden Slippers) Good Time Jazz 80
Do What Ory Say—Kid Ory's Jazz Band (Careless Love) Good Time Jazz 82
Floating Down the Old Green River—Firehouse Five Plus Two (South) Good Time Jazz 79
Golden Slippers—The Banjo Kings (Chicken Pickin' Reel) Good Time Jazz 80
Lollypop—Terry Gibbs Sextet (Cheerful Little Earful) Brunswick 80219
South—Firehouse Five Plus Two (Floating Down the Old Green River) Good Time Jazz 79

(Continued on page 155)

DYNAMO of the DRUMS

CONGRATULATIONS FROM
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Management: **CHAUNCEY OLMAN**

Record Reviews

Continued from page 152

CHIC LAYNE
Boo-Boo-In' My Heart62
 TONEX 2748—Pleasant reading of a hunk of material by thrush Dottie Reid. Material is weak, but vocal and backing is listenable.
As Long as I Have You...58
 Chic Layne hands this new ballad a smooth vocal over a nice ork arrangement.

LARRY COTTON
I Hope I Haven't Slipped Your Mind60
 OROCO 19531—Material is okay, and Cotton still knows his way around a ballad, but nothing more than an okay hunk of wax comes from this mating.
Dangerous...56
 The ditty is a bit pretentious in spots, and Cotton, who hasn't been heard on wax for a long time, doesn't sound too exciting here, probably due to weak material.

FREDDIE CHAPMAN
What's Sauce for the Gander.....55
 CAPITOL 2462—Chapman has some of the Godfrey timbre in his voice. Backed by an organ-guitar-etc. combo, the material doesn't seem to fall into any particular category.
Just Another Friend...50
 Material here is a Tin Pan Alley type of ballad.

LOLA CARON
The Lady's in Love With You50
 ADAM 1052—Believe it or not the Caron gal sounds like a caricature of a Gay Nineties chorine who can't sing! The banjo-harp-trombone Joe Leahy ork and a choral group back here. It's different, which could make daring jocks give it a few whirrs.
No More Talk...40
 More of the same stuff on an original hunk of material.

PROMOTERS

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

Reviews of the Current Classical Releases

Continued from page 150

JOHN VINCENT: QUARTET NO. 1 IN G—American Art Quartet (1-10") 59
 Contemporary (33) C 2002
 Dealers serving university communities might do worse than stock this disk: Vincent, who has a growing reputation as an educator and theoretician (his "Diatonic Modes in Modern Music" has been published by Mills) happily can also write listenable music, and this quartet will be easy to take for most anyone. The performance is able and apparently authentic, since it was cut under the supervision of the composer.

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

Other Records Released This Week

Continued from page 154

Latin American

Amore Singular — Hermanitas Cabezudo (Suená Jibarito) V 23-6012
Como Dos Barquitos—Carmen Flores (Con Mis Propios Ojos) V 23-6013
Como No Te He De Querer—Los Dos Reales (Puede Que Si, Puede Que No) V 23-6007
Con Mis Propios Ojos — Carmen Flores (Como Dos Barquitos) V 23-6013
El Agente Viajero—Fernando Rosas (El Maloro) V 23-6014
El Maloro—Fernando Rosas (El Agente Viajero) V 23-6014
El Zapatero—La Sevillanta (Siete Rosas) Secco 7268
La Gayofona—Trio Maravilla (Tocale La Bocina) Secco 7280
Las Nubes—Hermanas Padilla (Mananitas A La Virgen) V 23-6008
Mananitas A La Virgen—Hermanas Padilla (Las Nubes) V 23-6008
Puede Que Si, Puede Que No—Los Dos Reales (Como No Te He De Querer) V 23-6007
Siete Rosas—La Sevillanta (El Zapatero) Secco 7268
Suená Jibarito — Hermanitas Cabezudo (Amore Singular) V 23-6012
Tocale La Bocina—Trio Maravilla (La Gayofona) Secco 7280
INTL INTL INTL INTL INTL INTL INTL
Pretendi—Jimmy Adano (Bella Mazurka) V 25-7237
Bella Mazurka — Jimmy Adano (Pretendi) V 25-7237

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BETSY GAY

on INTRO RECORDS
"HOUND DOG"
"THIS IS MY LAST NIGHT IN TOWN"

THE LITTLE GIRL WITH THE BIG VOICE

on M-G-M RECORDS

FEATURED VOCALIST

"LET ME BE YOUR HONEY"
"CRAZY CRAZY"

with Al Trace and His Orchestra

Distributors, Operators and Dealers

A GREAT NEW POLKA IS SPINNING YOUR WAY

YOUR RECORDS Presents

TANTALIZIN' POLKA
 YOU'RE REALLY DOIN' SOMETHING TO ME

I'M GOIN' TO SETTLE DOWN

ONLY BECAUSE I LOVE YOU

MY FIRST LOVE LETTER
 JUST

SWEETHEART OF CHEYENNE

THE STARS ARE BRIGHTER OVER IDAHO

These great songs recorded by the outstanding artists JOE TAYLOR (Cowboy Auctioneer) and THE RED BIRDS. Distributors: Some mighty fine territory open. Write **YOUR RECORDS** 910 ALBERTA STREET FERRDALE 20, MICH.

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 Thanks to the Disc Jockeys, Dealers and Ops

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Slowpoke

Billboard Feb. 28, 1953
Favorite Country and Western Bands of the Year

PLACE	WINNER	RECORD COMPANY
1.	Pee Wee King	RCA Victor
2.	Bob Wills	M-G-M
3.	Spade Cooley	Decca

Cash Box Poll, Dec. 6, 1952
Best Country & Western Artist of 1952

1. Pee Wee King
2. Hank Thompson
3. Slim Whitman

Orchestra World
#1 COUNTRY & WESTERN BAND
1949-1950-1951-1952

STILL GOING STRONG!

"SCREWBALL"

b/w "Last Night on the Back Porch"
RCA 20/47-5260

"TENNESSEE TANGO"

RCA 20/47-5009

Thanks, Ops . . . Happy 65th Anniversary!

COUNTRY CLASSICS Album
78-P 3028; 33-LPM 3028;
45-EPB 3028

COUNTRY WALTZES Album
33-LPM 3109; 45-EPB 3109

PEE WEE KING'S COUNTRY HITS Album
78-P 3071; 33-LPM 3071; 45-EPB 3071

Exclusively RCA Victor

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NBC—Mon., May 25

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Aug. 7-8-9

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The Billboard's Music Popularity Charts

TOP C&W RECORDS

. . . For Week Ending May 16

National Best Sellers

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

This Week	Record	Last Week	Weeks on Chart
1.	MEXICAN JOE—J. Reeves I Could Cry—Abbott(78)116; (45)45-116—BMI	2	
2.	NO HELP WANTED—Carlises That Heart Is Not for Sale— Mercury(78)70028; (45)70028X45—BMI	3	1
3.	YOUR CHEATIN' HEART—H. Williams Kaw-Liga—M-G-M(78)11416; (45)K-11416—BMI	4	1
4.	LAST WALTZ—W. Pierce I Haven't Got the Heart—Dec(78)28594; (45)9-28594—BMI	5	
5.	TAKE THESE CHAINS FROM MY HEART— H. Williams Ramblin' Man—M-G-M(78)11479; (45)K-11479—BMI	6	
6.	KAW-LIGA—Hank Williams Your Cheatin' Heart—M-G-M(78)11416; (45)K-11416—ASCAP	1	1
7.	THAT HOUND DOG IN THE WINDOW—Homer and Jethro Pore O' Koe-Liger—V(78)20-5280; (45)47-5280—ASCAP	—	
8.	BUMMING AROUND—T. T. Tyler Jealous Love—Dec(78)28579; (45)9-28579—BMI	7	
9.	SEVEN LONELY HEARTS—Bonnie Lou Just Out of Reach—King(78)1192; (45)45-1192—ASCAP	10	
10.	RUB-A-DUB-DUB—H. Thompson I'll Sign My Heart Away—Cap(78)2445; (45)F-2445—BMI	—	

Most Played by Jockeys

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

This Week	Record	Last Week	Weeks on Chart
1.	YOUR CHEATIN' HEART—H. Williams M-G-M(78)11416; (45)K-11416—BMI	1	1
2.	MEXICAN JOE—J. Reeves Abbott(78)116; (45)45-116—BMI	4	
3.	NO HELP WANTED—Carlises Mercury(78)70028; (45)70028X45—BMI	3	2
4.	KAW-LIGA—Hank Williams M-G-M(78)11416; (45)K-11416—ASCAP	2	1
5.	KNOTHOLE—Carlises Mercury(78)70109; (45)70109X45—BMI	6	
6.	I COULDN'T KEEP FROM CRYING—Marty Robbins Col(78)21075; (45)4-21075—BMI	10	
7.	LAST WALTZ—W. Pierce Dec(78)28594; (45)9-28594—BMI	5	
8.	I HAVEN'T GOT THE HEART—W. Pierce Dec(78)28594; (45)9-28594—BMI	—	
8.	BRING YOUR SWEET SELF BACK TO ME—L. Frizzell Time Changes Things—Col(78)21084; (45)4-21084—BMI	—	
10.	RUB-A-DUB-DUB—H. Thompson Cap(78)2445; (45)F-2445—BMI	—	

Most Played in Juke Boxes

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

This Week	Record	Last Week	Weeks on Chart
1.	NO HELP WANTED—Carlises Mercury(78)70028; (45)70028X45—BMI	1	
2.	MEXICAN JOE—J. Reeves Abbott(78)116; (45)45-116—BMI	3	
3.	YOUR CHEATIN' HEART—H. Williams M-G-M(78)11416; (45)K-11416—ASCAP	2	
3.	KAW-LIGA—Hank Williams M-G-M(78)11416; (45)K-11416—ASCAP	4	
5.	TAKE THESE CHAINS FROM MY HEART— H. Williams M-G-M(78)11479; (45)K-11479—BMI	6	
6.	BUMMING AROUND—T. T. Tyler Dec(78)28579; (45)9-28579—BMI	8	
6.	I COULDN'T KEEP FROM CRYING—M. Robbins Col(78)21075; (45)4-21075—BMI	9	
8.	LAST WALTZ—Webb Pierce Dec(78)28594; (45)9-28594—BMI	5	
9.	NO HELP WANTED NO. 2—R. Foley and E. Tubbs Dec(78)28634; (45)9-28634—BMI	—	
9.	SEVEN LONELY DAYS—B. Lou King(78)1192; (45)F-1192—ASCAP	—	

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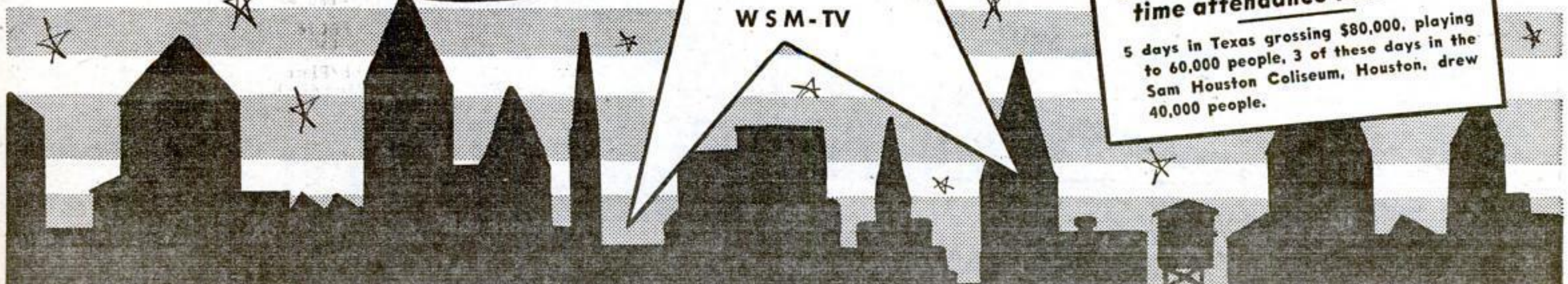
THIS ORCHID MEANS GOODBYE

COLUMBIA
21087 (78 rpm)
4-21087 (45 rpm)

JUST WAIT TILL I GET YOU ALONE

FEATURED STAR
WSM
GRAND OLE OPRY
WSM-TV

Featured performer in the great show which set an all time attendance record...
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"NEVER NO MORE BLUES"

"SLEEP BABY SLEEP"

Columbia 21101

"CALIFORNIA BLUES"

"I'M LONELY AND BLUE"

Columbia 21102

SONGS OF JIMMY RODGERS

"BLUE YODEL #2"
"BRAKEMAN'S BLUES"
"BLUE YODEL #6"
"TRAVEL' BLUES"
"MY ROUGH AND ROWDY WAY"

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"LULLABY YODEL"
"TREASURE UNTOLD"
"MY OLD PAL"

APPEARING:

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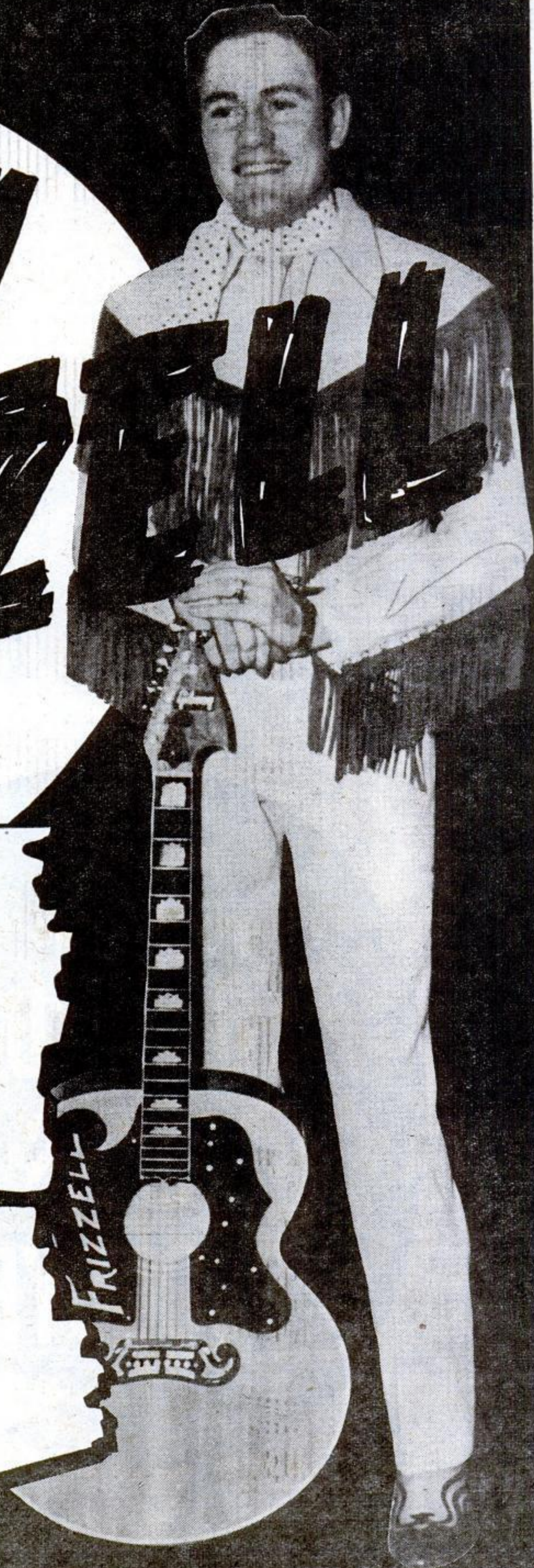
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"SPANISH FIREBALL"

and

"BETWEEN FIRE AND WATER"

RCA VICTOR 20/47-5296

Glad you like my current sacred release so well . . .

"IN DADDY'S FOOTSTEPS"

and

"THE GLORY LAND ROAD"

RCA Victor 20/47-5249

NEW RECORDS TO WATCH

HANK SNOW
Spanish Fireball — RCA Victor 20-5296—
"Fireball" is a strong rhythm effort by Snow with a sparkling instrumental backing. Beat, quite logically, is on the Latin kick. Flip is "Between Fire and Water."

THERE'S NO BUSINESS LIKE "SNOW" BUSINESS

Featured Star
WSM Grand
Ole Opry
and WSM-TV

Billboard
May 9

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WELLS**

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**"YOU SAID THAT YOU COULD
DO WITHOUT ME"**

and
"HONKY TONK WALTZ"

DECCA 28666

Both Sides
Picked as
**"THIS WEEK'S
BEST BUY"**
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May 2 issue

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The Billboard's Music Popularity Charts

TOP COUNTRY &

**This Week's Territorial
Best Sellers to Watch**

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

- Dallas-Ft. Worth . . . **THAT HOUND DOG IN THE WINDOW**
Homer and Jethro, Victor 20-5280
HILLBILLY HULA
J. Carman, Capitol 2345
- Houston . . . **THAT HOUND DOG IN THE WINDOW**
Homer and Jethro, Victor 20-5280
- Nashville . . . **HONKY TONK WALTZ**
SOUTH IN NEW ORLEANS
Johnnie and Jack, Victor 20-5290
- Cincinnati . . . **THAT'S ALL RIGHT**
A. Inman, Decca 28629

Territorial Best Sellers

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

Dallas-Ft. Worth

1. Mexican Joe
J. Reeves, Abbott
2. No Help Wanted
Carlisles, Mercury
3. Take These Chains From My Heart
H. Williams, M-G-M
4. Bumping Around
T. T. Tyler, Decca
5. Too Young to Tango
S. Ruby, Victor
6. Last Waltz
W. Pierce, Decca
7. Kaw Liga
H. Williams, M-G-M
8. That Hound Dog in the Window
Homer & Jethro, Victor
9. Just Wait Till I Get You Alone
C. Smith, Columbia
10. Hillbilly Hula
J. Carman, Capitol

Houston

1. Take These Chains From My Heart
H. Williams, M-G-M
2. Mexican Joe
J. Reeves, Abbott
3. Big Mamou
L. Davis, Okeh
4. Red Rose
S. Willet, Four Star
5. Kaw Liga
H. Williams, M-G-M
6. Last Waltz
W. Pierce, Decca
7. Seven Lonely Days
B. Lou, King
8. Your Cheatin' Heart
H. Williams, M-G-M
9. I Couldn't Keep From Cryin'
M. Robbins, Columbia
10. That Hound Dog in the Window
Homer and Jethro, Victor

Nashville

1. Last Waltz
W. Pierce, Decca
2. I Couldn't Keep From Cryin'
M. Robbins, Columbia
3. You're a Real Good Friend
R. Foley-E. Tubb, Decca
4. This Orchid Means Goodbye
C. Smith, Columbia
5. Take These Chains From My Heart
H. Williams, M-G-M
6. Honky Tonk Waltz
K. Wells, Decca
7. Kaw Liga
H. Williams, M-G-M
8. South in New Orleans
Johnnie and Jack, Victor
9. I Haven't Got the Heart
W. Pierce, Decca
10. No Help Wanted
Carlisles, Mercury

Cincinnati

1. No Help Wanted
Carlisles, Mercury
2. Seven Lonely Days
B. Lou, King
3. Your Flying Days Are Through
J. Skinner, Capitol
4. Big Mamou
L. Davis, Okeh
5. Red Rose
S. Willet, Four Star
6. Mexican Joe
J. Reeves, Abbott
7. Take These Chains From My Heart
H. Williams, M-G-M
8. This Orchid Means Goodbye
C. Smith, Columbia

9. Knot Hole
Carlisles, Mercury
10. That's All Right
A. Inman, Decca

New Orleans

1. Rub-a-Dub-Dub
H. Thompson, Capitol
2. Last Waltz
W. Pierce, Decca
3. This Orchid Means Goodbye
C. Smith, Columbia
4. Seven Lonely Days
B. Lou, King
5. Too Young to Tango
S. Ruby, Victor
6. Restless Heart
S. Whitman, Imperial
7. Ramblin' Man
H. Williams, M-G-M
8. Just Wait Till I Get You Alone
C. Smith, Columbia
9. Time Changes Things
L. Frizzell, Columbia
10. Playing Dominoes and Shootin' Dice
J. Dolan, Capitol

Memphis

1. Seven Lonely Days
B. Lou, King
2. Mexican Joe
J. Reeves, Abbott
3. That Hound Dog in the Window
Homer and Jethro, Victor
4. Rub-a-Dub-Dub
H. Thompson, Capitol
5. This Orchid Means Goodbye
C. Smith, Columbia
6. Take These Chains From My Heart
H. Williams, M-G-M
7. Too Young to Tango
S. Ruby, Victor
8. Slaves of a Hopeless Love Affair
R. Foley, Decca
9. Bumping Around
T. T. Tyler, Decca
10. Knot Hole
Carlisles, Mercury

**Another Big
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Grand Old Opry Artists
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... For Week Ending May 16

WESTERN RECORDS

FOLK TALENT AND TUNES

Nashville

Eddy Arnold had a top opening May 5 at the Hotel Sahara in Las Vegas, Nev., where he's a two-week feature with The Dickens Sisters, Hank Garland and Roy Wiggins... Hank Snow copped the top spot in Country Song Round-up's popularity poll, with Hank Williams second and Webb Pierce third. Carl Smith, Faron Young, Ernest Tubb, Eddy Arnold, Slim Whitman, Lefty Frizzell and Ray Price completed the top 10, with another seven spots listed... Ernie Lee is off for a 21-day European Army camp tour on which he has taken ad-

vance copies of his first M-G-M disk.

Birmingham's WVOK is readying for the opening of WBAM, sister 50kw'er in Montgomery, Ala. in June... Pat Schwartz is doing the record keeping for Little Rock's 50kw'er KTHS, a sister connection of the Shreveport, La., KWKH... Jimmie Lee Prow, of WSLM, in Salem, Ind., reports increased interest to Jimmy Logsdon's Decca records since Logsdon started WHAS-TV casts from Louisville, with King Records' Charlie Gore taking top up-and-coming honors on his shows...

Ward Goodrich left KEXO, Grand Junction, Colo., recently to

(Continued on page 168)

Congratulations to the Ops from...

JOHNNIE and JACK

and Their TENNESSEE MOUNTAIN BOYS

A New Recording Personality



ACE BALL

Singing

CHANGE OF HEART

b/w

HOME ISN'T HOME ANYMORE

Okeh No. 18007

Okeh a product of Columbia Records, Inc.
Trade Marks "Columbia," "Masterworks,"
 ®, Reg. U. S. Pat. Off. Marcos Registradas

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FAST RISING WESTERN ARTIST

"SHORTY JOE"

- ★ "BAYOU BALL"
- ★ "THE SEVENTH CAVALRY"
- ★ "PLEASE FORGET"
- ★ "RED ROCK CANYON TRAIL"



HAPPY FATS"

"Cajun King of Song"
 America's Most Colorful Folk Song Singer

- ★ "BAYOU LA FOURCHE"
- ★ "SUGAR CANE FESTIVAL"
- ★ "LAST NIGHT I DREAM'D OF YOU AGAIN"
- ★ "BAYOU MAN"

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Here's our newest RCA release . . .

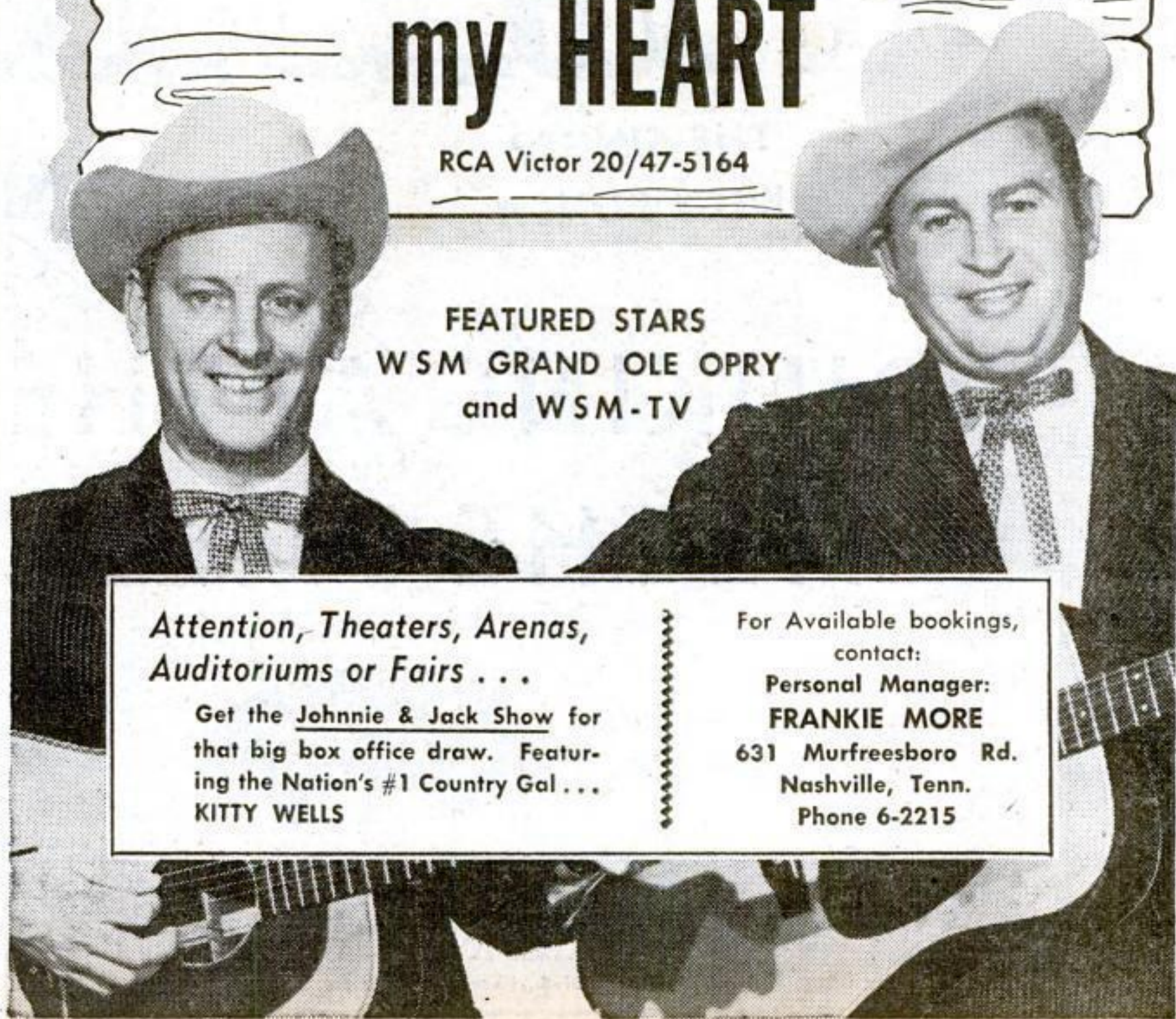
SOUTH IN NEW ORLEANS

and

YOU'RE THE WINNER of my HEART

RCA Victor 20/47-5164

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 WSM GRAND OLE OPRY
 and WSM-TV



Attention, Theaters, Arenas,
 Auditoriums or Fairs . . .

Get the Johnnie & Jack Show for that big box office draw. Featuring the Nation's #1 Country Gal . . . KITTY WELLS

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FRANKIE MORE
 631 Murfreesboro Rd.
 Nashville, Tenn.
 Phone 6-2215

C & W Record Reviews

Continued from page 136

stylish set of pipes, and with the right material will create some action.
Country Way...72
 Once again Kirk turns in a bright performance on a new novelty, tho the material is not up to the flip.

ERNEST TUBB
 When Jimmie Rodgers
 Said Good-Bye75

RIDING HIGH CARL SMITH

singing
**"JUST WAIT TILL
 I GET YOU ALONE"**

Columbia 21087
TANNEN MUSIC, INC.
 146 W. 54th St., NYC.

DECCA 28696 — All the attention being paid to Rodgers right now makes this a timely disk. Tubb does it in his best style.
Jimmie Rodgers' Last Thoughts...75
 Tubb had a hand in writing this one. Result is the same.

SUE THOMPSON
I'm Not That Kind of Girl75
MERCURY 70152 — Cute little ditty should catch plenty of spins for the Thompson gal on this rhythmic performance.
I Long to Tell You...73
 Miss Thompson does well enough for an attractive new country love ballad.

RED FOLEY
Treasure Untold74
DECCA 28695—As part of the hoopla surrounding the Jimmie Rodgers memorial day this week, Foley comes thru with one of the late Rodgers' ballads. It's done well, of course, but the original Rodgers disks are still around.
I'm Sorry We Met...73
 Same comment.

LEFTY FRIZZELL
California Blues75
COLUMBIA 21102—Lefty does well with this Jimmie Rodgers tune, better than with "Never No Me!" on the same release. He has a true touch on this side.
I'm Lonely and Blue...70
 Lefty sings it okay, but the side has not the impact of the flip.

LEFTY FRIZZELL
Never No Mo' Blues73
COLUMBIA 21101—Frizzell warbles the tune written by and forever associated with Jimmie Rodgers. This makes it a bit hard on Lefty, but he sings it in his own inimitable style.
Sleep, Baby, Sleep...70
 Lefty Frizzell gives the lullaby a sincere reading.

ROY ACUFF
Lonesome Joe73
CAPITOL 2460—Ditty about a roaming hobo is sung with considerable charm to a pleasant bounce by the string ork.
Is It Love or Is It Lies?...69
 Chanter does okay on this tuneful weeper. Honky-tonk piano backing is listenable.

BOBBY WILLIAMSON
I Need Everything72
V 20-5288—Neat little bounce item handled in sprightly style by Williamson and string band.

Where Were You Last Night?...71
 Williamson projects with feeling on a tear jerker written by Pee Wee King and Redd Stewart.

DON GIBSON
**I Just Love the Way
 You Tell a Lie**72
COLUMBIA 21109—The lad doesn't believe his girl friend but loves the way she tells a lie. Lyrical has a fresh idea, and it gets a nice vocal by Don Gibson.
Walkin' in the Moonlight...70
 Ditty has a lilt and is adequately sung.

ROY HOGSED
It's More Fun That Way71
CAPITOL 2468 — Cute country novelty is presented gracefully to a hoedown beat. Will please many.
Red Wing...62
 Old folk song is revived with a new set of lyrics. Okay wax.

ARTHUR (GUITAR BOOGIE) SMITH
Because You Love Me70
M-G-M 11503—The earth is rotating and birds mating, because his gal loves him. Arthur Smith sings this lyric idea with verve.
Rainbow Waltz...69
 An instrumental. The three beat melody is pretty and gets a fair reading by Arthur Smith's Cracker-Jacks.

THE COLWELL BROTHERS
A Spankin' New Day77
COLUMBIA 21112 — Commendable enthusiasm marks the Colwell Trio's performance of this side. Tune strikes an optimistic note about a bright new day.
It's All Over Now But the Shoutin'...6
 Country ditty voices a routine complaint. Vocal trio, the Colwells, beat it out routinely.

DON KIDWELL
I'm Movin' to Tennessee7
M-G-M 11504 — Bouncy novelty features a peppy vocal from the warbler as he tells of the joys of Tennessee. Okay juke side.
Only a Fool Would Cry Over You...69
 Don Kidwell explains that he is a fool for crying over his ex-girl but that he can't help it.

LEON MERRITT
That Old Time Waltz7
CORAL 64156—A nostalgic effort by sung in attractive style by Merritt, helped by a well-trained chorus. Could get some spins. Ork work is bright back of the singer.
I left My Heart at Home...65
 Pleasant tune receives a heartfelt reading from the warbler on this slicing.

JACK YOUNGBLOOD
Bill Them Cabbage Down7
COLUMBIA 21103 — Peppy square dance is played at a fly-away beat by the fiddles. A good country instrumental.
Wednesday Night Waltz...60
 Fiddles in close harmony bow a pretty waltz.

Rosalie Allen
Bring Your Sweet Self Back to Me...
V 20-5308—Rosalie Allen turns in an adequate performance on the Lefty Frizzell tune.
Just Wait 'Til I Get You Alone...69
 Same comment.

Rhythm & Blues Record Review

Continued from page 143
RED CALLENDER SEXTET
Soldier's Blues
BAYOU 002—Duke Upshaw handles the vocal on a fairly timely, tho mundane, blues.
In the Meantime...68
 Upshaw gets a Nat Cole sound into his reading of an okay ballad item.

HAROLD YOUNG
You're Gonna Miss Me, Baby
ROCKIN' 511 — Young tells off his gal in no uncertain terms. An okay waxing.
I Love You for Myself...66
 Routine shout of a blues ballad spiced with a couple of gimmicks that help sell the side.

GEORGE LAWSON ORK
Blue Memphis
ROCKIN' 510 — The small combo awards the instrumental a listenable twirl.
Honkin' the Blues...61
 Slow-jump instrumental built over routine riff is well played by the ork.

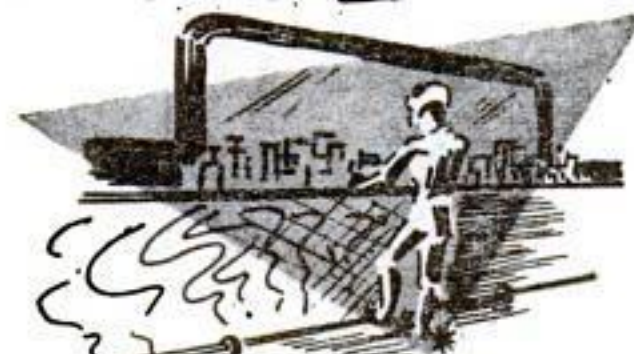
JIMMIE WILSON
Call Me a Hound Dog
BIG TOWN 103 — The latest, and possibly the last in the long list answers to "Hound Dog," features Jimmie Wilson singing the tune in okay style. Ork backs him in a blues manner but they could have added stronger beat.
Instrumental Jump...60
 An intriguing instrumental riff, with sort of buck dance beat, is played adequately by the combo.



