FILM QUARTERL In this ISSUE... SIN

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY () PRICE: 25 CENTS (ABC) JUNE 14, 1952 TV-Film Industry Leaders; Top Shows Tabbed in Survey

Convention to **Gear** Agendas To TV's Needs

Both Parties Plan Session With Eye **To Visual Impacts**

WASHINGTON, June 7 .- Television's impact on plans for the forthcoming national political conventions in Chicago has become so far-reaching that leaders in b th major camps foresee the entire pattern of American politicat campaigning in a state of drastic overhaul to accommodate the new medium (first details on this trend were reparted exclu-dively in the Billboard, May 10). The Republican and Democratic national conventions next month will be the fastest-paced, the must atreamlined and best-pro-duced, show-wise, in history if TV-radio plans now jelling in TV-radio plans mow jelling in TV-radio plans mow jelling in titches. Altho many of the con-vention program details are being kept under wraps by rival parties for obvious stragetic reasons, both camps acknowledge their TV-mindedness in preparations [Continued on page 5] the new medium (first details on

Canada Enjoys Showbiz Boom

ShowDiff Doubles
Montree AL June 7, —Kvider, for the prosperity seldom before approached in Canada (Carmén Janes, television film. TV and barness, the sector barnes for the Jungster and an Same of the sector barnes of the sector barnes



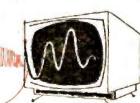


JULES BRICKEN KLAUS LANDSBERG JESS OLTENHEIMER BERNARD CHRARD ROBERT IL SALK

COMDR. ELGENE MeDONALD 1R. DAVID SAVAGE SAUL TURELL A. A. SCHECHTER

And trends, apinion and data developed from the most exhaustive nationwide survey of the TV film field ever mode.

Beginning on Page 11.



DON MICLURE

PHU. WHLLIAMS

MEL GOLD TED COTT

JERRY FAIRBANKS

Musicians Put Band Questions High on Convention's Agenda

SANTA BARBARA Calif, June 9, —A tremendous amount of be-ind-the scene activity, affecting problems are considered of such importance that 802, in order to problems are considered of such importance that 802, in order to problems are considered of such importance that 802, in order to problems are considered of such importance that 802, in order to problems are considered of such importance that 802, in order to problems are considered of such order to problems are considered of such and of or problems con-sidered critical, and will seek from the AFM board, regulatory and entrective measures. Areas affected include the band busines, felevision film, TV and AM employment and recordings. Much of this material will be placed before the AFM board by a contingent from Local 802, it has been learned. Further, the

top brass list week in an erion to sway the American Federation of Musicians, now in convention in Santa Barbara, Calif, to let the Los Chavales de Espana, an li-man instrumental and voice group, remain in the United States and work dates

By JOHNNY SHPPEL

problems are considered of such importance that 802, in order to present them to fullest advantage, sent to the convention not only for the problem of employment of and for a sent or the convention not only for the convention of employment of and for the convention of employment of and for the convention conference between booking agencies and Perilos are convention conference between booking agencies and Perilos and bla executive board at Santa Burbara. Calif. Thursday (1) Petrillo, the reported, called the traveling band on the stage."
 New YORK, June 7.—Music Conportion of America used its top brass hast week in an effort to some the discretion of Musicians, now in convention in Santa Barbara. Calif, to let the some the convention of the sterma for agence of the traveling band on the stage."
 In the first general agency AFM confab held since the Chicago meeting of 1947, Petrillo and Larry Burnet (MCA); Clyde Baldschun and Ray Herbeck (McConkey Arturs); (Confined on page 42)

Caesar-Coca Tour Nixed for Taxes

States and work dates Jule Stein, chairman of MCA, appeared before an executive AFM budy early Friday (6) and Larry Barnett, vice-president, is scheduled to talk with AFM offi-cials next week. Los Chavales, a Spanish and Portuguese outfit, has built a big rep on the Continent and in Latin ret of Maanction, James C. Pet-rillo, finally gave the nod but in-(Continued on page 76) NIXEQ for I dXeS NEW YORK, June 7.-The Sid Casar - Imogene Cocca package that was to have started a series of theater dates June 18 has beer that was to have started a series of theater dates June 18 has beer away from the deal Caesar ar-lines A0 tan't keep the dough." The dates were dropped tried to bring it here but couldn't was to have opened at the Mich-get AFM sanction, James C. Pet-iner Lottinued on page 76) Boston, June 27.

Stations Name Best Distribs, Film Programs

Agencies Pick Most Co-operative Outlets, Video Film Distribs

By JOE CSIDA

NEW VORK, June 7.-Even in the relatively new television-lilm field sharp patterns of industry leadership are already being es-tablished. This fact is clearly demonstrated in the results of The Billiboard's first survey of the Elevision stations, TV-film pro-ducers and distributors, and ad-vertising agencies active in the indust y. The study, first of what will be

indust y. The study, first of what will be regular quinterly surveys con-ducted and published by The Bil-board, showed that, in the opinion of TV stations, Ziv Television Programs, Inc., United Television Programs, Inc., United Television Programs and Snader, Inc., in the order named, are the three most co-operative distributors of films especially produced for video. Most co-operative distributors

especially produced for video. Most co-operative distributors of theatrical film series or pack-ages, according to the stations, are Unity TV Productions, Motion Pictures for Television, Holly-word TV Service, Sterling, (Continued on page 12)

D. C. Legion **Pushes Fight Against Reds**

WASHINGTON. June 7. — The possibility of the D. C. American Legion extending its picketing demonstrations to TV stations was raised this week, as the local chapter staged its latest demon-stration against entertainers listed by the Legion as subversives. The <u>Continued on page 76</u>)



London

Dispatch

By LEIGH VANCE

Billboard Backstage By IOE CSIDA

It occurs to me that it is quite remarkable that more words in this paper aren't spelled back words, and that so many of the volue turned to less sense. The atmosphere here, as in many another newapper there, as in the strate on page II in this issue. along with a regular issue, and the pressure is on, it becomes a lang with a regular issue, and the pressure is on, it becomes a issued every week. The TV set and the record norm in eoffice adjoining mine, and the record norm sungles up agint at it. If whose offices are hand the record is a manger Haps Kemper all of whose offices are hand the office. Buil Bill and i font or in dia dia manager Haps Kemper all of whose offices are hand the weither the video or record roorm will swear that there isn't a

Leans Toward Western Ways NEW YORK, June 7. — The dominant trends in Japanese show business today are one of democratization and Westerniza-tion. Both of these factors are mutually related and are becom-ing increasingly evidents in broad-cesting, music, theater, night clubs and movies, according to Marcel Grilli, consultant to the Broadcessing Corporation of Japan.

Modern Trend

JAP SHOW HZ

Althe Bradeasting Comparison of Japan. Altho Westernization has made some hoadway before World War II, the militaristic government in power actively attempted to sup-press these encroachments on its traditional forms of entertain-ment and culture. During the post-war occupation period, all of these bars have been removed, with a resulting shift to Western forms of entertainment. This move has been facilitated by the additional personal and political rights which the Japanese, par-ticularly women, now enjoy. Prior to the war, for example, women were without such priv-ileges as the right to vote. Badla Now Free

Hadia Now Free

ileges as the right to vote. **Hadla Now Frea** This Western trend is particu-larly noticeable in the broadcast-ing field where for the first time I pan enjoys free radio. Prior to and during the war the govern-ment's Department of Informa-tion controlled all broadcasts com-piletaig, Mar Grill, who was chief of the Research and Analysis Di-vision of SCAP under General MacArthur, helped formulate the radio rogulatory law for Japa-nese broadcasting. At the present time there are 55 radio stations covering the islands, all butome of which com-prise the. Broadcasting Corpora-tion of Japan (Nippon Hoso Kyokai). The NHK met-work is gult similar in set-up and, operation to the British Broadcasting Corporation in that it is non-commercial in charaster, its program structure is some-what like the BBC's Third Pro-gram and is operating revenues come from a 50 yen per month to about \$1.70 a year per radio-owner. The accent of the pro-<u>(Cominued on page 79)</u>

Tekyo Mushi Mushi By RALPH KRZYZAH

By LEIGN VANCE LONDOM, June 7.—In London today there are about 12 top nicht spots. Threes are officially minit clubs. But since the Socialist Government brought in new leg-islation in February, 1950, they have been lumped together with hotels and, restaurants under something called the London County Council Music and Danc-ing Act. This bans the ordering of drinks in all three classes of spots after 2 a.m. on week-days and midnight on Saturdays, with 30 minutes grace to gulp down whatever is in your glass. Pre-viously the hotels and restaurants were licensed, up until 11 p.m., which is normal end-of-drinking hour in Britain's "pubs," after which their customers either weat home on to a night club. Before February, 1950, these night clubs were known as 'bot-lie parties." That is, they were customer could get himself atorik up until any hour he liked for the trouble of signing his name a couple of hundred times. ACT PUTS NIGHT CTUBS INTO ONE CATEGORY. Today the-two distinct types of night life are sandwiched by the

ACT PUTS RIGHT CLUDS INTO ONE CATEGORY ... Today the two distinct types of night life are sandwiched by the LCC Act into one. All West End spots, regardless of classification, stay open until 2:30, and most of that time they're empty. The hotels and: restsurants find, that the night clubs are now in com-petition' with them. In the did "bottle party" days these clubs were not allowed to serve food, nor did they wish to. But with the Act, they had to put in ex-pensive kitchens and go into busi-thes as restaurateurs. That was the law. They could not serve food.

food. So now, instead of dining say, at the Savoy Hotot and "going on" to the Astor, folk useally either stay at the Savoy until (Continued on page 79)



By ANNE MICHAELS "PARIS, Junc 7. - The theatriest season this year is on the whole a relatively successful one. In order to keep a play ronning in Paris 30 per cent of the seals must be sold nightly. Of the 51 thoaters open at the moment 42 have passed the 30 per cent mark. 28 theaters are playing to at least haif full houses and about a dozen count SRO each evening. The top seven plays of the sea-son, whose houses are filled at each performance are the Atelier's (700 seats) "Bead of the Others." be Marcel Ayme; the Chatelot's (2,500 seats) "Singer of Mexico." a musical starring Luis Mariano; the Selle Luxembourg of the comedie Francuse (1,500 seats), "Six Characters in Search of an Author"; the Lune Rousse's "Calo seats 300,000 spectacle "A True Folly"; the Lune Rousse's "Others," (230 seats) "Our Heads," an inti-mart the bailet (2,100 seats) at the Opera House on Wednesday even ings. AMEBICA MAY SEE 1 By RALPH KRZYZAK
 By RALPH KRZYZAK
 By RALPH KRZYZAK
 Constant Construction of the construction o

Washington Once-Over

B. BEN. ATLAS

By BEN ATLAS WASHINGTON, June 7.—Com-missioner George Sterling, of the an expedient to keep pace with rederal Communications Com-mission, was pleased but purzled by a cryptic telegram he got this, the multi-colored tabs on the in-week as follows: "Congratulations dex cards commented: "This is on election to honorary life mem-bership in the Eastern Associa-tion of Fire Chiefs, Reading, Pa." determine how many engineers, Quipped an FCCer: "Maybe it commentators and scale warmers of the forthcoming national po-in: the forthcoming national po-in: the forthcoming national po-in: the forthcoming methan be accredited for any particu-in an article being readied by Hugh Morrow, assistant chief of the magarine's Washington Bu-reau.......For the 15th successive week, National Production Au-frority indicated the other day that a long-anticipated modified for that a long-anticipated modified bu-that be out next week." Maybe it will be out next week." Maybe it will. NEW INDEX TABS AM.TV

facture is "just around the constant of the termination of the termina

Picture Business

written instructions and adding that he wouldn't have time to at-tend Wood's D.C. studio "classes." Wood sent the governor alist of TV "db's" and "don'ts." Wood told the governor that the written in-structions couldn't adequately sub-stitute for first hand grooming: "If it's at all possible, you'd better come to D.C. for some class-work."

Confer and D. C. 10th some class-work." According to Wood, the "school" has been seiting "terrific results" even the only a few of the in-vited politicos have had time to attend so far. Wood says his highest-acoring "graduate" is Scn. William D. Benton (D. Coun). After watching Benton perform on a CBS nows program from New York the other day. Wood said: "He'semavelous in front of TV-I-wish we had a summa cum laude degree to give him."

HOLLYWOOD, June 7 .- At a time when production budgets are being trimmed and schedules speeded up, an innovation that speeds up the making of film titles should be welcomed. Here-tofors hand bettere up in the start

then transferred to film where it the benefits of film. NBC this then transferred to film where it the benefits of film. NBC this remains for permanent use. From week decided to kinescope its this film, a specially designed film Ezio Plaza show, originating at photographically transfers the se-the Mission San Juan Capistrano.

photographically transfers the se- the Mission San Juan Capistrano. lected letters to the title plates. Takes will be microwaved from spectral up the making of film letter letters to the title plats. titles should be welcomed. Here-tofore, hand lettered movie tilles proved to be a costly factor, more iso from the time standpoint than money-wiss. There have been times when artists labored three times when artists labored three ture length film, atto time could true anythere from three to four the type of lettering can be easily controlled. System was developed by Louis ture length film, atto time could true anythere from three to four the type of lettering can be developed by Louis the type of lettering needed on tilm. ALAN WISH DEVICE CAN SAVE TIME. MONEY.... Last week, Allan Wise, at Holly. dois in Culver City showed me can produce hand-lettered tilles proty service on titles about divery service on titles about the type of the and money. Wise says he can five one-type the movie times and money. Wise says he can five one-type there than the hand lettered method: It works this way: Instead of the major type style. The grave than and money. Wise says he can five one-time industries in context the ball rolling in the studie, with the saving in both time and money. Wise says he can five one-there than the hand lettered method: It works this way: Instead of work to create a complete alpha-bet in a given type style. The one the agent and money. Work this way: Instead of work to create a complete alpha-bet in a given type style. The one type of the tile is a marking the adverter the balls when directs in a given type style. The one the agent and money. It works this way: Instead of work to create a complete alpha-bet in a given type style. The one type and a marking the adverter the ball rolling work to create a complete alpha-bet in a given type style. The one type on the adverter the ball rolling work to create a complete alpha-bet in a given type style. The one type one style a with any can be the adverter the style and the there. Way they il the shouting pictures the style and t

GENERAL NEWS

1951-'52 Legit Season Not Worst; It's Just Close

chapiam. Nick Post and John Cannon were elected sergeants at arms. Herman Hanson, general chair-man of the convention, was pre-sented a scroil of appreciation at the banquet, at which Ace Gorham served as toastmaster. Co-chairman and other officers were! Norman Howe, reception; Herman Suss, hotel; George Cor-regan, publicity: Albert Keller, display; Roger Wheeler, banquet; Gerald Friend, registration: John Nicholls Booth. educational: Mal Cameron. dealers: Ace Gorham. Contests; Paul Connolly, program: MRS. Stephen Simpson, ladies; William McCarthy, convention treasurer; John Spadero, assistant treasurer: Tom Call, convention secretary. Further details under Hocus Pocus on Page 77 this issue. issue

Billboard

The Amesoment Industry's Leading Newswookly Founded 1894 by W. H Donaldson Publishers

Watagers and Dwatching Watagers and Office & Frinking Division
 Bain Office & Frinking Division
 Bain Office & Frinking Division
 Phone: DUnbar 6460
 D Littleford. Gen. Har, Eastern Division
 Bode Braadway, New York 30, N. Y
 Phone: Plaza 7-7800

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In the Nation's Capitol legit had one of its biggest seasons in years, and faces even better prospects, with the National The-(Continued on page 75)

The nitry for an altraction. The three dates will each fea-ture a package headed by Berle, with the supporting acts to main-tain the same caliber as those fea-tured on his weekly TV shows. Packages will vary with each date. Ak-Sar-Ben show will play about one hour and a half; the Chez show runs about one hour and the Du Quoin show (only 1 perform-ance) will run 2 hours and 10 minutes. Ak-Sar-Ben show will be played indoors, while the Du Quoin performance will be given outdoors. It is estimated Berle will draw

It is estimated Berle will draw more than \$12,000 a week for the Chez stand.

Sinatra to Wm. Morris?

Set Berle for **Outdoor Date**

Highlight Reviews TELEVISION

Shriner Rates "E" for Effort With 'Comedy' Bow, But Show Falls Flat

By JOE MARTIN Herb Shriner is a delightful comic. Lily Pons is still a fine Coloratura, and the Harmonic Rascals, thanks to Johnny Puleo, are an extremely funny sight act. These were the basic ingredients of the first Shriner shot on the failed to jell into what sounded as if it should have been a fine TV show. The fact is Shriner and Miss Pons wound up being swamped in the mish-mash. Ac-It just didn't bring the results copeted from the talent line-up. Shriner's syre is way and dry style was lost in the over-ail produc-tion. Miss Pons was used much as a dozen lesser sopranos have been used on other video shows, and a dozen lesser sopranos have their solo bit, when Puleo was the soure of production solutions in heavily their solo bit, when Puleo was

VOTE CHASERS

By JOE MARTIN

Shriner debut on the Colgate hour deserved an "E" for effort and a much lower grade for results, thru no fault of Shriner, Miss thru no fault of S Pons or the Rascals.

3

Colgate Comedy Hour

TELEVISION - Reviewed Sunday (1), 8-9 p.m., EDT. Spon-sored by Colgale-Paimotive-Peet Company via National Broadcast-ing Company TV network thru Sharman & Marquette, Ted Bates and William Esty agencise. Pack-ager, William Morris agency. Pro-ducer. Jess Kimmel. Director, Eara Stone. TV Director, King-man Moors. Music, Al Goodman. Script. Roy Kammerman and Herb Shriner. Cest: Herb Shrin-cr. Lily Pons. Borrah Minawitch Harmonica Rascals and others.

Ike's Easy and Unassuming Video Personality Seen as Big Asset

By PAUL ACKERMAN

CBICAGO, June 7. — Milton Berie will make his debut in out-door show business this summer, working the Ak-Sar-Ben in Omaha. August 15, and Du Quoin State Fair, Du Quoin, Ill, Septem-ber 1, drawing down the highest fee over paid by either event In between, Berle will play two weeks at the Cher Paree here, also <u>ket-</u> ting the maximum ever paid by the nitery for an attraction. The three dates will each fea-

SALES FILM

and the address was the General's first major political speech in his campaign to attain the Repub-lican nomination for the Presi-dency Elsenhower wore a raincoat. He was bareheaded for the major just stopped for the major state the value of the telecast. for it had just stopped the major card the headgear. There was a but military. He looked very much the eivilian. Television is most kind to the General, and the chief renson for

General of the Army Dwight D. Eisenhower, Ret., addressed a rain-soaked gathering Wednes-iene, Kans. For the General it was an auspicious homecoming, the candidate is utterly at ease and the address was the General's inter major political speech in this campaign to attain the Repub-licen, that the repub-iene for the General's and is not straining for effect. Interse Ratio An inverse ratio is effective here. The less the speaker strains for the the or more offering here.

CBS Premieres Superlative Short **Documenting Impact of Web Radio**

By LEON MORSE

NIGHT CLUB

pirture, the best of its kind this atrical short "Gerald MeBoing" Nielsen railngs were cited. revlewer has seen, was an ingen had won an Academy Award. Their consummate handling of Bob Trout handled the narra-tions fusion of narration, sound. Titled "More Than Meets the Eye," the movie first demon-strated the importance of sound. The viewers were carried thru the story much of the time by a showed how radio, on this basis moving briefcase which symbol-tife of America. The final section mick traveled everywhere-minto of the film stressed the advan-



And the provided of the second second



CBS Nighttime Sales Already Equal 89% of June, 1951, Figure

Daytime Sales Are 95% of Last Year; Fall Prospects Are Excellent

Year; Fail Prospects Are ExcellentNew YORK, June 7. --Pesiti
mstic prophets to the contrasting Sys-
the Columbia Broadcasting Sys-
the Columbia Reparation Detter, 59 the Sys-
the Sys- rent of June, 1951 Prospects for
the fail are that the web bit for Sys-
the fail are that the web sys-
the Sys- probabily top its 1951 business in
both nightime and daytime time.Ist season and do not seem the
what's My Line" sponsored by
the Sys- prospect at CBS
Sys- open, and Its sale is fairly
Sys- open, and Its sale is fairly
Coopen, and Mondays, Wednesdays, more deveration deveratis for the sup-
Sys- open, sand Its sal

Nighttime Haadaches Thursday and Friday evenings remain the chief nighttime head-aches at the web. Both days, aches at the web. Both days, however, were notable problems

Kukla & Molly **Get Sponsors** For 1/2 Hours

NEW YORK, June 7.—"Kukla, Fran and Ollie" and "The Gold-bergs" this week latched on to sponsors for their new half-hour formats next season over the Na-tienal Broadcasting Company's video web. RCA Victor will re-turn to bankrolling duties for the puppet show in its new 6-6:30 slot Sunday nights. Vitamin Corporation of Amer-ica, which already has sponsored parts of "The Goldbergs" this sea-son, will pay for the program on alternate weeks on NBC-TV in 1952-753. "The Goldbergs" has not been definitely designated a ume period, but probably will wind up Saturday nights either 7-7:30 or 7:30-8.

ABC Peddles TV, Radio Segs

NEW YORK, June 7.—Ameri-can Broadcasting Company this week racked up one radio sale, two television sales and three TV renewals. The American Chicle Company bought "Date With Judy" for Clorets thru Dancer-Fitzgeraid - Sample, to air via ABC-TV. Thuradays, 8 pm, be-ginning July 10. Fleers chewing jum bought "Pud's Prizz Party." a TV kiddie show, for airing Sat-urdays, 11:30-11:45 a.m., begin-ning June 21. The radio web con-firmed the sale of "Break the Bank," Tuesday and Thuraday, 11:30 a.m.-ncon segments, to Toni, effective July 1. Renewed on ABC-TV were "Paul Whiteman's TV Teen Club" by Nash-Kelvinator, and "Tales of Tomorrow," by Jacques Kreis-ler and C. H. Masiand.

WTVN Skeds Center Preem

COLUMBUS. O., June 7, — Video station WTVN here will bold the official opening of its new Television Center Wednes-day (11), with special previews excheduled for press and radio on Monday and advertising agency excess on Tuesday. Sen. Estes Kefauver and the Governor of Ohio are among prominent guest's lated to make TV appearances over WTVN on official opening day of the mod-ernistic operation.

NEW YORK, June 7. Chester-field is buying Eddy Arnold, best-selling disk folk singer, as the summer replacement for the Perry Como show, via the Colum-bia Broadcasting System TV web, thrice weekly. Como does his last show July 11, and Arnold takes over thercafter for six consecutive weeks. Arnold's own trio, a house band and nightly guest artists will round out the warm-weather sub show. CHICAGO, June 7.—The Deep Freeze appliance division of Motor Products Corporation, North Chi-cago, ILL, yesterday (6) signed to sponsor Gabriel Heatter over 534 stations of the Mutual Brondeasting System Thursdays at 7:30-7:45 p.m. EDT, starting June 26. Mountain State and Pacific Const stations will carry the program at 6 p.m., local time. Roche, Williams & Cleary, Inc., Chicago, is the agency.

The radio network crisis has recently been getting the sharp attention of all segments of the press. For a year and more, and right down thru the present, the Billboard has been flashing the red light anent the present web fillemma, via a string of Page and lead radio department stories. And, on a number of occessions, The Billboard urged its trade press contemporaries to precognize the contemporaries to precognize (network or otherwise). Well, our fellow scribblers have nee hardly contributing to the fight against depress in the field, the story of the All Industry Alfiliates, some in TV areas, and the rest of us, carried the story of the All Industry Alfiliates (or the rest of us, carried the story of the All Industry Alfiliates (or the affiliates conditions) in the best papers in the field, the es-tation to read the situation in the best papers in the field the story of the All Industry Alfiliates (or the affiliates conditions) in the best papers in the field the data to one construction in the best papers in the field the targe of the All Industry Alfiliates (or the All constructions) in the best papers in the field the data to do "users little" vork. "Broadcasting" pointed out the the affiliates cond the the affiliates conditions and the string tor all string in the string the string of the All modistry Alfiliates (and the affiliates conditions) in the story of the All andustry Alfiliates (and the affiliates conditions) in the beat papers in the field the string with the rest of us, carried the undition, comprised of adver-tors?

EDITORIAL

York. "Broadcasting" pointed out that the affiliates can do "very little" about preventing a network rate cut. It remarked that, as far as Columbia Broadcasting System affiliates were concerned, the web has contracts with all but a dozen of their member stations, which allow the network to "change rates at will without consulta-tion." The piece also stressed the inevitability of matching cuts on the part of all the networks, if one should slash rates. <u>Hits Local Bates</u>

Hits Local Bates

Hin Local False. All of which is true. And even more is true: If all the networks cul rates, as much as the 50 per cent, which it is rumored they will, then it will be impossible for local and spot radio rates to re-main at their present level. They too, will eventually have to be slashed too, wil slashed.

too, will eventually have to be slashed. But let's get back to current press treatment of the situation. The "Broad-asting" plece was picked up for comment by the re-spected newsletter "Television Digest" published by as smart and alert a gent as we know, Martin Codell. TD elaborated up-on the "Broadcasting" story, and turned in a scries of Publishers information Bureau figures on the first four months of 1952 versus 1951, to prove that "the facts are hard and certain: TV billings are going up, radio down." Network TV billings, say the figures, are up 74 per cent; radio down 12 per cent. (Of course, newspaper sections are down 8 ber cent, too. But we hear no big plans afoot to cut newspaper sec-tion rates.) Of Course. TV Is Up

Of Course, TV Is Up

Of Course, TV Is Up The point, in our opinion, is that it is hardly news that TV hetwork billings for the past sev-eral years have increased sharply. TV is a great medium, which in-stituted new rate increases almost daily for quite a spell back there, and which opened up and devel-oped new time periods with fine consistency. How could TV's bill-ings have gone anywhere but up? And, of course, radio network billings have taken a beating. The point is: ARE RATE CUTS

bittings have taken a beating. The point is: ARE RATE CUTS THE ANSWER TO RADIO NET-WORK PROBLEMS! Certainly the general 19 per cent cut of last July was no inswer at all. What assurance do the networks have that a 50 per cent cut will be the answer? How much more net-work business will the webs have. to write, at 50 per cent less than they're getting today, to bring the billings back up?

Answers Unconvincing

Answers Unconvincing Our trade press contemporaries are writing about the inevitability of network rate cuts because top brass in the networks have been telling them that cuts must come. Those save network executives have been telling The Billboard that cuts must come, too. We have asked Why?" And we are totally unconvinced by the an-swers.

We selieve network executives bave bent, and are continuing to bend, under the pressure of na-tional advertisers, who have been to subtly) for almost two years. It is easy to understand how a lit is easy to understand how

Are Cuts Inevitable?

areas, are actually snowing greater sets-in-use and listening figures?
(4) Why rush a cut, right at this time—if a cut is necessary at all —when the Advertising Research Foundation, comprised of advertisers and agencies as well as media, has recognized the need for a re-evaluation of research, and conceded that present research is confusing and inadequate. In other words, why cut rates when even advertisers, thru the Foundation, concede that there is no firm proof for the justke of such cuts?
(5) And can radio stand a heavy cut (36 per cent to 50 per cent) under any circumstances? If the networks cut, as has been mentioned, local and spot rates must sconer or later collapse, too. In order to get more network radio nucleas at drastically reduced nates, can stations afford to cut their overall gross incomes by 10, 20, 30, 40 or 50 per cent? If stations are driven into bankrupicy by rate cuts, what will such cuts have availed the networks themselves?

Maybe They're Right

Maybe They're Right Maybe our contemporaties are right in accepting the present act-work position that cuts are in-evitable. Maybe neither the All Industry Affiliates Committee, nor the affiliates of CBS, nor the National Broadcarting Company will be able to dissuade the net-works from reducing rates. But we say our contemporaries are performing a disservice to radio, when they accept the posi-tion that cuts must come. And we say that the day the cuts are made —if they are made—will eventu-ally prove to be the darkest day in radio's history.

BUILD-UP **CBS** Moves Steve Allen To New Slot

IO INCW SIOT NEW YORK, June 7.—Sieve Allen continues to get a build-up at the Columbia Broadcasting System, when he moves into the alternate Thursday night. 8:30-9 slot, on the video web beginning July 3. The program will be a variety show with the ork con-ducted by Ray Bloch and the pro-ducted by Ray Bloch and the pro-duction by Al Span. The stanza will alternate with "Amos 'n' Andy " He will also cuatinue to emuse "Songs for Sale" as long as it continues on CBS-TV. Altern's new radio show on the AM web gets underway July 11, 9:30-10 p.m. It will be an edited, taped half-hour version of a live-hour show which is to be done at a CBS studio.

NBC Seg Is Sold to Pepsi

CBS Inks 2 New Sponsors, **Renews** One

Kenews One NEW YORK, June 7. — One sponsors bought time on the Co-lumbia Broadcasting System's TV network this week. Lincola-Mer-cury, expected to go alternate weeks in 1952-53, will continue to regular basis next fall. The new bankrollers are Frigid-aire, which has committed itself for Tuesdays and Thursdays, 10-10:15. on the Arthur Godfrey day-time video show, starting June 10, and Sealy Mattress, which moves inpo Tuesdays, 10:30-11 p.m., with "Balance Your Budget" next fall.

Luckies Near **On "Danger"**

In Bankruptcy

DALLAS, June 7. — Liberty Broadcasting System agreed last week to bankruptcy proceedings asked by three creditors who claumed the web oweal them a total of 316,465 for unpaid broad-cast time sold to Liberty LBS suspended operations May 15. Major stockholders included B. B. McLendon of Dailas, theater chain owner, and H. R. Cullen, Houston oilman. Gordon McLendon had been president of net lavoluntary bankruptcy suit

been president of net Involuntary bankruptcy suit was filed here in U.S. district clerk's office. Suit was brought by Mid-South Broadcasting Corpo-ration and WDXR both of Ten-nesse, and the Southwestern Broadcasting Company of Ar-kansas. LBS, in an answer to the suit, said it was unable to pay debts and had no alternative but bankruptcy. Liberty added that anti-trust suit pending against 13 baseball clubs for \$12,000,000 would enable the web to pay its debts if it wins the suit. Liberty officials declared that

On "Danger" NEW YORK, June 7.—Lucky Strike cigarettes this week was close to buying "Night Train to Danger." a hall-hour filmed dra-matic series from Music Corpo-ration of America. The show would go into Thur-day nights 9-9:30 on the Co-lumbia Broadcastng System's TV web. The agency is Batten, Bar-ton, Durstine & Osborn.

NEW YORK, June 7.—General Mills, which lost a radio pipeline to the smaller markets when to the smaller markets when to be result, this wock board each day via the American Broadcast ing Company in a move to reach the same audience. The deal in-volved the 12:30 to 12:45 p.m. the and the TV markets will not hear the radio series at all. Discore Fitzgeraid-Sample is the agency on the late show, which estimates arrow will be hilling taks. aired via a deejay yet to be selected. Tee-off date is June 30. The sponsor formerly had used Cal Tinney in a strip show via LES to reach the smaller markets. It believes the new stanza will do better than fill the gap. For one thing, it will enable GM to com-board cut-in announcements in each area during the shows, plug ging the particular brand of half.



General Mills Buys Two

X-Board ABC Strips

THE BILLBOARD

WCBS Sales To Be Handled By Web Dept.

Locol Soles Staff To Be Absorbed Into Net Set-Up

to be Absorbed into Net Set-Up NEW YORK, June 7.—In a move to muster maximum sales strength, WCBS here this week decided to let the Columbia Broadcasting System's Radio Spot Sales handle its local sales begin-ming June 16, according to Carl Ward, general manager of the station. Most of the WCBS sales staff is being absorbed by CBS Radio Spot Sales. Those with the outlet and now joining the latter operation include Kent Patterson, John Crandall, Tom Gorman and Don Miller, the former sales man-ager of WCBS. A newcomer to CBS Radio Spot Sales is Sam Maxwell, recently Eastern sales representative for WBBM. Chleago. New sales staff-ers at CBS Radio Spot Sales will report directly to Wendell Camp-bell, general sales manager. In spite of upped billings in May, which were 29 per cent higher than last year, Ward claims the move is being made to avoid needless duplication in agency calls by the two sales staffs. Then too, he points out, it is obvious that radio's new sales pattern demands a greatly am-plified staff for getting business from other than national accounts. The rival National Broadcasting Company's Spot Sales Depart-men thas been getting the hypo treatment recently.

Merger Move Of 4's Is Postponed

NEW YORK, June 7.—Indica-tions this week were that member unions of the Associated Actors and Artistes of America would move its July 1 merger deadline back one month. The extra time will probably be given to the unions because the proposed def-initive merger plan will be pres-ented to the heads of the four Eastern branches of the 4A's on June 16. They must then consider it and submit it to their member-ships for voting, which is apt to ships for voting, which is apt to make the July 1 deadline impos-sible to achieve.

CBS Tallies **Up New Sales** For AM Net

Political Campaigning Set WCCC OFFERS MOWER MUSIC For Drastic Overhaul by TV **Both Parties Acknowledge TV-Mindedness in Programs**

• Continued from page 1

MOWER MUSIC HARTFOED, Conn., June 7.—Local station WCCC has rome up with a utilitarian twist on radio's old music-to-read-by, music-to-dream-by programing stunts. It's "Mu-sic to Mow Your Lawn By," a Saturday alternoon platter show sponsored by the Hart-ford Equipment Company. The program features a musical quiz gimmick, with the sponsor offering to "mow the lawn free" for listeners who identify the "Mower Mystery Melody." Come win-ter, WCCC news editor Walt McGowan predicts they'll change the title to "Music to Shovel Snow By."

AUTO CRASH Star Injured, Show Called,

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• Continued from page 1 highlighted by the following inno-tion managers and party TV-radio 1. Teamwork between conven-tion managers and party TV-radio in the best set of the core convention speakers to be consulted by party TV-radio in the best set of the core convention speakers to be convention indulging in time-filling in generational magarines com-tables geared to get the most patien will be followed "wher-ter possible without impairing convention progress and without iconvention manager with the patient will be followed "wher-speches the kind resorted to at many a previous convention at a device to keep the "show" going convention progress and without iconvention progress and without iconvention progress and without iconvention progress and without iconvention progress and without in the choice nightime hours convention anager will be permanded to keep the "show" going convention anager will be reminded to keep the "show" going convention anager will be reminded to keep the "show" going a device to keep the "show" going convention progress and without in the choice nightime hours. 2. Convention manager will times" of the coast-to-coast TV sudences watching and an even vasiter radio audience listenting 3. Sesions will be started on "a studio production basis," with TV and radio industry spokesmen 4. TV has been given what the set meand to make the sponshiele to be able to keep the shared of to keep the able of the coast-to-coast TV sudences watching and an even to keep railies and loor demon. 4. TV has been given what

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NEW YORK, June 7.—The Co-lumbia Broadcasting System's ra-dio network this week continued to put together several new sales. The 10-10:5 a.m. strip of the seginning June 9. Toni confirmed purchase of the featuring Arlene Francis and Bill Cullen. And General Foods has bought Bob Trout and the news Thurdays. Saturdays and Sun-days 10-10:03 p.m. starting July 3.

THE BILLBOARD

DETROIT, June 7.—"Lights Oul" this week was dropped from its regular early eve-ning slot Monday by WWJ-TV, Detroit, following a pol-icy established under the management of Harry Ban-nister of a voiding horror shows during periods when the child audience is heavy. Show has been replaced by "Who Said That" in kine-scope.

"Who Said That" in Kine-scope. "Lights Out" itself will be resuried a little later in a kinescope version at 9:30 p.m., considered late enough to miss the moppet trade. Banolster now is station re-lations chief for the National B ro a d c as tin g Company, which airs "Lights Out."

Floor Debate

LITTLE LEAGUE

WCBS Has

Show for Ball Fans

'LIGHTS OUT'

TEMPORARILY

"All-Star Revue" Is Renewed by Kellogg

NEW YORK, June 7.—Kellogg this week signed a firm renewal on "All Star Revue," embracing the summer period as well as rext fall, and the National Broad-casting Company was proceeding build build build build build build to finalize plans on the lower build build build build build which debuild June 20. The week on more aponsor to fill out the bank-roller roster. Show rep build have for the summer edition, With Pet also set to continue, NBC now needs only to find one more sponsor to fill out the bank-roller roster. Show Crop bowse have get for the three remain-ing shows of this season. Pete Burnum, who is supervise the week befinite instructions a for as possible on every for the three remain-tion who determined by a far as possible on every for who were is-his week. Definite instructions a for as possible on every show were is-

TV MONITOR

Chi Italians **Check Radio** And Telecast

CHICAGO June 7.- An organi-CHICAGO, June 7.—An organ-zation has been formed here to manitor radio and TV for deroga-tory remarks about or portrayals of Italians or Americans of Ital-ian ancestry. It was formed by local Italian businesimen after constant press and radio refer-ences to the "Italian bloc" of leg-islators, allegedly dominated by bodiums.

McFarland Bill Set for House

Live Policy DETROIT, June ?.—Policy of a return to live direct origination for radio, with decreased empha-sis upon recorded shows as for as possible, was set for WWJ by Den DeGroot, station manager, this week. Definite instructions to follow the new policy as far as possible on every show were is-sued to the staff with the further order that, when elicumstances make a recorded show necessary, the tie-in narration, at least, be kept live. Remoning oack of the DeGroot is the 'best on the spot' medium,' and that the current general trend to tape shows, presumably a the face ut growing video com-petition, surrenders one of radio's best special weapons.

BMI Offers Scene Snaps To Stations

Indian businessmen after encess to the "Italian bloc" of leg-sitators, allegedly dominated by hoodlums.
 The first stinger from the group went to the American Broadcast-ing Company. Goodyear Tire Company, for an ADC show The fense Attorney' May 15. A letter from the group's newspaper. The Guardian, said: "An unsavory and villainous character was pur-trayed who was guily of murder. The character was pur-trayed who was guily of murder.
 The character was pur-trayed who was guily of murder.
 Baroni, and had a marked Italian accent, the letter said. It said there are 70 Chicago families with that name. Robert E Kintner.
 All S regulariy and Atter was pur-trayed who was guily of murder.
 Baroni, and had a marked Italian there are 70 Chicago families with that name. Robert E Kintner.
 All S regulariy of botos is then carter was pur-trayed who das guily of murder.
 Baroni, and had a marked Italian there are 70 Chicago families with that name. Robert E Kintner.
 All S regulariy of botos is being carried out by Benry Kalz-man of BMI's TV department.
 Baroni, and had a marked Italian there are 70 Chicago families with that name. Robert E Kintner.

12 Execs Quit



O'NEIL NAMES LINE-UP OF WOR-MUTUAL TEAM

NEW YORK-MULIUAL IEAM NEW YORK, June 7.-In a memo to all WOR and Mutual Broadcatting System personnel here Friday (6), the web's new preax, Tom O'Neil, outlined the general chain of command for perations with those of the local station. As expected, Executive Vergee Bill Einschriber was officially announced to head up "combined radio operations of Mutual and WOR," but no mea-tinn was made of an exec to handle web's TV operation. WOR Prexy Ted Streibert's future has been two-fold in the trade, with one faction Insisting that he will move into Mutual's top TV post, while others predict he will be upped to Thomas S. Lee Enterprises, in charge of O'Neil's new TV film production plans. The Set-Up

The Set-Up

The Set-Up As it stands now, Mutual department heads will hold down the mojority of top exec posits, with all WOR and WOR-TV advertising, research and press information under the aegis of Mutual Veepee Bob Schmid. Translated into inter-depart-mental terms, this means that WOR (AM and TV) fiscks will report to the web's press director, Frank Zuzulo; WOR Re-scarch Director Bob Hoffman will come under Mutual Re-search Director Dick Puff, and the station's advertising director of advertiging. Major physical moves to combine departments are expected to start next week. Meanwhile, no perionnel cuts have been announced, but it's generally understood in the trade that the consolidation will result in a sizable reduction of staffers not decemed necessary under new tandem operation. New exc scoreboard lines up as follows: New Oto Title Net Determined Net

Name	Old Thile	New Duties
Will Prostanter	Ex-c. respre, in charge of programing.	(Exact Titles Not Yet Determined) In charge of Mutual-WOR com- bined radio operations.
Jamys E. Wallen	Mutual sery-treas	Retains old duties, and handles Mu- tual-WOR AM TY combined account- ing and administrative operations.
Ju INI Beeback	WOR (AM-TV) pro-	In charge of radia programming for Mutual and WOR,
J. R Puppele	WOR (AM-TV) engi-	In charge of radio-TV engineering for Mutual-WOR.
Ban Schmid	Munual's verbee in rharge of advertising, research and press	
E. M. Johnson	Engineering verpen	Mutual station reistions.
Adalt Huls	Mutual sales verpee	Seme
William Crawfard	WOR sairs topper.	WOR (AM) sales manager-
R C Maddux	WOR (AM-TV) sales	In charge of all WOR-TV sales, se- sisted by Bob Maye.
Barvey Marlow	WOR-TV program mgr., reparting to Schach.	In charge of all WOR-TV program-

Trade Sees Favorable NARTB Biz Report

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Van Tine Named to U. S. Chomber Post

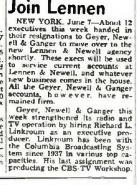
Tits p.m. strip on NBC-TV. Washington and outlet.
 Washington and outlet.
 Washington, July 7. — Latter show gees into the 64.30 p.m. Sunday slot as a once weekly feature.
 Washington, July 7. — Latter show gees into the 64.30 p.m. Sunday slot as a once weekly feature.
 Washington, July 7. — Latter show gees into the field state of the pin TV-radio expansion in the United States Chamber of the state of the chamber, and the United States Chamber of the chamber, so the second States Chamber of the chamber, so the chamber of the chamber, so the chamber of the chamber, so the chamber of the chamber of the chamber, so the second States Chamber of the last two weeks. Zenith, the second States Chamber, so the agency's Chicago office.



CBS-TV Ups W'kly Discount Agency to Rates by 5%

NEW YORK, June 7.—The Co-lumbia Broadcasting System's TV web this week upped its maxi-mum weekly discount structure 5 per cent to a total of 15 per cent. The firmer discount table offered a maximum of 10 per cent when 35 ar more station-hours were purchased. The new 15 per cent figure comes into play when 90 or more station-hours per week are bought.

are bought. The increase in discount rates will primarily benefit big-time advertisers who will be allowed to combine contracts for several divisions. The 10 per cent CBS-TV annual discount for 52 weeks of sponsorship also remains in effect.



'Space Cadet' to Switch Webs

NEW YORK, June 7.—Kellogg this week was on the verge of inking to switch its "Space Cade" TV show from the American Broadcasting Company to the National Broadcasting Company, and expanding it to a five-a-weeker. The stanza which has been airing 6:30-6:45, Mondays, Wednesdays and Fridays via ABC-TV, would take over the 7-7:15 p.m. strip on NBC-TV, which is being vacated as of June 27 by "Kukla, Fran and Ollic." The latter show goes into the 66:30 p.m. Sunday slot as a once-weekly feature.

Your Top TV Sales Opportunity . 1 Wilmington, Delaware In the Market which has highest income per family in the country. Represented b **ROBERT MEEKER ASSOCIATES** New York San Francisco Chicago Los Angeles

Ball Fans. NEW YORK. June 7.-WCBS, here, debuis a new 13-minute sports show about Little League baseball in the local area, with Martia Weldon as commentator. Each week a town will be saluted Roslyn, L I., was selected to tee off the program, and Engle-wood, N. J., will be saluted next. Founded in 1941, the Little League baseball program which is for youngsters between eight and 12 years of age now has 5500 teams playing in 800 leagues in 38 States, Hawaii, Canada, Canal Zone. Puerto Rico, Cuba and Alaska. The radio show will tape interviews with outstanding pro-fessional baseball players. They will give the kids tips on playing the game. Ford Frick, commissioner of baseball, is slated to be inter-viewed on the series.

ABC-Paramount ACLU BLASTS **Merger Hearing Hits Doldrums**

WASHINGTON, June 7.—The American Broadcasting Company-United Paramount Theaters, Inc., merger hearings at the Federal Communications Commission has dropped prematurely into the summer doldrums, with only one witness scheduled for next week and two for the remainder of the month. Attorneys for the two merging companies have asked for time to go thru the thousands of documents introduced as evi-dence during questioning of a score of witnesses by FCC's Broadcast Hearing Bureau at-torneys.

Allen B. Du Mont, of the Al-len B. Du Mont aboratories, Inc., testified this week that he felt at "a disadvantage" in dealing with Paramount Pictures Corpo-ration In 1940 and voiced belief that Paramount Pictures Corpo-ration In 1940 and voiced belief that Paramount was "trying to take advantage" of him as he at-tempted to arrange for additional financing. He said the situation "some changes in the general TV picture." Du Mont said he got the impression that Paramount Pic-tures wanted to move slowly on TV.

tures wanted to move slowly on TV. Du Mont agreed with other wilnesses who said that the Sco-phony Corporation of America demonstrated a TV picture in this country in the early 1940's. But he said it was not "commer-cially feasible" because the pic-ture was not "bright, clear or steady enough and it was too ex-pensive." FCC Broadcast Hear-ing Bureau Chief Fredrick Ford labeled the question of "commer-cial feasibility" as "immaterial." Ford said the commission was in-terested in discovering whether Paraniout had prevented the development of patents, and In that connection he saw as most important the testimony that Scophony, which was then asso-clated with Paramount Pictures, had developed a TV system which id work and could be demonstra-ted.

Court to Test FCC TV Plan

FULL IV PIGN WASHINGTON, June 7.—The first court test of the Fed-ral Communications Commis-filed in Pittsburgh Wednesday (1) by Paul Segal, Smith & Hen-nessey, on behalf of WWSW, (First announcement of the in-rended court action vas carried exclusively by The Billboard April 26.) Segal said he is not to issue an allocation plan, but another and another the present plan as "arbitrary and capyriclous" be-cause of the "inflexible" pattern into a close to Columbus". Distance de channel merely be don't the separation line designed by the FCC puts Pittsburgh a "much needed channel merely be don to close to Columbus". Distant has not planes with for dissenting member of the spin and Robert F. Jones, ma-pring distant for the separation planes who deated five years to get an optimate of points al-rebarse a number of points al-rebarse and bar of

Nets Vie for **DuPont Seq**

NEW YORK, June 7.- The Co-lumbia Broadcasting System and the National Broadcasting Company this week were gunning for the DuPont TV business. The ad-vertiser will program a video version of "Cavalcade of America" on alternate weeks this summer and fall

ACLU BLASTS FCC TV CODE WASHINGTON, June 7.— The TV code was labeled "an extreme form of censorship" this week in an American Civil Liberties Union request for Pederal Communications Commission hearings on the matter. The ACEU sald the code might also violate the anti-trust laws, in which case member slallons would be in-cligible for operating licenses. Even such "highly praised" theatrical productions as "Death of a Salesman," "Streetcar Named Desire," and possibly T. S. Eliot's "Cocktail Party" might be banned un-der the self-imposed code, the ACLU said.

TV'S KNOCKOUTS Two Toronto **Events Nixed On Fight Night**

Congressional Probe of TV, Radio to Be Resumed June 25

THE BILLBOARD

TORONTO, June 7.—Tho there is still no telecasting in this coun-via WBEN-TV. Buffalo, caused the cancellation of two sporting events in this city. A wrestling blame.

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SITTING IN ON THE POLITICAL SCENE

This July is a month to be marked in history. When

In seven short years the Bell System has expanded the

intercity television network so that it is now possible for

99% of the television viewers actoss the nation to watch

the same program simultaneously. Behind this expansion

is a story of achievement. Radio-relay and coaxial cable

the curtain goes up on the national political conventions in Chicago, people from coast to coast can watch the

nomination of presidential candidates,

routes were planned and built. Special equipment was designed, tested and perfected. And men of special talents were trained in its special use.

The present value of the network, furnished by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is about \$90,000,000. Yet the cost of service is low. The telephone companies' total network charges average about 10 cents a mile for a half hour of program time.





1RDK-LE3-R6GG

TELEVISION-RADIO

FAIRBANKS HEADS OWN SALES DEPT. III Health Forces Ralph Cattell Out Of Post; "Rabbit" Deal Is Under Way

HOLLYWOOD. June 7.—Jerry tion was prompted by ill health. Fairbanks, prexy of the film pro-fuction firm that bears his name, this week took over the reins won't be a replacement for Cattell this week took over the reins on in the immediate future because his company's sales following the inder its new sales structure the fairbanks vecepe in charge of sales. Fairbanks said Cattell's resigna-New sales set-up calls for prod-uct to be headled thus the com-

ATOMIC FILM **AEC Says Pix** Available at Depository

DECDOSTIONS WASHINGTON, June 7.—Un-classified atomic films will be furmed over to commercial TV for "educational use." the Atomic Energy Commission announced this week. The commission said around 100,000 feet of unedlted, assembled, 35 mm. black and white stock film footage, without sound track, is available thru a government depository at stand-ard government cost rates. The difficult for commercial and govern-ment units 'to take their own of the U. S. Army Signal Corps. Aware that security and oper-ational consideration, make it dif-ficult for commercial and govern-ment units 'to take their own commission said it designed the project to serve educational mo-tion picture and TV. documentary and newsreel producers and gov-ernment agencies. It requires only that users "accurately pre-sent atomic information" and "do progress of the national atomic energy program or the U. S. Gov-ernment."

KTLA Signs Welk To Two-Year Pact

HOLLYWOOD. June 7.—Law-rence Welk was re-signed by Sta-tion KTLA to a two-year pact, including options.

