

The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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Ballrooms See Big Season; NBC Tunes Up Dance Bands

Net Gives Orks Plum Saturday Night TV Time

Plans Production Layout for Sub of "Show of Shows"

By JOE MARTIN

NEW YORK, May 10.—The band business picked its biggest plum out of the television pie this week when the National Broadcasting Company decided to replace the "Show of Shows" on Saturday nights with a one-hour package which features a different name band each week. Tentatively named "Saturday Night Dance Party," the show will headline a dance band in a night club setting with surrounding acts slated to be of the musical variety type. Behind the decision to spotlight dance bands were the ever-increasing signs that the band business may be headed for a big revival after five quiet years.

Bands for the show will be booked by General Artists Corporation, with the Ray Anthony orchestra to kick off the 13-week summer series on June 7. Other

(Continued on page 8)

'Junco' Disk Banned by 3 Networks

NEW YORK, May 10.—At least three of the four networks have banned radio playing of records of the fast-rising tune, "Junco Partner." Clearance of the tune has been denied because of objections that the lyrics refer to the use of narcotics. Part of the objection stems from the belief that "Junco" means "junk" which is the colloquial term for dope.

Both the National Broadcasting Company and the Columbia Broadcasting System took the matter up with the Federal Narcotics Bureau. An official of the government agency advised that the lyrics were not good for home consumption. A CBS spokesman, commenting on this, said the lyrics are "literally peppered with"

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MAKE IT AN OLD-FASHIONED

Coin operated music box, a calophone or an organ grinder with music rolls. Remnant of New York hits them as "vintage" in this week's classified ads.

Old-fashioned new-fangled—from antique music boxes to 100 play juke boxes that about everything is bought and sold thru Billboard classified ads.

For the better bargains and opportunities, check this week's classified advertisements on the pages listed below. Hundreds use them every week for EXTRA PROFITS. Why don't you?

What Do You Want To Buy or Sell?

See pages 54, 65, 79, 96.

MASS TO CLASS

Ringling Gross Up, Attendance Down

NEW YORK, May 10.—The Ringling Bros. and Barnum & Bailey Circus will wind up its 38-day preem date at Madison Square Garden tomorrow night (11) with a gross slightly ahead of last year's estimated \$2,000,000 take, despite the fact that total attendance was reported a little under that of last year.

Bigger earnings with fewer patrons were attributed to the fact that the Big One staged 75 performances in the Garden this year as against 85 a year ago and raised the top price 50 cents per datum to a record \$6.50 while adding nearly 600 seats in the higher bracket.

With slimming crowds and bigger earnings, the success of the Big Show's New York run reflects a continuing strong appeal to the masses and a possible price exclusion of the masses.

Nights Reflect Dip

Attendance drops have been registered only at night as the matinees drew capacity crowds almost daily through the run. Madness offered half-price ducats for poppets, while the night shows did not, and parents naturally turned to the afternoon showings to take advantage of the bargain rates.

Garden attendance also was reported down last year by some 45,000, with the losses tied in only with the night performances. While many prospective patrons are surely dodging the record price scale, show executives are aware of the inroads being made by television on many show business endeavors and they are not hesitant in blaming the new media.

(Continued on page 68)

Color Video Aids Surgery

MADRID, Spain, May 10.—The first European demonstration of the Varicolor closed-circuit TV system, as adapted to the teaching of surgery, will be held here during the convention of the International College of Surgeons at the Faculty of Medicine, University City, May 19 thru May 24.

The new system is said to present on TV, the color of the tissues as they appear to the operating surgeon at the point of transmission. This will enable surgeon-viewers to distinguish nerves from arteries or tendons, etc. The system was developed by Remington Rand, Inc. the Columbia Broadcasting Company and the Wilmot-Castle Light Company.

Parks Do Okay; Carnivals Hurt by Inclement Weather

By JIM McHUGH

NEW YORK, May 10.—Outdoor operators who launched their seasons three to four weeks ago on a wave of enthusiasm have had their high hopes watered down. The rains came in abundance throughout many sections of the country, and the traveling gentry found themselves wishing that their get-away bankrolls had been sanforized.

Besides nullifying the earning potential for many of the best working hours, the ornery spring weather caused showmen to dig even deeper into their dwindling bankrolls to pay for such special services as tractors to haul their mobile units out of hub-deep, jelled mud. Many who chose to remain a second week on lots rather than risk sprung chassis in the fight with the mud had to expend additional, and scarce, monies on new advertising and promotional endeavors with little hope that even a week of sunshine would see them off the nut.

Paradoxically, the amusement parks have done well—extremely so in some instances. Reason is that the permanent endeavors have been able to take advantage of several Sundays, ranging from sultry to pleasantly mild with only one wash-out sandwiched in between. The brethren on the road, however, have been on route on Sundays, dove-tailed in the heavy highway traffic, with plenty of time to dwell on their misfortune to date and to hope for the future.

The picture has been pretty much the same, North and South. Early openers encountered much cold and wet weather in the South. And they haven't yet

The B M I Clinic Story

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Lewis Works Act From Bed

CLEVELAND, May 10.—Ted Lewis completed the final week of his booking at the Skyway Tavern here via tape record from a hospital bed. Lewis was stricken ill last Sunday (4). He arranged for a recorder to be set up at his bedside and taped introductions, songs and patter. Tapes were played at the club while the rest of Lewis' troupe went thru their acts. Lewis' normal location on the floor was taken up only by a white spotlight.

Co-ordination of music and taped chatter and singing came off excellently. Sock portion of act was his standard "Shadow" number. A blue spotlight moved in the pattern Lewis usually followed while his live shadow worked with the spot.

Locations Get Set for Best Year Since '46

BB Survey Shows New Ideas About, Trend Is to Names

By NORMAN WEISER

CHICAGO, May 10.—Barring an all-out war or a national emergency which would affect crop production, the outlook for 1952 for most of the country's ballrooms appears to be the brightest since 1946. That is the opinion voiced by operators thru-out the United States in a special survey conducted by The Billboard which covered more than 500 locations.

Hundreds of thousands of dollars were spent over the past winter by operators to refurbish their facilities in anticipation of the 1952 season—and many have switched their booking policy, moving from local to territory and name acts in an effort to further increase their grosses this summer. Special promotions will be a major operating factor in '52, with most operators working out

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4A's May Split Unless Merger Is Effected

NEW YORK, May 10.—A strong move is expected to get under way shortly, aimed at dissolving the Associated Actors and Artistes of America, as it is now constituted. The drive will commence unless some sort of merger is accomplished by July 1 within the present framework of that body.

Membership blocs within both the American Federation of Radio Artists and Television Authority plan campaigns to get their unions to withdraw from the 4 A's, should the parent international fail to recommend merger on any level among its affiliated performer unions. These blocs then would seek AFRA-TVA merger and the setting up of a new performers' video union.

Growing suspicions by these groups that Actors' Equity will

(Continued on page 4)

Como Back on Vaude Pitch

NEW YORK, May 10.—Perry Como will play his first theater dates in four years when he opens at the Paramount sometime in July and follows it with a stand at the Chicago Theater, Chicago.

Como will come in with his own package and will get the top deal in both houses. After paying for the acts on the bill with him, it is estimated that he'll wind up with \$100,000 for his own end.

The length of dates in either house is still undetermined as are specific playing days. Both will depend on the accompanying flicker and the availability of act that will go into the Como unit.

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AGVA Backs Copa Vs. Martin-Lewis

NEW YORK, May 10.—The Martin and Lewis date for the Copa, originally to start May 1, has started a series of repercussions that may prevent the boys from playing any other dates until they fulfill their original commitment.

When the boys played the club last year, the Copa had one more option left of their series which called for a May 1 opening, a four-weeker. To further bind the agreement, operators Julie Podell and Jack Entratter gave Jerry

Lewis a \$10,000 check as an advance on his 1952 Copa salary.

A picture commitment intervened, and a new date to start December 25 was proposed by the Copa. Letters were sent to the boys asking for confirmation which the Copa said were ignored. Copa lawyer, Jack Katz, then wrote Joe Ross, attorney for Martin and Lewis, requesting a
(Continued on page 29)

Glasgow Gleanings

By CLIFF BANLEY

(This column appears once a month.)

GLASGOW, May 10.—One of the strangest phenomena in the music business folded its tents, dismantled its trombones and shovelled its takings into several large sacks this week after three weeks of sound and fury at the Playhouse Ballroom in Glasgow. Doctor Crook and his Crackpots have come and gone again, to delight the customers and baffle the critics.

Doctor Crook, a large and genial Cockney christened Harry Hines, is the biggest dance-band draw in Glasgow, which is quite possibly the most dance-mad city in the world. No band in Britain can collect the crowds that pay to dance or be defeated by Crook, a fact which is giving other musicians cause to think furiously.

Hines first acquired his pseudonym, and his style, in the now-defunct radio show "Ignorance Is Bliss." He runs a brass section of five or six, an electric organ and what looks like several thousand drummers and bangers of cans, washboards and shrunken human heads, a la Spike Jones. Practically every number in the repertoire is done simultaneously as a dance jive and a cabaret turn. The rhythm for dancing is inexorable, the cabaret is unsubtle, broad and noisy as hell.

The formula pays. While the cash register is clanging for the Crackpots, many big name bands in Britain are tottering around the countryside in an endless series of one-night stands. Of course there's money in one-night stands, but it's a short life and a gruesome one. Thousands of first-class musicians are now spending 12 months of the year on non-stop travel, eating on trains and sleeping on their instruments; which is okay for tympianists, but rough if your instrument is the piccolo.

Name Bands Wane

As B-O Ball . . .

The ugly fact is that fewer and fewer big bands can command paying crowds for a fortnight, or even a week on end. It has been artificially worsened by the present BBC policy of fewer dances.
(Continued on page 29)

Weather Hurts Chicago Shows

CHICAGO, May 10.—After five months of severe winter and early-spring weather, Chicagoans, faced with 12-straight days of sun and balmy temperatures, took to the outdoors, and the result was one of the roughest box-office periods in the city in years.

While the Oriental, with Johnny Ray making his local theater debut, came up with a respectable \$61,000 gross for the week, all other loop houses reported business fair to poor. The Chicago, with the Jane Froman film, "With a Song in My Heart," backed by Johnny Johnston and the Wlere Brothers, ran second to the Oriental and far ahead of all other houses. The Palace, in the closing days of the long-run "Singing in the Rain," was off, then brought in "The Greatest Show on Earth" Thursday (8) just as the weather switched back to rain and cold, and, as a result, got off to a slow start.

In the nitery field, the Blue Note again paced the field, reporting three-quarter to full houses thru the good weather, with Sarah Vaughan, and then Dinah Washington and Muggsy Spanier, who moved in this week. The Blackhawk, featuring its "Six on a Honey-moon" revue, is doing better than it has in months, but over-all biz there is still way off.

Closing week for the Olsen and Johnson show at the Chez felt the full brunt of the weather, with attendance considerably below
(Continued on page 29)

Asks 50% Tax on Alien Theatricals

WASHINGTON, May 10.—A tariff of 50 per cent would be levied upon all foreign theatrical scenery, properties, and apparel arriving from abroad which does not meet free entry under bond requirements, under a bill introduced this week by Sen. James Murray. The bill would amend the 1930 Tariff Act.

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GET DONALDSON AWARD BALLOT VIA COUPON

The Billboard will distribute ballots for the Ninth Annual Donaldson Awards to all those working in the Broadway theater during the month of May.

Those not working on Broadway during May may obtain ballots by sending their names and addresses to the Donaldson Award Committee at the Billboard's New York office. The coupon below may be used for that purpose.

The Donaldson Awards enables all those professionally engaged in the legitimate theater to cast their votes for their choices of the most outstanding achievements of the season in 27 different categories. Insure your vote by sending in the coupon below.

The Billboard
Donaldson Awards Committee
1564 Broadway
New York 36, N. Y.

Gentlemen: I do not expect to be working in the Broadway theater during the month of May. Will you please send me a ballot and eligibility list for the Ninth Annual Donaldson Awards.

Name

Address

City State

Occupation or trade affiliation

Highlight Reviews

VAUDEVILLE

Durante's Riotous Palladium Turn Moiders London; Kirkwood Scores

By LEIGH VANCE

The main fault with The Schizoid's all-out, no-holds-barred, 48-minute appearance at the Palladium was too much din and not enough Durante. Only time the pace let up was when he handed over to Jack Roth on the drums, and Eddie Jackson with his stick and hat.

"Everybody wants to get into the act," Durante growled, and sat back to let them do it. For two minutes before he came on, Woolf Phillips, conducting his Skyrockets on stage, built up the tension by glancing uncertainly into the wings waiting for his cue. When it came and The Nose himself strutted out to the mike there was a roar which took a little of the caution out of those beady eyes. "Ya didn't really think I was noisious, did ya?" he cracked. And from then on it was moider.

Zany Antics

Slapping Woolf Phillips on the leg with a grip that suddenly shriveled him in pain, and while he writhed, bumping his music to the brass, and banging about the stage like a buffoon, he socked them again and again. With a chorus here, a few bars there, he launched into a dozen different numbers—broke off to make a dozen different gags.

"There's a million good-looking guys in the world," he grated, "but I'm a novelty." Came the flash of a photographer's bulb which caught him open-mouthed.

"Wait a minute, will ya," he cracked, took off his hat to show a hairy toupee, whipped that away and ran a comb thru his own silvery fluff. "Okay," he said. "I'm ready now."

None of his jokes had the Bob Hope polish, few of them had even Fred Allen's gravel-voiced philosophy, but with those pinpoint eyes staring at you and the punch he put behind every word, it didn't seem to matter. There was "The Lost Chord," missing someplace in the auditorium with usherettes out looking for it in the pit and Jimmy searching for it under the piano lid.

Schnozz Comments

There was the bass player whose performance was a "disgrace" and the violinist whose nose was too splendiferous to last another night on the same stage with him. Any faithful Schnozzel fan who's seen his pictures and heard his records could have told you at any point what was likely to come next.

But the magic of this man is not in his material, but himself. It's a sort of bubbling schoolboy humor which makes every joke into a conspiracy between you and him against the world, a sort of intimacy which is genius when it's spread from a stage that size to an audience of Palladium proportions.

There was nothing Durante couldn't have done with them while he was standing up there

alone. But the Eddie Jackson and Candy Candide got big hands for their co-operation. It was only when they were in the spotlight that the temperatures fell below boiling point.

Other Acts

Durante filled the whole of the second half of a first-class bill. It's not often a pair of trick cyclists opening after the overture get the big hand the first night audience handed Evy and Evert, whose skill was more in peddling the charms of Evy than their cycles.

Harrison and Fisher gave their dance routine smoothly, Rob Murray's juggling had a new and sardonic twist and the Pauline Grant ballet danced out a new idea with what appeared to be slightly under-rehearsed enthusiasm. But the first half belonged to Pat Kirkwood, up again after her illness, who proved once more that with that voice, those looks and clever management, she could be one of the biggest assets to British variety.

The London Palladium (Monday, May 5)

Capacity, 2,200. Price range, 99 cents-\$1.62. Two shows daily. Booker and manager, Val Parnell. Producer, Charles Henry. Show played by the Woolf Phillips Skyrockets ork.

TELEVISION

"We, the People" Builds to Let-Down as Veep Rejects Throttlebottom Role

By JUNE BUNDEY

Life Magazine and March of Time dreamed up a flashy format for its first "We, the People" production for Gulf Oil. Show opened with a fast-paced, hip-swinging version of the "Wintergreen for President" torchlight parade number from "Of Thee I Sing," complete with scantly clad chorines and much electoral hoopla. Showmanly tub-thumping was by way of introducing Vice-President Alben Barkley, who (according to a Time, Inc. wire to the press Thursday) was to announce his candidacy for president during an interview with Life staffer Frank McNaughton. It was a per-

fect set-up for making spectacular headlines in Saturday's papers as the "Meet the Press" and "Author Meets the Critics." Instead of throwing his hat in the ring as per release, Barkley refused to commit himself. He did hint that he might have some news at the Kentucky State Convention May 17, but when McNaughton (looking a bit desperate) asked if that news would concern his candidacy, the Veep stated flatly, "I have no present plans to make any announcement at that time." Consequently the program was more build-up than climax. Fortunately the build-up

was entertaining but without the Barkley announcement (a parallel the political situation in "Of Thee I Sing") the frivolity was devoid of significance.

In line with this, of course, it's quite possible that the Veep may have changed his mind after reading the script of the 1932 political satire, which was revived on Broadway last week. The play's vice-president, Alexander Throttlebottom (as played by Victor
(Continued on page 10)

"We, the People," reviewed Friday, May 9, 8:30-9 p.m. EDT, via NBC-TV.

VAUDEVILLE

Palace Economy 8-Act Policy Is No Retrenchment on Top Entertainment

By JOE MARTIN

The two-a-day policy took a summer hiatus yesterday (9) and a typical Palace bill opened today. Judging from the size of the house at the opening show, the house should do quite well with this type of operatinn. Certainly if booker Dan Friendly can continue to come up with a package of the caliber of the first one, business should be strong all thru the dog days. At a low budget, the Stem house can make a few bucks, keep the customers happy and consequently keep the seats warm for the return of two-a-day next fall.

The show opened with June and Martin Barrett, a fast-moving ballet-tap act which served to set a strong pace for the rest of the bill. The kids looked fresh and worked smoothly. Particularly effective was the "April Showers" routine with umbrella and raincoats. Chet Clark, youthful harmonica player, impressed as one of the better mouth organ acts around. He added some

minor, but effective, sight bits to a "St. Louis Blues" finish which ended up as "One o'Clock Jump."

The Appletons (3), came on for a strong Apache routine replete with the usual knock-about stuff and the fem screams. The knife-throwing finish put them way ahead. They drew a big mitt. Milton Douglas, ran thru his usual mixture of old and new stand-up-and-throw-'em gag material with the neat assist of a fem partner. Apparently the typical Palace audience was a typical Douglas audience.

Bob Howard, in for the umpteenth time in Palace history, did little more than he's ever done before. He sat at the piano, reminiscenced, tinkled the ivories and gave out with some standard ballads and novelty items. Effective were his piano player solo and the Irish and Italian ditties. Cabot and Dresden, still a slick ballroom team, built smartly to their standard "perpetual motion" finish. The house liked them fine. Artie Dunn, in next-to-closing,

socked across his standard act material for yock after yock. At the show caught, he threw in a clever bit on the apron Garland, but which could easily be built into a big item for this house. The show closed with Roland Marcell and Janis, an eye-appealing wire act. In addition to the usual wire dancing stuff, Marcelli worked with wheels and juggling props to wind up a first-class vaude bill. The Jo Lombardi house ork cut a fine show, lending a neat assist to every act on the bill. As usual, lighting and drops did much to highlight most of the acts.
Pic. "Loan Shark."

Palace, New York (Saturday, May 10)

Capacity, 1,700. Price range, 55 cents-\$1.20. Four shows daily. Five week-end. RKO main booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's house ork.

ABC's Sales Plan Offers Wide Choice

"Triple Exposure" Gives Sponsors Pick Of 1 to 15 Plugs on Wendy Barrie Strips

NEW YORK, May 10.—A new indication of radio's originality in developing greater flexibility for sponsors was forthcoming from the American Broadcasting Company this week, where a new AM sales plan, titled "Triple Exposure," was in the works. The blueprint, which features Wendy Barrie in three different daytime strips of five-minute programs, is geared to afford bankrollers maximum choice in the number and location of the programs they purchase.

The "Triple Exposure" plan permits an advertiser to buy any number of the five-minute shows, from a single stanza weekly to all 15. The bankroller may scatter his plugs as widely as he desires, should he buy several programs. For example, he may buy the earliest of the three daily shows on two days a week, the second of

the strips on two other days of the week and the third strip on the one day not covered in the earlier two strips. In this fashion, he is guaranteed heavy unduplicated audience.

Keyed for Days

The strips all are keyed for daytime airing, with Miss Barrie's sales potency on the female audience well known. One strip is to cover Miss Barrie's comments on family, political and varied human interest topics. The second strip is a show business and movie ailer, while the third will deal with charm, beauty, home-making and child care. All shows will be taped, and the initial stanzas are being cut next week. No starting date or time slots have been named as yet, it is understood.

The present economy trend in radio program costs is followed, with talent and production cost for all 15 shows under \$2,000 weekly. It also provides an opportunity to advertisers with varied-sized budgets, from large to small. From a rating point of view, it is noted that a sponsor buying three of the five-minute shows should collect a higher cumulative rating from the trio than he would from almost any individual 15-minute radio stanza now on the air, and at considerably lower cost. It is also calculated to afford saturation daytime coverage to a sponsor who might buy all 15 shows, at a price considerably under what a heavy national spot campaign would cost.

Rivals Pitch, But ABC May Keep Celanese

NEW YORK, May 10.—Despite heavy pitching from rival webs, the American Broadcasting Company this week seemed a good bet to retain the Celanese business for the hour-long alternate week TV dramatic show. Chances are, however, that it will be moved from its current 10-11 p.m. Wednesday slot, along with its running mate, "Pulitzer Prize Playhouse."

The sponsor still is undecided about final plans, but will not move to either the Columbia Broadcasting System or National Broadcasting Company on the basis of their time suggestions. CBS-TV offered 8-9 p.m. Saturdays, alternating with Ken Murray, but Celanese doesn't want Saturday and thinks 8 p.m. is too early. NBC offered 8-9 Wednesday, alternating with Tony Minor's projected dramas, but the time again is too early, and the show would back CBS' Arthur Godfrey. So ABC still has the inside track.

Summer Segs To Be Shifted

NEW YORK, May 10.—The National Broadcasting Company's TV web reportedly will drop its Sunday afternoon 2-5 programming during the summer. Same time already has been written off by the Columbia Broadcasting System's TV web for the summer.

The Hallmark Playhouse, 4:30-5 p.m. Sunday on NBC-TV, will either have to take a hiatus or get an evening slot. The other NBC-TV shows, "American Inventory" and "Hats in the Ring" can be shifted or dropped without much trouble.

Ohio Firm to Film Musicals

NEW YORK, May 10.—Studio Films, Inc., Cleveland firm producing three-minute TV musical films, is making a strong pitch for disk news after originally deciding to use lesser known talent in its productions. The firm has just completed filming pacts with the Ink Spots, Richard Hayes, Alan Dale, Marion Morgan and Tony Baavaor.

Talent deals are being set for the firm by Fred Ferrezano. The usual pact calls for a minimum of five films a year for three years. Artists get an advance against royalties derived from sales of the films to video station. Studio Films has completed 150 films thus far.

KEEP YOUR FINGERS X-ED

NEW YORK, May 10.—During the past six weeks there have been changes in top executive personnel at 25 per cent of the TV stations now on the air, with incidence of change highest at network owned-and-operated outlets and multiple-station operations.

Statistics were uncovered by the Broadcast Information Bureau while compiling its loose-leaf "Film Who's Who and What's Where at TV Stations" for advertising agencies. First issue of directory will be released to trade Monday (16).

Pedlar & Ryan To Shut Doors As of October

NEW YORK, May 12.—Thomas Ryan, president of Pedlar & Ryan, today announced that the agency would close its doors as of October 1. The agency has parts of Red Skelton and "Those Two" on the National Broadcasting Company's TV web for the Camay division of Procter & Gamble. On radio it services "Pepper Young's Family," the top NBC daytime radio soap opera rating-wise, for the same client.

Benton & Bowles is expected to come up with the Camay account. Other important accounts — J. C. Penney, Peck & Peck, La Primadora cigars, Hearst Newspapers and John Ward cigars — are considering new agency affiliations. Now in his 60's, Ryan is leaving the agency field to ease himself into retirement, but will open an office as a consultant. Pedlar & Ryan has been in business for 25 years and bills about \$4,000,000, of which \$2,000,000 is in broadcasting.

Motorola on Hunt for Show

NEW YORK, May 10.—Motorola this week started shopping for a prestige half-hour radio show for programming in non-TV markets. The advertiser wants to put his name before the potential public for his sets now that the freeze has been lifted.

Ruthrauff & Ryan is the agency.

SAG to Walk Out If Pact Talks Fail

HOLLYWOOD, May 10.—Unless the Screen Actors' Guild and the Alliance of TV Film Producers agree to a new contract by June 24, SAG will cancel its existing pact with the producers. This would result in a walkout of all SAG members from telephic in production. SAG this week reminded producers it would "assert its legal rights" in canceling its present working arrangement with the movie makers. Guild originally notified producers of this action in time to comply with the 60-day notice regulation.

Original contract with the producers expired last December. This was extended on a temporary basis to allow thespes to continue in productions while negotiations were carried on for the new contract.

Alliance has agreed to SAG's wage boost that upped minimums to \$70 per day and \$250 per week for single-pic-per-week production. Biggest stumbling block, however, has been SAG's demands for payment on TV films reissued in the same markets. Guild's original demand for re-issue payment was 100 per cent of the original fee.

Without benefit of contract, some producers last year gave SAG members 50 per cent of the original actors' payment. Guild is expected to continue its all-out fight for the reissue payment principle, claiming that actors in TV films, unlike theaters, wear out their value. One case cited

was that of an actress who was turned down by a sponsor in a TV film series because she had appeared in another series sponsored by a competitive product.

Levey's Diary Introduced In Para. Case

WASHINGTON, May 10.—Arthur Levey, once president of the now defunct Scophony Corporation of America, told Federal Communications Commission Examiner Leo Resnick this week that other companies tried to buy an interest in his TV patents when Paramount TV Productions Corporation failed to promote them, back in 1943. FCC Attorney Max Paeglin was questioning Levey in an attempt to ascertain whether Paramount Pictures Corporation, the mother company of Paramount TV Productions, illegally held back development of Scophony patents.

Levey liberally documented his statements with excerpts from memorandums and a diary. He said L. K. Marshall of the Massachusetts Raytheon Company was interested in his Skiatron dark trace tube and proposed the establishment of an electronics laboratory for \$200,000 in the presence of Paramount Pictures Vice-President Paul Raibourn. In his diary, Levey reported that Marshall wanted a non-exclusive license on Skiatron, warning that if he didn't get it he might decide "to infringe." Levey's diary quoted Marshall as saying: "You can't keep me out. It is too important."

Levey, who is now president of the Skiatron Corporation, an independent firm, will return to the witness stand Wednesday (14). He is expected to answer Raibourn's claims that he made "inaccurate" representations which showed a lack of technical knowledge in the TV field.

RCA Earnings Off '51 Pace

NEW YORK, May 10.—Net earnings of Radio Corporation of America for the first quarter of this year amounted to \$7,078,520, as compared with \$11,901,542 for the first quarter of 1951, according to a statement by Brig. Gen. David Sarnoff, RCA board chairman at the annual stockholders meeting here last week. Consolidated gross income during this period was \$163,871,331, with profits, before Federal income taxes, of \$14,841,520.

Sarnoff named nine new projects which RCA scientists and engineers are presently developing, listing "International TV" as a regular service to be realized within the next five years.

No Hiatus for CBS Sponsors

NEW YORK, May 10.—Virtually all the Columbia Broadcasting System's TV network sponsors will not take a hiatus this summer. The sole exception may be Budweiser. Last year the only client to move out during the dog days was Oldsmobile. Since the Budweiser decision is not final, CBS-TV may yet wind up with a full slate of summer advertisers, and better its 1951 record.

Most of the sponsors will sail through the summer with the same programs. A few, however, will use replacements. Philip Morris will buy a new situation-comedy on film, "Marge" to replace "I Love Lucy." CBS-TV expects to program its open time with film which will be seen Tuesdays 8-9 p.m., and Saturdays from 8-11 p.m.

Education TV Gets \$145,000

WASHINGTON, May 10.—Ford Foundation's fund for adult education has granted \$145,000 for 1952 to the Joint Committee on Educational Television. It was announced this week by Arthur S. Adams, American Council on Education president.

This year's grant is \$55,000 bigger than last year's. JCEC Chairman Edgar Fuller said the grant will help in the drive for use of channels reserved for educational TV under the Federal Communications Commission's TV allocation plan.

Engineers Vote Du Mont Strike

NEW YORK, May 10.—One hundred and fifty engineers and technicians, members of the Television Broadcasting Studio Employees Union, Local 794, this week voted to strike against the Du Mont network.

The walk-out which would involve WABD, New York; WDTV, Pittsburgh, and WTTG, Washington, must be approved by the local's parent union, the International Alliance of Theatrical Stage Employees. The engineers rejected a Du Mont offer of a 4 per cent wage increase as being too low.

Unions to Move to Dissolve 4 A's Unless Merger Occurs

AFRA-TV Blocs Set July 1 as Deadline; Propose New TV Union

Continued from page 1

block merger on any terms have given impetus to their drive. These suspicions were given substance at the last meeting of the 4 A's when the Screen Actors' Guild attended after being absent for a number of years.

SAG is still battling the Eastern 4 A unions for TV jurisdiction, but the feeling is that Equity has made some sort of deal with SAG. Sidney Blackmer, an important member of Equity, recently called for a video union organized for legit and film actors only, that is, for Equity and SAG members. The group within Equity favoring merger was vitally hurt when Louis Simon, the former executive secretary, was forced out of his post. His outspoken advocacy of merger, it is believed, was not calculated to enhance his popularity with those on the Equity council opposing linking forces with their brother unions.

At the 4 A merger meeting a resolution endorsing a merger between AFRA and TVA, already overwhelmingly voted by the membership of both unions, was withdrawn after protracted ma-

nuevers. The ostensible reason for its withdrawal was to give the other 4 A unions time to consider the UCLA-Cornell blueprint for more inclusive merger, which is yet to be submitted in its final form. But considered opinion in the radio-TV camp was that such an AFRA-TVA merger resolution might have been defeated by the opposition if introduced, so they decided to wait.

Talk at Equity is that a more inclusive merger would take longer to conclude than the July 1 deadline set up by the TVA convention. The deadline, however, was purposely set by TVA to force quicker merger action from other 4 A unions. Porting the deadline back TVA and AFRA members feel, would be stalling, perhaps for an indefinite time, to prevent merger.

Equity's position is that AFRA-TVA merger into an American Federation of Television and Radio Artists' union would mean that Equity would lose control of TV for its members, and that TVA should continue under a trusteeship. TVA believes that it has come of age with the medium,

and that its members have the democratic right to govern their own futures, and not to be under the control of unions not familiar with their problems.

AFRA and TVA see merger as a necessity, feeling that it is difficult to handle the negotiation of contracts under the present set-up. There are many AM-TV stations which, under the present arrangement, need three contracts—one for exclusively TV performers, another for exclusively radio artists and a third for those who work in both mediums. Such contractual arrangements, they say, are needlessly repetitive, unwieldy and complicated. In some cases there has to be joint negotiation between AFRA and TVA for members who work in both mediums for the same broadcasting unit. This already is partial merger enforced by the situation.

The probability is that the American Guild of Variety Artists may be invited to join the new union. AGVA is on record as favoring merger and, in spite of differences, AFRA and TVA feel that the vaude performers' union has much in common with them.

POWER!

WAVE's DJ Contest Sets New Record

LOUISVILLE, May 10.—Station WAVE's annual disk jockey contest set a new record for mail and phone pull this year drawing 111,583 mail votes and 60,855 phone calls. The station points to the record figures as an example of radio's power in a market with two video stations. The show, emceed by disk jockey Bob Kay, is sponsored by the Oertel Brewing Company and airs across the board from 10:15-11:30 p.m.

Format of the show calls for amateur disk jockey winners to be selected on the basis of phone and mail votes.

Lever Takes CBS Option

NEW YORK, May 10.—Lever Brothers this week took an option for its Pepsodent division on Tuesday and Thursday 7:45-8 p.m. on the Columbia Broadcasting System's TV network. The time had been canceled by Liggett & Myers for its Fatima division, which is programming "Stork Club" in the two slots until the end of its current cycle.

Lever Brothers is looking at a kind of the old daytime Steve Allen show for slotting as a summer replacement. It intends, however, to program a vocalist, probably Dolores Gray, in the time periods in the fall.

Fox Film Inks Jim Hawthorne

HOLLYWOOD, May 10.—Jim Hawthorne, deejay turned comic, this week concluded a five-year exclusive TV film deal with George Fox Film Corporation for a series of half-hour telepics tagged "This Is Hawthorne." Fox will produce the situation comedy series with columnist Fred Beck scripting in collaboration with screen penman Arthur Hoerl.

Series of 26 is expected to start rolling in July. Fox firm and private interests are financing the series, with talks now going on for sale and distribution arrangements.

Hawthorne film deal was set by Harold Jovien, of Music Corporation of America. Jovien originally pushed Hawthorne into the TV comedy fore when he was with General Artists Corporation. With Hawthorne's GAC pact expiring concurrently with Jovien's switch from GAC to MCA, the comic followed the agent to his new MCA headquarters.

Wrigley's May Acquire 'Luigi'

NEW YORK, May 10.—Wrigley's Chewing Gum Company this week was considering buying the TV version of "Life With Luigi" before it for approval. Wrigley's sponsors "Luigi" on the Columbia Broadcasting System radio web.

The advertiser already has Gene Autry on the CBS-TV network and may find the bill for both shows too heavy. "Luigi" is a CBS-TV package.

Olds Returns To Net Radio

NEW YORK, May 10.—Oldsmobile returns to network radio Thursday (15) on the Columbia Broadcasting System with its sponsorship of Peggy Lee, Tuesdays and Thursdays, 7:30-7:45 p.m., in 75 non-TV markets.

Since Olds already sponsors news on CBS-TV, Mondays, Wednesdays and Fridays, 7:30-7:45, its new buy will give it complete coverage via a combined radio-TV hook-up.

IDEAS ARE AS FREE AS AIR

CHICAGO, May 10.—The only way for a performer to protect an idea is not to disclose it. That is what Norman R. Tyre, Los Angeles lawyer, told the University of Chicago Conference on the Arts this week. An idea is free as air, Tyre said, even tho it has been made popular by advertising and large expenditures of time and money.

"An idea escapes the creator's dominion when uttered, and cannot ordinarily be followed after disclosure," he said.

WXYZ BOOST

Promotion Ups Outlet Gross 30%

DETROIT, May 10.—Practical proof that promotion still pays off in radio is evidenced at WXYZ, Detroit, in the 30 per cent increase in business for the first four months of the year, compared to the same period of 1951. The figure is in contrast to the decline in radio grosses widely reported. This is all the more startling because WXYZ, following the then trend of the times, reduced rates about 12 per cent on May 1, 1951, when radio management generally was really getting scared of television.

The increase has been well scattered over various departments and programs, with three key points of improvement—the Ed McKenzie (Jack the Bellboy) and Fred Wolf disk jockey shows and new shows. The last is typified by the recent sale of three day five-minute strips of newscasts to Sinclair Oil. Improvement is laid squarely at the door of aggressive promotion and selling.

PSYCHOLOGICAL PRESSURES

Rate Cuts Cause Vicious Circle; Everybody Worries

NEW YORK, May 10.—Rate cuts in radio are subjecting advertisers and agencies to psychological pressures and anxieties that make for a vicious circle, a spokesman for the Affiliates Committee charged this week.

The broadcasting exec pointed out that advertisers were constantly prodded by the thought that their competitors may have gained merchandising and selling advantages thru rate cuts via undisclosed deals. To this, they naturally react with pressure on the webs to make the same or better arrangements. Agencies, he claimed, are similarly made unhappy by the fear that perhaps those of their opposition who have master-minded rate slashes will be in a strong position to steal their accounts.

The committee exec also said that the radio networks' spirited efforts to raid their competitors' programs and talent did not help matters. This stems from each web's desire to be SRO, and to get radio personalities who might be turned to account in TV.

"Why can't the networks be

content to be 80 per cent, not 100 per cent sold out at stabilized rates?" he asked. "Every time a program changes networks everybody loses," the exec added.

Cox Replaces Melton on Ford

NEW YORK, May 10.—The Ford Motor Company this week bought "Mr. Peepers," featuring Wally Cox, to replace James Melton. The program goes into the Thursday night 9-9:30 slot beginning July 3 on the National Broadcasting Company's TV web.

Allowing for two weeks of pre-emption for the political conventions, the situation-comedy initially will be purchased for about eight weeks. If it clicks, it will of course continue to be sponsored by Ford. Producer will be Fred Coe; scripter, David Swift, and director probably James Sheldon.

War of Allocations Rages Before FCC

Continued from page 2

into question the propriety of assigning Channel 5 to Nashville, and they asked why the protesting WREC could not amend its application to use Channel 5 or 13.

Among other petitions asking allocation plan changes this week, the Milwaukee Broadcasting Company, the Wisconsin Broadcasting System and the Hearst Corpora-

tion, all of Milwaukee, asked postponement of their removal from the FCC hearing docket. Station WISC and WISC-FM of Madison, Wis., applicants for a new TV station license, also asked the commission to transfer VHF Channel 3 to educational use and order the proposed educational Channel 21 for commercial use.

ANNOUNCING

The Billboard

FIRST TV FILM QUARTERLY

A Special Section of the June 14 Issue

Featuring Special Articles by:

- | | | |
|-----------------------------------|-----------------|------------------|
| JULES BRICKEN | KLAUS LANDSBERG | JESS OPPENHEIMER |
| BERNARD GIRARD | BASIL GRILLO | GEORGE W. BRETT |
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and Valuable Reference Data Covering:

- TV FILM AVAILABILITIES AND CITIES IN WHICH CURRENTLY SOLD
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- NEW FEATURE FILMS & SHORTS RECOMMENDED BY STATION FILM DIRECTORS
- THE MARKET PLACE FOR THE TV FILM INDUSTRY (A CLASSIFIED BUYING GUIDE)
- TOP TV FILM PRODUCERS—TYPES OF FILMS THEY PRODUCE—PERSONNEL
- LEADING COMMERCIAL TV PRODUCERS & PRODUCTS CURRENTLY ON TV
- LIST OF TV STATIONS WITH OPERATING DATA AND PERSONNEL
- TV STATION AUDIO AND VIDEO REQUIREMENTS



"Cutting rates is no solution. Where does it all end?" he queried.

Meanwhile, the Affiliates Committee has set a meeting for May 20 and 21 here at the Ambassador Hotel. The group will hear reports from Dr. Kenneth Baker and A. C. Nielson on the size and listening area of radio. As instructed by the National Association of Radio and Television Broadcasters meeting at Chicago, the New York gathering will consider a constitution and bylaws for the Affiliates Committee.

The Committee obviously will look into the entire rate cut situation.

Chances Slim For Additional Football Video

NEW YORK, May 10.—Chances that the National Collegiate Athletic Association would appreciably ease its restrictions on live telecasts of college football games during the 1952 season are particularly slim following the report issued this week on the effects of video on college football attendance.

The exhaustive study was made for the NCAA by the National Opinion Research Center of the University of Chicago. Findings of the NORC were that attendance at college stadia competing with TV was off 15 per cent.

The report wound up with the statement that it is still too early to make any "final" determination of TV effects on football attendance. The NCAA revealed that its TV committee is currently formulating its 1952 TV plan on the basis of the new report. It is generally expected that a few more games than the 20 televised last year will be permitted to be scanned by video cameras. The new TV plan is expected to be announced in a few weeks.

Study Highlights
Highlights of the NORC study were that television continues to exercise an adverse effect on college football attendance and that attendance losses are much greater in TV-saturated areas. The report also disclosed that colleges outside of TV areas either held or surpassed their pre-video attendance in 1947-48.

Meanwhile, this week, the Radio and Television Manufacturers Association sports committee reported that a two-year good-will promotional program is paying off in increased telecasting of baseball, boxing, racing and other sports events.

The committee said co-operation between TV manufacturers, broadcasters and officials plus RTMA's plans for this year's World Series should increase attendance at baseball games as well as increase TV set sales. The committee also noted that a 20 per cent drop in attendance at minor league games in 1951 is still "cause for concern in relation to future telecasts."

Crosby Signs 2 Pic Series

HOLLYWOOD, May 10.—Blug Crosby Enterprises this week concluded pacts with Bobby Driscoll and Frances Rafferty for two TV film series to be co-produced by Bernard Girard and Dick Dorso with Girard directing. Driscoll was signed for the "Best Years" series, and production this week started on the pilot reel. Cast includes John Lital and Barbara Woodell.

Miss Rafferty was set for the top role in the pilot reel of BCE's Louis Bromfield series, "Up Ferguson Way," with screen play by Richard Llewellyn. After production is completed of these two pilot reels, firm will immediately start rolling on its first of the "Corry Johnson" series plus two in its "Rebound" series.

Wm. Morris Sets Precedent in Kine Use of Film Properties

Deals Set With Warner's, Paramount, Columbia, RKO: Fox and MGM Hold Out

NEW YORK, May 10.—Quietly over the past two seasons the William Morris agency has developed and perfected a technique for co-operation with motion picture producers, whereby top film properties have been adapted for TV use with full rights to air them via kinescope.

The plan is precedential in that a major block hindering top TV dramatic series has been the inability to get permission to kine such properties as belong to film companies.

The show involved is "Pulitzer Prize Playhouse," which is handled, cast and supplied with properties by the Morris office and which airs on alternate Wednesdays via the American Broadcasting Company-TV web. Deals have been set with four film companies for use of properties: RKO, Warner's, Paramount and Columbia. Two staunch hold-outs, however, have been Twen-

Early Pix to Be Shown in Video Series

NEW YORK, May 10.—Nitory owner Paul Killiam and Sterling Television here are packaging a new 15-minute film series, featuring more than 1,900 of the old-time Edison movies. Collector-item flickers will be integrated with new TV footage, depicting life in an early motion picture studio.

Killiam, who operates the Old Knick Music Hall here, leased the Edison films from the heirs more than a year ago, but had difficulty finding an insurance company willing to indemnify him against invasion-of-privacy suits once the films hit TV. The policy finally was granted by Lloyds of London.

The Edison library will be backed with a running commentary by Killiam, who performs a movie chore for his old time movie screenings at the Old Knick. The films will be distributed to TV stations by Sterling Television.

NBC-TV Plans Spot Standards

NEW YORK, May 10.—The first move to standardize shared TV station identification breaks was in the works this week at the National Broadcasting Company spot sales division, on behalf of the eight TV outlets it represents. The plan calls for each outlet to have identical standards of art work for sponsors, instead of varying standards which required a separate piece of art work for each station. The move is seen stirring a drive for universal TV standards in this field.

The plan will give sponsors up to 87 per cent of the screen area for copy, with the stations using the remainder, in the upper right hand corner, for identification.

entieth Century-Fox and Metro-Goldwyn-Mayer. Approximately a dozen properties were cleared via the arrangement in the 1950-'51 season for "Pulitzer," and two have been obtained in the same manner this season.

Cash-Promotion
The formula is a combination cash and promotion deal. On the cash side, the film firm is given a royalty for use of each property,

Williams Quits March of Time Joins Fox TV

NEW YORK, May 10.—Phil Williams, theatrical sales manager for the March of Time here, resigned that post this week to join 20th Century-Fox's newly expanded TV department. The exec, who has been with Time, work directly with Fox's TV topper, Peter Levathes. His first assignment will be to handle promotion and sales for the studio's re-release of its TV film series, "Crusade in Europe."

Williams spearheaded the advertising-merchandising campaign for MOT's "Crusade in the Pacific" TV film package this year, and personally sold the series in many major markets. In view of MOT's success in selling series to local, institutional-type sponsors and on a special spot coverage basis to national advertisers, the Fox series will be sold along similar sales lines. The Eisenhower films (produced for 20th by MOT) are already running over WBBM, Buffalo under the local sponsorship of the Marine Bank.

New Chapters
Levathes plans to up-date the series by filming additional chapters this year. The films were first released to TV in 1948. However, in view of big increase in TV set ownership since then, Levathes expects re-runs to more than double the series' original audience coverage. Levathes and Williams also point out that length of each chapter (20 minutes) is considered a sales-plus today, because it permits stations and sponsors to integrate films with local news shows; thus increasing value of spot adjacencies. The promotion series will be tied in with big increase of Americans traveling abroad this year, indicating of new interest in Europe.

MAXIMUM FOR MINIMUM

BBD&O Extends "Orbit" Time-Buying Plan to TV

NEW YORK, May 10.—The Batten, Barton, Durstine & Osborn agency is now using its revolutionary technique for buying spot radio time—the "orbit" plan—in TV. In radio, the agency's "orbit" system is based on the by-passing of powerhouse outlets for a carefully selected group of stations which deliver maximum impact at minimum cost, as

with the price varying according to importance of the work. However, on the average the price is \$1,000.

The promotion end involves on-the-air exploitation for the current release of the film firm, on both the live and kine versions of the show using a property from that firm. Such a plug is delivered at the end of the stanza and states that the program has been presented with the co-operation of the pic outfit, whose current release is then named.

In the case of Columbia pictures, this has been expanded to include a 30-second hitch-hike film trailer for the picture.

In the past several seasons, producers of TV dramatic shows have done much waiting about the unwillingness of film outfits to co-operate on release of properties. This deal indicates that co-operation can be obtained quite easily on a simple exchange basis.

CBS Quarter Net Is Same As Last Year

NEW YORK, May 10.—The Columbia Broadcasting System, Inc., netted practically the same amount of money for the first quarter of 1952 as it did for the same period of last year despite a radically increased gross take in 1952. Its earnings per share, however, were down from \$2.2 in 1951 to \$1.65 in 1952.

CBS gross for the first three months this year was \$55,985,242; for last it was \$39,323,391. Its net for the initial quarter of 1952 was \$1,522,796, as against \$1,401,054 for a similar period in 1951. Operating expenses chewed up a good deal of the gross. The board of directors has declared a cash dividend of \$1.40 a share to holders of class A and class B stock as of May 23.

Diskery Drops CBS Program

NEW YORK, May 10.—Columbia Records will cancel the Tuesday and Thursday segments of "Doug Edwards and the News" on the Columbia Broadcasting System's TV web after the end of its first 13 week cycle. The network, however, has come up with an undisclosed client who will take over both segments beginning Tuesday, July 1.

ROBERTS FILMS MAY DAY RIOTS

HOLLYWOOD, May 10.—Clete Roberts, currently originating his TV filmed commentaries from the Orient, scored a scoop during the recent May Day Red riots staged in Tokyo by filming the demonstration. Pix show Roberts showered by rocks during his telepictures of the Commie mob violence. One rock inflicted a head injury, bedding the reporter for two days. Film will be shown on KLAC-TV Tuesday (13).

ABC, Agencies Named in Suit Of \$800,000

NEW YORK, May 10.—Claiming that "Herb Shriner Time" on the American Broadcasting Company's television network was unlawfully derived from one of their properties, Martin A. Gosch and Marlin A. Gosch Productions, Inc., have filed an \$800,000 suit against ABC, the William Morris Agency, Young & Rubicam, Cluett, Peabody & Company, Herb Shriner and Ashmead Scott.

According to the complaint, while Gosch was holding the idea, entitled "Home Town," in January, 1950, the Morris office offered to agent the property for television, and promised to keep all details secret, divulging only necessary details to bona fide commercial purchasers and only in the strictest confidence. It is further alleged that Gosch delivered "Home Town" to the agency about June, 1950, with a complete written treatment that would be readily utilized by anyone familiar with TV technique. About July, 1950, according to the complaint, the agreement between Gosch and WM was terminated by mutual consent.

The complaint goes on to charge that WM, as agent for Herb Shriner, gave Shriner the details of "Home Town" without the knowledge or consent of the plaintiff, and then went on to sell the Shriner package, based on its "Home Town" property. The complaint asks for \$250,000 damages from Cluett, Peabody and \$550,000 from the rest of the defendants.

Buick Buys NBC-TV Slot

NEW YORK, May 10.—Buick this week bought the 8-9 p.m. Tuesday slot for one outing monthly via the National Broadcasting Company's TV web for next season. Milton Berle's "Texaco Star Theater" will continue in the other three outtings. Kudner, the agency for Buick, is considering a dramatic show which would be produced and emceed by Cecil B. De Mille.

Thesaurus in Tune Pix Buy

NEW YORK, May 10.—RCA-Thesaurus this week acquired distribution rights to about 100 musical and Western musical films. The shorts run about five minutes each and were taken over from a Coast outfit which is in receivership. Prices and methods of sale for TV have not yet been decided.

Fort Industry to Change Its Name

DETROIT, May 10.—The Fort Industry Company, probably the largest independently owned chain operating, arranged this week to change its name to the Storer Broadcasting Company. The change is being made in time to celebrate the organization's 25th anniversary in July. The firm was founded by George B. Storer, who remains as president and principal stockholder. The firm operates seven AM and four TV stations.

Kaufman Out In Upheaval At Snader's

HOLLYWOOD, May 10.—An upheaval within the upper echelons of Snader Sales, sales-distrib wing of Snader Telecommunications, this week found Reub Kaufman out as head of the sales org. Kaufman's "house" in the firm was bought out by the company. E. Johnny Graf will remain as general sales manager of the firm with no other changes expected within the ranks of the org. At press time no replacement for Kaufman was disclosed, nor could a new affiliation for Kaufman be learned.

Kaufman joined the Snader organization last year and established the firm's present sales-distribution company with offices in New York, Chicago and Hollywood. Originally, the firm distributed only the Telescription musical shorts. During his stay with the Snader company, firm took on distribution of Korda estate films, the Marquis Childs Washington Round-Table films, "Dick Tracy" series being produced by Snader as well as other TV film properties.

Rumors that the Snader firm was in financial difficulty were denied by Lou Snader, Snader Telecriptions' prexy. He said his company had a multi-million dollar investment in product which has been distributed thruout the country and that the company was in no way in any peril of being caught on the reefs of money trouble. He said that at present his firm is negotiating to co-finance a telepix series produced in France in conjunction with the French government whereby the Snader firm would be putting up substantial coin. Further, Snader said, plans are now being concluded to resume production on the next batch of Telecriptions.

Kaufman buy-out, completed at week's end, was concluded during the board meeting attended by Snader, Oliver Ungar (Eastern sales rep), Samuel Markowitch and Henry Bisno acting for Alexander Bisno.

Cioppa Preps New Program Fare at CBS

HOLLYWOOD, May 10.—Guy della Cioppa, Columbia Broadcasting System Hollywood radio programming veepee, is running the net's show mill at top speed to prep new program fare, with seven auditions ready and a ditto number in the hopper.

Cut this week were auditions of Jim Hawthorne's "Hawthorne Coast-to-Coast" and the Harry Koplan-John Crist package, "Children Should Be Heard," both audience shows, and "Sweeney and March," deejay seg featuring Bob Sweeney and Hal March. Skedded for next week are "Violence," the "why behind the crime" of actual cases; "I Cover Hollywood" experiences of a Hollywood columnist; "Crime Commission," a series based on case histories, with Elliott Lewis as producer and narrator, and "December Bride," a situation comedy by Parke Levy and featuring Spring Byington. First cut was the "Frank Fontaine Show," auditioned two weeks ago.

AVERAGE TV PAY ROLL 60-70

ATLANTIC CITY, May 10.—Federal Communications Commissioner Rosel Hyde this week told the New Jersey Broadcasters' Association meeting what they can expect a television station to cost. From information filed with the FCC, he figured that average capital investment in the 108 TV stations now operating is \$480,000,000. The average TV station pay roll includes 60 to 70 persons, he added.

The second day of the spring meeting was devoted largely to the Broadcast Music, Inc. program-sales-promotion clinic.

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Clair R. McCollough, Pres.

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

White to Head Videodex Firm, To Speed Polls

NEW YORK, May 10.—Robert F. White, a management control authority, next week becomes president and general manager of Jay & Graham Research, Inc., publishers of the Videodex reports.

The appointment was announced while the firm has been quietly sharpening its television audience research services. The primary aim of the revamping has been to get the Videodex reports out in less time following the rating week. The secondary aim has been to make the reports more readable and practical. The formats of the national and city reports have already undergone changes.

The speed with which the reports are issued has been a problem with Videodex for some time. In a letter to clients, White said that city reports from now on will come out as early as the 15th of the month and that the network reports will be mailed no later than the 30th. American Research Bureau, which, like Videodex, employs the diary technique, has for many months been able to issue reports earlier than Videodex.

New Speed

It was learned that Videodex, to adjust for maximum speed of operation, will at times abandon the use of the first seven days of each month, the traditional rating week. As the occasion warrants, they will place their diaries in operation in the last days of the preceding month, from now on.

White's firm, the Robert F. White Company, has in the past done the tabulating work for Videodex. This connection was severed in the middle of last year. The separation was because of economics and was on amicable terms.

Allen V. Jay, who has been president and was one of the founders of the Videodex service, will remain at the firm's New York office in an executive capacity. White announced that he is returning the organization's administration headquarters to our research home in Chicago.

Jerry Lester Files 112G Suit vs. NBC

NEW YORK, May 10.—Comic Jerry Lester is asking for \$112,000 in a suit against the National Broadcasting Company, which NBC has had moved to Federal Court jurisdiction following its filing in New York Supreme Court.

In his complaint, Lester charges that NBC failed and refused to pay him the \$4,000 a week that became due him on April 5. By reason of the alleged breach, Lester, according to the complaint, is entitled to payment for the remaining 28 weeks of the current extended contract, that runs thru October.

The agreement on which the suit is based was made in August, 1950. It allegedly included a clause giving NBC the option to renew an additional five years, at \$4,000 a week the first year, and an additional grand a week each succeeding year. Lester claims that NBC exercised this option in May, 1951, and the extended contract went into effect September 11.

DEFENDANT IS TV CAMERA SHY

DETROIT, May 10.—Some folks still don't believe television is real. John Carlisle, Detroit News staffer, tells of a traffic court defendant here who readily agreed to appear on television in a re-enacting court scene, as a public service.

Everything went well until the defendant suddenly balked when he learned other folks would be able to see him via the camera.

FANS GO FOR FIGHTCASTS

CHICAGO, May 10.—Fight fans will still put out money for good seats to good fights, but they'd rather stay home and watch TV than sit far back in the cheap seats, the International Boxing Club has found.

The grosses on the Davey-Wejvar fight at the Chicago Stadium was a satisfactory \$40,000. However, of the 7,453 fans who paid to get in, only 1,671 bought seats selling for \$3.60 and under.

RATERS' DITHER

Park Free TV to Scan All Shows

IRVINGTON, N. J., May 10.—Robert Guenther, manager of the Olympic Amusement Park here, has come up with a fool-proof scheme to check TV ratings that has rating services and New York stations in something of a tangle. In a move to lure the public away from their TV sets this summer, the Olympic is setting up a free admission TV theater at the park with seven big-screen sets and 50 chairs for each unit.

The gimmick that has the rating boys in Manhattan station worried is that each set is tuned to a (Continued on page 62)

NARTB Plans Non-Partisan Rally To Get Out the Votes in November

WASHINGTON, May 10.—Washington is in readiness for a non-partisan campaign by the nation's broadcasters to encourage voting in November, according to a plan announced this week by National Association of Radio and Television Broadcasters President Harold E. Fellows on Friday (9).

Calling this plan "the greatest single nation-wide effort in the history of the broadcasting in-

See Danger of Well-Heeled Groups Hogging Pubserv

WASHINGTON, May 10.—TV's growing vogue for commercial sponsorship of public events programs is quietly being eyed here for signs of a thorny policy dilemma for Federal Communications Commission. Questions being chiefly asked are:

(1) Encouraged by commercial sponsor paying the tab for such major events as the national political conventions, will the TV networks and individual stations seek expansion of this practice to the extent where sustained programs in that area may become unattractive and something to be avoided?

(2) Will this vogue provide "unfair opportunities to well-heeled groups and result in a blackout for those who are unable to pay the tab?"

(3) Will this work to the detriment of minority candidates and parties and newcomer political organizations?

(4) Will the opportunity for re-appearing to a political talk be based eventually on one's ability to pay for program time?

Allay Fears

To all of these questions, the answer generally heard here is that the day will never come when webts or individual stations would be able to turn away from sustained public events programs, in even if telecasters and broadcasters had a mind to, and there is no

evidence of an inclination in that direction.

It is recognized, though, that the number of commercially-sponsored political and other public events is heavily on the rise. Commercial sponsorship for such an event as the Kefauver anti-crime hearings is acknowledged as attractive in numerous ways, prestige-wise as well as dollar-wise.

Radio in Same Boat

The same situation applies in radio, with numerous AM station execs making virtually the identical points at the various BMI clinics held thruout the country during the past two weeks (see separate story in special BMI clinics section, this issue).

Issue Academic

The issue, however, is considered academic at this time at the FCC as well as in industry quarters. FCC legalists indicated this week that they have begun to give some thought to "possibilities," but they pointed out that there has not been occasion for serious or urgent deliberation. "It is conceivable," said one FCC legalist, "that, if this sponsorship practice were to be carried to an extreme, the chance might be diminished for newcomer political groups not too well-financed to get their say on TV or radio; in such cases, of course, the commission would have to come into the

picture, but right now the issue is still 'fifty-fifty.'"

Meanwhile, Congress is continuing to get proposed legislation on the question of political broadcasting. Latest of several bills on the subject came this week from Representative Pat Suttan proposing to amend the Communications Act by relieving broadcast licensees of the burden of exercising censorship over political texts and relieving them from liability except in cases where the licensee "shall willfully, knowingly, and with intent to defame, participate in such broadcast."

The bill continues the Communications Act's Section 315 requiring licensees to afford equal opportunities in the use of the broadcasting station for replies to any legally qualified political candidate or candidate's spokesman.

TV OUTLOOK

Current Boom In Equipment May Be Last

WASHINGTON, May 10.—The currently pending TV boom is the last good rush of its kind, Captain Rawson Bennett of the Navy Department's Bureau of Ships told electronics engineers this week at their first confab since the Federal Communications Commission issued the new TV allocation plan.

"Within a matter of years," Capt. Bennett said, "no wishful thinking will be able to hide the fact that entertainment equipment markets will be replacement markets."

The conference was sponsored by the Radio-Television Manufacturers Association, the American Institute of Electric Engineers and the Institute of Radio Engineers, with participation by the National Bureau of Standards and the Defense Department, and was attended by more than 1,100 engineers and technical authorities.

Capt. Bennett emphasized the need for engineering reliability in TV. "People are asking each other, what kind of TV does not require frequent service calls," he said. "If customer dissatisfaction is bad at present, what will it be when the more reliable UHF equipment hits the market? Can the industry any longer afford to allow equipment unreliability with an eye to tube sales?"

GABOR WNEW D-J SHOW SET

NEW YORK, May 10.—Eva Gabor moves in on radio's "Lonesome Gal" and video's "Continental" next week (20), when she starts her own deejay show over local indie WNEW.

The Hungarian glamour girl will whisper sweet nothings into the mike and play "sexy records" every Tuesday and Thursday from 11:35 p.m. to midnight. The show, tagged "A Little Night Music" is a personal production of WNEW Program Director Bill Kaland, who is handling producer, director and writer chores.

AM-TV OWNERSHIP

Broadcasters Await FCC Co-op Statement

WASHINGTON, May 10.—The Federal Communications Commission is preparing to issue a policy statement on the dynamic-laden issue of co-operative ownership of TV stations by AM broadcasters. KFBI of Wichita, Kan., which wants to apply for a TV license, filed a petition this week urging a quick ruling by the FCC, pointing out that quick action would save "much unnecessary effort and expense by both the commission and applicants."

Reminding the commission that Sen. Edwin Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, raised the issue in a letter to Commission Chairman Paul Walker (The Bill-

board, April 26), KFBI asked to know if officers of two radio stations can be granted a license to holdings in the individual station.

The KFBI petition, the first of its kind, calls for a formal reply by the FCC on the thorny question of whether AM broadcasters in communities can pool together to seek joint control of scarce TV channels. Johnson's letter, citing the scarcity of channels in Denver, suggested that the commission give serious thought to the problem.

KFBI, in its petition, asked if the commission would be prejudiced against the granting of such a joint application and whether it would conflict with the public interest.

CAPITOL WIND BEATS LIGHT

WASHINGTON, May 10.—Electronics engineers at a symposium on TV and radio here, sponsored by the Radio-Television Manufacturers Association and other organizations, this week got a mirthful description on Washington sound-waves from Edwin A. Speakman, vice-chairman of the Defense Department's Research and Development Board.

Said Speakman: "Washington is the only city in the United States where sound travels faster than light. However, not all of the sound which radiates from Washington is intelligent and some of it is unreliable."

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

In the Market which has highest income per family in the country.

Represented by ROBERT MEEKER ASSOCIATES

New York San Francisco



NEWS CAPSULES—COAST TO COAST

Life, March of Time Ready Fall TV Package; FCC Stiffens Racing Policy

NEW YORK, May 10.—Life Magazine and March of Time here are readying a combination live-film TV package for the fall, which will blend documentary-styled news films with live spot news coverage.

The new series is the outgrowth of a technique Life and MOT developed this season for its 13-week political coverage production on "We, the People" for Gulf Oil.

WJZ-TV Racing Position Catches FCC Hearing

WASHINGTON.—The Federal Communications Commission's policy of calling off license renewal hearings if radio and TV stations halt horse racing broadcasts was reinforced this week when the FCC agreed to drop WJZ-TV of New York City from the hearing docket.

6506 "Bellboy" Suit Postponed Again

DETROIT.—The \$650,000 lawsuit filed by WJBK, Storer Broadcasting flagship, against WXYZ, here, over the use of the "Jack the Bellboy" title (The Billboard, February 16), was postponed again in Federal Court until May

13 to suit convenience of counsel involved in the case. The suit was filed when deejay Edmond T. McKenzie resigned from WJBK and shortly after launched a program on WXYZ using the "Jack the Bellboy" tag.

Motorola Prexy Predicts 40-MN TV Sets in 5 Years

CHICAGO.—Paul Galvin, president of Motorola, Inc., predicted 40,000,000 TV sets in use, a 250 per cent increase, in the next five years. In his annual report to the company's stockholders, Galvin also reported that the firm's first quarter sales were the second highest in its history.

MCA Starts Pic Series Called "Secret Agent"

NEW YORK.—The Music Corporation of America has placed in production a new TV film series called "Secret Agent." Interior set shooting is being done at the Eagle-Lion Studios in Hollywood by Revue Productions, Inc.

Gulf Wraps Up Buy Of Daly's News

NEW YORK.—Gulf this week wrapped up its purchase of the John Daly news strip 10-10:15 p.m. confirming the story in The Billboard two weeks ago. The show is to be programmed on the American Broadcasting Company's radio network.

WHAS to Celebrate 20 Years With CBS

LOUISVILLE.—WHAS, here, will celebrate its 20 years of affiliation with the Columbia Broadcasting System's radio network Thursday (15). The station will present a special all-star program to its listeners on that date.

United Tele Sells Dilemma "Hollywood Offbeat"

NEW YORK.—United Television Programs this week sold Melvyn Frank's dilemplex. The show is to be programmed on WJZ, here, Thursdays 8-8:30 p.m. beginning June 5.

Screen Gems Continues High-Gear Activity

HOLLYWOOD.—Screen Gems continued its telefilm activity in high gear with the launching of five new films in the "Cavalcade of America" video series. The firm has just completed "Government Is Your Business" for the Christophers Catholic Church Group and "Crossroads USA" for the Petroleum Institute of America.

KITO Applies for UHF 2506 Construction

HOLLYWOOD.—KITO, San Bernardino, an American Broadcasting Company affiliate, this week applied for an ultra high frequency TV outlet. The estimated cost of construction for the video station, which is asking for Channel 18 on the UHF band, is between \$250,000 and \$300,000.

Fresno to Try Relay on Conlab TV from L. A.

SAN FRANCISCO.—Fresno California expects to try to capture the signal on the micro-wave relay between here and Los Angeles and bring continuous coverage to its citizens. Video sets will be installed in hotels and other

prominent places for interested viewers to watch. Denver is also making the same arrangements.

ABC Joins Rush for Big H'wood TV Centers

HOLLYWOOD.—With both the National Broadcasting Company and the Columbia Broadcasting System rushing construction of large TV centers, the American Broadcasting Company joined the building parade on a much smaller scale by adding to its existing video facilities on its 23-acre Vantage lot. Skedded for completion by September 1, the building will add 13,000 square feet to present space.

Confirmation of Hyde's FCC Job Seems Sure

WASHINGTON.—Rosal K. Hyde's confirmation by the Senate to another seven-year term on the Federal Communications Commission appears assured. His nomination by President Truman goes to the floor soon from the Senate committee where concurrence is in prospect.

Goebel Brew to Screen Tigers on WTMJ-TV

DETROIT.—Beginning May (8) the Goebel Brewing Company will televise the Detroit Tigers baseball games over WTMJ-TV.

NPA Thaw on Color TV Near, the Man Says

WASHINGTON.—The National Production Authority's long-expected relaxation of the freeze on color TV is still just around the corner. NPA Administrator Henry H. Fowler this week said that the clarifying order is being studied for clearance. The document has been in that stage for months.

The Restless People

And the Revolving Door . . .

William Davidson, ex-sales staffer at Free & Peters, Inc., was appointed Eastern sales manager for radio in the NBC national spot sales department, as part of overall program of departmental expansion. Bill Merritt, formerly in sales at the Du Mont television network, has joined Wyatt & Schuebel as an account executive servicing the firm's advertising agency clients. . . . Film star Coleen Gray is guest emcee on NBC-TV's "Show of Shows" this Saturday (10). . . . WINS, news caster John Bosam was upped to news director status, and William Rohm, salesman at the same station, was appointed assistant sales manager. . . . The Sterling Television Company, New York TV film distributors, has named Lee Orgel to head up the firm's Hollywood office. Orgel formerly was manager of the radio-TV department at the Nardella, Collins & Company advertising agency. Transfilm, Inc., has appointed Joseph Forest, veteran "spot" producer, as co-ordinator of TV production. . . . Charles Silver, ex-Ted Bates & Company, has joined the Grey Advertising Agency as art director. . . . Norman C. Owen, sales manager of the distributor division of the Webster-Chicago Corporation, was upped to the general sales manager post, replacing W. S. Hartford, veepee in charge of sales, who retires this month. . . . Wilmer S. Clark was appointed California representative for the Du Mont TV network's film department. . . . Donald L. Miller, director of research for the Crosley Broadcasting Corporation, Cincinnati, has left that post to join Burke Marketing Research, Inc., as veepee. . . . Albert A. Clarke Jr. was named brand merchandising manager for the Lever Brothers Company. . . . Stanley Shoeder and Alfred I. Miranda joined the TV sales staff of the Katz Agency, Inc., New York.

Bands Get Choice NBC-TV Time As "Show of Shows" Summer Sub

Continued from page 1

bands pencilled in are Stan Kenyon on June 14, Billy May on June 21, Buddy Morrow on June 28, Woody Herman on July 5 and Ralph Flanagan on July 26. GAC is now working out major change in band routes in order to clear time for additional bands booked by GAC and other agencies.

Sponsors Kept Thus far, NBC already has sold one half hour of the show. Three sponsors, Frigidaire, S O S and Benrus, will continue to participate in a 30-minute segment of the show just as they are now doing on "Show of Shows." Frigidaire recently bought the participation vacated by Libby's. It is reported that the web is close to finalizing a deal for the remaining half hour.

Talent cost for the "Dance Party" is \$11,670 for a half-hour segment. Ten-minute participations sell for \$3,800. In general this is more than 50 per cent below talent costs for the "Show of Shows." Costs are being alleviated, for example, by getting all rehearsal time into Saturday. Bands will not be required to devote more than one day to the telecast.

Which Half? The exact time slot into which the new show will go is not yet set. NBC will slot the show either in the 9-10 p.m. period or the 9:30-10:30 p.m. period, depending on what package will be used to fill the additional half hour opened up by the summer hiatus of "Show of Shows."

The price to be paid the featured bands is known to be considerably higher than the Saturday one-nighter price for the same act. The net to the ork,

however, would be considerable lower since TV scale for sidemen is much higher than road scale.

Maybe Moore The several major attempts to sell dance bands on television top-flight band show may pay off this time because of renewed public interest in dancing. The web is known to be pitching three other band shows to prospective buyers. All three are packaged by Music Corporation of America, with talent costs for each under \$8,500. The Freddy Martin Band video show sells at that price. A package built around the Xavier Cugat crew and called "Casa Cugat" is being offered for \$6,000, and a package similar to the peddled by the web for \$8,000. All are half-hour shows.

If sufficient sponsor and viewer interest is shown in the "Saturday Night Dance Party," NBC is ready to keep the package on thru the winter. One spot in which the show may be slotted is following

the "Hit Parade" on Saturday. The major hitch here, however, is getting affiliates to clear what is currently station time for a network show.

Stay tuned for Bigger, Better Billboard RADIO-TV NEWS COVERAGE THAN EVER BEFORE! Many of the Programing ideas developed in the BMI Clinics and discussed here, you will find extremely useful in your long-range planning. Here are the successful programing formulae that will help you build audiences and sales! But this is just the beginning. Every week in The Billboard you will find . . .

CLIP OUT AND MAIL COUPON TODAY The Billboard 2160 Patterson St. Cincinnati 22, O. Enter my subscription for 52 issues for \$10 (Saves \$3.00 over single copy rate) 957 Payment Enclosed Bill Me Name Address City Zone State Occupation

Rickey Joins Cinerama Staff NEW YORK, May 10.—Fred Rickey this week joined Cinerama as a producer-director to work on its three-dimensional film. Rickey formerly was with the Columbia Broadcasting System where he functioned as executive producer in charge of its color programing.

Pabst Signs 2 Summer Series

CHICAGO, May 10. — Pabst Brewery is reversing its policy of the past two summers and is splurging in both radio and television. The brewery has signed for the first 15 minutes of "Night Beat," Thursdays at 7:30 p.m., CDT, and "Inside Bob and Ray," Fridays at 7:30 p.m., both on National Broadcasting Company radio. They also are sponsoring the weekly TV fight card of the International Boxing Club from Chicago Stadium throught the summer.

Pabst has been out of radio since it dropped "Life of Reilly" last year after three years. Company has had nothing on radio for the past two summers, and last year on TV had films of old fights, and its own golf tournament. The about-face summer policy is part of campaign to hypo summer sales. Warwick & Legler, Inc., New York, is the agency.

NOW! with 12" SPEAKER 5 & 10 Watt Output PLAYS ALL SPEEDS 78-33 1/2-45 RPM ALL SIZES 7-17 1/2 inches ALL KINDS Standard, Long Playing, Microgroove and Transcriptions. High Fidelity—Versatile—Low Price.

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ALL YOUR RECORD NEEDS FROM ONE SOURCE 5c OVER WHOLESALE COST 78's-45's-LP's ALL LP's AT 30% DISCOUNT Leslie Distributors Corp. 750 10th Ave. New York 19, N. Y.

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 TOLEDO

(174,000 TV Sets* Panel Size 250)

... According to Videodex Reports

WSPD-TV... Fort Industry Co... ABC, CBS, Du Mont, NBC
Videodex reports monthly on each of 20 major television markets...

I LOVE LUCY* was the top TV show in Toledo the first week in April, according to the Videodex report...

Table with columns: Show Name, Network, Time, Rating. Includes Red Skelton, Philco TV Playhouse, Toast of the Town.

Table with columns: Show Name, Network, Time, Rating. Includes I Love Lucy, Winchell Mahoney, Studio One.

Table with columns: Show Name, Network, Time, Rating. Includes Texaco Star Theater, Fireside Theater, Automobile Show.

Table with columns: Show Name, Network, Time, Rating. Includes Arthur Godfrey, Kraft TV Theater, Camel News Caravan.

Table with columns: Show Name, Network, Time, Rating. Includes Boston Blackie, Electric Theater, Herb Shriner.

Table with columns: Show Name, Network, Time, Rating. Includes Toledo Theater, Camel News Caravan, Boxing.

Table with columns: Show Name, Network, Time, Rating. Includes One Man's Family, Ben Hur, Helen Priddy.

*estimate for April, 1952.

Share of Total Audience Radio vs. TV in RICHMOND

... According to Pulse Reports January-February, 1952

Table showing share of total audience for TV and radio from 7 P.M. to Midnight and 6 A.M. to 6 P.M.

Table showing share of total audience for entire week from 6 A.M. to Midnight.

Next Week Top 10 TV Shows Each Day in MILWAUKEE

... According to Videodex

Top 5 Radio Shows Each Day in SAN FRANCISCO

... According to Pulse

Share of Total Audience Radio Vs. TV in SAN FRANCISCO

... According to Pulse

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors...

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 IAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

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

Two More Buy Into "Today"

NEW YORK, May 10—Two more clients bought into "Today" via the National Broadcasting Company this week.

Added to the early morning TV show's roster were Bauer & Black, with two five-minute participations weekly, and Armour, with four weather reports daily on a 52-week basis.

Top 5 Radio Shows Each Day of the Week in RICHMOND

(91,600 Families*)

... According to Pulse Reports

Table with columns: Show Name, Network, Time, Rating. Includes Jack Benny, Bergen McCarthy, Amos 'n Andy.

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bi-monthly (except for New York, which is monthly). Information is obtained by the personal interview roster method...

PULSE'S January-February survey of Metropolitan Richmond showed up very little change in listening preferences from the previous report, November-December...

Table showing top 5 radio shows for Sunday and Monday.

Table showing top 5 radio shows for Tuesday.

Table showing top 5 radio shows for Wednesday.

Table showing top 5 radio shows for Thursday.

Table showing top 5 radio shows for Friday.

Table showing top 5 radio shows for Saturday.

Table showing top 5 radio shows for Sunday.

Table showing top 5 radio shows for Monday-Friday.

Table showing top 5 radio shows for Saturday.

Table showing top 5 radio shows for Sunday.

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

Those Endearing Young Charms

TELEVISION—Reviewed Thursday (8), 7:15-7:30 p.m., EDT. Sustaining via the National Broadcasting Company, Producer, Ben Park. Script, Bill Barrett. Cast: Maurice Copeland, Fern Persons, Gerald Garvey, Clarence Hartzell and Charon Follett.

"Those Endearing Young Charms" retains some of its old weekly format. But in spite of the assets remaining from its career as a half-hour program, the family situation is undeniably now has less to offer television viewers. The stanzas, as yet, is several notches above soap opera, there are signs it will eventually move into that class. The pressures of the limited time available for the development of either characters or situations will be difficult for the writer to resist.

The plot was so simple its solution was tipped off early in the script. The story was about the desire of Clem Charm, the young son of Abby and Ralph, to change his first name. But his father, an amateur child psychologist, decided to balk him by having members of the entire family change their names. Old Uncle Duff, realizing it was just the notion of an unthinking kid, used his own brand of psychology. He gave him some books written by writers whose first names were Clem. This sufficient impressed the boy and solved the problem.

High Standard

The program maintains a high standard of production and acting. Maurice Copeland and Fern Persons are natural and easy, as are the parents. Clarence Hartzell makes dry, taciturn comic Uncle Duff. As the teen-age son, Gerald Garvey handles himself well.

If the program doesn't find a client in its present format, its future will probably be as a soap opera. Given a prime evening half hour, in its old, more attractive version, "Those Endearing Young Charms" would probably have a more distinguished career. It doesn't seem to fit into any groove now. Leon Morse.

Laraine Day Show

RADIO—Reviewed Wednesday (7), 12 midnight. Participating sponsors via WMGM, New York. Producers, Murray Kaufman and Bob Merrill. Remote from Hutton's Restaurant.

The latest of the disk jocks to enter the chatter field from restaurants has the edge in at least one department—looks. On her opening night it looked like Toots Shor's joint had been cleaned out. All the show regulars were at Hutton's, fighting for a week at the mike to tell Miss (Mrs. Ler Durocher) Day, how much she loved her; how talented she was how beautiful; how gracious etc. etc. There was no argument about any of these tributes.

Miss Day is nimble enough to stay out of controversies, but she is also smart enough to encourage them from her guests via probing questions while she keeps neutral at the same time. Phil Foster came on to tell Miss Day he was against her type of program because it kept people away from night clubs. Miss Day agreed to the visible discomfiture of the Hutton management who are paying about \$1,000 a week for line charges plus a weekly salary to Miss Day in the hopes that people stay away from clubs and come in to Hutton's instead.

Miss Day manages to get in baseball bits stressing her husband's team, the Giants. It is natural, therefore, that much of the mike chatter is about the national pastime. Producers hope to get national figures to come on between 12 and 3 a.m. to keep Miss Day company. Bill Smith.

HOWARD PHOTO REPRODUCTIONS
No Order too small. 8x10 5c QUANTITIES
168 W. 5th, New York 36, N. Y. LU 2-1446

White House Tour

TELEVISION—Reviewed Saturday (3), 4:5 p.m., EDT. Sustaining via National Broadcasting Company, American Broadcasting Company and Columbia Broadcasting System TV networks. Produced by Eugene Juster for the combined network staffs. Announcer, Stuart Finley, Co-ordinator, Ralph Burgin. Commentators, Bryson Rush, Walter Cronkite, Frank Bourgholtzer and President Harry S. Truman.

Nothing done on TV thus far in its history has had the quiet, dramatic feeling of the President of the United States escorting millions of viewers on a personally conducted tour of the refurbished White House. Neither has any political personality ever come so close to his constituents as did President Truman while he strolled thru the various public rooms of 1600 Pennsylvania Avenue. In sum, this was television at its very best; this was democracy at its peak.

The three networks pooled their resources and manpower for a great 50-odd minutes of television entertainment and education. Considering the physical limitations, the crews did a tremendous job in presenting the White House tour to the public. Video effects were first class, superb and excellent. And though there were minor fluffs here and there, the final result was near-fabulous video coverage of a truly precedential event.

Fascinating Show

From the moment when the screen was occupied by the usual White House "at home" invitation, until the final playing of the "Star Spangled Banner," the entire program was a series of fascinating shots, remarks, stories, etc. The three network newsmen, Walter Cronkite, Frank Bourgholtzer and Bryson Rush, served to carry the hand-make and to keep the presidential commentary flowing. The President needed very little help. He could have carried the entire tour by himself. To some viewers it must have been amazing to discover how the President actually knew. He commented on furnishings, paintings, architectural changes and historical background much as a professional guide might have done. More, he did it as friend to friend, rather than as guide to tourist.

Must for Schools

His homey references to Margaret, his sudden decision to play a bit of Mozart on one of the grand pianos, his little humorous anecdotes about previous White House occupants—all these added up to superb entertainment. Kines of this program should be a must item for schools. Nothing, it seems, can teach democracy, as well as can the sight of the President chatting about the White House and its history. Harry Truman once again proved that he was a man of the people. No matter what the political beliefs of the viewers, they must have realized that Truman was basically a "good guy." Joe Martin.

Drew Pearson

TELEVISION—Reviewed Sunday (4), 11-11:15 p.m., EDT. Sponsored (4), 11-11:15 p.m., EDT. Inc., via American Broadcasting Company TV, thru Ted Bates Agency, Producer, William Neel, Director, Bob Massell, Assistant director, Bruce Allen, Technical director, Walter Kubilus, Floor manager, Paul Porter, Announcer, Dick Dunham. Cast, Drew Pearson.

News commentator - analyst Drew Pearson bowed in his TV series this week, and from the look of things, his average of correct predictions ought to rise a few percentage points. On his opening stanza, at any rate, Pearson played it cozy and made no spectacularly rash forecasts. But as always, he did it so dramatically that many viewers doubtless came away with the impression (Continued on page 56)

CAPSULE COMMENT

The Happy Students (TV), WPIX, New York, Saturday (26), 4:30-5 p.m., EST.

This is an inexpensively produced half-hour, which attempts to offer both education and entertainment to youngsters via a cast of kids. The many of the children used are not too talented, the material handed to them is sufficiently strong to interest mopey viewers and their parents. (See full review this issue.)

White House Tour (TV) (ABC-NBC-CBS-TV) Saturday (3), 4:5 p.m., EDT.

The television industry came thru with a truly great program when it pooled its manpower and resources to present the President of the United States conducting a tour thru the public rooms of the newly refurbished White House. Camera and audio work was generally excellent. The President was particularly charming in presenting a running commentary on the tour. (See full review this issue.)

Broadway TV Theater (TV), WOR-TV, New York, Monday-Friday, 7:30-9 p.m., EDT.

Despite an admirable performance by Ernest Truex, WOR-TV's production of "Angel in the Pawnshop" is not likely to set the city afire. Wendy Drew as the ingenue lead was not up to some of the difficult characterization called for by the role, and the climax of the play did not come off due to some confusing staging. (See full review this issue.)

Drew Pearson (TV), ABC-TV, Sunday (4), 11-11:45 p.m., EDT.

Despite his obvious nervousness on the preem of his TV series, Drew Pearson sounded sensational enough and kept his comments important enough to make the content of his material secondary. His personal style is nearly complemented by some hard-selling plugs for Arrid and Carter's pills. But it all adds up to heap big audience. (See full review this issue.)

Those Endearing Young Charms (TV), NBC-TV, Thursday (8), 7:15-7:30, EDT.

This family situation comedy seems hampered by its new format. 15 minutes, twice weekly. The program undeniably was much more flavorful as a half-hour version and now is on the verge of becoming a soap opera. The simple story was about the desire of the son of the family to change his first name. Both production and acting are of a high caliber. (See full review this issue.)

We, the People (TV), NBC-TV, Friday (9), 8:30-9 p.m., EDT.

Life Magazine and the March of Time dreamed up a flashy format for its first "We, the People" production for Gulf Oil, complete with scantily clad chorines and a hoopla torchlight parade. Showmanly tub-thumping was by way of introducing Vice-President Alben Barkley, who was then skedded to announce his candidacy for president.

However, the Veep refused to commit himself. Consequently, the program was more build-up than climax. The telecast's high spot was the March of Time's capsule film history of Truman's seven years in the White House. (See full review on Page 3.)

Sporting Chance (TV), WBKB, Chicago, Tuesday (6), 9:30-10 p.m., CDT.

New entry in the amateur hour shows in the Windy City is an ambitious effort but goes overboard on the commercial pitch. Show has good production and direction, and originates from the stage of the new Garrick TV Theater, which gives plenty of leeway to the contestants and the commercial set-up of a sporting goods store.

Sporting Chance

TELEVISION—Reviewed Tuesday (6), 9:30-10 p.m., CDT. Presented by Mages Sporting Goods Stores thru Malcolm-Howard Advertising Agency via WBKB. Producer, George Janda, Director, Phil Bondelli. Cast: Morrie Mages, Joe Williams and guests.

This is the latest entry in the amateur shows telecast in the Windy City, and is one of the most ambitious to date. Sponsor has taken over the Garrick Theater as the site for his program, using the vast stage to its fullest extent for his commercial pitch and to give the young hopefuls adequate room in which to work. Morrie Mages, an enthusiastic TV time buyer here, follows the example set by other bank-rollers who emcee their own shows. He is, however, much more adept at the job than most, and wisely allows his commercials to be handled by a professional.

Amateurs vie for a weekly prize, a golf outfit on the show caught, and a chance to appear on regularly scheduled, all-winter shows plus a week's booking at the Chicago Theater. The amateurs appearing on the show have been pre-selected, and therefore are able to offer some entertainment for the listener. However, they are just amateurs and their efforts stress this factor.

Joe Wilson, a top sports announcer who in previous years has handled baseball play-by-play for WBKB, is assigned the rather difficult task of handling the commercials, which are over-heavy and must be delivered in rapid-fire style if Wilson is to get them all in. Actually, his full knowledge of sports is an asset in pitching the various equipment offered on the show, and he covers a wide range of products in his spiel. Norman Weiser.

We, the People

TELEVISION—Reviewed Friday (9) 8:30-9 p.m., EDT. Sponsored by Gulf Oil Company, via NBC-TV, New York. Produced by Life Magazine and March of Time. TV directors, Frank K. Telford, Chester Novich. Musical numbers staged by Dick Eckler. Commentators, Sidney James, Frank McNaughton. Guest, Vice-president Alben Barkley. Films produced by March of Time, under supervision of managing editor Fred Feldcamp and Washington correspondent Alan Dibble.

Continued from page 3

Moore in '32 and Paul Hartman today) was no mental giant. In fact he was down-right stupid, and to make matters worse, in the sequel, "Let 'Em Eat Cake," he turned dictator after succeeding to the presidency.

Life's obvious intent to draw an analogy between the two may have seemed a bit malicious to Barkley. After all, everybody loves a funny man but nobody votes for him. Then too, it's possible that the White House put its foot down because of Time, Inc. topper Henry Luce's pro-Eisenhower statements. Anyway he didn't talk, and neither he nor McNaughton looked very happy about it.

High-spot of the telecast was the March of Time's capsule film history of Truman's seven years in the White House from his shy first message to the public back in 1945 to his briskly self-assured bow-out address this year. Film covered high-lights of the Truman administration with commendable impartiality, with emphasis on his momentous atom bomb decision, the Marshall Plan, Korea, the current steel situation and the furor about corruption. The 1948 campaign miracle was aptly represented by Truman's famous take-off on newscaster Kallenborn predicting his defeat election night.

March of Time has assigned camera crews to each of the presidential candidates and the edited film coverage of their campaigns will be screened on successive "We, the People" programs between now and election time. Extensive research on the part of both Life and MOT staffers makes the series a good bet for video even as it stands. More co-operative guests should put the show in the hit class.

The Happy Students

TELEVISION—Reviewed Saturday (26), 4:30-5 p.m., EST. Sponsored by Records of Knowledge, thru Associated Ad Service via WPIX, New York. Producer, Clyde Matthews. Production advisor, Nanette Guilford. Announcer, Hal Tunis. Choreographers, George Gray and Joe Valaine. Cast: MacLevy Talent Studio's students, Miss Guilford and Art Sloggett.

For an inexpensive local kid show, this opus figures to interest many local youngsters and sell the sponsor's kid records, too. For parents who have theatrical hopes for their off-spring, the program will probably be of some interest. In any case, it is both entertaining and educational.

The format calls for MacLevy students to do short sketches on the lives of American Presidents, inventors, heroes, etc. Hal Tunis delivers a short talk on the character being portrayed, Art Sloggett sketches the individual and the musical background is supplied either by a solo pianist or disk taken from the Records of Knowledge album series.

On the show caught, sketches and songs were done on the lives of Abraham Lincoln, Robert E. Lee and Clara Barton. And while the youngsters participating in the dramatic and dance bits were quite amateurish, they were completely sincere. The sincerity was easily transmitted to viewers.

Part of the educational format calls for Records of Knowledge President Nanette Guilford to run a short question and answer session with the youngsters. Questions are based on material contained in the skits and songs performed on the show. MacLevy Studios, which supplies the talent gets a chance to pitch its now familiar "free talent analysis" while the diskery devotes most of its pitch to an offer of seven-inch disk of excerpts from the album at 25 cents. Joe Martin.

Broadway TV Theater

TELEVISION—Reviewed Tuesday (6), 7:30-9 p.m., EDT. Sponsored by General Tire & Rubber Company and Cavalier Cigarettes via WOR-TV, New York, thru D'Arcy and William Esty agencies, respectively. Producer, Warren Wade. Director, Richard Lukin. Staged by Richard Barr. Operations manager, Lewis Freedman. Settings, Ray Temple. Technical director, Richard Quodmore. Music, Loren Fuller. Property, "Angel in the Pawnshop," by A. B. Shiffri. Cast: Ernest Truex, Sylvia Field, Truex, Clark Williams, John Farrell, Willy Lewis, Casey Waltem, Herbert Evers, Wendy Drew.

The fourth presentation of WOR-TV's "Broadway TV Theater" series was "Angel in the Pawnshop," which got its Stern run during 1951 under the aegis of Eddie Dowling. It didn't set the city on fire then, and it's not likely to do so now, either. But it's a comparatively harmless work. (Continued on page 56)

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A
Special
Section
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Billboard

The B M I C L I N I C S T O R Y

Exchange of Experiences and Ideas Vital to Radio's Future Welfare

By JOE CSIDA

If you attended one of the 42 Broadcast Music, Inc., Clinics in the United States and Canada during the past two weeks you think you'll enjoy refreshing your memory on some of the events of the occasion by reading about them in the pages which follow. But more important, whether you made one of the clinics or not this special section will give you a comprehensive picture of all of the Clinics.

We've said previously that radio, in these critical evolutionary days, can only maintain its great position by sticking together, by freely exchanging ideas and experiences, by programming, promoting and selling with an aggressiveness, a vitality, and an ingenuity never before attained. The BMI Clinics themselves are a living, exciting example of radio doing all of those things.

The condensations of the speeches made at the Clinics; the "catalogs" of ideas in programming, selling and promotion extracted from those speeches; the trend and news stories emanating from the Clinics constitute an up-to-the-minute instructional manual on profitable radio broadcasting, which can prove invaluable to any

radio man who takes the time to read them.

Here are a thousand and one thoughts on effective, salable programs stemming from proper usage of musical libraries, transcription and other packaged offerings, commercial records, and every other material available to broadcasters. Here are countless tips on serving the local community, on putting together news shows with intriguing new twists and slants. Here are inspirational nudges by the score on selling styles, 1952, on promotional gimmicks and techniques. And not from theorists, but from practical, grass-roots broadcasters from large cities and small, from 250-watters thru 50-kw. powerhouses; from the men who create the musical libraries and transcribed shows which have accounted for millions of dollars in time billings.

Here is radio, at the working level, where the medium reaches its greatest heights of effectiveness. And here is radio, swapping the ideas and inspiration, which will keep it great.

It is somewhat remarkable that the organization which sponsors these Clinics, Broadcast Music, Inc., was born out of one of radio's

most critical battles, the fight against excessive demands for music usage. It is remarkable, too, that BMI, which, of course, was created for the purpose of developing a music pool upon which the broadcasters might draw, should have taken on the tough task of spreading to broadcasters thru broadcasters the best available information on the key phases of radio operations.

Obviously BMI would never have been able to accomplish this without the unselfish co-operation of the busy men who have taken time out of their tight schedules to travel thousands of miles to share their experiences with their fellow-broadcasters. All radio owes these men a vote of thanks.

But behind an enterprise of this kind, too, there is always a single originating spark. That spark, of course, is Carl Haverlin, president of BMI. Haverlin would be the first to concede, however, and we hasten to add the point here, that neither he nor any other man, alone, could have instituted and developed so ambitious a project as these Clinics without the able assistance of many colleagues.

To Haverlin, then, and to his colleagues—Sydney Kaye, Charlie

Wall, Bob Burton, Roy Harlow and Glenn Dolberg, of BMI, radio owes a large vote of thanks, too. And to the BMI men in the field—Ralph Wentworth, Al Marlin, Ken Sparnon, Lin Patten, Jim Cox, Burt Squires, Bob Fuller and Dorsey Owings — a low bow for their notable contributions. And last, but far from least, BMI's Harold Moon, who did a tremendous job in organizing and running the Canadian Clinics.

All these BMI men, all the speakers, all those who worked hard to make the Clinic possible, deserve kudos, but perhaps the biggest bow is due the thousands of broadcasters who attended the Clinics. While these radio people were, of course, doing themselves a favor, the fact remains that without their support the Clinics could not exist.

So much for the posties, however. Here you can attend the Clinics yourself. Not one, not two, but practically all of them. Take time out to read this BMI CLINIC STORY. You'll find at least one idea you can put to work in your own operation. We are proud to present the BMI CLINICS to you . . . in print.

4,000 Radio Execs Attend 42 BMI Program Clinics

Common Problems, Particularly Programing, Thrashed Out

NEW YORK, May 10.—One of those "it can't be done" projects has just been completed by Broadcast Music, Inc.—42 Program Clinics in a little over two weeks—37 in the U. S. and five in Canada. More than 4,000 radio executives and their staffs attended, with the consensus being that all were benefited by an old-fashioned "down-to-earth" thrashing out of common problems, particularly those pertaining to programing. It was "old fashioned" in the sense that it was accomplished, in each case, with no pulling of punches but it was up-to-the-minute in the presentation of current, pertinent, everyday items that occur in the broadcasting lives of radio men and women.

While the job seemed herculean as to the efforts of BMI President Carl Haverlin and Glenn Dolberg, director of station relations, who laid the groundwork with the co-operation of presidents of state broadcasters associations, true credit for the success of the Clinics is placed at the doorstep of the broadcasters who attended in record-breaking numbers. The trade as a whole, as well as BMI officials, see in these Clinic attendees an earnest desire to better programing values to the listener and sponsor alike.

Willing to Learn

This also places radio on record as at least one industry whose executives do not pretend to "know it all," but are ever willing to learn, exchange ideas with their fellows, and above all dispel the notion that radio is taking a siesta on the proverbial laurel couch. What's more, the broadcaster in this case actually digs down for traveling expenses for himself and staff, often covering hundreds of miles in his effort to learn more about his own business.

In planning its Clinics, BMI took cognizance of the thousands of miles of travel involved, plus the time required despite the many one-night stands. The need of faithful co-operation by both traveling and local speakers was met right on the nose. In this respect the traveling speakers were set up in groups, comprising 12 teams of three or more each, and so scheduled that none was away from his desk for more than a few days at a time.

This co-operation by busy executives, who did not hesitate to hit the road and share their experiences and knowledge with other broadcasters, competitors or not, is also a matter of pride in the industry, judging from the many expressions to that effect all over the country. Where one traveling team left off and another took on, BMI officials and field men continued thruout the two weeks of hectic activity.

Actually, compressing the activity into virtually two weeks not only made for time-saving as to the speakers, but each Clinic was enabled to benefit from the exchange of ideas while they were fresh and hot.

"Bull Sessions" A Hit

According to reports from all sectors, the open forum or bull sessions were highly popular. It had been found during the 1951 series of BMI Clinics that two speakers at one session may have been at variance in their views. And while questions and answers were permitted from the floor, this had a tendency to hold up the following speakers and disrupt the time schedule. Also, arguments were always ironed out completely due to the lack of time.

In the current series, BMI, it is understood, booked one or two fewer speakers for each Clinic and devoted the extra time at the close of the afternoon session for the bull session.

This permitted all queries to be more fully answered, and the addition of items not on the agenda provided considerable added interest and a broadened base to the entire Clinic subject matter.

Thus any earlier remarks by a speaker which may have seemed ambiguous at the time, were clarified for the attendees, and all specific questions brought speci-

fic answers. As a result, before leaving the premises, each broadcaster who disagreed with a speaker's viewpoint had an opportunity to iron out his case fully and also to bring up any particular problem he had in mind for general discussion or solution. Thruout the series of Clinics, The Billboard, either thru its editor who attended several of the Clinics, or thru its local correspondents, was unable to find any broadcaster who attended the Clinic in his area who did not feel he was well rewarded for his attendance.

One net result of the Clinics being condensed to the shorter period was the better chance of a break in the weather since the time of the year could be chosen, according to Carl Haverlin. Last year the Clinics started earlier in

the year and the first one ran afoul a blizzard in the Midwest, while the last one, held late in the year, fared little better. While this did not kill the attendance by any means, it possibly prevented many radio men and women from traveling.

Weather during the mid-spring season this year was excellent and bore out the decision to hold all Clinics while the going was good. By a direct comparison, in virtually every instance, attendance this year was far ahead of last year. State association presidents co-operated 100 per cent with BMI and several new associations were formed since last year, not the least among the objectives being the assurance of a BMI Clinic within the state.

The first Clinic this year took

(Continued on page 13)

PERENNIAL CRY

Co-Operation Is 'Must' for Station

NEW YORK, May 10.—The broadcasters' perennial cry for greater co-operation between stations' sales and program departments is slowly but surely taking effect in concrete action. This is evident from the talks delivered this week at the BMI Program Clinics held from coast to coast. Many broadcasting execs pointed to specific actions at individual stations which resulted in both better programing and more sales.

For many years co-operation between programing and sales people has been difficult to attain by broadcasters. Now, many admit, the pressure on radio from television and other advertising media has forced action to replace talk.

In general, broadcasting execs at several BMI Program Clinics reminded their audiences that renewals, rather than initial sales, were the backbone of successful radio business. Renewals, in turn, were more dependent upon the program department than the sales department. Other generalized statements made were: the front office must not permit the sales manager to make a sale which would adversely affect the program schedule; sales personnel must take a decided interest in the program sold to a new client; the station's entire personnel should be informed about everything that happens on the station.

More specifically, Joe Connolly, WCAU, Philadelphia, told broadcasters that the program manager at his station makes frequent calls on ad agencies and sponsors along with the station's salesmen. WCAU sales people consult regularly with the program department. Twice each week the station holds staff meetings at which all employees are informed of what programing plans and activities are.

Louis Read, WDSU, New Orleans: "We have found that it is most helpful to have our program director sit in on sales meetings on a regular basis. The program manager can add much to the sales servicing of an account by submitting periodic reports on his observations of programs. . . . The sale of a program is not the end but merely the beginning of the salesman's obligation to his client, and to our station's audience."

In pointing out the results of closer co-operation between sales and programing, Tom Barnes, WDAY, Fargo, N. D., said: "The salesman knows more about what the program ingredients should be and what's going to pay off for the advertiser."

Gene Acklerley, KCOW, Alliance, Neb., reported on his station's job training plan which included training each employee to handle a job other than the one to which he was regularly assigned. Additional comments on co-operation for better programing and better sales results included such statements as: "I'm appalled every

time I think of the number of times a salesman comes back to his office with an order for a program and then turns it over to the program department and promptly sits back to await developments.

"The sales department should never finalize a sale without proper consultation with the program department.

"I suggest that when a program is sold, the program department

(Continued on page 13)

TV Clinics Set for N.Y., Chicago & L.A.

NEW YORK, May 10.—Close upon the heels of the completion by Broadcast Music, Inc. of its 42 Clinics in the United States and Canada, three specific TV Clinics have been scheduled, one each in New York, Chicago and Los Angeles. The New York two-day stanza will be at the Waldorf-Astoria Hotel, May 19 and 20; Chicago, at the Palmer House, May 22-23, and Los Angeles, at the Hollywood-Roosevelt, May 26-27.

Following a poll of 108 TV stations wherein their views and suggestions were sought, three TV Clinic Planning Committees in the above cities carefully studied the station suggestions and then added their own findings for each two-day session as to the agendas. These planning committees comprise:

Planning Committees

NEW YORK
Roger Clipp, WFIL-TV; Bennett Larsen, WPIX; Dick Paek, WNBC; Jerry Lyons, WABD; Hal Hough, WJZ-TV; Chuck Holden, ABC-TV; Dick Doan, CBS-TV, and Craig Lawrence, CBS-TV.

CHICAGO
Walter Damm, W T M J-TV; John Moser, Chicago TV Council; Walter Preston, WBKB; George Helmenstam, WNBQ; Walter Emerson, ABC-TV, and Jay Faraghan, WGN-TV.

LOS ANGELES
Don Tatum, ABC-TV; John Reynolds, KHL-TV; Tom McFadden, KNBH; Robert Purcell, KTTV; Don Norman, KNBS; Al Flanagan, K E C A-TV; Gordon Wright, KTLA; Bill Edwards, KNKT; and George Moscovics, KNXT.

Items suggested for the agendas by the committees included:

Partial Agenda
Low-cost local TV programing. How to cut production costs. Handling of local TV news and special events. Mobile units.

Film. Buying, selling programing. Operating for profit. Public Service; Educational; Religious; Agricultural; Political.

EXECS SLAP SURVEYS

Sales Talk Louder Than Any Ratings

NEW YORK, May 10.—A growing defiance of audience research agencies was evident on the part of radio men speaking before the BMI Clinics during the past two weeks. A feeling was voiced that the listenership statistics obtained by the researchers frequently do not do the programs justice. It was indicated that a program often had many merits, sales or otherwise, of which its rating gave no indication.

Mark Haas, manager of KMPC in Hollywood, hit upon the main point when he said that "there are many programs which ratings show as having 'no listeners whatsoever that are doing a tremendous job for advertisers."

Walter Wagstaff, manager of KIDO, Boise, Idaho, similarly expressed more than disregard for the audience rating of one of his station's local new shows, "Hometown Reporter." The show is currently slotted opposite Edward R. Murrow on a competing station in Boise. In explaining that he had no idea what the division of audience is, he said, "The figures might show that Murrow is slapping our program all over the lot. But I don't give a darn" about that. He said that his show's sponsor is quite satisfied with the show and has reported that he's gotten direct and immediate response on all items he's plugged on it. "Hardly a day goes by but we get a letter from someone thanking us for some service rendered on 'Hometown Reporter,'" Wagstaff added.

Saleswise Approach

Russ Coughlin, program director of KROW, Oakland, Calif., in urging a more creative and sales-wise approach to programing, again sounded a note of defiance against audience research when he said, "The time has come to do away with dry statistics and

the vagaries of the rating system; radio can best prove itself against television with results." Coughlin admitted that most agencies still buy only a rating. He told about his station's policy of block programing that in effect chases the audience away and calls in a new one with a complete change of program type every two hours. The participating sponsor, with spots dispersed thruout the station's schedule, then gets a "cumulative rating" that, according to Coughlin, "will battle any TV or AM on a cost per thousand basis."

Haas Amazed

Haas was perhaps the most belligerent in his assertions on the rating business. "Instead of performing a service, they are contributing a disservice," he declared. He expressed his amazement that the radio industry continues to accept the rating services. In view of the sampling methods used.

Describing one rating service as a menace to the radio industry because everything it does for radio is negative, Haas said, "Every other medium but radio uses the multiplication table in quoting its coverage. This service uses subtraction. He described how a newspaper, taking its circulation and multiplying it by the presumed average number of readers per copy comes up with a staggering total readership.

He went on to describe a rating service operation" which takes radio's 105,000,000 sets and immediately reduces this to 42,000.

(Continued on page 13)

Csida, Haverlin Cite Need For Showmanship

SAN FRANCISCO, May 10.—As an offshoot of the BMI Clinic held here this week, Joe Csida, editor in chief of The Billboard, and Carl Haverlin, president of Broadcast Music, Inc., addressed 35 special services officers of the U. S. Army at the Presidio. Their talks stressed the use of showmanship by and for the armed forces as well as the various efforts being put forth on behalf of the defense effort by various branches of showbiz and its personalities.

It also was stressed that BMI is going to bat with a committee of radio people, already set up and put into operation at the recent Chicago convention of the National Association of Radio and Television Broadcasters.

Five-Day Seminar Planned for Denver

NEW YORK, May 10.—As a result of the excellent reaction of broadcasters thruout the country to the 1952 series of BMI Program Clinics, BMI has set a summer seminar to run five days at the University of Denver, in Denver, starting August 3. The seminar is planned to cover those who were unable to attend any of the previous Clinics or who seek to augment their knowledge gained in the past.

The idea is also to encourage staff members who plan a vacation during this period. They will be in a suitable relaxing locale and will also be able to bring their families, children included. In this latter respect, cost for each adult will be \$22.50 per week for an apartment and luncheons. Housing will cost \$15 for the five days and luncheons will be \$1.50 each. First two children in a family will get by at \$4 weekly and the next two children are free.

Modern four-room dormitories are available, with living room, bedroom, bath and kitchen. Two-bedroom facilities are also on tap, and the cost has been scaled down to not more than \$3 per

night a person (adult). A cafeteria is on the campus, but anyone can cook his own meals.

The seminar is being planned as a "leisurely" laboratory and Clinic, with more time for talks, discussions and workshops, all in the hands of the nation's top broadcasters who will comprise the panel of speakers. This "refresher" course will be at the top, professional level.

For those who wish to dine out or just live at the University during the seminar, the flat rate of \$22.50 for lodging, for the week and one luncheon per day will apply. Motels and other facilities are also on hand nearby. According to Russell Porter, co-ordinator for radio at Denver U., he is now ready to handle applications for enrollment for which there is no registration fee. He also will line up housing as requested. However, BMI station relations in New York should be advised of proposed attendance since the total enrollment will be limited to 200 seminar attendees. Glenn Dolberg, BMI director of station relations, is handling the seminar project.

SALES ON PUBSERVS

Answer to Health, Wealth & Wisdom

NEW YORK, May 10.—Broadcasters are becoming more cognizant of the fact that public service programming can ring the cash register. In a series of speeches delivered this week by station execs at the various Broadcast Music, Inc., Program Clinics, there was much talk about the dollars and cents' values of pubserv programs. The thinking of many of these station execs was summed up in a talk delivered by Jack Williams, program manager of KOV, Phoenix, Ariz. "It (public service) can make money for you, build audiences for you, provide friends for your operation and melt you into the heart of your community to such an extent that nothing can replace you! All this and keep the FCC happy, too!" This thinking now pervades TV as well. (See Washington story in regular news section this issue).

In many instances the speakers pointed to newscasts as the prime example of public service programming which is commercially strong. In this same category were placed such typical programs as sports, weather, news, market reports, etc. Many a speaker reminded his audience that a public service program isn't hurt by being sponsored. Money, however, they cautioned, should not be the criterion.

What's Expected?

The growing realization that radio stations are becoming more specialized in audience coverage stimulated some of the thinking on building the station in the community via public service programming. The public service programs are also expected either to result in a direct dollar return or, in many more cases, as a force to build sponsor interest in the station for the future.

Williams, for example, defined public service as being a good neighbor and pointed out that "being a good neighbor is good business." Charles Roberts, KICZ, Denver, told his audience at one of the Clinics, "You do not destroy the public service value of a program by selling it." William Holm, WLPO, La Salle, Ill., pointed out that stations can get a four or five-to-one return on the money invested in a news-gathering staff.