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THE SINGER
 WITH PUNCH



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b/w

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- 'No Help Wanted' and 'I'd Have Never Found Somebody New' 2376
- 'The New Wears Off Too Fast' and 'You're Walking On My Heart' 2269
- 'It Is Better To Have Loved A Little' and 'How Cold Hearted Can You Get' 2169
- 'Don't Make Me Cry Again' and 'Waiting In The Lobby Of Your Heart' 2063
- 'The Wild Side Of Life' and 'Cryin' In The Deep Blue Sea' ... 1942
- 'Teardrops And Tea Leaves' and 'I'll Be Your Sweetheart' ... 1870
- 'Love Thief' and 'How Do You Feel?' 1745
- 'Hank Thompson Favorites' Alb. No. 9111

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b/w

"DON'T STAY AWAY"
Columbia 20911-4-20911

"I KNOW YOU'RE LONESOME"

b/w

"FOREVER" (and always)
Columbia 20997-4-20997

**"I WANT TO BE WITH
YOU ALWAYS"**

b/w

"ALWAYS LATE"
Columbia 20799-4-20799

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The Billboard's Music Popularity Charts

TOP R & B RECORDS

... For Week Ending May 16

National Best Sellers

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		9	HOUND DOG—W. M. Thornton Night Mare—Peacock 1612—BMI	1
2.		4	I'M MAD—W. Mabon Night Latch—Chess 1538—BMI	2
3.		8	RED TOP—King Pleasure Jumpin' With Symphony Sid—Prestige 821—BMI	3
4.		2	HELP ME, SOMEBODY—Five Royales Crazy, Crazy, Crazy—Apollo 446—BMI	8
5.		5	GOIN' TO THE RIVER—Fats Domino Come to the Mardi Gras—Imperial 5231—BMI	6
6.		6	I WANNA KNOW—Du Droppers Laughing Blues—V(78)20-5229; (45)47-5229—BMI	4
7.		18	(MAMA) HE TREATS YOUR DAUGHTER MEAN— Ruth Brown R. B. Blues—Atlantic 986—ASCAP	5
8.		6	BEAR CAT—R. Thomas, Jr. Walkin' in the Rain—Sun 181—BMI	7
9.		11	CRAWLIN'—The Clovers Yes, It's You—Atlantic 989	9
10.		1	CRAZY, CRAZY, CRAZY—Five Royales Help Me, Somebody—Apollo 446—BMI	—

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		8	HOUND DOG—W. M. Thornton Peacock 1612—BMI	1
2.		5	I'M MAD—W. Mabon Chess 1538—BMI	2
2.		1	HELP ME, SOMEBODY—Five Royales Apollo 446—BMI	—
4.		6	BEAR CAT—R. Thomas Jr. Sun 181—BMI	4
4.		8	CRAWLIN'—Clovers Atlantic 989—BMI	5
6.		13	(MAMA) HE TREATS YOUR DAUGHTER MEAN— R. Brown Atlantic 986—ASCAP	3
7.		4	GOIN' TO THE RIVER—C. Willis Okeh(78)6952; (45)4-6952—BMI	5
8.		2	HITTIN' ON ME—B. Johnson Mercury 70116—BMI	10
9.		3	RED TOP—King Pleasure Prestige 821—BMI	7
10.		2	OFF THE WALL—Little Walter Checker 770—BMI	8

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The crop of new and subsidiary labels that have moved into the r.&b. markets over the past year has been nothing short of sensational, according to all traders who keep a close eye on the market. And, of course, concurrently with the new labels many, many new record artists, or old record artists under new names, have been pacted by the talent scouts of these infant diskeries. This has caused intensified competition in the field, and has served to keep the r.&b. field one of the most exciting as well as one of the most precarious in the entire record business. The above situation is the subject of separate story this week.

Ruth Brown, who was held over at the Bandbox, New York, will play a number of one-nighters with The Orioles and the Sonny Stitt crew. On May 28 the unit will play Glen Cove, L. I.; on May 29 the armory in Troy, N. Y., for an Elks Convention; on May 30, Ruth, The Orioles and a mambo ork will perform at St. Nicholas Arena, New York, and on May 31 at Turner's Arena in Washington. After that, the Atlantic Records' thrush will return to the Bandbox for another engagement.

Lynn Hope and his ork will play a week of dates in Bermuda, starting June 2. This will be coronation week in the islands... George Shearing is already on his trip to the islands, now playing engagements in the Caribbean area... The Bandbox in New York has skedded a number of wild bookings over the next four or five weeks. Woody Herman's ork and the Jackie Davis trio will

be featured on the same bill as Ruth Brown; after that Lionel Hampton's ork and the Charlie Ventura ork will go in for a battle of hot vs. cool music, and finally the Count Basie crew and the Duke Ellington band are set for a two-week engagement late in June.

La Verne Baker opened May 15 at the Royale, Baltimore; then plays the Howard in Washington May 29... Varetta Dillard plays a week at Weeke's in Atlantic City starting May 22... Big Maybelle, who has another hit on Okeh Records with "Way Back Home," will be at the Orchid Room, Kansas City, starting May 18... The Bill Kenny Ink Spots will play eight concert dates around Duluth, Minn., starting May 22, and will also play a week in Winnipeg at the Don Carlos Club starting May 30... Erroll Garner starts at the Embers, New York, on May 18 for four weeks.

Buddy Johnson's ork goes out on a Southern one-nighter tour starting next week. Ork will play thru the South and into Texas thru June... The Freddie Mitchell ork opens May 18 at Bill and Lou's in Philadelphia... Sarah Vaughan plays a week at the Stagecoach, near Hackensack, N. J., starting May 18.

Jay Hawkins, former vocalist with Tiny Grimes, joins Johnny Sparrow and his Sparrows at the Powelton Cafe, Philadelphia... The Famous Ward Gospel Singers, led by Clara Wood, lists Gertrude Ward as joint owner in registering that name in Pennsylvania; also setting up their own music shop in Philadelphia under the name of Ward's House of Music.

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"WILD, WILD
YOUNG MEN"**
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2. Introducing

**Hal Paige
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"DRIVE IT HOME"
and
"BREAK OF DAY
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"You Are My
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and
"LET ME KNOW"
No. 994**

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The Billboard's Music Popularity Charts

... For Week Ending May 16

TOP RHYTHM & BLUES RECORDS

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This Week's Territorial Best Sellers to Watch

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

New Orleans . . . I'VE LEARNED MY LESSON E. Slay, Savoy 892

Territorial Best Sellers

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

Charlotte

1. I Wanna Know Du Droppers, Victor
2. Let Me Go Home Whiskey A. Milburn, Aladdin
3. Goin' to the River Fats Domino—Imperial
4. Crawlin' Clovers, Atlantic
5. Help Me, Somebody Five Royales, Apollo
6. I'm Mad W. Mabon, Chess
7. 24 Hours E. Boyd, Chess
8. So Long L. Price, Specialty
9. Baby, Don't Do It Five Royales, Apollo
10. Nobody Loves Me Fats Domino, Imperial

Atlanta

1. I Wanna Know Du Droppers, Victor
2. Woke Up This Morning B. B. King, RPM
3. Hound Dog W. M. Thornton, Peacock
4. Off the Wall Little Walter, Checker
5. Nine Below Zero S. Williamson, Trumpet
6. Help Me, Somebody Five Royales, Apollo
7. I'm Mad W. Mabon, Chess
8. Goin' to the River Fats Domino, Imperial
9. Crawlin' Clovers, Atlantic
10. Bear Cat R. Thomas Jr., Sun

St. Louis

1. I'm Mad W. Mabon, Chess
2. Red Top King Pleasure, Prestige
3. Hound Dog W. M. Thornton, Peacock
4. Bear Cat R. Thomas Jr., Sun
5. Help Me, Somebody Five Royales, Apollo
6. Is It a Dream? Vocaleers, Robin
7. Shirley, Come Back to Me Shirley and Lee, Aladdin
8. Goin' to the River Fats Domino, Imperial
9. Goin' to the River C. Willis, Okeh
10. Crawlin' Clovers, Atlantic

Detroit

1. Goin' to the River C. Willis, Okeh
2. Hound Dog W. M. Thornton, Peacock
3. Crazy, Crazy, Crazy Five Royales, Apollo
4. Crawlin' Clovers, Atlantic
5. I'm Mad W. Mabon, Chess
6. Bear Cat R. Thomas Jr., Sun
7. Way Back Home Big Maybelle, Okeh
8. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
9. Red Top King Pleasure, Prestige
10. Woke Up This Morning B. B. King, RPM

New Orleans

1. Goin' to the River Fats Domino, Federal

2. Help Me, Somebody Five Royales, Apollo
3. (Mama) He Treats Your Daughter Mean R. Brown, Atlantic
4. Hound Dog W. M. Thornton, Peacock
5. Woke Up This Morning B. B. King, RPM
6. I've Learned My Lesson E. Slay, Savoy
7. Off the Wall Little Walter, Checker
8. Crawlin' Clovers, Atlantic
9. Let Me Go Home Whiskey A. Milburn, Aladdin
10. I'm Mad W. Mabon, Chess

Cincinnati

1. Hound Dog W. M. Thornton, Peacock
2. Crawlin' Clovers, Atlantic
3. Help Me, Somebody Five Royales, Apollo
4. Hittin' On Me B. Johnson, Mercury
5. Goin' to the River Fats Domino, Imperial
6. I Wanna Know Du Droppers, Victor
7. Red Top King Pleasure, Prestige
8. She's Go to Go Ravens, Mercury
9. Heavy Juice T. Bradshaw, King
10. I'm Mad W. Mabon, Chess

Washington—Baltimore

1. Hound Dog W. M. Thornton, Peacock
2. I Wanna Know Du Droppers, Victor
3. Bear Cat R. Thomas Jr., Sun
4. Is It a Dream? Vocaleers, Robin
5. I'm Mad W. Mabon, Chess
6. Crazy, Crazy, Crazy Five Royales, Apollo
7. These Foolish Things Dominoes, Federal
8. You're Mine Crickets, M-G-M
9. Goin' to the River Fats Domino, Imperial
10. Play Girl S. Lewis, Imperial

Chicago

1. Hound Dog W. M. Thornton, Peacock
2. I'm Mad W. Mabon, Chess
3. Red Top King Pleasure, Prestige
4. Bear Cat R. Thomas Jr., Sun
5. Help Me, Somebody Five Royales, Apollo
6. Let Me Go Home Whiskey A. Milburn, Aladdin
7. I Wanna Know Du Droppers, Victor
8. Goin' to the River C. Willis, Okeh
9. Hey Miss Fannie Clovers, Atlantic
10. Crawlin' Clovers, Atlantic

Philadelphia

1. HOUND DOG W. M. Thornton, Peacock
2. Is It a Dream? Vocaleers, Robin
3. Goin' to the River Fats Domino, Imperial

(Continued on page 168)



"HITTIN' ON ME"

Buddy Johnson & His Orch.
70116

"SHE'S GOTTA GO"

Jimmy Ricks of the Ravens
70119

"YOU LET MY LOVE GROW COLD"

Dinah Washington
70125

COMING UP STRONG!

"THEME SONG OF MOULIN ROUGE"

Marshal Roval
70140

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FOLK TALENT AND TUNES

Continued from page 161

take up a country spinning sked at WINK in Fort Myers, Fla.... **Buzzy Brault** is doing the oatune wax honors at WKNK in Muskegon, Mich., with plenty of need for records. He's already worked up a "Country Club" with 1,600 members.... **Bill Currie's** the country record spinner at new High Point, N. C., outlet, WNOS. Coral's **John Thompson** and **Earl Davis** directed Nashville recording dates with the label's **Little Barbara** and **Marty Roberts** last week-end.... Columbia's **Don Law** was in Nashville last week, with sessions by **Lefty Frizzell** and **Carl Smith** in at press time.... RCA Victor's **Steve Sholes** completed Atlanta sessions last week and was due in Nashville for more cutting past week-end.... M-G-M's recent instrumental release by **The Drifting Cowboys** (Hank Williams' band) are showing top attention and were called for additional sides in Nashville last week.... Decca's **Paul Cohen** went back to New York last week after a week of Nashville sessions. WSM's Friday night "Mr. D. J., U.S.A." is making a big stir among the oatuners, with **Roy Bayne**, of WCNT, in Centralia, Ill., and **Fulton, Mo., Tex Roper** doing bang-up jobs of the first two shows. **Mack Sanders**, of KFBI, in Wichita, Kan., takes the May 23 half hour, with **Shel Horton** (WHUN, Saxton, Pa.) and **Bob McKinnon** (WRFS, Alexander City, Ala.) taking the following weeks.... KFBI's Saturday morning "Breakfast at the Opry" show from Noel Hotel's Ballroom had

to add more tables to handle reservations. Mercury's **Eddie Hill** is earning top attention on the show, along with "Opry" artists who appear each session.... **Bill McDaniel**, WSM, Nashville, publicity director, is to be complimented on his handling of the recent Korean tour of "Opry" artists. He's mailed back reams of info to a dozen Far Eastern disk jockeys and continues to receive and answer numerous inquiries from that area. One outstanding was a letter from an American POW in Peking, China, who requested copies of music for use by guitar-playing prisoners. Capitol's **Skeets McDonald** completed his month's stay in Detroit with a guest appearance on Chicago's WLS "National Barn Dance" May 9 and is currently filling Texas and Arizona dates en route to Hollywood.... Cap's **Redd Harper** is appearing in the New York area during May and making Madison Square Garden appearances on May 16 and 30 for a local Word of Life group.... Intro's **Smiley Burnette** is resting at home this past week between a month of Missouri appearances and a month coming up in Canada.... Decca's **Jimmie Davis** will wind up a very successful West Coast tour where he's guested with **Victor's Spade Cooley** on his TV'er.... M-G-M's **Carolina Cotton** made four appearances with Intro's **Doye O'Dell** on his KTLA "Western Varieties" TV show before leaving to head the Las Vegas, Nev., Helldorado Days Rodeo, where she's also a feature of Last Frontier floor show nightly.... Victor's **George Beverly Shea** is back in Hollywood for additional shooting on the ABC-TV film, "Hour of Decision." Decca's **Justin Tubb** recently left University of Texas studies to handle a daily oatune show at WHIN in Gallatin, Tenn. Justin is the son of **Ernest Tubb**. He headed a show from the Ernest Tubb Record Shop May 9 during his father's illness.... Columbia's **Johnny Bond** is offering station break or introduction tracks to any jockeys requesting. Address requests to 6335 Yucca Street, Hollywood.... **Don Matney** is in the process of changing from WHCC, Waynesville, N. C., to WAYS, Charlotte, N. C.... **Bob McKinnon**, WRFS, Alexander City, Ala. is the pappy of twin boys, born April 23.... **Carl Lamm** takes the top spot of WCKB's, Dunn, N. C., sales folder this month. Lamm's country spinning as "The Smiling Country Mayor" is doing the best business on the station.... **Cactus Jack**, of KLX, in Oakland, Calif., mailed out one of most attractive weekly "Hit Sheets" we've seen.... **Skip Hathaway** emsees an early morning show with **Don Rose** and **the Trailmen**, in addition to afternoon spinning from KUGN in Eugene, Ore. The Don Rose group has the stand nightly at the local Playgrounds Club.... **Red Blanchard** reads the names of bed-ridden children on his morning spinner from Chicago's WLS with a suggestion to send cards. Blanchard says that response from the kids is the nicest thing he's experienced. "Hillbilly Homecoming" is set for June 29 thru July 4 celebration at Maryville, Tenn. The shindig will feature extensive exhibits of country handicraft and antiques, with afternoon and night appearances of name entertainers, songwriters and celebrities in the local school stadium. Plans tab the week as the biggest of its kind for the country music business.... **Jimmie Rodgers Memorial Day** for May 26 in Meridian, Miss., has all accommodations for a 75-mile radius taken, with plans underway for handling of additional over-nighters. Deejay team, **Rex and Little Partner**, of KOCA in Kilgore, Tex., keep track of requests for records, using each as a vote in a monthly artist poll. Each month ends with a studio party for winner's fans headed by the artists' fan clubs when possible. Refreshments and gifts to fan club officers and the artist are furnished by the man-and-wife deejay team. Twenty years ago last week Miles Laboratories bought half-hour sponsorship on WLS "National Barn Dance" from Chicago for their Bactine product. They also pushed Alka Seltzer into a national name thru WLS "National Barn Dance" advertising. The account was handled by the Wade Agency, which is now known as Geoffrey Wade.

Late Reports on Recent 'Best Buys' Popular

Continued from page 138

SWANEE RIVER BOOGIE HONEY IN THE HORN
The Commanders—Decca 28659

Good steady seller in Buffalo, Pittsburgh, Chicago and Detroit, in which areas it is still building. In most other areas, has yet to get off the ground.

ORGAN GRINDER'S SWING HONEY IN THE HORN
Four Aces—Decca 28691

Reports from key contacts across the country continue generally good to strong. Only weak spots are L. A. and the Southeast.

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

Popularity of this record in both pop and hillbilly markets took it on to the national c.&w. retail chart and within one place of the national pop retail chart this week.

R & B Territorial Best Sellers

Continued from page 167

1. I'm Mad
W. Mabon, Chess
2. Red Top
King Pleasure, Prestige
3. She's Go to Go
Ravens, Mercury
4. Goin' to the River
C. Willis, Okeh
5. I Wanna Know
D. Cooper, Savoy
6. I Wanna Know
Du Droppers, Victor
7. Honey Jump
O. McLollie, Class

Los Angeles

1. Red Top
King Pleasure, Prestige
2. Is It a Dream?
Vocaleers, Robin
3. Can't Do Sixty No More
Du Droppers, Red Robin
4. Hound Dog
W. M. Thornton, Peacock
5. Crawlin'
Clovers, Atlantic
6. I Wanna Know
Du Droppers, Victor
7. Let Me Go Home Whiskey
A. Milburn, Aladdin
8. I'm Mad
W. Mabon, Chess
9. You're Mine
Crickets, M-G-M
10. Pappa
B. Brown, Gotham

New York

1. Red Top
King Pleasure, Prestige
2. Hound Dog
W. M. Thornton, Peacock
3. (Mama) He Treats Your Daughter Mean
R. Brown, Atlantic
4. Pretend
Nat (King) Cole, Capitol
5. Soft
T. Bradshaw, King
6. Let Me Go Home Whiskey
A. Milburn, Aladdin
7. Can't I
Nat (King) Cole, Capitol
8. Dream Girl
Jesse and Marvin, Specialty
9. Shirley Come Back to Me
Shirley and Lee, Aladdin
10. Hittin' On Me
B. Johnson, Mercury

MINNESOTA OP GIVES 5 PLAYS FOR 65TH AD

FRONTENAC, Minn., May 16.—Lloyd Kiester, of Cap's Amusement Company Inc., got behind the 65th Anniversary of the Juke Box Industry with a promotion campaign all his own. He's giving away free plays on his boxes in Zumbrota, Minn.

Kiester placed an ad in the Zumbrota News which, if clipped out and presented to any location owner in Zumbrota, gets in return five free plays.

The Zumbrota News is giving Kiester and the Music Machine Industry a nice write-up in commemoration of the 65th Anniversary.

Congratulations to the entire JUKE BOX INDUSTRY on your 65th Anniversary

OPERATORS!

To help you program, here is our list of

TOP RHYTHM and BLUES FAVORITES:

- | | |
|-----------------------|---------------------|
| * 'OFF THE WALL' | * 'I'M GLAD' |
| * 'TELL ME MAMA' | * 'ROLLEM' |
| by LITTLE WALTER | by MITZI MARS |
| Checker No. 770 | Checker No. 773 |
| * '40 CUPS OF COFFEE' | * 'I'LL FOLLOW YOU' |
| by BANNY OVERBERA | Checker No. 774 |
| * 'SAD, SAD DAY' | * 'I'M MAD' |
| * 'SHE'S ALRIGHT' | * 'NIGHT LATCH' |
| by MUDDY WATERS | by WILLIE MABON |
| Chess No. 1537 | Chess No. 1538 |

AND HERE'S A 'COMING UP'

HIT!
"THIRD DEGREE"
"BACK SEAT"
by **EDDIE BOYD**
Chess No. 1541

CHESS 750 E. 49th Street Chicago 15, Illinois

NEW RECORDS DISTRIBUTOR'S CLOSEOUTS
7 1/2¢ and up
Write for FREE CATALOGUE
VEDEX COMPANY
734 10th Ave., New York 19, N. Y.
Tel.: CI 7-3494

EXCITINGLY NEW!!



TWO MORE NEW HITS!
New Orleans
Harlem, N. Y.
Philadelphia
Chicago
Los Angeles
Houston
Atlanta

LOVELY GWEN JOHNSON

(Recently signed by Peacock Records)

Hauntingly Lovely Vocalizing makes

"NEW ORLEANS"

b/w "NEVER AGAIN"

Peacock #1613

Contenders for Top Spinning Honors.



4104 LYONS AVE.

HOUSTON, TEXAS



A 2 SIDED HIT!!!
Amos Milburn
"LONG, LONG DAY"
b/w
"PLEASE, MISTER JOHNSON"
AL 3168

still going strong:

"LET ME GO HOME, WHISKEY"
AL 3164



Juke Box Distributors

AMI, Inc.
1500 Union Ave., S.E., Grand Rapids 2, Mich.

ALLSTON, Mass.—Redd Distributing Co., 298 Lincoln St.

ATLANTA—Friedman Amusement Co., 441 Edgewood Ave., S. E.

BALTIMORE—Chris Novelty Co., 806 St. Paul St.

BIRMINGHAM—Birmingham Vending Co., 540 Second Ave., N.

BRISTOL, Va.—Roanoke Vending Machine Exchange, Inc., 63 Commonwealth Ave.

BUFFALO—Sheldon Sales, Inc., 881 Main St.

CHARLESTON, W. Va.—Roanoke Vending Machine Exchange, Inc., 118 W. Washington St.

CHICAGO—Automatic Phonograph Distributing Co., 806 N. Milwaukee Ave.

CINCINNATI—Southern Automatic Music Co., 1000 Broadway

CLEVELAND—Cleveland Coin Machine Exchange, Inc., 2121-5 Prospect Ave.

COLUMBIA, S. C.—T. B. Holliday Co., 727 Main St.

DALLAS—State Music Distributors, Inc., 3100 Main St.

DENVER—Mountain Distributors, 3630 Downing St.

DETROIT—Miller-Newmark Distributing Co., 5743 Grand River Ave.

DURHAM, N. C.—Steel Music Co., 218 E. Parrish St.

FORT WAYNE, Ind.—Southern Automatic Music Co., 3011 E. Maume Ave.

GRAND RAPIDS, Mich.—Miller-Newmark Distributing Co., 42 Fairbanks St., N. W.

HOUSTON—R. Warncke Co., 3445 Leeland

INDIANAPOLIS—Southern Automatic Music Co., 129 W. North St.

JACKSONVILLE, Fla.—Taran Distributing, Inc., 90 Riverside Ave.

KINGSTON, Ky.—Southern Automatic Music Co., 240 N. Jefferson

KNOXVILLE—Southern Automatic Music Co., 735 Brook St.

MEMPHIS—Southern Amusement Co., 628 Madison Ave.

MIAMI—Taran Distributing, Inc., 3401 N. W. 36th St.

MILWAUKEE—Paster Distributing Co., 2606 W. Fond du Lac Ave.

MINERAL WELLS, Tex.—Wallace Distributing Co., 205 Northeast First Ave.

MINNEAPOLIS—Lieberman Music Co., 257 Plymouth Ave., N.

ASHVILLE—Hermitage Music Co., 423 Broad St.

NEWARK, N. J.—Runyon Sales Co., 123 W. Runyon St.

NEW ORLEANS—Dixie Coin Machine Co., 122 N. Broad St.

NEW YORK—Runyon Sales Co., 593 Tenth Ave.

OKLAHOMA CITY—H. W. Dolph Distributing Co., 1004 N. Walnut

PHILADELPHIA—David Rosen, Inc., 855 N. Broad St.

PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington St.

PITTSBURGH—Banner Specialty Co., 1508 Fifth Ave.

PORTLAND, Ore.—Western Distributors, Inc., 1226 S. W. 16th St.

DANOKE, Va.—Roanoke Vending Machine Exchange, Inc., 3110 Williamson Rd., N. W.

ST. LOUIS—Central Distributors, 2315 Olive St.

SALT LAKE CITY—Western States Distributors, 177 E. Second South St.

SAN ANTONIO—R. Warncke Co., 121 Navarro St.

SAN FRANCISCO—Huber Distributing Co., 1118 Howard St.

SEATTLE—Dunis Distributing Co., 100 Elliott St., W.

SPOKANE, Wash.—Dunis Distributing Co., 906 W. Second Ave.

TULSA, Okla.—H. W. Dolph Distributing Co., 2239 E. Sixth St.

WICHITA, Kan.—United Distributors, Inc., 513 E. Central

Foreign Distributors:

Canada

CANADA—Alberta Vending Machines, Ltd., 109 Seventh Ave., E., Calgary, Alberta

CANADA—Allan Pullmer Co., 30 Buckingham Apts., Winnipeg, Manitoba.

CANADA—Roxy Specialty Corp., 703 Notre Dame St., Montreal, Quebec

CANADA—Toronto Trading Post, Ltd., 736 Yonge St., Toronto, Ont.

H. C. Evans & Co.

1556 W. Carroll Ave., Chicago 7

CHICAGO—Empire Coin Machine Exchange, 1012-14 N. Milwaukee Ave.

CLEVELAND—Lief Music Distributing Co., 1640 Payne Ave.

DENVER—Denver Amusement Co., 1865 Arapahoe St.

DETROIT—A. P. Sauve & Son, 7525 Grand River Ave.

HOUSTON—South Coast Amusement Co., 314 E. 11th St.

MIAMI—All Coin Amusement Co., 1303 N. Bayshore Dr.

MILWAUKEE—Vic Manhardt Co., Inc., 1705 W. Clybourn St.

NEW YORK—Herman Distributing Co., Inc., 615 Tenth Ave.

PHILADELPHIA—Scott-Crosse Co., 1423 Spring Garden St.

RALEIGH, N. C.—Bishop Music Co., 2003 Wake Forest Rd.

ST. LOUIS—Joe's Phonograph Service, 2334 Olive St.

ST. PAUL—Automatic Games Supply Co., 302 University Ave.

SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.

SEATTLE—Western Distributors, 3126 Elliott Ave.

WILLIAMSPORT, Pa.—Williamsport Amusement Co., 233 W. Third St.

Foreign Distributors:

Canada

CANADA—Regent Vending Machines, Ltd., 779 Bank St., Ottawa, Ont.

Mexico

MEXICO—Mills Panoram S de R. L., Rep. de Chile No. 14, Mexico 1, D. F.

Rock-Ola Manufacturing Co.

800 N. Kedzie Ave., Chicago 51

ALBUQUERQUE, N. M.—Border Sunshine Novelty, 2919 N. Fourth St.

AMARILLO, Tex.—Rutherford Enterprises, 608 Johnson St.

ATLANTA—Robinson Distributing Co., 301 Edgewood Ave., S. E.

BALTIMORE—Eastern Vending Sales Co., Inc., 940-2 Linden Ave.

BELOIT, Wis.—Savage Novelty Co., 628 Third St.

BLOOMINGTON, Ill.—Gilbert Music Co., 108 S. Center

BOSTON—J. J. Golumbo & Co., 1119 Commonwealth Ave.

BUCHANAN, Mich.—Fabiano Amusement Co., 208 E. Dewey Ave.

BUFFALO—Hacola Distributing Corp., 265 Franklin

BUTTE, Mont.—H. B. Brinck, 825 E. Front St.

CHARLOTTE, N. C.—Southern Music Corp., 2828 South Blvd.

CHICAGO—World Wide Distributors, Inc., 2330 N. Western Ave.

CINCINNATI—Westerhaus Co., 3726 Kessen Ave.

CLEVELAND—Lake City Amusement Co., 4533 Payne Ave.

COLUMBUS, O.—Central Ohio Coin Machine Exchange, 525 S. High St.

DANVILLE, Ill.—Smith & White Co., 733 E. Main St.

DENVER—Modern Distributing Co., 3222 Tejon St.

DES MOINES—Superior Sales Co., 1337 Second Ave.

DETROIT—Brilliant Music Co., 19963 Livernois Ave.

DETROIT—Henry Nelson, 3784 Duane Ave.

EL PASO, Tex.—Frontier Amusement, 2020 Myrtle

ELIZABETH, N. J.—Seacoast Distributors, Inc., 1200 North Ave.

FORT WORTH—Fort Worth Amusement Co., 1210 S. Main St.

HOUSTON—United Amusement Co., 2812 Fannin

INDIANAPOLIS—Calderon Distributing, 450 Massachusetts Ave.

JACKSON, Miss.—Capitol Music Distributing Co., 135 E. Amite St.

JACKSONVILLE, Fla.—Southern Music Distributing Co., 418 Margaret St.

JOHNSON CITY, Tenn.—Coin Automatic Music, 241 W. Main St.

KANSAS CITY, Mo.—Uni-Con Distributing Co., 3410 Main St.

LOS ANGELES—Dan Stewart Co., 2667 W. Pico Blvd.

LOUISVILLE—H. M. Branson Distributing Co., 811 E. Broadway

MEMPHIS—S & M Sales Co., Inc., 1074 Union Ave.

MILWAUKEE—Badger Novelty Co., 2546 N. 30th St.

MOLINE, Ill.—H & H Music, 1626 Third Ave.

MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry

NASHVILLE—Frank Swartz Sales Co., 515-A Fourth Ave., S.

NEW ORLEANS—A. M. & F. Distributing Co., 3118 Tulane Ave.

OMAHA—H. Z. Vending & Sales Co., 1205 Douglas St.

ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.

PEORIA, Ill.—Automatic Amusement

Co., 105 E. Richmond St.

PHILADELPHIA—S & K Distributing Co., 2014 Fairmount Ave.

PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.

PORTSMOUTH, O.—Tri-State Music Co., 1908 Eighth St.

RICHMOND, Va.—Wertz Music Supply Co., 1013 E. Cary St.

ST. LOUIS—J. Rosenfeld Co., 3218 Olive St.

ST. PAUL—La Beau Novelty Sales Co., 1946 University Ave.

SALT LAKE CITY—Dan Stewart, Inc., 140 E. Second, S.

SAN ANGELO, Tex.—Juke-Box Sales Co., 102 N. Chadbourne

SAN ANTONIO—United Amusement Co., 432 N. Main

SAN FRANCISCO—Osborn Distributing Co., 278 Sixth St.

SEATTLE—Puget Sound Novelty Co., 114 Elliott Ave., W.

SYRACUSE, N. Y.—Ballie Distributing Co., 647 S. West St.

TEXARKANA, Ark.—Lynn Farr Music Co., 916 State Line Ave.

TUCSON, Ariz.—Paul W. Hawkins, 329 E. Seventh St.

TULSA, Okla.—Automatic Music Co., 1214 W. Archer

YOUNGSTOWN, O.—Dixon Distributing Corp., 3808 Southern Blvd.

Foreign Distributors:

Africa

AFRICA—Norca Machinery Corp., 350 Fifth Ave., Suite 7201-03, New York 1

Alaska

ALASKA—Alaska Vending Co., Inc., P. O. Box 3296, East Chester Branch, Anchorage, Alaska

Aruba

ARUBA—K. I. D., Inc., Knickerbocker Industries, 396 Broadway, New York

Belgium

BELGIUM—Brabo, Kronenburgstreet 55, Antwerp, Belgium

BELGIUM—Le National, 60, Avenue de Jette, Brussels, Belgium

Canada

CANADA—Cliff Davie Amusement Co., 300 Bay St., Orillia, Ont.

CANADA—Laniel Amusement, Inc., 1807-15 Oust rue Notre Dame, Montreal 3, Que.

CANADA—Sun Specialty, 10147 112th St., Edmonton, Alta.

Costa Rica

COSTA RICA—Valeriano Miranda, Apartado 1893, San Jose, Costa Rica.

Cuba

CUBA—Roberto Ros, Apartado 107, Santiago, Cuba

CUBA—Jose Sastre, San Rafael 874, La Habana, Cuba

Curacao

CURACAO—K. I. D., Inc., Knickerbocker Industries, 395 Broadway, New York

Dominican Republic

DOMINICAN REPUBLIC—Ing. Ignacio Agramonte, P. O. Box 672, Ciudad Trujillo, Dominican Republic

Guatemala

GUATEMALA—A. Sandoval De Nicol, 7A Avenue y 10A Calle, Guatemala City, Guatemala

Hawaii

HAWAII—Honolulu Amusement Exchange, 544 S. Beretania St., Honolulu 13, T. H.

Honduras

HONDURAS—Juan Kawas & Co., Apartado Postal No. 99, La Ceiba, Honduras

Japan

JAPAN—Irving Bromberg Co., 8313 1/2 W. Third St., Los Angeles

Mexico

MEXICO—Industria Nacionales de Sonido, S. A., No. 4861 (Kilometro 17), Calzada Mexico, Xochimilco, Mex.

Newfoundland

NEWFOUNDLAND—William Pound Agencies, 68 Water St., P. O. Box 2051, St. John's, Newfoundland

Nicaragua

NICARAGUA—Miguel G. Hernandez, Apartado 235, Managua Nicaragua

Okinawa

OKINAWA—Irving Bromberg Co., 8313 1/2 W. Third St., Los Angeles

Panama

PANAMA—Cla. Cynos, S. A., Apartado 976, Panama, Republic of Panama

PANAMA—K. I. D., Inc., Knickerbocker Industries, 395 Broadway New York

Peru

PERU—Hencias Distribuidoras Unidas, Casilla Correo 2330, Lima, Peru

PERU—Radio Florida, Union 407, Trujillo

Philippines

PHILIPPINES—Morcoin Company Ltd., 1114 A. Mabini, Malate, Manila, Philippine Islands

Puerto Rico

PUERTO RICO—J. Romero Hernandez, Ponce de Leon 1663, P. O. Box 9895, Santurce, Puerto Rico

Salvador

SALVADOR—Almacén Las Americas, Calle Arce 18, Edificio Las America, San Salvador, El Salvador

Switzerland

SWITZERLAND—I. E. Hugh, 14, Avenue De Chailly, Lausanne, Switzerland

Uruguay

URUGUAY—Messner-Hirth Export Corp., 458 Broadway, New York 13

Venezuela

VENEZUELA—Bracho & Boccheciamp, Apartado No. 523, Maracaibo, Venezuela

J. P. Seeburg Corp.

1500 N. Dayton St., Chicago 22

ALBANY, N. Y.—Davis Distributing Corp., 1056 Broadway

ATLANTA—Sparks Specialty Co., 104 Edgewood Ave.