CHICAGO, June 7.—Members tipped off to any answers, told to of the panel of "Down You Go," bone up on any particular sub-Chicago quiz show on Du Mont and Mutual networks, arc going to take lie-detector tests to prove there is no tip-off on answers. Gail Compton, producer of the Gail Compton, producer of the tip constraints of the tests on the tip constraints of the tests on the constraints of the tests of the tests of the originates, was mulling the possi-Lou Cowan package, volunteered bility of putting the tests on the tip constraints of the tests of the tests on the tip constraints of the tests of the tests of the tip constraints of the tests of the tests of the tip constraints of the tests of the tests of the tests of the tip constraints of the tests of the tests of the tests of the tip constraints of the tests of the tests of the tests of the tip constraints of the tests of the tests of the tests of the tip constraints of the tests of the tests of the tests of the tip constraints of the tests of tests of the tests of t Welk will take over the Friday night time slot held by Harry Owens when the latter bows for the summer.

Probe of TV

Continued from page 7

• Continued from page 7 deemed the programs as "injuri-ous" to their children or any other members of the family. Be implied that too many parents seem to be 'shirking this re-sponsibility, satisfied instead to turm their children over to tele-vision so as to relieve themselves of the burden of taking care of them Klein's outbursts high-lighted the subcommittee's ques-tioning of this week's witnesses, most of whom represented "dry" groups which apparently were echoing arguments aired by them liquor commercials on 'TV-radio. Rep. Joseph P O'Hara (R., Minn.), like Klein, voiced concern over my kind of legislation which would risk introducing federally imposed censorship. imposed censorship.

sales as such. New sales set-up calls for prod-uct to be handled thru the com-pany's five offices in New York, Chicago, Cleveland, Atlanta and Hollywood. Plan is for the company's prexy to handle national sales, while branch offices will concentrate on local and regional deals. Fairbanks and Sid Rogell, veepee in tharge of production, left for New York last night (Friday) to negotiate a national deal.

and Sid Nogeli, Veepee in that ge of production, left for New York last night (Friday) to negotiate a national deal. Now that branch offices have been set up, Fairbanks expects production to resume at the Holly-wood studios. Since production plans call for making dramatic series specifically for sale locally and regionally on an open end basis, production of its ''Hollywood Theater'' series has been held up until branches were set up and geared to handle open end biz. In the meantime, Fairbanks will continue to operate with a skele-ton crew consisting only of key people. Following a two-week va-cation with pay for the entire studio, Fairbanks said about 15 of its people will remain on a lay-off basis until production is resumed. Longest lay off can last. Fairbanks said a number of his people are under contract to him and that actually the lay-off is more like a loan-out since it per-mits ther to get work elsewhere until the studio resumes produc-tion. As it stands now, Fairbanks has one of the largest backlogs of TV film product in the industry. Na-tional sales deal is currently under way for its 'Crusader Rabbit'' se-ries.

DOUBTING THOMASES

"Down You Go" Panelists

To Take Lie-Detector Test

THE BILLBOARD

PLUGS WARES ON

OPPOSING NET WASHINGTON, June 7.--The unique situation of a Columbia Broadcasting Sys-tem TV official's plugging his wares over the National Broadcasting Company is set up for Monday (9) on Robert Montgomery's show. In a Life magazine commer-Robert Montgomery's show. In a Life magazine commer-cial, Bill Wood, CBS news chief in Washington, will be plugging the CBS "School for Candidates" currently fea-tured In Life. Wood has been giving TV studio instruction to candidates for President and other offices (The Bill-board, May 24).

'King Calico' To Be Filmed For Color TV

CHICAGO, June 7. - Top-rated CHICAGO, June 7. — Top-rated local moppet puppet show here, "King Calico," which has been heard over WENR-TV Monday. Wednesday and Friday, 5:45-6 p.m. CDT, will go on film and be syn-dicated thruout the country, it was learned this week. Program, a CNC Productions feature, will be filmed, in color, by Galbreath Picture Productions, Fort Wayne, Ind., and will be ready on a five-a-week basis by August. Setting will be handled by Jack

a-week basis by August. Selling will be handled by Jack Brown, representing CNC here, and Galbreath. Program is tele-cast live, and is sponsored by Mil-not on Wednesday and Friday, with the Monday show sustainIng. Sta-tion had offered CNC the Tuesday and Thursday time slot, effective next week, but additional video time was nixed in order to do the filming in Fort Wayne on those days. days

Current plans call for the show to continue live locally thru the end of the present contract, then go to film.

VOTE CHASERS-22

Taft, Ike Supporters **Display Bad Manners**

By SAM CHASE

By SAM CHASE This stanza presented leading lights from the Taft and Eisen-hower camps in Reps. Clarence Brown and Hugh Scott, respec-tively. The congressmen, it must be said, did not put on a par-ticularly cnlightening show. They continually shouted at and in-terrupted each other, with the jovial good humor that attends the poker session following a lo-cal Rotary Club meeting. Out of all the bellowing and fuming, nothing much eame thru other than that Representative Scott scems a good deal smoother an article than his compatriot.

article than nis compatitol. Scott eaught Brown levelling charges against Eisenhower which also are being circulated by mail by one of the most criticized ex-tremist groups, and lowered the boom on his sparning mate. In turn, Brown said that, at least, his man, Taft, is not being sup-ported by "the Wall Street smear bund and the international bank-ers."

VOTE CHASERS

One interesting item crept h, accidentally it seemed. Scott cas-ually mentioned that as long ago as last September, during his visit to Europe, he was told by Eisen-hower that the General intends to answer any questions that would be thrown at him. This is indeed strange, if so, in view of the Gen-ral's repeated assertions that he has not, and will not, campaign for the nomination, but will do his real talking only if and when he is nominated. Yet that Sep-tember remark scens to indicate more than a passive interest in the campaign. Otherwise, the show was nota-big only for its bad manners and first-name good humor, but hard-by at all for information. It might be better to stick to the principals involved, rather than their small-fry supporters.

JUNE 14, 1952

American Forum of the Air

ported by "the Wall Street sincar bund and the international bank-ers." With this kind of goings on. With this kind of goings on. With this kind of goings on. Sponsored by Bohn Aluminum & there was little light cast on the Brass Co., via the National Broad-continuing campaign for the Rest Co., via the National Broad-costing Company AM-TV webs thru Zimmer-Keller & Calvert Brown charged that Eiscnhower Brown charged that Eiscnhower agency. Producer, Theodore Gran-bas not made his position clear on basic issues, and Scott replied that he has, and will further clair from Europe in a few days.

Russell Displays Skill In Collins Interview

By JUNE BUNDY

In Collins By JUNE RUNDY Ate Smith's political-minded fal-producer, Ted Collins, is in-formation of the collins, is in-terviewing presidential candidates of her daytime show. Tucsday's (3) target was Scn. Richard Rus-sell of Georgla. On the whole, the Senator came out of it quite well. By passing any embarrassing methons of states' rights or racial issues, he confidently told Collins tat he expects "at least 300 deles gates on the first ballot," adding bit wistfully that it's been "104 certed president." Teporter, but he couldn't pin the admission that Governor Adia Sevenson is a sharp, quick-witted for any embarrassing the president." "Seven a shades this side of Adam," cracked Russell dryfy Displaying considerable skill in the system on answer technique, the Southern Democrat cagily de-clined to comment on the chacces of where andidate. He ex-pressed general approval of Tri-man's forelish policy, but skill. "Sevenson is a charman of the Armod Services Committee, Rus-foll maintained rather myster-ing with the Air Force is low on the sources of strength for peace." New More Services Committee, Rus-soling the candidate. He ex-plies the deustion of taxes, he ob-bies on foreign policy, but at maintained the own foreign policy as the be-ling on foreign policy as the be-ling the vestion of taxes, he ob-bies the dust the Air Force is low on the sources of strength for peace." New More acidly that the people "ano umaintain the statue mintain the sources of strength for peace."

Lilly Forms **Own Company**

HOLLYWOOD, June 7.-Lou Lilly, who two weeks ago re-signed as head of Jerry Falr-banks' scenario department and as production supervisor, this week formed his own TV and commer-cial film production company. Lilly had been with the Fairbanks firm for 10 years. Lilly's company is located at KTTV where he also leased stage space. Firm's first project is a TV film series of 13 half-hour comedy shows, starring Todd Karns, tagged "The Boy Friend." Pro-duction is expected to get under way in July. Firm also intends to start rolling on TV spots and com-mercial films in the immediate future.

these of the interview over to the senator for a personal run-down of his qualifications for the White House post. This was a mistake for the Senator, whose stiff re-citation of his sterling qualities suggested a balding boy scout tabulating a list of good deeds with an eye on Kate Smith's predominantly fem day-time a u di en c e, Russell noted bis political achievements, he is "proudest of sponsoring school lunches."

TELEVISION - Reviewed Tuesday (3) 45 mm. EDT. Par-ficipation sponsorship, via Na-tional Broadcasting Company TV, New York. Producer. Ted Collins. Associate producer. Barry Wood. Star, Kate Smith. Guests: Sen. Richard Russell. others.

KTTV Signs Unique Deal With Oil Co.

HOLLYWOOD, June 7. -- Sta tion KTTV this week closed a unique deal with General Petroleum Corporation whereby the sponsor will bankroll all unseneduled, special events telecasts carried by the station. Commereials will be for General's Mobil-gas dealers. Station will get a guaranteed \$75,000 from General guaranteeu stooto nom denem for two skedded telecasis, its pick-up of the New Year's Day Tournament of Roses Parade and "Santa's Sub-Station," needy kids be efit show originated last year by the station. In addition to the \$75,000 base

for coverage of these two events. General virtually hands KTTV a blank check to cover all important special events in the area. Outlet has been among the more active locally in special events coverage. Station helped break thru in covering the Commie hearings held here last year, and more recently covered local floods. Arrangement is unique in that a firm buys a program in advance before it actually knows what it's sponsoring, yet guaran tee: itself of having an exclusive on the top specia' events.

Profitable TV Audience exclusive with NO FCC LICENSE FOR PARTS WORK WASHINGTON, June 7.--The Federal Communications Commission issued a public statement this week stressing that fit does not license anyone to "engage in the business of imstalling or repairing radio and TV home receiving sets." The commission said it felt the statement was necessary be-cause it bas lcarned that some radio and TV home repair generative sa being "licensed by FCC" or gave the impres-sion that they were under FCC supervision. LANCASTER, PENNA. Only TV station in - only TV station seenin this lorge, rich Pennsylvanio market area. Cloir R. McCollough, Pres. Represented by ROBERT MEEKER ASSOCIATES Chicogo San Francisco New York Los Angeles

Lever Buys Patti Page

NEW YORI, June 7. — Lever Brothers this week bought Patti Page for its Tuesday and Thurs-day "Chlorodent Music Hall" on the Columbia Broadcasting Sys-tem's TV web The program will be seen 7:45-8 p.m. on those days. J. Walter Thompson is the agency.

there is no tip-off on answers. Gail Compton, producer of the Lou Cowan package, volunteered his panelists after a television col-umn in The Chicago Daily News suggested that lie-detector tests among viewers of "What's My Line?" "The Name's the Same," 20 Questions," Ti's News to Me." and other panel shows. Questions suggested for the test Questions suggested for the test cover whether the panelists are

Video Series HOLLY WOOD, June 7.-Richard Rober, Bing Crosby En-terprises has decided to show the pilot film of its new "Corny Johnson" videc scries to prespec-tive sponsors and agencies. Rober, who starred in the title role, was killed here last week in an auto accident. According to Basil Grillo, ex-ecutive veepee in charge of pro-duction for Crosby, no replace-ment will be set for the Rober role until prospective sponsors in-dicate their choice of an actor for the part. The series, a Lancer Production, has a Broadway show business theme, with Richard Dorso as producer and Bernard Girard handling directorial chores.

JUNE 14, 1952 _

THE BILLBOARD

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a surger production and the second		u10-		V Show (narts	Records See The Billboard Music Po- ularity Charts (Music Section).
Top 10 T				• Share of Total Audience	• Top 5 Rad	
	of the We			Radio vs. TV	Each Day	of the Week
in CHARL	OTTE, N. C.	(139,000 TV Panel Size	sefs;* 250)	in Birmingham	in BIRMI	VGHAM (159,200 Families)
	According to V	ideodex Re	ports	(2 TV Stations)		According to Pulse Report
WBTVJefferson St.				According to Pulse Reports		
Videodex reports monthly on ea ational network report based on atl	ch of 20 major television mark	ets, besides publishing	a monthly	March-April. 1952	WBRC	CB5 WSG4
antisins the rating for every 15-m	note segment of every program Withles is obtained by supervise	r first seven days of ea from sign-on to sign the 15 minute extinue	-off. The		i i i i i i i i i i i i i i i i i i i	
A ONE-STATION IN	markets are determined by con	nparing the average rat C., had its grea	ingt itest	7 P.M. to Midnight TELEVISION RADIO AUD.	method using a cross-section of ha	volucted in 19 markets, and resorts are issued bi-mont π th(y). Information is obtained by the personal interview ros immes pre-selected by a modified area sampling method. In
The one exception wa	p.m. every night the s "Voice of Firestone	first week in A	pril	% of % of Sets Total Total in Us Aud Aud Radi	segments from 6 a.m. to midnight	e Interviewed in each market. Ratings are reported by 15-min
day, which was toppe Almost every nig single-station city are	the natiern of r	atings (which a	r a Iseli	SUNDAY 40.9	Home in tach market Monday-Fri	iday daytime ratings are based on 1,000 homes
single-station city are indicated a build-up t thereafter. Two exce	o the 8-9 p.m. slot an options to that trend,	d a gradual dec however, occur	line	MDNDAY	ham during Marc ond and third place we	TER" was still the top show in Birming- th and April, according to Pulse. In sec- ere the shows preceding and following it
thereafter. Two exci with "Story Theate Wednesday. Both can dipped below those of "Colgate Comedy	r," Tuesday, and " te on after 9 p.m., and	Telesports Dige the ratings of t	ooth	WEDNESDAY 34.7 65.3 36.0 THURSDAY 34.7 65.3 34.8	"Godfrey's Talent Sco	outs" and Bob Hawk Tied for fourth
Ken Murray close he	hind it and if address	ariotte raung, v	with a	FRIDAY	or. Tuesday evening	via the National Broadcasting Cont
last December with a	y." which was the top 3.3, was down 10 poir	show in Charl	otte	6 A.M. to 6 P.M.	Friday night American	opped the list Thursday night, And on Broadcasting Company dominated Bir- ut for the rest, CBS has a majority of the
it in fourth place.	SIGN-DH TO SIGN OFF			MONFRI11.988.129.9	shows on the list below	7 P.H. TO MIDNIGHT
	SUNDAY	Avg 0	k '51	6 A.M. to Midnight Entire Week		HIGHEST QR. HR NovDec., "
* COMEDY HOUR (Abbott & Costello)		Rtg. Pos.	Rtg.		1. BERGEN-McCARTHY	
2. THIS IS SHOW BUSINESS		50.0 2	2.84	NEXT WEEK	2. WINCHELL, T. GRANTABC. 3. HARRIS-FAYE SHOW	
3. KATE SMITH (Kine) 3. FRED WARING	06+0 -00-9+30	425 4	44.3	Top 10 TV Shows	3. PHILIP MORRIS	
STRIETMANN PLAYHOUSE	NBC 10:00-10:30			Each Day	3. MUSIC-ROTH C	
SUPER CIRCUS B. PHILCO PLAYHOUSE (Kine)	ABC	345 7	37.2	in CLEVELAND	ALCON THE PARTY OF ACT.	8:15- 8:45WSGN 8 0
. STU ERWIN (Film) . BEULAH (Film)	ABC	. 315 0	32.7	According to Videodez	1. LUX RADIO THEATER CBS, 2. GODFREY'S TALENT	8 00- 9:00
	MONDAY			•	SCOUTS	
LUX VIDEO THEATER	CBS 7:45- 8:30			Top 5 Radio Shows	4. SUSPENSE	
L CBS NEWS L KIT CARSON (Film)		46.0 4		Each Day	S. AL GOODMAN, MISE	9:00 9:30 WBRC 7.5
. VOICE OF FIRESTONE	NBC 8:30- 9:00 Non Net 9:00- 9:30			in NEW YORK	1. SOB HOPE	TUESDAY
NEWS AND WEATHER	Non-Net 6:30- 6:45			According to Pulse	1. FIBBER, MCGEE & MOLLY NBC	8:30- 9:00
SEARCH FOR TOMORROW		70 3 7	37 7	•	4. PEOPLE ARE FUNNYCBS	7:00- 7:30 WAPI 11.3
. LOVE OF LIFE	TUESDAY		,	Share of Total	S. LIFE WITH LUIGICBS.	8:00- 8:30 WAPI 10.5 1
TEXACO STAR THEATER (Faye)				Audience Radio Vs. TV	1. OR. CHRISTIAN	
STORK CLUB	CBS			in NEW YORK	3. BIG TOWN CBS	
STORK QUB STORY THEATER (Film) CBS NEWS DICK TRACY (Film)		41.5. 39.5.2. 36.0.		1.	4. YOU BET YOUR LIFE NBC	
NEWS AND WEATHER				According to Pulse	S. BIO SIGRI	8:30-9:00WBRC11.5413 THURSDAY
LOVE OF LIFE	NBC \$:30 6:00. CBS 12:15-12:30.			FOR FULL	1. ORAGNET	8:00- 8:30WBPC
	WEDNESDAY			INFORMATION	J. TOU" HIT PARAOE	9:00- 9:30. WBRC
GODFREY AND FRIENOS STRIKE IT RICH PERRY COMO			· · · ·	about all radio and television shows ratings, audience compositions and the many other	S. HALLMARK PLAYHOUSE CBS.	7:30 8:00
WILD BILL HICKOK (Film)	Non-Net 6:00- 6:30.			factors which determine the success or failure of a program.		FRIDAY
NEWS AND WEATHER	Non-Net			subscribe to part of or the full services of the research organiza-	2. MR, DISTRICT ATTORNEY ABC	8:00-8:30. WSGN 10.8 1 8 8:30-9:00. WSGN 10.8 7
TELESPORTS DIGEST GREATEST FIGHTS (Film) SEARCH FOR TOMORROW	NBC 10-45-11-00	27.5 6.		For full details of the Pulse	4. KILHARD DIAMONO	7:30-8:00W3GH
	THURSDAY			reports, write to THE PULSE, INC., 15 West 46th Street, New York,	3. MUSICLANU, U.S.A	
AMOS 'N' ANOY BOSTON BLACKIE (Film) MAN AGAINST CRIME	CBS		73.3	For full details of the Video- dex service write to IAY &	1. GENE AUTRY	
DIU IUWA	····· (8)		50.5	GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.	TARZAN CBS	
STORK CLUB CBS NEWS CISCO KIO (Film)	CBS 7:45-8:00 CBS 7:30-8:00	42.0 5		For the ARB service write to AMERICAN RESEARCH BU- REAUr National Press Building.	4. JANGBUSTERS	8:00- 8:30 WAPI 9.0 .3 o
NEWS AND WEATHER	Non Net 6:30. 6:45			Washington.	3. 3007 CAROTA	6 A.M. TO 7 P.PL
SEARCH FOR TOMORROW				DOF	1 EDWARD R. MURROW.	MONDAT-FRIDAT
MY FRIEND IRMA	CBS 8-30. 0-00	sto -		BCE Acquires	L LESVEUR	6:45- 7:00WAPt12.011. 6:30- 6:45WAPI11.0
PLAYHOUSE OF STAPS				narre s Story	3. JACK SMITH	
PERRY COMO RANGE RIDER CBS NEWS	Non-Net 6:00- 6:30.	40.5		Crosby Enterprises this week ac-	S. BEULAN	
ADT LINKI STTED (CILM)	Non-Her 0:30- 0:45.			Tennessee's Partner." Story -will	1. CBS NEWS ROUND UP CBS	SATURDAY
HOWDY DOODY SPORTS PARADE				bound TV series	2. STARS OVER HOLLYWOOD, CBS	
	SATUROAY		5	screen play, with cameras due to	4. GRAND CENTRAL STATION CBS	12:00-12:30
KEN MURRAY SHOW :	NBC 9:00-10:00.		53.5	a roll Thursday (12). Barney Gi- rard will produce-direct.	S. EDDY ARNOLD SHOW CBS	6:00- 6:3D WAP1 6.8
BARN DANCE	Non-Nel 7:30- 8:00		47.6	all the news of your	1. AMOS 'N' ANDY	SUNDAY /
YOUR HIT PARADE	NBC 10:30-11:00			L Junters PPETH SCER	Z. JACK BENNY	6:00-6:30WAPI
	ISS 10.00 10.20 1		. 34.2	in The Billboard	4. THE BIG SHOW	
WONDERFUL TOWN (Kine) BEAT THE CLOCK (Kine) SMILIN' ED McCONNELL.		74.0	1	SUBSCRIBE TODAY	C OUD MICE BOOME	5:30- 6:00

Little League **Baseball News**

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RADIO — Reviewed Saturday (31), 5:30.5:45 p.m., EDT. Sus-taining via WCBS. New York. Reporter-writer, Martin Weldon. Commentator, Mart in Weldon. Guests: Gil Hodges, Lynn Parrott and Haps Kemper.

and Haps Kemper. WCBS is achieving a two-fold purpose via its "Little League Baseball News." It is performing a public service by building inter-est in the Little League, and is programing a show which should catch the fancy of the sports-minded youngster. The Little League, for those squares who haven't heard of it. is a junior baseball league for kids between 8 and 12 years of age. It has grown to 3.300 teams in some 800 leagues in 38 States, Hawaii. Can-ada, the Canal Zone. Puerto Rico. Cuba and Alaska in the 11 years of its existence. There are about \$5,000 youngsters crolled in the program in the New York area alone. As jits title indicates, the show

alone. As its title indicates, the show gives the Jatest news of League activity, and also presents base-ball pros who give the young players tips on the sport. Also featured is a salute to an out-standing League in the local arca. On the initial stanza. Roslyn, L.I. was saluted. On hand to guest and to give his solution for over-coming a local problem was Haps Kemper, prexy of the League and advertising manager of The Bill-board. Interviews

Interviews

board. Interviewed via a tape recorder was the BrooklyneDodger's first baseman, Gil Hodges. The Na-tional Leaguer answered some generad questions on hitting and fielding with remarks that were benefit of hearing from a typical Little Leaguer. Lynn Parrott, 12-vas quizzed as to his career in two organization. Martin Weldon turned in an extremely effective organization. Martin Weldon to an extremely effective provide the interview, as well as the news, in a straight-forward, pleasing style. The value of the Little Leaguer with problems of juventile de-inguency, cannot be underesti-mated But beyond its public service a spects, the program should be a natural for a sporting ocal bank interested in teaching age. Leon Morie.

Summer Matinee

TELEVISION —Reviewed Monday (2), 1:45.3 p.m., EDT, Presented Monday thru Friday via WABD, New York, Producer, Du Mont Television Network, Di-rector, N. James Saunders, Cast. Bill Silbert and guests. Origina-tion, circus and restaurant at Pal-isades Amusement Park, New Jersey. Jersey.

Telecasters are still seeking the ideal disk jockey program. The job done by Bill Silbert is by no means ideal. As programing it has definite advantages and dis advantages, and it is to be hoped that Silbert will be given enough leeway to use whatever produc-tion devices he can to brighten up his program.

tion devices he can to brighten up his program. As it stands now, "Summer Matinee" is an easy-going type of program. It requires no great concentration on the part of the viewer. The latter can tune in at any time; he can cease to pay at-tention at any time, and he can resume listening and viewing at any time. The gaps missed won't mean very much. Divided Attention

Divided Attention

Divided Attention The above is, in a sense, an in-dictment. The program does not hold the viewer's complete atten-tion. Yet, in the same breath, it can be fairly stated that the pro-gram makes easy viewing and lis-tening, and probably earns from an afternoon audience a generous amount of "partial" or divided attention—the kind of attention a bouse wife might eive while doing housewife might give while doing various household chores.

Distance household chores: Daytime radio always aimed at capturing this kind of partial at-tention. It's natural that TV should. But it is obvious that when a program becomes too casual-when it can be tuned in and out without the viewer's ex-periencing a sense of loss-then the danger point is reached. Silbert's show may not be at this danger point with regard to casual listening. But his show tends in that ultra casual direc-tion, as do so many deejay shows,

Television—Radio Reviews

The Story Without End CAPSULE COMMENT

THE JIOTY WITHOUT ENG RADIO – Reviewed Saturday (31), 11:30-12 p.m., EDT. Public Service sustainer via WNBC, New York, Presented by the Veterans' Hospital Radio Guild. Producer, Charles Rogers, Director, Charles Wilkes, Script, DeWitt Kopp, Narrator, Howard Claney, An-nouncer, Joe Ripley, Music, Johnny Guarnieri. Cast: Betty Wragge, Grant Gordon, Jack Jay-son, Gladys Thornton, others, Guests: Jean Tighe, Leo Casperi, Calvin Johnson.

It's been almost seven years since the end of World War II. And the the current Korean conflict is "contributing" disabled personnel to the veterans' hospitals across the country, there is much less general public interest in the hospitalized vets than there should ever be. "Story Without End" was a fine attempt to remind the public that the hospitals arc still laden with disabled vets who need as much attention as they ever did. In this instance, the radio documentary told the story of the Veterans' Hospital Radio Guild, a public service organization made up of people in show business who have been making valiant attempts to help the vets to help themselves. The brainchild of actress Jean Tighe, VHRG teaches the vets to produce, direct and participate in ra dio programs broadcast over each hospital's own "bedside network." The teachers are radio engineers writers, producers, actors, song-writers, musicians, etc., all of whom devote their spare time to

whom devoc this effort. Documentary mtary tol Documentary The documentary told the his-tory, aims and some of the results of the vet-aid program. The story was told via narration and the use of dramatic vigneties. In all, it was a professional and interesting dramatic story of the work being done. The highlight of the half

done. The highlight of the half hour was the interviewing of two vets who were first schooled in the radio business by VHRG and are now gainfully employed in the industry. Members of the cast. inciden-tally, are all members of the Guild. Music backgrounds writ-ten by Johnny Guarnieri and played by the house ork did much to give the show a lift. The show caught was a local rebroadcast of the program originally aired on the network Monday (26) but not carried here. Joe Martin.

and Silbert should try to gauge audience reaction very carefully. Good Talker

Good Talker Good Talker Silbert, a former Midwest radio jockey, is a good talker. He's personable. In the one and one quarter hours of program time he played seven records. He also flashed pictures of sheet music tille pages and charts of best sell-ing disks. While the disks spinned, the camera was trained on such long range shots as a ship sailing up the Hudson, the George Wash-ington Bridge, etc. This was dreadfully boring, and of course, the scenery had no relation to the music. In a sense, this is a serious disservice. The dimension of sight —which is the medium's greatest asset—is here not only neglected, but actually misused. Not Television Just what Silbert and Du Mont

Just what Silbert and Du Mont can do to use the TV screen more profitably while the disks are playing, this reviewer does not know. But what they are doing in those three-minute sessions is at televitien. not television

not television. To the brighter side, it has al-ready been pointed out that the show makes for easy, if not con-centrated, listening and viewing. It is also produced hexpensively. Sibert's interview with Larry Douglas, juvenile lead in "The King and I" and a Coral record-ing artist, was an interesting ses-sion with human appeal. Douglas, answering Silbert's queries, re-diated charm. Silbert also had a happy manner with the kiddles in the park and the park employees whom he interviewed. The disk jockey program genre is a tough one for TW. Much re-malns to be done. Paul Ackerman. On the brighter side, it has al

Little League Baseball News (Radio). WCBS, New York. Saturday (31), 5:30-5:45 p.m., EDT

Saturday (31), 5:30-3:45 p.m., EDT. WCBS is achieving a two-fold purpose via its "Little League Baseball News." It is performing a public service by building interest in the Little League, and is programing a show which should catch the fancy of the sports - minded youngster. As its tille indicates, the program gives the latest who are professional baseball players or concerned with the workings of the organization as players or administrators. Martin. Weldon turned in an extremely effective job as commentator on the program, handling the interviews as well as the news in a straight-for-ward, pleasing style. The pro-gram is a natural for sponsors who want to hit the audience, the show is sure to gather. (See full review this issue.)

Summer Matinee (TV), WABD, New York, Monday thru Fri-day, 1:45-3 p.m., EDT. A disk jockey program re-quiring no great concentration on the part of the audience, this has advantages and dis-character. Incornensively. this has advantages and dis-advantages. Inexpensively-produced, much remains to be done with this type of TV show. (See full review this issue.)

The Story Without End (Ra-dio), Saturday (31), WNBC, New York, 11:30-12 p.m., EDT. This

The source of the second secon

Frankie Frisch Show (Radio). ABC. Mon. thru Fri., 5:55-6 P.M., EDT. The old Fordham Flash has

The old Fordham Flash has returned to the airlanes with this five-minute strip, render-ing late baseball scores and a mite of opinion. Here Frisch opined that the big Boston-Detroit trade may not make a flag-winner of the Bostox. and certainly can't hurt the Tigers. Commercials, renderéd by Frisch, gain from this virtual endorsement procedure. (See full review this issue.)

Johny Dugan Show (TV), NBC-TV, Mon. thru Fri. 3:30-6 p.m., EDT. This afternoon audience par-ticipation stanza, originating in Hollywood, has almost nothing to recommend it that has not been done long before and much better on other such shows. In Barbara Logan, it boasts a good-looking chirper who sells her song's nicely. Du-gan himself has a nice enough personality to deserve a more original opus than this. (See full review this issue.)

full review this issue.) Us Browns (Radio), WJZ, New York, Mon. thru Fri., 4-4:30 p.m. EDT. Diek Brown, best known as a male vocalist, and his frau, soap opera thesp Charlotte Manson, are teamed up in this husband-wife stint across the board via WJZ, New York. They sound like nice people, and their talk is interspersed with some singing by Brown-epitomizing radio s search for people with talents beyond the ordinary in the current hunt for economical yet diversified programing. (See full review this issue.)

Dwight D. Eisenhower (Simul-cast), NBC, Wednesday (4), 7-7:30 p.m., EDT. Eisenhower undoubjedly will make full use of the TV me-dium in his campaign. The me-dium is kind to the General, and the General understands the medium. (See full review this issue.)

"Within The Low"

TELEVISION -- Reviewed Tuesday (3), 7:30-9 p.m., EDT., Monday Ihru Friday. Sponsored by General Tire and Cavalier Cigareltes, via WOR-TV. New York. Producer. Warren Wade. Directors. Richard Lukin and Richard Barr. Playwright. Bayard Veillier. Cast: Lola Montes, Mar-tin Kingsley, Orson Bean. Wendy Drew, Robert Shackleton. others.

If "Broadway TV Theater" doesn't curb its predilection for In Bloadway Tv Alacht doesn't curb its predilection for such legit antiques as last week's "Within the Law" (circa 1912), the series may end up as unin-tentionally funny melodrama, a la the Gay Nineties school of the theater. Bayard Veiller's socially significant saga (about the plight of the poor little pre-World War I shop girl) was even regarded as a bit too melodramatic by 1912 eritics. Today it's sheer hokum, with the kind of stagey dialog that automatically brings out ham in the best actor. Dated quality of the play was only emphasized on video by fact that it was decked out 1952 costumes and settings. settings.

settings. The role of Mary Tuiner (shop girl who turned crooked when sent to jail for a crime she didn't commit) has been played by everybody from Jane Cowl (orig-inal Broadway show) to Ginger Rogers (on radio). Latter, of course, benefited from an exten-sive editing job on the script. Un-fortunately. Lola Montez had to struggle with the 1912 version on TV. That it was too much for her was no reflection on Miss Montez, who is one of the most decorative and talented members of the talented members of adway TV Theater" s the and talented members of the "Broadway TV Theater" stock company. The exotic actress ob-viously strived to underplay thru-out, which was admirable in con-cept, but as executed Tuesday night (3) only served to make the character colorless as well as incredible.

To make matters worse to make the incredible. To make matters worse, the rest of the cast made no attempt to co-ordinate their styles with that of the leading lady. Deliveries ranged from flat monotones to the flash over-a ting of Mary's dizzy room-mate, and the hard-hearted shop owner. Martin Kingsley, playing Mary's loyal underworld pal, who gave himself up to save her, was the only actor to triumph over his material, and even he didn't do it until the sacrifice sequence in the last act. Plot in brief traced Mary Tur-ner's plan to reverge herself on her employer when relcased from jail by marrying his son. Altho father tipped the son off to her prison record, and subsequent "within the law" blackmail oper-ations, the wedding took place as scheduled. In the course of straightening things out, the cou-ple was arrested on a murder charge, but all ended happily when Kingsley confessed. Next week: "East Lynne."

Commercials were effective, as sual, with Bill Lazar doing a usual nice reading for Cavaliers. June Bundy.

Frankie Frisch Show

RADIO — Reviewed Wednes-day (4), 5:55 to 6 p.m. EDT. Sponsored by Union Oil Com-pany of California via American Broadcasting Company thru Foote. Cone & Belding. Producer-director. Fred Duerk. Writers. Jesse Mass and Fred Sheehan. Commentator. Fred Nie Frisch.

The old Fordham flash has come back to broadcasting again. A faw seasons back, Frankie come back to broadcasting again. A few seasons -back, Frankie Frisch quit the mike-side airing of New York Giants games to get actively into baseball once more, becoming the manager of the Chicago Cubs. Since that time, the fortunes of the Giants have improved considerably, while the Cubs still are wallowing about in the National League cellar. So Frisch is taking another turn on the air.

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Johnny Dugan Show

TELEVISION -- Reviewed Wednesday (4), 3:30-4 p.m., EDT. Sustaining via National Broad-casting Company TV. Producer-director, Cal Howard. Writer, Henry Taylor. Music Eddie Baz-ter, organ. Emsee, Johnny Dugan, Cast, Arch Presby and Barbara Logan.

ter, organ. Emsee, Johnny Dugan Cast, Arch Presby and Barbars Logan. This is an audience participa-tion starza airing afternoons across the board from Hollywood. It has almost nothing to recom-mend it that has not been done long before and much better on other such shows. Its emsce, Johnny Dugan, is a big, nice-leoking Gaelic lad with the usual term tonsils. He is assisted by Arch Presby who serves as straight man on some of the most old hat 'jokes and funny sayings' as ever cluttered either the vaude stages or airlanes. A more pic-turesque cast nember is perl Bar-bara Logan, who showed a mean pair of lungs and what appeared to be some subdued classical raning in her belting of a couple of be some subdued classical range of a couple of a couple of the same subdued classical range of the studio audience is so hokey it hurts. The visitors appear to be mainly servicemen, their womenfolk and some an-cient females. To one of the latter, a pleasant crone in her latter 80's, Dugan got down on one knee, held her hand, gave her a \$50 bond (with some mighty valuable visual credits to the donating freezer company) and warbled "All the Things You Are" in fucching style. Other stunts in-eluded a twist on one that wen-out even in neighborhood bistros a couple of decades ago: spotting audience members to solo on por-tions of a pop tune, ringing in a dozen or so per number. In the way of stunts, three females ut thru a paper bag blowing-up turn a paper bag blowing-up and busting - by sitting contest. Digan has a nice enough per-sonality to deserve something core than this collection of tired rotines. If enough TV shows like in line for boosting, instead of fighting cuts. **Us Browns**

Us Browns

RADIO — Reviewed Thursday (5), 44:30 p.m., EDT. Aired sus-taining across the board via WJZ. New York. Producer. Dick Brown. Director. Warren Sommerville. Cast. Dick Brown and Charlotte Manson.

Cast. Dick Brown and Charlotte Manson. Dick Brown, who is perhaps best known for his singing stint of about four years on "Stop the Music," has teamed up with his wife, soap-opera thesp Charlotte Manson, for a new husband-wife chatter show airing across the board via WJZ, New York. Per-haps it's not the best of its genre; at any rate, it Is far from the worst. The Browns sound like a pretty nice pair of people, the kind you yourself might like to invite over for cocktails and talk. That's maintly because they re-tain a certain naturalness in their speech, sometimes interrupting each other casually but never up-miking or competing. They seem to have respect for each other, and it showed thru on the stanza caught. With the show still with-out any participating bankrollers, Mrs. Brown delivered a fat plug for huby's latest King disk, a number which was one of three he warbled during the show. The idea of a husband-wife team with abilities beyond mere talk also is in line with radio's needs these days — people with more than the common attributes. The need for economical yet di-versified programing is epito-mized in a show such as this, in which some placease line.

The need for economical yet di-versified programing is epito-mized in a show such as this, in which some pleasant live vocal-izing is used interspersed with the small talk. More and more, radio must turn to people with varie-gated talents, such as the disk jockey, who can do more than talk, and, as in the case of "Us Browns," a husband-wife team whick can inject music into the show. Sam Chase.

most nothing can hurt them, said Frisch.

the National League cellar. So Frisch is taking another turn on the air. This time it's a five-minute late afternoon strip giving the day's scores and a mite of opin-tattled off the scores and the amit of opin-rattled off the scores and the scores and the offered his feelings on the big offered his feelings on the big in similar deals in past years ing amount of material seems to failed to make a flag-winner of the Bosox. As for the Tigers, al-

THE BILLBOARD

JUNE 14, 1952

THE BILLBOARD

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V-Film Commercials ... 40 And Many Other Features

To TV Stations, Agencies, Film **Producers and Distributors** ---Our Thanks <text><text><text>

time to read and study it will agree follection of trend, option and fac-tion of trend, option and fac-tassembled in a single publication. We are proud not only of the con-vector of the section, but especially of the manner in which raw ma-ternis for the content was secured for even a casual persual will make it clear that much of the editorial material in these pages is notbing moter and interpretation by The Bilboard of several thousand them of information passed on to us by tecasters, advertising agencies, film roducers and distributors. The response of these groups to four formation passed on to us by the second the second the second producers and distributors. The response of these groups to four four sets for detailed, often con-fiend information gives us a flow because it indicates that these prople have faith in the lede in the Bilboard wishes, and in-tends to strive with every facility at its command, to publish genu-inely useful material, which will be

truly helpful to the greatest possi-bie number of people in the indus-try. Without that kind of co-opera-tion on the part of the people in the industry, there is little any trade uservice. The people is the co-operation on the part of industry faders, a conscientious and honest trade newspaper may make an in-valuable ontribution toward solv-industry standards, and helping all participants to operate more profit-able. The table of contents on this page will clearly demonstrate the use to which we have put the material sup-plied us. There are few problems under is meal meat here, and which we have put the material sup-plied us. There are few problems us the is not shed. There is real meat here, and agencies, producers and distributors who made it possible for us to pre-pare and serve it up.

Materiale protetto da copyright The sea

Ziv, United, Snader, Unity, MPTV, Hollyw'd TVService Among Leaders

Continued from page 1

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Snader, Peerless and Interstate (again in the order named). The stations also voted Tele-

news (INS), National Broadcasting Company, Syndicated Films Division and United Press the best all-around newsreel services, in that order, with the Telenews-International News Service operation a standout number.

In addition to naming 'distribution organizations who have given telecasters the best allaround service, the stations also singled out the best video films. In all categories "bests" were established on the basis of re-sults for advertisers, mail or phone response to stations and other such factors.

Ziv's Strength

Showing the strong and natural relationship between organization leadership in the inganization leadership in the in-dustry and product, Ziv-TV placed three films in the top four, in the "Films Produced Specifically for TV" category. These were "Cisco Kid," which copped top honors; "The Un-expected," which took the place money and "Bootce Blackie" money, and "Boston Blackie," which came in a strong number four. Number three position was won by "Foreign Intrigue," which is distributed thru the J. Walter Thompson agency in areas where sponsor Ballantine

areas where sponsor Balanthe doesn't show the series. Desilu's "I Love Lucy" was named by the stations as the best network TV series. While "Lucy" adorns the Columbia Broadcasting System's schedule, the shows the stations voted sec-ond. third and fourth are all showing via the National Broad-casting Company. In rank order

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they are "Fireside Theater," "Dragnet" and "You Bet Your Life."

Feature

Again indicating the close relationship between organization leadership and product is the final tabulation in the "Which theatrical film features or shorts packages have you found best?" Here the leading product ties in close to the standing of the firms handling such product. Snader's product placed first; Masterpiece, second; Unity, third; Hol-lywood Television Service. fourth; Motion Pictures for Tele-vision, fifth, and Pecrless, sixth. The polling revealed tremendous station activity in public service programing. Telecasters were overied as to the general public service films which won the greatest audience response, and the educational and religious public service products which won top audience favor. which "The Family Theater" was the walk-away winner in the religious field, placing "Hill No. 1" first; "That I May See," second, and "The Joyful Hour," third, "Frontiers of Faith" came in

fourth in this category. In the educational film field, stations declared CBS' "Mr, Wizard" number one; Associated's "Encyclopedia Britannica" series number two, and "Kier-an's Kaleidoscope" number three.

three. Public Service Best over-all public service features, in the opinion of the stations, were "The Big Picture," produced by the Defense De-partment of the government; "Industry on Parade," a National

Association of Manufacturers series, and "Survival," a product of the United States Office of

Civil Defense. The study also attempted to find out from TV-film distributors and advertising agencies, which television stations worked best with the two aforementioned groups. Here the results were quite consistent, demonstrating that a well-managed station is well-managed in every respect.

Flagships

The two major network flag-ships in New York ran virtually neck and neck for top position in the view of both the video picture distributors and the agency men. Ted Cott's WNBT operation and Craig Lawrence's WCBS-TV job, are, of course, two of the most successful operations in the industry and their rating with both their suppliers and customers reflect this NBC's Chi owned-and-operated outlet, WNBQ, placed a strong second with advertising agenstations were KLAC, Holly-wood; WGN-TV, Chicago; WLW-T, Cincinnati, and WWJ-TV, Detroit, WGN also placed strong with distributors.

Advertising agencies were also queried in the survey as to their opinions on TV-film distribuopinions on TV-film distribu-tors. The agencies declared United Television Programs, Ziv, Jorry Pairbanks, the CBS Syndicated Films Division and Snader the most co-operative distributors, in the order listed. For further detalls on "bests" and voting in all categories see other stories in this section.

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How Billboard's 1st Quarterly **TV** Survey Was Conducted And Results Processed

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turned. One hundred and twenty-five questionnaires were mailed to TV-film producers. Fourly-four of the producer question-naires were returned. Questions asked in the station, agency, distributor and producer questionnaires differed, of course, according to information being sought from and about each of these facets of the industry.

of the industry. In preparation of articles on trends, opinions and other non-statistical material, Billboard radio-television editors and

In preparation of articles on trends, opinions and other non-statistical material, Billboard radio-television editors and reporters, in some cases. Interviewed representative members of the industry to double-check, and in some cases clarify or elaborate upon, survey results. In those features dealing with "best" distributors, "best" films, etc., respondents were asked to list three "bests" in 1, 2, 3 rank order. In all such cases a first place vote was eredited 3 points, a second place vote 2 points, and a third place 1 point. In "best" questions, stations occasionally, tho rarely, mis-understood or misinterpreted the question asked. Thus, a station, when asked to list "best" non-network TV-film show, would occasionally list a network row. Or in a case where a station was asked to list "best" non-network TV-film show, would occasionally list a network row. Or in a case where a station was asked to list a network TV-film show, which it received via kinescope. Following the long established Billboard policy of net tampering with questionnaire returns under any circum-stances. The Billboard has permitted such erroneous mentions to stand. Since these misinterpretations were so rare, they actually have no direct bearing on final tabulations in any case. In the preparation of the various lists published in this special section, The Billboard tried to avoid listing as di-tributors or producers, for example, people or firms who have often been listed as such previously in other publications, but who indeed are not active distributors or producers. The effort has been to achieve lists and make them inpressive looking via sheer length. In this endeavor, it is possible The Billboard has overlooked any such firms. All omissions, of course, will be corrected at the acallest opportunity, and The Billboard urges any companies thus neglected to contact the publication at the carliest possible moment. Generally The Billboard believes the reader will find these articles, charts and lists uncommonly complete and informa-tive

Stations Name Ziv Best TV-Film Distrib; United TV, Snader 2 & 3

Ziv Television Programs voted the outstanding distributor of TV film series especially produced for television by an almost two to one margin in The Billboard's first quarterly survey of TV films. This was the verdict of the nation's television stations who voted United Television Programs the second best distributor in this category with a strong 59 points. Snader, Inc., missed by just four points of tying United Television for place money, scor-ing 55 points. Tied for fourth place were the syndicated film divisions of the two major networks. along with independent producer-

along with independent producer-distributor Jerry Fairbanks, who, oddly enough, at one point was associated with National Broad-casting Company. The balloting in this category strongly reflects the product dis-tributed by each of the leading firms. For example, Ziv no doub won its ton profilon as a result won its top position as a result of production-distribution of such series as "The Cisco Kid," "The Unexpected" and "Boston Blackic."

Unexpected and "Boston Blackic." These three shows placed one, two and four in the station voting on best non-network TV film series. There is little doubt that an-other contributing factor in Ziv's sweeping victory in this classifi-cation stoms from the fact that the Ziv organization, thu: its many years of producing and distributing radio show series, has built an aleri, aggressive sales organiza-tion.

In the months to come it will be the job of Fred Ziv, head of the organization which bears his name, and John Sinn, vice presi-dent and general manager of the firm, to maintain this leadership.

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HOW TV STATIONS RATE DISTRIBUTORS OF FILMS PRODUCED ESPECIALLY FOR TY

Place	Name	Points
1		_
	United Television Programs	
	Snader Telescriptions	
	NBC Syndicated Sales	
	Jerry Fairbanks	
4	CBS Television Film Sales	30
7	Motion Pictures for Television	20
8	Sterling Television Co.	15
8	Modern Taiking Pictures	15
10	Revue Productions	12
ff	Hollywood Television Service	10
TUP P		

FOLLOWING DISTRIBUTORS WON STATION MENTIONS. BUT RECEIVED LESS THAN 10 POINTS EACH

Peerless Television Henogram Productions Unity Television Corp. Frank Wisbar Productions Acms Telectronia Infernational News Service International Chicago March fol Time Television United World Films Apex Film Corp. Walter Schwimmer Du Mant Television Paramount Television Productions Screen Gems United Artists Corp. **Broidy** Productions M & A Alexander Productions. Republic Pitlures Film Vision

Stations Divided On Central Film Buying

TV stations were split on the feasibility of a central buying agency for the purchase of film, according to their replies to The Billboard's TV - film question-naire. Of the 68 stations which answered the question, 37 did not believe centralized buying of film was practical. On the positive side however, seven outlets felt that the idea was good and 24 stations thought such a set-up might work The primary reason for the

station's rejection of the scheme

station's rejection of the scheme seems to be that they feel a cen-valized buying representative would not be responsive to nor understand local problems and trends. The various heads of film purchasing departments at the stations believe, with much justice, that they are closer to their problems. This belief is unfounded ac-cording to Cy Mantell, an ex-eculive at Mallard, Ine, the only film buying service functioning at present. Mallard buys film to order. Stations have the right to reject whatever Mallard sub-mits so that no unacceptable film is remmed down their throats. In all cases, the outlets maintain complete control over their film purchases.

No Fear There is an obvious fear by many film directors that cen-tralized film buying could do

away with their jobs. Mantell, however, states that his organi-zation is there only to supple-ment the work of the station's film director and to carry out his programing plans. He maintains that Mallard can save stations money. Mallard, he said, does not get any commission from film distributors. In addition to its purchasing service, film is also collected and shipped to the stations by Mallard,

ped to the stations by Mallard, he noted. The history of centralized film b uy in g organizations reveals that few, if any, have succeeded. Several such services have al-ready tried and failed. On the plus aide, the American Broad-casting Company has such an operation headed by Nat Fowler. Fowler's department buys film or ABC's owned and operated stations. Columbia Broadcasting System has a similar set-up. David Savage is the CBS-TV film topper. Tom Corradine of KTTV, Los Angeles, is also said David Savage is the CBS-TV film topper. Tom Corradine of KTTV, Los Angeles. is also said to have a joint buying service for TV stations which functions somewhat differently. When Corradine learns that new film is about to be released to TV by Holly wood producers, he queries stations around the country to find what they would pay for first-run rights. With the infor-mation he receives he is then in a stronger position to bid for the film.

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Stations, Distributors Spell Out Key Problems

Altho TV stations and film distributors are on opposite sides of the video fence, their complaints about the other's business practices are paradoxically similar. Both parties eite a need for faster shipping; more careful handling of prints; carlier confirmation of bookings and closer co-operation in

In addition, stations stress their need for more detailed and accurate information about price and content of films; better promotional material; and more prints for sponsor-audition pur-

Distributors opine stations should improve maintenance of projection equipment; have more experienced projection personnel; speed up reports on film plays; keep distributors in-formed of station's individual film programing requirements; do a better selling job on prospective sponsors; and eliminate pressure applied by one-channel-town stations in an effort to cut prices.