Ben Sanders, KIGD, Spencer, Ia., said, "You can do what the FCC tells you to do and still come out with an honest dollar . . . (this type of programming) must be done in the future or you might as well fold up." He showed that newspapers collect advertising money for lost and found, help wanted and other classified ads. Stations can do the very same thing as part of the public service requirements. He listed the above types of programs along with church calendars, social meeting news, fishing news, etc., as salable public service programs.

KIDO Solution

Walter Wagstaff, KIDO, Boise, Idaho, described the operation of his station's "Hometown Reporter" series, which has been consistently sponsored since its inception over seven years ago. "With local news," he said, "you don't have to worry over whether you are rendering public service or making money—you are doing both."

Grover C. Cobb, KVGB, Great Bend, Kan., titled his talk "Public Service Rings the Cash Register."

He pointed out that the station has grabbed off sponsor after sponsor by the simple method of proving that the station was an important force in the community. This was done via programs and by having station personnel become as active within the community as possible. Results were described in actual dollars and cents. The station's monthly gross has nearly tripled in the past three years. Cobb said, "I choose to think that our program of participation in community and area affairs has a great deal to do with our additional business."

Perennial Cry

• Continued from page 12

should work closely with sales in servicing the account. A newspaper space salesman works out every single detail of the ad with the advertiser—including the position in the paper. A radio salesman can only do this with the complete help of the program department.

"Any contemplated changes at our station are discussed at a meeting between the only three people that programming could concern—the manager, the sales manager and the program director. We invite our clients to visit the station and meet the announcer who is delivering their commercial. We even give our announcers time off the board to go out and meet the client at his place of business. We let all our staff know how well the station is doing. If the station does badly, so do the employees."

CONFIDENCE IN FUTURE

Programing Way To Renounce Fear

NEW YORK, May 10.—Radio station men speaking at the Broadcast Music, Inc., Clinics over the past two weeks definitely did not sound like a doomed or desperate clan. While some charged their own industry with suffering from an inferiority complex or not being alert to the needs of the changing times, virtually every one of the speakers talked with manifest confidence in the future. They generally displayed the attitude that "the only thing we have to fear is fear itself."

Programing was unanimously held to be the crucial element, the one field in which radio must and will marshal its forces for the years ahead. To a great extent this sentiment was undoubtedly inspired by the fact that the sessions were known as "Program Clinics." But it's true that whatever the speaker's subject, in almost every case he asserted that success can only be built on the right programing.

There was less unanimity on just what direction programing must take. The emphasis was variously put on stronger public service, the right kind of program blocking, more local news, judicious selection of recordings and a minimizing of crime, hysteria and bad news. But whatever direction the speaker took, he usually emphasized that the most important thing was to build and maintain the station's personality.

From many there was the aggressive assertion that radio is great and growing. "Look at radio as it is," said Russ Coughlin, of KROW, Oakland, Calif., "the greatest media of advertising ever. If we haven't pride in it and we don't support it and respect it, I don't know who will." "Television is nothing more than an intensified form of competition for the home audience," said Louis Read, of WOSU, New Orleans, "and as such differs only in degree from other radio station competition."

Ed Frech, of KFRE, Fresno, Calif., said, "Radio can be, and will continue to be strong—if we will recognize and correct our errors and raise our standards back to the high plane where they belong."

Don't let ratings, rate cuts or competition get you down was a

widespread theme. Get at the truth about the job that radio does and can do, and shout it from the house tops, was another.

Many recommended more promotion. Every time they did they added that promotion is not expensive since your own medium, radio, is the best promotion vehicle you have.

TV Clinics Set

• Continued from page 12

berg, KTLA; George Moscovics, KNXT; Robert Purcell, KTTV; Philip Lasky, KPX; Donn Tatum, KECA-TV; Walter Preston, WBKB; Bruce Wallace, WTMJ-TV; Ted Streibert, WOR-TV; Walter Emerson, WENR-TV; Richard Moore, KTTV; Bill Edwards, KNX-TV; Don Norman, KNBH; Ward Ingram, WENB-TV; Jules Herbuveaux, WNBQ; Frank Fagarty, WOW-TV; Ted Cott, WNBT, and Roger Clipp, WFIL-TV.

Chairman for all sessions will be chosen from this group. Attendance is restricted to TV, AM and FM stations, but film producers and agency and ET men are invited. All registrations, for which there is no fee, should go to the New York offices of BMI.

Execs Slap Surveys

• Continued from page 12

000 radio homes. Then he cuts this to 15,000,000 sets in use. Finally he calls six people in a half hour and tells the advertiser that only 2,000,000 of the 105,000,000 sets were tuned to his program. And all the time he ignores the many millions of out-of-home listeners."

"Mr. Radio," Haas concluded, "its high time you started quoting sales results instead of ratings."

4,000 Radio Execs

• Continued from page 12

off in Calgary on April 24, followed by Missoula, Mont., April 27. On May 16, the final session will be held in Toronto.

At the Washington State Clinic, held at Seattle, the luncheon session was highlighted by the statement of Earl S. Coe, secretary of state of the State of Washington that he had definitely decided not to run for Governor. He had been mentioned as a Democratic candidate for that office. Seattle's Mayor-Elect Alan Pomeroy greeted the broadcasters at the opening of the Clinic.

Two radio men from Station CFBP, Grand Prairie, Alta., took the attendance prize at the Calgary Clinic with their nightlong drive of 600 miles south to Calgary in time for the opening at 9:30 a.m.

Mayor Earl J. Glade of Salt Lake City, a Utah radio pioneer for many years, gave the opening talk before broadcasters on May 1.

Al White Orchestra entertained at the luncheon session of the San Francisco BMI Clinic as the result of the efforts of Lloyd Yoder, of KNEC, San Francisco. Lunch was at the Cliff Hotel Friday (8).



BUFFALO RADIO PROGRAMS, By Types

(From January-February, 1952 Buffalo Radio Pulse)

Jan. Feb. Rating

Drama and Mysteries	6.3
Interviews	6.2
Serial Stories	5.5
Quiz-Audience Participation	5.2
Variety	4.7
Kid Shows	4.6
News	3.2
Sports	3.0
Forums	3.0
Educational	2.7
Music	2.4
Wake Up Programs	2.4
Homemaking & Service	2.3
Religion	1.3



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Numerous Topnotch Ideas Spring From Clinic Sessions

NAL BUMPUS

KVOR, Colorado Springs, Colo.

KVOR sends carbons of all local news copy of each local story to the person or company name. We stamp the copy "An Item of Interest to You from KVOR." No commercial angles, purely public relations promotion.

LOUIS READ

WDSU, New Orleans

The program manager can add much to the sales servicing of an account by submitting periodic reports on his observations of programs. This sort of thing always makes the advertiser feel that the station is giving him the sort of program service he deserves.

ED YOCUM

KGHL, Billings, Mont.

The best news is local news. But then all news is really local because even national items when broken down will tie in with some activity in your own community, if you look for this tie-in and make use of it. Make every member of your staff a news correspondent.

BOB WATSON

KGNC, Amarillo, Tex.

A few years ago the station hired a retired college professor who headed the music and speech departments at a State college. The professor monitors the station every day thru the heavy local periods and conducts a class for announcers once a week. Class work includes pronunciation, general liberal arts discussions and outside reading assignments. In addition, private instruction is given on reading, interpretation, enunciation, diction, projection and proper breathing. It's been a tremendous asset to the station and an incentive to the announcing staff.

RUSS COUGHLIN

KROW, Oakland, Calif.

If you want announcers who can sell, give them a reason to sell. Have them meet the client. When a client comes to the station, have him meet the man who, in the long run, is the man who does the actual selling and upon whom the success or failure of the campaign must fall. Don't be afraid to give the announcer an hour off the board to go out with salesmen. Let announcers know what's happening in the business. If the station does badly, so does he. Offer a \$50 prize to the announcer who does the best selling job for the month.

JOE KIRBY

WNRS, Waukegan, Ill.

In any of our newscasts, first in order is local news, then state items, then regional and national news. If there is time left, we go into world news. It is my firm conviction that the people in our area, with all the metropolitan newspapers and network radio stations to listen to, would just as soon hear about things in this state that weren't particularly earth-shaking, as to be told for the hundredth time that the peace negotiations in Korea were still arguing.

GENE ACKERLEY

KCOW, Alliance, Neb.

For smooth and profitable use of personnel, make a job task analysis and make sure it covers all work to be done and who is to do it. This aspect of station management is vital for successful operations. Give each employee an active supervised training program to bring him to the level needed. We supplied our personnel with a handbook of operation; we bought textbooks; we made all reading material available to them, and we asked them to think about their jobs and offer suggestions. When they became adequate in their jobs, we began teaching them a second job. Thus, with the pending critical personnel shortage, we have versatile personnel and can cover resignations with little or no disruption. Also, we keep our people so busy they do not have time for a lot of petty grievances.

MURRAY ARMOLD

WIP, Philadelphia

In developing "new ideas and sound" on WIP we taped station breaks using personalities. For example: "This is Mayor . . . saying over WIP, contribute to the Red Cross." For these station breaks WIP has used civic leaders such as the income tax chief, children of personalities heard on the station, Boy Scouts, etc.

We have a program where we utilize song pluggers and record promotion men on a panel. They discuss their records—then they are played. If these men aren't available, I suggest using dealers, music teachers, etc.

WIP is now experimenting with two formats for a series to come from the prison, using the warden and prisoners. A donation to the prison commissary is making this possible.

RALPH SNELGROVE

CKBB, Barrie, Ont.

"Motor Memories" is a show that is picked up readily, usually by a Ford dealer. It consists of facts and stories about old cars and is tied together with songs of the same era.

"Trading Post," conducted by a woman commentator and an announcer, simply provides listeners with an opportunity to advertise articles for sale, articles to swap, free of charge. It started as a quarter hour feature, and now runs for an hour and a half daily, with a total of 21 participating sponsors each day.

CHARLES ROBERTS

KLZ, Denver

We're in our second year at KLZ of broadcasting a program which we call "Your Voice In Congress." Each week the sena-

tors and representatives of Colorado alternate in a series of talks regarding their activities in Washington. The program is designed to provide the listeners with a better understanding of the work these men are doing in our nation's capitol. This economical show is out in Washington for us at the House and Senate joint radio facility studios, and the total cost per program runs less than \$7. It has created a great deal of listener comment, and when these men come home to campaign for re-election, they buy the time on our station to discuss many of the same issues they have covered on the "Voice In Congress" series.

Another thing we did is not new, but it created the top-rated program in Denver. The voters of Denver decided there was a need for a change in administration, after 20 years under one mayor. Naturally, everyone had heard the many campaign promises of the new mayor and we were interested in how they would be carried out. We offered the new mayor 15 minutes of radio time each week, for a progress report. He liked the idea and has been heard regularly since 1948, each Sunday at 12:30 p.m.

BOB A. ROTH
KONO, San Antonio

Radio station KONO now airs three public service programs on Sunday evenings. These have racked up sizable Hooper ratings and have provoked a great deal of public interest. The "KONO Radio Forum" is produced by the station with the aid of the local Chamber of Commerce and Junior Chamber of Commerce. It acts as a sounding board on the community's most pressing problems.

The public responds to the problems by telephoned questions and recommendations. "Your District Attorney" is a question-and-answer show sponsored by the Bexar County Criminal District Attorney's Office. The D. A. and members of his staff sit on a panel and discuss and answer both written and telephoned questions pertaining to criminal law as it applies to the citizen.

"So You Want To Be a Cop" is a tape recorded show depicting the average night in the life of a local policeman. The station's radio-equipped car makes every call of major importance simultaneously with the local police.

You'll chalk up

HIGHER RATINGS

MORE RENEWALS

EASIER SALES

WIT

“BOS

BLAC

America's Most Successful Adventure-Detective

ROY BATTLES
WLW, Cincinnati, O.

One of the tools used by WLW, as a springboard for many of its farm programs, is the use of an average farm of the Ohio Valley, "Everybody's Farm," which is the name of the WLW farm, is owned by the station. It is operated by a farmer whose main interests lie in the operation of the farm rather than in the broadcasting. The broadcasting end of the venture is left to the professional broadcasters who use the farm or the farmer on the air in whatever way he feels will be most effective.

Programs have originated regularly from this spot since 1941. "Everybody's Farm Hour," a noon-day program, has used this tool to a marked advantage from many viewpoints. However, numerous problems stem from such facility and I recommend that no radio station embark on such a venture until it has made a complete study of the operation, weighing carefully its advantages and disadvantages.

The advent of television, however, may place such a farm on the "must list" of rural TV stations in the not too distant future. It would seem to me that such a

farm might be necessary if farm TV shows are to be made earthy, moving, dynamic, and effectively useful vehicles for all interests concerned.

PAT O'HALLORAN

KPC, Wenatchee, Wash.

Our present promotion has proved most profitable. We have a daily contest where the listener tries to identify the "Businessman of the Day" from the clues broadcast. We selected 100 of the top local advertisers regardless of whether or not he uses radio advertising. Each one filled out a questionnaire supplying information regarding family, hobbies, civic activities and number of years in merchandising.

Five clues are written about each businessman from this info. The clues are broadcast anytime from 6 a.m. to 5 p.m. Five dollars is awarded the first person in town and a similar amount to the first person outside Wenatchee, who can correctly identify the man. Each day begins a new contest, whether the businessman is identified or not.

The salesman handling the account contacts the "Businessman of the Day" and arranges for an interview of about 5 minutes.

Here is where a salesman gets information about this man that he has been unable to obtain. The merchant is proud to have been selected, and gives out with sales figures, growth of his store, and many other bits of worthwhile information to the salesman. The purpose of the interview is also to establish reasons why this merchant has a store capable of serving the needs of the local trade area.

The local photographer, who takes the pictures, also places the man's photo in his window. The 35 checks are issued by KPQ and the winners get them from the "Businessman of the Day"—in his store. This gives the merchant an opportunity to introduce the winners to store personnel. He also learns if this person is a new customer. A transcription of each man's interview is given to him. We pay for the space in the newspaper for the picture—supply the prize money—and have bus cards to publicize the promotion.

ARDEN BOOTH
KLWN, Lawrence, Kan.

All public service programs on KLWN are accompanied by following intro-copy:
"Friends, time for the program

you are about to hear is made available to (name of organization) by KLWN at no costs. Were it not for our advertisers, KLWN would not be able to give time for programs like these... for our sponsored programs pay the way for our sustaining programs. Listeners can best show their appreciation for this public service program by patronizing our sponsors, and by using the magic words—I heard about it on KLWN."

KLWN schedules weekly 4-H Club programs on Saturday mornings, with each of the 18 clubs in the county taking its turn at producing the show without station interference. "On that morning," says Manager Booth, "we can be sure that we'll have a whale of a time in from the particular community on the air, and over an 18-week period we've covered the county most effectively. Show goes on at 11:30 a.m. We count on our noon weather report and the 12:15 p.m. news to bring the tuner-outers back into the fold."

Station helps Douglas County Men's Brotherhood (laymen from county churches) promote their "Go to Church on Sunday" campaign, via donation of two or

three minutes just ahead of sign-off time on Saturday evening. "This has brought some rather important men to our studios—some of them advertisers," notes Booth.

With the exception of three weekly religious programs, KLWN charges commercial rates for church broadcasts. The gratis airers are handled thru the Ministerial Alliance. Trio includes a 15-minute morning show (with local churches taking over program on a rotation basis, but sermons styled along non-sectarian lines); a Sunday afternoon "Youth in Our Churches" program, and a round-up of church bulletin news.

KLWN programs several school shows, including daily 15-minute broadcasts produced by local students. Each grade takes a day, and Booth observes "It's pretty hard for you network boys to compete with the Cordley Kindergarten, when it's their turn to be on the air!"

In the same sphere, KLWN, in co-operation with the local music education department, and the rural schools of the county, staged an 8-week music class series, which rural music teachers used as a guide for teaching their own music pupils. Early shows featured public school music majorettes, and some of the rural school music students were brought to the studio toward the end of the series.

Stressing the importance of extensive local news coverage for a small town indie, Manager Booth says, "We figure a birth in Baldwin is more important than a rape in Tallahassee. We don't have a news staff, but a lot of our news comes in to us by phone. We clip, file, watch for upcoming events, and check on follow-up stories via the routine phone calls, police, fire sheriff, schools, city clerk, hospital, chamber of commerce, county agent, etc. We had to create a program to take care of upcoming meetings. It's another show to sell, and takes the pressure off our newscasts."

HUGH A. SMITH
KPIX, San Francisco

Possibly a remote can give your musical show the spark it needs. Radio is a main street, grass-roots institution—very well, then, get out among the folks. This sort of thing starts a chain reaction of audience acceptance and popularity. It means circulation if you're sales minded—the kind of thing that leads to sponsorship. Costs need not prevent the wise use of remotes—equipment can be as simple as a couple of 45 r.p.m. players.

Lines? KPOJ in Portland got the National Guard's help more than once and for a promotion stunt sent the material by short wave back to the station—all in exchange for a little recruiting publicity. In one such deal the YMCA paid line costs and the station provided music for the informal dance at the Y. The kids selected the music and the promotion value as a public service venture was great.

A remote with a twist? KFBK in Sacramento has a show called "Don's Private Line." The disk jockey has a private telephone line to a local drive-in restaurant and the patrons order two with onions and "Cry" at the same time. On the private line they get to talk to the d.j. and make a musical request. The fatal fascination of hearing the name on the air makes dedications popular and helps sell lots of hamburgers.

Another remote—with a splash: KWJJ at Jantzen Beach Swimming Pool in Portland has music under water—then for kicks—the underwater scramble. Records thrown into the water and kids dive for them. Kids retrieving a record set to keep it after it has been played on the air. And, believe it or not—the d.j. uses a diving helmet with a mike in it—to do a play-by-play of the underwater scramble!"

TOM BARNES
WDAY, Fargo, N. D.

After on-the-air plugs, our most effective promotion is our own newspaper, Mike Notes. A monthly, it costs us about \$10,000 a year. But we sell it at \$1 a year and have a circulation of 11,618. In addition, we have a free list of about 1,600. It includes stories about programs, products, personalities and bits of news from the world of radio. We also publish our schedule and tell about the contests, program highlights and good things to come on WDAY.



HIGHER RATINGS

In BIG Towns	In SMALL Towns
San Francisco . . . 16.0	Hattiesburg . . . 29.6
Louisville . . . 21.7	Zanesville . . . 26.0
Minneapolis . . . 16.5	Youngstown . . . 21.3

He'll chalk up high ratings for you, too!

MORE RENEWALS!

- 6th YEAR** . . . Minneapolis, consistently outrating important network shows.
- 5th YEAR** . . . New Orleans, consistently delivering a large and loyal audience.
- 4th YEAR** . . . Raleigh, consistently selling for Carolina Power and Light Company.

He'll chalk up more renewals for you, too!

EASIER SALES

- "Boston Blackie's 19.3, the highest rated show on Sunday afternoon in Kansas City."
James Coy—Rogers & Smith Advertising Agency
- "Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles most outstanding mystery show."
James M. Jesse, Pgm. Dir., Station KLOU, Lake Charles, Louisiana
- "Today marks the 91st broadcast of Boston Blackie for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs."
Ray D. Williams—Prater Advertising Agency
- "We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."
John T. Rutledge, Ass't. Gen. Mgr., Station WVIS, Owensboro, Ky.

He'll chalk up easier sales for you, too!

Now, on TV!

AM + TV = TOP RESULTS!

Boston Blackie on TV is already proving the fastest seller ever. Sponsored by big-name advertisers on top TV stations in:

NEW YORK CITY, CHICAGO, LOS ANGELES, WASHINGTON, D. C., DETROIT, CINCINNATI, DAYTON, COLUMBUS, PITTSBURGH, CLEVELAND, LANCASTER, TOLEDO, MINNEAPOLIS, RICHMOND, NORFOLK, ATLANTA

HURRY—YOUR MARKET MAY STILL BE AVAILABLE!
WRITE, WIRE OR PHONE.



YOUR MAGIC CARPET

Billboard Round-Up Presents Highlites of All Clinic Talks

NEW YORK, May 10. — The Program Clinics sponsored by Broadcast Music Inc. have been going on throughout the U. S. over the past two weeks. A total of 42 meetings will be held before this year's sessions are concluded next week. Men and women from all

facets and levels of the radio broadcasting industry will have spoken, giving their observations, opinions, suggestions and experiences on practically every phase of the radio business, including public service, news and music programming, promotion, sales and station management.

This vast pooling of ideas is of inestimable value to all members of the broadcasting fraternity. But no one person could have attended all the meetings and heard all the speeches.

We present below reports on virtually every speech made at

these BMI Clinics over the past two weeks, offering the gist of each talk, along with a few high-lights. Elsewhere is presented a collection of the most solid ideas on programming, promotion, sales, and public service culled from the talks.

HOLM

Explains How Local News Builds Sales

PORTLAND, Ore., May 10. — The story of a five-year-old station that has built big sales results on a heavy schedule of local news was told to the BMI Clinic here last week by William Holm, manager of that station, WLPO, La Salle, Ill. Holm said the entire news operation costs only \$300 a week and brings in a return of four or five to one. He said the four fundamentals of a good news operation are (1) stability, meaning keeping the newscasts in the same slot year after year; (2) impartiality; (3) freshness; (4) dignity. He told how unspectacular items, like birth notices, can be worded for maximum interest.

BROWN

Radio Traffic Tops Papers By 62 Pct.

ST. LOUIS, May 10. — Foster Brown, sales promotion manager of KXOK here, told radio personnel attending the BMI Clinic held here this week that they were all, in a way, in the business of promoting their stations, regardless of what their specialties were. He described a few successful promotions his station had undertaken recently, including tie-ins with local schools and the Advertising Research Bureau, Inc. surveys taken in three big Sears Roebuck stores in St. Louis, which showed radio's traffic to be 62 per cent greater than that brought in by newspaper advertising. "Promotion is interpretation," Brown said, "you must interpret in the language of your listener."

SCHOEHALTER

Cites Value Of Block Style Programming

ATLANTIC CITY, N. J., May 10. — Nat Schoehalter of WAAT, Newark, N. J., discussed the value of continuous block programming before the BMI Clinic held here this week. Each station has its own personality, he said, and WAAT has its foundation in music and news on the hour.

The kind of music to be played has to be determined in advance and rigidly adhered to, he asserted. The station's music librarian is most important in this respect, he said. This person must never be swayed by the announcer or the public relations man for the record company to place just any record on any show. Rather, the music librarian must stick to the formula set down by the program director.

Schoehalter said he has found that with few exceptions it's the program that counts and not the announcer.

WYSE

Women Want "Good News" Broadcasts

WICHITA, Kan., May 10. — Bess Wyse, KWBW, Hutchinson, Kan., told the BMI Clinic here this week how she took over her station a year ago, having found it in very bad shape financially and public relations-wise. At the time Miss Wyse had not had any radio or business experience.

She told how she has been pulling the station up by its own bootstraps. Miss Wyse emphasized the importance of the woman listener today, and suggested that stations give them a "good news" broadcast every day to counteract the quantity of hysteria that all media give them. She also advised broadcasters to watch their kiddie programming.

LUND

There's Gold To Be Had in Farm Service

CHARLESTON, W. Va., May 10. — Keynoting his talk around the theme that there's gold in the fields of West Virginia, as well as coal, Eric Lund, rural service director for WLVA, Lynchburg, Va., told broadcasters to "get into the farm service business."

Lund said, "There's a tremendous opportunity for the alert broadcaster motivated by two things: (1) An honest desire to serve the farmer and his family and help him to a higher standard of living, and (2) an honest desire to make a few honest dollars while he's serving."

COUGHLIN

TV a Boon, Lifts Radio Off Its Feet

SAN FRANCISCO, May 10. — Russ Coughlin, program director of KROW, Oakland, Calif., told the assembled broadcasters at the BMI program clinic here this week that "TV is the best thing that ever happened to radio for a lot of reasons." Most important of these reasons, said Coughlin, was that TV "finally got radio off its dead transmitter and made radio realize that it's a creative force and must be so handled."

He stated that the time has come to do away with dry statistics and vagaries of the rating system. Radio is best able to prove itself against television with results — and results, said Coughlin, are a programming problem, not a sales problem.

CUDWORTH

Asks Strong, Fresh Angles On Fem Shows

DENVER, May 10. — Calling for fresh, unafraid, educational programming for women, Helen Cudworth of KFTM, Fort Morgan, Colo., told the BMI Clinic here last week that she's always assumed that her women listeners would like the same things she does. Miss Cudworth described the host of shows she'd conducted over KFTM during the past three years, including local news, interviews, farm and music. She told how, thru her participation in the Colorado Federation of Women's Clubs, she encouraged fem listeners to let their stations know what shows they preferred.

SANDERS

Radio's Future Lies in Timely Public Service

DES MOINES, Ia., May 10. — Serving the public interest, convenience and necessity in an interesting, timely way can not only pay off but is the only future for radio, according to Ben Sanders, manager of KICD, Spencer, Ia. Addressing the BMI Clinic here, Sanders this week described the multitude of public service features his station produces that get hefty sales returns. He emphasized the importance of reliable local news reporting to the indie station. This is one field in which the networks can't compete with you, he said.

RICH

Sees Need To Stress Radio Power

MILWAUKEE, May 10. — W. Robert Rich, program director of WBEN, Buffalo, expressed his anger at broadcasters because he felt they fully refuse to realize the power of their own medium. He said, "Radio is the mass saturation vehicle for advertising, entertainment, information and education and it will continue to be for the predictable future."

Rich cited Americans as having more radios than telephones or bathtubs. He then told of radio sets outselling TV sets in Buffalo this year, at almost a four to one rate.

The WBEN executive advised radio men to join together in their areas and promote and educate together. There are great programming challenges that exist for the radio station, Rich believes, that haven't been tapped. He said that education by radio, personality programs, drama comedy and variety will always remain a strong part of the radio program structure.

ROBERTS

Pubserv Is an All-Day Job for Healthy Outlet

SALT LAKE CITY, May 10. — In discussing public service programming Charles Roberts, program director of KLZ, Denver, said that it begins with the sign-off that night.

He outlined several types of public service broadcasts aired on his station and pointed out that KLZ was promoting a better understanding between the station and the listeners. Stressing paid political broadcasts, Roberts said that the talks by candidates for office are one type of public service broadcast which will be prevalent these days.

Roberts stated that broadcasters will find that, if they offer their listeners good, sound service in programming, they will have a happier sales staff and that even the stockholders may blush a little.

READ

Good Shows Can Cure All of Radio's Ills

ALEXANDRIA, La., May 10. — "If there is anything wrong in radio today, it's nothing that good programming won't cure," said Louis Read, commercial manager of WDSU, New Orleans, last week. Read declared that the show's the thing and that despite the growing competition from TV, especially in evening hours, radio will continue to attract large listening as long as it has the proper kind of programming. He urged sales people to work closely with their program departments, and the return to the use of intelligent, low cost programming. He said the salesman's job is not over when he sells the show, but only just beginning, with constant servicing of the account.

PERKINS

Accent on Pop; Music, Sales Go Together

DENVER, May 10. — Ray Perkins, disk jockey of KFEL, Denver, discussed the problem of correlating music programming with commercial requirements, with particular stress on current popular music and the prevalent use of pop phonograph records. His talk was titled "Music Is Our Business."

Perkins enumerated various sources of information helpful to programmers. It is his premise that anyone who selects numbers for the air should be steeped in the background data on music, popular or classical.

SLATER

Make Music Bright But Not Brassy

MILWAUKEE, May 10. — Speaking before BMI Clinic broadcasters here this week, Milton Slater, production manager of WNEW, New York City, said that stations should "recapture" the construction permit fever, and continue to display that "opening day" enthusiasm. "Rework all

ROTH

Guard Public From False Advertising

SAN ANTONIO, May 10. — Broadcasters should make every effort to protect listeners from advertising which overstates the value of products, makes false claims or indulges in gross exaggerations, said Bob A. Roth, commercial manager of KONO, at the BMI Program Clinic, here. "It behooves each and every one of us to protect our listeners in this respect," said Roth, "so that they will know when they hear it on the radio they can bank on it."

Roth called such vigilance a part of radio's "public service" which will prove to be an asset in the form of continued and additional response to commercially sponsored messages.

PEDEN

Says Better Logging Means Added Sales

NASHVILLE, May 10. — In her talk titled "Better Programs, More Sales," Katherine Peden, commercial manager of WHOP, Hopkinsville, Ky., gave BMI Clinic broadcasters case histories of building small, inexpensive shows.

According to Miss Peden, going to work in either the programming or sales departments of a radio station is like making the vows at a wedding: "I take thee, Radio, to be my working life for better or for worse."

Miss Peden stated that the sooner broadcasters turn the tables and start programming the station themselves, instead of letting large sponsors dictate their program structure, a two-fold purpose will be accomplished: (1) better programs, and (2) respect from sponsors and continuous sales.

WILLIAMS

Right View of Pubserv Can Draw Interest

PHOENIX, Ariz., May 10. — Jack Williams, program director of KOY, in Phoenix, discussed making public service programming an asset. Williams declared that actually, public service programming is holding up a mirror to the community or area you serve and reflecting back the activities that go on.

Williams said broadcasters have allowed the bugbear of the title "public service" to conceal the real essence of the duty manifest to those they serve. "That's why the conversation stops when the subject is brought up," he said. "It brings to mind long, dry talks on impossible boring subjects. Forums that get nowhere, classical music programs put on by the local piano teachers association, interviews with people who have a title, but no reason for existing, much less cluttering up the air waves."

those tired old formats and stale copy. Employees shouldn't have a sword over their backs, but station management should monitor programs and be interested in what goes out over the air." As for music, "make it bright, but not brassy." Talk to your radio audience, not down to them.

Slater said there is plenty of program plasma in the blood bank of the alert program manager.



The thousands of broadcasters who have attended the second swing of Program Clinics, just concluded, have praised their solid contributions to programming. • The impact and inspiration of the splendid teams of industry speakers were especially increased this year by the stimulating discussions of attendees during the bull sessions. • BMI takes this opportunity to acknowledge the industry's obligation to all speakers and participants and to cordially invite all broadcasters to attend one of the forthcoming TV Clinics.

Now it's TV CLINIC TIME

WITH THREE ALL-INCLUSIVE 2-DAY ROUND TABLE DISCUSSION MEETINGS

NEW YORK

May 19-20

Waldorf-Astoria

CHICAGO

May 22-23

Palmer House

LOS ANGELES

May 26-27

Hollywood-Roosevelt



Television leaders from Coast to Coast will be sitting down with you to discuss TV in all of its aspects... exchanging their ideas and experiences... giving solid coverage to such topics as:

- Low-cost, Local Programming
- Cutting Production Costs
- Handling Local News and Special Events
- Buying, Selling and Programming Films
- Camera Techniques and Scenic Effects
- Public Service Programming
- Short Cuts and Time-Saving Devices
- Legal and Copyright Problems
- TV as a Sales Medium
- and many other general and specific matters.

EVERY SPEAKER A PRACTICAL TV BROADCASTER

Panelists include: Robert Swezey—WDSU-TV; Chris Whitting—DuMont; Chuck Holden—ABC-TV; Paul Adanti—WHEN; Ralph Burgin—WNBW; Joel Choseman—WAAM-TV; Don Fedderson—KLAC-TV; Klaus Landsberg—KTLA; George Moscovics—KNXT; Robert Purcell—KTTV; Philip Losky—KPIX; Donn Tatum—KECA-TV; Walter Preston—WBKB; Bruce Wallace—WTMJ-TV; Theodore Streibert—WOR-TV; Walter Emerson—WENR-TV; Richard Moore—KTTV; Bill Edwards—KNXT; Roger Clipp—WFIL-TV; Don Norman—KNBH; Ward Ingram—KHJ-TV; Jules Herbuveaux—WNBQ; Frank Fogarty—WOW-TV; Ted Cott—WNBT.

Your future in TV, or as affected by TV, makes your attendance at one of these TV Clinics a must! Register now!

Also plan to attend
BMI's Summer Seminar
at Denver University
August 3 to 10

In vacation surroundings
for you and your family.

Room and board
\$22.50 per person

No fee for registration

Attendance limited to 150

ENROLL NOW!

BROADCAST MUSIC, INC. 580 FIFTH AVENUE
NEW YORK 36, N.Y.

New York • Chicago • Hollywood • Toronto • Montreal

SLATTERY

Rurals Want News and Weather

ST. LOUIS, May 10.—In his talk on reaching the rural audience, Joseph Slattery, assistant program director of KWTQ, Springfield, Mo., brought out several major points in programming to farm and rural folk. He deemed it essential for the program director to become acquainted first with his audience and to find out what the farmer wants to hear, before attempting to program a station for the rural market.

"Service to the farmers is most important," Slattery said. "It has been our experience that farmers are interested in news, weather, and markets, above all else."

TINCHER

Don't Neglect Night Shows, Rural Areas

BATTLE CREEK, Mich., May 10.—Robert Tinchler, vice-president and general manager, WNAZ, Yankton, S. D., urged station managers to take much more active part in programming. His talk was titled "Programming Begins in the Front Office."

Tinchler expressed alarm at the numbers of station managers who let networks run their radio stations at night and said that an important, and often overlooked, segment of audience is in rural areas.

Tinchler stated that rural listeners listen to their radios longer each day than any other segment, and they listen more intently, since radio is more important to their lives than urban listeners.

PHILLIPS

Crucial Thing For Success: Right Shows

SYRACUSE, May 10.—Better programs are the crucial thing in the radio business today, according to Charles F. Phillips, commercial manager of WFBL in this city. Addressing the BMI Clinic held here this week, he said, "The stakes are high, and there will be fewer stations at the end of this year."

He cited the 20 per cent attendance decline in motion pictures as an example of what can happen because of a "large-scale failure in programming." He said what is necessary is the right show for the station, and it's not necessarily a big show. Phillips told how salesmen, as well as program personnel, can help create sound, but simple, program ideas.

SNELGROVE

Canada Co-op of 5 Stations Share Tapes

NASHVILLE, May 10.—The BMI Clinic held here last week heard about Canada and the operation of a small station there from Ralph Snelgrove, president-manager of CKBB in Barrie, Ontario. Snelgrove told his listeners about Community Broadcasting Service, a co-operative venture of five stations in his

TORBET

Programming and Selling For Profits

HOLLYWOOD, May 10.—Speaking on "Programming and Selling for Profit," Alan L. Torbet, general manager of KROW, Oakland, gave broadcasters a concise picture of the processes used by his station to increase its business 70 per cent in the last 24 months.

Torbet explained that this increase was made on a 1,000-watt, full time station in a market containing 18 AM stations, three television stations, 19 daily newspapers, very aggressive car card, direct mail and outdoor firms, and the usual assortment of fringe advertising media, including the sky writers, and searchlights.

He attributed the growth in their AM sales to about a 50-50 proportion to programming and to aggressive sales techniques and market analyses.

Torbet then explained the program format established at KROW and a unique sales format which was set up.

PLAMBECK

Noon Is Best, 6:30 Next For Farmers

DES MOINES, May 10.—In describing the rural audience, Herb Plambeck, farm service director of WHO here, said this week that farmers are a sincere, usually well educated group, that doesn't like to be ridiculed. Radio is economically important to the farmer, Plambeck declared, and it's important to get farm shows to them at the right time of the day. Noon is the best slot, he said, with 6:30 to 7:15 a.m. coming second.

News of all kinds is of the utmost importance to the farmer, Plambeck reported. In the field of music, he told that his station's surveys found that their rural audience had pops highest on their list of preferences, and not country and western.

Speaking to the BMI Clinic this week, Plambeck said that 99 per cent of Iowa's farmers have radios, and he told about this audience's great purchasing power.

FLETCHER

His Subject: Radio's Short Cut to Suicide

BOISE, Idaho, May 10.—In a talk titled "Radio's Short Cut to Suicide," Henry H. Fletcher, general manager of KSEI, Pocatello, told broadcasters that there was one sure way in which radio operators can grease the skids for radio's destruction. "That way," he declared, "is through unethical, unwise and unprincipled operation of your stations."

"Broadcasters should look beyond their noses," Fletcher continued, "in realizing that unless results are obtained for the man who buys your station time, he is not going to come back again and again to hand you his money. He will seek out a method of spending his money by which means he will realize results which will ring up sales in his cash register."

Each station in the group contributes two taped shows a week, bearing all costs themselves. When the show is sponsored, the station that originated it is reimbursed at the rate of 25 per cent of time charge. The group also co-operates on covering special events.

WATSON

Says Station Sells Audience, Not Its Time

SAN ANTONIO, May 10.—"The program director should be the best friend the commercial department has," said Bob Watson, KGNV, Amarillo, at the BMI Program Clinic held here this week. "Certainly he can be your best salesman by giving the sales department something to sell." Good programming will get listeners, and radio stations actually sell listeners, he said, not time.

"If an advertiser is interested in a specific amount of time, he can get a half hour between 3 and 4 a.m. at a very reasonable price. So you see, you may call it time, but what you are actually selling is listeners. No station has anything to sell but listeners, and the successful station, the solvent station, the station that's sold out, is the one with the listeners."

ELLIS

Build Solid Shows for Airing Spots

DENVER, May 10.—Robert Ellis, manager of KGHF in Pueblo, Colo., urged radio men attending the BMI Clinic here last week not to be satisfied with periods of spot announcements with no cohesive programming. He urged them to build the music used in such periods into programs around a single artist, band or theme. He advised letting the announcer build the show, and further recommended that some log be kept of the records used. "No longer will your salesmen have to sell with apology because that is the only time available for an announcement," he said. "They will have a show to sell, that has cost you little in time and effort."

COUGHLIN

TV a Boon, Lifts Radio Off Its Feet

SAN FRANCISCO, May 10.—Russ Coughlin, program director of KROW, Oakland, Calif., told the assembled broadcasters at the BMI program clinic here this week that "TV is the best thing that ever happened to radio for a lot of reasons." Most important of these reasons, said Coughlin, was that TV "finally got radio off its dead transmitter and made radio realize that it's a creative force and must be so handled."

He stated that the time has come to do away with dry statistics and vagaries of the rating system. Radio is best able to prove itself against television with results—and results, said Coughlin, are a programming problem, not a sales problem.

LEESON

Importance of Merchandising Still Growing

SALT LAKE CITY, May 10.—"Merchandising is going to assume a more and more important place in radio operation," Del Leeson, promotion manager of KDYL told the BMI Clinic here last week. But he warned his

KALAND

More Sparkle Needed In Building Shows

MISSOULA, Mont., May 10.—Program director Bill Kaland of WNEW, New York, stated at a BMI Clinic here that AM broadcasting should have more "sparkle." He said there was no reason why broadcasters have to build programs in the same unimaginative way that some of them have been done for countless years.

"Most of us here today are concerned about the fate of AM broadcasting as well as the trend of television," Kaland said. "Many organizations and publications have said we are in a rut. If this is true it took us 25 years to get there while television is in a much deeper rut after only two years."

Kaland feels that if anything is going to kill AM broadcasting it is not going to be television. "It's going to be ourselves," he said. "Or at least the traditional, stereotyped kind of programming that we have gotten into."

O'HALLORAN

Purposeful Promotions Mean Profit

SEATTLE, May 10.—Speaking on the subject "Profitable Promotions in a Small Market," Pat O'Halloran of radio station KPQ, Wenatchee, Wash., told broadcasters that promotions can be profitable in small markets if they are well planned and with a purpose in mind.

O'Halloran listed some specific examples of promotion campaigns which were used successfully at KPQ and said that, although the promotions he mentioned didn't give immediate dollars and cents valuation, they really paid off in good will, and increased the interest of their listeners which in turn indirectly paid off in revenue for the station.

COTT

Fear of TV, Not Video Is Menace

ALEXANDRIA, La., May 10.—Heading a list of prominent industry-wide speakers here this week, Ted Cott, vice-president of the National Broadcasting Company, warned broadcasters to think like radio men and show some enthusiasm for their media. Cott said that fear of TV might hurt radio, but TV itself would not, if the industry "put its house in order before TV arrived."

Recalling his experiences when managing WNEW, New York City, Cott said it is important to program your station differently; to merchandise your music; not to operate your station mechanically, but to build personality into your station through programming.

listeners against letting merchandising services become their main selling point. "Let's remember that our programming and audience come first, and that merchandising assistance is an adjunct," he said.

Leeson demonstrated an inexpensive merchandising display that KDYL had used, which had reportedly succeeded in clinching many sales in the stores. Leeson emphasized the importance of letting the sponsor know, via an attractive presentation, about everything done for him.

WESSON

Sales Force Must Be Sold Program Plan

SEATTLE, May 10. Stations should lay out a definite program plan and then sell it to the sales staff. The plan must meet the coming competition for audience. This was told to the assembled broadcasters at the BMI Program Clinic here this week by Bob Wesson, manager of national sales, program and promotion for KHQ, Spokane. "In most stations," he said, "program and sales are not equal partners. Sales come first and program gets only honorable mention, if that."

Wesson also defended block programming and suggested that it was up to the program director to sell his plan to the station manager and the sales manager.

BUMPUS

Local News Shows Hold Top Interest

BATTLE CREEK, Mich., May 10.—Hal Bumpus, news director of KVOB, Colorado Springs, Colo., told broadcasters last week that of all news programs, only local news programs hold sustaining interest of listeners.

Bumpus advocated a good news staff, with one or more full time reporters making beat rounds, not "just some announcer tearing off a handful of national and international news."

Local news programs are the easiest to sell, Bumpus believes, and one of the most popular with advertisers.

Bumpus advised radio station managements to keep their hands off news as much as possible.

SIVERSON

Top Quality of Staff Is Vital To Well-Being

SIOUX FALLS, S. D., May 10.—Charles Siverson, program director of WHAM-WHAM-TV, Rochester, N. Y., stated, before broadcasters here last week, that the ability of the administrative staff in a radio station is of utmost importance, and that qualified personnel on the air are also vital to the station's well being. Siverson indicated that change and improvement are not synonymous, and that being like or unlike another station is no key to successful radio operation.

SCHROCK

Library Can Help Insure Good Music

DES MOINES, May 10.—An accounting of how his station was using, in many cases, music entirely unsuited to the program and the hour—and how it combated this problem, was the theme of Allen Schrock's talk before broadcasters here.

Schrock, from radio station KFJB, Marshalltown, Ia., used illustrations in showing how a new system was installed in the record library and how the music librarian employed it.

Schrock concluded that the tremendous effort and thought which went into this system have insured better music, happier listeners and increased sales.

LOGGAN

Promotion Held Vital To Stations

PORTLAND, Ore., May 10.—Frank H. Loggan, president and general manager of KBND, Bend, Ore., told broadcasters that knowledge, enthusiasm, confidence and hard work are the things that build business—from the smallest to the largest store—from the 100 watt to the 50-kw. station.

In discussing his topic, "Promoting Local Sales," Loggan enumerated several methods best suited in the promotion of local sales, based on his own experience. Among these were air promotion, which he stressed as being the most important, newspaper advertising and direct mail.

Loggan believes that a good job of promotion will accomplish several important things for a radio station: (1) It will sell new business; (2) it will reduce account turnover and (3) good promotion will make selling easier for salesmen and servicing more pleasant for the men who handle this important detail.

CSIDA

Accentuate The Positive, Says Editor

VANCOUVER, May 10.—Broadcasters should accentuate the positive factors in American life, Joseph G. Caida, editor of The Billboard, declared in a speech this week before the BMI Clinic. The newspaperman

OSWALD

DJ, Moving Bally Boosts Station Stand

COLUMBUS, O., May 10.—Louis Oswald, promotion manager of WKH, in Cleveland, told the Ohio BMI Clinic here last week about how they improved WKH's position in the Cleveland area by promoting disk jockey Bill Gordon and promoting the moving of the station's studios to new quarters. Gordon himself is quite promotion minded, according to Oswald. He resorts to such gimmicks as baby sitting during his program or eating his turkey dinner while on the air on Thanksgiving Day. His personal appearance schedule is extensive, and he has interviewed on his two daily shows a long roster of top showbiz personalities. Gordon won several awards as a result of polls held by the Cleveland newspapers.

claimed that the recent overflow of news about crimes, corruption in high places, global tensions and wars have given citizens a belief that the world is going to pieces.

He saw no indication that this was true, but stated there is too much emphasis on aspects of moral decay in our country. He suggested to broadcasters that they create programs which would tell listeners of the many worthwhile endeavors being performed by individuals, that they convince the audience that "evil is not standard or fashionable" and that the great majority of our citizens do things, in however small a way, to make the world a better place.

Csida also told broadcasting executives that they had to make a buck if they wanted to save the world. He stated that only radio executives who made money had the financial resources to offer public service programming and promotion.

SANDERS

'Music Mood' Important to Best Results

PHOENIX, Ariz., May 10.—The manager of radio station KCNA of Tucson, Wayne Sanders, told BMI Clinic broadcasters to "get the music mood!"

Sanders said: "You can't be all things in music to all listeners. The greatest error made in radio today, in my opinion, is that lack of distinction that marks the fine line between all broadcasters sounding alike and awareness to commercial values of radio music."

The KCNA executive pointedly declared: "Results count. Watch the specialists — Negro, foreign language and vertical programmers. They know where they are going."

HALLECK

Match Music To Listeners And the Hour

MISSOULA, Mont., May 10.—Mel Halleck, program director for KMON, Great Falls, Mont., discussed the subject of "programming music tailored to your audience."

Halleck feels that there should be a set of rules that would guarantee a maximum audience for every station at any given hour of the day. He says that because tastes differ, because each station has its own operation problems

PARHAM

Says Stations Should Lead Local Affairs

NASHVILLE, May 10.—Speaking on the subject "Building Station Relations in Your Community," Carter M. Parham, president of WDEF, Chattanooga, told a BMI Clinic here:

"We are licensed to serve the community or the area in which we operate. We are pledged to serve our community, and how better could we build station relations than with service to our community, every phase of our community and community life?"

In Parham's opinion it would be a good feeling to be responsible for a community's progress along the lines of better government—better schools, better public health program and all the kindred good and worthwhile things that a strong citizenry could accomplish thru a good radio station.

"But there's still a wonderful opportunity in a differing degree for every station man in every size market, whether his outlet be a mighty 50-kilowatt, a work horse regional, or the all important local in a small community. Be a part of that community and make that part a mighty big one. Don't go along reluctantly on community affairs and give of your time grudgingly; take a lead in things. Every community effort is short on leadership. Too many broadcasters are going along under protest."

program-wise and because audiences vary, this problem becomes one for each individual station to work out and each individual listener will judge its success according to his own particular standards.

In his talk Halleck stated that more attention should be paid to matching the hour and the music.

T. B. TIGHE

Feels Local Intelligence Primary Aim

ATLANTIC CITY, May 10.—Key points made by Thomas B. Tighe, manager of WJLK and WJLK-FM, Asbury Park, at the BMI Program Clinic held here this week were: (1) Local intelligence ranks with entertainment as a primary purpose of radio. (2) The over-all listening audience must be increased; each station will get its share. (3) Sell on rate card only; if radio isn't worth what it's charging then it isn't worth anything. (4) There is room for every worthwhile medium of advertising. Your job is to make your station a constructive force in your community.

JARMAN

Women on Air Mean Balance In Station Diet

RALEIGH, N. C., May 10.—Mrs. Frances Jarman, of WDNC, Durham, N. C., stated that it is the consensus of opinion that a woman doesn't make much sense when she talks... but, she asserts, a woman on the air of your station can make a great many dollars and cents for you.

Mrs. Jarman maintains that radio schedules planned by alert program directors reflect good diet in radio fare. Just as housewives and dietitians study a balanced diet, she feels that radio, too, should balance its diet and budget with women's programs.

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ACKERLEY

Stresses Aim of Training & Organization

OMAHA, May 10.—Organization and staff training for small radio station operation was the topic handled by Gene Ackerley, general manager of 250-watt indie KCOW, of Alliance, Neb. Ackerley told this BMI Clinic how a concentrated job analysis and in-training campaign lifted both the quality and net of the station in a comparatively small time.

When he took over the reins of the station, Ackerley said, morale was low and the operation itself was inefficient. The community served by the station was extremely critical of the outlet's programs and announcers. By meeting the challenge the situation has been completely remedied, he said. The station went into the black, the spirit of the employees has taken a sharp turn for the better, and, as a consequence, the station's advertisers and stockholders have become far more satisfied.

Ackerley went into five points in his discussion. These included the making of a job task analysis, tailoring the staff structure, planning for continual staff training, putting the plan into action and results with subsequent modifications of the plan. He stressed that if management doesn't know what each staff member is supposed to do, chances are the staffers themselves won't know. It is imperative, he declared, that the work load be planned so that each week's work is done that week, with none held over to the following week—a process which would soon pile up so much that the current schedule never could be met.

BUTLER

Music Either Concert or Accompanim't

ATHENS, Ga., May 10.—"Radio music is either a concert or an accompaniment," Franklin Butler, musical director of WRFC, Athens, Ga., told the broadcasters at the BMI program clinic held here this week. The audience, via its daily listening pattern, determines which the music is, he said. If a mistake is made in this basic distinction, said Butler, then it is impossible to select radio music successfully.

"If you want full time, concert concentration on a number, don't play it for breakfast. And don't play a number that forces the listener into that kind of attention. Woo your breakfast listener with the right kind of accompaniment. He wants a buoyant background for the kind of day he wishes it is going to be. If you please him, he'll give you more and more of his attention."

ARNOLD

AM Must Get Going Now on New Angles

PHOENIX, Ariz., May 10.—Murray Arnold, program director of WIP, Philadelphia, speaking before 85 broadcasters here, declared, "Radio is on the spot. Let's get moving now. Radio must have new material, new ideas, new faces and, above all, new sounds, if we are to meet the competition of television."

Arnold discussed some of these new ideas which he has employed with success on his station, one of the 19 in the Philadelphia area. Arnold believes that radio's greatest need to meet the chal-

KNABB

Radio Still Most Dynamic Ad Medium

RALEIGH, N. C., May 10.—In a talk titled "World's Most Dynamic Selling Force," Jack Knabb, president of Jack Knabb advertising agency, Rochester, N. Y., told broadcasters that radio is still the most powerful medium reaching the most people. He said: "Radio is a matchless force that penetrates the home. It reaches the mind; it stimulates desires to own, to buy and to achieve."

The advertising executive then traced some of the background as well as the evolution of radio, particularly to show there were gloomy prophecies about the effect of radio on newspaper reading habits 25 years ago.

He then pointed out that the fine line of definition between the educational and commercial aspects of radio were difficult to distinguish. "Radio advertising has improved the health, appearance, diet and life-span of the people," he stated.

In conclusion, Knabb illustrated the public service and spiritual force of radio from the standpoint of religion and freedom.

BROWN

Classic Music Is Friend Too Often Missed

COLUMBUS, O., May 10.—Walberg L. Brown, manager of radio station WDOK, Cleveland, believes that there is a notable and unfortunate lack of broadcasting time devoted to the great compositions and great artists. He says that if they are presented easily and pleasantly—without stodginess or pompous dullness—these classics can and will be enjoyed by a great many people who do not necessarily have any formal musical background, education or previous acquaintance with concerts of concert music.

Brown, whose title was "What Is Right About Serious Music," said, "We at WDOK have found Beethoven, Tchaikowsky, Wagner, Brahms and Rachmaninoff have been valuable friends to cultivate. In addition to being eminently respectable, they have been practical and valuable allies in the sometimes puzzling competition of local programming."

BURKE

Wants Radio's Cognizance of Own Strength

PHOENIX, Ariz., May 10.—Frank Burke, editor of Radio Daily, called radio "one of the most potent advertising mediums we have." In his talk, titled "A Big Look at Radio," Burke pointed out that as of April 1, more than 72,000,000 families had radio sets and that 4,500,000 automobile radio sets were produced in 1951.

Burke said, however, that radio is small when it doesn't make the most of its programming and to take full advantage of the services offered by such organizations as BMI. He also asserted that radio is small when we cry over the inroads that television is making.

lunge is local color and local talent. He suggested that program directors stay home one day every so often and listen to their own stations for mistakes and errors that can be corrected. He said it may be a shocking experience but a valuable one.

SMITH

Bally Strength Long & Hard For Dividends

CHARLESTON, W. Va., May 10.—Joe L. Smith Jr., general manager of WJLS, Beckley, W. Va., defined promotion as "putting your best foot forward—in other words blowing your own horn."

His address, "Station and Program Promotion," was made before broadcasters at Charleston, S. C. He suggested that whatever type of promotion a station decided upon that, once they started, to keep plugging away with it until it pays off or until the idea was milked dry. "Nothing can do you more harm," stated Smith, "than a promotion which is started off with a bang and allowed to fizzle and die—especially public relations-wise."

Smith told his audience to analyze operations to find good points and shout them to the high heavens. "No one else is going to do it for you," he said. "And for that matter, few have the facilities to do with events if they wanted to. So keep stressing your strong points—publicly."

BATTLES

Gives Advice On Airing of Farm Shows

COLUMBUS, O., May 10.—In his talk before broadcasters here, Roy Battles, farm director of WLW, Cincinnati, told the story of "Everybody's Farm," a tool used by WLW in presenting farm broadcasts. This farm is owned by the station. It is operated by a farmer whose main interests lie in the operation of the farm on a profitable, progressive basis, rather than in broadcasting. The broadcasting end of the venture is left up to the professional broadcasters of the station, who use the farm or the farmer on the air in whatever way they feel will be most effective in accomplishing what they want.

Battles gave an account of the advantages of such a farm in programming to farmers as well as the problems and disadvantages of the initial cost of the farm to the station.

RIVERS

Radio Folks' Attitudes Can Cure Medium

CHARLESTON, S. C., May 10.—"There is nothing wrong with radio today but the people in radio," said John M. Rivers, president of the South Carolina Broadcasters Association, last week. Rivers declared that, acting on the premise that radio today is the cheapest mass medium of communication, people in radio should approach their problems with confidence in the media and its ability to sell. He said by selling be meant in terms of ideas, ideals, services and merchandise.

The general manager of WCSC, Charleston, told broadcasters that sound commercial practices must be maintained to preserve the proper respect for radio. He said, "Special deals, cut rates, multiple spotting to force results are some of the practices prevailing today that will cause both the advertisers, on whom we depend for income, and our listeners to lose confidence."

"Those of us in radio can promote ourselves and radio by knowing our communities. We should go to church. We should participate in all community activities we can—above all we should know the people whom we serve."

GINGELL

Urges Closer Community Relations Ties

ATHENS, Ga., May 10.—Delivering a talk on "Building Station Public Relations" at the BMI Program Clinic here his week, George A. Gingell, manager of WRBL, Columbus, Ga., advocated that the station's accent should be placed on active participation within the community. Pointing out that willingness to co-operate is not enough, he said that stations should invite public service, open its doors to the public and have station personnel actively participate in civic clubs, chambers of commerce, theatrical productions, fashion shows, fund-raising drives, etc.

He cited examples of the work done at his own station, which included studio parties, station talent visiting Army hospitals, making a baseball field available to youngsters, awarding certificates to outstanding citizens, assisting the stations public address equipment to play Christmas music on the main street and similar actions.

PHILLIPS

2 Media Can Complement Each Other

SYRACUSE, May 10.—Speaking on the subject "Better Programs—More Sales," Charles Phillips, vice-president and general manager of WFEL, Syracuse, told broadcasters that radio and television can complement each other. He said that together they build greater audiences for both mediums.

Said Phillips: "The failure of the motion picture industry to do an acceptable program job has helped to build larger radio and TV audiences."

"The advertiser wants the most for his dollar and the listener or viewer wants top-flight service. . . . Selling the blue sky isn't the long-range answer. . . . Our future is definitely in better programs, better for the listeners—and the advertisers."

Phillips charged that the radio industry was too apt to overlook the fact that radio and TV must continue to deliver service to the masses and the classes.

MILLER

Cites Value Of Pubserv Programs

MINNEAPOLIS, May 10.—Advocating that public service programs should be sponsored, Chuck Miller, director of operations for WTCN, Minneapolis, stressed four important results stemming from public service shows. They were: (1) Establishes the station as an integral part of community life; (2) exposes station personnel to contact with key businessmen and potential listeners; (3) sells service for the common good of the community, and (4) establishes the fact of station leadership in the community.

Miller feels that the promotion and merchandising of public service programs offers far greater possibilities than the average entertainment program in that you automatically add many new potential customers and many new people to your public relations personnel at no extra cost. He said that they were Mr. and Mrs. John Q. Public—they sell, they publicize, they merchandise for the sponsor and the common cause.

DEAN

Get Rolling on Pubserv, Gov't May Step In

DENVER, May 10.—Robert Dean, manager of KOTA, Rapid City, S. D., warned station operators here last week to get on the public service kick or face the possibility of greater government restrictions and possible loss of their licenses.

"When Harry Truman said the other day that he would have the right to take over the radio stations and newspapers if it were in the public interest, he was right," Dean declared, "and if you think he can't, those of you who are operating in violation of your promises will wake up some morning to find that it may not be Harry Truman but it will be someone else, the name of the government who will abolish this great free right which is daily being violated by foolish, near-sighted individuals."

Addressing the BMI Clinic here, he described the heavy schedule of public service features of all types carried on his station.

SCHNEIDER

Farmer of Today Runs Big Business

OKLAHOMA CITY, May 10.—Sam Schneider, farm editor of radio station KVOO, Tulsa, Okla., asserted that today's farmer is no longer a "one-gallus" man who runs his farm with a pair of pliers and some baling wire. He operates a big business.

Schneider pointedly declared that today's big business of farming demands the same technical and research information necessary for any other business. He pointed out that agricultural and mechanical colleges and institutions are the collectors of that information. Getting that information to the farmer in a form suitable for adaptation to his operation is a big growing problem—"that's a service we specialize in."

The farmer is big business that has been overlooked to a certain extent, Schneider believes. He feels that if any radio station is looking for a new market within its same coverage area, the farmer is the market.

COBB

Take Part in Community's Social Life

OMAHA, May 10.—Grover Cobb, manager of KVGB in Great Bend, Kans., recommended that radio station personnel participate in the affairs of community organizations, including civic clubs, fraternal societies, trade associations, women's clubs, charitable groups and churches.

"As we continued to take part in the activities of these groups, we opened the way for them to use our station as a media of information and education," he explained. "This activity rang the cash register for KVGB," he said, "when the groups began to think of using radio for any promotion they had to do. It was also profitable as a result of the contacts made thereby with the community's leading businessmen."

Cobb warned the BMI Clinic held here last week, "Don't get involved unless you will follow thru on each job. Sometimes the results can be the opposite of what you're aiming at if your folks take on more than they're going to do," he concluded.

ZIMMERMAN

Care of Radio: Varied Shows, Local Slants

CHARLESTON, W. Va., May 10.—Discussing "The Commercial Programming of Broadcast Music," Fred Zimmerman, manager of WBLK, Clarksburg, W. Va., told broadcasters that by slow, laborious and expensive processes, they have at long last come to realize that diversity of programming among stations represents the very heart and core of the American system of commercial broadcasting, and the very reason for a small station's existence.

Zimmerman believes that what is basically sound and financially feasible programming for a station in one market may prove ridiculous to the extent of bankruptcy for a station operating in another market or, for the competing station down the street.

"Now that we realize that there is conceivably room for all, if each will find his place, we can at last settle down to business, and upon such occasions as this, get together for a profitable exchange of ideas."

KIRBY

Intense News Sked Accents Local Items

ATHENS, Ga., May 10.—Joe Kirby, general manager of WKRS in Waukegan, Ill., told the BMI Clinic here today about his station's intense schedule of news programs, with the emphasis on local items. He gave the meeting of radio people a detailed description of the workings of his three-man news staff, which keeps their 85 to 100 newscasts per week filled with up-to-the-minute local news. Kirby recounted how his station managed in three years to get the co-operation of hospitals, funeral directors, police and sheriffs in providing his reporters with the latest. His station is newspaper owned, he said, but from the outset established complete independence from the paper's policies.

McLAUGHLIN

Tele Closes In On Ad \$ As AM Dawdles

BATTLE CREEK, Mich., May 10.—"What the advertiser expects from radio" was the theme of J. B. McLaughlin's address before the BMI Clinic here.

McLaughlin, advertising manager for Kraft Foods, Chicago, charged that radio is dawdling like a 10-year-old, and it isn't doing anything to correct the difficulties. He declared that television is taking more and more of the advertising dollar.

McLaughlin feels that radio stations should search for something new and fresh. "Let's remember the medium doesn't belong to us," he said. "It belongs to the Joneses, the Smiths, the Kellys, Ruznicks. They are the ones we must satisfy in the final analysis. So whatever the solution, let's make it in terms of the people in the living rooms and in their automobiles across the country. If we do that, then radio and television can both live side by side, each doing its own job for the public, the advertisers and for themselves!"

Kirby also addressed the BMI Clinics at Columbia, S. C., and Gainesville, Fla., this week. He will speak at the Clinic in Montgomery, Ala., next Monday (12).

JIM BORMANN

'Rip & Read' Newscasting NG, He Says

MISSOULA, Mont., May 10.—"News boosts ratings, revenue and reputation in stations large and small," Jim Bormann, president of the National Association of Radio News Directors, told the BMI Clinic here last week. The majority of stations, he said, rely on a system called "rip-and-read" for their newscasting. This consists of having an announcer give the news as it comes off the teletype machine. But no wire-service editor can know just what news will be of most interest to local listeners. Most stations abdicate their responsibility of gathering and editing news on the local level with the excuse that they cannot afford an elaborate news operation. Bormann wound up suggesting that the richer stations have been helped in attaining that position by the strong news programming that so many stations say they can't afford.

HIGGINS

Keep Plugs in Good Taste on Pubserv Air

BATTLE CREEK, Mich., May 10.—"It is perfectly all right to sell a public service program to a sponsor, so long as commercials are in good taste, and the sponsor is acceptable," George Higgins told broadcasters here last week. Mr. Higgins, managing director and vice-president in charge of sales, KFRM, Kansas City, Mo.,

WAGSTAFF

Claims Radio Has Monopoly On Local News

BOISE, Idaho, May 10.—In a speech before the BMI Clinic here last week, Walter Wagstaff, general manager of local station KIDO, pointed up the value of local news programs. "It is the one part of our programming on which we can enjoy complete monopoly," he said.

Wagstaff told about his own station's "Hometown Reporter," which was started more than eight years ago. It originally had a full-time reporter, and was on in the afternoon. A mailbox was set up in the drug store that first sponsored the show, and listeners were invited to leave items for broadcast in that mailbox.

The program is still on the air, Wagstaff noted, and is now on in the evening, competing with Ed Murrow. It no longer has a full-time reporter, but more than enough news is gathered by regular phone calls to local news sources such as the police station and hospital and by contributions from listeners.

Wagstaff said he did not know what the show's rating is and didn't much care since it continues to draw results for its present sponsor, a paint and glass dealer. He emphasized the need for using names of local citizens on this type of news show.

urged teamwork, where every person on the staff of the radio station is a part of the team, and each is "public relations director" of the station.

Higgins advised managers to spot-check copy and programs now and then. "Run a tape on one once in a while," he said, "and hear a show thru once in a while."

HANNA

Pubserv Job Is Needed Immediately

RALFIGH, N. C., May 10.—In a year of crisis and anxiety, radio can and must become a vital factor in the community by doing the kind of public service job it has never done before, Michael Hanna, general manager of WHCU, Ithaca, N. Y., told broadcasters meeting here last week.

"The prerequisites of a skillful broadcaster today go far beyond presently accepted standards," he said. He cited several criticisms of radio made by former Senator Burton K. Wheeler. The Wheeler diatribe charged the broadcasting industry with being "dollar hungry," of being run by men who "have little or no conception of the public welfare," with warding off any suggestions for elevating program standards or of eliminating programs of questionable taste, of taking no action to assure radio facilities to varying views and opinions, and of tending to be partial to whichever political party is in power because of pressures from the government.

The successful broadcaster today, Hanna said, must be able to answer each of these criticisms and still make money. "The answer will lie in showmanship," he declared.

"A great disk jockey commands an audience. His audience is no greater than that which can be created by a showmanship job of explaining the 'tax problem,'" Hanna added. "There is no greater drama than the intelligent presentation of the problems that now face us," he said.

Hanna spoke at the BMI Clinic held here and earlier in the week at the Clinic held at Charleston, W. Va.

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Thesaurus SHOWS SELL TO SPONSORS...

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- ★ because THESAURUS SHOWS feature big-name stars known to your radio listeners
- ★ because THESAURUS SHOWS include the tunes by which your listeners have come to recognize a specific artist or show
- ★ because THESAURUS SHOWS are kept up to date with fresh material and top-quality commercially written scripts
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Gloria De Haven & Eddie Fisher in "DATE IN HOLLYWOOD"



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"THE WAYNE KING SERENADE"



"MUSIC BY ROTH"

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Chicago Hollywood Atlanta Dallas

GOLDMAN

Programing Holds Key to Radio Success

SYRACUSE, N. Y., May 10.—In his talk titled "Variations on a Theme," Si Goldman, general manager of WJTN, Jamestown, N. Y., said that every station owner and manager should be conscious of the fact that his operation rises or falls on one fundamental of radio — successful programing. This, he said, could be rightfully changed to profitable programing.

Speaking to broadcasters here this week, Goldman charged that too many stations turn over a certain amount of time to a group and let them fill it any way they want to, with dull speeches, etc. He advised using production, planning and showmanship in operating with local institutions and groups in every worthwhile cause and project.

"Be sure your station and yourself are the 'big wheels' of your community," Goldman said. "Emphasize program sales over spot announcements. Charge for program content; don't sell your station short. Stick to your rate card and adopt standards and policies which will give you self-respect and gain the respect of your advertisers; program more music and program it profitably with an angle or a 'kicker'... Serve your community, your listeners and your advertisers. Serve them well, and you will take your rightful place in Radio Heaven."

WALLACE

Public Service Program Is 'Here to Stay'

NASHVILLE, May 10.—Bruce Wallace, manager of public service programs for WTMJ, Milwaukee, talked to BMI Clinic broadcasters here on seeking the right public service programs.

Wallace said: "No one will deny that public service—like TV—is here to stay because: 1) Industry feels its obligation to operate in the public interest in an honest desire to help; and 2) smart public service programing is good business—like honesty, the best policy."

Summarizing his talks, Wallace stated that good and effective public service and public relations are really much easier than bad. He stressed however that it required effort, thought and planning.

"Don't allot time to public service," said Wallace. "Seek good public service programs—direct their content and production—If this is done consistently I have a feeling you won't ever have to worry about the size of your audience or the number of your friends."

BAYLOR

Don't Peddle Show Ratings, Sell Station

PORTLAND, Ore., May 10.—Radio stations should stop battling each other for advertising dollars and gang up on the competing media, especially newspapers, Dave Baylor, manager of WJMO, Cleveland, declared at the BMI Clinic here this week. The first step, according to Baylor, is for stations to make a thoro evaluation of what they have to sell, and that does not mean just program ratings. Newspapers, Baylor said, have been going along all right telling their clients nothing more than their print orders. They never attempt to tell

the advertiser how many persons read this ad or that.

Baylor said he saw a readership study once, "and the number of large-sized ads which show no readership at all is staggering." He said if his station's listenership compared with that he would go out of business. Meanwhile, station salesmen throw around ratings like confetti, and the advertiser gets so confused he goes back to newspapers whose circulation figures he can understand.

Baylor described a few tests showing that radio's drawing power far out-ranked that of newspaper advertising. One test was for an automobile dealer in Cleveland who placed institutional type ads on his station while spending about five times as much in newspapers with ads that quoted car prices. Baylor placed trained interviewers in the dealer's shop and proved that the radio plugs were bringing in more customers than all the newspaper ads.

Baylor's second step was to promote the medium of radio and each station's call letters. "Don't let an opportunity go by to tell the people who count that radio is the greatest, most flexible medium known," he said.

FRECHETTE

Local News Key to Larger AM Audience

MINNEAPOLIS, May 10.—Local news can become the key to greater audiences and greater revenue for local outlets, said George T. Frechette here this week at a BMI Clinic. The executive is general manager of WPHR, Wisconsin Rapids, and managing director of the Wisconsin Network.

Frechette advised concentrating on news shows which are specifically directed toward segments of the local audience. These programs can be built around local citizens now in the armed forces, prominent citizens, school children, women's clubs, local athletes and local teams.

In addition to this he stressed keeping mikes before the public for formal openings of new build-

ings such as churches, schools and community projects. These can be done as remotes or taped for rebroadcasting later. Another source of revenue and good source of local programing is a round-up of activities on a holiday or during the holiday season. Frechette claimed sufficient ingenuity could produce ideas for local programs from every aspect of the community's activity.

PAYNE

Thinks Music Is Radio's One Salvation

ATLANTIC CITY, May 10.—Music is radio's only salvation, claimed Charles F. Payne, commercial manager of KIXL and KIXL-FM, Dallas, in a speech made here before the BMI Clinic this week. Payne pointed to the strides made by his station, be-

cause of its use of music, as an example of what he meant.

The five year old station, Payne stated, went on the air dedicated to give the citizens of the community something new. It had decided to by-pass hillbilly music in an area which finds such music much to its liking. It also decided to forego the playing of jam, jive or bebop, and the use of deejays.

Instead, Payne said, KIXL created a policy of offering a diet of music for well-balanced listening, the emphasis on prestige music. The schedule consists of light classics, pop concert selections, great vocal arrangements and the best of the instrumental soloists, he said. Six transcription services are subscribed to, and 99.44 per cent of the music is on disks.

The pay-off, Payne maintained, can be seen in the audience index reports which are extremely favorable to the outlet, and the large list of sponsors. But he stated that the station is careful to program only the finest music, never to play down the audience, and to keep everything in the best possible taste, including commercials. Business which doesn't adhere to the station's standards is turned down, Payne said.

Higher and Higher and HIGHER go SALES, RATINGS, RENEWALS!

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LOCAL PERSONALITY SHOWS

Sure winners with local audiences

- HOME-MADE MARCHES, most complete, ready-to-broadcast weekly service program available today.
- THE HAPPINESS PARADE, interest-packed, daily show in 15-minute segments of your listeners.
- W'RONDIE OF JOY, musical salute to new babies in your community.
- FOOTBALL TIME, great seasonal series.
- CHRISTMAS SHOPPING BAG, concentrated money-making series.
- and other "winners" tying in you popular, local selling situations.



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THE ONLY ALL-PURPOSE

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SALES SERVICE

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SPECIAL CAMPAIGNS
Especially designed for . . .

- FURNITURE STORES
- FARM PRODUCTS
- JEWELERS
- CREDIT CLOTHES
- FURRIERS
- DRY CLEANERS
- SAVINGS BANKS
- FOOD PRODUCTS
- BAKING COMPANIE
- APPLIANCE DEALR
- FOOD STORES
- LAUNDRIES
- BEAUTY PRODUCT
- LOAN COMPANIE
- WOMEN'S APPAR
- USED CAR DEAL

... and many, many more . . . The Most Complete variety of listed special campaigns for every purpose available anywhere

KENNGOTT

Utilize Whole Library, Build Disk Shows

NASHVILLE, May 10.—In a talk titled "Building Record Shows Versus Playing Records," Al Kennigott, program director of WKDA, Nashville, asked the questions, "What do I program, and when do I program it?" The "what" depends upon the "where" and vice-versa, he said. "Musical tastes vary all over the country. That's one of the problems facing the transcription services. A type, style or name that is well received in Minnesota might not do so well in Alabama."

Kennigott charged that the one common "fatal" error in radio stations was to program what they think people should hear. "Check every source available before deciding 'what' and 'where,'" he continued, and even

then, there will be times when you'll freeze your fingers getting that show out of that spot because it's cold as krait. Said Kennigott, "Go into your record library and take a look at the jackets. How many which have records or transcriptions in them look brand new? Most people program disk shows not using 25 per cent of those they have in their libraries. Compare this with hiring a secretary and using her only 25 per cent of the time. Look thru your music library and use all that's available to you."

FRECH

Imagination Makes Good Programing

BOISE, Idaho, May 10.—The one thing that will always work magic for radio is a good, listenable, imaginative program, Ed Frech, program director of KPFE,

Fresno, said last week. But we are no longer manufacturing a top quality product, a product that will build and maintain a sound commercial future, he added.

In a speech delivered before the BMI Clinics held here, as well as in Salt Lake City and Hollywood, Frech said that better local programs can be built by simply making better use of the tools of the trade.

The main tool that can be used to greater advantage, according to Frech, is the record library. He elited a "Hit Parade" type of show with which his station had great success. For that type show, he recommended such features as "This Week's Pick of the Future," "This Week's Pick of the Past," "New Artist of the Week" and "Composer of the Week."

He also recommended greater and more astute use of the transcription library for building production type shows. And he pointed out the possibilities in local public-service and news shows that help make the station an integral part of the community's life.

Frech wound up his talks urging more use of on-the-air audience promotion.

PHILLIPS

Says Personal Effort Makes More Profits

RICHMOND, May 10.—A call for radio executives to produce profits for the medium and to escape the fate being wished upon them by the growth of TV, was made here last week by Gordon Phillips, assistant manager and production and program director of WROV and WROV-FM, Roanoke.

Phillips said that only by personal effort applied to their individual operations could broadcasting personnel participate in profits made by stations. Ownership, he remarked, will not cut meon slices bigger unless the individual provides the motivation. As broadcasters, Phillips stated, radio must provide sales with vehicles that will produce results not only for the advertiser, but

for the station. He maintained that radio was in business for a long haul—not a short ride.

Intelligent programming, he claimed, should be conceived from the standpoint of operations. There should not be indiscriminate scheduling without thought to personnel engineering, etc. Such time-savers as taping breaks between network shows and the transfer of studio duties to transmitter should also be employed to help the smooth running of the station.

HAAS

Takes Rap At AM Audience Rating Agency

LOS ANGELES, May 10.—Mark Haas, vice-president of KMPC, advised radio men attending the BMI Clinic here last week to stop taking Hooperatings seriously and think only of their Advertisements. Taking Hooper as representative of audience research services in general, Haas said they are performing a definite disservice to radio.

He criticized Hooper for covering telephone homes only, which account for only 50 per cent of radio homes, and for making such a small number of calls for each half hour period. "There are many programs which Hooper shows as having no listeners whatsoever that are doing a tremendous job for advertisers," Haas said.

Haas started out by asserting that radio has an inferiority complex. He traced this to five basic causes: 1) government regulation, 2) advertisers' attitudes, 3) impositions from civic groups, 4) the advent of radio's "little brother," television, and 5) listeners' reaction.

Analyzing each of these causes, Haas pointed out that radio has no need to be ashamed of the job it has done and can continue to do for the advertiser, for the listener and for public service organizations. He traced his listeners not to feel frustrated by government regulations, since they are the necessary rules of the game. He also urged them not to be fearful of the effect of television, since it has been proven in the major TV markets that there will continue to be a place for radio in the home, side by side with television.

FRIBERG

Cites Need For Fems On Radio

RICHMOND, Va., May 10.—Alice Friberg of WCYB, Bristol, Va. made a plea for honest women's programing at the BMI clinic held here last week. Housewives are in a big business and are responsible for a lot of spending, and there is no better way of reaching them than by radio, she asserted. But many broadcasters make the mistake of having their switchboard operators read some predigested advice to women on the air, and they believe that is broadcasting for women.

Miss Friberg said that stations can make money from women's shows if they will put on honest, woman-to-woman programs. "After you have a woman broadcaster started, then let your sales department work with her, and let her dictate to whom the program will be sold or at least to what type of advertiser," she said.

Miss Friberg also advised that the woman broadcaster keep in close touch with her sponsors to assure lasting business. "Don't ever let your woman broadcaster advertise anything she hasn't tried herself and is sold on," Miss Friberg warned.

Miss Friberg also declared herself in favor of using records, selected by the fem-caster, on women's show.

ALL PURPOSE

because World fulfills the entire range of your requirements and gives you its "know how" for top quality programming and diversified advertising ideas that boom sales for you and your sponsors too. Don't dribble away dollars to a dozen suppliers! Get everything you need from a single service — World!

LOCAL

because World's array of headline stars and sure-fire features enables you to produce saleable shows of network caliber right in your own studios, take advantage of your popular local personalities.

And it's a

MONEY-MAKER

for you because quality and quantity combine to build irresistible appeal for advertisers and audiences, alike. With the backing of World's power-packed portfolio of selling aids, you can cash in on higher ratings, enjoy easier sales, more renewals and long-term contracts. It's an unbeatable formula for profitable operation. Follow the lead of 857 other World Affiliate stations!

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CINCINNATI HOLLYWOOD

Month After Month After Month—The New Ideas For Vital Local Sales Are Coming From World.

Tell 'em and Sell 'em with WORLD SIGNATURES AND PRODUCTION AIDS

Special material created to enhance your own broadcast of:
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PARA FEATURES
LOCAL NEWS
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WORLD NEWS
BIRTHDAYS
FOOTBALL
BASEBALL
WESTERN MUSIC
HIT TUNES
DISC JOCKEYS
WOMEN'S SERVICE
HOLLYWOOD NEWS
VARIETY TIME
HOMEMAKING
... and many more which sales aids found in no other service!

Tell 'em and Sell 'em with WORLD SPECIALS, SEASONAL CAMPAIGNS AND HOLIDAY FEATURES

WEATHER SERVICE INTRODUCTIONS
TIME SIGNAL ATTENTION-GETTERS
EIGHT-STAR FEATURE CHRISTMAS
STREET AND HIGHWAY SAFETY CAMPAIGN
SALES IDEAS FOR EVERY MAJOR HOLIDAY
HOLIDAY SPORTS SHOWS IN SEASONS
DAY, FOURTH OF JULY, VALENTINE'S DAY, EASTER, MOTHER'S DAY, AND MANY MORE
... and a lot more built to hit the right idea at the right time to get the order!

Tell 'em and Sell 'em with WORLD WORLD STARS

ROBERT MONTGOMERY
DAVID ROSE
MINI BENESS
HELEN ROBERTS
KAREY BROOKS
RUSS MORGAN
EDDY HOWARD
BIBI OSTERWALD
DICK HAYMES
LANNY ROSS
RAY BLOCH
GOTHAM MALE QUARTET
MONICA LEWIS
KITTY KALEEN
CLASS COUNTY BOYS
SUSAN REED
PAGE CAVANAUGH TRIO
... and hundreds more with NAMES that win listeners and markets immediately!

Tell 'em and Sell 'em with WORLD VARIETY AND MUSICAL PROGRAMS

STEAMBOAT JAMBOREE
LYN MURRAY SHOW
DICK HAYMES SHOW
THE THREE SUNS
RAY BLOCH PRESENTS
BOB EBERLY SHOW
... and a host more to meet every audience appeal!

Tell 'em and Sell 'em with WORLD SPECIAL CAMPAIGNS

GIFT OCCASIONS CAMPAIGN for Valentine's Day, Easter, Mother's Day, Graduation, June Weddings, Father's Day.
HOME IMPROVEMENT CAMPAIGN for extra business with approved paint-on time.
DRESS UP FOR EASTER CAMPAIGN ... sure winner with approved dozens of advertisers!
FACE-TO-SCHOOL CAMPAIGN ... tapboard to seasonal sales for schools!
SANTA CLAUS CAMPAIGN ... with Santa talking via radio-records at your station for your listeners!
... and many, many more leading new sources of station revenue!

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THE
JACKIE ROBINSON SHOW
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New York, N. Y.

HANLON

Good Pubserv Seg Deserves Good Sponsor

MILWAUKEE, May 10.—James Hanlon, public service director of WGN, Chicago, told a BMI Clinic here that "Good public service programs should be sponsored." "Commercial sponsorship does not make a public service program less attractive, either to the listener or to the Federal Communications Commission," said Hanlon, pointing out that WGN's chart of programs in the public interest "served as the key to a successful defense of our position at a clear channel hearing in Washington."

"During March, 1952," observed Hanlon, "11.6 per cent of WGN's total time was devoted to public interest programs, not including news broadcasts which are also considered programs in the public interest and which constitute from 10 to 12 per cent of our total air time. Approximately 35 per cent of our public interest programs in March were sponsored, and about 90 per cent of our news shows."

The Chicago broadcaster said that other stations could chalk up equally high sponsor percentage records in the public service field if they would adopt a "similar concept of programs in the public interest."

The WGN public interest chart covers following program categories: religious; farm; speeches and discussions; educational; classical and semi-classical music; outstanding sports events; programs staged for causes and campaigns; special broadcasts presented in conjunction with events of substantial local, state, regional or national interest and concern. Hanlon stressed fact that "a good public service program provides an ideal vehicle for institutional advertising."

PAUL MARION

He Considers Programing All Important

RALEIGH, N. C., May 10.—An awareness of the listener was given as the major "target principle" for the building of intelligent programing by Paul Marion, program supervisor of WBT, Charlotte, in a speech before the BMI Clinic here this week. The broadcaster stated that in addition to this "target principle," stations should also know their audiences, be friendly and sincere, make the program fit the schedule of their listeners, be aware of their competition and create sound, basic program structure.

His first point, knowing your audience, Marion said, means understanding its composition. Fritz and his German band may be a smash in Milwaukee, he claimed, but in North Carolina the "boys" would fall on their faces. Much more of an audience potential, which is being neglected in the South, he maintained, is the Negro listener.

Marion pointed out that friendliness and sincerity are created by personalizing programing and announcing. Shouting and orating on radio, he said, is not conducive to sales.

Programing the time of day, Marion stated, helps stations from firing a volley of shells when there is no target to be hit. For example, programing a heavy type show that takes concentration while the housewife is fixing lunch will not make for listening during that hour, but doing the reverse—light music—is much more apt to hit the bulls-eye.

Marion claimed that checking and re-checking the competition keeps stations on their toes and in a position to fight any inroads being made in their audiences. Fighting the opposition, he said, with the same kind of show may not always be the answer. Perhaps the better plan might be to go for a segment of the audience.

The basic program structure should also be re-evaluated regularly to see that there are no glaring bumps in the schedule and to make it keep up with the times, Marion maintained. For example, news shows are now at the peak of their interest because of world affairs. Stations must contrive to hold new audiences by giving them as much if not more than competing outlets, he said.

MASON

Farmers Are Good Market For Radio

OMAHA, May 10.—Ed Mason of Ranch and Farm Radio, operator of KMMJ in Grand Island, Neb., and KXXX in Colby, Kan., addressed the BMI Clinic here last week on "facts you should know about your rural audience." Mason said that there were about 5,400,000 farms in the U. S. today, which is about a million less than there were in 1920, when radio was first germinating. He said that it is the medium-sized farm that is on the wane. There is actually an increase in the number of large farms and ranches and in the number of little farms. This is so, he said, because middle-sized farmers have found it profitable to parcel out their holdings to those industrial workers who want a home in the country.

The rural audience, which includes town folks who do business with farmers as well as the farmers themselves, will continue to be a market for radio advertising, according to Mason, because the cost of television won't allow it to appeal to specialized groups.

Mason pointed out that farmers don't only buy products needed for running a farm, but they also buy the nationally-advertised brands that urban audiences do,

HAGENAH

Urges Fuller Use of E. T. Music Library

BATTLE CREEK, Mich., May 10.—Many radio program directors today are unaware of the changes that have taken place in the transcription library field, according to Gus Hagenah, vespee of Standard Radio, Inc. In a speech before a BMI Clinic here this week, he explained that as the recording people began using vinylite and recording at 33 and 45 r.p.m., the transcription companies had to meet this competition with new programing ideas. Consequently, he added, we now offer a completely integrated service, including a variety of different script gimmicks.

In reference to a recent "Billboard" story (about New York indie WNEW contemplating banning free plugs for record labels), Hagenah told the broadcasters, "If radio stations ever decide not to mention disk labels unless they're paid for such mentions, you would increase your revenue tremendously over night."

"Musical programs" said the exec, "have the widest general appeal, and TV, newspapers or magazines cannot take it away from you. If you cater to it properly—not via the current hit parade tunes—but with the Mom and Dad hit parade music, the mean and kind of programing (military marches, religious, semi-classical) that appeals to the larger listening audience. That's where your transcription library pays off."

OUTLER

Give Radio Back to Audience

WICHITA, Kan., May 10.—"My plea here today is—let's give radio back to the audience," said John M. Outler, general manager, WSB, Atlanta, before broadcasters here. "Let's slow up on the master-minding and begin to shorten up on the cord between us and the folks who give us being."

Outler recommended that broadcasters sell and promote radio just as if they had just gotten into the business and urged them to stop the snide competitive methods that sometimes gives advertiser the urge to put his business in newspapers rather than to give it to another radio station.

Outler said that he had experienced his greatest thrill in 21 years in the industry when his station celebrated its 30th anniversary. "During the course of the celebration," he said, "over 2,000 birthday greetings—the formal, fancy kind that cost money—came in addressed to the station—not to an individual but to the call letters. That's not much mail, but that many people would spend money to buy a birthday card and address it to a transmitter made of steel and copper and glass—well, it just doesn't make sense unless you realize that the sentiment was just as accurate and sincere as if we had been a member of the family. And that's just what radio is—a member of the family. That's radio's strength and responsibility—has been and will be. We belong to the audience much more than the audience belongs to us. Let's not sell that audience and that confidence on a short market."

only the rural people can afford to buy more of them.

He described the farm audience as being less susceptible to hoopla and high pressure salesmanship than the majority of urban people and less susceptible to fads in music. Mason stressed the importance of sincerity and broad-casting to the rural audience.

He also emphasized the importance of programing farm shows at the right time and keeping them there.

BOOTH

Says Pubserv Spots Should Be Paid For

WICHITA, Kan., May 10.—The term "public service" has taken on an "unfortunate connotation" in radio today, according to Arden Booth, manager of KJLW, Lawrence, Kan. Booth told a BMI Clinic here this week, "if time is given away, listeners think we're operating in the public interest; but if the time is sold then we're not. I'm convinced we've a good selling job to do as broadcasters to legitimize, legalize, and even possibly glamorize our advertiser to the listening audience."

In line with this thought, Booth said KJLW puts every free public service spot with a "blunt" reminder to listeners that the station's sponsored programs "pay the way" for sustaining airmers. In support of his argument that radio should put public service spots on a cash as well as gratis basis, Booth pointed to the "full page double truck" ads in local newspapers, which tout "Welcome Home Champs" or "This is National Put-the-Lup-on-the-Advertiser Week," which list "about 20 advertisers' names at so many bucks a throw."

Booth asked the broadcasters for ideas on how stations can "combat this evil," (i.e., newspapers putting pressure on advertisers to buy space to push a "public service" ad). "I wonder," said Booth, "if a lot of those boys that love to have their names on a cancer crusade page, or are lugged into it, couldn't be brought along to the point where they'd much rather make time available than to buy that space."

Booth opined, "There's a very close relationship between public relations and listenership," and urged the broadcasters to promote radio more generally. "When you tear down your fellow broadcaster, you're tearing down yourself," he said, "There's nothing worse for you (from a public relations angle) than a bad radio station."

Booth's own station is active in many phases of public service programing, including special shows for local schools, religious groups, civic organizations and special local news coverage. However, Booth cautioned broadcasters to "spot public service shows carefully, because specialized-audience programs will cause a certain amount of tuning out—not necessarily in a weak listening time, but in a period where audience flow will give a reasonable expectancy of having those tuner-outers return to the station."

TRACE

Urges Closer Unity in Sales, Program Work

CHICAGO, May 10.—Stressing the importance of renewals to a station's business, Gene Trace, manager of WBBW, Youngstown, O., urged radio personnel attending the BMI clinic here yesterday to make closer co-operation between program and commercial departments—after the sale has been made. The most important thing that happens in a radio station operation is after the sale, he said. Trace also recommended measures to create a closer relationship between the client and the station.

In a speech delivered at the BMI clinic also held at Wichita, Kans.; St. Louis, and Des Moines, this week, Trace said that the job of every member of the station's staff—music librarian, continuity writer, announcer and general manager—are all important in winning renewals once the sale has been originally made, and he advised all personnel constantly to evaluate their work in terms of salesmanship.

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GOOD program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

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DES MOINES CLINIC

Hotel Savary Des Moines, Ia. May 7

- Ackley, Warren-KMT Astorian, Warren-KSTT ... Ackley, Warren-KMT Astorian, Warren-KSTT ...

ALEXANDRIA CLINIC

Bentley Hotel Alexandria, La. May 5

- Alexander, Dymch-KALB Atiyeh, Wanda-KLEO ... Alexander, Dymch-KALB Atiyeh, Wanda-KLEO ...

BOISE CLINIC

Boise Hotel Boise, Idaho May 2

- Arnold, Murray, WIP Attack, Arthur, Cine ... Arnold, Murray, WIP Attack, Arthur, Cine ...

DENVER CLINIC

Cosmopolitan Hotel Denver, Colo. May 2

- Allen, C. O.-KROL Arnold, Joseph-Radio ... Allen, C. O.-KROL Arnold, Joseph-Radio ...

SEATTLE CLINIC

Olympic Hotel Seattle, Wash. May 6

- Alden, M. R.-KFRU Bayler, David-WJAO ... Alden, M. R.-KFRU Bayler, David-WJAO ...

- Patterson, F. J.-KOMO Peyton, Ralph-KKWV ... Patterson, F. J.-KOMO Peyton, Ralph-KKWV ...

REGINA CLINIC

Saskatchewan Hotel Regina, Sask. May 9

- Allen, Rex-CROM Anderson, John-CBEI ... Allen, Rex-CROM Anderson, John-CBEI ...

SAN ANTONIO CLINIC

Plaza House San Antonio, Tex. May 9

- Allan, Aaron-KWED Altier, Bill-KOKO ... Allan, Aaron-KWED Altier, Bill-KOKO ...

BOSTON CLINIC

Touraine Hotel Boston, Mass. May 9

- Adams, Richard E.-WKOX Adams, Robert L.-WQMA ... Adams, Richard E.-WKOX Adams, Robert L.-WQMA ...

PHOENIX CLINIC

Jokake Inn Phoenix, Ariz. April 28

- Baronoff, Puffy, KATB Barth, Mary Lou, KP10 ... Baronoff, Puffy, KATB Barth, Mary Lou, KP10 ...

Senate Bill Would Control Tower Height

WASHINGTON, May 10.—An attempt to regulate the height of transmitter towers by legislation developed this week when Senator Edwin Johnson (D., Colo.) introduced a bill authorizing the

Secretary of Commerce "to remove obstructions or hazards to air navigation." The Johnson Bill declared that a program of regulating the height, type and location of structures in the vicinity of landing areas was essential to the development of commerce and the protection of military aeronautics, and to the protection of United States investments in such areas.

The Senate hopper as a coordinating committee meeting on the problem prepared to sit down to its third session in as many weeks next Friday (18). Conferees are considering a Federal Communications Commission proposal that towers of more than 500-foot high and located outside civil airways should not be considered hazards if they are below a plane with a 50.1 slope (The Billboard, May 3, 10).

Armstrong on Film Co. Hunt

HOLLYWOOD, May 10.—Max Baerzahl, advertising director of Armstrong Linoleum, Inc., this week was shopping film producers to get estimates for a low-budget filming of "Armstrong Circle Theater."

La Vie En Rose, New York (Wednesday, May 7)

Capacity, 150. Price range \$4-\$5 minimum. Shows at 8, 12 and 2. Operator, Monte Proser. Booking, non-exclusive. Estimated talent budget current show, \$2,200.

Club is carrying a heavy talent nut with the bill, the major portion going to Charlie Farrell, a long-time fixture in Miami Beach's Park Avenue Restaurant. The other acts are Jana Jones and Pat Morrissey.

Farrell (ex-partner of Chick Endor) has the kind of an act that used to go big when such labels as, "Jew, Wop, or Mick comic" didn't have quite the adverse racial implications they do now. In this day and age, Farrell's routine is frankly offensive. Even his contrived charm seems patronizing. Jewish dialect can be amusing, but somehow not when used by an Irishman. The rest of Farrell's stuff is built on queers, plus the oldie "Morris" that has long been discarded by Eddie (Leon & Eddie's) Davis as out-worn. It seems odd to hear it crop in in a smart East Side spot.

Pat Morrissey, caught last season in Miami Beach's Mother Kelly, is a well-stacked platinum blonde with a fascinating style. (Continued on page 57)

Milwaukee Auditorium (Thursday, May 8)

Capacity 6,240. One show. Price \$1.80, \$2.40 and \$3.60.

The "Big Show of 1952," before a slightly over half-filled house, was truly a big show in all other directions, from Billy May's 17-piece band to Don Rice, Clark Brothers, Clowning Chocolaters, saxist Illinois Jacquet and starring Frankie Laine and Patti Page.

Billy May's "New Sounders" blasted proceedings open with exciting backing for lightning cleatery of the Clark Brothers whose challenge terperly won tremendous mit. May's follow-up, with several of his current Capitol diskings seemed prosaic in comparison but won favor with a sizable number of record fans. The ork's precise show cutting was terrific.

Jay Lawrence, an easy-paced and relaxed comic, emceed the first half. He got good returns for his single spot. His movie star impressions and channel swimmer bit won him a genuine beg-off.

Frenzied, bug-eyed buffonery of the Chocolaters was okay, suffered comparison with preceding Clark Brothers superior footwork.

Patti Page's act was all that (Continued on page 56)

Night Club-Vaude Reviews

Ciro's Hollywood (Tuesday, May 6)

Capacity, 460. Price policy, \$2 cover. Shows at 9:30 and 12. Owner-operator, Herman Hoyer. Publicity, Jim Byrnes. Booking policy, non-exclusive. Estimated budget this show, \$6,800. Estimated budget last show, \$3,800.

Josephine Baker has packed them in her first four days here, but she isn't satisfying them the way she could. On show caught, Miss Baker did eight numbers, seven of which were vocals in either Spanish or French. Patrons here are not tri-lingualists and she should insert some English lyrics so the crowds will savvy her message. Gal's talk between numbers, which in tops, often leads up to a message she says she's giving in the tune, but when you can't pick up what she's laying down in the lyrics, the talk and the song lose their potential. Biggest mitt went to her sexy terping to a jazz trumpet solo by ex-Basic trumpeter, Harry Edison, and her original gowns. Miss Baker also would do well to quit milking hands for her lush gowns. She established herself years ago as a clothes horse.

Maestro Dick Stabile could teach a lot of orksters how to fill lulls. He bluntly tells patrons that he's just filling in between Miss Baker's frequent frock changes. His kidding of his own inability to fill the spot sparsely is full of yocks, however. In fact, Stabile's latent natural comedy ability in this show should cause Martin and Lewis to give him more talking bits in their TV and nitery appearances. Johnny Sippel.

Ethel Smith has taken what is basically an act more at home in cocktail lounges and theaters, revamped it, added a lot of talk, and has made it a solid class room attraction. Miss Smith's handling of the Hammond organ is well recognized. It was her equally deft handling of chatter, removed, the not divorced, from the instrument, that now sets her head and shoulders above the straight organists. As an instru- (Continued on page 57)

Cotillion Room, New York (Tuesday, May 6)

Capacity, 265. Price policy, \$1.50-\$2 cover. Shows at 8:15 and 12:15. Owner, Pierre Hotel. Talent buyer and room manager, Stanley Melba. Publicity, Kurt Hoffman. Estimated talent budget, \$2,200.

Ethel Smith has taken what is basically an act more at home in cocktail lounges and theaters, revamped it, added a lot of talk, and has made it a solid class room attraction. Miss Smith's handling of the Hammond organ is well recognized. It was her equally deft handling of chatter, removed, the not divorced, from the instrument, that now sets her head and shoulders above the straight organists. As an instru- (Continued on page 57)

Radio City Music Hall, New York (Thursday, May 8)

Capacity, 5,554 seats. Price range, 80 cents-\$2.40. Four shows daily. House booker-senior producer, Leon Leonidoff. Producer, Russell Markert. Associate producer, Florence Rogge. Show played by Raymond Paige house ork.

The big house, with its huge mechanical equipment and props, usually puts on a fairly lavish spectacle. Occasionally the lavishness overcomes showmanship, and this is one of them.

In a package tagged "Band Box Revue," Russell Markert put together a ballet and a glee club thing that was as mystifying as it was inappropriate, ending it was a hotel lobby set full of the skillful Rockettes earning their usual big hands for their precision terps. In between there was nothing to hold it together.

Strangely enough the chief high-spot of the show wasn't on stage. It was Raymond Paige's historic conducting of the symphony ork. Using an overture based on a series of Brahms' themes, Paige gave a rare performance. Working like a fencing master he zig-zagged across the pro dium, whirled around pointed a clenched fist at one section while he stabbed with his baton at another, extended his fingers like a vise as he slowly lifted his arms, then bang to the other side, his head poking in and out of shoulders with threatening or placating motions. Maybe the sidemen were too busy reading to pay too much attention to Paige, but the audience was enthralled. The fact that the music itself was delightful helped, but it was Paige's act that gave it the lift. If a white spot was ever used on Paige throughout his chore, most acts would have a tough time following him.

Mirror Ballet

The set show began with an ingeniously contrived Florence Rogge ballet. Before a series of flats to appear like mirrors, four lines of girls faced each other and did mirror-image terps. The effect of reflection was so realistic (aided by wonderful lighting) that the giveaway seemed a genuine surprise.

Frank Molesine's accordion playing, on next, was excellent in what was supposed to be a cocktail bar. Then came a glee club affair with a choral-group made up like angels, complete with halos, sitting among the clouds, doing a series of spirituals and at least one hymn, "Steal Away to Jesus." Inasmuch as the "angels" had already attained grace, the religious tone seemed superfluous. Incidentally, the Negro dialect of (Continued on page 57)

Vagabonds Club, Miami (Thursday, May 1)

Capacity, 350. Price policy, \$6 food or beverage minimum. Two shows nightly, 9:30 and 12:30. Operator, Henry Neys. Publicity, Bob Dally. Estimated talent budget (exclusive of the Vagabonds), \$2,000.

Top man on the current bill is Jerry Colonna, who does a slick comedy job parlaying a flock of Italian - dialect gags, falsetta-voiced songs and burlesque tromboning into hefty laughs thruout his stint.

Also new to the show is Joan Barton, a pretty canary, who was hampered opening night by an ailing throat. After first show, her doctor sent her home to bed. Despite her illness, however, she carried off her portion of the bill with credit, and scored big in a finale with Colonna and The Vagabonds.

The Four Vagabonds continue better than ever, selling reams of fresh yock-making material and joining every act on the bill for a number or two.

Dave Tyler's band backs up the proceedings. Herb Rau.

Chase Club, St. Louis (Saturday, May 3)

Capacity, 650. Shows, 9 and 11:45. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Musical director, Bobby Swain. Booking, non-exclusive. Estimated budget this show, \$1,800.

Opener on current bill is trio from Norman Lee ork doing oldie "Ding Dong Daddy from Dumas." Band is the ex-Eddy Howard crew with all the Howard arrangements intact, plus affable Norman Lee fronting, doubling on clarinet and vocals. Outfit remains extremely danceable plus having a well-paced and interesting library of old standards, pops and novelties.

On in second spot is team of Gregory and Strong, two fellows who offer something at least different from usual nitery fare. One plays melodies on a concertina, while other does sundry types of dance routines. Repertoire includes a gavotte, a Spanish number and a take-off on old vaude act to "Ten for Two." Team got hefty mit.

Dorothy Dandridge, sheathed in a becoming white gown, exudes sultry sex to score big with standards and some specials. Her "Blow Out the Candle" was far and away her best. She could use a few more numbers of this caliber. Gal worked to a beg off. At the piano backing her was Nick (Continued on page 57)

Warner, New York (Friday, May 9)

Capacity, 2,756. Price range 70 cents-\$3. Four shows daily. Chain booker, Harry Mayer. Show played by house band.

Renzo Cesana, The Continental of TV fame, made his New York stage bow in the current show with an audience participation gimmick that was good for plenty of laughs. Via door cards for three ladies were chosen to pick from four gets, the one they thought was the best lover. First Cesana interviewed each of the fems. Then the lads were sent offstage to come back on, each smoking a cigarette thru a long holder and wearing a smoking jacket. The winner had to read one of The Continental's scripts to a prop TV camera. Cesana handled the proceedings with charm, tact and poise, getting the audience all the way.

He led up to the participation routine with slight chatter, comic at first, doing a surprisingly good selling job. He wound up that part of his act up with a reading of "I'll Take You Home Again Kathleen," that kept the crowd rapt.

Carmen Cavallaro The house lost a number of customers just before Carmen Cavallaro came on because the stage was kept dark for a few minutes while the Continental's props were cleared off. That was only the first handicap Cavallaro had to work with. The maestro's previous emceeing also took the edge off his own act. Cavallaro would (Continued on page 57)

One Fifth Avenue, New York (Tuesday, May 6)

Capacity, 125. Price policy, no minimum or cover. Operator, One Fifth Avenue Hotel Corporation. Shows continuous starting at 10 p.m. Publicity, Dreyfus-Delyna. Talent buyer and room manager, Bob Downey.

Bibi Osterwald is the big news here, and better than ever. The gal (strongly reminiscent style-wise of Betty Hutton) and of Sophie Tucker in the past) has finally developed her own brand of rowdy showmanship. It's a well-blended blend of sly sophistication and old-time jazz corn; and she sells it with deceptive casualness and an air of genuine exuberance.

She opened with the rhythmic "Devil is Afraid of Music." Then scored a solid hit with the satirical little ditty "One Stinking Magnolia" and two older numbers "Hard Hearted Hannah" and "A Baby's Best Friend is His Mother." She pulled her biggest hand with an infectious oldie of the twenties "I'm a Jazz Baby."

Altho room is too crowded for a performer, to move around easily, Miss Osterwald goes in for some mild terping on a later (Continued on page 57)



THE HONEY DREAMERS

Currently STRAND THEATRE New York

Opening June 11 HOTEL JUNG New Orleans

Dir.: MCA • Mgmt.: ART WARD, (logget 4-4900) Choreography: JOHN GREGORY Special Material: LEN MacKENZIE Gowns by VERA

Every Conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write The Billboard 2160 Patterson Street Cincinnati 22, Ohio.

Caught Again

BILL MILLER'S RIVIERA, FT. LEE, N. J.: With some performers held over for extra periods and others coming in on top, it looks like the Riviera will have headliners making weekly entrances until its schedule is set. The two new acts that came in Tuesday (6) are Jean Carra and Steve Gibson and the Redcaps.

Miss Carroll is a phenomenon of showbiz. She's as feminine as any glamour gal but belts out comedy with the unabashed skill and savori faire of a top male gag thrower. Her material is basically one of those look-what-happened-to-me situations. Its personal identification is so immediate that its commercial appeal is genuine. But besides its authenticity, Miss Carroll's timing gives the material sting, and the impact is howlingly funny. Universality of material is one of the toughest things for a comic to acquire. Miss Carroll is fortunate in being one of the few material and knows how to sell it.

Steve Gibson and his Redcaps (five boys) including gal singer, Damita Jo, were a big hit in Miami Beach last season and his fate to repeat up North. The good-looking group belt out standards and semi-specials with a zest plus musicianship that is infectious as it is exciting. Boys did a lot of

LATIN QUARTER, NEW YORK: The Seven Ashtons, an Australian act, new on the bill here and new in this country, are easily one of the best, if not the best. Risley acts around. Six boys and one girl, all young, good-looking people, do Risleys without in Risleys and combine it with full, half and double gainers in such a showmanlike fashion that the excitement they generated is irresistible. There's no lost motion; everything and everybody's in the air. The act never builds. It starts off fast, maintains its pace and finishes in a tremendous route that drives the house wild.

Joy Bishop, a long-time hold-over in his finishing week, is rapidly developing into one of the better comics around. His fast chatter combined with his cadaverous deadpan appearance drew some of the heftiest yocks heard here in a long time. His ease in delivery is in sharp comparison with his nervousness on opening night. The results were gratifying. Bill Smith.

time, and judging from their mitting (the much of it was milked) could've done more. The rest of the show remained basically the same. Jane Fruman's clear controlled contra to the Cabots adagio and the productions were all of a high order. Bill Smith.

BEN YOST BEN YOST DEBS THE COPA Montreal 1650 B'way, New York, N.Y.

Vivacious! BETTE LARSON Chicago's Best Song Stylis currently DUBONNET, Chicago Booked by CONSOLIDATED RADIO ARTISTS 92 W. Randolph Chicago Publicity, Betty Rogers

FRANK MOTEY * Duo! Trumpeter and his W.M.T. Trio. Cocco Mae Joe Tribble. Hild Over 4 Weeks at Golden Hall, Hamilton, Ont. Write JOLLY JOYCE 206 Paramount Theater Bldg. New York City Lickavanses 6-649 Erie Theater Bldg. Philadelphia, Pa. WA 2-4877 and 3-1772

COPA FUMES AT MARTIN-LEWIS

May Halt Work for Team Unless Often-Reneged Contract is Fulfilled

• Continued from page 3

definite date. When this was not forthcoming, Katz turned the matter over to the American Guild of Variety Artists.

The actors union ruled out the precedent set when Tony Martin paid the Copa \$20,000 as a forfeit for not playing a previously contracted date.