BALTIMORE—The Musical Sales Co., 140 W. Mt. Royal Ave.

BIRMINGHAM—Wolfe Distributing Co., Inc., 1626 Sixth Ave., N.

BOSTON—Trimount Automatic Sales Corp., 40 Waltham St.

BUFFALO—Davis Distributing Corp., 875 Main St.

CHARLOTTE, N. C.—Music Distributors, Inc., 801 S. Cedar St.

CHICAGO—Atlas Music Co., 2200 N. Western Ave.

CINCINNATI—Shaffer Music Co., 1200 Walnut St.

CLEVELAND—Music Systems, Inc., 2600 Euclid Ave.

COLUMBIA, S. C.—Sparks Specialty Co., 2608 Main St.

COLUMBUS, O.—Shaffer Music Co., 606 S. High St.

DALLAS—S. H. Lynch & Co., 2900 Gaston Ave.

DENVER—R. J. Jones Co., 1314 Pearl St.

DES MOINES—Atlas Music Co. of Iowa, 221 Ninth St.

DETROIT—Music Systems, Inc., Michigan, 10217 Linwood Ave.

EVANSVILLE, Ind.—S. L. Stiebel Co., 105-7 N. W. Sixth St.

HARTFORD, Conn.—Atlantic Connecticut Corp., 790 Albany Ave.

HOUSTON—S. H. Lynch & Co., Inc., 910 Calhoun St.

INDIANAPOLIS—Shaffer Music Co., 1327 N. Capitol Ave.

JACKSONVILLE, Fla.—Wolfe Distributing Co., 459 Riverside Ave.

KANSAS CITY, Mo.—W. B. Music Co., Inc., 1518 McGee St.

LANSING, Mich.—Music Systems, Inc., Michigan, 1224 Turner Ave.

LOS ANGELES—Minthorne Music Co., 2916-20 W. Pico Blvd.

LOUISVILLE—S. L. Stiebel Co., 635 W. Main St.

MEMPHIS—Sammons-Pennington Co., 1049 Union Ave.

MILWAUKEE—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.

MINNEAPOLIS—S. L. London Music Co., Inc., 2605-7 Hennepin Ave.

NASHVILLE—S. L. Stiebel Co., 313 Seventh Ave., S.

NEWARK, N. J.—Atlantic New Jersey Corp., 772 High St.

NEW ORLEANS—Lynch & Zander Co., 832 Baronne St.

NEW YORK—Atlantic New York Corp., 583 Tenth Ave.

OKLAHOMA CITY—Copeland Distributors, Inc., 900 N. Western

PHILADELPHIA—Atlantic Pennsylvania Corp., 334-6 N. Broad St.

PHOENIX, Ariz.—Minthorne Music Co., 611 W. Washington St.

PITTSBURGH—Atlas Music Co., 2217 Fifth Ave.

PORTLAND, Ore.—R. F. Jones Co., 1515 N. E. Broadway

ROCHESTER, N. Y.—Davis Distributing Corp., 319-21 Alexander St.

ST. LOUIS—W. B. Distributors, Inc., 1012 Market St.

SALT LAKE CITY—R. F. Jones Co., 127 E. Second St., S.

SAN ANTONIO—S. H. Lynch & Co., Inc., 414 Dolorosa

SAN FRANCISCO—R. F. Jones Co., 1263 Mission St.

SEATTLE—R. F. Jones Co., 2208 Fourth Ave.

SOPERTON, Ga.—Sparks Specialty Co.

SYRACUSE—Davis Distributing Corp., 738 Erie Blvd., E.

TOLEDO—Music Systems, Inc., 1302 Jackson Ave.

Foreign Distributors:

EXPORT OFFICE—American Steel Export Co., Inc., 347 Madison Ave., New York 17.

Foreign Distributors:

Canada

CANADA—R. C. Gilchrist, Ltd., 1168 Bay St., Toronto, Ont.

CANADA—R. C. Gilchrist (Quebec), Ltd., 1316 Notre Dame St., W., Montreal 3, Que.

The Rudolph Wurlitzer Co.

North Tonawanda, N. Y.

ALBANY, N. Y.—Bilotta Distributing Corp., 1120 Broadway

ATLANTA—F. A. B. Distributing Co., Inc., 104 Ivy St., N. E.

(Continued on page 170)

TEMPO
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Sleeper of the Week!
Mae Williams'
PIZZA POLKA
and the naughty
OH BROTHER!
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TS 4804 45 RPM
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	147M	139.00
	146M or S	99.00
Hideaways		
H148M	\$179.00	
H146M	75.00	
AMI Model A	\$225.00	
ROCK-OLA 1432 (50 selections)	395.00	
ROCK-OLA 1422	79.00	
ROCK-OLA 1426	119.00	
WURLITZER 1015	119.00	
WURLITZER 1100	229.00	
WURLITZER 1250	359.00	
Wall Boxes		
3W7-L56 (5-10-25e 3-wire)	\$34.50	
3W2-L56 (5e 3-wire)	12.50	
W1-L56 (5e wireless)	5.00	
W6-L56 (5-10-25e wireless)	29.50	
Packard		



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Name _____

Occupation _____

Address _____

City _____ Zone _____ State _____

Continued from page 169

BALTIMORE—The Winters Distributing Co., 1713-5 Harford Ave.
BIRMINGHAM—F. A. B. Distributing Co., Inc., 717 Second Ave., N.
BOSTON—Poole Distributors, Inc., 1022 Commonwealth Ave.
BUFFALO—Century Music Distributors, 1221-3 Main St.
CHARLESTON, W. Va.—Cruze Distributing Co., Inc., 105 Virginia St., W.
CHARLOTTE, N. C.—Brady Distributing Co., 522 E. Trade St.
CHICAGO—Coven Distributing Co., Inc., 3181 N. Elston Ave.
CINCINNATI—T & L Distributing Co., 1321-3 Central Pkwy.
CLEVELAND—Northern Music, Inc., 8307 Euclid Ave.
COLUMBIA, S. C.—F. A. B. Distributing Co., Inc., 911 Gervais St.
DALLAS—Commercial Music Co., Inc., 1501 Dragon St.
DETROIT—Angott Distributing Co., Inc., 2616 Puritan Ave.
DENVER—Draco Sales Co., 2005 W. Alameda
DES MOINES—Sandler Distributing Co., 110 11th St.
HOUSTON—Steele Distributing Co., 3300 Louisiana St.
JACKSONVILLE, Fla.—Bush Distributing Co., 60 Riverside Ave.
KANSAS CITY, Mo.—Central Music Distributing Co., Inc., 1523-5 Grand Ave.
LOS ANGELES—Paul A. Laymon, Inc., 1429 W. Pico Blvd.
LOUISVILLE—Cain-Cailhouette, Inc. of Kentucky, 122-4 S. Seventh St.
MEMPHIS—Williams Distributing Co., Inc., 1117 Union Ave.
MIAMI—Bush Distributing Co., 286 N. W. 29th St.
MILWAUKEE—United, Inc., 4227 W. Vliet St.
NASHVILLE—Cain-Cailhouette, Inc., 1500 Broadway
NEWARK, N. Y.—Bilotta Distributing Co., 224 N. Main St.
NEW ORLEANS—F. A. B. Distributing Co., 1019 Baronne St.
NEW YORK—Young Distributing, Inc., 599 Tenth Ave.
OKLAHOMA CITY—Culp Distributing Co., 614-6 W. Grand Ave.
OMAHA—Central Music Distributing Co., Inc., 2562-4 Harney St.
PHILADELPHIA—Active Amusement Machines Co., 666 N. Broad St.
PITTSBURGH—Music Distributing Co., 2001 Fifth Ave.
RICHMOND, Va.—O'Connor Distributors, Inc., 2320 W. Main St.
ST. LOUIS—Brandt Distributing Co., Inc., 1809-11 Olive St.
SAN ANTONIO—Commercial Music Co., Inc., 1415 S. Flores St.
SAN FRANCISCO—Emarcy Distributing Co., 348 Sixth St.
SEATTLE—Northwest Sales Co., 3150 Elliott Ave.
TULSA, Okla.—Culp Distributing Co., 1405 E. First St.
TUCSON, Ariz.—Maestro Music, Inc., 121 E. Broadway

Africa

AFRICA—C. Bothner & Son, Ltd., Cavendish Chambers, 183 Jeppe St., Johannesburg, South Africa

Argentina

ARGENTINA—Carlos Touche, Entre Rios 631, Buenos Aires, Argentina

Aruba

ARUBA—J. A. Nieuw, P. O. Box 84, Oranjestad, Aruba, N. W.

Belgium

BELGIUM—Elspor-Belge, Appelmaststraat 2, Antwerpen, Anvers, Belgium

Bolivia

BOLIVIA—Arauco Prado & Cia., S. A., Calle Loayza 67 71, Lo Paz, Bolivia

Canada

CANADA—Siegel Distributing Co., Ltd., 637 Yonge St., Toronto, Ont.

Colombia

COLOMBIA—Felix de Bedout e Hijos Sucs., Apartados Postal 50, Aereo 760, Medellin, Colombia

COLOMBIA—Foto Velasco, Apartado Aereo 290, Barranquilla, Colombia

Curacao

CURACAO—A. D. Nieuw, Kerkstraat 28, Willemstad, Curacao, N. W. 1

Dominican Republic

DOMINICAN REPUBLIC—Caribbean Motors Co., C. por A., Apartado No. 52, Ciudad Trujillo, Dominican Republic

France

FRANCE—Franco Americaine, Distribution Automatique, 32, rue Rodier, Paris, France

Germany

GERMANY—International Enterprises, Inc., Am Hauptbahnhof 12, Frankfurt, Germany

Guatemala

GUATEMALA—M. A. Mena, 11 Calle Oriente No. 4, Guatemala City, Guatemala

Haiti

HAITI—Frank W. Wilson, P. O. Box 826, Grand Rue, Port-au-Prince, Haiti

Hawaii

HAWAII—Bergstrom Music Co., 1045 Fort St., Honolulu, T. H.

Honduras

HONDURAS—Casa Carlos A. Zuniga, Tegucigalpa, D. C. Honduras, C. A.
HONDURAS—Santiago Castillo, P. O. Box 69, Belize, Br. Honduras

Italy

ITALY—Musicalradio, Via delle Convertite 22 23, Rome, Italy

Japan

JAPAN—Robert T. Brooks & Co., Inc., Room 407, Nikkatsu International Bldg., Hibiya, Chiyoda-ku, Tokyo, Japan

Mexico

MEXICO—Casa Riojas, Rosas Morena No. 87, Mexico 4, D. F., Mexico

Nicaragua

NICARAGUA—J. C. Martinez y F. A.

PLANE, DOGSLED

Siegel Plans Arctic Base For Wurlitzer

ST. JOHN, N. B., May 16.—A. Lipton, Toronto sales manager of the Siegel Distributing Company, Ltd., Canadian distributor for Wurlitzer, recently made tour of the Atlantic provinces. He made stops at Halifax, N. S., Sydney, N. S., and St. John, N. B. Accompanying Lipton on his tour was Art Boudreau, who headed the Halifax Coin Machine Exchange for the past 14 years.

Tentatively, plans were made by Lipton and Boudreau for the establishment of an Eastern distribution base in the Atlantic provinces. In this connection, the plan calls for the use of a plane to cover not only the province of New Brunswick, Prince Edward Island, Nova Scotia, and Newfoundland, but also some isolated districts as Labrador including Goose Bay, Greenland, Iceland, and St. Pierre-Miquelon.

Dog Team

The plane is being equipped with all types of machines and tools essential for repairing such machines. It will also carry a dog team for use in Labrador, Greenland, and Iceland.

Represented in the Siegel line up are also Watling scales and gum machines. An affiliation with the Halifax Coin Machine Exchange has been made. The Siegel firm is broadening its territorial coverage in the Eastern Canadian and nearby territories as well as increasing the number of machines now in use.

Wurlitzer's Profit Up 18% During 1952

CHICAGO, May 16.—A profit of \$1,106,722, equal to \$1 per share of common stock, was reported for the year ending March 31, by The Rudolph Wurlitzer Company.

Operations of the company the year were:

Consolidated net sales pianos, electronic organs, and operated phonographs, and fense work amounted to \$35,380,202, exceeding sales of the preceding year of \$30,013,542 approximately 18 per cent.

Consolidated net profit after reserves, but before federal and State income taxes, was \$2,272,222. Provision for taxes was \$1,100,000, leaving a net profit for the year of \$1,106,722.

Defense work is playing increasingly important role. Company's activities at the New Tonawanda, N. Y., plant, filled orders total approximately \$20,000,000.

Production of civilian items at a high level, and the firm optimistic about sales and profit for the current fiscal year, report stated.

Mendieta Cia., Apartado 74, Managua, Nicaragua

Pacific Area

PACIFIC AREA—Kunz, Taylor & 1307 Westwood Blvd., Los Angeles 23

Panama

PANAMA—Guardia & Cia., S. Apartado Postal 481, Panama, Panama

Philippines

PHILIPPINES—Felipe Yupangco Sons, Bonifacio Drive at 13th Port Area, Manila, Philippines

Puerto Rico

PUERTO RICO—Borinquen Corp., 308 Salvador Brau St., Juan, Puerto Rico

Salvador

SALVADOR—Jose Gadala Maria, ta Ana, El Salvador

Switzerland

SWITZERLAND—Planohaus Eisenstein, A. G., Nadelberg 20, Switzerland

Venezuela

VENEZUELA—Bechofer Brothers, Monzon a Barcenas 126 C., Caracas, Venezuela

VENEZUELA—Commercial J. S. A., La Casa del Radio, Apartado No. 228, Maracaibo, Venezuela

803

Nickelodeon Disk Sales Start June 2

Continued from page 14

The girls, aged 8, 10, and 12, are the daughters of Daniel Cedrone, and make up an unusual unison vocal trio.

Nickelodeon has signed four other artists for forthcoming recordings, according to Bufalino: Mimi Martel, Lucille Vanelli; Sammy Fanara, who was a seven-time Horace Heidt Show winner, as well as winning first place on an Arthur Godfrey show, and Ida James.

Releases for the balance of the year will be on a modest scale, with about 30 sides scheduled, probably averaging around two disks a month.

Target of all Nickelodeon releases will be juke box users—numbers that we feel will be used primarily by juke box patrons," according to Bufalino.

Basic price of records will be 45 cents c.o.d., f.o.b. Detroit, with one record included free for each 10 ordered, amounting to a 10 per cent quantity discount. Bufalino said he had 35 distributors on a verbal basis, without any exclusive territorial arrangements. Ultimate plans are for exclusive arrangements.

Records are being offered to distributors at 36 cents, plus 4 cents tax. The 55-cent wholesale price will prevail for retail outlets as well as coin machine operators.

A special inducement to juke box operators will be an offer to ship 100 records at the reduced price of 50 cents, f.o.b. Detroit, and including the "free" 11th record.

Pressing will be done in Hollywood, Cincinnati; Owosso, Mich., and Philadelphia.

A new development is the organization of Nickelodeon Publishers, Inc., which will have offices in Detroit and New York, and will have the same essential ownership as Nickelodeon Records. Bufalino said the firm will affiliate both with ASCAP and BMI.

Executive personnel of Nickelodeon is headed by Bufalino, who also is president of Teamsters Local 985, Detroit. Other principal officers are: Vice-president, William Presser, president of the Cleveland union; recording secretary, Albert Salupo, president of the Vending Machine Union of Greater Cincinnati, and treasurer, Frank Calland, president of the New York union.

A West Coast division is being set up under the direction of Angelo Bufalino, a cousin of William, who is located in Hollywood, with Nick Thiery as assistant. This office will handle West Coast contacts, with all other activities centered in the Detroit office.

NO PROBLEM GETTING THIS PROCLAMATION

BRODHEAD, Wis., May 16.—Clinton S. Pierce, president of the Wisconsin Phonograph Operators' Association, is also the mayor of Brodhead, Wis. He issued a proclamation declaring the week of May 24, Juke Box Week.

Civic Dinner To Fete 65th Anniversary

Detroit Mayor And City Council May Attend Event

DETROIT, May 16.—A civic dinner, to be attended by leaders of the community, will be a highlight of the celebration of the 65th Anniversary of the Music Machine Industry, according to plans activated by the Music Operators' Guild of Michigan. A special committee of leading operators, several of them veterans in the business, was set up to make arrangements. Included in the group were Edward Carlson, Charles Morgan, James Jeffrey, Harvey Gilbert, Leon Weinberger, and Charles Lamb. It was expected that the mayor and members of the common council would attend.

Irving B. Ackerman, counsel for the Guild, also contacted Mayor Albert E. Cobo and the council, in the interest of having the week of May 24 officially recognized by the city as National Juke Box Week.

Tribute was paid by Ackerman to the "constructive program submitted by The Billboard" to promote the celebration.

Vistine Marks Forty Years With Seeburg

CHICAGO, May 16.—Thursday (14) marked a special day in the life of Emil Vistine, a precision mechanic at the J. P. Seeburg Corporation. This was Vistine's 40th anniversary as a Seeburg employee. He is 54 and has been with the company since he was 14 years old.

Vistine's day started at 9:30 a.m., when he and his wife were picked up and driven to the plant. At 10:30 he was ushered into the office of Fleming Johnson, vice-president, who gave his wife, Libbie, a corsage and a portrait of her husband. From there, they were taken to the office of J. P. Seeburg II, who presented Emil with a \$300 U. S. Savings Bond.

Later, Vistine was taken on a tour of the plant and shook hands with some 400 persons before the route was completed. Following the tour, Emil was presented with a gold wrist watch by the "Old Timers Club" which is made up of over 300 employees having 10 years of service or more.

Following a luncheon in his honor, Vistine received a U. S. Savings Bond from the workers in his own department. At night, Vistine, his wife, and family were taken to dinner at the Chez Paree as guests of Seeburg.

Detroit Guild Sets Meeting Schedule

DETROIT, May 16.—The Music Operators Guild of Michigan, Inc., announced its schedule of meeting dates thru Secretary Irving B. Ackerman.

Board meetings will be held every other Tuesday at 10:30 a.m., at the Hotel Detroit, the next meeting being scheduled for May 19.

General meetings will be held the first Thursday of each month at 8 p.m., at the Hotel Detroit, with the next meeting set for June 4.

Showbiz Turns Out For Juke Birthday

Continued from page 1

28 at 9:30 p.m.; Meredith Willson, NBC radio, May 30, 9:45 a.m.; Rosemary Clooney, NBC radio, May 26 or May 28, 8:15 p.m.; Martha Lou Harp, ABC radio, May 23, 3 p.m.; Perry Como, NBC-TV, May 25 or 27, 7:45 p.m.

Other network shows which planned to observe the 65th anniversary but had not yet set definite dates include "Today," NBC-TV morning show; Bill Silbert, Du Mont-TV; Saturday Night Dance Party, ABC radio; Bob Hope, NBC radio; Jane Pickens, NBC radio; "Hit Parade," NBC-TV; Red Buttons, CBS-TV; Jackie Gleason, CBS-TV, and Tennessee Ernie, ABC radio.

Local Shows

Thruout the nation, local radio programs will note the event. Some, like Dee Jay Larry Simley, of Los Angeles' KFWB, will turn over their entire show to the event. Simley will do his six-hour broadcast (10 p.m. to 4 a.m.) Monday (25), using juke box historical material and playing only selections from the list of all-time juke box favorites compiled by The Billboard.

The number of local radio shows already definitely planned for the anniversary are far too numerous to list here. A complete list of those reported at press-time will be found in this week's special anniversary section.

Governor's Proclamation

Meantime, Gov. Francis Cherry, of Arkansas, was the first of State executive heads to proclaim May 24 as "National Juke Box Week." The governor's proclamation stated in part: "... The juke box is the only medium of entertainment which enables the customer to hear the tune of his choice when he wants to hear it."

In Brodhead, Wis., Clinton S. Pierce—who is a music operator as well as long-time mayor of his home town—likewise proclaimed the week of May 24 National Juke Box Week.

Music Operators of America President George A. Miller began his California promotion with a speech before the Chamber of Commerce in Fresno Wednesday morning (13). On June 3 the California Music Guild, which Miller also heads, will sponsor a hit tune party to commemorate the event.

Distribute Booklets

J. P. Seeburg Company distributors were busy this week-end mailing out 75,000 copies of the history of the music machine industry published by The Billboard. Others, like Lou Casola, of Rockford, Ill., were prepared to distribute the booklet on their own. Casola ordered 500 copies for his personal use Friday (15).

In New York, Al Denver, president of the Automatic Phonograph Owners, had a large-scale promotional plan under way. The plan included a Miss Juke Box, slated for local TV appearances, and on-location promotional material, all calculated to tell the public the juke box story.

Hirsch De La Viez, in the nation's capital, was scheduled to make a half-hour TV appearance during which he would show two of the pre-1900 juke boxes.

For the juke box industry, the 65th anniversary celebration was a "first" in that it marked the industry's initial step toward a continuing public relations program.

Altho it has been steadily expanding since 1888, and today comprises 450,000 phonographs operated by 7,500 small businessmen, the juke box industry never before attempted to tell its story to the general public. This despite the fact that operators, distributors and manufacturers were long agreed that the story ought be told.

PART 2: Operator Aspects

Continued from page 118

COMMENT:

Two out of every five operators reported that they have received free title strips from record companies in the last six months. This is a further indication of the increased stress that record manufacturers and distributors are placing on the operator side of their business. Leading label in dispensing free samples during the last half year has been Decca, according to the operators who answered this question. Last year Decca held down second place in this category. RCA Victor moved up a notch from its third-place position of a year ago, and Capitol, last year's leader, fell to third place.

QUESTION 19: To what extent do you use printed title strips?

	Per cent of Operators
ANSWER: No printed title strips used	55.4
100 per cent of title strips are printed	16.9
About 1/4 of title strips are printed	13.8
About half of title strips are printed	7.7
About 3/4 of title strips are printed	6.2
Total	100.0

COMMENT:

Judging from these answers the printed title strip business is still wide open. More than half of the operators said that they don't use any printed title strips, while another 13.8 per cent reported that only a quarter of the strips in their machines are printed. Only 16.9 per cent, one out of every five operators, stated that all the title strips in their boxes are printed.

BAR DRINKING LEGAL

Music Play Increases Under New Liquor Law

PORTLAND, Ore., May 16.—With sale of liquor by the drink back in Oregon this week, location owners reported a pick-up in music play but no noticeable gains for games in taverns that added greatly to bar service.

Crowds were free spending, attracted by the novelty of buying the first drinks across the bar in 37 years. Oregon went dry in January, 1916, and for the past

20 years drinks were served in clubs out of customer-owned bottles.

Taverns reported brisk business the opening day, Monday (11), although no operators could be contacted who had had time to assess increases in music machine grosses. While some tapering off was anticipated as the novelty of liquor by the drink wanes, only about one-half of the more than 800 licensees provided for the State were ready for the new trade on opening day. Thus an increase in play is expected to continue for a time as new places open up.

Atlas Promotes Juke Anniversary

NEW YORK, May 16.—E. B. Marks, music publisher here, is promoting the 65th Anniversary of the Juke Box Industry thru three media.

Marvin Frank, firm's publicity director, is running plugs for the event in "Remarks," the publisher's external house organ. All correspondence leaving the office carries the rubber stamp imprint, "65th Anniversary of the Juke Box Industry." All promotional flyers bear this imprint.

Atlas Distributes Juke Week Booklets

CHICAGO, May 16.—The Atlas Music Company here is participating in the celebration of the 65th Anniversary of the Juke Box Industry by issuing anniversary booklets to all operator customers. The operators distribute the booklets to their location owners.

ARKANSAS' GOV. CHERRY FIRST TO HAIL JUKE WEEK

CHICAGO, May 16.—One of the first governors to proclaim National Juke Box Week was Francis Cherry, governor of Arkansas. Following is the proclamation issued from the executive offices in Little Rock:

State of Arkansas
Executive Department
Proclamation

TO WHOM THESE PRESENTS SHALL COME—GREETINGS: WHEREAS, the juke box industry began in 1888 with formation of the North American Phonograph Company to encourage commercial use of Edison's invention, and WHEREAS, the first juke box was installed at the Palais Royal Saloon in San Francisco on November, 23, 1889, and WHEREAS, Edison companies had 1,249 juke boxes on location by June 1891, and WHEREAS, by 1905, juke boxes were firmly established as a means of supplying music in public places, and WHEREAS, 7,500 small businessmen-operators own and service the nation's juke boxes today, and WHEREAS, there are 450,000 juke boxes on location thruout the United States supplying the music "you want, when you want it," and WHEREAS, the modern juke box offers from 40 to 120 selections, and WHEREAS, juke boxes and disk jockeys are the greatest method of exploiting and "making" hits, and WHEREAS, the word "juke" box comes from Old English and the Scottish dialect of the 16th and 17th Centuries (in its original sense, it meant "to hop or skip about like a bird"), and WHEREAS, the juke box is the only medium of public entertainment which enables the customer to hear the tune of his choice when he wants to hear it; NOW, THEREFORE, I, Francis Cherry, governor of the State of Arkansas, do hereby proclaim the week beginning May 24, 1953 as,

"National Juke Box Week"

and urge all citizens to join in this observance.

For Every Location

North . . . south . . . east . . . west . . . every- where RIFLE SPORT and the CHALLENGER at- tracting customers, old and young, therefore making more profits . . . write for details today!

A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave., Chicago 12, Ill.

FULL STEAM AHEAD

Operators, Manufacturers Set Anniversary Promotion Drive

By STEVE SCHICKEL

CHICAGO, May 16.—With full steam ahead, the public relations campaign in support of the 65th Anniversary of the Music Machine Industry included manufacturers, associations, distributors, and operators from all over the nation as the final week drew to a close.

To date, The Billboard had received more than 1,100 direct requests from various members of the industry for promotional kits. These were in addition to 7,500 kits mailed to top operators, associations and disk jockeys at the start of the campaign.

The kits contained sample speeches and press releases, as well as a complete history of the industry. Also contained was a listing of 123 records which sold over one million copies and comprise the All-Time Juke Box Favorites.

75,000 Booklets

J. P. SEEBURG CORPORATION made available 75,000 copies of a booklet titled History of the Music Machine Industry prepared by The Billboard in commemoration of the celebration. Seeburg will issue these booklets to their customers thru their distributors. Operators, in turn, will use them in their efforts to celebrate the affair.

Ohio Hit Tune Party

CLEVELAND'S PHONOGRAPH Merchants Association joined the celebration by declaring the June Hit Tune Party would be dedicated to the 65th Anniversary of the Music Machine Industry. Jack Cohen, president of the Ohio State Phonograph Owners' Association made the announcement.

Mayor Calls Holiday for Juke Party

California Guild Gets School OK On Hit Tune Affair

OAKLAND, Calif., May 16.—George A. Miller, president of the California Music Guild, announced his association, in cooperation with the Fresno Chamber of Commerce, was sponsoring a California Hit Tune Party in Fresno on June 3.

The Hit Tune Party will feature many guest artists before an anticipated audience of thousands of teen-agers.

A proclamation was issued by the mayor declaring June 3 a holiday. The superintendent of schools endorsed the party, and the public school principals will handle the distribution of tickets to the teen-agers.

Meanwhile, according to Miller, members of the association are using theater lobbies, drug-store windows, and record shops to promote the 65th Anniversary of the Juke Box Industry.

DJ SELLS DISK REQUESTS FOR CHARITY DRIVE

COLUMBUS, O., May 16.—John Michaels, a local disk jockey on radio station WVKO, is joining the celebration of the 65th Anniversary of the Music Machine Industry in a unique fashion. He is originating his show from the D. J. Record Shop, 17 E. Gay St., in Columbus.

Said Michaels, "I am turning my show into a juke box. I will play requests for 5 cents and more. The money received will be turned over to the State School for the Deaf so that they may be able to hear the All-Time Juke Box Favorites that we have been hearing all these years."

Another Operator

MCPHERSON VENDING CO., and B. I. Smith, made a local promotion by having a press release scheduled for May 23 in the McPherson Daily Republican, McPherson, Kan. Hank Davis of radio station KNEX is also on the bandwagon.

Location Stickers

AMI, INC., had stickers made up, commemorating the 65th anniversary to be placed on all machines. The stickers are simple to attach and very easy to remove. Stocks were sent to all distributors.

Press Release

JACK JEFFREYS, of the Jeffreys Amusement Company, Osceola, Ia., made arrangements for a press release in the Osceola Tribune.

Window Display

THE RUDOLPH WURLITZER Company is having its retail stores in New York and Chicago decorate their windows with Juke Boxes and window cards in celebration of the 65th anniversary.

In-on the Act

BEN JAHNKE, of the Novelty Sales Company, Hutchinson, Minn., is getting a press release in The Hutchinson Leader.

West Coast

THE CALIFORNIA MUSIC Guild was set to hold a Hit Tune Party in Fresno June 3, in commemoration of the 65th Anniversary.

Local Tie-in

C. R. QUINN, of the Quinn Music Company, Clintonville, Wis., is programming his boxes with old-time hits, has disk jockey plugs lined up with Sherwood Lorenz on WTCH, and is having a press release published in The Clintonville Gazette.

Press Relations

JIM ALEXANDER, of the Davis Distributing Corporation, Rochester, N. Y., is having a press release printed in The Rochester Democrat & Chronicle, and The Rochester Times Union.

Capital Gains

THE WASHINGTON MUSIC Guild made arrangements with Capital Airlines to fly an Edison phonograph to Washington for an appearance on TV there. Radio and newspaper mentions also were lined up by the group and its president Hirsh de La Vieu.

Local Operator

DALLAS JOHNSON has made arrangements for newspaper releases in the Childress Index and the Reporter, Childress, Texas. He also contacted radio station KCTX and got Glen Reves and Steve Cowan to play up the anniversary.

Free Anniversary Play

LOYD L. KIESTER, of Cap's Amusement Company, Inc., gave added drive to the celebration in his area by placing a coupon in the Zumbrota, Minn., News. The reader, upon presentation of the coupon to a location owner, received five free plays.

Local Promotion

WM. ROBERT CHILTON, of the Lee Campbell Novelty Company, Albany, Ky., made arrangements for a press release to appear in the Clinton County News on May 27.

Miami Publicity

WILLIE BLATT, of the Amusement Machine Operators' Association, reported his organization had lined up radio, TV and newspaper publicity to run the entire week of May 24.

Cunliffe Airs

RAY CUNLIFFE, president of the Recorded Music Service Association, is appearing on radio Station WENR on May 25, as a guest of Eddie Hubbard, to give the radio audience of Chicago an explanation of the history of the music machine industry. A TV interview has also been set but as yet the guest and the date have not been set.

On the Ball

TOM SHELDON, of the Sheldon Amusement Company lined up radio station KSRU for a disk jockey plug; the Independent Enterprise, for a press release, and is placing anniversary stickers on all his boxes.

Big Operation

THE NEW YORK ASSOCIATION had extensive plans laid for the promotion of the anniversary. Already set for participation are many of the nation's leading television programs, top radio shows, and the selection of a Juke Box Queen.

Record Company Tie-in

MERCURY RECORDS is issuing a package of 25 All-Time Juke Box Favorites available to operators only. Each operator purchasing the package will receive five current pop records free. Dee Kilpatrick in Nashville has lined up two TV shows, five deejay programs, and several press releases.

Title Strips Available

STAR TITLE STRIP Company, Inc., thru its president, Dal E. Haun, made title strips available for all the tunes listed in The Billboard booklet of million seller records.

Detroit Dinner

THE MICHIGAN MUSIC Operators' Guild is holding a civic dinner in honor of the 65th Anniversary. The Guild is also attempting to have the week of May 24 proclaimed National Juke Box Week in Detroit by Mayor Albert E. Cobo.

Television Line-Up

MIKE IMIG, vice-president of the South Dakota Phonograph Operators' Association, is co-operating with Bob King, of Station KVTV, in Sioux City, Ia., for a full week of promotion. King will feature a juke box on his TV show as well as play All-Time Juke Box Favorites. Imig is attempting to obtain the services of Ray Anthony and John Standley for the week's promotion.

State Officials

FRANCIS CHERRY, Governor of Arkansas, was the first to proclaim the week of May 24 National Juke Box Week. Governor Cherry urged the citizens of his State to join in the 65th Anniversary celebration.

Mayor Proclaims

CLINTON S. PIERCE, president of the Wisconsin Phonograph Operators' Association, proclaimed the week of May 24 as National Juke Box Week in Brodhead, Wis., by virtue of the fact that he is the mayor of the town.

Wisconsin Ops Hold Election; Back Campaign

MILWAUKEE, May 16.—The Wisconsin Phonograph Operators' Association met in Milwaukee Monday night (11) and unanimously re-elected the 1952 board of directors.

Clinton S. Pierce, Brodhead, was re-elected president. The new vice-president is Cliff Brookmeier of Green Bay. The new secretary-treasurer of the association is Ed Dowe of Beaver Dam. Dowe succeeds Doug Opitz of Milwaukee, who retired after seven years as secretary-treasurer of the organization. He asked to be relieved because of the pressure of his own business.

The directors unanimously endorsed the 65th Anniversary of the Juke Box Industry program. Each member of the association is contacting his local newspaper with The Billboard promotional kit, and each is striving to have the story break on May 23.

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

DISK AWARDS GIVEN. Eight record manufacturers were given awards Thursday (14) by Audio Engineering Magazine as producers of the best records of 1952 (Music department).

NEW R.&B. LABELS. The flock of new labels that have sprung up in the rhythm and blues field over the past year is one of the most sensational developments in years (Music department).

SET POCKET BOOK RELEASE DATE. Pocket Books, Inc., has set September 1 as the release date of its line of 35-cent pop disks on the Bell label (Music department).