Check Prints

In advocating better quality and handling of prints, stations suggest that distributors keep a check on condition of ser prints: (with special attention to ound tracks) and set up regular double-checks on films between each play date. In line with latter, stations urge that distrib-utors be particularly careful about checking splices and re-insertions after other stations have edited films. A Hollywood station suggests that distributors edit feature films "to standard lengths," while an Ohio outlet thinks it would be helpful to have "edited versions of prints for different time segments." Telecasters were unanimously in favor of distributors within avor of distributors with-drawing old prints entirely after a certain amount of time: re-placing them with fresh prints. Demand for more prints is a general one, with stations point-ing out they especially need audition

Demand for more prints is a general one, with stations point-ing out they especially need audition-prints "so our salesmen can take them to agencies and sponsors for screenings." Extra prints are also desired "because programing schedules are often upset when prints fall to arrive on time from another station." One broadcaster even suggests that distributors "allow us a stock of film in the station for play when needed." Distributors a dm it the y should have more prints on hand, but say they just can't a'-ford it, and make a profit. As regards condition of prints, they think the stations themselves could help remedy this by "more careful handling of film motifying distributor when dam-age occurs, and always return-ing film in original editing or-der." One distributor cites in-stances when "stations have cut films up for commercial inserts and then shipped the butchered films to another station without puting it back in order." **Use Press Books** In the reatter of audition

Use Press Books

Use Pres Books Use Pres Books In the reatter of auditon prints, a distributor suggests stationa "buy from press books and save time by no auditions." Another is in favor of "letting the advertiser buy film direct from distributor ather than sta-tions buying it themselves and reselling to sponsor." Several distributors are campaigning for better understanding of sponsor-psychology on the part of sta-tions. One film man asks that breadcasters "s tress quality films to clients," and another advocates that stations "distin-guish a quality film from a poor one and pay accordingly—not dump all haif hour and quarter bour films in one price categury, regardless of quality." Shipping (particularly trans-shipments between stations) is one of the biggest problems on both sides. In fact some stations

want distributors to discontinue trans-shipments entirely. An ad-mrable idea, say distributors, but hardly practical in view of also think Illins are "sobeduled too tightly between markets-two days-and 300 miles apart." Here again distributors insist the stations are partially responsible for their own distress, by dint of failure to send prints along on schedule.

for their own distress, by dint of failure to send prints along on schedule. Tons "hold prints for three, four months and longer; refus-ing to answer letters inquiring whether film has been used or will be used in the near future. Owing to this we only get an average of two and a quarter showings out of a print in one year." All distributors are ada-mant about need for stations to forder further ahead—"date and book in advance -30 to 60 days." At that time distributors also urge that stations "let us know uf their program needs—both sustaining and sponsored." Air Express rates are termed by one distributor as "exorbitant, in view of volume of TY film busi-ness they do today." Exec claims hould make some adjustment now, "since TY film outfits are responsible for Air Express' present booming business." That distributors don't supply hem with adequate information bout films in advance. "Prints particularly features," says on particularly features," sup on particularly features," Sustons prosted for business, and that firm should intime in advance. "Prints particularly features," says on the with exact running times to the with exact running times to the second well in advance of play-dates."

dates."

Data Needed

Data Needed Data stations would like to receive includes "realistic cast credits," stury outlines, produc-tion company names; and com-mercial price, and, most im-portant, whether films are first or second run in market. "Distributors are much too vague about number of times vague about number of times the before" notes one station formation up to the minute." In line with this, Billboard's sur-vey shows that stations in most multi-channel markets are hav-ing trouble with distributors vi-olating non-exclusivity pacts by stating same film to other sta-tions in area.

setting same tilm to other sta-tions in area. Promotion-wise, the stations are anxious to secure more mer-chandising alds (newspaper mats, display posters, etc.) and "brochures on all program avail-able, which can be filed easily." "Instead of flooding stations with the same literature on each film or package offered" a Mich-igan station prefers that distrib-utors "write personal letters from time to time, indicating feetimate price doubtions on films as they fluctuate." Co-Op A New York station would like distributors to "work more closely with us after deals are vosumated"; and a Chicago outlet thinks distributors should "have a local representative or librare. This current nuactive of

onsumated"; and a Chicago outlet thinks distributors should "have a local representative or dealing with Coast offices and Coast sources of supply," they say "is highly unsatisfactory." Plight of the small distributor, who fears monopoly of market by big syndication outfits, is dramatically set forth by one firm, which pleads for stations to "give the small distributor a fairer shake. By purchasing in large groups, (block booking) stations are only creating a Frankenstein and will ulti-mately get hurt themselves." Importance of more frequent film play-off reports by stations was mentioned by almost every distributor. The replies didn't generally understood in the trade that the "play-off report" is a slightly vellet allusion to what may well be a distributor's most liksome problem—the use of unauthorized double runs. In an effort to curb this practice a <u>(Continued on page 41)</u> (Continued on page 41)

In radio, where 1 spent 14 years, I loved tape. The per-furmers were in front of an audience-they were keyed up to a good performance, but the terrible pressure of being heard across the country as they spoke wasn't there. Any fluffs or miseues could be edited out or done over and I didn't have to speed them up or slow them down to make the program come out on the nose.

Then television came along. Madelyn Pugh, Bob Carroll Jr. Madelyn Pugh, Bob Carroll Jr. and I had been writing together for radio. Would we write an audition for Lueille Ball and Desi Arnaz? Certainly, we'd write it. We djdn't want to break up à winning combination like that. I had been producing on the radio-awauld Lorrdner on the radio-would I produce the television show? Certainly! We did an audition and it sold. Then we decided to do it on film Swell! That was just like doing a radio show on tape. This would be a breeze-Oh, brother!

Scripts written, studio rented, actors hired, director and cameramen under contract, we were all set to go. Then a few disturbing details started popping up; just some minor items that had slipped my mind. Things like sets, costumes, props (Oh, for the haleyon days when we just used the listeners' imagination), assistant director, script clerk, prop shopper, best boy, key grip (I had to learn a whole new language), cutters (pardon me. editors), assistant cutters. assist-ant cameramen, gaffer, dolly grips! (You fool, you should have never left radio). All those years while you were complain-ing how hard you worked, you were STEALING the money.) Somehow, we managed to get thru the filming of the first show. Camera-wise Lucille Ball and Desi Arnaz, veterans of many pictures, knew just what they were doing; Academy-winner Karl Freund was a bul-wark of strength, director Marc Daniels' background of live TV and motion picture studios and his insistence on rehearsal, rehearsal, rehearsal paid off in spades. Good Feeling assistant director, script clerk,

Good Feeling

With the film safely delivered to the lab, I drove home with a happy feeling that I had expe-

By JESS OPPENHEIMER Producer-Head Writer of "I Love Lucy"



rienced so many times in radio The show was done-the work was over. It had come out fine. Nothing could go wrong now

As I pulled into my garage. a disturbing thought hit me. What if one of the cameramen missed the shots? We had no way of seeing what they were shooting. I calmed myself with the remembrance that it was all between the cameramen to tell the director if they missed a shot. That was no major prob-lem. I quietly got in bod and just as my head hit the pillow i sat boit upright and a cry of horror escaped my lips. My on her three-quarters of the bed, immed up startled, ran out, checked both the children's tem-peratures and changed the little one's pajamas before she awak-ened sufficiently to realize that I had made the disturbance. I lold her it was just a sneeze and she went back to Morpheus, while I spent skeepless hours trying to get rid of this new idea that had frightened me. Suppose something went wrong in the lab! Big "Tf" shot. That was no major prob-

Big "If's"

Big 'If's' Big 'If's' Pacing the floor, I realized more and more that the work wasn't over. The road was not clear. Monday morning we were to see what we had on film. We were to see what we had on film IF the cameranen got the shots. IF a piece of grit hadn't lodged in the camera and scratched the film. IF the film was not torn or broken or scratched in the lab. IF the ma-chinery dian't break down while our negative was being devel-oped, IF the wasn't over or under developed. IF there was no de-fect in the raw film we had used to shoot the show, and a million other IF's based on mechanical

or human error or failure. The following day I spent in a corner picking my cuticles. Monday, with red eyes, hesitant step and sore fingers, I walked into the projection room as the it were an execution chamber. To my intense delight, slightly hys terical because of the loss of sleep, everything was there on the screen just as we had hoped fort

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Now, at last, I was able to heave a real sigh of relief. There it was. We knew we had it on film. The road ahead was really clear at last. It was just a matter of putting it together and show-ing it on the network. IF it wasn't out of sine, IF the sound was dubbed correctly, IF the opticals came out right, IF the negative wasn't scratched in handling. IF the composite print was balanced correctly for light and sound, IF the commercials came in on time, IF we could

and solna, is the comberchast came in on time. If we could cut our picture to come out on the nose and IF, all of these things working out, we got our prints early enough to ship them of the network in time for the play-date. **Lot Learned** For the past seven months I have learned an entirely new profession. It was a comprehen-sive course in picture-making which would have been impos-sible in a major studio where everything is so departmental-ized. It is a far cry from that earlier day when I glibbly said, "Yes, I'll produce. Why not?" I have learned many things during this experience. I have learned that television produc-tion is no one-man job, espe-cially in film. It is the combined during this experience. I have learned that television produc-tion is no one-man job, expe-cially in film. It is the combined effort of a large number of hard-working and talented people. Desi Atnaz and I work very closely on all the production phases of "I Love Lucy" and we still don't have enough time in a week to cover all the bases. I have learned how lucky we are to have men in every de-partment who eat, sleep and breath "I Love Lucy" and are turning in a superlative job. One thing I have not learned, and I would really like to. I would like to learn the whereabouts of the man who can univert tele-vision and return us to all those beautiful dream days when the picture people made pictures and the radio people did radio and none of us knew how well off we all were.

Everyone Wants a Cut, But **TV Pie Isn't Big Enough**

The television film industry is in dire need of an Einstein, for no matter how this you cut the future profits pic, there's not go-neeking a slice. It will require the portions. Artists and technicians are starting out on a residual rights inge that can sound the death ing video film industry even be-fore it gets under full stam Everyone, it seems, is after a gen-erous hunk without the slightest consideration as to whether or not it is conomically feasible. Mr. Petrillo first advanced the dremain and his American Fed-origination of Musicians group have over sitting down to dinner un-ess they get 5 per cent of the aregular slarter. The Screen Actors' Guid, hav-ing uids won a large daily and

regular salaries. The Screen Actors' Guild, hav-ing just won a large daily and weekly wage increase, also has proclaimed its desire for a large slice. Not 'only do they want heavy residuals for everyone who so much as pokes his head before names are asking for 50 per cent of subsequent releases. the cameras, but many of the top

By JERRY FAIRBANKS President, Jerry Faitbanks Productions, Inc.



B H Directors and assistants also have declared their intentions and the Screen Writers' Guild already has anounced that it will seek a large cut of the pie. It doesn't take much foresight to visualize what will happen when and if the musicians, the actors, the directors and the writers reach for their sikes. The cameramen, the electricians, the grips, the prop men, the sound technicians, the drivers and the hundred and one other erafts that make up motion picture produc-

tion are going to pass their plates in a hurry. Only the accountants and book-keepers may hold back—and for good reason. It will require at least one of each working over-time dally for every artist and technician employed to keep track of the percentages and residuals.

Films' Future

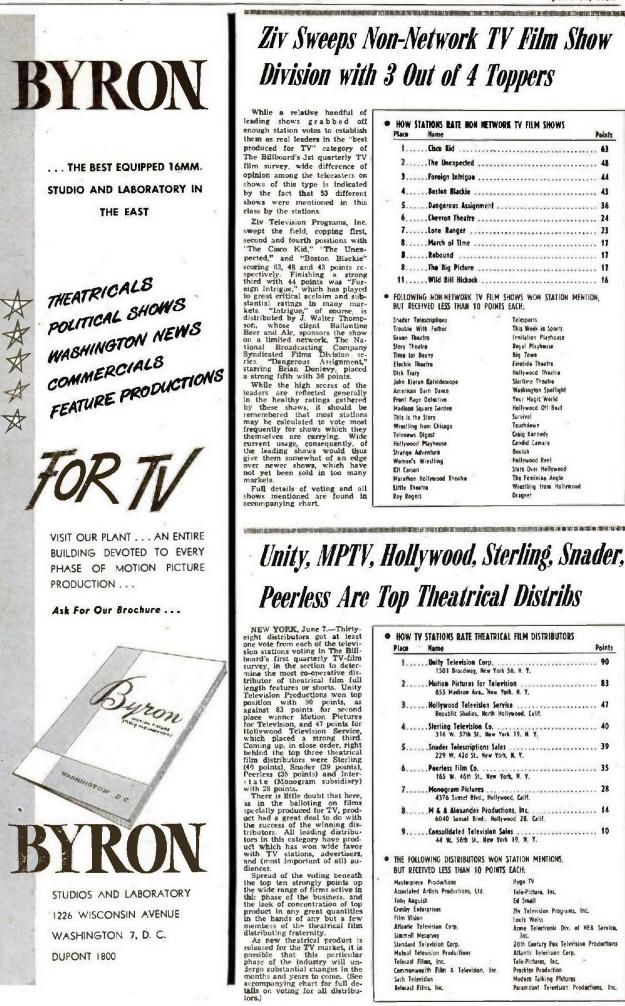
Films' Future The films-for-television indus-try has an unlimited future—one never before equalled in enter-tainment history. Already pro-ducing more hours of film for TV than all Hollywood produces for theatrical release, the future will require something like 400 hours of filmed television pregrams a week or 20.800 hours annually— a fantasite flyure when compared to the 715 hours total turned out last year by Hollywood for thea-ters. Within six or seven-years, perhaps soorer, 50 to 15 per cent of video shows will be on film— lim made specifically for tele-vision. That is, it will if the demand

vision. That is, it will if the demand for residuals doesn't force pro-ducers to enter some other line of business. After all, the pro-ducer who risks his investment and talent is entitled to a slice of the pie he has baked.

Oh for Halcyon Days, Film Work Belongs to Strong

14

THE BILLBOARD





STRANGE ADVENTURE - fifty-1 00 different fifteen-minute dramas adaptable also to treenty-siz half-hour programs...mystery and suspense guaranteed to keep viewers on the odge of their seats.

HOLLYWOOD ON THE LINE - liventysix quarter-hour nimulated telephonie interview using the big bax-affice appeal of twenty-six big Hallywood stars to attract audiences for your sales messages.

THE RANGE RIDER -fifty-inv bulfhour films of the early American frontier starring morie heroes Jack Mahoney and Dick Jones...reedy and waiting to shoul the works for your product.

VIENNA PHILMARMONIC ORCHESTERthirteen concert programs of classical and semi-classical music played by the world renormed Vienna Orchestra, filmed in Vienna and Salzberrg.

THE BENE AUTRY SHOW-fifty-two half-hour action dramas starring the greatest Western haro of them all... eheered by critics as "one of the hotest film packages in TV" and "womderful mens for TV fans."

You ought to be in pictures

You ought to pack your customers in. And if you'll let us put you (and your sales message) in one of the CBS Television Film Sales pictures at the right, you will.

Because all of these pictures—created especially for television with top-quality programming and production—assure you of a huge audience . . . at a cost even your accountant will applaud.

And if you are looking for the one picture that will best reach *your* paying:public, CBS Television Film Sales offers you as wide a variety as you will find anywhere.

But see for yourself. Just ask the CBS Television Film Sales representative neurest you for a private showing. Since each series is subject to prior sale in each market, we suggest you ask soon. CBS TELEVISION FILM SALES

Offices on New York, Chicago, Lassingeles, Memphis, San Francisco

WORLD'S IMMORTAL OPERAS-

peren popular operan oarefully edited for half-hour programming, with internationally famous wiees; many programs with commentary by Olin Dormen.

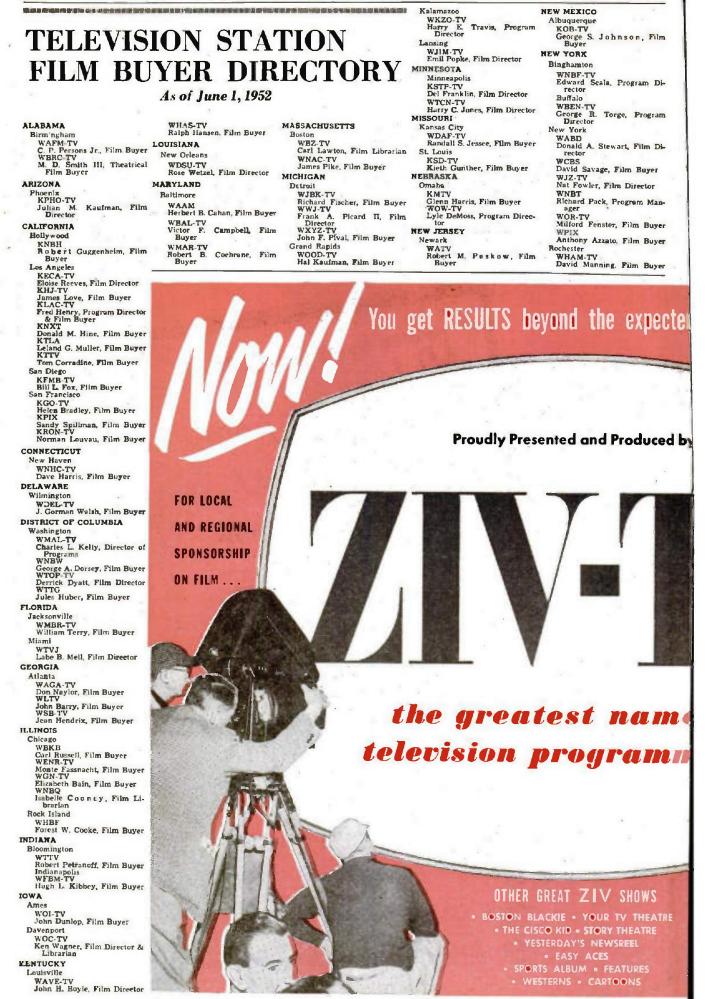
THLES OF IEFFREY JONES-thirtywine new half-hour mysterius, packed with action and featuring Don Haggerty as Jeff Jones, sports-minded private eys...with Gloria Henry, Vince Barnett and Tris Coffin.

HOLIDAY IN PARIS-thirteen halfhour musical variety programs produced in Paris especially for television, with continental and Broadway musical-consely star Datores Gray on the leading lady.

CASES OF EODIE ORAKE-thirteen "builthour mystery programs with "Don Haggerty ("Command Decusion," "Canadian Parifie") as rough-andready Eddie Drake and Patricia Mortson as his girl.

15

THE BILLBOARD



Materiale protetto da copyright

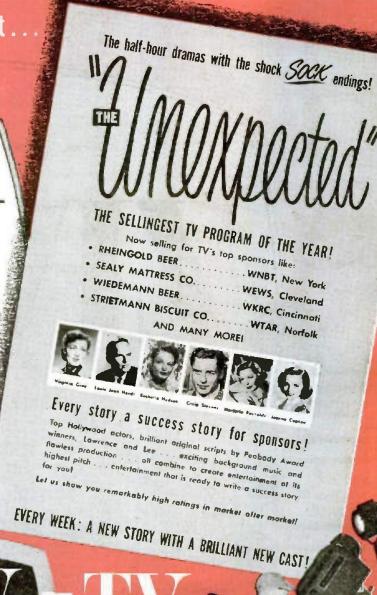
JUNE 14, 1952

THE BILLBOARD

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WHEN Gordon J. Alderman, Film BuyerWBNS-TV J. R. Reves, Film BuyerWGAL-TV Harold E. Miller, Film BuyerMWSYR-TV WSYR-TV WSYR-TV Wm. V. Rothrum, Film Buyer WKTV Joseph Casaletta, Film Buyer WHTV Doneh Casaletta, Film BuyerWBNS-TV J. R. Reves, Film Buyer WLWC Roy Wilson, Program Director WHO-TV Daniel W. Shields, Film DirectorWBNS-TV J. R. Reves, Film Buyer WLWC MWTN Wm. T. Wagner, Film Buyer WHO-TV Don R. Lyons, Program Director WLWDWGAL-TV Harold E. Miller, Film Buyer WCAU-TV The mas Freebairn - Smith, Film Buyer Walter L. Tillman, Director at WPTZ Edward G. Murray, Film Buyer ToledoAccordin television agencies a distributing WBYC Bill Quinn, Program Director WEMY-TV Danlel W. Shields, Film DirectorMCAL-TV MSRTV Don R. Lyons, Program Director WLWDManot Strike WSPD-TV Elaine Phillipa, Film Buyer WKRC-TV WKKY-TV Keith Mathers, Film Buyer WKRCT TV Warren F. Warner, Film Di- WENT Warren F. Warner, Film Di- Warren F. Warner, Film Di- Warren F. Warner, Film Di- WLWT Warren F. Warner, Film Di- Warren F. Warner, Film Buyer Warren F. Warner, Film Di- Warren F. Warner, Film Di- Warren F. Warner, Film Buyer Warren F. Wa	ama, Comedy S.	Thows
Ulica Wm. T. Wagner, Film Buyer Film Buyer Film Buyer Joseph Casaletta, Film Buyer Dayton WeltV agencies a NORTH CAROLINA Don R. Lyons, Program Di- rector WiltO-TV Welter L. Tillman, Director at distributin WETV Don R. Lyons, Program Di- rector WiltWD Welter L. Tillman, Director at distributin WHTV Don R. Lyons, Program Di- rector WiltWD Welter L. Tillman, Director at distributin WFMY-TV Don R. Lyons, Program Di- rector WEWS Wilto-TV meeth WFMY-TV Donector Kenneth Sanders, Film Buyer Buyer needs. There is a WETV Bill Quinn, Program Director Kortv Buyer all levels on most need OHIO OKLAHOMA WKY-TV Buyer Among i cifically I WKC-TV Oklahoma City WKY-TV Norman Gittlesoo, Film Buyer womens. i advective i con the dustry lea Wetor Don Thompson, Film Buyer Wilson Mount, Film Buyer materian WkrCT Wilcu Wilson Mount, Film Buyer advective i advective, i culture i	st In Demand	
NORTH CAROLINA WHIG-TV Film Film Ite and common model Charlotte Don R. Lyons, Program Director Don R. Lyons, Program Director Film Fi	stations, advertising By J ad film producing or	OE MARTIN
OHIO OKLAHOMA Providence Chroinati WCPO-TV Oklahoma City WKY-TV WJAR-TV Ulonal, chi WKKC-TV WKY-TV Norman Cittlesoo, Film Buyer Women's, chi WKRC-TV Keith Mathers, Film Buyer Tulsa Memphis dustry lea WCW Don Thompson, Film Buyer Wilcu WMCT adventure, sports sh Lin Mason, Program Director Erie WSM-TV State sports sh WEWS WICU Elmer Cartwright, Film Buyer Mashville sports sh	d types of TV films, eneral agreement on f the industry on the ruf place was taken which fall into the jory of "public serv- icational."	science shows as be- . Film distributors ews panels and oul- ional films. Produc- eligious, youth. na- eueral documentary is, the film produc- r more public serv- an for dramatic and
WEWS WICU Elmer Cartwright, Film Buyer beauty, an	sted in the "public thegory were educa- dren's, documentary, nd news shows. The vice" films which in- tors way are needed musical mystery or ws. Agency exces more homemaking the shows with the musical mystery or the shows with the musical mystery or the shows with the shows with the musical mystery or the shows with the shows with the shows with the shows with the shows with the shows with the shows with the shows with the shows with the shows with the shows with the shows with the shows with the	ws combined. apparently little de- borts shows on film. live pick-ups being seball, football, bas- ck, racing, boxing, tc., events are ob- idered sufficient for Yet the long list of yrograms, both live
	iding fashion, food, and on file f sewing. They also telecast does erican historical, the thinking	m, currently being s not seem to affect g of industry execs for more such pro-

hen you telecast



ZIV TELEVISION PROGRAMS, INC. 1579 MADISON ROAD CINCINNATI 6, OHIO OLE

20

If the video industry follows-first on the thinking evident in the Billboard survey results, it is fairly certain that there will be many more "public service" shows on TV screens in coming years. At the very time that the survey, Broadcast Music, Inc., was sponsoring its series of broadcasting clinics thruout the nation. At each of these clinics much thought was devoted to programing public service shows profitably. Top need listed by both agen-cises and film distributors were dramatic shows, while comedy shows were asked for by TV stations and film producers. The "public service" films, in third place were followed by adven-ture and musical shows. A more definitive breakdown showed that the top agencies, these with the heaviest billings, were obviously interested in the dramatic and musical comedy shows which would, of neces-sity, come at high prices. The ability to buy such films for bis agending sponsors appeared to be a large factor in the agen-sics choices. The smaller agen-sics choices on all levels of the industry it is agenerent that the first place on the "needed" its Again the big ageneries and the big spendurers sted in ob-taining 15-minute strip shows. Broken down to the exact fig-ruer, the need was for films run-stake first place on the meeded" its Again the big ageneres that the hour twere interested in ob-taining 15-minute strip shows. Broken down to the exact fig-ruer, the need was for films run-ster, hun shows were right be-hind the half-hour films. Free with the half-hour films con-ter, hun ended for hour.long films, or the much talked about. Broken down to the exact fig-ter hour shows were right be-hind the half-hour films. Free with the half-hour films. Free with the half-hour films. They were shown to the exact fig-ruer, be need tor hour.long films, or the much talked about. Broken down to the case Hift origitas, or the much talked about. Broken down to the case Hift origitas, or the much talked about. Broken down to the strips. And while there cas be Hift origitas, or the

"Power to Fly" Gets Quick Station Icceptance

Icceptance NEW YORK. June 7. — Konstantin Kalser's Mara-thon TV Newsreed Company may have set a new record for widespread and rapid TV station showing of a new in-dustrial documentary TV-film recently. Marathon produced a 194-minute film for United Aircraft. entitled "Power to Fly." Pieture tells the story of the development of air-craft engines, and attempts to eliminate public confusion about United Aircraft as against United Aircraft as against United Aircraft as other United Aircraft as other United film ready To shipment to stations on May 8. Between May 15 and bit 86 of the 63 markets had pixed the picture, a number of them several limes. Audi-several times. Audi-several times. Audi-several times. Audi-ted the several times. Audi-cellent.

18

MARKE THE 2NO IN COLUMN ADDRESS OF

RKO-PATHE, Inc. Veteran Showmen!

From the dawn of the motion picture industry, the name PATHE has stood for top quality-in features, in newsreels, in short product, in commercial and educational álim.

Alort, and in tune with the times, RKO-PATHE has also, since 1946, adapted its superb resources of studios and equipment, creative talent, technicians and shoumanship knowhow to the field of industrial and television film production.

With its proud tradition of success through the years as a foundation, it is obviously no accident that RKO-PATHE product is always outstanding in its field. For with RKO-PATHE ... "Quality Comes First."

Edward R. Ekane RKO-PATHE, JNG., 615 Madison Avis, New York 21, N. Y.

Stations Vote Snader's Theatrical Films Tops; Five Others Next Best

More stations consider the Snader theatrical feature length and shorts film packages the best such packages in the field by more than a two to one margin. Fairly tightly packed in the runner up positions are Masterplece. Unity, Hollywood Television Service, Motion Pictures for Television, Peerless and the Edvard Small package. These score 31, 27, 26, 21, 19 and 18 points respectively against Snader's total of 79 points.

Snader's strong position is further attested to by the heavy votes for individual Snader feature length films being turned in by station's in The Billboard's "TV Film Directors" Pick feature (see this issue). In addition to the seven current leaders in the field, mentioned above, however, the stations mentioned some 33 other TV feature film packages or individual films in the ballotting is this phase of The Billbourd's 1st. quarterly survey of the TV. film field.

See accompanying chart \$ fuil details on point scores on as, and all other films m

•	HOW TH	STATIONS RATE DEAT	RICAL FILM PACKAGES
	Place	Name	Paints
	1	Snader's Telescriptions	
	2	.Masterpiece Production	8
	3	. Hally Televisian	
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			ductions
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	8	"Official Filme" Carloons	
	9	. Hopalong (assidy	
•		WING THEATRICAL PACI	CAGES WON STATION MENTION.
	Republic 1	terlants .	Silent Comedies
	Allas Jakes	inter Carps	Dř. Chrislian
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	Its funture		_ 30 maile and mail a Li ann si m

137 Ad Agencies Pick United TV Programs Best Distrib; Ziv, No. 2

The 137 advertising The 137 advertising agencies who replied to The Billboard's list quarterly TV film survey do not agree with television sta-tions as to the "best" TV film distributors in the field Where as the stations voted Ziv Televi-Programs Inc the num-Television Programs, by a point vote of 106 to 50, the agencies reverse the order, and give the nod to UTVP in the case of the agency balloting, however, the round 100 points for Second place with the agencies, to United's 713 points, a not particularly wide margin

somewas drastie difference between tion and agency voting on tilm distribution operations, however, is that involving the two major network syndicated film sales divisions. In the station voting CBS and NBC syndicated film divisions ran neck and asch, scoring 30 points each As far as ageneses are concerned the S operation outranks the CBS NBC effort by a good \$ to 1 CBS ores 42 points with the advertising men, while NBC comes in with a weak 13 points

Jerry Fairbanks, who used for fourth on the station list, scored s strong third with the agencies, tting a-47 point total

That a considerable number of distributors, however, are making a dent with some agencies, is demonstrated by the fact that m addition to the 12 leaders in the field, the advertising men mantioned as giving 'best all-arous service" 31 other distributors. The full list and scoring is in the accompanying chart.

488 Madison Ang., New York 19, H. Y. 3. Janny Fairbandis 6052 Senset Blud., Hedroweed, Calif. 4. Columnities Branchcaeling System Radio & IV Sales Division 4855 Madison Ane. New York 22, H. Y. 5. Sanator Felescriptions Sation 229 W 422 SL. New York: R. Y. W. United Artists Carp.	
Janny Fahrbandts 6052 Sumer BhutHeitvunnet, Calif. Columnités Breadcaoling Systems Recto & TV Sates Division 485 Malison Ann. New York 22, H. Y. S	
6052 Samset Bhut., Haitywaod, Calif. 4. Columnitie Breadcaoling System Rotio & IV Sales Division 485 Malicae Ave. New York 22, H. Y. S. Sanatae Fotoscriptions Sales 229 W 422 Sk. New York: N. Y. 6. Ubited Artists Carp.	
Rolin B. TV Sales Division 485 Malisae Ave. New York 22, H. Y. S	
229 W. 42d SL. New York, R. Y. G	
729 Sevente Ave., New York 19, IL Y.	
6	
8	
SHeale Corp. of America	
10	16
19	
12Beily Television Corp. 1501 Swedney, New York 36. IL T.	12
THE FOLLOWING DISTRIBUTORS WON AGENCY ME	NTIONS.
b Mant Bul Ballay creek Game Creatly Enterprises, two. Introd Pictures for Unifilms Intervision BL F. Geodman	International Mours Sorvice Dadlay Wiech
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aalikuusit Filan Mustavs hulual Warid Filan Saching Tole Ce smalinong Norry Goodman filos Caravel	Fais Exploritation Basean Bissue-

ATTENTION! STATIONS. ADVERTISERS. AGENCIES FILMS NOW AVAILABLE FOR SYNDICATION TV DISK JOCKEY TOONS:

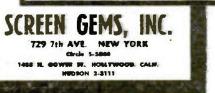
uplete library of films made in a tion with major record ormany and standard records

MUSIC TO REMEMBER:

World's finest avaste in 13 sy

HOLLYWOOD NEWSREEL: Schind the scenes in the film onlony. Nine 15

limbe programs featuring t



19

This Man Can Sell Beer in Baltimore

(AUTOMOBILES IN AMES-DES MOINES OR GROCERIES IN GRAND RAPIDS)

Right today, he is successfully selling beer in Buffalo, Boston and Birmingham . . . he's finding customers for cars in Charlotte and Miami . . . he's moving groceries in Bloomington and Toledo.

He's doing a great job for 38 different sponsors in 47 television markets.

He is Brian Donlevy of radio, screen and television – star of "Dangerous Assignment" – NBC's exciting TV film program produced for exclusive local showing and local sponsorship... at local cost.

"Dangerous Assignment" is red-blooded adventure with pay-off ratings. For instance: 15.2 in New York (ARB); 20.5 in Detroit (Pulse); 22.0 in Columbus (Pulse); 23.5 in San Francisco (Pulse) and 27.5 in Atlanta (Videodex).

"Dangerous Assignment" has mass appeal cambined with sales power. And because it sells for sponsors — it has been sold to sponsors in 47 markets.

> For list of sponsors, prices and special audition film... phone, write or wire NBC-TV Film Syndicate Sales 30 Rockefeller Plaza, New York 20, New York

YOU CAN STILL BUY "DANGEROUS ASSIGNMENT" EXCLUSIVELY IN THESE CITIES IF YOU ACT FAST-

Baltimore Ames-Des Moines Grand Rapida Binghamton Lancaster Schenectady Syraci Utica Wilmington Providence Jacksonville Richmond Ft Worth Cleveland Indianapolis San Diego

Viateriale protetto da copyr g

FIRST TV FILM QUARTERLY

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THE BILLBOARD

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The following chart breaks down the

balloting of TV film producers, distributors, advertising agancies and

Disagreement Rampant Re-Prices, Re-Runs, Etc.

<text><text><text><text>

20

555

5 5 5 5 5

You must have TV films that sell . . . that have possed the test of the market . . . and only UNITED

selection of proven quality TV film series

BIG TOWN

MOVIE QUICK QUIZ

OLD AMERICAN BARN DANCE.

"All

26 half-hours starring top

recording orfists and

Star" barn donce "names"

IV version of rodie's

sensational "Tello-Test."

the same 26 top-rated half-

hours now on film for Lever

Brothers. Available new first un same morkets, to be ovoil-

able nationally in October.

... shows with "roting oppeol"

-"soles oppeal,"

1.80 . " \$ Bar

TELEVISION PROGRAMS, Inc. can give you this brillions

\$ \$ 5

55

66

By SAM CHASE

well on one side of the fence, as spected, with film producers and distributors taking an op-bosite tack. This applied to at-titudes on whether TV film pricing practices are fair, on what constitutes the best pricing system for first runs, and on thing runs (see accompanying box with break downs). Stations also had quite different ideas on price reductions on second and third run films from those expressed by producers and dis-tributors. Thus, agencymen and station

tributors. Thus, agencymen and station execs generally feel that pre-valling film prices are unfair, while producers and distributors believe that by and large they are equilable. There seems to be a general feeling by each group that the others misunderstand its problems. Thus, a typical station comment was that "the distributor is rapidly pricing himself out of the local market because he will not take advice from the local buyer." Another (Continued on page 23) (Continued on page 23)

77

means:

business for you!

5 5 5 5 5 5

REBOUNO

26 hard-hitting half-hours

Far first run in some morkets,

second in others.

5

RE-RUN I IN A	PROBLI NUTSH	EMS ELL	ation executives a FTV film costs, er illboard's TV film ctust number of ve figure represent I responses within	clusively for The Quarterly, Where for is not shown, is an average of
OBET I ION	PHIDIKER REPLIES	D ISTR BUTCH Marches	AD ADERET REPLIES	STATION REPLIES
you think provoliting prices on TV lines are fairt	Yes	Yes	lla	lin
of pricing system for first runs do not fool would be fairest for all parties executed	Time Rates	Onality and Rep- utation of Film, S Sets in Use in Market.	Size of Market	Osality and Pop- utation of Film.20 Sets in Use in Market 41

PRICING AND

		Harlet d	Quality and Rep- station of Film, 25 Quality and Size of Market	Markat
ow much time should elapse batween Arst and socand runs?	25 Weeks	18% Weeks	32% Wooks	32 Weaks
ew much should a series be roduced In price for a second run?	25%	33%	x	40%
ow much should a sories be reduced in price for a Mird runt	37%	42 35 %	X.	57%

Most Active Theatrical TV Film Distributors

> As selected by the TV Station Film Directors in The Billboard First Quarterly TV Film Survey

Acme Telectronix W. 3d & Lakeside Cleveland 13. Ohio

American Film Co. 1329 Vine St. Philadelphia, Pa.

Associated Artists Productions, Ltd. 655 Madison Ave. New York, N. Y.

Atlantic Television Corp. 130 W. 46th St. New York 19. N. Y.

Commonwealth Film & Television, Inc. 732 Seventh Ave. New York 19, N. Y.

Consolidated Television Sales 44 W. 56th St. New York 19, N. Y.

Bing Crosby Enterprises, Im 9336 W. Washington Blvd. Culver City, Calif. H. Inc.

Film Studios of Chienge 135 S. La Salle St. Chicago, Ill.

Film Vision Corp. 1501 Broadway New York 36, N. Y.

Hollywood Television Service Republic Studios North Hollywood, Calif.

Ideal Pictures 65 E. South Water St. Chicago, III

M & A Alexander Productions, Inc. 6040 Sunset Blvd Hollywood 28, Calif.

Masterpiece Productions. Inc. 45 W. 45th St. New York, N. Y.

Paramount Television Productions, Inc. 1501 Broadway New York 18, N. Y.

Peerless Film Co. 165 W. 46th St. New York, N. Y.

Pictorial Films, Inc. 1501 Broadway New York 18, N. Y.

Post Pictures Corp. 115 W. 45th St. New York, N. Y.

Processor Productions 221 W. 57th St. New York, N. Y.

Simmell-Meservey 321 S. Beverly Drive Beverly Hills, Calif.

Edward Small Productions, Inc. 729 Seventh Ave. New York, N. Y.

Saader Telescriptions Sales 229 W. 42n J St. New York, N. Y.

Standard Television Corp. 1501 Broadway New York 35, N. Y.

Sterling Television Co. 316 W. 57th St. New York, N. Y.

Stuart Reynolds Products 321 S. Beverly Drive Beverly Hills, Calif.

Telecast Films. Inc. 112 W. 48th St. New York 19, N. Y.

Tele-Picture, Inc. 5746 Sunset Blvd. Hollywood 28, Calif.

Twentieth Century-Fox Television Productions 444 W. 56th St. New York, N. Y:

Unity Television Corp. 1501 Broadway New York 36, N. Y.

ouis Weiss & Co. 655 N. Fairfax Ave. Los Angeles 36. Calif.

Zuch Baym Films 13 E. 37th St. New York, N. Y. Ziv Television 485 Madison Ave. New York, N. Y.



-starting Melvyn Douglas TV's outstanding Privote Delective series. Plus SLEEPY JOE . THE CHIMPS

ROYAL PLAYHOUSE

DUROCHER and DAY

the same 52 half hours that

topped the national ratings

as "Fireside Theatre".

DOUBLE PLAY with

starring Baseball's "Royal Family" in 26 quarter-hours ... with

outstanding sports personalities.

Hollywood Off-Beat

21



NOW AVAILABLE HOURS OF TOP-NOTCH TELEVISION FILM PROGRAMS Now, more than ever before, television has turned to film programming ... and SNADER PRODUCTIONS leads the field with an impressive 1952 release program of more

than 277 hours of top-quality tele-films! SWADER TELESCRIPTIONS - a complete TV music library of 800

Telescriptions featuring world famous artists. Now pro-grammed in 36 TV markets? DICK TRACY-balf-bour dramatic episodes based on the fa-

ALEXANDER KORDA FEATURES - 18 brand new feature length mous comic strip.

productions representing the finest in British films. WASHINGTON SPOTLIGHT - direct from the nation's capital

weekly 1/4 hour on-the-spot interviews with government THIS IS THE STORY - famous tales, masterfully recreated by

America's greatest story-leller, Ed Prentiss. Twice weekly KID MAGIC - a magical mixture of science, fantasy and adventure, created for kids under 90. New weekly 1/4 bour

BR. FIXUM—weekly 1/4 hour "Honsehold Hospital Show", designed to make home-making easier. Highly entertain-ing, informative—it's a "matural" !

SNADER PRODUCTIONS

LOUIS D. SNADER, President PRODUCTION OFFICES 177 So. Beverly Drive SALES OFFICES Beverly Hills, Calif. 328 So. Beverly Drive Beverly Hills, Calif.

NEW YORK . CHICAGO . CLEVELAND . ATLANTA Distributors for Canada - S.W. CALDWELL, LTD.

Point

..... 75

22

TR 3-6221

the largest Telenews (INS) 1st by Big Margin in Newsreel Division; NBC, UP Run 2 & 3

Place

buyer* of television time in the United States comes to Dynamic for all his film productions Despite its overwhelming readership Telenews is by no means resting on its laurels.

Complete Production and Recording Facil-Ities Under One Roof.

We will be glad to discuss your film problems with you

* and scores of small ones, tool

New York City

Voting of TV stations in the Which TV Film Newsreel Distributor Gives You Best All Around Service and Is Most Cooperative" category of The Bill-board's first quarterly TV-film survey threw some light on the recent decision of the Associated Press to suspend operations in this field. AP, as the balloting shows, was making little prog-ress with TV stations, winding up a sick number six, behind the backer in the field. the leaders in the field.

Number one newsreel operation in the opinion of telecasters is Telenews (INS) which gar-nered a hefty 172 points to lead the field by a wide margin. The National Broadcasting Company news division came in second with 75 points, with United Press running third with 43 points

460 W. Sath St., New York, N. Y. THE FOLLOWING TV NEWSREEL SERVICES WON STATION MENTION, BUT RECEIVED LESS THAN 10 POINTS EACH: Associated Press Tel Ba Productions U. S. Movietona RKD Patha News

HOW STATIONS BATE TY FILM NEWSREEL SERVICES

630 9th Ave., New York, H. Y.

.30 Porkefeller Plaza, New York, H. Y.

220 E. 42ml St., New York, H. Y.

2..... HBC Film Syndication Sales

3..... Mailed Press

General manager erative and future stations will news field Charles Burris of Telenews, tak- benefit thereby.

leadership Telenews is by no announcing the new station re-department, thru servicing the means resting on its laurels lations department; "... Despite network's 7 to 9 a.m. news show, The company announced just all opinions to the contrary, we "Today." NBC general executions week stablishment of a believe in the future of televi- tive Abs Schechter discusses this week stabilishment of a believe in the future of televi- tue Abe Schechter discusses station relations department un-sion and of news programing in some of the problems on "To-der the head of Tom McManus, television. We are doing every- day", in another article in this McManus is embarking on a thing possible to further extend section. Accompanying e h art tour of stations to discuss their and improve our services to shows station standing of TV operations and needs in the client stations, knowing that op- news services.

ing a position diametrically op-posed to the AP attitude said, in experience in building its news

dynamic films, inc.

Agencies Applaud WNBT, WCBS-TV, WNBQ, WGN-TV.WLW-T & WWJ-TV for Service



The 137 advertising agencies (including the largest) named 67 television stations in 1, 2, 3 rank order as "the stations which give us the best allaround service." Tied for first place, in the estimation of the greatest number of agencies, however, were the New York flagship stations of the two major TV networks: WCBS-TV and WNBT. Each of these op erations scored 44 points to nose out NBC's Chicago owned and operated outlet, WNBQ, which tallied a healthy 39 points; KLAC, Hollywood, which scored 35; WGN-TV, Chicago, 32 points; WLW-T, Cincinnati, which tied with WWJ-TV, Detroit with 29 points a piece. KTTV, Hollwood, WCAU. Philadelphia, WJZ-TV. New York and WPIX, New York also finished in a dead heat with 26 points each.

The full details of the scoring, shown in the accompanying chart, indicate either that the agencies by and-large aren't too happy in these days of difficult time clearances with any of the stations, or that they're just about equally happy with most of them.

When it is considered that there are only 109 television stations on the air, the fact that 67 are mentioned as giving "best all-around service" by agencies is indicative that there are not too many standouts, or that everybody is a stand-out.

Some of the voting, of course, reflects the fact that a number of the agencies work fairly much on a regional basis and do most of their business (at least directly) with stations right in their own area.

Place B.			Paint
1	CES-TY, New York City		
	MET. New York City		
	WRG, Chicago		
	AC, Las Angeles		
	GII-TV, Chicago		
	LW-T, Cincinnali		
	WJ-TV. Detroit		
	TTY, Los Angeles		
	CAU, Philadelphia		
	JZ-TV, New York City		
	PIX, New York City		
	MX, San Francisco		
	BAL-TV. Bathmore		
	HIR-TV, Chicago		
	PTZ, Philadeiphia		
12W	TYZ-TV. Detroit		24
17W	OR-TV, New York City		
17W	BEB, Chicago		
17	CON-TV, San Francisco .		21
20	LA, Las Angeles		18
20W	BAP-TV, Fort Worth .		18
	NG STATIONS WON AD		
KMBH	WHAP TY	WDSU-TV	KSD-TV
NOTV	WREM TV	WINGB	WBEN TV

ENBM	MARY IA	WDSU-TV	KSD-TV
ROTY	WREM TV	WINGB	WBEN TV
WAAM	KEYL	WICK-ER	WBZ-TW
WEPO	EING TV	WFIL-TV	WHAG
W ROP-TW	WAFM	KECA	WOW-TV
WHBE	WETY	ISTP-TV	WSB-TV
W.BL TY	WIEL	KGO	WICH-TY
WDAF TV	WHEF	WEWS	WTVN
KPRC	LINET ,	WNBW	WIEL
MBC	ISL-TV	WKRC-TV	WIAR TV
KHJ-TV	WAVE	WENT-EV	WATE TV
WINHC-TW		KDYL-TV	WTV)

23

"Big Picture," "Industry on Parade" & "Survival" Big Pubserv Favorites

The public service division of The Billboard's 1st quarterly station survey of TV-film graphically highlights the big job being done by stations in public service programing. No less than 26 individual public service films or series were mentioned by stations as having played to good audience reaction in recent showings.

Of these 26 however, three were overwhelmingly outstanding. These were: "The Big Picture," produced by the Department of Defense of the United States Army ("Picture" took first place by racking up the Inst place by racking up the fabulous total of 196 points in station votes); second place with 73 votes was captured by "In-dustry on Parade," produced by the National Association of Man-ufacturers, and third place hon-ors were snared by the Office of Civilian Defense with its film "Survival," which won 45 sta-tion points. The other 23 films, listed along with the leaders in the accompanying chart, all re-ceived less than 10 points. While government ageneies dominate the voting, such other interesting entries as "Your Own Home," product of the American Society of Interfor De-sign, X; "Connecticut," produced by that State's Chamber of Com-merce; "The Truth Shall Make Men Free," Committee for Free Asia production and numerous other not-too-well-known films are winning some station ac-ceptance. fabulous total of 196 points in

ceptance.

. HOW TV STATIONS RATE GENERAL PUBLIC SERVICE TV FILMS Points Place Name 1...... INE BIG PICTURE .196 Defense Dept. U. S. Army, Washington, O. C. MOUSTRY ON PARADE Refional Association of Mesulasturess, 14 W. 19 St., N. T. SURYIVAL 73 45 Office Civilian Defense. Washington, D. C. THE FOLLOWING PUBLIC SERVICE FILMS WON STATION MENTION. BUT RECEIVED LESS THAN 10 POINTS EACH: APMED FORCES
 12 MILLION BROTHERS ARMED FORCES Office Public Information Washington, G. C. 12 FILLION BRUTHED Community Directs & Councils of America 155 E. 44 St., N. Y. IN PEACE & WAR U. S. Armay Washington, D. C. THE BULE BADGE U. S. Army Washington, D. C. YOUR DWN NOME American Society of Interior Design 12 E. 41 St., N. Y. ta C. 41 SL, N. Y. THE BIG STORY Dept. of Defense Washington, D. C. WORLD ADVENTORE SERIES George Pierrot Detroit, Mich Washington, D. C. VETERANS ADMINISTRATION U. S. Governmen Washington, D. C. AMERICA PREPARED U. S. Army Washington, D. C. KING'S CROSSROADS NR: WIZARO NBC, Syndicated Sales Div. 30 Rockefeller Plaza, H. T. Sterling TV 316 W. S7 St., N. Y. SAFETY FILMS CONNECTICUT Chamber of Commerce Hartford, Cosn. Houston Police Doot. Houston, Tex. ON TRIAL ABC, N. Y. C. KNOW YOUR NATIONAL GUARO U. S. Army Washington, D. C. ARC, N.Y. C. FRONTIERS OF FAITH HBC, Syndikated Sales Div. 30 Rechefeller Place, N.Y. WORLD WE LIVE IN U.S. Army Washington, D. C. MARSHALL PLAN SERVICE U.S. Army THE BRUTH SHALL MAKE MEN FREE Committee for Free Asia Sen Francisco, Calif. San Frankrise, Cair. UNITED NATION SERIES Starling TV 316 W. ST SI., N. Y. STRENGTH FOR A FREE WORLD National Security Agency Washington, D. C. U. S. Army Washington, D. C. LIFE IS WORTH LIVING CANCER American Cancer Society, N. Y. C. Du Mont Televisio New York, H. Y.



Timid Distributors Cautiously Name Their Favorite TV Station Customers

NEW YORK, June 7.—One of the more humorous aspects of The Billboard's first quarterly survey of the TV film field de-veloped in connection with this question asked of TV film dis-tributors: "Please name the three television station custom-ers who are easiest for you to work with." So few distributors answered this question that the suspicion prose that all stations have men-planted in distrib offices, look-ing over the head man's shoul-der. Only 28 stations were men-tioned at all in this particular phase of the survey, and of these only five received enough total points (on a 3, 2, 1 basis) to earn more than 10 points. Mey York flagship stations ran neck and neck for first place.

1	IT New York M 1		
	IDI, NEW TORK, N. 1		********* 44
3WC	W-IV, Chicago		15
4	TZ. Philadelphia		
4 WI	1 Philadelphia		11
	LESS THAN TO PO		-
WBEN	Crosley	WBKB	KTLA
WBZ	WNBK	M.M.3	KRON IV
WJZ-TV	MXXX	Du Moni	ABC
WBTY	K50 TV	KING TV	WEAA
WS8-TV	WDTY	WNAC	WLW-T

for third with 11 point totals each.

vho the timid distributors in the accom-panying chart.

Disagreement Rampant

• Continued from page 20

said that "stations must make money if distributors are to ben-efit and they may price their films off the air if the present trand enalliques trend continues

Distrib Gripes

tend continues." Distributors had their find distributors had their find generative states and the states from a prices are "diar only and from a prices are control of the find the states of the states of the from a states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the states of the find the states of the states of the states of the find the states of the states of the states of the states of the find the states of the states of the states of the states of the find the states of the states of the states of the states of the find the states of the find the states of the states

production costs should not in-crease until additional stations are available." One, obviously irked by antics of his competi-tors, blasted as follows: "The producers should be selling neckties. There are too many such without the sightest idea of how to figure costs."

of how to figure costs." There was considerable diver-gence of opinion on what makes for the best pricing system on first run films. Stations and distributors tended to agree that the quality and reputation of the film is the foremosi considera-tion. Producers mainly seemed to rely on time rates of the stations. Agencymen leaned to-ward analysis of market size. One of the leading distributors summed up his pricing method as a combination of five points: (1) set population of the market; (2) number of stations in the market; (3) the station time rate; (4) quality of the market from the standpoint of per cap-ta expenditure by advertisers, and (5) quality and reputation of the film.