Stands Firm
Jack Irving, AGVA head, flatly

Dunn to Seek Full Hearing At AGVA Meet

HOLLYWOOD, May 10.—Henry Dunn, accused last week in New York Supreme Court action by Dave Cohen, insurance agent, as one of a trio charged with conspiring to split \$150,000, in the controversial American Guild of Variety Artists' insurance program, said he intends to seek a full hearing before AGVA's national convention which meets here June 8-13. Dunn said that he will ask the convention to let him appear personally, and if that request is refused he intends to write a lengthy letter, which he will ask to be read to the convention.

Dunn, who previous to the ascendancy of Jack Irving was national administrator of AGVA and is now an agent, replying Lew and Leslie Grade here, said he intends to ask a number of questions of AGVA board members, employees, its legal counsel and Bill Smith, of The Billboard, to fully exonerate himself of the charges leveled in the Cohen action.

Dunn said that as treasurer of AGVA until 1949 and later as administrator, he never knew of Cohen being the first to present an insurance plan to the actors' union.

Dunn said that the New York district attorney's office and the New York State Insurance Commission went thru all his personal records including his bank account, and since he has not heard from them in over a year he feels they found nothing awry.

Dunn said that the only attempt he knew to cut in on the AGVA insurance program was made by Murray White, an AGVA member. White told Dunn that he (White) was completing a course in insurance and would soon be an agent and that he had "an uncle in a Southwest State, which I can't remember," who was an agent and that White "asked to be cut in on this business." Dunn said he told White a reputable insurance agency would have to handle the plan, and White stated that "he'd find other ways to get into the picture."

Dunn said he has retained I. Robert Broder to investigate a possible countersuit based on Cohen's action.

NEW YORK, May 10.—Robert Broder said, "If Henry Dunn retained me, he's kept it a secret from me."

Vic Connor's motion to dismiss Cohen's complaint against him was denied Wednesday (7) by Supreme Court Justice James McNally.

Charlie Hogan Oriental G. M.

CHICAGO, May 10.—Charlie Hogan, exclusive booker for the Oriental Theater here, takes over as general manager of the house May 18, succeeding Harold Costello, who is retiring.

Hogan will continue his booking office at 203 North Wabash Ave.

said the union had no intention of permitting headlines "double track" their way out of a contract. "Too many of our members are involved to let any star double talk his way out of a firm deal. We don't intend to let Martin and Lewis or anybody else walk out of a contract. The boys will play the Copa before they play any other place or they won't play anywhere."

Martin and Lewis were not available for comment, but their lawyer, Joe Ross, said, "Martin and Lewis have no comment to make with reference to their controversy with the Copa. Until they have resolved their serious contractual difficulties with their motion picture producers, Wallis-Hazen, Inc., it would be difficult and unfair to project any further plans for them. They hope that in the near future all these matters will be resolved to the satisfaction of all concerned."

Meanwhile, the Music Corporation of America, agents for Martin and Lewis, and the Paramount have been notified by AGVA not to book and play the boys until the Copa obligation is fulfilled.

Ray Pulls 61G In Chi Theater

CHICAGO, May 10.—Falling below pre-show estimates which ranged as high as \$90,000, Johnnie Ray, in his first vaude appearance here, racked up a whopping \$81,000 for the first of his two-week stint, one of the largest theater takes in months in this city.

Second week of the stand opened strong yesterday and was expected to hold the first week level, if not pass it, as weather forecasts indicated a large out-of-town fan influx.

House went into a strong ad campaign as the second stanza started, elevating the Dominos to second billing after the act scored heavily in its initial appearance here on the Ray bill.

Oriental will drop its live act policy Friday (16) for a few weeks, then return with Gene Louis for a week's stand starting May 29.

Stem Combo Takes Down

NEW YORK, May 10.—A series of new bills hasn't helped Stem Combo to take to any marked degree. Biz was down all over the street with little indication of a pick-up.

Radio City Music Hall (5,945 seats; average \$150,000) wound up its six-weeker of "Singin' in the Rain" plus the Easter show with \$105,000. New show has Mickey Deems plus "Scaramouche."

The Roxy (5,880 seats; average \$90,000) did \$62,000 its preem week with the Keane Sisters, Peggy Ryan, Ray MacDonald and "Belles on My Toes."

Paramount (3,654 seats; average \$66,000) had \$60,000 for its opener with Pearl Bailey, Larry Storch, Herb Fields' ork and "Macao."

Warners (2,756 seats) wound up with \$18,500 for its second and final week with the Ballet Theater Company plus "Mara Mari." The new show has the Continental, Carman Cavallaro, Albins and "San Francisco Story."

Palace (1,650 seats) wound up its Betty Hutton big-time vaude show with \$38,500 against the previous week's \$39,900. The opener was \$60,000. The house now goes into an eight-act small bill plus a flick policy for the summer.

Arbitration Is Underway On Insurance

Delbridge & Gorrell Still Nix Payment Of Act Premiums

DETROIT, May 10.—Continued refusal by Delbridge & Gorrell, one of the largest local booking offices, to pay the \$1 per head American Guild of Variety Artists liability insurance premium, resulted in arbitration proceedings this week to thresh out the issue. The Detroit AGVA office is seeking to revoke the franchise held by Delbridge & Gorrell, according to Bill Grubbs, national AGVA representative.

The agency has refused to pay the fee since November 1, while all other local agencies, some of them reluctantly, have gone ahead with payments. Norman H. Birnkranz, veteran theatrical attorney, who is counsel for Delbridge & Gorrell, as well as for the Michigan Association of Theatrical Agents, advised AGVA that the insurance was in conflict with Michigan State law, which he holds, requires that the insurance company must file in this State and be represented by a Michigan licensed insurance agent.

A hearing was to be scheduled thru the Michigan Insurance Commission. This issue is similar to the requirement generally enforced in Michigan for employment, requiring all attractions booked in the State to be booked thru a State-licensed booking office, which has caused serious disputes with agencies from other States seeking to do business here in the past.

At the arbitration hearing, conducted under American Arbitration Association procedure, AGVA was represented by Harry Borden, a dancer. Delbridge & Gorrell was represented by Peter J. Wodice, of Amusement Booking Service, who is MATA president. Unable to reach an agreement, the arbitrators have set May 19 for another meeting.

Resort Hotels To Use Talent

ATLANTIC CITY, May 10.—At least two hotels—the Ritz and the Chelsea—will use talent here starting next month and running thru the entire summer.

The Ritz finally obtained an okay from the Office of Price Stabilization to make cover charges. It booked expensive talent last year with the idea of paying off out of covers. But before the plan could be put into operation, the OPS turned it down. The hotel will use semi-names on a six-day, one-show-a-night basis. Covers will be \$1.50.

The Chelsea Hotel, which hasn't used shows in a long time, will also start. Budget will probably run to about \$1,000 weekly, including music.

"Honeymoon" Option to WM

CHICAGO, May 10.—William Morris Agency last week got a 90-day option on the "Six on a Honeymoon" package currently at the Blackhawk here. Don Roth, operator of the club, also owns the package, which was built in New York, tested in Springfield, Ill., at the Lake Club, then brought here.

A second company will be formed in about a month, which will be used on the road. It is believed the package will be offered clubs for about \$2,500 to \$3,000.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appear on page 57. Radio-Television Reviews on page 10.

Play-or-Pay Pact's Woes Prompt Cafe Ops' Talk of Action

Loss Great, Even If Names Pay Up; Unity Held Back by Competition

By BILL SMITH

NEW YORK, May 10.—The problem of play-or-pay contracts has set up a series of problems that for once has cafe operators talking of some sort of unity of action. The chief problem, cafes say, is the refusal of headlines to go thru with contracts, preferring to pay the operator the salary they would have got, thereby claiming they have settled their obligation.

So far the talk of a joint action by the cafe men has been limited to just that—talk. Competition among them for the same stars is so keen that the thought of working together for one common purpose—enforcing contracts—has them willing but cautious.

The spearhead of the joint cafe action is Jack Katz, attorney for the agents org. Artists Representatives Association, who also numbers among his clients General Artists Corporation, the Copacabana and several headlines. It was Katz who processed the claim against Tony Martin for refusing to play the Copa and was successful in collecting \$20,000 from the singer.

Riviera Problem

Bill Miller's Riviera is up against the same obstacles. In fact, many big time clubs have had difficulties in getting certain stars to play dates they've contracted for in the past when their salaries were less.

Under the rules of the American Guild of Variety Artists, both the cafe and the performer agree on a pay-or-play contract. If a star refuses to play an act, it is obligated to pay the performer the full amount of the contract. Refusal may result in AGVA's barring all acts from working the club.

Cafe ops have long argued that the rule is one-sided. If an act walks out of a contract, he can square it by paying the salary which can be deducted from taxes. The ops claim that a payment of salary still leaves him in

a hole, because the profit the ops might have collected is forever lost.

Martin-Lewis

Martin and Lewis, for example, were slated for a Copa opening early this month. A picture commitment interfered so date was postponed. Doubt now exists, say Copa ops, that the boys will play the date at all. Their salary was to be \$24,000 for four weeks at \$6,000 per. The Copa argues that even if the boys pay the club the \$24,000, the house will still lose the \$70,000 weekly business they are expected to bring.

AGVA is taking a stern attitude toward performers, particularly stars that refuse to play agreed-upon dates. AGVA topper Jack Irving said, "We cannot allow stars to walk out on contracts, thereby endangering other members. If the reason for refusing to stand up is that we'll see to it that they play the date or they won't play anywhere."

Kaliner Buys Back Old Club

PHILADELPHIA, May 10.—St. Kaliner has taken back his Rathskeller from Label Spiegel and will reopen it as the Blue Angel June 16. For the past few years room has been operated by Spiegel under different names and with various policies. In addition to the show, room will have disk jockey Steve Allison doing a three-hour midnight gabfest via WPEN.

Kaliner, who has been associated with the operation of the Club Harlem here, plans on a policy of intimate entertainment for the room, keeping the Blue Angel identification. Spiegel, who has his brother, Woody Spiegel, with him, is shopping around for a new center-city location. Also plans to take the Allison radio show with him.

Extra Added

Philadelphia

Tommy Tattler signed the Vibra-Tones to a five-year management contract with the Eddie Suez Agency continuing as booker. . . . Joe Campo, Joe Hough, Frankie Richardson and Bill Layne are battling for the two berths as Philadelphia delegates to the national American Guild of Variety Artists convention in Los Angeles next month. . . . Larry Steele added Stump and Stumpy to his "Smart Affairs" revue at the Club Harlem here and is whipping together a new edition of the revue to open mid-June for another summer season at the Club Harlem in Atlantic City. . . . Mickey Shaughnessy, after closing at Thubby's, near by Goes to the Thunderbird, Las Vegas opening May 29, and then on to Hollywood for his next Columbia picture, "From Here to Eternity."

Vocal coach Artie Singer launches a new songbird in Jackie Oliver, making her nifty bow at the Celebrity Room. . . . Ella Anson is the new partner of the dancing O'Connor Twins. . . . Jack Lynch, now in charge of the private membership Cambridge Club, has started musical and vocal entertainment on all three floors of the

clubhouse. Performers are Regline Smitty, Ava Williams, Tilla Shirley Albert and Jean Cox.

Sandy Kent, with a winning banner from the Arthur Godfrey show under his belt, being groomed by Artie Singer, local vocal coach, for his nifty bow this week at Ciro's. . . . Ava Williams added to the talent roster at Jack Lynch's Cambridge Club.

George Nathan has dropped his other after-dark interests to concentrate alone on his Locust Cafe. . . . Marvin Frank joins Stanley Schwartz and Irvin H. Perper in the operation of the Tabu Supper Club. . . . Mary Lou (Continued on page 57)

Haymes Left Out, So Sorry

NEW YORK, May 10.—Due to an error, the part of last week's review of the Roxy covering Bob Haymes did not appear in the paper. The review said, quote: Headlining a show that included Jose Melis, Peggy Ryan and Ray MacDonald, and Betty and Jane Kean, the lad put across a couple of pops and a couple of standards in his simple boyish manner. They all sounded good and drew sizable mits. Haymes led into the production finale of a medley of Dixie tunes that brought the whole cast on stage. The pic was "Belles on Their Toes." Gene Plotnik.

Ballroom Operators See 1952 Outlook Brightest Since 1946

Survey Shows Ops Backing Guess With \$\$, Changed Booking Policies

• Continued from page 1

their own programs to augment the national "get 'em dancing" drive which General Artists Corporation and Capitol Records are undertaking (The Billboard, April 19, May 3).

Trends in the business are most clearly defined within given territories. For example, in the Midwest there is no oversupply of name bands, as there was a year ago. But in the East and, to some degree, in the Far West, the supply of names being offered is more than adequate. The areas where the selective service bite has been heaviest finds ballrooms suffering as a result, because in smaller areas there has been a reluctance displayed by unattached ferns to attend dances without escort—most of whom have been called into service.

Name Bands

Perhaps the most noticeable trend in the ballroom field for '52 is the switch to name orks by operators who formerly confined their bookings to local territory groups. Given as reasons for the policy switch were:

1. Competition. In order to compete with other entertainment media, operators felt that only by offering top attractions could they profitably hold their regular customers, and add new ones.

2. Despite the higher costs involved in booking name bands, it has been usually shown that

the overall results more than make up for the increased expenditures.

3. Record promotion. Bands like Ralph Flanagan, Ray Anthony, Stan Kenton, Vaughn Monroe, Tiny Hill, etc., have received terrific build-ups via their disks, and are, therefore, well known with the younger crowd who now frequent the ballrooms.

4. Television. Following the pattern of the motion picture industry, operators believe that if you give the public a top attraction you can ably combat TV competition. A good picture will draw the public to the theater—a good band will draw them to the ballroom.

Other Policies

Not all operators, however, will turn to the bands this year.

Harold Brundin and Oliver

Kaldahl, Lakeside Ballroom, Glenwood, Minn., for example, confine their bookings to local and territory orks, and specialize in those bands which are "danceable" rather than "listenable." Ballroom for the first three months of the current year was running 17 per cent ahead of last year, and the ops feel this will be the best year they have had since 1949.

Ted Temple, Edgewater Park, Celina, O., operating strictly with local bands since opening March 16, reported a 25 per cent increase in business this year. The spot is looking forward to continued good business. Temple will use name bands later in the season.

Example of a spot operating with all three types of bands is Danceland, West View Park (Continued on page 32)

T. Kiendl to Spur TV Formula Action

Society to Ask Consent Decree Revision; Courts Hold Per-Program Rate Decision

NEW YORK, May 10.—Board of directors of the American Society of Composers, Authors and Publishers at a meeting Thursday (8) voted to retain Theodore Kiendl, of the law firm of Davis, Polk, Wardwell & Kiendl, to handle the television per-program litigation. The television problem is perhaps the Society's outstanding piece of unfinished business. ASCAP opened negotiations with the TV industry several years ago and negotiated a blanket license. This license is now held by the networks, their owned-and-operated stations and a number of indie outlets. The bulk of indie outlets are waiting for the courts to establish a per-program license rate before making up their minds to accept either.

No Agreement

Herman Finkelstein, ASCAP general counsel, and Judge Simon Rifkind, representing the all-industry TV per-program committee, made a final attempt to negotiate a per-program license form following the death of Judge Robert Patterson several months ago. The attempt failed, Rifkind and Finkelstein being unable to find any common ground. Prior to this, formal negotiations between the TV committee and ASCAP had collapsed, with the case being handed over to the courts for determination.

This latter move stemmed from a provision in the consent decree which states that the courts may set an equitable fee in the event negotiation fails.

A spokesman for the telecasters stated this week: "We are working with ASCAP in seeking a means of preparing evidence for the courts."

An ASCAP spokesman stated:

MGM to Build Diskery Band

NEW YORK, May 10.—Following in the wake of other labels which have been successful in building house bands into disk and road attractions, MGM is developing a band around Skip Martin. The latter, who is under contract to the label as an arranger, is now packed as a band leader.

Rainbow Records began this move several years ago with the organization of the Buddy Williams ork. RCA Victor followed with Ralph Flanagan and later Buddy Morrow. Other instances of this include Jerry Gray, of Decca; Capitol's Frank De Vol and Ralph Marterie on the Mercury label.

"The case will now move forward with great dispatch." It was estimated that it could come to trial within a month.

Evidence to be considered by the courts will, of course, include data as to the earning power of the stations.

To Ask Revision

It is known that ASCAP will ask the courts for a revision of the consent decree. The Society feels that inasmuch as its competitor, Broadcast Music, Inc., is not obliged to offer a per-program license, it is manifestly unfair for the Society to be obliged to offer (Continued on page 34)

GAC in New Approach To Keep Ray on Top

HOLLYWOOD, May 10.—A new approach to keeping a new-comer star on top is being tried by General Artists Corporation in the case of Johnnie Ray, Columbia warbler-composer. GAC and Ray's managers have agreed to duck any TV offers or bids from motion picture studios, feeling that such mass witnessing of Ray's showmanship and his singing will cut into his personal appearance grosses. It was learned that GAC has turned down a \$100,000 MGM picture deal, and Ray is receiving daily bids from major TV web shows to participate on both a single and continuous basis.

The GAC approach should have widespread ramifications not only among its own up-and-coming acts, who hit on record, but also on other agencies' disk-comers. It is understood that GAC's thinking stems from the successful three

King Files Suit vs. "Huckleback" Pub

NEW YORK, May 10.—King Records topper, Sydney Nathan, has filed suit against United Music Corporation and several record companies charging that "Huckleback," which United publishes and licensed for recording, was an infringement of his "Boarding House Blues." The plaintiff is asking for damages based on an accounting of profits. The suit came to light when his attorney, Jack Pearl, moved in New York Supreme Court to vacate the order for Nathan's examination.

"MICHAEL" TO "TOO YOUNG"

NEW YORK, May 10.—The ditty "Too Young," clefted by Sylvia Dee and Sid Lippman and published by Redd Evans, has been awarded a "Michael" by the Academy of Radio and Television Arts and Sciences. The tune was tagged the best in the third annual academy awards. Ed Bobley, Academy prexy, said that 20,000 industry members participated in the nominations and balloting.

Other Evans' songs which have won awards include "There, I've Said It Again" (1948) and "Ballerina" (1948).

Victor Pact With EMI Is Extended

NEW YORK, May 10.—Dispelling recent trade rumors to the contrary, it has been confirmed that RCA Victor and England's Electrical and Musical Industries recently extended their present contract for an undisclosed period. This step, together with Columbia's recent exit from EMI to join forces with Phillips, Holland-based electronic titan, clarifies to some degree the complicated global disk picture.

The basic part of this new agreement involves the exchange of record masters between RCA Victor and His Master's Voice, an EMI subsidiary, whereby each firm imports selected shells from the other to press on its own label.

In addition to this master exchange plan, which has been in effect as far back as the days of the Victor Talking Machine Company, RCA Victor also imports and distributes HMV disks in this country. The reverse, however, does not hold true. RCA thru its International Division presses and distributes Victor label records throughout much of Europe, thus in a sense competing with itself.

Orksters Form Leaders Club On West Coast

HOLLYWOOD, May 10.—Another factor in the growing attempt to restore dance band interest is taking shape here with the formation of the Leaders' Club, a group of local leaders who hope, in the near future, to enlist as members some of the traveling big-name maestri. Al Gayle, temporary chairman of the group for the next 90 days until a charter is secured and officers are elected, told The Billboard that the letters in the group's name stand for: L—leadership, E—ethics, A—advice and assistance, D—deals fair and equitable, E—effecting good will and exploitation for more employment, R—raise standards and respect for the profession, and S—social and fraternal. It's hoped that the local group will lead to a national org thru various local chapters.

The new org has the blessings of Local 47, Los Angeles chapter of the American Federation of Musicians. Union execs are helping to formulate the charter and assisted by sending out original mailings to leaders on the local's roster.

Membership thus far includes Garwood Van, Phil Ohman, Paul Martin, Earl Williams, Bernie Richards, Manny Harmon, Bud Hassler, Al Raskin, Bruce Hudson, Tommy Jones, Bob Lee, Jack Riley, Victor Zolo, Bill Nadel, Al Golden, Keith Williams, Serena Kay, Mike Ortiz, Pierre Carta, Joe Pablos, Heredia, Sid Zaid, George Poole, Ernie Star, George Decarl, Art Van, Carroll Londoner, Benny Langus, Ed Metcalfe, Ron Perry, Nat Young, Eddie Bergman, Michael Paige, Tom Pedrini and Ray Hoback.

Columbia Ups Local Advt. Budget 50%

NEW YORK, May 10.—Columbia Records has upped its local advertising budget by 50 per cent for the summer and fall seasons, as part of an all-out concentration on local promotion. The firm will stress local advertising to a greater extent than ever before and will place much less emphasis on national promotion than heretofore.

Columbia is allowing all distributors to handle the increased funds as they see fit, without having to check back with the firm. The reason for the local advertising kick is that the diskery has found it paying off to a greater extent than national drives over the past year. It means that the local Columbia distributors will be able to do much more advertising than ever before in all media, including TV, radio and newspapers. Columbia claims the new budget is the most liberal ever offered distributors.

Cap Annual Report Shows Hefty Gains

HOLLYWOOD, May 10.—Capitol Records' year-end financial report showed heavy gains over the corresponding period a year ago. In the 12-month period ending March 31, 1952, Cap's total record sales were \$14,018,851, which was \$1,300,128 more than the total of \$12,718,723 for 12 months a year earlier.

Net income for the same period, after federal taxes, was \$435,257. This was equal, after preferred dividends, to 83 cents per share on 478,230 common shares outstanding. Because Capitol purchased and retired 15,080 preferred shares during 1951, in comparing net income available for common stock in these two periods it must be

noted that dividends of \$78,000 were paid on preferred stock in the 12 months ending March 31, 1951, but only \$38,366 was required a year later. Interest of \$17,821 was paid in the latter period on a bank loan obtained to finance purchase of the preferred stock. Interest on a bank loan is a tax reduction, whereas preferred dividends are not.

Glenn Wallitch, Cap's prexy, pointed out that strengthening the distributorship set-up and doubling the sales effort thru the re-alignment of the national sales district and reassignment of personnel to provide better supervision was credited with the increase.

Decision Has Two 'Fortune' Suits Pending

NEW YORK, May 10.—Latest development in the "Wheel of Fortune" infringement suit brought against Laurel Music and a number of record companies by Stan and Lee Russell (The Billboard, March 15), saw Judge Gregory Noonan of the Southern District Court of New York uphold the plaintiff's demand for a jury trial for the part of the suit involving damages. At the same time, the jurist denied a similar request 100 regard to the phases of the suit concerned with an injunction against further use of the tune and an accounting of sales.

Russ Morgan To McConkey

HOLLYWOOD, May 10.—Russ Morgan this week severed a short-lived management connection with Willard Alexander Agency, shifting his 1952 personal appearance tour to McConkey Artists, who handled his last swing in 1951. Ray Pacquet, Morgan's personal manager, said the parting was "amicable."

Morgan goes out within the next 10 days on about 18 days of one- (Continued on page 34)

Packaging Feature For Victor LP's

NEW YORK, May 10.—Beginning with the June release, all RCA Victor LP disks will be packaged in sleeves which feature a book-type "backbone" on which the artist's name and selection title are imprinted. Altho other diskeries are known to be planning to use a somewhat similar type of envelope (The Billboard, May 10), Victor expects to be first on the market.

This new Victor development makes use of a special laminated construction which, according to the diskery, is warp-proof and at the same time retains the dust-free and hold-type features of present LP sleeves.

FRAGRANT

Duke Tunes Depict Gals By Scent

NEW YORK, May 10.—A search in the RCA Victor "ice box" has uncovered four previously unreleased Duke Ellington sides. The tunes are from Ellington's "Perfume Suite" which his ork introduced at his second Carnegie Hall jazz concert in 1944.

The tunes were inspired by the varying characters of women Ellington knew, each reflecting a different feminine trait. "Baloney Serenade" denotes love, "Strange Feeling" suggests violence, sophistication is conveyed in the tune "Coloratura" while "Dancers in Love" depicts naivete. Ellington applied the over-all title of "Perfume Suite" to the tunes because of his feeling that when a woman uses perfumes of various types, she takes on the character identified by each of the scents.

RCA Victor shipped these four resurrected Ellington items as singles in their current release.

London Adds Okla. Outlet

NEW YORK, May 10.—In an effort to strengthen its distribution pattern, London Records has recently added a new distributorship in Oklahoma City and switched distributors in Jacksonville, Fla., and Charlotte, N. C. The addition of Wolfe Distributors in Oklahoma City brings the total wholesale outlets of the firm to 29. In Jacksonville and Charlotte the changes involve the appointment of Binckley Distributors and the Big Wheel, respectively, as the new London outlets for those two Southern markets.

A further change in the London set-up is that the diskery-owned distributor in San Francisco will serve as a staging point for records shipped to Oregon and Washington. By trans-shiping from San Francisco to the Oregon distributor and its soon-to-be opened Seattle branch, the diskery figures that two weeks will be shaved from the present direct shipping time to the Northwest.

London, which is presently concentrating on the "Mantovani Month" promotion, plans to concentrate on a dance album promotion involving the LPs and album sets of the Edmundo Ros, Ted Heath and Stanley Black orks during the latter part of June.

King Sets Array Of LP Material

HOLLYWOOD, May 10.—Sid Nathan, proxy of King Records, Cincinnati, has issued a solid and varied array of LP material, with the release of 100 LP's of both the 10 and 12-inch type, selling at \$1.05 and \$2.69, respectively.

First release by King includes 37 10-inch disks, ranging in selection and artists from Hawaiian LP's by Bernie Kaai and standards by Danny O'Neil to semi-classics by Leopold Spitalny's ork and classics by the Rome Symphony Orchestra.

There are 63 12-inch LP's, with a group of 25 symphonic numbers done by the Berlin Symphony Orchestra, the Rome Symphony and the Mozart Symphony Society Orchestra; 10 orchestral platters with the same orks and soloists; 13 opera highlights, featuring the orchestra and chorus of the LaScala Opera House; the Berlin Opera Company; the Dresden State Opera Orchestra; 10 concert disks, and six musical comedy disks.

Two of the numbers, a complete "Beethoven Ninth Symphony" and a complete opera, "The Tales of Hoffman," sell for \$5.38 and \$8.07, respectively, while the rest of the 12-inches go for \$2.69 retail. In addition, King is releasing three 10-inch LP's by Earl Bostic, one by Cecil Young's boppers, and one each by Bill Jordan and David Elliott; two-piano team, and the Noblemen, vocal harmony group.

MERCURY LANDS 2 ON BB LIST

NEW YORK, May 10.—Mercury hit with two LP's on The Billboard's Best Selling Classical Chart last week, setting something in the way of a record for the diskery. The chart, which lists only five items, has largely been dominated by RCA Victor releases. The new Mercury release which won chart status was Rafael Kubelik's reading of the Dvorak Fifth Symphony. The same conductor, fronting the Chicago Symphony Orchestra, hit earlier with his rendition of Moussorgsky's "Pictures at an Exhibition."

Mich. Dance Pulls 14,000

DETROIT, May 10.—A four-day dance at the Michigan State Fair grounds sponsored by the Briggs Management Club, employees organization of the Briggs Manufacturing Company, drew about 14,000 persons Saturday night (9) at \$1.20 a head, with an estimated total gross, after taxes, of \$37,500. Additional tickets were sold to thousands who did not attend, with substantial door prizes, including a DeSoto car, freezers, and other appliances as drawing factors.

Playing the date were Vaughn Monroe and Stan Kenton in the Coliseum, and Ray Anthony and Ray Gorrell in the Agricultural Building, with Monroe doing his "Carnel caravan show from the floor, with the addition of 18 local musicians. The date was booked by the Delbridge and Gorrell office.

CAPAC-ABC Fight Hurts Toronto Pubs

TORONTO, May 10.—Some 20 tavern keepers in Toronto have found themselves in the middle of a battle between the Composers, Authors and Publishers Association of Canada and the Associated Broadcasting Corporation. These taverns are to be without music as the result of an injunction granted CAPAC last week in Exchequer Court at Ottawa against ABC, local franchise-holder of Muzak and the taverns.

The injunction is not effective immediately, since counsel for ABC obtained from the court a two-week stay in order to give ABC an opportunity to decide whether it will appeal.

CAPAC charge that ABC has not paid its license fees for the years of 1949 thru 1952. These fees amount to some \$18,400. Bill Low, CAPAC general manager made it clear in Toronto following the granting of the injunction that CAPAC "is not interested in putting Associated Broadcasting Corporation out of business. On the contrary, if the fees were paid, and if ABC's appeal were successful, CAPAC would refund the money." Low declared.

In another action, ABC brought a motion before the Court of Appeal of Ontario to by-pass the Supreme Court of Canada, and

Chi's Blue Note Announces Sked

CHICAGO, May 10.—The Blue Note, leading jazz bistro here, has set its bookings thru early September. Dinah Washington and Muggsy Spanier, who opened May 2, remain thru May 15, with Anita O'Day, Roy Kralch Trio and Georgie Auld's ork opening May 16 for two weeks. Wild Bill Davidson brings in his orchestra and a trio May 30 to remain thru June 12. Louis Armstrong starts a four-week stand June 27.

Also pencilled in for dates this summer are Duke Ellington and band July 25 for three weeks, and a return engagement by Stan Kenton, who broke all records at the spot a few weeks ago when he was in for the first time. Kenton returns August 29 for another two weeks.

DEMONSTRATION DISKS?

802 Says No Such Animal, Pay Up! Small Labels in Froth to Hear Orks

NEW YORK, May 10.—Local 802, American Federation of Musicians, lashed with the many "demonstration" records, that have been turning up on small diskery labels, has informed a number of licensed recording studios that the so-called "demonstration" record is now verboten. According to the local, any waxing made with union musicians, whether for commercial use or not, is to be sealed at the regular rate of \$41.50 per man and double for the contractor for four sides during a three-hour session. The local has notified the studios that they are to check with the union to see if recording contracts have been filed before cutting any disks.

A union official stated that on most of the "demonstration" records made, the men who set up the date "have been getting away with a pittance." Usually on these waxings the musicians receive from \$5 to \$20 for the date, which is much below scale for recordings. This, the union claims, is in violation of regulations, as there is no such thing as a "demonstration" disk.

Case in Point

The union's heat over the "demo" situation has been growing in intensity as the violations have become more flagrant. Last week, for instance, the local was in touch with a small diskery to let the owner know that it knew he had four underscale "demos" on his desk and that he owed additional pay to the musicians who cut the disks to bring them

up to scale. The diskery head claimed that he had had the platters made so that he could "hear the band" and that if he used the wax he would pay for them. The local is suggesting he pay now, and that if he wants to hear the band, he hire a studio and listen to it.

It is not only the "demonstration" disks cut with a number of musicians that the union is concerned about. It has been possible for a vocal coach to walk into a studio, record his neophyte in a number of classical arias accompanied by a pianist, and then sell the wax to a classical label to

market as an operatic recital. "To often," said a spokesman, "demonstration records are cut for non-commercial use and end up on a label. In order to put a stop to this type of waxings we will clamp down on recordings unless contracts for the date have been filed with the local."

Resistance

The local, when asked about "demonstration" records for publishers or songwriters who want to cut their tunes for presentation to diskeries, said that the same rules apply, and that they cannot cut

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Mechanical Music Is AFM Problem

Group to Mull Over Royalty Question During Convention in Santa Barbara

NEW YORK, May 10.—A number of important issues facing the American Federation of Musicians are slated to be aired—either in open or closed sessions—at the forthcoming AFM Convention in Santa Barbara, Cal. The picture shapes up as follows: 1) the increased use of mechanical music on dramatic programs over AM and TV networks; 2) TV film royalties; 3) problems stemming from the general employment of name bands; 4) an examination of the royalty system with regard to the record industry; 5) consideration by the delegates of pension and federal subsidy plans; 6) the possibility of forming symphony orks in cities of more than 100,000 population.

With regard to the increased use of mechanical music on network programming, problem is acute in the key locals. Local 802, for instance, is up in arms because "We, the People" ork, conducted by Oscar Bradley, has now been placed on a week to week basis. The program has used an ork for 16 years, and has now asked for permission to use transcribed music. Another program, the "Philip Morris Playhouse," has just ditched its ork. Whether any action can be taken is problematical, inasmuch as the current network-AM pact permits free use of mechanical music on both AM and TV pro-

grams. This was a concession granted to networks in return for the latter's acquiescence on the AFM 5 per cent TV-film royalty. Whether the same free use of mechanical music will be permitted on future network contracts is the point at issue. It is known that AFM Chief James C. Petrillo is much concerned over TV's effect on employment.

Royalty Matter

With regard to the TV film royalty matter, Petrillo, AFM chief, will now be able to report as to what degree this medium swells the coffers of the Music Performance Trust Fund.

Petrillo first broached the film royalty deal at the Houston convention two years ago. The trade

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Disk Jockeys Plug Marterie

CHICAGO, May 10.—Ralph Marterie, now on a one-nighter tour thru the Midwest before heading East where he will appear at the Meadowbrook and the Paramount, will be the focal point of a special promotion contest to be run by disk jockeys in six cities to be played in the next few weeks.

Contest ties in with the current effort to get a "tag-line" for use by the band. Pre-selected programs in Joliet, Ill.; Chicago; Terra Haute, Ind.; Lafayette, Ind.; Crawfordsville, Ind.; and Beloit, Wis., will promote appearances by Marterie, and will ask teenagers to send in suggested tags. Winners, together with a chaparral will be the guest of Marterie at his appearance in their town, then will travel with the ork to its next city, where they will be put up in a hotel, given a sight-seeing tour, attend the ork's dance that evening, then return to their homes via train.

First contest will be held in Joliet where Marterie plays May 10.

"Biggest Show" Package Grosses GAC 275G

NEW YORK, May 10.—"The Biggest Show of '52," General Artists Corporation package featuring Frankie Laine, Fats Domino, the Billy May ork and other supporting acts, has racked up estimated grosses of \$250,000 for the first 21 days of its 30-day tour.

This figure covers the dates played by the package from its kick-off starting April 12 in Washington, thru May 2 in Louisville. Altho the show started slowly and also played the Middle West road areas, this year's show is running ahead of the previous unit "The Biggest Show of '51," according to the Gale Agency, who is booking the package.

The highest grosses achieved by the unit since the \$30,000 figure for two performances in Montreal on March 20, were at Detroit, March 27, where the package drew \$22,000 for two evening dates. The Pittsburgh date, March

25, was another big one, hitting \$17,000 for one performance.

Agency Office Tiff

The "Biggest Show" was originally scheduled to play the four Arthur Wirtz stadiums in Detroit, Indianapolis, St. Louis and Chicago. However, the Gale Agency and the Wirtz office could not get together on the amount of money

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ENLIGHTENED ENTERPRISE

Capitol Pushes Martino Waxing by BBS Diskery

NEW YORK, May 10.—In an unusual example of co-operation between a major record firm and an extremely small (one release to date) diskery, Capitol Records is getting behind the BBS waxing of Al Martino's "Here in My Heart" and is informing dealers where the disks can be purchased in their localities. One reason for this is the confusion existing in some dealers' minds concerning who is releasing the sky-rocking Martino waxing, and another is the desire of Capitol to see the singer, who was signed by the firm last week, reach the top.

A number of Capitol district sales managers have sent letters to their branch managers with the name of the local distributor handling the BBS platter, so that they

can pass this info on to dealers. In addition, the Capitol syndicate stores' director has sent a list of all distributors handling the disk to chain stores, and has made arrangements with BBS to send sample copies of the record to these stores. The BBS platter is being manufactured by Palda Records and is being sold by Palda's 29 indie distributors.

Capitol is, of course, informing all dealers that they have signed Martino and will release his records in the future. Altho not yet officially confirmed by Capitol, it is expected that they will release the other record made by Martino for the BBS label, containing the tune, "Take My Heart" and "I Never Cared."

Ballroom Operators See Big Year Ahead

Continued from page 30

Pittsburgh. Essentially a summer location, Jack Stoll, manager, reported Danceland had gone thru the past winter on a Tuesday, Saturday and Sunday policy, chalking up 800-900 admissions on Tuesdays, 900 on Saturdays, and as high as 1,349 on a Sunday.

Promotions

There is one point on which most operators are agreed—something must be done to get the public out of the homes and back to dancing. This requires promotion, and, as a result, many of the ballroom operators are planning programs for the '52 season. Following are a few of the ideas which will be tried (or are already in the works) designed to draw customers:

1. Special nights. Ballrooms will feature special dances on given nights each week devoted to the teen-agers, over 30 groups, polkas, waltz, ladies (with admission free for the ferns), masked balls, cowboy ball, Sals, Hawkins events, dance instructions, dance contests and battles of music (with two bands playing against one another).
2. Direct mail programs. Many operators have built up mailing lists covering up to a 50-mile radius of their location. This year they will add money to the direct mail budget.
3. Newspaper advertising. While this is not new, more operators are turning to newspaper ads to promote (a) special dance nights and (b) appearance of names in the ballrooms.
4. Television. This type promotion is still in its infancy, but more and more operators are beginning to think about how the new medium can be used to help them, rather than cut their business. Spade Cooley now originates a TV show from his location in Hollywood, and several other spots are planning similar moves some time this year.
5. Tie-in with civic events. Special promotions which will be closely aligned with civic events of a general nature. These include centennials, fairs, holidays, etc.
6. Give more for the money. Joe Bonds, owner of the Sky Club, Dallas, has been using a gimmick for several years now which has worked out well for him. On week nights, admission is \$1.25 and covers refreshments, as do the following: Saturdays, \$1.50, name bands or star show, \$2.50.

Refurbishing

In line with the promotion drive by most ops, the heavy majority of locations throughout the country this past winter did some refurbishing. These programs ranged from redecorating to vast overhauling, and in many cases represented the outlay of thousands of dollars.

Among the major activities in the rebuilding programs were: Increased capacities, addition of bars and tables, new dance floors, new sound equipment and addition of stages, addition of heating and/or air conditioning plants, replaced old lighting systems with indirect units, added lounges and rebuilt restrooms.

Practically all ballrooms either redecorated interiors or plan to do so during the year.

Low Mortality Rate

Despite some severe setbacks following the lush post-war years, there have been few failures in the ballroom field in recent months.

Some operators, like R. E. (Doc) Chinn, president of the National Ballroom Operators' Association and operator of Crystal Ballroom, Fargo, N. D., were hard hit by the recent floods. Chinn's location was under 12 feet of water during the flood, and it will be several weeks before he will be able to operate.

Lake Lansing Park, Haslett, Mich., has converted its ballroom into a roller rink after fighting to make a profit in the dance business. However, a counterpart to this operation can be found in Detroit, where Edgewater Park this year converted its skating rink, which had previously been a ballroom, back to a danceery.

Several operators have sold their locations. Cliff Brown, Broken Bow, Neb., peddled his to the Elks, while Mrs. Robert Smolczyk, Ogallala, Neb., sold her

ballroom to enter another business.

Palais Royale Ballroom, South Bend, Ind., is now being used for rentals for card parties, banquets, etc., exclusively. The ballroom at Geauga Lake Park was burned to the ground April 9. Several locations have cut their skeds.

Others Expand

On the bright side of the ledger are the number of spots which have augmented their dancing programs for the '52 season. Alice McMahon, an officer of the NBOA and operator of the Indiana Roof, Indianapolis, normally a winter spot, will extend her season indefinitely beyond its normal early June close-down. Spot will operate on a Saturday and Sunday night schedule.

Red Raven Enterprises, Appleton, Wis., which operated periodically last year, has established a regular week-end schedule this year: Rock Springs Park, Chester, W. Va., has added a day a week to its sked, Rainbow Gardens, Pomona, Calif., now on a week-end set-up, operated Saturdays only in 1951. Suburban Park, Manlius, N. Y., will augment its schedule with occasional name band bookings on Sundays, a policy also to be followed by the Pleasant Gardens, San Jose, Calif., this year, but this spot will not confine such bookings to Sunday, using any night other than its usual week-end operating hours, for the bookings. Waldameer Park Ballroom, Erie, Pa., closed last year for reconstruction, will operate week-ends this year, and the Sky Club, Dallas, on a one-nighter basis in 1951, has gone to a full week this year.

Scott, Collins For ABC Trip

NEW YORK, May 10.—A new dance-show package, consisting of the Raymond Scott Quintet, Dorothy Collins and the Buddy Morrow, is being sent out this summer to play one-nighters in ballrooms and parks by the Associated Booking Corporation starting July 9.

The unit will play thru the East and Midwest in all TV areas where the "Lucky Strike Hit Parade" is seen in order to cash in on the video appeal of the Scott-Collins combination, now appearing on the show. The unit may play a week at Steel Pier, Atlantic City, the negotiations are not yet completed.

3 Webs Ban 'Junco' Disk

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live and dope expressions used by the whotheads.

A Mutual Broadcasting System official, when queried, stated that the tune had not yet to come up for clearance but that should this happen it would not be cleared. When checked, no one was available at the American net for comment.

Broadcast Music, Inc., which licenses the tune, had previously cleared the tune for radio play but has since withdrawn the clearance pending efforts to get approval for the Mercury and Decca versions of the tune, which are felt to be unobjectionable.

In the meantime, Mercury, whose Richard Hayes disk has already appeared on the best-seller chart, contends that "Junco Partner" has a Cajun origin and means "worthless man." The label presently has a representative researching in the New Orleans library to prove the point.

ADVANCE DATA AND TRADE ACTION ON "SONGS FOR SALE"

- NEVER AGAIN—By Shirley Anne White. Song by Betty Cloney
- I'LL TAKE MY CHANCES—By Mary Margaret Smith. Song by Betty Cloney
- FIVE GUY TO GET OUT OF MY SHELL—By Tony Reed. Song by Marilyn Stewart
- FREE AS A BREEZE—By Kay Selby. Song by Don Cherry
- BEAUCHAMPEL WALKERS—By Howard Hagers. Song by Helen Forrest
- CASH BANG, JINGLE, JINGLE—By Trudy Carroll. Song by Martha Stewart

A seventh song, the winner of the May 10 show, will be added. Judges panel for the May 17 contest will be Arthur Schwartz, Barry Gray, Bob Poole, Milton Cross and Will Sonzogni.

FACING DEATH WITH A SMILE

MICHIGAN CITY, Ind., May 10.—Harold K. Barr, Lakeview Amusement Company, which operates the Oasis Ballroom, wrote the following final note to his family:

"It is with deepest regret that we announce the (fatal) illness of the Oasis Ballroom in Washington Park. The Oasis has been under treatment of a Doctor of Dancing, "a specialist," for some three odd years, but the patient has consistently lost strength regardless of the special high-nutrition diets and intervention injections which have been administered.

"Little hope is held for the recovery of the patient, the Oasis Ballroom. We greatly fear that the Oasis Ballroom will return to the ground from whence it came.

"P. S. No mourning, no flowers, please. The Oasis Ballroom would best like to be remembered for its rugged, strong constitution of days gone by."

10-IN-1 AT \$40

Dean Has All-Purpose Phono Unit

NEW YORK, May 10.—An unusual new phonograph, called a 10-in-1 Phono, is being introduced at the Chicago Parts Show being opened May 19 by Dean Phonos. The model, which retails at \$39.95, is a self-amplified unit and includes a three-speed record player and a hand microphone with 50 feet of cord.

In addition to its use as a record player, the unit can be used via the mike as an electronic baby-sitter or as an extra speaker for a radio in another room. Since both the phono and pick-up can be used simultaneously, it can be used to simulate dome disk jockey shows. By adding a small converter to bring down the voltage to six volts, the unit can be hooked up to a car or boat battery.

Allen Signs Victor Pact; Plans Tour

HOLLYWOOD, May 10.—Barclay Allen, whose professional career as a leader pianist was thought finished in 1949 when he was seriously injured in an auto accident, this week inked a Victor disking pact and is contemplating a return to the keyboard professionally for personal appearances.

Allen, who was inked by Dave Kapp, previously cut sides for Victor in 1947 as featured pianist with Freddy Martin in 1947-48. His best sellers with Martin were "Cimuna" and "Saber Dance." Previous to going with Martin, he cut a number of disks for Van-Es, a Coast indie, as "Barclay Allen and the Rhythm Four." He left Martin in 1948 to form his own org., which was booked by RCA until the accident in 1949. His comeback has been assisted by Carson Harris, of Chicago, and Rex Hillman, local song-smith and guitarist, then turned over two masters, which he made with rhythm section, to Victor in the deal.

Decca Preps Dance Albums

NEW YORK, May 10.—Decca is prepping a new series of dance-music albums with the initial releases due early in June.

The Artie Shaw, Russ Morgan and Dick LaSalle bands will be included in the series.

Fight Hurts Toronto Pubs

Continued from page 31

to be given within a couple of weeks.

Gramophone Case

Another action facing CAPAC is one they have brought against George Chow and a main-line restaurant here on the definition of a gramophone. As a result of this, coin machine operators in Canada have organized to collect sufficient fees to fight it. This surprised Low. "Already the ordinary juke box operator is covered by the Vigneux case and CAPAC of 1946. CAPAC is only interested in installations other than the self-contained juke box," he said. "It seems surprising that juke operators should be bothered by this new organization."

These actions have embarrassed Low considerably, he admits, but he says, "our function is to protect and administer the rights of the composers and authors of copyrighted music. We regret these litigations, but the users of music in Canada are protected against any possibility of exorbitant charges or any possibility of discrimination by means of the Copyright Appeal Board."

Low emphasized this by pointing out that users in no other part of the world have this protection. "It is unique in copyright legislation. Each and every year, users of music in Canada have the opportunity of appealing the tariffs to this government board," said Low.

Radio Situation

As to CAPAC's stand as regards its hassle with the Canadian Association of Broadcasters, which represents all the independent radio stations in the

"Biggest Show"

Continued from page 31

to be spent for exploitation for the package, and the agency pulled the show out of the Wirtz houses. In Detroit the unit played the 6,000 seat Fox Theater and instead of Indianapolis it played Louisville on Derby Eve (2). Last night (9) it played Kiel Auditorium in St. Louis rather than the Arena, and will play the package in Chicago tonight (10) at the Civic Opera House in place of Wirtz's Stadium. The show winds up in Cleveland Sunday (11).

The fall edition of the "Biggest Show of '52" is now being set. The only name announced for the tour so far is Nat (King) Cole, who was in the '51 package, but the rest of the line-up will be ready in another month or so. This new unit, which will be a GAC package, will again be booked by the Gale Agency and will play arenas and auditoriums.

Priest and Sutton Form Rain Records

CHICAGO, May 10.—Formation of Rain Records by Charlie Priest, owner of Globe Transcriptions, and Art Sutton, cleefer, has been completed here, and the new label will release its first two sides next week.

Priest, formerly an Ebony Records exec, and Sutton have signed Russ Carlyle, who has previously waxed for several large indie labels, and Red Cassidy, a local nitery figure who was pacted by General Artists Corporation this week, to term contracts. Carlyle, now appearing on a daily TV show in Cleveland, has turned over five masters, which he had cut at Universal here, to Rain, and has also cut several sides with Cassidy for future release.

Firm has set up national distribution. Priest stated, and will maintain loop headquarters as well as a shipping point on the South Side.

Cassidy, a grandfather, has been working this territory for a number of years, and features a Jolson-type delivery.

Westminster Inks Curtis Quartet

NEW YORK, May 10.—Westminster Records, large indie LP diskery, has signed the Curtis String Quartet to an exclusive recording pact.

The move is seen as a step to bolster the list of American artists who are being marketed, now heavily weighted with European talent. First Curtis releases are due in August and will comprise two Brahms quartets.

country, Low said his association, "after many years of exhaustive study," had been unable to devise an equitable tariff "other than one based on the stations' revenue."

It is this point that the stations are up in arms over; the Copyright Appeal Board, after 14 days of hearings, granted CAPAC the right to collect one and three quarters per cent of the radio stations' revenue.

As a result, the CAB, thru 10 Ontario stations, has filed a suit against CAPAC seeking from the courts a declaration that the tariff is null and void, and outside the province of the Copyright Appeal Board to grant.

"The representatives of the radio stations were asked during the hearing in December of 1951 and January of this year to present alternative tariffs to the board, but they were unable to do so," said Low. "Anything that they offered proved unacceptable by the board."

Emphasizing CAPAC's interest to negotiate at any time, Low said CAPAC was ready to consider and sponsor a fee and charge for its music which "is both fair and equitable to any user, both the largest or the smallest in any particular category."

Mechanical Music

Continued from page 31

interpreted the AFM film philosophy as indicating a desire to establish ultimately the principle of a royalty on all soundtrack (as against strictly TV film).

However, with the development of TV, there has arisen a demand on the part of many musicians for modification of the TV royalty regulation. Ad agencies and producers have been using voices instead of musicians on jingles and other TV film. Reason: to avoid paying the 5 per cent royalty.

Name bands have requested the union to modify the law with regard to travelling engagements, because bookings are hard to get, and often total less than five days. These bands want AFM to modify the law so that less than five days would be called a travelling engagement. This would put the engagement in the jurisdiction of the Federation rather than of the local union, where high costs per man and extra charges prevail.

To Examine Pact

Examination of the AFM pact with diskeries is also set for a looksee, it was learned this week. This may not reach the open sessions, because the pact, signed in 1948, will not expire until December of next year. But re-examination is due. A curb on "live tapes" from abroad is also being mullied.

During the past few years, the AFM convention has considered a number of resolutions dealing with proposed pension plans and federal subsidies. Because of widespread unemployment, it is virtually certain similar resolutions will be presented at this convention.

Demo Disks?

Continued from page 31

disks except via the regular scale if they use union musicians. When this view was presented to one pubber he replied that "it was none of the local's business what a pubber paid a musician to make a demo." It is a private transaction between the pubber and the pianist. And anyway, no pubber that I know is going to pay the rate. Nobody's ever paid the rate," he added. (What else?)

Another songsmith was even more vehement about the new development. "What are they trying to do? Do they think that I'm going to pay that rate in order to cut one of my tunes for presentation to a diskery when I don't even know if the diskery will use it? They are making it tougher and tougher for the small man!"

The local, however, rather determined in its attitude that scale is to be paid for recordings and that it does not recognize "demonstration" wax. "If a diskery is going to listen to a tune or a singer on which it will earn a lot of money, there is no reason why the musician or musician who play the song or accompany the singer should not be paid their rightful wages." This is the local's philosophy.

DECCA DATA

YOUR WEEKLY GUIDE
TO
AMERICA'S FASTEST SELLING RECORDS

FORECAST
I WAITED A LITTLE TOO LONG
AND
I MAY HATE MYSELF IN THE MORNING
by Trudy Richards, Artie Shaw
28190*

FLASH!
I MAY HATE MYSELF IN THE MORNING
by Betty Brewer with Sy Oliver
and
YOU'VE GOT ME CRYING AGAIN
by Betty Brewer
28192*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators

TO BUILD PROFITS

NEW RELEASES—SINGLES & ALBUMS

Webb Blue
Andrews Sisters and Russ Morgan
Linger Awhile 28143*

I Waited A Little Too Long
Trudy Richards and Artie Shaw
I May Hate Myself in the Morning
(For Falling in Love Tonight) 28190*

Homing Pigeon (Fly Away, Fly Away, Back Home)
Tommy Dorsey
I Got Big Eyes 28152*

I'm Bound For The Kingdom
Red Foley with The Jordanaires
I'd Rather Have Jesus 28147*

No Love, No Nothin'
Martha Lou Harp and George Barnes
28141*

Foranell Blues
Back Up The Balls Boys Rex Allen
Till The Well Goes Dry 28149*

Double Whiskey
Jango Reinhardt 28145*

TANGOS FOR ROMANCE
CARMEN CAVALLARO at the Piano
with Strings and Rhythm Accompaniment
9-325-\$3.75 • DL 5467-\$3.00

NOW AVAILABLE IN 45 RPM
CONCERT IN THE PARK
DECCA BAND
JOE COLLING, Director
9-241-\$3.75
Also available in: A-331-\$4.15 • DL 5479-\$3.00

NOW AVAILABLE IN 45 RPM
Song Of The Islands (No Let O Howell)
Guy Lombardo 24867*

Sweet Lullaby
Lili Marlene
Symphonie
Marlene Dietrich
23456*

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

NOW AVAILABLE IN 78 RPM and 45 RPM
TCHAIKOVSKY WALTZES
THE PHILHARMONIC ORCHESTRA OF LOS ANGELES
under direction of ALFRED WALLENSTEIN
9-300-\$3.70 • A-912-\$3.75
Also available in: DL 4007-\$3.35

TOP SELLERS

... based on this week's actual sales

COUNTRY

WEEKS ON LIST	RECORD	ARTIST
4	SOMEbody'S STOLEN MY MONEY	28067* Ernest Jubb
1	SO USED TO LOVING YOU THAT HEART BELONGS TO ME	28091* Webb Pierce
24	WONDERING	46364* New Silver Bells Webb Pierce
47	PEACE IN THE VALLEY	14573* Where Could I Go But To The Lord Red Foley
2	LET'S TAKE THE LONG WAY HOME	46407* I HOPE TOMORROW NEVER COMES Autry Lamson
54	JUST A CLOSER WALK WITH THEE	14303* STEAL AWAY Red Foley
3	DON'T STRAY AWAY ('Til Love Grows Cold)	28074* GET UP AND GIVE Grady Martin
2	ONE HOUR AHEAD OF THE POSSE THIS TIME TOMORROW	28079* Burl Ives with The Anita Kerr Singers
18	MISSING IN ACTION	46389* A HEARTSICK SOLDIER ON HEARTBREAK RIDGE Ernest Jubb
22	TOO OLD TO CUT THE MUSTARD	46387* I'M IN LOVE WITH MOLLY Ernest Jubb and Red Foley

BEST BETS

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

POSITION THIS WEEK	RECORD	ARTIST
1.	KISS OF FIRE I'LL WALK ALONE	Louis Armstrong 28177*
2.	UNDER THE HONEYSUCKLE VINE YOU MAY BE THE SWEETHEART OF SOMEBODY ELSE	Bill Kenny of The Ink Spots Ink Spots 28164*
3.	KISS OF FIRE DELICADO (Delicate)	Guy Lombardo 28179*
4.	GOODY GOODY	Ella Fitzgerald 28126*
5.	SLOW DOWN NEVER TRUST A WOMAN	Louis Jordan 28088*
6.	SPELLBOUND A PLACE IN THE SUN	Victor Young 28115*
7.	HEAVENLY TATHER LONESOME AND BLUE	Evelyn Knight with Sy Oliver 28151*
8.	IT'S A SIN TO TELL A LIE	Ink Spots 25505*
9.	DREAMS COME TUMBLING DOWN MUSIC LESSONS	Andrews Sisters 28116*
10.	DIESEL SMOKE, DANGEROUS CURVES THE LITTLE GREEN VALLEY	Burl Ives and Grady Martin 28161*
11.	ALMOST LET'S TAKE A TRIP TO THE MOON	Mervyn Shiner and Grady Martin 28121*
12.	"TWO" MINUTE WALTZ STARS AND STRIPES FOREVER	Carmen Cavallaro 28150*
13.	TATTERED AND TORN THE WORLD HAS A PROMISE	Dolores Gray 28178*
14.	I'M LOSING AGAIN I LOVE YOU TWENTY-FOUR HOURS A DAY	Curley Lippam 28114*
15.	VIENNESE WALTZ MEDLEY (a) Vienna Life; (b) Tales From The Vienna Woods; (c) Southern Breeze; (d) Artist's Life; (e) You And You CAROLINA IN THE MORNING	Lenny Dee 28109*

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

TOP SELLERS

... based on this week's actual sales

POPULAR

WEEKS ON LIST	RECORD	ARTIST
16	BLUE TANGO	27875* Belle Of The Ball Leroy Anderson
1	I'M YOURS	28162* I UNDERSTAND Four Aces
9	BLUE TANGO	28031* AT LAST, AT LAST Guy Lombardo
11	PERFIDIA	27987* YOU BROUGHT ME LOVE Four Aces
14	WIMOWEN	27928* Old Time The Weavers and Gordon Jenkins
3	JEANNE (I Dream of Lila Time)	28076* INDIAN LOVE CALL Louis Armstrong and Gordon Jenkins
1	DELICADO (Delicate)	28044* See If You Like It (Ve Se Gostas) Wladimir Azavedo
4	I DON'T MIND	28084* I NEVER LOVED ANYONE BUT YOU Trudy Richards
3	WILD SIDE OF LIFE	28055* IT'S SO LONG AND GOOD-BYE TO YOU Burl Ives and Grady Martin
17	BE MY LIFE'S COMPANION	27889* Love Lies Mills Brothers with Sy Oliver
1	BE ANYTHING (But Be Mine)	28142* FORGIVE ME Peggy Lee and Gordon Jenkins
1	"NARPSI-BOOGIE"	28086* RAVIOLI RAG Bill Snyder
9	YOU'LL NEVER WALK ALONE	27964* TULIPS AND HEATHER Fred Waring
1	"THE BOOM SONG"	28062* Little Train A-Chuggin' In My Heart Jane Terry
2	LONELY WINE	27994* Alone And Forsaken Bill Darne!

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

RHYTHM AND BLUES

2	TROUBLE IN MIND	28064* THE DIRTY DOZENS Tommy Dorsey
2	OLD FOLKS	28094* I'LL WALK ALONE Gene Ammons
11	PEACE IN THE VALLEY	48279* NEAR THE CROSS Sister Rosetta Tharpe with Anita Kerr Singers
1	"AT LAST"	27998* ROOT MAN BLUES Buddy Johnson
3	LET'S TALK ABOUT JESUS	28075* Sister Rosetta Tharpe with The South Wind Singers
	COME UNTO ME	Sister Rosetta Tharpe

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

ALBUM TOP SELLERS

LEROY ANDERSON COND., Vol. 2
DU-883-\$4.75 • 9-274-\$4.15 • DL 7519-\$3.85

LEROY ANDERSON COND., Vol. 1
A-810-\$4.75 • 9-151-\$4.15 • DL 7509-\$3.85

OKLAHOMA!—Orig. Cast
DA-359-\$5.85 • 9-6-\$5.45 • DL 8000-\$4.85

ETHEL MERMAN
Songs from CALL ME MADAM
A-818-\$5.45 • 9-166-\$5.45 • DL 8035-\$4.85

GUY AND DOLLS—Orig. Cast
DA-825-\$6.70 • 9-203-\$6.30 • DL 8036-\$5.85

SATCHMO SERENADES—LOUIS ARMSTRONG
A-911-\$4.15 • 9-221-\$3.75 • DL 5401-\$3.00

WALTZES—GUY LOMBARDO
A-509-\$4.15 • 9-125-\$3.75 • DL 5003-\$3.00

THE KING AND I—Orig. Cast
DA-874-\$4.75 • 9-260-\$4.85 • DL 9008-\$5.85

VALENTINO
Tangos Played by THE CASTILIANS
A-861-\$4.15 • 9-251-\$3.75 • DL 5247-\$3.00

Guy Lombardo and his Royal Canadians
Featuring The Twin Pianos
A-512-\$4.15 • 9-111-\$2.70 • DL 5007-\$3.00

78 RPM (R) Decalite (Unbreakable under normal use)
Records—\$1.00 plus tax
45 RPM (L) Records (In Decorative Envelope)—95¢

CHILDREN'S TOP SELLERS

CRADLE SONG (Brahms' Lullaby) and THAT SLY OLD GENTLEMAN BING CROSBY
E-52 • 1-127

The Adventures of the Lone Ranger: HE BECOMES THE LONE RANGER
E-39 • 1-132

HE FINDS SILVER
E-30 • 1-153

HE FINDS DAN REID
E-31 • 1-154

HE HELPS THE COLONEL'S SON
E-32 • 1-155

THE LITTLE ENGINE THAT COULD and LET'S HAVE A PARTY GUY LOMBARDO
E-37 • 1-182

NUTCRACKER SUITE FRED WARING
CE-112-\$2.00 • 1-114-95¢

HEIGH HO and WHISTLE WHILE YOU WORK FRANK LUTHER ZORA LAYMAN and THE CLUBMEN
E-38 • 1-183

MOTHER GOOSE SONGS FRANK LUTHER
CE-118-\$2.00 • 1-116-95¢

Little Orley—His Adventures as a Worm FRED WARING
E-19 • 1-127



This Week's FEATURE

DOLORES GRAY

sings

TATTERED AND TORN

and

THE WORLD HAS A PROMISE

Decca 28178 (78 RPM) and 9-28178 (45 RPM)

Sides in Current Release

Week ending May 10

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

PUBLISHER	TITLES	ARTIST AND LABEL	
ACUFF-ROSE GROUP	—ACUFF-ROSE	I'm Lovin' You... Dinning Sisters, Cap (6)	
—MILENE	I Want to Be Wanted... MGM (1)		
—AMERICAN	"Snatchin' and Grabbin'"... Bob Wills, MGM (1)		
—ARMORE GROUP	—BEECHWOOD	Cold Yellow Gold... Eddie Dean, Cap (17)	
—BELWIN	In a Persian Market... Ralph Marterie, Mer (6)		
—BLAZER	Heavenly Father... Fran Warren, MGM (6)		
—MARTIN BLOCK	—BLAZER	Heavenly Father... Fran Warren, MGM (6)	
—BOURNE	I'm Confessin'... Les Paul-Mary Ford, Cap (6)		
—BREGMAN-VOCCO-CONN GROUP	—BREGMAN-VOCCO-	God Is Love... Golden Chorus, RCA (6)	
—SUPREME	Until You've Fallen in Love... Lenny Herman, Dec (6)		
—JIM BULLETT	—BULLSEYE	There'll Be No New Tunes on This Old Piano... Freddie Martin, RCA (6)	
—BREGMAN-VOCCO-CONN GROUP	—SIMON	Small Talk... Freddy Martin, RCA (6)	
—CHAPPELL GROUP	—CHAPPELL	After Graduation Day... Cindy Lord, MGM (6)	
—T. B. HARMIS	—COLONY	So Deep My Love... Cindy Lord, MGM (6)	
—COMPOSERS MUSIC CORP.	—CORWELL	Someone to Kiss Your Tears Away... Bibi Johns-M. Winterhalter, RCA (6)	
—DISNEY	—REDD EVANS GROUP	—WANGUARD	Put Some Sugar in Your Shoes... Roy Hogen, Cap (17)
—FAIRWAY	—FANMAR	The World Has a Promise... Delores Grey, Dec (6)	
—FOLK SONGS	—GOLDSEN	Goodtime Charlie... Joe (Fleming) Carr, Cap (6)	
—HOLLIS GROUP	—ESSEX	I Got Big Eyes... Tommy Dorsey, Dec (6)	
—FOLKWAYS	—HUBERT	A Mighty Pretty Waltz... Blue Baron, MGM (6)	
—JOHNSTONE-MONTEI	—LAUREL GROUP	—VALANDO	Fifty Years Ago... Lisa Kirk-Bob Haymes, RCA (6)
—LEEDS GROUP	—DUCHESSE	—LEEDS	—MELLIN GROUP
—ALGONQUIN	—MELLIN	—MERIDIAN	—MILLS
—MONTAUK	—B. MONROE	—E. K. MORRIS GROUP	—MAYFAIR
—E. H. MORRIS	—MUSIC PUBLISHERS' HOLDING GROUP	—ADVANCED	—HARMS
—REMIK	—WITMARK	—NORTHERN	—DRE
—PREMIUM	—PAXTON	—PEMORA	—PEER INTERNATIONAL
—ROBBINS GROUP	—MILLER	—ROBBINS	

(Continued on page 35)

Total Sides for Week Released by Each Label

Week ending May 10

(These totals do not include P. O. tunes)

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	10	6	—
COLUMBIA	5	2	—
DECCA	16	6	—
MERCURY	8	4	2
MGM	14	2	—
RCA	10	4	4

Total Number of Sides Released by Each Label

January 1, 1952, to Date

(These totals do not include P. O. tunes)

LABEL	POPULAR	FOLK	RHYTHM & BLUES
CAPITOL	254	80	—
COLUMBIA	131	66	38
DECCA	287	54	9
MERCURY	138	40	29
MGM	177	58	6
RCA	212	74	53

Music as Written

Don Gabor Leaves for Europe Trip . . .

Don Gabor, president of Remington Records, leaves for Europe on Sunday (11) for an extended trip which will take him to London, Paris, Amsterdam, Holland, and Florence, Italy. While in Paris he will confer with Marcel Prawy, his European representative.

Gramercy Records Makes Bow . . .

A new pop diskery, Gramercy Records, headed by TV producer-director Herb Moss, makes its bow this week. First releases by the firm feature singer Frank Stephens, who won an Arthur Godfrey "Talent Scout" show, and the other item stars the novelty combo, the Sunny Terry Trio. The latter group is a harmonica combo with a rhythm background. One of the tunes waxed by the Terry Trio is called "Hootin' Blues."

Wexler to Concentrate on Publishing . . .

Elloit Wexler, former Coral distributor in New Jersey, has left the distributing business to concentrate on publishing and management activities. Wexler manages chanter Buddy Greco, who last week was named "best male vocalist" by WIP (Philadelphia) listeners.

Keenholz Continues 38% Off Plan . . .

Sam Keenholz, head of Raymar Distributors, New York One-stop, will continue selling LP's for 38 per cent off for the rest of the summer. The special promotion has been on for two months and has pulled good dealer response, Keenholz said.

Sid Fields Pacts with Henry Jerome . . .

Sid Fields has inked ork-leader Henry Jerome to a personal management pact. He's had Jerome and Mercury chanter Sonny Howard sign with Music Corporation of America. . . Don Cornell, high-riding Coral artist, interrupted a string of personal appearances for a couple of radio and TV dates here this week. . . Louis Jordan cut the special material ditty, "Jordan for President" for Decca this week. . . Charles Tobias and Peter De Rose, who wrote the songs for the up-coming Warner flick, "About Face," leave Monday (12) on a three-week promotion tour to help launch the movie. Tobias was recently elected president of the Songwriters' Protective Association. . . "Rutza Rutza" means "hurry hurry," and that's what Mercury Records did this week when it waxed the ditty in quick time with Bobby Wayne and Jan August, coupled it with "I'm Sary" and rushed disks out to deejays and distributors. . . Bandleader Elliot Lawrence wrote the original music for the U. S. Department of Health's "Case History," aired Sunday (11) over the NBC net.

Rob'l Marks to Head Firm's Coast Office . . .

Robert Marks has been named the head of the West Coast office of E. B. Marks Music Corporation. He will be in charge of all song exploitation, including mechanicals, synchronization, deejay promotion, TV and transcription work. He leaves for the Hollywood office on August 1. Marks has been in the exploitation department of the firm here for the past 10 years. His place will be taken by Fred Woodruff, a member of Marks' professional staff, who will handle indie diskeries, r.&b. and folk tunes, the Piedmont catalog and the Latin-American catalog. Marks and Woodruff will work under Harry Link, professional manager of the firm.

Detroit U Sets Morrow, Ray Anthony for Carnival . . .

Two major bands were booked by the Delbridge and Gorrell Office to play a carnival sponsored by the University of Detroit, with Buddy Morrow playing Friday (10) and Ray Anthony Saturday (11). Events will be held in the Agricultural Building at Michigan State Fairgrounds, and is a repeat appearance for Anthony, who played on the same spot for

Briggs Management Club Saturday (3). The college also had Arthur Godfrey booked for a personal appearance.

Cap. Distrib. Corp. Shifts Personnel . . .

Capitol Records Distributing Corporation has made a number of promotions and transfers of district managers, branch managers and sales personnel. Victor Blanchard, manager of District 8 (Atlanta), has been promoted to head District 7 (Philadelphia), with Simon Paul his assistant as district promotion man. Don Comstock, former Atlanta branch manager, takes over District 8. Peter Goyak, Cincinnati branch manager, has been promoted to branch manager of Pittsburgh, and George Mansour, of the Pittsburgh branch, has taken over the Philadelphia branch.

Bradford Promoted by RCA Victor . . .

C. V. Bradford has been appointed manager of RCA Victor's East Central Region, with headquarters in Cleveland. Bradford was formerly a field sales representative for the instrument division. He has been with the firm since 1932.

Bill McDowell Named King Branch Mgr. . . .

King Records is making executive changes in two branch offices, according to Jim Wilson, district supervisor in Detroit. Bill McDowell, former MGM Record manager, was named branch manager at Charleston, W. Va., where he succeeds Jack Gillenwater, who is returning to the teaching of music. At Cleveland, Lloyd Miller has been named branch manager, succeeding John Scott, who left the music business, and Gene Frawley has returned to King as Cleveland sales representative, after being in business for himself.

Foster Dies; GAC Shops for Replacement . . .

Temporary fill-in of the vacancy in General Artists Corporation's Dallas wing created when Frank Foster was beheaded by a heart attack, which was originally plugged by Russ Facchine's shifting to Texas from Chicago for GAC (The Billboard, April 19) required a replacement this week when Foster died and GAC was shopping for a full-time Texas rep. It was understood that both Pat Lombard, GAC's Chicago head, and Facchine contacted Bill Polk, currently heading up Willard Alexander's office in Chicago, but Polk refused. Polk, it's understood, told them he didn't like the run-around he got when Jack Whitmore came into Chicago to head the band department a year ago, and Polk eventually was forced to ankle the office. It's understood that GAC also offered the Dallas job to Arnie Prager, of McConkey Artists, Chicago.

New York

Peggy Pickus, secretary to Ben Selvin, of Southern Music, leaves May 16 for a two-week vacation in Grosse Pointe, Mich. . . The Gene Krupa Trio, just returned from a five-week Pacific tour to Japan, opens a three-week engagement at Charlie Ventura's Lindenwood Open House, May 16. The 1952 edition of the ASCAP Biographical Dictionary has just come off the presses. . . Champ Butler stood on Philadelphia street corners last week passing out hundreds of key chains to promote his waxing of "Meet Me on the Corner." Buddy Robbins, of Paxton Music, kept him company. . . Howie Fields, English pubber, is in town. . . MGM is tying in with the Eisenhower-for-President Committee to promote the new disk of "The General Eisenhower March." Eddie Heywood, MGM artist, opens on May 30 for a week at the Howard Theater in Washington. . . George Shearing plays in Omaha on May 29. . . Gloria Wirfel, secretary for MGM's Frank Walker, will be married on June 7. . . Jack Newman, manager of Southern Music's Montreal office, was in town last week conferring with local brass. . . The oil strike grounded Vaughn Monroe and his ork in Wisconsin and forced the group to bus the 300 miles from Detroit to Milwaukee. . . W. S. Hartford, vice-president in charge of sales, retires from the Webster-Chicago Corporation on May 15.

Chicago

Johnny Pineapple has been set at the Muehlebach Hotel, Kansas City, Mo., for three weeks starting June 18, following the Don Reid stand. . . Ken Harris into Sheppard Air Force Base, Wichita Falls, Tex., July 11 for a week. Ray Pearl plays the same spot for six days starting August 30. Gladys Entertainment Center, Montevideo, Minn., has booked Ray Anthony for May 15 and Duke Ellington follows on May 21. . . Ella Fitzgerald and Erskine Hawkins into the Regal Theater for a week starting May 16. . . Gisele MacKenzie back to the West Coast Friday (9) after three days in Chicago on personals.

Decca Records hosted a party for local disc jockeys to meet Dolores Gray yesterday (9). Shindig was held at D. J. Linn Burton's Steak House. . . Skeeter Bonn has been added to the National Barn Dance cast. . . Bill Black, McConkey band department coordinator, setting details for the Russ Morgan tour now that Morgan again is under the MAC banner.

Spike Jones into the Cal-Neva, Lake Tahoe, July 23 thru August 5, then opens at the Flamingo Hotel, Las Vegas, August 7 remaining thru August 20.

Cincinnati

Larry Vincent, songwriter, publisher and WLW television feature, has placed with Robbins Music a new staffy, "Rosary Lane," written in collaboration with Tade and Frances Dolan and Edna Crosley. . . Betty Clooney appeared as added attraction over the week-end (10-11) in Moonlite Gardens, Coney Island, with the Clyde Trask band, with Johnny Ray skedded for two free performances on the park's midway next Saturday and Sunday (17-18) plus an appearance nightly in the ballroom with George Smith's ork. . . Burt Barber, WLW staff, slated to head up the new program for amateur songwriters set to start on that station within a few weeks. . . Catching on handily in the territory is the Johnny Bosworth-Corky Robbins waxing for King Records on "Loaded With Love." . . Jack Craven, young baritone protege of E. Forrest Young, local ad agency exec, appeared as added attraction with Eddie Kadel's ork at Castle Farm Saturday (3) and negotiations are on for an early guest appearance at Coney's Moonlite Gardens with a local combo.

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Sides In Current Releases

Continued from page 34

Table listing various artists and their releases, including Ronnie Sharp, Sheldon, Snyder, Spitzer Songs, Tune Towne, Tempo, Tenor, Villa Moret, N. Yon Tizler, Weiss Barry, White Way, and World Group.

Total Sides and Label Breakdown of Publishers Who Have Had 5 or More Sides Recorded Since January 1

A section of the Publishers' Record Score Board showing total sides for the first four months of the year is republished. This section was carried in the May 10 issue of The Billboard but contained numerous typographical errors. This chart does not contain listings which were carried correctly last week.

Large table showing total sides and label breakdown for various publishers including Laurel Group, Leeds Group, E. B. Marks Group, Massey Group, Mellin Group, Meridian, Midway, Mills Group, E. B. Morris Group, Music Publishers Holding Group, Peer Int. Group, Peoria, Recent Group, Ridge Way Group, Robbins Group, Roshon, Santly-Joy Group, Shamrock, Shapire-Bernstein Group, Sophisticate, Tanner Group, Tempo, Weddington, Weiss Barry, World Group, Western Group, and Golden West.

Cap Booklet Promotes 25 Folk Artists

HOLLYWOOD, May 10.—Capitol Records, which continues to strengthen itself country and Westernwise, this week released for limited circulation a complete biographical and discographical 26-page book containing pictures and stories of its 25 rustic artists.

The contemplated second annual Capitol h.b. caravan (The Billboard, April 5), which will tour cross country, with a shifting east of Cap's music talent headed by its leading artists, has been turned over for booking to Americana Corporation, headed by Steve Stebbins here.

McConkey Office Inks Sarlo and Bardo Orks

CHICAGO, May 10.—McConkey Artists Corporation has signed Dick Sarlo, former Dick Jurgens sideman, and Bill Bardo and their orks Sarlo, who formed his band a year ago, is currently appearing at the Normandy here.

COMO! CHERRY'S PLAYING GOLF!

NEW YORK, May 10. — If Don Cherry stays as hot on the golf course as he has been the past two days, Perry Como better look to his links laurels. Cherry shot the Aro under par 70 to win the medal in the Richardson Memorial Tournament at Seawane Harbor Club here on Thursday (8), Friday (9), he came thru with a 68, and entered the semi-finals.

Copyright Law Has Firm Hold

CHICAGO, May 10.—Herman Finkelstein, general counsel of the American Society of Composers, Authors and Publishers, speaking before a luncheon meeting of the University of Chicago's Law School Conference on the Arts Publishing and the Law, Monday (5), declared it is within the right of an author to be paid in proportion to the success of his literary or musical works and that the principle on which the copyright law is founded, to encourage authors by granting them exclusive rights for limited periods of time, is now firmly embedded in the national life.

Finkelstein said that copyrights have sometimes been called monopolies. "This is one label that carries an odious connotation, and therefore should be avoided if it is inaccurate." To illustrate his talk, Finkelstein drew a comparison between a patent, which would limit the manufacturer of a product upon which a patent had been granted, and a copyright, which only prevents copying, but does allow anyone who independently formulates the same method of expressing ideas as to that embodied in a copyrighted work to seek a separate copyright.

Chess Forms New Checker Diskery

CHICAGO, May 10.—Leonard and Phil Chess, who head Chess Records, have set up a new label, called Checker. The addition of Checker, the Chess brothers said, would give the firm a chance to expand its present number of releases and would also be used to start a Country and Western line. Several r.&b. artists, including Six Miller and Arbee Stidham, have already been signed to record on Checker.

Distribution for Checker will be handled thru approximately 80 per cent of the reps now handling Chess, with the balance to be appointed for the new label exclusively.

Piano Parade Grosses Record at Birdland

NEW YORK, May 10.—The closing tour date of the Piano Parade at the Birdland here this week opened Thursday (8) to the biggest gross in the Broadway club's history, according to Owner Morris Levy. Following the Birdland date the attraction, composed of the Art Tatum and Errol Garner trios, and Meade Lux Lewis and Pete Johnson, will disband to fulfill its original bookings.

The Piano Parade will regroup for another tour next fall that may carry it to Europe and Hawaii, in addition to domestic appearances. Booker is the Gale office.

Coral Drive Begins Soon

NEW YORK, May 10.—Coral Records hunches its early summer promotion next week in a campaign stressing standard items. The catalog of the 3 1/2-year-old Decca subsidiary has grown to the point where it can support such a drive, execs state.

The campaign will feature salesmen contests, with both branch and distributor staffers eligible. Prizes will be awarded based on sales of 22 standards in the diskery catalog, including items on the Brunswick label and reissues of Signature masters. Some of the platters were first made many years ago. One, for instance, "La Comparsita," was etched some 20 years ago by Carlos Molina for Brunswick and has only recently been transferred to the Coral label.

The drive will be supported by direct mail promotion to dealers and juke box operations and will be paralleled by special effort among disk jockeys. The campaign will run thru June.

Steve Conway Dies in London

NEW YORK, May 10.—Steve Conway, a leading British vocalist and recording artist, died in Guys Hospital, London, April 19, following an operation. He was 31. He is survived by his wife, a widow, and a seven-year-old daughter.

NATURAL FREAKS POPULAR NOW

NEW YORK, May 10.—The frenetic search for the unusual which has led a.f.r. men to roulette wheels, squeaking brakes, "boing" makers and echo chambers in recent months, assumed human dimensions this past week. A well-known recording director was overheard asking the question, "Do you know where I can find a singer with natural distortion?"

To Designate N.A.M.M. Slate

NEW YORK, May 10.—Ray S. Eriandson, president of the National Association of Music Merchants, has named Claude P. Street chairman of a committee to set a slate of 18 nominees from which eight new directors will be elected by the membership at the N.A.M.M. annual convention here late in July.

The association is also prepping three sessions at the con that will cover procedures for developing store-studio operations and industrial music programs.

Hefti Package Adds Bennett

NEW YORK, May 10. — The Neal Hefti ork, featuring thrush Frances Wayne, kicked off its first road tour yesterday (9) with an appearance in Denton, Md. The attraction, booked by the Music Corporation of America, has 21 dates set thru June 8, with others now being negotiated. For five one-nighters in New England, the combo will be presented as a package with chanter Tony Bennett. Other dates are in the East and Midwest.

The 14-piece Hefti band will carry the Cavaliers, a male vocal trio, along on the tour.

HILL & RANGE WANDERS AFAR

NEW YORK, May 10.—Thru its ownership of a number of moppet characters and the control of the song rights to others, Hill and Range in one way or another has become associated with organizations in many varied fields. Following are a few of these connections:

Advertisement for 'Would You' by Doris Day & Guy Mitchell, 'A Little Kiss Goodnight' by Oxford Music Corp., and 'PLL Sing to You' recorded by Don Cherry, Tony Davaar, and Jimmy Young.

Julian Aberbach, of Hill & Range, has returned from Europe and will remain in town for a few weeks before departing for the West Coast.

MANY leading radio and TV personalities, disc jockeys and program producers are giving preference to songs that are unique and extraordinary. The songs listed below are being favorably accepted for having those qualities that provide unusual programming opportunities. If you desire to identify your program with songs that have unique qualifications, you will want to consider these contemporary compositions.

A GUY IS A GUY

A "Hit Parade" favorite and current best seller. Recorded by Doris Day—Columbia; Ella Fitzgerald—Decca; Peggy Taylor—Mercury.

LADY LOVE

From the Columbia Picture, "Sound Off," starring Mickey Rooney. Recorded by Vaughn Monroe—RCA Victor.

LITTLE TRAIN A-CHUGGIN' IN MY HEART

An infectious novelty rhythm song with three unusual record interpretations to attest to its wide appeal. Recorded by Jane Turzy—Decca; Marion Morgan—MGM; Jimmy Boyd-Norman Luboff Choir—Columbia.

MY GIRL

A ballad in the tradition of great American standard songs. Recorded by Frank Sinatra—Columbia; Tommy Edwards—MGM.

(That Is When A Man He)

PUT THE FOOT DOWN

(MI CAJETAL)

The No. 1 Latin-American favorite, available for the first time with an English lyric adaptation. Recorded by Paulette Sisters and Larry Clinton Orchestra—Columbia; Los Magos—RCA Victor; Hermanas Limas—Okeh; Alejandro Cardonaes-Dan Zonera—RCA Victor; Tony Camargo—RCA Victor.

SUMMER IS A-COMIN' IN

This seasonal song has had wide acceptance on important radio and TV presentations. Recorded by Nat "King" Cole—Capitol.

THE BIGGER THE FIGURE

Based on "Largo al Factotum" from Rossini's "Barber of Seville," this novelty has acquired sufficient recognition to indicate it will attain widespread popularity. Recorded by Louis Prima—Columbia.

WIMOWEH

(Hey Up Joe! On Your Way!)

Over 400,000 records sold. By request of many performers a new English lyric has been made available for this African chant. Recorded by The Weavers-Gordon Jenkins—Decca; Jimmy Dorsey—Columbia; Yma Sumac—Capitol; Noro Morales—Okeh.

In Preparation

SO HELP ME

Based on Tchaikowsky's "Caprice Italienne". A new ballad that has created considerable pre-release trade interest. Scheduled for May 15 release. Recorded by Paul Weston-Norman Luboff Choir-Fred Lowry—Columbia.

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THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes. THE HONOR ROLL OF HITS, is determined by a scientific tabulation of melodic degrees of each song's popularity as measured by survey reports of The Billboard's Popularity Chart based on reports received May 7, 8, 9.

Last Week

This Week

2. 1. Blue Tango

By Leroy Anderson—Published by Mills Music (ASCAP)

RECORDS AVAILABLE: L. Anderson, Dec 27875; L. Baxter, Cap 1946; F. Clark, V 20-4541; E. Copat, Mercury 8817; D. Heyman, Mercury 5790; G. Lombardo, Dec 28031; J. Thomas, Mercury 8268; H. Winterhalter, V 20-4518.

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Work; Dave Terry, Associated

1. 2. Wheel of Fortune

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

RECORDS AVAILABLE: Ben Slaters-N. Reno, V 20-9520; Cardinals, Atlantic 958; F. Clark, V 20-4580; B. Costello-N. Sank, Oertero 2-104; Four Flames, Specialty 423; J. Hartman, V 20-4349; M. Hayes, Dec 48280; S. Kaye, Cap 39667; E. Light, Ori, Prof 1010; K. Malt, Remington R-25024; S. McDonald, Cap 1995; A. Prysock, Dec 27967; J. Scott, Coral 68650; R. Starr, Cap 1964; T. Thomson, King 1051; D. Washington, Mercury 8267; B. Wayne, Mercury 5779; E. Wilcox-S. Gale, Derby 787; B. Williams, MGM 13172.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dave Terry, Associated.

5. 3. Kiss of Fire

By LeRoy Allan and Robert Hill—Published by Duckert (BMI)

RECORDS AVAILABLE: T. Arden, Cap 39373; L. Armstrong, Dec 28177; L. Baxter, Cap 2102; B. Eckstein, MGM 11225; G. Glavin, Mercury 5823; G. Lombardo, Dec 28179; T. Martin, V 20-4621; A. Shelton, London 1214.

4. 4. Guy Is a Guy

By Oscar Brand—Published by Ludlow (BMI)

RECORDS AVAILABLE: Devils Day, Cap 39673; E. Fitzgerald, Dec 28049; D. Lee-J. Hanson Ori, Remington R-25028

3. 5. Blacksmith Blues

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

RECORDS AVAILABLE: E. S-Hill, V 20-4532; B. Darnell, Dec 27958; T. Harper-N. James Ori, Cap 39673; L. McCalliff, Cap 20907; E. M. Morse, Cap 1922; A. Moore, MGM 11173; S. Oliver-Ori, Dec 27972

ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Long-Work

7. 6. I'll Walk Alone

By Jules Styne and Sammy Cahn. Published by Mayfair (ASCAP)

RECORDS AVAILABLE: G. Aronson, Decca 28094; P. Andrews, Decca 20838; L. Armstrong, Dec 28177; D. Cornell, Coral 68659; J. Froman, Capitol 2844; R. Marx, Mercury 58213; L. Palmer, MGM 11198; P. King, Singer, Victor 18-4842; G. Lombardo, Decca 27948; M. Martin, Decca 25340; L. Prima, Mercury 5218; B. Taylor-P. Faith, Columbia 39658; M. Whiting, Capitol 2000.

8. 7. Any Time

By Herbert Mappy Lawson—Published by Hill & Range (BMI)

RECORDS AVAILABLE: E. Arnold, V 20-2700; F. Clark, V 20-4580; E. Fisher & N. Winterhalter, V 20-4380; A. Haley, Mercury 6099; D. Haynes, Dec 24506; Leo & Trio, Intre 6006; H. O'Connell, Cap 1995; S. Oliver, 27972.

ELECTRICAL TRANSCRIPTION LIBRARIES: Slim Bryant and Wild Cat, Phoenix; Spoor Conroy, Standard; LeRoy Herman, Long-Work; Alvin Holmes, Associated

8. I'm Yours

By Robert Mellin—Published by Algonquin (BMI)

RECORDS AVAILABLE: T. Arden, Cap 39373; L. Baxter, Cap 2102; D. Cornell, Coral 68640; A. Ellis, Mercury 5530; E. Fisher-N. Winterhalter Ori., V 20-480; Fair Ace, Dec 28182; B. Holiday, Coral 7318; G. MacRae, Cap 812; R. Markette, Mercury 2851; L. Russell Ori-N. Richardson, Apollo 1384; G. Short, Cap 38539.

6. 9. Pittsburgh, Pennsylvania

By Bob Merrill—Published by Oxford Music (ASCAP)

RECORDS AVAILABLE: G. Winchell-M. Miller, Cap 39663.

10. 10. Forgive Me

By Jack Yeller and Milton Ager—Published by Advanced (ASCAP)

RECORDS AVAILABLE: G. Auld, Coral 60718; T. Edwards, MGM 11378; E. Fisher-N. Winterhalter Ori, Victor 20-4574; A. Foster, Columbia 38959; P. Lee-G. Jamling Ori, Decca 28142; M. Nichols, Imperial 9173; J. Wately, Capitol 2078; W. Walker-G. Sullivan, Columbia 20006.

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"Blues in the Night" "Wash Blues"
OR 1/3 enter: "Limbohouse Blues"
"Barrow Blues"

	45	78	33 1/3
"WITH A SONG IN MY HEART" Jane Froman	809		
"BIG BAND BASH" Billy May	329		
"THREE WISHES FOR JAMIE" The Original Broadway Cast	317		
"CIRCUS PARADE" Ringling Bros. and Barnum & Bailey Band	313		
"LEGEND OF THE SUN VIRGIN" Yma Sumac	299		
"KITTEN ON THE KEYS" Ella Yarnall	206		
"TODAY'S TOP HITS" 8 Top Artists	9105	X	X
"HOUSEPARTY HOP" Ray Anthony	292		
"BOB CROSBY AND HIS BOSSAYS" Bob Crosby	293		X
"AN AMERICAN IN PARIS" Paul Whiteman	301		X
"ALL TIME FAVORITES" 8 Top Artists	9103	X	X
"ACCORDION POWERHOUSE" Ernie Felice	407		
"EASY DOES IT!" Benry Goodman	295		

TOP SELLERS---POPULAR

	QUANTITY	78	45		QUANTITY	78	45
"I'M CONFESSIN' (That I Love You)" "CARIPOCA" Les Paul and Mary Ford	2080			"ROSALIE" "MEXICALI ROSE" Ben Light	2074		
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" Kay Starr	1964			"THE HEARTY OF A CLOWN," "WHAT A DIFFERENCE A DAY MADE" Nellie Lutcher	1978		
"I WAITED A LITTLE TOO LONG," "CHO HO NA HA) ME TOO" Kay Starr	2042			"HONKY TONK BLUES," "ZITHER BLUES" Jan Garber	2068		
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" Ella Mae Morse	1922			"NAMBONE," "THE CANDY DANCERS' BALL" Tennessee Ernie	2017		
"I'LL WALK ALONE," "WITH A SONG IN MY HEART" Jane Froman	2044			"BE ANYTHING," "RIGHT OR WRONG" Helen O'Connell	2011		
"WHAT DOES IT TAKE TO MAKE YOU TAKE TO ME?" "SOMEWHERE ALONG THE WAY" Nat "King" Cole	2069			"WON'T YOU SURRENDER," "PRETTY AS A PICTURE" Dean Martin	2001		
"OAKIE BOOGIE," "LOVE YA' LIKE MAD!" Ella Mae Morse	2072			"TWO LITTLE KISSES," "WHO'S EXCITED!" Jan Garber	2033		
"AT LAST," "I'LL SEE YOU IN MY DREAMS" Ray Anthony	1912			"TATTLE TALE," "ANYTHING THAT'S PART OF YOU" Bob Eberly	2036		
"SNOWSHOE THOMPSON," "FATBACK LOUISIANA, U. S. A." Tennessee Ernie	2046			"LET DID MOTHER NATURE HAVE HER WAY," "GIVE ME MORE, MORE, MORE" Margaret Whiting and Jimmy Wakely	1965		
"HONEST AND TRULY," "WHEN THE SWALLOWS COME BACK TO CAPISTRANO" Billy May	2056			"GOODY GOODY," "IT'S BEEN SO LONG" Jeanne Gayle	2037		
"BLUE TANGO," "PLEASE, MR. SUN" Les Baxter	1966			"I LOVE TO HEAR A CHOO CHOO TRAIN," "TO BE LOVED BY YOU" Clyde McCoy	2045		
"MY LITTLE GIRL," "PERME POLKA" Johnny Pecon	2061			"BET-I-GHA," "I PASSED YOUR HOUSE TONIGHT" Dean Martin	2071		
"YOU'RE DRIVING ME CRAZY," "TRUMPET BOOGIE" Ray Anthony	2058			"NORTH," "CHINA BOY" Pete Dally's Chicagoans	2041		
"DELICADO," "BACS AND BACCAGE" Stan Kenton	2040			"I COULD WRITE A BOOK," "I'LL WALK ALONE" Margaret Whiting	2000		
"GOD'S LITTLE CANDLES," "WONDERING" Jeanne Gayle	2018			"YEA," "MAMBO RHAPSODY" Stan Kenton	2020		
				"GREEN GROW THE LILACS," "A DAY AWAY FROM YOU" Bob Eberly and Les Baxter	2033		

TOP COUNTRY and HILLBILLY

	78	45		78	45
"DON'T MAKE ME CRY AGAIN," "WAITING IN THE LOBBY OF YOUR HEART" Hank Thompson	2043			"I WANNA REST," "OLD BLIND BARNABUS" Martha Carson	2077
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" Hank Thompson	1992			"TRUE DETECTIVE," "LITTLE BITTY BLUES" Leon Chappel	2065
"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG" Faron Young	2039			"SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson	1900
"WEEPING WILLOW," "POKE SALAD GREEN" Leon Payne	2055			"GIRL WITH A PAST," "YOU'RE IN LOVE WITH YOU" Jimmy Heap	2035
"EVERYBODY'S GOT A GIRL BUT ME," "PUT YOUR ARMS AROUND ME" Tennessee Ernie	1042			"GOODBYE, LITTLE GIRL," "LOVE SONG OF THE WATERFALL" Jimmy Wakely	2028
"DIESEL SMOKE, DANGEROUS CURVES," "ALMANAC SONG" Bibi Strange	2032			"CRY, CRY, CRY," "I'M SINKIN' IN A HOLE" Bootsy Faye and Idaho Call	2027
"DDELING GUITAR," "BRYANT'S SHUFFLE" Jimmy Bryant	2057			"IT'S OUR GOODBYE," "WOMEN, BEWARE" Jimmie Skinner	2007

TOMORROW'S HITS—TODAY

	78	45
"CURTAIN OF TEARS," "PLEASE COME BACK" Sheets McDonald	2073	
"WIMOWEN," "BABALU" Yma Sumac	2079	
"THAT EVER-LOVIN' RAG," "GOODTIME CHARLIE" Joe (Pingus) Carr	2081	
"STRETCHIN' A POINT OR TWO," "PUT SOME SUGAR IN YOUR SHOES" Roy Hogsan	2083	
"I'M LOST," "LOVE ME SWEET AND LOVE ME LONG" The Divine Sixes	2082	
"RUTZA RUTZA (Harry Nutter)," "RIDDLE DE DIDDLE DE DAY" The Voices of Walter Schumann	2089	
"HILLBILLY HEAVEN," "DEVIL'S HEART" Wesley Tuttle	2091	
"IT'S A SIN TO TELL A LIE," "I'M THE WORLD'S BIGGEST FOOL" The Four Knights	2087	
"THE BOOM SONG," "I WAS JUST WALKIN' OUT THE DOOR" Jeanne Gayle	2088	
"I'M SO EASY TO SATISFY," "WHAT'LL I DO?" Gretie MacKenzie	2059	

NEW RELEASES

	78	45
"IT'S A SIN TO TELL A LIE," "I'M THE WORLD'S BIGGEST FOOL" The Four Knights	2087	
"THE BOOM SONG," "I WAS JUST WALKIN' OUT THE DOOR" Jeanne Gayle	2088	
"RUTZA RUTZA (Harry Nutter)," "RIDDLE DE DIDDLE DE DAY" The Voices of Walter Schumann	2089	
"FAREWELL (Far Just Awhile)," "STAR EYES" Helen O'Connell	2090	
"HILLBILLY HEAVEN," "DEVIL'S HEART" Wesley Tuttle	2091	
"SHENANDOAN SHUFFLE," "TIME" The Lancers	2092	
"MY MARY," "NEW STAR RAG" Ole Rasmussen	2093	
"I'M YOURS," "RISS OF FIRE" Les Baxter and Dick Beavers	2102	

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THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received May 7, 8 and 9

Records listed here in numerical order are played over the greatest number of record shows. List is based on reports from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 2. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks (Last) This to date/Week/Week	TITLE	Artist	Label
4	3	1. KISS OF FIRE	G. Gibbs	Mercury (78)5823; (45)5823K45-BMI
13	1	2. WHEEL OF FORTUNE	K. Starr	Capitol (78)1964; (45)F-1964-ASCAP
9	2	3. GUY IS A GUY	Doris Day-P. Weston	Capitol (78)39673; (45)4-39673-BMI
15	5	4. BLUE TANGO	L. Anderson	Decca (78)27875; (45)9-27875-ASCAP
14	4	5. BLACKSMITH BLUES	E. M. Morse	Capitol (78)1922; (45)F-1922-BMI
8	7	6. I'LL WALK ALONE	D. Cornell	Coral (78)60659; (45)9-60659-ASCAP
7	16	7. BE ANYTHING (But Be Mine)	E. Howard	Mercury (78)5815; (45)5815K45-ASCAP
9	6	8. PITTSBURGH, PENNSYLVANIA	G. Mitchell M. Miller	Capitol (78)39663; (45)4-39663-ASCAP
3	11	9. I'M YOURS	D. Cornell	Coral (78)60690; (45)9-60690-BMI
10	13	10. BLUE TANGO	H. Winterhalter	Victrola (78)4518; (45)47-4518-ASCAP
7	15	11. THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	Victrola (78)4574; (45)47-4574-ASCAP
3	20	12. DELICADO	P. Faith	Capitol (78)39706; (45)4-39706-ASCAP
7	11	13. FORGIVE ME	E. Fisher-H. Winterhalter	Victrola (78)4574; (45)47-4574-ASCAP
23	14	14. ANY TIME	E. Fisher-H. Winterhalter	Victrola (78)4359; (45)47-4359-BMI
10	10	15. BLUE TANGO	L. Baxter	Capitol (78)1966; (45)F-1966-ASCAP
2	—	16. HALF AS MUCH	R. Clooney	Capitol (78)39710; (45)4-39710-BMI
3	17	17. JUNCO PARTNER	R. Hayes	Mercury (78)5833; (45)5833K45-BMI
2	19	18. I'M YOURS	E. Fisher-H. Winterhalter	Victrola (78)4680; (45)47-4680-BMI
15	8	19. AT LAST	R. Anthony	Capitol (78)1912; (45)F-1912-ASCAP
10	9	20. AROUND THE CORNER	J. Stafford	Capitol (78)39653; (45)4-39653-ASCAP
26	22	21. CRY	J. Ray	Okey (78)6840; (45)4-6840-BMI
1	—	21. I'M CONFESSIN'	L. Paul-M. Ford	Capitol (78)2080; (45)F-2080
3	—	23. BLUE TANGO	G. Lombardo	Okey (78)2951; (45)9-2951-ASCAP
10	—	23. WHEEL OF FORTUNE	Bell Sisters	Victrola (78)4520; (45)47-4520-ASCAP
3	18	25. KISS OF FIRE	T. Martin	Victrola (78)4671; (45)47-4671-BMI
2	—	25. I'LL WALK ALONE	J. Froman	Capitol (78)2044; (45)F-2044-ASCAP
13	26	27. WHEEL OF FORTUNE	B. Wayne	Mercury (78)5779; (45)5779K45-ASCAP
15	—	27. (Here Am I) BROKEN HEARTED	J. Ray	Capitol (78)39636; (45)4-39636-ASCAP
10	30	29. PERfidIA	Four Aces A. Alberts	Decca (78)27967; (45)9-27967-ASCAP
1	—	29. KISS OF FIRE	B. Eckstine	MGM (78)31225; (45)9-31225-BMI

VOX JOX

By JOE MARTIN

Premes

Just a bit belated are premiere performance statistics on the nine-pound son of Bill Endicott, KBRC, Mount Vernon Wash. . . Dick Diebel is handling the morning music and giveaway show on KURV, Edinburgh, Tex. . . Aaron Allen, folk singer, has joined KWED, Sequim, Tex., and holds forth on a one-hour afternoon disk show. . . Allan Curtis moved to WWNH, Rochester, N. H., from WFGM, Fitchburg, Mass. New Western show on KYUM, Yuma, Ariz., is called "Sage Brush Serenade" and is emceed by Fred (Cactus Patch) Pelger. . . Bob Dickson and Chuck Schwartz doing a duo on KULP, El Campo, Tex. . . Mac Leonard handles the morning call on WANN, Annapolis, Md. . . Ed Pebbles is at WWSG, Tifton, Ga., and could use some platter service.

Glenn Elliot, formerly at WPEO, Peoria, Ill., is spinning 'em over WANE, Fort Wayne, Ind. . . New "Night Watchman" crew at WSRB, Cleveland, is Dave Bondu and Kiddo. . . Leigh Kanasas is the new proprietor president of the "1280 Club" on WOY, New York. He's former manager of Studio 13, Minneapolis, and formerly with WL0L and KDAL in the same town. . .

Howie Leonard's platter show on WLAW, Boston, has been moved from 8-10 p.m. Saturdays to 2-3:30 p.m. that day. . . Lucky Len Ross, KRUX, Phoenix, Ariz., is piloting a new platter show in addition to his regular "Dance Time." The new one is a request opus.

Bob Howard's "Music Room" on WLEC, Sandusky, O., has been extended to fit three hours across the board. On WJMR, New Orleans, Olga Kogos has been appointed record librarian, and Roger Nash is holding down the noon to 1 p.m. slot. "Musical Clock" show run by Jeff Evans on WLDY, Lady Smith, Wis., has been extended another 15 minutes across the board. Show runs six hours a week.

Gimmix

A. D. Downer, KDET, Center, Tex., is the unopposed candidate for State representative of the 10th Legislative District. In 1950 Downer was elected county attorney.

Charles Hancock, former employee of the same station and now with KSF4, Nagadoches, Tex., is the unopposed candidate for State representative of the 11th Legislative District. Spike Jones and his City Slickers crew took over an hour of Chuck Rudd's show over CHUB, Nantamo, B. C., recently. The local Teen Town Convention gathered in the studio for the personal appearance and made Spike honorary chief "Hole in the Head."

Don Evans, Polka emcee on WJET, Erie, Pa., has had a personal theme song recorded for him by the Chuck Smith ork. . . On one Saturday night show over WSRB, Cleveland, deejay Jack Gale had Les Paul, Mary Ford and Don Cornell as guests. Les and Mary broke up the joint, says Gale in singing some old hillbilly ditty like "Hangin' of Old Cahle Brewer."

Sam Lillibridge, KCLW, Hamilton, Tex., is now recording for the Blue Ribbon record label. . . Ari Preston, WIDE, Biddeford, Me., recently staged a "disk jockey hop" at one of the local high schools. . . Bill Haley, country and Western deejay on WPWA, Chester, Pa., has a strong disk of his own on the Essex label. . . Leo McDevitt, WBSM, New Bedford, Mass., moved his Saturday ayem show into the local department store. . . John C. Schneider, WBUD, Morrisville, Pa., has been using a theater ticket giveaway gimmick with excellent results. . . Len Stevens, "Morning Mayor" on WHAT, Philadelphia, is looking for a name for his new assistant—canary. . . When the Ray Anthony ork played the University of Arkansas,

(Continued on page 54)

Best Selling Sheet Music

Based on reports received May 7, 8 and 9

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales (F) indicates tune is a film; (M) indicates tune is legit musical; (R) indicates tune is available on records.

POSITION	Weeks (Last) This to date/Week/Week	TITLE	Artist
12	1	1. WHEEL OF FORTUNE (R)	Laurel
9	2	2. BLUE TANGO (R)	Mills
9	3	3. BLACKSMITH BLUES (R)	Hill & Range
18	5	4. ANY TIME (R)	Hill & Range
8	4	5. GUY IS A GUY (R)	Ludlow
4	7	6. I'LL WALK ALONE (R) (F)	Mayfair
3	6	7. KISS OF FIRE (R)	Duchess
8	9	8. PITTSBURGH, PENNSYLVANIA (R)	Oxford
4	12	9. BE ANYTHING (But Be Mine) (R)	Shapiro-Bernstein
14	8	10. PLEASE, MR. SUN (R)	Weiss-Barry
14	10	11. BE MY LIFE'S COMPANION (R)	E. H. Morris
5	11	12. FORGIVE ME (R)	Advanced
1	—	13. I'M YOURS (R)	Algonquin
22	13	14. CRY (R)	Mellow
1	—	15. SOMEBODY BIGGER THAN YOU AND I (R)	Bull's Eye

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 items in the case of list tunes alphabetically. This music checked is approximately lower 60 per cent all-time.

(F) indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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A Guy Is a Guy (R)	Laurel—BMI
Am I in Love (R)	Famous—ASCAP
Any Time (R)	Hill & Range—BMI
Be Anything (But Be Mine) (R)	Shapiro-Bernstein—ASCAP
Be My Life's Companion (R)	E. H. Morris—ASCAP
Blacksmith Blues (R)	Hill & Range—BMI
Blue Tango (R)	Mills—ASCAP
For the Very First Time (R)	Berke—ASCAP
Forgive Me (R)	Advanced—ASCAP
Gandy Dancers' Ball (R)	Dixey—ASCAP
Girls (R)	Life—BMI
Going on a Holiday (R)	Oxford—ASCAP
Heart and Truth (R)	Lige—ASCAP
How Close (R)	Life—BMI
If Someone Had Told Me (R)	Whitmark—ASCAP
If We Were Alone (R) (F)	Mayfair—ASCAP
Journing I Dream of Lila: Time (R)	Felt—ASCAP
Kiss of Fire (R)	Duchess—BMI
Perfidia (R)	Pre—BMI
Similar to the Sale (R) (F)	Wendy-Rose—BMI
Tell Me Why (R)	5-pet—BMI
That's the Chance You Take (R)	George Pastore—ASCAP
To Be Loved By You (R)	Pre—ASCAP
Up and Over Water (R)	Life—BMI
What Good Is a Cat (R)	Mills—ASCAP
Wheel of Fortune (R)	Laurel—ASCAP
Would You (R)	Rocklin—ASCAP

Top Ten in Television

A Guy Is a Guy (R)	Ludlow—BMI
Any Time (R)	Hill & Range—BMI
Be Anything (But Be Mine) (R)	Shapiro-Bernstein—ASCAP
Blacksmith Blues (R)	Hill & Range—BMI
Blue Tango (R)	Mills—ASCAP
Cry (R)	Mellow—ASCAP
Dance Me Lovers (R)	Erwin-Howard—ASCAP
Singler in the Rain (R)	Remains—ASCAP
Tell Me Why (R)	Signet—BMI
That's the Chance You Take (R)	George Pastore—ASCAP

England's Top Twenty

POSITION	Weeks (Last) This to date/Week/Week	TITLE	English	American
11	1	1. UNFORGETTABLE	Bourne Music, Ltd.	Bourne Music
9	2	2. CRY	Francis Day	Mellow
12	3	3. SLOWCOACH	Sterling	Ridgeway
5	4	4. TELL ME WHY	"	Signet
6	9	5. BE MY LIFE'S COMPANION	Morris	E. H. Morris
3	10	6. AROUND THE CORNER	"	Frank
8	7	7. WE WON'T LIVE IN A CASTLE	Campbell-Covey	Oxford Music
"	13	8. WHEEL OF FORTUNE	Laurel	"
16	4	9. THERE'S ALWAYS ROOM AT OUR HOUSE	Campbell-Covey	Oxford Music
13	7	10. LITTLE WHITE CLOUD	Larry Spier	Sole
9	11	11. SATURDAY RAG	John Field	"
19	6	12. MISTAKES	Laverne Wright	Mills
5	14	13. AT LAST, AT LAST	Pickwick	Duchess
3	16	14. NEVER	"	Robbins
10	12	15. I WANNA SAY HELLO	Sterling	Jubilation-Morris
5	14	16. PLEASE, MR. SUN	Chappell	Weiss & Barry
8	15	17. ONLY FOOLS	"	"
2	20	18. ANYTIME	Victoria	Hill & Range
20	12	19. AT THE END OF THE DAY	Chappell	Chappell
3	—	20. PITTSBURGH, PENNSYLVANIA	"	Oxford

*Publisher not available as The Billboard goes to press.