RCA SETS GIMMICKED PROMOTIONS. RCA Victor is involved in three different gimmicked promotions on three pop disks (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

June Hit Party Fetes 65th Juke Box Anniversary Show Broadcast Over WGAR; Winner Is 'In the Mood'

CLEVELAND, May 16.—Cleveland's third Hit Tune Party was staged May 10 to a capacity audience of over 3,000 youngsters. The event, co-sponsored by The Cleveland Press and the Ohio State Phonograph Owners' Association, was dedicated to the celebration of the 65th Anniversary of the Juke Box Industry.

Jack Cohen, president of the Cleveland association, arranged the formal dedication of the affair to the anniversary and introduced Dick Schreiber, coin machine editor of The Billboard, who gave a history of the juke box industry and some of its highlights.

The winning record, as announced by the masters of ceremonies, Bill Mayer and Hal Morgan, was "In the Mood," an M-G-M record by the Elliott Brothers. Last month's Hit Tune Party winner was Buddy Greco with his Coral waxing of "You're Driving Me Crazy."

Judges of the affair were Jack Cohen, president of the operators' association; Dorothy Herron, feature writer and record reviewer for The Cleveland Press, and Milton Lapine, Public Service Bureau Chief of The Cleveland Press.

Stars appearing in the show

Detroit Guild Aids Juke Box Anniversary

DETROIT, May 16.—A resolution to back the 65th Anniversary of the Juke Box Industry was passed unanimously by the newly organized Music Operators Guild at its May meeting. Plans for an all-out campaign with the co-operation of the city fathers, thru proclamation of a special Juke Box Week, were made.

A banquet to celebrate the occasion was set and arrangements were made for the placement of juke boxes in prominent spots in the city. Planning is being co-ordinated by Irving B. Ackerman, counsel for the Guild.

WURLITZER WINDOWS SPOT NATIONAL JUKE BOX WEEK

CHICAGO, May 16.—Reuben Roling, president of The Rudolph Wurlitzer Company, announced that the firm's retail stores in New York and Chicago would participate in the celebration of the 65th Anniversary of the Music Machine Industry.

Stores will decorate their windows with banners, and cards signifying National Juke Box Week. Each will display the latest model Wur-

were Bobby Wayne, Mercury; The Gaylords, Mercury; Conne Boswell, Decca; Hamish Menzies, Decca; Ken Remo, M-G-M; Buddy Greco, Coral; June Anthony Okeh; Ray Anthony, Capitol; Tommy Mercer, Capitol; Gene La thony Choir, Capitol; Gene La Marca, Sharon Leslie, John Pecon, Sammy Watkins, and the Heights Glee Club.

The party had a one-half hour segment of the show broadcast over radio Station WGAR-CB; Ray Anthony and his orchestra appeared on this portion of the show. The radio portion was broadcast as a public service feature saluting the Green Cross and the National Safety Council.

D. C. MEETING

Guild Names New Heads; Bowles Prex

WASHINGTON, May 16. Charles Bowles was elected president of the Washington Music Guild at the group's annual meeting here recently. Ev Griffith was elected secretary-treasurer for the third consecutive year.

WMG's new vice-president Theodore Kevy, who succeeded Charles Bowles.

Bowles, in thanking the members for their vote of confidence, stated the Guild would continue its policy of donating juke boxes to charitable organizations and of building better public relations. Bowles added that the Guild would do everything possible to promote dime play.

"A guild-sponsored ad, recently run in local papers has helped tremendously in public acceptance of dime play," Bowles said, "and thru continuance of such actions I believe the public will soon see our side of the picture."

"The Guild furnishes all publicity to operators for the changeover. Considering this fact, and the fact that a great deal of progress has been made toward the changeover in near-by Arlington, Alexandria, Va., it shouldn't be too long before we have Washington metropolitan operators on dime play."

litzer juke boxes. The campaign will last thruout Juke Box Week May 24-30.

New York area stores participating are located at: Long Island, 88 N. Franklin Street, Hempstead, N. Y.; Brooklyn, 420 Fulton, and Manhattan, 120 West 42d Street. Chicago stores are at 115 South Wabash Avenue; 6530 South Halsted; 2505 North Harlem and 9717 South Western.

TOP FACILITIES

Chicago Gaining In Export Stature

CHICAGO, May 16.—This city is rapidly gaining in stature as an export center despite its distance from the trade ports of New York, San Francisco and New Orleans, it was revealed in a survey published this week in the Chicago Tribune. A similar revelation was made last week (May 16) by The Billboard that shipment of games last January, virtually all shipped from local agents and distributors, totaled \$1,919,919.

The survey pointed out that even back in the late '30's there was a substantial increase in the number of manufacturers in this area showing sustained interest in export outlets. Some firms were so successful then that they created separate export departments. Now the over-all foreign

trade has developed to a point where there are more than 100 firms specializing in the exporting of Chicago amusement products.

Coin machine manufacturers and export specialist companies such as O. O. Mallegh, Trans-World Trading, and the Munson Company pointed out that a major factor in the development of Chicago as an export center has been the availability of services required for foreign trade. These include international freight forwarding, steamship and air line agencies, railroad freight representatives and foreign banking facilities. Another key factor has been the establishment of Chicago offices by such major ports as New York, Mobile, New Orleans, Baltimore, Boston and San Francisco. The port of Houston also plans a Chicago branch office soon.

See New Hope for Portland in License

PORTLAND, Ore., May 16.—First indication that the city might withdraw its opposition to amusement games came this week with recommendation by the chief license inspector that the city council repeal its ordinance outlawing pinballs.

Inspector H. V. Ennor notified council members that the city, by licensing games, might see \$100,000 in annual revenue. Enforcement of the ordinance has been restrained by court ordering decision by the State Supreme Court on the constitutionality of the law. The machines, meanwhile, have been operating without license.

Ennor, in estimating a potential \$10,000 annual revenue from games, noted that in the first half of 1951 the city licensed 923 machines to bring in \$86,000. He said there now would be 1,200 machines licensed at \$20 each and operators at \$750 each.

License Awarded Navy Contract

CHICAGO, May 16. — Herb Ennos, vice-president in charge of defense production at the Lion Manufacturing Corporation, announced Tuesday (12) the firm had been awarded another contract by the Navy. Lion is the parent corporation of the Bally Manufacturing Company.

Ennos said that the vital munitions components in the contract was a new item and that the contract was awarded to us primarily because of our record in producing a related item the last two years.

The contract commits defense production at Lion well into 1954, Ennos said. However, he added it would not interfere with Bally game production because it is as well as day shifts will be employed to meet the requirements of the government without bringing down the high volume shipments of Beach Club, Space Ship and The Champion."

FIGHT DRAWS TRADE LEADERS

CHICAGO, May 16. — It looked like coin machine convention week here as groups of distributors and operators flocked into town to see the Walcott-Marciano fight and visit amusement game factories.

Among these were Al Calderon, Calderon Distributing Company, Indianapolis; Mike Imig, Yankton, S. D.; Bill Mashek and John Balk, Central Music, Kansas City, Mo.; Lou Singer and Jerry Harris, Central Music, Omaha; John Bilotta, Bilotta Distributing, Newark, N. Y.; Jimmy Saverese, South Bend, Ind.; Sam Taran, Taran Distributing Company, Miami; Mr. and Mrs. Herman, Casablanca; Herman Paster, Mayflower Distributing Company, Milwaukee.

Factory officials attending the fight included Nate Gottlieb, D. Gottlieb & Company, and Herb Oettinger, Ray Riehl and Billy DeSelm, United Manufacturing Co.

COMPETITION KEEN

Perkins Finds Top Equip't in Hawaii

HONOLULU, May 16.—To most Americans visiting Hawaii for the first time, this area represents the last word in exotic vacations and the emphasis in describing it is always on the pleasures it offers.

Herb Perkins, owner of Purveyor Distributing Company, Chicago, found ready agreement with all the phrases listed in the travel folders, but like any other modern businessman on an important trade mission he uncovered many other things which pointed up the enterprise of Hawaiians. Perkins now is at the half-way mark in a four-week study of the coin machine potential on the island and is contacting old customers and adding new ones.

Following are paragraphs of a letter sent to The Billboard describing his views of industry possibilities in Honolulu:

"The I have been here but a short time, I am already deeply impressed with the people and this amazing country. It certainly is easy to understand why this will soon become one of the States.

"From the coin machine angle, current activity in this area, plus the obvious potential, surpasses that of many places I have visited in the States. From the airport to military installations to Arcades, one finds many types of coin equipment doing a brisk business. Taverns and restaurants also are top locations here.

"The amusement game equipment in general is the very latest and this is what startled me. The local fraternity has pointed out that competition has made new equipment a must and therefore one finds much later equipment here than in the key cities in the U. S.

"Juke boxes also receive good play because the taverns cannot keep both the TV sound and the juke box volume turned up at the same time. But the patrons seem to want both and it is a common thing to find the TV on while they listen to the juke box music."

VARIED PLAYFIELDS

Top Games on Dime Play Proving Trade Stimulant

CHICAGO, May 16.—A series of top games with varied playfields and a slight trend toward dime play on five balls as well as shuffle games is leading the

game trade in general toward new heights. These facts were gathered thru a spot check this week of manufacturers here and distributors and operators in representative areas of the country.

The all facts were considered essential to bring about a new interest in amusement units, most coinmen agreed that the balanced production of games with three plants accenting shuffle games, four stressing five-ball units and two engaged in novelty game output, was the biggest single influence. This, coinmen said, offered players a choice of amusement, compared to a year ago when virtually all plants were making shuffle games.

Currently, the production lineup is as follows: Bally, Beach Club (in-line) and two kiddie rides, Space Ship and The Champion; Chicago Coin, Crown Bowler (shuffle) and the Super Jet kiddie ride; H. C. Evans Saddle and Turf (spin table); Exhibit Supply, 10 kiddie rides—Roy Rogers' Trigger, Sea Skate, Rawhide, Space Patrol, Pete the Rabbit, Big Bronco, El Toro, Ferdie, Rudolph and the Space Gun game; Genco—Golden Nugget (novelty game); Gottlieb—Grand Slam (five ball); Keeney Club Bowler (shuffle); United—Clover (Shuffle) and Cabana (in-line), and Williams—Time Square (five ball).

While dime has been the fee established on shuffle games for four years, it is still a novelty in

the five-ball field. Thus far only a comparative handful of operators have made the conversion. However, those making the change have had such outstanding results—in both increased receipts and reduction of service calls that it is now considered only a matter of time before dime play becomes the standard rather than the exception.

2 Foreign Coin Games Make Bow

NEW YORK, May 16.—National coin-operated games made by Nova, a French firm, are now being distributed in this country.

The units, a European Football game and a Basketball game, are mechanically operated, hence require no electricity. Coin slots, currently set for nickel play, can be adjusted for dime use.

KEEP 'EM ROLLING

Kitt Lauds Bulldog Spirit of British

LONDON, May 16.—Operators and distributors are doing a magnificent job here in the face of circumstances which would discourage most coinmen, according to Gil Kitt, owner of the Empire Coin Machine Exchange, Chicago, one of the largest distributing plants in the U. S. Kitt is making a tour of European countries, setting up new outlets for his company and also the Williams Manufacturing Company, Chicago game manufacturer.

While here, Kitt gained a first hand view of the tenacious efforts of British operators to keep equipment built in the '30's in good working condition. Among the units observed were Chicago Coin Machine Company's Miami and Majors, several upright Exhibit Supply diggers and Rotarys, Bally Bumpers and many others. One of the exceptions to the old timers was United Manufacturing Company's Manhattan, vintage 1947, which because of its modern appearance and operation stood out like a spring in the Sahara Desert, Kitt said.

The Empire Coin executive stated that there would be much opportunity for the American coin machine industry—especially in the game and vending divisions when the day finally arrives for the free importation of these units by English coinmen.

Meanwhile, he said, there was

THEY GAINED A POINT BUT LOST DECISION

DETROIT, May 16. — A pair of local players tried to convert shuffleboard in a near-downtown bar location into the sidewalk variety. Big event of the evening was a television fight, and the bartender was convinced his patrons wanted to see that, and not be disturbed by shuffleboard players, so he pulled the plug on the board.

Two enthusiastic players were not easily discouraged. When the bartender failed to reconnect the unit after the fight, they just picked it up and were trying to move it out on the sidewalk to play, when a patrolman interfered.

Lemke Returns To Photo Mch. Service Field

DETROIT, May 16.—Henry C. Lemke, operator of a wide variety of coin machine amusement equipment in this area for the past 30 years, is reducing his scope of activities to concentrate on the servicing end of his routes because of a shortage of trained personnel.

Two of his key servicemen are leaving the field. Bill Gardner plans to go into the office equipment service business. Clifford Kuvert, with Lemke for 14 years, has accepted an attractive defense plant offer. Another important service staffer, George Rambaum, active manager of the firm during Lemke's recent semi-retirement, will stay with the firm on a part-time basis.

Currently, Lemke is concentrating on coin-operated photo machines.

Mass. Solons Defeat Bill On Inquiry

BOSTON, May 16.—A bill calling for an investigation by a legislative committee of coin-operated machines in Massachusetts was defeated 51 to 31 in the House last week. The bill also called for an investigation into Skilo and Beano games.

The probe was motivated by the need of defining the scope of the recently enacted anti-Skilo law which bars "other similar games" from operation in Massachusetts.

NY Coin Union Cuts CIO Tie

NEW YORK, May 16.—The International Union of Electrical Machine Workers, Local 456, was voted into being this week by former members of the coin machine employees' union, Local 456, CIO-IUE.

The servicemen had been at loggerheads with the CIO (The Billboard, May 16) and felt they could function more effectively once the ties with the national organization had been broken.

Union President James Cagiano said the local would operate much the same as it had while it was affiliated with the CIO, with the same officers, board and policies.

He said the purposes of the union are to insure good wages and working conditions for the servicemen and "to foster a peaceful and harmonious relationship with the Associated Amusement Machine Operators of New York and to strive for stability and development of the industry in the area."

Calendar for Coinmen

- May 18—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- May 25—Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.
- May 26—Western Vending Machine Operators' Association, regular monthly meeting, Unique Restaurant, Los Angeles.
- June 4—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
- June 11—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

NEW PLAY HORIZON?

Coin Rides Prove Big Draw at Mass. Fun Park

By GUY LIVINGSTON

REVERE BEACH, Mass., May 16.—Kiddie rides broke out all over the boulevard as concessionaires opened rides and amusements for a pre-season red one on Sunday (10). The mercury hit 82 degrees, highest of the year, and 30,000, most of them teenagers, invaded the beach.

As predicted by kiddie ride distributors in Boston, Arcade and Merry-Go-Round operators installed the rides in profusion with dime play. Their foresightedness was apparent, moppets waiting in line for Merry-Go-Round and kiddie rides.

Nautical Playland had four kiddie rides, a Spaceship, Ocean Liner, Roy Rogers, Trigger and Donald Duck, all getting heavy play. Penny Arcade had two Big Broncos, one Galloping Beauty, one Space-Ship and Charger. Auto Skooter operators placed a Scientific Spaceship outside their rides.

Operators of other rides and concessions, not having kiddie rides, were interested observers, and indications were that long before mid-season most will have at least one or two kiddie units.

For the first time in Revere Beach history, the spectacle of coin-operated rides operating in conjunction and competition with mechanical ticket rides astounded old-time operators.

One example of extra profits for operators was the success of an Auto Skooter ride alongside a Spaceship on the sidewalk. Small fry, walking the beach boulevard with their parents, get excited each time they pass a kiddie ride.

Already operators have learned that the best place for the devices is just as near to the strolling throngs as possible. Traffic is the key to success in kiddie ride operations at the beach, just as in metropolitan city business

locations, experimenting operators pointed out.

Dime Play Lure

Dime play is an important factor, too, in the ride operation, concessionaires believe.

Kiddie parks, with various types of mechanical rides, miniature Merry-Go-Rounds, Trains, etc., have shied away from the coin-operated kiddie rides so far. On red letter days, many operators find that there are long lines of small fry waiting, not so patiently, for their turn on the mechanical ticket rides. Kiddie rides, many are beginning to feel, will divert the waiting crowds and garner extra dimes.

Mothers of tots also favor the coin rides, it has been found at Revere. They can stand by and hold their youngsters without having to participate in the ride itself as is the case on the ticket-operated rides. Here again, price is a factor, as mama has to pay when she accompanies her child on a ticket-offered ride.

Trade Directory

For ready reference, here is a guide to new product new firms and office and personnel changes reported in The Billboard issues May 9 thru May 23.

New Equipment

Jeep ride, Army Jeep, National Kiddie Rides, New York.

Fire engine ride, Fire Chief Engine, National Kiddie Rides, New York.

Novelty ride, Krazy Top, National Kiddie Rides, New York.

Rocket ride, Super Jet, Chicago Coin Machine Company, Chicago.

Duck Ride, Ducky Wucky, Conat Sales, New York.

Wheel ride, Ferris Wheel, Alert Manufacturing Company, Philadelphia.

Combination ride, Death Ray Gun, Alert Manufacturing Company, Philadelphia.

Shuffle game, Crown Bowler, Chicago Coin Machine Company, Chicago.

Trap hole game, Times Square, Williams Manufacturing Company, Chicago.

Frozen food vender, Video Vender, Barth Engineering and Manufacturing Company, Milldale, Conn.

Hot beverage vender (four

models), Models 840, 850, 520 C20, Coin-O-Matic, San Francisco, Calif., Johnson, P. Change-Maker, Globe Distributing Company, Chicago.

Cup vender, M-250 Single Vender, Dr. Pepper Company, Dallas.

Cigarette vender, Model Delux Keeney Cigarette vender (new production run), J. Keeney & Company, Chicago.

Distributors, New Off

Ideal Novelty, St. Louis, covering Missouri for Meteor Manufacturing Company, New York.

King-Pin Equipment, Kalamazoo, Mich., covering Michigan for Meteor Manufacturing Company, New York.

Gardner Lose Company, Louisville, covering Kentucky for Meteor Manufacturing Company, New York.

Superior Sales, Des Moines, covering Iowa for Meteor Manufacturing Company, New York.

William Kelley, Springfield, Mass., covering New England for Meteor Manufacturing Company, New York.

Vernon L. Spalinger, Seattle, covering Washington for Meteor Manufacturing Company, New York.

McKee Sales Company, Cale, Calif., covering California and Arizona for Meteor Manufacturing Company, New York.

Yund Bros. Sales Company, Albany, N. Y., covering North New York and Western Pennsylvania for Meteor Manufacturing Company, New York.

L. B. Himes, Cleveland, covering Ohio for Meteor Manufacturing Company, New York.

E. J. Willoughby Jr., Philadelphia, covering Eastern Pennsylvania, Delaware and Maryland for Meteor Manufacturing Company, New York.

Canadian Meteor Amusement Ltd., Toronto, covering Canada for Meteor Manufacturing Company, New York.

Dietrick & Wiltz, Inc., Orleans, covering Louisiana for Meteor Manufacturing Company, New York.

Consolidated Warehouses, Montreal, Howell Warehouse, Toronto, covering Canada for Meteor Manufacturing Company, New York.

Bernard K. Bitterman, Kansas City, Mo., covering Kansas for Northwest Corporation, Morris, Ill.

Badger Sales Company, Angeles, covering Los Angeles for AMI, Inc., Grand Rapids, Mich.

Personals

Jerry R. Harris, appointed special representative for Music Distributing Company, Kansas City, Mo., in Iowa and Nebraska.

Sid Mittleman, Mars Manufacturing Company, Linden, bought out his partners, Braun and Dave Stern, now sole owner of the ride firm.

First Distributors, Chicago, added four new staffers, Kolber, sales; Irving K. merchandise; George Mor

National Bow

Lazy Bones

NEW YORK, May 16.—Kiddie Rides this week its latest midget-size kiddie Lazy Bones, a dog ride weighs 180 pounds with fiberglass body.

Hymie Rosenberg, National Sales executive, said the also will be sold apart from base and may be inter with other National midget kiddie rides.

Latest addition to the force is Johnny DeVivo, construction man, who was as office manager.

Rosenberg announced Ravreby, veteran Boston chine operator, will cover New England territory.

Charlie Katz, sales manager, is on a tour thru the Midwest.

ROUTE TO SUCCESS

Top Service Key, Says Conn. Op

By ALLEN M. WIDEM

HARTFORD, Conn., May 16.—A Connecticut coin machine operator turned night club operator contends the best advice any coin machine man can use is this: "Keep your machines out on location. You can't make any money on storehouses."

George Novickas, who got into the coin machine trade some 20 years ago, found that "service is most important, be it in a large location or in a small one."

"Once a machine is installed and has your name on it, you owe it to the public to see to it that the machine is serviced regularly," Novickas said.

Novickas' coin machine business, the Novickas Music of Bristol, Conn., consists of 1,200 juke boxes and 100 pinball machines and is managed by George's younger brother, Edward.

George Novickas, who heads up operations at the highly successful Wright's Restaurant in Plainville, Conn., asserts there's a bright future for "those who aren't afraid of work" in the coin machine industry.

"One thing the newcomer in this business must realize," he said. "That is you don't become a millionaire overnight. You can make a good living, be rated in your community as a popular guy in a growing industry, and have the peace of mind that comes with steady work."

Nasco Sets Carousel For Quick Delivery

PHILADELPHIA, May 16.—Nat Schneller, Inc., manufacturer of Nasco Kiddie rides, announced this week that the firm's new Carousel is available to the trade, with immediate delivery promised.

The ride is 46 inches in diameter and 67 inches high; it weighs 300 pounds. Either one or two riders may be accommodated at a time, with the ride lasting one minute for a dime. The coin mechanism contains a National Slug rejector. Construction is of marine plywood, with chrome finish and mar-resistant paint. Schneller said the ride may be assembled or disassembled in less than 30 minutes. Music can be set so that it plays continuously or only when the ride is in operation. Flashing lights are standard equipment which may be turned off when the location closes for the day. The ride lists for \$795.

Test Locations

Schneller said the Carousel has been on test locations in Gimbel's, Philadelphia, and in an Atlantic City Arcade. He added that the latter location was outside and only a few yards from the ocean, no damage was done to the unit by the dampness and salt air.

He said the plant is capable of producing 50 units a week.

New Aqua Jet Locations Set

NEW YORK, May 16.—Nat Cohn, head of Riteway sales, this week announced that operators have placed Aqua Jets on chain and department store locations in Tennessee, New Jersey, the District of Columbia and Iowa.

New locations include Harvey's Department Store, Nashville (five units); Stampfer's Department Store, Dubuque, Ia. (two units); the Worthington chain, four stores in Dallas; three Sears Roebuck stores in Washington; Leonard's, Fort Worth (two units), and the Funcade, Atlantic City (two units).


Nearly all shipments were made by air freight, he said. Cohn also said that he has shipped a carload of Atomic Jets and Aqua Jets to State Music, his Dallas distributor.

Poole Sets Special Rep

BOSTON, May 16.—Harry Poole, of Poole Distributors, Inc., announced the appointment this week of John A. McIlhenny, Winthrop, Mass., as special sales representative.

McIlhenny has been in the coin machine business for more than 15 years and was formerly district manager for Wurlitzer in New England, and a distributor in Boston and in Florida. He will travel New England for Poole, which has the Wurlitzer franchise, handles Genco games, Capitol Projectors, B. & R. and Kingsley kiddie rides.

Now! The Kiddie Ride That Makes All Other Rides Out Of Date!



Carousel MERRY-GO-ROUND WITH Music

10¢ Carousel 10¢

Floor Space only 46" in Diameter. 67" High. Weight: Approx. 300 lbs. Equipped with NATIONAL COIN REJECTOR.

LOCATION TESTED — LOCATION PROVEN!

- Biggest kiddie appeal!
- Pulls more traffic into store!
- Biggest earnings!
- Biggest Profits!

Completely Automatic — The perfect 1-Minute ride for 1 or 2 children for only 1 dime! A family bargain!

Terrific Attention Grabber — decorated in mar-resistant brilliant colors with chrome trim and posts.

Quiet Smooth Motion — faultless operation — perfect trouble-free mechanism. Safe and easy for children to get in and out.

Sturdy Construction — made of finest marine exterior weldwood — good for years of steady service.

Continuous Music — Constant Flashing Lights

Get ahead of all others with the NEW RIDE—the PROFIT RIDE! Get The Gravy While It's Hot—ACT NOW!

TERRITORIES OPEN FOR DISTRIBUTORS!

Write, Wire or Phone **nate schneller, inc.**

Manufacturers of NASCO AMUSEMENT MACHINES
222 W. Diamond Street, Philadelphia 22, Pa.
Phone: REgent 9-5618-5619

Trade Directory

stant comptroller, and Jan Archany, expeditor. R. B. Trotter, appointed sales representative for Rowe Manu-

facturing Company, New York, in Texas, Oklahoma, Arkansas and Louisiana.

Gill Kitt, Empire Coin Machine Exchange owner, appointed special representative of Williams Manufacturing Company, Chicago, to select foreign distributors.

Joseph J. Blacknall, elected vice-president of the P. Lorillard board of directors.

Benjamin U. Dugas, appointed director of sales training by the Pepsi-Cola Company, New York.

Harry Golden, pioneer cigarette vending machine operator and head of Golden Cigarette Service Company, Cleveland, died May 7.

**QUALITY
DURABILITY
APPEARANCE**

That is what Kiddy-Ride operators must have, and that's what they get with Bally SPACE-SHIP and THE CHAMPION. Big profits, too!

Write for Prices
Terms Available

DONAN
DISTRIBUTING COMPANY
5007 N. Kedzie Chicago 25, Ill.

Bally Distributors for
Wisconsin and Northern Illinois

Krazy Top Ride Is Set By National

NEW YORK, May 16.—B. & R. Manufacturing Company, has released its sixth Kiddie Ride in three weeks.

The ride, called "Krazy Top," is an eight-sides affair with a circular and bobbing motion, much like the tops children play with. Body and base are wooden, with the base measuring 48 inches by 24 inches. Total weight is 450 pounds.

P & M Resumes Joker Output

LANDER, Wyo., May 16. — P. & M. Enterprises has resumed shipments of Joker, an amusement game introduced two years ago but whose manufacture was interrupted pending a court test of its legality under the Johnson Act. In December it was ruled by the U. S. District Court of Wyoming to be "not a gambling device" and "can be shipped in interstate commerce."

The mechanism for Joker is housed in a bell type cabinet and is non-coin operated. It is equipped with an arm type lever which actuates the mechanism. Remote control units, which indicate the type of play completed and the number of plays left for the patron, are housed in a separate cabinet next to the Joker cabinet. In this second cabinet are four push buttons which are used for recording the score and releasing the actuating arm.

P. & M. is owned by B. T. McManus, Lander businessman, who is now appointing distributors. Joker is manufactured for P. & M. by Buckley Manufacturing Company, Chicago, under a contract agreement. It bears U.S. Patent No. D-164,309.

There Is No Substitute For
STEEL!

Wood deteriorates!
Plastic Compounds chip!
STEEL is everlasting!



Meteor Rides Are
STEEL

Throughout!
Meaning that METEOR RIDES are
RUGGED — SAFE — LASTING!
You gain a lifetime of profits — with practically no mechanical servicing expense — with Meteors!

SPECIFICATIONS:
Length 67"—Width 29"—
Height 42". Weight approx.
240 lbs. Heavy Duty 1/4 H.P.
Gear Reduction Motor. 110V
AC Current. 10c National
Coin Rejector.

METEOR PT-BOAT!

Beautiful authentic replica of U. S. Navy PT-Boat built to scale. Outplays any boat ride on the market. With summer approaching, cash in on the demand for boat rides... add METEOR PT-BOATS to your route. Indestructible Plex-Tone finish—will not scratch or mar. Chrome trim and numerous flashing lights attract play.

YOU ALWAYS DO BETTER WITH METEOR!
METEOR ROCKET—METEOR FLYING SAUCER—METEOR PONY BOY
Low Priced—Liberal Finance Plan
DISTRIBUTORS! OPERATORS!
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over **67,000 ACTIVE BUYERS** read
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FOR
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RIDES

EXHIBIT SUPPLY'S

- Roy Rogers Trigger • Sea Skate • Rawhide
- Buzz Coreys Space Patrol • Pete the Rabbit
- Big Bronco • Rudolph the Red-Nosed Reindeer
- El Toro the Bull • Ferdy the Bull • Space Gun

EXHIBIT SUPPLY, 4218-30 W. Lake St
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SACRIFICE SALE!
PRICES SLASHED!

SATISFACTION GUARANTEED **100%**

Miss America Boat Rides
Midget Racer Automobiles

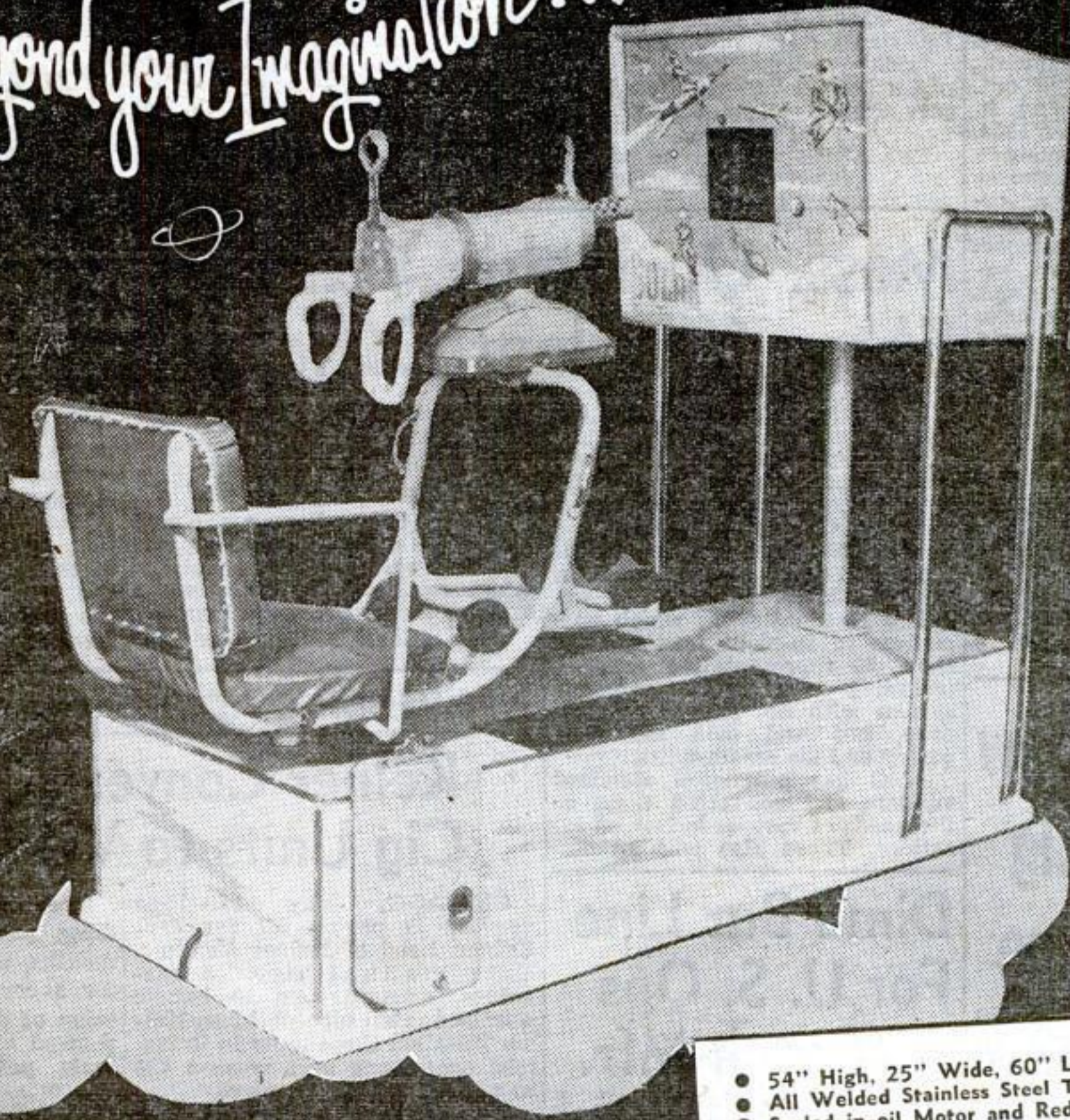
Send for KIDDIE RIDE
FOLDER AND PRICE LIST

REDD DISTRIBUTING
COMPANY, INC.

298 LINCOLN STREET
ALLSTON, MASS. AL 4-4040

WANTED—BALLY CHAMPION HORSE
See big ad on page 89

Way beyond your Imagination...



ALERT'S...
**SOLAR
CADET**

A RIDE WITH FIRE POWER AND BATTLE ACTION—ALL 3 AT ONE TIME!

Every child wants to be a jet pilot fighter! As cockpit revolves, child fires at space men and supersonic planes!

TESTED ON LOCATION

Play has been tremendous! On 4 different locations the average take has been better than \$70 per week.

- 54" High, 25" Wide, 60" Lg. (approx. size of horse)
- All Welded Stainless Steel Tubing Seat
- Sealed-in-oil Motor and Reducer Unit
- All Jones' Plug Connections
- Mechanism Mounted on Steel Plates
- Visual Screen 1/4" Plexiglas (safe for children)
- All 6-8-24 Voltage
- New Plastic-Type Paint—cannot chip, scratch, mar or be hurt by weather
- All connections coated with special formula for weather proofing
- Drop-type 10c coin chute with slug rejector
- Flashing lights with inside target of space men and supersonic planes.
- Flexible, easy-to-aim death ray gun
- Except for coin chute

**IT'S HERE! IT'S NEW! IT'S ORIGINAL!
IT'S THRILLING! IT'S DIFFERENT!**

Distributors—Territories Available

Write—Wire—Phone

ALERT MANUFACTURING CO.

17 WOOD ST. Tel: LOmbard 3-0694 PHILADELPHIA 6, PA.

Debate Cig Vender Operation At Nat'l Restaurant Meeting

Eastern Electric, Superior Spokesmen Tell Operator, Self-Owner Benefits

CHICAGO, May 16.—Operator-installed versus location-owned cigarette venders took discussion precedence during a Wednesday (13) session of the 34th annual convention of the National Restaurant Association at the Navy Pier this week (11-15).