Ind distributions in the accession of the second runs of the second ru



Will TV Lay Golden Eggs, Or Cook Actors' Goose?

To motion picture actors, tele-vision is going to be either one of two things — the rainbow which leads to a pot of gold or the ogre which kills the goose which laid the golden eggs. The other day, an advertising agency executive friend of mine said to me: "Why are you actors so insistent on getting extra pay for reissues of television films? You never had it in theatrical movies!" movies?" Here's the answer:

movies!" Here's the answer: By its very nature, television can shorten an actor's career. Television is not just an enter-tainment medium. It is a selling medium. Each time a film is schown on television, a selling job is being done by the actor, directly or indirectly, right in the home. Sponsors benefit from each showing of the film on tel-evision. The actor deserves to be paid a fair share for his part in this selling job, not just for the first time it's done but for each time, for the actor comes into the home not only as an actor but also as a pitchman. The actor can become identi-fied with a product and can

Shorfly. Audition Prints New

Available



wear out his welcome in the home, with the result that the demand for his services de-creases and his earnings drop. In theatrical motion pictures, there is a box-offic, with the customer selecting the picture he wishes to sec. No actor is seen week after week by any one movie theater patron. Even if you patronized the theater as much as three times a week,

WILLIAM F. BROIDY PRODUCTIONS, INC.

PRODUCERS OF **TELEVISION'S Thrill-Packed SERIES**

Wild Bill Hickok

starring

you would not see as much of any actor as you could on tele-wision films in your home.

Let me eite an example of how reissues themselves can de-prive an actor of work opportu-nities and reduce his livelihood: Actor A nearly two years ago made a series of 26 television films. While his theatrical film salary is \$1,500 a week when he works, he accepted a salary of \$250 a week for 13 weeks to make the 26 video films, which were telecast under the sponsor-ship of X company. So far, well and good. But just recently, the actor was being considered for a leading role in another series of 26 television films, these to be sponsored by Y company whileh manufactures a completely dif-ferent product than X company makes. Yet Y company and its advertising agency would not accept Actor A for the new ser-ies because his old television films are now being reissued under the sponsorship of a com-pany which makes a product competitive with that made by Y company. And unfortunately Let mc cite an example of how reissues themselves can dc-(Continued on page 37)

Union, Agencies, Costs, Filmmaking Headaches

Union demands, agency squabbles, and rising production squabbles, and rising production costs in general plague the TV film producer most today. In reply to The Billboard's ques-tionnaire, video film outfits listed these three as their major problems; plus (to a lesser de-gree) unsalisfactory lab work: shortake of experienced motion pleture personnel (particularly in the producer-director field); reasonably priced good story material; and lack of studio pro-duction facilities in Hollywood. A large percentage of the pro-

material; and lack of studio pro-duction facilities in Hollywood. A large percentage of the pro-ducer-returns stress "unrealistic union and guild demands" as their most imperative problem, pointing out that producers "cannot stand steadily increased union costs" in view of the rel-stively small size of the present real stress of the other hand union officials blame rising scales on fact that they have to placate makers of tilm for theat-rical distribution, inferring that they cannot give TV filmmakers the many concessions lest their major sources of employment-motion pictures-resent it and refuse to grant cost of -living hikes because of the inroads made in film house audiences by television.

made in film house audiences by television. Long standing problems be-tween agencies and TV film pro-ducers involve two major com-plaints against advertising men by the film firms—lack of time for actual production and insuf-ficient exchange of information between agency and producer. Many producers urge that agen-thes assign one technical super-visor to film project with au-thority to make decisions re-garding policy. Producers opine that agencies should select exects for this job "who know the film business, not radio people." In inne with this, one producer understanding of the film media, its possibilities, problems, lim-itations, and technical aspects." Fractically all of the produc-rs agree that it would help if they were brought in on plan-ing of films, pointing out that "if the agency would tell the vorducer his problem for an ad-vertiser and consult with him on the sponsor's meds more business would result for both," it would also help, they agree, it agencies would speed up ac.

tion on proposed production plans "by sticking to their story board and not changing in the middle of a production." On completed film series offered for sale, producers advocate prompt decisions by agencies "so as not to tie up demonstration prints for months."

to the up demonstration prints for months." "Too many generals" was a common complaint and one pro-duction outfit lists its most pressing problem as: "Convinc-ing advertising agencies they have no business butting into film production work. Naturally, with such a mental attitude, we don't get much television busi-ness and we don't give a damn." Taking a more realistic view of the situation, a top-flight West Coast firm offers this simple so-lution to agency producer prob-lems: "Agencies should pur-chase films on national basis in order to cover original cost of films for producer."

chase films on national bases in order to cover original cost of films for producer." The union problem will un-doubledly be a leng-time head-sche, but producers and agen-cies have recently taken steps to help resolve difficulties in the TV film commercial field via a special report by the American Television Society. With the co-operation of C. E. Hooper, ATS polled agencies and TV film producers to determine the na-ture and causes of problems and friction in those TV film com-mercial production operations where the functions of advertis-ing agency and film production personnel meet or overlap. Report boiled down replies to three basic causes of trauble: insufficient exchange of cost in-formation; insufficient experi-ence. On basis of findings ATS has prepared a standard produc-tion specification form, which it is offering for "free adoption" to seven days to prepare all bids. Technical headaches listed by orducers include: "high cost of processing:" "unsatifactory labs in New York" and "the basic problem of inferior 16-mm. equipment." Enlarging on Li-ter, a producer force stan-tor, swoh project RCA equip-ment which is inferior, are not willing to replace same with <u>(Continued on pore 27)</u>

(Continued on page 27)

Civic Groups Are Help To Local Programing

Local TV station executives have found it very much worth while to consult with local com-mittees and organizations of various kinds concerning their programing policies and prob-lema. Video outlets around the country have informed The Bil-board that in meeting with civic and other groups, either on a formal basis or in informal get-togethers, considerable valuable advice and co-operation has been forthcoming. The one organization most of the country, has been the local parent - Teachers Association, Obviously, the PTA is in an ex-ceptent position to proffer ideas and an objective view on all as-pects of educational or public service showings. **Educator Co-Op** Next most-consulted source its

Next most-consulted source is the local Board of Education. Here, too, regardless of geo-graphical location, stations in-dicate they get first-rate co-op-eration in meetings with Board officials on educational TV primetre

formal meetings with local church or religious organiza-tions, not only on regular pro-graming but to secure advice and sources of religious films. A number of outlets also have held regular formal meetings with such groups.

Other Orgs

Apart from those committees and groups mentioned, various TV stations have indicated they have gained from holding dis-cussions with local organizations of the following sort:

cussions with local organizations of the following sort: Symphony Orchestra Commit-tee, local college or University, local radio-TV Council, Chil-dren's Center, cornithian Foun-dation, League of Women Vot-ers. Council of Social Agencies, Public Safety division, State Highway Patrol, Medical So-ciety, U. S. Immigration Service branch, Civil Acronautics Asso-ciation, American Legion and other veterans' organizations, Bureau of Parks, Civil Defense organization, Boy Scouts and Guil Scouts. Community Chest, Junior League, Ministerial organi-zations, Telephone Company, lo-cal Industrial plants, YMCA and YWCA, museums of various on tal levels: local, county, Statedale oculational.



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JUNE 14, 1952

THE BILLBOARD

NEWS SPECIAL EVENTS INDUSTRIAL NEWS TRAINING FILMS



CONSULTATIONS SALES AIDS PUBLIC RELATIONS FILMS SHORT SUBJECTS WORLD WIDE SERVICE

THE success of your news programming depends entirely upon how you set it up from the first.

STATIONS

MARATHON TV NEWSREL can show you how to achieve success, Policy is a matter of judgment. What newsreel service shall you use? What balance between local national and international news? Laboratory-station's or outside? Editing ... assembling ... planning ... coordinating ... integrating ... costs?

The answers, if not determined beforehand, are certain to create costly lessons.

To be sure of maximum efficiency at lowest cost, with originality and consideration of local needs, plus the effectiveness that increases its importance to station business, you owe it to the future to seek qualified guidance now.

MARATHON TV NEWSREEL is unique in the field of news-on-TV. It ranks among the ploneers in TV news film production. It is the only independent newsreel service. It has no reed of its own to promote, no "favorites" to play. It has no "axe to grind"—so you may be sure of complete objectivity in providing your station with consultative guidance to a news format that will earn revenue as well as reputation. Avoid the pitfalls erested by unqualified opinion:

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

"THE GUARDIAN ANGEL" and "THE POWER TO FLY"

MARATHON TV NEWSREEI

125 EAST SOTH STREET, NEW YORK 22. MUrray Hill &-0985

Family Theater's "Hill No. 1" & "ThatorI May See" Standout Religious Faves

.

In the entire category of religious film two stand out overwhelmingly over all others in the opinion of the nation's TV stations. Both these (as well as several lesser ltems in the overall listing) are produced by Father Peyton's Family Theater in Hollywood.

They are "Hill Number 1," which scored a tremendously dominant 10 points to lead the entire field, and "That I May See," which came in with 63 points for second place. The other 16 films in this division won scattered mention as having drawn excellent mail and phone response from stations replying to The Billboard's 1st Quarterly Survey of the TV film field.

Among the films with several station mentions, "Family Theater" also won commendation for "The Joyful Hour," and "Family Rosary." The Anti-Defamation League also produced several films which won the praise of at least some stations'. League's films were "To Live Together" and "The High Wail."

Full list of all religious films mentioned by stations appears in accompanying chart.

HOW IV STATIO Place Name	NS RATE RELIGIOUS TV FILMS	Paints
1HRL #	1	eFree
	MAY SEE	
	RELIGIOUS FILMS WON STATION ME SS THAN 10 POINTS EACH:	NTION.
JOYFUL HOUR Family Theatre, 2	7201 Sunset Blvd., Los Angelas	Single FeatureFree
FRONTIERS OF FAITH	ion Sales, 30 Porkefeller Plaza, New York	
FAMILY BOSARY Family Theatre.	7201 Susset Blvd., Los Angeles	"Single FeatureFree
LIFE IS WORTH LIV Du Mont Televisio	ING sa, \$15 Madisan Ave., W. Y.	
Family Theatre.	7201 Sunset Blvd., Les Angeles	Single FosturePaid
GOLGOTHA Ideal, Oakland, C	alif.	Single FeaturePaid
LAMP UNTO MY FEE Du Mout Televisio	T em, 515 Madison Ave., N. Y.	Series
TO LIVE TOGETHER	angue, 212 Silli Ave., N. Y.	"Single Feature Free
THE HIGH WALL	eague, 212 Sth Ave., N. Y.	Single FeatureFree
GREATEST STORY		Paid
OF SCRAP & STEEL	s Angelier, Colif.	Single FeatureFree
THE CHALLENGE	Laugue. 212 Sth Ave., N. Y.	Single FeatureFree
BLUE CLOUD COUNTI Mary Knoll Fithe	RY es. Baltimore, Md.	
LIVING BOOK	ograms, 488 Madison Ave., N. Y. C.	Series Paid
DUST OR DESTINY Moody Chicago, I		
CPOSS POADS		.Single FeatureFree

"King's Crossroads"

104 half Hours-on film

"Meet The Victim"

26 fifteen minute mysteries—on film

"The Jonathan Story"

52 fifteen minute "soap operas" on film

"Sports On Parade"

104 fifteen minute shows-on film

For Screening Prints of these and other series, write:

STERLING TELEVISION CO., INC. 316 West 57th Street • New York 19, N. Y. • JUdson 6-3750-1-2 26



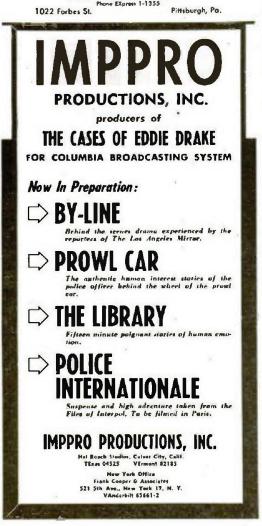
FILMS COVERING EVERY TYPE OF FISH AND GAME FOUND IN THE LINITED STATES AND CANADA



Never hefore has such a comprehensive group of buoting and fishing subjects been filmed and assembled for the relevision audience. Our experts *tell* you how to hunt and fish; show you how to hunt and fash; then take you out to the fields and streams and put their preachings later spretches.

Sali, then take you out to the neids and streams and purchase into practice. We show Pheasant Hunting in South Dakots; Ducks in Arkanass; Greese in Hinnis; Quail in The Carolinas; Puran in othe West: Turkeys in Texas; Tarpon in Florids; Salmon in Nova Scotis; Striper Baas on Long Island; Marllo off Casilias; Smell Mouth Bass in Anaine; Bone Fish in The Keya; Southern Large Mouth Bass; Tuna; Tran; Pan and Pier Fishing, plus many, many other subject which make "The Sports-mon's Cub" truly the greatest satisfor show on earth! Wire, write or telephone for costs and southing process.

SYNDICATED FILMS Phone EXpress 1-1355



Stations Love "Lucy" Too; Ball Show Tops All in Network Film Category

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Only five of the network TV-film series won enough station votes to make a real showing in the "best network TV-film se-ries" category of The Billboard's 1st quarterly survey of this phase of the field. Twenty-three other shows were mentioned, the some incorrectly, with the stations evidently under the im-pression that some shows which they were carrying on the kine were to be considered filmed network shows.

network shows. Leading network TV film show comes as no surprise to anyone, following the current ratings exactly. This of course, would be Desilu Productions' "I Love Lucy," which is doing such a phenomenal job for spon-sor Philip Morris. "Lucy," with-out doubt is the current rage of TV film or otherwise) as the recent Time magazine cover story and other publicity amply attest. The station vote for the show, 143 points, as against run-ner-up "Fireside Theater" with 69 points, simply reflects what seems to be the general current feeling. feeling.

That Philip Morris does all right for itself is further borne out in the station voting, since the cigarette firm is the only sponsor to place two shows in

. HOW TY STATIONS RATE NETWORK TY FILM SHOWS Place Name Palett Fireside Theatre Dragnet 48 You Bet Your Life 45 Amos 'n' Andy 35 Trouble With Father .Ray Rogers ,Racket Squad 17 8.... THE FOLLOWING SHOWS WON STATION MENTION. BUI REFERVED LESS THAN 10 POINTS EACH: Poyal Parhouse Hopelong Cassidy My Friend, Irma Big Town Toast of the Town Renge Bidder Foreign Intrigue Pullicer Prize Plughouse Beulan Mutter Wheeler Hartin Kane Myttery Theelen Kings Crossnoeds Pablik Proseculor Kraft Philico TV Playhousa Shy King The Ruggles HBC Sports Reel Gene Autry

the top eight. "Racket Squad" comes in eighth with 12 points, just topping a long field of also-rans which scored 10 points or

less. Following Procter & Gamble's "Fireside" (second place as previously indicated) are "Drag-net" and Groucho Marx's "You Bet Your Life" both with 48 points. Not too far behind in the number five slot is "Amos

'n' Andy" with 35 points. Six and seven slots are reptured by "Trouble With Father" and Roy Rogers with 18 and 17 points respectively. While "Lucy" adds luster to the Columbia Broadcasting Sys-tem schedule, the numbers two, three and four shows are all at the numbers to the rival Na-tional Broadcasting Company network. network

Film Offers the Panacea For Live Program Woes

Educated g u e ss e s estimate that 50 to 80 per cent of the fu-ture programing of television will be on film. These estimates realized The 1952-1953 telecast-ing year will see many top fa-vorites on film for the first time. "Schitz P I ay h o u s e." "Man Against Crime," and others join-ing recent film converts like "By own" and "Top" film they hou s e." "Love Luey." Grou-che Marx, "Erreide Theater." May more new film programs, suited or fall sponsorable. "Averlisers and agencies have recognized the strong case for film film means better produc-tion fall sponsorable." Advertisers and agencies have recognized the strong case for firm film means better produc-tion and the restricted live set are been will be used that the so-ter-begetting worries of fulls, histicas, misreading of lines, hi heir own medium. If permis histic was medium. If yermis and easier to work with-in their own medium. If yermis and easier to work with-in their own medium. If yermis and the same time, sell products and the same time, sell products and the same time, sell products and documented by to allow and the products." Headache Powder

very strong ease indeed. Headach Powdo Tuite apart from the decided which film eliminates the curses of live telecasting time prob-ting the strong time prob-station markets. This makes the elearances throut very silm in-discovered. Then too, 11 of the heeted, as current sponsors have elearances throut very silm in-discovered. Then too, 11 of the heeted, as of now. This means the strong the strong to the heeted have the problem either of resulting audience losses, his oliver the problem either A New York 8 of clock show be o'clock in Denver (soon), and 5 o'clock in Denver (soon), and 5

By ROBERT IL SALK Television Program Sales Manager. The Kas Agenry, Int.



tings that drop pretty much in proportion. Repeats double the cost of production—even if the cables are available at the repeat time

peat time. More and more sponsors and agencies have recognized that the strong case for film is the case for Spol-selective market buying of time. Films do not need the coaxial cable. There is no need to pay directly or in-directly for the tremendous coat of the cable. One network alone paid over 2-1-2 million dollars in 1851 for its share of the cable, neccssarily reflected in its rates. Film programs shipped in the necessarily reflected in its rates. Film programs shipped in the can to points of telecasting avoid the time differential problems of the cables. Film placements are in fact Spot placements regard-less of the label. Why pay for something you don't need or use?

Spot Buys

three, four or more TV sta-tions—they can pick which-ever station they want. They can buy the station which offers the best towerage, the lowest cost per thou-sand, or whatever, in their opinion as the buyers, make it the best buy. There's no restriction to one station in the market. Wholebearted Station Co-

in the market. Wholebearted Station Co-operation — in time clear-ances and in belping to mer-chandise the program is an-other advantage the adver-tiser gets with Spot Pro-gram Television. He gets it simply because stations prefer Spot Programs, be-rause—

Stations Spot Programs, be-cause-Stations Make More Analytic Spot Programs, be-rouse-stations Make More Monsy From Spot-the net revenue to stations is ap-proximately doubled over its payments (for the same time, on the same stations) from networks. Yet, Spot Time Coaste-The ad-vertiser pays less-as much as 20 per cent less when he buys Spot time-the same time on the same stations-than when he buys network time. On the same stations of \$200,760 on a typical 39 sta-tion linc-up, for a 52 weck half-hour. Dollars & Cents

Dollars & Cents

These are real advantages-dollars and cents advantages-These are real advantages— that are there for the advertiser who places his film program on Spot. They are advantages which are being enjoyed by top advertisers today—Gruen Watch Co., Packard Motors, Electric Compan is s Advertising Pro-gram, Vitalis,—to name a few. These companies have film pro-stams running on Spot in 35 markets (Gruen), 21 markets (Packard), 33 markets (Electric Companies), 32 markets (Electric Companies), 32 markets (Vi-talis). Companies that have top times in each market, at the most advantageous local time in each market, cost less, and pro-duce more revenue for the sta-tion, get more attention and support. These Spot advantages are not femporary. The freeze on sta-tion construction has forcefully shapened the Spot case. But when new stations get into op-eration, probably not before the end of 1953 in any significant <u>(Continued on page 32)</u>

(Continued on page 32)

24-26-27 THE BIG BUY!!

žŤ

"Mr. Wiz", "Encyclopedia Brittanica" & "Kieran" Top Educational TV Films

As far as educational TV films are concerned no single producer or distributor is doing an outstanding job with amy trest majority of the nation's try stations. This is the inexcap-able conclusion to be drawn bear of the Bill-board's lat Quarterly Survey of the TV film field. Of 32 films, in this category, mentioned by stations as hav-ing gotten an outstanding mail or phone response from audi-ences only five scored more han 12 points. Of these the produce thru the National Ford thru the National Ford as films Sales Division, which acored 37 points for first place. Associated's "Encyclo-points, and United Artists" "Kteran's Kaleidoscope" series, which came in third with 18 produce film. "Man's Conti-der down with 12 points each material (notably "Crusade in Bradareet film. "Man's Conti-der Man." — An interesting sidelight of fract the of the stations, more than fil (19 to be exact) are of charge. These are obviously "Mational Association of Manu-fareers." Industry on Parade" interesting films first of the station of Manu-fareers. "Ford Motor Com-any "the Association of Manu-fareers." The American Cowboy." — Will first of all films men-tioned by stations in this cate-ory and the seconn parade"

Full list of all films men-tioned by stations in this cate-gory appear in the accompany-ing chart.

Film Headaches • Continued from page 24

• Continued from page 24 vasity improved equipment-such as Eastman 25 or GPL." Onsequently, he adds, "produc-ers stempting quality in 16-mm, see whole affort go down drain or presentation." The battle for better clectronic free status of the state of the state of the Society of Motion Picture only problems of picture com-position in production of TY hims. "Right now" says a SMPTE exce, Karl Freund "109 stations will transmit 109 dif-ferent shades of quality while uning some film and heaven knows how m an y different shades show up on several mil-tion different state."

lare	V STATIONS-RATE EDUCATIONAL_TV FILMS	Points
	and summaria	
1	MMC Sumdicated Sales Div., 30 Reckefatter Plaza, 1	INC
2		Poid 19
	Encyclopedia Brithenica Films, 450 W. Sóth St., NY	NL 47
3	United Artists, 720 7th Ave., NYC.	.Pail 14
4	MARCH OF TIME (Crusade in Pacific)	.Paid 12
	March of Time Talevision, 369 Lexington Ave., N	YC.
4;	MAIL'S CONFIDENCE IN MAN	Pres 12
HE FO	LOWING EDUCATIONAL FILMS WON STATION MEN	TION.
IUT RE	CEIVED LESS THAN 10 POINTS EACH	
U. S	Picture Army, D. C.	
dustry	on Parade.	SeriesFree
dventur	ws of Chico	FacturePaid
MOTO	AVE and one have NVF	
NBC 1	of Things Syndicated Film Sales, 30 Rockefeller Plaza, NYC round and Three	
	rsand and Three. Metion Pirmre Studios, Israel	Featere Free
	ise Board of Education, Syracuse, N. Y.	
e Big Crusse	de far Freedam, N. Y.	
aburnet	In Manuald	Feature Free
ew To	A artines. By Washington, D. C. Fly w of Antonestics, Washington, D. C. Hidennis.	Series Free
Burse	e ef Annonautics. Washington, D. C. Tidernass	
Metio	m Pictures for Television, 655 Madison Ave., New York	
ity mind	ous Caal. ulu Film, Wishington, O. C.	SarresFtee
and am	d Flame	feature Free
	ral Motors. Defroit on Your Mind	Seature Paid
Sterli	ng Tele, 316 W. S7m St., NYC	
attens.	American sen Productions, 68 W. 58 St., NYC	SeriesPase
	10	
	i Tote. 1501 Broedway. NYC Cressraads	fariar Bais
Sterfi	W TV 316 W. STH St., HYC	
be An	Nation Cowbey	
		Series Pai
Sterli	re a run ing Tela, 316 W, 57 SL, HYC Nacklace	met fasture Pak
Asse	clated Program Service, 151 W. 46 St., NYC	
le Liv	e Together. Defenetien League, 12 5th Ave., MYC	FeetureFre
the Fe	The second secon	Foeture Fre
From Yes An	rge dom Foundstlea, Pz. re What You Edi y Causefl, Syracuse Labor	feature Fra
Dein	y Council, Syracuse Labors	Faabura Fra
L'IL BOLL	Loop a state a sta	
Enterpr	and Talking Ble 18 Backsfaller Diant HVI	·····
Souther	ast Asta ad World Film, 445 Park Ave., NYC	FeatureFre
tf's Us	he You	
Pestan	erican Rud Cross. 315 Lexington Ave., NVC on Wash,	
	Hont Tolevision Network, 515 Madison Ave., N. Y.	

Money Isn't Everything; Good Talent Well Used Is

The basic problems besetting a TV producer are, in the popular conception, virtually dissolved once you have the money. And the more money you control, the more complete the dissolution. Actually, nothing could be further from the truth.

Pictures made by Bing Crosby Enterprises must compote on the market with pictures made by companies which may be short on money but long on talent. To hire the most expensive talent in town is no answer. To spend even twice as much for talent as your competitor is no answer. He can sell his films quicker if they are made well and can be sold for half your price.

There's a Trick

The real trick is to find the talents which, when mixed to-



produce a fine film at gether, competitive prices. No sponsor is interested in the fact that your films might have cost more than your competitor's. We at BCE have left no stone unturned in our search for writers, actors, technicians and others who can

make a definite contribution to this new medium. They are people, in the main, with picture or radio backgrounds who have found in television an exciting and stimulating experience. ,

We have been experimental only in trying to locate and develop potential talent that has been partially explored or com-pletely unexplored. Thus, we haunt the Little Theaters from the august Pasadena Playhouse down to the one-night-stand productions put on by ambitious young actors. We have closed our doors to no on in this diligent quest.

We have ranged our writing talent from new stories by us?-knowns, their first, to stories by Louis Bromfield and screenplays by men of the stature of Richard Llewellyn, author of "How Green Was My Vailey."



SPOT SALES PARTICIPATION, **REGIONAL or LOCAL** SPONSORSHIP

EXPLORERS PICTURES CORP. 1501 Broadway, N. Y. C. LD 4-5392-93 JULES &. WEILL, PRESIDENT AUDITION PRINTS AVAILABLE

+ WRITE-WIRE OR TELEPHONE

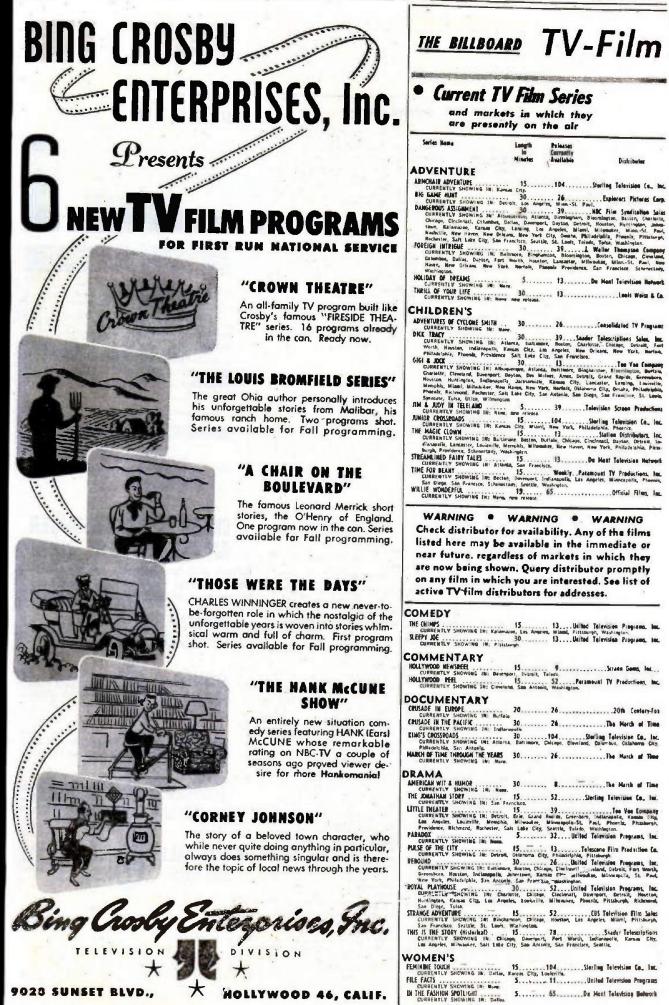
A CHAIN IS NO STRONGER THAN ITS WEAKEST LINK!

Buyers with low budgets can have topnotch quality! There are no weak links in this chain of United World Film Shows!





THE BILLBOARD



JUNE 14, 1952

THE BILLBOARD

THE

MARKET

FIRST TV FILM QUARTERLY 29

PLACE

The Rational Wookly Exchange for CLASSIFIED Films Suitable ADVERTISING See TV Pregraming *

MOOD MUSIC

for TV films for industrial and documentary use as well as feature motion pictures. Four complete recordings of the following libraries:

our compare recompare to the second Particles. Particles Day & Hunter, up the francis Day & Hunter, et records in existence. Anything from MAJOR RECORDS Send for catalog Depr BT Thomas J. Valentino, Inc. '5 Muse doit Street. New York 36, NY.

150 West 46th Street, New York 36, N.Y. Established 1932 Music clearance on above catalogs ar-runged by our firm,

Sports

Available new! "Double Play," with (Les) Durocher and (Larsing) Day, Bawhait greath-guarter hours, United Television Programs, Inc.

RKO Sportreets-Buns 614 mia., 26 avait-able. For info; Edward A. Evans, RKO-Pathe, Inc., 623 Madison, N. Y. C. Sportscholar --- 52 % hour exciting sport quiz. United World Films, Inc., 445 Park Ave. New York,

Sportsman's Club; 15 minutes arching Ishing-hunting adventures, fasturing Dave Newell; 52 units, Syndicated Films, 1022 Porbes SL, Pittsburgh, Pa.

.................. Stock Shots

The TV industry's only refer Directory once searce of illes correctly TELEVISION FILM INDUSTRY showing on television stations. Miscellancous Adventure **TV Film Review** The Big Came Nunt, Jungle adventures of Marlin & Ose Johnson, Explorers Pictures Corp., 1501 Broadway, New York, N. Y. For Quality TV Film Production. IMPRO Productions, Inc. Hal Roach Studios, Culver City, Calif. new film series available for national and/or local advertisers America's Leading TV Film Producer. Roland Reed Productions, Inc. 275 So. Bevery Drive, Bevery Hills Callf. CRestview 6:1101 Now in production "THE PHANTOM PIRATE" Starring Robert Stack WM, F. BROIDY PRODUCTIONS, INC. 5545 Sunset Hollywood 28, Calif. <section-header>

 Number orker van Dracker (Bulles PEP)
 30 Min. WESTERN

 Target in and the method withousing in the reader of the first state in a state of the ANNIE OAKLEY AND TAGG (BULL'S EYE) . . . 30 MIN. WESTERN BRITISH INFORMATION SERVICES-From a 3 minute filler to an 87 minute document a 3 minute filler to an 87 minute documen-tary, 8.1.5. has the answer to your TV film problem. Contact Lester Schoenfeld, 8.1.5. 30 Rockefeiler Plaza, New York 20, N. Y. CI 6-5100. Ely Landau, Inc., television programs on film Telephone: Murray Hill 7-5224 10 East 44th St., NYC. For Subjects with wide audience appent Pictorial Films, Inc., 1501 Broadway, New York 36, N. Y. Pennsylvania 6-3756. SIX NEW TV FILM PROCRAMS 1. "The Louis Errorfield Series" 2. "The Hank McCume Shaw" 3. "Take of Corney Johnson" 4. "Those Ware the Davi" 6. "A Chair on the Boulevad" Bing Crowy Enterprism. Inc. 9026 Surset Bird, Los Angeles 46, Calit. Tried and True TV Entertainment Films. LOU15 WEISS AND CO, 635 N. Fairfan, Los Angeles, Calif, WEbster 85287 UNITED TELEVISION PROGRAMS, INC. Largest distributor of quality TV Films New York — Chicago — Hollywood Musical TV Bisc Jockey Toons (100), Syncra te Popular and Standard Records, Screen Gema, Inc., 729 7th Ave., N. Y. C. Time for Beany? Big fime 15 min, kid show for local clients. Merchandised! Paramount TV Prod. 1501 Broadway, N.Y.C. Releases Currently Available Length . Mystery Adventures in Stamps-a 15 min. TV pro-gram at low cost, TV-Unlinevied, Inc., 341 Madison Ave., N. Y. 17, N. Y. Minutes Distributor Series Name Dick Tracy-1 half hour dramatic episodes based on femous comic strip. Snader Tele-scription Seles, Inc., 328 So, Beverly Dr., Beverly Hills, Calif. MUSICAL Kid Magic — mixture of science, fantasy, adventure. Weekly 1/2 hr. story series. Snader Telescription Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif

Comedy

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Feature Films

Usual want-ad style, are paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

s or more CONSECUTIVE or 2% Insertions.

.16

all the news of your industry every week

CUST Television Film States
 Source of the states of the states

THE VIENNA PHILHARMONIC ORCHESTRA

MYSTERY

- BIG TOWN 30. 26. United Television Programs. Inc. CURRENTLY SHOWING IN: Dullas, Fort Worth, Greeniters, Howitan, Hentington Rew Write, Breammile, San Drags, Satura.
- Louis, Frienderice, Hildmann, St. Louis, San Francosa, Sprakos, Heres, Artis, Art

- FILES OF JEFFREY JONES 30. 39. CBS felevision Film Sales CURRENTLY SHOWING IN: Chicage, Columbus, Instanupolita, Los Angelas, Louivelle, Rochester,
- Series Systems, Uitta 30. 13. Uierled Television Pregrams, Inc. CURRENTLY SHOWING IN: Bioemigron, Bistes, Dhizaga, Caciment, Courmes Organ, Detrit, Fort Worth Milauler, Mainline, Sco. Yearce, Thilaraphia, San Frances.

- OUIZ

RELIGIOUS

(Continued on page 30)

For the best in Features, Westerns, Shorts, UNITY TELEVISION Serials, Dramas, Musicals, Connectes, Car-toons, Souris and many others—contact 1501 Broadway, N. Y. 36, N. Y. Alexander Korda Fastwes-18 new feature length films, finest British product. Snaker Telescriptions Sales, Inc., 328 So Beverly Dr. Beverly Hills, Calif The Biblical series to create greater good will . . . added prestige . . . and a more responsive audience? "THE LIVING BOOK" Film Processing V sound of Broadcasting Quality. Sec-claims in sound control for TV repro-ductions and knowcoose. Precision Film Lab-orationes, 21 W. 45, N. Y. C. "Feer-Renu" conquere shrinkage in old films; makes them usable, revenue-produc-ing. Write: Peerless Film Processing Corp., 165 W, 46th Streat, New York. Services ************ *************

ADVERTISING RATES . DISPLAY-CLASSIFIED

in The Billboard ... SUBSCRIBE TODAY

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"THE CISCO KID"

"THE CIDCU NILP "C. Honry's Fanous Roads" Rangel starting Duracen Reveldo as "Cisco" and Leo Carrillo as "Pancha." Stall-length commercials on exch half-hour workly program. ZIV TELEVISION PROCENS, INC. 1229 Madison Road Cinctinual 6, Ohio Holtwood

The Buster Crabbe Show-26 half-hours of wideo dynamite. Film Vision Corp., 1501 Broadway, N. Y. C., N. Y.

ALL ORDERS AND INQUIRIES TO TELEVISION FILM MARKET PLACE, THE BILLEDARD. 1564 BROADWAY. NEW TORK 34, N. Y.

.



News

Washington Spotlight---Waskly ane quarter hour interview with government leaders di-rect from Capital, Snader Telescription Sales, Inc., 328 So. Baverly Dr., Beverly Hills, Callf.

TV NEWS-Qualified guidance on policy

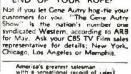
production, dynamic programing of TV news Marathon TV Newsmol, 125 E. Soth St. N. Y. C. Konstantin Kalser, Executive Di-rector,

Religious

Films Wanted

Accelerated by TV industry. Tempe Tax Free Library: Send for catalog: Tempo Records. 7540 Sunset. Hollywood,

NATIONAL DISTRIBUTOR AAA railig, fully statted, brach oftice, boxing for TV film Suite 711, 360 N. Merkege, Chicage, Sbit 711, 360 N. Merkege, Chicage,



TV STOCK SHOTS More than 2.000.000 feet of specialized film footage available for live TV, film shows and commercials. STERLING TELEVISION CO., INC. 316 West 37 St., N. Y. C. IUdion 6-3750-1-2

Complete Production & Recording Facilities, All under one roof, Dynamic Films, Inc., 114 W. 89th St., N. Y. C. TR 3-6221.

Studio Facilities

HAL ROACH STUDIOS INC.

The World's Largest TV Film Studios

Culver City, Calif.

Western

Half Hour Westarns - Tap Action Stars. Telecast Film, Inc., 112 West 48 St., New York 36, N. Y.

END OF YOUR ROPE?

BYRON INC. MOTION PICTURE PRODUCTION PLUS COMPLETE LABORATORY SERVICE 1226 Wisconsin Avenue Washington, D. C. Dupont 1800

New TV-Film Series In Production

or to begin shooting soon

THE AFFAIRS OF CHINA SMITH

30

SMITH Series of 52 half-hour shows planned. Starring: Dan Duryea Edward Lewis Productions, Motion Picture Center Studios, 846 N. Cahuenga Boulevard, Hollywood 28, Calif.

COMMANDO CODY -SKY MARSHAL OF THE UNIVERSE

Science fiction series; 39 half-hour shows planned. Starring: Judd Holdren, Aline Towne Hollywood Television Service, Republic Studios, North Hollywood, Calif.

CORNY JOHNSON

Camedy series; half-hour shows planned. Lancer Productions, RKO Pathe Studios, Culver City, Calif.

MAN OF TOMORROW

FRUID NOTES, THE LOCATE

Series of 15-minute shows plan-ned.

SAFARI BILL AFARI BILL Jungle adventure series; 26 half-hour shows planned. Starring: Richard Denning Breakston-Stahl Productions, General Service Studios. 1040 N. Las Palmas, Hollywood 38, Calif. NNIE OARLEY Western series; 52 half - hour shows planned. (See review of first show this issue.) Starring: Gail Davis Flying A Productions, 6390 Sunset Boulevard, Hollywood 28, Calif. SON OF ROBIN HOOD

ON OF ROBIN HOOD Adventure series based on Robin Hood novels; 33 half-hour shows planned. Cast not set Athena Productions, Inc., California Studios, 650 N. Bronson, Hollywood 4, Calif. Adventure series; half - hour

William F. Broidy Productions, TERRY ANL THE PIRATES

Adventure series; 25 half-hour shows planned. Starring; John Baer Dougfair Corp., 666 N. Robertson Boulevard, Beverly Hills, Calif.

Jungle adventure series; 26 half-hour shows planned. Starring: Jon Hall THOSE WERE THE DAYS Series of half-hour shows plan-

ned Lancer Productions. RKO-Pathe Studios, Culver City, Calif.

TV-Film THE BILLBOARD

• **TV** Station Film Buyers Pick

Outstanding films (not produced specifically for TV) shows on Jecul stations last week, as selected by the stations IV film bayers and reported in Billhoard's weekly servey

THEATRICAL:

COVERED WAGON	Comedy	16mm	Facture
Hallyword Televis on Film Service.			
1 THANK YOU	Comedy	16mm	Essture
Unity Television Corp., 1501 Broa			
VOGUES OF 1938	Husical	16mm	Feeture
Motion Pictures for Tetralsion, 65			
GENTLEMEN AFTER DARK		16mm	Faature
Peerious Television, 729 Seventh			P. Aug
TWO YANKS ABPOAD	Contedy	\$6mm	Feature
Provises Talevision, 729 Seventh			Feedman
THE HIDE OUT	Drama	fómm	Feature
Snader Telescriptions Sales, 329			Feature
THE LAST CHANCE	Drama	16mm	reature
Atian Television Grep., 15 W. 441			Feature
TWIN BEDS	Comedy	16mm	(ONLINE
Peerless Television Corp., 729 Sev		tómm	Feature
BARON OF ARIZONA	Drama		1 Caller C
Telepictures, Inc., 5746 Sumet B		i ốm m	Feature
EORSICAN BROTHERS Peerless Television Corp., 729 Sev	Adventure	1 (111)	Louisie
		16mm	Feature
AND THEN THERE WERE NONE Quality Films, Las., 1040 N. Las.			1 care -
ANGEL WITH A TRUMPET	Drama	16mm	Feature
Snater Telescript Uns. 229 W. 42	A St New York	To see	Poster S
		16mm	Feature
ENCHANTED FOREST Motion P causes For prievision, 65			
	Drama	16mm	Feature
Motion Pictures For Television, :	A SA Madigan Ave. Nam		
SON OF MONTE CRISTO		16mm	Feature
Peerless Television Corp., 729 Sev	enth Ave., New York		
INTRIGUE	Drama	16mm	Feature
Peerless Television Corp., 729 Sev			

OTHER:

Feature & Series Feature
Feature
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Current TV Film Series

Continued from page 29

Series Name NEWS	Longth in Minutes	Reicasas Currentiy Available	Distributer
DAILY NEWS REPORT	10. Charlotte, Cinglonat		BC Film Syndication Sales
Memphis, MinsSt. Paul, Util MEADLINES ON PADADE Ouis	18.	26	Inited World Films Inc.

Mennahl, Milling, Sr. Paul, Unles
 Mennahl, Milling, Sr. Paul, Unles
 Mediated and St. Paul, Milling, Milling

TRAVEL

FIT2PATBICK TRAVELOGUES 15. 26. Starting Television Co., Inc. CURRENTLY SHOWLING IN: Cincinnet, Coversant, Devrosert, Detroit, Los Angeles, 1173 & SMAIL WORD Barrien Holmes 30. 26. Nojor TV Productions CURRENTLY SHOWLIG IN: rece

SPORTS

- Effects San Anneales
 Control of the second second



Hour Glass Productions, 6525 Sunset Boulevard, Hollywood 28, Calif. ANNIE OAKLEY

THE PHANTOM PIRATE

5545 Sunset Boulevard,

RAMAR OF THE JUNGLE

Arrow Productions, Inc.,

5746 Sunset Boulevard, Hollywood, Calif.

Hollywood 28, Calif.

shows planned. Starring: Robert Stack

KTTV Studios,

The TV industry's only ration enco searce of falses currently	AND COMMERCIALS TOO! BULOVA . Philip M	lorris
Directory shares a more distance		
HIS WEEK FN SPORTS	* 1 ± 1 · · · · · · · · · · · · · · · · ·	
Mennes Arnes, Detrait, Erie, Hoston, Nurringson, Katamarse, Les Angeles, Lournaite, Man New Navas, New Orisans, Norfolk, Oslahema City, Ricmano, Rochester, San Antonie, San Fri cicus, Stevenzidy, Telesia. NATS THE RECORD. S. 52. Sterling Television Co. 1		
CURRENTLY SHOWING IN: Houston, Los Angeles, Pittsburgh. 125311HG PROM HOLLYWOOD		
degenia, Providence, Rietmono, Sant Lake Gity. /ESTERN HE BUSTER CRABBE SHOW		•
CURRENTLY SHOWING IN: All markets toll. 500 KID 30 78		
Dream, Berfeit, Philaderiana, Phoenia, Pittanija, Provigines, Bithemand, Rectaster, St. Les San Diego, San Francisco, Schenetady, SeitLie, Synacues, Toleko, Ultick, Wannaghen. NE GENE AUTPY SHOW: 30. CBS Television Film Sa CURRENTLY SHOWING IN: Baitwore, Boston, Drisson, Circlent, Cleweinad, Fort Wor Findiangolin, Karman Stigt, Les Angeles, Merchinik, Bear Yark, Parlisher, Santhe, St. Les		
Synchrone, Washington, 60, 54, HBC Film Syndication Sa DPALONG CASSIDY 60, 54, HBC Film Syndications Sa CURRENTLY SHOWTHOL IN: Arteniz, Batternew, Bingacington, Butterly, Cincinna Clearlord, Columbus, Dollan, Dyston, Decroit, Konesso Edg., Raabilita, Harv Hore, Nere Dress Rev York, Morrado, Batternew Cdg., Philadechala, Providence, Rachetter, Sait Las et		1
Schemetram, St. Lakas, Syraciss, 47 PAHOE PIDER 30,		/
CURRENTLY SHOWING IR: Los Angeles. New Orleans. Philadelphia, San Francisco. ISCELLANEOUS PYTHTUMES INI LIVING		
CUARENTLY SHOWING IN: Home. EST THINGS IN LIFE	ns •	
NOV ANDY	ABBOTT & COSTELLO JOE E. BROWN SHOW	2
CURRENTLY SHOWING THE Name. RANGER THAN FICTION	TCA Preductions . Hal Roach, Jr. Production for O	Micial
CURRENTLY Services (UK Boccos, Burlaio, Detroit, Erie, Fert Werth, Jacksowiike, Oblahos City, Philadephia, San Oligo, San Francisca, Schemectady EATHER /INGLES	- AMOS 'N' ANDY	
UURRENTLY SHOWTING IN: Rone, new same DURRENTLY SHOWTING IN: Rone, new same DBLD WE LIVE IN	de Hal Beack Studio Production for CBS (Charles Forrell, Gale Storm)	
CURRENTLY SHOWING IN: New Haren.	> BEULAH for Philip Morris.	
QURRENTLY SHOWING IN: New Horen	BEULAH (Louise Beavers) P. Reiner Read TV Production for Philip Morris.	
QU'ARRITLY SHOWING IN: New Horen	> BEULAH Reland Recent TV Production + (Louise Beavers) For Philip Morris. for Philip Morris. E Roland Reed TV Production on ABC MYSTERY THEATRE.	
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Sterman A. Harrin, Ansor J. Wyatt & Schurbel do E. Stat St. New York, N. Y. Zile TV 3235 Clinton Street Hollysocci 28, Calif. Fredericki Zin, Pres Maurice ureer, Esse, Pres Babiy Martin, Director Sobuy Martin, Director George M. Chana, Director

Will TV Lay Golden Eggs? • Continued from page 24

Actor A has no residual rights ing job done by television films. in those old films-so there he income. In these of the sumption of film already has income.

Part Salesman

If television in the United States were non-commercial, It would be a completely different matter-but please do not misunderstand. We are NOT sug-gesting that television programs should not be sponsored. Rather, five regarding television films, we are stating that the actor in And from all reports, this is television films is part of a selling "team" which comes into the ing "team" which comes into the more national sponsors make home each and every time a the move from "live" to film. film is teleast and as such the actor must be paid each and every time he-helps to do the selling job which the sponsor pays for. The Screen Actors' Guild is the action wide sollarity here.

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Television's tremendous contion. More actors are getting work in Hollywood now than at any other time during the last four or five years. For every one phone call that Screen Ac-tors' Guild receives regarding theatrical film work, there are only the beginning, as more and

film is telecast and, as such, the actor must be paid each and every time he helps to do the of their original salaries each time atelevision film is reissued, yays for. The Screen Actors' Guild is evision films, as well as theatri-evision films, as well as theatri-ties. As such, we have no inten-ies As such, we have no inten-ies and all other types of mov-television film producers in nei-tion of making exorbitant de-ments which might wreck the the principle of additional pay-television films pay to the such additional pay-television films producers in ne-tion of making exorbitant de-ment to the actors for re-use of dustry. We want it to grow to healthy manhood. All we ask that the actors get a "fair shake" for their part in the sell-Incidentally, some actors al-





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How Are You Doing With Your Pro-Motion Pictures?

By TED COTT Vice-President, NBC. General Manager, WNB?

General Manager, WNMT General Manager, WNMT To like to write about motion pictures, that is. Referring of course to that specific corner of the en-tertainment partnership between the iconoscope tube and the kleicilisht—the feature film. We shall put aside the habit-form-ing film series, which utilizes the same cast or theme week after week, such as "Claso Kid," "The Unexpected," "Dangerous Asignment," et al, and which generate a loyal following and an abit patterm. The fact is that feature films on TV are very much like the houses. People look over what's plunk down their movie budget meres in a specific picture or the ast.

terest in a specific picture of star. There is essentially a one-right-stand quality to TV fea-ture films. Ray Milland in "The Crystal Ball" is featured on Tuesday night over WNBT at 11:45. People who like Ray Mil-land, people who missed the picture, people who would like to see it again must be told where it is and when it's being shown. And while you get more than one crack at letting the community know where to look, the public only has one crack at seeing the feature. Thus the most important single element in successful presentation of fea-ture films on the TV rectangle is the proper promotion of the specific picture. Ideas & Gimmicks

Ideas & Gimmicks

Idea & Cimmick Perhaps by detailing some of the ideas gimmicks and general hulabaloo we raise at WNBT you may get an idea to borrow, to improve upon, or to move into another and fresher path-way. First there is our own air. This is one of the most im-portant elements in building up the one night stand. Tell 'em often. Station breaks are a nat-ural for this, and even the shared identification slide can do a walloping job on reminder copy. We feel very strongly mbout this part of the promotion. It's not just an oral roll call that will do the trick. Star

names are extremely valuable, and bringing their picture into promotional focus is a "must." Show a picture of Humphrey Bogart and let your copy read-"This is Humphrey Bogart. You can see one of his fanous movie roles tonight in the "Petrifiled Forest" on the Eleventh Hour Theater. Curtain goes up on Humphrey Bogart at 11:15 tonite. Don't miss it!"