GENE NORMAN presents
AN ART TATUM CONCERT
 Yesterdays ★ How High the Moon ★ Willow Weep for Me ★ Someone to Watch Over Me ★ The Merry Dance ★ The Man I Love ★ Tatum-Pala Boogie ★ I Know That You Know ★
 Humoresque
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this week on COLUMBIA

COLUMBIA'S No. 1
 PERCY FAITH
DELICADO FESTIVAL
 39708, 4-39708



better than ever!

TONY BENNETT Here in My Heart I'm Lost Again



with Percy Faith and his Orchestra
 39745, 4-39745

OTHER NEW RELEASES

MITCH MILLER
**CUBAN NIGHTINGALE
 BUNK HOUSE BOOGIE**
 with Ray McKinley
 39742, 4-39742

DE PAUR'S INFANTRY CHORUS
**MOVE OVER,
 GENERAL BROWN
 PEACE IN THE VALLEY**
 39743, 4-39743

MACHITO
**CONTIGO EN LA
 DISTANCIA
 FREEZELANDIA**
 39744

THE MASTERS FAMILY
**GLORY LAND MARCH
 THE CRY FROM
 THE CROSS**
 20940, 4-20940

THE COLWELL BROTHERS
**THING-A-MA-JIG
 THE CITY SONG**
 20939, 4-20939

your check list-COLUMBIA'S TOP TWELVE

based on actual sales reports for week ending May 10

GUY MITCHELL
 Pittsburgh, Pennsylvania
**The Doll With a Sawdust
 Heart**
 39663, 4-39663

DORIS DAY
 A Guy Is a Guy
Who, Who, Who
 39673, 4-39673

CARL SMITH
 It's a Lovely, Lovely World
Are You Teasing Me!
 20922, 4-20922

SAMMY KAYE
 You
Oh, How I Miss You Tonight
 39724, 4-39724

JOHNNIE RAY
 Cry
**The Little White Cloud
 That Cried**
 Okch 6840, 4-6840

FRANKIE LAINE
 The Gandy Dancers' Ball
When You're in Love
 39665, 4-39665

ROSEMARY CLOONEY
 Half As Much
Poor Whip-Poor-Will
 39710, 4-39710

JO STAFFORD
 Raminay!
Within Your Arms
 39725, 4-39725

JOHNNIE RAY
 Please, Mr. Sun
Broken Hearted
 39636, 4-39636

ROSEMARY CLOONEY
 Tenderly
Did Anyone Call!
 39648, 4-39648

JOHNNIE RAY
 What's the Use!
**Mountains in the
 Moonlight**
 39698, 4-39698

GEORGE MORGAN
 ALMOST
YOU'RE A LITTLE DOLL
 20906, 4-20906

COLUMBIA RECORDS

for music that sends them . . . to you!

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pop Singles

Based on reports received May 7, 8 and 9

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks Last This	Title	Artist	Label
19	2	1.	BLUE TANGO Belle of the Ball	L. Anderson Dec(7)27875; (45)9-27875-ASCAP
14	1	2.	WHEEL OF FORTUNE I Wanna Love You	K. Starr Cap(7)11964; (45)F-1964-ASCAP
5	3	3.	KISS OF FIRE Lasting Thing	G. Gibbs Mercury(7)15823; (45)15823-45
10	4	4.	GUY IS A GUY Who, Who, Who	Doris Day-P. Weston Col(7)39673; (45)4-39673-BMI
14	3	5.	BLACKSMITH BLUES Love Me or Leave Me	E. M. Morse Cap(7)19222; (45)F-19222-BMI
4	11	6.	FM YOURS My Mother's Pearls	D. Cornell Cornell(7)16090; (45)9-6090-BMI
4	13	7.	DELICADO Lasting Thing	P. Faith Cap(7)139708; (45)4-39708-ASCAP
3	15	8.	FM YOURS Just a Little Lovin'	E. Fisher-H. Winterhalter V(7)120-4630; (45)47-4680-BMI
9	7	9.	ILL WALK ALONE That's the Chance You Take	D. Cornell Cornell(7)16059; (45)9-6059-ASCAP
10	6	10.	PITTSBURGH, PENNSYLVANIA Don't Walk the Sandlot Heart	G. Mitchell-M. Miller Col(7)39663; (45)4-39663-ASCAP
9	8	11.	FORGIVE ME That's the Chance You Take	E. Fisher-H. Winterhalter V(7)120-4574; (45)47-4574-ASCAP
1	—	12.	HERE IN MY HEART I Cried Myself to Sleep	A. Marfino 885 101
24	12	13.	ANY TIME Never Before	E. Fisher-H. Winterhalter V(7)120-4559; (45)47-4559-BMI
10	8	14.	BLUE TANGO Gassy Trail	H. Winterhalter V(7)120-4518; (45)47-4518-ASCAP
8	14	15.	BE ANYTHING (But Be Mine) She Told	E. Howard Mercury(7)15815; (45)15815-45-ASCAP
2	19	16.	ILL WALK ALONE With a Song in My Heart	J. Froman Cap(7)12044; (45)F-2044-ASCAP
13	21	17.	PERFIDIA You Brought Me Love	Four Aces-A. Alberts Dec(7)27987; (45)9-27987-ASCAP
3	16	18.	KISS OF FIRE For the Very First Time	T. Marlin V(7)120-4671; (45)47-4671-BMI
4	20	19.	KISS OF FIRE Never Like This	B. Eckstine MGM(7)11225; (45)K-11225-BMI
26	10	20.	CRY Little White Cloud That Cried	J. Ray Decca(7)16640; (45)4-6640-BMI
1	—	21.	CARIACA I'm Confessin'	I. Paul Cap(7)12080; (45)F-2080-ASCAP
6	18	22.	WHAT'S THE USE Mourning in the Moonlight	J. Ray Cap(7)139698; (45)4-39698-ASCAP
2	24	23.	JUNCO PARTNER Summerline	R. Hayes Mercury(7)15833; (45)15833-45-BMI
5	16	24.	BLUE TANGO At Last, At Last	G. Lombardo Dec(7)28031; (45)9-28031-ASCAP
19	28	25.	TILL ME WHY Trust in Me	E. Fisher-H. Winterhalter V(7)120-4444; (45)47-4444-BMI
7	22	26.	WHISPERING WINDS Love, Where Are You Now	P. Page Mercury(7)15816; (45)15816-45-ASCAP
1	—	26.	BE ANYTHING (But Be Mine) When I Look Into Your Eyes	Champ Butler Cap(7)139690; (45)4-39690-ASCAP
24	27	28.	TELL ME WHY Garden in the Rain	Four Aces-A. Alberts Dec(7)27860; (45)9-27860-BMI
7	—	28.	AT LAST I'll See You in My Dreams	R. Anthony Cap(7)11912; (45)F-11912-ASCAP
7	28	30.	BLUE TANGO Please, Mr. Sam	L. Baxter Cap(7)11966; (45)F-11966-ASCAP
1	—	30.	WHEN YOU'RE IN LOVE Gandy Dancers' Ball	F. Laine Cap(7)139665; (45)4-39665-ASCAP

• Best Selling Classical Albums

Weeks	This Week	Title	Label
1	1.	Puccini: La Bohème, L. Albanese, J. Pierre, A. Toscanini, conductor. V (33) LM-4006	V
2	2.	Moscowsky Pictures at the Exhibition, Chicago Symphony Ork. R. Kubelik, conductor. Mercury (33) MG-50000	Mercury
3	3.	Verdi: La Traviata (Complete Opera), L. Albanese, G. Celanovsky, P. Dennis, J. Garris, R. Merrill, J. Merand, J. Pierre, M. Steinman, NBC Symphony Ork. & Dionis; A. Toscanini, conductor; Willoughby, director. V (33) LM-6003	V
4	4.	Debussy: La Mer; NBC Symphony Ork. A. Toscanini, conductor. V (33) LM-1221	V
5	5.	Dvorak: Symphony No. 5 "From the New World"; Chicago Symphony Ork. R. Kubelik, conductor. Mercury (33) MG-50002	Mercury

Weeks	This Week	Title	Label
1	1.	Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork. P. Monteux, conductor. V (45) WOM-920	V
3	2.	Tchaikovsky: Swan Lake Ballet; St. Louis Symphony Ork. V. Goltzschmann, conductor. V (45) WOM-1628	V
2	3.	Stravinsky: Rite of Spring; Minneapolis Symphony Ork. E. Grandy, conductor. V (45) WOM-262	V
—	4.	Offenbach: Gaiety Parisienne; Boston Pops Ork. A. Fielder, conductor. V (45) WOM-1147	V
—	5.	Bizet: Excerpta From Carmen; G. Smartshoff, L. Albanese, R. Vinson, R. Merrill. V (45) WOM-1078	V

DEALER DOINGS

Merchandising Aids

When record volume dips, smart merchandising can mean the difference between profit and loss. The dealer who searches out new angles for offering his product has the edge. Even when it's necessary to cut prices, it can be done in such a way that the low cost is not the only inducement to buy. A gimmick used by Rene Manola, of the Carlisle Radio Company, Carlisle, Pa., is a case in point. The store has a special rack sporting the legend, "Off the Hit Parade... 30 days old." The disks are offered at 50 cents each and the rack helps move stock that might otherwise pile up. The outlet also gift wraps on request and gives away "bunt records" with orders of a certain size. Still, Miss Manola "would like to get larger discounts in order to absorb the low return privilege situation."

Pace Music, of Saginaw, Mich., writes, "That with business very slow during these spring and summer months, we boost sales by suggestive selling. You're bound to sell some extra records or accessories if you make a suggestion to every customer." This is advice that dealers can't hear too often. ... Customers of Ferguson's Record Shop, Memphis, have commented favorably on a new listening booth wiring set-up the store has experimented with. The manager offered the idea to other dealers who might like to copy it. Ferguson explains: "I have both the overhead concealed light and the player outlet wired on the same switch (the player on-off switch is shorted out). Thus, when the customer turns on the light switch, the overhead light and the player amplifier go on at the same time. When he turns out the light as he leaves the booth, the player is automatically turned off."

Gripes

The Meltone, of Bethesda, Md., is unhappy about the way Victor now packages its 45 r.p.m. albums. The outlet reports that customers have been complaining that "static electricity holds the liner paper to records and prevents it from sliding off easily. Also they tell us it affords a greater opportunity to get dirty hands on records. It's so much simpler to slide three or four out of albums and place them directly on the spindle." ... From Manuel Silver, of Grove Hall Record & Music, Roxbury, Mass., comes this observation: "We have observed trouble with cut-price and low-cost records and now used juke box records at 29 cents. Whew!"

Kerm's, of Orleans, Vt., says that one of his major-label distributors is still far from prompt on doughnut-platter deliveries. "Can't get 45 r.p.m. records until they are old and their ink smudged," he writes. ... Capitol is one of the best companies to deal with, writes Bob Wilson, of Wilson's, Park Ridge, N. J., but the dealer would like to see the label's distributor in his territory change billing procedure. "Instead of pricing each item with each delivery, they let them accumulate and hit you with all of them at the end of the month." It's a "production" to check merchandise against prices, he states.

Chatter

Al Meyer, of Town and Country Music, Westwood, N. J., is doing well with the recent Johnnie Ray album, but finds that most of the action is on 78, rather than 33 or 45 r.p.m. ... Weisang Brothers, of Racine, Wis., has the following advice to offer to customers: "What I think would help the record industry are fewer singers, but the best, and better LP's. We have to exchange too many because of defects."

• Best Selling Children's Records

Based on reports received May 7, 8 and 9

Records listed are those records selling best in the nation's retail record stores (retail), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION	Weeks Last This	Title	Artist	Label
35	1	1.	SNOW WHITE AND THE SEVEN DWARFS (Two Records) Dennis Day V(7)81-33; (45)WY-33	V
77	2	2.	BOZO ON THE FARM (Two Records) P. Colvig-B. Marx Cap(7)108X-3076; (45)KCRF-3076	Cap
118	3	3.	CINDERELLA (Two Records) I. Wood & DeWey V(7)81-399; (45)WY-399	V
10	3	4.	IT'S HOWDY DOOY TIME (One Record) Howdy Doody-B. Smith V(7)81-446; (45)WY-446	V
73	3	5.	TWEETY PIE (One Record) H. Stone-B. May Cap(7)108X-3074; (45)KCRF-3074	Cap
5	6	6.	WINNIE THE POOH & THE HEFFALUMP WINNIE THE POOH & THE TIGGER J. Stewart V(7)81-438; (45)WY-438	V
42	2	7.	ALICE IN WONDERLAND (One Record) K. Beaumont-E. Wynn V(7)81-437; (45)WY-437; (53)LY-1	V
51	12	8.	LONE RANGER VOL. 1 (He Becomes the Lone Ranger) (One Record) G. Trenhol Dec(7)8K-29; (45)1-252	Dec
8	—	8.	HOWDY DOOY'S GO'S AND DON'T'S (One Record) Howdy Doody-B. Smith V(7)81-445; (45)WY-445	V
56	—	8.	LITTLE ENGINE THAT COULD (Two Records) P. Wins V(7)81-384; (45)WY-384	V
54	10	11.	PETER AND THE WOLF (Two Records) S. Slaton V(7)81-386; (45)WY-386	V
35	12	11	LITTLE RED CADDISE (One Record) S. Slaton Cap(7)108X-3102; (45)KCRF-3102	Cap
33	14	13.	TWEETY'S PUDDY TAT TWIDDLE (Two Records) H. Stone-B. May Cap(7)108X-3102; (45)KCRF-3102	Cap
31	8	14	NEVERY HAWK (One Record) M. Black Cap(7)108X-3098; (45)KCRF-3098	Cap
176	—	15.	BOZO AT THE CIRCUS (Two Records) Al Robinson-William Plano Colvig Cap(7)108X-34; (45)KCRF-3030; (33)DX-314	Cap
174	—	15.	LITTLE TOOT (One Record) Don Wilton-The Starlighters Cap(7)108X-3001; (45)KCRF-3001	Cap

• Best Selling Pop Albums

Based on reports received May 7, 8 and 9

Because all labels are not issued on all spaces it is difficult to conduct a one album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out the Billboard's pop chart questionnaires so a comparison may be made between their 33 pop album sales and their 45 pop album sales. Therefore, the Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums.

Last Week	This Week	Title	Label
—	1.	WITH A SONG IN MY HEART J. Froman Cap(7)108X-309; (33)IL-309	Cap
3	2.	SINGIN' IN THE RAIN Original Cast MGM(7)108X-113; (33)IL-113	MGM
2	3.	JOHNNIE RAY J. Ray-Four Lads-B. Cole Quintet Cap(7)108X-289; (33)IL-289	Cap
4	4.	AN AMERICAN IN PARIS G. Kelly-G. Gullery-A. Green MGM(7)108X-93; (33)IL-93	MGM
5	5.	I'LL SEE YOU IN MY DREAMS Doris Day-Original Cast Cap(7)108X-289; (33)IL-289	Cap
6	6.	TOP GUNS F. Carr V(7)81-3024; (33)LP-3024	V
7	7.	GLENN MILLER CONCERT VOL. II G. Miller V(7)81-3025; (33)LP-3025	V
9	8.	GLENN MILLER CONCERT G. Miller V(7)81-3025; (33)LP-3025	V
10	9.	EDDIE FISHER SINGS E. Fisher V(7)81-3025; (33)LP-3025	V
8	10	SHOW BOAT Original Cast-R. Grayson-A. Gardner-M. Keel MGM(7)108X-84; (33)IL-84	MGM

Last Week	This Week	Title	Label
—	1.	WITH A SONG IN MY HEART (Four Records) J. Froman Cap(7)108X-309; (45)KDF-309	Cap
2	2.	JOHNNIE RAY (Four Records) J. Ray-Four Lads-B. Cole Quintet Cap(7)108X-289; (45)KDF-289	Cap
5	3.	SINGIN' IN THE RAIN (Four Records) Original Cast MGM(7)108X-113; (45)KDF-113	MGM
4	4.	AN AMERICAN IN PARIS (Four Records) G. Kelly-G. Gullery-A. Green MGM(7)108X-93; (45)KDF-93	MGM
5	4.	I'LL SEE YOU IN MY DREAMS (Four Records) Doris Day-Original Cast Cap(7)108X-289; (45)KDF-289	Cap
6	6.	TOP GUNS (Four Records) F. Carr V(7)81-3024; (45)KDF-3024	V
7	7.	GLENN MILLER CONCERT VOL. II (Four Records) G. Miller V(7)81-3025; (45)KDF-3025	V
9	8.	EDDIE FISHER SINGS (Four Records) E. Fisher V(7)81-3025; (45)KDF-3025	V
10	9.	GLENN MILLER CONCERT (Four Records) G. Miller V(7)81-3025; (45)KDF-3025	V
8	10	SHOW BOAT (Four Records) Original Cast-R. Grayson-A. Gardner-M. Keel MGM(7)108X-84; (45)KDF-84	MGM

• Classical Reviews

80
HEIFETZ PLAYS—N. Heifetz, RCA Victor Sym. Ork. William Steingberg and Donald Voorhes, Cond. (11-107)
Ten-inch LP's are admittedly more difficult to assess than 12's. There should be no doubt of activity on this disk. Etched here are two recital war horses, plus two more violin works only slightly less popular. Heifetz plays in his expected superb fashion: the Sadeles-Salo "Introduction and Ronde Capriccioso" and "Havanna's" the "Carmen Fantasy" by Elzer-Weisman, and Sarasate's "Zigeunerweisen." A musical treat for almost anyone.

70
SEETHVEN PIANO CONCERTO NO. 1 IN G MAJOR—Frederic Milder-Austrian Symphony Ork-Karl Roslav, Cond. (11-127)
Burlington (33) R-100-72
Here's a fine recording of a major piano concerto that stands well the test of comparison with several other LP versions presently available. It's the only one, that, at the price, is in the cut, if nothing else, should attract good buyer action. Recording is good and surfaces shiny.

80
PROCH: THEME & VARIATIONS AND FELICIAN DAVID CHARMANT OISEAU, FROM LA PERLE OUVRESILLE—City Pops, Peter Gamba and Maurice Abravanel, Cond. (11-107)
Col (33) AAL-14
Two famous collaborative artists are offered here, being beautifully and with exciting ease by the soprano. They're difficult indeed to perform properly, the one would never know it by listening to Miss Pops. Another in the series of low-cost LP's by Columbia, this one should forge ahead quickly.

69
EMMANUEL LIST IN OPERA AND SONG—Emmanuel List-Austrian Symphony Ork. Wilhelm Lohrer, Cond. (11-107)
Mercury (33) R-100-73
Emmanuel List, the big-nosed Metronome basso, is showcased here in three operatic excerpts and four songs. The former, taken from "Der Rosenkavalier," "The Barber of Seville" and "La Juive," are backed by a symphony orchestra. Pianist Otto Schuchoff is the accompanist in the latter. Songs are from the writings of Schubert, Zelter, Thomas and Massachusetts. All are some what fine styling by the singer.

72
MOZART: PIANO CONCERTO NO. 24 IN G MINOR (K. 491)—Suzi Blum-Austrian Symphony Ork. Wilhelm Lohrer, Cond. (11-127)
Mercury (33) R-100-75
One of the fine Romantic efforts the low-cost edition has offered, the Mozart G Minor rates as an excellent item. Piano and orchestra team in a well-integrated performance and recording sound is excellent and with few equal cost. Collectors of Mozart's G Minor overture, conducted by Robert Meyer, used to fill in his side.

62
A CAMILLA WILLIAMS RECITAL—Camilla Williams-Boston Symphony Ork. (11-107)
MGM E-140
Miss Williams has established a sound reputation with the New York City Opera Company. The soprano is heard here in first songs by Debussy, Delibes, Respighi and others. In the 11 selections in the set, two of the most attractive are an English folk song, "Aurora Lullaby," and a melody set to Chinese lyrics, "The King." All are sung ably and with few equal cost. Collectors of vocal music will find this a welcome catalog addition.

the FONTAINE sisters
singing ...
"I GRABBED for the ENGINE"
(and I Caught the Caboose)

With the
MITCHELL AYRES
Orchestra
RCA 20-4667
47-4667

and
"WHEN I DREAM"
(I Always Dream of You)

This week's

New Releases
... on **RCA Victor**

Release 52:20

Sings Coast to Coast, Week of May 18

POPULAR

FREDDY MARTIN and his Orchestra
There'll Be No New Tunes on This Old Plane
Small Talk 20-4718—(47-4718)*

BIBI JOHNS with Orchestra directed by Hugo Winterhalter
The Night Is Filled With Echoes
Someone To Kiss Your Tears Away 20-4716—(47-4716)*

LISA KIRK and BOB HAYMES
Fifty Years Ago
Walk Till the Sun Shines Nello Mura 20-4715—(47-4715)*

THE GOLDEN CHORUS
God Is Love
Tenderly He Watches 20-4717—(47-4717)*

DINAH SHORE and TONY MARTIN with Henri Rene and his Orchestra
If Someone Had Told Me
No Other Girl for Me 20-4718—(47-4718)*

LAWRENCE DUCHOW and his Red Raven Orchestra
Three Yanks—Fella
Barbara—Schottisch 20-4698—(47-4698)*

COUNTRY — WESTERN

TEX WILLIAMS and his Orchestra
Himal
Bronze Masters' Ball 20-4686—(47-4686)*

TEXAS JIM ROBERTSON
Low in the Lehigh Valley
Put Your Arms Around Me 20-4710—(47-4710)*

RHYTHM-BLUES

DUKE ELLINGTON and his Famous Orchestra
Strange Feeling
Balcony Serenade 20-4711—(47-4711)*

Dancers in Love
Coloratura 20-4710—(47-4710)*

SACRED

BLACKWOOD BROTHERS' QUARTET
The Love of God
Everywhere He Wins 20-4679—(47-4679)*

NEW ALBUMS

AL GOODMAN and his Orchestra
Al Goodman Plays Dinner Music
P-316—(W-F-24)4—LPM-3017*

CITIES SERVICE BAND OF AMERICA, Conducted by Paul Lavalle
Swiss Marches P-330—(W-F-25)4—LPM-3018*

CITIES SERVICE GREEN and WHITE QUARTET
Just a Song at Twilight
P-332—(W-F-25)4—LPM-3020*

*45 rpm cat. num.
**33 1/3 rpm cat. num.



indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to order promptly when current stocks begin to approach the "sold out" stage.

- 5 **I'm Yours**
Eddie Fisher 20-4680—(47-4680)*
- 5 **Busybody/I Don't Mind**
Pee Wee King 20-4655—(47-4655)*
- 5 **Kiss of Fire**
Tony Martin 20-4671—(47-4671)*
- 5 **Don't Ever Take the Ribbons From Your Hair/
Someone Calls Me Daddy**
Eddy Arnold 20-4646—(47-4646)*
- 5 **Anytime**
Eddie Fisher 20-4359—(47-4359)*
- 5 **That's the Chance You Take/Forgive Me**
Eddie Fisher 20-4574—(47-4574)*
- 5 **Blue Tango**
Hugo Winterhalter 20-4518—(47-4518)*
- 5 **Rutza, Rutza/Boo-Hoo**
Bell Sisters 20-4665—(47-4665)*
- 5 **Lady Love/Idaho State Fair**
Vaughn Monroe 20-1611—(47-4611)*
- 5 **I Just Telephone Upstairs**
Hank Snow 20-4632—(47-4632)*
- 5 **Perfidia/At Last**
Glenn Miller 27-0157—(42-0157)*
- 5 **Got You on My Mind**
John Greer 20-4348—(47-4348)*
- 5 **Diesel Smoke**
Sons of the Pioneers 20-4659—(47-4659)*
- 5 **Tell Me Why/Trust in Me**
Eddie Fisher 20-4444—(47-4444)*
- 5 **The Gold Rush Is Over**
Hank Snow 20-4522—(47-4522)*



indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

★ **ONE LITTLE CANDLE**
Perry Como 20-4631—(47-4631)*
Most Played Juke Box Records, Billboard, May 10th Issue

TIPS If Someone Had Told Me/No Other Girl for Me
Dinah Shore and Tony Martin—20-4718—(47-4718)*

THIS WEEK'S MAIL BAG



WANT TO MEET A BEAUTIFUL BLONDE!

We'd like to introduce you to a beautiful blonde girl—an RCA Victor record, of course. Her name is Bibi Johns and she has just cut two sides for RCA Victor—**THE NIGHT IS FILLED WITH ECHOES**, and **SOMEONE TO KISS YOUR TEARS AWAY**.

Bibi comes from Arboga, which, we are sure you know, is in Sweden. (We have confidence in you.)

Bibi Johns made some records for RCA Victor in Sweden, but she is currently making her disc bow for the American popular music public. We particularly like **THE NIGHT IS FILLED WITH ECHOES**, a plaintive ballad that is perfect for Bibi's appealing voice. This side has some ear-catching echo effects.

The flipside has Bibi taking an optimistic view of a broken romance. Don't be broken-hearted, advises our blonde Bibi, because **THERE'LL BE SOMEONE TO KISS YOUR TEARS AWAY**.

Other information on Bibi includes the following facts:

Her first job was as a baby sitter. She got 14 crowns a week or, as they say in America, two-and-a-half bucks.

She made some motion picture shorts in Sweden.

She speaks French, German, SWEDISH and English.

Her favorite operatic tenor is Jussi Bjorling. (Who else?)

Her favorite poets are William Shakespeare and Dan Anderson. (Who's this guy Shakespeare?)

Her favorite early movie star is Greta Garbo. (Naturally.)

Her favorite movie actor of today is Jose Ferrer. (WHO?)

She is superstitious about putting shoes on the table.

And before we put our feet back on the desk, we'd like to remind you once more to listen to Bibi Johns singing **THE NIGHT IS FILLED WITH ECHOES**, and **THERE'LL BE SOMEONE TO KISS YOUR TEARS AWAY**.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



Federal
RECORDS

Proudly Presents...

THE NEW
SINGING
SENSATION!

**DANNY
SUTTON**

Singing...

'IS IT TRUE'

and

'JOHANNA'

Federal 14003

EVERYBODY'S WILD ABOUT DANNY

- Danny Sutton is headed for stardom. I like him. —Walter Winehell
 Danny has the voice and the looks that insure his success. —Kate Smith
 Danny is the greatest new singing bet around. I pick him to click. —Johnnie Ray
 Danny's record "IS IT TRUE" is a natural. It should turn the trick for him. —Sarah Vaughan
 Welcome to a new comer named Danny Sutton whose first record stamps him a future singing star. —Martin Block
 Danny is the best singing prospect we've heard in years. His first record is breaking for a hit. —Art Ford
 Danny Sutton singing "IS IT TRUE" is the tops in the town. —Dorothy Kilgallen

HELD OVER with B. S. PULLEY at LA CAVA, N. Y., for the 5th Consecutive Month

Promotion
ART FRANKLIN

Direction
ANGELO PAPALIA

Musical Dir.
LUCKY MILLINDER

**Best Selling Pops
by Territories**

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from key dealers in the nation's largest record markets. Although the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

Due to the Western Union strike, these charts are compiled from studies made by telephone or mail from the same dealers who regularly are serviced by Western Union.

NEW YORK

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. GUY IS A GUY—Doris Day—Columbia
5. I'M YOURS—D. Cornell—Coral
6. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
7. HERE IN MY HEART—A. Martine—BBS
8. KISS OF FIRE—G. Gibbs—Mercury
9. CRY—J. Ray—Okeh
10. I'LL WALK ALONE—D. Cornell—Coral

CHICAGO

1. BLUE TANGO—L. Anderson—Decca
2. KISS OF FIRE—G. Gibbs—Mercury
3. I'M YOURS—D. Cornell—Coral
4. DELICADO—P. Faith—Columbia
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. BLACKSMITH BLUES—E. M. Morse—Capitol
7. GUY IS A GUY—Doris Day—Columbia
8. HERE IN MY HEART—A. Martine—BBS
9. I'M YOURS—E. Fisher—H. Winterhalter—Victor
10. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

LOS ANGELES

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. DELICADO—P. Faith—Columbia
4. KISS OF FIRE—G. Gibbs—Mercury
5. KISS OF FIRE—D. Eckline—MGM
6. GUY IS A GUY—Doris Day—Columbia
7. I'LL WALK ALONE—J. Freeman—Capitol
8. CARIOCA—L. Paul—Capitol
9. BLACKSMITH BLUES—E. M. Morse—Capitol
10. BLUE TANGO—H. Winterhalter—Victor

PHILADELPHIA

1. BLUE TANGO—L. Anderson—Decca
2. KISS OF FIRE—G. Gibbs—Mercury
3. HERE IN MY HEART—A. Martine—BBS
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor
6. GUY IS A GUY—Doris Day—Columbia
7. I'LL WALK ALONE—D. Cornell—Coral
8. I'M YOURS—D. Cornell—Coral
9. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
10. DELICADO—P. Faith—Columbia

DETROIT

1. BLUE TANGO—L. Anderson—Decca
2. I'M YOURS—D. Cornell—Coral
3. DELICADO—P. Faith—Columbia
4. KISS OF FIRE—G. Gibbs—Mercury
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. I'LL WALK ALONE—D. Cornell—Coral
7. I'M YOURS—E. Fisher—H. Winterhalter—Victor
8. KISS OF FIRE—D. Eckline—MGM
9. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
10. CARIOCA—L. Paul—Capitol

BOSTON

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. KISS OF FIRE—G. Gibbs—Mercury
4. I'M YOURS—E. Fisher—H. Winterhalter—Victor
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. I'M YOURS—D. Cornell—Coral
7. BLACKSMITH BLUES—E. M. Morse—Capitol
8. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
9. I'LL WALK ALONE—D. Cornell—Coral
10. DELICADO—P. Faith—Columbia

PITTSBURGH

1. BLUE TANGO—L. Anderson—Decca
2. KISS OF FIRE—G. Gibbs—Mercury
3. DELICADO—P. Faith—Columbia
4. TURN BACK—Four Lads—Okeh
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. I UNDERSTAND—Four Aces—A. Alberts—Decca
7. WHISPERING WINDS—P. Page—Mercury
8. KISS OF FIRE—D. Eckline—MGM
9. I'M YOURS—D. Cornell—Coral
10. HALF AS MUCH—R. Clooney—Columbia

ST. LOUIS

1. BLUE TANGO—L. Anderson—Decca
2. I'M YOURS—D. Cornell—Coral
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. BLACKSMITH BLUES—E. M. Morse—Capitol
5. I WAITED A LITTLE TOO LONG—K. Starr—Capitol
6. KISS OF FIRE—T. Martin—Victor
7. I MAY HATE MYSELF IN THE MORNING—B. McLaughlin—Decca
8. BE ANYTHING (But Be Mine)—E. Howard—Mercury
9. CARIOCA—L. Paul—Capitol
10. WHEN I LOOK INTO YOUR EYES—Champ Butler—Columbia

CINCINNATI

1. KISS OF FIRE—G. Gibbs—Mercury
2. BE ANYTHING (But Be Mine)—E. Howard—Mercury
3. I'M YOURS—E. Fisher—H. Winterhalter—Victor
4. GUY IS A GUY—Doris Day—Columbia
5. WHEEL OF FORTUNE—K. Starr—Capitol
6. BLUE TANGO—L. Anderson—Decca
7. FORGIVE ME—E. Fisher—H. Winterhalter—Victor
8. I'LL WALK ALONE—D. Cornell—Coral
9. JUNCO PARTNER—R. Hayes—Mercury
10. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

WASHINGTON

1. BLUE TANGO—L. Anderson—Decca
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. WHEEL OF FORTUNE—K. Starr—Capitol
4. ANY TIME—E. Fisher—H. Winterhalter—Victor
5. I'M YOURS—E. Fisher—H. Winterhalter—Victor

SEATTLE

1. BLUE TANGO—L. Anderson—Decca
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. I'LL WALK ALONE—D. Cornell—Coral
5. ANY TIME—E. Fisher—H. Winterhalter—Victor
6. DELICADO—P. Faith—Columbia
7. PERIFIDA—Four Aces—A. Alberts—Decca
8. KISS OF FIRE—T. Martin—Victor

NEW ORLEANS

1. WHEEL OF FORTUNE—K. Starr—Capitol
2. BLUE TANGO—L. Anderson—Decca
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. GUY IS A GUY—Doris Day—Columbia
5. TELL ME WHY—E. Fisher—H. Winterhalter—Victor
6. KISS OF FIRE—G. Gibbs—Mercury
7. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia

ATLANTA

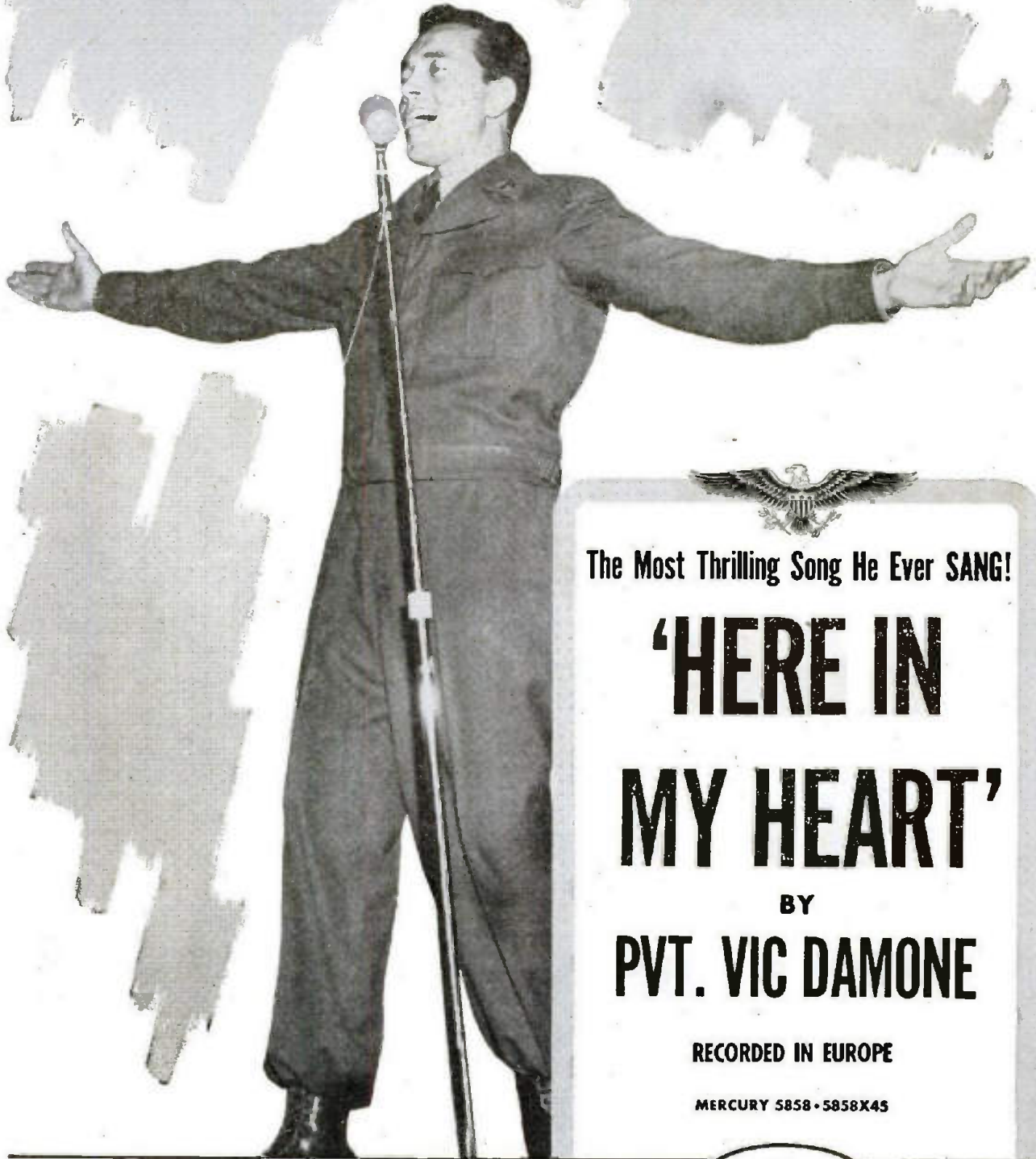
1. GUY IS A GUY—Doris Day—Columbia
2. BLACKSMITH BLUES—E. M. Morse—Capitol
3. DELICADO—P. Faith—Columbia
4. WHEEL OF FORTUNE—K. Starr—Capitol
5. PERIFIDA—D. Miller—Victor
6. I'M CONFESSIN'—L. Paul—M. Ford—Capitol
7. BE ANYTHING (But Be Mine)—E. Howard—Mercury

DALLAS-FORT WORTH

1. BLUE TANGO—L. Anderson—Decca
2. GUY IS A GUY—Doris Day—Columbia
3. BLACKSMITH BLUES—E. M. Morse—Capitol
4. PERIFIDA—Four Aces—A. Alberts—Decca
5. BLUE TANGO—G. Lombardo—Decca
6. WHEEL OF FORTUNE—K. Starr—Capitol
7. I'LL WALK ALONE—J. Freeman—Capitol
8. KISS OF FIRE—G. Gibbs—Mercury
9. PITTSBURGH, PENNSYLVANIA—G. Mitchell—M. Miller—Columbia
10. DELICADO—P. Faith—Columbia

DENVER

1. BLACKSMITH BLUES—E. M. Morse—Capitol
2. WHEEL OF FORTUNE—K. Starr—Capitol
3. I'LL WALK ALONE—J. Freeman—Capitol
4. BLUE TANGO—L. Anderson—Decca
5. GUY IS A GUY—Doris Day—Columbia
6. ANY TIME—E. Fisher—H. Winterhalter—Victor



The Most Thrilling Song He Ever SANG!

'HERE IN MY HEART'

BY

PVT. VIC DAMONE

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MERCURY 5858 • 5858X45

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RECORDS**



**Johnny
DESMOND**

Sings

**"How Much
Will I
Miss You"**

and
**"BATTLE HYMN
of the REPUBLIC"**

CORAL
60736 (78 rpm)
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(45 rpm)

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America's Fastest Growing Record Company
(A subsidiary of RCA RECORDS, Inc.)

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**THE BILLBOARD Music
Popularity Charts**

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

**• Most Played
Juke Box Records**

Based on reports received May 7, 8 and 9

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,500 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part 1.

POSITION	WEEKS	LAST	TITLE	ARTIST	RECORDING	COMPANY
13	1	1	WHEEL OF FORTUNE	K. Starr	Capitol 7813964; (45)F-1964	ASCAP
8	2	2	GUY IS A GUY	Doris Day	Capitol 39673; (45)A-39673	BMI
13	4	3	BLUE TANGO	L. Anderson	Decca 27875; (45)A-27875	ASCAP
14	3	4	BLACKSMITH BLUES	E. M. Morse	Capitol 1922; (45)F-1922	BMI
9	5	5	PITTSBURGH, PENNSYLVANIA	G. Mitchell-M. Miller	Capitol 39663; (45)A-39663	ASCAP
4	7	6	KISS OF FIRE	G. Gibbs	Mercury 1781823; (45)S823A5	BMI
24	6	7	ANY TIME	E. Fisher-H. Winterhalter	V-178120-4359; (45)A7-4359	BMI
7	8	8	I'LL WALK ALONE	D. Cornell	Capitol 7816068A; (45)A-60659	ASCAP
8	10	9	BLUE TANGO	C. Lombardo	Decca 28931; (45)A-28931	ASCAP
9	9	10	FORGIVE ME	E. Fisher-H. Winterhalter	V-178120-4574; (45)A7-4574	ASCAP
2	13	11	I'M YOURS	E. Fisher-H. Winterhalter	V-178120-4680; (45)A7-4680	BMI
7	11	12	BLUE TANGO	H. Winterhalter	V-178120-4518; (45)A7-4518	ASCAP
25	12	13	CRY	J. Ray	Capitol 7816040; (45)A-6040	BMI
					(R. Casey, Capitol 109; S. Franklin, International 101; C. Singleton, Ori, Atlas 1003; B. Williams, Victor 20-446; A. Holmes, Ori, King 15145; B. McLain, Decca 785; J. Valli-H. Winterhalter, Ori, Victor 20-4388; B. Farrell, MGM 1113; Four Knights, Capitol 1875; P. Chapman, Decca 27857; E. Barton, H. Heil, Ori, Coral 60952; C. Taylor, Mercury 8282; Little Donna, HighTower, Decca 82354; G. Gibbs, Mercury 5749)	
2	16	14	KISS OF FIRE	T. Martin	V-178120-4671; (45)A7-4671	BMI
3	17	15	JUNCO PARTNER	R. Hayes	Mercury 17818035; (45)S835A5	BMI
8	24	16	WHISPERING WINDS	P. Page	Mercury 17815816; (45)S16A45	ASCAP
17	29	16	PLEASE, MR. SUN	J. Ray	Capitol 39636; (45)A-39636	BMI
					(L. Hope, Ori, Aladdin 3128; A. Raymond, Remington R-25083; E. Lynn, Ori, From Mercury 8120; R. Aldo, Coral 60447; L. Baxter, Capitol 1966; B. Keroy, Decca 27946; T. Edwards, MGM 11124; P. Como, Victor 20-4413)	
1	—	16	I'M YOURS	D. Cornell	Capitol 78160650; (45)A-60650	BMI
12	15	19	PERFIDIA	Four Aces-A. Alberts	Decca 27987; (45)A-27987	ASCAP
					(J. Abbott, Mercury 5589; D. Bruden, Trix, Fantasy 823; G. Miller, Ori, Victor 27-0157; B. Savage, Capitol 2019; Ben Light, Capitol 2023; The Melicans, Coral 60451)	
10	14	20	HAMBONE	J. Stafford F. Laine	Capitol 78139672; (45)A-39672	BMI
					(P. Harris-Bell, Shivers, Victor 20-4584; R. Saunders, Ori, Ori 6462; I. Dorsey, Ori, Decca 28057; A. Stamford-F. Payne, Remington R-25026)	
3	18	20	ONE LITTLE CANDLE	P. Como	V-178120-4631; (45)A7-4631	
					(F. Waring, Decca 27866)	
6	21	20	BE ANYTHING (But Be Mine)	E. Howard	Mercury 17815815; (45)S15A45	ASCAP
					(J. Nashell, Coral 60486; B. Stark, Decca 28019; R. Brown, Atlantic 962; W. Brown, Mercury 8120; Four Knights, Capitol 1875; P. Leroy, Jubilee, Ori, Decca 28142; A. Dean, MGM 11187; H. O'Connell-H. Mooney, Ori, Capitol 2011; B. Smith & Ori, Apollo 1391; D. East, Victor 20-4576; C. Butler-P. Faith, Ori, Columbia 39690)	
3	20	23	IDAHO STATE FAIR	V. Monroe	V-178120-4611; (45)A7-4611	ASCAP
					(B. Keeler, Coral 60470)	
9	21	23	WISHIN'	E. Howard	Mercury 17815784; (45)S78A45	ASCAP
					(C. Hawkins, Decca 28056; E. Barton, Coral 60651; B. Morgan, Decca 27475; G. MacKevie, Capitol 1983; G. Lero, MGM 11120; T. Phillips, Ori, King 15156)	
5	18	25	LADY LOVE	V. Monroe	V-178120-4611; (45)A7-2611	ASCAP
5	25	25	WHAT'S THE USE?	J. Ray	Capitol 39695; (45)A-39695	ASCAP
					(L. Delaney, Capitol 1949)	
3	25	27	BLUE TANGO	L. Baxter	Capitol 1966; (45)F-1966	ASCAP
1	—	27	DELICADO	P. Faith	Capitol 39708; (45)A-39708	ASCAP
					(G. Lombardo, Decca 28176; L. Almedia, Coral 60728; D. Shore, Victor 20-4718; S. Barton, Ori, Capitol 2040; Three Sun, Victor 20-4677)	
12	—	29	BE MY LIFE'S COMPANION	Mills Brothers	Decca 27889; (45)A-27889	ASCAP
					(H. Hawkins, King 1036; M. Carson-M. Griffin, Victor 20-454; G. Gibbs, Mercury 5758; R. Clowage-P. Faith, Ori, Columbia 39631; Art Lero, MGM 11133; S. McDonald, Capitol 1967)	
1	—	29	I'M CONFESSIN'	L. Paul & M. Ford	Capitol 7812080; (45)F-2080	
5	—	29	THAT'S THE CHANCE YOU TAKE	E. Fisher-H. Winterhalter	V-178120-4574; (45)A7-4574	ASCAP
					(B. Cornell, Coral 60659; T. Strator, Ori, MGM 12212; P. Amberg, Decca 28018)	

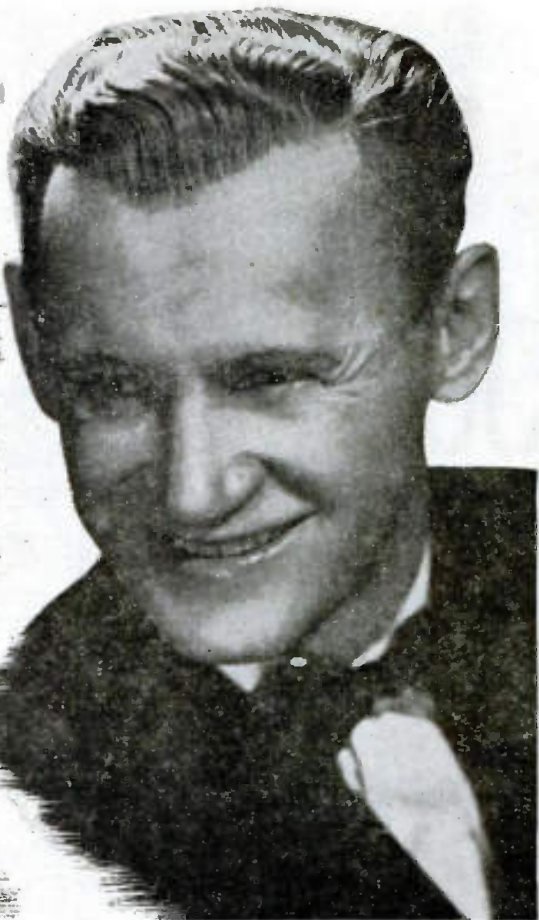
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'YOU'

(Based on Musetta's Waltz from
La Bohème by Puccini)

vocal chorus by TONY RUSSO



SAMMY KAYE

and the

SWING AND SWAY STRINGS

backed with

"Oh, How I Miss You Tonight"

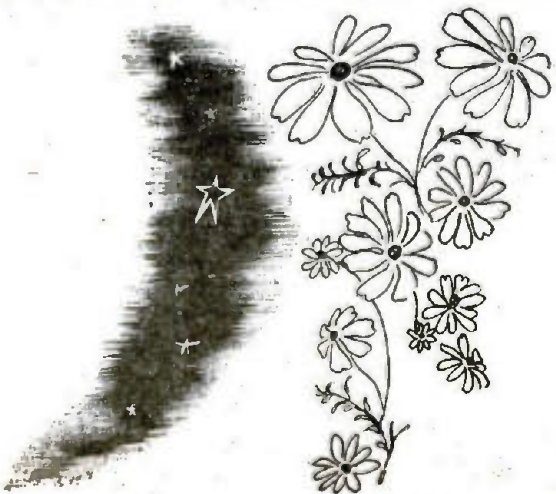
Vocal Chorus by THE KAYDETS

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Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received May 7, 8 and 9

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

Table with 3 columns: Rank, Title, Artist. Includes records like 'WILD SIDE OF LIFE' by H. Thompson, 'DON'T JUST STAND THERE' by Carl Smith, 'ALMOST' by G. Morgan.

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

Table with 3 columns: Rank, Title, Artist. Includes records like 'ARE YOU TEASING ME?' by Carl Smith, 'IT'S A LOVELY, LOVELY DAY' by Carl Smith.

Best Selling Retail Folk (Country & Western) Records

Based on reports received May 7, 8 and 9

Records listed in Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

Table with 3 columns: Rank, Title, Artist. Includes records like 'WILD SIDE OF LIFE' by Hank Thompson, 'DON'T JUST STAND THERE' by Carl Smith, 'EASY ON THE EYES' by E. Arnold.

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

Table with 3 columns: Rank, Title, Artist. Includes records like 'THREE WAYS OF KNOWING' by Johnnie and Jack, 'BUSYBODY' by P. W. King.

Folk Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

Table with 2 columns: Record Title, Artist. Includes releases like 'Ball the Cabbage Down' by Harry Adams, 'I Wanna Rock' by Martha Carson.

Most Played Juke Box Folk (Country & Western) Records

Based on reports received May 7, 8 and 9

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require Country and Western records.

Table with 3 columns: Rank, Title, Artist. Includes records like 'DON'T JUST STAND THERE' by Carl Smith, 'GOLD RUSH IS OVER' by Hank Snow, 'DON'T STAY AWAY' by Lefty Frizzell.

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category.

Table with 3 columns: Rank, Title, Artist. Includes records like 'TALK TO YOUR HEART' by R. Price, 'ALMOST' by G. Morgan.

Country & Western (Folk) Record Reviews

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

FOLK Record Reviews

FIDDLIN' JIM SMILES DURANG HORN PIPE... SHO-ME 518—Fast country fiddling over square dance rendition... GRAY EAGLE... AL ROGERS NEVER TO BE FORGOTTEN... T'VE GETTIN' NOWHERE, FAST 71-72-70-71... BILL MACK IT'S YOUR TURN TO CRY... BIG BAD DADDY...

FOLK Record Reviews

GRANDPA JONES TV BLUES... STOP THAT TICKLIN' ME... JUST A LITTLE LOVIN'... THE OKLAHOMA WRANGLERS I JUST WANT TO BE WITH YOU... BABY IN A ROOM WITH YOU... EDDIE MARSHALL I SHOULD SAID... SCHOOLEY PORTER ROLLIN'...

FOLK TALENT AND TUNES

Disk Jockey Does

Spike Jones, who has made several country disks for Victor, reports that Foy Willing, formerly leader of the Purple Sage, is now a radio time salesman and country DJ, at KCRA, Sacramento. Jones also reports that Chet Smith, KTRM, Modesto, Calif., is starting his seventh year with that station. Johnny Harper, KRLD, Dallas, is temporarily off the air due to a throat infection. He reports Bobby Williamson's first for Victor, "Can't Help Wonderin'" is getting a big play. Jim Toth has shifted from KWSI, Lake Charles, La., to KWSI, Port Arthur, Tex. He is doing two and a half hours of jockeying per day, and is booking names for appearances at a local club. Leon Sanders and his d.j. mate at KDEY, Center, Tex., Reggie Ward, are using Ward's plane to promote their folk music activities. Carl Shook, WKYU, Louisville, is traveling to promote his new disk for Harvest. Jeri Carr and her all-girl band

FOLK TALENT AND TUNES

Advertisement for 'TWO LITTLE KISSES' recorded by Steve Gibson, Red Caps, Victor. Includes publisher information: ANDREA MUSIC CO., 1626 Federal St., Phila., Pa.

Best Selling Retail Rhythm & Blues Records

Based on reports received May 7, 8 and 9

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores...

Table with 10 rows of record listings including titles like '5-10-15 Hours', 'One Mint Julep', 'Night Train', etc., and artists like Ruth Brown, Clovers, J. Forest, etc.

Most Played Juke Box Rhythm & Blues Records

Based on reports received May 7, 8 and 9

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators...

Table with 10 rows of record listings including titles like '5-10-15 Hours', 'No More Doggin'', 'Got You on My Mind', etc., and artists like Ruth Brown, R. Gordon, J. Greer, etc.

Rhythm & Blues Record Reviews

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

RHYTHM & BLUES Record Reviews

MOOSE JACKSON KING 4535—A strong instrumental striking by Jackson and the Bearcats. (Let Mr. Lee You) ALL NIGHT LONG 78-80-76-78 Swings treatment of the attractive ballad by Jack with the charming attitude in the lyric department. Should win sales.

THE FOUR TUNES CAN I SAY ANY MORE 88-69-67-69 RCA 20-4642—Another fine tune of the Four Tunes. Lead does a capable job with nice backing from the rest of the group and the rhythm section. I WONDER 72-74-72-70 This is the best of the group's recent efforts. The material is good and the lead sells it well.

THE HEARTBREAKERS WHY DON'T I 69-71-68-68 RCA 20-4642—This is another slow slide but the lead singer's shouting style injects a lot of excitement into it. ROCKIN' DADDY-O 76-75-76-76 The Heartbreakers give this one a good workout. The tempo is on the slow side, the group makes it punch. Material is good.

CHUCK WILLIS LOUD MOUTH LUCY 69-70-69-69 DIXIE 6873—Willis gives this item an effective vocal, complaining about a woman who talks too much. Good air accompaniment. HERE I COME 75-75-73-77 A swelling blues wailer about a gal in New Orleans, La., is given a strong reading by the wailer. Good juke wail.

RHYTHM AND BLUES NOTES

By BOB ROLOTTZ

The Symphony Sid jazz package "Jazz Unlimited" which features top r.&b. artists, has been set for additional cafe dates extending thru the summer. The unit, consisting of Milt Jackson, Kenny Clarke, J. J. Johnson, Phil Urso and Percy Heath, opens in New Haven on Monday, May 12. After that, the package will play Week's Cafe in Atlantic City starting June 12, and then will do a stand in Cleveland at the Ebony Club beginning June 27. The unit is booked by the Shaw Agency.

The "Piano Parade" package, which opened at Birdland, New York, last Thursday for a week's stay, broke all records for the club opening night. This Gale Agency package features Errol Garner, Art Tatum, Pete Johnson and Meade Lux Lewis. Peacock Records is releasing all of its r.&b. and spiritual items on 45 r.p.m. Gotham Records has signed saxman Johnny Sparrow, formerly a National label artist; the Patterson Singers, who used to wax with Savoy; pianist Bobby Stephenson, and the Ernie Fields ork from Tulsa. The Arno Milburn ork is at the Ebony Club in Cleveland, July 14 to 20. Paul Williams ork will be at the same cafe from July 7 to 13. The Clovers and the Roscoe Gordon ork play one-nighters thru Texas starting the end of this month.

The Griffin Brothers take a well-deserved two-week vacation from June 8 to 23 and then begin a string of one-nighters starting in Milwaukee on May 25. Lil Green plays two weeks at the Royal Peacock, in Atlanta, starting the middle of June. Illinois Jacquet goes into Birdland, New York, May 15. Errol Garner goes into the Storyville Club, Boston, May 15, for two weeks. Capitol Record's artist Julia Lee is at the Cuban Room, in Kansas City, Mo. Kaycee also jumpin' with Decca's Bob Dougherty at the Half-A-Mill Club, and Jimmy Witherspoon, Modern's blues shouter at the Orchid Room in the town.

RHYTHM & BLUES Record Reviews

DIZZY GILLESPIE ORK THIS IS HAPPINESS 75-77-74-74 ATLANTIC 966—Gillespie's first Atlantic success is a bright, fizzy little novelty, with a gamblin' dance flavor, that features an affecting vocal over a clever ork arrangement. Shows get deejay action. It's Josephine Baker's material. LOVE IS HERE TO STAY 70-71-70-69 Dizzy comes thru with a smooth reading of the Gershwin idyll, freshened up via a lively interpretation by the ork. (Continued on page 51)

Rhythm & Blues Record Releases

Alarm Clock Boogie—Ordele Turner (Drappin's) Atlantic 964. Big Day—Lighthouse All Stars Skylark 538 (Parts 1 & 2). Big Dip—Jimmy Forest (M) United 119. Big Dog—Bil Doperri—Klang 4530 (Parts 1 & 2). Drappin' Hours—Ordele Turner (Alarm) Atlantic 964. Falling Rain—Willie Love & His Three Aces (Feed) Trumpet 172. Feed My Body to the Fishes—Willie Love & His Three Aces (Feeding) Trumpet 172. Forgive Me—George James (Slim) RCA 20-4697. Care So Long—Roy (Bald Head) Byrd (Rockin') Federal 12073. Madabout That's All—The Tremiers (Long) Okeh 6876. I Don't Get My Kicks Anymore—Annie Laurie (Lanesome) Okeh 6882. I Need You—John Green & His Rhythmic Ruckus (Lanesome) RCA 20-4685. Kiss of Fire—The Quebec-Kansas Fields Quartet (Whispering) Milo 1406. Lanesome and Blue—John Green & His Rhythmic Ruckus (I Need) RCA 20-4685. Lanesome and Blue—Annie Laurie (I Don't) Okeh 6892. Long Distance Blues—The Tremiers (Madabout) Okeh 6876. Mamey Ain't Everything—Soney Parker (Warlock) Peacock 1395. My Buddy—Jimmy Forest (Big) United 119. Rockin' With You—Roy (Bald Head) Byrd (Goat) Federal 12073. Slow and Easy—George James (Forgive) RCA 20-4697. Story Bites—Four Buddies (You're) Savoy 845. Whispering Winds—The Quebec-Kansas Fields Quartet (Kiss) Milo 1406. Worried Life Blues—Soney Parker (Mamey) Peacock 1395. You're Part of Me—Four Buddies (Story) Savoy 845.

JUBILEE'S Hit Parade. 1 HEAVENLY FATHER 5073. 2 I'M A SENTIMENTAL FOOL 5079. 3 PROUD OF YOU 5076. 4 WAITING 5082. 5 EMBRACEABLE YOU 5075. All available on 45 rpm.

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THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

How Ratings Are Determined: Records are rated four ways: (1) overall; (2) as to their value for disk jockey; (3) for retailers; and (4) for operators. Each rating is on the basis of nine top categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

The Categories: Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential 10; reproduction (recording, advertising—promotion form, single and other "play" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

POPULAR Record Reviews



THE BELL SISTERS

RUTZA, RUTZA 80-82-77-81
RCA 70-4665—A wild, fast-tempo ditty, based on an old-timey air, receives a good performance from the quartet. A lot of chorus and ark support. This lively and spirited item could create a hit.

GOOD HOOD 82-83-81-82
The Bell Sisters show off their fresh and approving vocal style with an outstanding and precise rendition of the snappy ditty, with the help of a solid ark backing by the Home crew. This wacky, alter the duo's "Bermeda" and "Marbone," could break out. It should catch fast.

PERRY COMO WHY DID YOU LEAVE ME 82-83-82-81
RCA 20-4687—It has been a long time since Como has given a tune the hearty, romantic, he displays on this beautiful new ballad. He tells this one in grand style, with a tremendous arrangement from the Mitchell Ayres crew. Sing could catch much else.

LONESOME THAT'S ALL 78-80-78-76
A lively story ballad reaches a tender and sincere performance from the singer, with fine support from the ark. Deejays will like.

DON CHERRY WONDER 80-82-79-81
DECCA 28153—The singer has an attractive new ballad here and he handles it a fine, big-voiced reading, for one of his best efforts to date. On backing is smooth. Sing could create some action, as jockeys should sing. **MY MOTHER'S PEARLS** 73-74-72-73
A warm rendition of the sentimental ditty that has also been waded by Don Cornell. The ark backing and choral support are carefully performed.

MARSHA LOU HARRP-GEORGE BARNES FAREWELL BLUES 75-81-75-81
DECCA 28144—The singer and the guitarist have created an exciting side via the use of "du-uns" for a powerful and bright reading of the lively ditty. They give it a strong performance that could stir up action if exploited.

NO LOVE, NO NOTHING 75-78-74-73
Clever arrangement of the evergreen with Marsh Lou Harp during with herself via "du-uns" while Barnes accompanies her on the guitar. Good deejay sale.

BILL KENNY-TINK SPOTS UNDER THE HONEYSUCKLE VINE 75-77-74-74
DECCA 28164—Attractive ditty from the "Songs For Sale" TV show is given a good reading by Bill Kenney at the Ink Spots, with choral and ark backing under Sy Oliver's direction. Arrangement is good and side could get deejay play.

YOU MAY BE THE SWEET HEART OF SOMEBODY ELSE 72-73-72-71
Bill Kenney again sings good lead on this new item which also came from the TV song set, over smooth accompaniment from the Ink Spots, with one of the boys taking the lyrics.

ANDREWS SISTERS-RUSS MORGAN WABASH BLUES 78-76-76-79
DECCA 28124—The ditty is handled in a slow and easy fashion with a warm reading by the Andrews Sisters and a standout performance by Morgan on the trombone and his ark.

LINGER AWHILE 76-77-74-77
The tempo is up on the side. The three girls come thru with another fine performance while the Morgan ark swings away in Dixieland style.

BARBARA RUICK I'D WANNA WALK RIGHT OUT OF THIS WORLD 76-76-76-75
MGM 13231—Though lacks a lot of personality when her restrained reading of this lovely tune.

HOW ABOUT YOU 73-74-73-72
Miss Ruick's warm style shows up well on this old tune. Only on back sides under the direction of Skip Martin is good.

THE LANGERS ENSEMBLE SIDDLE DINK I HATE HATE MYSELF IN THE MORNING 72-73-71-72
CAPITOL 2070—New group on the Capitol label debuts with a lively reading of the rhythmic tune, backed with a big beat by the ark. The group has a good blend and tells the ditty with gusto. If anything happens with the song, this version will catch a share.

THE HORN WITH TWO MOUTHPieces 68-68-67-69
Picknastic novelty item with unusual lyrics is sold strongly by the Langers over a spirited ark reading.

POPULAR Record Reviews



EDDIE HEYWOOD

RAINFALL 68-72-68-64
MGM 1235—Pianist, in his MGM debut, shows up stylishly. Working alone on a selection of his own composition, Heywood's interpretation is full of imagination. **BLACK MOONLIGHT** 67-72-67-64
Heywood again gives a fine performance. Both sides are good for deejay programming.

DON ANTHONY NIGHT AFTER NIGHT 55-55-55-55
CAMEO C-5001—This side contains a delicate vocal by Anthony (on another new record with satisfactory ark backing). But the material doesn't impress. **NINE** 60-60-60-60
New discography's first was better with singer Don Anthony turning in a capable performance on a new ballad with snare and ark accompaniment.

JO STAFFORD & PAUL WESTON DRK WITHIN YOUR ARMS 76-78-75-75
COLUMBIA 58725—The ditty is smooch and warm on this new ballad and she receives a lively assist from the choir and ark. Deejays will like.

RAMINAY 68-68-68-68
A haunting and compelling item, based on a chimney sweeper's street chant, is given a very persuasive reading by Jo Stafford over an exciting choir and Weston on backing. Tempo is an intriguing back dance or mambo beat. This should be another healthy item for the truck and will stir up a lot of action, with deejays and juves.

LITA ROZA & MANTOVANI DRK IF SOMEONE HAD TOLD ME 74-75-75-72
LONDON 1215—The singer turns in another good performance on this light, pretty side, with the ark backing and support. This side, however, is not so strong as the first. **STARS FELL ON ALABAMA** 78-81-78-78
The warm voice of Lita Roza and the lovely strings of the Mantovani ark blend skillfully on this fine reading of the bright ditty. Tune could cause action if promoted. Film overjoy was.

MINDY CARSON COME OUT, COME OUT, WHEREVER YOU ARE 78-80-76-78
RCA 20-4645—Cute ditty based on a double game is simply and appealingly read by Mindy to luscious backing by voices and ark under Earl Swenson.

HO HO 75-77-73-75
Carefree song by Bob Merrill finds the artist in good mood. Facing beat and thrush on the arrangement side is listenability.

LEROY ANDERSON SERENATA 76-77-75-74
DECCA 28168—Anderson adds the lute in a rhythmic rendition of a Lullabye opus from his own pen. An excellent side. **PINK, PLANK, PLUNK** 82-83-81-82
A virginal run-thru of the attractive new tune, taken, with flip, from the popular Leroy Anderson album. Shows with plenty of swing, and could be a healthy follow-up to "Blue Tango."

LOUIS ARMSTRONG KISS OF FIRE 80-80-80-80
DECCA 28177—Tune seems headed for the top and here Armstrong handles it a powerful thrust forward. It's done in his own individual style with masterful phrasing and delivery. Should move up fast.

ILL WALK ALONE 82-84-80-82
Another strong entry by "Satchmo." Side is a luscious reading of the revival from the Joe Freeman flick. A coin catcher.

THE FOUR KNIGHTS IT'S A SIN TO TELL A LIE 76-77-75-76
CAPITOL 2067—Four-part item shows lead here in an atmospheric reading of the side. Rhythm switches from fast trot to waltz, and back again, to perk attention. Good waltz.

IT'S THE WORLD'S BIGGEST FOOL (For Failing to Love With You) 80-81-79-80
Beautiful ballad by Latane of a languid tempo by the chorists who harmonize sweetly on lute listenable side.

DICK BROWN WHISTLE BY LOVE 68-69-67-68
KING 15182—Romantic ditty from the Walt Disney pic, "Robin Hood." It played melody by Brown on this ear-pleasing side.

GOTTA GO WEEDIN' 72-73-71-72
Chorus does a fine job in projecting the cute bit of material. Vocal and ark backing is appealing.

POPULAR Record Reviews

YMA SUMAC
BABALU 80-82-78-80
 CAPITOL 2048—The vocalizing of Sumac that might generate more than moderate interest. The flutist-voiced thrush with the four-note range shows her versatility in this lullaby reading of the same song.

WINDOWER 78-80-76-78
 The sounds this gal makes! Song is made to order for another display of vocal virtuosity. Jacks should have a line with both sides of the waxing, either of which might catch hold.

ALAN DEAN
DO YOU CARE? 69-70-69-69
 MGM 13226—Dean renders the title with warmth and to good fine support by the LaRoy Holmes orchestra.

YOU'LL NEVER BE MINE 74-76-74-72
 Based on this performance Dean shows up excellently on folk-type tunes. He works with a chorus and a ball end here but comes thru most effectively in sections where he's backed only by a guitar.

BILL FARRELL
HERE'S TO US 68-70-67-67
 MGM 13234—Singer does another nice job with aid of stand-out accompaniment by the Dave Ark.

PLEASE 69-70-68-68
 Farrell handles the lyric of tune from film "The Big Broadcast" capably. He gets a big assist from the Russ Case orchestra.

JIMMY DORSEY & ORK
MOON OVER MIAMI 72-73-71-71
 MGM 11230—Dixie Burke-Lessie tune gets a pleasant reading from the Skylarks. The Dorsey orchestra backs nicely.

QUEEN SABA? (WHO KNOWS?) 70-71-70-70
 Dee Parker and Bob Carroll combine effectively on the vocal of Latin tune. Dorsey orchestra provides a restrained assist.

BILLY HICKSTINE
HOLD ME CLOSE TO YOU 80-82-79-79
 MGM 11217—Eckstine's fine voice comes thru excellently on tune which he sings in "Salvage Army" film hit duet.

IF THEY ASK ME 79-81-77-79
 This one's on the slow side and is an excellent showcasing of the warmth of Eckstine's voice. Ork backing is fine. Both are fine sides but may be hurt by following his "Kiss of Fire" disc so closely.

JIMMIE DAVIS (Mama Mary Singer)
WHEN WE ALL GET TOGETHER 77-77-77-77
 DECCA 28110—Jimmie Davis and the Anita Kerr singers are very persuasive on this rhythmic, lively handclapping group tune. Will please the family trade.

THIRTY PIECES OF SILVER 72-73-72-73
 Davis and the singers give this melodic item about 30 and 30 pieces of silver a good run thru.

DORIS & BILL POST
FIFTY YEARS AGO 68-70-68-66
 MGM 11233—Doris and Bill Post do best pleasantly on the advantages of being sweethearts in former years.

THE AUCTIONEER'S LOVE
SONG 65-67-64-64
 Side starts with an auctioneer's chant by Post and from there on, Doris and Bill trade kisses every few bars.

MAL WHITE
WEE BILLY BOY 64-64-64-64
 MGM 11232—White's voice is full of address as he sings of the bawling of a dog's master.

THE POSTMAN JUST PASSED ME BY 68-69-68-62
 White handles the weeper in capable fashion with the help of an instrumental backing.

MR. SUNSHINE
NEW SHOE BLUES 69-71-67-69
 MGM 11229—Everyone has had the problem of breaking in new shoes. Mr. Sunshine has a song here that does give him the blues.

HOW DID YOU KNOW 67-67-67-67
 Weeper is given a plaintive reading by Mr. Sunshine. Backing by the sidemen is slick.

TENNESSEE ERNIE
FATBACK, LOUISIANA, U.S.A. 76-76-73-78
 CAPITOL 2066—Ernie belts this interesting item with style and spirit. Rhythmic tune captures the attractions of a backwoods Southern town, and was written by Stan Freberg of wacky fame.

SAYWHOE THOMPSON 71-72-71-70
 This slight ditty about an actor's real name who remakes the elements get a pleasant run thru from Ernie, with Chiffie Stone's orchestra lending support.

JEANNIE GAYLE (Chiffie Stone's Ork)
THE BOOM SONG 75-76-74-75
 CAPITOL 2088—The thrush tells this rapping item in solid style, with a strong momentum, backed with a big beat by the Stone's Ork. If the tune catches this platter could share in the loot.

I WAS JUST WALKIN' OUT
THE DOOR 73-75-72-72
 Miss Gayle tackles a country weeper in fine style, singing it with style and heart. Tune has some action in the claw field.

ALAN DALE
I'M SORRY 83-85-81-83
 CORAL 60746—The powerful new ballad sounds mighty attractive as the singer takes it for a romantic whirl. The orchestra under Ray Blitcher adds in style. There's strong potential here.

HERE IN MY HEART 86-86-86-86
 Dale really pours it on in this glowing rendition of the new disc that seems headed for the action picture. Waxing should cut itself in for a good haul of the bill. This is one of Dale's best waxings in a long time.

LOUIS PRIMA
BONEY BONES 75-76-73-76
 COLUMBIA 19235—Another novelty with a switch on the flip. This one is about a gal on the 100th floor. It's somewhat more restrained than the Figure side.

THE BIGGER THE FIGURE 86-89-82-87
 This is a rattling novelty with rapid-fire lyrics. Item is based on the famous Figure song "Large As Life" from "The Bandwagon of Seville." Prima has a half an hour across the lyrics. Should be a big one.

POPULAR Record Reviews

VINNY DeCAMPO
RAINBOWS 75-76-74-75
 CAPITOL 2048—The "happy-burg" song is material by DeCampe, with rhythmic vocal and art backing.

I UNDERSTAND 77-78-76-77
 Singer is showcased in a handsome reading of the ballad. States song, but he's backing the "Four Aces."

WALTER SCHUBMANN
RITZEL, RITZEL 82-83-80-83
 CAPITOL 2102—The "happy-burg" song is taken at whirlwind pace by the virtuosos chorus to boogie rhythm support. An exciting side that should earn its keep on the boom and shag floors.

RIDDLE DE DIDDLEE DAY 70-72-68-70
 A happy-go-lucky rendition of a folksy item came up in novelty style.

LES BAXTER AND DICK BEAVERS
I'M YOUNG 76-77-75-76
 CAPITOL 2102—Strong piping of the romantic ballad makes for an exciting that should sweep some of the loot. It's a

KISS OF FIRE 74-75-73-74
 Duster comes thru with another strong side that may scare some of the date as the bit, ditty continues to climb.

JANINE (KEM MOORE) LUCKY FOUR!
MY MOMMA SAYS NO 62-64-60-62
LUCKY 100%—Simple, folksy ditty with a reminiscent melody is warbled prettily by the thrush to slow backing.

I NEVER FELT LIKE THIS BEFORE 60-62-58-60
 Intimate style of Janine comes across nicely in this slight bit of romantic material.

GUY LOMBARDO ORK
DELICADO 79-80-78-79
 DECCA 28178—Kenny Martin and his orchestra are attractive vocal lyrics to the highland lamba in this ear-pleasing ditty. There's enough action on the tune to steer some loot this way.

KISS OF FIRE 78-79-76-79
 Another cover job featuring smooth piping and relaxed chanting by Kenny Gardner. The Lombardo team should go for this one.

DOLORES GRAY
TATTERED AND TORN 84-85-82-85
 DECCA 28178—White-tempe ditty, with a strong country flavor, is sung attractively by Miss Gray. Her best since "Sleeping Beauty," and could be a big one.

THE WORLD HAS A PROMISE 82-83-82-81
 A powerful new ballad that combines the idiom of folk and hymn material is projected tentatively by the thrush. Another strong entry.

JANETTE DAVIS
HOLD THE PHONE 68-69-67-67
 COLUMBIA 39428—Another side in the same vein is done as a telephone conversation. Glenmickel gibbering voice leads to distract from an otherwise fine performance. Both sides lined at about two minutes.

GONNA GET ALONG WITHOUT YA NOW 71-71-70-71
 Rhythm number is done in the Park Amb. hillbilly style. Miss Davis of the Arthur Godfrey show gives a fine interpretation and the Archie Blythe orchestra supplies a fine country backing.

TONY BENNETT
HERE IN MY HEART 87-88-87-87
 COLUMBIA 39475—Bennett pulls out all stops on his rich voice with a tremendous performance of the tune that has every indication of breaking very big. It's his best effort in recent months and should be a winner for him.

I'M LOST AGAIN 82-82-82-82
 Here is another stand-out side. It is a lovely melodic tune which is given a warm and smooth rendition by Bennett. The two sides together add up to a very strong disc for the singer.

DINAH SHORE
DELICADO 78-80-78-77
 RCA VICTOR 20-4728—This is the first vocal version of the hit tune. Miss Shore's effortless and lovely vocal comes thru with much warmth. She gets good support from a standard ork arrangement and a vocal group that adds breeze.

THE WORLD HAS A PROMISE 80-81-80-79
 Tied with a folk flavor has an infectious quality with a message in the lyrics. Miss Shore gives the tune a real lift with top-notch choral support. Item could step out if expected.

SOPHIE TUCKER
SOPHIE TUCKER FOR PRESIDENT 76-85-78-75
 MERCURY 5839—The incomparable Sophie Tucker belts across a special bit of material with double entendre lyrics that will please her fans mightily. Deepsy can't use.

BACK FROM THE INDIAN TALK 74-74-74-72
 In an another topical item, followed in a fast chant, Miss Tucker again sings strongly.

PEGGY FAYOR
A GUY IS A GUY 72-76-72-74
 MERCURY 5743—A sweet cover job on the high-riding Doris Day ditty.

IT'S SO LONG AND GOODBYE 76-78-72-78
 Through delirious the journey. Her vocal voice. It's coverage, but it could get plays.

BOBBY MAXWELL
LEVENHUSE BLUES 86-86-86-86
 MERCURY 5844—Multi-talented man thru the side adds up to an exciting side that should sell nicely most anywhere.

PLINK, PLANK, PLUNK 78-80-74-80
 Maxwell's harp, via the dub technique, takes on a big sound in this rendition of the Larry Anderson tune. Also due for spin action.

MANTOVANI ORK
IT HAPPENED IN MONTEREY 81-83-80-80
 LONDON 1205—Mantovani achieves some truly mellifluous sounds in this instrumental. His San Victor section gets the big play and the music effectiveness. Could be number one for Mantovani.

WAS IT A DREAM? 76-80-75-73
 This is another beautiful reading. It's out-rightly on the dreamy side. The orchestra is smooth and lush-sounding.

"... especially strong...
 eye-and-ear appealing...
 excellent arrangements...
 for any type of location."
 says The Billboard—
 of

THE MUSIC
 of
PAUL NERO
 and His Orchestra



featuring . . .



Now Available
 "WHISTLER'S FATHER" #RH-1002-Z
 "SITIN' 'NEATH THE WILLOW TREE" #RH-1002-Y
 "THE DO-DO SONG" #RH-1003-Z
 "LOVER, COME BACK TO ME" #RH-1003-Y
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(Continued on page 50)

THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLEN
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

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

Continued from page 49

POPULAR

Record Reviews

RICHARD HAYMAN ORK
IT HAD TO BE YOU
MERCURY 5825

London Records logo and 'The finest sound on record' slogan.

Write for LATEST CATALOG NEW RECORDS \$10.00 per 100 (78 RPM)

WEAR IT SING IT PLAY IT! advertisement for a record.

Exitting Authentic Music Calypso BAKE THE JOHNNY CAKE MATILDA, HOLD THE LIGHT

RECORD PRESSING Originalators of the NON-SLIP FLEX

PROMOTERS Get on our Mailing List! Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for audiences and arenas.

PHONOGRAPH RECORD SALESMAN Wanted to sell the hottest low-priced 7.8 and 45 RPM

POPULAR

Record Reviews

AL MARTINO
HERE IN MY HEART
BBS 101

ELLA MAE MORSE
LOVE YA LIKE MAD!
CAPITOL 2072

BEN LIGHT
MIRACULI ROSE
CAPITOL 2074

RICHARD HAYMAN ORK
LOST LOVE
MERCURY 5834

NO STRINGS ATTACHED
A bright, sparkling instrumental waltz of a melodic new dance written by Hayman.

PANCHO ORK
SILVANDO EL MAMBO
MERCURY 5835

EDDY HOWARD
A FAMILY THAT PRAYS
TOGETHER

JERRY MURAD'S HARMONICISTS
FRENCH
MERCURY 5822

WHAT IS THIS THING CALLED LOVE?
The Harmonicists out off the album with a scintillating performance.

TONI ARDEN
KISS OF FIRE
COLUMBIA 3927

FRANK SINATRA
WALKING IN THE SUNSHINE
COLUMBIA 3976

MY GIRL
Pretty new tune, which has been set for a few weeks.

VIC DANONE
GOOD MORNING, MORNING
MERCURY 5833

POPULAR Record Reviews

DEAN MARTIN
I PASSED YOUR HOUSE
CAPITOL 2071

PANCHO ORK
WHISPER A WORD OF LOVE
MERCURY 5830

MAMBO JAMBO
This is a well-planned Mambo by the Pancho ork.

RALPH MARTELL ORK
STOMPING AT THE SAVOY
MERCURY 5832

XAVIER CUGAT
FESTIVAL
The title also refers to Cugat. It may be a bit late for a big chunk of the ork.

WOMY! YOU SURRENDER
Tune is based on the "Two Gunners" melody. The Ork arrangement is an excellent one.

ELLIOT LAWRENCE ORK
RELEASE ME
KING 15181

A LITTLE WAKE UP MUSIC
The ork goes to town on this jazz tune with a strong instrumental swing that shows off some good ensemble work.

BILL IRWIN
PICKIN' PETALS
REGENT 8502

OL' JAKE
Another rhythmic item receives a lot of organ work and an adequate vocal.

YUANNA MONROE ORK
VICTOR 204691

WAGONETTE
MERCURY 5836

JIMMY PALMER ORK
I DONT MIND
MERCURY 5834

JUSTY LIKE THAT
KING 15176

SUE EVANS-GRAHAM PRINCE COMBO
ON A GOOD OLD OPEN
TROLLEY

YOU
CANT MAKE MONEY
JOHNNY DESMOND
HOW MUCH WILL I MISS

BATTLE HYMN OF THE REPUBLIC
COLUMBIA 3977

THE PHANTOM REGIMENT
HORSE AND BUGGY
LAMARINO ALMEDIA
DELICADO

POPULAR Record Reviews

DEEP RIVER BOYS
ALL I NEED IS YOU
BEACON 9146

SLEEPY LITTLE COWBOY
New ballad about a hot ready for the seduction.

OWEN BRADLEY
PLINK, PLANK, PLUNK
CORAL 60735

THE PENNY WHISTLE SONG
OWEN BRADLEY

LAMARINO ALMEDIA
DELICADO
CORAL 60728

RECO-RECO
ALMEDIA turns out another interesting waltz with a skillful performance of this Latin item.

INTERNATIONAL Record Reviews

HARMONY BELLS ORK
AMERICAN PATROL POLKA
DANA 3070

RUMANIAN POLKA
WALTER VENTURA'S ORK
TANGO OF THE ROSES

EL CHICLO
The ork gives out with a restrained and sweet-sounding reading of the tangos.

EDITH PIAF
JEZEBEL
COLUMBIA 3928

LA CHANSON OF CATHERINE
The pretty slow ditty is sung in the distinctive style that has won many fans for Miss Piaf.

HOT JAZZ Record Reviews

THE QUEBEC (Romas Field's Quartet)
KISS OF FIRE
MILD 1406

WHISPERING WINDS
This is a Fields' composition on the cool side, the Quebec has a fine tenor solo.

WILLIE LOVE
FALLING RAIN
TAUMPET 122

FEED MY BODY TO THE FISHES
DITTE this side.

BELLE TURNER
DRAGGIN' HOURS
ATLANTIC 964

ALARM CLOCK BOOGIE
A boogie blues gets a good wrap-up of the Joe Stone ork.

SISTER EMILY BRAM
WELL UNDERSTAND
This instrumental has received an appealing performance from the Sister over an interesting organ arrangement.

CHILDREN'S Record Reviews

ARTHUR GODFREY
BULLDOG ON THE BANK
PLAYTIME 378

THE ANIMAL FAIR
The ork's about the animals at the fair and the most who jumped on the elephant's trunk.

BRET MORRISON
TOM & JERRY FINO ALADDIN'S LAMP
COLUMBIA 3976

PERCY FAITH ORK & WILLIAM KEENE
JOHNNY BROWN WHO
TURNED OVER

RECO-RECO
ALMEDIA turns out another interesting waltz with a skillful performance of this Latin item.

SACRED Record Reviews

HARLAN COUNTY FOUR
MY FATHER'S MANSION
KING 1050

JOHN THREE SIXTEEN
This is a reference to the bible and the voice, to gather backing, effectively project the text.

CARL STORY
WHEN THE PEARLY GATES SWING OPEN
MERCURY 5830

NIGHTY CLOSE TO HEAVEN
Country chaser and vocal group are resonant in sincere reading of a melodic number.

RED FOLEY (The Jordanaires)
I'D RATHER HAVE JESUS
DECCA 20187

MARIE MOYER (Anita Kerr Singers)
HES MY LIGHT
DECCA 20128

CHURCH IN THE WILDLWOOD
Maria Knight and the Kerr Singers step up the rhythm on this familiar favorite and sure add a strong reading for the religious market.

FOLK Record Reviews

CARL SMITH
ARE YOU TEASING ME
COLUMBIA 39282

GILLY STARR
AN ANGEL IN PERSON
COLUMBIA 39290

BABY DON'T CRY
Ditty is Starr's and he takes it for a pleasing ride.

MERVIN SHIKER-CRAZY MARTIN
LET'S TAKE A TRIP TO THE MOON
DECCA 20321

ALBERT
SHIKER is capable on this coverage waltz of the time that is now creating action in the Grange program disc.

BILLY BRIGGS
THE GRANDEST THING ON EARTH
IMPERIAL 8150

THE BILLBOARD Music Popularity Charts

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

FOLK Record Reviews

WAYNE BARREY HEADS OR TAILS, I WIN... 74-75-73-76 KING 1058—Barrely number has an exhilarating melody and good lyrics which are delivered by the singer with impressive effect. A fine side.

RHYTHM & BLUES Record Reviews

BOUDY TATE ORK WAITING... 70-71-69-76 COLUMBIA 5097—Tate has a balladic sound as Tate leads it in a rhythmic reading of the ballad. Ops and deejays should give it a listen.

POPULAR Record Reviews

All of Me—Johnny Ray (Mercury) Col 18135 Better View of the Republic—Johnny Desmond (New) Coral 60736 Gupper the Figure—Lena Frank (Coral) Col 39755

CLASSICAL ALBUMS

Chopin: Waltzes Album (1-10)—Edward Kilewicz (1-12)—Riviera Classics, Piano Series—Col (33) NY 4518-4519-4520

HOT JAZZ

Charles Linn—Duke Johnson & Yrba Bowen Jazz Band (Mercury) Good Time Jazz-63

INTERNATIONAL

Arise Co. Havana—Mavelite Valdes (En El) 7142

POPULAR ALBUMS

In the Little Flower Album (1-10)—Boston People (En El) 7143

FOLK Record Reviews

LOUVEY BROTHERS (Im & Charles) THE "LET ACQUAINTED" WALTZ... 67-68-68-65 KING 11237—This unusual country waltz, in a minor key, receives a nice close harmony reading from the duo.

RHYTHM & BLUES Record Reviews

LOUIS ARMSTRONG MISS OF FIRE... 69-70-68-68 DECCA 28177—Tune seems headed for the top and here Armstrong hands it a powerful, unusual flourish. It's done in his own individual style and masterful phrasing and delivery. Should move up fast.

POPULAR Record Reviews

Walkin' My Baby Back Home—Johnny Ray (Columbia) Col 18135 Was It a Dream—Montezona (Columbia) Col 18135

HOT JAZZ

Charles Linn—Duke Johnson & Yrba Bowen Jazz Band (Mercury) Good Time Jazz-63

INTERNATIONAL

Arise Co. Havana—Mavelite Valdes (En El) 7142

POPULAR ALBUMS

In the Little Flower Album (1-10)—Boston People (En El) 7143

Advance Record Releases

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POPULAR Record Reviews

All of Me—Johnny Ray (Mercury) Col 18135 Better View of the Republic—Johnny Desmond (New) Coral 60736

CLASSICAL ALBUMS

Chopin: Waltzes Album (1-10)—Edward Kilewicz (1-12)—Riviera Classics, Piano Series—Col (33) NY 4518-4519-4520

HOT JAZZ

Charles Linn—Duke Johnson & Yrba Bowen Jazz Band (Mercury) Good Time Jazz-63

INTERNATIONAL

Arise Co. Havana—Mavelite Valdes (En El) 7142

POPULAR ALBUMS

In the Little Flower Album (1-10)—Boston People (En El) 7143

FRAN WARREN Sings... "HEAVENLY FATHER" and "LEAVE THEM ALONE" MGM 11237 (78 rpm) MGM 11237 (45 rpm)

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"MY MAMA SAYS NO" "I Never Felt Like This Before" JANNE with the Ken Sinton "Buddy Pool" Moore Hollywood Songs 1929 Whittier Ave., Hollywood 28, Calif. HlWAide 1437

A NEW HIT ON "TRUMPET" #160 "FEED MY BODY TO THE FISHES" #160 "FALLING RAIN" Diamond Record Co., Jackson, Miss.

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THE BILLBOARD Music Popularity Charts

For Records and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio)

Higher and Higher

BILLY ECKSTINE

KISS OF FIRE
and
NEVER LIKE THIS

MGM 11225 78 rpm
K11225 45 rpm

FRAN WARREN

HEAVENLY FATHER
and
LEAVE THEM ALONE

MGM 11237 78 rpm
K11237 45 rpm

DAVID ROSE

And His Orchestra
With Saxophone Solo by Woody Herman

HARLEM NOCTURNE
and
ON A LITTLE COUNTRY ROAD IN SWITZERLAND

MGM 30582 78 rpm
K30582 45 rpm

DEBBIE REYNOLDS

AM I IN LOVE!
and
WHAT GOOD IS A GAIL!
(Without A Guy)

MGM 30568 78 rpm
K30568 45 rpm

TOMMY EDWARDS

MY GIRL
and
PIANO, BASS AND DRUMS

MGM 11209 78 rpm
K11209 45 rpm

FRANK PETTY TRIO

HINDUSTAN
and
WHY WORRY

MGM 11216 78 rpm
K11216 45 rpm

JONI JAMES

LET THERE BE LOVE
and
MY BABY JUST CARES FOR ME

MGM 11223 78 rpm
K11223 45 rpm

ALAN DEAN

YOU'LL NEVER BE MINE
and
DO YOU CARE!

MGM 11226 78 rpm
K11226 45 rpm

BILL FARRELL

PLEASE
and
HERE'S TO US

MGM 11234 78 rpm
K11234 45 rpm

ARTHUR SMITH
(Guitar Boogie)

JUST LOOKIN'
and
FIDDLE-FADDLE

MGM 11191 78 rpm
K11191 45 rpm

HANK WILLIAMS

HALF AS MUCH
and
LET'S TURN BACK THE YEARS

MGM 11202 78 rpm
K11202 45 rpm

M-G-M RECORDS

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• The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best-selling, most played or most heard features of the Chart.

- TATTERED AND TORN Dolores Gray Decca 28178
A bright new tune is sold with warmth and feeling by the dulcet voiced Dolores Gray. This meaning could reach up healthy sales. Flip, "The World Has a Promise," is another strong side.
- WHY DID YOU LEAVE ME? Perry Como RCA Victor 20-4687
The warbler sets this sentimental new ballad in big style, handing it a fine interpretation. One backing is successful.

The listing printed here last week of the Louis Prima Ork on Columbia 34735 inadvertently listed the wrong title. Correct listing is "The Bigger the Figure."

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. HERE IN MY HEART Al Martino BBS-101
2. CARIOCA Les Paul Capitol 2080
3. I UNDERSTAND Four Aces-Al Alberts Decca 28162
4. I DON'T MIND Jimmy Palmer Ork Mercury 5836
5. WHY DON'T YOU LEAVE ME Perry Como Victor 20-4687

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. YOU Sammy Kaye Ork Columbia 34724
2. I'M CONFESSIN' Les Paul-Mary Ford Capitol 2080
3. ME, TOO Kay Starr Capitol 2082
4. I'M YOURS Four Aces-Al Alberts Decca 28162
5. I UNDERSTAND Four Aces-Al Alberts Decca 28162

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the juke box operators think tomorrow's hits will be:

1. I WAITED A LITTLE TOO LONG Kay Starr Capitol 2082
2. ME, TOO Kay Starr Capitol 2082
3. I'M YOURS Four Aces-Al Alberts Decca 28162
4. CARIOCA Les Paul Capitol 2080
5. JUST A LITTLE LOVIN' Eddie Fisher-Hugo Winterhalter Ork Victor 20-4680

• The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the Country & Western Disk Jockeys think tomorrow's hits will be:

1. IT'S A LOVELY, LOVELY WORLD Carl Smith Columbia 20922
2. ARE YOU TEASING ME Carl Smith Columbia 20922
3. WAITING IN THE LOBBY OF YOUR HEART Hank Thompson Capitol 2083
4. DIESEL SMOKE Doyle O'Dell Tatra 6647
5. DON'T MAKE ME CRY AGAIN Hank Thompson Capitol 2083

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see page 3 for rates

bigger and bigger and **BIGGER**
at every spinning!

Louis **PRIMA**

*in prime operatic form
offers as his concert debut*

"THE BIGGER THE FIGURE"

based on 'Largo al Faccotom' from Rossini's 'The Barber of Seville'

• *The Billboard Picks*

THE BIGGER THE FIGURE..... Louis Prima Ork..... Columbia 39735
This one has all the ingredients of a big hit. It is a broadly humorous number, with clever lyrics, based on the "Figure" aria from "Barber of Seville." Prima sells it in grand style.

backed with **"BONEY BONES"**

78 RPM 39735 • 45 RPM 4-39735



DORIS DAY
"A GUY IS A GUY"
with Paul Weston and his Orch.
39673, 4-39673

FRANK SINATRA
"MY GIRL"
Orch. under Axel Stardahl
39726, 4-39726

COLUMBIA RECORDS

for music that sends them . . . to you!

FOLK TALENT AND TUNES

Continued from page 46

signed to do a series of one-nighters with Audrey Williams' troupe. . . . Veteran Asher Sizemore is now spinning 'em at WLRP, New Albany, Ind. . . . Bernie Smith, once guitar with the Prairie Ramblers, WLS, Chicago, is working with Randy Aicher, as is Sleepy Martin. Atcher has radio and TV

shots in Louisville. . . . Johnny Argo, the veteran at KWCB, Searcy, Ark., reports his station is now rebroadcasting the Dutch O'Neal "Barnyard Frolics," which are staged regularly at Robinson Auditorium, Little Rock. Lloyd Southerland and His Smiling Mountaineers are a regular fea-

Fred Wamble, WVOK, Birmingham, has added four hours per day over XERB, Mexican station, and similar seg over XEG, Monterrey, Mex. . . . Delmas Franklin, WLAQ, Rome, Ga., is using a 15-minute seg of sporting news on his daily shows. . . . Biff Collins, KNUZ, Houston, likes the new Billy Walker dicking of "Anything Your Heart Desires" on Columbia. . . . Joe Allison, KKLA, Pasadena, Calif., has been doing personals at Ole Rasmussen's Harmony Park Ballroom Saturday nights. . . . Bill Gordon, WGTM, Wilson, N. C., reports

ture of the "Frolics" and KWCB, that Jim Eanes, once with Capitol, is now with Blue Ridge label. . . . Shorty Long, WPAZ, once with Capitol, is now with Blue Ridge label. . . . Shorty Long, WPAZ, Pottstown, Pa., once with King, has two sides out with Art Mooney's band on MGM. . . . Bob Kolar, WHBO, Tampa, reports that Zebb Summers is now doing a h.b. character on his show. . . . Bill Mack, KWPT, Wichita Falls, Tex., writes that the Blue Sage Boys, Abilene, Tex., group, are working with him on personals. Mack is on Imperial.

Verlin Mays, WFHG, Bristol, Va., writes that the station is averaging 175 records per day.

Artists' Activities

J. L. Frank, one of the pioneer promoters of country music, died Saturday (2) in Detroit. Frank, who was known for his early promotion of country talent at WJJD, Chicago, and later at WSM, Nashville, is the father of Mrs. Lydia King, wife of Pat Weir, the Victor dicker. . . . Johnny Horton (Abbot), who was a champion angler, working for various leading fishing equipment makers from Alaska to Maine, was the singing feature of a recent sports show in Los Angeles. . . . Ed Manning of Gordon V. Thompson, Ltd., Toronto, reports that Kidd Baker has joined Gavotte, the Canadian diskery. . . . Maury George, the ex-entertainer, and his wife, Evelyn, are d.j.'s at KENM, Portales, N. M. . . . Corley Edminster, the veteran entertainer at KANS, Wichita, Kan., arrived in Hollywood last week to do a part in Smiley Burnette's next for Columbia. Edminster is set for a 52-week TV part with KOTU, Tulsa, Okla., upon his return. His publicity is handled by Bep Roberts and Hinton Bradbury.

Hank and Slim Newman of the Georgia Crackers, WHKC, Columbus, have linked with Red Robin Records, a new diskery. Brother Bob of the group is with King. . . . Jimmie Skinner (Capitol) has moved his disk shop to a new Cincinnati location, 222 East Fifth. . . . Charlie Lamb, who was Carl Story's manager in 1951, has returned to management, handling Charlie Monroe, who is now with Decca. The Monroe group was with Victor for years. Monroe is heard on WNOX, Knoxville. Diana Glatco, who worked thru Northern Minnesota last fall, is reorganizing her Minakwa Ramblers for Southern California tours. Chuck Weidner, the square dance caller, is handling the group, which will headquarter in Hanford, Calif.

Smiley Burnette will tour Oklahoma for 10 days, starting May 17. He is set for the Green Mountain Sport Show, White River, Juction, Vt., May 29-June 1. . . . Charlie Wright, the Dallas agent, will supply talent for the Saturday night Brownwood, Tex., hoedown from now on. Wright is still handling Leon Payne and Jimmy Davis. . . . Lee Ross, KSEL, Lubbock, Tex., reports that he has inked with Coral. . . . Paul Cochran, Decca chief, visiting California for several weeks. . . . Warren Jarvis, WNVN, Norton, Va., reports that Aubrey (Dear John) Gass is traveling with the T Tex Tyler troupe. Gass has built a new home in Dallas. He and Al Dexter have just written "Fisherman's Boogie."

VOX JOX

Continued from page 38

Steve Starweck interviewed the band vocalists and sidemen in a round-table discussion. . . . Results of the annual popularity poll staged by Roger Clark, WNOR, Norfolk, Va., has Paul Page, Bing Crosby and the Glenn Miller ork taking top honors in their fields. . . . John U. WFMY, Greensboro, N. C., suggests playing two copies of the same disk at the same time to get a duet or echo effect. He'd like to pick up on such ideas from other deejays. . . . Ray Lehman, WCRO, Johnston, Pa., takes advantage of the numbering system used in the library to catalog records and once a week's run a request show in which listeners call and ask for a number rather than a record title. He says the show has been amazingly well balanced despite the guesswork. . . . Nick Barry and his partners on WCMW, Canton, O., have grabbed off personal appearances with such names as Johnny Ray, Don Cornell, Buddy Graco, Richard Hayes, Les Paul and Mazy Ford, and the Four Aces by chasing out with a battery-operated tape recorder. None of the artists has been closer than 25 miles from Canton. . . . Gil Henry and his "King's Open House Show" on KING, Seattle, were featured at the Pacific Northwest Home Show.

Russ Morgan

Continued from page 30

righters already set by Alexander's skedders. Morgan is giving Alexander commission on dates already set, with Clyde Balduch of McConkey here setting his first date, following a May 31 date by the Morgan ork in Hutchinson, Kan. Bill Black, of McConkey's Chicago office, already has set Morgan's ork for the Claridge, Memphis, August 1 for one week and four weeks at the Roosevelt Hotel, New Orleans, opening September 18. Morgan is getting \$5,000 per week for the hostelry dates.

It's understood that Morgan's deal with McConkey calls for a minimum of \$5,000 per week on locations and \$7,000 per week against 80 per cent privileges on weeks where he's one-nighting.

Acquisition of the Morgan ork by McConkey is an important one, for Dick Shelton, proxy of the ork, has been conferring with Balduch, Black and Lloyd Labrie, regarding the agency's future in the dance band biz. Feeling for the past year has been that unless the office can bolster its roster of semi-popular orks with a solid name or two of the Morgan caliber, the agency would drop its big band accent and return to a policy, where accent would fall on the cocktail and club-date department. It's understood that Morgan's lengthy tour for McConkey has established the agency's faith in name ork building. Morgan will go out for McConkey at least four months, which is double the amount of time which Morgan gave the office last year. In addition, Morgan and Paquet have turned over location booking to McConkey, where last year Morgan booked his Gotham location direct.

As was reported exclusively in The Billboard, Balduch also inked Will Osborne this week. Osborne intends to put a 14-piece ork out on the road about June 15. Osborne is returning to his "old sliding trombone" style, which he last utilized early in his World War II, with this next tour.

Kiendl to Spur

Continued from page 30

one. ASCAP has included this point of view in its complaint to the Justice Department re BMI.

Members of the ASCAP board regard the forthcoming TV case as of utmost importance, and as indicating the need for harmony within the organization. Writer members of the board were of the belief that the publisher segment would ultimately prove co-operative in the choice of a president. The writers, it was indicated, would be amenable to compromise. "It's a time for cool heads," one once stated. "But let's prevent the firebrands from grabbing the ball."

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Operators, Dealers—If you need phonograph records, polkas, waltzes or in foreign languages, write to us. We are the only record company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities in 78, 45 and 33 1/3 RPM. New releases every 6 weeks. Standard Phono Co., 163 West 23rd St., N. Y. C.

Plates of Romance in Yiddish—10 minutes of show highlights with English narrative. 78 RPM, unbreakable discs. Album B10R, List #385, Banner Records, 33 Union Square, New York City 3.

The year's round line, Folkways Records. For complete catalogue of jazz, primitive music, children's records, write: Folkways Records, 117 W. 46th St., New York City.

Wanted—Retail outlet for used juke box records—latest run-off. Best price. Indicate amounts and type of records desired. Write Box 154, Billboard, 1564 Broadway, New York City 36.

Will Buy Phonograph Records—Collections or dealer's stock, any amount, made before 1940, have thousands for sale; send wants. Jacob S. Schneider, 128 W. 66, New York

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NEWS NUGGETS

Autry Turnout Top Event at Kitchener

KITCHENER, Ont., May 10.—Highest attendance for a single day for the Kitchener Memorial Auditorium since it opened nearly a year ago was the Gene Autry show, according to H. M. (Bob) Crosby, manager. For two performances Autry drew 8,180. The building has 6,266 permanent seats and another 1,000 chairs.

Other attractions in the new building have included Hamid-Norton Circus, Louis Armstrong, Hal McIntyre, Vaughn Monroe, "Skating Vanities," Duke Ellington, King Cole package and "Ice Cycles."

"Biggest" Bucks Kentucky Derby, Grosses \$9,600

LOUISVILLE, May 10.—"Biggest show of '52" with Frankie Lane and Patti Page grossed \$9,600 Friday (2) at the Louisville Armory. Take was considered strong in view of competition from the Kentucky Derby, which was run the next day.

Armory Manager Herman J. Penn handled promotion, which included colorful stickers on juke boxes. Newspapers, radio contests, handbills and direct mail also were used.

Lionel Hampton, a favorite son at Louisville, played at the armory on Derby Night (3). This was a return engagement following his record-setting date of eight weeks ago. This time he grossed \$5,800. He presented a revue and played to a capacity dance crowd.

Louis Armstrong comes in on May 28 and Duke Ellington is booked for June 6. Boy Scout Camporatra was staged in the armory Friday and Saturday (9-10), with about 20,000 attending.

2 'Opry' Shows Attract 32,000 At Houston Aud

HOUSTON, May 10.—Over 32,000 paying customers jammed Sam Houston Coliseum for two performances of the "Grand Ole Opry" here May 1-2 under firemen's pension fund auspices.

Big night was Friday (2), when 20,000 filled all seats and standing room. Several hundred were turned away. A two-hour rain starting an hour before show time held the Thursday night house to 12,000.

Participating "Opry" stars included the Duke of Paducah, Carter Sisters and Mother Maybelle, Lew Childre, Annie Lou and Danny, Ernest Tubb and his band, Hank Williams, Carl Smith and his band, Hal and Velma, and Moon Mullican and his band.

Capacity of the auditorium was at the maximum, with chairs on the arena floor and permission granted for standees to be any place except in the aisles. A 14 by 14 stage was built in the center of the arena floor. General admission tickets were \$1 and 50,000 were reported sold. Reserved seats were 50 cents, and a souvenir program was sold at the same price.

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from our territory to you. Please state the date and type of event or at least one event which you have promised in the past; specify territory or arena you were financially responsible or secured responsible underwriting. Write Arena Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Stadium Sportservice Office Robbed of 76

CHICAGO — Masked bandits invaded the Illinois Sportservice office at the Chicago Stadium here Thursday, forced the cashier to open a safe, and escaped with \$7,000. The money was the proceeds from concession sales at the Chuck Davey-Chico Vejar fight there Wednesday (7). The cashier is Ralph Sawyer. In a similar hold-up, a Sportservice safe at the White Sox baseball park was robbed of \$74,000 last June.

Spike Jones Posted For L. A. Home Show

LOS ANGELES.—Spike Jones and His Musical Depreciation Revue have been set for the 11-day Home Show in Los Angeles in August. Jones will use most of the cast which this week is completing the most successful tour of the revue since its inception.

Repair Work Started At Cedar Rapids Aud.

CEDAR RAPIDS, Ia. — First extensive repairs in 30 years are under way at the Memorial Coliseum here. Work will cost around \$9,000.

Transportation Expo At El Paso Coliseum

EL PASO, Tex. — "Progress of Transportation" will be the theme of a trade show at the Coliseum here May 30 thru June 1, according to C. S. Swan, recreation manager. Name band and six acts are to be used in the show. Highly successful 26th annual flower show recently and the second annual Parade of Quartets ran at the same time.

Armstrong Ork Booked For New Orleans Date

NEW ORLEANS — Louis Armstrong Orchestra plays Municipal Auditorium Tuesday (13) under promotion of the Mancuso Brothers. New Orleans Home Show swings into action Saturday (17) and runs thru Sunday (25). Two New Orleans opera events opened the month's activities.

St. Louis Newspaper Stages Folk Festival

ST. LOUIS — The St. Louis Globe-Democrat's National Folk Festival opens Wednesday (14) at Kiel Auditorium for a four-day run. While it uses the Opera House stage, Armed Forces Day will be observed Saturday (17) in the Exposition Hall by the Missouri Military District.

Milwaukee Aud

Continued from page 28

could be expected of Mercury's brightest star. Audience was keyed to thrill at her work and weren't let down. Her "I Love You," "Because You're You," "Whispering Winds," "Detour," plus a driving version "One Sweet Letter" and medley of her earlier hits closed first half of the show with terrific ovation.