Jim Teahan, vice-president of Eastern Electric, Inc., New Bedford, Mass., and R. W. Sheppard, Superior Manufacturing Company, Evanston, Ill., two of the

panel speakers during the special Service Operators session, took opposing views on the question.

Teahan, first to speak on operating methods, declared that he was present as "an unofficial spokesman for the cigarette vending industry." A number of factors served to prove why the restaurant owner should not operate his own cigarette machine, Teahan said. He listed the factors as:

1. Cigarette venders have been profitable to location owners for over 30 years when operator-installed.
2. Ninety-nine per cent of the almost half-million cigarette venders now on location are serviced by regular operators.
3. Complexity; new models require special skill, technical knowledge to properly service, maintain (manufacturers maintain factory instruction facilities for new operators, servicemen).
4. Obsolescence; new models, improvements mean that older equipment becomes outdated, requires the location owner to take too high a depreciation on a single vender. ("Because operators specialize in vending equipment,

they are in a position to better absorb such depreciation.")

"Full Profit"

Teahan stated that for the restaurant owners who are enticed by "full profit on cigarette sales," the following facts should be considered:

1. Operator - installed equipment relieves the location of counter sales.
2. Inventory worries and expenditures.
3. Losses thru pilferage.
4. Repetition of points 2 and 3 when a self-owned vender is installed.

In addition, he pointed out, "owning your own cigarette vender" means the restaurant owner must either buy, keep stock records, service and load the machine himself or designate an employee to do so.

If he is going to do this, Teahan indicated, why the vender in the first place?

In a number of instances, he declared, operators sold on-location equipment to owners with the provision that they be allowed to buy it back if the lat-

(Continued on page 180)

New Operating Firm Buys Filene Vender

Super-Shopper Products to Merchandise Costume Jewelry in Grocery Chain

NEW YORK, May 16.—Sam Schwartz, head of the newly-organized Super-Shopper Vended Products Company, announced this week that his firm would place multi-purpose venders in six stores of the Ralston grocery chain in Queens and Nassau Counties. His firm has 12 venders on hand, purchased from Filene's, Boston department store, which experimented with the units for three years.

The venders will dispense costume jewelry items at 75 cents each, with each of the three columns carrying a different type. Schwartz said jewelry was selected as the first item to be handled in the Long Island operation because it was a product which is vulnerable to pilferage when placed on a counter.

However, he announced plans to diversify the merchandise selection in the venders. "The costume jewelry venture is pretty much in the nature of an experiment," he said.

Made by Glasscock

The venders were made by the Glasscock Manufacturing Company, Muncie, Ind., and cost about \$500 each. They hold 36 pieces of jewelry in each of the three columns. The unit is 5 feet high, 4 feet wide and 3 feet deep. Schwartz said he expects to obtain additional machines from Glasscock at the rate of 15 a month.

Schwartz revealed he had the venders in storage for several months. Most of them came from Filene's installation at the Logan International Airport in East Boston.

The venders were originally bought by Filene's early in 1950, with the first U-Serve-U Center at the Hub Greyhound Bus terminal. Later, installations were made at Logan and at the Back Bay railroad station.

The venders dispensed toilet articles, novelties and stationery. However, the project was abandoned by the department store early this year.

The venders equipped to sell items ranging in price from a nickel to \$2, at price graduations of 5 cents. The coin mechanism

will handle nickels, dimes and quarters.

Schwartz is currently negotiating with another chain in Long Island, and he intends to experiment with other type articles than costume jewelry if the deal materializes.

Schroeder Hosts Two-Day Coffee Vending Meet

WOBURN, Mass., May 16.—Schroeder Products Company, Inc., national distributor of the Coffee-Mat vender, announced a two-day meeting for the coffee vending trade at the Alcazar Hotel, Cleveland, Saturday and Sunday (23-24). Round-table discussions on operator problems and demonstration of the machine will be features.

Two guests at the meeting will be Clint Darling, executive director of National Automatic Merchandising Association, and C. Christopherson, president of Smaller Businesses of America.

As announced by G. A. Schroeder, president, the tentative program follows: Saturday, 10 a.m., meeting opens; demonstration of vender 11 a.m. to 1 p.m.; 1 to 2 p.m., buffet luncheon; 2 to 5 p.m., panel discussions on "Cup Problems," "Nickel Versus Dime Operations," "Diversification and the Package Deal," "Sanitation" and miscellaneous problems. The first day's meeting will conclude with cocktails and a banquet.

Sunday's meeting will start at 11 a.m., featuring a continuation of panel discussions.

Schroeder stated that a number of rooms had been reserved by his firm at the Alcazar Hotel for visitors. Latter are requested to indicate their intention to attend to the firm's headquarters here.

1st '53 Quarter Up \$859,110 For ABC Firm

PHILADELPHIA, May 16.—Total sales of the ABC Vending Corporation, which have increased every year since 1940, jumped 9 per cent for the first quarter of this year over the corresponding period in 1952. This year's sales were \$10,356,805 compared with \$9,497,695 in the 1952 quarter—a hike of \$859,110.

Percentage-wise, operating profit was boosted even more—34.6 per cent over the 1952 figure. Total profit from sales for the 1953 quarter was \$603,260 compared with \$448,103 for last year.

Net profit jumped 31 per cent—from \$210,479 in 1952 to \$275,922 in 1953. Net profit before income taxes rose 43 per cent—from \$429,057 last year to \$613,467 this year. Provision for income taxes the first quarter of 1953 was \$275,922 against \$210,479 the corresponding period last year.

Stock Earnings Up

Earnings per share of capital stock for the first quarter this year were 29 cents compared with 22 cents last year.

Last year was the most prosperous the firm ever had in terms of total sales and net earnings after taxes. Sales hit \$42,531,072, an 8.3 per cent increase over 1951, while net earnings were \$1,261,174 compared with \$982,011 for 1951.

The first quarter statement this year was issued jointly by Charles L. O'Reilly, chairman of the board, and Jack Beresin, president.

BAIT ADS CONTINUE

ABBB Cites Vend Trade Complaints

CHICAGO, May 16.—In announcing its "activity highlights of 1952," Victor H. Nyborg, president of the Association of Better Business Bureaus, stressed that "bait" advertising continues to flourish in spite of the Bureaus' two-year campaign to curb the practice.

Among the types of business plagued by misleading and misrepresentative advertisements, the ABBB bulletin pointed out, was automatic merchandising. In its summary of services for 1952, ABBB listed vending among a total of 51 types of businesses most afflicted by such advertising.

The total number of instances of service on such vending advertising were 13,899, of which 7,700 were consumer inquiries and 2,224 consumer complaints. The number also included 3,489 inquiries from businesses and 486 complaints from the same source.

Shop Ads

The number of vender ads shopped by ABBB numbered 197, of which 180 were in newspapers, 11 in magazines and 6 on radio programs.

Vending machine advertisements requiring action by the ABBB numbered 133, with 6

necessitating action by local authorities.

Discussing "bait" advertising, Nyborg said that the problem was still "baffling," but that in spite of "only scattered gains it was hoped a solution was not too far distant (for more details, see story in the vending section of the May 16 issue of The Billboard).

"Bait" advertising, he explained, is an "alluring but insincere offer to sell something."

Set Program

The ABBB program to combat

(Continued on page 179)

Mass. Op Holds Vending Show for Plant Officials

BOSTON, May 16.—Over 1,000 plant executives, operators and manufacturers are expected to attend an exhibit of vending equipment in the John Hancock Insurance building here Thursday and Friday (28-29) by the Automatic Merchandising Corporation, of Medford, Mass.

The Medford firm, which specializes in in-plant feeding, will show 25 representative venders, including a complete cafeteria system with hot and cold drink, soup, hot and cold sandwich, pastry and ice cream units.

AMC has purchased standard venders and converted them to the needs of various industrial locations. These also will be displayed and all lunches served, including before-meal drinks, will be dispensed thru venders.

Automatic Food Service

Purpose of the display is to give industrial executives an opportunity to evaluate the advantages of automatic merchandising and to observe the progress the firm has

(Continued on page 179)

National to Bow 11-Column Cig Vender in June

ST. LOUIS, May 16.—National Vendors, Inc., announced this week a new 11-column cigarette vender would be available for June delivery. Designated as the 11-ML, it has a 467-pack capacity, distributed in six double and five single columns. Price has not as yet been set.

Mechanically identical to the firm's 9-ML and 7-ML models, it also has the same height, depth as the former but is 4.75 inches wider (32.75 inches) to accommodate the extra capacity.

Tom Hungerford, merchandising director, stated the new model was introduced to fill a need for greater capacity and additional brand distribution required in many locations.

Dime Bar Line For U. S. Ops By Dutch Mfr.

NEW YORK, May 16.—C. J. Van Houten & Zoon, Inc., manufacturer of chocolate products in Holland since 1826, is in the process of making a line of bars for the American vending trade.

The bars will vend for 10 cents and will include the following flavors: Hazelnut, Bittersweet, Vanilla Milk Chocolate, Orange Milk Chocolate and Coffee Milk Chocolate. They will be 4 3/4 inches long, 1 1/2 inches wide and 3/8 inches thick.

The firm has its own U. S. distributing set-up and has been selling to food specialty stores here for many years.

PIPE VENDING NO DREAM

Kelner Converts Manual Cig Units to Vend \$1 Pipe

CHICAGO, May 16.—Pipe vending is paying off for Jack Kelner, head of Kelner Vendors. Using manual cigarette machines, converted to handle standard retail pipe package, Kelner installed three units in industrial spots; one unit grossed \$24 in a week selling \$1 pipes.

Cost of the vender conversion, in labor and parts, was approximately \$25 per machine, Kelner figures. This involved installation of new channels and locking levers to accommodate the pipe packages and coin mechanisms to accept four quarters. Each of the converted venders holds 100 pipes in five different styles.

Kelner stated that an announcement was posted on each of the three machines that the \$1 would be refunded if the customer did not decide to keep the pipe after examination. Not one pipe was returned, he said.

The machines have been selling pipes for the past months, and while Kelner for a certain amount of "satiation of demand," it has not showed up. He found the male patrons often purchase two or more pipes, to use at home, or just to have a variety of bowl and stem.

The converted cigarette are installed in plants where male workers predominate, they are spotted in factories departments where the workers normally have to employ hands most of the time in tasks. Thus, cigarettes were too convenient an answer for smokers have both hands longer to perform their job.

Kelner plans to convert traditional cigarette machines to pipe vending operation.

Show Cigarette Food Venders at Restaurant Meeting

CHICAGO, May 16.—Two cigarette venders and one multi-purpose unit were displayed at the National Restaurant Association Exposition at the Navy Pier May 11-15.

Eastern Electric, Inc., New Bedford, Mass., exhibited its column Electro console cigarette machine, while Superior Manufacturing Company, Evanston, Ill., displayed its eight-column manual cigarette vender. Supermarkets its unit to location owners only (see separate story section). While not announced publicly, the price of the Super vender as reported by interested restaurant owners was "about \$265." The location pays off machine at the rate of 10 cents per carton of cigarettes vend.

Automatic, Inc., New York, U. S. distributor for A. S. Wittborgs Automatafabriker, Odense, Denmark, exhibited that firm's multi-item merchandiser vender. Restaurant owners evidenced interest in the 24-hour sales potential of the unit when supplementing counter sales and/or stalled in a vestibule or storefront location to vend sandwiches and pastries when restaurants are closed.

Victor Intros Twin Window Topper Model

CHICAGO, May 16.—Victor Vending Corporation introduced a new twin window model per Deluxe, featuring a section plastic top. Supplementing the Topper Deluxe Cabinet, the new unit is answer to operator demand for a cabinet type unit, according to Harold Schaef, president.

The twin window model retains the large square opening at the top for easier loading has a narrow metal strip at the center of each side of the merchandising compartment.

"Jack Pot Pays Off"



Northwestern

LECTIVE
B GUM
ENDER

olds Over 500
Pieces—
Columns—
ast, Easy
Servicing



l sure hit the jackpot with the new
Northwestern Tab Gum Venders
recently purchased. Getting them
to good locations is a push-
over . . . and do they pay off!"

P. D. C., Michigan

NORTHWESTERN CORPORATION
2453 East Armstrong St.
Morris, Illinois

**OLD AND SERVICED
BY AUTHORIZED
Northwestern**

DISTRIBUTORS

- Badger Novelty Company
2546 North 30th Street
Milwaukee 10, Wisconsin
- Badger Sales Company
2251 West Pico Blvd.
Los Angeles 6, California
- Fisher Brown
18 South Harwood, Dallas, Texas
- King & Company
West Lake Street, Chicago 12, Illinois
- Maddox Sales & Service
8814 Kensington Parkway
Chevy Chase 15, Maryland
- Northwestern Sales & Service
440 West 42nd Street
New York 18, New York
- Northwestern Sales & Service
1198 Tremont Street
Boston 20, Massachusetts
- arkway Machine Corporation
Ensor St., Baltimore 12, Maryland
- Peanut Products Company
Second Avenue, Des Moines, Iowa
- Peanut Products Company
1123 West 21st Street
Indianapolis, Indiana
- Peanut Products Company
Harney Street, Omaha, Nebraska
- ke Coin Machine Exchange
609 Spring Garden Street
Philadelphia 23, Pa.
- J. Rosenfeld Company
18 Olive Street, St. Louis, Mo.
- iking Speciality Company
530 Golden Gate Avenue
San Francisco, California
- Vend-All Company
816 West 36th Street
Minneapolis 8, Minnesota

**Free Match Books
Provide Smokers
Annual 'Dividend'**

NEW YORK, May 16.—According to the Match Industry Information Bureau, free advertising book matches provide a \$1-a-year dividend for American smokers. The average smoker, MIB states, spends approximately \$90 per year for cigarettes; last year, they consumed 20 billion packs. "And nearly all cigarette and other tobacco purchases are accompanied by a gift of free match books from the tobacco seller or vending machine."

The report pointed out that the average smoker uses 200 match books a year. When the vender or retailer gives away a free match book, what is actually offered is a rebate or dividend of .5 cent on the purchase, since the one match book in 10 that the user pays for is sold by tobacco retailers at two for a penny.

The Bureau stated that some 257,000 advertisers help make the dividend possible by paying one-quarter of the cost of the books.

Since the war, match book demand has increased from 35 per cent to the present 50 per cent of all matches used by Americans annually.

**Operator Aids
Local Newspaper
In Camp Drive**

HARTFORD, Conn., May 16.—The Robbins Vending Company, which operates 500 candy and cigarette machines, is co-operating with the Hartford Times Camp Fund in its efforts to raise \$22,000 to cover the cost of this year's outings.

On the front of each vender the company displays a poster calling attention to the benefits extended underprivileged children at the Times Camp Farm.

**Nominate W. Va.
Cig Op for Mayor**

DUNBAR, W. Va., May 16.—Guy Moss, head of Champion Cigarette Vending Company here, has been selected as the nominee for mayor by the town's Democratic executive committee. He was selected from a group of 12 prospects for the office.

Moss made his first venture into politics when he successfully ran for a ward committee post in a recent election.

Peter Paul Appointment

NAUGATUCK, Conn., May 16.—Peter Paul, Inc., appointed Robert S. Gray assistant controller. Gray was previously with the accounting and purchasing department of the firm's Oakland Division.

"BIG PROFITS!"

**Vendors and Jobbers
CHEWING GUM LINE!**

- ★ Cellophane Wrapped
- ★ Fresh from the Factory
- ★ All Flavors and Types—
PLUS Bubble Gums—
1c, 2c, 5c Items!

Half of Standard Brand Prices
All sizes Ball and Vending Gum, Chlorophyll Gum, Chiclé & Bub-L Chews, Baby Midget Chicks Tablet Gum. Three sizes—520, 320 & 250 per lb.

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

READY FOR DELIVERY NOW!



**Empire
COIN MACHINE EXCHANGE**
1012 Milwaukee Ave. • Chicago 22, Ill.

Supplies in Brief

Here are the current trends in supplies and commodities which affect vending machine operators, direct from The Billboard's Washington Bureau.

Sugar Tonnage

A total of 2,904,353 short tons of raw sugar during the first four months of this year were charged against an annual sugar quota of 7,900,000 short tons, compared with 2,619,041 short tons charged against the quota during the same period last year, the Agriculture Department reported this week.

Total includes imports from Hawaii, Puerto Rico, Virgin Islands, Philippines, Cuba and other Latin American countries as well as domestic beet and cane sugar.

Bottle Summary

In a summary of 1952 glass container industry activity, the Commerce Department has cited as "significant" last year's returnable beverage bottle shipments, up 23 per cent over the previous year. Returnable beverage bottle shipments reached a five-year high of 7,897,609 gross in 1951 compared with 6,398,414 gross in 1951, Commerce reports.

Production of returnable beverage bottles rose from 7,086,479 gross in 1951 to 8,659,250 gross last year, also a five-year record.

Almonds Status Quo

The May 1 condition of almonds reported at 56 per cent is the same as it was a year ago, while prospects for the almond crop generally are "very irregular between areas," the Agriculture Department reported last week. Agriculture blamed late February and March freezes for damage to early-blooming varieties and attributed additional damage to April 7-9 frosts. The 10-year May 1 average condition is 64 per cent.

At the same time, the Customs Bureau announced that as of May 2, 5,352,707 pounds of almonds, including shelled, blanched, roasted or otherwise prepared varieties, had been imported since October 1, 1952. Quota limitation on almond imports is 7,000,000 pounds per year.

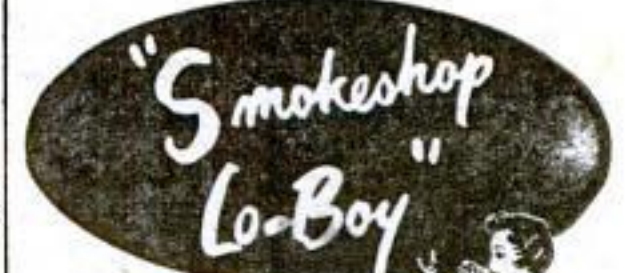
Tobacco Harvest

An estimated 2,254,855,000 pounds of U. S. tobacco was har-

vested from 1,773,000 acres in 1952, with production 3 per cent under the 1951 record crop of 2,331,591,000 pounds harvested from 1,779,900 acres the previous year, the Agriculture Department announced this week.

Agriculture placed the value of the 1952 U. S. tobacco crop at \$1,128,000,000, for the third consecutive year surpassing the billion mark.

Average price received by growers last year was 50 cents per pound compared with 51.1 cents in 1951, while per acre yield last year totaled 1,272 pounds as against 1,310 in 1951.



THE NATION'S FINEST
CIGARETTE VENDOR!

486
PACK
CAPACITY

Tear Out
and Mail
This Ad
for
Details



Smokeshop Corp.
(AUTOMATIC PRODUCTS CO.)
250 West 57th Street, New York 19, N. Y.

**KING SIZE CONVERSIONS FOR ALL
MODELS CIGARETTE MACHINES—WRITE!**



SPECIAL
DuGrenier V, 7 cols., all King
Size, up to 298 cap. \$95.00
SILVER QUARTER OPERATION

**SILVER QUARTER
OPERATION
KING SIZE INCLUDED!**
Rowe Royal—8 col. \$90.00
Rowe Royal—10 col., 400 cap. 95.00
U-NEED-A "A," 6 col., 180 cap. 87.50
U-Need-A "E," 8 col., 100 cap. 80.00
Add \$5.00 to Above Prices for
30c Vending

CANDY MACHINES
DuGrenier Candyman (wall
model) 72 Bar Cap. \$45.00

**WE HAVE A FINE STOCK OF
6 & 8 COL. NEW CANDY VENDORS—WRITE!**



DuGrenier "S,"
7 Cols., ALL KING
SIZE, 216 Cap.
\$90.00

SPECIAL!
Uneeda Monarch,
All King Size, 6 Cols.,
380 pack cap.
\$87.50.

Our Paints are VENERIZED
Prevents Peeling
Flaking & Rusting.

All Equipment Unconditionally
Guaranteed. Trade Prices.
1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW . . . RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

When answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

OPERATION ANNUITY!
Operators know that the most profitable, stable, and consistent money makers in the coin vending industry are personal weighing scales!

We are the largest penny weighing machine business in the world . . .
**AND WE ARE OFFERING
OUR OWN ROUTES TO YOU!**
1—Every one of them is in Your territory!
2—Every one is a profitable operation making money right now.
3—These routes encompass every kind of location — chains, super markets, department stores, railroad and airline stations, bus terminals, theatres, etc.

This is the opportunity of a lifetime — it can't happen again! Don't delay — ACT NOW TO ACQUIRE A VENDING OPERATION THAT YOU CAN INCORPORATE INTO YOUR PRESENT OPERATION!
Write for full particulars — we will give you:
— complete information
— Actual earning records
— Explain our complete set-up for parts and supplies, easy financing, and our sincerely equitable deal!

The finest, latest model ticket machines — large dial machines — etc. available!

- RECONDITIONED PEERLESS TICKET MACHINES EQUAL TO NEW!
 - Model 55 . . . \$200.00
 - Model S 175.00
 - Model 50 150.00
 - Model Q 130.00
- IMMEDIATE DELIVERY!

PEERLESS
Weighing & Vending Machine Corp.
29-28 41st Avenue • Long Island City 1, N. Y.
Phone: STILLWELL 4-1620

Fill out Coupon and MAIL TODAY!

Peerless Vending & Weighing Machine Corp.
29-28 Forty-First Ave., L. I. City, New York.
Gentlemen: I am interested in acquiring a weighing machine route, and would appreciate getting full particulars.

NAME
ADDRESS
CITY ZONE STATE
PHONE territory

I am interested in (Section of Country)

**MANDELL GUARANTEED
USED MACHINES**

- DeLuxe 1c & 5c Comb. \$13.95
- 33 1c Porc. 7.95
- 1c Bulk Porc. B.G. 7.95
- 5c Bulk Porc. 7.45
- 1c & 5c Bulk Porc. 7.95
- Bus 1c Bulk 7.45
- King 1c B.G. or Mdse. 7.45
- King 5c 7.45
- Post Card (Metal) 15.00
- 1c & 5c B.G. 7.45
- 1c & 5c Mdse 5.95

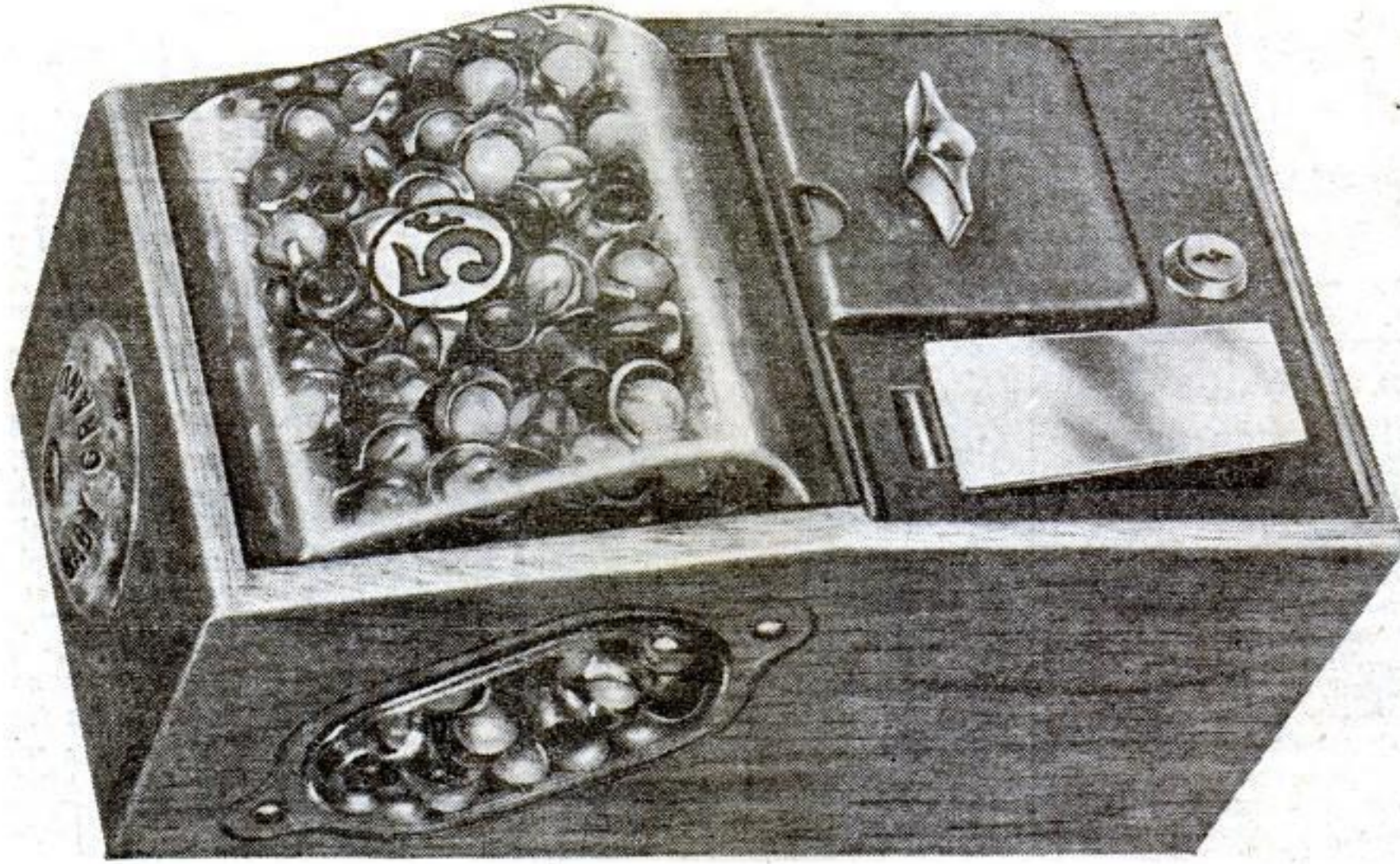
CHANDISE & SUPPLIES

- 10 Nuts, Jumbo Queen \$.90
- 10 Nuts, Vendors' Mix81
- Whole65
- Butts57
- Jumbo36
- Nuts28
- Nuts 480 ct. 5 lbs. vac. pk.85
- Nicks34
- W Peanuts30
- Baked Beans30
- Mix30
- Beans28
- Lozenges25
- Fruit Charms, 100 ct.44
- Ball Gum, all sizes, 200 minimum. Prepaid, per lb.28
- Gum, all flavors, 100 ct.42
- Gum, all flavors, 100 ct.47
- Chocolate, 200 ct. 1.20
- Chocolate, 200 ct. 1.30
- um Order, 25 Boxes Assorted.
- line of Parts, Supplies, Stands, Brackets, Charms Everything for
- Deposit, Balance C.O.D.

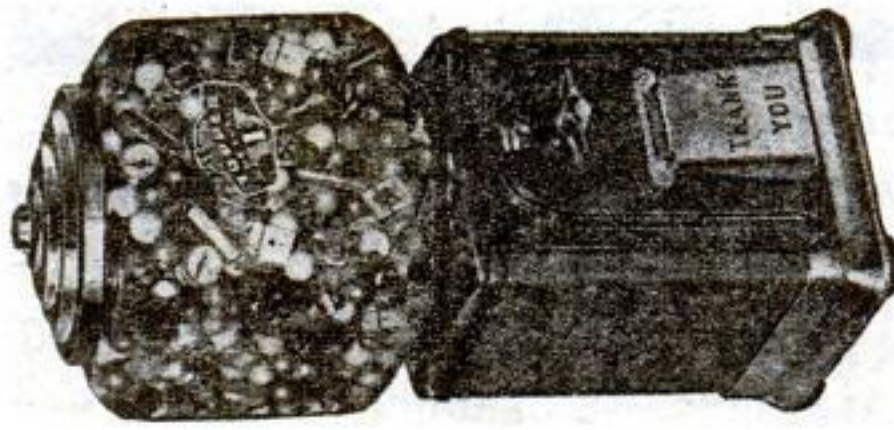
**NORTHWESTERN
AND SERVICE CO.**
MOE MANDELL
W. 42nd St., New York 36, N. Y.
LONGACRE 4-6467

7,000 ACTIVE BUYERS read
classified columns each week

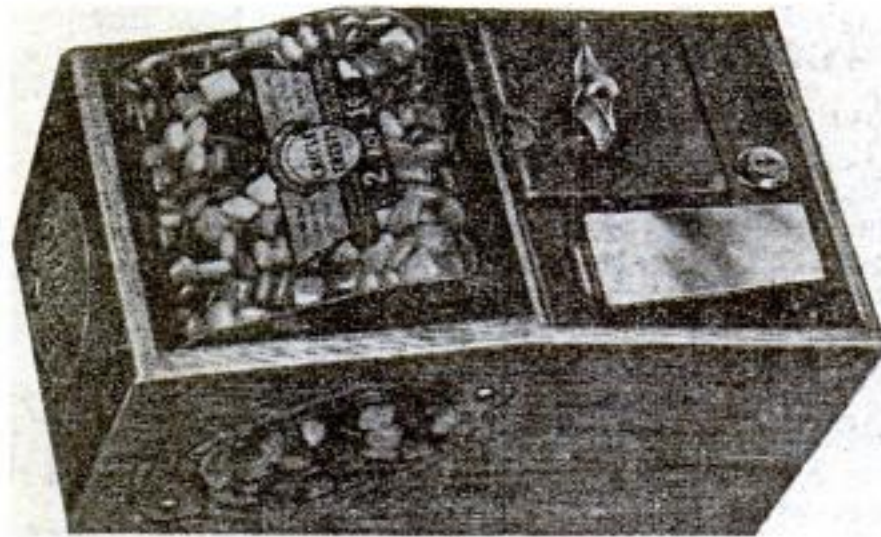
**VICTOR'S NEW COMBINATION
ROCKET CHARMS and
BABY GRAND DELUXE**



Featuring all the earning power that can be packed into a Bulk Vendor.
Test locations show that **ROCKET CHARMS** and **BABY GRAND** empty in 4 to 5 days. **BABY GRAND** holds 500 **ROCKET CHARMS**.



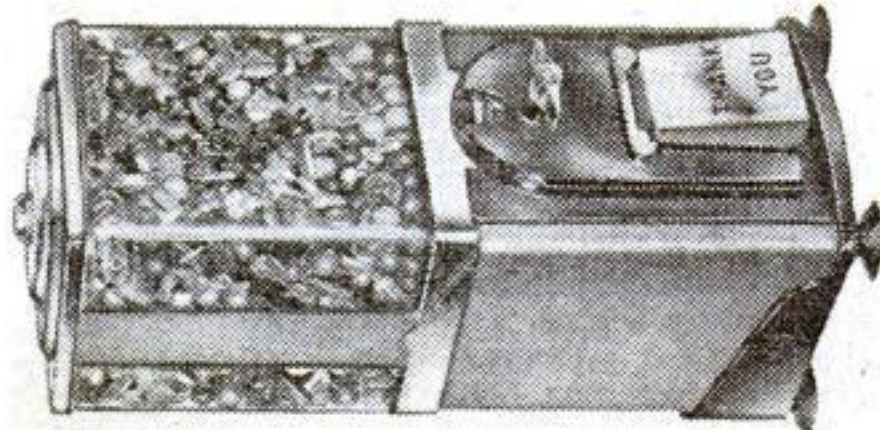
TOPPER DELUXE GLOBE STYLE
Rugged, durable Globe Style vander finished in red and black, trimmed with chrome. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Gum. Packed and sold 4 to the case.



BABY GRAND DELUXE and CHICLE TREETS
Featuring Victor's Project-O-View Window of transparent Lucite . . . shatter-proof for safety. Two locks . . . one for fast loading . . . one for money compartment. Cabinet of solid Oak with natural finish. Vend Chicle-Treets Count . . . 6 colors . . . 6 flavors . . . 2 for 1¢. Capacity: 6 1/2 lbs. Packed and sold 4 to the case. Also vend's Chloro Treets 2 for 5¢ . . . 250 count. Or will vend average of 4 for 5¢ when equipped with Merchandise Wheel (part No. 50).



TOPPER DELUXE HALF-CABINET STYLE
The perfect combination of steel and Lucite finished in red, black and yellow, trimmed with chrome. Large square opening at top for fast, easy loading and dressing of charms. Chrome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of ball gum. Packed and sold 4 to the case.



TOPPER DELUXE
Twin Window Style
Of Transparent Lucite for Maximum Display . . . and featuring all the refinements and innovations embodied in all models of the famous **TOPPER DELUXE** . . . Same capacity . . . same large square opening at the top for greater efficiency.

SEE . . . The most complete line of Bulk Venders!
BUY . . . The Finest Mechanisms in the World!
VICTOR . . . Manufacturers of the Finest Bulk Vending Equipment

**You can *DEPEND* on
VICTOR
Always . . .**

**FOR THE LATEST AND
BIGGEST MONEY-MAKERS
IN BULK VENDING**

World-Famous for Durability . . . Dependability
. . . Attractive Appearance . . . Consistently the
most profitable equipment offered to the Bulk
Vending Trade . . . Featuring the utmost in
economical operation.

**SOLD EXCLUSIVELY THRU VICTOR
DISTRIBUTORS**

For information on "ROCKET CHARMS" Contact
Everett Graff, 2841 W. Davis St., Dallas, Tex. Ph. Yále 8323

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE CHICAGO 39 ILLINOIS

Twinkle-Twinkle Little Star... DIAMOND-TINSEL HARMS Series #2

Nursery Rhyme gave us an... to put DIAMOND-TINSEL into our Charms, so they charm with twinkling sounds.

Consists of 52 assorted Big Charms. Comes in five assorted Diamond-Tinsel Colors.

2.50 Per 1,000 I.o.b. Jamaica, N. Y.

Immediate Delivery (Minimum Order \$10.00) Or: At Your Distributor

IMPORTANT that low-cost Charms have a New Look a New Appeal. Diamond-Tinsel accomplishes this result. First to use them in your Charms.

AMUEL EPPY CO., INC. 91-15 144th Place Jamaica 2, N. Y.