Don't miss it!" Always remember, particular-ly when you're in a lown that's working more than one channel and your competition is movie minded, that statistics and sur-veys show where feature films are concerned people don't glue themselves to a channel; they allow themselves to be magne-tized by the marque value of the picture and or its stars. Coming Attraction Cuts

Coming Attraction Cuts

The picture and-of its stars. Coming Attraction Cuts Another device that has been too often overlooked is the use-and availability of the coming attractions cut that all movie companies make for their pic-tures. These trailers dragged them into the neighborhood playhouse and they have a tre-mendous drawing power for TV. Insist, when buying a feature film package, that these trailers go along with the rest. Also don't overlook your local per-sonalities' per so nal endorse-ments. They can slip into their flowing "I hope you'll be in front of your television set to-nite at 14.45. They're showing one of my favorites - John Blank-I'm going to get set for it, and maybe we can chal about t tomorrow." TRemeber When' Approsch

Remember When' Approach Also don't get an interiority complex about the fact that the latest movie products are not playing the television eircuit. There's a heck of a good angle in nostalgla, in recalling the past, in developing a sense of excitement about revivals. Per-haps your spot copy could use the "R em em ber When" ap-proach. Rember too that lots of teen-agers and people in their twenties have heard about these pictures and are real anxious to have a look for themselves. Paper Showmanship

Paper Showmanship

Then there are the newspa-pers. People are used to using

the dailles as a catalog of places to go and what to see. Ingen-uous use of your newspaper space is an important element in pro-motion pictures. Just the doesn't work. Particularly when there is competition around the corner of your TV dial. You have to use showmanship in your adis, as well as on the air. One of the most useful devices we've had in our experience has been in using stills from the pic-tures stars, it whels expetites. **Free Movie Calender**

Free Movie Calendar

Free Movie Calendar Other possibilities in clude monthly listings for direct mail-ing or newspaper or magazine space. Urge people to plan to see the movies they want. Make them arrange their schedules to match up with your showings. This takes a bit of doing, but repetition makes your success. It might be wise, as we at wNBT are about to do, to pre-pare a mimeographed movie cal-endar, and ask people to send in a self-addressed stamped enve-lope to get theirs. What a fine sevoice to the publie! What a wonderful mail story to tell one's clients, present and pros-pective! These are just a few of the

pective! These are just a few of the elements in WNBT's planned pro-motion pictures. We're start-ing to explore new fronticrs of film programing. We've just started a new idea called "Con-tinuous Performance" — "come in anytime and see a complete feature"—by running one pic-ture over three times, with a short along with it, over a three hour Saturday period. This cuts down program costs, gives an added service and gives an ad-vertiscr three eracks al the viewer. viewer.

viewer. There's so much thinking that still is needed in really getting the most out of the potential of films. The use of shorts is too short-sighted, the window dress-ing needs more imaginstion, the specialization of film series can lead to many exciting unex-plored pastures. But in promo-tion the one night stand concept cues the need for terrile pro-motion to guarantee your in-vestment Properly promoted, there are big dividends.

Feature Films Pay Off Big, **Build Audience Loyalty**

By DAVID SAVAGE Manager, Film Department, WCBS-TV

Feature Film Buyer, CBS-TV Network

"The 'Late Show' isn't a TV program, it's merely a case where motion pictures are using TV for new revenue."

where motion pictures are using TV for new revenue." That's a new angle that came up in a discussion recently. Every once in a while a new "theory" comes along, which at-tempts to mnimize the import-nance of feature films. In tele-vision programing. Well, this using features or whether fea-tures are using television, is a touch one to answer. Regardless of which hair you choose to spit, the audience reaction has been quite definite: TV set own-ers want feature film, and to an swesone extent. They are being slotted at every time of day. From 9 am. In many cities to 5 arm. In Pitts-burgh, they are building audi-ences and making money for stotoms. And against all types of competition:

Early Show In New York, the top feature film show is the "Early Show," up against Class A live pro-graming of all types, adult and juvenile. Yet with a cumulative weekly ARB rating of 28.4.

it has a larger audience than Kukia, Fran and Ollie; The Goldbergs: Space Cadet: Cap-tan Video; Jinx Falkenberg and the Buster Crabbe Show. Thowever, the audience for feature films will constantly ex-respondent of these programs should their feature film show start to decline. If repetitions become is not made with great care, if film quality is not maintained at a high standard, if ediling and insertion of commercials are not audience will move out. Live Vs. Film

Live Vs. Film

Lie V3. Film Lie V3. Film The important fact concerning for the important fact to the important fact to the important for the important fact to the important fact to the important for the important fact to the importan

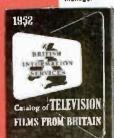
sion. You have no "oldies" to contend with. You have no repeats. Hence you get an audience tuning in each week knowing they'll find something new,

ence tuning in cach week know-ing they'll find something new, well done, and chosen with just that audience in mind. In spite of these problems, you can build a loyal audience for your feature film program. An outstanding proof of this is the Late Show'' (WCBS - TY, New York) which has the larg-ent state show'' (WCBS - TY, New York) which has the larg-ent state anght audience in the New York aren. This show has audience loyality to be sure, and that audience was obtained and maintained thru one device: the steady presentation of the new-est and/or the greatest features, as they are made available to show has presented such screen offstor and 'The Man in the press but drew raves from TV sublences. As for the newest tims the "Late Show" pro-rin the same year, 1951, in which a won Hollwood's Academy Award for the best original sment that the "Late Show" is what a task it is to maintain what a task it is to maintain the scase readily apparent. This Class A product standard, yet it must be done, for it is and the scase the scalarded of the scase approved the scalarded are the point is programmed "Scalarded the scalarded of the scase here y single mint, and the comes readily apparent. This Class A product standard yet it must be done, for it is and the scalarded the scalarded of the scalarded of the scalarded of the scalarded the scalarded of th

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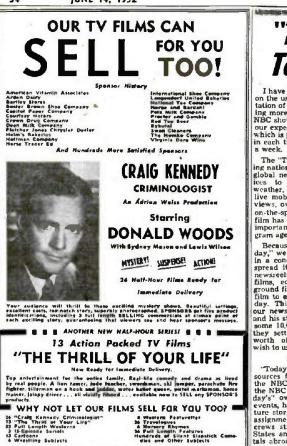
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"Today" Employs Varying **Techniques for Freshness**

THE BILLBOARD

I have been asked to comment on the use of film in the presen-tation of news for television. Be-ing more familiar with the new NBC show, "Today," I will limit our experience to that program, which is presented for two hours in each time zone five mornings a werk.

a week. The "Today" program is a liv-ing national newspaper, covering global news, features and serv-ices to the public such as weather, time, etc. While we use live mobile units, guests, inter-views, overseas short-wave and on-the-spot reports, we find that film has become an increasingly important item in our daily pro-gram agenda. gram agenda.

gram agenda. Because of the nature of "To-day," we do not use all our film in a concentrated package, but spread it throut the show as newsreels, sportsreels, feature films, educational and back-ground films, and as interpretive film to explain the story of the day. This is a wast project, and our news editor, Gerald Green, and his staff of five must screen some 10,000 feet of film before they settle for the 10 minutes' worth of material they may wish to use. wish to use.

Three Sources

Today" relies on three main sources for its film output: (1) the NBC newsreel scrvice; (2) the NBC film Library; (3) "To-day's" own coverage of special events, human interest and fca-ture stories. These are shot on assignment by the NBC camera crews stationed in the United States and in some dozen capi-tals abroad. "Today" uses only a small

States and in some doten terri-tals abroad. "Today" uses only a small segment of straight newsreel film. We screen all of NBC's 24-hour-daily newsreel output, from midnight to 7 o'clock, each morning before the show and select and edit specific clips which are incorporated into what we call "capsule documen-taries." In screening film for "Today" we always keep in mind the fact that the show reaches a family audience and there are certain subjects that should be treated for breakfast table consumption. We try for a wholesome touch--no snukes or rodents, no gore and blood-shed (we edited out blood-stam closeups on the Schuster killing films) and go easy on undue cheesecake films. Spot News

Spot News

Our sportnews coverage is handled whenever possible by live remotes; for example, the homecoming of the Wasp. We use film primarily to fill in the background and visual explana-tions on a straight news report, thereby giving a story additional scope. For instance, on the

By A. A. SCHECHTER General Executive, NBC-TF



morning King George VI died, 'Today" scored a big news beat by rounding up and editing all the Royal Family film footage in NBC's library. This all hap-

<text>

Stock Shots

Stock Shots However, TV film libraries do have their limitations, and we try to avoid using the same try to avoid using the same stock shot over and over when a new story breaks about a per-sonage, place or event. Con-stant use of the same stock foot-age for different stories is down right incongruous at times. This was particularly true of TV coverage on the first presiden-tial primaries. A World War II shot of General Eisenhower was used repeatedly to illustrate vot-ing reports. To avoid such rep-etition, we have NBC newsreet cameramen film fresh stock shots from time to time on sto-ries or personages we think might make big news in the near future.

day" films is done live, either in the studio or on remote audio pickups. We often pipe in cor-respondents (U. S. or European) respondents (U. S. or European) against "neutral" film coverage of their story — "neutral" be-cause the cueing problem is usually too difficult for anything very specific visually. Very of-ten, if we have a big running story going on day after day, we will show the latest news-reel films that have arrived in New York from the scene of ac-tion, and our reporter will watch these films on a TV set in what-ever city he may be statloned, and do an ad lib. up:to-date commentary. The 'Today'' pro-gram did this during the week of the prison riots in Jackson, Mich, and, obviously, our view-ers got a better, clearer, more up - to-date narration of the scenes they were watching which our own people had shot earlier.

Most of the narration on "To-

FIRST TV FILM QUARTERLY

Easter Job

Easter Job We did the same thing on the Monday following Easter, when we showed a small town fashion parade from Aurora, III, as con-trasted to the Flifth Avenue ex-trasted to the Pillth Avenue ex-trasted to the Pillth Avenue ex-trasted to the III inois, watched the parade from IIInois, while she, in IIInois, watched the film unreeled from New York. Incidentally, Green points out that one of the biggest prob-lems in writing effective TV film news narration is the trick of identifying the picture, yet waving in sufficient detail on the current story at the same time. time

the current story at the same time. We spend a lot of time and thought on our special capsule film features (since they person-alize and humanize the show more than any other film used on the program) and we've noted a marked audience re-sponse to them. To date we've assigned NBC film erews to cover everything from a Staten Island Ferry ride to a class for expectant fathers. Sometimes they shoot as much as a 1,000 feet of film for one two-minute feature. During the past few months we've filmed fashion shows, beauty contests, special sport events, toy fairs, home furnishing displays, Broadway opening nights, and a city boy's visit to a farm. One brave cam-era crew even took a ride on the Laver House's new window-washing machine — the gadget that crawls up, down, around and over the firm's brand-new all glass building in Manhattan. Film to TV is the equivalent of recordings to radio. If used Film to TV is the equivalent of recordings to radio. If used properly it will enhance the presentation of news on TV.

NAME TO A TAXABLE AND A DESCRIPTION OF A DE

Future of Feature Pictures Lies in Judicious Pricing

The cries of critics about old novies on television did not seem to hurt the audience just a few years back when time and again these so-called oldies came up with top ratings. Lately the pic-ture has changed! How and why? Is it going to stay that way? Are the feature pictures thru as television fare?

The answer to this seems to tie once again in the question of economics. Feature pictures used to be the kind of program fare that could be readily afforded by local telecasters, and in turn by local advertisers who were unable to finance big-budgeted live television shows. No sooner had the distributors of television features seen this relative success of motion pleture product on tele-vision when the revenue they realized appeared too small com-pared to the apparent value. Up



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By KLAUS LANDSBERG

H went the price—to double, triple and quadruple what it had been. Off went the local advertisers who no longer could afford them, and the feature pictures were squeezed out of the best air-time slots, and frequently into ob-livion.

Feature pictures of the right kind will always make good television fare, but their future on television depends on the right price. They are becoming more and more the program fare for local independents and local adlocal independents and ioeal ad-vertisers, and if the distributors of these pictures don't realign their strategy and set the price to the local pocketbooks, they will soon and their product out-competed by less expensive local talent, the pick-up of community special events and film series pro-duced at low budgets especially for television. These film series produced for television may not approach in quality the theatri-cal product of some years ago building a lasting audience, while with feature pictures you are as good as your last, or better yet, your next program. So, television film distributors, don't dig the gold too fast--the pilm may cave in. vertisers, and if the distributors

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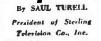
IN THE REPORT OF THE REPORT OF THE REPORT OF THE REPORT OF THE NAMES AND DEVELOPMENTS OF THE REPORT OF

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Sterling Series Packages **Pilots & Recoups Losses**

About a year ago Sterling Television hit upon a new pack-igging scheme to salvage video's "ad samples"--those expensive pilot films produced with high hopes for a future series that amehow never scemed to come to life. We revived a flock of them during 1851 as part of a group of special 26 - wrek TV film packages. By rounding up several films with related themes (shows with special ap-peal for women: mysteries, travel, children's programs, etc.) we helped TV producers (who did not have the tremendous amount of cash necessary for producing an untried series) re-coup producton cost of their Since Sterling regularly dis-tributes to 108 of the 109 TV

coup production cost of their pilot print. Since Sterling regularly dis-tributes to 108 of the 109 TV stributes to 108 of the 109 TV apologies to 108 MB.TV Jack-sonville, Fla., again), the pilot series moved well sales-wise from the very beginning. The packages, selling for lnw-budget prices of 540 to 5120 a film, in-cluded such quality pilots as "The Stronger," a \$10,000 half-hour film featuring Geraldine Fitzgeraid and Valarie Bettis, the almost as costly "Day in the Life of a Chorus Gril" sole fin-ished vehicle in Burgess Mere-dith's projected "Day in the Life of "series; a capsule perform-ance of "Carmen" filmed in Vienna by Ambassador for its "Without Makeup" opera scries; Theima Prescott's ill-fated "Girl of the Week" scries, estimated at about \$1,000 for each three and a bil minute film and Theima Prescott's ill-fated "Girl of the Week" series, estimated at about \$1,000 for each three and a half minute film, and dropped by Kaiser-Frazer after the first few airings; S. K. K. Films' four films (budgeted at about \$2,000 each) with the late Canada Lee, and "Meet the Art-ist." Last-named series was represented by its sole effort





on a Saturday Evening Post cover artist. Regain Cash

Regain Cash Today many of those "sad sample" producers have more than regained their original in-vestments, and it looks as tho they'll continue to take in rental fees now that the freeze has been lifted. However, that didn't solve the low-budget film pro-ducers' basic problem. True, the old pilots were recouping losses, but the possibilitier of any new large-scale production activity on the part of indic outfits was still blocked by that 13-or-16-weeks on - film or or no sale attitude of the networks, agen-cies and advertisers.

Cues and advertisers. Our theory on solving this im-passe was that instead of a pro-ducer putting all his cash in one package, the safest and most logical plan was to test a sample show on actual video audiences, then it effective go into produc-tion partnership with a number of the low-budget nordoucers. of the low-budget producers. They would all work on the

same series, utilizing a basic theme tille flexible enough to allow the film firms to experi-ment with their own ideas. We've produced and distrib-uted one group-package already (16 films completed), a murder veries tagged "Meet the Victim," budgeted between \$3,000 and \$4,000 a film, and it's doing very well on the market so far, "Meet to Victim" producers include Johnson P ot ter, Springfield, N Y; James Pike, Boston; Ted Ritter, Bob Tobias and Rose-mary Hickson, Latter three all operate from New York City. Careful Packaging Careful Packaging

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Wise Planning Can Mean Both Quality and Economy

It is quite obvious by this time. I'm sure, that the problems in making television pictures are not only numerous but varied, and the character of the problem depends a great deal upon the film maker himself. The pro-ducer nay have a large budget or practically no budget at all. He may be able to rehearse two days and shoot three days, or he might be in a position to have to do everything in three days or less. It is no secret that lime and money motivate the width are inherent in this meeting. The director, who is at the

are inherent in this meeting. The director, who is at the mercy of the amount of time given him, is faced with the time-worn issue of zetting qual-ity within the specified cost. This is the same old story, but in television it is microscopie. Everyone knows that prepara-tion is the basis for overcoming a lack of shooting time. Also, in spite of the unfreezing of tele-vision licenses, budgets are still limited (necessarily so) and kept within the boundaries of the market. market.

Wise Planning

Wise Planning Wise Planning The provide the transformation of the second plans and working out angle shots ahead of time can be over-done. We plan carefully, but do not bind ourselves so that spon-taneity and improvision are tossed out the window. To keep a balance of quality and cost, everybody on the set contrib-tures in a row. The first two or the shoot two and a half days for each picture, slx pic-tures in a row. The first two or the shoot two and a half days for each picture is taken up by a table rehearsal not only involving cast but the entire crew. During this time we not only establish the mood of people, but discuss thoroly the technical problems. As a result, the people beform the camera and the people behind it are completely indoctrinated with side by side as a part of the completely indocrimated with the goal to be reached and work side by side as a part of the whole structure rather than as an individual. Time and quality





are maintained by shooting long master scenes and letting the cutting be done in the carnera on the set. It is not unusual for us to have scenes that run seven or eight minutes without a break, and within the scene, people move in and out of close to long shots.

Personal Taste

Personal Taste You soon realize that no mat-ter how many new production tricks you learn to cut away the problem, your own personal judgment and taste determine the quality of the film as well as the cost. If you shoot a scene, then move away from it to an-other location without any pro-tother location without any pro-ter and the scene. To be obvious ance again, you

rect, the quality is in the scene. To be obvious once again, you can defeat most of your prob-lems in the preparation of the story. We try to use simple sto-ries with accent on characters instead of on plot. It not only enhances the quality but lessens eaches. Moving from one set to another eats up time and we try to keep our interior sets all on one stage whenever it is pos-tible As we do a lot of ex-terior shooting, we try to match two stories together so that our

locations are close by. If we fin-ish one picture at noon and have to start another one after lunch, we're usually in a position to cross the street or move down the road 100 yards to a different site, whether it be farmhouse or mining camp.

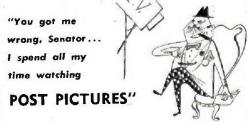
We also find that spending money sometimes saves us money. We'll go overboard for large and workable sets. The spaciousness allows us to move freely and the time saved more than subtracts the extra invest-ment. ment.

Stage Aclors

Stage Actors Actors with stage background are not only a help to the direc-tor but also to the production manager. They are experienced at sustaining a long scenc. They are experienced in learning pages of dialog. They save you into any bring the story to bife, but weep the budget from break-ing your back. Never before have writer, director and pro-duction manager had to work so closely together thru the lin-station of the story, sprep-duction manager had to work so closely together thru the lin-station of the story, sprep-duction manager had to work so closely together thru the lin-station for shooting, and actual short of shooting, and actual short of shorting, and actual short of such a director but also to our production manager, Harve Foster. As a result, when he writer goes into the screen you can argue pro and con as to what saves you time and

play. Ac is conscious of the traps what may come up later. You can argue pro and con as to what saves you lime and what will give you more quality. There are many schools of thought regarding process, loca-tion shooting or the use of a stereoptican machine, and so on into the night. When it all boils down, the marriage of produc-tion head, writer, director, actor and crew into a single working unit determines the success of the Yilm and the cost. We've learned one thing in television film making, and that is to ad-here to one of the oldest rules in show business—simplicity is the key to all art.





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Success or Flop Hinges **On One Thing--The Script**

In the rush to meet the grow-ing demand for television shows on film, the motion picture pro-ducer has acted with competence and adaptability. He has fore-gone luxurious shooting sched-ules, has pared his overhead and has percurated actors to recomme gone luxurious shooling sched-ules, has pared his overhead and has persuaded actors to recognize the exigencies of his budget. He has requested and received a re-markable amount of co-operation from the key unions and has found directors who can work fast and work well. He has de-livered a finished product at a price co opelitive to the live show. He is in business. All this would seem to spell success, and it would, in my opinion. If it weren't for one pro-nounced failure—the script. Why this failure? Perhaps one reason for it is, that in the pro-ducer's attempt to operate on an extremely low budget, he has sought out subject matter that in the past has been linked to cheap production. The belief that a low budget calls for a conconitant "cheap" idea cannot, by its very nature, provide an atmosphere conducive to the production of good shows. Bhe Writer

8he Writer

84e Writer This brings the producer to the writer and the problems of writ-ing for television. I realize that no one can set down conditions or rules which will make writing good. In the last analysis what is good is good—a matter of one's own creative deemon. I think, however, that a heipful approach to good television writing might be found by examining the spe-cial demands of the medium it-self. For example, tho television

By HILES BRICKEN **Producer**, Screen Gema



an enormous audience, it is Intimate -it talks to a few at a time. And it talks in the realis-

ume. And it taks in the realis-tic, mundane atmosphere of the individual home. Hence, to me, its strongest illusion is truth, be-lievability; its most tancible and interesting offering is people. There is nothing new about this observation. It always has been true of good writing for enter-tainment but, I think, It is ac-entunied by the nature of tele-vision. So far, the most dominant form of TV film is the half-hour abow. It is not just a short story. It is more like half of feature picture. It must have far more substance than a half-hour radio show because it must be more specific. It must have better de-veloped characters and must have more placement in time and

space. It cannot have as its pris-cipal appeal plot or speciacle be-cause, from a qualitative point of view, half an hour is insufficient to tell a lot of story and also pur-tray people and character. Act Fast

Act Fast Therefore the emphasis fails on character and theme and the 30 allotted minutes forces the writer to be extremely selective. In a feature picture, he can spend an entire reel or more developing a mood. In television, he must use a franker approach for his effects. He must be more legiti-mately direct. He must forego "artistic subterfuge." He must stick to his people.

slick to his people. At this point it may seem that the limitations imposed upon the television writer are stifling. In effect, however, because of the nature of the television audience, the opposite is true. It has been demonstrated that this audience is more adult, percentagewise, than the theater motion picture audience. This fact alone lifts the lid off the choice of subject matter.

matter. Also, the box-office nightmare doesn't loom so large because, among other Uhings, generally, television programs are in a se-ries and this series stands or fails on its over-all effect-nod on the individual show. There-fore the risk involved per show is not great and one can afford to be a little daring and experi-mental. The writer can hazard a departure from formula. This is a challenge. It is an invitation to make television writing some-thing distinctive.

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Standardization On I. D. Is Necessary & Can Be Done

The station LD. is the smallest segment of time that can be bought. We know that it can be one of the most valuable and that it can carry real impact at

very low cost. However, because practically every station has its own re-quirements for the LD., it is virtually impossible to plan a station identification campaign and carry it out without going crazy. Therefore, standardiza-tion is imperative. Let's see how we might go about it.

tion is imperative. Let's see how we might go about it.
The following factors all affect standardization:
(1) The length of time for the ID. Most station a now require that the call letters of the station be on screen while the commercial is being delivered. The total length of time is generally 10 seconds for commercial and verbal station identification. Of these 10 seconds, some stations require 1% seconds for audio identification. Still other stations require 4 seconds for station leaving 8% seconds. Therefore, the first thing to stand ard ize is the smouth of time given to station. Still other stations require 4 seconds for station identification. Still other stations the station we suggest 2 seconds for the commercial.
(2) Visually, stations are all over the lot in their requires.

 $\tilde{\delta}$ seconds for the commercial. (2) Visually, stations are all over the lot in their require-ments for placement of call let-ters on the screen. Some sta-tions insist that their call letters be at the top of the screen, others at the bottom, some the top right quarter, others the top left quarter. In other words, re-quirements vary in as many ways as you can divide the screen. SCRECTL.

For standardization, we sug-gest that nnly the upper right hand quarter of the screen be devoted to call letters.

Techniques

Now let's look at the three techniques that might be used

pact is the result of the "March

of Time's" new formula for sec-

public service angle is not a new one for the MOT. It has been

exploited by motion picture exhibitors who, in co-operation with educational authorities and

the MOT, have placed before the school children of the nation

these documentary films after ex-

hausting their local runs. In one city in Texas 50,000 school chil-

dren are estimated to have seen

one MOT film thru these tie-ups

one MOT film thru these tie-ups Now the MOT has brought its public service technique to TV. Under the MOT set-up, every cope" and "Crusade in Eu-rope" and "Crusade in Eu-rope and "Crusade in the Pa-ellow at the key the films for 30 days following the local screen-ing ponsor's customers, his em-ployees and community groups informing them of when the series would debut over the local station. Local bigwigs in vet-eration to an the station the series of the station the origing them of when the station to all significant the show has been arty. This makes them ripe for contact after the show has been on TV. Many wait to order the package, but others commit themselves to public service showing immediately.

commit themselves to public service showing immediately.

Civic Groups

Extensive tie-ups are arranged with churches, public school, high school and college groups, armed

ond runs of its TV series.



in presenting the commercial and station I.D.

and station 1.D.
(1) The live commercial, with live announcer on camera.
(2) Slides with volce-over.
(3) A film commercial. Let us discuss the possibilities

of each: (1) Live, Because of facilities (a) Live, Because of facilities variations, crew and camera availabilities, necessary rehears-als, and casting problems, the multi-city live station I.D. cam-paign is virtually out of the question.

minutery virtually out of the question.
(2) Slides with voice-over.
Here is no such thing as standardization. The factors:

(a) We may be required to use an Eastman Kodak 2x2
(b) Ke may be required to a telop, a multiscope, a projectall, a transparency, a balop, a telop, a multiscope, a projectally, a transparency 4x5, an opaque, a.—. How many variables can we play with?
Almost without exception, each station will offer to reproduce the proper slides at a small cost if you will send them art work. However, this step is out of the agency's art and production control and some stations do not have these the proper utice.
(b) Even the so-called

Ities (b) Even the so-called standard Eastman Kodak 35-

mm. 2x2 isn't standard to the size picture that is scanned. Three network o.&co. sta-tions over-scan the 2x2 slide, giving you a nkee biack border around your picture. At least one station scans down on a 2x2 to about the field of a 16mm. picture. (c) It is necessary to rely upon local live audio, and casting again becomes a prob-lem—as well as the use of sound effects, lingles or trick voices.

(d) The local station may (d) The local station may (d) The local station may use anywhere from 1% to 4 seconds for the station identi-fication announcement, lcav-ing an undetermined number of seconds for the commercials we have prepared Many Variables and the base verificities aff.

Many Variables Many Variables Chylously, these variables are so great they entirely eliminate sities for a national advertiser in more than a few markets. (3) A film commercial lemm, tilm offers the one common de-nominator on all 109 commer-cially operated TV stations to-day Less then a dozen stations can project 35mm. We have 8 seconds of sound for a 10-second 1.D. since 1% seconds of silenee film because of the advanced position of the sound drum and ½ second for a splice at the talk Within this 8 seconds all Within this 8 seconds again we have the variable between 1% seconds and 4 seconds. This, too, should be Second zero.

between in percents and the seconds. This, too, should be standardized. After some four years of com-mercial TV, the National Asso-ciation of Radio and Television Station Representatives and a number of the major advertising agencies have formed a stand-ardization committee. It is too carly to say whether the goal of universal standardization will be achieved, but preliminary met-ings indicate progress. Lord help us if we don't standardize before we add another 2,000 stations.

numbers, Spot's case will be even stronger. Consider the most optimistic post-freeze situation. Assume all the channels are allocated, that UHF proves to be fully as serviceable as VHF: that contests for allocations are complete, and that all the stations are in operation. (Sounds more like Utopia, 1962). What then? Here is what it will look like for the top 162 metropolitan markets as defined by J. Walter Thompson. Ten 167 First 100 3.7

• Continued from page 26

LUD.	tob top	
hannels	Markets	Markets
or more	52	50
	48	26
	54	21
	8	3

There will be more markets with only one or two channels than with 4 or more, among the top 162 markets. Almost a quarter of the top 100 markets will have only one or two channels, including cities like Hartford, Worcester, Toledo, Syracuse, Grand Rapids, So even under these ideal conditions, half of the top 100 markets will not bave enough channels to permit each of the four networks facilities full coincidental programing.

Now, let's look at costs. Unless the networks require the advertiser to buy all of the top 100 markets, and not only pay the cost of time, but the cost of the cost of time, but the cost of increased cables too, a lot of stations will not get a lot of network commercial programs. And if they don't get commer-they they have cial programs, are they likely to favor networks, particularly when they can take the same program on Spot and make twice as much? Networks' sustaining programs aren't likely to offer much inducement for stations even if offered. If the networks can't persuade the advertiser to buy all of its affiliates, doesn't it end up as selective market buying, on the network, with all the extra costs of cable. and at a lower return to the station?

If anything, the "post freeze" situation points to even a stronger Spot case. Films will require no cable, then as now. Spot time will be the ast now. Spot time will be cheaper, then as now. Stations will co-operate more for Spot adver-tisers, then as now. And top programs will be on film, even more then than now.

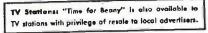
It's Spot for film, then as now,

ISN'T IT "TIME FOR BEANY IN YOUR MARKET

** TV's Top Puppet Adventure Serial ** 12 minutes on film, 5 times weekly.

THE COST: Surprisingly low for an established nationally-tested program, four years on the air, viewed throughout the country from New York to Los Angeles. Surprisingly low for the winner of two "Emmy" awards for "Best Children's TV Show" and highest Hooperated multi-weekly TV show on the West Coast for the past several years.

Sponsors of "Time for Beany" enjoy exceptional banus benefits from extensive program exploitation and more than 25 exciting ready-ta-use merchandising tie-ups - Beany Explorers Club membership cords, whistles, rings, sundial watches, buttons, fan photos, dolls, puppets, masks, balloons, clocks, aquatic toys, tumblers, soap, bubble both, hosiery, scarfs, handkerchiefs, croyon coloring books, comic books, wallpaper, cardboard cut-outs, large display figures, lamps, etc.



Some very good markets still open.

For prices and audition prints

--- write, wire, telephone . . .

A Tolouisian Productions, Inc. Para

Notional Sale: Office + 1501 Broadway, New York 36 + Bityant 9-8700 KTLA Studios · \$451 Morathan St., Los Angeles 38 · HOltywood 9-6363 A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

Runs to Fine Pubserv Use By PHIL WILLIAMS Public service, community good will and added sponsor im-

in the second second with the second se

The

March of Time Puts 2d



service reserve units, clubs, employee units, etc. These reels are lent gratis to these organizations. Full recognition of the sponsor's public service gesture is afforded by including many of the 'commercials in film.

Employee groups have proved an especially large audience for the public service screening of "Crusade." The Cleveland Bank Society got the series before Al-coa employee groups in that eity. For a number of weeks a mini-mum of 1,100 Alcoa employees weekly saw the video property. The American Brewing Company did equally well, if not better, when it sould be the TV film at Air Force bases thruout the coun-try, thus reaching a large beer-buying public. Society got the series before Al-

pact can be seen from the many requests for film clips which pour into the MOT office. Usually former servicemen spot themselves in the series and want pictures for either personal use or for for entrer personal 2.56 of for their buddies. In one case, the Detroit Bank set up a special screening for a war hero who had written into the organization pointing out his presence in the film.

Many Variations

Many virtuation The public service angle can be extended in manifold varia-tions. A contest was run by a Philadelphia sponsor. In con-junction with the educational au-thorities, he offered a flying trip to New York plus a -isit to the UN building for students who wrote the best essays on "What the Pacific Means to Me?"

All this public service plugging contributes to the program's rat-ing. In most cases the series starts off with a low rating and picks up viewers, especially after the public service gimmick is ful-ly exploited.

Thru special screenings before its debut, the same technique can be highlighted to the client's em-piorees. Their good will is im-mediately gotten and, if they like the program, in effect they be-come "word of mouth" salesmen for the series.

To wrap up the entire project, from a public service point of view, the MOT offers specical pro-motional material specifically de-signed for educational use.

That these public service showings have considerable tm-Formerly Director of The-atrical Soles, March of Tines: Currently National Soles, 20th Century Fox TV Productions, Int.

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THE BILLBOARD

38 FIRST TV FILM	QUARTERLY		T	HE·BI	LLBO	ARD	_					14, 1952
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FIRST TV FILM QUARTERLY

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Feature Films • Continued from page 33

that feature film show audiences can be maintained and enlarged. It Pays

It Pays There can be no doubting this policy. It will prove successful in every case. In New York this technique, as opposed to others, has earned for WCBS-TV three out of the top four highest-trated film shows, garnering both first and second place with the "Early Show" and "Late Show" re-spectively. This, against all other film shows in a seven channel market! What are the other types of

market! What are the other types of feature film programing? There are three other types which will get shows on the air, and which will build some audience inter-est. However they cannot do the job that the Class A product technique has done.

The three types are:

1. Programing a single type of show; i.e., all mystery films.

using old theatrical serials.
 Using old theatrical serials.
 Programing from bulk purchase of features in which an extremely small number are Class A films.

Class A tilms. It costs more to program Class A product, but there can be no doubt as to the results in terms of ratings and sponsor satis-faction.

Viewer Familiarity

Viewer Familiarity After all, the television audi-ence that watches a feature film show was a movie-going audi-ence for a great many years be-fore television. Their familiarity with films has made them ar-ticulate as to the kind of shows they want, and they will stay with your program if yours is the showcase for these films. To this audience television is an in-strument thru which they may now enjoy films at home. The scheen is smaller; there are com-mercials to sell the sponsor's product, and, in certain cases, a favorite film may be seen in an edited version. But even with these differences, television still has brought the motion picture theater into the home.



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FIRST TY FILM QUARTERLY

TV FILM COMMERCIALS

Listed below are the more active producers of TV film commercials and the products for which they have produced TV films. Material was supplied to Tbe Billboard by the major advertising agencies, In cases where product or sponsor identification is not issued, information was not received from ad agencies at press time. Where two or more film producers are credited with having made films for the same product, it may be either a combination of live and animated film turned out by two difmercials for the same product. The "Producers List." while not exhaustively complete, is intended to show the TW fine companies which have turned out commercials for some of the major products start we can men only the same the sufficient of the film producer with the commercial seen on V. Addresses for the producers in the latter listing may be found under "Producers." This special feature will be brought up to data regularly and will appear sgain in an upcoming latue of The Bulboard.

THE BILLBOARD

Product List —

Abda Wrieling Pictures Admiral King Studios Alta Settor Fer Miles Laboratories United Pesacenting Antal Settor Fermion Childs Ca. Gray-Oracity American Childs Ca. Tempo Pinductions Billi Sturm Studies Antal Press Fer USU. Tempo Pinductions Acti. Press Fer USU. Second Film Bark Tools Fertiges Carrol Film Second Films Second Films Second Films Second Carry Desitor Films Beering Studies Second Second Carry Desitor Films Second Carry Second Carry Desitor Films Second Carry Second Carry Desitor Films Second Carry Second Carry Second Carry Second Carry Desitor Films Second Carry Second Carry Desitor Films Second Carry Second Carry Second Carry Second Carry Desitor Films Second Carry Second Carry

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A NATURAL!

LOW COST TV SHOWS

To build YOUR OWN program, showcasing

children from YOUR OWN community, pro-

-Ideal for tocal or regional sponsorship

1/4 HOUR MUSICALS

Music and Dance in a series of magnificent Vienness feature films, Superb in technical

quality, artistic performance, and deematic

THE HARMONIC LIBRARY

synchronization and dubbing problems for

16mm, filme and TV productions . . . specially

created selections recorded by full-sized orchestras. For details or catalogue write or cat

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TV-UNLIMITED, INC.

duced in YOUR OWN studio.

• Producers List—

American Film Producers 3600 Broadway, New York Palm Beach Co. Unu Rutheauff & Ryan Servei Inc. Unu Rutheauff & Ryan Proll for Practer & Gamble thru Benton His Booleg Daines Dog Feed for General Foods thru Benton & Bonies Diamond Crystal Sait for General Foods Foods thru Benton & Boeias Bakers Chocolate for General F thru Bentan & Bowies Post Carsals for General Foods thru Bentan & Bowles Animated Productions Int. 1600 Broadway, New York 19 Kelvinstor thru Geyer, Newell & Ganger Audio Productions Iac. 630 9th Avenue, New York thru Berden & Bowies Fhie Star Productions S330 Saues Bosiveard, Hollywood Davy Corp. thru Dancer, Fitzgeraid & Samp The Jam Handy Organization Ing. 2021 E. Grand Bosiveard, Detroit General Einstein 30 9th Arence, New York Bardes Univ Yoseg & Rubicam Channe Billin Univ Yoseg & Rubicam Only-Weit De Andream Univ Yoseg & Rubicam Edit Yoseg & Rubicam Pact Carnail Fort Garanti Face Univ Yoseg & Rubicam Pact Carnail Fort Garanti Face Univ Yoseg & Rubicam Pact Carnail Fort Garanti Univ Yoseg & Rubicam Pact Garaite Fort Garanti Edit Yoseg & Rubicam Harlisment Clearettes Univ Bentton & Boules Jarrent Films Inc. 2021 E. Grad Sailward, Ostrolt Gereral Eleveria Uhu Yung & Bubican Uhu Yung & Bubican Falutif Broxing Gorp, Uhu Daacer, Fitzerstä & Sang Habitana Suide IS M. dolt Street, New York Call ags Broke Gap äls für Break Grop, of America Unter Bernard Altren Caravel Films Inc. 730 Filth Amaze, New York Control means, new text Borden thru Yeung & Rubican Jehneon & Johnson Bhru Yeung & Rubican American Tobacce Ca. Bhru BBD&O Mell Bast for Sactiny Vacuum Oli Co. larley Productions Inc. 10 W, 47th Syreet, New York 39 Hairley Framework 20 W, 4716 Street, New Yark 17 DUPant thre 80.0.0 Celance Cars at Amarica thre Ellington & Ce. Burut Clear Ce. Burut Clear Ce. International states Producers Service 515 Machan Areans, New Yark Dase & Schobar Coffee Tar Standard Branch; Inc. thru Coreson Agency Xale Film Ce. 19 W. 44th Suret, New Yark Coca Cola Boilting Ce. of New York Bar Standard Branch; Inc. thru Coreson Agency Xale Film Ce. 19 W. Ath Suret, New York Bar Con Productions State Productions Int Con Productions International International Inc. Herbert Kerken Toc. Oli Co. thru Compten Advertising Tool Home Permanent thru Foute, Cene 4. Belding Dictor Film Lab. Inc. H. E. Superior S. Icct, Chicage. 10 6. E. Syrerier Sirett, Oldage, 1 Offetar thy Yung & Rubitam Taytes Bread for Purity Dukris Usu Yung & Rubitam Philadephia Crean Dukes Miracle Sakovich Spread Usu J. Walter Tompon Usarhild Door for Hoset Noternied Door for Hoset Noternied Door for Hoset Nature Roberts Ca. Allis Dubrers Usu Dates C. Gillin Advertising There is a second secon Gomoco Gomoco Hans Geyer, Newell & Ganger Hing Studios Inc. 501 N. Filanbanks Court, Chicago Unity studies int. 2014: Reservice Gourd, Chicage Analist Control Water & Co. Any For Control (Co.) Control tendon Paint the Meldean & Fewer II Inc. Presse from for National Pressure Geoleer Co. Cooker Co. thes Gerrys R. Nriton Ob Henry Candy for Williampen Candy Ob. thru Aubrey, Finaly, Markey & Hodgion Inc. Peter Pan Pearul Botter for Derby Form Holgson Inc. Peter Pan Permit Batter for Derby Form the Revenue, Louis & Broots Inc. Storrite Spread Doddramt for Alles Mitscolter, Inc. three Earle Lagins Rational Reliator Une Catilia & Green Une Catilia & Selece, McClinian & Sumph Feal None Permanent Tennic Julie for Compose st Ca. shru Comoton Advertiling Inc. Jinton, Chair & Sartzen Extre United Composed States and Compo-ting for Lore Composed States Ham Anthrauf & Ryan Director Films Sec. Torictor Films Sec. Derictor Films Sec. Derictor States Sec. They Young & Mubican Jeli-O They Young & Mubican Jeli-O Hey Young & Mubican Jerice Gardner Biltfolg MCClinton & Switch Enel Nore Permanent thes Foote, Care & Delyling Graywood But Hern Resumment are Hofman Inc. Robert Laternet Productions (418 W. Sth Stores, New Yerk Life Magauter Unit Yamig & Rublach R. J. Reynolds Tablaco Ca. Uhru Wm. Esty Lewis Sound Film 75 W. 45th Street, New Yerk Emerson Drug Activo Unit & Rubices Here Youws & Rubices Provide State - States Provide S Emerson Drug bhru BBO&O Pelaroid thru BBD&O Schapter Uhru BBD&O Wildmoot Wildroot Unit BBOLD MPO Productions Inc. 25 E. 53rd Street, New York JPCD Productions Inc. 15 E 5 310 Secret, New York Rah Unit, Grey, Rewell & Garger Ivational Servers Service Corp 1500 Instances rive York 1500 Instances rive York 1500 Instances rive York Cercral Electric Inter Young & Rubicson Resources Different Corp. al America Unit Young & Rubicson Resources Different Corp. al America Unit Stanling Resources Corp. al America Corp. al America Corp. al America Corp. All Corp. al America Inter Units, Stanling Corp. Filternik, Sample Cornell Science Corp. Corp. Playeridi, Sample Cornell Science, Filternik, Sample Cornell Science Corp. Illeraright E. STID Street, New York Tide for Procter & Gambie Meru Dancer, Fitzgerald, Sampie Uhru Dancer, Fitzgerald, Sampie

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• Product List -

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THE BILLBOARD

Drop Costs, Lift Results

FIRST TV FILM QUARTERLY

Now that television's stratospheric joy-ride is settling down to face the cold business precepts of profitable advertising, the television "commercial" being subjected to the careful analysis of advertiser and agency. The "commercial" is the part of the program that picks up the "tab." It's the advertis-er's "sales department." And its efficiency in producing more sales per dollar expended is the only "rating" by which it can be judged.

With but rare exceptions, the use of film for television commercials is acknowledged to be far superior to the live station presentation. A one-minute film commercial will déliver a full 60 seconds of advertising for the advertiser, and avoid the hurried, abbreviated sales pitch frequently given the live commer-cial, because the live show with which it is Integrated is running a bit too long. The film com-mercial precludes possible fluffs, improper pronucla-tions and sloppy presentation of the product. Film techniques, properly applied, add tremen-dous impact to product indenti-fication, that cannot be achieved by the television camera, and, of course, the film commercial's re-use value reduces the cost per showing to a minimum fig-ure that has a happy effect on the adventising budget. Tailor It quently given the live commer-

Tailor It

There is no master plan for the conception or production of a television commercial. For genuine effectiveness it must be tailored, first to the product, second, to its use.

Becune, to its use. Because it must deliver a fact-loaded sales message in a matter of seconds, it must be dramatic and forceful in every frame of video and every word of audio. Its continuity and pacing will determine the commercial's im-pact on the viewer and the viewer's reaction, as it is trans-lated into sales. Film can supply the techniques that will main-tain the pace and effectively tell the sales story of a 10 to 60 sec-ond commercial. How you use these techniques will determine how much effective commercial you receive for your moncy. Basically, the film techniques that may be employed in the production of a film commercial Because it must deliver a fact-

By MELVIN L. GOLD Director of Advertising, Publicity and Television, National Screen Service, and President of National TV Film Council.



embrace (a) live action; (b) sim-ple animation, employing the use of art or still photos; (c) full animation and (g) semi-ani-mation. The categories could in themselves be broken down to further extend the listing, but with the exception of drawing the distinction between lip-syn-chronized sound track, these listings broadly cover the com-mercial requirements. Watch Costs Watch Costs

Common causes of too-expen-sive commercials is a failure to recognize the effectiveness of each of these basic techniques, and to utilize them to the advan-

tage of the commercial as well as the pocketbook. For example, we have all seen full animation crowded into a short commer-cial, where semi-animation would have provided a smooth-er, more dramatic and less costly film. Nor is it uncommon for a series of six commercials to call for a single sentence of ip-syne that could have been handled just as effectively by an off-acreen narrator, thereby saving the cost of sound crew, the commercial that uses a live demonstrator, who holds the product before the camera, us-ually loses the pacing, which could be accelerated and dram-atized with art, titles, opticals and simple animation. The production of a television

and simple animation. The production of a television film commercial is unlike the production of the 15-minute or half-bour dramatic show. It is a specialized production job that requires a thoro, practical know-ledge of the use of the tech-niques that can most effectively tell your sales story in from 10 to 60 seconds. There's as great a difference as there is between writing a book and writing an ad.

ad. Select a producer who knows how to produce short advertis-ing films, utilizing the tech-niques that have been developed over the years for that very pur-pose. That's the way to get most effective commerclais-and that's the way to get more for your money.



Precision Now Offers **Unmatched Facilities For** 16mm Processing!

Here at Precision, we are constantly revising our film processing technique; utilizing new engineering principles and new machinery which enable us to offer 16mm producers the finest processing service they will be able to find anywhere.

Here are some of the new types of equipment that make Precision a leader among film processing laboratories:

NEW 16mm, DEVELOPING MA-CHINES Automatically operated— Mauter-designed to handle the complete range of 16mm wirk— negative or positive promptly and efficiently.

AUTOMATIC TEMPERATURE AND AIR CONTROL built to a Maurer design. Rigidly maintain every technical condition necessary to the finest lonum processing.

ELECTRICALLY HEATED AND CONTROLLED DRYING CABI-NETSon cach new developing ma-chine turn out high quality film, waxed and ready for immediate projection.

Precision Film Laboratorics—a di-tuilon of I. A. Maurer, Inc., with 14 years of specialization in the form field, capsistently meets the layest demonstry for higher gampling and speed.

NEW ELECTRONIC PRINTER : For the reproduction of magnetic sound to 16mm tither independently or in combination with picture prints.

NEW CONTROL STRIP PRINTERS operate without notehing original —produce fades and dissoftwar from $A \ll B$ rolls —incomporate filter changes between scenes.



TELEVISION STATION FILM BUYER DIRECTORY

 Continued from page 17 		utors met in New York City
TEXAS Brownsville XELD-TV Bert Metcalf, Program Man- ager Dalias KRLD-TV Roy George, Film Buyer WFA-TV Howard Anderson, Film Buyer Fort Worth WBAP-TV Miss Lynn Trammell, Film Buyer Houston KPRC-TV Bert Mitchell, Film Buyer San Antonio KEYL W. B. Robb Jr., Film Buyer WOAI-TV Ed Hyman, Film Buyer UTAH Salt Lake City KDYL-TV Connie Eckhardt, Film Buyer	KSL-TV Richard V. Thiriot, Film Buyer VIRGINIA Norfolk WTAR-TV Winston Hope, Film Buyer Ricamond WTVR G. Conrad Rianhard Jr., Film Buyer WASHINGTON Seattle KING-TV Lee Schulman, Film Buyer WEST VIRGINIA Huntington WSAZ-TV Ned Brooke, Film Buyer WISCONSIN WTMJ-TV James Fitzgerald, Film Buyer	(under the auspices of the Na- tional Television Film Council) a year ago to discuss petitioning the Federal Communications Commission to set up a video film checking service similar to that used by the motion picture industry. Group also agreed to try to make mandatory the fil- ing of films by title in daily station logs, rather than listing filekers as a "Western" or "short." At that time, the distributors noted that the foreign TV prob- lem was one of their major headaches, since stations in Mexico, Brazil and Cuba were reportedly buying home movies from local distributors and run- ning them off on video sans pay- nent. Their long-range plan- ning was supplemented with an immediate project involving mailing of copies of Eastman Kodak's book "How to Take Care of Film" to station film department heads, along with a special letter to lop brass, de- signed to acquaint broadcasters
	he H, W. Govard Ca. & Getter Inc. So & Ca. So & Ca. So & Ca. So & Ca. So & Ca. DeSoto Uvu BBD&O	BB Lincoln-Mercury

Key Problems • Continued from page 13

group of top TV film distrib-utors met in New York City (under the auspices of the Na-tional Television Film Council) a year ago to discuss petitioning the Federal Communications Federal Communications ission to set up a video hecking service similiar to sed by the motion picture ry. Group also agreed to make mandatory the fil-f films by title in daily i logs, rather than listing s as a "Western" or

THE BILLBOARD

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Jockeys e Varied oblems

By JOE MARTIN

By JOE MARTIN disk jocker, long a par-rely important personate in broadcasting, has not yet able to establish a firm of an TV. The myriad is given for this seeming or have been re-hushed times in industry bull-ses-formal forums and gen-rade talk. Some admirable pis have been made to up with the basic mate-needed for a TV disk y program. Snader's Tele-tions, Screen Gems and d Artists' disk jockey films outfit have all come up what each believes is the solution to the situation, dis, of course, are readily ble. Radlo personalities, are available. In all the tready for the proper g. Problems Problems

g. Problems re are, however, several ims which are pressing. of two easily solved. First, has been some reluctance g disk talent to sign up for rances on the three-min-sign films. While first true ome of the top names have of such contracts, many performers are still hold-Second, music publishers been loathe to permit their tant stardard tunes be on these films. Latter rea-g is based on the inability American Society of Au-Composers and Publish-reach an agreement with levision industry; and the sher attitude that the film lever soan out "do anything" the question of whether of the stient films (later fit to the accompanisment of norgopic record) are to be gue the pubbers, they come t synch rights and require .

payments. latest problem to arise, latest problem to arise, latest problem to arise, latest problem to arise to to solve. American Fed-ic. Petrillo has signified tention to have his union d its by-laws to the extent il musicians would be for-n to make either transcrip-for use with television arise with live television arise. ms.

AFM Threat

AFM Threat the new regulation means it literally says, and if Mr. Io and his union are able orce it, the amendment to FM by-laws would have a seffect on such live video as the Paul Dizon and ord programs which make i use of phonograph rec-Just what effect this tdiet have on the use of ordi-phonograph records along the three-minute films pro-by such firms as Screen and United Aritist is a ion which only time will le to answer.

ion which only time will le to answer. ent availability to the pro-soft the TV disk jockey varies greatly in accord-with the type of films be-med out. Snader and Stu-Films have gone in for " artists fairly heavily, of these firms attempt to out a ministure musical in -minutes, complete with stra, sets, etc. United Art-nd Screen Gems, however, the that he best production of is to produce a silent with good, but not "name" t and pair the film with films are turned out either spreatic disk or with a life disk in mind, many of the safe sufficiently broad the individual strips.

IM. SOUND FILMS Por rate at law prices, ent - Drive-In Theatres - Read Staumen Sample List on Request, write far Titlas you want yant Supply Co.

MUSIC av. New York 36. N. Y.