Newcomer here, Don Rice got yanks early with a bunch of below the belt political character assassinations. Biggest laughs came via impersonations of Truman, and MacArthur, latter right in the General's strongly Republican home town.

Electric impact of Illinois Jaquet's honks, riffs and squeals transformed mob to screaming bunch of cats and left them limp with excitement yelling for more.

Biggest excitement of the evening was turned up by Frankie Laine who stopped the show several times here. As usual, Laine elicited screams and swoons from fans in audience. Every note and action was dynamic as he dealt out "My Desire," "Jezebel," "Shine," and "Jealousy." Both Laine and Page combined on cute lyrical sign-off to send wilted customers home.

Ben Ollman.

Three Western Packages Set For Aud Treks

NASHVILLE, May 10.—Three major packages featuring Country and Western talent were set to play aud-arena dates this week by Norm Riley, promoter of the dates, and head of his own personal management and booking office here.

Initial package, starring Carl Smith, opens tomorrow at Dassau Hall, Austin, Tex. Subsequent dates include: May 12, Auditorium, Big Spring, Tex.; May 13, Auditorium, Lubbock, Tex.; May 14, Auditorium, Abilene, Tex.; May 15, Auditorium, Temple, Tex.; and May 16, Bob Wills Club, Dallas.

A second show, headed by Hank Williams, Lou Childre and Ray Price, opens at City Auditorium, Oklahoma City, June 1, then, on successive days, plays the Sports Arena, Hutchinson, Kan.; the Forum, Wichita, Kan.; KMBC Theater, Des Moines, closing June 6 at the Coliseum, Ottumwa, Ia.

A George Morgan show, which will appear with the Williams package June 1 in Oklahoma City, follows up, also on successive days in Wichita Falls, Tex.; the Barn, San Antonio; Dassau Hall, Austin, Tex.; Auditorium, Temple, Tex.; and concludes June 6 in Dallas.

Drew Pearson

Continued from page 10

sion that they really heard something meaningful.

Pearson's tendency toward meaningless but inflammatory statements, done apparently for the sake of sensationalism only, were never more obvious than in his "news" item that government officials are fearful about increased Russian military activities now that General Eisenhower is about to return home.

The recent French plane incident and Pearson's claim that various border moves were being made by the Russians, tied together with a delivery that sounded like the Voice of Doom, must have sent untold number of jittery viewers scuttling under their beds or packing their belongings preparatory to making a getaway. Unless, that is, they stayed around long enough to hear Pearson mercilessly flay his own straw man by stating he had just returned from Europe, and from his own observation, he didn't think it likely that trouble will develop, as the Russians would not be apt to telegraph their punches.

Thus, Pearson could lay claim to a scoop if anything should flare up, and similarly he would be right if all remains calm. What price accuracy?

There's no denying, despite this, that Pearson should acquire and hold a sizable TV audience. Obviously nervous on his preem, he nevertheless, always kept his delivery sounding important. And the very importance of his voice will impress enough viewers to give him a goodly rating.

Commercials were on the strong side, too. Arrid's plug went in for mentions of "horrid sights" (sleeves with perspiration stains under the arms), and the Carter's pill plug told of the case of one Jane Hall, who "had a bad habit"—she took laxatives regularly.

But Carter's pills relieved her irregularity and improved the flow of her liver bile. Maybe they'd do the same for Pearson, too, and tone down his delivery a mite, but that would not be likely to have a happy effect on his following.

Sam Chase.

Arena Roules

Send to 2160 Patterson St. Cincinnati 22, O.

- Davenport, Orrin, Circus: Winnipeg, Man., Can. 13-17.
- Hamid-Norton Circus: Montreal, Can., 17-24.
- Hollywood Ice Revue (Cincinnati Garden): Cincinnati, O., 14-21.
- Ice Capades of 1952 (Pan Pacific): Los Angeles, Calif., thru June 1.
- Ice Rinkettes (Ice Arena): Seattle, Wash., 21-June.
- Polack Bros.: Eastern Circus (Shepp Field) Corpus Christi, Tex., 21-24.
- Polack Bros.: Western Circus (Auditorium): Oakland, Calif., 14-25.
- Wirth, Frank, Circus: Ottawa, Ont., Can., 17-24.

"Vanities" Holds Options On Olsen-Johnson for Future

NEW YORK, May 10.—Harold Steinman's "Skating Vanities" has executed tight options for future years with Olsen and Johnson for the combined show which will be launched next August, it was announced this week by the "Vanities" office here.

The roller show, now in Germany, closes its European tour in July and opens in Atlantic City August 1 for 24 days. The 1953 edition will rehearse during the

Atlantic City run and opens in Quebec August 29. Show will be billed as "Skating Vanities and Olsen and Johnson in person."

Gae Foster, of the Roxy Theater, New York, and assistants Flo Kelly and Anolyn Arden are at work on details for the new production. Joan Personette, costume designer for "Vanities," and associate of Miss Foster, is in Europe to study costume motifs.

Producer Harold Steinman also is in Europe with the show. In New York now are Harry Miller, "Vanities" executive director; George and Dee Poli, and Pat Purcell. The staff is handling promotion, advertising, publicity and setting up the new edition's schedule.

It is announced that a contract has been signed with Nathan Podoloff, of the New Haven Arena, New Haven, Conn., for the show to appear there following its engagement at the Springfield, Mass., fair in September.

South Africans See First Icer

JOHANNESBURG, S. A., May 10.—Tom Arnold's Ice Revue, first icer to play in South Africa, drew capacity business here for its recent run. Tom Arnold is a leading producer of revues, circuses and similar events in England.

On the program were Hein Brock, American ice comedian; Micheline Lannoy, Belgian skater; James McCauley, the Four Eskimos, British comedy group; Micheline Andrews, and Alma Cookson, stars of Arnold's London pantomimes; Arthur Apfel, South African champion; Rafe Colclitic; Errol Lake and a chorus of 50. Gerald Palmer was producer of the unit.

New Faces of '52

Continued from page 55

an overdrawn sketch, and so is Miss Hammerlee.

Among the males, Ronny Graham and Roger Clary stack up as "new faces" that should be around for a long time, altho it must be stated that the others—particularly Paul Lynde—work hard at it and with varying success depending upon material. Graham, who wrote most of the songs and most of the sketches, also works at it the most. He has a fine flair for comedy and displayed to best advantage in his sketch about a decadent Southern author, and is just as strong in selling a specialty song. However, he is called upon to do too much—some of which is out of his realm as an actor. Stemming from the local niteries, Graham is best at home when handling fast and witty material, on a higher level. And that's what he writes best. With proper material, he could run riot thru the show.

Clary

Clary, a pint-sized Gaul, projects personality equations fitting for a giant as he makes with a Continental glint in his eye. The younger shows he can be funny, despite weak material, and can sell a song, rating high on a sentimental song about being in love with his school teacher and his own "Alouette" song specialty. These prove he should be given much more to do. The three mixed pairs of dance teams are all delightful, and, enhanced by John Murray Anderson's delightful staging, add much to the proceedings. Their best collective effort in the second act opener wrap-up of the songs heard during the first stanza.

Raoul Pene du Bois, panels and drops are most striking, tho simple, and are beautifully with the lighting and costumes, all of which are far above the level of what might be expected from an intimate revue.

In all justice, an evaluation should ring in every name on the program. They all put their best foot forward. That there isn't enough footing to catch hold is not because the performers are found wanting.

Opening night kept running a full half hour over the standard curtain limit, but Sillman can be depended upon to whip it together into a fresh and frothy revue that should make a New York hot weather season easier to take. And no matter how long it may survive the hazards that have been facing all musical revues in recent years, there's no question but that this 1952 edition will add several "new faces" to Sillman's book.

Maurie Orendenker.

B'way TV Theater

Continued from page 10

Kiel and the worst one can say after sitting thru it is that the 90 minutes might have been used to more advantage reading. Or listening to the radio.

All this is said with due respect to some admirable playing by Ernest Truex, against whose nature it is to turn in a bad job. As Hillary, the philosophical pawnbroker, Truex does a fine bit of characterization. Unfortunately, the same cannot be said for personable Wendy Drew, as the ingenue lead. Miss Drew simply was not up to handling a difficult role, that of a dreamy, fee lass whose mind was several centuries removed from modern problems and confusions. What was intended to have been a somewhat poetic reading proved on the closing side, and some of her lines, particularly at the beginning, were delivered in rather wooden fashion. Miss Drew, it is true, did better as the action developed and brought her role closer to reality, and she always looked very pretty indeed.

The Plot

The story itself is on the inconsequential side, dealing with a villainous young thug who, formerly married to the young girl, sought her out with the intent of reclaiming her by force. For her part, Miss Drew, in the role of Lizzie Shaw, exerted a telling influence for the better on the weird collection of males who made Hillary's pawnshop their second home.

By the time the final curtain descended, the thug was slain by old Hillary, who himself passed on with a beatific smile after seeing Lizzie safely escorted into a new life by Timothy, a genius-type writer. The latter role was handled by Herbert Evers, sole holdover from the Broadway cast.

One of the brighter moments of the production was furnished by Sylvia Field (Mrs. Truex), as a literary agent on the prowl for the writer's services. She lent a touch of professionalism to the production.

Climax Confusing

A climax of the play, in which the rogue was slain after his bullet grazed the head of the ancient pawnbroker, was sufficiently confusing so that only thru the lines of the cast in the final scene did the viewer learn that this actually was what had transpired.

In all, the production was interesting, mainly because of its recent vintage and disappointing in most other respects. Good supporting jobs were turned in by Casey Walters as the medical student, John Farrell in a drunk bit, Willy Lewis as a broke clarinetist and Danny Williams as the menace.

Sam Chase.

Auditorium Managers

Help us build a list of promoters who are capable of properly promoting and underwriting attractions in your building. The increased availability of large attractions and packages shows hinges upon the number and quality of promoters. That is why it will be to your advantage to aid in the compilation of a complete list of promoters made in your area. Send us the names of the promoters in your territory, with a brief description of their equipment. The Billboard, 188 W. Randolph St., Chicago 1, Illinois.

Hocus-Pocus

By BILL SACRES

LADY FRANCES (Frances R. Francis) has been busy the last several weeks working kids' shows outdoors in the New York sector. Tough work but good pay she says. . . Lucille and Eddie Roberts are current thru May 22 in the Boulevard Room of Hotel Jefferson, St. Louis. . . New officers of Tacoma Ring, International Brotherhood of Magicians, Tacoma, Wash. are Earl Peck, president; Bill Walters, secretary, and Don Landstrom, treasurer. According to Prexy Peck, things are good for the magic lads in the Tacoma territory. Ken Leckhold and wife are working schools in the territory. Peck says, and Ed Turner and Don Landstrom are working the area to good results, using their 10-year-old sons as assistants. Peck, himself, did 24 shows in four days at the recent Tacoma Home Show and is booked for nine days at the Western Washington Fair in September.

Extra Added

Continued from page 29

Harrison and Chiquita, originally booked for a week at Marty Goldberg's Tahiti, round out a six-month stay this week and still stay on. . . Eddie Freeman, new manager of the Calais, where Johnny Waters rejoins the Femmes, girl trio, as pianist.

Here and There

Cliff Barnes, Providence, R. I., AGVA representative, suffered a scalp laceration that required more than 30 stitches in an early morning auto accident in Johnston. He will not be able to resume his work for some time. **Ed Sweeney** is substituting in the Providence office in Barnes' absence.

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P. O. Box 59 Chicago 90, Ill.

Cotillion Room

Continued from page 28

mentalist, gal gives amusing dissertations on various numbers that help remove the act from straight musicianship to artistry. Her "lecture" on percussion instruments ("It has nothing to do with the organ") helped make the gal's preem a rousing event. The audience applause was long, loud and sustained.

Dance team of Neil Fisher and Jerry Ross had costuming and youthful good looks in its favor. Its rep acquired from the TV-er "Show of Shows," probably also aided it. But what is beautiful dancing on a major TV show is only so-so on a cafe floor, particularly when there is no sequence of story line to help them. The kids do a lot of modern trends which means that the conventional lifts and spins that ease audiences are accustomed to are missed in their act. But the youngsters are good enough not to have to resort to the acros. Salesmanship however must be helped to get them across. One way is to increase or revamp their musical arrangements. If the audio excitement can be lifted their choreography can take care of itself.

The show, cut by Stanley Melba's band, was a masterful demonstration of being right on cue. Chico-Rell's Latin music worked in between.

Bill Smith.

La Vie En Rose

Continued from page 28

That should interest a record company looking for unusual vocalists. Gal works completely uninhibited, rattling off in rivet machine fashion a series of standards that are the epitome of progressive jazz. At times her strange bits of business—derriere rubbing against the piano, abdominal massage, sensual moans—are embarrassing. Still there's no denying Miss Morrissey a basic salesmanship. She punches with everything including her voice. Her style is so startling that she'll either make it big or fall completely flat. People either like or dislike her intensely. There is no middle ground.

The Van Smith trio working behind the blond canary do a tremendous job. The gal is such a vocal powerhouse the trio has to be right in there all the time. The fact that they do it and come off with flying colors points up their musicianship.

Jana Jones, a teen-age girl singer previously reviewed, is as different from Miss Morrissey as a Crosby is from a Ray. Miss Jones is a standup performer with a delightful melodic style that comes thru on ballads and rhythms with equally pleasant results.

In Ronnie Selby's trio, Proser has another fine musical group. Selby's pianistics are intricate as they're listenable. Bill Smith.

One Fifth Avenue

Continued from page 28

number that must really be effective on a larger stage.

Crowd Likes William
Novice tenor Earl William is a good looking young lad, but still a bit nervous in front of a crowd. He sings in the big, legit-voice style so fashionable in recording circles nowadays. The house gave him a nice hand on "Younger Than Springtime" and "Little White Cloud That Cried."

Pianist-manager Bob Downey turned in his usual competent backing job, and also contributed some showmanly pianistics at the twin baby grands with Harold Fonville. Fashion note: Both men are now wearing smartly-styled matching plaid dinner jackets. The room was well-filled for the first show. June Bundy.

Chase Club

Continued from page 28

Perito from Station WPIX, New York.

Paul Gibert has been reworked in the Zodiac Lounge thru June 26, one of the longest engagements ever played by a comic in this room. Over in the adjacent Merry-Go-Round, piano playing comic Wally Giffin continues to delight with salty stories and risque songs. Griffin is definitely a click here, and will probably stay on for some time to come. Abie L. Morris.

Burlesque Bits

By UNO

MONTMARTRE KITTY, new feature strip on the First Wheel, is a former dancing partner of John King in vaude and niteries. Last summer she was with Raynell's girlie revue on the Collin & Wilson Shows. . . Harry Seber and Jimmy Ritter have taken over the Liberty Theater, Stockton, Calif., and installed a burly stock policy, with a cast consisting of Jennie Lee, Nicholl, Helene DeCennie, Julie Allen, Roberta Page and Denise Wilson. Billy Collins, Ben Leslie, Jimmy Morgan, Frenchie Milligan, Charlie Glick and the Gay Blades. . . Billy (Scratch) Wallace, comic, was stricken with a heart attack at his home in Philadelphia last week. . . Lyric, Allentown, Pa., shuttered for the season May 3. . . Hermie Rose, Jack Ralley, Tony LaCiverno, Derman, Kitty Ellis, Dot Kent and Vivian Kelly are the principals at the Downtown Theater, San Francisco, which opened recently as a new burly stock house. . . Benita Francis is the feature strip at Sloppy Joe's, Key West, Fla., booked by Gus August, of the De-Castro Theatrical Agency, Miami Beach, Fla. Other talent includes Syeda, Diane Walker, Palmer Cote, Bettise Lee, Joan Cambell and Patti Gail. . . Peggy Mansfield, dancer; Billy King, juggler, and Mighty Mite, bicycle act, comprise the current bill at the Roxy, Montreal.

Minneapolis, where Jessica Rogers is the feature, has been held for two additional weeks thru Jack Montgomery and Lou Cohen. . . Herbert K. Minaky has been removed from University Hospital, New York, to the Cardiac Convalescent Home, Suffern, N. Y. No visitors allowed. . . Joan Merriek, strip on the Hirst Circuit with the Silk-Hyatt-Kitty unit, is a Jack Montgomery discovery out of the line at the Casino, Pittsburgh. . . Pete DeCennie recently acquired the Moulin Rouge, Oakland, Calif., retaining its pic policy and operating it along with his other house in the same town, the El Rey, where burly stock continues, with Tempest Storm the current feature. . . Carl Von Dell opened in headline spot at the Biggs-Rosen New Follies, Los Angeles, May 2. Other principals are Chili Pepper, Wanda Jackie, Jo Ann, George Rose, Bobby Faye, Harry Meyram and Leon DeVos. . . Princess Tulano, strip, was chosen for several scenes in the pic "Miami Story" featuring Lily St. Cyr. The Princess is currently featured at the Frolies, Miami, where other talent includes Shiraz Hays, Cathy McCoy, Myra Davis, Ramon, Go-Go Gabe, Vickie Mosella, Dorrie Dale and Jimmy Day. . . Mona Lynne, ex-burlesquer, is working as a waitress at Junior's eatery, Brooklyn. . . Winnie Garrett is contemplating the establishment of a dress shop.



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Is RSROA-USARSA Merger Under Way?

Recent Brown-Von Horn Hold-Holding, Busk Editorial May Be Forerunners

NEW YORK, May 10. — Recent developments here indicate that a serious effort may be in progress to merge the Roller Skating Rink Operators' Association and the United States Amateur Roller Skating Association, long at loggerheads over the question of administration of amateur roller skating.

First hint that the atmosphere surrounding the rival groups may have warmed was seen in January when Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., and long a power in RSROA affairs, donated a 30-inch gold challenge trophy to be awarded winner of a Chicago Hop contest held in conjunction with an oldtimers' night staged at Earl Van Horn's Mineola (N. Y.) Rink. For many years, Van Horn's skating club has been a staunch member of the USARSA.

Brown's gesture, and the report in The Billboard that he was one of the celebrities attending the affair, set tongues wagging among traders who had known that Brown and Van Horn had not been pals-walsy in the past. "Why the sudden love feast?" they asked, recalling that years ago Van Horn had been an RSROA member but broke away from that organization after a disagreement and subsequently was instrumental in forming the United Rink Operators, the RSROA's rival operator association. Still later the USARSA was formed for the avowed purpose of putting the administration of amateur skating into the hands of amateurs.

Of a more concrete nature was an editorial carried in the April 24 issue of "Bumps and Falls," the Van Horn rink's house organ, titled "ARSA VS. RSROA." The editorial carries the signature of Archie Busk, co-editor with Inez Van Horn of the paper, and presumably the sanction of Van Horn.

"During the past two weeks," the editorial points out, "roller skating has presented to a confused public two events of seemingly large importance that had their aim exactly the same thing," referring to New Jersey championships held at Twin City Arena, Elizabeth, N. J., an American on wheels rink (URO-USARSA affiliate), and New York-New Jersey contests sponsored by the RSROA at Staten Island Rolladium, New Dorp, N. Y. "This confusion will be eliminated," the editorial said, when "the USARSA stages New York championships at Mount Vernon Arena, another AOW rink, in the near future. The net result will be a double set of champions, said the editorial.

Everyone Cheated
Busk charged that the amateur contestant, the spectators and roller skating in general are being cheated by this set-up. The contestants are cheated because "they are not true champions," he said; likewise the public because they do not see the best skaters in their respective arenas in mutual competition, and the sport because it does not enjoy the full advantages of its potential. Speaking of the URO and USARSA, Busk said: "The purpose and intent of this new organization was laudable at the outset, and warmly received by

Warm Weather Hits Palomar

MILWAUKEE, May 10. — Unseasonably warm weather, according to Phil Hays, manager of Palomar Rink here, has cut attendance below the level of any spring since he took over the rink four years ago. Beginning last week, the rink went into its summer schedule which calls for skating only on Wednesday, Friday and Saturday nights.

Emphasis this past month has been on preparation for the State championships, to be held here May 12. To spur local and State-wide interest in the events Hays has intensified publicity. The press has been alerted and arrangements have been made for spotting of a color photo shot in The Milwaukee Journal rotogravure section of the Sunday edition prior to the meet. The Milwaukee Sentinel will also carry pix, and sports writers on both papers have promised full coverage.

On the heels of the State meet, the Great Lakes regional championships move in on May 15. Winners from five neighboring States will vie for honors, and approximately 700 contestants are expected to make bids for a shot at the national tourney in Denver this summer.

Lorain's Coliseum Destroyed by Fire

LORAIN, O., May 10. — Fire early Monday (9) destroyed Coliseum Rink here, near here, the owner estimating the loss at \$125,000. Ruth Stevens operated the spot.

Forty volunteer firemen from Amberly, Sheffield Township and Black River Township attempted to save the 28-year-old building.

hundreds of skaters. . . It was felt at the time that RSROA rinks would eventually see the light and come over to our side. However, they thought differently and stayed on their side of the fence. Today, they are a well-knit, efficiently run organization that has prospered. . . Meanwhile, our own URO and USARSA that started with such high ideals, has had to take a back seat to the RSROA. They have never risen above their standard as the junior group. They have not made the great progress that was hoped for and are slowly but surely deteriorating under the domination and dictatorship of two men who, because of a personal feud as rival operators, will not accede to what is best for the amateur skater and roller skating in general. A merger of the USARSA and RSROA into one great body that would bring peace and harmonious relations to the ranks of roller skating across the nation. . . Let us work hard toward the merger of RSROA and USARSA. Let us get together and iron out the differences that exist. Let's end the civil war in our ranks and put aside one-man domination and dictation to stooges. Remember, in unity there is strength."

Roadshow Rep

OLD RELIABLE NEW ORLEANS Minstrels have been getting good business at Alabama spots, W. B. Warren, manager, reports from Clarksville, Tenn. Show moved into Clarksville, where it wound up a successful stand May 3, from Sheffield, Ala. Lollypop Jones, stage manager, has the performance clicking, and George Fields' band has come up with a number of novelty tunes that are going well, Warren says. Rommie Johnson has his crew of 15 co-ordinated and Johasaphat Kelly is doing a good job on the advertising end. The show moved into Kentucky from Clarksville.

The Toby and Ora Stout Players Tent Show, currently in rehearsal at Vermontville, Mich., will open their season there May 14 on a four-day stand. From Vermontville org goes into its customary week-stand policy, with Hastings, Mich., the first spot on the list. Itinerary will take the show thru Michigan, Missouri, Ohio, Indiana and Illinois. Cast includes Jimmie Carroll, Monte Montrose, Walter Lukas, Don Scope, Vera Stout, Irene Stribike, Donna Forek, Jerris Saxter and Ora Stout. Klink Larmon has the orchestra, and his wife, Frances, has the concession stand. Show's opening play will be "Summertime Sweethearts." Repertoire also will include "Lure of South Pacific," "It's Smart to Be Dumb," "Uncle Sam and His Hat," "How Funny Are People," "Advice Is Cheap" and "Unkissed Bride."

CLIFFORD PEARSON, who chalked up a good winter in Oregon with his protean show, will try a platform presentation this summer. Opening is slated for Eugene, Ore., and Pearson has caught on with a mercantile company which also uses his services in an advertising program. . . Alfred Nolan has numerous Eastern hotel and resort

dates booked for his magic, juggling and vent show. . . In answer to a query as to plays presented by Marks Brothers' old-time 10-20-30 company, Austin Allen comes thru with the following from Gloucester, Mass.: "While at 'The Point of the Sword,' 'A Colorado Waltz,' 'Little Starlight,' 'Dad's Girl,' 'Leah, the Forsaken,' 'The Midnight Express' and 'The Duke's Daughter,' . . . Leon Long, who attended the opening of the New Orleans Minstrels, reports that the org has the best rolling stock and outfit he has ever seen."

LEONARD MELANSON, who has had solo shows in the Northwest, plans to play Central Oregon this summer, presenting his show from a platform. He spent the winter in schools and halls. . . D. H. (Dapper) Freels advises from Cheyenne, Wyo., that he has framed a busking-type show which he will open in Central Wyoming soon. He plans to move toward Arizona where he spent a profitable summer last year. Freels is an old-time vaude performer who now works on his own. . . "I like the items which appear in these columns concerning the old-time minstrels and 10-20-30 days," writes Ralph Harziz from Syracuse. "As a boy I made my home in Lowell, Mass., and as one of the writers to the column says, it was a busy city for rep and road shows. The Lorne Elwyn rep show was a favorite and I carried a banner in Leon W. Washburn's Black and White Minstrels parade. It was a straggling parade with about 30 musicians. I also saw the Tom Shows of Joe Cook, whose home was in Lowell, and others. I also spent a summer in Camden, Me., and saw Price Webber and his small rep company. When I was 16 years old I joined A. B. Locke's one-day stand show and we played Locke's version of the 'James Boys in Missouri!'"

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Paris Peek

By ANNE MICHAELS

Continued from page 2 other following the film. "Detective Story," however, received some top reception, and Menotti's "The Medium," entered without a sponsor, came out a cut above the average. Some American stars here are Bill Holden, Gloria de Haven, Yvonne de Carlo.

Maek Sennett, also here, has interest at the moment strictly in TV. The Maek Sennett Film Company is occupied, he told The Billboard, with reading some of the later talkies for television distribution. His basic interest, however, is in phonovision.

"There are 20 million listeners," he explained, "and in one night, if the phonovision were developed correctly, a big budget picture production could be presented which would immediately pay the producer the cost of his film. The idea of having a scrambled screen reception until the viewer places a coin in his set would open up the market in Hollywood for television."

Jack Kirkland Dragged Onto Authors' Congress . . .
Jack ("Tobacco Road") Kirkland arrived in Cannes as a visitor and found himself an unofficial delegate to the International Authors' Congress. "The basic work this year," Mr. Kirkland told The Billboard "is the question of copyright." Lawyers and experts from all over the world have drifted in to look over what is being done.

"America which is not officially in the Congress, since it has never been a member of the Berne Copyright Convention," Mr. Kirkland went on, "should immediately consider joining." He added that he will make his recommendations to the Screen Writer's Guild to that effect. Opinion here is that a screen and TV writer should be paid in the same manner as a legit dramatist; that is, a down payment and percentage of the gross.

Somewhere else down the film palace corridors, Eric Johnston, John McCarthy and Gerald Mayer are meeting in a closed session of producers.

Of Thee I Sing

Continued from page 55

the lacklustre of the book. And Kaufman has given the production a fast, zippy pace. Also on the credit side are some fine Gershwin tunes. Aside from irritating recitatives, the show is musically okay. In fact, the credit items are fairly heavy. It's just that "Sing" doesn't quite balance the budget.

It's easy to see that with the click revival of "Pal Joey" and election year rolling around, Chandler Cowles and Ben Segal thought they had a great idea with this revival. And there probably will be quite a few who like to hark back to the 1930's who will agree with them. But for this reporter, to paraphrase a lyric from "Bloomer Girl," it was good enough for ma and pa, but it ain't good enough for us.
Dennis McDonald.

Weather Hurts

Continued from page 3

normal. The Edgewater Beach Hotel's Marine Dining Room, closing out Tito Guizar, and the Empire Room, on the final days with Kay Thompson, also were playing to small rooms nightly, while the Conrad Hilton, with its "Skating Olympix" show, due to go out in June, found its business holding up with several conventions lending an assist.

The Cole Bros' Circus, in the stadium during the one-week school holiday last week, was below its 1951 gross, with the kids apparently preferring the outdoors to the under-the-roof show.

Most outdoor attractions in the vicinity were off to a fast start due to the weather, with kiddie-lands, outdoor movies and parks and forest preserves reporting record crowds.

Glasgow Cleanings

By CLIFF HANLEY

Continued from page 3 band programs. Radio is the only means by which a band can acquire a name. When the big bands had regular broadcasting spots, they took big money in the ballrooms and theaters. Today the names are dwindling as box-office attractions.

The solution seems to be to buy a consignment of washboards and go loudly insane in public, instead of going quietly insane on all-night train trips seven times a week.

Square Dancing

Lays Scotch Egg . . .
Incidentally, square dancing, successful in England, has laid a large square egg in Scotland. The reason is that Scotland's old-time traditional dances have never died out. In fact, they had a renaissance during and after the war which is still gathering momentum.

The newly revived American square dance look to the Scot like an under-proof version of Eightsome Reels, or a collection of Strathpeys with the kits extracted. Maybe we should export some Scottish country dances to the U. S. as a gesture of defiance. The rot may have set in already, in fact.

Burl Ives is the latest American visitor to adopt the kilt, but unlike all the others, he wears it all the time! This takes a lot of nerve. It takes a heck of a lot of kilt too.

London Dispatch

By LEIGH VANCE

Continued from page 2 personation of President Roosevelt in England. "Roosevelt was so greatly admired here I just know it would not go down well," he says.

Christopher Fry spoke out against what he called "little-minded critics" who judge everything by rule of thumb, when he took part in an Arts Theater Club Critics Circle supper. He said, "Everywhere today can be heard the patter of tiny criticisms." Robert Sherwood who arrived last week to stay at his Surrey farmhouse is working on a new play.

Peter Ustinov is discussing a proposed radio program for himself written by the BBC's top comedy scriptwriters ("Take It From Here"), Frank Muir and Dennis Norden. Busty Diana Dors opened at the Comedy this week in a revue translated from the Norwegian. She was praised, the piece named "When Actors' Equity banned Theodore Uppman from taking a part in the next Express Hall production of "Ranch in the Rockies" they did singer Gordon Needham a good turn. Needham, who had just finished a tour of South Africa, saw the report in a London paper, phoned home and got Uppman's part.

Sees Color TV Within Five Years . . .

Sir Noel Ashbridge, director of the BBC's Technical Services, forecasts in a speech this week that color TV would be in operation within five years, but the trade is not so optimistic. Scientists and back-room boys have been working all-out on a simple adapter which could be fitted to a black and white set to receive color, but have not yet given the BBC a demonstration of what they have achieved.

Shuffle Along

Continued from page 55

called "You Can't Overdo a Good Thing," and there should be a law! The less said of Flournoy Miller's and Hamtree Harrington's comicallities the better. The latter, however, cannot be blamed, as Miller is responsible for their material.

On the good side of the ledger is willing and nimble dancing along not-too-fresh patterns in

ALYDOR—Mrs. M., sister of Charles Robinson, actor, and her home in Bayshore, April 13 at her home in Bayshore.

BANDOWSKY—Victor, 70, for 30 years theatrical producer, director and theater manager in Berlin, May 8 in New York. In his youth he was an actor and at one time owned five Berlin theaters. He came to this country in 1907. He wrote film scripts at Hollywood and later taught drama at Fordham University and Hunter College. He leaves his widow, Mrs. Sophie Bandowsky.

BENTLAND—Mrs. M. O., of the Harry Test Show, at her home in Wilkesboro, Ga., March 22 of a heart attack. Survived by her husband, Harry, sons, Harry Jr., of Forest Park, Ga., and Carney, of the U. S. Army, and a daughter, Marjorie, Atlanta.

BREZZIER—Paul, 57, for the past 10 years a concessionaire with the Gooding Amusement Company, recently in Columbus, O. He was a veteran of World War I and is survived by his widow, Gertrude, and six daughters. Services April 9 in Columbus and interment in South Lawn Cemetery, Chaboocon, O.

CANADA LEE

At the age of 45, Canada Lee, star of stage, screen, radio and television, died of a heart attack in his New York home May 9. He had been ailing for two years. Born Leonard Lionel Cornelius Canegata, he launched himself first on a career as a violinist, then turned to jockeying, leading a band and boxing. As a boxer he had 200 professional bouts and became a leading contender for the welterweight championship but his eyes went bad. But it was as an actor that he finally gained fame.

His first stage appearance was in "Brother Mose," but he shot to stardom in "Native Son" in 1941. Since then he has appeared in "Othello," "Macbeth" and countless films and plays. He first collapsed in Africa after completing the picture, "Cry, the Beloved Country," which vehicle was also transported to the stage in London and Broadway. He had begun work on a Technicolor "Othello" film in England, when revisions made necessary a temporary lay-off. He was scheduled to go to Italy for completion of the film soon. His wife, Frances, actor son, Carl Vincent, and brother, Casper, survive. Services at Salem Methodist Church, New York, May 14.

CHARLES—Perry, 70, Montreal pianist and arranger of more than 500 Canadian folk songs, at Montreal May 7.

CLAYTON—Florence Andrews, 69, former opera contralto, April 27 at her home in Minneapolis. She was the last survivor of the brothers and sisters who formed the Andrews Opera Company, noted during the 1880's and '90's and the widow of Fred W. Clayton, comedian with the same company, who died in 1932.

COHEN—L. P., father-in-law of Mrs. Billy Terrell, April 21. His death was a suicide. His wife had died February 18, survived by a son and three step-daughters. Burial in Port Worth.

CROW—Fred S., 72, manager of the Eriezinger Theater, Chicago, at Illinois Masonic Hospital, Chicago, May 5 following a short illness. Crow, after working for a newspaper in Madison, O., joined the Orpheum circuit as a vaudeville man, remaining with the chain for 20 years. He managed the Auditorium Theater in Chicago for four years, then moved to the Majestic as house manager for 10 years before taking over the Eriezinger. Survived by two brothers, Burt and Fred, and a sister, Oakland, Calif. Burial will be at Madison, Ill.

DE CHIRICO—Andrea, 61, composer, writer and painter, May 8 in Rome. He was a student of the late positions he held. "Perseus" staged in New York in 1922.

FRANK—L. E., 50, theatrical agent and promoter, May 4 in Detroit. He was in the city with Frank (The Wild King) his son-in-law who was to open at the Broadway Capitol Theater.

GILHO—Hiram B., 62, trombone player, May 3 in Detroit. He played with the "Wagon Wheel" Great

the "Shuffle Along" tradition: Some fine choral singing, nice sets by Albert Johnson and some colorful costumes by Waldo Angelo.

A reporter understands that it has taken some two years to get this new "Shuffle" on a stage after hurdles caused by fire, accidents and just plain sets of God. He honestly wonders why every-body went to all that trouble.
Bob Francis.

Show and other circuses early in the century and with an Army band, 1906-10, serving in the Philippines. Since 1910 he has been with Detroit bands, playing legitimate and vaudeville stars including the Cinderella, Flamingo, Ramona, Adams, Broadway-Sky and Madison. He was a member of the Sherman Schoolman Park Band for years. Survived by three sons: Hiram J., Francis J., who from the Frank Gibbs night club orchestra, and Lawrence J., in-terment in East Paterson, N. J.

GOLDMAN—Eddie, 54, custard owner-operator on the Conroy Island Shows, at Pineville, Ky., May 8 of a heart attack. Survived by his widow, Kay, with the show, a son Harold, and daughters, Beverly and Lucille, of Houston. Burial in New York.

In Loving Memory Of My Beloved Wife
Marian Edwards Heron
Who Passed Away In Her Sleep
"Goodnight, Dear—Sweet Dreams"
JAMES HERON

HALL—Nora B., 62, president of the Cochran Tribune Company and director of Station WTNS, May 3 in Cochran, O.

HEER—Daniel C., 64, who was president of Colleton County Poor Association for 30 years, May 7 at his home in Walterboro, S. C. He was a founder of the Bank of Walterboro and served as a director for 20 years. Surviving are his widow, four sons, two stepsons and three daughters.

In Loving Memory Of My Dear Wife and Pal
RUBY HILO
Who Passed Away One Year Ago May 17, 1951.
Severin Hilo

JOHNSON—George W., 52, former manager of KSTB, San Antonio, at his ranch home near Leon Springs, Tex., April 25. Survived by his mother and five sisters.

KRONIG—Frank, 47, veteran coin machine operator, at his Kingston, N. Y., home May 7. He leaves a widow and six children.

KIEFER—John, 68, one of the old school of vaude dancers, May 3 in Toledo after a brief illness. He came into the big time in the act of Kiefer and Kline and later covered the major circuits with various partners. His retirement from the road and until his death he operated a dance studio at the Toledo Colonial Hotel, Toledo, O. Surviving is a brother, Edward, Toledo.

LALIBERTE—Alfred, 70, Montreal pianist and arranger of more than 500 Canadian folk songs, at Montreal May 7.

LEWIS—Eddie, former carnival concessionaire, May 4 in Augusta, Ga., after a long illness. He was with the James M. Hattery Show for several seasons before retiring from show business. For the past two years he owned and operated Louis's Restaurant, Augusta. Remains were shipped to Boston for interment after services at St. Ann's Roman Catholic Home, Augusta, attended by local churchfolk. Survived by a sister in Boston.

MYLER—Mrs. Gertrude, mother of Gilbert Myler, of the Chords, May 3.

MOORE—Ruth Bart, former movie, stage and vaudeville star, May 5 in New York. In the 1880's and '90's she was associated with Ed W. Woods and D. W. Griffith, appearing in the latter's "Judith of Bethulia" and "Biograph Girl." Her theater appearances included "The Glassman" and the old Palace vaude stage. Her husband, Walter J. Moore, two sons and a daughter survive.

PHARE—Al, 51, burlesque performer for the past 30 years, April 28 in Boston. Services April 30 and burial in Woodlawn Cemetery, Boston.

RAILING—Mrs. Curtis Berniss, 28, former stage, screen and radio actress at one time known for her impersonation of Gladys Swarthout, May 6 in 1907 she was billed as Lulu Vay, child impersonator. Later she appeared in radio programs as Mammy Lou, and in 1936 she played "Mrs. Brooks" in "Brother Rat." From 1941 to 1948 she worked for Universal Films in Holly-

wood. She leaves a daughter, Joy, a brother, James L. Vase, and a sister, Mrs. Mamie Koenig.

RABBIT—F.G. James Nelson, 33, actor who appeared on Broadway in "The Madwoman of Chalkley," April 20 in action in Korea. He had been a resident member of the Cape Playhouse, Dennis Mass.

REIN-SCHRAEDING—Otto Franz, well known as actor, stage manager and director of the old German theater during his earlier days in Milwaukee in the early 1900's, April 20 in Milwaukee. He also played in silent films with the old Broadway Film Company, Chicago, as well as in Hollywood. He directed play projects during the WPA Federal Theater era and also had charge of several municipal pageants. In recent years he directed amateur play groups. Two sons and five daughters survive.

ROBBERS—Mrs. Catherine Jaa— 73, a director of the St. Andrews and St. Clements Agricultural Society, Beltsville, Md., May 3 in Beltsville, Md. She leaves two sons, a daughter and a sister.

ROBBINS—Elizabeth, 86, American-born actress, at Brighton, England, May 8.

SAUNDERS—George J., 78, life member of the Perdue, S.W.K. Agricultural Society, April 18 at Perdue. Burial in Perdue Cemetery.

STRICKLANDER—Edward, 81, former manager of the sheet music department of the Willis Music Company, Cincinnati, May 8 in that city. He had retired in 1947 after 62 years in the music business. He began his career with the old Charles E. Spurgeon in Cincinnati and then spent about 50 years with Willis. Survived by four sons, a daughter and a sister. Services May 8 and burial in Baltimore Pike Cemetery, Cincinnati.

SIBKOVICH—Mrs. Armeta Louise, 46 in San Antonio April 20. She was a member of Jolly's club, chief manager of KITE and KITE-PA in that city. In addition to her husband, she is survived by two children and her parents.

SMITH—Charles B., 62, manager of the Western Massachusetts Theaters, Inc., and acting manager of the Paramount Theater, Springfield, Mass., May 3 in Springfield, Mass. He had been general manager of the chain two weeks.

ZITZ—Joseph, 68, founder of the Jewish Legion during World War I and State director for the American League for Free Palestine, May 4 in Philadelphia. He was the producer of "Our Kampf" and "The Jews of the Ghetto." Surviving is a brother, Edward, 1935. His wife, a son and two daughters survive.

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Marriages

DUGAT-LAINE— Xavier Dugat, orchestra leader, and Abbe Laine, vocalist with his band, May 3 in Miami Beach, Fla.

GRiffin-VENEY— John Barry Griffin, British stage director formerly with the Old Vic Company, and Alice Sylvia Venevy, American National Theater and Academy staffer, April 25 in New York.

MURPHY-RANTZ— L. P. (Pat) Murphy, general manager of Long Beach (Calif.) Amusement Company, operator of the Ritz, and Freya Rantz, former secretary to Frank Zumbro, well-known parkman, May 1 in Los Angeles, Calif.

SHAFER-BROWN— Ray Shafers and Barbara Brown, daughter of John L. Brown, Detroit theater circuit owner, in Detroit May 1.

Births

CAIRNS— a daughter in Chicago May 8 to Mr. and Mrs. Jimmie Cairns. Father is Chicago professional member of the M.P.S. and Broadway Music, Inc. while mother, Louise, is a former G.M.I. staffer in the Midwest.

OVERLAND— a son, Whiteland Alan, April 22 to Mr. and Mrs. Lee Overland in Des Moines. Father manages a Jule Chitwood Auto Service unit.

KELLEY— a daughter May 3 in White Cross Hospital, Columbus to Mr. and Mrs. Roy Kelley. Father is publicly representative for the musical, "Call Me Madam."

SCHMITT— a daughter, Mary Eleanor, to Mr. and Mrs. Paul Schmitt in Houston May 4. Father is musical director for KPTC and KPTC-TV in that city.

SKYDALL— a son, James Lawrence, to Mr. and Mrs. F. W. Skydall, May 3 in New York. Mother, Carol, is a former "Talk of Tomorrow" production staffer. Father is an export traffic manager of Curtiss International Corporation.

VEBEL— a daughter, Donna, to Mr. and Mrs. Bob Vevel April 28 in Morristown, N. J. Father a program director of Station WMTB.

WALD— a son, Danny B., to Mr. and Mrs. Harry Wald May 8 in Jewish Hospital, St. Louis. Father is executive officer of the World Theater and was formerly connected with the Grand and Garrick theaters in St. Louis.

Divorces

FINCH— Mrs. Cora Lee Finch from John C. Finch, May 5 in Cincinnati. They operated the House of Rock, Cincinnati, since 1947.

PARKS WALLOW IN LUCK

Most Units Suffer as Bum Weather Hits Early Stands

Continued from page 1

events, at least one of which was washed out completely.

Luckily ensconced under a leakproof roof in Madison Square Garden, the Ringling Bros and Barnum & Bailey Circus, which winds up its engagement there tomorrow night and then heads for another sheltered run at the Boston Garden, has done very well indeed. Poor spring weather will benefit the indoor doings. If anything, acting as a sort of halter on the desire of the public to get outdoors after a winter of artificial heat and stale air.

While the "Big Show" has its two opening indoor dates as a hedge against the usual treacherous spring weather, the carnivals are completely at the mercy of the elements. There is little flexibility in controlling operational costs on the traveling units, and if they run into bum weeks now,

angels with fat bankrolls and charity in their hearts are urgently needed.

Funsports can weather spring storms much better. Mostly they are set up for week-end operations with their usual operating not fractionalized. Actually many park unit operators figure to handle their endeavors themselves with few or no paid helpers so that if a day is lost they have contributed little more than their time.

Despite a bad beginning, the outdoor clan has not yet relinquished its hope that the season will be a big one—even perhaps a record one. The operating hours they have managed to squeeze in between the raindrops to date have been good. Patrons are holding money and not averse to get it up for fun and frivolity.

Several parks have reported record days for this time of the year, and on a few occasions the earnings have stacked up well alongside of the usual big days throughout the season.

Forever optimistic, the carnival gentry has been taking its misfor-

tune in stride. If the weather is bad today, maybe it will improve tomorrow, they say.

While their hopeful talk at the moment may be a necessary prodding to keep their spirits up, their experiences in the past mostly prove them right.

Farm Workers Hit All-Time High in Wages

Average 6% Higher Than '51—Point to Big Outdoor Year

WASHINGTON, May 10.—Shows playing the rural areas this season will play to farm workers with all-time high wages, up 6 per cent April 1 from a year ago, altho the number of hired help is the lowest in eight years, according to the Agriculture Department's latest farm labor report covering persons on all farms in the United States.

Farm wages have risen steadily thruout the country, with the highest hourly rates of \$1.04 and 97 cents in the Pacific and New England areas, and the lowest, 54 cents, in Arkansas, Louisiana, Oklahoma and Texas. Last year's high was 98 cents and the low 50 cents. These rates do not include room and board, which of course, lowers the rate scale.

On April 1 there were 200,000 fewer paid and unpaid workers than last year, a total of 8,790,000 farm people. Unusually poor weather conditions, however, have delayed the hiring of extra workers for plowing and planting in many parts of the country, but by the time outdoor shows are traveling, the number of workers should increase. The average number of workers employed each month from January thru March is 1,258, an eight-year low. Hired farm workers for the week of March 23-29 totaled 1,657, compared to 1,672 a year ago, and 1,761 for the 1945-49 period. The Colorado-Utah-Nevada area has suffered the biggest drop in number of hired workers for the one-week period, having 228 this year and 277 in 1945. From February to March this year, the seasonal jump in hiring was nearly half a million men, with 60 per cent of them in the South Central States, where the season was more advanced than in other parts of the country.

Winnipeg Ex Sets 7-Day Maiden Run

WINNIPEG, May 10. — Red River Exhibition, newly organized fair, to operate here under Kinmen's Club auspices, has announced its maiden run will be from June 14-21, with the exposition to remain shuttered Sunday (15).

Exhibit space sales are already underway and Betty and Benny Fox, high pole performers, have been signed as the free attraction. The exhibition, which will be held at Osborne Stadium here, name attractions to head up a small scale grandstand show for the adjacent 5,000-seat amphitheater.

Keller Signs Three Pa. Fairs For Auto Races

FAIR LAWN, N. J., May 10.—Buster Keller, of Keller Racing, Inc., announced here last week that his organization has signed with Selinsgrove (Pa.) Fair to present auto races for the fifth consecutive year at Selinsgrove Fairgrounds.

The first race will be a 100-mile lap stock car race Memorial Day. Weekly stock car races will take place thereafter. The fair date will be held July 27.

Also contracted, Keller said, are the Port Royal Fair with midgel races September 1, a big car program at Ebensburg Fair, September 6, and stock car races at Honesdale Fair, September 13, all in Pennsylvania, and too many in a row, earthily

Set Public Hearings on New York Aerialist Code

ALBANY, N. Y., May 10.—The State Board of Standards and Appeals, operating under jurisdiction of the Department of Labor, will hold public hearings on the proposed industrial code Rule 41, relating to aerial performers, in New York City May 23, and in Albany May 27. The New York hearing will be held in Room 726, Empire State Building. In Albany the hearing will be held in Room 1102, 11 North Pearl Street.

The new law places responsibility for the safety of performers working 20 feet or more above the ground on managers, or other persons presenting them. The tentative code for the enforcement of the new law will be explained and opened to discussion at the meetings.

Plan 2-State Expo For New Jersey

ATLANTIC CITY, May 10.—A local group is setting in motion a plan for an exposition to commemorate the 300th anniversary of the establishment of New Jersey and New York as colonial provinces. The year of the tercentennial is 1954, and while it seems far off, there are reasons for starting it now.

It was pointed out that to get united action by the two States requires legislation. It takes a long time to bring action from foreign countries and the States, and even selection of a site may be a difficult problem to satisfy both States. It is suggested that the exposition be held on Jersey soil, near the northern end of New Jersey Turnpike, to avoid traffic congestion and river crossing.

plained and opened to discussion at the meetings.

Invitations to attend these meetings will be forwarded to all known interested parties by William H. Roberts, chairman. All who are interested in the new law and the formation of a set of rules guiding its enforcement—and this could conceivably include every agent, manager and thrill performer.

(Continued on page 82)

Dallas Fair Reaps Publicity With Historical Features

DALLAS, May 10. — Routine delving into historical background of the State Fair of Texas has paid off for the expo with considerable publicity in weekly newspapers of the region.

Fair's publicity department spent the winter preparing comprehensive historical outline of the fair for reference work, the need for which bobs up constantly in making comparisons of present fair with past ones for publicity stories.

From the bulky notes obtained by research, five feature stories were prepared, headlines were written and stories were matted. Then a letter was sent to 125 weekly newspapers within 100 miles of Dallas offering matted series of stories on the basis that old-timers especially would be interested in reading about fairs they were not used to obtain since reference material is almost totally confined to old premium lists and newspaper stories. Old newspaper files proved the most fertile source for research.

and a single one-column story were offered.

Response Good

Series was mailed out in one package with suggestion that papers use stories for filler material or in series. Response, based on clipping service results, has been good. Stories were mailed out early to get in ahead of spot fair publicity which starts soon. Total cost of type-setting, mats and postage was about \$200 for which the fair is receiving a continuous stream of publicity.

In addition, electrotypes from which mats were pulled, were used to print a small folder which will be distributed in schools this fall, numerous requests being received for such material.

Historical facts about the fair were not easy to obtain since reference material is almost totally confined to old premium lists and newspaper stories. Old newspaper files proved the most fertile source for research.

CHI FAIR SEEKS 900G STATE AID

Requests Transfer of Entire Expo Fund To Coffers of Newly Formed Corporation

CHICAGO, May 10.—Chicago Park Fair, corporation recently appointed by the Chicago Park Board to resume operations of a lakefront fair here in 1953, this week applied to the State department of agriculture for \$900,000 of the State's special fair and exposition fund to help finance the local exposition.

The sum requested is the entire 1951 yield of the 1 per cent tax on horse racetrack pari-mutuel receipts which goes into the special fund to be distributed May 1 of the following year to authorized fairs.

In its application, the Chicago corporation pointed out that it was the only applicant for money from the fund inasmuch as none of the State's county fairs asked for any of the money, preferring to receive their State aid from the regular premium fund.

Willard L. King, Chicago attorney, who with David Mayer, and George Halas, president of the Chicago Bears pro football team, make up the corporation, said the State had asked that a detailed budget be submitted before the money is transferred.

This will take at least 60 days to prepare, he said.

The '53 run is tentatively scheduled to open May 1, according to park board officials and by that time, receipts from the 1952 horse race season are expected to be available.

Attraction and staff plans are still in the making according to Mayer. Reports that Major Lenor, R. Lohr, top man in Chicago's 1948-49 Railroad Fair and manager of the 1933-34 World's Fair here, would head up the new organization could not be confirmed. It was indicated, however, that Lohr would be asked to assist in making up the budget requested by the State.

Some six buildings and the grandstand at the lakefront plant will be salvaged for next year's planned fair, according to park board engineers. Buildings to remain include those that housed the exhibits of the Commonwealth Edison Company, Westinghouse and Bell Telephone at the '50 fair. The log cabin, built by Armour & Company, the little administration building, and the restaurant occupied by Toffenetti's, as well as all underground utilities, will be saved.

POWERFUL TIE-IN SET

Chitwood Gets Hefty Assist From Ford Promotion Plans

DEARBORN, Mich., May 10.—Joe Chitwood Auto Daredevils will go out this season supported by one of the most powerful auto manufacturer tie-in promotions in thrill show annals, according to a program mapped out by the Ford Motor Company, whose cars are used by the five Chitwood thrill units.

Part of the over-all plan is outlined in a four-page tabloid style newspaper sent Ford dealers in areas where the shows will play and includes exploitation of various phases of advertising media.

For newspaper ads, the Chitwood advance men are being supplied with three different size mats to advertise the show and the local agency. These come in three different sizes, 1,000, 632 and 351 lines.

Suggestions are also made on the use of radio and television advertising and material for this type promotion supplied by Ford. Pre-written spot radio scripts are carried in the promotion piece along with the offer of a free loan of Chitwood film segments for video spots.

Free post card mats are provided dealers and a sample letter is included for the dealer to send to his customers offering them complimentary tickets to the thrill show. In addition, samples of window cards are suggested and various other methods of tie-in promotions outlined.

Outdoor advertising also will play a big part in the campaign,

according to Ford execs. One-third of the Ford billboards in the areas to be played by Chitwood units will be turned over to the thrill shows, which will put up their own paper.

Another angle in the campaign will be regular announcements of thrill show schedules in Ford Times, the manufacturer's house organ, with a readership counted in millions.

Joe Chitwood, whose name the show bears, manages two Eastern units and the two Midwest shows are handled by Earl Newberry and Leo Overland, and one West Coast unit by William C. McGaw.

Olympic TV to Scan All Shows

Continued from page 7

different New York video channel thruout the entire telecasting day. They're afraid that sponsors and station clients might count the house in front of each set, and jump to some horrible conclusions, via the rating service's own projection system. Consequently, they plan to post their own checkers at the Park grounds when the regular season opens Saturday (17). Trade scuttlebutt also has it that one of the broadcasters is even mulling the use of skills to drum up interest in his shows.

Guenther has promoted the whole deal without cost to the Park, via a tie-up with Westinghouse and its local distributor in Newark, N. J. The electrical appliance firm is furnishing the sets gratis, in return for exclusive demonstration right. The fact that each set will be perfectly tuned to its particular channel thruout the day will permit better-than-average reception, which Westinghouse figures as a big sales plus for its brand name. To safeguard that "perfect reception," Westinghouse engineers have screened out all interference from the roller coaster and the parking lot.

From the Park's angle, Guenther figures that the multi-set idea will bring out families with only one set at home, who quarrel over which show to watch. The only commercial tie-up planned so far is a snack bar. The television Hall will occupy space formerly occupied by the roller rink, which in turn replaced dancing there some years ago.

Chicago Fair To Salvage Six Buildings

CHICAGO, May 10.—Chicago Park Fair, corporation recently appointed by the Chicago Park Board to resume operations of the local lake front fair here in 1953, will salvage six buildings and the grandstand on the grounds for use in next year's event.

Buildings to remain include those that housed the exhibits of the Commonwealth-Edison Company, Westinghouse and Bell Telephone Company in 1950. The log cabin, built by Armour & Company, the little administration building, and the restaurant occupied by Toffenetti's in '50 also will be saved. All other structures are being razed.

Attractions, financing and staff (Continued on page 82)

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Don Dorsey, single trapeze, rejoins Polack's Eastern Unit at Corpus Christi, Tex., May 21, following his close at Orrin Davenport's Winnipeg Shrine show. Dorsey will be required to make a jump of approximately 2,300 miles between the dates.

Chuck Brown and Rita, comedy bars, who left the U. S. last fall for a scheduled two-month tour of Europe, are playing night spots in Finland.

Balabano Duo, musical two-some, open their fair season at Crosby, N. D., Fair to follow with the Bottineau and Jamestown annuals in that State. Duo has been playing club dates in Illinois, Iowa and Wisconsin for the past two months.

Sons of the Pioneers, Country and Western singers, have been set to play several rodeos this summer, including Des Moines, June 11-15; Spencer, Ia., June 18-22; and Miles City, Mont., June 27-29.

Nick Lucas closes his Pittsburgh engagement May 11 and will stop off in Chicago en route to Los Angeles.

Recent Chicago arrivals include Leo and Josephine Gasca, wire and juggling, and Curtiss and Clare, dance team. Tony Bidola and Eugene and Klara, jugglers, also arrived following the close of the St. Louis Police Circus.

McConnel and Moore, jugglers, info they'll arrive in the Windy City late this month after a busy season in Florida.

Leo Overland, of Joie Chitwood's thrill show, passed out stogies recently when his wife, Harriet, presented him with a new heir, a boy, William Alan, born April 22 in Des Moines

hospital. The youngster is the second child for the Overlands.

Leo Couture, high diver, saved himself much work during his St. Louis Police Circus stint. Instead of putting up his own rigging, he used that owned by the Hollywood Skyrockets, and did his high dive from their pole.

Sam J. Levy Jr., of the Barnes-Carruthers' Des Moines office, expected to be discharged from the American Hospital, Chicago, Saturday (10) after being confined for a week following minor surgery. He plans to spend several weeks in Chicago before returning to Des Moines.

Cy Ritter is playing Canadian dates for Bert Levey's Seattle office.

Bert and Corinne Dearo, slack wire and trapeze respectively, with Orrin Davenport's Duluth, Minn., Shrine circus, also will play the Winnipeg date and then head east to make ready for outdoor engagements. En route to New York they will stop off at Chicago for several days.

Grandstand line-up for the Oshkosh, Wis., fair will include Egla Zaccchi's cannon act; Sam Howard's dive and swim show; Dick and Donna, comedy; Earl and Michele, roly boly; Trio Brooks, comedy; Miss Malikova, wire; Bozo Harrell, comedy, and Dalton and Balley. The same acts, minus the Zaccchini and Howard units, also will play the Chilton, Wis., Fair. Booking was handled by Ernie Young.

Bell Sisters, recording artists, have been signed by Newton (Carolina) Brunson, of the Hollywood (Calif.) Theatrical Agency, for a featured part in the grandstand show at the San Diego Fair in Delmar.

Sensational Ortons, playing engagements in the East prior to departure for Europe, were involved in an automobile accident, recently while driving from Washington to Baltimore. No one was injured. Their car was struck from the rear while stopped for a traffic light. The Ortons were slated to depart from New York May 10 and play their first engagement at Folkets Park, Malmo, Sweden, followed by a month at the Tivoli, Copenhagen, Denmark. Other bookings include Zoo-Tivoli, Odense, Denmark; Tivoli-Karolinelund, Alaborg, Denmark; Liseborg, Gottenburg, Sweden; Musical and Floral Fete, Shrewsbury, England, and Festival of Britain, London.

Professor George Keller and his mixed acts will open on the stage bill at New York's Palace Theater, May 24 for a week's engagement.

Gimbel Party Set For RB in Philly

PHILADELPHIA, May 10.—Gimbel Brothers, local department store, is planning its biggest circus party for the city's underprivileged and handicapped children at the opening malice performance of the Ringling-Barnum circus on May 28. Some 8,500 youngsters will be guests at the party on the circus grounds near the city's Municipal Stadium.

The annual event is an active memorial to the late Ellis A. Gimbel, who established the tradition of the yearly circus outing in 1924.

Medicine Hat Stampede Offers \$3,300 Purse

MEDICINE HAT, Alta., May 10.—Prize money of \$3,300, the same as last year, will be offered at the Medicine Hat stampede, July 17-19. Ring Brothers' professional bronks and Brimma bulls, featured in 1951, will again be used. A night show has been contracted.

Discover Programs Printed by Dickens' Son in Collection

SAN ANTONIO, May 10.—Circus programs printed by a son of Charles Dickens were among rarities discovered in the cataloging of a mass of material in the Harry Hertzberg Circus collection at the San Antonio Public Library, according to Mrs. Vivien Mars, curator. The firm of Charles Dickens & Evans, headed by a son of the author, printed a program for the performance of Sanger Bros' Great International Cirque at the Theater Royal Covent Garden, London, during the Christmas season of 1885-'86, according to Mrs. Mars.

The Hertzberg collection also has a large number of British circus programs printed in the 1860s and 1870s.

Ink Western Combo To Aid Auto Races

PITMAN, N. J., May 10.—Bill Vail, pilot of Aleyon Speedway here, has signed Ranger Joe and his video troupe to appear as an added attraction at the Speedway May 23, one of the nights on which stock car races are scheduled.

FLOSS OPERATORS

The 1957 Midway Marvel Floss Machine is now ready for delivery. We said 1957 because this machine is truly 5 years ahead of its time. Don't buy until you've seen the most sensational floss machine in the world. Write for free circular. Headquarters for all concession equipment and supplies.

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TWO GREAT VALVE-IN-HEAD ENGINES —Loadmaster or the Thirtymaster —to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR —for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH —for easy-action equipment • SYNCHRO-MESH TRANSMISSION —for fast, smooth shifting •	HYPOID REAR AXLE —for dependability and long life • TORQUE-ACTION BRAKES —an light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES —an medium-duty models • TWIN-ACTION REAR BRAKES —an heavy-duty models • DUAL-SHOE PARKING BRAKE —for greater holding ability an heavy-duty models •	CAB SEAT —with double-deck springs for complete riding comfort • VENTIPANES —for improved cab ventilation • WIDE-BASE WHEELS —for increased tire mileage • BALL-TYPE STEERING —for easier handling • UNIT-DESIGNED BODIES —for greater load protection • ADVANCE-DESIGN STYLING —for increased comfort and modern appearance.
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Del Mar Again Sets Combination Gate, Grandstand Admish

DEL MAR, Calif., May 10.—Admission policy at the San Diego County Fair, here June 27-July 6, will again be a single front gate, tariff with all shows on the inside of the grounds free. Paul T. Mammen, secretary-manager, said.

Elaborate plans for continuous free entertainment thruout the 10-day run are being made under the guidance of Jack Harrington, special events director.

The fair used the one-price policy last year for the first time. Mammen said that the plan proved highly successful and that this year the type of entertainment would be made more attractive.

Altho in formative stage, use of four stages is under consideration. These will be in addition to the San Diego National Horse Show arena, which again will be a free daily feature.

Stage presentations on a free basis will be given in front of the grandstand; the community stage; the style show area east of the grandstand and clubhouse, and the new stage in the auto show.

The grandstand show will be presented by Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, and include Ina Ray Hutton, Spade Cooley and Peg Lee Bates. A rodeo will be given for three of the 10 days.

Harrington will offer shows on the community, style and auto display stages.

COMING EVENTS

Hayward—Hayward Rowell Ranch Rodeo, May 17-18. Cecil Jones.

Connecticut
Bridgeport—Shubert's Edge & Fair, May 16-20.

Florida
Jacksonville—W. W. Food & Home Show in Gator Bowl, May 18-24. Paul W. Blevins.

Indiana
Indianapolis—600-Mile Auto Race, May 26. Santa Claus—Centennial Celebration, May 28-June 1. Chamber of Commerce.

Iowa
Pella—Tulip Time, May 18-19. Robert G. Lautenbach.

Michigan
Holland—Tulip Time Festival, May 17-17. Lawrence A. Wade.

Missouri
Saint Joseph—Apple Blossom Festival, May 18-17. Frank S. Records, Chamber of Commerce.

Nevada
Las Vegas—Elks Roldorado & Rodeo, May 18-18. E. J. Gibbreath.

New York
Malden—Burrhead Third Ward Men's Club Celebration, May 23-31. George Mundy, 105 Brennan Ave.

New York—N. Y. Fair of Italian Arts, May 28-June 12. Gene Ras, 11 W. 63d St.

Oklahoma
Tulsa—Tulsa Home Show, May 18-18. Chas. N. McKinney, 1015 Bart Blvd.

Tennessee
Memphis—Memphis Cotton Carnival, May 13-17. Hugo M. Dillhoff.

Texas
Lindale—Blackberry Festival, May 20-21. Harry H. Rieky.

Utah
Richmond—Black & White Days, May 18-17. R. Milton Webb.

Vermont
Vernal—Junior Livestock Show, May 27-28. O. R. Acord.

Vermont
Hartland—Sportsmen's Show, May 29-June 1. Mrs. Ruth E. Adams White River Jct., Vt.

Virginia
Rocky Mount—Spring Carnival, May 26-31. James B. Marshall.

Binghamton Is Site of Snyder Water Follies

BINGHAMTON, N. Y., May 10.—West End State Army, with a seating capacity of 3,000, will be the site of the Sam Snyder Water Follies to be held here for eight performances May 23-28. Binghamton's Rotary Club is sponsoring the show for the second consecutive year.

Last year show was presented in Johnson Field park where good weather resulted in a heavy gross. Rotary Club's general chairman is William H. Cluse, with Albert Manwaring and Robert Jogerger assisting.

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LaBrique Finishes Three Home Shows

COLUMBUS, O., May 10.—Harry LaBrique, having completed in the past 60 days the directing of three home shows in this territory for National Home Shows, Inc., will lay out until fall after completing arrangements for shows in several new towns in this area and making trips to New York and the Coast.

The Canton, O. show, March 4-9, said LaBrique, was a big success in the new Memorial Auditorium there, the building manager—reporting that the show set a local attendance record for home shows. The Youngstown, O. show, March 25-31 in Idora Park Ballroom, drew capacity crowds every day to see the 78 exhibits. The April 7-12 show in the Huntington (W. Va.) Field House also registered records, both from the standpoint of attendance and number of exhibits.

DOG SHOWS

California
Santa Monica—May 17-18. D. Upright 720 Los Angeles St. Hollywood

Illinois
Peoria—May 25. Bow Org. Detroit.

Kansas
Topeka—May 18. Mrs. M. Hovey, 1001 Kansas Ave.

Massachusetts
Dedham—May 21. Foley, 2008 Ransford St. Philadelphia.

New Jersey
Madison—May 24. Foley, 2008 Ransford St. Philadelphia.

Pennsylvania
Pittsburgh—May 17. Foley, 2008 Ransford St. Philadelphia.

West Virginia
Wheeling—May 18. Mrs. J. Meagat, Ghadyssie, O.

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Also Builders of Adult and Kiddie Chairlions, Ferris Wheels, Kiddie Airplane, Waves, Trailer Mounted Jazs and Fire Engine Rides.

Keel for Blossom Fete

WINCHESTER, Va., May 10.—Howard Keel, MGM film singer, has been named parade grand marshal for the 25th annual Shenandoah Apple Blossom Festival, which opens May 2.

Keel is known for his singing roles in "Oklahoma" and "Carousel." He also played opposite Betty Hutton in the film, "Annie Get Your Gun."

Jersey Bills OK 3% Luxury Tax

TRENTON, N. J., May 10.—A move to permit "any city bordering on tidal water bays adjoining or adjacent to the Atlantic Ocean" to impose, subject to local referendum, a municipal sales or luxury tax of 3 per cent on such items as amusements, hotel rooms, alcoholic beverages, beach chairs and cigarettes, was revealed after two bills were introduced in the Legislature by Assemblymen Paul M. Salzbarg and Milton W. Glenn.

One bill is patterned after a 1947 act which enabled Atlantic City to adopt a local selective sales tax and qualified certain other ocean front resort municipalities to follow suit. Under the companion bill, a community imposing the luxury tax would be permitted to anticipate the receipts in its budget.

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Out in the Open

Rube Liebman, Des Moines rep for Barnes-Carruthers Theatrical Enterprises, is spending a couple of weeks in Chicago lining up acts for his fair grandstand shows. Boyle Woolfolk, of the Chicago booking office bearing his name, was confined to his home for several days last week with a cold.

Waddell Seriously Ill at Ohio Home

COLUMBUS, O., May 10.—Doc Waddell, widely known circus parson with Mills Bros' Circus, is seriously ill at his home, 605 South Front Street, here. Waddell, who recently celebrated his 87th birthday, has been with the Mills org since it took to the road.

Doc preached the opening sermon at the Mills show's banquet in Greenville, O., April 19 and, because of illness, was forced to leave the org a few days later. Recent visitors at his home included Rita Dunn, whose husband was killed four years ago; Mom Eckart; Gladys Fondaw, formerly of double traps; Mrs. Grady, of the Grady Trio, and Grover O'Day, comedy cyclist on the Tom Packer Circus.

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Our 1952 Catalogue listing all the equipment and supplies you need for these stands has been mailed to everyone on our list. If you do not receive yours, write for it today.

If you want to make money this year, line up with GOLD MEDAL and get the "booklet" for the best and the latest.

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Under the Marquee

Vern (Theodosia, the Clown) Coriell is in Veterans Hospital, Dwight, Ill. Larry Benner reports from Pekin, Ill. . . . About 3,000 negatives, depicting famous scenes and events in Kansas City, Mo., history during the last decade were destroyed May 6 when fire swept the Hanley Photo Supply Company there. The photographs were taken by Lawrence (Moxie) Hanley, long a Kansas City photographer and many years ago a staff photographer for the Buffalo Bill Wild West Show. An estimated 400 negatives of show scenes, including many of William (Buffalo Bill) Cody were destroyed, Hanley said.

C. Kemp Hart, while leaving through some old files at his headquarters in Skowhegan, Me., recently came up with a list of Wild West personnel with the Ringling-Barnum circus in 1924. It included Cy and Lillian Compton, Bill Morris, Hank Potter, Ed Harnay, Charles Nelson, A. L. Mann, Bud Herlin, Helen and Johnny Rufus, Harry Green, Mabel Kline, Billie Mack, Minnie Schenmet, Helen

Gibson, Fannie Neilson and May Forsaith.

With the Toledo Sports Arena closing for the season, Bill Green, promotional manager, has postponed a vacation trip to take on a special assignment for Columbia Pictures Corporation. Green is working FBI and Army tie-ups for the movie firm out of St. Louis. He formerly was Polack Bros' Circus Eastern Unit's publicity director.

George Sanger, English circus operator, this season also is operating a new ice show canvas. The unit is called "Penguin Ice Show" and is playing week stands.

Mark Smith, Tennessee fencer, caught Wallace & Clark and Rogers Bros. recently. Hi Lo Mark, of Jasper, Tenn., also saw Rogers and reports that the clowns there include Lou Walton, producing Danny Syron, Wyatt Davis, Eddie Doucheite, Carl Nelson, Slim Garrard, Billy Wilson and Buck Leahy. Mark also visited Mr. and Mrs. Harry Villeponteux and Mr. and Mrs. Scott Allen.

Jack Moore, oldtime wire walker is ill at his home at 22 New Street, Danbury, Conn., and

Glenbush, Sask., Remaps Program

GLENBUSH, Sask., May 10.—With livestock exhibits canceled because of foot-and-mouth disease, the Glenbush Agricultural Society has mapped other items to bolster its summer fair program.

With the ban not affecting horses, such competitions have been expanded. Prize money for grains and grasses has been boosted and an award is to be offered for the best display by a farm machine agent and sports events are to be added.

Wausau, Wis., Stresses Variety

WAUSAU, Wis., May 10.—Wisconsin Valley Fair this year will stress variety in its afternoon and night grandstand programs, according to C. J. McAlvey, secretary.

Night show will be changed three times, he said and four different types of attractions have been signed for the afternoons. Annual will feature dairy exhibits this year.

Shaunavon, Sask., Event Drops Cattle, Poultry

SHAUNAVON, Sask., May 10.—Cattle and poultry classes have been dropped from the county fair prize list of Shaunavon Agricultural Society because of hoof-and-mouth disease in the province, but other competitions have been arranged.

Grain and homecraft contests have been set for farm boys and girls and a tractor driving competition is planned. Shetland pony and light horse events also are scheduled.

Grande Prairie, Alta., Plans Queen Contest

GRANDE PRAIRIE, Alta., May 10.—A farm girl will be named queen of the second annual two-day Grande Prairie fair this summer, the directors decided. Plans for the contest have not yet been fully mapped. Other features will be larger livestock and agricultural exhibits, a bigger parade, a community talent show and an old-time fiddlers' contest. Fair last year drew nearly 10,000, biggest crowd to pack Grande Prairie for a single event.

Big Car Race Set For Det. Fairgrounds

DETROIT, May 10.—First big car race of the season here has been scheduled for June 8 at the State Fair track, to be sponsored by the Detroit Lodge of Elks. Event will be promoted by Pete Spencer of the Spencer Speedways at Saginaw, Mich.

would like to hear from friends.

Another oldtimer, 82-year-old Charles Dryden, former foot juggler and clown with many circuses, is living at 335 North St. Francis, Wichita, Kan., and would enjoy hearing from friends. He reports there is now a Circus Fans Association group in Wichita, known as the Bette Leonard Tent, with a number of show people on the membership roll.

Clown Andy (Bo-Bo) Thuser has opened his 16th season at Gwynn Oak Park, Baltimore, following four weeks at Baltimore's Keith Theater in connection with the showing of "Greatest Show on Earth" and several appearances on WBAL-TV boosting the film. During the past winter Thuser did his tramp juggling act thru Maryland and Pennsylvania.

Manfred Bennewels displayed coolness and dexterity during his presentation of six lions on opening night (April 30) of Circus Bennewels in Copenhagen when the tail of one of the big lions was enveloped in flames after it had leaped thru a ring of fire. Young trainer coolly picked up his whip and with a single snap flicked the tail clear of flames before the lion became aware that anything was wrong. Spectators were more excited than the lions, which showed no concern.

Tom Arnold and co-directors from the Harring's Circus, London, last week visited the Ringling circus, accompanied by Stanley W. Wathon. The loze boy of John Ringling North was placed at their disposal.

Mike and Charles Piccolo, circus fans of Uniontown, Pa., caught Mills Bros' Circus at Fairmont, W. Va., and Waynesburg, Pa., and visited with Jack Mills. Jack LaPearl, Joe Rossi and George Stringman. The Piccolos reported a good show and excellent business at both stands.

This Week magazine has scheduled a story on the Cristiani troupe. . . . Ward Morehouse show business columnist for The New York World Telegram & Sun recently devoted an entire stint to John Ringling North. RB prexy.

Elephant at the Albany, Ga., zoo is named Laska rather than Alaska, according to Laska Ingram, owner of Don Robinson Circus.

Togni, Italian import for Mills Bros' Circus thru the Lew and Leslie Grade agency, had to enlist the aid of all manner of good Samaritans in order to get to Columbus, O., to appear as scheduled Friday night (18). Act and its bag. (Continued on page 84)

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Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended May 8.

The complete list of Fair Dates was published in the issue dated April 18. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2169 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

Arkansas

Stamps—Lafayette Co. Fair, Sept. 8-13. J. A. Thomas.

Colorado

Calhan—El Paso Co. Fair, Aug. 22-24. Fred O. Wagner.

Redo—Kiowa Co. Fair, Sept. 11-13. T. V. Robinson.

Hollyvale—Phillips Co. Fair, Aug. 18-19. Asst. Fair.

Lamar—Fremont Co. Fair, Aug. 30-31. Allan H. Pratt.

Lowland—Larimer Co. & Rodas. Aug. 18-20. Dennis Washington.

Georgia

Moultrie—Farm Bureau & 4-H Club Fair, Oct.—J. Harold Brown.

Vienna—Vienna Fair, Sept. 8-13. William Ledford.

Idaho

Burley—Cassia Co. Fair, Aug. 21-23. Saul H. Clark.

Cambridge—Washington Co. Fair, Aug. 21-23. W. H. Wilkerson.

Prosser—Franklin Co. Fair, Aug. 21-23. Aug. 1.—Page B. Hook.

Kansas

Alma—Wabasha Co. Fair, Aug. 21-23. Mrs. Albert Scott.

Alto Vista, Kas. Ashland—Clark Co. Fair, Aug. 5-7. Ray L. Crosby.

Blue Rapids—Marshall Co. Fair, Aug. 30-Aug. 31. Mrs. R. D. Riegle.

Caston—McPherson Co. Fair, Aug. 12-15. L. C. Hamilton.

Effingham—Atchison Co. Fair, Aug. 18-21. F. D. Morgan.

Elk City—Butler Co. Fair, Aug. Aug. 18-21. P. A. Bacon.

Elkhart—Morton Co. Fair, Sept. 25-27. Rena B. Cook, Wilber, Kan.

Ellis—Ellis Co. Junior Fair, Aug. 27-30. John Keger.

Empire—Greenwood Co. Fair, Aug. 19-21. Harrison Brookover.

Gardner—Johnson Co. Fair, Aug. Aug. 25-27. Dale Dorst.

Osasco—Cloud Co. Fair, Aug. 25-27. Kenneth Schwartz.

Holton—Jackson Co. Fair, Aug. Aug. 30. Henry H. Knouff.

Longton—Elk Co. Fair, Aug. Sept. 11-12. Bert Spier, Howard, Kan.

Osage—Pottawatomie Co. Fair, Aug. 24-26. Richard Jucod.

Ray City—Osage Co. Fair, Aug. 26-28. Emil Nelson.

Osageo—Labette Co. Fair, Aug. Aug. 8-7. Dale Dickson.

Pratt—Pratt Co. Fair, Aug. Aug. 21-23. Mrs. H. O. Plummer.

Rush Center—Rush Co. Fair, Aug. Aug. 11-14. Roy Peterson.

South Haven—South Haven Free Fair, Sept. 11-15. Nell P. Hanners.

Kentucky

Irvine—Butt Co. Fair, Sept. 17-20. A. R. Hopkins.

Maine

Freque Isle—Northern Maine Fair, Aug. 4-8. Robert D. Andrews.

Michigan

Allenville—MacKinnon Co. Fair, Sept. 12-14. Warren E. Hagen, St. Ignace.

Alpena—Alpena Co. Agr. Soc., Aug. 30-Sept. 3. Floyd Thompson.

Bay City—Bay Co. Youth Exps. Aug. 12-15. Harry Hough, R. 1, Monticello.

Bearton—Harrison Community Fair, Oct. 10-12. Forrest M. Arnold.

Brown City—Brown City Agr. Assn. Sept. 12-13. Mark O. Wendt.

Prescott—Prescott Community Fair, Oct. 10-12. Lyle Meyer.

Oldwin—Oldwin Co. Fair, Aug. Sept. 4-8. Mrs. Ed Balzer.

Goodrich—Oshtemo Co. Agr. Soc. Aug. 21-23. D. S. Parsons, Smiths Drove, Mich.

Grand Rapids—Kalamazoo Co. Agr. Assn. Aug. 18-22. Elmer C. Olson.

Harrison—Clare Co. Agr. Soc. Sept. 8-12. Ray Harold, Gladwin, Mich.

Herrick—Herrick Co. Fair, Sept. 16-20. Elmer E. Arndt.

Ironwood—Ogemaw Co. Fair, Aug. 14-17. W. R. Paul, Prussia, Mich.

Montrose—Montrose Co. Fair, Aug. Aug. 4-8. Eugene Anderson.

Norway—Dickinson Co. Free Fair, Aug. 20-Sept. 1. Frank J. Molinas, Iron Mountain.

Pek—Pek Agr. Fair, Oct. 8-4. Joel O. Miller.

Pickford—Pickford District Agr. Soc. Sept. 8-10. Elwin Smith.

Pontiac—Oakland Co. 4-H Agr. Assn. Aug. 12-16. Mrs. Theodora Roberts, Milford.

Richmond—Richmond Agr. Assn. Aug. 20-Sept. 1. Vern Kraus.

Saline—Saline Community Fair, Sept. 24-27. Charles H. Osgood.

Minnesota

Ada—Norman Co. Agr. Soc. June 26-30. A. K. Treutlen.

Arden—Sibley Co. Agr. Assn. Aug. 1-16. Louis Kell.

(Continued on page 87)

Made with care by Korr

TENTS

D. M. Korr Manufacturing Co.
1954 W. Grand Ave. Chicago 22, Ill.

WANTED

Five (5) or less Foster Outdoor Packing Machines. Give bottom price and condition.

J. BLOOM
41 Henry St. Lakewood, N. J.

Blackfoot, Idaho Fences Race Track For Auto Race Bow

BLACKFOOT, Idaho, May 10.—In preparation for the debut of big-time auto racing here this year, the Eastern Idaho State Fair is constructing a new fence around 300 feet of its race track, Ruth C. Hartkopf, secretary, announced.

The races, which will be produced by National Speedways, Inc. (Al Sweetney-Gaylord White) under IMCA auspices, will be held Friday and Saturday of fair week.

Other plant improvements include putting new metal roofs on the dairy barns and general painting of buildings. Youth activities will include 4-H talent contests with prizes being summer camp and short course scholarships.

Sked Pawhuska Rodeo

PAWHUSKA, Okla., May 10.—Dates for the Sixth Annual International Round-Up Club's Cavalcade have been set for July 25-27. Five performances of the rodeo will be staged at Fairgrounds Park here.

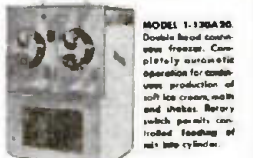


SQUEEZE NEW PROFITS FROM SMALL SPACE

Serve Soft Ice Cream, Malts and Shakes from a SWEDEN

GET more profit per foot-occupied from a SWEDEN Speed Freezer—the machine designed for high-capacity production of crowd-pleasing specialties.

You stretch profit margins on new volume, too, because SWEDEN speeds up service (malts and shakes 6 to 8 times faster than dipping), and cuts food costs 50% and more.



MODEL 1-130A20 Double door countertop freezer. Completely automatic operation for continuous production of soft ice cream, malts and shakes. Rotary wheels permit controlled feeding of mix into cylinder.

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For details, refer to classified phone listing "Ice Cream Freezers" for your local dealer, or write direct to above.

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YOU GET NATION WIDE SERVICE WHEN YOU ARE INSURED WITH CHAS. A. LENZ

The Showman's Insurance Man

1492 Fourth St., St. Paul, Minn. 14, Phone 7-8787

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Top quality, fast-selling popcorn at new low prices.

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IROQUOIS POPCORN COMPANY
620 W. Cermak Chicago 16

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- American Eagle: Humboldt, Tenn.
- American Midway: Washington, Pa.
- American Midway: Athens, Tex.; Palestine 18-24
- A.M.P.: Bedford, Va.; Huntington Station, L. I., N. Y., 18-24
- Amusement Co. of America: Danville, Ill.
- Anderson Am.: Holland, Ga., 18-26
- Bader State: Albert Lea, Minn.; Rochester 18-24
- Baker Union: Beach Grove, Ind.
- B. & C.: Seneca Falls, N. Y.
- Big Four Am.: Pottsville, Pa.; Somerset 18-24
- Becht, Leo: Madison Road, Oakley, Cincinnati, O., 17-18
- Belle City: W. 35th & W. Capitol Drive; Milwaukee, Wis., 12-15; (N. 1st & E. Capitol) Milwaukee 18-25
- Bernard & Barry: Hamilton, Ont., Can., Sudbury 18-24
- Big Four Am.: Orlman, Ill.; Meigs Park 20 June 1
- Big State: Hearn, Tex.
- Black Hawk: Milan, Ill.
- Blue Grass: Frankfort, Ind.
- Blue Ribbon: Shawano, Wis., 18-24
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- Boone Valley: Perry, Ia.; Tama 18-24
- Borderland: McAlester, Tex.
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- Sack, O. C.: Middletown, N. Y.
- Barkley: Hammett, La.
- Barkley: Houston, Tex.
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- Champion Bros.: B. Marry, O.; Van Wert 18-24
- Carnival of Amusement: Knoxville, Tenn.; Johnson City 18-24
- Cascade of West: Bremerton, Wash.
- Central Am. Co.: Monaca Corner, S. C.
- Central States: Harrison, Neb.
- Pharos, Jimmie: Pisau, O.; Anderson, Ind., 18-24
- Central Am. Co.: Seminola, Okla.
- Central Plain: Bethel, N. C., 18-25
- Telema Bros.: New London, Conn.; Berlin 18-24
- Whitell: Whitesboro, N. Y.; Carthage 18-24
- County Island: Manchester, N. Y.
- County Fair: Ainsworth, Neb.
- Cyprus Expo: Oroville, Calif., 18-18
- Dallas: Dallas, Texas, 18-24
- Tempo, Calif., 18-25
- India 20: Big Monrovia, Calif., 12-15
- Wells: Las Vegas, Nev., 12-18
- Yoga Road: Vandercook, Mich.
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- Yoga Road: Eugene, Ore.; Roseburg 18-24
- Yoga Am.: Peru, Ind.
- Yoga Am.: Peru, Ind.
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- Cole & Walters: Grand, Neb., 15
- Davenport, Ottin: Winnipeg, Man., Can., 18-19
- Hagen Bros.: Champaign, Ill., 14
- Hagen-Wallace: Ocala, Va., 13; Mount Airy, N. C., 14; Martinsville, Va., 15
- Howland: Mount Airy, N. C., 14
- Stanton 15; Wagonwheel 21
- Hart-Morton: Montreal, Can., 17-24
- Hunt Bros.: Berlin, N. J., 18
- Kelly-Miller: Garden City, Kan., 15
- Kelly-Morris: Monmouth, Ill., 17; Canton 18; Havana 14; Lincoln 15; Henry 16
- King Bros.-Christiani: Sunbury, Pa., 13
- Williamsport 14; Berwick 15; Granton 16
- Wilkes-Barre 17; Binghamton, N. Y., 18
- Honesdale, Pa., 20; Middletown, N. Y., 21
- Montclair, N. J., 22; Paterson 23-24
- Mills Bros.: E. Liverpool, O., 12; Canton 14; Kent 15; Cleveland 16-17; Wadsworth 18; Crestline 20; Bellevue 21
- Twins 22; Findlay 23; Lima 24
- Polack Bros.: Eastern: Schupp Field; Corpus Christi, Tex., 21-24
- Polack Bros.: Western: Auditorium Oakland Calif., 14-25
- Rindling Bros. and Barnum & Bailey: Rowles, Miss., 12-14; Washington, D. C., 20-25
- Rogers Bros.: Union City, Tenn., 13; Paducah, Ky., 14; Madisonville 15; Evansville, Ind., 16-17; Mt. Carmel, Ill., 18
- Terre Haute, Ind., 19
- Wallace Bros.: Olla Brod, Ariz., 11; Phoenix 14-15; Tempe 16; Mesa 17
- Waller & Clark: Mallets, W. Va., 14; Oak Hill 15; Montgomery 16
- Wirth, Frank: Oklawaha, Ont., Can., 17-24
- Wright Bros.: Clowery, Miss., 12; Greenville 13; Liberty 14; Keokuk, La., 15; Covington 16; Baton Rouge 17-18; Denham Springs 19

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Superb Snake Shows, All Sizes \$50 to \$125

Fast, accurate service

Full return

Not the biggest in the business, but the best. WE ARE A KNEE DEEP IN FRESH SNAKES AND REPTILES OF ALL KINDS.

Contact GARY GARRISON Sales Manager

ROSS ALLEN
Silver Springs, Fla. PR. 2814

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And Supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING
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- Eastern Am. Co.: Brunswick, Mo.
- Eastman: Palosau, N. Y., 18-24
- Eddie's Expo: Fredericktown, Pa. Donora 18-24
- Fennell: Mad Cady Jessup, Ga.; Waycross 18-24
- Empire State: Corning, N. Y.
- Emphor: Richard Grove, Wis., 18-24
- Evans United: La Platte, Mo.
- Festival of Fun: St. Louis, Mo.
- Francis: John, Nev. Ky.
- Frank's Greater: Erie, Pa., 18-24
- Franklin, Don: Durant, Okla.; Bartlesville 18-24
- Garden State: Riders: (Edgewater Park) Walnutport, Pa.
- Garden State: (Fair) Danville, Pa. (Fair) Coleraine 18-24
- Q. & B.: Riverside, Ill.
- Gen City: Columbia, Tenn.
- Georch, J. A.: Winona, Miss.; Greenwood 18-24
- Georgia Am.: Murphy, N. C.
- Goldstone Expo: Fulton, Ky.
- Gold Bond: Rockdale, Ill.
- Gold Medal: Clarksville, Tenn.
- Gooding Am. Co. No. 1: (Whittier & Jergert Columbus O.

- Gooding Am. Co. No. 2: Washington, Pa.
- Gooding Am. Co. No. 4: Columbus, O.
- Gooding Am. Co. No. 6: Miles, O.
- Gooding Am. Co. No. 7: Nairona Heights, Pa.
- Gooding Am. Co. No. 8: (N. High & Russell) Columbus, O.
- Gooding Greater: Springfield, O.
- Grand American: Chillicothe, Mo.; Hannibal 18-24
- Greater: (Fair) Winfield, La.; Many 18-24
- Greater Midway: Bailey, N. C.; Stantonsburg 18-24
- Groves Greater: Alexandria, La.
- Hannum, Morris: Lebanon, Pa.
- Hazy Attrs.: Denton, O.; Barbours 18-24
- Applied: Toledo, O.
- Harrison Greater: Pollockville, N. C.; New Hope 18-24
- Haywood: Dyanas, Kan., 12-14; Tribune 18-17
- Hawthorn: Lambertville, Mich.
- Hawthorn: (Fair) New Iberia, La.
- Hottel, Huff, No. 2: Ponce de Leon, Fla.
- Hottel, Huff, No. 3: Ponce de Leon, Fla.
- Imperial: Beardstown, Ill.; Urbana 18-24

(Continued on page 78)

THE MARKET PLACE

for

FOOD AND DRINK CONCESSIONAIRES

Agents-Distributors

LOOK WHAT \$3 WILL BUY!

For a little as \$3 you can now reach 36,256 READER-BUYERS of Food and Drink Equipment, Supplies and Services, including over 12,000

FOOD AND DRINK CONCESSIONAIRES!

If you made a post-card mailing to the Food and Drink Concessionaires it would cost you over \$240 just for postage!

NOW AT THIS LOW RATE YOU CAN

Advertise to reach the shows coming in to your area or territory.

—Back up your distributor and jobber set-up with National advertising—your distributor and jobber will coordinate the Concessionaires with your products, supplies or services

CONTACT YOUR NEAREST BILLBOARD OFFICE OR USE THE HANDY ORDER BLANK BELOW TODAY! DON'T PASS UP ANOTHER WEEK OF EXTRA PROFITS AT THIS LOW COST!

Business Opportunities

or Sale—Large Marmon-Narrington truck, converted into concession stand suitable for popcorn, soft drinks or lunch; front wheel drive; 1st floor, E. M. Concocks, P. O. 103, Menomonee, Wis.

Peasns: Mich., Popcorn and Supplies; buy the best; buy 8 light Virginia G Spanish Peanut Co., 260 Dexter St., Providence 7, R. I.

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To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 4 additional words.

2: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch.

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Business Opportunities

Food and Drink Concession Supplies and Services

New Food and Drink Concession Equipment

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4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this advertisement in your "Market Place" as indicated below:

Next issue only

Next 3 issues

Next 52 issues

Bill me

Payment enclosed

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Signed: _____

ADVERTISING RATES

REGULAR CLASSIFIED

Usual word-of-type, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word consecutive or 26 \$.30

15 or more consecutive or 26 \$.20

52 consecutive insertions, per word \$.18

52 consecutive insertions, per word \$.18

Minimum \$5.

DISPLAY CLASSIFIED

Any advertisement using display make-up as white space. Figure space between cut-off room. 1 pt. rule borders permitted only on ads of 28 lines or more.

Per space line \$1.00

3 or more consecutive or 26 \$1.00

52 consecutive insertions, per space line \$1.00

11 inch equals 14 space lines

MAKE \$100.00 A DAY

On Candy Floss

Our new Super Deluxe new style candy flosser, 8 x 6 L. broiler, holders, stands, smooth turning, heater, electrical and mechanical parts. Write for literature TODAY. Old customers—send a 90 cent machine in now for check-up.

ELECTRIC CANDY FLOSS MACHINE CO.
728 Benton Avenue Nashville 4, Tenn.

Use The Billboard classified pages for RESULTS!

The National Exchange for Food and Drink Concessionaires, Services and Opportunities

CLASSIFIED ADVERTISING

SMITH-CORONA CASHIER

Smart New Design—Cash Register and Adding Machine—with large characters. Records Cash Receipts, Pay Outs, Credits, Charge Sales. Receive on Accounts, keeps track of sales by departments and adds all your figures.

Last Price \$187.50. Your Price \$140.65

WISCONSIN DE LUXE COMPANY
1902 N. Third St. Milwaukee, Wis.

New Food and Drink Concession Equipment

About all makes Popcorn Machines available from \$35. Candy from Marzoni, Pannini, Rosetta, Kinsky, Korn, 120 S. Halsted Chicago, Ill.

BIG PROFITS

With the New

HOT DOG BARBEQUE MACHINE

Keeps 'em hot 24 hrs. a day. No meats or bologna, no pots or pans to wash, no water to boil. Holds 24 hot dogs and 24 buns ready to serve! Stainless steel, 12"x12"x18" electric. Big profits!

Write for quantity price and territory set-up.

BOX WE-512

The Billboard Pub. Co.
188 W. Randolph Chicago 1, Ill.

Popcorn Warmers for Sale—250 new and used popcorn warmers, manually operated, completely reconditioned, correct model, regular \$39.95 value; group price only \$19.75 each; for other prices write direct to Mrs. Martha Peterson, 1038 S. 4th St. St. Charles, Ill.

ALL ORDERS AND INQUIRIES TO: CONCESSION MARKET PLACE

THE BILLBOARD
188 W. RANDOLPH ST.
CHICAGO 1, ILL.

PARKS-RESORTS-POOLS

INDIAN PT. EYES 400,000 GATE

Kelmans Optimistic as Early Bookings Indicate New Record

PEEKSKILL, N. Y., May 10.—With over 1,000 bus parties already set and the Hudson River Day Line reportedly having to turn down bookings on some days because of crowded schedules, E. D. Kelmans, operator of Indian Point Park near here, is optimistically looking forward to an attendance close to 400,000. Last year the park drew slightly more than 300,000 although some of the biggest potential days were lost to bad weather.

Kelmans said interest in bookings became evident earlier this year than ever before. Late May and early June dates are at a premium with as many as six or more outings booked on some days. The spot's five ball fields and other recreational facilities are booked solid on some days. Groups can be accepted without limit on any day, since the 300-acre plant can accommodate literally thousands of visitors. When multiple groups are booked for the same day, special park areas are allotted to each to set up headquarters.

Roy Acuff Cave Books Picnics, Adds Kid Rides

CLARKSVILLE, Tenn., May 10.—The Roy Acuff Dunbar Cave near here will open its season Sunday (11) with an expanded line-up of attractions. Management again will go heavily on the promotion of industrial, civic and organizational picnics, and Juanita Acuff, manager, said advance bookings indicate a big year.

Special acts will be featured at the spot's open-air theater by the lake each Sunday thru Labor Day. Ollie Hamilton will manage these shows.

New Kiddieland with kiddie pool rides, Miniature Train, kiddie auto, kiddie horses and kiddie airplanes will be opened. Pontoon boats again will be used on the lake. A new souvenir counter has been added.

Plans call for staging square dances each Tuesday and Friday night and popular dancing on Saturdays. Roy Acuff and his Smokey Mountain Boys and Girts will play on Fridays. Saturday night music will be supplied by Tommy Knowles, WSM entertainer, and his band. Name bands will be booked for special dances during the season. Mouth of the cave will be the scene of the dances.

Revere Beach Mulls Meters As Parking Solution

REVERE BEACH, Mass., May 10.—A plan to install parking meters along the Revere Beach Boulevard from Revere Street to Point of Pines, the entire length of the amusement front, is being studied by the Metropolitan District Commission. Complaints from thousands of motorists that they can never find a parking place on Sundays and warm summer weekdays brought about the idea of installing meters.

The plan, under discussion, would permit parking for a minimum of three hours and a maximum of eight hours. Cars would be 10 cents for three hours and 25 cents for the eight-hour period. It is estimated that on a good day there would be a turnover of about 3,000 cars, which would net \$750 in meter take. Over the amusement season, and estimated \$25,000 would be the normal take.

Revere Beach would be the first in the area to have parking meters if the plan goes thru.

Groups represent a large geographical area, with many coming from distant points in Pennsylvania. The round-trip for many ranges between 300 and 400 miles—an unusually long distance for one-day picnic outings. Numerous outings are scheduled from the Philadelphia area, a round-trip distance of upward of 250 miles.

Many School Groups
Swelling the total appreciably this year and representing a new trend that will be fostered in every possible way is the large number of high school and college class outings. A number of colleges in metropolitan New York and Philadelphia already have set their outing dates.

Virtually all of the bookings linked to date represent gatherings of upward of 1,000, with many promising a group attendance of 2,500. With bus and boat charters set at the same time park arrangements are completed, the extensive outings at Indian Point add up to excellent business, rain or shine.

Kelmans noted that practically all of the groups set for May and June last year are returning this year. The increase is represented by new business, a pattern that has been followed ever since Kelmans took over the operation of the funspot two years ago.

New Food Feature
Restaurant facilities are adequate for catering to groups in the thousands. Many outings are furnished with box lunches, and Kelmans said it was his intention to work on the possibility of establishing a specialty package, possibly fried chicken, Good food, attractively packaged, would probably sell itself to the public, Kelmans said.

Park last week launched the first of a series of preview Westchester County week-ends. No effort was made to draw from New York and about 5,000 turned out, nearly all county residents or from adjoining areas to the North, according to a survey of auto license plates.

Ride units were sparkling with several new major additions in operation for the first time, including a 15-car Skooter, a new kiddie Sky Fighter and a Lindy Loop. Business Sunday afternoon (4) was brisk.

Sandy Beach Bows May 17

RUSSELLS POINT, O., May 10.—Sandy Beach Park here opens the season with the May 17 week-end with full time operation beginning May 24. Funspot's Moonlight Garden will again feature name bands, with Ray Anthony the first in May 28.

Detroit Business Holds To Last Year's Level

DETROIT, May 10.—Third satisfactory week-end in a row held park business here on an even keel with last year. Weather was cool Sunday evening (4) and business dropped, continuing at that level thru most of the week. Despite the encouraging early season, local park men anticipate a mid-season slump because of trends anticipated in other business lines.

An optimistic local outlook, however, was supported this week by reports that Detroit unemployment was at its lowest point for the year and less than half of that of this period last year.

Edgewater won a business spurt this week when regular concession games were opened for the season. It will make another bid for business May 24 when the new ballroom, first at the funspot in about 15 years, is opened.

Jeff Beach Handicapped
Jefferson Beach has been handicapped by road construction which limited the highway lead-

"HAM-TREE"

Dallas Adapts Minstrel Idea For Giveaway

DALLAS, May 10.—The noted "ham-tree" of old-time minstrel show days was revived Thursday (8) on the State Fair of Texas midway stage, as the first of a series of weekly giveaways that continue all season.

Twelve hams will be awarded each Thursday night following a drawing. Tickets for the drawing are given away by ride ops and concessionaires all week. There is no obligation to ride or buy, the park emphasizes in its promotion.

The "ham-tree" supplements square dancer contests scheduled for the midway stage each Tuesday night. Promotions are sponsored by Fair Park Amusement Owners' Association.

Midway Superintendent Fred Tennant Jr. recalls the story of the "ham-tree" as part of the repertoire of Bert Swor, one of the best known of the blackface comedians of a bygone era.

Swor would tell his partner, Lessee White, about "the land where the ham-tree grows." Tennant recalled, and the ham-tree would take shape behind a gauze curtain upstage, with hams sprouting from its branches. Climax of the act came when Swor fired at the ham-tree with his shotgun to bring down a ham and the ham exploded in a shower of fish.

Pontchartrain Tops High '51 For 1st Weeks

NEW ORLEANS, May 10.—Pontchartrain Beach, functioning since Easter Sunday, reached a new high for the current year this week while temperatures soared to a sizzling 93 degrees. Harry Batt's resort hosted thousands who turned out for swimming and midway action.

Gar Moore, Pontchartrain press man, said that business for the first two weeks exceeded that of the same period last year, and that the 1951 level had been the record.

Current free acts at the park include the Chapmans, revolving ladder, and Nalito's Wonder Dogs. The Beach Teyco, restaurant specializing in seafoods, is equaling the whopping business being done by other attractions at the park. It was reported.

New Units Spark 41% Riverside Hike

AGAWAM, Mass., May 10.—Ed-die Carroll's favorite horse Iron now on is stabled at his Merry-Go-Round at Riverside Park here. Accompanied by Mrs. Carroll, the president of the National Association of Amusement Parks, Pools and Beaches planned to Louisville for the Kentucky Derby Saturday (3) but failed to root home the winner.

Arthur Abbott, frozen custard concessionaire at Carroll's park, owns Blue Man, second favorite in the Kentucky classic, and Carroll hiked down to see him win. Blue Man wound up third. Monday Carroll phoned the park to check on business and learned his Merry-Go-Round set a new, all-

time record Sunday (4). The ride, located in the center of the new Kiddieland, was a mecca for new-sets Sunday.

Carroll reports that the overall gross is running 41 per cent ahead of last year for the first four week-ends of operation. Revamped Kiddieland along with other new devices, plus strong promotion, has set a fast pace for the early dates.

Funspot is open Friday, Saturday and Sunday nights plus Sunday afternoons. Daily operations start Memorial Day.

Picnic Dates Up
Weather has remained cold and business was hit by a rainy week-end two weeks ago. On the basis of results to date, Carroll anticipates a big season. Picnic bookings, handled by Harry Stora, are high. Stock car auto races are attracting better than 4,500 weekly on Saturday nights with further improvement expected when warm weather breaks.

Construction of the new boat ride is well underway. The cement pool is practically finished and decorative treatment will follow its completion. Unit is expected to be completed before Memorial Day.

At Louisville the Carrolls were home guests of the John L. Singhiser. Singhiser is vice-president of the NAAPB and manager of Fontaine Ferry Park, Louisville.

Rock's Spot Nets Big 20% Week-End Hike

NEW YORK, May 10.—A hefty 20 per cent increase in week-end business was tabulated at Rock-aways' Playland Friday thru Sunday (2-4). Added revenue exceeded expectations by 5 per cent, according to Dick Geist, who said that the anticipated seasonal increase was pegged at 15 per cent.

Weather over the week-end was fair, with Sunday mild. A new crowd and accelerated spending were noted on the park's midways Sunday night, Geist said. Change-over in patronage was unexpected, the welcome, at this time of the year.

To date the funspot has registered increased business consistently, with the exception of one week-end lost to rain.

20G Fire Hits Tacoma Pool

DAYTON, Ky., May 10.—Sparks from burning trash were blamed responsible for the destruction Friday night (9) by fire of the frame bathroom and connecting office of Tacoma Park Swimming Pool here. Fire Chief Charles Spreter estimated the loss at \$15,000 to \$20,000.

Spreter said he learned that unidentified persons had started the trash fire at the rear of the bathroom and then left it unattended.

Firemen had to cope with an inadequate water supply in fighting the blaze, the nearest fire hydrant being 400 feet distant. Their main efforts were to save the residence of Charles Graham Jr., son of the pool owner, about 75 feet from the office. Sparks caused minor damage to the roof of the Graham home and to the roof of a residence three blocks away. Hundreds of bathing suits were destroyed in the blaze.

Expand Promotion At the Weirs, N. H.

WEIRS BEACH, N. H., May 10.—A new gimmick will be staged here this season—a weekly beauty contest with a Miss Weirs Beach to be chosen in the finale. Howard and Ed Houghton, Weirs publicists, have announced. A publicity bureau photographer will be stationed at the new beach, and candidates will be selected each week, with a screen test in store for the winner.

Some other gimmicks include a jet-air show, balloon ascension, flood-lighted night bathing and beach dancing. The present Weirs will be extended another 600 feet with the joining of the Endicott State Park Beach with the new Weirs Beach.

N. O. Has New Beach

NEW ORLEANS, May 10.—A new beach for Negroes is to be opened here late this month. Spot will be known as Lincoln Beach. Also scheduled is the reservation of part of Municipal City Park for Negroes this summer.

Mt. Park Bows 57th Season

HOLYOKE, Mass., May 10.—Mountain Park inaugurated its 57th successive season Saturday, May 3.

During the past several weeks the 400-acre area has undergone a face-lifting. Rides and buildings have been checked and repaired, picnic groves groomed and flower beds primed for the season.

Founded in 1894, the park, which is situated on the picturesque slopes of Mt. Tom, has been under the personal supervision of L. D. Pellissier, president of the Holyoke Street Railway since 1914.

For the opening, Bill O'Brien, features director for the past 24 years, presented Billy Note and his oak in the ballroom. It marked Note's fourth successive opening night appearance at the park.

Highlighting a series of Sunday features this month will be the Eastern States Baton Twirling Festival on the 18th and the Holyoke Lyman Terrace Drum Corps meet on the 19th. In mid-June the Valley Players return to the Casino.

One new feature has been added on the midway, a coin-operated Bowl-O.

Outlook Good At Hampton

HAMPTON BEACH, N. H., May 10.—Pre-season crowds on Sundays here have been ahead of last year and inquiries are running 40 per cent ahead of last year's figures, Ben Butler, secretary of the Hampton Beach Chamber of Commerce, says, indicating a good season at the beach.

John Dineen and the Hampton Beach Associates will celebrate their 25th anniversary this year, and Dineen will offer a gala program during the summer months.

LeSourdsville Sets Press-Radio Dinner

MIDDLETOWN, O., May 10.—LeSourdsville Lake will entertain press, radio and television representatives at a dinner at the park Wednesday (14). John J. Marco, park's advertising rep, will be in charge. About 25 newspapers and radio and TV stations will be represented. Following the dinner the group will be guests on a tour of the park, with new improvements being pointed out.

Pruitt Leases Craig Funspot At Brownwood

BROWNWOOD, Texas, May 10.—J. N. Pruitt has leased Early Funland Park, formerly Craig Park, from Mrs. Beatrice Craig and has it in operation here. The spot is using kiddie rides plus a few major devices and several merchandise concessions. Mrs. Craig is the widow of Harry Craig, former carnival operator.

The park is located on a major highway and is within easy walking distance of the center of town. More rides and concessions may be booked later.

Pruitt, veteran operator, plans to promote sellouts of the park to local organizations for special events.

Fun Land Adding To Ride Line-Up

AUGUSTA, Ga., May 10.—Joe Haworth's Fun Land Park here now has 10 major and kiddie rides in operation, with more being contracted. A new No. 12 Ferris Wheel is to arrive soon, replacing the No. 5 which has been in operation since the park opened.

Chief Chivwicki, former heavyweight wrestler, has built a new photo gallery. The new outdoor bingo is getting a heavy play. James Moore is chairperson foreman. Mrs. Mickey Moore is lunch-room cashier. Mrs. P. A. and E. Haworth spent a few days visiting her mother and daughter in North Wilkesboro, N. C.