SCHOENBACH STAMP VENDORS Folder Type

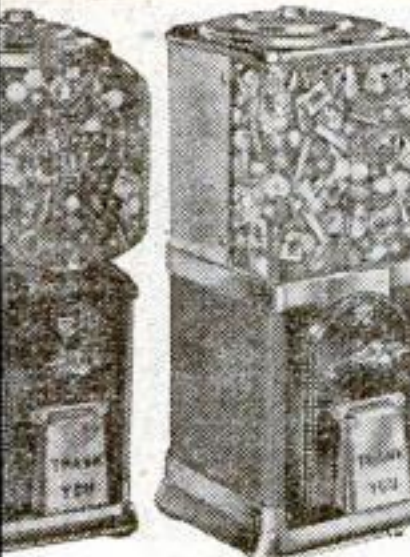


ATTRACTIVE OUTSTANDING Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$22.50 ea.
3 Col. Vendor \$32.50 ea.

With Order, Balance C.O.D.

SCHOENBACH Distributors of Advance Vending Machines, Bedford Ave., Brooklyn 25, N. Y.



VICTOR'S Deluxe Style \$14.20 Ea. 48 to 99 \$13.75 Ea. 100 or more \$13.20 Ea.

VICTOR'S Topper Deluxe Half-Cabinet Style \$14.00 Ea.

complete charm and merchandise and all bulk vending supplies.

ARNARD K. BITTERMAN 27th St. Kansas City 1, Mo.

HARMS NEW JET SERIES ASSORTED CHARMS

Crosses, skulls, animals, etc. the largest assortment in the field!

astic \$2.00 Mpper 3.00 Mver 3.25 M

MINOES designed for use with clear plastic.

per M I.o.b. NYC

STILES • SIRENS, ETC. COMPLETE LINE OF CHARMS. FREE PRICE LIST!

A. PRICE CO. 144th St., New York 13

GIVE TO THE AMERICAN CANCER FUND

Halifax Coin Plans Expanded Cup Operation

HALIFAX, N. S., May 16.—Halifax Coin Machine Exchange announced this week that it had signed the first contract for installation of cup beverage venders in industrial plants through the seaside provinces. A. J. Boudreau, firm head, said that expansion of the industrial operation, plus others at airports, amusement parks, beaches, etc., would depend upon the outcome of current court action. He said the "legality" of the use of cup machines was being tested in the Canadian courts.

Boudreau also reported that his firm had placed about 70 scales with theater operating chains in the Atlantic provinces.

The introduction of a new cigarette vender, "all-Canadian in origin," is being readied, according to Boudreau. It will offer 18 selections.

Kill Okla. Bill Stopping Below-Cost Cig Sales

OKLAHOMA CITY, May 16.—The State Senate Monday (11) killed a bill designed to stop the sale of cigarettes below cost as a leader.

The measure included provision for a "cost survey" and authority to suspend or revoke the licenses of persons selling cigarettes below cost.

Ala. Tobacco Sales

MONTGOMERY, Ala., May 16.—Tobacco tax collections for April totaled \$642,655, a drop of \$29,766 compared with April, 1952, it was announced by State Revenue Commissioner Joe Edwards.

BIG! BIG! BIG!

VICTOR'S NEW COMBINATION ROCKET CHARMS AND BABY GRAND DELUXE

1 Baby Grand Deluxe	\$14.50
500 Rocket Charms	10.00
TOTAL COST	\$24.50
4 Baby Grand Deluxe	\$57.00
2000 Rocket Charms	40.00
TOTAL COST	\$97.00

1/3 Dep. on all orders; F.O.B. Boston
Everything for the Operator at Lowest Market Prices!

CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

ORDER TODAY

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

Vend PARCHED CORN for hot weather

Excellent for taverns. Send \$1.00 for 3 lbs. prepaid, enough to fill a 5 lb. peanut bowl. Other nut items, roasted fresh daily.

PATTERSON FOOD PROD. CO. Box 1862, Huntington, W. Va.

NAT'L VENDORS CELEBRATES 20TH ANNIVERSARY

ST. LOUIS, May 16.—A 20th anniversary was celebrated by National Vendors, Inc., Wednesday (13), marking two decades of cigarette vender production.

Starting in 1933, National has continued to specialize in cigarette vending equipment. Currently in production are two models; nine and seven column electric and manual units.

Ben W. Fry, president, reported the reception of numerous congratulatory wires and letters over the past week from various trade groups, operators and allied fields.

Am. Tobacco Sales, Net Ahead of '52

NEW YORK, May 16.—American Tobacco Company this week reported that its sales and net income for the first quarter of 1953 have increased 3 and 4 per cent respectively above volumes for the first quarter of last year.

Net income for the 1953 quarter was reported at \$7,057,000, equal to 97 cents a common share, compared with \$6,815,000, or 93 cents a share, for the corresponding quarter last year.

Total sales for the 1953 quarters were \$249,925,000, against \$241,993,000 during the first three months of 1952.

The firm manufactures Lucky Strike, Pall Mall and Herbert Tareyton cigarettes. Last year the company's cigarette output accounted for 32 per cent of the national production.

Bait Ads

Continued from page 176

"bait" advertising, which is "not quite false" but which does not "come clean with the truth," began to take form last year. Adopted at the annual conference of the ABBB in June, 1952, the program calls for "business to organize advertising boards of review at the local and national levels for the purpose of reviewing and examining various areas of objectionable advertising and to seek its correction."

As a result of the program, local review boards have been established in 22 cities and action is being taken in 15 others. This year, even more special boards will be formed.

Nyborg pointed out, however, that because of "expose" type of publicity has a "certain glamour and appeal" to some publications and readers, the public should not be led to believe the bureaus are mainly concerned with "policing" ads. Also that the harmful practices of a small minority of firms, as in vending, are representative of that business in general.

100 Honor Coan At Anniversary Dinner in Chi

CHICAGO, May 16.—A 30th anniversary dinner was held in honor of J. W. Coan, president of Coan Manufacturing Company, Madison, Wis., at the LaSalle Hotel here Friday evening (15). Coan celebrated his three decades in the vending industry April 27.

Chairman of the anniversary dinner committee, Jack Chalcraft, Coan assistant sales manager, reported that over 100 persons attended the dinner. Johnny Stevens, Stevens Enterprises, Wichita, Kan., toastmaster, presented Coan with a commemorative plaque citing his many years of service to the automatic merchandising industry.

Among the speakers at the dinner were Fred Steffens, vice-president of National Rejectors, St. Louis; Bill Emig, Variety Vendors, Detroit; Robert Merriam, Merriam Sales Company, Des Moines; G. R. Schreiber, editor of Vend, and Harvey Carr.

Many operators, candy and cookie manufacturer executives were among those present to honor Coan.

Regina Refuses Cig Vender License

REGINA, Sask., May 16.—A request from Don Pells, Ltd., Regina, for a license to operate automatic cigarette venders was turned down by the city council and a bylaw prohibiting the machines was activated.

Cigarette venders are prohibited by law in Winnipeg and Brandon, Man., and Victoria, B. C. Applications for licenses have been refused in Calgary and Edmonton, Alta., and Saskatoon, Sask. In Moose Jaw, Sask., no application has been made but the chief constable is reported opposed to the machines.

The main point of opposition is the "possibility that children might buy cigarettes."

Vending Show

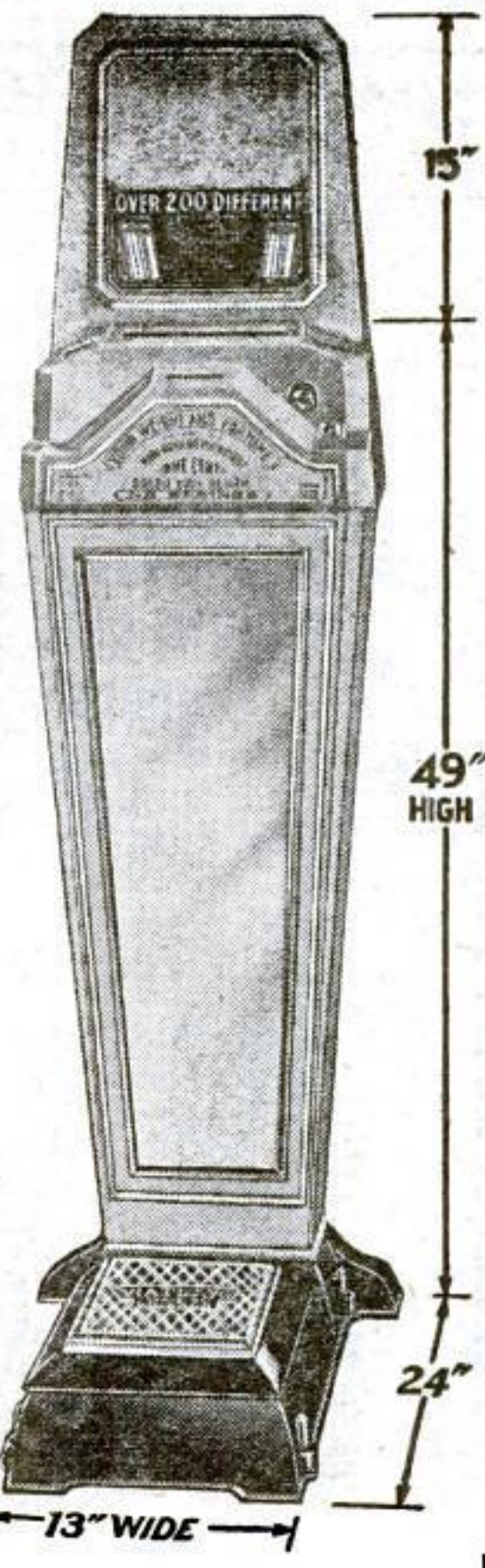
Continued from page 176

made toward a completely automatic food service.

William C. McConnell Jr., is president of the firm; John H. Latshaw, sales manager, and Bert Steir is a sales executive.

Among the manufacturers expected to attend are Jack Mill, vice-president of Rowe Manufacturing Company; Mel Rapp, vice-president of Apco, and I. H. Houston, president of Spacarb-Juice Bar.

AMC was organized four years ago and has 400 industrial and institutional locations in Eastern Massachusetts and New Hampshire.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

SAVE NOW!

—Prices will go UP!

Used but in good condition . . .

SILVER KING, 5c \$4.95 ea.

Nut Venders, now only . . .

PALMETTO DISTRIBUTING CO., INC.
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 - WESTERN DISTRIBUTORS, INC. 1226 SW 16th Avenue Portland, Oregon

Debate Cig Vender Operation

Continued from page 176

ter decided self-ownership was not so profitable. In the majority of such sales, Teahan said, the equipment eventually was resold to the original operator.

Concluding, Teahan declared: "No responsible manufacturer of cigarette machines will sell to

location owners due (mainly) to the service problem."

"Own Your Own"

R. W. Sheppard, Superior Manufacturing Company, keyed his talk to "full profits for the restaurant owner," accruing when he purchased his own cigarette vender. He stated such profit ranged from \$300 to \$1,200 a year when it was not shared with an operator.

"The \$178,000,000 gross profit on cigarette sales during 1951 is even higher now," Sheppard said. He quoted the average mark-up per pack, as of June, 1952 as 26.6 per cent. "This means that you as a restaurant owner can realize 5.1 cent profit per pack if you own your own cigarette machine."

The Superior eight-column manual cigarette vender can be paid for by the location owner in 12 months or longer, Sheppard pointed out.

Answering questions from the floor, he said his firm "has hundreds of jobbers distributing its equipment," and that there were "thousands in use."

Superior jobbers, Sheppard noted, provide repair and maintenance service to location owners. Answering a question on king-size packs from the floor, Sheppard said his unit was equipped to "vend the king-size packs in any column."

Concluding the question of self-ownership versus operator-serviced cigarette machines, chairman Gordon Grabenstedter, of the Robin Hood Restaurant chain, commented he "guessed the question wound up about where it started at the beginning of the debate."

Perfumatic, Mercury Tell Distrib Facts

TORONTO, May 16.—Lawrence Hoffman, president of Perfumatic of Canada, Ltd., and O. J. Manion, president of Mercury Tool & Stamping, Ltd., collaborated on clearing up a misunderstanding regarding distribution of the former's perfume vender this week.

Contrary to earlier reports, Jo-Lo Perfumatic, Jersey City, N. J., is not the U. S. and foreign distributor for Perfumatic of Canada, but for Mercury Tool & Stamping.

Hoffman stated that exclusive manufacturing and sales rights on the unit were awarded to Mercury Tool, which in turn appointed Jo-Lo U. S. and foreign distributor in October, 1952.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 16	Issue of May 9	Issue of May 2	Issue of April 25
ABT Guess Your Weight Scale	\$100.00	\$100.00	\$100.00	\$100.00
Acorn, 1c or 5c		8.95	8.95	8.95
Advance Model D Roll Gum	7.45	6.50 6.95	6.95 7.45	6.95 7.45
Advance No. 11	5.95	5.95(2)	5.95(2)	5.95(2)
Alkuna Cracker Machine	37.50	37.50	37.50	37.50
Asco Hot Nut, 5c		7.50(2)	7.50	7.50(2)
Atlas Deluxe		7.95	7.95	
Atlas Deluxe Nut Vender	7.95			7.95
Cebco Nut, 5c (2 col.)		14.50	14.50	14.50
Columbus, 1c	7.45	7.45(2)	6.45 7.45(2)	7.45(2) 8.00
Columbus 5c		7.45	7.45	7.45 8.50
Columbus, Model 46G, Ball Gum		6.95		
DuGrenier Adams Gum, (4 col.) 1c				17.50
Du Grenier Candyman	45.00	45.00 49.50	45.00 49.50	45.00 49.50
DuGrenier V	82.50	82.50	82.50	82.50
DuGrenier VD	82.50	82.50	82.50	82.50
DuGrenier S (7 col.)	77.50	77.50	77.50	77.50
DuGrenier Champion (9 col.)	97.50	97.50	97.50	97.50
DuGrenier Champion (11 col.)	97.50	97.50	97.50	97.50
Eastern Electric C-8	125.00		125.00	
Exhibit Card Vender, 1c	15.00	14.50 15.00	14.50 15.00	14.50 15.00(2)
Foot Ease (Exhibit)	50.00		95.00	85.00
Humpty Dumpty Scale	100.00			
Jewel, 5c				10.00
Kirk Astrology Scale	90.00	90.00	90.00	90.00
Kleenix 5c or 10c	49.50	49.50	49.50	49.50
Leigh PX		149.50		
Marion Scale	89.50	89.50	89.50	89.50
Master 1c & 5c	7.95	7.95	7.95	7.95
Master, 1c	7.45	7.45	6.45 7.45	7.45 8.50
Master, 5c	7.45	7.45	6.45 7.45	7.45 8.50
Mills Adams Gum Vender				16.50 17.50
Mills Candy (5 col.)	89.50	89.50	89.50	89.50
Mills Tab Gum	16.50	16.50	16.50	16.50
National Candy (8 col.)	89.50		89.50	
National King Candy	19.50	19.50	19.50	19.50
National Electric	99.50	99.50	99.50	99.50
National Postage, 1c & 3c	45.00			
National 930	130.00	130.00	130.00	130.00
National 950	145.00	145.00	145.00	145.00
Northwestern 33 Ball Gum	7.95	7.95	6.95 7.95	7.50(2) 7.95
Northwestern Deluxe 1c and 5c	13.95	8.50 12.95	10.95 12.95	12.95 13.95
Northwestern Model 39, 1c	7.95	7.95	6.95 7.95	7.95 8.50
Northwestern Model 49, 1c or 5c		12.50	12.50	12.50(2)
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum		7.50	7.50	
Pop Corn Sez	69.00 69.50	49.50 59.50	59.50 69.50	59.50 69.50
Regal 1c Ball Gum or Mds.		4.95	4.95	4.95
Rowe Imperial (8 col.)	78.50	78.50	78.50	78.50
Rowe President (8 col.)	125.00 155.00	125.00 155.00	125.00 155.00	125.00 155.00
Rowe President (10 col.)	125.00 155.00	125.00 155.00	125.00 155.00	125.00 155.00
Rowe Royal (6 col.)	90.00	90.00	90.00	90.00
Rowe Royal (8 col.)	85.00 90.00	90.00(2) 130.00	90.00(2) 130.00	90.00(2) 130.00
Rowe Royal (10 col.)	85.00 95.00	90.00 95.00	90.00 95.00	90.00 95.00
Rowe Royal (12 col.)	140.00	140.00	140.00	140.00
Shioman 3-Way Stamp Vender	39.50	24.50 39.50	24.50 39.50	24.50 39.50
Silver King Charm King, 1c		8.50		8.50
Silver King Hunter		18.50		18.50
Silver King 1c Ball Gum	7.45	7.45	7.45	7.45 8.50
Silver King, 1c or 5c		7.45 8.50		7.45 8.50
Silver King 5c	7.45	7.45	7.45	7.45 8.50
Siros Brush-Up	50.00	50.00	50.00	50.00
Stamp Vender (4 col.)	18.50	18.50	18.50	18.50
Star Candy	10.95	10.95	10.95	10.95
Stick Gum	9.95	9.95	9.95	9.95
Unedda Model A (6 col.)	82.50 87.50	87.50	87.50	87.50
Unedda Electric (9 col.)	125.00			
Unedda Model A (8 col.)	82.50			
Unedda Model E (4 col.)	47.50	47.50	47.50	47.50
Unedda Model 500 (7 col.)	90.00	90.00	90.00	90.00
Unedda Model 500 (9 col.)	90.00 135.00	90.00 135.00	90.00 135.00	90.00 135.00
Unedda Monarch (6 col.)	92.50	75.00 92.50	75.00	75.00
Unedda Monarch (8 col.)		75.00	75.00	75.00
J-Pop-It		195.00	195.00	195.00
U-Select-It	49.50	49.50	49.50	49.50
Victor Baby Grand		11.00	11.00	11.00
Victor Model V		6.95		
Watling Fortune Scale	119.50	119.50	119.50	119.50
Watling 200 Scale	140.00	140.00	140.00	140.00

Bake-O-Nuts A New Line Of Salted Nuts For Vendor

Due to the shortage and high price of Pistachios, we have developed new patented process for toasting salted other nutmeats to make them especially suitable and profitable for vending machines.

BAKE-O-NUTS ARE BAKED—NOT FRIED
NO GREASY—NO OILS USED
NO OIL SMEAR ON GLASS BOWL
NO LOOSE SALT TO CLOG MACHINES
MORE DELICIOUS—MORE CRISPY
STAY FRESH LONGER THAN FRIED

Because Bake-O-Nuts Are Not Soaked, Size For Size, You Act Get 6% More Nuts Per Pound

- CASHEWS Small Wholes @ .6
 - CASHEW BUTTS @ .6
 - MIXED NUTS @ .7
 - Cashews—Almonds—Filberts
 - ALMOND Small Shelled @ .8
 - PEANUTS Blanched
 - Jumbos @ .4
 - SOYNUITS (Don't Miss Them) @ .2
 - PISTACHIOS 4 Star Jumbo @ .9
 - Red—In The Shell
- All Packed 12 5-Lb. Bags
Carton or 25-Lb. Bulk Carton
Terms: Cash With Order Or If C
Send 1/3 Deposit With Order
F.O.B. New York

BAKE-O-NUTS, INC.
410 Hackensack St., Carlstadt, N.J.
Tel.: Rutherford 2-6135

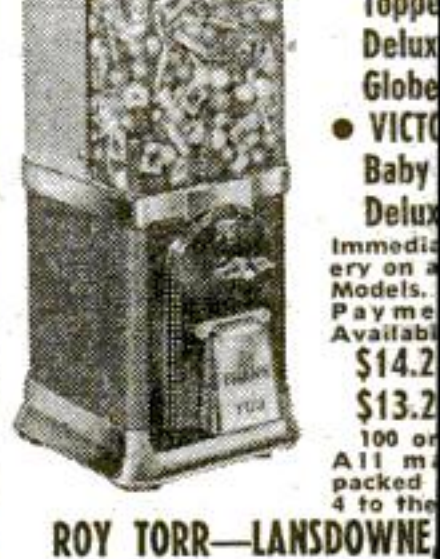


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Topper Deluxe Half-Cabinet



ROY TORR—LANSLOWNE

VICTOR'S



Write for lowest prices and charms
H. B. HUTCHINSON
860 North Ave., N. E. Atlanta, Ga.
Tel.: Emerson 4300

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We CONVERT all types of machines to 25c or 30c operation
CIGARETTE MACHINES
UNCONDITIONALLY GUARANTEED. Silver quarter & nickel included. \$5.00 additional vending.
Rowe President, 8 or 10 Cols
Rowe Royal, 8 or 10 Cols
Rowe Imperial, 8 Cols
U-Need-a-Pak "500," 7 or 9 Cols
U-Need-a-Pak "A," 6 & 8 Cols
Paris for all machines available our machines are factory conditioned.
1/3 DEP., BAL. C.O.
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The only completely die-cast aluminum, precision built

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- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

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NEW IDEAS — NEW DESIGNS — NEW FINISHES

We take pride in producing the finest and most complete line of charms in the country.

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Send 35c for complete samples and low, low prices. FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS

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TOPPER DELUXE GLOBE STYLE

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- 1 to 23, \$14.25 Ea.
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- 48 to 99, \$13.75 Ea.
- 100 or more, \$13.25 Ea.
- 8 VICTOR'S Baby Grand DeLuxe, \$14.25 ea.
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All machines packed and sold 4 to the case. Immediate Delivery on all Victor Models. Time Payment Plan Available. Trade-ins Accepted. Write for our complete charm and merchandise list. Prices subject to change without notice.

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Phone: PResident 4-5358

VICTOR'S

Topper DeLuxe Globe Style

1 to 23 @ \$14.20 Ea.
24 to 47 @ 14.00 Ea.
48 to 99 @ 13.75 Ea.
100 or more @ 13.20 Ea.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of May 16	Issue of May 9	Issue of May 2	Issue of April 25
ABC (United).....	\$130.00	\$135.00	\$145.00	\$125.00
May 16	150.00	175.00	149.50(2)	135.00
May 9			145.00	145.00
May 2			149.50(2)	150.00
April 25			175.00	175.00
Across-the-Board (United)...	225.00	225.00	225.00	225.00
Advance Roll (Genco).....	19.50			25.00
Ali Baba (Gottlieb).....	34.50	34.50	34.50	20.00
Aquacade (United).....	39.50	39.50	39.00	30.00
Arizona (United).....			79.50	99.50
Atlantic City (Bally).....	385.00(2)	390.00	345.00	395.00
May 16	395.00(3)	395.00(2)	390.00	410.00
May 9	425.00	400.00	410.00	395.00(3)
May 2			400.00	410.00
April 25			425.00	425.00
Baby Face (United).....				20.00
Ballerina (Bally).....	49.50	49.50		
Bank-a-Ball (Gottlieb).....			30.00	74.50
Barnacle Bill (Gottlieb).....	34.50	25.00	34.50	34.50
Baseball (Genco).....	49.00			49.00
Basketball (Gottlieb).....	95.00	95.00	95.00	75.00
Basketball Champ (Chicago Coin).....	195.00	250.00	195.00	250.00
May 16	250.00	250.00	250.00	250.00
May 9	150.00	275.00	275.00	145.00
May 2	29.00	30.00	69.50	89.50
April 25	69.50	89.50	89.50	85.00
Beauty (Bally).....	495.00	525.00	499.00	525.00
May 16	535.00	540.00	525.00(2)	545.00
May 9			545.00	545.00
May 2			69.00	94.50
April 25			94.50	69.00
Be Bop (Exhibit).....	94.50	94.50	94.50	94.50
Big Hit (Exhibit).....	165.00	165.00	165.00	165.00
Big Top (Genco).....	64.50	64.50	64.50	64.50
Bing-a-Roll (Genco).....			44.50	
Bingo Bango.....	59.50	59.50	59.50	69.50
Black Gold (Genco).....	175.00	195.00	175.00	175.00
Bolero (United).....	220.00	225.00	215.00(2)	220.00
May 16	220.00	225.00	220.00	250.00
May 9	89.50	89.50	69.50	89.50
May 2			55.00	89.50
April 25			50.00	50.00(2)
Bowling Champ (Gottlieb)...	50.00(2)	74.50	50.00(2)	74.50
May 16	195.00	200.00	175.00	190.00
May 9	215.00	219.50	200.00	215.00(2)
May 2	225.00	250.00	215.00(2)	215.00(2)
April 25	219.50	225.00	225.00(2)	219.50
Bright Lights (Bally).....	275.00	275.00	265.00	275.00
May 16	295.00(5)	295.00(2)	295.00	315.00(2)
May 9	300.00	300.00	300.00	315.00
May 2	315.00(2)	315.00(2)	325.00(2)	325.00
April 25	325.00	325.00	325.00	325.00
Buccaneer (Gottlieb).....	34.50	59.50	25.00	34.50
May 16			34.50	59.50
May 9			34.50	59.50
May 2			34.50	59.50
April 25			34.50	59.50
Buffalo Bill (Gottlieb).....	74.50	74.50	74.50	74.50
Buttons & Bows (Gottlieb)...	47.50	69.50	47.50	69.50
May 16			25.00	47.50
May 9			25.00	47.50
May 2			25.00	47.50
April 25			25.00	47.50
Campus (Exhibit).....	65.00	94.50	65.00	94.50
Canasta (Genco).....	89.50	89.50	89.50	89.50
Caravan (Williams).....	185.00	195.00	195.00	30.00
Carolina (United).....	34.50	34.50	34.50	34.50
Carnival (Bally).....	49.50	49.50	49.50	49.50
Champion (Bally).....	37.50	40.00	25.00	37.50
May 16	45.00	49.50	40.00	45.00
May 9	89.50	49.50	75.00	89.50
May 2			89.50	79.50
April 25			40.00	69.50
Champion (Chicago Coin)....	40.00	65.00	40.00	69.50
Chinatown (Gottlieb).....	225.00	225.00	195.00	195.00
Cinderella (Gottlieb).....	29.50	29.50	29.50	20.00
Circus (United).....	395.00	395.00	395.00	395.00
Citation (Bally).....	30.00(2)	79.50	19.00	29.50
May 16			30.00(2)	65.00
May 9			65.00	79.50
May 2			75.00	89.50
April 25			50.00(2)	75.00
College Daze (Gottlieb).....				50.00(2)
Coney Island (Bally).....	245.00	275.00	265.00	275.00(3)
May 16	295.00(2)	275.00(2)	315.00(2)	300.00
May 9	300.00	300.00	322.50	325.00
May 2	315.00(2)	315.00(3)	322.50	325.00
April 25			322.50	325.00
Control Tower (Williams)...	95.00	95.00	119.50	95.00
May 16			119.50	95.00
May 9			125.00	125.00
May 2			175.00	175.00
April 25				20.00
Dallas (Williams).....	44.50	60.00	44.50	60.00
May 16			44.50	60.00
May 9			44.50	60.00
May 2			44.50	60.00
April 25			44.50	60.00
Dancing Dan.....	29.50	29.50	29.50	29.50
De-Lucer (Williams).....	75.00	99.50	75.00	99.50
May 16			75.00	99.50
May 9			75.00	99.50
May 2			75.00	99.50
April 25			75.00	99.50
DeLuxe World Series (Williams).....			245.00(2)	
May 16	34.50	49.50	34.50	34.50
May 9	225.00	225.00	215.00	225.00
May 2	99.50	99.50	65.00	75.00
April 25			75.00	95.00
DeW-Ditty (Williams).....			245.00(2)	
May 16	34.50	49.50	34.50	34.50
May 9	225.00	225.00	215.00	225.00
May 2	99.50	99.50	65.00	75.00
April 25			75.00	95.00
Double Action.....			95.00	
May 16	74.50	74.50	74.50	75.00
May 9	49.50	65.00(2)	49.50	65.00
May 2	69.50	79.50	69.50	79.50
April 25			69.50	79.50
Double Feature.....			75.00	99.50
May 16	74.50	74.50	74.50	75.00
May 9	49.50	65.00(2)	49.50	65.00
May 2	69.50	79.50	69.50	79.50
April 25			69.50	79.50
Double Shuffle (Gottlieb)...			75.00	99.50
May 16	74.50	74.50	74.50	75.00
May 9	49.50	65.00(2)	49.50	65.00
May 2	69.50	79.50	69.50	79.50
April 25			69.50	79.50
Dreamy (Williams).....	74.50(2)	75.00	74.50	75.00
May 16	89.50	89.50	89.50	89.50
May 9			89.50	89.50
May 2			89.50	89.50
April 25			89.50	89.50
El Paso (Williams).....	39.50	39.50	39.50	39.50
May 16			39.50	39.50
May 9			39.50	39.50
May 2			39.50	39.50
April 25			39.50	39.50
Fighting Irish (Chicago Coin)	75.00	75.00	45.00	69.50
May 16			75.00	75.00
May 9			75.00	75.00
May 2			75.00	75.00
April 25			75.00	75.00
Five Star (Universal).....	95.00	99.50	95.00(2)	90.00
May 16	140.00	99.50	95.00(2)	135.00
May 9			95.00(2)	135.00
May 2			140.00	140.00
April 25			140.00	140.00
Flip Skill.....	29.50	69.50	29.50	69.50
May 16	44.50	44.50	44.50	44.50
May 9	235.00	235.00	235.00	235.00
May 2			100.00	100.00
April 25			59.50	59.50
Floating Power (Genco).....			190.00	195.00
May 16	190.00	195.00	195.00	215.00
May 9	215.00	225.00(3)	220.00	220.00
May 2	225.00(2)	225.00(3)	225.00(3)	225.00(3)
April 25			269.50	269.50
Football (Chicago Coin).....			59.50	59.50
May 16	249.50	249.50	249.50	249.50
May 9	215.00	225.00	210.00	225.00
May 2			210.00	225.00
April 25			210.00	225.00
Four Corners (Williams).....			249.50	249.50
May 16	215.00	225.00	210.00	225.00
May 9			210.00	225.00
May 2			210.00	225.00
April 25			210.00	225.00

Before we ship, all equipment thoroughly cleaned, refinished and in top working order.