Pre-Confab Talks On Band Biz Held

AFM, Booking Agents Mull Major **Problems Facing Travelling Musicians**

• Continued from page 1

Bob Phillips (Associated Book-ing); Milt Krasny (GAC); Ben only GAC, for whom he works, Waller (Los Angeles indie), and but also New York offices, such Morris Stoller (William Morris) as Willard Alexander, Billy Shaw suggestions as to how the for for suggestions as to now the late the date offices held a meeting AFM and booking offices might Gotham offices held a meeting aid the resurgent climb of the shortly before the Santa Barbara dance band business. Krasny, it

Bobby Mellin Organizes His Own Firm

NEW YORK, June 7.-Riding the creat with two current hits ("I'm Yours" and "Here in My Heart", Bobby Mellin this week finalized a deal to open up his own firm, Robert Mellin, Lid., in England. The firm was set up in partnership with Francis Day & Hunter, who for the past 20 years have been assodiated in English music enterprises with the Big Three (Robbins, Felst and Mil-ler), among others. Mellin and Francis Day reps will have equal representation on the new firm's board of directors. Initial items in the RM_Lid.

board of directors. Initial items in the RM. Ltd., catalog will be the two above-m initioned hits, plus "I'm Sorry" which seems to be moving up via several sigong records here. The deal is for England and the rest of the British Empire, excluding Australia, New Zealand and Can-ada. Sonny Cox negotiated the deal for Francis Day, while Har-old Orenstein represented Mellin.

Cap Expands **Rustic Deal**

KUSIIC DEGI
 HOLLYWOOD, June 7. — The projected Capitol H. B. and West- and concert tour has blass one for the sevent source concert tour has blass of Americana Corporation, who will handle the booking, skeded two all handle and the markets McDonald. Gene O'Quinn, Tex Carmen, will work a month of dates thrup and His Brazos.
 The second unit which has brazos with User a month of dates thrup and the second source the capitol roster are being selected. The Hunth-haded packcage will be ack are being handled by Hai Cook, as for the Capitol roster are being handled by Hai Cook are being handled by Hai be determined that sutuable is of pop stars from the tour.
 Matta BabaBARA, Cal, June S. Concerned over the growing multi-dub records inc. Work of the assembled for the tour.

NEW SOUND IN **TECHNICOLOR!**

NEW YORK, June 7. _____ Jazzbo Collins, deejay over station WNEW here, was out driving one evening when he decided to stop for a thirst-quencher at a soft-drink stand. "What do you have?," asked Collins. "Cherry, coke, grape, orange and birch." An-swered the jock, "I want to create a new sound."

and the Gale office. A group of conclave and discussed the forth-

coming AFM meeting. coming AFM meeting. Stein and Krasny both pro-duced graphs and charts which indicated generally that booking office costs have mounted faster than revenue from band bookings have increased since the boom ended in late 1946. Both Stein and Krasny agreed that while they generally receive 10 per cent for location bookings and 15 per cent for one-nighters, their general commission has been about 9 per (Continued on page 71) (Continued on page 71)

45 Sales Rise

For Capitol Is

52% Over '51

Name Band Probe Is Placed **Before AFM at Convention**

Board to Consider Inroads of Mechanical Music on AM and TV

Continued from page 1

Royalty Levy Change In addition to seeking a change in the royalty levy as currently applied to television film, Local 802 will present the FM board with the results of two investiga-tions—one with regard to name bands and agencies, and the other a survey of the inroads made by mechanical music on both radio and television network program-ing.

Seek Board Aid

tions—one with regard to name bands and agencies, and the other a survey of the inroads made by mechanical music on both radio and television network program-ing. With regard to the band busi-them, see the recultive board will be asked to correct a situation the aid of the AFM executive whereby name bands are paying board. Facts to be presented to travelling band scale for jobs that the board will show that viola-tion is quietly in-are "numerous and promiscuous."

phases of the music business and armed with facts and figures. The 802 delegation and com-mittee will confer with Local 47. Hollywood, on mutual problems, not-of both locals feel similarly on bly elevision film (The Bill-board, June 7). **Royalty Levy Change** In addition to seeking a change in the royalty levy as currently applied to television film. Local sola will present the FM board with the results of two investiga-tions—one with regard to name. Seek Board Aid beive tremendous sums This may be considered too dinastic as ac-tion, however, and some insiders speculate that the band leaders involved may get away with a fine and an admonition. In any event, it is very likely that the AFM board will feel obliged to exercise greater policing meas-ures with regard to the activities of bands and agencies licensed by the union. The AFM board will also be presented with a survey, showing the inroads of mechanical music on AM and TV networks Just what the AFM board can do about this matter is a very mood about this matter is a very mood point, particularly in view of the Taft-Hartley Act. James C. Pe-trillo, AFM chief, at the last con-(Continued on page 71)

Release Jump On "My Heart" Ends Happily

Nat'l Sound Seeks 100G From Ravens

NEW YORK, June 7.—Capitol Records' 45 r.p.m. disk sales have risen 52 per cent the first four months of this year as against the same period in 1951. Thus large jump in 43 sales has taken place while the diskery has been enjoying on. of the top sales periods in its history. The first quarter of 1952 on all Capitol items was up more than 30 per cent over the 1951 first quarter. Part of the increase in 45 vol-ume is attributed to the hit sin-gles that the diskery has released, including such items as "Wheel of Fortune." Blacksmith Blues" NEW YORK, June 7.—Capitol Records' 45 r.p.m. disk sales have months of this yoar as against the gaine period in 1951. This parage jump in 45 sales has take periods in its history. The first quarter of 1952 on all Capitol terms was up more than 30 per cent over the 1951 tint quarter and the turbuted to the tits and the lagbetween the time the com-parator the 1951 intra quarter and the turbuted to the hit sin including such items as "Wheel of Fortune." Blacksmith Blues and the turbuted to the hit sin the firm believes that the op-parator the first parter. "The sales parter in the 45 diak, has atise helped self these platters."
 NEW YORK, June 7.—Chirat the date with is based on a 1947 con-the firm believes that the op-parator the first in addition. "The sales solution of the recording in Adgust, themselves available for the sale sist helped self these platters."
 NEW YORK, June 7.—Chirat the date, hus been made in suite in the sale of a network super-form for recording in Adgust, 1949, but that they did not makk-themselves available for the sale saiso helped self these platters."
 New YORK, June 7.—Chirat the date, with Sales on a lay of con-the firm believes that the op-parator again in February, 1950, and the artists showed up. Say Contract Extended the assistic never showed up. Say Contract extended the faverna; the date scoved tharge against for an additional sound for \$7,613 for royal."
 A E NA ANALLI D Contract the averna the date with the sales as there by extended the assistic never showed up. Say Contract was officially the Raverna the date as now put the there and the the say performer showed up. Say Contract was officially the R

couple of cents below dealer cost. A few outlets, noting a good thing, have started buying cer-tain amounts of their record re-quirements from the department store. Not only does it cost them less than they would have to pay at their distributor, but they can also charge it, sometimes making use of their wives' charge ac-counts. Those whose distributor credit has been over-extended find this arrangement a good deal all around.

LAGS HADDILY NEW YORK, June 7.—An old record-music industry evil, re-lease date violations, popped up again this week and momentarily threatened to become a cause celebre. The tune involved was "Take My Heart," published by Sanity-Joy and waxed many weeks ago by Al Martino, at the same session during which he cut the hit tune "Here in My Heart" for the BS label. "Capitol Records purchased the "Take My Heart" master from BS and made an agreement with Dave Miller, of BBS Rec-ords, to hold the record off the market until June 16, so as not to hurt the current BBS Martino platter "Here in My Heart." be-fore maximum sales on it had been achieved. Capitol asked Sanily-Joy to restrict the tune until June 21, which they did Meanwhile. Columbia Records had cut the tune with Toni Arden, and jumped the release date this week when the disk was issued on Mong (2). The situation was resolved without to much damage Friday afternoon (6) when Miller e-leased Capitol from the June 18 agreement. On Friday evening Capitol Records started shipping copies of Martino's "Take My Heart" to dealers and operators. Capitol said it would continue to push the BBS Martino recording of 'Here in My Heart" in order to show its appreciation of BBS's co-operation.

Disk Volume Off 10% for RCA in '52

NEW YORK, June 7.—For the first five months of 1852, RCA Victor's over-all commercial rec-ord volume is more than 10 per cent behind last year's total. Among the various disk classifi-cations, the biggest drop has been experienced in the classical cate-gory where sales for the year thru May are more than 25 per cent off from the same period in 1951. Pop sales, which include C.&w. as well as r.&b. disks, are behind about 5 per cent, altho it is believed that country and r.&b. sales are outpacing last year's figures.

sales are outpacing figures. Sales for both the kiddle and international classifications are considerably ahead of the same five-month period in 1951.

SANTA BARBARA, Cal., June etchings. In any case, the high 9. — Concerned over the growing nut would make electronic exper-imentation less attractive.

SANTA BARBARA, Cal. June 9. — Concerned over the growing trend toward multi-dub recordi-ings, delegates to the American Federation of Musicians conven-tion here are expected to seek out ways of banning the practice as a threat to musician employment. In lieu of an outright ban, action may be laken to limit multi-dub, and by a heavy lax on the extra ses-sitors required. Adde from the possible effect on tootice wages, the possible and the at a tater date, adding a preview Music Corporation withen, at a tater date, adding a more inclu-sive to gamble on multi-track

Gal Vocalists Last Longer Than Men or Orks on Disks 1949 Favorites Fall by Wayside

Among Bands; Male Singers, Ditta

By NEV GEHMAN

Hy NEW VORK, June 7. — Girl vocalists have shown greater disk stability in recent years than have either male singers or bands on records. While most of the same gals who made the hits in 1949 as well as in carlier years, are still responsible for the buik of today's female disk clicks, the

RCA to Launch Large-Scale **Re-Issue Drive**

NEW YORK, June 7. — Stem-ming from the success of its "Col-lector's Series" in the pop and classic fields, RCA Victor has set a large-scale re-issue program in its Latin-American and Interna-tional catalogs. Between now and Pebruary. 1953, the diskery will release about four records every other week on the "Collector's Series" label, both on 45 and 78 <u>Lapan</u>.

other week on the "Collectors Series" label, both on 45 and 78 The majority of these disks, They include suck proups as the late Carlos Gardel and his tango Munoz band, the Puerto Riccan Raphael Munoz band and the Orquesta that time had Miguelito Valdes set vocalist. At the moment, mosi of this new series will consist of this and vet set. The addition to this "Collectors" Series." Jelas are underway to kause a series of albums featuring collections of music from foreigners are available on all three speeds. Callon Dr. Canada. Callon Dr. Canada. Callon Dr. Canada. Callon Dr. Canada. AEC brought a motion the Appeal Court of Ontari the carse would have dealt with in the ordinary taking the case would have the site site as would have the site as would have the site as would have the site case would have the site case would have the site case would have the site as would have the site a

Anthony Ork

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BURMESE DISKS

WASHINGTON, June 7. — The Library of Congress this week received a collection of classical Burnese disks for its folk music collection from the Burna-America Institute. Presented by James Barring-ton, ambassador of Burna, the disks include 19th Century court songs, with Burnese harp accompaniment. They are in exchange for the Li-brary's Archive of American Folk Music, recently given to the institute. the institute.

Can. Br'dcast. CAPAC Suit Ends at Home

same is not true for either the three have repeated thus far this boy singles or the orks. This aspect of the talent end of the disk business is pointed up years ago. The Lombardo ork has by a comparison of the waxings that were released after January 1, 1949, and made The Billboard that were released after January 2, 1949, and made The Billboard that were released after January 1, 1949, and made The Billboard that were released after January 2, 1949, and made The Billboard that were released after January 2, 1949, and made The Billboard that were released after January 1952 releases that have appeared on the retail charts during the first five months of this year. Considering the bands first, joint the 19 orks which made the charts during the first five months of 1949, either slone or receiving equal billing with a vocalist, only

Ends at Home. TORONTO, June 7.—An at-tempt by the Associated Broad-costing Corporation, local fram-this is especially surprising in view of the fact that 1949 was not a particularly good year for the band business, and this year is band year since 1949, period. The summer Court of Canada, and take their suit with Compos-ciation of Canada, Ltd., directly to the Privy Council In England has failed. ABC brought a motion before the appeal Court of Ontario, and the court reserved its decision on the matter, and handed down awritten Judgment to the effect taking the case up to the Supremer Court of Canada. The same court (Appesi) recently granted CAPAC damages for infringements by ABC, and its is this decision which is being appealed.

Ops Get Brown Renown Club Publicity Plugs

Mercury Inks **Dick Jurgens**

This is expectally surprising the beart self. Surprise and the search of the search of the search of the search and the search of the search and the search of the search and the search of the sea

NEW YORK, June 7. — The long-standing dispute between Capitol Records over its "Sparky" platters, and Columbia Records "Big Jon and Sparky" kidisks, was settled this week. Columbia withdrew its "Big Jon and Sparky" records from the market and agreed to pay Capitol \$1,500. Columbia also "recognized Capi-tol's priority of interest in the name "Sparky" or any variation thereod." Viously. Columbia Records, anxious to settle the dispute amicably, changed the jackets of its "Big Jon and Sparky" kidisks, so that the title read "BIG JON and sparky" with the last named much smaller than it was origi-nally, in order to subdue "sparky." However, Capitol pressed the suit to have Columbia remove the platters from the market.

CHICA JUIGETS CHICAGO, June 7.—Dick Jur, Fens. who this week re-signed agreed to pay Capitol \$1,500. Columbia also "recognized Capitol \$1,600. The hease of the solution also "recognized Capitol \$1,600. Sparky" with the last named much similer than it was origi-ing pact with Mercury Records. Jurgens is one of the oldest bands, in point of service, In the MCA stable, having signed with the office when he formed his prok. and remaining with the of-fice without a break.

Case Bolsters Pubs Vs. Sharp Diskeries Abeles, Fox Win Pubbers \$250 Damages

Per Tune in Suit Vs. Bolletino

Per lune in Suit Vs. Bolletino NEW YORK, June 7. — The infringement suit successfully Waged against Dante Bolletino by JuLan T. Abeles, of Abeles & Bernstein on behalf of four pub-lishers (The Billboard, June 7) is regarded by the music fraternity as one of the most significant test publishers, in their dealings with record companies, now have a po-tent legal precedent whereby sharp diskeries may be kept in line. It was with this in mind that trustee, planned the test suit. The Billboard state of the most significant test publishers, in their dealings with record companies, now have a po-tent legal precedent whereby there the point that the 250 damages sharp diskeries may be kept in time. It was with this in mind tha trustee, planned the test suit. Trustee, planned the test suit. Heretofore, when publishers the point of the copyright the point of the copyright the point of the test suit. Heretofore, when publishers

Similar to his "Wishing" kick-off.
 Similar to his "Wishing" kick-off.
 This time Levington has two songs involved in the promotion, "Fickle and False" and "Under-reath the Where You Said 'I Love You' Tree." Both sides were rut by Lorry Raine, Windy City chirp, under License of Tim Gayle, at Universal Studios here. Jim Lounsberry, WIND disk jockry, unaberry, WIND disk jockry, unaberry, WIND disk jockry, Wells, WBBM, spun the Initial atring of "Fickle and False."
 All writers involved in both Wists, while "Love You Tree" side do the "Love You Tree" side by Rus Camey, flargy Ereistein and Gayle. Herman Clebanoff, local Fonter, backed Wist Raine on the serion, while Cliff Parman another Windy City product, handled the arrange-ments.

Section 101(b) of the Copyright Act. Heretofore, when publishers prosecuted infringements on me-chanicals, the courts would only award triple damages amounting to 6 cents per record manufac-tured. Suits of this nature were were expensive. In niew of the small amount of money generally recovered. Now, a diskery con-templating making records with-out proper licenses, or a diskery using a publisher's material with-out paying off, faces the likeli-hood of being forced by the courts to pay heavily. For instance, it has been estimated that had Bol-lictino properly secured licenses for the 13 songs, and had he paid royalties, his total nutlay would have been \$345.65. This figure is based upon the statutory rate of 2 cents payable on disks manu-factured. Instead of this, the judg-ment amounted to approximately \$5,000. Other copyrighted mate-

(Continued on page 71)

5 Vox French Albums on 45

NEW YORK. June 7. — Vox Records recently made avail-able its French popular series on d5 r.p.m., marking the first lime the LP diskery has offered cata-log items in the intermediate speed. Five, three-record albums comprise the series, featuring singers Maurice Chevalier, Edith Pial, Jean Sabion and Jacqueline Francois. The sets will continue to be available on LP.

Francois. The sets will continue to be available on LP. The move was made to reach potential buyers who won play-back equipment fitted only for 45 r.p.m. disks. Dealers have re-ported a strong demand among such buyers for the French etch-ings, according to Vox execs. List price of the albums (disks will not be sold as singles) is \$3.50. LP versions, including two additional sclections, remain at a \$4 list. If the albums move as well as anticipated, the diskery also plans to issue its Music Master series on 45. It comprases cight moopel music appreciation albums. Wox has no intention of duplicating its classical catalog on 45.

Tune Promosh **By Levington**

CHICAGO, June 7. — Archic Levington, who has been spear-heading local pubber activities thru his Midway Music firm, this week came up with another "all-Chicago" song-record artist deal similar to his "Wishing" kick-off.

THE BILLBOARD

MUSIC



THE BILLBOARD

EMERALD'S OWN RECORD Never Sold Public a Disk

Yet, Strictly Demonstration

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as it ogain IT'S A LOVELY, LOVELY WORLD COLUMBIA

Lett, Strictly DefinitionNEW YORK, June 7. — One of
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usual aspets of the record but
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to the outstanding examples
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ald Records, a diskery started
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Cliff Ayers. This label has cut of a technicality. This has since
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pros of Angels" and "Alle-Alle
In the market and attempt to sorts for union
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Performance Trust Fund and
ste par scale of prices commen-
surate with his costs for union
mysicians, studios, singers, press-
incs, etc. His rate is \$175 per Spress-
incs. etc. His rate is \$175 per Spres

Follows Orders

Follows Orders Ayers will not sing the items on al. the disks that Emerald makes, but only those that he believes are "good for me." He waxes the disks just th- way the writer or publisher wants them to be re-corded, with one or two voices, a group, one or musicians, etc. The singer has made disks for many well-known writers such as Bernie Wayne, Larry Stock, Abner Silver and Benny Davis, and for some large pub-lishers. Ayers says that he is able to

lishers. Ayers says that he is able to make a satisfactory living out of making demnstration waxings, which has averaged about eight sides per month for him so far this year. He adds, "I am not like a lot of guys who are anxious to make a killing. I'm not worried about being unsung."

Mas Ad Agency Publishes New Catalog for LP's

Catalog for LP's NEW YORK, June 7.—A new LP catalog for distribution thru-record dealers has been published by the Mas Advertising Agency here. The 132-page booklet, to be issued monthly, is described as a "comprehensive" catalog, and its listings are broken down into 12 Separate categories. A column of commentary on records, writ-ten by Abner Levin, manager of the Sam Goody store, will appear in each Issue. While most LP diskeries are listed in the catalog, a few are listed in a legal hassle with Wil-liam Schwann, of Cambridge, Mass., over an earlier catalog entry, disclaimed any direct con-nection with the new enterprise.

Permo Changes Sales Set-Up

CHICAGO, June 7. — Permo, Inc., manufacturers of needles for home phonographs and juke boxes, has effected a basic change in the sales set-up of its lines. Under the new set-up, Fideli-tone needle line will be handled by direct factory reps, who will work with record distributors and dealers. Richard F. Goetzen, sales manager of the Fidelitone Di-vision of Permo, will direct this phase of the firm's activities. The Permo needle line, which now includes 113 special needles, will be handled by indepen-dent manufacturer representa-tives. Gail S. Carter, vice-presi-dent in charge of sales, and J. Wayne Carglie, Permo Products Division sales manager, will su-pervise this activity.

CBS Cuts Tab

On "Songs" to

9G Per 1/2 Hr.

YU YCR // 111. NEW YORK, June 7.—The Co-lumbia Broadcasting System has sliced the asking price for the "Songs for Sale" TV show to splits per half hour, in hopes of picking up a sponsor for the sum-mer season. The web is willing to put the show in the 8-9 p.m. slot on Saturday nights if a portion of the program can be sold. "For some time now CBS brass have been in a dilemma over "Songs." wavering between drop-ping the show for the summer and keeping it on whether com-mercial or sustaining. Tho they have been unable to peddle the program, it has racked up good ratings in many markets and has built a loyal audience. Some CBS execs believe that keeping it going thru the summer, without the heavy competition from "Show of Shows" on the National Bradeasting C om p a ny net, would build "Songs" to the posi-tion where it would be much more saleable.

Det. Park Terpery **Opens to Fair Biz**

Opens to Fair Biz DETROIT, June 7.— The first two weeks of name bands in the new Edgewater Gardens at Edge-water Amusement Park here have drawn only fair business, under the twin handicaps of ad-verse weather and the difficulties of breaking in a new spot not used for dancing for 15 years. Frankie Carle drew 2,500 people in three days over the Memorial Day week-end, with heavy rain killing Saturday business. The total was slightly above the 2,000 people drawn by Elliot Lawrence the preceding week-end when the spot opened. With ad-mission at \$1.50 per person grosses are estimated at \$3,000 for Law-rence and \$3,750 for Carle.

Decca Winds Up **Beethoven Sonatas**

NEW YORK, June 7.—Decca this week released the final six LP's in its Gold Label waxings of the Beethoven piano sonatas, played by Wilhelm Kempff. It is the first time the complete catalog of 32 sonatas has been made available on a single LP label. The 15 disks that comprise the set have all been issued by Decca within the last four months.

JIGES III	
Current Release	
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Sidos in

Week ending June 7

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

listed may actually be is	sued a few days prior to or following publication of this scoreboard
PUBLISHER	TUNE ARTIST AND LABEL
-ACUFF ROSE	(Down the) Road to Love
ALLISON	Please, My Love
ARDMORE GROUP	
ARDMORE	Cling to Me
	Cover the) Road to Love Carl Sauteman, Cap (#) Have a Good Time Tony Bennett, Col (a) Please, My Love Tony Bennett, Col (a) Please, My Love Sauteman, Cap (a) Pladicah Parade Bob Crosty, Cap (a) Handy Man Carl Sauteman, Cap (a)
BOURNE GROUP	Tan
BRENNER	I Get That Lonesome Feeling
BROADCAST	There's Doubt in My Mind (But Hope in My Heart), Peggy King, MGM (p)
BURNAU	.If You Got Someplace to GoDick e Thompson, Dec (r)
	Trans Dick Bravern, Cap (p) I Get That Lonesome Freeling Lineary Joe Hunter, MCM (F) Therr's Doub Cin My Mind (But Hope In My Hearl)Propy King MCM (p) H'You Got Someplace to Go
CENTRAL CHAPPELL CROUP	Linesam my near
-CHAPPELL	Where Did the Night Go?
COMMODORE	Wedding Blues
REDO EVANS GROUP	, it i can't wear the Pants
-JEFEERSON	It's Best We Say Goodbye Evelyn Knight, Dec (p)
FAIRWAY GROUP	Rubber Ball Heart Rambles' Himmle Dolar Con (C)
FORREST	Judgment Day Express
FRANK	You're So Much a Part of Me Peter Lind Hayes & Mary Healy, Dec (p)
GALE & GAYLES GROU	It's Best We Say Goodbye
-GALE & GAYLE	Azure-Te
GODAY	West of the Mountains (Diath Shore PCA (n)
GOLDSEN GROUP	-
-ANTON	She's a Comely Wench
GUILD	Rabbits Don't Ever Get Married Jack Hart MGM (F)
MANDE PA	AngelinaJack Mart, MGM (f)
HAMBLEN HILL & RANGE GROUP	Shi's & Cornely Winch
-HILL & RANGE	Take My Love With You Too
	Heart Trouble
-ST: LOUIS	"I Thought I Had Loved (Until] Met You)
	The Sales Tax Boogle
HOLLIS GROUP	She Walks Right In
-HOLLIS	Botch-a-Me
LAUREL GROUP	Beware of the Bear
test to be	
	.] May Hate Myself in the Morning
LEEDS GROUP	.] May Hate Nyself in the MorningArt Mooney, MGM (p)
LEEDS GROUP	Botch-i-Me
VALANDO LEEDS GROUP LEEDS	.] May Hate Myself in the Morning
-OUCHESS	Padam-Padam (How II Echoes the Beat of My Heart), bill have, atom (s) Padam-Padam (How II Echoes the Beat of My Heart), Tony Martin, RCA (s) 1 Painted It. Art Mooney, MGM (s)
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DUCHESS PICKWICK	Adam Padam (How II Echors the Beal of My Fredri). Still March, alkan (B) Padam Padam (How II Echors the Beal of My Heart). Tory Marcha, RCA (g) Patted It. Art Moorey, MCM (g) From the Time You Say Goodbye Dinah Shere, RCA, (g) Make Mg Love You. Goodbye Grand (G) Sambody Left Another Young'sn at Dur Mouse Arther Guitam Boogle Smith, MCM (f) River Rag Arther Gestam Boogle Smith, MCM (f)
DUCHESS PICKWICK LYNN E. B. MARKS GROUP MARKS	Adam Padam (How II Echors the Beat of My Predri), Still Marcy, Markin, RCA (s) Padam Padam Adam (How II Echors the Beat of My Heart), Tow Markin, RCA (s) Patter it
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Total Number of Sides Released by Each Label

January 1, 1952, to Dote

LABEL	POPULAR	 FOLK	& BLUES
CAPITOL			
COLUMBIA	148	 .88	
DECCA			
MERCURY		 . 47	
MGM			
RCA			

Total Sides for Week 0 **Released by Each Label**

LABEL	POPULAR	 FOLK	AHATHM
CAPITOL	8	 6	
COLUMBIA	6	 5	
DECCA		 4	
MERCURY	8	 	
MGM	13	 4	
RCA	· ····· 10	 	



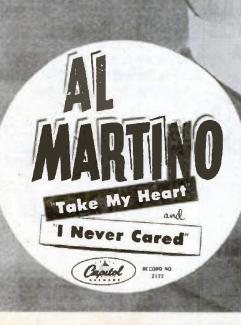
AMERICAN MUSIC, INC

ACTION ON "SONGS FOR SALE" ADVANCED DATA AND TRADE SONGS TO BE AIRED ON JUNE 7 OVER CBS-TV

SONGS TO BE AIRED ON JUNE / OVER CBS-TU ONLY YOU-BY Harry Lebriman. Sung by Carl Wrightson I THINK OF YOU-BY Simon Sandler. Sung by Carl Wrightson DARLING, WHERE ARE YOU NOW?-By Capt. James Stargense. Sung by Carothy Dandridge TEM PRAMENTAL LADV-BY Bob Fenter. Sung by Corothy Dandridge THE WIGGALING' & WADDALING' BALL-BY CP Hunter. Sung by Georgia Gibbs Judges panel for that GUYT-By Carles Wolf. Sung by Georgia Gibbs Judges panel for that GUYT-By Charles Wolf. Sung by Georgia Gibbs Judges panel for that Dan 14 Uricast all the Gill Randle, Barry Giay, Beney Besjamin, George Wriss and Kay Armea. LATEST TRADE ACTION ON SONGS: CALLLING YOU, on the May 31 show, has been published by the Signet Mask Company.

NOW ... ON CAPITOL!

A New Record by the Nation's Newest Singing Sensation



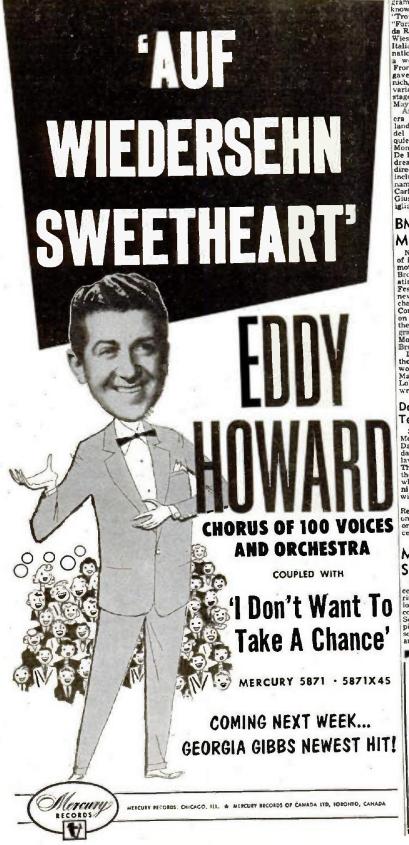
THE BILLBOARD

remendous

THIS OUTSTANDING RENDITION OF

MUSIC

48



Rome Opera ls on Tour

Is on Tour ROME, June 2.-Having en-ioyed its most successful financial era Theater has lowered the cur-time to leave for its annual tour of Germany and Switzerland. The Mussolini in 1940, repeated the next year, and then interrupted by the war. The tour was re-sumed in 1950, with Switzerland. This year, German and Swiss and read to the program. This year German and Swiss from May 20 this best from May 21 thru 23. From May 23 thru 29 the tropp fave flow performances at Mu-nich, then moving from the Ba-variant to Montreux. Switzer and, to present "Aida," "Forza and fishting" and Maestro Gianan-treating and Gianni Pougi. BMI to Promote

BMI to Promote Modern Classics

Modern Classics NEW YORK, June 7.—As part of its continuing program in pro-moting modern classical music, Broadcast Music, Inc., is co-oper-ating with the Musie Mountain Festival in the presentation of new works by 20 contemporary chamber music composers. The Connecticut festival which opens on June 20 has concentrated in the past on chamber music pro-grams by such classic masters as Mozart, Beethoven, Schubert and Brahms.

Brahms In addition to a flavoring of these, the concerts will include works by Bartok, Britten, Bloch, Malipieri, Hindemith and Villa-Lobos, as well as other modern writers

Dave McEnery Plans **Texas Dance Series**

Texos Dance Series SAN ANTONIO, June 7. — Dave McEnery, known as "Red River Dave," will promote a series of dances to be staged here at Wood-laws Gym during the summer. The City Council approved use of the spot for the dance session, which will be held each Saturday might thru Oct. 25. The dances will be Western style. The cowboy singer is an MGM Recording star and is appearing on WOAI and has his own series on WOAI-TV. He has just re-cently returned from Hollywood.

Marion Anderson Set for Denmark

COPENHAGEN. June 7.—Con-ecrt bookers, Engstrom & Sod-ring, have signed up singer Mar-ion Anderson for at least three concerts in Denmark for end of September. Jiss Anderson, with pianist Franz Rupp, will be pre-sented in Copenhagen. Odense and Aarhus.

LIBRARY LAUDS KOUSSEVITZKY

KOUSSEVITZKY WASHINGTON, June 7. — The late Serge Koussevitzky, who established a foundation at the Library of Consress "to advance music, music ap-preciation and musical scho-arship," was honored this week at the Library on the first anniversary of his death Wednesday (4). Librarian Luther H. Evans, calling Koussevitzky a "cltizen of the world." praised the conductor for his training of young mu-sicians. Films showing Kous-sevitzky with the Boston Symphony were followed by a recorded message from his widow, present chairman of the Serge Koussevitzky Music Foundation.

Polymusic Severs RPI Connection

NEW YORK, June 7.—Polymu-sic Records has severed its con-nection with Record Producers, Inc., and has set up its own sales organization. Mostyn Gilbert has left RPI to join Polymusic as sales manger, The LP firm plans to step up its release schedule. It has about 12 disks in its catalot. Artists recently pacted to re-cord for the label include pisnlst Jesus Maria Sanroma, lieder singer Herman Schey and Span-ish guitarist Sainz de la Maza.

Urania Starts National **Bally Over DC Station**

Bally Over DC Station NEW YORK, June 7. — Urania Records kieks off a national pro-motion drive in Washington, June 18, with a premiere broadcast of its disking of "Rigoletto" over that city's FM station, WGMS. The event will be supported-by newspaper ads focusing atten-tion on the premiere, as well as special retail displays for outlets within the listening range of the station. The pattern set in Wash-ington will be followed in other cities, said Norman Chase, Urania managing director.

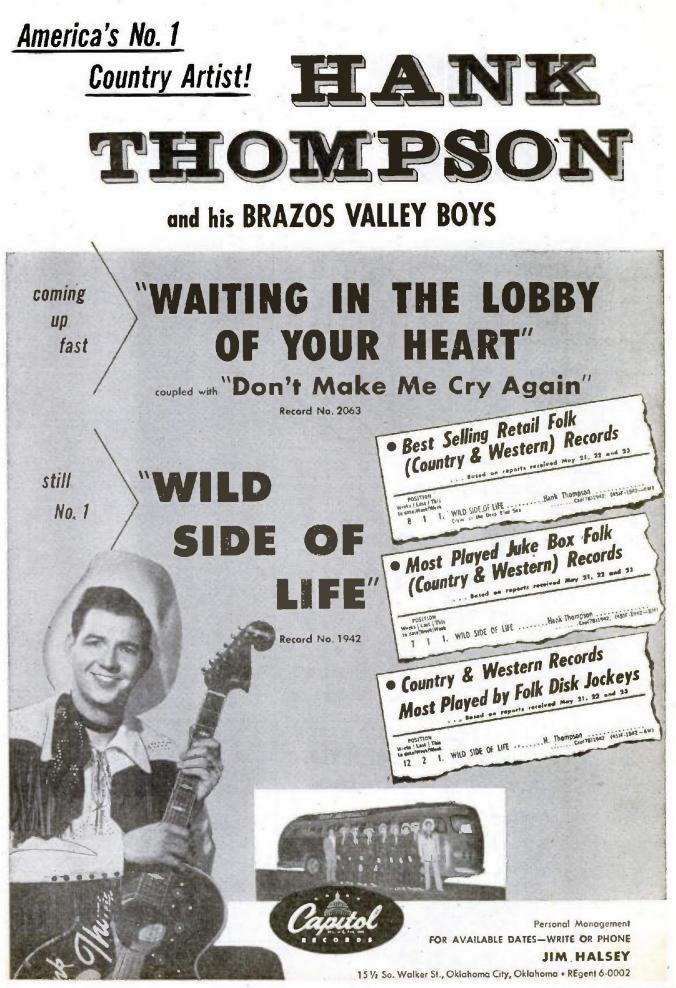
Brings Suit Over Time, 'Happens Every Spring'

NEW YORK, June T., Charging that the melody of "It Happens Every Spring," was pirated from his 1944 copyright, "The Little Things You Do or Say," song-writer Emanuel Lackow filed suit against publishers Bregman, Voc-co and Conn, Inc., and Twentieth Century Music, Inc., in Federal Court here this week. He asks for an injunction, an accounting of profits and damages.

37 MIL. WATCH JOE-EZZ FIGHT

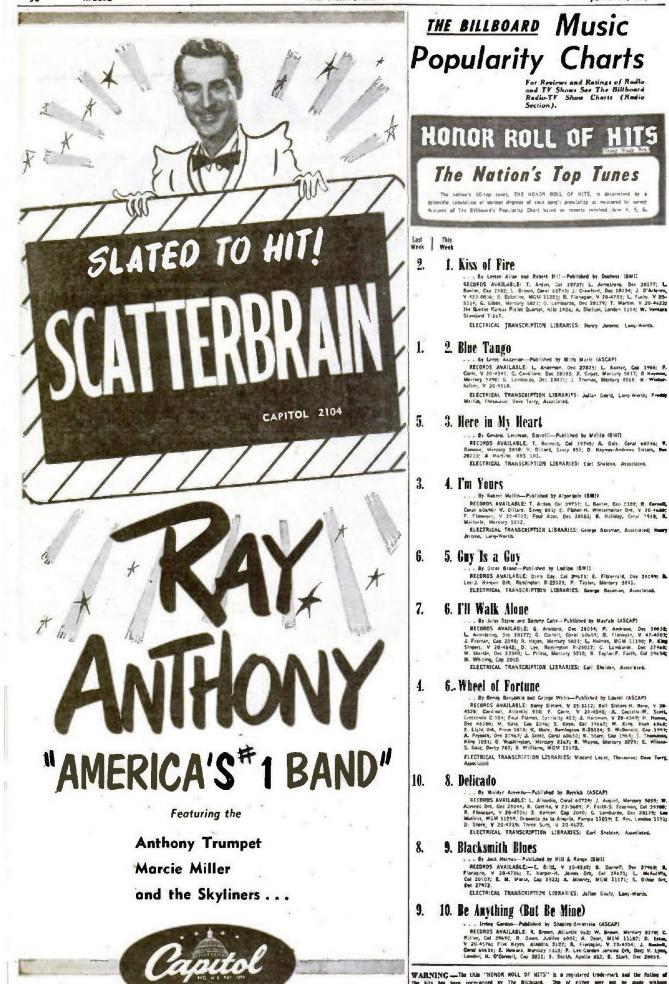
NEW YORK, June 7. According to Trendex, the Joe Walcott-Ezzard Charles championship fight, telecast over the National Broadcasting Company network, drew the largest video audience of any single event to date. A special survey gave the bout a 58.6 rating, with an esti-mated viewing audience of 37 million persons, all of whom decision, when the picture were left in doubt as to the blaced out at, the crucial moment.

If Your . BREAD and BUTTER IS THE MUSIC-RECORD BUSINESS Read The Billboard Svery Week . . tos timely, accurate news and the world-lamous Music Popularity Charts. The Silboard. 2160 Patterson Se., Cincinnan 22. Ohie. Yes || Picase tand ma The Bilboard for one year or \$10. || Chack bess for frait ubscription-11 weeks at \$3. Foreign rates upon request. 520 It's Low in Cast-High in Valuet Fill in and Mail This City Zone..... State...... Caupes Today. Occupation



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JUNE 14, 1952



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THE BILLBOARD

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CENERAL OUTDOOR

52

THE BILLBOARD

JUNE 14, 1952

THE BILLBOARD Music Popularity Charts

For Reviews and Rotings of Rolls and TV Shows See The Bill. Radio-TV Show Charts (Radio Section).

Records Most Played by Disk Jockeys

.... Based on reports received June 4, 5 and 6

Records fisted here in numerical defler are played mer the prodest number of record sh List is haved on replies from workly survey among disk polonys through the constry. Unless them in this chart, other available records or turns listed here will be found in the Newe Anti of Nits, Monic Popularity Chart, Part 3. (P) Indicates surve is from a New (M) Indicates surve is from a hight musical. POSETION Weeks Last This to date:Week/Week 1. KISS OF FIRE 8 1

9		I. KISS OF FIREG. Gibbs
4	2	2. HERE IN MY HEART A. Mortino
7	6	3. DELICADOP. Faith
7	5	4. I'M YOURSD. Cornell Cers/1/28/60640; (45/9-66690-88/
19	4	5. BLUE TANGOL. Anderson
13	3	6. GUY IS A GUYDoris Day-P. Weston
6	9	7. I'M YOURSE. Fisher- H. Winterholter
2	24	8. LOVER
17	7	9. WHEEL OF FORTUNEK. Starr
12	10	9. I'll WALK ALONED. Cornell
4	12	11. WALKIN' MY BABY BACK HOMEJ. Roy
7	16	11. KISS OF FIRET. Mortin
11	п.	13. BE ANYTHING (But Be Mine). E. Howard
4	25	14. KISS OF FIRET. Arden
18	14	15. BLACKSMITH BLUESE. M. Morse

14	8	16.	BLUE TANGO,H. Winterholter
2	-	17.	HERE IN MY HEART
5	18	18.	I'M CONFESSIN'L. Paul-M. Fard
6	13	19.	HALF AS MUCH
7	22	20.	JUNCO PARTNER
1	-	21.	VANESSA
11	15	22.	FORGIVE MEE. Fisher- H. Winterholter
1	-	,22.	HERE IN MY HEART
14	29	24.	BLUE TANGOL. Baxter
10	27	25.	THAT'S THE CHANCE YOU E. Fisher- TAKE H. Winterholter
13	17	26.	PITTSBURGH, PENNSYLVANIAG. Mitchell M. Miller
1	-	27.	MAYBE P. Como-E. Fisher
2	-	27.	SOMEWHERE ALONG THE

27. SOMEWHERE ALONG THE WAY Nat (King) Cale ... 29. JUST A LITTLE LOVIN' E. Fisher-H. Winterhalter. . . .

1	-	29. I REMEMBER WHEN	E., Fisher- H. Winterhalter

1

XOT XOA

-By JOE MARTIN-

Preems

Mike Silver, recently mar-ried, has Johed WGTM, Wil-son, N.C. after a year and a half with WRAL, Raleigh, N.C. ... Now that Jack Gardner has taken a leave of absence from WBIP. Booneville, Miss., his disk spinning chores are being handled by Nolan Walden. Cirde W. McPhorson and Ver-non Keith Wroten. Jane Mc-Corchan is still program direc-tor and music librarian... Jay Gilse, WSOY, Decatur, IL, has a new across-the-board show which features disks of the 1920's and 1930's from his own collection... Jack Mock has joined WOOF, Dothan, Ala. Icaving WMSI, Decalur, Ala. Icaving WMSI, Decalur, Ala. ..., Jeff Evans morning across-the-board show has been ex-tended to an hour and a half on WLD Y. Ladysmith, Wis.... Clarence Hamana. WJMR, New Orleass, La., is now doing a nine-hour marathon (6 arm. to 3 pm.) on Saturdays. He'd like to hear from jocks for-merly with that station. Kem Rowland has taken over the wake.up stint on KSAL. Salina, Kan... Now that Bill Morriton has left WINA, Char-loitesville, Va... for military service, his show is being han-dled by Pate Bicklenapt for-merly with WW VA, Char-loitesville, Va... for military service, his show is being han-dled by Pate Bicklenapt for-merly with du Station. Kem Rowland has taken over the morn-ing how on WDOS, Oneonta, N.Y., now that Carroll Hardy has switched to WKTV, Utica. N.Y... Don Gay has taken over the nightly jazz disk show on WRUL. Corvallis. Ore. Re-cent additions to that station's staff are John Hodge and Ray Geck....Jack McCormaek is now handling an across-the-board nightly show on WLKR, West Palm Beach, Fla.

Cimmix

Continued on page 108

• Best Selling Sheet Music

... Mored an exports received June 4, 5 and 6

Tunes letent are the nutional best views munic veloce. List is twod on reports received each work m all the multiply sheet music patters. Songs are listed according to previous number of safet indicates two is a film, the indicates ture is in leafs musical (IP) indicates ture is available records POSITION

	E Wers		
13	1	1.	BLUE TANGO (R)
7	2	2.	KISS OF FIRE (R)Duchess
5	8	З.	I'M YOURS (R)Algonquin
8	4	4.	I'LL WALK ALONE (R) (F)
13	6	5.	BLACKSMITH BLUES (R)
16	5	6.	WHEEL OF FORTUNE (R)Laurel
8	7	6.	BE ANYTHING (But Be Mine) (R) Shapira-Bernstein
12	3	8.	GUY IS A GUY (R)Ludlow
22	9	9.	ANY TIME (R)Hill & Range
3	10	10.	HERE IN MY HEART (R)
9	12	11,	FORGIVE ME (R)Advonced
12	11	12,	PITTSBURGH, PENNSYLVANIA (R)Oxford
2	14	13.	DELICADO (R)Remick
2		14.	SINGIN' IN THE RAIN (R) (F)Robbins
1	-	15.	YOU'LL NEVER WALK ALONE (R) Williom

Songs With Greatest Radio Audiences (ACI)

Tunes lighted have the previews sudiences on programs heard on network statisms in New York, Discopp and the Angeles. Unit in based upon JChn G. Peatmark Authence Coverage Index. The Index is protected logan radio lags make available or Programs ACI by the Accurate Proceting Service in New York, Radio Checking Service in Clackage, Radio Checking Service in Los Angeles. Listed her Be top 30 index in the Unit of their logans adaptive transition. This music elected is preponderately form do proceed in the Unit of their logans.

(F) Exclusions tune from a film; (M) indicates tune is from a incretifinate mutical; (B) indicates tune is evaluate an exceeds. In each firstance the (terraling agency partraling performance rights on the tune is indicated.

The frature is copyrighted 1942 by the DMcr of Research, Inc., 3420 Breadamy, Are Verk 3 A.V. No reference may be made to any of this material recets in trade paper; mo other use permitted; or actio behaviour stilling this deformation may be aired. Beforement will be present

1.	A Goy To a Guy (R)
2,	Am 1 in Lunr? (II) (F)
3.	Anyting (R)
4	Around the Devrey (R). Frank ASCAP
5.	Be Anything (But Be Mine) (R)
۵.	Br Wy Lafe's Companies (R)
7.	Blaghswith Block (R)
8.	Blue Tango (A). Mith-ASCAP
	Delicado (R)
10.	For the Very First Time (R)
12.	Forgine We (II) Advanced—ASCAP
	Gievia IR). Life-BMI
13.	Goody Goody (R)
14.	How Clest (R)
15	31 Samone Had Teld Ve (III)
16.	111 White Allow (R). Mayfair ASCAP
17.	1°m Conhissia' (B)
18.	I'm Yawa (R). Algorepin—BMI
19.	Just a Lilitle Lavier (R). Hill & Bange Bill
20.	Kist of Fire (B). Duchess -BML
21.	Maybe (P)
22.	Die Little Candle /R)
23.	Ristza, Ristza (R). She don Bitt
74	Staging in the Rain (R) (F)
	Semmer 1s A-Comin' In (R). EssetASCAP
26.	That's the Chance You Take 18)
27.	To Be Loved by Yeu (R)
28	Up and Devin Mambo (R). Life-P.M
29.	Walking My Shly Back Home (R)
	Watermian Weather 181
31,	Wheel of Fortune (R). Laurel ASCAP
32.	Whistle My Low (R)
33.	Why Did You Leave Me? IRI

Top Ten in Television

١.	Blue Tango (R)
2.	Orticado (R)
3.	Fargive Me (R)
4.	Gold' on a Harride IR1
5.	Here in Mp Neurs (R)
- 6.	Hald Me Close to You IR)
7.	Khis of Fire (N)
8.	Singling in the Bain (B) (F)
9.	Somewhere Along the Way (R)
10.	Waiting My Billy Back Home (R)

• England's Top Twenty

	POSI				
	45 La				
bø d	mefwe	e la j'Wer	ek	Eneriste	& merican
7	1	2.	AROUND THE CORNER	.*	
15	1	2.	UNFORGETTABLE	Bowree, Ltd	Bourne
7	2	3.	NEVER	.*	Reblant
12	5	4,	WE WON'T LIVE IN A CASTLE	.Campbell-Conselly	brolut
3	8	5.	BLACKSMETH BLUES	.*	
6	6		WHEEL OF FORTUNE		
9	4	7.	TELL ME WHY	.E. H. Morris	Signet
13	3		CRY	Francis Det	wilphi.
10		9.	BE MY LEFE'S COMPANION	Morris	Bivela
2	24	10.	AUF WIEDERSEHN, SWEETHEART		
5	10	12.	PETTSBURGH, PENNSYLVANIA		Osford
9	12	12.	AT LAST, AT LAST	.Picke ch	Duckets
16	31-	33.	SLOWCOACH	Sterlier	Ridorular
3	17	14	GANDY DANCERS		
13	16	15.	SATURDAY RAG		
17	13	16.	LITTLE WHITE CLOUD		
1	-	17.	A 607 IS A 607		
9	19	18.	PLEASE, NR. SUN		
23	14	19.	MISTAKES		
1	-	20.	BE ANYTHING (BUT BE MINED		

Publisher net available as The Billboard goes to preis.

THE BILLBOARO

this week on

COLUMBIA'S No. 1

78 rpm 39708 * 45 rpm 4-39708

PERCY FAITH

DELICADO

FESTIVAL

53

Now on Columbia! MADDOX Brothers and ROSE I'LL MAKE SWEET LOVE TO VOU WEDDING BLUES 78 rpm 20955 * 45 rpm 4-20955

> The BIG one ... a sales-maker to beat "Come On-A My House!"

ROSEMARY CLOONEY

Botch-A-Me"

(Ba-Ba Baciami Piccina)

On the First Warm Day"

with Stan Freeman, Harpsichordt Frank Carroll, Bassi Terry Snyder, Drums; Mundell Lowe and Sal Salvador, Guitars

78 rpm 39767 * 45 rpm 4-39767

OTHER NEW RELEASES SOFT LIGHTS, SWEET TRUMPET-HARRY JAMES Serenade in Blue & Embraceable You & Manhattan & Just a Greola & September in the Rain & If I'm Lucky & You Co to My Nead • That Old Poeling. "Lp" CL 6207 & 45 Album Set 8-296

TONY BENNETT with PERCY FAITH HAVE A GOOD TIME

PLEASE, MY LOVE 78 rpm 39764 * 45 rpm 4-39764 FLOTO TILLMAN TAKE MY LOVE WITH

YOU TOO IT'S OVER, ALL OVER 78 rpm 20956 * 45 rpm 4-20956

HARRY JAMES and KITTY KALLEN LIKE THE MOON ABOVE YOU ROLL 'EM 78 rpm 39765 * 45 rpm 4-39765

LESFER FLATT and EARL SCRUGGS I'LL STAY AROUND

THE OLD HOME TOWN 78 rpm 20957 * 45 rpm 4-2095 45 rpm 4-20951

your check list-COLUMBIA'S TOP TWELVF Based on actual sales reports for weak ending June 7

GUY MITCHFLL Pittsburgh, Pennsylvania The Doll With a Sawdust Heart

39663 • 4-39663

GUY MITCHELL You'll Never Be Mine The Day of Jubilo 39753 • 4-39753

DORIS DAY A Guy is a Guy Who, Who, Who 39673 • 4-39673

TONY BENNETT Here in My Heart I'm Lost Again 39745 • 4-39745

GEORGE MORGAN **Be Sure You Know** Whistle, My Love 20945 • 4-20945

LEFTY FRIZZELL It's Just You If You Can Spare the Time 20950 • 4-20950

LOUIS PRIMA The Bigger the Figure Boney Bones 39735 • 4-39735

SAMMY KAYE You Oh, How I Miss You Tonight 39724 • 4-39724

CARL SMITH It's a Lovely, Lovely World Are You Teasing Me! 20922 • 4-20922

for music that sends them . . . to you !