A heat wave has brought heavy night patronage and large weekend crowds. Picnic bookings are reported as satisfactory. Large afternoon crowds of kiddies are attending as a result of the park's award of free tickets to winners of contests held in connection with the "Uncle Remus" program on WAUG.

FOR SALE

Smith & Smith Chairplane, repainted, 24 chair combination with mud shoes. Le Roy Portable Gas Engine, New Men plus heavy duty Flyer Train; engine, 3 cylinders, 200 H.P. engine, heavy track powered by Wisconsin 7 1/2 H.P. electric engine. 3 white floats, new canvas 16' x 16' frames, new ropes, new sails. A new park named out. Equipment too heavy for one-day stands. Ideal for beach or week stands, etc. Write or phone for details.

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WANT A FIRST CLASS ARCADE MAN

Must be sober.
Apply Jefferson Beach, St. Clair Shores, Mich.

NAAPPB Prepares Outing Booklet, Plugs Trade Show

CHICAGO, May 10.—National Association of Amusement Parks, Pools and Beaches has completed a new booklet listing picnic facilities at parks, and it will be distributed at the coming convention of the National Industrial Recreation Association.

Paul H. Huedepohl, NAAPPB secretary, will attend the NIRA confab at Rochester, N. Y., May 19-20. The booklets will be used in connection with the NAAPPB booth at the convention. The folder describes outing facilities at 137 funspots.

Also being circulated now by the NAAPPB office is a sales folder for the 1952 trade show, which will be November 30 thru December 3 in Chicago. The folder has been mailed to all firms which were exhibitors at the 1952 trade show, Huedepohl said.

Beaumont Kidspot Launches Season; Uses Ducat Deal

BEAUMONT, Texas, May 10.—South Park Kiddieland this season is using Merry-Go-Round, Auto, Boat, Fire Engine, Little Dipper, Super Sky Fighter and Miniature Train rides plus snack bar and other concessions, according to Mortie Marks, supervisor.

Manager of the spot is Anthony Sarker and E. C. Parrish handles the train ride. Free bubble gum and balloons were distributed on opening day.

Free tickets are given with each adult ticket purchased for the drive-in theater adjacent to the kidspot. Both operations are owned by the Jefferson Amusement Company.

Dorney Plans Thrill Feature

ALLENTOWN, Pa., May 10.—Dorney Park execs are mulling the possibility of presenting thrill grandstand features over the three-day Decoration Day and July 4 holiday week-ends. Spot has a track and seating accommodations for 6,000.

Manager Bob Plarr has conferred with Abe Feinberg, New York booking agent, on the holiday programs. Feinberg also books in the weekly vaudeville attractions.

Detroit Zoo Opens With Strong Press

DETROIT, May 10.—The Detroit Zoo in Royal Oak opened for the season Wednesday (7), with a modest turnout and an excellent newspaper sendoff. Stories and art work were used in all papers.

Two performances are being given this year, a monkey theater and a trained elephant duo. Count of animals on exhibit this season is given as 3,317, including a newly arrived wolverine.

Significant structural change was the removal of a lawn at the monkey cage, to give visitors better access — and an easier job of tossing out peanuts.

Shriner Expo Set For Bridgeport

BRIDGEPORT, Conn., May 10.—An estimated 50,000 turnout is expected for the Shriners Exposition of Progress and the Spring Country Fair in municipally operated Pleasure Beach Park here May 16-20.

Exposition, to be sponsored by the Pyramid Temple Shrine, will include a home show, poultry show, wild life, waterfowl, livestock and barnyard exhibits, horse show, band concerts and vaudeville.

Multiplex Faucet Co. Intron New Dispenser

St. Louis, May 3.—Multiplex Faucet Company of this city has announced the development of a new dispenser for fountain syrups from gallon jugs. The unit, made of stainless steel, is equipped with a Multiplex Faucet, also of stainless steel, and draws any size glass, either of plain or carbon-

Fair Dates

• Continued from page 64

Garden City—Blue Barth Co. Fair, Aug. 18-20 Daniel James.
Grand Rapids—Cool Co. Agr. Soc. Aug. 24-25. M. J. Humphrey.
Leicester—Leicester Co. Fair, Aug. 11-13. R. D. Evans.
Litchfield—Merkley Co. Fair, Aug. 12-14. D. E. Murphy.
Littleton—Northern Minn. Dist. Fair, Aug. 12-14. R. B. Ames.
Manitou—Tri-County Fair, Sept. 16-17. Ben J. Jones.
Merrill—Merrill Co. Agr. Assn. Aug. 9-10. John W. Jacobs.
Troy—Troy Fair, Aug. 12-14. W. H. R. O'Connell.
Troy—Troy Fair, Aug. 12-14. W. H. R. O'Connell.
Troy—Troy Fair, Aug. 12-14. W. H. R. O'Connell.
Troy—Troy Fair, Aug. 12-14. W. H. R. O'Connell.

Missouri
Bowling Green—Fair Co. Fair, Aug. 12-14. S. A. Ryan.
Chillicothe—Chillicothe Fall Festival, Sept. 18-19. A. Huggs.
Harrisonville—Harrisonville Co. Free Fair, Aug. 12-14. S. A. Ryan.
Home—Home Fair, Sept. 4-5. James Herndon.
Jasper—Jasper Fair, Sept. 2-3. L. Law.
Linn—Linn Fair, Sept. 2-3. L. Law.
Perryville—Perryville Co. Fair, Sept. 4-5. Robert J. Moraville.
Potosi—Washington Co. Fair, Aug. 4-6. D. B. Orsatt.
Reynolds—Reynolds Co. Fair, Aug. 28-30. Tom Clark.
St. Charles—St. Charles Fair, Aug. 28-30. P. A. Baehle.
Unionville—Unionville Co. Agr. Soc. Sept. 2-3. Marie S. Wickett.

Nebraska
Hartley—Wheeler Co. Fair, Aug. 9-11. Chas. Kugler.
Chappell—Duel Co. Fair, Aug. 14-16. Charles Pugh.
Culbertson—Franklin Co. Agr. Soc. Aug. 24-26. Ervin Boush.
Franklin—Franklin Co. Agr. Soc. Aug. 24-26. Ervin Boush.
Perryville—Perryville Club Fair, Aug. 19-20. C. W. Motter.
Geneva—Plymouth Co. Fair, Aug. 18-22. Leo W. Hamilton.
Harrisonville—Grant Co. Agr. Soc. Aug. 29-31. Mrs. Earl Hayward.
Loup City—Loup Co. Agr. Assn. Aug. 16-18. Clark S. Reynolds.
McCook—Red Willow Co. Fair, Aug. 11-12. Dan Thompson.
Minden—Kearney Co. Agr. Assn. Aug. 18-21. Marvin Peterson.
O'Neill—O'Neill Agr. Soc. Aug. 5-7. Robert L. Mills.
Spalding—Gardner Co. Free Fair, Aug. 11-12. Don O. Smith.

North Carolina
Clinton—Sampson Co. Fair, Sept. 27-29. Edward Cooper.
Kinston—Carter Co. American Legion Fair, Sept. 1-3. W. McClintock.
Snow Hill—Am. Legion Greene Co. Fair, Sept. 8-11. Edward Cooper.
Trenton—Alexander Co. Fair, Sept. 8-11. Luther Dyson.

Ohio
Polaris—Polaris Free Fair, July 24-28. R. W. Pruden.

Tennessee
Pulaski—Giles Co. Fair, Sept. 8-12. Dr. O. G. Shiras, Lions Club.

Texas
Roma—Jackson Co. Fair, Sept. 15-17. Claudius Branch.

Washington
Port Angeles—Graham Co. Fair, Aug. 31-31. Ed R. Hagerty.
Spokane—Spokane Interstate Fair, Aug. 20-Sept. 1. James S. Tough.

West Virginia
Martinsburg—Martinsburg Fair, Aug. 31-31. Charles B. Strain.

Wisconsin
Westfield—Marquette Co. Youth Org. Aug. 7-10. B. A. O'Connor, Montello, Wis.

Canada
Manitoba
Dauphin—Dauphin Agr. Soc. July 21-22. Emma H. Ringstrom.
Dorchester—Dorchester Agr. Soc. June 18-19. A. Beady.
Melfort—Arthur Agr. Soc. June 20-21. K. E. Williams.
Russell—Russell Agr. Soc. July 17-18. J. A. Burgess.
Swan River—Swan Lake Agr. Soc. July 24-26. J. Wray.

Saskatchewan
Assiniboia—Assiniboia Agr. Fair, July 8-9. Walter McMorine.
Carleton Place—Carleton Agr. Soc. July 22-24. W. F. Fitch.
Gravelbourg—Gravelbourg Agr. Soc. July 10-11. Mrs. M. E. Dorais.
Humboldt—Humboldt Agr. Soc. July 8-9. Carl Schena.
Nipawin—Nipawin Agr. Soc. July 29-30. Mrs. O. W. Robert.
Radisson—Radisson Agr. Soc. July 29-30. J. R. Robertson.
Souris—Souris Agr. Soc. July 29-30. J. R. Robertson.
Swift Current—Swift Current Agr. Soc. June 20-July 5. M. E. Dodds.

Rename Cincy Zoo Officials, Report Plans

CINCINNATI, May 10.—E. W. Townsley, re-elected president of the Cincinnati Zoological Society, said Tuesday (8) that the zoo's new carnivora and small mammal building will be in operation within 30 days.

Other officials re-elected Tuesday were: Gerritt J. Fredericks, first vice-president and secretary; Julius Fleischmann, second vice-president; Clem H. Bayer, treasurer, and James Reilly, Walter A. Draper, Louis Schlueter, Leo J. Moelder, Albert Hunken and Max J. Palm Jr., committeemen.

The board approved plans for a new administration building to be financed by donated funds, and agreed to ask issuance of \$35,000 in bonds to transform old bird enclosures into modern accommodations for monkeys. J. F. Heusser, zoo director, said that the new monkey houses will be glass enclosed in winter and have a large canopy to protect the public during inclement weather. When the carnivora building is completed visitors will see the first pair of Siberian tigers to be exhibited here and the rare snow leopard.

Philly Zoo Adds 40 Rhesus Monks

PHILADELPHIA, May 10.—Forty rhesus monkeys, newly arrived from India, were turned loose Sunday (4) on the Philadelphia Zoo's Monkey Island and staged a show that delighted the biggest Sunday crowd of the year.

LeRoy Miller, WFLA disk jockey, officiated at the opening of Monkey Island for the 13th time and campaigned actively on behalf of one of the island's citizens, Bozo, for mayor.

N. H. Spot Will Book Names

SUNAPEE, N. H., May 10.—Mount Sunapee State Park is planning to supplement its weekly featuring of a 31-piece orchestra with name attractions from New York and Hollywood. Season will last for eight weeks with a different artist featured each week.

Abe Feinberg, New York agent, will handle the bookings.

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NATIONAL AMUSEMENT CENTURY FLYER TRAIN

Locomotive, five cars, 2500 feet of rail, including ties and spikes. Engine and cars have just been overhauled, painted and upholstered. Train now operating at Salt Lake City Zoo, complete \$4000. Wire or phone immediately!

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Phone 9128

CIRCUSES

King-Cristiani Does 4 in 1 at Sharon

Straw Houses Recorded as Show Wins Crowds, Publicity with Parade

SHARON, Pa., May 10.—Big business continued to mark the King Bros. & Cristiani Circus trail this week. Crowds here, which necessitated four performances in the day, indicated the show may be in for more of the big takes scored last season.

First matinee and first night show here Wednesday (7) were for straw houses and the two extra performances also drew power houses. Schools were dismissed early and a large crowd lined downtown streets for the parade, said to be the first here in 20 years. It had been 10 years since a circus invaded the Shennango Valley, according to one report. Jaycees were the auspices.

Warren, O., was the Tuesday (6) stand for King-Cristiani and

the show drew a three-quarter matinee and a straw house at night. The business was scored despite local interest that day and night in the Ohio primary voting. A drum and bugle corps was auspices.

One Parade Lost

Akron was the first spot of the season at which the show's new parade was not given. Long haul and traffic were factors. Matinee business was light but the night show attracted a three-quarters house. King - Cristiani was a week behind the Polack Bros Shrine date in Akron. In addition, Mills Bros. is booked for two nearby spots within a few days and Rogers Bros. will be in the area by mid-May. King-Cristiani's auspices, a baseball club, did little more than supply the lot.

Alliquippa, Pa., where the steel strike has idled 12,000 workers, gave King-Cristiani a 40 per cent matinee and 65 per cent night house, with police auspices. Clairton, another steel town, gave a three-quarters matinee and near-capacity night house on the day after the steel strike began. Charleroi, Pa., came up with a near-capacity matinee and three-quarters night house.

The circus has been landing phenomenal publicity spreads thru its parade. At McKeesport, Pa., the Daily News popped with a full page of parade pictures and an editorial about the march. The Lynchburg, Va., Daily Advance carried three quarters of a page of pictures. Another editorial and more pictures came out in the Wheeling, W. Va. Intelligencer. The Parkersburg, W. Va., News published a page one picture and story. Other pictures spreads were in the High Point, N. C., and Asheville, N. C., papers with the street parade coming in for the most attention.

Benneweis Bill Wins Approval In Copenhagen

COPENHAGEN, May 10.—Circus Benneweis, first of the big tent shows to play Copenhagen this season, opened Wednesday (30) for a week's stand. Opener was a turnout, with the big top jammed to capacity.

Program is good all the way, starting off with six of the Benneweis Berber lions being put thru a well routine of pedestal and leaping stunts by Manfred Benneweis, a young trainer who works the lions with only a whip, which he uses for giving cues.

Sonny Benneweis follows with a well-trained group of six Shetland ponies, carrying dummy riders in Spahi uniforms, which he puts thru neat Liberty evolutions.

Ulf, slack-wire ace, uses two of the feature stunts formerly worked by Paul Gordon—a tricky (Continued on page 82)

Masses to Classes Is Ringling Story

Garden Gross Tops \$2,000,000, But Attendance Dips Below 1951

Continued from page 1

at least partially, for, the gate decline.

Patronage pattern is a complete turnaround from some few years ago when the big houses were registered at night with matinees often slim. Family groups are going out less at nights, some show execs believe.

Week-Ends Solid

Light night houses were apparent Monday thru Wednesday, sometimes on Thursdays. Week-ends were hefty, especially early in the run. The combination of solid matinees and half-houses at night is enough to keep the Big One on a highly profitable plane, one exec said. Actually, capacity matinees alone would earn a nice dollar for the Big One.

Opinion on the affect of the Paramount picture, "The Greatest Show on Earth," which has been shown widely, on the run here varies among the personnel. Actu-

ally, there is no way of checking its influence on the box office, good or bad. It is possible that under canvas business, which will not begin until the conclusion of a week-long run at the Boston Garden Sunday (18), will be a better gauge.

The show's here might be affected by the fact that the Big One shows two days in Newark, just across the river in New Jersey, in June and also two days in Westbury, L. I. Both spots are more accessible to thousands of families who might normally hike it into town and the Garden with their offspring.

Usual road prices of \$3-\$4 will prevail at Newark. At Westbury, an outright sale, the sponsoring Legion will work on a \$2-\$5 range.

Good Selling Job

The show was well sold here and no drop in patronage could possibly be attributed to a lack of activity on the part of Roland Butler and his press crew and Bill Antes, handling radio and TV. A solid job was done even though the run was singularly lacking in exciting and newsworthy mishaps.

At week's end, with the run nearly over, there wasn't a sour face among the Ringling hierarchy. The outlook for the season is excellent. The Visiting Nurses' Association has purchased virtually all of the best seats (\$4 top) for the Friday night (16) performance at the Boston Garden.

After Boston the Big Show will play sponsored and outright sale dates almost without exception. The demand for affiliation by civic, fraternal and veteran groups has been tremendous and the Big One has been able to choose its sponsors. As a result, all of its showings will be for groups that are the most active in each of the towns it plays. With that kind of support, its difficult to see how it can miss under canvas.

Burling Debut Big in Pennsy, Business Holds

CINCINNATI, May 10.—Despite threatening weather, capacity crowds attended opening day shows of Burling Bros. Circus in Hobbie, Pa., April 24, and in the succeeding four days the show drew fair houses despite rain and cold weather. Since then weather has been good and the show has been getting full houses.

Mrs. Avis Hart was taken to Shamokin (Pa.) Hospital recently for an emergency appendectomy, but is now back with the show. Herman Vanderheid is in Veterans' Hospital, Lebanon, Pa., due to a wrenched back. General Agent R. J. Stabber has contracted the show for most of the season.

Staff includes: Henry Vanderheid, manager; Mrs. H. E. Vanderheid, ticket office; Gene Burr, concessions; Eric Jensen, electrical and mechanic department; Mary Vanderheid, cookhouse, and Herman Vanderheid, front door.

Program:
Display 1—Glenda Keller, Hammond organ; Display 2—spec; Display 3—Mervin Ray Troupe, comedy acro; Display 4—January, trick male; Display 5—Freddie Vanderheid, single trap; Display 6—"hot dog factory," clowns Zack Hale, Doug Hart and Mervin Ray; Display 7—Hart Family, juggling; Display 8—trained dogs; Display 9—Zacko the clown; Display 10—Hart Family, hand balancing; Display 11—dogs and riding monkeys; Display 12—Great Marvin, chair balancing; Display 13—swinging ladders; Display 14—"atomic incubator," clowns Hale, Hart and Ray; Display 15—pony drills; Display 16—LaBelle Ray Troupe, aerial rings; Display 17—Hart Duo, tight wire.

Sedalia Stars As Hagen Wins In Two States

SEDALIA, Mo., May 10.—Howard Suez's Hagen Bros. Circus scored good business at most stands in Kansas and Missouri this week, with the high point coming here Monday (5). Sedalia came up with a pair of near-capacity houses. Sponsoring Optimists Club used merchant tickets.

At Ottawa, Kan., Thursday (1), the show had a straw matinee and a three-quarter night house under Shrine auspices. Advance sale was good. Rain restricted the night turnout.

Lawrence, Kan., was played on Friday (2) to a near-full matinee and three-quarter night house. Thursday (1) and at Harrodsburg (29). Mount Sterling matinee was (Continued on page 82)

SPRING ROUND-UP

Night Crowds Big; Matinees Are Off

WALTERS, Okla., May 10.—Threatening weather in the afternoon and rain at night held the A. G. Kelly & Miller Bros. Circus to a half house for the matinee and three-quarter evening audience here Tuesday (29). Large crowd was on the lot for the clear.

Full House in Kentucky for Wallace & Clark . . .

CORBIN, Ky. — Wallace & Clark Circus earned a full house at night here Thursday (1), with local sources crediting word-of-mouth advertising after the matinee for the score. Afternoon crowd was about half of capacity.

Planning Season Holds Warner Matinee Down . . .

COLLINS, Miss. — The new Warner Bros. Circus bucked spring planting season here and pulled a fractional house for the matinee. But at night, the crowd added up to near capacity. Veterans of Foreign Wars auspices reportedly were dickering for a return engagement by the show this fall.

Arizona Stand Weak for Wallace Bros. . . .

WILLFOX, Ariz. — Wallace Bros. Circus drew a handful house for the matinee and a one-quarter turnout at night here Saturday (3). Show staffers described the stand as a stop-over.

Hagen-Wallace Scores With Evening Shows . . .

MOUNT STERLING, Ky. — Dub Duggan's Hagen - Wallace Circus drew strong turnout here Thursday (1) and at Harrodsburg (29). Mount Sterling matinee was

Howe's Famous Takes Belting At Valparaiso

VALPARAISO, Ind., May 10.—Art Sturmak's Howe's Famous Hippodrome Circus took a belting from weather and opposition here Wednesday (7). The show canceled the matinee and drew only about 35 persons for the night show.

Howe's came in without auspices, while another show played the town April 6 under sponsorship and drew 1,700 persons and Rogers Bros. Circus is coming in June under Elks' auspices. Cool weather continued thruout the day and an afternoon drizzle turned to rain before show time.

The circus jumped next to Woodstock, Ill., for fair night business on Thursday (8). Show arrived too late for a matinee.

three-quarters filled and the night house was full, Kiwanis Club was auspices. At Harrodsburg the matinee drew better than half of capacity while the evening crowd was near-capacity. Junior Chamber of Commerce was the auspices.

Stevens Breaks Thru To Tab 75 Per Cent Matinee . . .

LAMAR, Mo. — Dismissal of schools here in the afternoon boosted Stevens Bros. Circus business to the three-quarters level Thursday (1). The night turnout was good for half of capacity despite showers at show time. Show played to two better-than-half houses at Slater, Mo., (7).

Beatty Business Perks Up As Show Leaves L. A. Area

MONTEREY, Calif., May 10.—Matinee attendance for the Clyde Beatty Circus has increased the show's tour up the coast after playing nearly a month in the Los Angeles area. Schools have been co-operating with the show, with recesses being called in Santa Maria and San Luis Obispo. Show ended its Los Angeles area with strong matinees on Saturday and Sunday in North Hollywood and Van Nuys. Date for the latter date was moved up from a Monday to a Sunday. As the cities are only four miles apart, the show worked on the basis that residents could be drawn from either spot.

Prior to getting into the week-end trade at North Hollywood and Van Nuys, show had a strong

Mills Business Holds Strong At McKeesport

McKEESPORT, Pa., May 10.—Mills Bros. Circus drew a near-full matinee and three-quarter night house here Wednesday (7), with King Bros. played two adjoining communities a week earlier.

Despite a rough move, Mills arrived at Fairmont, W. Va., on time for performances Friday (2) and drew a pair of three-quarter houses. Three trucks broke down on the difficult highway from Bridgeport, O., and the stringer truck was wrecked when it hit a bridge. At one point on the route, the pole truck was forced to move thru a service station driveway in order to make a sharp curve. Schools were dismissed early at Fairmont.

Jury Indicts Ben Davenport

SAN ANTONIO, May 10.—Ben Davenport was indicted Wednesday (7) by a federal grand jury here on a charge of transporting stolen securities from Texas to Illinois. He is free on \$10,000 bond. Date of trial has not yet been set by Federal Judge Ben H. Rice Jr.

The indictment followed Davenport's arrest by the FBI at Austin in March and a subsequent hearing at which Harry Hammill, a former partner with Davenport, charged that Davenport had taken \$83,750 in cash and securities from Hammill's home in 1950.

matinee and a three-quarter house in Burbank on Friday (2). On the coastal tour the circus had a fair afternoon and a strong night in Ventura. Santa Barbara Tuesday (9) got a half-house matinee and a strong night attendance. Santa Maria's afternoon attendance was strong and evening show drew a full house.

Playing San Luis Obispo without auspices, show's advance ticket sales accounted for much of the attendance at the two performances.

William Moore, general agent, caught the show in San Luis Obispo, where he arranged for the closing of the schools. He jumped from this city ahead of the show.

Cole & Walters Night Business Takes Upswing

HOXIE, Kan., May 10.—Business for Cole & Walters Circus has been on the upswing showing new strength. Matinees still are off because of school graduation events and warm weather which keeps farmers in the fields.

At Dighton (1) the show had a half house in the afternoon and three-quarters at night. Tribune, a Sunday (4) matinee-only stand, produced three-quarters of capacity. Monday (5) brought a light matinee and three-quarters evening house at Sharon Springs. Oakley on Tuesday (6) was a carbon copy, with a one-quarter matinee and three-quarters evening.

Also in Kansas territory is Capell Bros. Circus, but the two have not been in opposition. Capell had been scheduled to play Clay Center on Tuesday (6), according to several reports, but it blew the town.

Rogers' Plays Memphis to Good Turnout

MEMPHIS, May 10.—Strong night business and fair matinees marked the annual two-day stand of Rogers Bros. Circus here under Lions club auspices. Show played Monday and Tuesday (5-6) to near-capacity evening (Continued on page 82)

Dressing Room Gossip

Hagen Bros.

On day off in Ottawa, Kan., Bill Ward and the writer journeyed to Greenfield, Mo., to catch Stevens Bros' Circus, where we revisited old friends and saw their pleasing performance. Jack Banta's wife, Medea, and their children joined in Sedalia. His mother is visiting for several days. They have a new bus. Barth and Mator's trailer was wrecked on the way to Sedalia and they purchased a new one. Willie Rawls concerned about his grandson, David Rawls, who has chicken pox. Frank Webb is on the sick list.

Decoration of the show-owned grease joint is nearing completion. Bertha Drane does a good job getting our Billboards to us every week. Hans and Rosita Claire continue to get applause for their unique balancing and juggling. In Sedalia we had many visitors from the Stevens show including Phil, Doreen and Rudy Enos; Albert Flect, the Silverlakes. Bert and Marie Pettus, Mrs. Eugene Christy and Mrs. Marvin Wick. Lloyd Senter was visited by his aunt, Mrs. A. W. Loy and his cousins. — JOHN TOY.

Orrin Davenport

The wind-up in Duluth was very good. Big event of the week was the annual party given by AAD Temple. For the showfolk on Saturday, Betty Acevedo and one of the Singing Marvel girl appeared in a Spanish fantasy; Al Johnson Romig did mammy songs; Oscar Lowande was clogging all over the place; Joe Antalek, in an autobiography of the trials and tribulations of the Great Antaleks in the cookhouse on their first visit to this country; Orrin Davenport in the nostalgic "Barnum had the right idea." Shriners doing their bits were Forest Huvch, Bill Smith, W. A. Fredrickson, Potentate; Jones Joyce, Gus Olson, Earl Allen, Almon Olsen, Torger Adsen and Glen Locker.

Al Olson, manager of the Nor-Shor Theater, invited the performers to be his guests at The Greatest Show on Earth while in Duluth. Mr. Olson, Mrs. DeWald and Dan Coffey were recent visitors. A letter was received from Milt Herriot, who is confined in Community Hospital, St. Peter, Minn. Silent Jack Klippel is one fellow who can go back. Joan Day is joining the Barber Shop Quartet. — DICK LEWIS.

INFORMATION WANTED ESTATE OF LEN HARRINGTON

Desire information regarding to names and whereabouts of daughters, son and daughter or other descendants of Len Harrington, brother of Len Harrington, or other relatives or wife, if any, of Len Harrington, who died intestate in Kansas City December, 1936, leaving net estate of few hundred dollars. Address: C. L. BOWLES, JR., 100 Federal Reserve Bank Building, Kansas City, Mo.

PROMOTERS

Get on our mailing list. Each week The Billboard receives inquiries asking for names of individuals who might sponsor and promote attractions for auditoriums and arenas. We can refer to subjects from your territory to you. We make this the date and time of great or at least one event which you have promoted in the past. Specify whether or not you are financially responsible or secured promotion by underwriting. Write: Arena-Auditorium Department, The Billboard, 148 W. Randolph St., Chicago 4, Ill.

TELEPHONE SALESMEN

3 Diamond Jubilee Knights of St. Review. Other good deals will follow. Pay your dues. Room 305, 105 North High St., Fletcher 2121, Columbus, O.

4 PHONEMEN WANTED

Experienced men only. This is a Shrine deal, more Shrine and Police deals to follow. No collect wires, please call. SOL HEISER, Covent Hotel, Clinton, Mo.

BOOKING AGENT

For Laurence Champlin Redde. Must be able to book auspices for phone promotions on one-day stands. Jack Lampton, please contact. LARRY LAWRENCE, 306 East Main St., Lowell, Mich. Phone 287.

Clyde Beatty

The show has settled down to an even tempo after the Los Angeles and West Los Angeles dates. Visitors thronged the back yard during those stands and after-the-show parties seemed endless. Personal also was kept busy shuttling between the lot and 20th Century-Fox studios, and radio and TV stations.

The Hanneford family held its largest reunion in a decade in L. A. Mr. and Mrs. Charley (Irma Ward) Arley hosted a party for personnel at their home. Clowns Rube Simons, Duke Caw, Carl Waddell and the writer made a safari into Venice, Calif. All returned alive but groggy. Gabe Russ and other members of the Long Beach Municipal Band visited Vic Robbins and other show musicians.

San Diego provided big business amid much California dew, and there were many visitors to clown alley for three shows.

Several radio and TV execs, including Jim Casey, Earl Meredith and Jack Lueken, KFMB, and Carl W. Greene, KCBQ, worked as joes for a day.

Al Hubbard and his wife, San Diego, hosted a party for several clowns after he worked in clown alley for three shows.

Rose Sullivan Behee and Edward (Shakey Legs) Murphy, who were married at the Wedding Bell Chapel, San Diego, April 25, were presented gifts by show personnel. Birthdays were celebrated by Dolores Sellin and Pete Reeh. Visitors included Earl W. Varney, Sonny Openermer, Berk Royal, Preston Ames, Joe Cook, Bob Butler, Anita Codonna, Cathryn Manlon; Bill Duncan, circus fan of Uniontown, Pa.; Bill Turner, Mrs. Emma Kennebeck and Fay Avalon. — EDDIE DUL-LUM.

Kelly-Miller

Straw houses were in evidence again last week as the weather cleared. Russell Harrison, of the band, has been successful in promoting laundry service for the personnel. Gene Burgett, the show's airplane pilot, is proud of the new Piper Pacon purchased by the show. It is equipped with a 500-watt wind driven generator to supply power for the plane's sound equipment. Plans are being made to use banner towing equipment later in the season. A new Shetland colt born in Wellington, Tex., is attracting much interest. Larry and Mary Carlton have purchased John McGlothlin's bus. Don and Hope McLennan have joined to work the concert. Pete Geller has purchased a vanette truck for a house car.

Now that lots are dry the clown Crosby car has been added to the program. Squeezebox Charley Raimer's name was unintentionally omitted from the last of clowns in a recent issue. Peggy and Shorty Sylvester took delivery on a new Chevrolet sedan delivery truck. Harry Ferguson, York, S. C. visited Flo Melntosh at Hugo, Okla. Joe Lewis' gorilla show is always open by 8 a.m. Frank Francois' Sunday cook-house chicken dinners are enjoyed by all. Regular visitors from Hugo, Okla., are Mrs. Kelly's daughter, Karen Kaye, Wayne Sangulin and Doug Rawls. Buster Todd's two nieces were recent visitors. — FRANK M. CAIN.

King Bros.-Cristiani

Our trip thru the steel mining towns of Pennsylvania was fraught with hazards aplenty, altho everyone made it without mishap. In Aquippa, the big hip don got stuck in the narrow gate entering the lot and it took three hours to dislodge it. Meanwhile, the whole show came piling in, and we were scattered for blocks up and down the streets, with the police department trying to untangle the traffic jam.

Narrow, rough roads, steep mountains and hair-pin turns awaited us on every jump. Hi-Lo Merk, of Jasper, Tenn., was a recent visitor and clowned the show for several days. Carlton Smith, of Akron, circus fan, also has been on in clown alley with some clever walkarounds.

Otto Lang visited in Duquesne and spent the afternoon at the bandstand. Col. Lisle, of Pittsburgh, was on in Duquesne and Aliquippa, as were S. J. Dunn. (Continued on page 84)

Kelly-Morris

Lots of sunshine, good lots and improved business greeted show on continued tour through Iowa. Bill Morris left show at Marengo with Big Blanche in tow to head for a Republican mock convention in Oberlin, O. Trip resulted in big publicity break in that area and a front-page photo in a Des Moines paper.

The Morris trailer which has been bound up like an overseas gift package since turning over, finally made it to Havana, Ill., being driven there by Jack Mahon. Bernice Morris is now happily occupied looking over various trailer pamphlets. The writer had an interesting talk with J. Louis Sampson, circus fan, in Grinnell. Fred Raudenbush put on clown white for our date in Waterloo which was played in the big Hippodrome Auditorium. Everyone enjoyed being indoors for a change even tho building presented many difficulties for an outdoor-framed show.

Sammy Steffen rejoined in Marshalltown having been to St. Louis with his daughter, who was ill. Sammy did not have show route and spent three days combing Iowa for org. Little Jewel, baby elephant, gets plenty of attention with her plank walking, especially from the admiring moppets. Surprise of the week was What Cheer, Ia., which, despite its unusual name, turned out full force for the show. The townspeople, from the mayor on down, were more than cooperative. Jump in there over bad dirt roads found several trucks in the ditch and the elephants were called into service.

Ideal spot on fairgrounds in Marshalltown gave everyone a chance to wash and paint up. Pat Kelly was saddened by the death of one of his dogs. Bob Moore suffered a dislocated knee when he fell down some stairs.

Visitors included: R. M. Harvey, Walter (Spider) Kurth, CFA and J. Louis Sampson. — JOE HODGES HODGINI.

Mills Bros.

The show's first visit to West Virginia is behind us and we are again in familiar Pennsylvania ground. Byron Spahn was host to Mrs. LaPeral and the writer at luncheon at Beckley. Dunbar found CFA John Arter and C. A. Thomas on hand, and Dick Wayne (Barlow) came on for balance of West Virginia tour as guest of Jack Mills, with whom he'd tramped on the AIG. Barnes show. Dick is campaigning for Charleston Mayor Copenhaver, who's running for governor. He also had reunions here with Al Weir and other Barnes show grads. Mayor Copenhaver and party were guests at the Dunbar night show. Captain Ferguson, dog trainer; George Charles, former drummer with Joe Ross; Mr. and Mrs. Whitaker, Johnnie Mense and Joe Conn were others on hand there, as was young Peter Pugh, holding a reunion with his family, also Digger, Shiela and brother Johnny and sister Heather, of the Wallabes.

CFA's catching us at Wheeling, where we played the Bridgeport, O., lot, included Jack Wyatt, Lloyd Bender, George Myers, West Virginia State CFA Chairman, Charles Clevis, Mr. and Mrs. Don DeWeese and John Hoffman. Fairmont brought out Mr. and Mrs. Gay Hartman, Paul Meredith, late publisher of the Brezzer. (Continued on page 84)

Ringling-Barnum

One of the highlights of the past week was the Arthur Godfrey Circus Party on TV. A large number of the Ringling showfolk appeared. A few of the things Godfrey did with the circus people was to ride an elephant, led across stage by Arky Scott, riding Morowski's horse, being juggled by the feet with Alfred Fredonia, and hanging on a trapeze following a routine by Laura May Petrello. Among others were Barbara Bowser, Chaludi Troupe, Paul Jerome, Felix Adler, Charley Bell, Otto Griebling, Freddie Freeman, Frankie Saluto, Jimmy Armstrong, Jackie Gerlick, Albert Hix, Ruth White, Lenares, Paul Horompo and Lou Jacobs. Our annual show for the orphans and underprivileged children was given Monday morning (5) and, as always, the Garden was packed.

A number of circus fans visited. Mr. and Mrs. Bill Day, Mr. and Mrs. Jim Hoyer and Mr. and Mrs. Carl Pratt came in a group from Connecticut and spent a few days with us. Carl (Pop) Hausman, Lansing, Mich., visited and distributed a number of photos he had taken of the circus folk in Sarasota during rehearsals. He also gave a party for a number of his circus friends. Justino Loyal continues to get a big hand with his antics in the riding act. Justino and Lou Jacobs have been organizing their circus soccer team. Rose and Fay Alexander celebrated their wedding anniversary. Mrs. Felix Adler and Mrs. Paul Jerome are always on hand to help their clown husbands. Paul Lang realized a dreamed-of experience when he visited backstage and was shown around by Pat Warner and Ben Wilson.

Visitors: Norma Wright's mother, Joe Menches, Mr. Judd, Mrs. Carrier, daughters Sally and Pat and grandchildren, Pat Purcell, Keith Brecken, Tony Conway, and Eddie Callahan. — MARY JANE MILLER.

Rogers Bros.

Beverly Allen has a new menagerie horse and Charles Ryan a new radio. We were three days behind the Tiger Bill Wild West at Jonesboro, Ark., and had a three-quarter afternoon house and tent was filled at night. Recent visitors included Lottie and Ruben Ray, Dorothy Cole, Margaret and Tommy O'Brien, Sonny Cole, James M. Cole, C. C. Smith, A. B. Bowden, Frank Ketrow, Hi Lo Merk; Joe Simon, formerly with Merle Evans' band; Kelly Love, formerly of Bailey Bros' Circus; Chief Sugar Brown and family, who closed with the Tiger Bill show. — BUCK LEAHY.

Under the Marquee Appears on Page 64

WANTED WANTED WANTED

Can place several good Promotional Directors with or without crews. Good auspices, good towns, working tickets and banners. Apply at once and I will answer by telephone. Drunks, please stay where you are. Can also place one more good Contracting Agent capable of booking sponsored dates.

DUB DUGGAN

HAGAN-WALLACE 3 RING CIRCUS
Mt. Airy, N. C., May 14; Martinsville, Va., 15; Rocky Mount, 16; Roanoke, 17, or per route.

STEAM-CALLOPE PLAYER

Wanted. Good salary, best of accommodations. Also can place several White Face and Trama Circus.

Address King Bros.-Cristiani Circus

Berwick, Pa., May 15; Scranton, Pa., May 16; Wilkes-Barre, Pa., May 17; Binghamton, N. Y., May 19.

UNUSUAL OPPORTUNITIES for

2—EXPERIENCED CIRCUS CONTRACTING AGENTS—2

Only men who are thoroughly familiar with contracting outstanding auspices dates need apply. Ted Elden and Benny Fowler, please let me know your whereabouts immediately, as I believe you both will be interested in this proposition.

4—PROMOTIONAL DIRECTORS—4

Only interested in Promoters who can handle all advance details, including Press and Radio, for strong auspices dates.

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BOOK, BANNERS & TICKETS—only interested in men who can conduct themselves as gentlemen and who are sober and reliable and want to make real money, as this organization will not tolerate or employ drunks, lumberjacks, or men who have to be constantly drawing money in advance of commissions due them. Would especially like to hear from Joe Condore, Ray Parks, Charles Phillips, Walter Lenny, Les Massey, George O'Donnell, Cecil Harris or any other men who have worked for me in the past. Can possibly use some of you men as Promotional Directors on dates if you are interested.

2—UNION COMBINATION BILLERS & LITHOGRAPHERS—2

Only men who can drive Station Wagon and who are sober and reliable and who can bill a date with a decent showing with all paper and cards used apply.

ADDRESS ALL INQUIRIES

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CHICAGO 12, ILLINOIS
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NEED GOOD FLYER

FOR FLYING TRAPEZE ACT

State your height and weight also ages and all tricks in first letter.

BOX 1763, The Billboard, 1564 Broadway, New York 36, N. Y.

WANTED

Quality Indoor Circus Acts for indoor dates starting September 4th. Please send photos, publicity, etc., salary, open time and permanent address to

HENRY LAWTON

127 South Grand, Monroe, Louisiana

WANT

14x20 Marquee. Must be cheap for cash. No junk.

CLARK SQUIRES

218 S. Laflin St., Chicago 7, Ill.

NOTE: I own Cole Robinson Circus title. No letter of sale signed by Cole Robinson.

PHONEMEN NOW

Bristol, Va.—Tenn. 30 more weeks continuous work. TERRELL & TERRELL, Bristol Hotel, Bristol, Va. This is a Circalade of Amusement deal.

WANTED—WANTED—WANTED

Burling Brothers Circus, Best Canvasman, Canvas Flayer, Side Show Banner, Candy Butcher, Cook, Hammer Man, Working Men. Heavy VOICES! May 14, Palmery, Pa.; 15, Duncannon, Pa.; 16, Millin, Pa.; 17, Middletown, Pa.; 18, Selingsgrove, Pa.; 20, West Somerset, Pa.

FOR SALE

3 TRAINED FOX TERRIERS—MALES One a good Semanish Dog. Also modern Peeps and Tread Dog Boxes. MAX MULLER (Max & Garg) 29-32 131st St., Flushing, N. Y.

4 PHONEMEN

ROGERS BROTHERS CIRCUS. Banners, Programs and U.P.C.'s. Call Moose Circus Headquarters. Peoria, Ill. Phone 34394

Opinion Survey Answers Charge of Inaccuracy

HOLLYWOOD, May 10.—John B. Knight of Opinion Surveys here, answered a newspaper's charge that a \$26,142 brochure on fairs was inaccurate and useless by declaring that the actual book cost only about \$3,900. Knight recently was awarded a new contract for \$33,000 for a public opinions survey to determine popular attitudes towards the events.

Knight's new contract calls for surveys of 15 fairs, five more than have been checked in the past.

In the complaint made against the Knight firm, it was said that the brochure was unattractive and inaccurate and could not be used. It was also said that grammatical errors of singular verbs and plural subjects were thrust in the brochures and that in the listing of directors several names were omitted.

Other examples of errors were that the publication listed the Merced District Fair as being in Santa Clara County, when it is in Merced County; use of street car ads by the Sonoma County Fair, an area which has not had trolleys for several years, and that Ferndale, site of the Humboldt County Fair, could be reached by train.

Answering the charges, Knight said that the actual cost of the brochures was \$3,900 and that he had obtained some for \$280 for 500 copies, a price that could not be any lower under present costs. Because of the budget, it was necessary, the surveyor declared, to make the covers of light paper stock. The printing was identical on all brochure fronts but the colors were varied for identification.

Knight said that of the 10 brochures made, nine were without errors. He added that the 10 — for the California State Fair—was designed to give exhibit space rates and that the information he received was incorrect. The book was re-run

with the State Fair paying for the extra work, Knight said.

The head of the opinion survey declared that an error was made in the listing of the Merced County book and in which Santa Clara County was given as the event's location. The pamphlets were called in, corrections made and then run again.

Knight answered the charge that no trolleys had been operating in Sonoma, deep in the Mother Lode country, for years and that the fair could not use street car ads by saying that San Francisco trams were used. The fair, it was said, draws 25 per cent of its attendance from San Francisco, where the cars are used. He added that "street car ads" was a broad term, meaning "cards" on any type of transportation.

That Ferndale is reached by train was interpreted by Knight to be correct on the basis that the pamphlet was for exhibitors and that freight service is available to that city. He declared that his pamphlet stated that motor service was available for passengers.

The grammatical errors occurred when "mediums" and "mediums" were used.

Phoenix Takes Mexican Theme

PHOENIX, May 10.—Arizona State Fair has adopted a Mexican theme for this year's fair, November 7-16. George W. Blake, secretary, announced this week. Many of the fair's special events will be built around Mexican customs and costumes will follow the same lines.

A hobby display department has been added and plant improvements include the addition of a clubhouse on the grandstand.

Still dates set for this summer include horse racing, auto races, rodeos and a 4-H Fair, Blake said.

Huntington Moves Plant, Changes Name

HUNTINGTON, W. Va., May 10.—Expanding Kyoowva Fair and Greater Ohio Valley Exposition, formerly known as the Kyoowva Fair when it operated in Camden Park here, is being moved to 40-acre Kyle Field, adjacent to the speedway two miles east of town.

James T. Heltzer, managing director, said that "due to the tremendous growth of the fair during the past six years, it is absolutely necessary that we secure larger quarters," and reported that directors recently voted to expand the fair in all respects and operate 10 days instead of one week as in the past. The fair has an exceptional attendance potential with a 2,000,000 population in the Kentucky-Ohio-West Virginia area.

Heltzer also announced that the Strates Model Shows have been awarded the midway contract for the 1952 fair, August 7-16. Other features planned for this year are a beauty contest, three days of racing, three-day horse show, revue, thrill show, rodeo and band contest before the grandstand, horse pulling contest, kiddies' pet and costume contests, plug horse race and 4-H and FFA activities. An additional 1,000 feet of space will be used for general merchandise and farm exhibits.

Estevan Event Ups Prize \$\$

ESTEVAN, Sask., May 10.—Prize money has been boosted 10 per cent in light and heavy horse classes for Estevan's 40th annual summer fair.

Altho cattle, sheep, swine and poultry classes have been dropped because of foot-and-mouth disease, the listings have been retained in the prize lists to keep the departments before the eyes of exhibitors. E. P. Rae, agricultural society president, explained.

New racing prizes will set a new record with \$1,725 offered to the runners.

No. Battleford Ex Rents City Plant

NORTH BATTLEFORD, Sask., May 10.—City-owned fairgrounds are to be leased to the North Battleford Agricultural Society for one year for \$1 to give the organization more control over the property. It was announced this week by Mayor A. F. Cousins.

Under the arrangement, the city will have the right to use the grounds for any civic purpose or special occasion.

The agricultural society will maintain the land and buildings and will supplement the existing \$15,000 insurance coverage paid by the city with additional coverage to the same amount.

Saltcoats, Sask., Skeds Summer Event

SALTCOATS, Sask., May 10.—Saltcoats Agricultural Society has decided to hold a summer fair despite a ban on cattle, sheep, swine or poultry exhibits because of foot-and-mouth disease in the province. The organization is widening its activities by sponsoring summer fallow, standing crop and farm garden competitions. A building committee has been set up to recommend improvements to the grounds.

Plymouth, Calif., Names Winkler Mgr.

PLYMOUTH, Calif., May 10.—George Winkler, of this city, has been named to succeed Eugene Rank as secretary-manager of the 25th Agricultural District Fair here. His appointment became effective immediately.

Winkler's appointment was made at a special meeting of the board of directors. Rank was named to the post and served only one month.

Dallas to Spruce Up Plant With Long-Range Program

DALLAS, May 10.—State Fair of Texas will begin a three-year brightening-up program of its plant this spring with the painting of several buildings and the re-finishing of one side of the Cotton Bowl stadium.

General Exhibits Building, second largest on the fairgrounds, and Foods Building, whose 240-foot tower is a landmark at the park, are due for repainting. Old Coliseum, now rented out as a warehouse, has been repainted and the grandstand also is getting a

paint job. New box seats are being installed in the grandstand.

Cotton Bowl job is biggest, with approximately 54,000 square feet due to be resurfaced. Completed project involves sand-blasting the west side of stadium, smoothing out surface and applying two coats of special sand-cement mixture by unique process that will leave the face of bowl in a light terra-cotta tint. Side of bowl being refinished is that adjacent to the midway entrance.

Lambert Landscape Company, well known for unusual shade of "Lambert's green" widely used in residential decoration, has worked out the over-all color scheme for the fairgrounds which will be followed as other buildings are painted. Eventually, all will get a paint job.

Richmond, Va., Sets \$116,463 Budget for '52

RICHMOND, Va., May 10.—Atlantic Rural Exposition will operate its '52 fair under a budget of \$116,463, that amount being okayed by the board at a recent meeting here. Dates are September 19-27.

Approximately \$36,000 of the funds approved will go for premiums. Of this amount \$28,000 was allocated to the livestock show; \$5,000 to State, commercial and women's departments, and \$17,000 for operations, such as salaries and wages for personnel other than the permanent staff.

R. O. Glover, vice-president in charge of operations, cited several other items in the total budget—\$23,000 for operation of the grandstand shows, \$3,000 for rental on tents to house some of the exhibits, \$200 for paper drinking cups and \$10,500 for publicity and advertising.

Glover also announced that Sunday, September 21, has been officially designated as press day at the exposition. On that day all members of the press in Virginia will be invited to view the fair and its attractions.

Wakeeney, Kan., Completes Program For Grandstand

WAKEENEY, Kan., May 10.—Trego County Free Fair will present one of its most elaborate grandstand attraction programs this year, including a country and Western unit, thrill show, motorcycle races and variety acts, Lew H. Galloway, secretary, announced.

Corky Edminster's Coral Gang will provide the country entertainment, while other attractions will include the Pete Bailey thrill show, two-star and three-star cycle sprints and a revue booked thru J. C. Michener-Moser Carnival Company will provide the fun zone.

Plant improvements include construction of a new horse barn.

DeLeon, Tex., Sets Pearl

NASHVILLE, May 10.—Norm Riley, who operates his own personal management and booking firm specializing in Western and country music, and who also promotes packages built around leading acts in this field, has set the date for the "Grand Ole Opry" weekly series over WSM for the DeLeon, Tex., Fair, July 3-4.

Also set by Riley was a package headed by Ernest Tubb another "Opry" headliner, for the Heart of Illinois Fair, Peoria, July 4.

Montezuma, Ga., Adds Exhibit Space

MONTEZUMA, Ga., May 10.—Macon County Fair this year will increase its exhibit space by the addition of a new 100-foot building to accommodate the overflow that developed at the 1951 fair, Clarence H. Hair, secretary, announced.

Event skedded for October 6-11, has signed Capital City Shows for the midway.

Utah State Preps New Mch. Exhibit

SALT LAKE CITY, May 10.—Utah State Fair this year will make an all-out pitch for an improved exhibit of farm machinery and implements with a new 12,000-square-foot display area devoted to this type display, E. A. Parsons, president, announced.

The new area will adjoin the grandstand and will be hard-topped. The space will be subdivided into booths 140 by 10 feet.

The new area will replace that formerly located in the Mining Building. Vacation of this space by farm machinery will permit considerable expansion of the mining exhibits, one of the most patronized displays on the grounds. New lighting system is being installed in the latter structure.

Several changes are also under-way in the fair's livestock classifications. Ducks and geese are being dropped from the poultry lists with new cattle divisions to include Brahmas, Angus and polled herefords.

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—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries to the person most qualified to promote.—
—Please state the date and type of event as well as what you have promised in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write to: Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

CARNIVAL WANTED
CRAIG COUNTY FAIR
New Castle, Virginia
Can be held last four days of second or fourth week of September.
L. Y. FIELDS, Secretary.

CARNIVAL WANTED
Fair County Fair of North Carolina
on 26th through 30th of August, 1952.
Rodeo three nights.
BOWIE COUNTY FAIR
Inquiries accepted by
WELDON McCORD
Secretary-Treasurer, Bowie County Fair Association, New Gaston, Texas.

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MAY 17, 1952

MORE LEISURE UPS \$\$

Economic Dip No Worry to Coleman

NORWICH, Conn., May 10.—With raincoats a necessity on most days since the start of the season, Coleman Bros. Shows have, nevertheless, succeeded in tabulating grosses slightly ahead of the same period a year ago when the weather was somewhat better. The season will be good, Owner Dick Coleman says, adding that it may even top last year. This

adds up to a notably optimistic outlook, since 1951 earnings of the Coleman aggregation were extremely good and close to, if not better, than any previous season.

While business conditions along the route normally played by the show are not as good as they were a year ago, Coleman sees this as a distinct advantage. His reasoning is far from unorthodox, tho it works somewhat in reverse.

Work schedules thru Southern New England are down to 40 hours and the normal three shifts employed by most manufacturers a year ago have been abandoned. Consequently, the work is now mostly squeezed into 40 daylight hours and, while there is not as much money in circulation, the workers have considerably more leisure time in which to spend and enjoy what they have.

Dick says that with three shifts working the persons employed on the last two, which begin at 3 p.m., were totally lost as potential customers. Furthermore, with three shifts operating, mills are usually functioning seven days a week and the show operators seldom get a crack at the personnel, he says.

Good times, economically speaking, are seldom the best for carnivals, Dick says. Experience has taught him that if working people are earning a lot of money they'll utilize it for more expensive entertainment endeavors than attending a carnival.

All in all there isn't a thing to worry about, businesswise, Dick says. The opener at Middletown wasn't too bad even tho the show was drenched by four days of rain. A better break looms here with fair weather promised for the wind-up.

Show is in familiar territory in its home State of Connecticut, and except for the weather factor, it can almost count its earnings in advance. While help is not plentiful, excess feel ample personnel will become available as the season progresses.

Gayland Bows At Calgary

CALGARY, Alta., May 10.—Gayland Shows came out of their East Calgary winter quarters Thursday (1) to open their annual spring carnival on behalf of the Calgary Zoological Society and local charitable orgs.

Unit's season continues until October and it will play from the British Columbia interior to Flin Flon, Man.

ACA-Blue Grass Day and Date To Good Takes

EVANSVILLE, Ind., May 10.—Amusement Company of America and Blue Grass Shows played day and date here this week and, despite profuse billing plus radio and newspaper bathos, both shows reported doing a good business when weather permitted. No covering paper or rivalry over the air waves was reported.

ACA played the city playgrounds in suburban Howell, while Blue Grass was on the regular show grounds on U. S. Highway 41.

The former will rail to Danville, Ill., next week instead of going, as originally scheduled, to Detroit, while Blue Grass will truck to Frankfort, Ind.

Marks Cites Record Gross For Opening

ESSEX, Md., May 10.—Record opening grosses were reported by management of John H. Marks Shows, with both rides and shows clicking as the org launched its 1952 season in Richmond, Va.

General Representative Allan T. Travers said that the top earnings were a pleasant surprise since Ross Manning Shows day and dated Marks in Richmond.

Travers added that the kiddie's matinee take was 50 per cent greater than any previous children's session. Concessionaires were satisfied with early receipts. Among those with more than two stores are Paul Lane, Porky Pustiano, Dorothy Miller, the Pirrottas and George Sleeman.

RAS in Memphis, Set For Cotton Carnival

MEMPHIS, May 10.—Royal American Shows was prepared this morning to unveil its 1952 edition on the city streets here in the annual Memphis Cotton Carnival.

The RAS show train, running in two units, arrived here Monday (5) and Wednesday (7) from Tampa winter quarters, and personnel had ample time to set up.

Run in for both units was without incident, both sections making the move in time and sparking praise from execs of the two lines—Atlantic Coast line from Tampa to Birmingham and the Frisco from Birmingham into this city—for the splendid condition of the RAS rail equipment.

Wallace Cobb, train master, and his crew also drew praise from show execs and personnel for the fast runs, which staffers figure portend record-breaking time for the big jumps the show is to make when it goes into Western Canada.

Opening here was preceded by rehearsals of the two leading back-end shows, Moulin Rouge produced by Leon Miller, and Leon Claxton's Harlem in Havana. The Moulin Rouge cast rehearsed for several days in the

Balinese Room of the Claridge Hotel, while Claxton rehearsed his group at the Beale Street Palace.

Newspapers and radio outlets have been liberal with space and time on pre-opening treatment of the RAS press in the face of opposition from the Metropolitan Opera Company, which showed here Wednesday and Thursday (7-8). Some of the RAS personnel, having completed their preparations for the opening by then, seized upon the opportunity to attend the opera.

Joe Simon, former circus bandman, now manager of the Ritz Theater here, has been a frequent visitor to the RAS site during the past few days, renewing friendships.

Bill (Cap) Curtis joined the show and will be active in moving the show. Roy Jones, Pepsi Cola rep, was an early arrival. Some RAS personnel who arrived early caught the Rogers Bros. Circus, which played here Monday and Tuesday (5-6).

The RAS stand here will run thru next Saturday (17). Actually, the Cotton Carnival program will start Tuesday (13) and run thru Saturday.

COULD STILL DO IT, HE SAYS

NEW YORK, May 10.—Tom Quincy this week received a clipping of Henry D. Perkin's Norfolk, Va., newspaper column, "Looking Backward in Norfolk." One item told of the opening of the Johnny J. Jones Exposition in that town 40 years ago. Quincy was the featured free act, performing a "100-foot dive into four feet of water."

Other attractions were an animal show, fat man, flea circus, midnet, tattooed man, big snakes and, of course, a Merry-Go-Round and Ferris Wheel.

The ageless Quincy, queried on when he last dove from on high, admitted that it was some 10 years ago in France. "But," he said "I could do it tomorrow just as well."

Danville, Ill., Paper Lifts Ban On Show Advs.

DANVILLE, Ill., May 10.—The 13-year-old ban against accepting carnival advertising was lifted Thursday (8) by the Danville Commercial-News following a conference between newspaper executives and Virgil E. Pierson, press chief for the Amusement Company of America-Hennies Shows.

The iron-clad ban has been the subject of wide discussion in the outdoor show field for many years.

The case for carnival advertising was presented thru the insistence of the ACA press chief after ad copy was refused by the paper's advertising department manager. At the conclusion of Pierson's presentation on behalf of carnival advertising the matter was taken to the paper's general manager where the favorable decision was handed down.

Commercial-News executives termed "clean copy" as one of the reasons for the favorable view of ACA advertising. Ad copy for the carnival's one-week stand, starting next Monday, was accepted at the prevailing amusement rate.

At the same time the Commercial-News radio station affiliate, WDAN, lifted its five-year ban on carnival advertising and accepted ACA advertising copy for radio.

Speroni Show Gets Fair Biz At Ill. Spots

HAVANA, Ill., May 10.—Midway of Mirth Shows, aided by the good weather of the past several weeks, has been getting fair business all along the line. Org is here in its sixth week out of winter quarters with 8 rides and 25 concessions.

First celebration of the season is scheduled for the week of May 28, with the balance of the summer taken up by celebrations and fairs.

Mr. and Mrs. Stanley Warwick left here to join Wolf Greater Shows in Minnesota. Visitors included Bill Tatham, of the shows bearing his name; Ray Wilson, owner-manager of Wilson Famous Shows; Phil Ogburn and his mother; and Ned Torii, of Wisconsin DeLuxe Company.

Manning Stuck In Jersey Mud

JERSEY CITY, N. J., May 10.—Ross Manning Shows held over here a second week after an unfruitful first week when some four inches of rain jellied the lot. Stand had been counted on as a big one for the Manning forces. Past showings have always been lucrative, and personnel had hopes of solid earnings after a lengthy Southern trek starting in March.

Strates Withdraws As Detroit Bidder

W. G. Wade Org Left as Lone Contender; Fair Ends Request for Non-Strike Bond

DETROIT, May 10.—The Strates Model Shows have withdrawn as a contender for the midway contract of the Michigan State Fair here.

The reason, as cited by R. C. McCarter, the org's general agent, was that the show declined to provide a \$50,000 non-strike bond to the fair.

James M. Hare, fair manager, pointed out that the fair recognized it could not obtain such a bond from any carnival and that the Strates Model had been asked to continue as a contender for the midway contract.

Hare added that it was his understanding that the Strates unit could delay no longer on offers from other fairs to play the same dates as the fair here and had decided to withdraw as a contender for the local event. He termed the Strates action "understandable," observing that the fair here had found itself in the unfortunate position where it could not make a decision before many weeks, several months ultimately would have been signed.

Hare referred to the grand jury probe of the past fair administration, the resignation of the previous manager and fair board president, and the resultant delay in board reorganization, during which he emerged as fair manager.

As a result of the Strates withdrawal, the W. G. Wade Shows are the only bidders for the midway contract. Assuming the contract goes to Wade, it would mark the first time in several years that the date has been filled by a truck show.

Midway operations for the show will have substantially less potential than at any time in many years, inasmuch as no games of any type will be permitted. There is some possibility that the present ban on games may be eased slightly as a result of a Detroit test case on the legality of various games.

Announcement that the fair here would require a \$50,000 non-strike bond had not been taken

seriously in the outdoor amusement field, inasmuch as no one could see any show owner taking such a great risk, even if such a bond should be obtained.

The fair's desire to obtain such a bond, which it intended to impose it against any loss stemming from any strike action involving the carnival, was the aftermath of a jurisdictional dispute last year which, while not involving the carnival, hurt all segments of the fair.

The dispute arose over which union—the AFL or CIO—had jurisdiction over gals working as venders in a ginger ale stand in the Coliseum. The dispute shuttered the Coliseum for a day and killed two performances by Bob Hope, who was in at \$10,000 per day, and his supporting cast. The dispute also sharply cut the fair's attendance for several days after the issue was temporarily resolved and the midway meanwhile was hurt.

The fair board here this week awarded Andy Barlo of the Motor City Speedways a contract for an added day of auto races, a 15-mile midget event on closing Sunday afternoon. Contract provides for 33 cars. Barlo early had been signed to stage a 100-mile big car race on the fair's second day.

Other board actions this week included the naming of Don Ridler, director of athletics at Lawrence Institute of Technology, as director of theatrical attractions. Ridler has been successful as a promoter of dances, with big name bands, in the fair's Coliseum over the past five years.

The Coliseum show for the fair remains unsigned. Show in that building is to run for seven, instead of 10 days in the past, but the attraction budget will remain the same.

Weather Breaks For Brown-Wallace

GREENVILLE, Tenn., May 10.—Brown-Wallace Shows moved here this week after a banner stand at Asheville, N. C., where ideal weather brought out good crowds, the first big turnouts in several weeks. Previous three dates were hurt by rain and cold.

The long haul over the mountains to Asheville was made in good shape and all was in readiness for a Monday opening. Equipment is well painted and org's line-up includes 7 major and 3 kid rides, 5 shows and about 30 concessions.

After closing here, show will move into Virginia for three weeks, followed by stands in Pennsylvania and Ohio before starting its fair route.

Morris Hannum Show Held Over

HARRISBURG, Pa., May 10.—Morris Hannum Shows ended their stand today after staying over several days at the request of the Harrisburg Firemen's A.A., sponsoring committee. Morris Hannum, owner, said.

Shows opened April 21 at Lacey Park, Pa., but operated only two days because of seven straight days of rain. Bulldozers and winches were required to get the org off the lot.

Rain Dilutes WOM D. C. Preem Stand

WILMINGTON, Del., May 10.—A three-day holdover Washington on the Jennings Road show grounds was of no help at all in building a winning preem date for the World of Mirth Shows.

Scheduled to open Thursday night, April 24 for 10 days, the Frank Bergen forces had to postpone the ribbon-cutting until after the week-end as daily rains pilled up a total of some four inches.

Bergen and his forces are undaunted, however. Despite the almost continuous Washington downpour, Bergen said the date was "not too bad." Upcoming dates will be "all right," he said, and the season as a whole will be "good."

OK Sunday Play

While the show's routing was fouled up by the layover in Washington, no serious damage was done. Unit trained in here for a leisurely set-up and a scheduled opening last night. Date will include this week-end and run thru Saturday (17). Arrangements

have been made to operate the rides here tomorrow, and with good weather the day ought to be one of the best tabulated to date.

Bergen said that arrangements were completed with his Washington committee to show there again next year.

Bergen said that he had acquired two new railroad cars which will be used in transporting the Barnes Bros. Circus unit which will join in the next few weeks.

Shows route is entirely set with a month of New Jersey dates to follow the stand here and at Chester, Pa.

With the terrific strain on equipment resulting from the muddy lots, Bergen said he was happy that all wagons needing repair had been rebuilt in quarters. Rolling stock is in excellent shape, as are the ride and show features.

Gerald Snellens, general representative, appeared on television locally Thursday night (8) plugging the show's appearance.

NORTHERN EXPOSITION SHOWS

LAST CALL—OPENING MAY 19—LAST CALL

WANT: Few more Hanky Panks and Stock Concessions. Can place PEAS POOL, RAT AND PAN GAMES. We want Grind Store and Pin Store Agents who can take orders for office-owned Concessions. Dick Bays and Kenny Baker contact. JOHN HICKS. PLEASE CONTACT AT ONCE.

WANT: Four or five more good Ride Men who can drive, A-1 Electrician for Diesel plants. Also Mechanic. Jerry Vinson, Bob Wilson, Jim Woody, Whitey Evans or any Ride Men who have worked with Jess Trout, contact.

WANT: One more good Side Show with own equipment.

20 WEEKS OF FAIRS AND CELEBRATIONS

Sanish, N. D., 4th of July; Flaxton, N. D., Fair; Wolf Point, Mont., Stampede, and Montana "B" and "C" Circuses of Fairs.

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Frank W. Babcock UNITED SHOWS

NOW BOOKING SHOWS FOR SAN DIEGO NAVY RELIEF CARNIVAL JULY 31-AUGUST 1-2-3

WANT—To book or buy Rides for No. 2 Unit, FOR SALE—Train, Combination Bomber and Mix-Up.

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Home Office: Chandler Hotel, 834 So. Main St., Los Angeles, Calif. Phone: TRinity 5956

GRAND AMERICAN SHOWS

10 RIDES—6 MAJORS—4 KIDDIE
Want for one of the best routes in the Midwest playing 32 Celebrations and Fairs in Missouri, Iowa, Minnesota; Celebrations in June! Fairs in July.

Want Shows: A wonderful opportunity for Grand Shows. Want Concessions: Hanks Panks that work for stock. Want Ride Foreman for Tilt and Wheel, Second Hand on all rides who drive well. Work's stands, no circus moves. Want Foreman for four office owned Show Front and Front Panel Cars.
Chillicothe, Mo., new! Hannibal, Mo., new.

L. O. WEAVER, Mgr.

MOTOR STATE SHOWS

Want few more Hanky Panks not conflicting, Sling Game, etc. Want Foreman for Little Beauty Merry-Go-Round, Second Man all Rides. Want Man for Monkey Show; drivers preferred. Will book Ride not conflicting. Now showing Kayworth Stadium, Hamtramck, suburb of Detroit, till May 18th; Eaton Rapids, Mich., follows.

JOE FREDERICK, Owner, Mgr.
2263 Newton, Detroit

Joe Goodwin Wants For 2 Big Paydays

Agents for Pin Store, Coast Store and Hanky Panks. Open May 15. Corbin, Ky.; then Hazard, Ky. All with me before contact:

Bee's Old Reliable Shows

OWNER BUSINESS MGR. DAVE HULS JOE GOODWIN

JAMES H. DREW SHOWS

16 Bona Fide Rides—16, and 3 Annual Celebrations. WITH THE BIG TWO-STATE 4TH OF JULY CELEBRATION, LOUISA, KY. WANTED—Small Cookhouse or Sit Down Grab to join now! Will place limited number Stock Concessions; must be legitimate. Note—Long season North and South. Wonderful opportunity for legitimate amusements. Address:

JAMES H. DREW SHOWS
PRINCETON, W. VA., THIS WEEK.

OZARK EMPIRE SHOWS

OPENING JUNE 14 IN THE HEART OF THE OZARKS. PLAYING FAIRS AND STREET CELEBRATIONS UNTIL OCTOBER. WE HOLD CONTRACTS FOR THE TOP COTTON SPOTS IN SOLEBERRY MISSOURI AND MORTHEAST ARKANSAS. Can place Ride Help on Wheel, Cotton and Loop. Will sell "Big" on Popcorn, Plans, Corn Game and Small Cookhouse. Can place legitimate Concessions of all kinds. All percentage open. Will book or buy small Merry-Go-Round. Can place independent Rides, and pin machines. Can place legitimate Concessions of all kinds. Show Operators and Ride Foremen with Gold Coast Shows, contact me. Address **BILL NORWOOD, Mgr., Waynesville, Mo.**

NO. 5 WHEEL FOR LEASE

Have No. 5 Eli Wheel and two Kiddie Rides for lease. Painted and ready to go. Address:

W. J. WILLIAMS

P. O. BOX 518 NASHVILLE, TENN.

ACE JOLLEY WANTS

Hanky Pank Agents for Coke Bottles, Glass Pitch, Ball Games, Fish Pond, Set Outfits, Penny Pitch. Will frame Concession to suit reliable Agents. Only one of a kind on show with best of still dates and a long route of fairs. All answers

Ace Jolley, Royal Crown Shows, Marion, Ohio

Bad Weather Dogs Strates' Early Dates

Rain, Cold Hinder Opening Stands, But Outlook Continues Bright

PLAINFIELD, N. J., May 10.—After four dates and some six weeks of inclement weather that has kept grosses down at times to a bare minimum, James E. Strates, owner-operator of the shows bearing his name, still has an optimistic word for the future. He says that business will be all right once the show encounters good weather. When the show has been able to work at capacity the crowds have been encouraging and spending has been good, indicating that earnings will at least hold up to last year.

Show is due for a fair week here. Opening crowds averaged around 4,500 nightly. Wind-up nights ought to see at least double that number on the midway. Opening stand four weeks ago at Augusta, Ga., blanked out both as the result of unfavorable

weather and a bad location. The next spot, Washington, usually a big one for Strates, also was affected by weather. Org., however, enjoyed its usual advantage of being first in. Space sales were big as always, and it can be safely assumed that the office did all right.

Philly Wet and Costly

Wilmington, Del., was fair, but the show never got a chance to put together a full week, once again because of the weather. For the past two weeks in Philadelphia the show had to buck five consecutive days and nights of rain. On top of that the date was expensive, as are practically all big-city stands, so red ink flowed freely.

In Philly the show played on a city lot adjoining Municipal Stadium. Ringling-Barnum also utilizes the lot, and while the Big One drew well there last year, said no doubt by the fact that Hollywood personages were on the lot in force for the filming of a picture, carnival attractions alone usually are not strong enough to lead to records in that part of town. Patrons can come from only one direction, and most of Philadelphia's several millions live a long distance from the show grounds.

Outlook for next week is not much brighter. Strates will move on to a lot in Jersey City which the Ross Manning Shows will be evacuating. Manning stayed over an extra week because of the heavy rains and mud encountered during the first stanza. Despite considerable difference in the size of the two shows, Strates personally knows that pre-dating always hurts.

Expenses are high, perhaps more so than in any previous year, Strates pointed out. However, the show is loaded with powerful pay attractions and fair business will take care of the overhead.

Show is due for a lavish spread in an upcoming issue of The New York Times Sunday magazine. Staff writer Gil Millstein spent several days with the show in Philadelphia. Besides promising wide circulation, particularly in Strates' favorite New York territory, the story will amount to one of the best prestige acknowledgments that any carnival has had recently.

Craig Shows To Stay in WQ

BROWNWOOD, Tex., May 10.—Heart of Texas Shows, for the first time since its organization in 1943, will not hit the road this season, according to Mrs. Beatrice Craig, widow of Harry Craig, who prior to his death, organized and managed the show.

Some of the gear has been leased out and several of the rides and a portion of the winter quarters is being rented to a Kiddie-land operator here. Most of the rides and other equipment, however, are still stored at the org's winter base, and future plans are still unsettled, Mrs. Craig said.

Harry (Bucky) Craig Jr., son of the Craigs, is attending school. B. C. McDonald, veteran secretary of the Heart of Texas Shows, is managing a commissary train for the Missouri and Pacific Railroad.

Va. Greater Shows Bucks 7-Day Rain

ROEBLING, N. J., May 10.—Seven straight days of rain put the damper on Virginia Greater Shows' receipts for the week ending April 28. Last week however, weather was good and turnstiles clicked.

Shows opened to big crowds at Suffolk, Va., four weeks ago, then moved to Salisbury, Md., for a week's engagement, which ended April 28. The rains came during the last five days in Salisbury and continued for the next two days when the shows moved to Bridge-

Smith Grosses Pick Up After Frigid Opener

CUMBERLAND, Md., May 10.—George Clyde Smith Shows premed their '52 edition here to business that started slow due to cold but picked up with a turn in the weather. Shows opened Thursday (1) to chilly nights, lost Monday Night (5) to rain but with warm weather the following day, began to up their takes.

Altho the Smith org. has wintered here for many years, this was the first time it opened in this city. Ride line-up has been augmented by the purchase of a Spitfire and a Kiddie Train by Owner Smith, but due to small lots the major device will not be put up until the show enters Pennsylvania. Six rides are in operation here.

Staff is little changed. In addition to Fred DeCoursey is secretary; G. Beaman, Yancey, business manager; W. H. Gardner, mechanic; Frank A. Norton, electrician, mailman and agent for The Billboard; Sam Collins, sound truck; J. B. Handley, stock truck, and William Abbott, carpenter and front gate.

Rides

Ride personnel includes: Kiddie Swings, Eugene Werts; Kiddie Autos, Laird Johns; Kiddie Train, Doc Dewey; Merry-Go-Round, Sargent Grey with Paul Gochman; Ferris Wheel, C. C. Collins with Henry Messick; Chair-planc, Bob Lewis.

Shows

Slide Show; Ernest Hudspeth, manager; Nick Johnson, fire and torture; Bobby Runnels, contortionist; Fay Robby, electric chair; Pauline Wyndham, four-legged girl; Billie Lou Hart, sword box; Rhonda Randall, annex attraction, and Kitty Hudspeth, ticket seller. "Exotic Dancers" is managed by H. J. Ashley; Eileen Ashley, featured fan dancer; Jeannette Dennis and Gloria Palmer, specialties; H. J. Ashley, front talker, and Erwin Crites, ticket seller. "Oriental Nights" has Barbara LeMay and Robi Del Mar on the stage while the Funhouse is managed by Doggie Abbott.

Concessions

James' bingos are managed by Gene Snyder with Mrs. Snyder as checker; H. Snyder, caller, and John Hartman Jr., C. Hoffman and Paul Tesselori, counter man. Other concessionaires include Mr. and Mrs. Weber, 1; Junior Weber, candy floss; Joe Costiball, popcorn; Jerry Brode, French fries; Gus Roanok, cookhouse; Fred Hope, juke spindle; Mrs. Fred Hope, penny pitch; Mrs. Sandra Brinker, cut rack; W. O. Brinker, pitch-till-you-win; Tex Sherman, airplane store; Mrs. Tex Sherman, bumper; Doc Woody, high striker; Paul Weber, balloon darts; Wayne Grant, milk bottles; Jeff Prodnar, pan game; J. B. Handley, pea pool; Emma Suber, over & under; Kay Blanko, beat the dealer, and Beeman Yancy, four stores.

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The Cadillac of the 6 CATS!
This is POSITIVELY THE Act perfect. Heavy 24" Canvas packed with hair, made to last.
\$15.00 ea.
Size 20" x 21" overall. We are now getting compliments and repeat orders from last year.

WHAT'S NEW . . .
3-Ball Mechanical Bucket.
Works like a charm. \$50.00 ea.
IT'S NEW! 6-Ball Marble T.V.
One Ball through the game on. This is positive no. 40.00 ea.
Charts for this game are free. Now ready for delivery. No literature on either game yet. We are busy.
SEND FOR CATALOG

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7221 OGDEN AVE. LYONS, ILL.
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America's finest Show Concessions
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FLAMEPROOF DECORATIVE FLAMEHOIL FABRIC
Available in all colors
All sized tents also available
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STRANGE and WEIRD ATTRACTIONS
Silly in a way. Heads, Bodies, Devil Child, Fish Girl, Ape Boy, etc. Many others. Your ride and show. Free folder. Write TAT'S CIRCUS SHOW SHOP
3550 E. Van Buren St. Phoenix, Arizona

RIDE HELP WANTED Tivoli Exposition Shows
Want Foreman and Second Men for Caterpillar, Ferris Wheel, Tilt-A-Whirl and Rollalong Rides. Contact
H. V. PETERSEN
No. Kansas City, Mo., this week; then at per route.

CUSTARD MACHINE FOR SALE
Electro-Freeze Custard Machine, 10 gal. runs per hour capacity. Good condition, reasonable.
MANAGER, CASINO PARK
Box 339 Virginia Beach, Va.

SLIM COLLINS
COME ON, TAKE OUTSIDE.
"LUCKY 39"
Royal Crown Shows, Marion, Ohio, this week.

WANTED
Small Carnival with Rides for "THE SKIDMOORE PUNANI SHOW"
August 20-29-30. Reply
JR. LINVILLE or ED GOODSPEED
Skidmore, Missouri

WANT SHOWS
Athletic, Snake, Life, Monkey, Juggling, what's it or what have you? Will give party a very good proposition who can furnish three shows. We have 10 rides and a very good police lined up for North Dakota and South Dakota and 11 Fairs in Minnesota. We open in June. Write
ROGERS BROS.' SHOWS
PELICAN RAPIDS, MINN.

WOLF GREATER SHOWS WANTS
SHOWS: 10-ball, Motorhome, Stockans, all of this show of merit. CONCESSIONS OF ALL KINDS. RIDE HELP. Must drive, drink and have references. Because. Concessions, contact
STANLEY WARWICK
Webster City, Iowa. This week; Mason City, Iowa, next week.

MERRIAM'S MIDWAY SHOWS WANT
Shows and Concessions, also Ride Help.
Atlantic, Iowa, now; Marshalltown, Iowa, next week.

Midway Confab

Lucy and Jimmie Herrington returned to the Celin & Wilson Shows at their opening in Petersburg, Va. after spending the winter in Miami. . . . Jack Kellow has opened with the W. G. Wade Shows No. 1 Unit where he has his French fries, long-range gallery, frozen custard and sound truck. Jimmie Barnes is manager of the French fry stand; Dick Brown is in charge of the long-range gallery. Ronald Cooper, sound truck, and Mrs. Ada Kellow, frozen custard. . . . Steve Russell, of Prell's Broadway Shows, planned to Detroit recently to visit the various night clubs he worked during the winter. He was accompanied by Amber West, Peggy Wyle and Freeda Fred. Jimmie Barnes reports. . . . James H. and animal exhibit joined a Cavalcade of Amusements in Marietta, Ga., May 6. The exhibit has been laying off in Florida since the death of Mrs. Heron in Jacksonville April 1.

R. H. Riggsbo, veteran concessionaire, has retired from the road due to ill health and is living at the home of his sister in Turlock, Calif.

Mr. and Mrs. Robert Dow Poole are the proud parents of a daughter born May 7 in Cincinnati. The Pooles are the son and daughter-in-law of Mr. and Mrs. F. O. Poole, owners of Gladstone Exposition Shows. . . . Mike and Charles Piccolo, of Uniontown, Pa., visited Gooding's American Exposition Shows in Fairmont, W. Va., and Uniontown, Pa., and renewed acquaintances with Charlie O'Brien, Bert Miner and Mr. and Mrs. Bud Clark. Herb and Vera Burk, who well known to carnival folk, have quit the restaurant business and have turned their Welcome Inn at Winfield, Ia., into a novelty and card store.

Ronald R. Elliott, manager of Elliott Shows, is winding up his final booking chores for the season. Shows are being readied for their bow at Amherst, N. S., winter quarters. G. H. (Brick) Llewellyn, formerly with Johnny J. Jones Exposition and Zeidman & Polle Shows, infers he will hopscotch to a number of fairs and celebrations in the Maritime Provinces this season. At present he's operating a radio business in Pictou, N. S.

Len Sugrue, shooting gallery operator with Elliott Shows the past three seasons, is working the water front in St. John, N. B., but will rejoin Elliott for the summer.

Cal Dennison is still in Veterans Hospital, Dallas, where his condition is reported as critical. . . . Mary Ellen Liberman, who has been ill for some time, has gone to Dallas to enter a clinic there for treatment and observation. Roy Babitz, while en route North recently, stopped off in Dallas to visit the Lone Star Showwomen's Club of Texas. He purchased a home in Phoenix, Ariz., recently.

L. C. Wilson, secretary of Union County Fair, New Albany, Miss., last week announced that he has booked the Cavalcade of Amusements as his fair's midway attraction. Event will be held in September and it will mark the first time the annual has used a railroad org. . . . Larry Schaff, assistant manager of Alabama Amusements, advises from Mobile, Ala., that Walter B. Fox is assisting Owner Frank W. Peppers in advance of the shows. Outfit has two more weeks to play in Mobile County.

William Chalkins Attractions, following a jump of 1,285 miles, joining Don Franklin Shows in McKinney, Tex., last week. Per-

sonnel includes Hoskins, outside; Irma and Norma, bally; Keno, magician and lecturer; Joseph Lewis, pain-proof man; Lano and Chaney, knife throwers; Texas Dolly, fat girl; Irma, sword box; Chaney, marionettes; Waldron, midget fire-eater; Harry Lewis, ossified man; Bill Hollister, big snakes, and Bill Sullivan, painter and manager. . . . Harold Kilpatrick, currently headquartering in Bessemer City, N. C., has been appointed office manager for Mel Dodson's roadshow pic, "Thine Is the Kingdom." He leaves soon for Savannah, Ga., to assume his duties. . . . Walter Skinner, old-time Girl Show operator with carnivals and now a Birmingham business man, attended the recent Shiraz ceremonial at Mobile, Ala., and called on Al P. Hill, of the Hill Hotel, while there.

L. J. Foster has his photo gallery, snow cones, popcorn and center ring pitch on Jack J. Moore's Modern Shows. . . . Jay Hazy and Tony joined the Girl Show on Crafts Exposition Shows during the stand in Los Banos, Calif.

Recent visitors on John H. Marks Shows included Claude Secret and Bill Moore, of Celin & Wilson Shows, and Frank Berger and Bucky Allen, of World of Mirrh Shows. . . . John (Curley) Sinko, Morris Hannum Shows' ride superintendent, left the shows recently because of illness. Also leaving was Les Minor, Merry-Go-Round foreman, who took over his father-in-law's furniture business. Morris Hannum, owner, is recuperating from a recent illness while his wife, Garnet, is handling the office. Mrs. Stanley Meserokowich has been ill with the virus and Bill Myers sprained an ankle. Tony Marino joined the shows recently.

Manager and Mrs. Rocco Masucca, of Virginia Greater Shows, were hosts at a birthday party honoring Sally Birdsong, daughter of Harvard Birdsong, of Birdsong Peanut Company, in Suffolk, Va., recently. When shows moved to Bridgeton, N. J., visitors included J. Kiger, Fairview, N. J., fire chief. Tony Rhea, of the Salem, N. J., American Legion committee, and Sam Constantino, of the Rosenhayn, N. J. Fire Company. Tony Buzzala and his son visited their folks in Atlantic City.

Bert Rosenberger is still in Miami under a physician's care. . . . Frank took left his Miami headquarters recently to join Celin & Wilson Shows. . . . Following a brief vacation with his family, James Stable joined the O. C. Buck Shows for the season. . . . Eddie Hackett has returned to Cincinnati following a Miami vacation. . . . Anthony Pietro is ill and confined to his home in Knox, Wis. . . . Lou Leonard is in Chicago awaiting the results of a physical examination he underwent there recently. . . . Danny Murphy is headed for New York following a Miami vacation.

Jack Ross has his palmistry booth with Central States Shows. . . . Joe Collins writes from Valdese, N. C., that Zira recently joined United States Shows with her African Snake Show. . . . After concluding its theater tour, A Night in Harlem Minstrel Show joined Brown & Wallace Shows in Shelby, N. C. Line-up includes Jimmy Jones, trumpet and band leader; Edgar Timmon, trumpet; Willie Frank, alto sax; Jerry Owen, tenor sax; Clarence Smith, drums; Mack Jones, piano; Spark Plug Goodman, comic; Rose Goodman, blues singer; W. Howard, fire queen; Hamp Tyler, emcee and dancer; Bessie Dennis, Katharine Wooden, William Howard, Rosemary Jones, Joan Frank and Katie Owen, chorus. Louis Howard is boss canvassman, with three assistants. George Dennis does the talking, with Homer Bowen as ticket seller. . . . Bobby McGregor is confined at Box 221, Raiford, Fla., and would like to read letters from friends. . . . Jack Green, electrician on Hennies Bros.' Shows (now Amusement Company of America) for the past several seasons, is in Levl Hospital, Hot Springs, with a fractured hip. He plans to rejoin the shows soon.

Sam (The Duke) Spalla joined the Down River Amusement Shows with two concessions at River Rouge last week.

Morris Hannum Shows

One of the Great Eastern Shows

EMMAUS, PA., MAY 19-24

GIGANTIC FIREMEN'S GOLDEN JUBILEE

2 BIG PARADES—2 KIDS' DAYS—PUBLIC WEDDING—\$3,500 IN PRIZES

WANT SHOWS: Funhouse, Arcade, Monkey, Wild Life, Snake, Midget and Fat Show. Any good show with own equipment except girls.

CONCESSIONS: Scales and Age, Short Range, Orange Barrel, Photos, Duck and Fish Ponds, Floss, Ball Games, String Game, Snow Cone.

HELP: First and Second Ride Men who drive semis, Agents for Mac's Bingo. All replies MORRIS HANNUM, Weimer Hotel, Lebanon, Pa.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

WANT CONCESSIONS—Snow Cone, Ice Cream, Custard, Fish Pond, Duck Pond, String, Pitch-Till-Wins, Milk Bottles, Cat Racks.

WANT SHOWS—Have Girl, Monkey, Motor Drome; all others open; 25 per cent.

WATCH THE CITIES this show plays. Yes, we draw people. Why? Because we have a pay gate we can go in the cities where free gate shows can not afford to put you.

ALL REPLIES—Western Union, this week, Jeffersonville, Ind.; New Albany, May 19 thru 24; Connersville, May 26 thru 31.

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

CIRCUS WEEK — MAY 26-31 — CIRCUS WEEK
NOW PLAYING THE BEST LOCATIONS IN THE CITY OF PHILADELPHIA, PA.

WANT WANT WANT
Legitimate Merchandise Concessions of all kinds.
SHOWS: Wild Life, Unborn, Glass House, Snake Show or any other money getting Attractions.
Can place Talkers and Grinders, Salary or percentage.
RIDES: Octopus, Tilt-Whirl, Dark Ride.
Can place capable Ride Help on all rides.

All replies to MARKS SHOWS
64TH & MARKET, UPPER DARBY, PENNA., FOLLOWED BY
ERIE AVE. & 11TH ST., PHILADELPHIA, PENNA., WEEK OF MAY 19TH.

Shan Bros.' Shows

OPENING 1952 SEASON MIDDLESBORO, KY., MONDAY, MAY 26

Strong Auspices. First Show in Five Years. We Carry 12 Rides and 8 Shows.

Can place Heart Pitch, Bumper, Pitch Till You Win, String Game, Coke Bottles, Basketball, and Novelties.

Want capable people to handle the following shows: Monkey Speedway, Snake Show and Wild Life.

Want Producer for Girl Revue, organized Minstrel Show with Band. Salaries paid from office.

Want Billposter to join immediately. Eddie Newcomer, answer. Want first-class Show Builder. Charles Kidder, answer.

SHAN WILCOX, Maryville, Tenn.

WANTED

Help for Ferris Wheel, WWI book Popcorn and Gum Store, Sponsored Events. Open last week in May at Port Royal, Pa.

Cook's Amusement
Birdsboro, Pa., R.O. #2

JOE BEARD

Contact Jimmy Nolan immediately. Important. Care
MIGHTY PAGE SHOWS
Burns Vista, Va.

WANTED CALLER FOR DERBY

50-50 proposition or a salary. Also want Hanky Pank Agents. Following let me hear from you: Clyde Hill, Eva Hill, Ed Hicks, Kim Reynolds, Roy Hill, Jerry and Alice, John Wallace and Dick Webster.

EARL FISHER
American Expedition Shows, Washington, Pa., this week.

Can Arrange To Place Experienced Business Manager and Legal Adjuster

on well-known Eastern Show. Wire, Write or Phone
ALLAN MARTIN, Earle Hotel, Philadelphia, Pa.

Oxford Okay For Gentsch

STARKVILLE, Miss., May 10.—J. A. Gentsch Shows trucked in here this week from Oxford, Miss., where, despite an out-of-town location, the shows did fair business all week and wound up with a big Saturday turnout. Oxford is usually a good one for the org, which has played it for 15 years. . . . Gus Mitchell became suddenly ill at Oxford and is scheduled to undergo surgery sometime this week. Mrs. Eva Hare was visited by her daughter and granddaughters who came up from Texas for the Oxford stand.

EVANS' GUIDED MISSILE

New Skill and Strength Tester

PORTABLE! MAKES ITS OWN BALLY!
NEEDS NO TENT OR BUILDING!

15 lb. deck cannon on wheels shoots standard 2 1/2 Muntz has hand push to propel up incline and into fort where cart-ride fires. Scoring lights flash as cannon rolls toward fort. Automatic return.

Sturdy steel structure 34 ft. long, 11 ft. high requires 2118 ft. of track

A "FLASH-BANG" ATTRACTION AT FAIRS AND CARNIVALS!

Immediate Delivery!

Write today for information and Free Catalog.

H. C. EVANS & CO.
1556 W. Carroll Ave., Chicago 7, Illinois

ALAMO EXPOSITION SHOWS

WANT

Ride Help, Truck Mechanic Assistant. **WANT:** Can place Side Show for season, also other Shows not conflicting. **CONCESSIONS:** Frozen Custard, Novelties, Duck Pond and all Hunky Panks. Also opening for Perry Arcade; this is Arcade territory. Can place capable Operator for Glass House who can drive Semi. Have complete frame-up for Colored Minstrel Show. Can use good, reliable Show Painter, also Special Agent, one who can put up paper and look after special details ahead of show. **RIDES:** Can place Little Train, Little Dipper and Boat Ride. We have twelve Fairs and Celebrations and more pending. We are out until late November. All contact

JACK RUBACK
May 12 to 17, Odessa, Texas; May 19 to 24, Glavis, N. M.; then the big one, San Felipe Celebration in Albuquerque, N. M., May 26-June 1. In Old Town, this is a jewel.

WANT—NOW

NAVY RELIEF CARNIVAL & RODEO

CAMP JOSEPH H. PENDELTON

Largest Marine Camp in the World
OCEANSIDE, CALIF.

3—BIG DAYS & NIGHTS—3 JUNE 6, 7 & 8

CONCESSIONS—Hanky Panks, Shows, Straight Wheels that work for stock, Derby Racer, Custard, Hi-Striker and what have you!

TIME IS SHORT, CONTACT NOW OF THE BIG ONE INSIDE THE CAMP.
Phone: Oceanide 4117, Extension 2498. Oceanide 4926 (After 5 P.M. POST)

H. Col. V. H. Broerjes, Chairman, **Monroe (Moe) Eisenman**, Executive Chairman, Navy Relief Committee, **Adv. & Consultant**, **Col. J. M. Bathum**, Relief Carnival & Rodeo Committee.

CAMP JOSEPH H. PENDELTON, OCEANSIDE, CALIF.
No Collect! Please Call or Write.

WANTED

EXPERIENCED TEST DRIVER
FOR ENDURANCE RUN
FOR A LOCAL AUTO DEALER PROMOTION

IMMEDIATE OF: VINCE SHANNON

RADIO STATION WJEL, SPRINGFIELD, OHIO
PHONE 3-4876, SPRINGFIELD OR 3-4237

GEORGE CLYDE SMITH

knows

Wanted: Ball Games, Watch-La, String Game, Hoop-La, Fish and Duck Ponds, Long and Short Range Lead Gallery, Swinger, Buckets, Basketball, Darts, Age and Scales and Penny Arcade. **Wanted:** Side Show Manager with Acts, have complete outfit: Girl Show, Snake Show, Monkey Show and Crime Show. **Wanted:** General Ride Help and Agents for Hunky Panks. All replies to

GEORGE A. SMITH SHOWS
Cumberland, Md., this week; Duncansville, Pa., next week.

DUE TO DISAPPOINTMENT

Can use Side Show Manager with Acts. Have first class frame-up and good transportation. All brand new last year. Good treatment—the best of routes. (Filipino Llama, what is the matter?) Wire or call

WILLIAM T. COLLINS SHOWS

801 E. 78th St. (Phone: Rockwell 9-5097) Minneapolis, Minn.

FAIRFIELD COUNTY SUMMER FESTIVAL

June 29th to July 6 inclusive, two Sundays and Fourth of July. To be held at Stamford, Conn. This is being advertised now.

Want Shows, Rides and Concessions, everything open. Answer

ROBERT PAUL
229 Main St., Stamford, Conn.

WANT MECHANIC

To take charge of truck fleet. Must understand trucks, have own tools, be sober and reliable. Good salary to right man. Have two assistant mechanics to help you.

ROYAL CROWN SHOWS
MARION, OHIO, week May 11th.

MODEL GETS OFF TO SLOW START

Early Closings Hit Baltimore Stand After Slim Pream in Savannah

BALTIMORE, May 10.—Launching of the new Strates Model Shows provided no occasion for good cheer and the flow of vintage wines. Bad weather and its companion in grief, bad luck, have kept the new rail-roader from starting off in a blaze of glory.

The lacking in cheer, the personnel is not lacking in confidence. From Manager David B. Eady down the thought that a bad beginning often foretells a strong ending is voiced.

Show opened two weeks ago in Savannah, Ga., its winter home. Weather hampered operations and business for the week, on the whole, was not good. Opening stands in winter quarter towns usually are regarded as shake-down spots and the lack of big winnings in Savannah was not regarded as serious.

An in-town location here on an inadequate lot in the center of a thickly populated residential area had all the earmarks of a big one. The advantageous location worked against the org., however, when neighboring dwellers squawked at the noise. As a result sound systems had to be turned off at 10 p.m., and very much toned down before then, and all units had to be shuttered tight at 11 p.m., and hour when business might often be at its peak.

Show is well geared to make a buck. Some 49 concessions were here, in addition to the shows and rides. Pay attractions will be added thruout the season and the show is expected to gain additional strength from week to week.

While considerable work was accomplished in winter quarters in fashioning the new show, management said there was much work yet to be done. A heavy work schedule is outlined, and it can be assumed that a series of winning dates will instigate a great spurt in building and refurbishing.

Ross-Earl Org Launches Tour At Saco, Me.

SACO, Me., May 10.—Eastern Amusement Company unveiled here for the season with all equipment in top condition as a result of a month's make-ready.

New to the line-up is a Roll-o-Whirl, the first such ride, it is believed, to be carried by a show in Maine. A new cookhouse, operated by Rod and Nat Perry, was used for the first time.

Mr. and Mrs. R. C. Ross have a new 35-foot house trailer, which sports two bedrooms and a full bathroom with standard size tub. Ross and M. S. Earl are the show's co-owners.

Visitors here included Dick Wilcox, owner of the show bearing his name; Mrs. Wilcox and Mrs. Helen Keefe and children, of the Columbia Shows.

Ride line-up follows: Bill Knapp-ton and Floyd Welch, Merry-Go-Round; Harold (Ace) Clough, Ferris Wheel; Cecil Johnson, Octopus; Henry White, Chairplane; Howard Miner, Roll-o-Whirl; James West, kiddie rides, and Walter Stoddard, pony ride.

Show line consists of Streets of Paris Revue, Sandra Lee; Ray Dixon and his Bar X Trio, hill-billy unit; Mekey Speedway; Mrs. Marge Cleasby, Athletic Show, Frank Cleasby, and 10-in-1, Mr. Hopkins.

Concessionaires are John Le-gasse and John Ross, beano; Mr. and Mrs. Perry, cookhouse; Mr. and Mrs. Scotty Logan, 3; Bill Yallee, 1; Eunice Abart, popcorn; Don Letourneau, French fries; Brenda Perry, ball game; C. S. Earl, candy floss; Shorty White, penny pitch; Bobby Baker, mutual wheel, and Robert Tuttle, lead gallery.

Drew Grosses Surpass 1951

OAK HILL, W. Va., May 10.—James H. Drew, owner of the shows bearing his name, announced this week that the shows have been doing good business since its opener and grosses have been running ahead of last year.

The Little Dipper, which is new in this territory, has been doing top business, along the Tilt-a-Whirl, Octopus and Rotiplane are sharing in the takes.

Org has three more still dates to play before starting its celebration and fair route at the West Virginia Strawberry Festival, Buckhannon. The Logan, O., street fair was recently signed for the week of June 9 and the shows will again play the Louisa, Ky., Jay 4 reunion.

H Reed joined with his concession and Clarence Poplin also has his string on the show. Visitors at Ashland, Ky., played last week, included Frank Lawson, announcer at radio station WCMI; George Charles, drummer on the former Biller Bros.' Circus; Fred Jones, former member of the Drew org., now operator of the Jones Hot, Huntington, W. Va.; Buck and Bob Ainsup, and Jack V. Eyerly, of the Eyerly Aircraft Company, Salem, Ore.

Operation staff is unchanged. In addition to Drew, who is owner and general manager, Bill Lambert is assistant manager; Tom Niswander, advertising agent; Eula Drew, office manager; Ben Dover, mechanic, and Jay Chad-lon, electrician.

Weather Turns Peg Business Of 20th Century

DECATUR, Ill., May 10.—The 20th Century Shows, now in their sixth week out of winter quarters, have been getting good business whenever they have had matching weather. Currently here, the shows caught nice weather in the early days of the week when weather was with it, then ran into rain.

Alton, Ill., played last week, yielded a nice gross to the accompaniment of clear, warm days and nights. Of the previous stands, the first two, Baton Rouge and Alexandria, both in Louisiana, provided the best grosses, and sent the show off to a flying start.

Other two spots, Pine Bluffs, Tenn., and Paducah, Ky., yielded weak business, due to a combination of factors, which besides weather, included a poor location in the case of Paducah.

African Fair Yields Good Midway Takes

JOHANNESBURG, May 10.—Playland Shows, which provided the midway attractions at the recent Witwatersrand Agricultural Fair here wound up its 12-day stand with good grosses derived from an attendance estimated at 500,000.

Line-up included 10 rides and 6 shows, in addition to a long line of concessions. Rides included a Moon Rocket, Scenic Railway, Whip, Octopus, Dodgem, Dive Bomber, Chairplanes, Merry-Go-Round, Ferris Wheel and a Miniature Train.

Backend consisted of Walter Boswell's pigmy elephant; Men-zie's Motordrome; Crown Jewels; Joel, African midget; Spider Illusion and an aquarium, the latter a popular draw here.

In addition to rides, shows and concessions, a fireworks display was featured opening night. Price policy was 25 and 18 cents for rides and shows, with games pegged at 12 cents.

WANTED!

At least two rides (or more)

21st ANNUAL GRANVILLE, N. Y., FIRE DEPARTMENT CARNIVAL

SATURDAY, JULY 26. TO SATURDAY, AUGUST 2 (INCL.)

GUARANTEE \$1,000

or will share 80% and 20% of gross.

Write, wire or phone

MORRIS ROTE-ROSEN, Secretary

Granville, New York Phone 372

Coleman Bros.' Shows

WANT Concession Agents, Balloon, Dart Wheel, Over 12, one good Toy Show Agent. Can use help on all Concessions if you can cut it. Best concession territory in the East. Come on or wire N. Whitley, Beardley, concession manager. **WANT** Ride Help, also Shows, Mechanical, Pit Shows or what have you? **WANT** MOTORCYCLE Will book complete unit or furnish complete unit to capable Operator. Contact

DICK COLEMAN

All inquiries to Coleman Bros.' Shows, New London, Conn., this week; Berlin, Conn., next week.

HELP WANTED

RISE HELP FOR ALL RIDES and MEN TO TEAR DOWN AND SET UP CONCESSION TENTS

Good weekly salary.

D. J. (Del) Rohr
690 Milwaukee Ave., Chicago, Ill.
Phone: Sley 8-1692 or HAYmarket 1-1615

FOR SALE

\$5 Eli Wheel, good condition, can be seen in operation, very reasonable. Must make room for another ride. Ride Help: Can use good sober Wheel Man—no ups or downs. Bob Camps and Willie, contact Hymie.

Coastal Amusement Co. of N. J.
Million-Dollar Pier, Atlantic City, N. J.

RIDES WANTED

Immediate Cash for large Merry-Go-Round and Eli Wheel. Dip and other small Kiddie Rides. Reply:

H. W. CLARK
2004 Cecelia Place, Seaford, L. I., N. Y.

WANT TO LOCATE WILLIAM (BILL) MORGAN JR.

of Martin, Texas. 3 ft tall, stockily built, reddish brown hair, wears crew cut, radio complexion, college graduate, ex-army air cadet, crashed in jet plane while testing for North American Airways several years ago. Talkative, sincere, exceptional personality. Last seen in Chattanooga, Mo., signs wearing gray shirt and khaki pants. Had just had serious illness. Friends all worried. Please contact **CLAIRE L. GERRY, c/o INTERSTATE SHOWS, Merittstown, Tenn., this week; then per route. Wire collect.**

EXPERIENCED COOKHOUSE HELP WANTED

Boys who worked for me before, wire or come on at once

I. FIBESIDE, MURPHY'S LUNCH
c/o Lawrence Greater Shows
Harrisburg, Pa., this week

NAIL AGENTS WANTED

WANT Nail Agents
PAT MITCHELL
PAT O'BRIEN
N. Haled
Contact
J. E. CALDWELL
Care Carvelade of Kennamont
Knoxville, Tenn.

Club Activities

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, May 10.—Work is starting on summer plans and 1953 membership cards are ready for the early birds. Al Kamm and Bob Mulvihill drove in from the West Coast. Arthur Sturmak, of Howes Famous Hippodrome Circus, was in town on business. Al Rossman and Donald MacKenzie left here to join Royal American Shows.

Herman Pluda and Frank Ehlenz are still on the sick list with no late report on Anthony Pietro. Sam J. Levy Jr. is hospitalized here following minor surgery. Dr. J. C. Havlik recently moved his offices to 4200 North Central Avenue.

Ed Parker and Joe (Red) Collier are working Chicago lots. Rube Liebman advises he will be in town for a while. President S. T. Jessop presented the membership application of Anthony Sbarbaro. Cemetery committee is making ready to decorate the Showmen's Rest graves for Memorial Day. Printed matter for the ways and means committee drive has been ordered.

Recent callers at the clubrooms included Jack Kaplan, Andre Dumont, Al Kaufman, Charles Zemater, Dave Malcolm, Chick Schloss, Whitey Woods and President Jessop. Joe Streiblich and Rube Liebman visited Howes' circus at Woodstock, Ill., Thursday night (8).

Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, May 10.—The regular meeting was called to order Monday (9) by First Vice-President Charlotte Porter. President Doris Monette was on hand but unable to speak above a whisper. The sick and relief committee reported Council Ralford as still being very ill, and Jack Brooks reported as having tried to visit Morris Kellogg in the San Francisco Hospital with no success. Louis Fidel is in the Laguna Honda Home here.

Plans for celebrating West Coast Shows' Night were discussed. They are to be guests of Showfolks Monday night, May 12. Sam Dolman is chairman. Several acts are to be arranged by Jesus Mannibusan, a new member.

Miami Showmen's Association

236 W. Flagler St., Miami

MIAMI, May 10.—The likelihood that club will buy a new building at 160 Normandy Drive, Miami Beach, is strong, according to Cliff Wilson, building committee chairman. Cliff who says that most of the obstacles have been overcome, predicts the home will be purchased soon.

Progress of the membership drive is indicated on a large board erected by Charles (Frenchy) Schwacha, in front of the office. New names to be added to the board and their candidates are Morris Weinberg, proposed by Epp Glosser; Donald Cameron Jeffrey, proposed by Harry Modelle; Mort Messias, proposed by Phil Cook, and H. A. Morrisson, proposed by Col. H. E. Stahler.

Harry (Buster) Westbrook, chairman, and Shep Blumberg, Epp Glosser and Lew Lange, co-chairman the ways and means committee, report that all local show managers have been sent letters asking them to stage affairs on behalf of the association. J. C. McCaffery is showing rapid improvement and expects to be up and about soon.

Mail Call

Mail was received from George A. Hamid, William Lish, Harry (Mister) Westbrook, Al Finson-Ault, J. W. (Patty) Conklin, Bobbie Allen, Al Beck, Phil Isser, Ned Torti, Morris (Skeek) Batalisky, Raymond (Shep) Blumberg, Charles Bladwin, Frank and Petey Glynn, A. J. Romanowski, Jackie Fields, Robert F. Guadagnino, Harry Modelle, Louis (Dada) King, James Motola, Louis Conde and Anthony Pietro.

Ladies' Auxiliary

A fund-raising turkey supper for the auxiliary was given by Mrs. Pearl Schultz May 3 at her home. Cards and other entertainment followed dinner. Raffles were won by Mrs. Caesara Buzella, Mrs. Francis Deemer, Mrs. Weiner, Mrs. Harry Katz and Florence Badanes.

Those attending included: Kay Lecardo, Billie Palitz, Frances Barnett, Mr. and Mrs. Weiss and Mrs. Myrtle Brooks, Mr. and Mrs. George Whitehead, Mr. and Mrs. Alton Pierson, Mae Levine, Francis Deemer, Ann McCrozy, who is visiting from New York; Lucille Leonardson, Albert Mack, Jean Katz and Irene Moore. Rebecca Castle donated \$5 and Eva Daniels donated \$2.

Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, May 10.—President Marie Obluck, assisted by Secretary Cleo Sneed and Treasurer Pearl Vaughn, presided over the Monday night meeting. Meeting was the club's first since April 7, which session voted to hold meetings every two weeks at 2 p.m., because many members were working at Fair Park at night. The April 21 meeting was canceled because a number of the members were in San Antonio working the Battle of Flowers.

First prize on the award books will total \$100. Martha Moss has charge of the books and she will mail them out to members in about a month. Club has held its regular dinners every two weeks under supervision of Edna Hacker, assisted by Frances Palmer, Billy Wyatt, Millie Hudspeth, Martha Moss and Marie Obluck. Bud Palmer's daughter, Mrs. Johnson, whose husband died a few months ago, has been released from the hospital. Her baby, born prematurely, is doing nicely, although still in an incubator.

W.G. WADE SHOWS

BATTLE CREEK, MICH., MONDAY, MAY 19, THRU SATURDAY, MAY 24

First In—Emmett St. Showgrounds

CAN PLACE:

Snake or Monster Show, Short Range Gallery, Ball Games, Fish Ponds, etc.

TOMMY COMSTOCK, we are awaiting your arrival.

Harry Mamot wants Agents for Coats and Peck Stores, also Man and Wife for Pan-Game. Contact Russell Caughy, c/o Wade Show Route.

W. G. WADE SHOWS Kalamazoo, Mich., all this week.

NEW WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST AND LARGEST MIDWAY!

WANTED FOR MUSKEGON, MAY 20TH TO 31ST

Michigan's Biggest Still Date

DON'T MISS THIS DATE!

Concessions of all kinds that work for stock: Novelties, Ice Cream, Root Beer open. Shows that don't conflict. Good opening for Monkey, Animal, Motordrome, Glass House or Snake. Girls for office owned Revue. Can always place Ride Help who drive. Lenaha, Mich., May 12 to 17.

THE MIGHTY GEM CITY SHOWS

WANT

CONCESSIONS

Concessions of all types that work for stock. Liberal privilege, good treatment, drawing plenty of people.