SPECIALS! FORMICA TOPS SPECIAL UNITED 8' sizes. Genuine Silk Screen. Lots of five or more \$13.50 ARCADE EQUIPMENT

- Wms. Doubleheader (2 Player) \$ 69.50
- Seeburg Shoot the Bear Gun... 225.00
- Exhibit Jet Gun... 185.00
- Exhibit Dale Gun... 59.00
- Mercury Athletic 13-Way Scale... 79.00
- Glider... 45.00

BINGO GAMES

- Frolics... \$399.00
- Life a Line... 95.00
- Five Star... 75.00
- 3-4-5... 125.00
- 400... 220.00

SHUFFLE GAMES

- KEENEY
- Deluxe League Bowler... \$255.00
- Six Player... 255.00
- League Bowler... 125.00
- Ten Player... 400.00
- Shuffleboard Conversions
- Bowling Champ... 75.00
- 4 Way Bowler... 215.00

- UNITED
- Star Bowler... \$375.00
- Super Six Player... 340.00
- Official... 340.00
- Six Player... 235.00
- Five Player... 200.00
- Skee Alley... 75.00
- Express... 45.00
- Shuffle Alley... 45.00
- Super Twin Bowler... 59.50
- Twin Rebound... 145.00

CHICAGO COIN

- Six Player (Formica Top) \$250.00
- BALLY
- Baseball... \$ 79.50
- Shuffle Line... 110.00
- Hook Bowler... 100.00

- PHONOGRAPHS
- Special Wurlitzer 1015... \$135.00
- Seeburg 148 Hideaway... 185.00
- AMI Model C... 395.00
- Large Seeburg 5-10-25 Wireless... 395.00
- Wallomatics, Clean... 30.00

SHUFFLEBOARD SUPPLIES

- Shuffle Game Wax, Case (12)... \$3.30
- Fast Wax, Case (12)... 4.50
- Pucks (Set of 8)..... Write
- Score Sheets, 10 pads... 7.50
- Fluorescent Lights, pair... 22.50
- Used Rock-Ola Shuffleboard
- Lites, pr... 12.50
- Adjusters... 18.50
- New Shuffleboard Scoreboards, Overhead... 125.00
- Wall Model... 95.00

WANTED! BINGO GAMES
Cash or Trade—Highest Prices

FOUR WAY SHUFFLEBOARD CONVERSIONS

LATE BOWLING GAMES

PURVEYOR
Distributing Company
4322-24 N. Western Ave.
Chicago 18, Illinois
Phone: JUNiper 8-1814

SPECIAL BINGO PRICES

- United ABC... \$ 99.50
- United Zingo... 125.00
- Wms. Long Beaches... 225.00
- Bally Brite Lites... 189.50
- (Push Chute)
- Bally Brite Life... 215.00
- (Drop Chute)
- Coney Island... 265.00
- Bright Spot... 275.00
- Spot Life... 275.00
- Atlantic City... 385.00
- Frolic... 385.00
- Palm Beach... 445.00
- Beauty... 525.00

Amusement Games

Continued from page 181

	Issue of May 16	Issue of May 9	Issue of May 2	Issue of April 25
Super Hockey	59.50	59.50	59.50	35.00 59.50
Super Deluxe World Series (Williams)			225.00 250.00	
Super World Series (Williams)	195.00 225.00	195.00 225.00	195.00	195.00 250.00
Sweepstakes (Williams)			225.00	225.00
Sweetheart (Williams)			99.50	79.50 99.50
Tampico (United)	64.50 79.50	64.50 79.50	64.50 79.50	50.00 59.50
Tahiti (Chicago Coin)			69.50	50.00
Telecard (Gottlieb)			25.00	25.00
Tennessee (Williams)	20.00 29.50	49.50 29.50	49.50 29.50	20.00 29.50
Texas Leaguer (Keeney)	50.00(2) 49.50	49.50 50.00	49.50 50.00	49.50 50.00
Thing (Chicago Coin)			89.50	45.00 89.50
Three Feathers (Genco)		64.50(2)	64.50	64.50
Three Musketeers (Gottlieb)		74.50	74.50	85.00
3-4-5 (United)		135.00	125.00 135.00	125.00 135.00
Thrill (Chicago Coin)		29.50	29.50	29.50
Touchdown (United)		165.00	165.00	65.00
Trade Winds (Genco)		29.50	29.50 49.50	29.50 49.50
Trigger (Exhibit)			99.50	99.50
Trinidad (Chicago Coin)			49.50	20.00 49.50
Triple Action			35.00	
Triplets (Gottlieb)	74.50 95.00(2)	74.50 95.00(2)	74.50 95.00(2)	89.50 95.00(2)
Tri-Score (Genco)		89.50	89.50	20.00 69.00
Tumbleweed (Exhibit)	65.00 75.00	65.00 75.00	65.00 75.00(2)	65.00 75.00(2)
Turf King (Bally)	75.00(3) 95.00	75.00(3) 95.00	75.00(3) 85.00	75.00(2)
Tucson (Williams)		44.50	44.50	140.50 145.00
Twenty Grand (Williams)		44.50	44.50	44.50
Utah (United)		84.50	59.00 84.50	210.00 225.00
Virginia (Williams)			25.00	59.00 69.50
Watch My Line (Gottlieb)	85.00	85.00	85.00	70.00 85.00
Wild West (Gottlieb)	114.50	114.50	114.50	165.00
Winner (Universal Industries)	49.00 65.00	49.00 65.00	49.00 55.00	49.00 50.00
Wisconsin (United)		34.50	20.00 34.50	34.50
Wizard		49.50	49.50	49.50
Zingo (United)	40.00 175.00			

Arcade Equipment

	Issue of May 16	Issue of May 9	Issue of May 2	Issue of April 25
Ace Bomber (Mutoscope)	195.00	\$195.00	\$195.00	\$195.00
Air Mail Letter (Exhibit)			175.00	
Air Raider (Keeney)	50.00 115.00	115.00 125.00	115.00 125.00	119.00 125.00
All Stars (Williams)				100.00
All Star Hockey	69.50	69.50	69.50	69.50
Astroscope, 10c	125.00 195.00	125.00	125.00	125.00
Atomic Bomber (Mutoscope)			125.00	
Auto Races (Exhibit)	100.00			
Auto-Shoot	325.00			
Automobile Kiddie Rides	395.00	395.00		
Ball Grip	85.00	85.00	85.00	85.00
Bangaway (Mutoscope)			225.00	
Bank Shots (American)	275.00		275.00	275.00
Baseball (Scientific)	79.50	79.50	79.50	79.50
Big Inning (Bally)	149.50 195.00	149.50	149.50	130.00 149.50
Bolascare (Supreme)		95.00	95.00	95.00
Blow Ball	35.00			
Bomber	65.00	65.00	65.00	65.00
Boomerang	45.00 59.50	45.00(2) 59.50	45.00 59.50	45.00 59.50
Bomb Hit	24.50	24.50	24.50	
Cannon Shocker	10.00			
Career Pilot	100.00	100.00	100.00	100.00
Challenger (ABT)	20.00 29.50	20.00 24.50	20.00 24.50	20.00 24.50
Chicken Sam (Seeburg)	105.00(2)	75.00 105.00(2)	75.00 105.00(2)	75.00 105.00(2)
Counter Grip (Mercury)	110.00 150.00	150.00	150.00	34.50
Dale Gun (Exhibit)	65.00(2) 75.00	65.00(2) 75.00	45.00 65.00(3)	40.00 49.00
Defender (Bally)	94.50	94.50	75.00 94.50	59.00 65.00(3)
Deluxe Athletic Scale (Mercury)		125.00	125.00	125.00
Derby, 4 Player (Chicago Coin)	40.00 79.50	79.50	79.50	79.50
Drivemobile	155.00 195.00	155.00 195.00	155.00 195.00	135.00 195.00
Drop Kick (Mutoscope)	295.00	295.00	295.00	295.00
Drop Picture Machine	75.00 175.00	175.00	175.00	175.00
Duck Hunter	100.00			
Electric and Grip Test	42.50	42.50	42.50	42.50
Electricity Is Life	79.50	79.50	79.50	79.50
Flint Striker	129.50	129.50	129.50	129.50
Flash Hockey (Coinex)	50.00 125.00	125.00	125.00	125.00
Flying Saucer (Mutoscope)	75.00(2)	75.00	75.00	75.00
Field Goal (Scientific)	150.00	150.00	150.00	150.00
Glider	175.00	175.00	175.00	175.00
Goalie (Chicago Coin)		45.00	45.00	45.00
Gun Patrol (Exhibit)	40.00 95.00	95.00 115.00	95.00 110.00	69.50 85.00
Gypsy Fortune Teller	115.00 119.50	119.50 125.00	115.00 119.50	115.00 119.50
Gypsy Palmist	125.00	125.00	125.00	125.00
Heavy Hitter (Bally)	175.00	175.00	175.00	175.00
High Ball	40.00	40.00	40.00	40.00
Hockey Chicago Coin	65.00(2) 75.00	65.00(2) 75.00	45.00 65.00(3)	40.00 49.00
Hoot Mon Golf			75.00	
Horoscope (Mutoscope)	50.00	50.00	50.00	50.00
Jack Rabbit (Amusement Corp.)		95.00	95.00	95.00
Jet Gun (Exhibit)	100.00 195.00	195.00	195.00	185.00 195.00
Jitters (Exhibit)	225.00(2)	225.00(2)	225.00(2)	225.00
Kicker & Catcher	125.00	125.00	125.00	125.00
Kissometer (Exhibit)	10.00 18.50	18.50	18.50 22.50	15.00 18.50
K O Fighter		175.00	175.00	175.00
Knotty Peek		150.00	150.00	150.00
Liberator			75.00	
Lite League	150.00	150.00	150.00	150.00
Love Meter (Exhibit)	90.00 99.50	90.00 99.50	90.00 99.50	90.00 99.50
Magic Hand	39.50 40.00	39.50	39.50	39.50
Magic Heart				
Metal Typer				
Metal Typer, 10c (Harvard)				
Midget Movies	100.00	100.00	100.00	100.00
Midget Ski Ball (Chi Coin)	225.00 295.00	225.00(3)	225.00(2)	225.00 295.00
Model F (ABT)		295.00	295.00	295.00
Monkeylift (Mutoscope)	165.00	165.00 199.50	65.00 195.00	125.00 165.00
Moving Pictures			199.50	199.50
Mutoscope			20.00	20.00

NEW-RECONDITIONED

METAL TYPER MACHINES

We Carry a Complete Line of Parts in Stock

WRITE FOR PRICES



NOW! Buy Your Aluminum Discs in Rolls of 100.

STANDARD METAL TYPER CO.
1318 N. Western Ave. Chicago 22, Ill.

NATIONAL Guaranteed Values!

Seeburg M100A \$595.00

BINGO TYPE 5 BALLS

Genco 400 \$725.00
Atlantic City \$395.00
Spotlite \$295.00
Bright Spot \$295.00
Bright Lights \$195.00

Attention, Illinois, Iowa Operators: Immediate Delivery Gottlieb GRAND SLAM.

SHUFFLE GAMES

United 6 Player with Formica \$245.00
United 5 Player with Formica. 195.00
New Chicago Coin Crown Bowler Write for Price
United Cascade and Clover Shuffle Alleys Write for Prices

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd., Chicago 14, Ill.
Phone: BUCKingham 1-6466

MERCURY

ATHLETIC SCALES COUNTER MODEL



This sensational Penny Athletic Scale is a national hit. Completely redesigned and selling at a new low price. Finished in a variety of colors. Write for prices.

GREAT LAKES SYSTEM
Phone: OWen 4-6331
G-5274 S. Dort Hwy. Flint, Mich.

FOR SALE

12 Peek-View Panorams

Price \$195.00 Each

LOT OF 12, \$2,250.00

Write or Phone

Amusement Arcade
637 Liberty Avenue, Pittsburgh 22, Pa.
Telephone: COurt 1-7596

SPECIALS

10 Spot Lites \$250.00

10 Bright Lites, drop shades and large pans 200.00

10 Bright Spots 275.00

Also other late Bingos at low prices.

One-third deposit, balance C.O.D.

D & P MUSIC

27 E. Philadelphia St. York, Pa.

We Carry a Complete Line of

- ★ COIN COUNTERS
- ★ COIN SORTERS
- ★ COIN CHANGERS
- ★ COIN WRAPPERS
- ★ PARTS AND SUPPLIES

WHOLESALE-RETAIL

WRITE-WIRE-PHONE

Globe Distributing Co.
1623 No. Calif. Ave., Chicago, Ill.

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

Palm Reader	175.00 275.00	275.00(2)	275.00(2)	100.00	275.00(2)	275.00(2)
Panorams				295.00	295.00	295.00
Periscope	25.00 90.00	90.00	75.00 90.00	90.00	90.00	90.00
Photomatic (Mutoscope)	250.00	250.00	250.00	250.00	250.00(early)	250.00(early)
	250.00(early)	625.00(early)	625.00(early)	250.00(early)	250.00(early)	250.00(early)
	400.00	650.00(early)	650.00(early)	625.00(early)	625.00(early)	625.00(early)
	625.00(early)	650.00(early)	650.00(early)	650.00(early)	650.00(early)	650.00(early)
	650.00(early)			750.00		
	750.00(early)					
Pikes Peak	10.00 29.50	29.50	29.50	29.50	29.50	29.50
Pistol Pete (Chicago Coin)	75.00 90.00	75.00 90.00	75.00 90.00	75.00 90.00	75.00 90.00	75.00 90.00
	115.00 119.50	115.00 119.50	115.00 119.50	115.00 119.50		
Pitch 'Em & Bat 'Em (Scientific)	100.00 185.00	185.00	185.00 195.00	185.00	195.00	185.00
Pokerino (Scientific)	85.00 99.50	85.00 99.50	85.00 99.50	85.00 99.50	85.00 99.50	85.00 99.50
Pony Express (Exhibit)	200.00					245.00
Pool Table (Edelco)	75.00	75.00	75.00	75.00	75.00	75.00
Punch-A-Ball (Genco)	15.00	15.00	15.00	15.00	15.00	15.00
Punching Bag (Mutoscope)	75.00					
Q-Ball (Scientific)	50.00					
Quizzer	95.00(3)	95.00(3)	95.00(3)	95.00(3)	95.00(3)	95.00(3)
Rapid Fire (Bally)	50.00 105.00	105.00	105.00	105.00	105.00	105.00
	125.00(3)	125.00(2)	125.00(2)	125.00(2)		
Recordio (Wilcox-Gay)	125.00 165.00	125.00 165.00	125.00 165.00	125.00 165.00	125.00 165.00	125.00 165.00
Rifle Range Ray Gun	105.00	105.00	105.00	105.00	105.00	105.00
Rocket Patrol		295.00				395.00
Shipman Art Show	59.50	59.50	59.50	59.50	59.50	59.50
Shocker (Acme)						24.50
Shoot the Bear (Seeburg)	225.00 235.00	225.00 235.00	225.00 235.00	225.00 235.00	225.00 235.00	225.00 235.00
	249.50 269.50	249.50 269.50	249.50 269.50	249.50 269.50	250.00(2)	229.50 235.00
					249.50	249.50 250.00
					269.50	269.50
Shoot-to-Tokyo	16.00					
Silver Bullet (Exhibit)	75.00 125.00	125.00	125.00	125.00	110.00 125.00	125.00
Silver Gloves	100.00	250.00			250.00	250.00
	250.00(2)					
Six Shooter (Exhibit)	175.00(2)	175.00(2)	175.00(4)	140.00	175.00	150.00
Skee Ball (Wurlitzer)	150.00	150.00	150.00	150.00	150.00	150.00
Skee-Ball-Elite (Gottlieb)	50.00					
Ski Roll (Evans)	125.00	125.00	125.00	125.00	125.00	125.00
Skill Gun (ABT)	39.50	39.50	39.50	39.50	39.50	39.50
Spotlite						59.50
Sky Fighter (Mutoscope)	75.00 125.00	125.00 195.00	125.00 195.00	125.00 195.00	125.00 195.00	125.00 195.00
	195.00					
Solar Horoscope	110.00					
Star Series (Williams)	75.00 100.00	75.00(2) 100.00	75.00 100.00	65.00 75.00	75.00 100.00	75.00 100.00
	139.50	139.50	139.50	89.50 100.00	139.50	139.50
Sub Gun (Keeney)	50.00 125.00(2)	125.00(2)	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Target Skill (Genco)	95.00	95.00	95.00	95.00	95.00	95.00
Team Hockey (United)	85.00	85.00	85.00	85.00	85.00	85.00
Tequiz	100.00	125.00(2)	125.00(2)	125.00(2)	125.00(2)	125.00 169.50
	125.00(2)	169.50	169.50	169.50		
Ten Pins (Rock-Ola)	99.50	99.50	99.50	99.50	99.50	99.50
Ten Strike (Evans)	50.00 75.00	75.00	75.00	75.00	75.00	75.00
Three Glamour Rating	50.00					
Three Wheels of Love	50.00					
13-Way Athletic Scale (Mercury)						79.00(2)
Tommy Gun (Evans)	99.50	99.50	99.50	99.50	99.50	99.50
Undersea Raider (Bally)	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
View-A-Scope	39.50	39.50	39.50	39.50	39.50	39.50
Voice-a-Graph (

Detroit

Marcel Henry, Arcade operator in Paris, who was recently a Detroit visitor, is making a quick trip to Dallas before returning home, his former partner, Louis Brown, now a Detroit, reports...

The Bracey Corporation, owner of the Wayne County franchise for Kwik-Kafe coffee venders, has moved from its former location on Fourteenth Street to the north end suburb of Highland Park...

William M. Campbell, owner of Campbell's Music Company, has added Adeline Campbell as a co-owner. The firm operates music vending machines...

Leo Kalyvas has established the Union Vending Company on the far East Side. Jay Harmon Moss opened his own Harmony Music Service this week.

Los Angeles

R. S. McNaughton, secretary of the Western Vending Machine Operators Association, is expected to leave soon on his annual

Table with columns for machine models (Shuffle Alley, Shuffle Alley Deluxe, etc.) and prices for different issues (May 16, May 9, May 2, April 25).

Coinmen You Know

trip to visit friends and relatives in the East.

Aubrey Stiemler, who has the Electro Cigarette Machine line in the West, back from a trip into the Northwest and a jaunt into Idaho and Montana.

Jack Leonard, of the Badger Sales Company parts department, is looking forward to getting into his new home in Northridge.

Homer RaZor, of Frist National Music in the San Fernando Valley, and Mrs. RaZor leave soon for Germany to visit relatives.

Washington

Westway Vending, headed by Sid Lotenberg, replaced the snack

bar at the Chevy Chase Community Center with candy, cracker, gum, ice cream and nut installations.

Evan Griffith, owner of Pioneer Novelty, was recently elected secretary-treasurer of the Washington Music Guild for the third consecutive year.

Theodore Keyv, of Hirsh Coin, was recently elected vice-president of the Washington Music Guild.

over. Keyv believes that the local opposition is more from bar and grill owners than customers.

The G. B. Macke Company is doing a steady business, says Meyer Gelfand. Joe McDonald, who operates in near-by Virginia, is now handling kiddie rides.

Mrs. G. L. Sinclair, of the Northern Virginia Music Company reports business good. Bayne E. Phipps, of Spacarb, also reports favorable operating results.

Hartford

The Connecticut House of Representatives has passed a bill permitting the sale of milk to the public from dispensing machines.

Several New Britain juke box operators, experimenting with 10-cent play for the past four weeks, have resumed the 5-cent scale,

attributing the shift to some requests from customers to reduce prices. Dime play, with three plays for 25 cents, is being continued, however, by the majority of operators in the city for the next few weeks.

Pittsburgh:

Annual report of the Borough of North Braddock for 1952 shows that music box licenses totaled an even \$200. Pin ball machine licenses totaled \$187.50.

Novo Vending Service has discontinued the use of nuts and small candy and is going over to vending nickel bars.

Michael Ballinger has two apple trees in his backyard, and this year he looks for a pretty good yield.

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING.

ADVERTISING RATES. REGULAR CLASSIFIED (Minimum \$3), DISPLAY CLASSIFIED (Minimum \$6), ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD.

Business Opportunities. Arcade for Sale - See display ad Coin Machine Section, Detroit Amusement Co.

Coin Radios and Television: buy direct from manufacturer and save: steel cabinet, modern design, coin rejector.

Help Wanted. WANTED-MECHANIC. Capable of repairing Phonographs and all types of coin operated Amusement Machines.

Parts, Supplies & Services. "THE CHARM CENTER" Introducing and Supplying the Latest in Charms.

Anniversary Special. 2c Per Foot ZIP EXTENSION CORD. New, original, 2 wire, all rubber, copper reinforced.

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices.

20 Like New 5c Hot Nut Machines, slug proof; white enamel finish, 6 lb. capacity, \$10 each.

Routes for Sale. Established Vending Route - 18 Juice Bar Machines located on military base in Texas; gross over \$30,000 year.

Used Coin-Operated Equipment. A-1 Bargain-Cigarettes and Candy Vending Machines, all makes and models, lowest prices.

FOR ONLY \$10. You Can PROFITABLY Sell Used Machines. This Space Is 10 Lines.

Cigarette Machine, King Size Conversions. 25c and 30c mechanisms; all types of used Cigarette Machine Equipment.

Cigarette Machines, quarter operation; Uneda, latest model, \$55; Counter Model, \$22.50.

Cigaret Venders-National, Rowe, DuGrenier, Eastern; all models with king columns; bargain prices \$65 to \$125.

Coin Changers-Returns nickels for quarters and dimes, \$50 capacity; with hanging brackets, now \$125.

For Sale-2 Standard Metal Typers, latest models, like new, 10g play, \$350 each; 2 Deluxe Photomatics, good condition, \$550 each.

LIKE NEW 15 100 BAR "KANDY" Bar VENDERS-Model #100. Used Only 4 Months \$49.50 ea. F.O.B. Lubbock.

1505 37th Lubbock, Texas. Photomatic, early model, clean, \$250; photostats from your original, 75c each.

Wanted to Buy. Want 500 all types Five Ball Flipper Games send list, state name, quantity, condition and quote lowest price in first letter.

Wanted to Buy-All types Counter Games, especially flippers; also Acorn Venders in any quantities and Dale Guns.

WANTED TO BUY. Chicoin Bowling Alleys with BLUE CABINETS ONLY \$20 ea. Phone RAndolph 6-0879 or write STREAMLINER COIN.

Pokerino 29 Games for sale-Part Textolite playing field, polished, stainless steel trim, lifetime nickled contacts.

Silver Gloves, A-1 condition, \$225. 1/3 down, balance C.O.D. C. Reish, 2415 Barth St., Flint, Mich.

Stamp Venders - Latest Northwestern and Duval roll type, capacity 2000 stamps; bargain guarantee, \$45. Kelnor Venders, 3730 Division, Chicago 51.

Statter Cookie Venders-40 Junior Models, only two years old, mechanically perfect, at \$30 each while they last.

Watling Scales, late model Fortune, extra clean, \$100 ea. Glenco Sales, P. O. 835, Bluefield, W. Va.

6 Skee Balls, manufactured by Amusement Enterprises Co., 9' 4", best offer takes, Henry's Pavilion, 2nd St. & Oceanfront, Beach Haven, N. J. Phone 3-9801.

11 chrome-plated Abbey 5c Bulk Venders, like new, \$8 each, or trade for 72-bar U-Select-lts. Box 629, The Billboard, Chicago 1, Ill.

25 Popcorn Venders, \$10 each; also 50 Gum and Nut Venders, \$6.50, like new, R. Westmoreland, Box 1016, Jackson, Tenn.

29 Silver King Nut Vendors, like new, \$8 each; 3 Champion Basket Balls, \$10 each; 10 Challengers, guns need slight repair, \$7.50 each.

41 Popcorn Machines for sale, price \$1000 lot; top condition; will sell lot or individually, Wineck, 310 Milford St., Brooklyn, N. Y. Taylor 7-9156.

The "Swing's" to FIRST!
For Greater Quality . . . Finer Values
. . . Better Service!



SHUFFLE GAMES

NEW
Keeney's 10 Player
CLUB BOWLER
Chicago COIN CROWN
United CLOVER
United CASCADE
Chi Coin
BOWL-A-BALL

BINGO 5 BALLS

Bally BEACH CLUB
United CABANA
Gen. GOLDEN NUGGET

"First-Conditioned"

BALLY
BEAUTY \$525
FROLIC 415
ATLANTIC CITY 395
SPOT LIGHT 295
BRIGHT SPOT 295
CONEY ISLAND 295
STARS 215

UNITED

BOLERO \$265
STARS 175
A.B.C. 135

GENCO

JUMPING JACKS \$295
"400" 195

KEENEY

HOLIDAY \$245
LITE-A-LINE 95

CONVERSIONS

IT PAYS TO BUY THE BEST!
GENUINE
SUPER DELUXE
FORMICA
TOPS

Absolutely highest quality! Instructions, gutter and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, 6 Players; Keeney, Chicago Coin and Universal Games. Complete with cement. \$17.50

SHUFFLEBOARD ATTACHMENTS

Keeney 4-PLAYER
MATCH BOWLER \$185
NEW ELECTRIC SCOREBOARDS
CENTER OVER-HEAD \$125
WALL MODEL 95

PRIZE BOARDS!

Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$15, \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

ARCADE

NEW
EXHIBIT SPACE GUN
ABT RIFLE SPORT
EVANS BAT-A-SCORE
ABT CHALLENGER

"First-Conditioned"

SEEBURG SHOOT
THE BEAR \$235
WMS. SUPER
WORLD SERIES 225
EXHIBIT JET GUN 195
CHI COIN BAS-
KETBALL CHAMP 195
EX. SIX SHOOTER 125
EX. GUN PATROL 175
WILCOX-GAY
RECORDIO 145

CHI COIN 4

PLAYER DERBY 155
TELEQUIZ 125
CHI COIN PISTOL 115
Keeney AIR RAIDER
CHICKEN SAM 105
RIFLE RANGE
RAY GUN 105
BALLY RAPID FIRE
CHI COIN GOALEE 95
QUIZZER 95
WMS. QUARTER 85
BACK 85
UN. TEAM HOCKEY
WESTERN B'BALL 75
EXHIBIT DALE GUN 75

VENDING

KEENEY
NEW
DE LUXE
ELECTRIC
CIGARETTE
VENDOR

Easy to Service
Quicker Loading,
Greater Profits.

RECONDITIONED

Uneda Electric
Cigarette Machine,
9 Col. \$125
Pop Corn Sex,
Like New 69

A. B. T. Challengers,

Recondi-
tioned \$27.50

American Bankshot

Shuffleboard \$2.75

5 BALLS

"First Conditioned"

CHINATOWN \$205
HIT & RUN 155
ROSE BOWL 139
MERMAID 125
SPOT BOWLER 125
TRIPLES 100
DOUBLE SHUFFLE 75
KNOCK-OUT 75
BANK A BALL 75
TELECARD 69
SELECT-A-CARD 65

CHICAGO COIN

KING PIN (floor
sample) \$145
FIGHTING IRISH 95
FOOTBALL 75
THING 45

5 BALLS

CHINATOWN \$205
HIT & RUN 155
ROSE BOWL 139
MERMAID 125
SPOT BOWLER 125
TRIPLES 100
DOUBLE SHUFFLE 75
KNOCK-OUT 75
BANK A BALL 75
TELECARD 69
SELECT-A-CARD 65

CHICAGO COIN

KING PIN (floor
sample) \$145
FIGHTING IRISH 95
FOOTBALL 75
THING 45

PRIZE BOARDS!

Let our experts make up your board deals. Merchandise selected to your specifications, if desired, or you may order from our stock boards. All prices: \$15, \$25, \$30, \$35, \$40, \$45, \$50, etc. Satisfaction Guaranteed.

FIRST DISTRIBUTORS

1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

Coinmen You Know

Continued from page 183

been coffee vending machines in this territory for five years, and that it was one of the first to handle them. . . . **Harry Rosenthal**, Banner Specialty, reports the new coffee machines he is distributing are doing well in the best-known local breweries, where employees can get free beer.

Joseph McGlenn has a modern alarm system on his truck. . . . **Kwik-Kafe**, of Western Pennsylvania, Inc., Ingram, Pa., has put up white curtains on its office windows.

New York

Ed Kanen, former Connecticut operator, was on 10th Avenue last week looking at equipment. He may start a route at Middletown, N. Y., where he resides. . . . **Mrs. Gertrude Brown**, Paramount Music, Beacon, N. Y., was another 10th Avenue visitor. . . . **Morris Rood**, Runyon Sales, underwent an appendectomy Thursday (14). He is resting comfortably at Beth Israel Hospital, Newark, N. J. . . . **Ceferina Mesa**, Havana operator, was in the city last week buying equipment.

A. D. Palmer, Wurlitzer advertising manager, was in from North Tonawanda, N. Y., to visit **Joe Young** at Young Distributing. **Leo Pasciak**, from the plant, will conduct a service school for Wurlitzer operators in the area at Young's, Tuesday and Wednesday (19-20). . . . **Barney Sugarman**, Runyon Sales, reports that the Bally Space Ship and the Sea Queen, made by **Irving Kay**, are his best Kiddie Ride sellers. . . . **Murray Kaye**, Atlantic-New York, says the firm has had more traffic in the last 30 days than it had in preceding six months. The export trade, he added, is the best ever. **Murray** says that the next two months' allocation of boxes has been sold.

Harry Berger, West Side Distributors, planned to Chicago for the Marciano-Walcott fight Friday (15). . . . New members of the Associated Amusement Machine Operators of New York are **Jet Vending**, **B. Ross** and **Yale Dworkin**, and **Kay Musical**, **Dave Komar**. . . . **Herman Silver**, Empire Music, became a grandfather for the second time this week.

Mel Rapp, vice-president of Apco, said his firm has moved to new air-conditioned quarters on another floor at 250 West 57th Street. The new office takes up twice as much floor space as the old set-up.

Chicago
Joe Kline, who with **Wally Finke** owns First Distributors, is back in harness after a brief illness. Meanwhile, **Wally** and **Sam Kolber** report exceptional activity on bingo and shuffle games. **Kolber** just returned from an Indiana sales trip. **Jan Turchany**, manager of the merchandise shipping department, passed out cigars this week in celebration of the birth May 1 of his first child, **Nancy**. **Mal Finke** reported interested in the initial mailing of the summer catalog was encouraging. **Ben Michaels**, head of the TV division, says video sales are increasing.

Richard L. Heintze, formerly serviceman for a juke box firm in Tampa and now engaged in the service of electronic and pipe organs, has formed the Metropolitan Music Company. . . . **Joseph L. Cook**, head of the Detroit Amusement Company, has returned from a vacation of several weeks in Florida. . . . The Union Coin Machine Company is being formally dissolved.

Marcel Henry, who operates two Arcades with about 300 ma-

chines in Paris, was a Detroit visitor the past week, visiting with his former partner, **Louis Brown**, now a Detroit resident. He is in this country on a buying trip, and visited manufacturers and distributors in New York and Chicago. He will vacation in Miami and New Orleans before returning to France May 26 on the S. S. Liberte.

Pittsburgh

Joseph McGlenn says that commissions should be determined on the profit the location owner and the operator make over a long period of time. . . . **William Sopira** says he is simply keeping his boxes in good shape. . . . **Joseph Abrams**, operator, was in town from Altoona, Pa.

William F. Hamel, Cole Products, reports the new Magniflo 1200 serves a drink every six minutes. It is not faster, but has a larger capacity in the compact cabinet.

Sidney Weinstein is manufacturing a little ball gum wheel for the Model V Victor machine that enables the operator to use the new wheel instead of buying new machines should he have trouble with his own equipment.

M. J. Abelson, Oak Manufacturing, is on an extended road trip. . . . **Pittsburgh Coin Machine Exchange** is highly diversified. It handles television antennas,

chrome dinette, living room, dining room, bedroom furniture, all makes of appliances, and wall-to-wall carpeting. . . . **Michael Ballinger**, Acme Vending Machine, has been taking care of the big lawn around his home.

BINGO SPECIALS

THOROUGHLY RECONDITIONED

- BALLY BEAUTY \$499.00
- PALM BEACH 440.00
- FROLIC 425.00
- ATLANTIC CITY 390.00
- STARS 375.00
- SPOT LITE 310.00
- CONEY ISLAND 275.00
- BRIGHT SPOT 300.00
- LEADER 275.00
- BOLERO 215.00
- BRIGHT LIGHTS 175.00
- A. B. C. 149.50
- 5-STAR 135.00
- BALLY FUTURITY 220.00
- TURF KING 125.00
- CHAMPION 75.00
- CITATION 65.00
- SUNSHINE PARK 335.00

Terms: 1/3 cash with order
Balance C.O.D.

INDIANA SUPPLY CO.

4095 Madison Street
Gary, Indiana

You Can't Miss with This!
HERE'S THE TIP-OFF . . .

EVANS'

Saddle & Turf

Exciting . . . Entirely Different

SEVEN PLAYER SPIN TABLE



COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful! Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play. Available without coin drop.

SEE YOUR DISTRIBUTOR QUICK!
OR CONTACT FACTORY DIRECT . . .

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

WORLD WIDE RIGHT PLACE
FOR RIGHT EQUIPMENT AT THE RIGHT PRICE!

SHUFFLE GAMES

Un. 6 PLAYER \$250
Un. OFFICIAL MATCH BOWLER 325
Keeney DELUXE MATCH BOWLER 315
Keeney 6 PLAYER 250
Univ. SUPER TWIN BOWLER . 45
Univ. TWIN BOWLER 50
Chi. Coin 6 PLAYER w/ Formica tops large life-up pins 245
Chi. Coin 6 PLAYER w/ Formica top, large fly-away pins 235

NEW GAMES

United CLOVER
United CASCADE
Bally BEACH CLUB
Wms. TIMES SQUARE
Wms. NEW HORSE-FEATHERS \$300

MISCELLANEOUS EQUIPMENT

Mills PANORAM (Peek Film) \$295
Bally TURF KING 145
Universal WINNER 55
Wms. MUSIC MITE, 125
Wms. MUSIC MITE (New), 5-10-25c 150
EX. SIX SHOOTER 150
EX. DALE GUN 55

Williams DELUXE BASEBALL

Breaks all profit records! Right off the bat! New electric pitcher, controlled by manually operated button. 54-109 25¢ single entry coin chute. Adjustable coin play. Realistic 2-Team Baseball Action! Mani-Player-Stars and Numbers!

Williams STAR BASEBALL

Novelty Play
Now! Enjoy baseball game profits anywhere! All the excitement and action features of the DeLuxe Model plus new Scoreboard Double Match Play-Stars and Numbers!

5-BALLS

FINEST IN QUALITY AND VALUE!

- ALL-STAR BAS-KETBALL \$165
- BASKETBALL 85
- CAMPUS 65
- CARAVAN 190
- DE-ICER 75
- DISK JOCKEY 215
- DOUBLE SHUFFLE 45
- DREAMY 75
- FIGHTING IRISH 75
- FOUR CORNERS 215
- FOUR STARS 165
- GEORGIA 95
- GIN RUMMY 75
- HONG KONG 210
- JALOPY 145
- HAYBURNER \$115
- KNOCKOUT 75
- LONG BEACH 185
- MAJORETTES 125
- OLD FAITHFUL 75
- PARATROOPER 165
- PIN BOWLER 75
- PLAYLAND 65
- RAG MOP 95
- ROCKETTE 85
- SHOO SHOO 95
- SKILL POOL 195
- SPARK PLUG 145
- TRIPLES 95
- TUMBLEWEED 65
- WATCH-MY-LINE 85

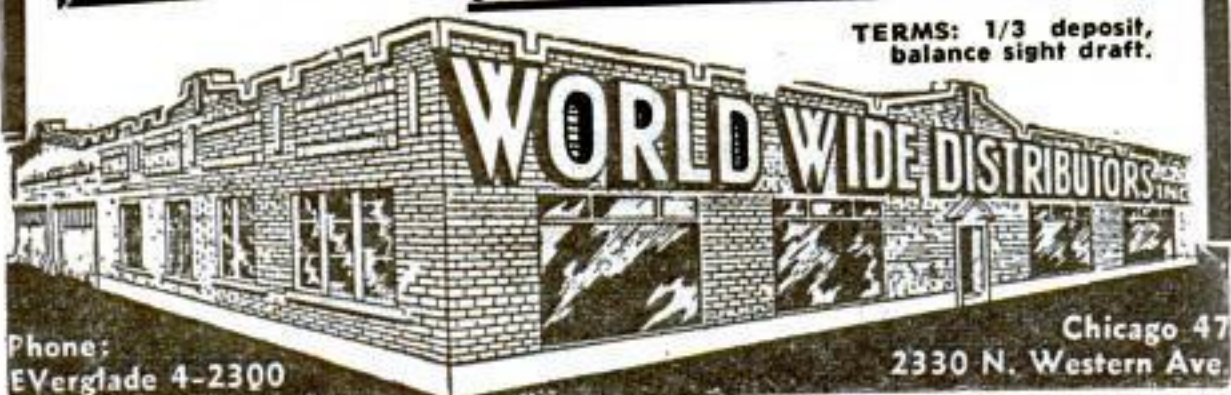
THE ONLY GENUINE DE LUXE FORMICA TOPS FOR UNITED SHUFFLE GAMES

SPECIAL PRICES
1-5 \$15.00 | 6-10 \$13.50
11-25 12.50 | Over 25 11.50

WANT TO BUY FOR CASH!

Bally BRIGHT SPOT | Bally BRIGHT LIGHTS
Bally BEAUTY | Bally ATLANTIC CITY

TERMS: 1/3 deposit,
balance sight draft.