JOHNNIE RAY Walkin' My Baby Back Home Give Me Time

FRANKIE LAINE and DORIS DAY How Lovely Cooks the Meat Sugarbush 39693 · 4-39693

ROSEMARY CLOONEY Half As Much Poor Whip-Poor-Will 39710 • 4-39710

39750 • 4-39750



THE BILLBOARD

JUNE 14, 1952

THE BILLBOARD Music Popularity Charts Inter States State States S Section).

Best Selling Pop Singles

. . . Sused on reports received June 4, 5 and 6

Records listed are those stilling best in the malaw's tap returns retail record stores. Use it haved the Billion's weeks survey around the 1.400 Jargue doubles, representing comp interaction and an experiment and an experiment of the store of method. Because Because Because Because integers a protect sales. The "Bir's side of each record is also listed.

	Weeks	Lara 1 Week M	This	
	23	1	1.	BLUE TANGOBritranzon
	5	1	2.	HERE IN MY HEART A. Martino.
	9	3		KISS OF FIREG. Gibbs
	8	4	4.	DELICADO
	7	8	5.	I'M YOURSE. Fisher- H. Winterhalter
				Just a Little Lovia"
	8	5		I'M YOUR5D. Cornell. My Wother's PearlsCorat/781646/30; (4537)-60690-6M1
	14	7		GUY IS A GUY Doris Day-P. Weston
	18	5	8.	WHEEL OF FORTUNEK. Storr
	13	9	9.	That's the Chance You Take Caral (78)60659; (4519-60659-ASCAP
	7	13	10.	For the Very First T-me
	3	11	11.	WALKIN' MY BABY BACK HOME J. Roy Give Me Time Gent/Data/Tably/Tably
	14	14	12.	PITTSBURGH, PENNSYLVANIA
	18	10	13.	BLACKSMITH BLUES E. M. Morse.
	13	12	14.	FORGIVE ME E. Fisher- H. Winterhalter
				Thee's the Chine You Take
	14	15	15.	BLUE TANGO
	2	17		LOVER
	6	17		I'LL WALK ALONE
	5	17	18.	CARIOCAL. Poul. Im Canfestin'Cap(78)2080; 145H-2080—ASCAP
	4	17	19.	HALF AS MUCH
•	12	16	20.	BE ANYTHING (But Be Mine), E. Howard.
	1	-	20.	MAYBE
	4	21	22.	
	9	22	22	BLUE TANGO
	1	-	24.	
	2	26	25	DELICADO
	28	25	26	. ANY TIMEE. Fisher- H. Winterholter
	8	26	27	KISS OF FIRE
	4	24	28	HERE IN MY HEART
	2	-	29	Ym Lost Again Coll/20199745; 14534-39745-m6381 I*M YOURS Four Aces T I Understand Dec(78J28162; 4859-28162-BMI
				1 Understand

- 29. WATERMELLON WEATHER. P. Como E. Fisher

Best Selling Classical Albums

Best Selling 33 1/3 R.P.M. Latt Week

- 1. Verdi: La Traviata (Complete Opera); L. Altanere, G. Cetanonity, P. Demit, J. Garris, R. Merrill, J. Moretand, J. Perett, M. Stalinan, NBC Symphony Ork and Chorus, A. Tascanie, conductor 2 Chorus, at. Instanton, Chicago Symphony Ork, R. Nubelik, conductor Monstorgiky Pactores at the Exhibitions: Chicago Symphony Ork, R. Nubelik, conductor Moroory (33) MG-50001 3
- mily-Kursaliuv: Scheheimzade; Sam Francisco Symphony Dily, P. Monteux, conductor V (33) LM-1002

Best Selling 45 R.P.M.

2

- Tchelkowały: Swan Late Haller; St. Lawis Symphony Ock, V. Golschwana, candiactar W (45) WOH-1028 2
- 3. Resciel: William Tell Deteture; NBC Symptony Ork, A. Toscanial, combutar V 485) WDM-605

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DEALER DOINGS

POSITION

New and Views

"Capital's method of dispos-ing of the dealer's 5 per cent return on s he lac records is downright sensible." writes The Salem Record Shop. of Salen, Ore. "Why should we dealers pay treight on dead merchandise only to have it broken up at the end of the line? We would glory in doing it ourselves, or better still, watch our salesman perform the ceremony." The latter probably would be quite a sight.... The present state of the record business may be the result of any number of fac-tors. The following comment, tho, has been received from Manuel Silver, of Grove Hall Record & Music, Roxbury, Mass., "Blame it on the presi-dential year, three speeds, tel-evision, cut prices, low prices or whatever, but business is rotten."... Other dealers have more encuraging comments to forward Mis. Bence Manole. of Carlisle, Pa., for instance, writes, "We introduced disks offering 16 hits for \$2,B8, and they have been accepted with many fine comments. We have also made many in the specific re-ords in The colorful paper containers list several dizen 'All Time Hin Records: which the customer can check against his purchase home.... All Meyer, of Town and Country Masic, Westwood, N. J. re-ports, "The Columbia \$12,55 player (attachment) is going extremely well. Columbia has done a great job on the televi-sion promotion and should reap a good harvest."

Chatter

Chatter The Richmond Record Shop, of Richmond, Ky, is per-plexed. The outlet states: "We have records by Eddle "Piano" Miller on Rainthw, Capitol and Decea, and now we notice that RCA Victor is putting out some records by the same art-ist. We've been wondering if this is the same man on all records." The answer is, yes. ... Weiss Appliances, of Chi-cago, writes that they have been able to borst the sale of record players by plugging the advantages of LP's. "Reming-ton and Reyale labels are out-selling other LP's five to one here. "Weiss writes... And, pask House of Music... of Stock-ton, Calif., "When are the price of cecords coming down."

Commentary

Commentary R. B. Frank, of Frank Broth-services of the service to small-dealers in small communities. If writes, "Service to small-town dealers is very poor. Brokage and shipping costs are heavy. I think the small-town dealer should get his or-der filled first instead of let-ing the city dealers walk in and take the cream. We're of the hept waiting until the distributor gets a new batch for the dealer should get his or-der filled first instead of let-ing the city dealers walk in and take the cream. We're of the hept waiting until the distributor gets a new batch productor gets a new batch where the start of quick-breakage taken care of quick-Wusic House. Charleston, S. C. Auson dou're for manufac-tures: "Reduce the number of the stores Lakeland, of Associ-ated Stores Lakeland, of Associ-ated Stores Lakeland, of associ-ated Stores Lakeland, "Her and breakage growing." Her and inproge growing." Her and manufacturers 'Bator ords resple have complained inproge growing." Her and improge growing and a Warn get item to customers. Have and the distributor and and be and a batch improge growing and a warn improge growing and a warn improge growing and a warn improget item to customers. Have and the store and and and a warn improget item to customers." Her and improget item to customers." Improve the store item to custo

	Last.	This	
	Week		
122	1		LINDERELLA (7 mo Preamh) 1. Woods & Others
39	3	2.	
81	2 "		Dealt Date (1997) BD20 DN THE FARM (Two Records) P. Cettop: B. May P. Cettop: B. May
77	5		TWEETY FIE 10w Record) M. Blanc B. May
180	5		BUID AT THE CIRCUS Theo Records) Atam Lwington-Vance (Pinto) Lowing. EmerrolBBS-34; (451CBRF-3030; C331DBX-134
55	T	-	LONE RANGER VOL.] (He Becomes the Lone Ranger (One Record) G. Tarrite Dec(78)8-29; (851)-252
14	11	2.	17'S NOWDY DOODY TIME (One Torond)
46	4	8.	ALICE IN WONDERLAND (Dre Record) K. Benement-E. Wren
59	7	۹.	P. Wing VC781V-384; (451WY-384
35	13		HENERY HAWK (Bur Bucord)
37	-	11.	LITYLE RED CABOOSE (One Record) Sparkie-R Carter and DBS 0r0Col(78)MJV-105; (45)4-105
58	11		BOZD AND THE BIRDS (Two Records) P. Epivin-B. May Cap(78HD5X-3033; 1451CBXF-3033; 1331HX+3064
1	-	12.	SNDW WHITE AND DOPEY IOre Pecerd) Demis Day TWEETY'S PUDDY TAT TWOUBLE ITwo Recents:
31			LA Blow Cast76)DEX-3102: (45)CERF-31UC
91	13	15.	BOZD UNDER THE SEA (Two Records) Varce (Pinto) Colvia Alan Likimpson
57	-	35.	LONE RANGER VOL 1) (He Finds Silver) (One Record) G. Trendle
56	-	15.	PETER AND THE WOLF ITwo Records? Starline, Holloway. V(78)V-386; (451WY-386

• Best Selling Children's Records

Pecords listed are those resords setting best in the mation's relail record stores (dealers), according The Bilboard's evolvy dualar survey. Records are (isted according to greatest sales.

. . Based on reports received June 4, 3 and 6

Best Selling Pop Albums

... Bared an reports received June 4, 5 and 6

Because all labels are not issued ap all reprote it is glifficult to non-fairs a poor allows that Is stallifically accurate. Furthermore space provide investing systems make it allows timestabile for the weaking. Lives data to still on the Billhows' poor chart sustainabiles to a comparison may be drawn balaness their 35 poor allow sales are taket of size allows adity. Therefore, the Billhows' to no loops attencing is trade scorarized particular sum balances of Son d33 bod submits.

Best Selling 331/3 R.P.M. Last This

1.66.0	14.64	
1	1.	WITH A SONG IN MY HEAPT
2	8.	STINGAN IN THE PAIN Or nivel Cart
3	3.	JOHNHIE RAY J. Res-Four Lads-8 Entr Quintet
-		BIG BAND BASH B. Way
5	5.	AN AMERICAN IN PARIS G Kelly-K, Gertary-J Green
8	э.	EDDLE FISHER SINGS E FISHER SINGS
		TOP POPS F, Carte
		SHOW BOAT (Grigtoa) Cast9 IC, Grappena, Gardigr-M. Neel
δ	9 .	GLENN WILLER CONCERT VOL 11 G. Mitter V(78)PT-39; (333LPT-30
8	9.	GLENN MILLEP CONCEPT VITUIPT-35- (1931LPT-36

Best Selling 45 R.P.M.

1	2.	WITH A SONG IN MY NEAR? IFour Perredu
		L Freedow
2	2.	SINGIN' IN THE RAIN (Four Records)
		Original Cast
3	3	JOH/JWIE RAY (Four Records)
		J. Ray-Four Lett B. Cole Quintet
5	4.	BIG BAND DASH (Time Records)
-		B. May
	5	EDDIE FISHER SINGS (Fee) Provide
-	·	E. Fisher
6	6	AN AMEDICALL IN EASIS (Entry Burnets)
u	-0.	G. Kelly-G. Contary-J Green
2		I'LL SEE YOU IN MY DREAMS (Four Recents)
'		Doris Bay-Original Cast
8	8.	GLENN MILLER CONCERT VOL 31 (Faur Records)
		P (19)11- V(78)PT-19- (45:WPT-39
0	9	THE EAWDRITES (From Receive)
'	24	TV FAVORITES (Feer Record) P. Come
in.	10	SHOW BOAT (Feer Pecardi)
		A. Gardeer-H.Keel

• Classical Reviews

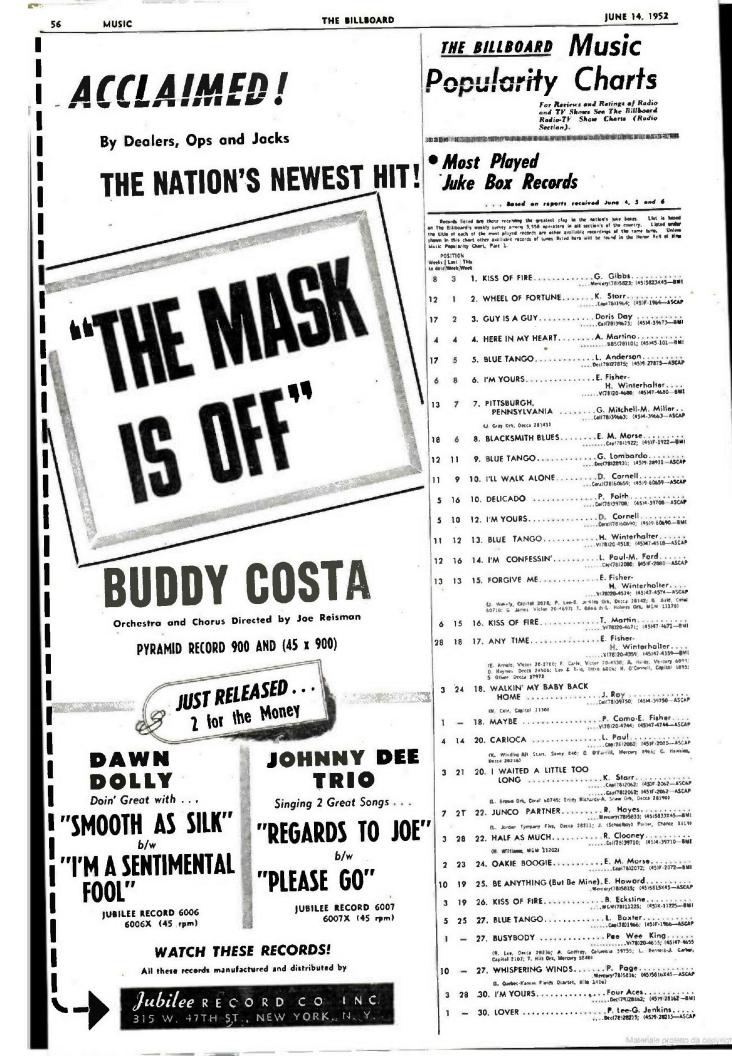
90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

BRANNES: CONCERTO 19 D VALOR FOR 75 A BOSTON POPS PPOCRAM—Bindly Kor-748.114 & ORK, Dr. 77 ISAGC STER... Violina-lin: Thomas Bircham Gand Real Philometric to control 10 and 10 and

a loard, artistic erformance is no main of Artista Pietori, front has paramet industrial industrial excerning incervers, in Pietor, and radia additiones with his must restart industrial and restart additions with the main industrial excerning incervers, in Pietor, and radia additiones with his must restart industrial are effective. Use have remained for the fract attribution to the fract attribution to the product it for an industrial excerning incervers in Pietor.
 TARGUETTE: LES CLOCKES DE CORME. T43
 TARGUETTE: LES CLOCKES DE CORME. T43
 TARGUETTE: LES CLOCKES DE CORME. T44
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Here is another fine set by the Destou "Peop" orthosten under the breat and skillful direction of Arthur Fiedler, who has pleased wnomerable concert-geen and radio audiences with his mu-







GHTY

DANNY

DAVIS

singing ...



Most Played Juke Box Folk (Country & Western) Records . . Bosad an reports received June 4, 5 and 6

Western records most played in june boxes according to The

POSITION Weeks | Last | This to date Week Week

ID C4	6 And Gal	ALC: NO.	
9	1	1.	WILD SIDE OF LIFE
16	2	2.	DON'T JUST STAND THERE Carl Smith
4	8	3.	ARE YOU TEASING ME? Carl Smith
2	10	3.	ALMOST
10	3	5.	GOLD RUSH IS OVER
8	. 4	6.	DON'T STAY AWAY Lefty Frizzell
2	10	6.	TALK TO YOUR HEART R. Price
32	6	₿.	LET OLD MOTHER NATURE HAVE HER WAYCorl SmithCol/20062- 14514 20062- 14514 20062-
4	7	8.	HALF AS-MUCH
20	5	10.	WONDERING

• Country & Western Records Most Played by Folk Disk Jockeys

artier are those sinyed most by the ration's leading Country and an endine from working terms around a talent that of once data

	POINT COL	
celus.	Last This	

10

7

11

18 11 14

4

10 2

Lo dat	Le Week	Week
14	1	1. WILD SIDE OF LIFE
16	2	2. DON'T JUST STAND THERE Carl Smith
9	2	3. ALMOST
5	4	4. TALK TO YOUR HEART ?. Price
2	7	5. THAT HEART BELONGS TO
3	5	6. IT'S A LOVELY, LOVELY DAY. Carl Smith
2	6	6. ARE YOU TEASING ME?Corl Smith
6	-	8. HALF AS MUCH
8	9	9. DON'T STAY AWAYLefty Frizzell CBI(78)20921; (4514 20912-0001
23	-	10. WONDERING

• Best Selling Retail Folk (Country & Western) Records

rateived June 4, 5 and 6

that sold best in stores according to The Billion

POSIT	1.041		
La	t This k[Week		
1	1	WILD SIDE OF LIFE	
3	2	ALMOST	G. Margan
5	3		
2	4		
4	5	WONDERING	
6	6		Hank Snow.
9	7		IERE Carl Smith
9	B		E?Carl Smith
7	9.	DON'T STAY AWAY	Lofty Frizzell.
8		IT'S A LOVELY, LOVELY	DAY.Corl Smith

"Do You Ever Think of Me?" BOB WILLS "SNATCHIN and GRABBIN" 1 14 23 NGM 11241 11241 M-G-M RECORDS THE GREATEST NAME TO SEVENTH AVE NEW YORK 36. N.

THE BILLBOARD

59



Fast Becoming America's Favorite Dance Band! AND HIS DANCING SHOES ORCHESTRA Comes up with Another **Big Hit on Mercury Records!** backed with "WAIT TILL THE SUN SHINES NELLIE" Mercury Record No. 5875 HERE'S A PREDICTION THAT CAME TRUE ... The Billboard The Disk Jockeys Picked Now Hitting Big Everywhere! Direction: General Artists Corp. lercuty Chicago, Illinois

-360 N. Michigan Ave.

BELTS A WINNER!

FE F States

MUSIC

THE BILLBOARD Music **Popularity Charts**

nd Ratings of Radio See The Billhoard on Charts (Radio

• Country & Western (Folk) **Record Reviews**

Nelos with a 'nety reading. NEGNT AND DAY A combail version of the Ce features the Martie sax on

the prosp. (Continued on page 117)

• Folk Record Releases

Records listed are generally appracimately tong uncerts in Solvance of actual release List is based on information supplied in Johance by record companies. Daily of or thinse manufactures voluntarily supplying information are listed.

feale 111 Love Yop-Rambling HI Lask Yam—Rambiling Furths Sheffard L (2014) An encours 5001 (2014) An encours 5001 (2014) An encours 5001 (2014) An encourse 2014 (2014) An enco

II You3 Col 20950 Martin (Your Love)

Tork Angelal-

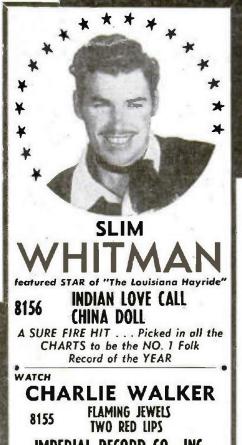
an) ¥ 20.

us Shallars : Limitians Luma- labo an Read (The

Time)- Tied Down) Mer 6400

Tree Lore 1: Always That (Ding Donal Fortune 366 Wrien You Have Ne One to Le (Why Don'l) King 2072 Why Don'l You Come Back a (When You) King 2072 then's Yom come black to me When Yom3 King 1072 Are the Light of My Life-em Foot Fire (Night) Sec 2 Lines Jac Marsin first the

at 64132



IMPERIAL RECORD CO., INC. HOLLYWOOD 28. CALIF. 6425 HOLLYWOOD BLVD.

Materiale protetto da copyright

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MERCURY 5872 . 5872X45

COMING NEXT WEEK ... GEORGIA GIBBS NEWEST HIT!

lercury

17

"The Mask Is Off

JUNE 14, 1952 THE BILLBOARD MUSIC 61 THE BILLBOARD Music Popularity Charts **ALWAYS** on For Reviews and Ratings of Radio and TV Shows See The Billboard Radio THE JOB! • Best Selling Retail A HIT! RHYTHM AND CAN'T STOP **BLUES NOTES** Rhythm & Blues Records By BOU ROLONTZ Irving Feld of Washington, has booked a strong line-up of *r &b*. Jalent for Saturday night river-boat cruises on the Chesapeake River July 26 thru August 31. He will run two rides nightly, and the first Saturday night ahow on July 26 will feature Sarah Waughan and Hal (Combread) Singer. On August 2 the stars will be Charles Brown and the Charles Brown and August 16, Lyan Hope and the Orioles. The Griffin Brothers and the Group Angust 30 show will fea-ure Paul Williams and Danny Cobb in a battle of music with Joan Haris, is holding a Jazz Concert Marking 13, which will feature Marking 13, which will feature Marking 13, which will feature Marking Jazz Concert Marking Jazz Concer By BOB ROLONTZ . . . Based on reports secrived June 4, 3 and 6 MYCRY Recards listed are http://www.and.blues.recards.that sale last in stores according to The Billboard special weeth purvey ananag a selected group of retail stores. Use majority of whose custoner's purchar regimes and bases receives. Laurie late POSETION Weeks | Last | Thin to date; Week | Week No. 965 with Joe Marris' Orchestra 10 1 ATLANTIC RECORDING CORP. 1. 5-10-13 HOURS. Be Anything Sit Be Mine 2. GOIN' HOME. Imperia(78)5100; (45)45:5100 2 3 HEY, LOOK! 5 JONNY SPARROW 3 4 WHEN YOUR LOVER 16 6 HAS GONE 3 7 and SPARROW in the BARREL 4 8 Dependable 10 10 GOTHAN PERMO Continued on page 106 CLOSING OUT OF DISTRIBUTORS' Most Played Juke Box STOCK 25,000 New Records Rhythm & Blues Records Rhythm & Blues 6c each Based an seports received June & 5 and 4 Performers **Record Reviews** F.O.D. N. Y. Inimum order 1000 recideds, con-thing of at least 30 different Recards Frited are styling and blues recards most played in use bases according to The Billbaard and blues recards. RHYTHM & BLUES POSITION Weeks | Linst | This to date;Week;Week **VEDEX COMPANY** PLaza 7-0636 Complete Inventories Rough 1. HAVE MERCY, BABY Dominos 3 2 THE BLUES CARAVAN BEOTHEE BLUES CORAL 63001-Worm, moory, arter haves Divert or played story and reland-like by the Carran with Any Jay Testured on BEGIST the because the because the angle of the Care Instancial mathematical mation of the Care Porter ture, shole the ork backs the same 10 GOING STRONGER THAN EVER 2 3. LAWDY MISS CLAWDY. ..., L. Price. SAVOY 4847 5 "EASY 7 EASY 8 5 BABY" 14 JIMWY TYLER DRK TAKE IT AWAY RING 32080-A familiar rife forms the basis for this slight robot mich limbuts an adeauata recal by Tyler and some skap on wath 10 VARETTA DILLARD 3 It pays to SAVOY RECORD CO., INC. 1 standardize 4 9 011 Rhythm & Blues PERMO **Record Releases** Proven Hit! HIT RECORDS POINTS WHAT YOU SOW" WHEN LOUISIANA Brdtime Blues-The Blues Caravan (Begint Cora Theeler Flis ARTACHE HERE E COME sin the Bry Caral 65091 BREAD OF HEAVEN 849-Walker bas a like y item bere, gives the bior-bill ballad a strong terr serformance, over good rhythm Const 65091 Blachort-Pail Bacomb & Ort (Bleest States 107 Blachort-Pail Bacomb & Ort (Bleest and States 102 Deale:E-The Aarms (Mry Did) Mer 5653 Dor't Mary Too Scort-Lill Mis Canadacis (Try a Little) Dor't Mary Too Scort-Lill Mis Canadacis (Try a Little) Dor't Mer Doegt & Const-Link Dona Higtower (Kris Mr) Dec 28233 PERCY MAYFIELD 432 WHEELER RECORDS Continued on page 108 allu A New IMPERIAL RACE HIT! Continued on page 108 3508 Summer T-BONE WALKER BUY CHESS AND YOU 5193 I GOT THE BLUES LOLLIE LOU Buy BEST THE SILVERLIGHT QUARTET 5184 JESUS, LEND ME & HELPING HAND IN YOUR NAME B/W UNFAIR DEEDS LIL' SON JACKSON 5192 TRAVELIN' ALONE YOUNG WOMEN BLUES the LATEST AND HIS GREATEST COMPLETE JOHN TRIPP THIS LOVE OF MINE 5190 LETTERS, LETTERS, LETTERS NOBODY'S WOMAN Coin NEEDLE Line! FATS DOMINO "BACK UP" 5180 GOIN' HOME REELING AND ROCKING This is Chess #1512

IMPERIAL RECORD CO., INC.

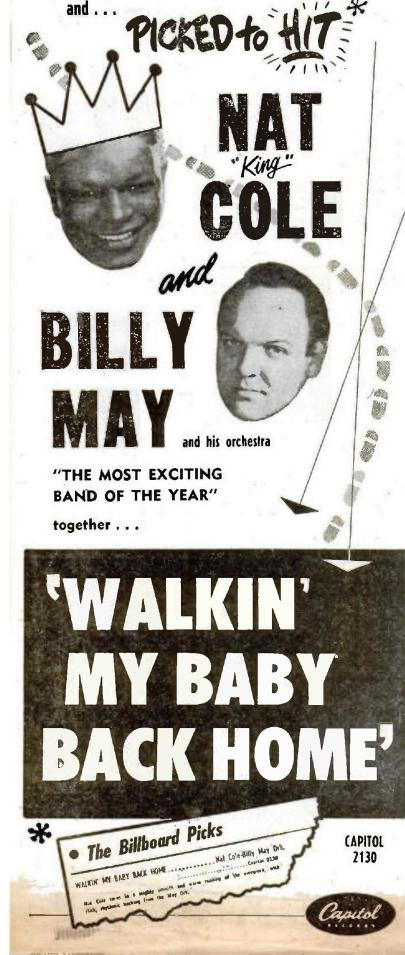
HOLLYWOOD 28, CALIF.

ANOTHER No. 1 Manay-Maker

750 E. 49th Street

Chicago T3; Illinois

PERMO, Jnc.



RELEASED by POPULAR DEMAND

THE BILLBOARD Music **Popularity Charts**

For Reviews and Ratings of Radia and TV Shows See The Billboard Radio-TV Show Charts (Radia

Advance Record Releases

POPULAR

After Yar'se Gost-Bartliy Aloin (Derroket) White W Lose George Morean (Br Sere) Gel V 204755 Sere You Know-Geore Morean (Misteh) Sore You Know-Geore Morean (Misteh) Der Bart Ne Nepk-Elis Lubias (UI Wind) Gel 39767 Break Mark-Remmer Caoley (On the First) Gel 39767 Break Mark-Remmer Caoley (On the First) Gel 39767 Break Marke-Remmer Caoley (Break (More or Lesi) Y 204737 Sored-Aller-Aller Caoley Angle Des 28236 Cart Ger Dut of This Meed-Aller Fromas Sat Derroke-Barchy Allen (Lifter Yar'se) Reak 204-7375 Derroke-Barchy Allen (Lifter Yar'se) Reak 204-7375 Derroke-Barchy Allen (Lifter Yar'se) Reak 204-7375 Derroke-Barchy Allen (Lifter Yar'se) Reak 204-735 Derroke-Barchy Allen (Lifter Yar'se) Reak Vielling Harondytz Plantet B-12/7 Croster Sonale

Ren Hank to Marken The Warris (Hard?) Dec 22228 Sauriage Regendents Lee (Berybarg) Dec 28236 Sauriage Ween-State Marine Ork (Cost) Erris Carel John State (State (South Erris) Sauriage Veen-State Marine Ork (Cost) Sometary Stretteart-Al Vargam-Framile Frok (S) 10 Dec 28229 Taris- Dick Bearris-Lee Baste Ork (Please) Tae Man is the Moon Cried Last Night-Merrin The Man is the Moon Cried Last Night-Merrin Siver (Carel John A Cried Last Night-Merrin The Man Care (South A Cried Last Night-Merrin The Man Care (South A Cried Last Night-Merrin The Man Care (South A Cried Last Night-Merrin Decision (Carel South A Cried Last Night-Merrin Tae Man Care (South A Cried Last Night-Merrin Tae Man Care (South A Cried Last Night-Merrin Decision (Carel South A Cried Last Night) Decision (Carel South A Cried

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sames teritan Attum (1-10">--Latin Reytees Sonse RCA Orie Frank Black, Gord,--RCA (33) UN-105. Its Stevets and Rapert Marchill Album (1-10")--A Casicale of Musical Conecty, RCA Orb. and Convex; FM Osie, cond.---VT337 UN-100 Conecta Attum (1-10")--Contine MarChe-Lucifier Homas Chernes & Orb; George Greeky, cond.--Cap (133) 1-336, Instrument & Oxford Conecty, Cond.--Reyter Conecta Science (3-10")---Contine Marche-Lucifier Marchanes & Oxford Conecta Tene Conect Cap (133) 1-336, Instrument & Conecta Tene Conecta Cap (135) 1-336, Instrument & Conecta Tene Conecta Tene Conecta Cap (135) 1-336, Instrument & Cone

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MUSIC

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THE BILLBOARD Music **Popularity Charts**

For Reviews and Ratings of Radio and TV Since See The Billhoard Radio - TV Show Charts (Radio Section). LINE OF THE ALL ALL ALL ALL DESCRIPTION OF A 90-100 TOPS 80-89 EXCELLENT 70-79 COOD 40-69 SATISFACTORY 0-39 POOR

Record Reviews

Kow Ratings Are Defermined Records are reled four ways: (3) over-all; (2) as to their rules for disk pothyst (3) for establishing, and (a) for operations. Each ratio is on the bas's of also signatures. Each rationary is subject a macrimum mumber of perins, within which new release are rated. N. S. Indirates moond is not suitable for a specific usage

The (alogories Following are the measimum points that may be saved by a record in each of the sine categories condensed: Song calible, 150-interpretations, 150 annual ment, 150 name value, 351 record quality (annae, etc.), 52 minute publicants air performance pitterial dis categories forced addity (annae, etc.), 52 minute publicants air performance pitterial distribution asset, 100 manufacturer's production efficiency, 31.

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



- ALAN DALE 79-82-78-77 FAITM 79-82-78-77 COReL 60738-A perity, bis new ballad is performed with fort of bart by Alan Diel, over a pool set backing. This ten new, over a pool set backing. This ten new, over a pool set backing. This ten new, over a pool set backing.
- deejays. I'M SORR This side was reviewed previously when coupled with the Date version of "Here In My Heart."

LOS MUSICOS

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- THE VARCHERS GENERAL EISENHOWER WARCH BIGH 122Garchites is along a forced and the standard for the standard force and the standard with barrys and bills addi-tion (the to the standard with barrys and bills addi-tion (the to the standard with barrys and bills addi-tion (the to the standard with barrys and bills addi-tion (the to the standard with barrys and bills addi-tion (the to the standard with barrys and bills addi-tion (the total standard).

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out & effective. YOUR HAPPINESS IS MINE...79-74-73-72 The warm value of Mine Merrow carries thru micely on this moody ture. It is backing is set by the ork with a Utiliating plane stand-

DREAM HOUSE a far alle and Ball Ball Bacely. In Logis plannet upcil Bacely. ----

BY LALLY Record Reviews

POPULAR

EAPCLAY ALLEN CHEONKE 74-76-72-74 RCA 20-026-This is the first was effort by Allow since his near-fitted was accleent daury rater sage. This near cellstall was accleent daury this music-distange of the Ray Abolt super shows that Allent's lingers have fait near of the cell mapic. The former plants for the Fredry Musich ent rateman bis well reservoired brillmant style an an accleing instructure of the bergriven. RHytem backling adm to the stars attracted maps.

BILLY MAY EASY STREE CAPITOL 2113—A very distinction an-angr-event set to a Cheek to check dance terms off by the beatter. May familie the off MATHEM to be associated and the set of the MATHEM to be associated and the set of the MATHEM to be associated and the set of the MATHEM to be associated and the set of the MATHEM to be associated and the set of the MATHEM to be associated and the set of the MATHEM to be associated and the set of the math strees mail contracture that and the math strees mail contracture the set of the the termo and builts to a cloude created. Dealogs will spin.

CISEL® 40.4CBR2/E WHISTOL 2116—Which were from air main Nost" is song stry jessanity by Mis-tagine Nost" is song stry jessanity by Mis-ing full de af harmonica. DMHYY 79-84-77-75 Waterial is feet, and ever absidter allo use ing full de af harmonica. DMHYY 79-84-77-75 Waterial is feet, and ever absidter allo use ing full de af harmonica. DMHYY 79-84-77-75 Waterial is feet, and ever absidter allo use ing full de affect and her to the statien to revet her externing mac-ting de de effect all by Bosticher and der effect buils societter. An unusual example, that scrapps than's entry.

AL MORGAN, PRANICE FPOSA 15 IT TRUE WHAT THEY SAY ABOUT DOES DECA 28328-Meyson and Frank Index at at Bounce inst the able wit this received by source werk. Vocal by Margan adds a tal of Intervet.

of interest. SOM COAY SWEETHEART73--72--71--76 Another Nice waxing by the plans dok with a storg Muneyse mocal. Losth sides should draw a lot of colo.

DOE EFTA LEE SUSYBODY 73-73-72-72 DECCA 2023-B-Bright cavity lues is begin-ning to put annexe of positist. This are plus a brisk vocal by Rabora Levenshipsyst sizer backets set by the Levenshipsyst Source The Sural Sea is bit of Targi Instru-mental water. Source Targit Sea is bit of Targi Instru-mental water. Source Targit Sea is bit of Targi Instru-source Targit Sea is bit of Targit Instru-torial Sea is bit of Targit Instru-source Targit Sea is bit of Targit Instru-torial Sea is bit of Targit Instru-source Targit Sea is bit in the Lakebrid Sea of a loss of the Davits With Cen-ter Sea is bit in the Lakebrid Sea of a loss of the Davits With Cen-Backbrid Sea of a loss of the Sea is bit in the backbrid.

At AUGUST JUST ONE OF THOSE THINGS, 74-75-74-72 MERCORY 5859-Augusts k-choore withdrin an the Cate Parter Saverlee makes for a very Histonaba side Hris backed by a chythm group. Should get lett or toint. DELICADO DELICADO Caveros was of Latin few characters the Invignative given shifts of August. Mile site erts a strong Latin beat in backing bilm.

NAT "KING" COLE-BILLY MAY ORK WALKIN" MY BABY BACK

AT "KNR" CUL-SILL MAY SALK WALKING WY BARY SALK CAPTOL 210- The Constraint of the Constraint Siles Captol 210- The Constraint of the Constraint Siles but the Gran and the constraint officies 1 the Bally May act. It's a consolication that could on a long wany mainton. A' Rice of Constraint of Salk on a FLIMMY. Solid Solid Solid Solid Solid FLIMMY. Solid Solid Solid Solid Solid FLIMMY. Solid FLIMMY. Solid S

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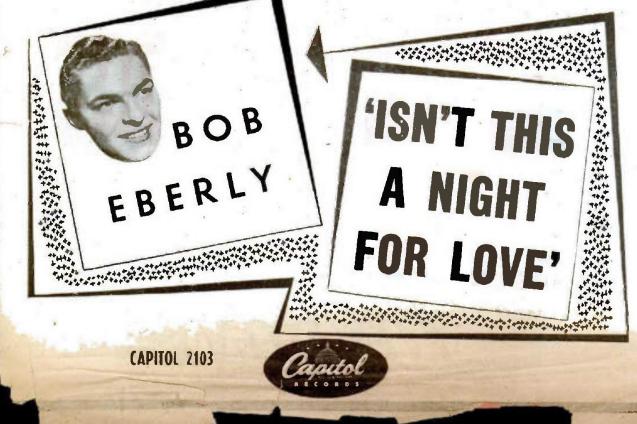


















HE BILLBOARD



OORAL EXECS VISIT NEWARK COSNAT FIRM .

Coral execs were in Newark, N. J., Tuesday (3) to help fete the official opening of Jerry Blaine's Cosnat office in that city. About 200 dealers, artists and juke op-erators were on hand for the festivities.

JACK BERGMAN SIGNS NEW LINES .

Jack Bergman. of Tempo Dis-tributors, has taken on the LP lines of Concert Hall, Spa and Lyrichord. Clarence Cohea. for-merly of Concert Hall, has joined Tempo to head up its classical department.

DECCA'S EASTERN DIVISION MEETS ...

Decca held a meeting yesterday (6) of its Eastern Division. Managers of the firm's branches, and Eastern Seaboard distributors, attended the 1-day conclave at New York's Biltmore Hotel. Meet

JACK CARRINGTON who wrole "SATURDAY NIGHT FISHFRY" has surpassed all other efforts with his new mes "JOHNNY" song by Gisele MacKenzie **CAPITOL RECORDS** * CARRINGTON'S ewest tune "JOHNNY" Controversial . . . Popular . . . Different . . . YOU may Love It-YOU may Hate It-

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New York

"HIGH NOON" TELLS FILM STORY: WAX MADE

A new tane published by Leo Feist, Inc. "High Noon," from the Stanley Kramer flick of the same name, is very unusual In that the lyrics recapitulate the story of the movie. The tune has been waxed by Frankie Laine, on Columbia, Bill Heyes on MGM and Tex Ritter on Capitol.

Meyerson Signs Pact With Musimart. . .

Jack Megerson, operating head of Merit Records, has inked Musi-mart of Canada as distributor of the low-cost LP line in the Do-minion. The diakery is readying a new release of 12 records to add to the mewing context. to its growing catalog.

Barnett Makes National Tour of MCA Offices... Tour of MCA Offices... Larry Barnett, national veepee of the Music Corporation of America, left for the West Coast for a 10-dary stay, including ai-tendance at the American Feder-ation of Musicinas Convention at Santa Barbara. He will make a tour of all MCA offices on his way back east.

CHANCE LABEL NEW CHI FIRM: DISKS RELEASED .

FIRM: DISKS RELEASED... Chance Records, with headquar-ters at 2009 South Michigan, Chi-cago, has been formed, and is now releasing sides cut by School-boy Porter: the Chanceteers, an instrumental group, and James Williamson, all rhythm and blues artiats. Label mow has set 18 distributors and, after settling a West Coast rep, will offer na-tiohal distribution. Firm will specialize in r.&b. releases.

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"HE SIGHED AND SHE SIGHED

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John Laurenz with Betty White-#102

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(AND THE SEA SIGHED TOOP

was chaired by Al Simpson. di-vision head. JACK DUNN GETS DECCA ASSIGNMENT Mike Conser, Decca's artist re-lations and publicity chief, has mamed Jack Dunn to replace Irwin Zucker as Eastern decjay promotion man for Coral. Zucker ieaves on a European trip next week. Conner also named Ann. Reisman as publicity assistant. WARING HOLDS OUTING FOR MUSIC MEN. The 14th annual Fred Waring outing for professional music men siguests in golf or baseball, the aventer of Albarter. Mark Bunder of the season next at Shawnee, Pa., Was held last Tuess day. (3). The day was spent by most guests in golf or baseball, the a number of visitors had relaxing time at the pool, during the lovely spring day in the Po-cono foothills. "HIGH NOON" TELLS FILM STORY: WAX MADE. The day was ment by the season foothills. "High NOON" TELLS FILM Storey: WAX MADE. The lath and the subulban Supper Club. Brooklyn, this week. Tomile Connor. English cleffer

Tommie Connor. English cleffer

Tommie Connor. English cleffer and former exec of the Song-writers' Guild of Creat Britain, has arrived here. He pians to settle in the States and become an American clitzen. One of his first acts was to join the Song-writers' Protective Association.Another recent signer of the SPA roster is old-time writer Lew Brown. He returned to the organization after a Syear hintus.Lee Eastman. music industry altorney, is due back from Burope next week.... Eddle Høller, head of Rainbow Records, has retained Felix Manksleid to handle export sales.... A fourth son was born to the Lou Boonsteins, of Leslle Distributors, Monday (2). The in-fant was named Richard Ira. Gene "rupa has thrown bis bat

It's a boy for Bernie Miller. Victor press chief, and his wife. It's their third child.

Victor press chief, and his wife. It's their third child. Mercury Records will push its release of disks by the Gene Krupa Trio by issuing three disks per month of the combo. The group will cut eight sides for the diskery next week. Edward Lamb, of Edward Lamb Enter-prises in Toledo, will sponsor the five free junior concerds for child-ren by the Toledo Orchestra dur-ing the 1952-53 seeasn.... Abbey Records cut four sides last week with the Paul Neighbors ork... Derly Records signed a new sing-ing group, the Winners. built around singer Bob Houslon, for-merly with MGM... The Ellio Lawrence ork opened at the Stat-ler Hotel here Monday (2) for four weeks... Samny Kaye's ork will play a week in Atlantic City's Steel Pier from August 22 to 23. The ork plays at the Balti-more Music Festival sponsored by the Association for Crippied Children on Sunday (8) at the Memorial Stadium in that towa.

Jimmy Hilliard. Coral a.&r. chief, has announced the signing of Two-Ton Baker as recording artist. He'll wax both pop and kiddie material for the label.... Norman Weinstroer, Coral sales manager, was in Dallas this week for confabs with the diskery's

distributors in that city, Houston and New Orleans.... Art Free-man. of Benart Distributors, out-let for the Decta subsidiary in Cleveland, was here on a visit

Ray Anihony set for a three-day stand at Edgewater Park, De-troit, opening July 3. Jan Garber into Peony Park, Omaha, July 10-18; then goes to Cheyenne. Wyo., for the Frontier Days Cele-bration July 21-28. Dick (Two-Ton) Baker set to cut his first sides for Coral. Benny Strong opens at the Hollywood Pailadium June 17, then moves up the Coast to San Francisco of a lengthy stand at the Mark Hopkins.

Pailadium June 17. then moves up the Coast to San Francisco fof a lengthy stand at the Mark Hopkins. Reiph Flanaggan into Lakeside werks. Also set for the location is Jimmy Dorsey, who opens werks Also set for the location subourd the dealer of the location is Jimmy Dorsey, who opens two-week stand July 10. Dorsey follows with three days, starting Manitou Springs. Colo. Forest Park Highlands. St Louis, has booked Jimmy Palmer for a week starting June 13. Reiph Marterie, July 14. and Buddy Marterie July 23. 7. new week starting June 13. Reiph Marterie July 23. 7. new exit, Will, Delavana Lake, Wils, aturting July 17. Buddy Greeco starts a week's tun at More Main Street, Cleve

Buddy Greeco starts a week's run at Moe's Main Street, Cleve-ind, June 23. Dorothy Col-lins, TV singer, into the Hollen-den Hotel, Cleveland, July 28 for two weeks.

Harry Banch and band renewed for an indefinite period at the Colony Club, McClure, III. Don Grimes starts a run at the

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Baker Hotel. Dallas, July 21, Max Müller into the Streamliner here June 8 for several weeks. . . . Muggsy Spanier plays the Colony, Montreal, June 26 thru July 5.

Philadelphia

Red Rodney's jazz sextet, hold-ing forth at Lou's Moravian, has signed Mac Lerner, owner of the sterner de Decas subsidiary is signed Mar Lerner, owner of the side cas subsidiary is comer of the Decas subsidiary is comer of the Paida Record Company. Stered is at the Capitor Theater in Washington. On Monday (16) he moves to Chub by's in Camden, N. J. ... Mindy Carson opens at the Holenden the Graven opens at the Holenden the Graven opens at the Holenden the Vest (2000) and the Stere of the Paida Record Company. Freddie Gray and his Gravitor brass have returned to the city. Paul Barkmeier, disket, a &r. Top Victor brass have returned to the city. Paul Barkmeier, disket, a &r. Gorada and George Marek a &r. Gorada sand George Marek a &r. Gorada sand George Marek a &r. Gorada sand George Marek a &r. Top Victor brass have returned to the city. Paul Barkmeier, disket, a &r. Gorada sand George Marek a &r. Gorada sand George Marek a &r. Mich was cortes' outfit at the Embrave of the city. Paul Barkmeier, disket, a dar. Graven of several disket, of the Forrest Thead Girector, has returned from a European jaunt covering England. France and Italy. Mrs. Nicol Const. Capades' pit orchestra director for MGM is yong story series. Sond and werger, advertising and promotion director for MGM is yong story series. Sond and Narth Jewey dealers and charber Bernan have set up in based at Edgewater Park, Deraing on pit 21-28. Dick of the Top the Top the Top there to top and the Hollywood Pailadium June 17. then moves to Mark and Ty song story series. Stanker were the Store operation at nearby Somers tock operation at nearby Somers tock operation at nearby Somers Stork Graven the pit assignment for the Graven operation at nearby Somers Store operation at nearby Somers Store operation at nearby Somers Store Sorten Capade his outfit and joins Store Somers at the Hollywood Pailadium June 17. then moves the Cast to San Frances to Cast to San Fra room. as personal manager. David L, Miller and Paul L. Mil-

Detroit

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's The Billbaard's weekly tor Roll of Hits' carried o 30 places. Includes la- record numbers and art- according to popularity— lete on an attractive. -reading B ⁴ g-11 sheet ted both sides.	
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was chaired by Al Simpson. di-vision head.

Pre-Confab Talks On BandBiz Lanza-Victor • Continued from page 4.

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After ex

tensive negotiations, attempts by RCA Victor to re-sign tenor Mario

RGA Victor to re-sign tenor Mario Lanza, have completely collapsed. Lanza, how was the diskery's hot-test property a short time ago, had wanted a term contract which called for a guarantee of \$800,000 over a 20-year period. Victor had offered a straight five-year royalty deal. Lanza's first disk pact was with Victor. Long interested in his po-tential, the firm had underwritten part of his musical training be-fore he started to record for the label. Signed as a Red Seal artist, his real impact was in the pop field with such smashes as "Be My Love" and "The Loveliest Night of the Year," plus a number of highly successful album pack-ages.

of highly accessed to an MGM film contract. His almost meteoric disk successed to an MGM film contract. His last disks with the label, prior to the expiration of his con-tract, failed to reach the sales peak of his carlier efforts.

Swan Lake Ballet

New YORK, Junc 7.—The first complete disking of Tchaikovsky's "Swan Lake Ballet" has just been issued by London Records as a special release. Set on two 12-inch LP's, the recording was made by the London Symphony Ork under the baton of Fistoulari, for-mer ballet director of the Ballet Russe de Monte Carlo. Long a popular favorite. "Swan Lake" has been previously available only in abbreviated form.

Gal Vocalists Last Longer

MUSIC

• Continued from page 44

• Continued from page 44 the differences in names between 1949 and 1952 is even more star-ting. Only two of the 15 male singers who had ehart entries in the first five months of 1952 have followed thru with hits thus far this year. Particularly strong dur-ing the early months of 1949 were como, with seven sides on the chart, Crosby, with four, and Torme, Jack Smith and Gordon MacRae, with three each. Of these, only Como has repeated this year. These and others have been supplanted by new faces, includ-ing Johnnie Ray, Eddie Fisher, Frankie Laine, Don Cornell, Champ Buller, Richard Hayes and Tony Bennett. In addition there are several performers who have been big in past years, and have come back strongly last year and thus far this year such as Eddie Howard and King Cole. The Gais Repeat While new faces have replaced

Eddie Howard and King Cole. The Gals Repeat While new faces have replaced the old, diskwise among the bands and the male vocalists, a much higher percentage of the gals have stayed at the top. Ten thrushes had hits during the first five months of 1949. Leading these were, Jo Stafford, Doris Day, Kay Starr, Patti Page, Dinah Shore, Vera Lynn, Margaret Whiting and Evelyn Knight. The first four have all had strong chart entries this year. Several of the others have current disks that could easily break into clicks in the next few weeks. in the next few weeks.

Sides in

Current Release

Of the other gals who have made the charts this year but failed to during the first five months of 1951, the great major-ity have been strong disk prop-erties thriout recent years, or have made successful comebacks. These number Eila Mae Morse, Peggy Lee. Georgia Gibbs, Janc Froman and Helen O'Connell. Of today's top hitmakers on the dis-taft, side, oning Rosemary Clooney can be considered a newromer.

71

Gals Can Register

Gals Can Register While the boy singers generally outnumber the gals in the disk field, an examination of top-sell-ing records shows that the latter can register just as strongly as the men. Aithon on attempt has been made to differentiale be-tween the importance of hit wax-ings in this analysis, female vo-calists have accounted for some of the strongest disks this year as well as in the past. This year's top clicks include "Wheel of For-tune," "Kiss of Fire" and "Black-mith Blues," on which the big-gest version of cach was a gal's, despite competition by important male vocalists. The significance of the stability

maie vocausts. The significance of the stability of the distaff singers goes beyond the disk field. Traditionally, male singers have been felt to have a greater drawing power in other facets of show business. A re-examination of this, in hight of the findings of this analysis, might be in order.

Week ending June 7

Name Band Probe On Agenda

• Continued from page 43

sic wish hopeless; therefore, tax it is a levy on disks and television film. Score "Elite" Group At last year's convention, Pe-trillo bitterily excortased an "elite" group of Local 802 mer who had had the temerity to question the contract he negoti-ated with the networks. Petrillo-strongly defended the pact do-spite the fact that the pact con-tains no strict censures on the use of mechanical music. The 802 ar-yuments, however, will indicate that the use of mechanical music is increasing, that some 12 net: work programs which tradition-ally used live music, and it will be urgently suggested that some plan of relief be worked out. The matter of TV film, and the feelings of Local 802 ard Local 7, Hollywood, has been outlined in the last issue of The Billboard. To buttress the arguments of the two locals, Local 802 will present to the AFM board specific in-stances had to do with the use of voices instead of instruments ba-gencies producing film. Licease Examination The 802 conningent will adjoard. The cast of contrained to settle for a small sum. And sharpie diskers boak full advantage. The to be a conting film.