Joe Mooney can use Boss Canvasman and Dancing Girls. Good pay; money every week. Will book good Show Cookhouse, with operator that wants to work and make plenty of money. Good proposition for Lot Man and Assistant Manager.

SPECIAL NOTICE!

This show has 12 bona fide fairs and 2 celebrations. Centralia, Illinois, July 4. We are "first in" in the next eight spots. Big Children's Matinee every Saturday, four to five thousand kiddies on midway. Also carry "Sky King," one of the finest free acts in the business.

THOMAS HICKEY
OWNER-MANAGER

COLUMBUS, TENN.
THIS WEEK

WANT

RIDES

Will use Rolloplane or any other High Rides, also Kiddie Rides.

SHOWS
Will use any Grind Show with own outfit such as Unborn, Wild Life, Fun House or Glass House. Good percentage deal. Can use organized Side Show. We will furnish complete outfit.

DON GRECO
CONCESSION MGR.

HARRY ALKON

Phone me—Important to you! Forward to anyone who sends his address.

DON RAY

St. James, Missouri

DAVE PICARD WANTS

Agents for Grind Shows. To play in and around Chicago. My former agents, contact me.

Address: LINCOLN HOTEL
Chicago, Ill.
(Phone: Mohawk 4-3040)

HELP WANTED

For FLY-O-PLANE and DARK RIDE

CHAS. T. GOSS

c/o Amusement Company of America
Hannibal Show, Danville, Ill., this week.
100¢ per route.

Glenn Pancake Festival

JUNE 27-28-29, 1952

Wants Rides, Shows and Concessions.

PANCAKE FESTIVAL

Glenn, Mich.

CARNIVAL WANTED

for NATIONAL SOYBEAN FESTIVAL.

September 8 through 13

10,000 witnessed events last year; this is our 5th year. Quote reference, terms.

Joseph A. DeLisle

Junior Chamber of Commerce
Portageville, Missouri

STEEL CITY SHOWS

Want for Bedford, Ind., May 15 to 24. Concessions of all kinds, Cookhouse that carries, Shooting Gallery, Glass Pitch, Darts, Poolroom, Apples, 6 Cats and Pan Game. Ex on Photos. Jack Murphy wants Agents. Agents for Harley Parks RIDES. Any Ride not conflicting. Foremen and Second Men on all Rides. Semi Drivers. Good salaries to sober, reliable men. SHOWS: Girl, any good Show. Commit money and lights only. Playing Michigan, Indiana and Ohio. Early Celebrations and Fairs. Come on, will place you. Shipping Sellers, contact immediately. All replies:

CONCESSION MANAGER

STEEL CITY SHOWS

LIBERAL REWARD

FOR WHEREABOUTS OF

MARVIN H. STRIEGEL

known as "Mike," last address given—425 S. Weight St., Columbus 40, Ohio. Please notify: Bentley Bros., Oldsmobile, 103 N. Green St., Huntsville, Alabama, at phone 113, collect.

Nessler's Greater Shows

WANT

Bingo Caller and Courtroommen, Tilt Foreman, Second Man, Wheel, Fish and Jerry. Shows of all kinds. Concessions of all kinds. Millsboro, Indiana, Fish Fry this week; then Africa, Indiana.

Girls Wanted Now! Girls

Mitzie and Roland Porter, Cathy and Johnny Haines, Ann Perri and Lucky, Ginger Rae or any other good, reliable Dancer. State your salary, type of dance you do and kind of wardrobe.

(Walker, wired you 3 times, no reply. Have good deal for you.) Can place Ticket Sellers who drive trucks, Have 3 shows here. Can also place here now and at big State Fairs in the fall the following Shows: Glass House, Drome, Mechanical, Freak Animals, Wild Life, Iron Lung, any Platform Shows, etc.

All replies to

RAY MARSH BRYDON

Blue Grass Shows, Frankfort, Ind., this week.

DOWN RIVER AMUSEMENT CO.

Michigan's Cleanest Midway

WANT FOR RIVER ROUGE GRAND OPENING, MAY 13-25.

CONCESSIONS—HANKY PANKS that work for stock.

SHOWS—Any worth-while Grind Show, GLASS HOUSE, FUN HOUSE, SNAKES.

RIDES—Will buy, lease or book OCTOPUS.

RIDE MEN who can drive Symie.

No gypsies, drunks or cheats.

In River Rouge through May 25; then EAST DETROIT MEMORIAL WEEK CELEBRATION.

HOME OFFICE: 10138 W. JEFFERSON, RIVER ROUGE, MICH.

FOR SALE AT A BARGAIN

ORGANIZED CARNIVAL OR WILL SELL SEPARATE

7 Rides in first-class condition, well lighted; Merry Go-Round, Wheel, Dangler, Fly-Plane, Rollo-Whirl, two factory-built Kiddie Rides.

6 late model Trucks (one with winch); 6 Semi Trailers; Office, fully equipped. Three 50 kw. General Motors Light Plants, in A-1 condition with towers and panel boards, mounted in semi. 2 Fluorescent Light Towers, Shop Wagon with all kinds of tools. Electric Welder and Gas Torch with tanks. Lots of ground cable and Junction Boxes. Cookhouse and Short Range Gallery. Must be sold on account of sickness.

JOHN FRANCIS

KEVIL, KENTUCKY, THIS WEEK.

FIREWORKS

DISPLAYS for All Occasions!

CELEBRATION COMMITTEES! FAIR SECRETARIES!

Write for our catalog of magnificent fireworks displays! Special programs made up for fastest Satisfaction guaranteed!

DISPLAYS FROM \$9.50 TO \$69.50

Expert operators available for large shows! Full insurance carried on all operated displays!

WRITE FOR FREE CATALOG!

RICH BROS. FIREWORKS CO.

AMERICA'S MIGHTY MIDWAY

Royal Crowns

50 SHOWS 50
HUGE CARLOADS OF FUN

WE ARE BOOKING NOW FOR ONE OF AMERICA'S FINEST ROUTES OF FAIRS AS FOLLOWS STARTING JULY 14.

- LEGION JULY 4TH CELEBRATION, Olney, Ill.
- ST. CLAIR COUNTY FAIR, Belleville, Ill.
- OZARK EMPIRE FAIR, Springfield, Mo.
- NO. CENTRAL MISSOURI FAIR, Ironton, Mo.
- NO. CENTRAL KANSAS FAIR, Belleville, Kan.
- NEBRASKA STATE FAIR, Lincoln, Neb.
- GARFIELD COUNTY FAIR, Enid, Okla.
- FORT SMITH LIVESTOCK EXPO., Fort Smith, Ark.
- OKLAHOMA FREE STATE FAIR, Muskogee, Okla.
- ETOWAH COUNTY FAIR, Attalla, Ala.
- TALAPOOSA COUNTY FAIR, Alexander City, Ala.
- MONTGOMERY COUNTY FAIR, Montgomery, Ala.

For the Above Fairs We Will Book the Following:

CONCESSIONS	Castard, Novelties, Long Range, Spring Came, Bucket Ball, Bumpers, Jewelry, Cane Rack, Kettle Bunk and other legitimate Manky Panks.
SHOWS	Motor Shows, Monkey Show, Mechanical City, Circus Show, Illusion Show or any well-framed Grand Show.
RIDES	Cam over Spitfire, Fly-a-Plane, Dark Ride, Also Riddle Book, Train and Skyfighter.

Will Book Now for Immediate Placement the following:

CONCESSIONS	Will sell exclusive on Castard, Novelties and Long Range. Can also see any of the above Manky Panks.
SHOWS	Can place new: Dome, Monkey Show, Mechanical City and Grand Shows.
RIDE HELP	Can place any experienced Ride Man who is sober and reliable and can drive semi-trucks.

This is your opportunity to get with America's finest Midway that shows approximately 44 weeks each year.

DOLLY YOUNG, General Manager
HARDING HOTEL, ROYAL CROWN SHOWS, Merles, Ohio, May 13 to 17.

THIS IS IT!

VIVONA BROS.' COMBINED SHOWS

WANT WANT WANT

Playing day and date with Ringling Bros. and Barnum & Bailey Circus.

Philadelphia, Pa. choice location May 28-31.

Want Ride Help. Foremen for Octopus, Chariot, Rolloplano and Kiddie Rides. Can use Second and Third Men for Twin Ferris Wheels, Semi drivers preferred. Will book Arcade and other good Grand Shows, Motor-drome, Need Talker and Acts for Sideshow. Concessions of all kinds. Novelties, Eating and Drinking Stands. Photos. American Palmistry, Jewelry, Hi-Striker, Hots and other Hasky Panks. No exclusives. Agents for Bucket Store. Contact

This week, Pringle, Pa., followed by Burlington, N. J.; then the big one, Wize immediately, space limited.

DON'T PLAY BLANKS

Want clean Concessions, Shows and Rides. Especially need Concessions and Rolloplano for established park, beautiful spot, near large LAKE WAWASEE. 27 miles around, thousands of people vacationing, out for a good time and spending money. Plenty of shade and parking for show people's trailers. Need good Man for contest and promotion. Good proposition. Harry Wilson, are you connected? Jimmie Deal, come on. Those with us will have the preference at our fairs this season. Out all winter in Florida. Write or wire Manager Wawasee Park, Syracuse, Ind.

Want PALMETTO EXPO. SHOWS—Want

Look at the following dates at below locations Tignall, Ga. this week, followed by Leighton-Crawford, Ga. May 19-24. Call or wire Crawford, Ga. for this spot. Then Clarksville, Cleveland, Danville, Danvers and Jasper, Fla. Can place Concessions of all kinds: Photo, American Palmistry, Ringo, Fish Pond, Duck Pond, Short Tinner Gallery, Pan or Ral Game, High Striker, Age and Weight, Cone, Darts, Big Cat, Swinger, Ball Game or any other Grand Concessions. Will consider doing business with one or two reliable stores that know their agents. SHOWS: Can place any Grand or Miniature and Girl Show with own outfit. RIDE HELP: Can place Men on all rides, best salary paid. Especially want Rolloplano Men. All wires and mail to

MILTON N. McNEACE TIGNALL, GA., THIS WEEK.

ANNUAL CELEBRATION

NEEDHAM, MASS., MAY 21 THROUGH 24 INCLUSIVE

Need legitimate Concessions of all kinds. Followed by VFW annual celebration, show grounds, Lowell, Mass. All contact

LAWRENCE CARR
196 Willowdale St., Wilmington, Mass.

WANT

Cookhouse, place few more Concessions, Rolloplano Foreman, Must be licensed, send driver. Have very nice framework for Girl Show. Will place Grand Show.

JACK B. MOORE'S MODERN SHOWS
Okmulgee, Okla., this week; McAlester next.

KID BRUCE

Wants Help

Those who have worked for me before, contact. No partners wanted. Address:

Coney Island Shows
Manchester, Kenton City, this week.

ROYAL MIDWEST SHOWS

WANT

Stock Concessions, Fish Pond, Ball Game, Photo, Basketball, Penns Pickle, Hi-Striker, Iron Ball, Cone Basket, Mouse Game, SHOWS: Fun House, Monkey, Wild Life and Unicorn. Ride Help on all Rides.

RONIE HARRIS
General Delivery
Gettysburg, Ohio

COASTAL PLAIN SHOWS

WANT

FOR BETHEL, N. C., MAY 11
Ten Days, Two Saturdays
Small Cookhouse, Pottery, Aquatics and Photo, RINGO, Fish Pond, Darts, all Hasky Panks, etc. Place any kind of Rides. P. C. Agents. All Help that worked for us before, answer.

From the Lots

Royal Midwest

DEFIANCE, O., May 10—Show opened here to good business, but rain killed action on Wednesday. Org is carrying nine rides and 30 concessions.

Personnel: Roxie Harris, owner-manager; Nipper Harris, legal adjuster; Bob Harris, electrician; Bud Birchman, ride superintendent, with James Henry, Gray Grogan, Tommie Eblen, James Bracewell, Jerry Slaughter, Junior Osalone, Bert Payne, Jess Atkins and Joe Gross; Mrs. Bud Birchman, cookhouse and The Billboard agent, with Dottie Harris and E. Henry, waitresses; Ray Johnson, bingo; assisted by sons Ray and Jimmie; Mae McCoy, add 'em up; Mrs. Bob Harris, bowling alley; Sammy Eli, balloon dart; Eddie Boyd, cork gallery; Ozzie Dixon; Ed DeGeorge, jewelry; Curley M., country store; Siorri Kramer, pitch till you win; Siim Nord, six cats; Ben Dimof, photos; Russell Riehl, cotton candy, candy apples and popcorn; Tony Angeles, 8; Steve Rugens, 4; Cliff Mowry, 5; Eli George, family, mitt camp; Joe Boyd, Athletic Show, Chief White Eagle, snakes and 10-in-1, and Jimmy Grant, "Havana" revue. Chief White Eagle is the free act, along with Jimmie Birchman and his pony.—B. BIRCHMAN.

Crafts Exposition

LOS ANGELES, Calif., May 10.—Shows opened here April 30 after a 190-mile trip from Taft, Calif., for their fifth consecutive year as the midway attraction at Los Banos May Day Celebration and Merced County Spring Fair. Threatening weather prevailed at opening but conditions improved remainder of the week. Al Cecchini completed his new bingo in time for the local opening.

Ed Harly arrived to take out Roger Warren's six cat after visiting his wife, who is still convalescing from injuries sustained in an auto accident eight months ago. Roy Walker was added to the kiddie ride pay roll. Al Freedman booked extra novelty stands for this date.

Concessionaires joining recently included Patsy Duran, photo gallery; Mrs. Spellman, balloon store; Mrs. Grant Freeze, add 'em up darts; Joe Dowler, pluto pups; and George Wheeler and Nellie Herring, apples. Recent visitors included Owner O. N. Crafts, who planned here from quarters; Carol Ann, Rogie and Linda Warren and J. W. Gilman. The writer held a bank night here for the Regular Associated Troupers, with Harold Hunting winning the jackpot. A total of \$10.75 was turned over to Peggy Butler, of the club.—VINCENT B. KUROPATWA.

Moore's Modern

HUGO, Okla., May 10.—Shows opened here Monday (5) following a move from Gladewater, Tex. New personnel on the org include: Mr. and Mrs. H. E. Olson, fish pond; Mr. and Mrs. Ernie Peterson, Coke bottles and jewelry spindle; Mr. and Mrs. Don Morgan, heart pitch; H. I. Hansen, short range gallery, and Mr. and Mrs. Charles (Buddy) Larson, bingo.

E. E. Bulmer motored to Hot Springs to pick up a set of Lee Moss diggers, which he will operate on the show. Mr. and Mrs. Chris Trabing have the floss and cigarette gallery; Mr. and Mrs. Clifford Sullivan, prono pups and grab stand; Henry and Dorothy Chamberlin, penny pitch and candy apples; D. Kerner, set spindles, Mildred Williams, balloons; Morris Whitlock, knife rack; L. J. (Darby) Latimer, The Billboard sales agent and pin and count stores; Kitty Kelly, Side Show and Big Snake Show, and Frog and Jo Ann Nix, Girl Show.

Mr. and Mrs. Harvey Moore have three kiddie rides, Whitley Nicholas is Ferris Wheel foreman and chief trouble shooter on all rides and motors. Roundman Denrid has the Octopus; Harvey Meyers, Merry-Go-Round, and Carl Bruce, Rolloplano. Jack B. Moore is owner-manager, and Irene Moore, secretary.—L. J. (DARBY) LATIMER.

Ritter United

SAW BERNARDINO, Calif., May 10.—Org got off to a good start in Glendora City, Calif., April 16. Played there five days at the Community Fair, auspices of the Lions Club. Wallie Ritter is owner-operator; Nancy Ritter, secretary; Bill Moore, advance; Donald Joyce, Diesel engineer; Bill Murphy, electrician. Mr. and Mrs. Carter have top pitch; Betty Mickard has balloon store; Hugh Underhill, long range gallery; Bert and Dixie Boydsen, milk bottle and cat rack; Bill Gasaway, cork gallery; Al Sarson, chip game; Pat Marza, glass pitch; Ed Kennedy, guess-your-age and hoop-la; Jack Shell, duck pitch; C. B. Lyons, agent; Helen Shell, fish pond; Jack Shell, gold fish; Bill Moore, stum spindle; Bud Henninger, agent; Ken and Nellie Thayer, bumper car and penny pitch. Shows will have a 40-week tour.

Mighty Hoosier State

BEDFORD, Ind., May 10.—Shows moved in here following two red ones in Columbus, Ind. Local opening was big. Ann Lee's Girl Show has been working to near-capacity business at all stands. Harry Newberry's Monkey Show and all concessionaires reported good returns. All rides and rolling equipment have been repaired. Pappy Snyder worked all winter getting everything in first-class shape.

Pat Harville, ride superintendent, has the rides in top condition. Pat's wife, Billie, has gone into the canary bird business. Her basket ball concession is clicking. Mrs. Bill Geren is steadily improving from a lengthy illness.—FARL DUDLEY.

Virginia Greater

ROEBLING, N. J., May 10.—Shows moved into New Jersey this week after three weeks in Virginia and Maryland. Roster includes Rocco Masucci, general manager, Mrs. Rocco Masucci, secretary-treasurer, Billy Murray, general agent; Bob Milliken, chief electrician; J. B. Goodrich, master mechanic, and H. W. (Hap) Arnold, mail man and The Billboard sales agent.

Concessionaires and managers include Mr. and Mrs. Buddy Monroe and son, Ed Schockler, Mr. and Mrs. J. Jones, Mr. and Mrs. Hap Arnold, Tony Buzzella and son, Gus and Johnny Morgan, Mr. and Mrs. Walter Walberg, Mr. and Mrs. Red Talbot, Mr. and Mrs. Ted Miner, Mr. and Mrs. Thomas, Mr. and Mrs. Ed DuFaut Huckleby, Bill Penny and Madame Iona.

John H. Marks

ESSEX, Md., May 10.—Top attractions are Broadway Vanities, headed by Nat Mercury and His Parade, fronted by Jimmy Simpson. Top money rides are Scooter and Caterpillar.

Shows' executive staff includes John H. Marks, owner-general manager; Allan A. Travers, general representative; Leo Bistany, business manager; Mac Ermary, secretary; Paul Lane, assistant to the owner; Harry Weiss, bingo operator; Mike Roman, custard operator; and Joe Lampher, electrician.

Rocco

ST. PAUL, May 10.—Shows open here May 20 and a 20-week route in Western and Southern Minnesota has been set. A number of new fronts have been built and all equipment has been overhauled and painted. Several new trucks have been added to the line-up.

Personnel includes Milly and Leo Cibou, bingo, novelties, popcorn, ice cream, clothopins and Kiddieland; Ann, Eric and Ronald Skile, ball game, clothopins pitch and cats; James Bolander, jewelry; Leo Magel, watchla and buckels; Winford Signor, long range gallery; Marvin Henderson, diggers, and Susie Green and Tommy Woods.

Morris Hannum

LACEY PARK, Pa., May 10.—Quick thinking on the part of Owner Morris Hannum provided much for the shows when the lot the org was slated to play became a quagmire after a seven-day rain. Hannum discovered that another carnival which was scheduled to exhibit on another lot the week of May 5 had been canceled. Shows moved on the new lot and Hannum reports that business is good.

RIDE OPERATORS SHOWMEN CONCESSIONAIRES

INSURANCE

FOR YOUR REQUIREMENTS
6 or 12 MONTHS
FAIR RATES—NATION-WIDE CLAIM SERVICE

Auto—Trucks—Trailers—Buses

Write to
M. J. "MIKE" LAW
135 S. LaSalle St., Chicago, Ill.
Phone: Financial 6-1210

FOR SALE

#5 ELI WHEEL

with Van Semi-Trailer
A Real Buy
\$3,700.00 complete

Box 517, The Billboard
188 W. Randolph
Chicago 1, Ill.

SHOOTING GALLERY FOR SALE

14' front, 30' deep, with 4 rows moving and 3 rows still targets; 2 apertures, 1 moving wheel with guns, 4 guns, Remington 241, automatic and 300 shell tubes. Mounted on Dodge truck with 1950 motor. Good rubber. Sale price for all \$1,700. Will accept terms.

Charles A. Lenz
1492 4th St., North, St. Petersburg, Fla.

WANT MERRY-GO-ROUND

2 or 3 abreast with or without trans partitions. Merry-Go-Rounds must be in A-1 condition, no junk. Will give \$1000 bonus to play the slot for 1000. Callie Churchman, Merry-Go-Round Show, 1000 Park Pl. We own and operate 24 Rides. We will furnish bank references. We have been in business for 20 years.

BOX 731
THE BILLBOARD
1000 Park Pl., New York

RIDES WANTED

Three or four Major Rides and five or six Kiddie Rides wanted for Colonial Heights, Virginia, Local Club Celebration, June 9th to 14th. Must be good, clean outfit; no drunks.

Write, phone or wire
F. H. MIMMS
President Lions' Club
Colonial Heights, Va.

WANT EXPERIENCED AGENT

FOR FITCH-TILL-YOU-WIN, All year work on beautiful Ocean Park Pier. Can use M. J. "MIKE" LAW.

BOB BARNARD
1623 Penners Ave., Venice, Calif.

Ride Help Wanted

Helps for Ferris Wheel and Merry-Go-Rounds. Must be sober and reliable. Good working conditions.

McGinnis Amusements
8119 Lenoxx Ave., Cleveland, O.
Call 526-3749, 1954, collect before 10 a.m.

WANTED

Location or picture of original 1880, 1904 Armitage, Herschel, Merry-Go-Round or Carousel. Contact

ELIZABETH ARMITAGE VIGNEROY
7800 N. Kedzie Ave., Skokie, Ill.

RINGLING BROS., B. & B.

Philadelphia, Pa. Best money spot choice location; space still available. Concessionaires contact

C. GOULDINE
SOUTH CITY Bldg.,
Broad & Pattison Aves., Philadelphia, Pa.
Phone: A. M.—19-2482
Evenings—HO 2-7886

WILSON FAMOUS SHOWS

Opening May 17, Canton, Ill.

Want Ride Help, Agents, Shows with own equipment and Concessions.

Address: Arrola, Ill.

Groscurth Gets Ex at Memphis

MEMPHIS, May 10. — C. C. (Specks) Groscurth, owner of Blue Grass Shows, which will provide the midway attractions at the '52 Mid-South Fair here, Wednesday (7) signed additional contracts granting him the exclusive on all game concessions at this year's fair.

Under terms of the pact, Groscurth will not only have the ex on the main Tennessee street midway concessions but also the fair midway and grounds. Contract was signed by Groscurth and Martin Zook, general manager of the fair.

The Blue Grass owner plans to return here next week for the Cotton Carnival where he will get a line of what gaming concessions are permitted in this city. Royal American and Wallace Bros. Shows will provide the midway attractions at the cotton celebration.

BARON PAUL'S PLEASURE ISLAND SHOWS

THIS WEEK, SOUTH MADISON AVE. AT THE JUNCTION OF HIGHWAY #431, INDIANAPOLIS

CONCESSIONS: Can place Hanky Panks of all kinds also Photos, Ice Cream, Custard, Jewelry, Novelties, etc. Privilege \$36.50 a week. Come On, Sol. still waiting. Billy Schulman, contact me.

RIDES: Can place Allan Herschell Kiddie Ride.

RIDE HELP: DYNAMITE HARRIS, Ride Superintendent, wants men for all departments. Must be strictly sober. No tourists, please. Positively top wages and good treatment.

SHOWS: Can place Motordrome, Glass House, Monkey Show, Fun House, etc.

ATTENTION, COMMITTEES! HAVE TWO OPEN WEEKS. CONTACT ME ADVISING YOUR DATES.

We play Camp Atterbury for the pay day beginning May 28. THIS WILL BE A SWEETHEART. Particularly want Girl Show for this date. 60,000 soldiers to play to.

All replies to **BARON PAUL**

P. O. Box 811, Indianapolis, Indiana

Phone: Market 1461

Percell's PIONEER SHOWS
high midway attractions

FREE GATE—Darwick, Pa., May 19th to 24th—FREE GATE

Want Shows of merit—Snake, Monkey, Wild Life, etc. Jack Kearns wants Dancing Girls. Concessions wanted. Custard, Novelties, Shoe, Range, Jewelry, Arcade, Popcorn and Apples and any legitimate Concession. Help wanted—Bingo Clerk, etc. etc. Here wants Aerobic, Silas (White) Gilbert, Jack (Hatterback) Pinks, contact. All replies this week TOMAWANDA PA.

Mickey Percell, Mgr., or L. A. Rice, Con. Mgr.

WANTED
Proposal for **CHARRO DAYS FIESTA**
Carnival Concession

Contract run February 7 to 12, 1953. Largest costume fiesta in Southwest. Must have top flight Carnival with adequate Major Rides. No grill. Proposals must be post marked before midnight, June 1, 1952. Address replies to **H. C. APPLETON**
General Manager Charro Days, Inc.
Brownsville, Texas

C. C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHbred ENTERTAINMENT

WANT Legitimate Stock Concessions and Hanky Panks of all kinds. **HELP:** Experienced Foremen for all Major Rides. Must be licensed semi drivers. Top wages and bonus. Also Second Men and Helpers. **SHOWS:** Have special proposition for non-conflicting Shows with own equipment and transportation. Especially want Motordrome. Need an experienced Candy Floss Operator. Good proposition.

All Address **C. C. GROSCURTH, Mgr.**
FRANKFORT, INDIANA, This Week.

RINGLING BROS.-BARNUM & BAILEY CIRCUS

100% location

Can use legitimate Concessions of all kinds. Grab, Custard, Popcorn, Candy Apples, Class Pitch, Pitch-Till-You-Win, Shooting Gallery, etc. The people who were with me last year had a big week.

SAM TASSELL
5839 Walnut St. Philadelphia, Pa.
Phone Granite 2-5852

GIRLS—WANTED—GIRLS

Why work for glory when you can get real and sure money with short hours, good treatment, transportation, etc. Young and attractive Girls with or without experience. One Girl to feature. Top salary and sure. Man and wife to take over Single O-Show, Carwash and Ticket Seller. Agents for Penny Pitch and Hi Striker. Will buy 150 ft by 7 ft. Side Wall.

E. H. MILLER
c/o Happyland Shows
Toledo, Ohio

Follow the arrows to the first Fair in the East. Directional arrows on every highway direct you to our Fair within a radius of a hundred miles.

SOUTH JERSEY STATE FAIR AND EXPOSITION

8 Days **MAY 25TH TO JUNE 1, 1952** 8 Nights

Fair Grounds—Opposite Garden State Race Track. Daily attendance from sixteen to twenty thousand.

Wanted—Concessions of all kinds. Exits, Drinks, Scales, Age for independent midway, Hanky Panks, \$5.00 per foot. Two special school children's days. One million merchants' discount tickets being distributed. Can place Demonstrators and Pichmen. Address all communications to administration offices.

SOUTH JERSEY STATE FAIR & EXPOSITION, INC.
Broadway Stevens Bldg., 200 S. Broadway, Camden, N. J. Phone: We 4-9820.
S. Burgdorf, Secretary

PLAYLAND SHOWS
CLEVELAND, OHIO

Hanky Panks of all kinds best Concession spots in the city. Ride Help: Merry-Go-Round Foreman, Wheel Foreman, no drinks, must drive Semis, Jack Fleming and Bob Kelly, Merry-Go-Round men, come on. Ray Higgins, get in touch with me; very good proposition. Will look Octopus or Tilt. Have some very good Church Celebrations. Motion and Orly, come on.

This week, 30th and Woodland, Cleveland, Ohio.

JACK GALLAGHER
Commander Hotel, Phone: CArtist 1-3900

BINGO HELP WANTED
Second Unit opens May 18th.

5 Counter Men, 2 Callers. Semi drivers given preference. Stars, come on. Pancho, let me hear from you.

JACKIE'S BINGO
c/o A.M.P. Shows, Bedford, Va., this week; Huntington Sta., Long Island, N. Y., next week.

ALL RIDE HELP READ THIS!!!

If you are a Foreman with years of experience, sober, reliable, want good treatment and can stand more salary than others have paid, we can use you. Starting salary plus bonus to all. Ferris Wheel Foreman, \$75.00 per week; Octopus Foreman, \$55.00 per week; Roll-a-Plane Foreman, \$50.00 per week. Second Men on all rides, salary according to your capabilities. All must drive semis and have chauffeur's licenses. All of our equipment is of the best. Come on now or wire collect at once.

WILLIAM T. COLLINS SHOWS
801 E. 7th St. (Phone: Rockwell 9-5087) Minneapolis, Minn.

FERRIS WHEEL FOREMAN
WANTED

Men who know how to handle 712 Wheel; get it up and down. Do not want Second Men who think they are foreman. Must be experienced licensed semi driver. No drinks and chasers wanted. Top salary if you are good. Chat, Mackburn, get in touch. Also Second Men on all sides.

LEE HECHT AMUSEMENTS
Old Oakley School Grounds, Madison Rd., Oakley, Cincinnati, Ohio, May 12 thru 18th. Permanent Address: P.O. Box 92, Mt. Healthy, Ohio.

HELP WANTED

Foreman for 5 rides. Top wages, bonus and board. Help on all rides wanted. Will open Richland Center May 19.

DON TEACH
THE EMSHOFF SHOWS
Richland Center, Wis.

ALL RIDE HELP READ THIS!!!

If you are a Foreman with years of experience, sober, reliable, want good treatment and can stand more salary than others have paid, we can use you. Starting salary plus bonus to all. Ferris Wheel Foreman, \$75.00 per week; Octopus Foreman, \$55.00 per week; Roll-a-Plane Foreman, \$50.00 per week. Second Men on all rides, salary according to your capabilities. All must drive semis and have chauffeur's licenses. All of our equipment is of the best. Come on now or wire collect at once.

WILLIAM T. COLLINS SHOWS
801 E. 7th St. (Phone: Rockwell 9-5087) Minneapolis, Minn.

John FRANCIS Shows

Kevil, Kentucky, this week, on Highway 60, 12 miles west of Paducah—20,000 men working in radius of 5 miles—5 weeks in \$60-million-dollar atomic project territory. Want sober, reliable Working Men.

Can place Concessions of all kinds that work for stock.

Address **JOHN FRANCIS, Mgr.**, Kevil, Ky.

BOONE VALLEY SHOWS, INC.

Want Concessions not conflicting. Want Fun House and Side Shows. For Sale—Mickey Mouse Show mounted on Chev. Truck; 20x40 Top with 87 Banner Line.

Peery, Iowa, May 12-17; Tama, 19-24.

WANT—J. A. GENTSCH SHOWS—WANT

FOR BEST ROUTE IN SOUTH

Fishpond, Coke Bottles, 6-Cats, Buckets, Scales or any other Hanky Pank not conflicting. Also want Free Act that can join May 19 at Greenwood, Miss.; then go north. Have best bona fide Fourth of July Celebration in the country.

ADDRESS WILHONA, MISS., WEEK MAY 12, GREENWOOD FOLLOWS

WANT CONCESSION AGENTS

Bucket Agents, Balloon Dart Agents, Coke Bottle Agents, Scale and Age Agent. May 11 to 17, Baskley, W. Va.; May 19 to 24, Ashland, Ky.

Spencer Vardeman, c/o Thomas Joyland Shows
Can place Agents for all Hanky Panks—Add Dart, Add Ball Roll Down, Milk Bottle, Cig. Block, Under 7 over 11.

Miles, Ohio, May 12 to 17; Cairo, Ohio, May 19 to 24.

NEAL CARLIN
Gooding Park Am. Care Box 97, Buckeye Lake, Ohio

MURPHY'S TRI-STATE SHOWS
Own Fairgrounds, 40 Acres, 13.

Can use String Game, Balloon Darts, Bumper, Fish Pond, Hi-Striker. Can use good Ride Help; no driver's license required here. We play three spots a week, streets. Contact

JOHN MURPHY, Mgr.
Madison, S. D.

A. J. SUNNY AMUSEMENTS

WANT WANT WANT

Foremen for No. 8 Wheel, Allan Herschell Merry-Go-Round. Top wages to sober, reliable Help. Will book three (3) Kiddie Rides for season. Will book one Major Ride, committee money only. Can use a few more Stock Concessions, Card Galleries, Age and Weight, Pitch Till You Win, Balloon Dart, String Game, Long Range Gallery.

A. J. SUNNY AMUSEMENTS
3004 E. 128TH ST. WA 1-4479 CLEVELAND 20, OHIO

MIDWAY OF MIRTH SHOWS

WANT WANT

CONCESSIONS: Cookhouse, Candy Floss, Novelties, Snow Cones, Bumper, Darts, Coke Bottles, Glass Pitch, Hoop-La, Scales, Add-Em-Up Darts, Spindles

SHOWS: Liberal terms to Shows with open outlets

RIDES: Help! Second Men who drive semis for Tilt a Whirl, Spiffers, Parker Merry Go-Round, etc. Long season, good wages, join now.

ADDRESS: DELAVAN, ILL., THIS WEEK.

HELP WANTED

Bill, Peggy and Bert Fountain, write. Need Help for Steam Shows. Low season on King Ride Shows. All interested write

VAN HELMAN
c/o Kings Ride Shows
Syracuse, N. Y., or per route.

PAGE BROS.' SHOWS

Want Scales, Custard, Grab, Arcade, Photos, G-Cat, Buckets, Swinger, Stock Concessions of all kinds.

Want Operator for Monkey Show and Funhouse. Also Ride Help on all rides. Top salary and bonus at end of season.

Princeton, Ky.; now, Central City, Ky., next week

P.S.: Soldiers' pay day, Ft. Knox, Ky., June 27.

AT LIBERTY—CARNIVAL SECRETARY

Sober—Reliable—Congenial. References if desired. Employed for 5 successive years in a carnival capacity by one organization. All offers considered. All replies will be held confidential.

LARRY SCHAFF
P. O. Box 337
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STOCK TICKETS

One Roll \$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
Fifty Rolls 23.00
100 Rolls 40.00

ROLLS 2,000 EACH

Double Causes 50.00
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No C.O.D. Orders 150.00
Size: Single Tkt., 1x2 250.00

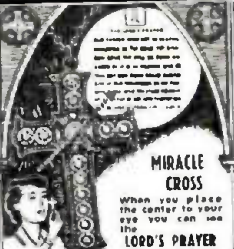
We Manufacture TICKETS of every description

THE TOLEDO TICKET CO.
3965 Catawba St.
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SPECIAL PRINTED Cash With Order Prices:

Roll of Machine 2.00
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MIRACLE CROSS... LORD'S PRAYER... RETAILS UP TO \$6.95 EACH... OUR PRICES TALK!!!



18K Gold... \$3.85... \$45.00... Providence Ring Co.

JUST OFF THE PRESS! NEW CATALOG

Engravers • Demonstrators Fair Workers... WRITE FOR YOUR COPY OF CATALOG No. 106... Also CATALOG No. 56

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CARLOAD OF CUBAN LATEST FASHION NEW STYLE LADIES GENUINE ALLIGATOR HANDBAGS

ORDER NOW... CASPER'S GATOR JUNGLE



LADIES' FULL FASHIONED 51 GAUGE, 13 DENIER, DUPONT NYLON HOSE, \$6.50 Doz.

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Specials—5 ups, 6 ups, 7 ups PLASTIC BINGO BALLS—MARKERS

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Low prices—high profit... NATIONAL SOUVENIR CO.



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A Market Place for Buyers and Sellers... RATE: 15¢ A WORD—MINIMUM \$3... THURSDAY NOON IN CINCINNATI

ACTS, SONGS & PARODIES... SINGERS AND MUSICIANS—PIANO VOCA... AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY... A BETTER DEAL—NICKETS TO DINNER... ACTION SELLERS: COMIC PRINTED NOV...

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BIG CASH-ON-THE-SPOT EARNINGS—WIGGERS PROFITS—SELL ROEMLER BUSINESS... BUY DIRECT FROM MANUFACTURERS... DIE LAUGHING—TINY AT THE BALL...

FIREWORKS—FRESH FROM MACAU... HOTTEST SOUVENIR SHIRT KEY CHAIN... INDIAN BEADWORK—LEATHERS, BEAD... MAKE PERFUMES AND COSMETICS AT HOME...

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WATERMAN BALL POINT PENS—RE... YOUR OWN BUSINESS—SUITS, 1150... ANIMALS, BIRDS, PETS

REED BALLOON STICKS... JAP PENNANT CANES... LONG RANGE LEAD GALLERY... BARGAINS—BUNDLE CLOWN ODDS...

GEM IS FIRST AGAIN!



Snake BOW TIE!... \$6.50 PER DOZ... 25% Deposit with Order Bal CO.

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS ONE - WANTS ONE - BUYS ONE!



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GEM Sales Co.

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Advertisement for watches featuring Elgin, Benrus, Gruen, Bulova, and Waltham brands. Includes images of watches and text: 'MORE BRILLIANT THAN DIAMONDS', 'Watches for Men \$9.95 and Women', 'Men's Imported Jeweled Watches', 'FREE Catalogue'.

HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES


Advertisement for Gellman Bros. featuring various novelties. Includes text: 'Are you looking for a dependable... CONFECTIONARIES—NOVELTY ITEMS', 'NEW 1952 GENERAL Catalogue'.

MEXICAN IMPORTS

Patm Caps, Men's & Boy's... Palm Embroidered Clearalls... F. L. DE ARKOS... 194 SCOTT STREET LAREDO, TEXAS

GIVE TO DAMON RUNYON CANCER FUND

MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3 1/2% with order—balance C. O. D.

Only **\$12.50** each in lots of three

\$13.95 for sample

NATIONAL DIST. CO.
222 Colonial Bldg. Miami, Fla.

"LITTLE ATOM"



ACTUAL SIZE

WORLD'S SMALLEST PISTOL

Shooting Club Cartridges—Lentic Boag! Double Export Toxic Prokitt! Standard Model (above) retail \$1.95 ea. complete. Dollars! \$11.00 doz. Deluxe Model, 1/2 inch slide. Four Double Shot (above) retail \$2.95 ea. complete. Dollars! \$18.00 doz. PACKED TO GO. TO CARD. NO LESS SOLD. If not available through your wholesaler.

90 S Mfg. Co. Dept. 3, Torr. Nashville 3, Tenn.

SPECIAL!

Post Sec. 174 "Little"

HORSE CLOCK

in Two-Toned Bronze or Gold Finish with popular electric movement

\$5.60 Ea. in Lots of 5
Sample, \$6.25

Same for June 1952 catalog 25% discount, balance C. O. D., P. O. B. Brooklyn, N. Y. Open account with rated concerns only. If not for resale, see nearest job.

HOUSE OF BRONZE
1467 Myrtle Ave., Brooklyn 16, N. Y.
Glennmore 4-1840

1000 PISTOLS SLIM

ONLY **\$6.75** EACH

1952 GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

SPECIALS

Order Shipped Same Day Received.

Dark Reloading... Gro. 4.50
Gloss Blue... Gro. 4.50
Gloss Red... Gro. 4.50
Pocket Comb... Gro. 1.20
25% Discount... Gro. 1.20
Send for Free Catalog No. C-51

OPTICAN BROTHERS

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RINGS ARE BACK!

Cash in an National Ad Program

You can and will profit—stock only trade marked rings in 14K, 18K, 19K, 20K, 22K, 24K, 26K, 28K, 30K, 32K, 34K, 36K, 38K, 40K, 42K, 44K, 46K, 48K, 50K, 52K, 54K, 56K, 58K, 60K, 62K, 64K, 66K, 68K, 70K, 72K, 74K, 76K, 78K, 80K, 82K, 84K, 86K, 88K, 90K, 92K, 94K, 96K, 98K, 100K.

TITANIA GEM We sell only best products. Terrific offers. Home made or mounted in 14K or 18K solid gold. 31 styles in stock and 1248. Merchandise offered for resale only. **DES MOINES RING CO.** 1182 24th St., Des. Moines 13, Iowa

MEN—Build a Wholesale Route GET INTO A Big Pay Business

Sell Nationally Advertised Low Profit Card Merchandise in Stores. Make good weekly earnings. Selling stores big line of products: candies, novelties, novelties, toys, watches, jewelry, clocks, school supplies, etc. Handling \$5.00 and up. Just one man per store. Cash and carry. You and the merchant make more than double your money. Also Lorraine's new Ball Point Pen setting new records. Territory opens. Reply or address. No experience needed. A rated firm. In business over 30 years. Wholesale leads and cards helps regularly. Send for Free Catalog. **WORLD'S PRODUCTS CO.** Dept. K Spencer, Indiana

TABLES & STEEL OR WOOD

CHAIRS

Folding or Non-Folding

Prompt delivery. Minimum order. 1000. Ask for prices. Get names of nearest **ADIRONDACK CHAIR CO.**

1140 W. 9th, N. W. 27-317, Dept. X-7, A U 3-1363

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

ACCORDION PLAYER. ALSO GOOD rhythm guitar man for organized West-coast unit on 2000-watt station. 409 E. 8th, Lexington, Neb. Phone 481-3. Others write.

ALTO TENOR PIANO DRUMMER WHO like and play Dixie. Ty Tyson, Mal Guillette. Start June 1. Dale Anderson, Coda Hotel, Hays, Kan.

CAN USE MALE AND FEMALE ARIAL for 1000-watt station. Send photo. Bill Senior, Box 282, Lexington, Ill. m54

EXPERIENCED FERRIS WHEEL OPERATOR permanent location, no Sunday work, pleasant and reliable. East Beach, Ocean City, N. J.

GIRL MUSICIANS WHO DOUBLE—INstruments, sing or dance, with no strings, interested in travel outside States; send photos, complete information, opportunities unlimited to girls chosen by our national Cal. Gram. Co., 652 Broadway, 7770, Write Charles, R. L. Box 831, Ta. Cooma, Wash.

GIRL MUSICIANS—PARTICULARLY BASS and piano (or established, steady working girl) for 1000-watt station. Send photos, resume and picture. Bill C-47, care The Billboard, Cincinnati, O.

HELP WANTED FOR FERRIS WHEEL operators. One that drive semi preferred. Salary good. Opening week. Day 12 at Manchester, Vermont. Send, the hills south of Richmond, Va. Winter quarters. Write, Route 4, Box 87, Norfolk & Va. m517

WANTED FOR BRAND STAND SHOW AT 1000-watt station. Send photos, resume and picture. Bill C-47, care The Billboard, Cincinnati, O.

WANTED—ALL AROUND COOK MUST be able to cook, clean, wash, iron, etc. Write, care W. T. Collins Show, 801 E. 12th St., Minneapolis, Minn. m524

WANTED—DRUMMER FOR MIDWEST Police Band immediately. Contact L. A. Berg, Albert Lea, Minn.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

"THE BAND WITH A FLOWING" Charlie Walters, Four Moods. The Big Little Dance Band. In London 21 months. Available after May 15 for steady week-end work. Write, care 119 Audubon Ave., New York City 32.

STRING BASS—VOCALS IF NECESSARY: 10 years' experience, prefer location; play and sing. 2007, 1118 1st St., Chicago, Ill. m524

TRUMPET—CLARINET—READ, FINE, SOBER, dependable; prefer South or East side; 10 years' experience; excellent appearance; prefer bands; call June 3. Howard, R. Building, Box 165, S. T. S. C. Merrimack, N. H. m524

TENOR TRUMPET TEAM—BOTH AVAILABLE June 1; semi-name and tenor band; excellent appearance; prefer East of Gulf Coast; Buellville, Ark. Driffin, W. Va. m524

TROMBONE—PLENTY EXPERIENCE, combo, section, commercial, jazz, good range; call or no notice. William Miller, 739 E. 5th St., Tucson, Ariz. m524

TRUMPET MAN DOUBLE ON VOCALS— Will play any available June 12. Contact, Box 44 West Vine St., Oberlin, O. m524

TRUMPET—COLLEGE STUDENT WITH professional experience; draft exempt; location; write; best appearance; price or section; May 23-Sept. 10. Warren Reynolds, 416 North Third St., Menasha, Wis. m524

CIRCUS & CARNIVAL

AT LIBERTY AFTER MAY 15—BILLIE Lou, the different but not half for same. Work strong but clean. Plenty business. Ready to go. Write, care Punch and Judy act, complete set outfit. Factory A-1. Best section and grades. Both sober and reliable. Reliable managers your best offer. Billie Timberlake, Nook, Mo. m517

AVAILABLE—MATCHES, WORLD'S greatest parade clown and his famous circus. Write, care 119 Audubon Ave., New York City 32.

TRAMPOLINE PERFORMER—HAND BALANCE, swing-time bandys, ready, full timers, double non-residual. Can catch backs and brandys to shoulders. Stuart Reed, 1235 W. Leigh Ave., Palmdale, Ca. 30, Pa. m517

MISCELLANEOUS

AT LIBERTY—"THE TUMBLERWORKERS" and the educated team "GOLDEN" see all in Billboard of April 19 edition page 12. West circus concert work, tent show, fair, etc. have own transportation; salary \$500 net per week or all work guaranteed; percentages. Norm & Joan Snow, Box 792, Chicago, Ill. m524

DISC JOCKEY—M. C. EXPERIENCE AND recognized in country and Western field. References. Record sales. Can move business where I make radio connection. Work for salary or some salary and plug job. Booklet 13188. Montgomery, Mo. Louis, Mo. Chestnut 4778. m524

HAT OPERATOR AVAILABLE—CAN make money in parties, carnivals, etc. Write, care 119 Audubon Ave., New York City 32. m517

STRONG NIGHT CLUB COMIC, PIANIST available soon. Have terrific one man floor show that is absolutely top. Will park your place. Now playing third year same spot and working 100% profit. Write, care Box C-55, care Billboard, 2100 Patterson St., Cincinnati 22, O. m517

WHO CAN USE ME?—COMIC, SINGER, Producer not beginner work club, resort, burlesque, medicine show, what have you for the summer? Write, care Box C-28, care The Billboard, Cincinnati 22, O. m517

YOUNG MAN—PERSONABLE, COLLEGE background, superior command English, fast learner, is usual showman. Write, care producer, etc. Some script, public speaking experience, Saturdays and of evenings only. N. Y. City area. Fred V. Burr, Jr., 308 West Grand, Baltimore, L. I. N. Y. m517

MUSICIANS

ACCORDION PLAYER FOR BAR, RESTAURANT, clubs, etc. Send photo, resume, (100, 150, 200, 250, 300, 350, 400, 450, 500, 550, 600, 650, 700, 750, 800, 850, 900, 950, 1000, 1050, 1100, 1150, 1200, 1250, 1300, 1350, 1400, 1450, 1500, 1550, 1600, 1650, 1700, 1750, 1800, 1850, 1900, 1950, 2000, 2050, 2100, 2150, 2200, 2250, 2300, 2350, 2400, 2450, 2500, 2550, 2600, 2650, 2700, 2750, 2800, 2850, 2900, 2950, 3000, 3050, 3100, 3150, 3200, 3250, 3300, 3350, 3400, 3450, 3500, 3550, 3600, 3650, 3700, 3750, 3800, 3850, 3900, 3950, 4000, 4050, 4100, 4150, 4200, 4250, 4300, 4350, 4400, 4450, 4500, 4550, 4600, 4650, 4700, 4750, 4800, 4850, 4900, 4950, 5000, 5050, 5100, 5150, 5200, 5250, 5300, 5350, 5400, 5450, 5500, 5550, 5600, 5650, 5700, 5750, 5800, 5850, 5900, 5950, 6000, 6050, 6100, 6150, 6200, 6250, 6300, 6350, 6400, 6450, 6500, 6550, 6600, 6650, 6700, 6750, 6800, 6850, 6900, 6950, 7000, 7050, 7100, 7150, 7200, 7250, 7300, 7350, 7400, 7450, 7500, 7550, 7600, 7650, 7700, 7750, 7800, 7850, 7900, 7950, 8000, 8050, 8100, 8150, 8200, 8250, 8300, 8350, 8400, 8450, 8500, 8550, 8600, 8650, 8700, 8750, 8800, 8850, 8900, 8950, 9000, 9050, 9100, 9150, 9200, 9250, 9300, 9350, 9400, 9450, 9500, 9550, 9600, 9650, 9700, 9750, 9800, 9850, 9900, 9950, 10000, 10050, 10100, 10150, 10200, 10250, 10300, 10350, 10400, 10450, 10500, 10550, 10600, 10650, 10700, 10750, 10800, 10850, 10900, 10950, 11000, 11050, 11100, 11150, 11200, 11250, 11300, 11350, 11400, 11450, 11500, 11550, 11600, 11650, 11700, 11750, 11800, 11850, 11900, 11950, 12000, 12050, 12100, 12150, 12200, 12250, 12300, 12350, 12400, 12450, 12500, 12550, 12600, 12650, 12700, 12750, 12800, 12850, 12900, 12950, 13000, 13050, 13100, 13150, 13200, 13250, 13300, 13350, 13400, 13450, 13500, 13550, 13600, 13650, 13700, 13750, 13800, 13850, 13900, 13950, 14000, 14050, 14100, 14150, 14200, 14250, 14300, 14350, 14400, 14450, 14500, 14550, 14600, 14650, 14700, 14750, 14800, 14850, 14900, 14950, 15000, 15050, 15100, 15150, 15200, 15250, 15300, 15350, 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Merchandise Topics

New York

Schattur Novelty Company's spring line includes hi hat feather dolls, fur monkeys, balloons, a trimotor bomber plane, rayon parasols, badge musical instruments. . . . A large line of assorted plush covered mechanical toys is offered the trade by Jewel Merchandise Company, Inc., ranging in price from \$2 to \$5 per dozen. . . . Robert Sales Corporation announces a free catalog of premium and gift items that includes electrical appliances, silverware, cutlery, cloths and linens. . . . Wampum Indian design beaded belts are reported by Souvenirs, Inc., to be different and have novelty, flash and quality. Sizes range from 22 to 28 inches. They sell \$18 per dozen to prize users.

From All Around

Malt-It, an ingenious kit for the making of fountain-type malted milks at home, quickly and easily, is announced by Valco, Chicago. The unique homogenizer is designed to fit all electric food mixers. The kit includes 20 ounce glass, stainless steel drink mixer attachment in the form of a rod with five three-quarter-inch blades at one end, three-inch homogenizer disk halfway up the shaft, plastic milk measure and illustrated drink recipe booklet. The retail price is \$3.50. . . . For the man in the industry, a new set of unusual jewelry has been designed by the Haverly Sales Company, Elizabeth, N. J. The set consists of double gold-plated ball-bearing cuff links and the clasp. Each piece of jewelry features a genuine, precision-made bearing that spins. Haverly officials call the sets ideal as a gift or premium for industrial firms. The clasp is priced at \$1.95; the cuff links at \$3.95.

Harris Novelty Company, Philadelphia

offers novelty users its fur jumping dog with rubber ball at \$18 per gross. . . . Nowotny-Burrell Company, San Antonio, is recommending to prize users its straw fuzzy wuzzy hats as an unusual item, selling for \$3 per dozen or \$35 per gross. . . . Midwest Products, Dayton, O., reports new low prices for its line of cotton stuffed toys that includes bears, pandas, flower girls, monkeys, elephants, clown girls, monkeys, etc. . . . New York reports its line of woven religious tapestries as fast sellers and recommends them as an easy pitch. . . . Arcade Sales, Huntington, Ind., is plugging a line of low-cost German-made

harmonicas. They are all metal, contain genuine brass reeds and plates and have 10 holes, 20 reeds and are four inches long.

Comic Eye Novelty Company, Minneapolis

reports its product going strong for novelty users. Dealers are reported to be capitalizing on the latest fad of displaying small replicas of State or other flags tied to car radio aerials, reports Duro-Made Products, Inc., Chicago, manufacturer of the items. The 3 by 7-inch flags, made of felt, are provided with a hemmed edge that slips over the aerial, with two ties for fastening in place. In addition, there are Republican and Democrat designs, Jolly Roger and Confederate flag designs. The item is also adaptable for use on bikes, coaster wagons, den decorations, sales premiums, etc. . . . Robert Smith Manufacturing Company, Inc., Los Angeles, is plugging its 40-cent Nylon Dip, a soluble product for treatment of hosiery. It is said to prevent sores feet, protect hosiery from perspiration, keep colors fresh, prevent runs because rubbing and rinsing is not required.

Aerialist Code

Continued from page 60

former who is likely to function in New York State at any time in the future—is invited to attend the hearings.

Open to Discussion

State officials, faced with the setting up of standards and their later enforcement, have made it plain that they are anxious to receive the help or advice of all interested parties. The proposed Rule No. 41 will be subject to alteration after public critical review.

According to the new law the manager of an event, who must be designated in advance, is responsible for the provision at each performance of safe apparatus and for the provision, installation, maintenance and use of safety devices as required by law and this rule. He shall permit no performance without such apparatus or without such safety devices when and as required by law and this rule. Before each performance he shall inspect or cause to be inspected each apparatus and safety device to determine its condition, and shall not permit it to be used if broken, worn or deteriorated to an extent likely to make it unsafe.

Chicago Fair

Continued from page 60

plans are still in their infancy according to David Mayer, State Street clothing exec, who with George Enlas, president of the Chicago Bears pro football team, and Willard I. King, attorney, make up the board.

Reports that Major Lenox R. Lohr, top man in Chicago's Railroad Fair in 1948-'49, and manager of the 1933-'34 World's Fair here, would be named manager of the new enterprise, could not be confirmed.



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Cold Finished Key Chain Assortment \$3.00 gr. Felt Beanie Hat with Feather (secondly) 4.80 gr.

7" Hunting Knife with Stag Handle and Leather Sheath 3.75 gr. Plastic Cig Case 4.40 gr. Plastic Flipper with Leather handle, 4.80 gr. 4 1/2" Colonial Figurine, porcelain, beautifully decorated 1.20 gr.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail should be addressed to the office of The Billboard, 1110 N. Dearborn, Chicago, Ill. or 2160 Patterson St., Cincinnati, Ohio. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Miller, John... Miller, John... Miller, John...

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Note Hike in Miami Winter Juke Play

All Coin Fields, Except Games, Show Improvement Over Previous Season

MIAMI, May 10.—Coin machine operators in this area looked back this week on a winter season that, for music box operators at least, proved considerably better than a year ago.

One of the principal reasons was the co-operation gained thru formation last fall of the Amusement Machine Operators' Association of Dade County. The group now boasts of practically 100 per cent

membership among music and game operators.

Willie Blatt, AMOA president, believes that all Greater Miami coinmen, with the exception of game operators, fared better last winter than the preceding year. Blatt feels that probably much of this was caused by more equitable commission structures worked out on operators with location owners.

Better Conditions

Altho operators found that changed commission rates established for various classes and ages of equipment resulted in fewer music boxes on location, improved conditions brought in more money.

Blatt says that with fewer machines and corresponding lower maintenance and labor costs, the average Miami operator has found himself much better off than in the old days when it was the practice to put machines in any and every type of location.

Operators also found that loca-

(Continued on page 97)

See 2d Court Trial Of Ky. Location Case

LOUISVILLE, May 10.—It was indicated this week that the May grand jury, headed by John G. Guthrie, president of Miller Automatic Sales Company here, may reopen an investigation of earlier reports of "pressure tactics in the local coin-operated machine business."

Miller Automatic Sales had recently focused attention on an "unexplained loss of locations to Falls City Amusement Company." Latter, it was alleged, was using the name of A. L. Bartholomew, city liquor inspector, to "influence cafe operators to install its pinball and cigarette machines."

Guthrie, as foreman of the grand jury, stated he would like to go into the matter if he re-

(Continued on page 92)

3 Coin Firms Show Wares At NRC Convention

CHICAGO, May 10.—With over 20,000 restaurant owners on hand, the National Restaurant Convention was held at Navy Pier here Monday thru Friday (5-9). Among the featured items of particular interest to the coin machine trade were the Eastern Electric Cigarette vender, the Snively Groves, Inc., Dispense-O-Lator, and the Insect Killers, Inc., insect killer-vaporizer anti-pest lamp.

Eastern Electric, New Bedford, Mass., was represented by J. T. Teahan, vice-president, and displayed its 8 and 10 column cigarette units. Teahan stressed that action at the convention had been steady all week. Two Snively units were in the Campbell Company booth on dime operation and were set up to handle the old line food firm's soup products. J.

(Continued on page 97)

Gottlieb Bows Crossroads; Names Wis., Mich., Distrib

CHICAGO, May 10.—D. Gottlieb & Company announced initial deliveries on a new five ball game, Crossroads, and the appointment of S. L. London Music Company as distributor in Wisconsin and Upper Michigan.

Crossroads features five ball trap holes which score replays and a 1 thru 7 rotation sequence which lights a bottom rollover switch for replays. Scoring is on a special point basis as well as the traditional high score which runs to eight million.

In Crossroads play the basic idea is to drop balls in the centrally located ball traps. After guiding balls in each of four outside traps play records one re-play. If, following this, player can also place one in a center trap, flanked by the other four, he tallies three replays. Another way to register a good score is

to make the 1-7 sequence in rotation and then guide succeeding balls thru the bottom rollover. Each time a ball goes thru the key rollover, after making the sequence, one rollover is registered.

At the bottom of the playfield are five buttons which score 100,000 each time they are energized. Special points result when player guides ball against two stretch rubber bumpers, called cyclone kickers. These are situated at the bottom of the playfield and also score replays after several hits have been made. Crossroads is equipped with a nickel-operated drop chute.

The London company has headquarters at 3130 W. Lisbon Avenue, Milwaukee, and is headed by Sam London, who for many years has been a leading coinman in the Milwaukee territory.

HOURLY CONFUSION

Portland Ops' Time Troubles Reap Profits

PORTLAND, Ore., May 10.—Confusion over daylight saving time in Oregon has brought game and juke box operators in Portland an extra hour of play. Some operators estimate the extra hour has added 14 per cent to daily grosses.

Oregon did not go on daylight time with the rest of the nation. A recent law empowered the governor to declare daylight time thruout the State if neighboring States went on daylight time.

The governor, however, instead of using the law, proclaimed standard time as legal for the State and that's when the confusion started. Radio stations went on fast time because of network systems so listeners were getting one time by air while their clocks were on another.

Then the Portland city council passed a regulation setting day-

(Continued on page 87)

LEGAL DOOR LEFT OPEN

Trade Continues Fight For Chi Shuffle License

CHICAGO, May 10.—The corporation counsel's office here finally issued its series of orders directing the removal of shuffle games from locations, operators, distributors and manufacturers in this area were still hard at work to get the games licensed.

The orders were issued to all precinct captains, effective Monday (5), and in the majority of cases from 24 to 48 hours grace was given to operators to pick up their

equipment.

By Friday (9) several developments had taken place which offered hope the shuffle units would be licensed sometime in the early fall. These were:

The recently organized Chicago Amusement Operators' Guild executive committee held a meeting, and thru its legal staff, outlined a plan with which it hopes to appear before the city council and convince the solons

Westchester Guild Pitches Gay Party

ELMSFORD, N. Y., May 10.—A star-studded aggregation of recording artists sang for their supporters at Bill Reiber's Restaurant here Tuesday night (8) as 283 guests and members of the Westchester Operators' Guild crammed every nook and cranny of the spacious suburban dining spot for the Guild's Second Anniversary Founder's Dinner.

Only speech made during an evening devoted to eating, partying and listening to fine entertainment was a three-minute stint by President Carl Pavesi. He outlined the success that the guild has had in bettering working conditions for operators and their employees, stabilizing the industry and "in educating the public to appreciate the fact that we operators are God-fearing, home-loving, respectable citizens who earn a living in a legitimate branch of the entertainment industry."

Invite Cigarette Men

Extending an invitation to cigarette vending machine operators to join the Guild, Pavesi also welcomed representatives of Auto-

matic Music Operators' Association of Greater New York, the New York State Operators' Guild and Connecticut State Coin Association.

Highlighting the entertainment was Tony Bennett who had all the operators' wives, and not a few of the operators, cooing and aah-

(Continued on page 97)

10 State-Wide ASLI Shuffle Events Staged

9,584 Players Participated In 120 Leagues

UNION CITY, N. J., May 10.—A total of 10 State-wide shuffleboard team tournaments will have been completed by the end of next week to decide team championships in as many States, according to Don Freeberg, executive director of American Shuffleboard Leagues, Inc. The entire program was conducted along the same lines as previous ASLI tourneys in the past three seasons.

Among the events already held, the most outstanding was the meet run at Lake Orion, Mich., April 19-20, to decide the Michigan tiltist. Freeberg said.

Remaining tournaments include the Wisconsin meet at Wausau, today and tomorrow; Ottawa, Ill., May 17-18; Nebraska, May 17-18; Washington, May 24-25; Massachusetts, May 24 and Delaware, May 24.

The tournament program came

(Continued on page 97)

Range Rider Names Distrib Set-Up Agent

KANSAS CITY, Mo., May 10.—The Range Rider Company has appointed All Amusement Associates, Madison, Wis., as international representative for its mechanical horse, Range Rider. E. B. White, head of the manufacturing company, also announced production has been increased to a point where orders are filled on an immediate basis.

All Amusements thru its general manager, Ken Poulsen, is appointing territory distributors who will sell the horses to operators.

(Continued on page 97)

Mike Munves Marks 40th Year in Business

NEW YORK, May 10.—A dozen years after the turn of the century, when New York boasted a grand total of four or five coin machine operators, a young fellow named Mike Munves decided it would be a good time to start a distributorship. He rented some floor space on Park Row and went into business.

This week, exactly 40 years later, the Mike Munves Corporation, one of the nation's largest coin machine distributors, does business in a four-story building on 10th Avenue, which it owns and devotes all of the 20,000 square feet to the sales and servicing of coin-operated amusement machines.

The 10th Avenue plant employs 10 mechanics, an office staff of five and complete spray room and cabinet making facilities. Two men are busy selling on the road.

Mike recalls vividly his first sale. "It was a crank-type pic movie machine," he reminisced, "and by golly, I'm still selling a

lot of them." Another 1912 favorite, which is still popular, is the penny postcard.

The Munves Corporation sells in all the 48 States and in virtually every foreign country, except those behind the Iron Curtain. Sales range from a 10-cent part to a \$10,000 order for full arcade equipment.

Monarch Solves Shipping Problem

CHICAGO, May 10.—A shipping problem, caused by lack of crating materials, which had cramped operations at Monarch Coin Machines, Inc., for some time was solved last week, Clayton Nemmeroff, a partner in the firm, reported.

The games and used phonograph distributing firm received a large shipment of cartons and crates and returned to a high level of business activity.

Conat Exclusive On Rocket Patrol

NEW YORK, May 10.—The Conat Sales Company has been named exclusive world-wide distributor for the Lun-A-Ride Rocket Patrol, manufactured by the Terry-Bend Sales Company of Philadelphia.

The Rocket Patrol had its first New York showing at Conat last week.

INDUSTRY'S STORY

MOA in Nationwide Pub. Relations Drive

OAKLAND, Calif., May 10.—George A. Miller, president of the Music Operators of America, said this week that the organization was embarking on a wide-spread public relations program because "there never was a time when this industry needed public relations as badly as it does now."

He called upon all operators

and those associated with the music machine industry to cooperate with trade papers, magazines and all forms of media to help tell the industry's story to the general public, congress and various taxation groups.

"It is MOA's intention," Miller said, "thru this means to show that the automatic phonograph business is a legitimate, honorable one and that the profits are moderate and not the lush business it has been contended by various people who are opposing our industry."

ASCAP Hearings

As evidence of a pressing need for such a campaign, Miller said "Testimony presented at the ASCAP hearings two months ago prove beyond any doubt that this sort of a public relations program is most vitally needed."

Miller added he had "direct information" that forces opposing the music machine industry already were preparing, thru their own public relations program, to sponsor "detrimental" legislation in the next Congress. While he did not elaborate on this remark, the reference apparently was to ASCAP. He said he was satisfied.

(Continued on page 99)

Revamp Miami Op Meet Dates, Plan P-R Drive

MIAMI, May 10.—The meeting dates of the Amusement Machine Operators Association of Dade County have been revamped for the summer months, according to Willie Blatt, president.

The next meeting of the group will be held on Thursday (15) instead of May 13 and the following meeting is set for June 26. No general meetings will be held during July and August except for executive board sessions.

Starting in September, the general membership meetings will be held on the last Thursday of every month.

Blatt also announced that the organization was attempting to arrange a tie-up with five local disk jockeys whereby in exchange for free phonograph records the disk jockeys would advertise the AMOA. The idea will be discussed at the next meeting.

The plans call for each AMOA (Continued on page 99)

Wurlitzer Net Sales Up 4.3%; Net Profit Off

CHICAGO, May 10. — R. C. Roling, president of the Rudolph Wurlitzer Company, announced at a board of directors meeting Thursday in Cincinnati that the firm's consolidated net sales for the fiscal year ending in March were \$3,013,542.70, a 4.3 per cent increase over the previous year.

However, the firm's consolidated net profit of \$1,059,884.88 or \$1.27 a share of common stock after all reserves, and State and Federal income and excess profits taxes, showed a decrease of \$476,453.98 under the previous year.

(Continued on page 99)

Westchester Guild Fetes Music Men

Continued from page 86

ing with "Because of You," followed by "Here Is My Heart," which the lanky crooner sang for the first time. He appeared with Herb Moss, original producer of "Songs for Sale."

Bennett said that he was an unknown before the coin-music industry put him at the top of the ladder.

Other Top Stars

Others topping the list were Bill Kenney, of the Inkspots, and his pianist, Harold Francis; Trudy Richards, Decca; Bob Sands, Capitol; Vera Raymond and Dolly Dawn. Rounding out the night's entertainment were the Brewster Boys, Lilly Ann Carroll, Billy DeCamp, Frank Stevens and Mike Dunn.

Larry Daniels emceed and Honey Boylan and his ork provided the music. Ralph Singer, Entertainment Bureau of America, had charge of the show.

Guests included Al Denver,

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(Continued on page 99)

Restyle Seeburg's 100; Provide Tone Compensator

Continued from page 86

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GARY GETS NEW JUKE LOCATION VIA FLAT CARS

GARY, Ind., May 10.—A super special type of location arrived here Monday (5)—on two flat cars—according to operator Johnny Vavrek, and half the town turned out to welcome it.

The new location, made by a firm in the East, is a diner built to simulate an old West, ranch style chuck wagon. It is owned by George Yanko and cost some \$50,000.

Vavrek, who owns Calumet Music Company, Hammond, Ind., said Yanko's previous restaurant was one of his best locations, and the new one is expected to do even better.

Vavrek intends to install a new Wurlitzer 1500 supplied by Coven Distributing Company, Chicago. The box will be located at one end of the diner to be available to customers eating at its 17-stool counter. Bar boxes and recessed speakers will be installed for use in the location's nine booths.

According to Vavrek and Coven salesmen, the diner probably is the only one of its kind within a 500-mile radius of Chicago. Owner Yanko, who also is an official of the Taverns Owners' Association, plans to advertise it thruout the Midwest.

Invitations were being mailed

Appoint Committees, Start Arrangements For MOA Convention

Invitations Mailed All Major Record Firms, Others to Exhibit

OAKLAND, Calif., May 10.—George A. Miller, president of the Music Operators of America, said this week that committees were being appointed and other arrangements started for the national phonograph operators three-day convention and exhibition in Chicago this fall.

Miller revealed last week that the oft-postponed convention definitely would be held in Chicago's Congress Hotel on September 11-13, three days prior to the National Automatic Merchandising Association's annual convention scheduled for the Palmer House Hotel September 14-17.

The MOA has been assured, Miller said, that all the major record companies, plus many disk firms which have not attended past conventions, would exhibit this year. Many manufacturers of auxiliary equipment also are expected to be present.

Invitations were being mailed

to all juke box manufacturers and others associated with the music industry.

The Congress Hotel, located on Chicago's Michigan Boulevard, was selected after a survey showed it had the best exhibition

(Continued on page 88)

Ristaucrat Sets Super Market Music System

Names Omaha Rep, Plans Radio-Phono Unit Production

APPLETON, Wis., May 10.—Appointment of an Omaha distributor and production plans for a retail radio-phonograph combination and a super market music system were announced this week by Ristaucrat, Inc.

The new distributor is the Joseph Rothkop Company, headed by Joe Rothkop at 720 South 28th Street, Omaha. The firm will work out of Omaha, but Joe Ristaucrat general manager, said no specific territory has been assigned to it.

Production on the super market music system is expected to start in two weeks, Cohen said. He described it as an independent automatic music system which between records will feature suggestive point of purchase advertisements.

The system is designed specifically for super markets to enable them to provide music and at the same time advertise their wares. Because of record buying and servicing necessities, the system possibly may lend itself to the operator method of handling.

Production of the radio-phonograph combination, featuring Ristaucrat's automatic record re-stacking device, is slated to start in two to three weeks, Cohen said. The machine will have a push button to enable users to repeat a record at will.

Restyle Seeburg's 100; Provide Tone Compensator

Exterior Changes Brighten Look Of Box; No Change in Mechanism

CHICAGO, May 10.—Most Seeburg distributors this week-end displayed a restyled 100-selection 45 r.p.m. phonograph, featuring a new amplifier with automatic tone compensator and decorative corner pilasters. The restyled phonograph has been designated Model 100C, lists at the same price as the 100B. No official announcement of the 100C was made by factory or its distributors and it was understood that a few of the organization's distributors would hold showings at a later date.

The majority of Seeburg's distributors, however, showed the phonograph this week-end, issued written invitations to operators in their territory.

Dimensions of the 100C are 26 by 35 by 52 inches, almost exactly the same as the 100B. The 100C, however, weighs 305 pounds, approximately 10 pounds lighter.

Highlights of the restyling: The glass dome extends all the way to the rear of the cabinet and can be locked open at various heights by means of an adjustable bar. The side windows are curved along their bottom edges and extend all the way back to the rear panel.

The back of the player mechanism compartment, on each side of the record holder, is covered with

small, lighted split-glass mirrors. The frame of the record holder, formerly printed yellow, remains the same but is painted blue. The background of the speaker grille is metallic gold fabric protected by vertical glass bars.

The wooden corner pilasters have been replaced with frosted plexiglas, inside of which pastel-colored plastic cylinder revolves. The synchronized cylinders are turned by means of a single gear chain drive motor instead of by friction. Other than styling refinements, the 100C includes a tone compensator which automatically adjusts record volume to a pre-set level. Three different levels can be obtained by turning a switch. A fourth position on the switch cuts out the tone compensator entirely, as does removal of a tube.

Portland Ops' Time Troubles Reap Profits

Continued from page 86

ing with "Because of You," followed by "Here Is My Heart," which the lanky crooner sang for the first time. He appeared with Herb Moss, original producer of "Songs for Sale."

Bennett said that he was an unknown before the coin-music industry put him at the top of the ladder.

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Larry Daniels emceed and Honey Boylan and his ork provided the music. Ralph Singer, Entertainment Bureau of America, had charge of the show.

Guests included Al Denver,

light time as official for public and private businesses. Schools remained on standard time, increasing confusion in most households.

Taverns are licensed by the State Liquor Control Commission. Thus the official time for the State being standard, the taverns remain open an hour longer than most Portland businesses. Operators with locations in clubs also are snagging an extra hour of business. Liquor stores, operated by the State, also remain open an hour longer.

Miami Winter Juke Box Play Tops Last Year

Continued from page 86

tion owners have accepted the changed commissions, Blatt says, and in fact many seemed willing to pay for the privilege of having a juke box by making up the difference between low-volume collections and the individual minimums worked out.

Open Forum

Then thru the association, operators found they had an open forum where they could exchange ideas and find ways to co-operatively benefit the entire coin machine industry.

The past winter season also was more profitable for the vending field. A survey among diversified vending machine operators revealed that volume climbed from 5 to 15 per cent over the previous year. The most notable gain was in cigarettes where the vending price of 25 cents a package was the same as that charged over the counter in all except cut-rate drugstores.

Miami Beach

For example, the population of Miami is, for the most part, stable thruout the year. However, its spectacular sister city across the bay is more dependent upon tourists. The luxury hotels, swank night clubs and restaurants of

Miami Beach have their "peaks and valleys" and their business fell off this year.

Miami Beach City officials say that altho there were as many people vacationing at the Beach this past winter as the previous one, per capita spending definitely was off. The officials attributed this to the preponderance of budgeted two-week vacationists and a decline in the number of free spenders who, because of higher taxes and other reasons, reduced the length of their visits.

The business prospects for coinmen this summer appears to be a moot question. Despite an increased Miami Beach advertising budget and an expected avalanche of visitors on "package vacations," many smaller hotels and bars are closing until next winter.

Jukes Healthy

Whether this represents a trend or is merely an acknowledgment of a well known fact—that sharply reduced summer prices enable only the higher class establishments to show a profit—remains to be seen.

Over-all, one thing seems certain, of all coin fields, the music box industry of Greater Miami now is in a healthier condition than it has been for years.

A GROWING PROBLEM

Old Jukes Challenge Milwaukee Distributors

Wornout, obsolete juke boxes taken in on trades by distributors have posed a mounting problem since 1946-47. Here is the sixth in a series of articles on how distributors across the nation meet the situation.

By **RENN OLLMAN**

MILWAUKEE, May 10—Obsolete music box equipment taken in on trades by Milwaukee distributors has become a progressively more bothersome facet of business and all distributors agree that the handling of this type of equipment presents a challenge.

One factor which seems to be contributing to the growing number of antedated machines is the desire among location owners for

newer machines that offer players a bigger selection of records. As a result, older machines that play only 20 disks are coming more frequently into distributor channels from up-State and country territories.

Altho they realize aged equipment is a growing problem, most distributors feel it has not yet reached major proportions. Consequently no clear-cut program of action has evolved but there appears to be a tendency toward more junking of these machines.

United, Inc. One distributor, who makes something of an exception regarding ancient machines, is Harry Jacobs Sr., head of United, Inc., Wurlitzer distributors for

Wisconsin. He said his firm is sold on the idea of giving special attention to the old machine problem and that one man is assigned exclusively to the task of dismantling old machines and salvaging all usable parts. The remaining pieces of these machines are junked.

Jacobs said, "We think of this service as a definite favor to the operator occasionally in need of a vital part for some old piece of still profitable equipment. Plenty of them have told us how much they appreciate being able to locate some scarce part at our warehouse. At least enough good will is created so that we think it is worthwhile to continue this practice."

At Paster Distributors, manager Sam Cooper said he felt obsolete machines were becoming a national problem. He indicated that the sooner the bulk of the distributors junk old machines to get them off the market, the more the entire industry would benefit.

Cooper said his firm junks "most of the real old stuff we accumulate as trade-ins and we try to hang on to the good parts we consider still usable."

Badger Novelty Carl Happel, head of Badger Novelty, Rock-Ola distributors, said his firm had experienced no noticeable increase in the number of old machines being traded in. Of those it does get, Happel said, generally the only reclaimable parts are motors and amplifiers.

Altho he said his firm follows no definite program in handling this type of equipment, much of it is disposed thru sales to resorts, churches, and to private individuals for use in home recreation rooms.

Vic Manhardt, head of the Evans distributorship, said the disposition of wornout machines has presented a steady headache to his firm. While no special program has been evolved, he said those culled out as completely unusable are junked and the remainder are sold to non-commercial locations.

Next week, Leon Lettingwell reports on the policy of distributors in the Pittsburgh area.

MOA Appoints Committees

• Continued from page 37

rooms for MOA's purpose. The dates chosen also were most feasible from the standpoint of hotel accommodations.

Miller said he would meet with members of the convention committee in Chicago and New York during June to work out details. The committee includes Richard H. Schneider, East St. Louis, Ill.; Clinton S. Pierce, Milwaukee; Morris G. Goldman, Detroit; Les Montooth, Peoria, Ill.; Ben Ginsberg, Roswell, N. M.; Jack Mulligan, Sharon, Pa.; Tom P. Withrow, Midland, Tex.; Dick M. Steinberg, Newark, N. J.; Mike Imlg, Yankton, S. D., and Clem Stetson, Oakland, Calif.

The other committees appointed and their members are: General arrangements: Miller, Ray Cunniff and Phil Levin, of Chicago; Al Denver, New York, and Hirsch De La Vez, Washington. Entertainment committee: De La Vez, Miller and Cunniff. Advisory committee: Sidney H. Levin, New York, legal counselor, and Irving Ackerman, Detroit, associate counselor.

Outstanding speakers will be presented each day of the convention, Miller said, as well as recording artists and other professional talent. Entertainment will be provided for wives.

Particular stress will be placed thruout the meeting on public

relations. Such a program already has been started by MOA, Miller said, to acquaint the general public and lawmakers on all levels with the automatic phonograph industry. (See other story this section).

A Record Industry Liaison Committee, co-chaired by Cunniff and de la Vez, also was formed by the MOA to work with the Record Industry Association of America in ironing out areas of friction between operators and disk firms.

Ohio Op P-R Man Heads Ad Group

CLEVELAND, May 10—Samuel L. Abrams, public relations adviser for the Cleveland Phonograph Merchants' Association and the Ohio State Phonograph Operators' Association, was elected chairman of the local chapter of the American Association of Advertising Agencies for the coming year.

Abrams is well known thruout the Ohio music machine industry and also is founder and president of the Ohio Advertising Agency, Inc. In his new post, he succeeds Maxton R. Davies Jr., of Foster & Davies, Inc.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

CORAL BEGINS DRIVE SOON. Early summer promotion geared for deejays and jukes (Music Department).

BALLROOMS LOOK TO BANNER YEAR. Trend moves upward; accent is on name bands for dancing (General-Music Department).

RAIN RECORDS FORMED IN CHICAGO. Firm sets up business with national distribution (Music Department).

CANADIAN COMPOSER ORG FACES JUKE ISSUE. Coin men take collection to fight Vegneux gramophone case (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

The Music Box That Makes Small Spots

PAY OFF!

RISTAUCRAT
S-45

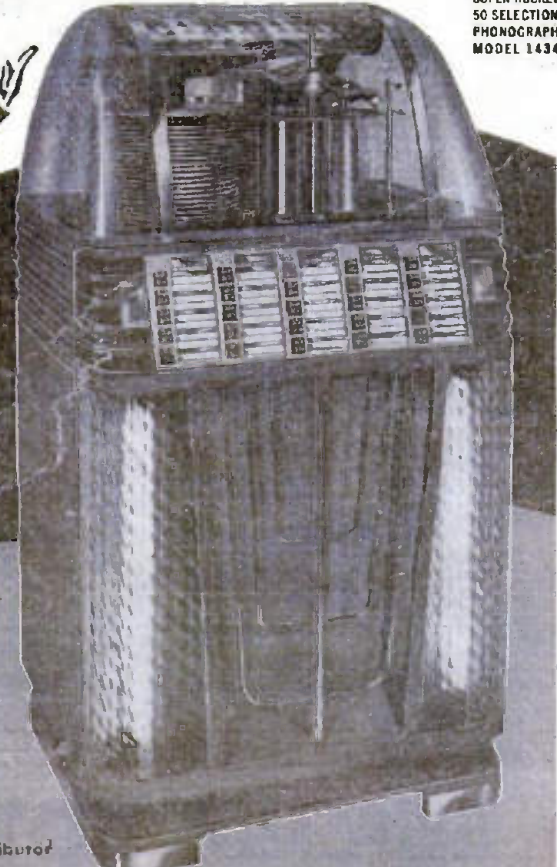


● **PROVEN** in the toughest locations! Low cost, low upkeep machine turns in big, steady profits for you.

RISTAUCRAT, INC. 1216 E. Wisconsin Ave., Appleton, Wis.

Hand in hand for profit!

DOUBLE YOUR PROFITS WITH THE "PROFIT-TWINS"



ROCK-OLA SUPER ROCKET 50 SELECTION PHONOGRAPH MODEL 1434

- ★ Both Have: Single Button Selection
- ★ Both Have: Coin Accumulator and Multi-Selective Choice After Coins are Deposited
- ★ Both Have: Dual Title Strips for Easy Program Servicing
- ★ Both Now at Your Rock-ola Distributor!

ROCK-OLA MANUFACTURING CORP. 800 North Kedzie Avenue • Chicago 43, Illinois

Old King Cole

Old King Cole
Was a merry old soul
Who called for his juke-boxes three,
And tripled his delight
As he listened all night
To the tone of the new Model "D."



Listen carefully to "D's" new sound system. Like Old King Cole, you'll agree that here is a faithful reproduction of music in

both bass and treble—of voice and instrument alike.

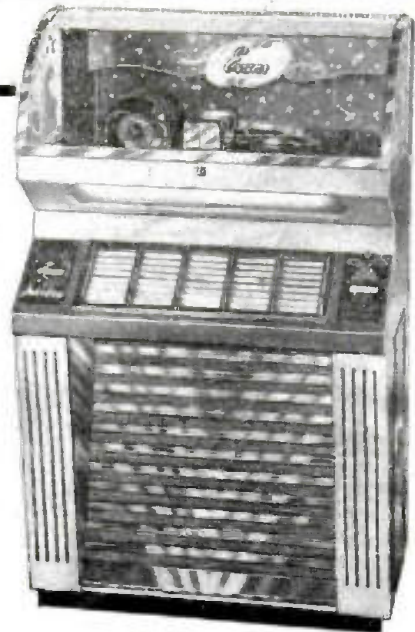
The all new AMI amplifier, a noteworthy advance in electronics, merits some of the credit. So, too, does "D's" powerful oversize speaker, carefully positioned in its all wood sound chamber.

Together with AMI's long-lasting ceramic pickup, all elements combine to bring music of unparalleled clarity—loud or soft as wanted—without scratch, blast or blare.

The "D" is available in 80 and 40 selections, blond or mahogany cabinets.

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan



EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

EASY... All the Way!

Secure Locations—Play—Profits
the easy way... with Evans'

Jubilees! For player... easy to look at
—to read—to play—to hear! For
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Contact your Evans Distributor NOW! Assure earliest possible
delivery and a future of more carefree, more profitable operating!

WATCH FOR IT!

EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS
45 RPM

H. C. EVANS & CO.

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DETROIT, MICH.
10217 LINWOOD
LANSING, MICH.
1224 TURNER

CLEVELAND, OHIO
2600 BUCILD AVE.
TOLEDO, OHIO
1302 JACKSON



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SEEBURG

1485L \$289
147M 169
146M or S 139

Hideaways

H148M \$249
H246M 199
H146M 159

Wall Boxes

3W7-L56 \$44.50
3W2-L56 17.50
W1-L56 7.50
(5x wireless)

ROCK-OLA 1426 \$129
ROCK-OLA 1422 99
AMI Model A 295
AMI Model C \$475
PACKARD Manhattan 119
WURLITZER 1015 179

EXPORT INQUIRIES INVITED—50 Cycle Motors Available.

every conceivable kind of
EQUIPMENT, SUPPLIES AND SERVICES
has been sold in The Billboard

WHAT DO YOU HAVE TO SELL! Write The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues at 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 orders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, inventory and other related factors.

	Issue of May 10	Issue of May 3	Issue of April 26	Issue of April 19
AIREON				
Comet 400	\$79.00	\$79.00	\$79.00	\$79.00
Comet 500	129.00	129.00	129.00	129.00
Deluxe '46	49.00	49.00	49.00	49.00
Florio		69.50		
AMI				
Model A	275.00 295.00	225.00 325.00	225.00 275.00	225.00 295.00
Model B	450.00	375.00 395.00	575.00 395.00	395.00 399.50
Model C	450.00 475.00	475.00 495.00	475.00 495.00	495.00 499.50
Hiway	349.50		335.00	349.50
Hiway, 1950—40 selections	425.00	425.00	425.00	
EVANS				
Centurian, 40 Selections	349.00			
FILBEN				
Hiway			49.50	
MILLS				
951 Constellation	75.00	75.00	75.00	75.00
Empire			22.50	
Thru			22.50	
PACKARD				
Manhattan 76	89.00 100.00	89.00 119.00	89.00 119.00	89.00 119.00
Pl. No.	119.00		44.50	
400 Hiway	64.50		64.50	64.50
ROCK-OLA				
Comet	39.00	39.00	39.00 49.50	39.00
Rocket 50-51	485.00	485.00	495.00(2)	495.00
50			49.50	
40			49.50	
1422	89.50 99.00(2)	99.00(2)	99.00(2)	99.00(2) 115.00
1423	145.00	145.00	145.00	145.00
1424	119.50 129.00	129.00 159.00	129.00 149.00	129.00 159.00
1425	159.00 175.00	175.00	159.00 175.00	175.00
1426	275.00	275.00	275.00	275.00
1427	449.50		449.50	449.50
SEEBURG				
Classic	49.00	49.00	49.00	49.00
Colonial	49.00	49.00	22.50 49.00	49.00
Empire	59.00	59.00	59.00	59.00
Gen	44.00	44.00	44.00	44.00
Hi-Top	69.50			
H-146 M Hiway	139.00 159.00	110.00 139.00	99.50 139.00	159.00(2)
H-147 M Hiway	159.00	159.00	139.50 159.00	
H-148 M Hiway	219.00 249.00	184.50 219.00	219.00 249.00	219.00 249.00
H-246 M Hiway	159.00 199.00	135.00 159.00	159.00 199.00	179.00 199.00
Hiway	59.00	59.00	59.00	59.00
M-100-A 78 RPM	695.00 725.00	725.00	695.00	695.00
La-Tone			22.50	
Marfair	44.00	44.00	44.00	44.00
Mayfair	44.00	44.00	44.00	44.00
Regal	49.00	49.00	49.00	49.00
Vision			22.50	
46			115.00	
85			275.00	
146			100.00 \$10.00	110.00
146 M Hiway	139.00 149.00	100.00 139.00	139.00 149.00	139.00 149.00
146 M	139.00	145.00 149.00	149.00	149.50
146 S	139.00	139.00 149.50	139.00 149.50	139.00 149.50
147			160.00	
147 M	169.00 179.00	169.00 179.00	169.00 179.00	169.00 179.00
147 S			179.50	
147 M			179.50	
148 Stone	275.00	275.00	275.00	275.00
148 M	279.00	279.00	279.00	279.00
148 S	289.00	289.00	289.00	289.00
1941 RC Special	59.00	59.00	44.50 59.00	59.00
8800			49.50	
WILLIAMS				
Music Mite	99.50	79.50	99.50	99.50
WURLITZER				
739	39.00	39.00	49.50	
74	49.00	49.00	22.50 44.00	39.00
500			44.00	49.00
616			22.50 49.50	
616A		25.00		
600H	49.00	49.00	49.00	49.00
600R	49.00	49.00	49.00	49.00
700			22.50 49.50	
750	79.00	79.00	79.00	79.00
750E	99.50	75.00	99.50	99.50
780	79.00	79.00	49.50 79.00	79.00
800	69.50	65.00 79.50	69.50	69.50(2)
850	55.00 59.00	59.00 79.50	22.50 35.00	35.00 59.00
950	59.00	59.00 99.50	49.50 59.00	
950E		59.00		54.50 59.00
1015	169.50 175.00	159.50 169.50	165.00(2)	169.50(3)
	179.00(2)	175.00	169.50(2)	179.00
	189.50 195.00	179.00(2)	175.00(2)	179.00(2)
		189.50	179.00(2)	179.00(2)
		159.50	189.50 250.00	289.50 250.00
		149.50	149.50	150.00 149.00
1017 Hiway	145.00	145.00		
1017A Hiway	179.00 195.00	133.00 179.00	165.00 179.00	144.50 149.50
1100	299.50(2)	299.50 310.00	299.50 300.00	175.00 179.00
	360.00 373.00	345.00 375.00	345.00 375.00	299.50 310.00
			345.00 375.00	345.00 350.00
			395.00	375.00 395.00
1217 Hiway	325.00	349.50	349.50	349.50
2250	399.50 450.00	399.50 450.00	399.50 475.00	419.50 475.00
			475.00	479.50
Victory	39.00	39.00	39.00	39.00

Industry's Story

Continued from page 87

fied this type of action would continue and that it was essential for MOA members to be on guard at all times. Miller said it was his hope that every operator, individually, would start a public relations program by contacting local law makers and representatives.

Cautions Operators

The MOA official, who also is president of the California Music Guild, further cautioned operators against a growing practice which operators in his home State had found to be "very damaging"—the selling of juke boxes direct to locations with the serial numbers removed.

Miller said investigation had shown that the selling was being done by persons who had been unsuccessful as operators and not distributors or others allied with the industry.

He alerted operators that these practices could be fought thru such means as State penal codes, which, in California and several other States, prohibit the removal of serial numbers from equipment or merchandise.

Calif. Guild

Continued from page 87

remains an integral part of the State-wide Guild.

Miller, who also is president of the Music Operators of America, said Southern California as a whole has been organized as a separate division for the past year but continues to remain fully associated with the Northern California group. The Los Angeles section, however, is being re-organized under the jurisdiction of the Northern group and a Los Angeles local will be instituted in the near future, it was announced.

One of the major problems facing the Southern California operators is the effort to obtain Office of Price Stabilization approval of dime play. The local OPS has continued to hold that dime play is in violation of price regulations. Miller said the Guild holds that the music machines are a non-essential industry and that all other types of entertainment have been decontrolled. He added that Southern California operators are prepared to go to court in an effort to attain their goals.

Revamp Dates

Continued from page 87

juke box operator to donate five records a week. The approximately 250 records collected would be split up 50 to a disk jockey and a "hit" of the week would be designated and plugged by both disk jockeys and operators.

As a further variation, a different type of tune would be selected as the hit each week, starting, for example, with a pop tune, jumping the next week to a hillbilly and finally to a rhythm and blues number.

The AMOA sparkplugged a similar program on a smaller scale some months ago with marked success. Disk Jockey Jack Williams of Station WQAM broadcast a weekly "Big Six" of AMOA hits on his regular Monday program and the show attracted a large following.

Wurlitzer Net

Continued from page 87

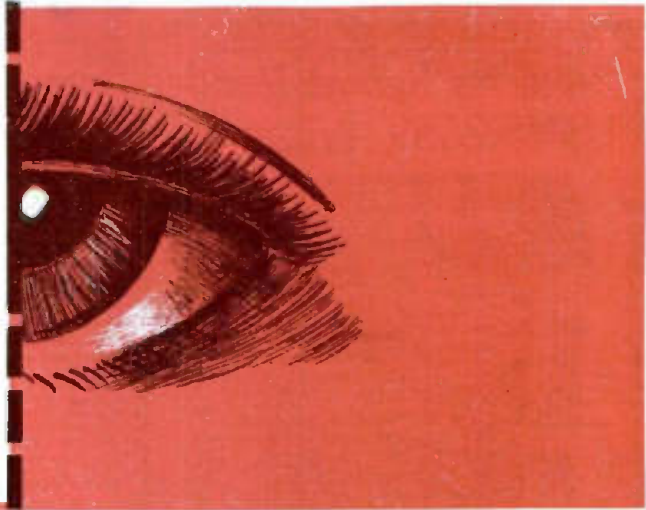
The net profit the previous year was \$1,536,338.86 or \$1.84 per share of common stock.

The directors declared a 20-cent common stock dividend, payable June 2 to shareholders of record at the close of business May 15.

Halling said production of juke boxes, pianos, accordions and electronic organs was reduced during the year because of government limitation orders. However, he said production of defense items increased steadily, are expected to continue to increase and that presently unfilled defense orders total some \$20,000,000.

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

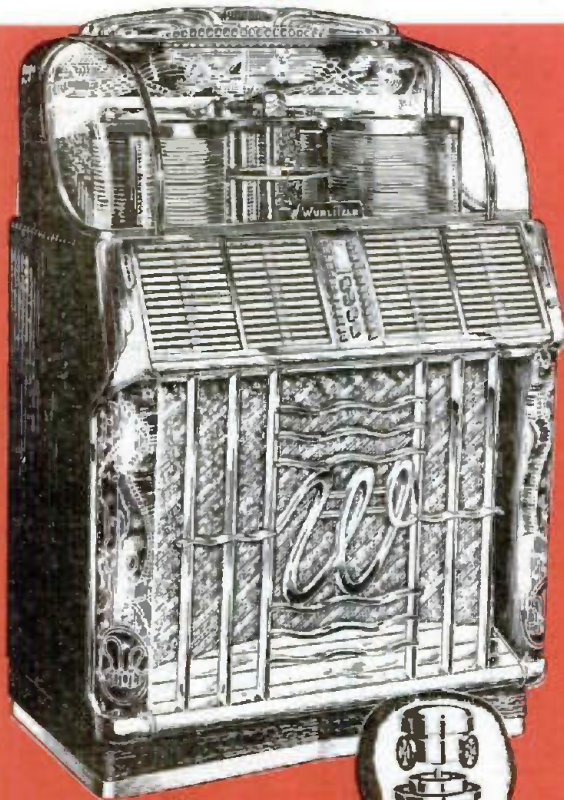
You can See
it with
Half an Eye



THE WURLITZER FIFTEEN HUNDRED

has

Everything

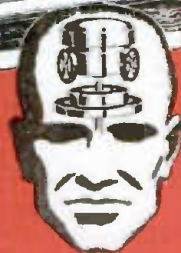


- ▶ THE MOST SELECTIONS
- ▶ THE BEST NAME
- ▶ THE INTERMIXED FEATURE
- ▶ THE FINEST CABINET
- ▶ THE TRUEST TONE
- ▶ THE NEWEST WALL BOX
- ▶ THE TOPS IN SPEAKERS
- ▶ THE SIMPLEST STEPPER
- ▶ THE AUTOMATIC VOLUME CONTROL
- ▶ THE GREATEST EARNING POWER

COIN CATCHING WALL BOX
SHOWS 104 TUNE TITLES
ON ROTATING PAGES
SINGLE BUTTON SELECTION



The Rudolph Wurlitzer
Company
North Tonawanda
New York



only Wurlitzer has the
WURLIMAGIC BRAIN

SEE YOUR NEAREST WURLITZER DISTRIBUTOR

COOKIES CLIMB IN OP FAVOR

Bakeries Report Vender Demand Up 15-25%, Prices Stable

CHICAGO, May 10.—The four major suppliers of cookies to the vender operator report from 15 to 25 per cent greater demand currently than a year and three years ago respectively. Prices on 100-count packs are about on a par with 1950; the f.o.b. lists range from \$2.45 to \$2.90.

Encouraged by rising operator interest, bakeries have introduced new packs, more flavors and evidence a desire to continue developing variety and package eye-appeal to further stimulate vender sale of their product.

The first choice with vender customers, suppliers state, are peanut butter cheese cookies. Included among the other high-demand cookie flavors are vanilla, graham-wafers and macaroons.

Next week, operators' views on and usage of cookies in their equipment will be the subject of a second article. Facts were obtained in a survey made by Vend, sister publication of The Billboard.

Reports from individual cookie manufacturers follow:

Ernest H. Fox, president of Austin Packing Company, Baltimore, said that to keep pace with demand, new 100-count packs of graham wafers, chocolate waffles and macaroons were added in recent months. Austin, Fox announced, is developing a new package with an easy-opening tape for customer convenience.

Blue Jay Food Products Company, Brooklyn, has added a 13th pack to its cookie line for venders. Harry Sherkman, president, last week announced the addition of a pineapple cream cookie, designed as a companion item for the firm's Cheese'n'Cheese pack.

Peanut butter cheese and cream sandwiches are most in demand by operator customers, according to Sherkman.

Charles Rolleston, vending division manager of Gordon Foods, Inc., Atlanta, reported that operators have stepped up buying successively in each of the last two years. Of the company's nine-item cookie line, he said, cheese peanut butter and chocolate and vanilla duplex are the two leading flavors.

A. H. Wilcox, vending division manager of National Biscuit Company, New York, also noted that operator demand had grown during the last two years. A sixth flavor was added to the firm's line during the past year.

Wilcox pointed out that with National's new f.o.b. New York price policy, which went into effect April 1, prices for Eastern operators were reduced 20 to 35 cents per 100-count pack. He stated the saving results from abandonment of his company's former delivery price policy. West Coast and Rocky Mountain area operators, however, pay about the same price as previously due to their absorbing freight charges.

Belvend Rolls On 1st Arctic Licensed Units

CHICAGO, May 10.—The first run of 300 Jolly Boy and Belvend ice cream venders under a new license arrangement is now in process at Acorn Sheet Metal Manufacturing Company, contract manufacturer for Belvend Manufacturing Company. It was announced by latter's president, Bel E. Hall, this week.

Under its recently signed agreement with Arctic Vender Sales Company, Menasha, Wis., Belvend has license to produce the Arctic machine under its Jolly Boy trade name on a per unit royalty basis until April, 1962 (The Billboard, March 22).

Acorn is producing the ice cream machine in its entirety for Belvend under one roof, with the exception of such components and electric motors and refrigeration units.

The vender is being made available in two models; the Jolly Boy unit for Belvend's promotion placement program, and the Belvend unit for established operators.

See 2d Court Trial of Ky. Location Case

Continued from page 85

elves such instructions by the Criminal Court. John Knopf, assistant Commonwealth's attorney, said the April grand jury, which had considered the pinball, cigarette machine situation briefly, had recommended that a following grand jury make a thorough investigation.

Earlier, Guthrie reported his company lost 34 cigarette vender locations over several months period, and "in almost all cases Falls City moved in with its machines." The April grand jury however, said it found no evidence that Falls City had been offering protection of liquor licenses in return for placement of its equipment.

NEW VENDER LOCATION BOON TO HOME HUNTER

PARK FOREST, Ill., May 10.—With millions of American families on week-end hunts for new homes, Bitob, of Blue Island, Ill., has taken advantage of a new type of vender location here. An eight-column candy and a nine-column cigarette vender were placed in the living room of the lead house in a newly opened row of model homes.

Crowds of home hunters pass thru the model home each week-end and every evening any man visit the homes during the week. Youngsters accompanying their parents in no small measure aid in depleting the columns of the candy machine, while the adults find the cigarette unit a convenient source of replenishment.

Bitob may have set up a pattern for a new type of location, one that could prove lucrative in many areas where home building is continuing to boom.

Blue-Sky Promoters Hit by L. A. Times

LOS ANGELES, May 10.—The Los Angeles Times has announced that all vending machine advertising in its classified section must be screened by the Better Business Bureau. Following this policy, the newspaper has inserted this note over its vending copy. "The Los Angeles Times will not accept any 'Vending Machine' Classified Advertising before the advertiser has received written clearance from the Los Angeles Better Business Bureau. This is another reader protective move of this newspaper."

(Editor's Note: Vend, sister publication of the Billboard, is conducting an intensive campaign against misleading advertisements of this type by dishonest promoters.)

E. O. Hurlbert, classified advertising manager of the Times, said the move was taken because of complaints made by readers. He added that practically all of the trouble stemmed from out-of-State salesmen.

When the regulation was placed on this type of advertisement, Hurlbert declared, all vending machine copy was dropped.

New Bulk Milk Vender Debut

MILWAUKEE, May 10.—W. M. Sprinkman Corporation, as national distributor has announced a new bulk milk vender. Called the MeterFlo Milk Dispenser, available in non-coin counter and "under counter" and coin-operated models, it is manufactured by Daniels & Associates, Evanston, Ill.

The vender eliminates handles and flow valves, has push-button

ing machine copy was dropped. Although some of the firms had been doing business with the Times for a long time, it was necessary for them to get clearance in writing from the local BBB before additional ads were accepted. The ad man stated that it was The Times policy to place the reader above the advertiser. When readers complained, this method was followed to clear up the matter. He pointed out that stronger readership would benefit those firms or salesmen who qualified.

R. J. Bauer, president of the Better Business Bureau, told The Billboard that his organization was co-operating with The Times. Some complaints had

(Continued on page 95)

NCWA Sets Convention Stage; Hi-Lites Exhibs

Washington, May 10.—National Candy Wholesalers Association announced this week that approximately 120 exhibits would be presented at the seventh annual convention Monday thru Wednesday (19-21) at the Palmer House, Chicago. Executive secretary C. M. McMillan substantiated an earlier report that there would be no room exhibits permitted at the meeting. All displays will be restricted to the hotel's fourth floor exhibit hall. Exhibits will officially open Monday at 4 p.m., close at 9 p.m. Tuesday they will open at 2 p.m., close at 8 p.m. Final day of the meeting, Wednesday, they will open at 1 p.m. and close at 4 p.m.

In addition to the record NCWA display, four business sessions will explore various facets of the candy business. One of the sessions will include a report by Robert K. Smith, chairman of the

Elizabeth Candy Sells Equipment

ELIZABETH, N. J., May 10.—Elizabeth Candy Company, Inc., a subsidiary of the Life Savers Corporation, has sold its production equipment to the Union Confectionery Machinery Company, New York.

Union will sell the equipment as a unit or in parts. It will not undertake the manufacture of candy bars. With the sale of the three-year-old New Jersey company, Life Savers is abandoning the bar field.

VEND SCHEDULES 13TH ISSUE AS ANNUAL INDEX

CHICAGO, May 10.—The publication of a 13th issue in January 1953, the annual Market Data and Directory Almanac, was announced by Vend, sister publication of The Billboard, in the May issue out this week.

The "show" issue will include all statistical information of the year in addition to the Sixth Annual Directory of Manufacturers and other "who makes it" and "where to get it" information.

The new Market Data and Directory will be a separate issue, appearing in addition to the regular January issue of Vend.

Kayem-Kevo Co. Co-Op on Food Tablet Vending

AZUSA, Calif. May 10.—Machines for the vending of Kevoets, a pure food supplement tablet, are being made by Kayem Products, headed by J. B. Kurtz, in Hollywood. Kevoets are distributed by W.-Y.-Y & Kevo Products Company here and in Los Angeles. The vending package of four tablets sells for 5 cents.

Kevoets was developed by the George M. Bartlett Company here. Their sales thru venders marks the first time, the firm claims, that such an item has been automatically merchandised. It is made from vegetables with all natural minerals with the ingredients especially grown for the product including kelp.

The Kayem vender is 8 by 13 by 3 1/2 inches, has four columns. It is supplied in white enamel with a deal. Leo Carroll is in charge of distribution. About 500 machines are reported to be on locations in the Los Angeles area.

Correction

The inventory of SuperVend cup machines sold by TEMCO, Inc., was incorrectly given as 1,975 venders last week. The correct inventory is 1,795 machines.

Dancing Pack Featured on Cig Venders

NEW YORK, May 10.—Old Gold's dancing cigarette package, a favorite of millions of TV fans, is a familiar figure to vending machine customers.

Ed Primus, sales promotion manager of P. Lorillard Company, today disclosed that the dancing pack now appears on thousands of Rowe ad clocks in vending machines throughout the 48 States. He explained that the program, started January 1, 1952, is now virtually complete.

Vending machine sales of OG's received another boost thru Lorillard's new TV show, "Chance of a Lifetime." Primus added Dennis James, host and emcee of the video program which had its premiere Thursday (8) at 8:30 p.m. over American Broadcasting Company-TV reminded viewers that Old Golds are available at vending machines.

Primus commented that vending machine plugs will be included regularly in forthcoming OG commercials.

Meanwhile, distribution of the new Old Gold vending machine price deals moved into high gear. These quick grip transfers feature the dancing pack and enough combinations are available to indicate any price from 20 cents to 10 cents, as well as any coin combination or change return.

The transfers require no preliminary wetting, have no backing and may be applied in a matter of seconds, said Primus.

Spacarb Named Hebel Distrib

CHICAGO, May 10.—Fred Hebel Corporation announced the appointment of Spacarb, Inc., Stamford, Conn., as Eastern distributor for its five-selection ice cream vender. Spacarb will cover 12 Eastern States for Hebel (it also distributes the Bert Mills Corporation coffee machine via its national representatives).

Fred Hebel, president, stated the Spacarb appointment was made to facilitate sales and service of the ice cream machine thru the area covered. Hebel remains sole sales agent for its equipment thru the remainder of the country.

Conn. Cig Smokers Top State Record

HARTFORD, Conn., May 10.—The average Connecticut cigarette smoker spent \$40.23 for his supply during 1951 to enable the State to hold its top position in the smoking field.

Total packs consumed during the year in Connecticut ran 274,000,000, an average of 137 for every citizen, or an increase of nine packs per person over 1950.

2 PLUS 2 EQUALS 5

Op Finds Slimmer Movie Biz Aids Popcorn Sales

PHILADELPHIA, May 10.—The sale of popcorn thru lobby machines has been on the upswing in spite of lower theater attendance, according to Leon Stern of the Charles Sweets Company, candy and popcorn vending firm, specializing in movie locations.

Indicative of the increased returns from the popcorn machines is the fact that there is now a larger percentage of children and teen-agers in theater audiences. Youngsters, Stern said, never miss a chance to buy refreshments and have always accounted for a large share of the popcorn sales.

Also helping such sales is the frequent showing of double feature motion pictures which attract the type of audience which buys more refreshments. More-

over, more Western and cowboy pictures are being shown and such films have always been good "popcorn" pictures. Still another factor in increased sales at candy and beverage venders as well is the fact that people are no longer in a hurry to find a seat.

THE HEART OF YOUR MACHINE HEART CHARMS



TRUE STORY:

It happened in Chicago at the February Convention of the National Association of Bulk Vendors. During a bull-session several operators urged us to make a Heart Charm. We all laughed when one enthusiastic quipped "you can hardly refuse to make it for us!"