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

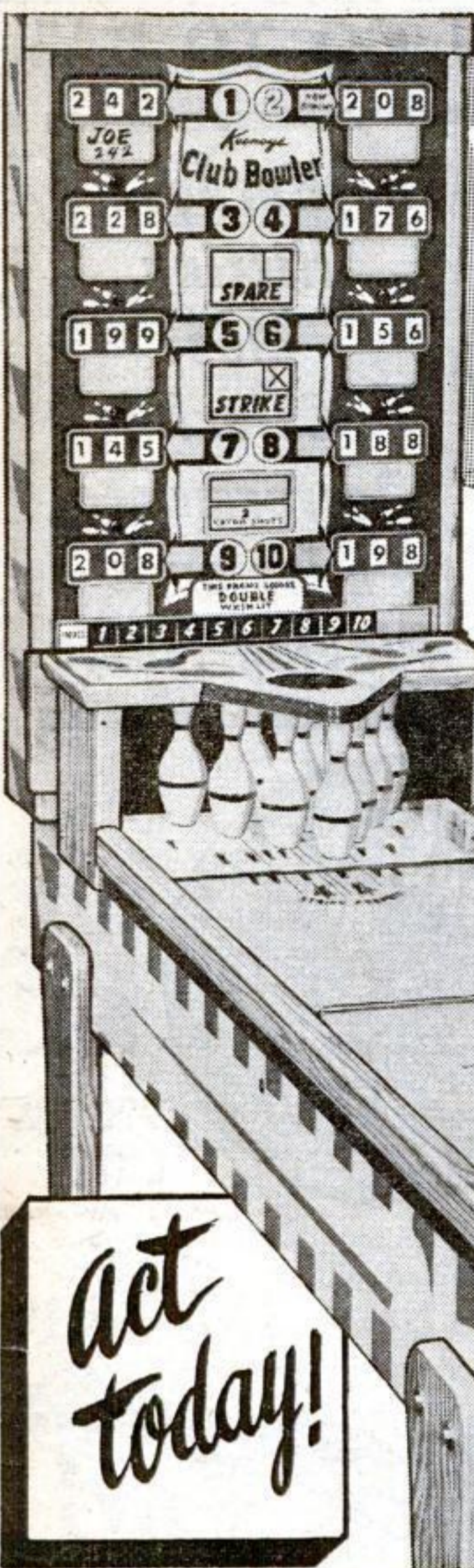
SAM SOLOMONS' BUYS

All Games Reconditioned

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- Frolics 395.00
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- Brite Spot 265.00
- Coney Island 275.00
- Bright Lights 175.00

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NEW!
2
 FULL
 FIVE-MAN
 TEAMS!

Keeneys'
**TEN PLAYER
 CLUB BOWLER**



The only game
 that offers realistic
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 for 5-man teams!

JUMBO LITE-UP PINS
 readily visible rollovers

EVER-SLICK
 Silent
 Playfield

4 Ways to Play!

- ★ 20-30 SCORING
- ★ EXTRA SHOTS ON TENTH FRAME
- ★ BONUS PLAY EXTRA SHOTS ON ALL FRAMES

DOUBLE SCORING
 IN
 3rd-5th or 7th frame!

LOCATIONS ARE
 ASKING FOR
Keeneys'
**CLUB
 BOWLER**

4 WAYS
 Adjustable BY OPERATOR
 ON DIAL INSIDE CABINET

See YOUR **KEENEY DISTRIBUTOR!**

IMMEDIATE DELIVERY!

J. H. *Keeneys* & CO., INC.
 2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

*act
 today!*



BASEBALL IS HERE AGAIN!

RIGHT OFF THE BAT... Williams
BREAKS ALL PROFIT RECORDS
 WITH *De Luxe*
BASEBALL

PLAYERS
 ACTUALLY
 RUN THE
 BASES!

LITE BOX
 HINGES
 FORWARD
 FOR EASY
 ACCESS!

Proved OVER A
 PERIOD OF YEARS THE
 OUTSTANDING
 MONEY MAKER
 OF ALL!!

NEW ELECTRIC PITCHER

**LITES ON
 PLAYFIELD BASES
 INDICATE MEN
 ON BASES!**

5¢ - 10¢ - 25¢
 Single Entry Slug-Proof Coin
 Mechanism Accepts Credits in
 any combination of coins.
 Records Credits for all coins
 paid in Advance.

**MANUALLY
 CONTROLLED
 BAT!**

Adjustable
 TO OPERATE ON:
 1 PLAY for 10¢ - 3 PLAYS for 25¢
 or
 1 PLAY for 5¢ - 2 PLAYS for 10¢
 5 PLAYS for 25¢



Yes!

OPPOSING TEAM
 IS ON THE FIELD
 SET OFF BY A
 REALISTIC BACK-
 BOARD BASEBALL
 FIELD IN PANORAMIC
 THIRD DIMENSION

**MANUALLY
 OPERATED
 BUTTON**
 CONTROLS PITCHING
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HINGED FRONT DOOR FOR EASY SERVICING!
PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILMORE ST. CHICAGO 24, ILL.

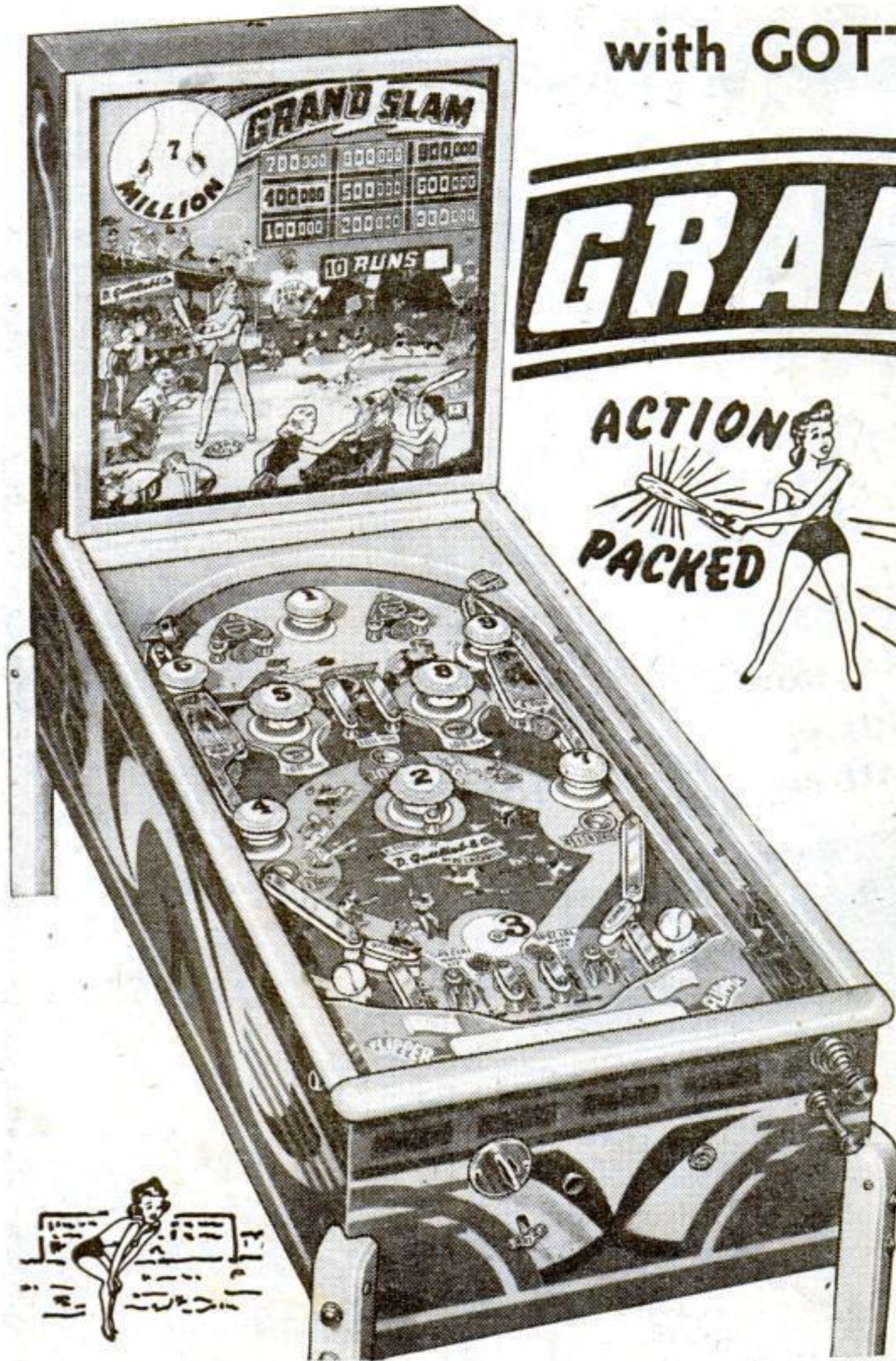
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YOU'RE IN THE "CLEAN-UP SPOT" WHEN YOU GO TO BAT

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GRAND SLAM

The Hardest Hitting, Most Colorful Performance Ever on a Playing Field!



- ROTATION SEQUENCE 1 to 9: when numbers 1 to 9 are hit in rotation, one of six numbers RE-LIGHTS for REPLAYS! As play continues, REPLAY LIGHT TRAVELS TO ANY ONE OF THE OTHER BUMPERS!
- When "A"- "B"- "C" ROLL-OVERS are made, TWO BOTTOM "HOME RUN" ROLL-OVERS LIGHT UP for REPLAYS. ROLL-OVERS "A" and "C" LIGHT ADDITIONAL CONTACTS FOR SUPER-HIGH SCORE!
- 4 HOME RUN TARGETS!
- BALL IN KICKOUT HOLE awards HIGH SCORE and puts a MAN ON BASE. Hitting any of the HOME RUN TARGETS brings in men on base for additional runs.
- Men on any two bases light up SPECIAL ROLL-OVER for REPLAYS!

- SUPER-HIGH SCORE TO 7 MILLION!**
- 3 "POP" BUMPERS!**
- 2 SUPER-POWER FLIPPERS!**



ORDER FROM YOUR DISTRIBUTOR NOW

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

FLASH!

We Are Now Shipping Again...

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U. S. PAT. #D-164,309

A NEW GAME DESIGNED SPECIFICALLY FOR USE AS AN AMUSEMENT MACHINE... NOT A CONVERSION!

COMPLETELY LEGAL...

It has been held in U. S. District Court of Cheyenne, Wyo., Case No. 6159, to be "not a gambling device" under the "Johnson Act," and can be shipped in Interstate Commerce.

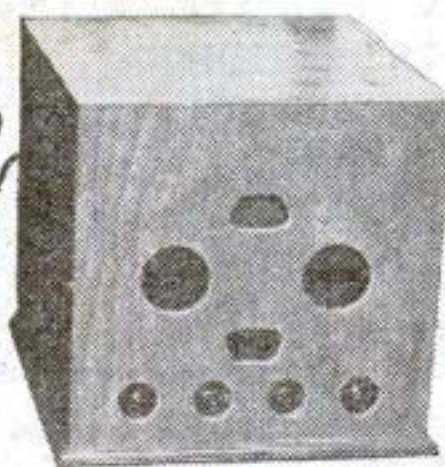
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"Not taxable as an amusement or gaming device" as ruled by the Internal Revenue Department.



Hundreds of K JOKER machines already in use in Clubs and similar locations. Amusement feature proved even more popular and profitable than the familiar bell type machine.

Adapted to all Foreign Countries as it is NON-COIN OPERATED.



FULL-SIZE MACHINE

Fits any Standard Bell-Type Cabinet or Stand...

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Many State Territories Still Available...

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B. T. McMANUS P. & M. ENTERPRISES
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Bally Big Inning	\$149.50	Bally Bright Spot	\$295.00
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Chicago Coin 4 Player Derby	295.00	Frolics	425.00
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Chicago Coin Pistol	90.00	Palm Beach	425.00
Chicago Coin Hockey	49.50	Beauty	540.00
Chicago Coin Basket Ball	250.00		
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Exhibit Dale Gun	65.00	Bally Futurity, Like New	\$235.00
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Kirk Astrology Scale	90.00	Photo Finish	40.00
ABT Guess Your Weight Scale	100.00	Winner, Very Clean	65.00
Midget Skee Ball	165.00	SHUFFLE ALLEYS	
Panorams, Very Clean	275.00	Chicago Coin 6 Player Matched	\$300.00
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Quizzer	95.00	Chicago Coin 6 Player Matched	250.00
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Texas Leaguer	49.50	Frame	345.00
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Williams Star Series	75.00	United 6 Player Formica Top	200.00
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Fist Striker	125.00	Big Pins	180.00
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Voice-o-Graph	Write	United 10th Frame	Write
Life-a-League	90.00	Chicago Coin Bowl-a-Ball	Write
Pop Ups, Like New	22.50	SPECIALS	
Career Pilot	100.00	Genco 400, Like New	\$190.00
All Star Hockey	69.50	Genco Jumping Jacks, Like New	285.00
Silver Gloves	250.00	Golden Nugget	Write
Voice-o-Graph (Mutoscope), Like		NEW EQUIPMENT	
Brand New, 35¢ Model	595.00	Chicago Coin Bowl-a-Ball	
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Blow Ball	Write	Chicago Coin Name Bowler	
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MUSIC		Exhibit Space Gun	
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Williams Music Mite & Stand	125.00	Exhibit Gun Patrol	
Ristorat	65.00	Mutoscope Cross Country	
VENDORS		Mutoscope Drivemobile	
Atlas Bantam, New	\$ 10.95	Bingo Games, all types	
Atlas Deluxe, Used	7.95	SUPPLIES	
National King Candy Vendor	19.50	Shuffleboard Wax, Per Case	\$ 4.25
National King Ball Gum, New	9.95	Coin Wrappers, 1000 Per Box	
Star Candy Vendors	10.95	Per Box	7.50
4-Column Stamp Vendors	10.50	Collection Books, Per 100	7.50
Bonanza Pop Corn Vendors	Write	Pucks for Shuffleboard, 8 in. Set	
Aikuna Cracker Vendor	37.50	Per Set	12.00
Stick Gum Vendors	9.95	Shuffle Alley Pucks, Each	1.50
		Leaf Rainbio Gum, Per Lb.	.28
		Leaf Tab Gum, Chlorophyll, Per Lb.	.60
		Leaf Chlorophyll Ball Gum, Per Lb.	.60



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Two-faced—adjustable for all boards. Chrome tube supports. For 5¢ or 10¢ play by a simple plug switch-over.

OVERHEAD MODELS
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Marvel Score (15-21 pts.)

WALL MODELS
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COIN MACHINE HEADQUARTERS!

America's Largest

Coin Machine Distributor

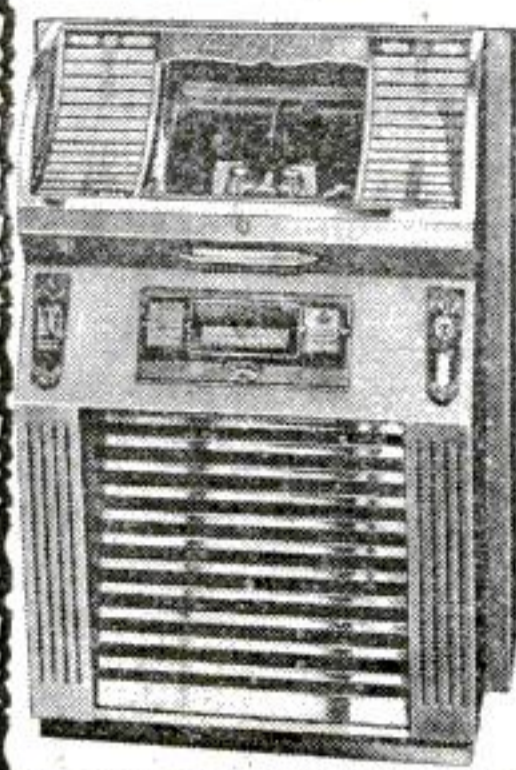
ARCADE

- AUTO-PHOTO
- WMS. DELUXE BASEBALL EXH. SPACE GUN
- ABT RIFLE SPORT
- ABT CHALLENGER
- EVANS BAT-A-SCORE
- Photomatic, Late . . . \$650.00
- Midget Movies . . . 295.00
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- Ch. Basketball Champ. . . 250.00
- Photomatic, Pre-War . . . 250.00
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- Scientific Field Goal . . . 175.00
- Telequiz & Film . . . 169.50
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- Cupid's Wheel . . . 149.50
- Star Series . . . 139.50
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- Keen, Air Raider . . . 125.00
- 2c Electricity Is Life . . . 129.50
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- Pokerino Jr., New . . . 99.50
- Mercury 13-Way Athletic Scale, New . . . 99.50
- Pokerino . . . 99.50
- Life League . . . 99.50
- Exh. Dale Gun . . . 94.50
- Exh. Hi Ball, Striker . . . 89.50
- Batting Practice . . . 89.50
- Marion Scale . . . 89.50
- Quarterback . . . 89.50
- 5c Elec. & Grip Test . . . 79.50
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- Flash Hockey . . . 75.00
- Kiddie Rides . . . Write

ELECTRIC SCOREBOARDS

- Center Overhead . . . \$125.00
- Wall Model . . . 95.00

Exclusive in Illinois and Indiana



EVANS 100-SELECTION CENTURY

50 RECORDS 45-RPM

40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM

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- UNITED CLOVER S. A.
- UNITED CASCADE S. A.
- UNITED STAR REGULATION S. A.
- CHI. CROWN BOWLER, 6 PLAYER
- Keeney 10 Player Club Bowler Write
- Star Bowler, 10', 2 Player, Wood Balls . . . \$350.00
- United Super 6 Player S. A. . . 335.00
- United De Luxe S. A., 6 Player . . . 315.00
- United 4 Player . . . 195.00
- United 5 Player . . . 225.00
- United Twin Rebound . . . 145.00
- United Twin Shufflecade . . . 150.00
- Un. Single S.A. Rebound . . . 89.50
- Un. Double S.A., Express, Rebound, 8' . . . \$119.50
- Un. 2 Player S.A., Express . . . 109.50
- Univ. Twin Bowler . . . 49.50
- Chicoin 6 Player, Formica Top . . . 295.00
- Chi. Baseball 2 Player . . . 69.50
- Chicoin Bowling Classic . . . 89.50
- Chicoin Trophy Bowl . . . 99.50
- Bally Hook Bowler . . . 149.50
- Keeney League Bowler, 4 Player . . . 149.50
- Keeney Double Bowler, 2 Player . . . 79.50
- Exh. Super Twin Rotation . . . 395.00
- WMS. 2-PLAYER DOUBLE HEADER . . . 49.50

UNITED'S GENUINE FORMICA TOPS . . .

8' Tops . . . \$15.95 ea. 9' Tops . . . \$16.95 ea. Min. Order . . . 5 Tops

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FACTORY REBUILT, 25c, KING SIZE COLS.

- Rowe President, 10 Col. or 8 Col. . . . \$155
- Rowe Royal, 10 Col. . . . 140
- National Model 950, 9 Col. . . . 145
- National 930, 9 Col. . . . 130
- Unedapak Model 500, 9 Col. . . . 135

VENDERS

- ACORN VENDOR, 1c or 5c . . . \$14.95
- Mills 8 Col. Candy . . . 198.50
- Mills 5 Col. Candy . . . 89.50
- Mills Tab Gum . . . 27.50
- Mills Tab Gum, Rebuilt . . . 16.50
- Silver King . . . 13.95
- N.W. 49, 1c, 5c . . . 17.35
- 25c Razor Blade . . . 19.95
- S.K. Hot Nut . . . 29.95
- 72-Bar U-Select-It . . . 49.50
- N.W. Tab Gum . . . 25.95
- N.W. Stamp . . . 69.00
- U-Pop-It . . . Write
- Kleenex, 5 or 10c . . . 49.50
- Smokeshop Lobby . . . 239.50

5-BALLS

- NEW
- UNITED CABANA
- BALLY BEACH CLUB
- GENCO GOLDEN NUGGET
- CHI. BIG HIT
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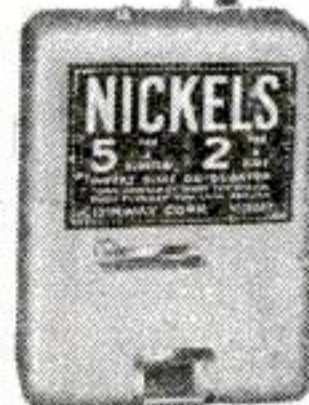
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Cancer strikes one in five

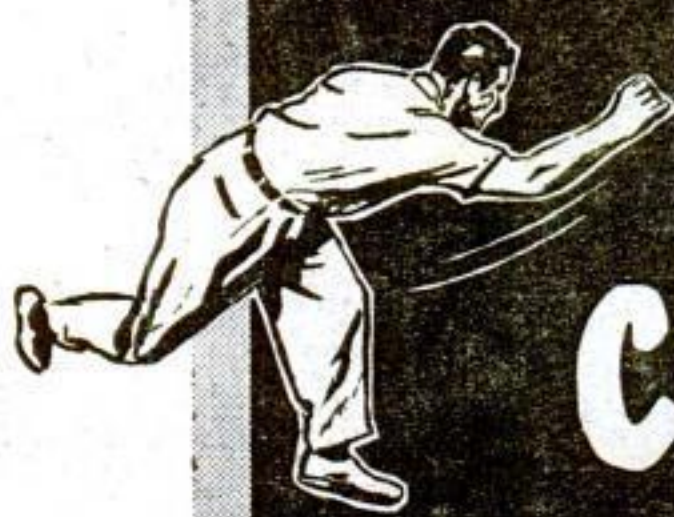
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CROWN BOWLER
Triple Match Feature

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10th FRAME DOUBLE SCORE FEATURE!
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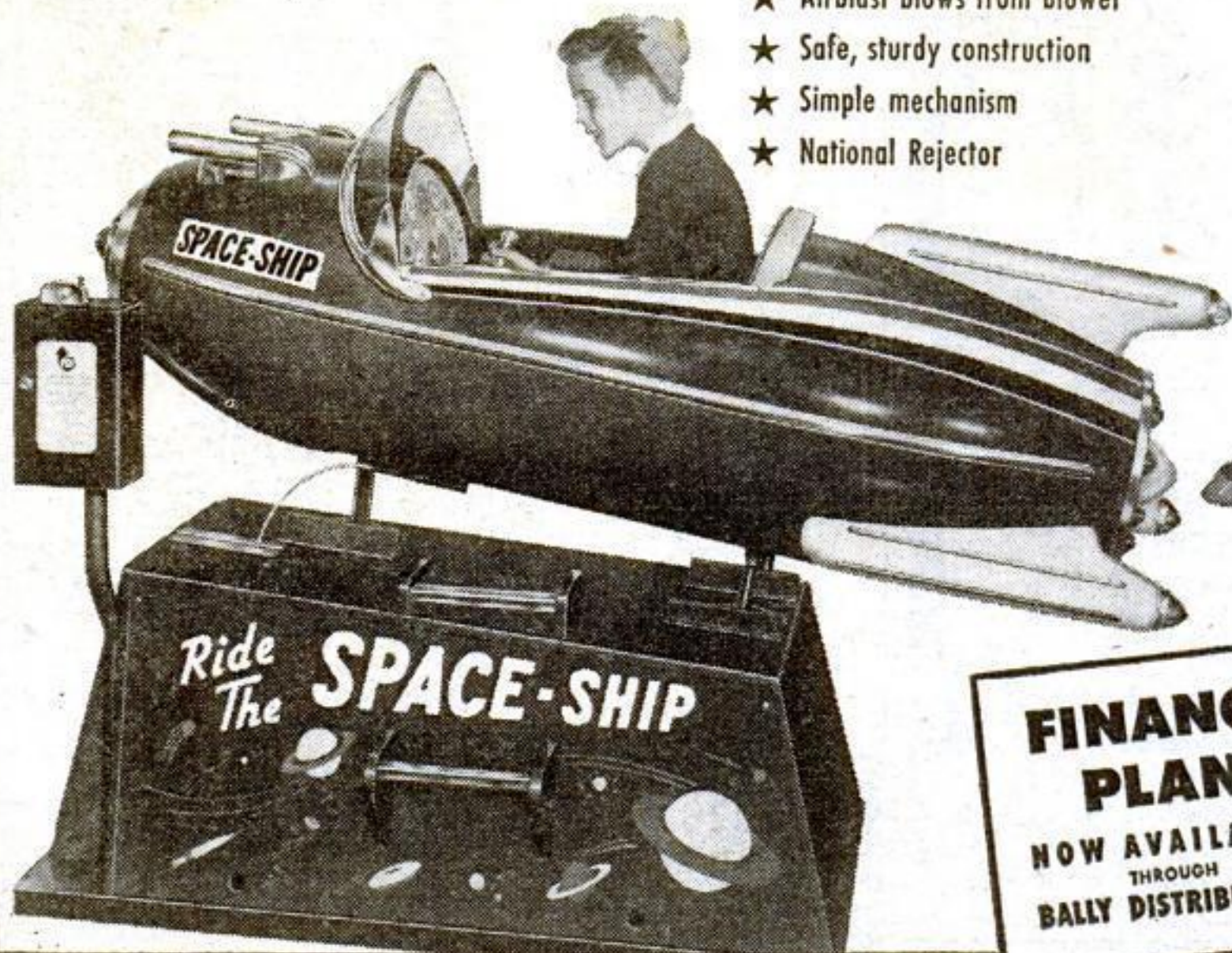


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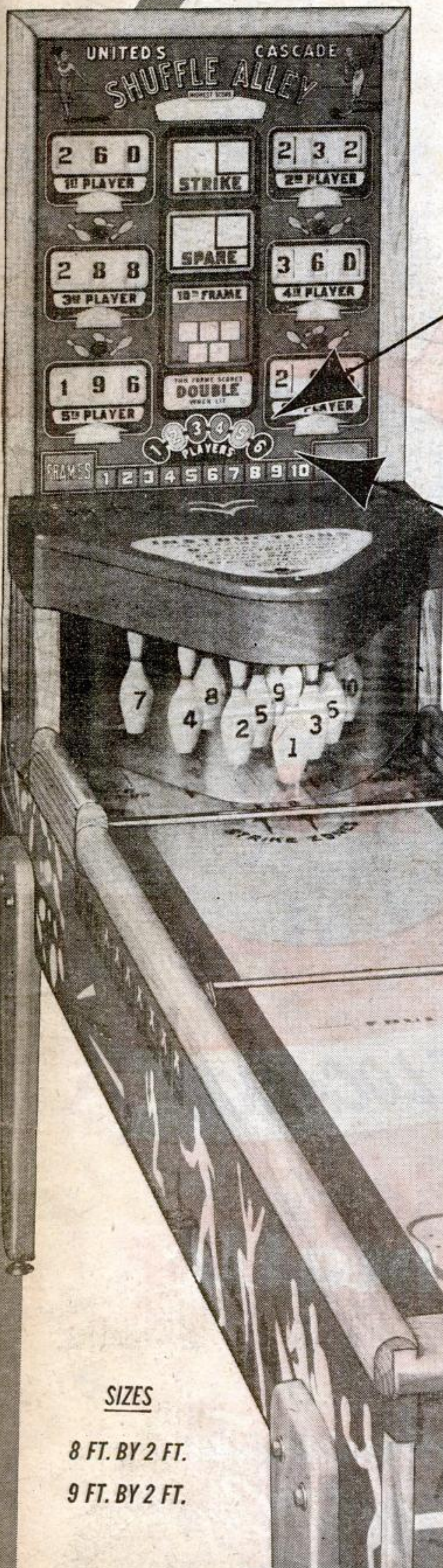
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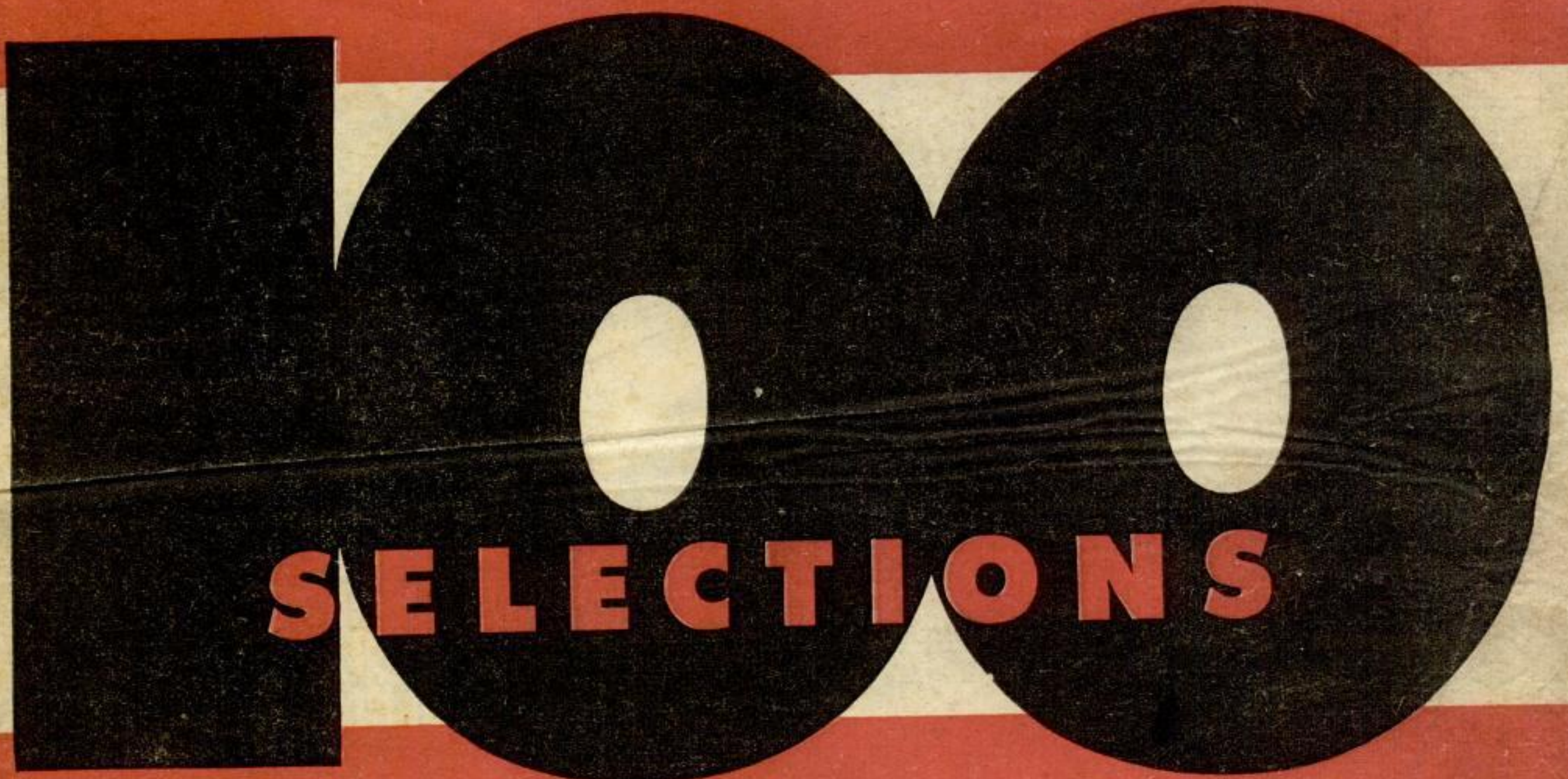
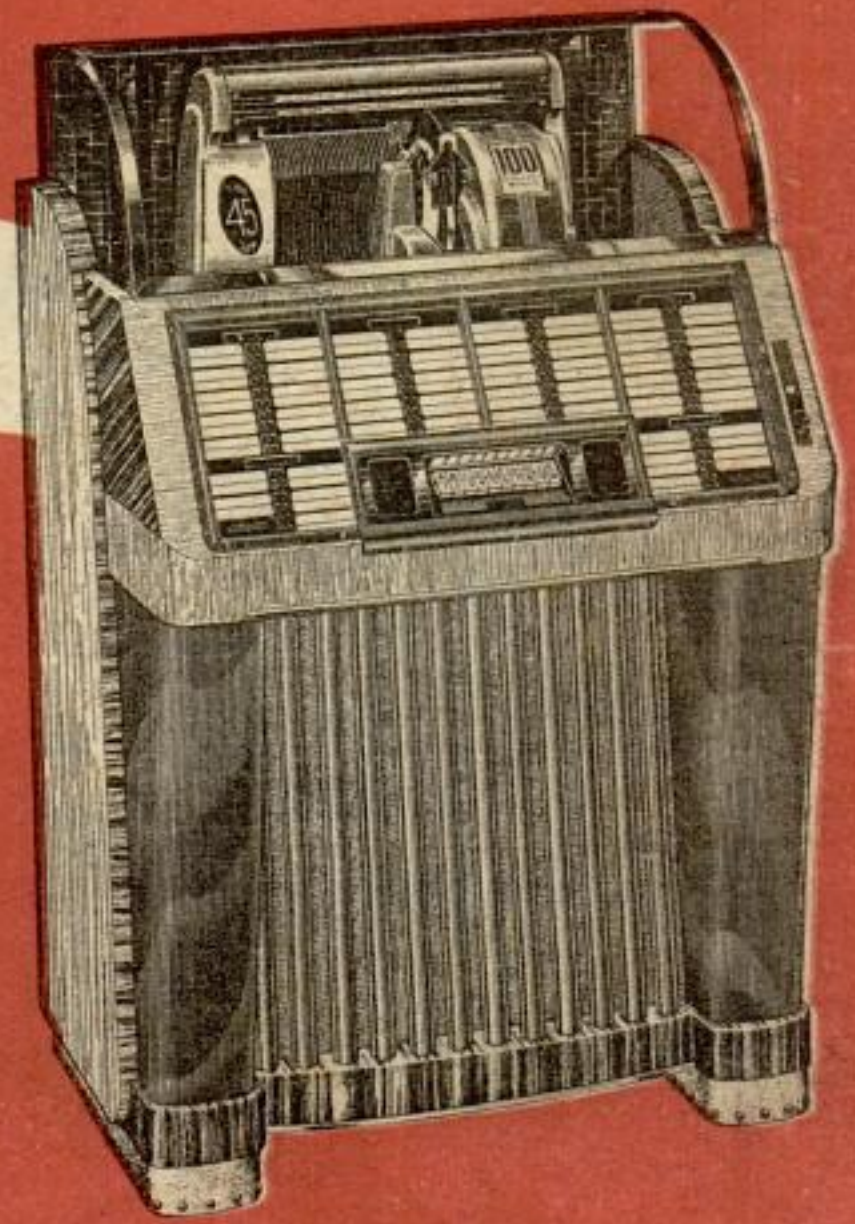
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