50—We made HEART CHARMS—nice, lovely, two-faced hearts. Assorted Plastic. 24 per Packed \$4.00 per 1,000. \$6.50 per 1,000 F.O.B. Jamaica, N. Y. Immediate delivery.

We acknowledge our indebtedness to our friends. Out of their recommendation a new Charm-of-Heart. Heart Charms are now available for all operators. SO NOW—put "Heart's" into your machines.

SAMUEL EPPY & CO., INC.
91-28 146th Place, Jamaica 3, N. Y.

OP ATTITUDE BIG FACTOR

Pitt Canteen Feels Location P-R Top Item

PITTSBURGH, May 10—Exceptionally good public relations with location owners means more in vending than even to a public utility like the telephone company, in the view of Automatic Canteen Company here. Good relations with location owners, Manager Harry Dennis points out, result from backing a sales talk and a route man's assurances, with the consistent action of good service-men.

Canteen of Pittsburgh states it has made it a special duty to contact all of its accounts regularly and give special attention to the condition of its vending machines at every location.

Personal contacts necessary to maintain this relationship takes a lot of time, so Canteen management in the person of Dennis and assistant William Weland is frequently on the outside making contacts with location owners. Even with equipment in first-class shape, personal contact by an executive has been found to be the one sure way of maintaining the best possible relations. The operator, Dennis affirms, should maintain those contacts himself, religiously, and his employees, too, will feel things should be kept in fine shape and will make special efforts.

Second most important factor in vending is cleanliness. Automatic keeps its units polished and supplied with good merchandise. Candy is an item that people want to eat when they get it; when the product and the vending machine look clean the candy is more appetizing.

Cleanliness also is an important factor in winning new locations. Canteen management's secret is, Much depends on the proof the operator can show of results he has obtained. In selling, Canteen acquaints new prospects with (1) its present organizational set-up; (2) with the features of its vending machine, and (3) fills the location owner in on whatever company background is required.

Automatic Canteen, for example, came to Pittsburgh 20 years ago, located in suburban Dormont, then five years ago moved into its present building located near the Banksville traffic circle in West End. The national concern of Automatic Canteen itself was organized in Chicago about 1928. If an operator can show the new location owner a favorable proposition in this regard, Dennis believes he has a measure of success.

A machine is kept in automatic operation by persistent attention to perfect maintenance, he feels. Dennis does not believe that as long as a machine operates all right the company can delay a preventive maintenance check.

Route men handle minor mechanical difficulties, and a service crew checks machines at specified intervals.

In preventing mechanical failures, the company has its route men operate a machine a number of times on location to test it for proper functioning. There are service parts he can adjust at the

moment and thus prevent likelihood of a number of machines suddenly going out of operation. Nine times out of 10, Canteen reports, if something starts to go wrong with a machine, some of its parts are replaced or the coin mechanism is replaced. This operation is accomplished in the field; a machine is brought into the shop only for refinishing.

Mich. Washmen Add New Execs, Detroit Branch

DETROIT, May 10—William Wheeler of Wheeler Brothers Laundromat, Jackson, was elected president of the Michigan Self Serve Laundry Association, at its annual meeting this week. He succeeds Warren Ryan of the Royal Oak Self Serve Laundry, Royal Oak.

Other new officers are Charles Reinder, Grand Rapids, vice-president; Morton Cox, Packard Self Serve Laundry, Ann Arbor, secretary; B. Rosenberg, Fort Street Self Serve Laundry, Detroit, treasurer.

New directors will be selected by the officers in accord with the bylaws. Meeting was held at the Cascades Veterans Club in Jackson, with 110 members attending. The highlight of the meeting was a detailed talk on insurance, aided by a motion picture indicating the various types of insurance which come within the field of a business operation.

The organization of a Detroit chapter of the association was decided upon, with the first meeting to be held Thursday, April 29, at the Belcrest Hotel. Retiring secretary O. Reed of the Ferndale Self-Serve Laundry will serve as one of the organizers of the Detroit group. Meetings will be held monthly on the last Thursday, with a State-wide meeting every quarter, or possibly three times a year.

Next meeting for the State group was scheduled for the last Thursday of July, to be held at Battle Creek, with the site yet to be selected.

NEWER CHARMS

From the World's LARGEST MANUFACTURER OF CHARMS

Playing Cards, Compasses, Silver Tipped Lipsticks, Bullets, Photo and New Comics, Jewel Rings

Our is the finest and most complete line in the country. Immediate delivery! Send \$25 for complete samples for low, low, low prices.

PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna.

IN STOCK VICTOR'S

New BABY GRAND CHICCLE TREETS VENDOR also JUMBO 100

ORDER TODAY
VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone LOcst 7-4448

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month This a Money-Saving Subscription

More vending men in all phases of the industry are using the money-making ideas in VEND every month—be more profitable—to be up to date on every important development in the field. Less than 9 penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SEND UP NOW—MAR THIS COUPON TODAY!

Vend Magazine 974
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VEND for
 1 year \$3 2 years \$5 3 years \$6
 Payment enclosed Please bill me

Name

Address

City

Occupation

Tennes Ups Tissue Napkin Unit Output

CHICAGO, May 10.—Vend-Rite Manufacturing Company reported step ups in production on its two vendor lines during April, with the 25 per cent Sanitex napkin unit now rivaling its Kleenex vendor output.

Dick Tennes, president, said the high capacity of the sanitary vendor was a factor in its operator reception. The machine, introduced last October, uses the same cabinet as the firm's Kleenex unit. According to Tennes, operators have found the Kleenex fits in such locations as high schools and universities.

Both vendors include ABT slug rejectors and are guaranteed for one year.

Dixie Cup Income Off

EASTON, Pa., May 10.—Dixie Cup Company's net income for the first 1952 quarter ending March 31 was \$470,593. Net earnings for the like 1951 period were \$716,620.

Earnings per common share dropped to 62 cents for the first quarter this year from 94 cents for the January-March, 1951 period.

MILITARY CHARMS

Now Redesigned in ALL RANKS from CORPORAL to GENERAL

Plastic \$2.75 per M
Copper Plated \$5.25 per M
Silver Plated \$5.50 per M
Gold Plated \$6.00 per M

This timely series rates a 21-gun salute! Every kid with a friend or relative in service will grab 'em. New, thicker charm vend perfectly in any machine. For booming profits, order MILITARY CHARMS now!

SIREN! Bright red plastic with metal insert \$5 pr.
WHISTLE! Two-tone, colorful plastic, inch length. Works like a charm, vend like a charm \$10 per M

ALL PRICES F.O.B. FACTORY N.Y.C.
PAUL A. PRICE CO.
220 Broadway New York 33, N. Y.

BUY THE BEST! OAK'S ACORN LEAF GUM CHARMS

The finest in & in bulk vending

1. LEAF GUM CHARMS
2. LEAF GUM CHARMS
3. LEAF GUM CHARMS

MIN. CAP. \$100.00
Del. Adv. of all the best

IMMEDIATE DELIVERY

IN THE U.S.: OAK SALES CO.
2822 Fifth Ave., Pitt. 17, Pa.
IN CANADA: INTERNATIONAL VENDING
115 Broadview, Toronto, Ont., Can.

HERE ARE THE MOST SENSATIONAL CIGARETTE MACHINE BUYS EVER OFFERED!

Silver
Quarter
Opera-
King Size
Included

Uneda Model E
8 COLS.
224 Pack Cap.
\$80.00

UNEDA MODEL A
9 COLS.
270 PACK CAP.
\$92.50

Uneda Model 500
7 COLS.
250 Pack Cap.
\$95.00

Our Points Are VENDORIZED Prevents Peeling, Flaking & Rusting

SPECIALS National 9-50 9 COLS. 350 Pack Cap. \$110.00

ALL EQUIPMENT UNCOND. TYPICALLY GUARANTEED. TRADE PRICES. 1/3 Dep. Del. C.O.D.

UNEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 14, N.Y. • Evergreen 7-4568

GREATEST BALL GUM SALES STIMULATOR IN YEARS

H. K. HART ENGRAVED BUBBLE BALL GUM

with 74 personal names & 6 special bonus names

Free samples and prices on request!

H. K. HART STANDARD GUM BALL GUM NOW TRADEMARKED

H. K. HART CONFECTIONS, INC. Union 5-1119
540-B 39th Street • Union City, N. J. Longacre 4-1355

Let Us Arrange a FREE DEMONSTRATION of the Keeney Deluxe Electric CIGARETTE VENDOR

★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 482 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changer • Large storage. Write for an immediate free demonstration today.

J. H. KEENEY & CO., INC. 2600 W. 50th St. Chicago 32, Ill.

PROMOTIONAL VENDOR SALESMEN!

We have the equipment that has earned classical money for promotional men consistently. Your gross commission is \$45.00 per unit. Vendor sells for less than \$100.00, sold in minimum lots of 10 vendors. Most deals are 25%. Many deals at 50 and 100. You can understand this ample commission range.

We enjoy a clean reputation, a great rating and fine banking connections that will help your sales.

If you can sell clean through Business Opportunity ads, have car and can finance yourself, here in the vendor that will enable you to earn \$25,000 or more annually. Ample territories. Write us immediately.

Address Box 521, Billboard Publishing Co. 188 W. Randolph Chicago 1, Ill.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy, Gum & Nuts
Savories
Tobacco
New Products
Trade Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to VEND—the magazine of automatic merchandising!

Put in—four, out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for:
 1 year at \$3 2 years at \$5 3 years at \$6
 Foreign rates upon request.

Name

Address

City

Occupation

The Right Combination
for
More Profits—Steadier Income

VICTOR

BABY GRAND
CHICLE TREETS
CHLORO TREETS



See It at Your Victor Distributor
or Write for Full Details to

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue
Chicago 39, Illinois

Mfrs. of the famous line of TOPPER Vendors

VENDING MACHINE DISTRIBUTORS

We are placing on the market two brand new machines. The machines are: A small, compact, inexpensive Coffee Machine and a Gum Ball Machine which plays a merry little tune each time a gum ball is dispensed. Chlorophyll ball gum if desired. Besides these two new machines, we have our regular line of special vendors for sales distributors.

If you are experienced in selling, a connection with our company should prove to be very profitable for you. The main qualification is that you have a clean record of selling and positively will keep it that way. No others need apply. Our men receive the highest profits in this type of selling, which can easily be proven. All replies will be held strictly confidential. If you are interested in having good machines to sell, working with a large National concern with good references, and if you want the most profitable deal out, write and give full information about yourself to:

NATIONAL ADVANCED VENDING COMPANY
418 Main Street Debuque, Iowa

★ NEW AND RECONDITIONED VENDORS
★ PARTS—SUPPLIES—ACCESSORIES
★ BALL GUM—CHARMS—NUTS
★ EVERYTHING FOR THE OPERATOR
SEND FOR COMPLETE PRICE LISTS!
WATCH FOR OUR AD NEXT WEEK

RAKE COIN MACHINE EXCHANGE

509A SPRING GARDEN ST. Lombard 3-2676 PHILADELPHIA 23, PA.

All the news of your industry every week in The Billboard...
SUBSCRIBE TODAY... see page 3 for rates

THE BILLBOARD Index of Advertised Used Machine Prices

• Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard listed 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 10	Issue of May 3	Issue of April 26	Issue of April 19
Adams Cam				
Ajan Electric (8 col.)	\$150.00	39.50		
Ajan Hot Nut		19.50	\$39.50	\$39.50
Alca Hot Nut			19.50	19.50
Bayat Phillips Cigar Mach.				
75 Cigars		32.50		
C-B Electric (9 col.)	385.00	7.50		
Columb Ball Gum, 1c		15.00	15.00	15.00
Columbus Peas, 1c		8.00	9.95	8.00
Columbus 46.2, 1c ball		8.50	8.00	8.00
Columbus 46.2, 5c ball				
DuGreiner Challenger, 5c (3 col.)	22.50	22.50	22.50	22.50
DuGreiner Champion (9 col.)		80.00	92.50	75.00
		115.00		92.50
DuGreiner Champion (11 col.)	120.00	92.50	120.00	92.50
		170.00		120.00
DuGreiner Model S (7 col.)		85.00(2)	85.00	85.00
DuGreiner Model W (9 col.)	69.50	69.50	79.50	69.50
		85.00		85.00
DuGreiner VD (7 col.)		85.00		
Eastern Electric	155.00	155.00	155.00	155.00
Econ Foot Ede	99.00	99.00		119.00
Excelsior, 1c	6.95	6.95	6.95	6.95
Exhibit Card Vender, 1c		15.00	15.00	15.00
Foot Vibrator	119.50	119.50	119.50	119.50
Keeney (9 col.) Elec	185.00			
King Star Sales		69.50	69.50	69.50
Master Sc.	7.45	7.45	7.45	7.45
Master Novelty, 1c		8.50(2)	8.50	8.50
Master No 2 1c & 5c comb.		10.00(2)	10.00	10.00
Master No. 6 5c			10.00	10.00
Meth Candy (5 col.)	79.50	79.50	79.50	79.50
Milani Pop				135.00
Motocase Card Vender (2 col.)		19.50	29.50	29.50
National Elec. Co. Mach.				
(9 col.)	125.00	125.00	125.00	124.50
National 9-A (9 col.)		105.00	105.00	105.00
National 750	85.00(2)	85.00	85.00	85.00
National 930	79.50	79.50	79.50	79.50
	85.00	125.00	125.00	125.00
National 950	85.00	85.00	70.00	70.00
	140.00	140.00	140.00	140.00
National PX (8 col.)		145.00		
New York Stamp, 1c & 5c		12.50		
Northerna 33 Ball Gum	7.45	7.45	7.45	7.45
Northerna 33 1c Peas		7.50		7.50
Northerna Deluxe 1c and 5c	13.95	13.95	15.00	13.95
Northerna Model 40 1c ball		6.95	6.95	6.95
Patent Cigar, 10c		19.50	19.50	
Pop Core Sex	69.50	69.50	49.50	49.50
			69.50	69.50
Ph (10 col.)	125.00	125.00	145.00	100.00
Rowe Candy (8 col.)		85.00	85.00	85.00
Rowe Crusher (10 col.)	155.00	155.00	170.00	130.00
Rowe Gum & Mint, 5c		19.50	19.50	130.00
Rowe Imperial (6 col.)		85.00	70.00	70.00
Rowe Imperial (8 col.)		95.00	75.00	75.00
Rowe President (8 col.)	145.00	135.00	145.00	115.00
Rowe President (10 col.)		135.00	115.00	115.00
Rowe Royal (6 col.)		97.50	97.50	97.50
Rowe Royal (8 col.)	130.00	115.00	130.00	80.00
			80.00	80.00
			130.00	130.00
Rowe Royal (10 col.)	140.00	115.00	140.00	95.00
			140.00	140.00
Shogun Duplex Stamp Vender 1c and 5c		22.50	22.50	22.50
Shogun 3-Way Stamp Vender		39.50	39.50	39.50
Silver King Bulk		8.50	8.50	8.50
Silver King 5c ball		8.50	8.50	8.50
Silver King Charm King, 1c		8.50	8.50	8.50
Silver King Nut Nel, 5c		12.50	12.50	
Silver King Water	22.50	19.50	22.50	19.50
Silver King	50.00	50.00	22.50	50.00
Uneda Model A (6 col.)		60.00	60.00	60.00
Uneda Model A (8 col.)		70.00	70.00	70.00
Uneda Model A (9 col.)	92.50	90.00	95.00	70.00
Uneda Model F (8 col.)	80.00	82.50	82.50	82.50
Uneda (9 col.) Model 500	95.00	85.00	97.50	75.00
Uneda (15 col.) Model 500	79.50	110.00	97.50	75.00
Uneda March (9 col.)	110.00	79.50	85.00	85.00
Uneda March (12 col.)	125.00			
Uneda Pak (4 col.)		40.00		
Uneda Pak (5 col.)		59.50		
Uneda Pak (6 col.)		70.00		
Uneda Pak, Model 500 (7 col.)	95.00	130.00	130.00	130.00
U-Pop-It	195.00	195.00	195.00	195.00
U-Select-It	49.50	49.50	49.50	49.50
U-Our Ball Gum, 1c		6.00	6.00	6.00

Operated from Coast to Coast and 20 Foreign Countries

"SILVER-KING" Vendors

Built for professional operators

- 5c
- PESTACHIO NUT VENDOR
- "CHARM KING" BALL GUM VENDOR
- NEW ROTARY "SUPER" VENDOR

SELLS NEW LARGE SIZE 7 1/2" "SUPER" GUM (100 to the Pound) or regular 1 1/4" also Nut and Ball Gum, Candy, Charms Vendors, 1c to 5c U.S. and Foreign Coins. "Hot-Stat" Vendors. Designed for sales compelling eye appeal.

SILVER-KING CORP.
422 Divisadero Parkway Chicago, Ill.

Make Them Smile with the New Amazing

MUSICAL TOP

ESPECIALLY DESIGNED FOR YOUR TOPPER CABINET OR SQUARE PLASTIC GLOBE TO GIVE YOU BIGGER PROFITS

Make your Topper a Musical Topper and you will find that New Locations are easier to get. Old Ones make you more money and competition is practically eliminated... because you are giving your customers more for their money. To convert... you merely screw the bolt extension into the lock, snap your top on the musical band... insert winder... and watch the coins roll in!

BE FIRST - ORDER TODAY

53.00 F.O.B. DALLAS
TOPPER DELUXE 1000 WINDOWS, WITH MUSICAL TOP \$19.75

GRAFF VENDING CO.
1122 HARPLEY AVE. DALLAS, TEXAS
National Distributor

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. Vender \$27.50 ea.
3 Col. Vender \$32.50 ea.

STAMP FOLDERS Very Low Prices
1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending
1427 Bedford Ave., Brooklyn 25, N. Y.

N. Y. Okays Cigarette Tax

NEW YORK, May 10.—A tax of 1 cent per package on cigarettes, designed to yield an estimated \$10,000,000 annually in new revenue, was one of three "nuisance" levies approved by city council here Monday (5). A public hearing probably will be held next Wednesday or Thursday (14-15), but there is little likelihood that the passage of the new tax measures will be halted. In addition to the cigarette tax a \$5-\$10 impost will be placed on automobiles and a 25 per cent tax on cigarette licenses. The cigarette tax will become

Tenn. Tobacco Tax Receipts on Increase

NASHVILLE, May 10.—State tobacco tax collections for April totaled \$1,114,936, an increase of \$88,227 over April, 1951, State Finance and Taxation Commissioner J. M. Dickinson announced this week. Tobacco tax receipts for the first 10 months of the current fiscal year totaled \$10,948,208, an increase of \$3,382,699 over collections for the corresponding period of the 1950-'51 fiscal year. law 10 days after its enactment. Councilman Frank V. Smith, Queens Democrat, was the only one to voice opposition to the cigarette tax.

WE HAVE VICTOR'S

New BABY GRAND CHICLE TREETS VENDOR also NEW VICTOR'S JUMBO 100

STAMP: \$13.45
4 or more, \$12.00 each.
Look in LARRY LAYTON'S STORE.
BIRMINGHAM VENDING CO.
546 2nd Ave. N., Birmingham 4, Ala.

SMOKESHOP "612"
 1000 CAPACITY
 The NATION'S FINEST CIGARETTE VENDOR
 Tear Out and Mail This Ad for Details
AUTOMATIC PRODUCTS CO.
 230 B West 37th St., New York 19, N. Y.
 Plaza 7-3123

N. Y. Candy Group Elects V. A. Bonomo
 NEW YORK, May 10.—V. A. Bonomo, Gold Medal Candy, was elected president of the Association of Manufacturers of Confectionery and Chocolate at the group's annual luncheon meeting in the Georgian Room of the Hotel Sculler here. About 100 candy company representatives attended.
 Other officers are A. H. Heide, Henry Heide, Inc., vice-president, and H. Lustig, secretary-treasurer. C. R. Adelson, retiring president, Delson Candy, was named chairman of the executive committee.
 Executive committee members are I. L. Cook, Rockwood & Company; J. C. Drury, Fanny Farmer; G. R. Frederick, Loft Candy Company; S. D. Fried, Kordav Candies, Inc.; J. D. Hand, Sweets Company; C. F. Haug, Mason, Au & Magenheimer; C. L. Payne, Wallace & Company; A. Radutsky, Independent Halvah; C. E. Reid, Charms Company; I. C. Shaffer, Maillard Corporation; J. S. Swersey, Swersey, Inc., and H. Tenzer, Barton's, Inc. H. L. Heide and H. L. Hoops, Hawley & Hoops, were named honorary committee members.

IN STOCK VICTOR'S
 New BABY GRAND CHICLE TREATS VENDOR also JUMBO 100
 \$13.45 ea. ORDER NOW
 4 or more, \$12.95 each
 10 or more, \$12.00 each
PARKWAY MACHINE CORP.
 218 Grand St., Baltimore 2, Md.

BUY BABY GRAND VENDORS FROM TORR ON 20 Weekly Installment Plan
 WRITE FOR DETAILS
ROY TORR LANSDOWNE, PENNA.
 Servicing and Financing Operators Since 1910

GRIFFIN HAND LOTION & HAIR OIL DISPENSER FOR PUBLIC WASHROOMS
 Now Available at \$12.50 ea.
 Prevents money making. Very attractive. Unlimited locations. Worn throughout year.
 Wanted Distributors. MPD by Merchandising Dispensers, Inc. 1702 W. Adams, Los Angeles 18

Blue Sky
 • Continued from page 92
 emphasized that it was not the work of the BBB to censor advertising copy. Advertisers are asked to qualify their claims of large earning powers of their machines and establish themselves as "businessmen" rather than promoters. If prospective advertisers can prove stability, the business group accepts the copy.
 Bauer also declared that under this operation no trouble had been encountered with manufacturing firms or local organized distributors. The trouble so far had come from what he termed "independent jobbers."
 The BBB also pointed out that one of the complaints filed was that some of the buyers have been lured into the business on the representations that the machines were in profitable locations and that the vending industry required only the collection of money—and little or no work. Bauer said that he realized the field was large and lucrative—but not without effort.
 J. S. Miller, of the BBB, is handling much of the screening. No panel of local distributors is used in the processing.

BABY GRAND CHICLE MACHINE CASE OF FOUR \$52.00 F.O.B. Boston
 NEW CHLOROPHYLL
 CHICLE CHEWS—VEND 2 FOR 1c 25 LB. CTNS. \$24.00 173 Desh, Bal. C.O.D.
CHAMPION NUT & CHOCOLATE CO.
 1174 Tremont St., Boston, Mass.

Promotion Salesmen
 If your present deal doesn't average you \$2400.00 net monthly, write us! Make experience—earn \$1000 every thing. Our boys drive Cadillac, earn big money selling door-to-door, no competition! **Billboard Salesmen** Write: 828 Chicago, Billboard Salesmen, Randolph Street, Chicago 1, Illinois.

Supplies in Brief
 WASHINGTON, May 10.—The United States bought 56 per cent of Turkey's 1951 tobacco-leaf exports, for which it paid around \$40 million, according to the Commerce Department. Turkey's tobacco-leaf exports for 1951 stood at about 56,191 metric tons, valued roughly at \$66 million. Overall production of tobacco in Turkey last year is estimated at 82,000 metric tons, as compared with 84,945 metric tons in 1950.
 Commerce Department figures showed Turkey leaf-tobacco exports for 1951 were the second highest on record in both tonnage and value. They were exceeded only by the exceptionally large marketings of 77,625 tons during 1949, when the German market was reopened and took around 20,000 tons. Last year Western Germany purchased around 4,400 tons, as compared with 31,835 taken by the United States. Turkish tobacco went to upward of 30 countries, according to the report.
 The Department noted an improvement in the 1951 cultivation of leaf tobacco in Uruguay, leading to a 12 per cent increase over 1950 production despite a smaller planted area. Local factories supplied more than 96 per cent of the total cigarettes consumed in Uruguay, with the United States supplying 74 per cent of the cigarette imports. Italy supplies 48 per cent of cigars brought into Uruguay, with 20 per cent coming from Jamaica and 7 per cent from the United States.

WASHINGTON, May 10.—Cost of marketing the four principal tobacco products (cigarettes, cigars, smoking tobacco and chewing tobacco) advanced to a new high in 1951, according to Agriculture Department figures. In 1951 it cost \$1.42 to market a pound of tobacco, as compared with \$1.35 the previous year. The advance continued the upward trend which began in 1944. The margin between retail cost and the farm value of the leaf tobacco was further increased by a rise of nearly 1 cent a pound in excise taxes. The farm value failed to increase with the retail cost, thus reducing the farmer's share of the retail cost from 17.5 per cent in 1950 to 17 per cent in 1951, the lowest since 1944 when farmers

New Bulk Vender
 • Continued from page 92
 delivery. Two standard milk cans are positioned in the base to which the delivery service hose is attached. Features include a self-contained circulating and automatic defrosting system. Milk is cooled to 32 degrees by a continuous flow of cold air over the surfaces of both containers.
 Fiberglass insulation is used thruout the cabinet, which is of galvanized steel. Exterior is finished in chrome gray enamel. Dimensions and price were not announced.

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING
 SIMPLIFIED SERVICE MEANS MORE MONEY . . . LESS WORK
 The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location. The empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.
THE NORTHWESTERN CORPORATION
 829 S. ARMSTRONG ST., MORRIS, ILL.

\$25 DOWN Balance \$10 Monthly
WATLING
 Manufacturing Company
 4630 W. Fulton St., Chicago 44, Ill.
 BR 1069—Telephone: Columbus 1-3773
 Cable Address: WATLINGITE, Chicago

30-DAY MONEY BACK TRIAL
Northwestern Sensational **TAB GUM**
 Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose and we know we will gain a satisfied customer.
GUARANTEED USED MACHINES
 DELUXE 1c and 2c Combination, \$15.95
 MODEL 25 BALL GUM, 7.45
 POLICE 2c, 7.45
 MASTER 2c, 7.45
 CHALLENGER, Sr. 2 Ctl., Plastic Globe, 22.50
 HUNTER (Globe Steel), 22.50
 ESQUIRE, 1c, 4.95
MERCHANDISE AND SUPPLIES
 10-COLUMN 1c Selective PRICES
 Less than 25 \$25.95
 Less than 100 \$25.45
 100 or more \$24.95
 F.O.B. Factory
DELUXE 1c and 2c Combination
 DELUXE 1c and 2c Combination, \$15.95
 MODEL 25 BALL GUM, 7.45
 POLICE 2c, 7.45
 MASTER 2c, 7.45
MERCHANDISE AND SUPPLIES
 10-COLUMN 1c Selective PRICES
 Less than 25 \$25.95
 Less than 100 \$25.45
 100 or more \$24.95
 F.O.B. Factory
TIME PAYMENT PLAN AVAILABLE—TERMS ACCEPTED.
NORTHWESTERN SALES AND SERVICE COMPANY
 MOE MANDELL
 430 WEST 42nd STREET, NEW YORK 18, N. Y. • CHICKERING 4-0147
 2105 16th AVENUE, BROOKLYN, N. Y. • GE 2ney 8-3600

MAKE MORE MONEY IN VENDING!
 Read The Billboard Every Week
 for the biggest vending opportunities—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.
 Enter a Money-Saving Subscription Now!
 Fill out this coupon and mail today.
 Saves you more than 70% on newsstand price.
 The Billboard, 2158 Patterson St., Cincinnati 21, Ohio.
 Yes! Please send me The Billboard for one year at \$78.
 Check here for trial subscription of 12 weeks at \$3 (Foreign rates upon request). 984
 Name
 Address
 City Zone State
 Occupation

Don't Delay... Order NOW! from **LITTLE ACORNS** mighty INCOMES grow
ACORN
 The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR
 1c & 5c mechanism slides into place—no screws!
 • Vends all built-in midie., nuts, gum balls, candy, chokes.
 • Polished, easy-to-clean merchandise chute.
 • Temperproof! Held by top lock and body clamps only.
 • Guaranteed mechanically weight less than 7 lbs.
WAK manufacturing co., inc.
 11411 Knightsbridge Ave., Culver City, Calif.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

Agents & Distributors

Custom Built Machines, reading the bed bracket pillow speaker, replaces coin operated radio...

Business Opportunities

Coin radios and televisions; buy direct from manufacturer and save...

Help Wanted

Mechanic, thoroughly experienced in all types music, including juke boxes, amplifiers, pins and shuffle games...

Salesman who call on clubs to sell a completely new motion picture amusement game...

Parts, Supplies & Services

Attention, Bulk Vendors—Pee Wee Boston Baked Beans, red hot, rainbow peanuts...

Coin Machine Operator—one stop premium merchandise, records, cards, used games...

KING SIZE CONVERSIONS

for size shift and stand. Rowe and all National cigarette machines, \$2.50. Rowe Royal back shift and Stewart-Maguire, \$1.50.

CIGARETTE VENDING MACHINE SERVICE

1000 Keeler Ave. Bartlesville, Okla.

DOES THIS AD HIT YOUR EYE?

You can have an ad like this in the next issue of The Billboard for as little as \$25.20. Smaller ads, not boxed, but with large type, for as little as \$2.40.

The Billboard

MUSIC OPERATORS!

STOP PETTY PILFERING THAT EATS INTO YOUR PROFITS! Protect Your Cash with Steel Coin Box Covers...

ORDER A SAMPLE TODAY. Seeburg, \$3.00. Evans, \$3.50. Write for Quantity Prices.

GILLETTE DISTRIBUTING CO. Box WE-612, Billboard Pub. Co., 189 W. Randolph Chicago 1, Ill.

Free 122-Page Parts & Supplies Catalog No. 20, advise type machines you operate...

Stamp folders direct from manufacturer; lowest prices; send for prices and samples...

Stamp folders, direct from manufacturer; unlimited quantities, immediate delivery...

Routes For Sale

Route of 12 Waiting Model 400 Scales on location, like new. For complete information contact...

FOR SALE

ADMIRAL MUSIC CO. 5453 N. Spaulding Chicago, Ill. Phone: BRumswick 8-0262

Photograph and Pin Game Route for sale on the Texas Gulf Coast...

\$2500 to \$3000 per month net profit; 150 pieces music, five-balls, bowlers, one-ball, established 20 years North Idaho...

\$6500 will handle juke and Pin Ball Route, 50 machines; owner has other business; good territory...

Used Coin-Operated Equipment

A-1 Bargain Cigarettes and Candy Vending Machines, all makes and models, lowest prices...

Coin Horses—All makes, models; Exhibit Pony Express, repainted, reconditioned...

Far Sale—Citation, \$50; Magic, \$30; Flamingo, \$25; Shuffle Alley, \$10; Shuffle Bowler, \$30...

Far Sale—Mills, Jennings, Pace, Waiting Balls; beautifully reconditioned Bally Clover Ball; used pin games, allies, etc...

For Sale—28 used Pokeroke tables in good condition, \$50.00. Scientific Shee-bell, 5123, Box 183, Weira, N. H.

For Sale—Complete Arcade, nice condition, whole or parts; write for list and make offer on what you need...

For Sale—Counter Machines: Imp Penny Cigarette, \$16.50; Comet or Marvel, \$29.50; A-B-T Challenger, \$19.50...

FOR SALE 64 POST-WAR U-SELECT-IT 74's—10 U-SELECT-IT 72's

Each machine had easy service, is superbly reconditioned and clean, worn parts were replaced...

Model C AMI, used 3 months, low mileage, \$490; Rock-Ola 3P, clean, \$50; Seall, Beach Haven, N. J. Phone 386-21.

Panorama Photomatics, Card Vendors, Arcade Machines, Penny Games; price reasonable; send for list...

Real low prices—U-Select-It Candy Machines, 72 bar, \$27.50 each; latest model 8 column cigarette machines...

Will trade Toy Trucks (like new) for Music, Cigarette or any other coin machine equipment...

1 practically brand new U-Pop-It automatic candy machine, will specify, \$400; machine cost \$950...

2 Motorcade Picture Machines, excellent condition, reasonable price. Write, West Haven, Conn. Phone: WE 3-5830.

6 Northwestern 5-cent red model 49 nut vending machines, purchased new in 1952; in perfect condition...

480 L Model V. Williams, all steel cabinets, plastic fronts; will vend bulk candy, nuts, ball gum, charms...

Want to Buy

Breath Puffet Machines—any type, any quantity, for cash. Dalton, 2710 Farrington Rd. Brooklyn 10, N. Y.

Wanted—Route of Advance fair package vending machines, Box 51, Billboard, Chicago, Ill.

Want to Buy—All late model phonographs for cash; state quantity, condition and price in letter...

Wanted to Buy—Large number of slots, pins, music, etc., in Maryland or Maryland and D. C. Box 518, Billboard, Chicago 1.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issued as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses...

Table with columns for Issue of (May 10, May 3, April 26, April 19) and rows for various amusement games like ABC (United), Advance Rotts (Genco), Arizona (United), etc.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed...

2 Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch.

3 New check off the classification you want your advertisement to appear under: Agents and Distributors Wanted, Help Wanted, Parts, Supplies and Services, Positions Wanted, Routes for Sale, Used Coin-Operated Equipment, Want to Buy.

ADVERTISING RATES REGULAR-CLASSIFIED: Usual want-ad style, one paragraph, no display. First line set in 4 pt. bold, balance 4 pt. light.

Materiale proibito da copyright

	Issue of May 10	Issue of May 3	Issue of April 26	Issue of April 19
Holiday (Keeney)	305.00(2)	305.00(2)	305.00(3)	3385.00(3)
Hot Shot (Bally)	59.50 89.50	59.50 69.50	59.50 89.50	59.50 89.50
Humpty Dumpty (Gottlieb)	29.50 49.50	29.50 49.50	29.50(2) 49.50	29.50(2) 49.50
Jack and Jill	49.50	49.50	49.50	49.50
Jenny (Exhibit)	119.50	119.50	30.00 40.00	34.50 55.00
Jockey Special (Bally)	29.50 54.50(2)	54.50(2) 50.00	50.00 40.00	50.00 54.50(2)
John (Gottlieb)	110.00	110.00	119.50	119.50
Judy (Exhibit)	109.50	35.00 79.50	119.50	119.50
Just 21 (Gottlieb)	79.50	35.00 79.50	39.50 79.50	75.00 75.00
K. C. Jones (Gottlieb)	99.50 109.50	109.50	99.50 119.50	90.00 99.50
King Arthur (Gottlieb)	250.00	250.00	225.00 279.50	225.00 279.50
King Cole (Gottlieb)	69.50 95.00	69.50 129.50	89.50 99.50	89.50 99.50
King of the Hill (Gottlieb)	99.50 129.50	139.50	115.00 119.00	109.50 130.00
King of the Ring (Gottlieb)	139.50	139.50	124.50 129.50	129.50 149.50
King of the World (Gottlieb)	39.50	39.50	39.50	39.50
Leader (United)	385.00 425.00	385.00 395.00	164.50	164.50
Liter-a-Line (Keeney)	175.00(2)	195.00 200.00	195.00(2)	195.00(2)
Lucky Train (Williams)	79.50 94.50	79.50 94.50	60.00 69.50	59.50 79.50
Madison Square Garden (Gottlieb)	30.00 39.50	39.50 59.50	29.50 59.50	39.50 59.50
Major League Baseball (United)	30.00 39.50	39.50 59.50	29.50 59.50	39.50 59.50
Majors of '49 (Chicago Coin)	70.00 79.50	79.50	69.50 79.50	34.50 79.50
Maryland (Williams)	49.50 89.50(2)	49.50 89.50(2)	49.50 75.00	49.50 89.50
Melody (Bally)	49.50	49.50	49.50	49.50
Mercury (Gottlieb)	104.50	104.50	45.00 114.50	67.50 69.50
Merrill (Gottlieb)	39.50	39.50	39.50	39.50
Merry Widow (Gottlieb)	39.50	39.50	149.50	149.50
Minotaur (Gottlieb)	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Moonglow (United)	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Moon Glow (United)	49.50	49.50	49.50	49.50
Murder (Exhibit)	99.50 119.50	119.50	109.50 129.50	129.50
Navy (Williams)	79.50	79.50	84.50	84.50
Night Train (Gottlieb)	134.50	134.50	144.50	144.50
Old Faithful (Gottlieb)	39.50	39.50	39.50	39.50
Old Time (Gottlieb)	65.00 75.00	49.50 75.00	50.00 75.00	75.00 75.00
Old Time (Gottlieb)	89.50 119.50	89.50 119.50	119.50	119.50
One, Two, Three (Gottlieb)	49.50	49.50	49.50	49.50
Phantom (Williams)	69.50	69.50	69.50	69.50
Photo Finish (United)	65.00 75.00	49.50 75.00	50.00 75.00	75.00 75.00
Play Ball (Chicago Coin)	89.50 119.50	89.50 119.50	119.50	119.50
Play Ball (Chicago Coin)	129.50	129.50	29.50	29.50
Play Ball (Chicago Coin)	79.50	79.50	40.00	40.00
Play Ball (Chicago Coin)	114.50	114.50	124.50	124.50
Play Ball (Chicago Coin)	79.50	79.50	79.50	79.50
Play Ball (Chicago Coin)	40.00 59.50	25.00 59.50	100.00 124.50	99.50 144.50
Play Ball (Chicago Coin)	134.50 149.50	134.50 145.00	145.00	145.00
Play Ball (Chicago Coin)	84.50 89.00	69.50 84.50	89.00 89.50(2)	69.50 89.00
Play Ball (Chicago Coin)	89.50	89.50	109.50	109.50
Play Ball (Chicago Coin)	89.50	89.50	35.00 74.50	94.50
Play Ball (Chicago Coin)	49.50	25.00 49.50	49.50	49.50
Play Ball (Chicago Coin)	109.50	109.50	69.50 119.50	69.50 119.50
Play Ball (Chicago Coin)	134.50	134.50	134.50 139.50	134.50 139.50
Play Ball (Chicago Coin)	140.00	140.00	140.00	140.00
Play Ball (Chicago Coin)	39.50	39.50	39.50	39.50
Play Ball (Chicago Coin)	64.50	64.50	64.00 64.50	64.50 64.50
Play Ball (Chicago Coin)	79.50	79.50	79.50	79.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	55.00 59.50	55.00 59.50	35.00 59.50	59.50 59.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	39.50	25.00 39.50	39.50	39.50
Play Ball (Chicago Coin)	79.50	50.00 79.50	15.00 45.00(2)	49.50 79.50
Play Ball (Chicago Coin)	295.00 325.00	300.00 325.00	109.50	109.50
Play Ball (Chicago Coin)	99.50	84.50 99.50	65.00 79.50(2)	79.50 89.50
Play Ball (Chicago Coin)	99.50	99.50	89.50 99.50	99.50
Play Ball (Chicago Coin)	49.50	49.50	125.00	125.00
Play Ball (Chicago Coin)	49.50	25.00 49.50	49.50	49.50
Play Ball (Chicago Coin)	109.50	109.50	69.50 119.50	69.50 119.50
Play Ball (Chicago Coin)	134.50	134.50	134.50 139.50	134.50 139.50
Play Ball (Chicago Coin)	140.00	140.00	140.00	140.00
Play Ball (Chicago Coin)	39.50	39.50	39.50	39.50
Play Ball (Chicago Coin)	64.50	64.50	64.00 64.50	64.50 64.50
Play Ball (Chicago Coin)	79.50	79.50	79.50	79.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	55.00 59.50	55.00 59.50	35.00 59.50	59.50 59.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	39.50	25.00 39.50	39.50	39.50
Play Ball (Chicago Coin)	79.50	50.00 79.50	15.00 45.00(2)	49.50 79.50
Play Ball (Chicago Coin)	295.00 325.00	300.00 325.00	109.50	109.50
Play Ball (Chicago Coin)	99.50	84.50 99.50	65.00 79.50(2)	79.50 89.50
Play Ball (Chicago Coin)	99.50	99.50	89.50 99.50	99.50
Play Ball (Chicago Coin)	49.50	49.50	125.00	125.00
Play Ball (Chicago Coin)	49.50	25.00 49.50	49.50	49.50
Play Ball (Chicago Coin)	109.50	109.50	69.50 119.50	69.50 119.50
Play Ball (Chicago Coin)	134.50	134.50	134.50 139.50	134.50 139.50
Play Ball (Chicago Coin)	140.00	140.00	140.00	140.00
Play Ball (Chicago Coin)	39.50	39.50	39.50	39.50
Play Ball (Chicago Coin)	64.50	64.50	64.00 64.50	64.50 64.50
Play Ball (Chicago Coin)	79.50	79.50	79.50	79.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	55.00 59.50	55.00 59.50	35.00 59.50	59.50 59.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	39.50	25.00 39.50	39.50	39.50
Play Ball (Chicago Coin)	79.50	50.00 79.50	15.00 45.00(2)	49.50 79.50
Play Ball (Chicago Coin)	295.00 325.00	300.00 325.00	109.50	109.50
Play Ball (Chicago Coin)	99.50	84.50 99.50	65.00 79.50(2)	79.50 89.50
Play Ball (Chicago Coin)	99.50	99.50	89.50 99.50	99.50
Play Ball (Chicago Coin)	49.50	49.50	125.00	125.00
Play Ball (Chicago Coin)	49.50	25.00 49.50	49.50	49.50
Play Ball (Chicago Coin)	109.50	109.50	69.50 119.50	69.50 119.50
Play Ball (Chicago Coin)	134.50	134.50	134.50 139.50	134.50 139.50
Play Ball (Chicago Coin)	140.00	140.00	140.00	140.00
Play Ball (Chicago Coin)	39.50	39.50	39.50	39.50
Play Ball (Chicago Coin)	64.50	64.50	64.00 64.50	64.50 64.50
Play Ball (Chicago Coin)	79.50	79.50	79.50	79.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	55.00 59.50	55.00 59.50	35.00 59.50	59.50 59.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	39.50	25.00 39.50	39.50	39.50
Play Ball (Chicago Coin)	79.50	50.00 79.50	15.00 45.00(2)	49.50 79.50
Play Ball (Chicago Coin)	295.00 325.00	300.00 325.00	109.50	109.50
Play Ball (Chicago Coin)	99.50	84.50 99.50	65.00 79.50(2)	79.50 89.50
Play Ball (Chicago Coin)	99.50	99.50	89.50 99.50	99.50
Play Ball (Chicago Coin)	49.50	49.50	125.00	125.00
Play Ball (Chicago Coin)	49.50	25.00 49.50	49.50	49.50
Play Ball (Chicago Coin)	109.50	109.50	69.50 119.50	69.50 119.50
Play Ball (Chicago Coin)	134.50	134.50	134.50 139.50	134.50 139.50
Play Ball (Chicago Coin)	140.00	140.00	140.00	140.00
Play Ball (Chicago Coin)	39.50	39.50	39.50	39.50
Play Ball (Chicago Coin)	64.50	64.50	64.00 64.50	64.50 64.50
Play Ball (Chicago Coin)	79.50	79.50	79.50	79.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	55.00 59.50	55.00 59.50	35.00 59.50	59.50 59.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	39.50	25.00 39.50	39.50	39.50
Play Ball (Chicago Coin)	79.50	50.00 79.50	15.00 45.00(2)	49.50 79.50
Play Ball (Chicago Coin)	295.00 325.00	300.00 325.00	109.50	109.50
Play Ball (Chicago Coin)	99.50	84.50 99.50	65.00 79.50(2)	79.50 89.50
Play Ball (Chicago Coin)	99.50	99.50	89.50 99.50	99.50
Play Ball (Chicago Coin)	49.50	49.50	125.00	125.00
Play Ball (Chicago Coin)	49.50	25.00 49.50	49.50	49.50
Play Ball (Chicago Coin)	109.50	109.50	69.50 119.50	69.50 119.50
Play Ball (Chicago Coin)	134.50	134.50	134.50 139.50	134.50 139.50
Play Ball (Chicago Coin)	140.00	140.00	140.00	140.00
Play Ball (Chicago Coin)	39.50	39.50	39.50	39.50
Play Ball (Chicago Coin)	64.50	64.50	64.00 64.50	64.50 64.50
Play Ball (Chicago Coin)	79.50	79.50	79.50	79.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	55.00 59.50	55.00 59.50	35.00 59.50	59.50 59.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	39.50	25.00 39.50	39.50	39.50
Play Ball (Chicago Coin)	79.50	50.00 79.50	15.00 45.00(2)	49.50 79.50
Play Ball (Chicago Coin)	295.00 325.00	300.00 325.00	109.50	109.50
Play Ball (Chicago Coin)	99.50	84.50 99.50	65.00 79.50(2)	79.50 89.50
Play Ball (Chicago Coin)	99.50	99.50	89.50 99.50	99.50
Play Ball (Chicago Coin)	49.50	49.50	125.00	125.00
Play Ball (Chicago Coin)	49.50	25.00 49.50	49.50	49.50
Play Ball (Chicago Coin)	109.50	109.50	69.50 119.50	69.50 119.50
Play Ball (Chicago Coin)	134.50	134.50	134.50 139.50	134.50 139.50
Play Ball (Chicago Coin)	140.00	140.00	140.00	140.00
Play Ball (Chicago Coin)	39.50	39.50	39.50	39.50
Play Ball (Chicago Coin)	64.50	64.50	64.00 64.50	64.50 64.50
Play Ball (Chicago Coin)	79.50	79.50	79.50	79.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	55.00 59.50	55.00 59.50	35.00 59.50	59.50 59.50
Play Ball (Chicago Coin)	49.50	49.50	49.50	49.50
Play Ball (Chicago Coin)	39.50	25.00 39.50	39.50	39.50
Play Ball (Chicago Coin)	79.50	50.00 79.50	15.00 45.00(2)	49.50 79.50
Play Ball (Chicago Coin)	295.00 325.00	300.00 325.00	109.50	109.50
Play Ball (Chicago Coin)	99.50	84.50 99.50	65.00 79.50(2)	79.50 89.50
Play Ball (Chicago Coin)	99.50	99.50	89.50 99.50	99.50
Play Ball (Chicago Coin)	49.50	49.50	125.00	125.00
Play Ball (Chicago Coin)	49.50	25.00 49.50	49.50	49.50
Play Ball (Chicago Coin)	109.50	109.50	69.50 119.50	69.50 119.50
Play Ball (Chicago Coin)	134.50	134.50	134.50 139.50	134.50 139.50
Play Ball (Chicago Coin)	140.00	140.00	140.00	140.00
Play Ball (Chicago Coin)	39.50	39.50	39.50	39.50
Play Ball (Chicago Coin)	64.50	64.50	64.00 64.50	64.50 64.50
Play Ball (Chicago Coin)	79.50	79.		

YOUR NAME Registered with us when you buy...
HERCULOCKS*
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YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Aquacade	75.00	Champion (DC)	75.00
Baby Face	50.00	Citation	50.00
Camp Caravan	60.00	Dividing Champ	75.00
Chariot	75.00	Champion (Ball)	80.00
Chariot	80.00	Trojan Glove	100.00
Colonia	29.00	Funchy	145.00
Montezuma	50.00	Walters	130.00

...Late-A-Line... \$175.00

BOWLING GAMES
 Kenney League Bowlers, 8225 90 • Kenney King Pin... 850.00

We Shall Be Pleased to Demonstrate This New Equipment

ROY MCGINNIS CORP.
 2011 MARYLAND AVE. BALTIMORE 10, MD. PHONE: BELMONT 1300

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 Tel. GL 4-9470

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 5c-10c-25c-50c-\$1.00
 Also made for many foreign coins

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 4222 W. Lake St. Chicago 24, Ill.

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Wurlitzer Mid 1150	115.00	Bally Turf Kings	249.50
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AME Model C	150.00	Bally Gardens	69.50
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Gottlieb King Arthur	99.50	Bally Bright Lines	215.00
Packard Wall Boxes	8.99	Bally Champion	124.50
Bahall Sil Shooter	195.00	Williams Wadburner	225.00
Williams Music Mite	99.50	Seaburg Bear Gun	249.50
Kenney Bowling Champ	75.00	Gottlieb Knockout	99.50
Kenney 100 Band-Matic	75.00	Quizer	99.50
Gene Shuffle Target	149.50	Williams Smoothie	99.50
Kenney 4-Way League Bowler	150.00	Ballot Gun Patrol	225.00
Kenney Lite-A-Line	185.00	United Steppichon	395.00
Williams Double Header	99.50	Williams Bowls Plus	149.50
United ABC	295.00	Bally Sport-Lite	Write
Exhibit Pony Express	249.50	Universal 5-Balls	149.50

BADGER SALES CO. 231 WEST PICO BLVD. LOS ANGELES, CALIF.
BADGER NOVELTY CO. 2646 N. 30TH ST. MILWAUKEE, WIS.

THE BILLBOARD Index of Advertised Used Machine Prices

• Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment of the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk readers, 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 10	Issue of May 3	Issue of April 26	Issue of April 19
Acc Runner (Miscellaneous)	95.00	95.00	95.00	95.00
Air Reader (Kenney)	95.00 125.00	95.00	95.00 125.00	95.00
All American Baseball	100.00	100.00	100.00	100.00
All Stars (Williams)	109.50	44.50 109.50	109.50	34.50 109.50
All Star Baseball	49.50	49.50	49.50	49.50
Bala-Score (Eaton)	225.00	225.00	225.00 295.00	225.00
Balloon Ball	100.00	100.00	100.00	100.00
Big Money (Bally)	124.50 185.00	124.50 185.00	165.00 185.00	185.00
Billboard (Superior)	100.00	100.00	100.00	100.00
Bouncing (Amusement Corp)	45.00	45.00	45.00	45.00
Bowl-O-Matic (U.M.C.)	495.00	19.50 29.50	19.50	19.50 22.50
Challenger (A.B.T.)	29.50	29.50	29.50	29.50
Chicken Sam (Seaburg)	75.00 105.00	75.00 105.00	75.00 105.00	75.00 105.00
Circus Romance	109.50	109.50	109.50	109.50
Center Grip (Mercury)	25.00	25.00	25.00	25.00
Die Game (Eaton)	39.50 69.50	39.50 69.50	44.50 45.00	50.00 65.00
Drum (Kenney)	75.00(31)	60.00(late)	60.00(late)	69.50 75.00(2)
Drum (Kenney)	85.00(late)	85.00(late)	69.50(2)	85.00(late)
Drum (Kenney)	94.50	94.50	75.00(4)	94.50 115.00
Drum (Kenney)	79.50	79.50	79.50	79.50
Drum (Kenney)	85.00(late)	85.00(late)	85.00(late)	85.00(late)
Defender (Bally)	95.00	95.00	95.00	95.00
Drum Athletic Scale (Mercury)	69.00 79.50	69.00 79.50	69.00 79.50	69.50 79.50
Drum Athletic Scale (Mercury)	150.00	150.00	150.00	150.00
Drum Athletic Scale (Mercury)	17.50	17.50	17.50	17.50
Drum Athletic Scale (Mercury)	75.00	75.00	75.00	75.00
Drum Athletic Scale (Mercury)	125.00	125.00	125.00	125.00
Drum Athletic Scale (Mercury)	69.50 95.00	69.50 95.00	69.50 95.00	69.50 95.00
Drum Athletic Scale (Mercury)	99.50 125.00	99.50 125.00	99.50 125.00	99.50 125.00
Drum Athletic Scale (Mercury)	125.00	125.00	125.00	125.00
Drum Athletic Scale (Mercury)	19.00	19.00	19.00	19.00
Drum Athletic Scale (Mercury)	225.00(2)	225.00 249.50	225.00 249.50	225.00 249.50
Drum Athletic Scale (Mercury)	249.50	249.50	249.50	249.50
Drum Athletic Scale (Mercury)	69.50(2)	45.00 62.50(2)	45.00 69.50(2)	45.00 55.00
Drum Athletic Scale (Mercury)	69.50(2)	69.50(2)	69.50(2)	69.50(2)
Drum Athletic Scale (Mercury)	69.00 75.00	69.00 75.00	69.00 75.00	69.00 75.00
Drum Athletic Scale (Mercury)	85.00	85.00	85.00	85.00
Drum Athletic Scale (Mercury)	85.00	85.00	85.00	85.00
Drum Athletic Scale (Mercury)	95.00(2) 109.50	95.00 109.50	95.00 109.50	95.00 109.50
Drum Athletic Scale (Mercury)	245.00 250.00	245.00	245.00	215.00 245.00
Drum Athletic Scale (Mercury)	195.00	195.00	195.00	195.00
Drum Athletic Scale (Mercury)	22.50	22.50	22.50	22.50
Drum Athletic Scale (Mercury)	175.00	175.00	175.00	175.00
Drum Athletic Scale (Mercury)	100.00	100.00	100.00	100.00
Drum Athletic Scale (Mercury)	19.50	19.50	19.50	19.50
Drum Athletic Scale (Mercury)	199.50	199.50	183.00 199.50	180.00 229.50
Drum Athletic Scale (Mercury)	125.00	125.00	125.00	125.00
Drum Athletic Scale (Mercury)	125.00	125.00	125.00	125.00
Drum Athletic Scale (Mercury)	250.00	250.00	250.00	250.00
Drum Athletic Scale (Mercury)	195.00	195.00	195.00	195.00
Drum Athletic Scale (Mercury)	350.00(early)	350.00(early)	350.00(early)	350.00(early)
Drum Athletic Scale (Mercury)	650.00(late)	650.00(late)	650.00(late)	650.00(late)
Drum Athletic Scale (Mercury)	95.00 100.00	95.00 100.00	95.00 100.00	95.00 100.00
Drum Athletic Scale (Mercury)	129.50	125.00 129.50	125.00 129.50	125.00 129.50
Drum Athletic Scale (Mercury)	185.00	149.50 185.00	185.00 195.00	185.00 195.00
Drum Athletic Scale (Mercury)	45.00	45.00	45.00	45.00
Drum Athletic Scale (Mercury)	99.50	99.50	99.50	99.50
Drum Athletic Scale (Mercury)	85.00	85.00	85.00	85.00
Drum Athletic Scale (Mercury)	350.00 375.00	350.00 375.00	350.00	350.00
Drum Athletic Scale (Mercury)	395.00	395.00	395.00	395.00
Drum Athletic Scale (Mercury)	75.00	75.00	75.00	75.00
Drum Athletic Scale (Mercury)	22.50	22.50	22.50	22.50
Drum Athletic Scale (Mercury)	79.00 89.50	79.00 89.50	55.00 89.50	79.00 89.50
Drum Athletic Scale (Mercury)	100.00	100.00	100.00	100.00
Drum Athletic Scale (Mercury)	125.00	125.00	125.00	100.00 125.00
Drum Athletic Scale (Mercury)	150.00	150.00	150.00	150.00
Drum Athletic Scale (Mercury)	49.50	49.50	49.50	49.50
Drum Athletic Scale (Mercury)	24.50	24.50	24.50	24.50
Drum Athletic Scale (Mercury)	195.00	195.00	195.00	195.00
Drum Athletic Scale (Mercury)	289.50 299.50	289.50 299.50	224.50 299.50	299.50(2)
Drum Athletic Scale (Mercury)	319.50	319.50	249.50 319.50	325.00(3)
Drum Athletic Scale (Mercury)	325.00	325.00(2)	295.00 325.00	349.50 350.00
Drum Athletic Scale (Mercury)	100.00	100.00	100.00	100.00
Drum Athletic Scale (Mercury)	150.00 165.00	150.00 165.00	95.00 125.00	95.00 160.00
Drum Athletic Scale (Mercury)	150.00 165.00	150.00 165.00	150.00 165.00	150.00 165.00
Drum Athletic Scale (Mercury)	149.50	195.00(3)	124.50 185.00	175.00
Drum Athletic Scale (Mercury)	195.00(3)	225.00	195.00(4)	195.00(3)
Drum Athletic Scale (Mercury)	100.00	100.00	100.00	100.00
Drum Athletic Scale (Mercury)	150.00	150.00	150.00	150.00
Drum Athletic Scale (Mercury)	39.50	29.50 39.50	29.50	29.50
Drum Athletic Scale (Mercury)	69.50	69.50	69.50	49.00 69.50
Drum Athletic Scale (Mercury)	125.00	105.00	105.00 125.00	110.00
Drum Athletic Scale (Mercury)	295.00	295.00	295.00	295.00
Drum Athletic Scale (Mercury)	95.00 100.00	99.50 99.50	95.00 100.00	79.50 100.00
Drum Athletic Scale (Mercury)	139.50	100.00	125.00 139.50	135.00 139.50
Drum Athletic Scale (Mercury)	350.00	350.00	350.00	350.00
Drum Athletic Scale (Mercury)	125.00	100.00	100.00	100.00
Drum Athletic Scale (Mercury)	110.00	110.00	110.00	110.00
Drum Athletic Scale (Mercury)	129.00 169.50	129.00 169.50	129.00 139.50	139.50
Drum Athletic Scale (Mercury)	65.00 75.00	65.00 75.00	65.00 75.00	65.00 75.00
Drum Athletic Scale (Mercury)	18.50	18.50	18.50	18.50
Drum Athletic Scale (Mercury)	25.00	25.00	25.00	25.00
Drum Athletic Scale (Mercury)	85.00 95.00	85.00 95.00	85.00 95.00	85.00 95.00
Drum Athletic Scale (Mercury)	425.00 525.00	395.00 425.00	395.00 525.00	395.00 525.00
Drum Athletic Scale (Mercury)	825.00	825.00	825.00	825.00
Drum Athletic Scale (Mercury)	80.00	80.00	80.00	80.00
Drum Athletic Scale (Mercury)	100.00	100.00	100.00	100.00
Drum Athletic Scale (Mercury)	45.00	45.00	45.00	45.00

PRE-INVENTORY SALE ONE BALL

Special Entry	\$ 27.50
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Gold Cup	37.50
Citation	42.50
Champion	47.50
Photo Finish	49.50
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MUSIC

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Aircorn Flicke	69.50
Aircorn Coronet	69.50

Clean and Operating Condition.
 Half Cash, Balance Sight Draft.
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New! New! Make your money count. Buy a 10c machine and get 100 balls for \$88.50! We bought final production from manufacturer, Chicago Coin Machine Co. Regular pin game style, 3 ft. long, 3 ft. wide. Precision diamond sound effect. Plastic base board. Electric scoreboard registers runs, outs, hits, strikes, balls, play until 3 balls are out. Immediate delivery. Ship wt. 65 lbs. Specify 5c or 10c. Each \$88.50

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Chicago Coin "Super Hockey"	\$50.00
Chicago Coin "Hins"	50.00
Genco "South Pacific"	60.00
Genco "Canada"	65.00
Chicago Coin "Play Ball"	40.00

Send 1/3 Deposit—Balance C.O.D.
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 Phone: OL 1800

WE GOT 'EM BUT GOING FAST

BRIGHT LITES \$375
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ORDER NOW!

NEW UNITED & PLAYERS NEW KEENEY PLAYSERS MYSTERY SUPER
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Low Allstate Machines that have had the best of care. Location Ready.

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United Super Twin	149.50
Chicago Coin Classic	69.50
Universal Super Twin	69.50
Chicago Coin Frame	69.50
Target Ball	199.50
Marshall Overhead Scoreboard	79.50
Wurlitzer 300 Wallboxes	79.50

SAVAGE NOVELTY CO.
 428 Third St. Bethel, Wt.

Shuffle Alley Express

Converted to Six Player, Formosa Year, Large Pins, 20-20 scoring, completely re-finished and repainted.

ROYAL MUSIC CO.
 24 Park St. Webster, Mass.
 Tel. 6497

SEND OUT

TRISCORE	\$49.50
FOUR HORSEMEN	65.00
MERCURY	100.00
MUSIC WHITE—With 500	55.00

1/3 deposit required.
ACE AUTOMATIC MACHINE CO.
 721 Main St. Hartford 3, Conn.

FOR SALE

Write of Photographs and Pin Ball Machines, established 20 years, American Country, Boston. A profitable operation, chance for expansion, near big banks. Will sell at sacrifice.

BOX D-191
 Care Billboard Cincinnati 22, O.

67,000 ACTIVE BUYERS read The Billboard Classified columns each week

Shuffle Games

Table listing various shuffle games and their prices across multiple columns. Includes titles like ABC Bowler, Ace Bowler, Baseball, Big League Bowler, Bowling Alley, etc.

Bally Making 3 Products

CHICAGO, May 10. — Bally Manufacturing Company is in simultaneous production on three amusement units — mechanical horse, a five-ball card-type replay game and a gumbo pinball.

L.A. Record Shop Offers Juke Ops Disk Bonus Plan

LOS ANGELES, May 10.—Juke box operators buying their records from Leuhenagen's Record Bar here are being offered a special bonus plan on 4-Star Records, according to Mary Solle, the bar's manager.

Coca-Cola, Dr. Pepper 1st Quarter Net Income

NEW YORK, May 10.—Coca-Cola Company net income for the 1952 quarter ended March 31 was \$4,122,882, compared with \$4,120,637 for the like 1951 period.

WANTED 1100 Wurlitzers A.M.I. Model "B" and "C" Late Model Cottlieb and Genco Free Play 5 Ball Pin Games. Master Penny and Nickel Combination Ball Game Vendors—any quantity.

BETTER BUY from BANNER Where you get... the Best NEW and RECONDITIONED Coin-Operated MACHINES for every purpose at the RIGHT PRICE BANNER SPECIALTY COMPANY

EMPIRE COIN MACHINE WORLD'S LARGEST STOCK BINGO 5-BALLS SHUFFLE GAMES IN STOCK... NEW CLOSEOUTS! MUSIC EVANS CENTURY EVANS JUBILEE CHICAGO BAND BOX CONVERSIONS... I-GARETTE VENDERS SPECIAL! Rock-Ola Center Overhead Electric Scoreboard \$195.00

Buyers Wise . . . Economize at WORLD WIDE

WILLIAMS NEWEST MAJORETTES

Exciting—High score game with points scored for replay. Palm Fear Kickout holes! Five bumper bumpers! Rip-per. Special Star Hole.

WILLIAMS NEW MUSIC MITE

Modern design—superb tone. Ten 45 RPM records. Selector, accumulator and control buttons.
5¢ Play \$145
10¢ Play \$175



CONVERSIONS for Shuffleboards!!

Keeney 4 PLAYER RE-BOUND ATTACHMENT for short shuffleboard. (Like New) \$235
Keeney 4 PLAYER ATTACHMENT for long shuffleboard. \$235
Keeney BOWLING CHAMP 3 PLAYER ATTACHMENT. Lens Boards. \$95

The Only Original—GENUINE FORMICA TOPS NOW AT THE NEW LOW QUANTITY PRICE ONE OR A HUNDRED

8' Game \$18.90
9' Game \$19.90

Accept No Substitutes! New smooth silk screened top eliminates costly repressing, waxing and decal. Available United.

ARCADE

Exhibit SIX SHOOTER \$195
Exhibit SILVER BULLETS 165
Exhibit DALE GUNS 75
CNI Coin PISTOL 95

The Greatest Value of All Time! SHUFFLE GAMES

UNITED
DELUXE 6 PLAYER \$235
SIX PLAYER 245
FIVE PLAYER 215
FOUR PLAYER 195
TWIN SHUFFLE 135
SKEE ALLEY 95
SHUFFLE EXPRESS 55

BAILY
HOOK BOWLER \$175
SPEED BOWLER \$185
SHUFFLE CHAMP 145
SHUFFLE LINE 145
UNIV. HI SCORE \$125
UNIV. SUPER TWIN 45
WILLIAMS DOUBLE HEADER 50

KEENEY
LUXE LEAGUE BOWLER \$225
SIX PLAYER 245
BIG LEAGUE BOWLER, LUXE 185
LEAGUE BOWLER, LUXE 185
Play-Wey BUCK SHOOTER 95
DOUBLE BOWLER 95
KING PIN 45

NEW GAMES

Bally ATLANTIC CITY
CHI COIN WHIZ KIDS
Bally FUTURITY
United DELUXE 6 PLAYER
Wms. HORSE FEATHERS \$395
Wms. SHOOT THE MOON \$190
Genco DOUBLE ACTION \$175
Cortlib CROSSROADS

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ALWAYS the BEST for U.S.S.
Our years of experience with satisfied foreign purchasers assure of complete satisfaction. You may select from the largest stock of games anywhere. Professional packers ensure safe arrival. Prices start at \$39.50.

SPECIAL!

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Bally COMEY ISLAND \$445
Bally BRIGHT LIGHT \$350
United A. B. C. 245
Universal 5 STAR \$350
Keeney HOLIDAY \$375



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NEW
United 6 Player
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4 Player Derby
Steeple Chase
King Pin
Keeney Super League Bowler

Wurlitzer 1015 \$175
Wurlitzer 7100 \$275
A.M.I. Model A \$215
A.M.I. Model B \$450
A.M.I. Model C \$495
Seeburg M100A \$175
Seeburg 140 \$125
Rock-Ola 1427 \$145
Bola \$125
Seeburg Bear Gun \$215

NEW
Wms. Majorette
Wms. Sportsman
Springtime
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Bola
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4, 5 and 6-PLAYER—RECONDITIONED—SPECIAL PRICES!
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All Machines Thoroughly Reconditioned
Bowling Champ \$ 69.50
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Coravan 69.50
Conaste 69.50
ROCKETTES 134.50
Double Shuffle 79.50
Sharpshooter 79.50
Bally Turf Kings \$199.50
Bally Champions 89.50
BALLY GOLD CUP 29.50
Bally Citations 69.50

PHONOGRAPHS
WURLITZER 850 \$ 35.00
Wurlitzer 800 69.50
Wurlitzer 750E 89.50
Packard 400 Hi-Speed 64.50
ROCK-OLA 1432 (51-50) 449.50

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3181 Elston Chicago 18, Ill.
Independence 3-2210
The Finest Names in Coin Machines. Exclusive
With Bally Products and Wurlitzer Phonographs.

Set Golf Game Heavy Output At Denver Co.

DENVER, May 10—Golf Unlimited, Inc., announced this week it was in production on its electronic golf driving unit. A pilot model of the product was introduced at the Coin Machine Institute-sponsored International Exposition at the Hotel Sherman, February 4-6 (The Billboard, February 16).

The unit is an amusement game and device to improve the strokes of golfers. It is composed of a driving tee and a cabinet which registers how far the ball is hit, plus the type of shot as well as amount of loft, hook, slice or straight. The game is called Golf Driver and comes equipped with two clubs, one for men and the other for women. The rubber ball used in the game revolves when struck. Each revolution has been scientifically computed to register five yards.

Distributors
The Golf Driver is handled by distributors. Thus far the following have been appointed:

Michigan—Golf-O-Matic Sales, 6626 S. Telegraph Road, Dearborn.

Oregon and Washington—S. A. Sedlock, 1405 S.W. Alder Street, Portland.

Texas (Southeast)—George H. Gewinner, 2326 Washington Street, Waco.

Colorado—Golf-O-Matic Distributing Company, 2110 W. Pikes Peak Street, Colorado Springs.

Thus far the game has been installed in the following types of locations: Country and athletic clubs; high schools and colleges, sporting goods and department stores, carnivals, driving ranges, amusement parks and ocean liners.

Golf Unlimited has headquarters at 1111 S. Pearl Street, Denver.

Martin Area Men Active in 21-State DuGrenier Distrib

CHICAGO, May 10—Jimmy Martin, head of James H. Martin, Inc., reported a staff of area representatives is covering the firm's 21-State distributorship for DuGrenier cigarette machines.

He stated that appointment of additional area representatives scheduled this week was withheld following a reduction in the manufacturer's allotment of steel due to unsettled condition in the steel industry.

Following DuGrenier's initial break with its location sales policy, Martin had been given an eight-State area in the Midwest; this was increased to the present number earlier this year (The Billboard, February 23). During the National Association of Tobacco Distributors convention in April, DuGrenier spokesmen indicated that the present split-sales system to locations and operators in different territories would be continued.

Pepsi Bottlers Sked \$7 Million Expension

NEW YORK, May 10—Alfred N. Steele, president of Pepsi-Cola Company, told stockholders at their annual meeting this week that "about \$7 million will be spent in 1952 by the company's bottlers for capital equipment."

Out of this expenditure Pepsi-Cola will acquire nine new plants servicing territory already covered by existing franchises. In addition, 15 major plant enlargements are now in process or committed, Steele said.

He declared that during the past two years Pepsi-Cola had spent over \$13 million for plant construction, additions or improvements, purchase of new plants, vending machines, bottles, cases and automotive equipment.

Wrigley Net Income

CHICAGO, May 10.—William Wrigley Jr. Company earned a net income of \$2,136,000 in the first 1952 quarter. For the like period last year, net income was \$2,505,021.

ARCADE BIZ

GI's Making Columbia, S.C. Trade Center

COLUMBIA, S. C. May 10—A new arcade, Post Recreation, has opened here, bringing the total to six.

Located in the 1200 block of Main, the Arcade is close to a bus stop and also near four of the other five establishments. As the name suggests, the new operation caters to soldier trade and also handles some military supplies.

Meanwhile coin machine operators in and around the city cheered news from State Sen. Olin D. Johnston that another infantry division might replace the 31st at Fort Jackson. The operators have noticed a definite decline in business since the 31st Infantry left. Another 18,000 men would help materially, they are agreed.

Sell Chi Route Of Joe Peskin

CHICAGO, May 10—The juke box route of Joe Peskin, one of the oldest and largest here, has been sold to a group headed by Philip Weisman, formerly an operator and currently president of the Automatic Phonograph Distributing Company, AMI distributors.

The route, which in past years has consisted of as high as 1,700 to 1,800 machines, was understood to include 800 machines when sold. Parts of it already have been sold to two operating firms by Weisman. Altho he is now operating the remainder, it was not clear whether he would continue to do so.

Trade circles had it that the route went to Weisman at a purchase price in the vicinity of \$700,000 and parts of it subsequently sold were at the rate of \$900 a location.

Of the latter, some 200 pieces of equipment went to the Tower Music Company, a new operating firm here headed by brothers Carl and Bob Green, and some 150 pieces to the Lattu Novelty Company, Inc., headed by Paul Golden.

Peskin, who has been in the music machine industry for some 18 years and originally started his route with four machines, now is in California where he operates a small route and is in the structural steel fabricating business.

Yale & Towne, 2 IAM Locals Set Contract

STAMFORD, Conn., May 10—A joint new contract agreement was reached this week by representatives of two locals of the International Association of Machinists, AFL, and the Yale and Towne Manufacturing Company. Terms of the agreement with locals 539 and 1537, the company said, would not be disclosed until after they had been presented to the membership for ratification. A Yale and Towne spokesman said that the agreement "assures uninterrupted production" for one year.

2 Jennings In-a-Barrel	\$29
3 Hockeys	29
2 Bating Practice	29
1 Chicken Sam	29
1 Sky Fighter	59
15 Un. Shuttle	19
15 Keeney A.B.C. Alley	19
10 Genco Bowling League	19
5 Chi. Coin Bowling Alley, 2 Pl.	20
15 Bally Soled Bowlers	49
15 Bally Shuttle Champs	59
2 Un. Shuffle Sluggers	79
2 Un. Shoe Alleys	5
10 Keeney Double Bowlers	79
10 Genco Shuffle Targets	89
15 Keeney League Bowlers	129
1 Un. Sea Jockey	249
1 Spaly Plug	249
1 County Fair	269
1 Un. A.B.C.	249
1 Photomatic 47 & Supplies	499
Seeburg 100, 78	695
A. M. I. B's	695
A.M.I. C's	695

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ARCADE LOCATION EQUIPMENT AND SUPPLIES

Photomas . . . Write
Stencils . . . Write
Photomatics & Veloc-O-Graphs . . . Write
Microscopes—Light or Heavy Cash from with Reel, Sign and Photo . . . \$63.00
Card Machines, Exhibits, Specialized . . . 35.00
Card Machines, Auto. 1/2 or 3/4 25.00

BASEBALLS

All American . . . \$100.00
World Series . . . 100.00
Little League . . . 75.00
Western Baseballs . . . 85.00
All Star, Williams . . . 115.00
Rise . . . 135.00

MACHINES RECONDITIONED MACHINES LOOK and WORK LIKE NEW

1000 Items Catalog—Free Out—Write SEE MUNNIES' AD, Page 103

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ORDER NOW . . . Formica Flipper Button SHIELDS

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CLOSEOUT

Seeburg '46 \$ 99.50
Seeburg '47 139.50
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CLEAN EQUIPMENT FOR THOSE SUMMER LOCATIONS!

3 Wurlitzer 750E's \$49.50 ea.
2 Wurlitzer 1080's \$125.00 ea.
2 Wurlitzer 800's \$65.00 ea.
1 Wm's Music Mite with stand 99.50
1 Wurlitzer 950E 55.00
1 Wurlitzer 1015 165.00 ea.
3 Seeburg M100A, 78 rpm 475.00 ea.
7 Wurlitzer 3020 wall boxes 32.00 ea.
Arcade & Alley Equipment on hand at low prices! Send for list. 1/3 deposit, no packing charge!

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WHERE IS THE EXPORT MARKET?

There was a time when coin machine 'exports' meant France, England and other European countries.

That was before our Central and South American neighbors got coin minded . . . and before our Asiatic and Oriental friends succumbed to the magic of the juke box. . . .

Today, though coin machine customers still span the globe, you could walk to the two countries who last year bought the most equipment from American coinmen.

Here are the four top export customers for 1951:

Canada—\$789,456	Venezuela—\$786,654
Cuba—\$529,400	Belgium—\$503,409

Eighty other countries also bought equipment to the tune of over \$2,500,000! Already, 1952 totals are running 20% ahead of last year . . . and don't forget, 1951 exports averaged \$100,000 a week!

The coin machine industry has a sizable share in the

export market. To do all it can to help this business grow, The Billboard is devoting four issues—one each quarter—during the coming year to the expanding Export Market.

Our objective: To bring the buyers there, together with the producers and distributors here.

Make your reservations NOW for the Summer Quarterly Issue dated June 7th.



Editorially . . .

Every article packed with interest and valuable information to the seller as well as to the buyer. Here's a few of the high-lights . . .

Duties, Tariffs and Licenses . . .

Checklist of 'red tape' requirements in major export markets.

45's and the Export Market . . .

Where they're going and why.

Export Packaging . . .

A guide to help you 'nail down' your packaging problems.

And many, many more topics and valuable lists for everyone interested in the coin machine business . . . here and in export countries.

The Billboard Summer EXPORT QUARTERLY

Dated: JUNE 7

Distributed: JUNE 3

Ad Deadline: MAY 29

Bonus distribution of 4,500 copies to buyers and United States Consulates in 80 countries.

For Further Information
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Fox Theatre Bldg.

CINCINNATI
2160 Patterson

CHICAGO
188 W. Randolph

ST. LOUIS
390 Arcade Bldg.

HOLLYWOOD
6000 Sunset Blvd.

Coinmen You Know

Chicago

Thomas Hungerford, merchandising director of National Vendors, St. Louis, is still making his home in suburban Glen Ellyn. Tom is running up the title of one of the longest-range National commuters; he says he can drive to the plant in about five hours from his home. Eventually, Tom expects to pull up stakes and become a Missourian.

Robert A. Fischer, partner in

Schilling & Fischer Dispensing Company, reports the milk vending business is good. The firm's plant locations are keeping the dairy routemen busy stocking the daily quotas. . . . Richard Tennes, head of Vend-Rite Manufacturing Company, expects to complete arrangements to turn out a new machine for another firm.

A. Garzick Alex, head of Vend-all Service Company, says the diversified installation in plants is a major factor in keeping in-

dustrial management happy. Alex's candy, soft drink, coffee, cookie and ice cream units are set up in battery formation in many spots.

Peter S. Jackson, head of Jackson Electronic Machines, which produces a penny refunder unit, has been devoting a good deal of time away from his business lately following the hospitalization of his wife. . . . Robert Hoagland, vice-president of Mills In-

dustries, is expected back from New York this week.

John Frantz, J. F. Frantz Manufacturing Company, Blue Island, says the firm's General scale is moving well. Production and final assembly are being made in the company's present facilities. Firm formerly was located on West Lake Street, Chicago.

Harold M. Schaefer, president of Victor Vending Corporation, is telling about the steadily increasing shipments on the oak cabinet Baby Grand and Jumbo bulk venders. . . . Following his recent hospitalization for an eye operation, Jimmy Martin, head of James H. Martin Company, is again back at his desk. For the present, he is confining his activities to inside office work only.

of the machine maintenance duties of the games, music and cigarette vending concern. G. & W. officials Glenn Gaedtko and Herb Wagner report that while biz is only just so-so, they manage to find time to follow their favorite pastimes of bowling and fishing. Wagner just completed his keeling stint at the American Bowling Congress annual meet, while Gaedtko is planning to motor to Oshkosh this week-end to try to haul in his share of the famous white bass now hitting there.

New York

Harry Berger, of West Side Distributors, announces that he is manufacturing fabric tops for Scientific Q-Ball machines. Pat Vallino, of Flamingo Enterprises, Paterson, N. J., was a recent visitor at West Side.

Milty Green, of American Vending, returned last week from a month's Miami vacation. Teddy (Champ) Seidel managed the business during his absence. . . . Bill Schwesmer, of Bill Boyd Sales, reports an increase in his sales of reconditioned juke boxes to the Dominican Republic.

Mike Munves reports that sales of Twin Rotation, new two-player pool game and Set Shot Basketball are going strong. Tom and Joe Grace, of Glasco, N. Y., visited Morris Rood, of Runyon Sales, last week. . . . Harry Rosen, of Atlantic New York, has returned from a Florida vacation.

George Grusbert, of Cole Products, announces that attendance at the first three sessions of the special service school for Cole-Spa vender operators has been about 18 at each class. The two-

FOREIGN BUYERS!

It's smart to do business with THE firm that does the most for YOU

In addition to all the latest equipment, we have available for your selection more than 400 pin games at all times, as well as a complete line of music machines, arcade equipment and alleys.

We lose no time in filling your orders . . . our service is quick, efficient and reliable.

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SEE US FOR
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Calendar for Coinmen

May 8—Michigan Automatic Phonograph Owners' Association monthly meeting, Maccabees Building, Detroit.

May 8—Summit County Music Operators' Association monthly meeting, Mayflower Hotel, Akron.

May 8—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.

May 12—Washington Coin Machine Association, monthly meeting, Hub Enterprises Building, Washington.

May 12—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.

May 13—Automatic Phonograph Owners' Association monthly meeting, Sheraton-Gibson Hotel, Cincinnati.

May 13—California Music Guild, monthly meeting, 311 Club, Oakland.

May 13—Amusement Machine Operators' Association of Dade County, monthly meeting, El Comodoro Hotel, Miami.

May 14—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

May 15—Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.

May 19-21—National Candy Wholesalers' Association, annual convention and exhibit, Palmer House, Chicago.

May 19—Amusement Machine Operators' Association of Greater Baltimore, monthly meeting, Mandell-Bailow Restaurant, Baltimore.

May 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

May 25—National Association of Bulk Vendors, regional meeting, Statler Hotel, St. Louis.

May 25—Phonograph Owners' Association, monthly meeting, Broadview Hotel, East St. Louis, Ill.

May 26—Central States Phonograph Operators' Association, monthly meeting, 821 Main Street, Peoria, Ill.

May 27—Western Vending Machine Operators' Association, monthly meeting, Unique Cafe, Los Angeles.

June 5—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.

June 3-5—National Confectioners' Association, annual convention and exhibit, Conrad Hilton Hotel, Chicago.

June 5—Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.

June 12—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.

June 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

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SEE EVANS' JUBILEE AND CENTURY AD ON PAGE 90

our sessions are held Thursday nights at 11 West 42nd Street.

Wick Tossa recently bought out the route of the Cameo Music Company, which he is operating under his own name. . . . Draw Randall, of Local 788, Automatic Music Manufacturers' Association, and his bride, the former Mary Romano, are honeymooning in Bermuda.

Joe Madden, of the Old Reliable Music Service, is vacationing with his wife, Margaret, at their East Nassau, N. Y., farm. . . . Max Weiss, of the M & W Vending Company, Brooklyn, returned recently from a Florida vacation. . . . John Blotta, Wurlitzer distributor from Newark, was a recent visitor at Young Distributing. . . . Cliff Ayers, Decca recording artist, was a recent visitor at Local 788, AMMA.

Samuel Eppy, president of the New York firm of charm manufacturers bearing his name, spent last week in Canada on business. . . . Leo Leary, sales manager of H. K. Hart Confections, Inc.,

Union City, N. J., manufacturers of personalized ball gum, just returned from a six-week cross-country tour and reports booming sales for his product. . . . Harvey Springer, of Century Products, Ltd., Canadian representative of Eastern Electric, Inc., makers of cigarette venders, exhibited that firm's products at the Canadian Restaurant Association Exposition April 7-9. J. T. Teahan, Eastern veepee, reported the experiment netted good results. . . . Anna Halpin, manager of Palisades (N. J.) Amusement Park, was one of the early birds viewing the first presentation of the new coin-operated Rocket at Conal Sales, Thursday (1).

George Briggs, of George Briggs Music Company, last week returned from a three-week South American vacation. . . . Gilbert Engelman, head of Columbia Music Company for the last 15 years, has announced his retirement. His brother, Sam, replaces him.

Vincent Lanzisero, formerly of Hart Music Company, has left

New York for California. Move was caused by the illness of Mrs. Lanzisero. . . . Bill MacArelli, Catskill, N. Y., operator, is recovering from a recent illness. . . . Frank De Muro, Yonkers, N. Y., operator, last week became the father of a son.

Meyer Parkoff, of Atlantic New York Corporation, returned Friday (9) from Chicago where he spent a week at the Seeburg factory. . . . Irv Kempner, of Runyon Sales, cut quite a figure at the annual dinner of the Westchester Operators' Guild, Inc., Elmsford, N. Y., Tuesday (9). Irv and songstress Trudy Richards danced on stage before 283 Westchester operators and their guests.

Sid Mielow, of the Reliance Music Company, Hempstead, L. I., N. Y., last week became the father of a daughter. . . . Recent visitors at American Vending Company were Joe Gonna, former bantam-weight boxer, and Frank Dixon, of the County of Kings Phonograph Company, Brooklyn; Mrs. Gertrude Brown and her assistant, Howard Purdy, Paramount Distributors, Beacon, N. Y., and Harry Haskins, Playland, Rye, N. Y.

Al Glazebrook, vending sales manager of Canada Dry Ginger Ale, Inc., New York, is in Cleveland attending a convention of supermarket operators.

Detroit

Irving Ackerman, counsel for various trade associations of the industry, is spending three weeks at Miami Beach. . . . Gualevo Renner is opening the E and J Laundromat in suburban Wayne.

George Manos has closed the Oakland Avenue headquarters for his music and game operation.

Dillon M. Krepps, United Artists manager, had special stickers on thousands of local juke boxes in connection with the opening of Metro-Goldwyn-Mayer's "Singing in the Rain."

Vincent Pope is establishing the V & L Shuffleboard Exchange in Dearborn. . . . Morry R. Kaplan, veteran distributor in the music field, closed the doors of the Kaplan Music Sales and Dancehall Records Wednesday (30) and plans to take a long vacation. . . . Sam J. Weisser is concentrating upon shuffleboard operation in this area and is disposing of some of his arcade equipment in order to consolidate his route. Clayton E. Russell is taking over the Ace Phonograph Service Company.

Ace Vending Machine Company is being formed by Alfred R. Brimmer and Rodney N. Wood in Dearborn. . . . Ben Okum, of Okay Vending Company, is concentrating on television sales while his partner, Alan Smith, manages the coin machine side of the business. . . . Jim Darios, Detroit shuffleboard operator, has moved his shop to Joy Road and Linwood Avenue in order to centralize the operation of his route. . . . Michael Weinberger, founder of the S & W Coin Machine Exchange, is resting in a hospital following a heart attack after his return from Florida.

Al Frye, operator of the Frye Coin Machine Company, has returned from a visit to Canada with Mrs. Frye, where they visited her family. . . . Jim Wilson, district supervisor for King records, is back from a trip to Charleston, W. Va. . . . Lou Nemesh, Music Systems, Inc., is holding open house Sunday to play the new Seeburg models on display. . . . Robert Kerman, who operated a penny vending route under the name of Babo, has sold his route and discontinued the Topp gum distribution which he also handled.

Walter H. Wheeler Jr., president of Pitney-Bowes, Inc., Stamford, Conn., postage stamp vending machine manufacturers, has been named to the board of trustees of the National Planning Association. . . . Joe Naderio is home from Florida, sporting a heavy tan.

Los Angeles

Joe Boll, who divides his time with restaurant operation, was in town from 29 Palms to replenish parts and machines on his routes in that city. . . . Dale Freeman, of El Centro, and his partner, Bill Carr, made a visit to coin row early in the week to see what

(Continued on page 104)

SAFE AT "FIRST"

For New or Reconditioned Games
You Are Always "Safe at First"

ARCADE



Exhibit's Saddle Horse
BIG BRONCO

PONY EXPRESS
Perfect Condition
Limited Quantity \$375

RECONDITIONED AND REFINISHED
Secure SHOOT THE BEAR . . . \$315
Exhibit (RT) GUN . . . 245
6 IN. SHOOTER . . . 95
TELEQUIZ, w/film . . . 139
Ch. Coin PISTOL . . . 125
FLAM HOCKEY . . . 29
Keeley AIR RAIDER 110
Mutoicope SKY . . . 110
FIGHTER . . . 110
BAG & BUNNY . . . 99
Eco FOOT EASE . . . 99
Amus. JACK RABBIT 93
C. Coin COALIE . . . 91
Wm. STAR SERIES . . . 95
Wm. QUARTER . . . 89
BACK . . . 85
6 IN. DALL CUM info . . . 85
6 IN. DALL CUM . . . 75
CHICKEN IAM . . . 55
CM. Coin HOCKEY . . . 69
Mercury 13-Way . . . 69
ATHLETIC SCALE . . . 65
TEN STRIKE . . . 65
POKER & JOKER . . . 45
CUBIC . . . 29
Coin GRIP TESTER 19

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JUMBO 9-INCH
LITE UP PRINTE
FOR UNIVERSAL
TWIN BOWLEES
Complete! Installed
in minutes! All the
Flair of the Newest
6 Player! Originally
\$75.00 Now
only \$17.50

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For short boards,
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You See Is
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You Get!"

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SHUFFLE ALLEY . . . 19
Keeley 6 COIN
BOWLER . . . 425
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TROPHY BOWLER . . . 75
SHUFF. BASEBALL . . . 45
BOWLING ALLEY . . . 35

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TWIN SHUFFLES . . . 28

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BOWLING LEADER . . . 19

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Coinmen You Know

• Continued from page 103

the jobbers were offering... Frances and Ed Wilkes, of the Paul Layman Company, spent the week-end in Balboa at the Balboa Bay Club.

W. T. Christy, of San Diego, stopped off at the Badger Sales Company to see Adolph D'Este on his way from San Francisco. Christy is operating North-western tab gum machines in the San Diego region... Badger Sales Company has installed island displays for its premium merchandise. The new premium section was installed in the area formerly used by the vending machine supply department.

Frank Lomb, old-time operator, in Leuenhagen's Record Bar stocking up on records for his route. He reported that Jud Lily, who was injured in an automobile crash in which Mrs. Lily was killed, is getting along nicely

and has returned to his real estate business in Las Vegas. Lily operated in the Los Angeles area for a number of years.

Recording artists to visit the Leuenhagen Record Bar, according to Mary Solle, the manager, included Ben Light, Helen O'Connell and Al Martino. Spike Jones, she said, is scheduled for an appearance, but no definite date has been set... Saul Fried, of the Charles Cradick Enterprises, manufacturer of the Hopalong Cassidy mechanical horse, visited coin row on Tuesday.

Neve and Walter Gaunt, of 29 Palms, have left the desert heat and now are staying in Laguna. Gaunt makes frequent trips to 29 Palms to attend to his routes there. Frederick and Richard Gault, twin sons of Fred Gaunt with the C. A. Robinson Com-

pany, visited the Walter Gaunts at the beach.

Jack Leonard, of the Badger Sales parts department, back on the job after fighting the virus for several days. Leonard and Fred Velie, also of the parts section, have taken up fencing with Leonard nursing a superficial wound... Al Silberman, who is associated with the Badger Sales Company in the vending machine sales department, out of the city on business.

Jerry Griffin and Harold Collins report that the Griffin Dispenser, vender of hair oil and hand lotion, production is being increased. Under the name of Merchandising Dispensers, Inc., the firm has established offices in this city. Griffin designed the machine.

Miami Beach, Fla.

President Willie Blatt is glowing with pride now that the Amusement Machine Operators' Association of Dade County has attained 100 per cent membership. In AMOA's business office, says Blatt, is a master file of every game and music machine on location in the county, with operators' names. Soon decals will be printed and affixed to every machine indicating membership in the AMOA together with the operator's code number.

Lloyd Staebler, partner in Super Amusement Company, drives down to visit his daughter and sailor son-in-law... Mitty Green, major dome at Supam Distributing Corporation, is in town from New York directing the affairs of the firm.

Sonny Lomberg, formerly with Taran Distributing, is now road salesman covering the entire Southeastern United States for Dan Gould Enterprises, suppliers of coin machine parts to operators and distributors. Lomberg reports dime music play pretty general all over New Orleans.

Jack Kauffman, C & L Amuse-

ment Company, believes music boxes in Miami are doing more business now than they did a year ago. At least, that's the situation on his two routes.

Mitty Green is learning to play gin rummy the hard way—in the company of such wizards as Willie Blatt, Willie Levey, Dave Friedman and Whitney Pincus... Bruce Albertelli, son of Al Albertelli Jr., Super Amusement Company, celebrated his third birthday anniversary with a party. Papa Al Jr., says the United Six-Player shuffle alley is doing good business on the Super Amusement route.

Indianapolis

Thieves entered the Calderon Distributing Company sometime Saturday night (3) and broke off the safe combination. There was only a small amount of cash in the safe, according to Al Calderon.

Manager Gene Ford, John Stockdale and James Peachy of the Shaffer Music Company went to Chicago to see the new Seeburg Phonograph. Announced they would return to Indianapolis in time for the premiere here on Saturday, with Joe Flynn, of Columbus, and Edward Shaffer, president of the company. Stockdale succeeded Peachy as city salesman for Shaffer Music.

Sicking Company, Inc., is looking forward to the arrival of Chicago Coin's Shuffle Alley, the new six player. Business is reported fair with good prospects in sight... Robert Moss, who was stricken with a heart attack recently, is improving but taking things easy. While his condition has not been serious, the doctor advised him to rest as much as possible. His route is under capable management, Moss said.

Atlantic City

Toomey Vending Machines reported a half dozen new locations for its cigarettes and cigar machines as resorts prepared for the coming summer season. New vending machine spots are all night clubs and restaurants... J. L. Hornberger, music machine operator, installed the music machine and sound system in the remodeled Rendez-Vous night spot... Music Box Corporation has returned the re-opened Nomad night club to its location list... Louco Amusement Company, headed by Louis Cohen, won the bid to place the music machine system in the New Greater Pittsburgh Cafe... Irving Fischelberg has reopened the Boardwalk amusement machine Arcade, for the new season. A heavy influx of convention crowds are accounting for good pre-season business, he says.

Cincinnati

Automatic Phonograph Owners' Association last week completed plans to hold its regular monthly meeting May 13 at the Hotel Sheraton Gibson at 9 p.m. Meeting probably will be the last one during the summer.

Bill Harris, formerly of Ohio Specialty Company, has purchased the phonograph route of Mrs. Dolores Gansmüller. He will operate it under the name of Lincoln Amusement Company... Mr. and Mrs. James Drivakis have returned from a month's tour of the West Coast. Drivakis operates Atlas Amusement Company.

Milton Cole, owner-operator of Ohio Specialty Company, has returned from a combined business and pleasure trip in the West.

Mrs. Charles Kanter, who is associated with her husband in the operation of Ace Sales Company, is vacationing in Miami Beach, Fla. Mr. and Mrs. Leonard Kanter are the proud parents of a son, Gary Lee. Mrs. Kanter and the baby are spending a month with her parents in Batavia, O.

Miami

Johnny Morgan, Beach Amusement Company, sold part of his music route to Joe Mangone... Lenhy Beittler, Stannar Cigarette Company, is on a South American trip which will take him to most of the capitals. Ronny Shapiro, formerly with Supreme Distributors, has joined the Bluegrass Carnival which is concluding a stay at Evansville, Ind... Mrs. Lydia Blanchard, secretary in the export department at Bush Distributing Company, joined her

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Thousands of Locations...
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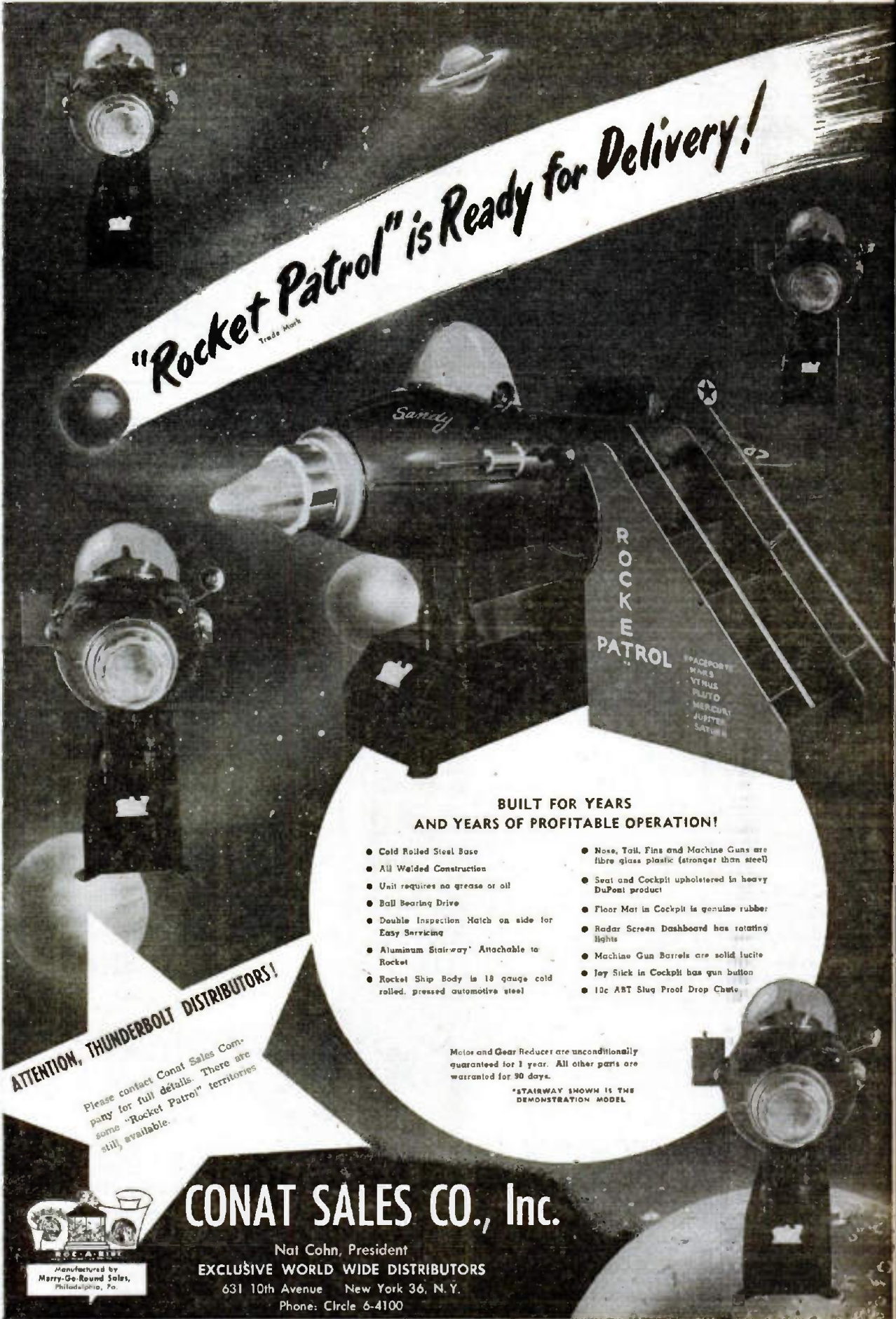
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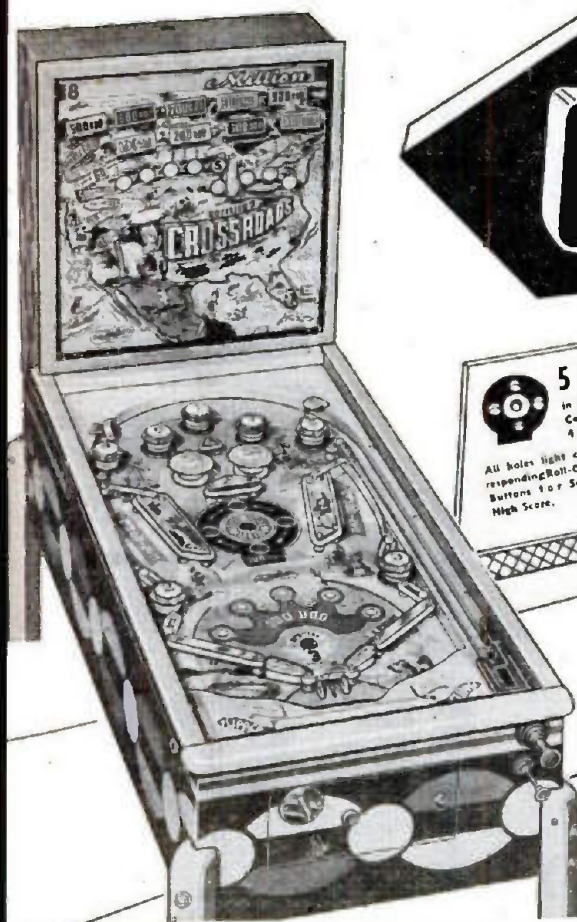


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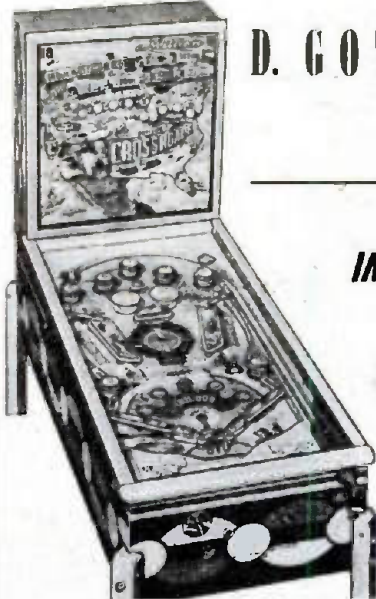
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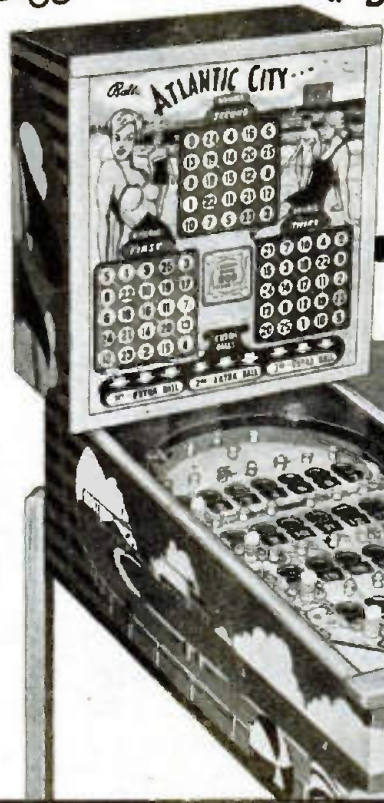
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Chicago
Coin's

6 PLAYER DELUXE BOWLING ALLEY

EASY TO SEE! EASY TO READ!



LARGE-LITED
INDIVIDUAL
SCORE DIALS

there is
no doubt..
WHICH PLAYER
IS SHOOTING

there is
no doubt..
AS TO INDIVIDUAL
PLAYER'S SCORE

1-2-3
4-5 or 6
CAN PLAY
10c
Per Player

See Your
DISTRIBUTOR

SIZE
8 FT. x 2 FT.

A GREAT BOWLING GAME
WITH EVERY POSSIBLE FEATURE

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- 2 JUMBO "FLY-AWAY" PINS
- 3 HIGH SCORE OF THE WEEK
PLAYER WRITES NAME ON SCORE GLASS
- 4 REBOUND ACTION 20-30 SCORING
- 5 STRIKE & SPARE FLICKER LITES
- 6 7-10 SPLIT PICK-UP

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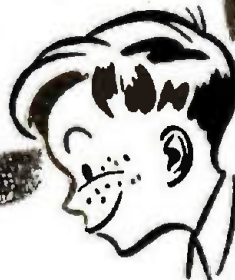
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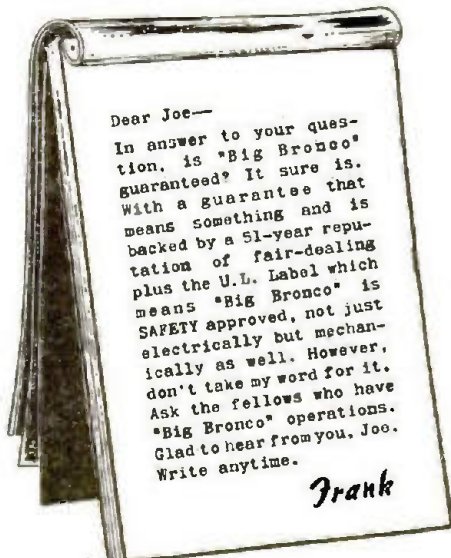


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ONE TO SIX CAN PLAY
(10c per game, each player)



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HIGH SCORE
FOR THE WEEK
FEATURE
PLAYER WRITES NAME ON BACK-GLASS

JUMBO
DISAPPEARING PINS
•
FAST REBOUND ACTION
20-30 SCORING
•
FORMICA PLAYBOARD
•
STRIKE OR SPARE FLASHER LIGHTS
•
CAN PICK UP 7-10 SPLIT

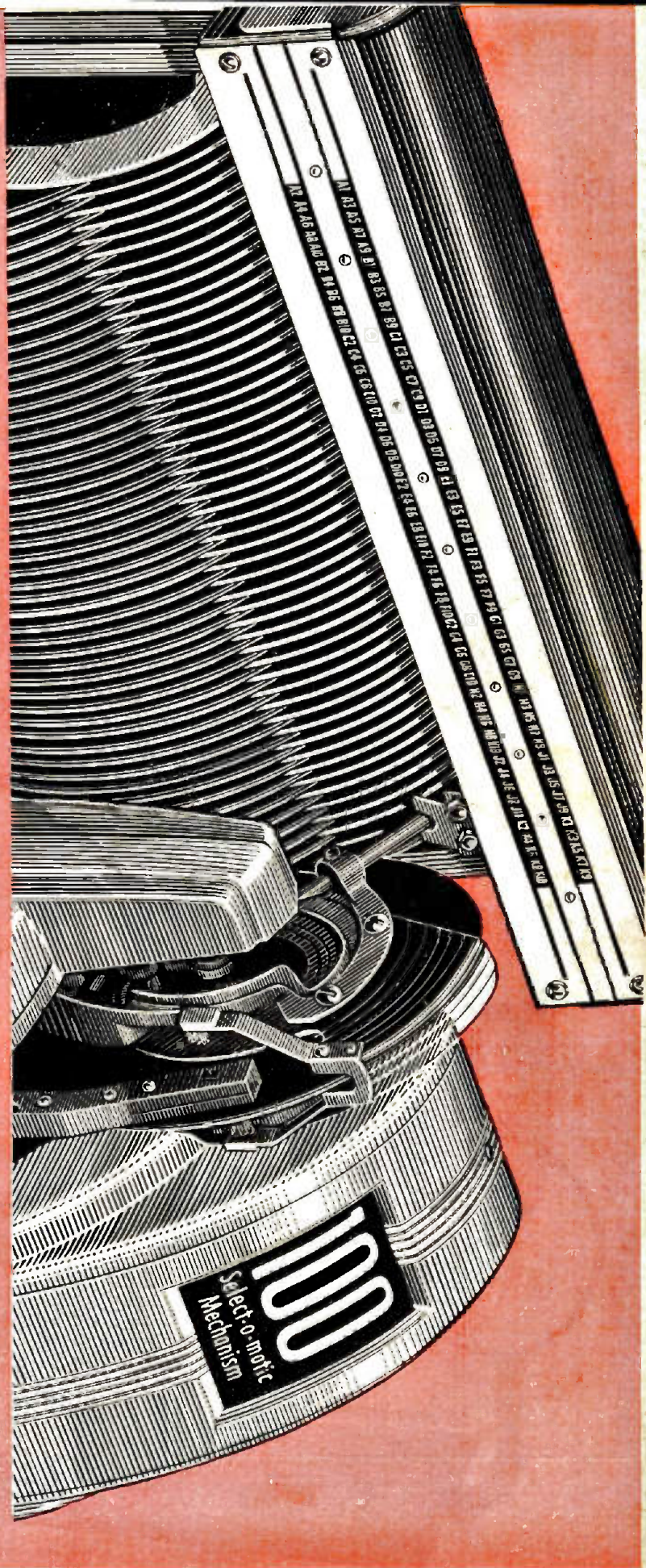
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