• <u>Continued from page 43</u> vention in New York, indicated his belief that there was not much abb disks (see separate story). to do about the situation. AFM philosophy, thru the years, has tended to the point of view that the fight against mechanical mu-sic was hopeless; therefore, tax if is a sey on disks and television Score "Elite" Group At last year's convention, Pe-trillo bitterly excortated an "elite" group of Local 802 men who had had the temerity to the data data the temerity to the temerity t

WILDERNESS

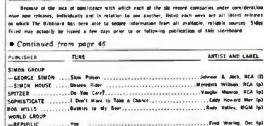
NEW YORK, June 7.—The following appeared in a re-cent issue of Allegro, the of-ficial journal of Local 802 of the American Federation of Musicians. "Notice! Some xylophone, drum and violin music with my name printed upon it was stolen from my studio at the Juliard School of Music. Any information leading to the whereabouts of the music will be rewarded."

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The Record Exchange

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stances had to do with the use of took full advantage. voices instead of instruments by agencies producing film. License Examination The 802 contingent will also disker license be made with also the present termer expires, It was seek to use improperly publish-also suggested that the board will ers' material.



Album and LP Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 COOD 40-69 SATISFACTORY 0-39 POOR

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THE BILLBOARD

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Servers and his individually stylined motion. The provided and server with the balls. The ball are server, number of the ball and a server of the balls. The ball are server, is the ball and a server of the balls. The ball are server is the server is the ball. This percent field in the balls. The ball are server is the ball. This percent field in the balls. The ball are server is the ball. This percent field in the balls. The ball are server is the ball. This percent field in the balls. The ball are server is the ball. This percent field in the balls. The ball are server is the ball. This percent field in the balls. The ball are server is the ball. This percent field in the balls. The ball are server is the ball. This percent field in the ball is not field in the balls. The ball are server is the ball. This percent field in the balls. The ball are server is the ball. This percent field in the ball is not field in the ball

The board will review current legislation, including the McFar-land bill and political libel bills, and is also expected to suggest strategy in coping with the cur-rent House committee probe of TV-radio. (See separate story.)

Another variant adds such oth-ers from time to time, as the Ritz Brothers, Haroid Lloyd and Mau-rice Chevaller. It is quite certain, however, that neither Jack Car-son nor Ed Wynn will be used on "All-Star" next falt, with Wyan likely to get a new 30-minute format of his own.

McFarland Bill

• Continued from page 6

ported to have no strong objec-tions to the House version. Most striking change in the House version is a rewritten pro-vision giving the FCC the right to issue "cease-and-desist" orders, suspend station licenses for up to 90 days, revoke construction permits and impose fines. This would be added to the commis-sion's present authority to revoke broadcast licenses. The House version also retains a provision authorizing the FCC to refuse a station license or construction permit to anyone "adjudged guilty by a federal court of un-lawfully to monopolizing or attempt-ing unlawfully to monopolize ra-dio communication, directly or in-directly, thru the control of the manufacturer or sale of radio ap-paratus, thru exclusive traffic ar-encement of the same other paratus, thru exclusive traffic arrangements, or by any other means, or to have been using un-fair methods of competition."

WHIL GIMMICK TOP GIVE AWAY

MEDFORD, Mass., June 7. —Giveaway programs finally did it here this week, and now its going to take some doing to beat the gim set-up by WHIL here.

by WHIL here. In a guessing contest the outlet gave as a prize—the station. Mrs. Franklin Hart, who won the contest — and the station for a day, has in-vited all her neighbors in on Monday (9), the day she holds forth as boss before turning the station back, to watch the engineers and disk jockeys go thru their paces.

Banker Casts For CBS-TV

NEW YORK, June 7. — Bob Banker this week was named to take over as head of casting at the Columbia Broadcasting System's video operation. Formerly an as-asistant to Worthington Minor on "Studio One," Banker replaces Bob Freyer, who has moved over to join Minor at the National Broadcasting Company. Fryer will act as general man-ager for Worthington Minor Pro-ductions at NBC-TV.



nables us to offer the Orange Label disc, quality lacquer-coated an fine aluminum base. Top performance at low cost. Write for prices

PRESTO RECORDING CORPORATION LOX SOO-B. HACKENSACK, NEW JERSEY



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 37 Passeriger GM Yellow
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- Writes

BOX 773, The Billboard 1564 Broadway, N. Y. 36. N. Y.

PROMOTERS

Cet an our Mailing Lift. Each weak The Billboard receives inquiries asking for names of individuals who might underwriffa and promote attractions for auditoriums and investigation of the second second and have poromoted in the part state the date and have poromoted in the part; specify whether or mot you were financially responsible Arena-Auditorium Dept. The Billboard, 198 W. Randolp SL, Oblicage 1, 18





JUNE 14, 1952

WM Trims On **Costs; Henry** Asks to Retire

3 DET. GRIPS LIVE HIGH IN DC

LIVE HIGH IN DC DETROIT, June 7.--A trio of Detroit stagehands, Ed Mc-Millan, Sidney Day Sr. and Lester Calvin, on the road with a Kaiser - Frazer - spon-sorred industrial show, re-cently found themselves the unintended beneficiaries of a slip in reservations when they pulled into the Wash-ington Hotel Statler. With all regular rooms sold, the bole management, wanting to take care of the molor company's representatives, slipped the three stagehands into the presidential sulle at regular room rates - the first to oecupy it since General Mc-Arthur.

To Go On Tour

NEW YORK, June 7.-Jackie Gleason and his Columbia Broad-

NEW YORK, June 7.—Jackie Gleason and his Columbla Broad-casting System television show will do four weeks of theaters starting July 3 at a salary under-stood to be \$25,000 against a percentage. First date of the package will be Loew's Pittsburgh July 3 for one week. Then comes the Chi-cago Theater, Chicago, July 11; Fox One and Boston. The last date starts July 28. The show is bulled as "Away We Go," and Boston. The last date fone, Reggie Van Gleason, the Honeymooners and the Five De-Marco Sisters. The latter is to be extra added.

Gale Skeds 18

ASAS IU RCIIIC May be a served of the server of the serve

NEW LOOK FOR SOPHIE KILTS

GLASGOW, June 7.—So-phie Tucker started well on her two-week vaude stint here by keeping Scottish newspapermen entertained for a solid ninety minutes at a press reception on Mon-day (2).

day (2). Sophie, plans an all-Scot-tish finale to her New York ahow when she opens at the Latin Quarter on October 13 this fall. She has ordered a Kilt ("fifty-inch waistline, boys") and hopes to have it made up in the tartan adopted by the late Sir Harry Lauder.





NIGHT CLUBS-VAUDE

Adopt Nitery

Policing Plan

Uphold Case vs.

'Golden Slipper'

PHILADELPHIA, June 7. — State Supreme Court this week upheld the injunction restraining

Philly Cafe Ops Adler Book Check Shows AGVA Ins. Can Be Juicy Plum PHILADELPHIA, June 7.—Hit hard by the raiding tactics of lo-cal police, the Cafe Owners of Greater Philadelphia voted at meeting this week to continue policing its own clubs by adher-ing to a right three-point plan which calls for watching every questionable patron show age identification, with no drinks served to any person under doubt. Second point calls for blanket refusal of service to drunks. And, thirdly, all iliguor sales stopped at the prescribed hours of 2 a.m. daily and mid-hight on Saturdays. Police raids were directed last week against the Club Hartem and Lou's Moravian — in both cases seeking minors, Law re-quires the elbow bender to be at (Continued on page 71) PHILADELPHIA, June 7.-Hit

Cut From Jan.-April Is \$60,000; N. Y. State to Conduct Hearings

By BILL SMITH

NEW YORK, June 7. — How Juscious a financial plum the commissions for the American Guild of Variety Artists accident insurance is, was discovered after a check made by AGVA of Mat-

Atl' City Ritz **Opens Doors**

NEW YORK, June 7. — The Ritz-Carleton, Atlantic City, a Schine hotel, will start using tal-ent July 1, with Cabot and Mich-lin continuing as bookers. The chief reason for its return to a name talcent policy is the okay for a cover charge it finally obtained from the Office of Frice Administration Last year the OFS turned down the Ritz appli-cation for a cover charge. The show policy will be one act who will come in for a guarantee plus a percentage of the covers. The first act due to open July 1. will be Mary McCarty. Others due to follow, each on a week's stand, will be the Black-burn Twins with Pam Cavan, July 8: Mary Rave and Naldi, July 15, to be followed by Mar-garet Phelan and Carl Ravazza, with Ethel Smith due in as the jast act olse its room right after Labor Day.

73

thew Adler's books in his Coart office. Adler is the Insurance broker brought into the AGVA picture by Henry Dunn, former union topper and Vie Connors, of the union national office, who resigned some weeks ago. From September 1950 to April, 1952, premums collected by Ad-ler amounted to \$179,234.50. The plan (\$1 per job, per act from club date bookers; \$2.50 a week per act from cafe ops; \$3.50 per week per act for outdoor per-formers; talent buyers to pay the dough) started in September 1950. At the end of that year Adler collected \$8,234.50. For the full year cnding 1951, the take was \$110,000. From January, 1952, to April, 1953, the alice was \$60,000. Tbese figures were the more <u>(Continued on page 77)</u>

Stem Combos Aided by Rain

NEW YORK, June 7.—A rainy Memorial Day week-end that drove out-of-towners into thea-ters, helped boost last week's business. Radio City Music Hall (5.945 scats; average \$114.000) did \$141,000 for its first week of "Lovely to Look At," plus its stageshow. The Roxy 15,880 seats; average \$55,000) did \$75,000 for the "Lydia (Continued on page 77)

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ing for dancing.

Chez Paree (capacity 375) is pulling them in with four acts. Headlined by Joey Bishop, who goes over big with casual deliv-ery and new twists that make old gags seem like new. Ruby Hill, a looker with pipes to match, sells well as do Ronald and Rudy with their graceful, slow-motion acros Rickey Hale ences and sings, while Palm deLuca fronts show ork. Peter Barry unit plays for dancing

Altho some clubs are doing one-weekers, sel-out biz without name acts, altho some clubs are doing one-weekers, Local spenders are being joined hooked top stars in a "give-emi U.S. pleasure-sekers, Memorial booked top stars in a "give-emi their-money's-worth" spirit. Billy Daniets will soon be current at hotels had one of the biggest top restars in a "give-emi booked top stars in a "give-emi their-money's-worth" spirit. Billy Daniets will soon be current at Chez Parce, with comedienne plays on record from holidaying American tourists. Even without

down top billing in the Mount Royal Hotel's Normandle Room. Intely. Local business men feel Other good acts, playing to big that the U.S. is the land of today, Canada is the land of today, Canada is the land of today. Canada is the land of today and intervention of the land of today canada is the land of today throut city. Top vaude house is Seville and industry in general have al-dustry opening up of gigantic in or fields in Labrador and Quebec, and upswinging business and industry in general have al-dustry opening up of gigantic dustry opening up of gigantic in or fields in Labrador and Quebec, and upswinging business and industry in general have al-day made many Canadians (and Americans) rich and may here include Louis Armstrong, yet prove the seers correct. At any rate, it's a condition that bon Correby, Billy Daniels, The Four Lads and Johr. Payne, all in for one-weekers.



Glossy Professional

8×10 PHOTOS



Copacabana, New York (Thursday, June 5)

74

Capacity, 610. Price policy, 53.50-55 mlnimum. Shows at 8:30, 12115 and 2:30. Operators, Jules Podell-Jack Enteratier. Booking, non-exclusive. Publicity, George Evans Associates. Estimated [al-ent budget current show, \$7,000.

non-exclusive. Publicity, George Evans Associates. Estimated lai-ent budget current show, \$7,000. With the prom kids out in firwcs, the show, headed by Billy Eckstine. figures to do business, particularly on the basis of the budget. Eckstine came in with a commercial songalog stressing melody rather than his familiar stylings, tho he three win enough of the latter to satisfy the white coat and the teen-age evening-gown trade. Working with a trio (plano, bass, drums), Eckstine did a solid job on such tunes as "Al-most Like Being in Love," a com-edy novelty, some light chatter, plus a magnificent "Old Man River" as a pare changer. He finally wound up with "Hold Me Close to You," for a big hand. The hief surprises of the show were Beity and Jane Kean. De-spite the fact they were here only a few weeks ago on the Johnnie Ray show, they came back with almost or on jetely new material - and most of It hilariously furny. Betty, on first, startied if with a parody of "Oh, Johnny," which rapidly became a satirical jab at Ray that was convulsing. Jane came on in cap and gown, threw lines about the current panty-stealing college craze, and went into an Arthur Godfrey thing, and a Laraine Day. Leo Durocher chatter. Both girls were exeru-enting funny. The fact that they're both lookers doesn't hurt their signt appeal. So far as com-edy, low, high, slapstick or satire. The Blackburn, Twins and Pam Covan (the latter is now a white blonde) uneorked a song-dance at that was precise as II was interesting. The boxy swent thru their standard mirror routine. Continued on page. Ti?

(Continued on page 77)

Royal Alex, Toronto

(Wednesday, June 4)

Capacity, 1525. Price range, S1 to 52. One show daily: matiness Wednosdays and Saturdays. House booker and manager, Er-nost Rawley. Show played by stand-by ork.

stand-by ork. The Great Morton starts so slowly that he doesn't get his audience until he's been on for 30 minutes; then they couldn't get enough of him. Morton works in a tuxedo, on a bare stage, covered with a rug, 20 wooden chairs, two male as-sistants and a p.a. system. It wasn't until the intermission was over that Morton finally set-Ued into the routine for which his audience was waiting. These were the demonstrations of hyp-notism in action. But before he got into his act it was a long lecture.

Night Club-Vaude Reviews

Bill Miller's Riviera Fort Lee, N. J. (Thursday, June 5)

Capacity, 950. Price policy, 54-55 minimum. Shows at 8:30 and 12:30 (three shows week-ends). Operator, Bill Miller. Booking. non - exclusive. Publicity. Seth Babit-Dreyfus-Delynn. Estimated ialent budget this show. \$15,000.

• Continued from page 3

• Continued from page 3 and convulsing. His numbers were a wrap-up of his RCA Vic-tor hits, plus a couple of produc-tion numbers with patter that pulled torrific hands and yells. Martin paced himself beautifully. His ballads had depth and belief, hir phythms were infectious. Even his small dance steps and bits were super showmanship. The cue to the show came from Jack Leonard, who worked as if he were at The Friers. When Leonard throws those barbed ad libs, inside lines at performers, there's isn't a guy around who cur touch him. It was soon ob-vious that "Pat Jack" threw his act out and went into heckling. He picked on Milton Berle. Sid Caesar, Henny Youngman, Mel Torme. Alan Gale and anybody else within sight. His reference to Tony Martin as the "Sam Levenson of song" fractured the pro mob. and that's what was out front. "Before the first show, I thanked Tony for wanting me when Martin was halfway thru his act he called up Leonard fra "duct." Leonard's first crack

When Martin was halfway thru his act he called up Leonard for a "duet." Leonard's first crack as he came up was, "You don't know how to get off, eh? I can cat off with a dance. Wadda ya gonna do?" It was that way all thru the major part of the show. It was a great show for the pros. Whether Leonard can carry the pace with a square addience re-mains to be seen. The first act on was the Amin Brothers, a thrilling Risley two-team. They combine Risley with hand-to-hand and hand-to-foot and other combos. They fluffed their big one, a one-footed head catch, because the topper had too much grease in his hair. But even with the fluff, they showed some sensational tricks. The rest of the show remained ba si call y the same one that started the season. The Cabots opened, the lines danced and Walter Nye cut a good show, with pupi Campo's be 110 w in g and Latin terp music januming the elevated dance floor. Hal Borne's piano backing of Martin was superb.

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Roxy, New York (Tuesday, June 3)

Capacity 6.000. Price range, 80 cents - 52. House booker. Sam Rauch, Producers, Arthur Knorr and Gae Foster. Show played by Paul Ash house band.

and Gae rester. Snow played by Paul Ash house band. The current show starled fast and built steadby. A flash open-ing, involving all talent, segued into a quiet tap session by the Dunhills, three lads who showed an effortless, albeit routine style. Featured singer Alam Dale, in a return engagement, socked home the evergreen "I Get a Kick Out of You," as well as several of his recent Coral recordings. These in-eluded "I'm Sorry" and "Here In My Heart." The latter closed the show in a spectacle finish that in-cluded the vocal backing of the Spitalny Singers. Daie projected well with his casy delivery, and the presenta-tion was enhanced by the Ash ork's close adherence to the ar-rangements on Dale's diskings. It seems a little odd, however, that Dale should push "Here in My Heart," which Coral has re-moved from his record in favor of the tune, "Faith." Sour Note

Sour Note

of the tune, "Faith." Sour Note The only sour note during Dale's bit was a bobby sox swooner in the front row. After the second lonely squeal, the au-dience got wise and cold-shoul-dered later efforts. Preceding Dale were the Mar-lin Brothers diashed their mari-onette wizardry to well-deserved, mits Working in front of a back drop, they source heavily with a wild dance by two skeleton pup-pets. With only sufficient lighting to reflect the luminous paint on the "bones." wierd effects were achieved by dismembering the limbs of the puppets. Heads, logs and arms were all over the stage. Zabach, of "Hot Canary." fame, proved a good attraction with his "Hora Stacatta," be followed with a muted version of "Estrelita" and a mediey of Anderson tunes, before cloing with "Hot Canary." a wild mixture of trills, harmon-les, shdes and pizzieatos. Gae Poster's Roxyettes provid-d attractive window dressing as well as introing the acts pleas-anty. The picture was "Lydia Bailey." Nev Gehman.

Chicago, Chicago

Capacity, 4,200, Price policy, 46 to 98 cents daily. House booker, Harry Levine. Shows played by Louis Basli's house band,

Starlight Roof, Waldorf-Astoria Hotel, New York

(Monday, June 2)

Capacity. 500. Price policy. 52 cover after 3:30. Shows at 3:30 and 12:15. Owners. Hilton hotel chain. Exclusive booker. Merriel Abbott. Estimated current talent budget (including all music) \$7:500 .audget \$7,500.

The second secon

stances and moves in ray time to reflects that heightin the visual values. The arrangements are full of melodic overtones that draw rap hushes and wild bursts of ap-plause. In fact, the cosmopolita erowd that caught the show and provide the cosmopolitation the group in Havana, Portugal or proke into enthusiastle clapping each time they recognized a fa-miliar melody. The group has some excellent instruments). Luis Tamayo, a handsome, mascullne bary; Pepe Lara, tenor, and Luis Bono, com-edy singer, helped give additional heft to a genuinely solid musical outfit. When the band finished the applause was deatening. There was no doubt they were as smash hit. Trini Reyes, flamenco terger, worked with the group, flashing her well-recognized heet tapp and graectul hands in the mative dances of old Spain. Emil Coleman carried the dance load in his usual smooth and competent fashion. Mische Boort and some fashions her well-recognized heet tapp and state and the sugal smooth and competent fashion. Mische Boort and the fashion Mische Boort and the fashion fashions her well-recognized heet tapp and state fashion. Mische Boort and fashion fashions for present fashion. Mische Boort and fashion fashions for the fashion fashions for the

JUNE 14, 1952

Palace, New York (Thursday, June 6)

Capacity, 1.650. Price range, 55 cents-S1.80. Four Shows daily. RKO chain booker. Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's house ork.

The only regular eight-act vaude house running in town on a full week basis has a fast-moving show this stanza. It opens fast, has a lot of comedy in the right apots, novelties in others, and winds up with an audience partic-ipation songlest that always gnes big in a family house. The bill opened with a fast terp act by Vince and Gloria Haydook with a fashy opener, followed with a simple beat for a breather, and wound up with their stair challenge number for a scool hand. Duke Art and Junior got a pleasant reaction for the clay modeling act. Since last caught. Art has added new plexigits props and new ma-terial. He sculpts a young girl who is husband-hunting then, via deft manipulations, makes her older, and bitter. Mother-in-law ribbing while Junior (Mrs. Art) is unstage seemed in poor taste. Walkoff got a tepid hand. Hill Take Off Louise loff showed good mate-

Hill Take Off

Hill Take Off Louise Hoff showed good mate-tal and a good selling style. Her light comedy interpretations of dance teachers won chuckles. Her take off of Virginia Hill Ino name mentioned), testifying before the Kefauver committee, tho a very funny number, has lost ifs timil-ness, tho it would be better cafe material. Much of the gai's stuff is a little too sharp for a vaude stage. Her filp-over walkoff seemed completely out of char-acter. acter.

seemed completely out of char-acter. Dusty Fletcher fractured them with his physical comedy act. His drunk dialog with the bartender (later doubling to a cop), plus his standard "Open the Door Rich-ard," pulled genuine vocks. The Flive Amandis, an all-male ice-terboard group, worked at top speed, building to their always flashy chair catch on a three high stack-up for a solid mitt. Joe Morris and Barbara Barry's standard "man in the box" act went as big as ever. Morris' heck-ling to Miss Barry's straighting was good for solid returns. Harris and Shore kept up the laugh pace with their comedy daneling plause.

plause Gus Van came in with new ma-terial; parodies built on "Cry." etc., that won additional howls. By the time Van got Into his col-lection of oldies, the audience was mellow and completely with him. When he asked the house to join in, it dido't need any encourage-ment. Van wound up a big hit. The pic was "California Con-quest." Bill Smith.

(Wednesday, June 4)

THE BILLBOARD

JUNE 14, 1952

LEGITIMATE

SLATER, BB ANNOUNCE

9TH DONALDSON JUNE 17

NEW YORK, June 7.---Voting in the Ninth Annual Donaldson Awards for the top achievements in the 1951-52 Broadway legit season is now complete, with ballots stem-ming from every branch of the theatrical trades, from ushers to producers. The votes are now being tabulated, and the names of theater electorates' choices for the gold keys and acrolls, emblematic of the past season's highest honors in all 27 categories, will be announced Tuesday (17), (The Billboard issue of June 21).

Assue of dune 21). On Tuesday (17), also, Bill Slater will devote his entire radio program, "Luncheon at Sardi's," (WOR, 12:45-1:30 pm.) to the Donaldson Awards. Tune in to hear many of the winners receive their accolades and be interviewed personally by Slater.

Shop Talk

BROADWAY SHOWLOG

Performances Thru June 7, 1952 DRAMAS

First Lady	13
(City Conter)	
1 Am a Camera	223
(Employ)	
Mrs McThing	325
(Moresco)	
Point of No Recom	204
LA Ivia)	
Statup 17 5-28, 'S1	356
(48th Street)	
Sunday Breakfast	10
(Coronet)	
The Four Poster	24
(Barmmore)	
The Male Animal 4-30, 152	45
(Music Bes)	
The Moon is Blue	51
(Henry Miller)	
MUSICALS	
Guest and Dolls	44

Guys and Dells	. '50	442
New Faces of 1952	. 152	23
(Neyste) Of Thre J Sing	•52	40
EZiegleid) Raint Your Wagen	-51	241
(Shubers) Pal Jury	· *52	180
(Broadhurs)) Scuth Pacific	-49	1 300
thayestica The King and L	152	500
tSt. James) Three Wishes for Jamle 5-24	• *5x	91
IPtymeuthit Top Banana	. '51	253

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BURR ADDS "HAPPY ANT" TO FALL SCHEDULE ... "The Happy Ant," Frans Spen-cer's first Broadway play, is a likely prospect for the fail. Court-hery Burr is contemplating the production. Burr also has on his docket "The Willows," by Leaore Coffee and William Joyce Cowen, which is to be done in England in the fail. Spencer has a second script, "A Window Facing East," which is near sale to an as yet unnamed producer. ..."Shuffle Along." which made a brief Stem how carlier this season has defi-nitely been closed. Producer Lr-wing Gaumont originally planned a reopening, but may now do so in the fail..., Previews of the Leland Hayward-Joshua Logan "Wish You Were Here," musical adaptation of Arthur Kober's "Having Wonderful Time," will run from now till the opening June 25. Preview top is 56. ... The Brown Adams Professional School is projecting a tour of "Queen Lear," all woman adapta-tion of the Shakespeareen "King" of the same name, with the set-ting a circus background... The Brown Adams Those East Hat" June 10 for two weeks. The script is by Eugene Labiche and Marc-Michel.

Dramatic & Musical Roufes

Bagels and You (Blackstone) Chicage Bell, Book and Candle (Selwyn) Chicage. Sell, Book and Candle (Selvya) Chicaga Call Mr. Madam (Hanas) Cleveland. Good Night, Ladre (Witcon) Philaburgh: Geys and Dolls (Shuberl) Chicago. Porty and Bess (Pair Chicago. Porty and Bess (Pair Park Auditorium Dollar.

iong of Norway (Philharmonic Auditorium, Los Angeira

Los Angeles South Parific (Wisconstn) Milwasker. Two on the Amis (Great Northern) Chicago

Foreign Review

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Nat'l Legit Scene Sad In Quality and Quantity Continued fi

Comment Monday, May 28)
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 Conserved by Microsoft December J. Sectorsoft December J. S

Big Summer Season

Steadily increasing in popu-larity during the past few years, .

	TV & ALL	414	Only THE BRISOATD
Ň	I SHOWBUSIKESS	419	of SHOWBUSINESS

ARENAS & AUDITORIUMS Randolph St., Chicago 1, III

Name Orksters

Gird for Fling

THE BILLBOARD 76

NEW INCOME SOURCE Amphitheater In **Big Bargain Sale**

CHICAGO, June 7. — Chicago Convention Hall & International Amphithceater, site of the forth-coming Republican and Demo-cratte national conventions. Is itesting ground this week for what might become a tremendous new source of revenue for auditoriums and arenas thruout the nation. Test is in the form of a milling dollar sale which is being staged by the Spiegel Furniture Stores of Chicago, Spiegel has rented be amphithester for Friday this

and arenas thruout the nation. Test is in the form of a million doilar sale which is being staged by the Spiegel Furniture Stores of Chicago. Spiegel has rented the Amphilheater for Friday thru Sunday (6-8) to put on the gi-gantic merchandising stunt. More than 60,000 square feet of floor spice in the arena will be used to display merchandise, which will include furniture, rugs and ap-

Quartets Plan All-Night Sing

SPARTANBURG, S.C., June 7. —Memorial Auditorium here will reach for a new attendance record Caturday (21) when an all-night Caturday (21) when an all-night sing, trimmed with an auto give-away, will be staged. Details have been worked out by Van C. Ivey, Auditorium manager, and Elmo Farg, leader of the Blue Ridge Quartet and co-sponsor of the sings. Quartets and other entertain-ment will alternate between the Auditorium's main theater, seat-ing 3,406, and a second stage in the downstairs arena. Chairs will be installed in the 83 by 163 arena to augment the 1,500 bleacher seats there.

Caturalsy (21) when an auto gives and stream of the display 1007. First of KInd "Ibelieve that this event, which is the first of its kind so far as the state of the sings. The Chicago Amphilicater is ideal because of its in the space of the sings. The Chicago Amphilicater is ideal because of its are of the sings. The chicago Amphilicater is ideal because of its are not the space of the sings. The display 1007. The space of the sings. The space of the sings. The space of the sings are not the space of the sings. The display are not the space of the sings. The display is the space of the sings. The space of the sings are not the space of the sings. The space of the sings are not the space of the sings are not the space of the sings will be installed in the 83 by 183 initial spread breaking Thursday (5) in the local papers and the Kerrisdale Men Area, Kerrisdale, BC. The Forum, managed by used in the end openet business from seven States. The could have attracted in the construction here since the aud opened business from seven States. The spread stree area for in combines, is tremendous and expands the earning powre found on the possible in cities of the same of the same of the same and folk music.

Credit Dept, Included

Creati Dept. Included Creati Dept. Included Complete credit accommoda-tions have been set up within the building, and free delivery ser vice within 300 miles of Chicago is being offered. Rudin stated that the sale would allow the public to com-pare all kinds of furniture, from papuair priced lines to the high quality selections that are seldom included in a sale. "Bringing in the merchandise from various factories has been a tremendous project." Rudin said, "but we have been able to handle it sm ooth 1 y and efficiently, thanks to the excellent facilities at the Amphithester, where trucks can be driven right onto the display floor. First of Kind

At Auds-Arenas AI AUUJTAI CHIQJ HOLLYWOOD, Jun^{*} 7.—Four more orksters are hitting the con-cert trail via auditoriums and arenas. Harry James, who pre-tour in eight years (The Billboard, May 10), this week said he intends to do eight weeks of concerts thru the Midwest and East this fall. In addition, MCA is considering about two weeks of concerts for Phill Harris and his orchestra and a group of supporting acts. They will play Indiana State Fair and Tillnois State Fair this summer. MCA is dickering for other out-door engagements, with concerts in big-capacity spots filling in be-tween locations. In addition, GAC is reportedly

out-capacity spots filling in be-tween locations. In addition, GAC is reportedly readying another concert swing by the Mills Brothers, who played Midwest auds and arenas last fall with Ralph Flanggan's ork. Jan Garber's band will do the music on the next junket. MicConkey Artisis is considering a concert four this fall for Russ Morgan, who is putting together a revue this fall for major niteries in this area. When Morgan leaves this area, he may do concerts with the same troupe.

By DAPHNE (DEE) POLI

VANCOUVER, B. C., June 7.-Two more members of the new IS-arena eincult in British Colum-bia are the Vancouver Forum here and the Kerrisdale Memorial Arena, Kerrisdale, B.C.

New 15-Arena Loop Includes

Vancouver, Kerrisdale, B. C.

PORTLAND, Ore., — Four legit road shows will play the audito rium bere, William M. Duggan, building man a ger announced They are "Song of Norway," July 22.26; "Call Me Madam". Sep-tember 1-6; "South Pacific," October 14-18, and a fourth yet b be booked. Duggan, who booked the shows thru his William H Duggan Attractions office, will offer the series on a season ticket basis. basis

Portland, Ore., Books

Four-Show Legit Series

A CITY TAKES MANAGEMENT

NEWS NUGGETS

OF WATERLOO BUILDING ... WATERLOO, I.a. — The city of Waterloo has resumed operation of the Hippodrome-Auditorium Corporation, which was the op-erator previously. Win Hanssen, sceretary-nuanager of the corpo-ration, has been appointed mana-ger. He also will continue as as-sistant manager of the National Cattle Congress.

MAPTIN. BARNETT BANDS SET FORTH WORTH DATES

SET FORTH WORTH DATES... FORT WORTH, — June sched-ule for the Will Rogers Memorial Auditorium and Coliseum here includes appearances of two bands, a lecture and two dance recitals. Freddie Martin's orches-

ing capacity is 5,080 and 2,000 more seats are available for use on the floor.

on the floor. The building has four fully equipped dressing rooms and ample abow storage space. Pow-er supply is 4,000 volts with a maximum load of 1,500 amperes and overhead lights to carry 40,000 watts.

IUNE 14, 1952

MARKS 25th SEASON ... DETROIT, — Masonic Temple Auditorium here observed its 25th anniversary Sunday (1), and Manager C. W. Van Lopik report-de 6,000 persons turned out for the open house. Events included religious services, movies, band concert, variety show, and tours of the building.

"ICE CAPADES" TO OPEN JUNE 18 IN ATL' CITY

SPARTANBURG, S. C., June 7.—Attendance at the Spartan-burg Better Living Show, first home expo in the new Spartan-burg Auditorium totaled 37,387, according to Richard E. Tukey, reproduct promoter

Legion Fights Reds

· Continued from page 1

• Continued from page i latest demonstration was at the Playhouse, a movie theater, where Judy Holliday was starring in "The Marrying Kind," authored by Garson, Kanin. Previously the local Legion staged a similar dem-onstration in front of the Gayety, a legit house, where Uta Hagen and Luther Adler were playing in "Tovarich." Prior to that, the On-tario, a movie theater, was pick-eted when "Death of a Salesman," authored by Arthur Miller, was playing.

etcd when "Death of a Salesman." authored by Arthur Miller, was playing. The D. C. department of the American Legion indicated that it planned to push its drive con-sistently in this maner. In a statement accompanying the an-nouncement of the latest demon-stration, the Legion declared: "This is no witch-hunting or vig-ilanteelsm as our critics may charge. This is a presentation of the facts. We know that the American people will not know-ingly support or patronize Com-munist fronters and sympathizers if the facts are put before them, so we are endcavoring to present the facts by malnahing this dem-onstration."

the facts hy malntaining this dem-onstration." While no plans have been made for extending the demonstrations to TV stations, a Legion spokes-man said it was "not an impossi-bility." The spokesman said the Legion plans to continue its dem-onstrations "anywhere in the en-tertainment field and in any other field where it is necessary to up-root subversiveness."

Silo Circuit

· Continued from page 75

field and Stephen Rose will be co-producers. **NEWS AROUND THE SILO ROUTE** Tom Helmore. Dolores Gray. Bramwell Fletcher. Viola Rosche and Anita Bol-ster have been signed for "Pygmailon," opening bill at the Westport (Conn.) Country Playhouse. John C. Wilson will direct. Later in the sea-son Bestrice Straight and Philip Bourneuf will appear in another Bernard Shaw work. "Heartbreak House." ... Frank St. Leger will di-rect the opening bill of "La Bobeme" at the Central City (Colo.) Opera House. Ann Ayars will sing the soprano lead... The Country Cen-ter Operetta Festival. White Playhoust, N.Y. opened its 12-week season of former J. J. Subdert hits on Tuesday (3).

PROMOTERS

Cet on our Making Lit? Each week The Billboard receives inquiries asking for name of andividuals who might underwrife and promote sitractions for nouries from your isoritor to our Presserate the date and type of event or at least one event which you have promution in the past, specify whether ar not you were financially responsible or accurate recomming the financial were and AW, Randolph SL, Chicago L, III.

"The Singing Girl" is the kick-off..... A company of 400 started rehearsals in two theaters and four halls for Michael Todd's spee at Jones Beach, L. L. "A Night in Ven-ice." Jack Donahuse is the director. Ruth and Thomas Martin adapted this version from the Johann Strauss mu-sical... Luise Raineer will appear in "Biography" at Richard Aldrich's Falmouth PI ay ho ut e. Coonsenessett, Mass, this summer.... Mei-wyn Douglas, Polly Rowles and Elisabeth Ross have been signed for the summer tryout of Ronald Alaxander's "Season for Ginger".... Doa ild Richards bows in the lead of "Carousel" at the Neptune Theater, Asbury Park, N. J., the week of July 15. July 15.

Subway Circuit Subway Circuit George Frandt will open the Flatbush Theater, Brook-Janue 24 with Todd Andrews in "Mr. Roberts." The show will then move to the Brighton, but the Wind-sor in the Bronx has been dropped this year from the Subway Circuit.... Tommy Brent and Jim Garwood have put up 9,000 shares of stock at \$10 per for their McLean (Va) Country Theater. For working capital \$10,000 has been earmarked, with \$80,000 planned for a new construe-tion of a a new construe-tion of a new construe-by the-Sea, Mantunuck, R. I. The Grist Mill Playhouse, Andover, N. J., starts is third season with Ikas Chase 12 Robert E. Perry is the Subway Circuit

With Arnold on the program were Guy Willis and His Okla-homa Wranglers, Jam Up and Honey, the Dickens Sisters, Roy Willinms and Hank (Sugartoot) Garland, First 30 minutes of the show was recorded for Arnold's radio show. Col. Tom Parker is manager of the unit. Tom Diskin, manager of the Dickens Sisters, also was in Charleston. Show was booked here by Arthur Crisp, of County Hail.

Show Packs

manager-director. See How They Run' opens the Winthrop Hall Playhouse, Westbury, L. I., on June 27. The Finger Lakes Lyric Circus, Skaneateles, N. Y., will open June 17 with "Desert Song." Virginia and Walter Davis operate the theater. Aida Alvares has been assigned to choregra-phy; George Hirst. conduct-ing. Dick Fontaine, scenic designs, and David Davis. stage manager chores.

Arena Routes Send to 2160 Patterson St. Cincinnati 22. O.

Jos Polites of 1953 (Dos Areas) Portland, Ore. 8-15. Polact Bros. Rastern Circus (Psirgrounds) Salt Lake City 15-11; (Ball Park) Idaho Pulta, Idaho, 17-16; (Ball Park) Twin Pulta Babri. Polack Bros. Western Circus: (Psir grounds) Tulars, Calif., 10-11; (Patr-grounds) Presso 13-14; (Palgrounds) Marced 13-17; (Palgrounds) BakesBeld. 15-21.

• Continued from page 1 sisted group come in as an act, not a band. Merriel Abbot, Itil-tom hotel chain booker, bought them for the opening of the Wal-dort's Starlite Roof, on a four-week and option deal opening them Monday (2). Since then she's tried to pick up the options and is also seeking them for a fail opening at the Palmer House. MCA said it has offers for them from all over the country but has run into a snag from AFM's Local 802.

802. MCA said that it has been told by 802 that once the group fln-ishes its original four-weeker at the Waldorf it will have to leave the country. It is understood that 802 officials are making a claim in the convention to rule-on the band under its local autonomy with:

band under its local autonomy rights. MCA has appealed to 802 for a waiver but so far has not received either a formal refusal or ap-proval. In an effort to break thru the log-jam, MCA toppers ap-pealed directly to the Coast AFM convention. Pending any decision, agency is holding up all dates.



Auditorium Managers: ABGUILGFIDDS MANAGOFS: Gran Statut is the of promotions who are responded property promotize and under motions attactions in your building. The uncreased statistical of the state of the uncreased statistical of the state of the and secking include the state of the state t will be to your advantage to aid in the statement of the state of the state the state of the state of the state of the state state of the state of the state state of the state of the state of the state state of the state of the state of the state state of the state of the state of the state state of the state of the state of the state state of the state of the state of the state state of the state of the state of the state of the state state of the state of the state of the state of the state state of the state

The Forum, managed by D. Dauphinee, has a floor size of 80 by 195, with ends facing north and south. The permanent seat-40,000 watts. Drawing power of the popula-tion is good, averaging around 5 per cent and covering a r u-lation area of 500,000. Hental minimums are \$350 for summer shows, \$400 for name bands, and percentages of 15 per cent in the winter.

Charleston, S.C. June 7.— Eddy Arnold's package show drew 2,000 for the mainee and 2,000 temporary seats. There capacity 4,000 at night at the rooms. Rental minimums are the Souries Will here Friday (30). Night turnout was scored despite with Arnold.

Maximum electrical load in the arena is ample, as is the power supply with over head lights carrying 40,000 watts. The popu-lation drawing power is about 5 per cent of 500,000.

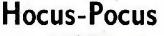
per cent at 300,000. The main bread-whner for most Canadian arenas, hockey, slumped in 1951-52 and all arenas on the British Columbia eircuit are interested in all types of shows and ontertainment, It was reported.

AFM Vs. MCA

· Continued from page 1

Atl' City Hotel

Sold for 2-Mil



By BILL SACHS

The series of engagements in the series of the vertice of period in the series of the vertice of period in the series of the vertice of the series of the eran magician-mentalist, con-tinues seriously III at his home, isos S. W. 10th Avenue, Portland, Ore. Mrs. Karr urges that friends drop him a cheery note... John Siems. comedy magician, is slatcd to do his flower production nov-elty as a feature of the mammoth Purth of July celebration to be held at Soldier Fleid, Chicago... Charles T. Jackson. Webb City, Mo, magus, recently concluded a peries of engagements in the Louisvile area, including stops at New Albany and Jeffersonville in Indiana... Toronto audiences when two hypnotists played there at the same time. The Great Mor-ton, who hypnotists played there at the same time. The Great Mor-ton, who during the past winter played 14 weeks in Montreal, opened June 2 at the Royal Alex-andria Theater, Toronto, as Dr. Arthur Ellen held forth at the Club Indigo in the same town... Frank Clinlon, past president of the Society of American Magi-cians, has been elected president of the Professional Entertainers of New York. ... The Amasing Maurice (Horris Cohen), who now makes Miami Beach, Fla, his year-round headquarters, is show-ing his wares for several weeks at the swanky Glass Bucket Club in Kingston, Jamaica, B. W. I... Frank Clifell, magic vet who has been operating Leffell Devices, Baltimore, typewrites that he has regained his health and will soon aunch an Oriental mystery unit to play theaters. Herl bill himself as Lef-Feil-Lee. ... The Great Lawrence (Lawrence Bishop) has closed his mystery turn in Penn-sylvania to return to his home town, Clinchnall, with his wife, Bertoars, and daugher, Sharon, He'll work an occasional date in the Cincy area during his summer solourn there..... Herri Rostand, whose dealt was tisted in Final Curtain in last issue, put in 60 years in show busites as a ma-gician, skater and daredevil. Rost and, whose off-stage pane was Harry Starr, died recently at Still.



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17 \$50 8#1in-

SAN ANTONIO, Junc 7.—The Peraux Room of the St. Anthony Hotel has bought Yvette to tee off its new policy. The plan is to use similar caliber performers until August while the Anacho Room is being remodeled. Bill MuCune and his band will play for dancing in the Peraux Room.

ATLANTIC CITY, June 7. — The President Hotel, one of the largest beachfront hotels and mafor supper club spots, was sold last week for about \$2,000,000 to list week for about \$2,000,000 to Emanuel Katz, who formerly op-erated the St. Charles Hotel on the Boardwalk. The St. Charles was gutted in Atlantie City's most disastrous fire last February. Sell-ers were the Priedberg family in-terests, which operated the hotel for many years. The Friedbergs also own and operate the Mayflawer Hotel on the Boardwalk as well as owning the Virginia Theater. The Katz family also operates the Fleet-wood Hotel in Miami Beach. The new owners stated they would

wood Hotel in Miami Beach. The new owners stated they would critinue the entertainment policy in the Round-the-World Room, where two dance bands and dance acts are featured in season.

Philly Ops

Continued from page 73

• Continued from page 73 least 21. At the same time, police directed their activities at the pri-vate clube for running after their legal 3 am, closing hour. Cafe Owners also elected new officers to take their posts in September. They are: Herman Comroe. Powelton Cafe, presi-dent; George Dorwart, Celeb-rity Room, and Mac Lerner, Lou's Moravian, vice-presidents; Bob Corson, Ciro's, treasurer, and Harry Carroll, Carroll's Cafe, ser-geant at arms. Elected to the board of directors were: Dallas Gerson, Latin Casino; John Mure-son, Hawaian Cottage; Charles Posternock, Barton Sho-Bar; Lee Guber, Rendezvous; Ben Cossrow, Big Bill's, and Al Silverman, Cumberland Musical Bar.

Adler Book Check

Chez Paree, Chi • Continued from page 74 Continued from page 73

natra performance. His between-songs chatter was all well-planned and smartly handled, and a few biling references to some of his more voeiferous critics were re-ceived with shouts and loud ap-plause, as were his 11 songs, nine of them ranging from standards to pops.

plause, as were his 11 songs, nine of them ranging from standards Skeets Minton, a singing ven-triloquist, is on second and proves a much stronger nikery act than a vaude turn. On a recent the ater appearance Minton had trouble breaking thru to the crowd, but here in the Chez he secord early with his singing im-pressions and kept a stranglehold on patrons thru his rabbit bit. Opener is Pan Merryman, an acro-ballet terper who is making a repeat showing. Tall, dark look-er, working in her bare feet, also has a good act for this type room her gyros all high enough for all to see and her terping, done to thythms ranging from the classi-cal thru the South American to upbeat, brought good resonase. Johnny Martin, handling the ensec chores and the vocals on the two production numbers, is a canable performer, while the new Adorable line also is a big Im-orovement over previous entries. Brian Farnon and an augmented band cut the show. Norman Weiser

Stem Combos • Continued from page 73

Bailey" opener, plus Alan Dale, the Dunhills and Florian Zabach

the Dunhills and Florian Zabach onstage. The Paramount (3.654 seats, av-erage 552.000) almost broke a rec-ord with its sensational \$142,000 for its first week with Johnnie Kay, Gary Morton, Billy May's ork and "Wild Heart." The Warner (2.756 seats; avcr-age \$20,000) did \$25,000 for Mindy Carson, Alan Carney and "About Face." The Palace (1.650 seats) pulled \$19,000 for an eight-act vaude bil, plus "Scilout," against \$14,000 the week before.

Peraux Buys Yvette

surprising because of the consid-erable resistance to the plan by most talent buyers, with at least one State insurance department ruling that the method of collect-ing premiums was illegal.

Ader t Gol 30% Ader t Gol 30% According to the deal made by Adler with Henry Dunn, the for-mer was entitled to get 30 per cent of the premiums. This fig-ure, up to April, 1952, amounted to \$53,770.35 as Adler's slice. Authorities estimated that with the plan working full blast, pre-miums could exceed \$1 million, with Adler's slice being commen-surately larger.

with Adler's slice being commen-surately larger. At the national board meeting last October, national counsel, Jonas Silverstone and house counsel, Henry Katz, assisted by board member, Murray White, charged that the agreement with Adler was entered into without the board's authority. Adler was represented by James Donovan. New York lawyer. Last week Donovan notified AGVA he was retiring from the case. A new deal was negotiated, tho never formalized, entitling AGVA to get 10 per cent of Adler's 30 per

Copacabana, N.Y. Continued from page 74

• Continued from page 14 with the studied fluffs for added laughs; Pam pounced in and out with her attractive smile and flashy gams. Three performers wound it up with a melodic mov-ing "Our Fathers Played the Pai-ace." for a fine job. The rest of the show remained basically the same as caught pre-viously. Pete Hanley, boy singer, still impresses as one of the po-tential musical connedy volces in competent style, and Dale sound to the show. Mike Durso's band cut a good show. Bill Smith

Chicago, Chicago • Continued from page 74

pressions, winding up with an excellent fight broadcast bit. Paul and Eva Reyes open the show with three South American numbers. First on was the slow side, while the second, a wild one called "Shoeing the Mare," really got the show moving. Pic, "Shirts Ahoy." Norman Weiser.

cent to compensate the union for the extra work its people were daing. Up to date, no money has been paid AGVA on this agree-ment, say union heads. In the meantime, the Indem-nity Company of North America, the company that wrote the in-surance, notified AGVA it was cancelling the policy as of No-vember. AGVA tappers were told this was a tactical move and the company would reinstate the policy. Subsequently, beard member Murray White, who is also an in-surance broker, said he could ob-tain a better rate with another company and asked for written authority from the board to get that rate. The authority was denied him. Instead an insurance committee was appointed, con-committee was appointed, condenied him. Instead an insurance committee was appointed, con-sisting of White; Manny Tyler, another board member, plus Georgie Price, who as president of AGVA, became chairman of the committee. Two weeks later, at a board meeting, Price de-maniced White's and Tyler's res-ignations, and said, as president of AGVA, he wanted to handle the insurance problem himself. White charged Price with try-ing to get the business for friends of his. Price ddan't reply. The board refused to give Price the authority and instead appointed itself as a committee of the whole to investigate.

authority and instead appointed liself as a committee of the whole to investigate. Subsequently, Price wrote a letter to a prominent insurance company requesting rates. Board members charged Price with usurping authority. It is expected that the whole subject will be threshed out at the convention, to start in Los Angeles, June 9. In the meantime, the New York State Insurance Department is about ready to begin its official hearings in the ACVA Accident Insurance Pian. During the past few weeks, the Department has conducted intensive investiga-tions. The Michigan Insurance Department, and similiar bodies in at least three other States, also have the pian on their agenda, but so far have rendered no offi-cial opinions. Colorado has al-ready ruled the plan illegal. ready ruled the plan illegel.





Burlesque Bits

By UNO

RINKS & SKATERS

JUNE 14. 1952

Robinson Skatery Host To Tex. ARSA Contests

Ore. Skaters Prepping for Denver Meet

Drivin' Round

<section-header><text><text><text><text><text><text><text><text><text><text>

smallest-sized community in Sas-katchewan to have an outdoor theater. The drive-in, locally owned, is being built by Victor Wauters and William MacIntosh. A 250-car drive-in is being built near Cranbrook, B. C. by Rex Colmer. Theater, expected to be in operation by July 15, will be the nucles of a projected \$70,000 amusement center to in-clude dance hall, cafe and play-ground.

were preparing to enter national ground.
contests of the Roller Skatling at Denver, July 7-12. Oregon entries are winners in the North-twest Pacific Coast Regional meet, and the regionals were among the barrort fries. Mich, is making plans the derecently at Burlington. Wash.
Robert Bollinger, Manager of Oaks Rink here, who attended meet, said the regionals were among the best conducted and attended in recent years.
Judges at Burlington were Mary Jordan, Martinez, Calif, and Shirley Osterioh, Los Angeles.
The following rinks were report at Martinez, Calif, and Wash.
Robert Bollinger, Nanser, Scher, Scher,



Roadshow Rep

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SHUFFLIN' SAM WANTS Colored Musicians. Pat Scott, William Reid, San Fason, Farrert Thoms, William Waymon, wire Lichtning Johnson, staße director: Cieve Miller, orchestra leader, others, write, Address



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THE RINKMASTER. Popular known them, 2" a 1", Rink tested under actual cash conditions. Waterproceed..., will and hardrand Busiened treat and hardrand Busiened treating leng war. Fish aby standard ball-Bearing Fash shata. Guaranteed PORTLAND, Ore., June 7.-Top Oregon skaters this week were preparing to enter national contests of the Roller Skating Rink Operators' Association at Denver, July 7-12. Oregon en-tries are winness in the North-west Pacific Coast Regional meet held recently at Burlington. Wash. Bobert Bollingers Ungerscheider 1

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OMAHA. June 7.—Professional Jack L. Browne, now at West Far-nam Roller Rink here, reports that skating parties are proving to be a good business stimulator. Recently the rink staged two ben-efit events—t:r flood relief and th polio fund—both of which drew packed houses.

and PROMPT DELIVERIES

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Stockton Kids Hit Hot Pace

PASADENA. Calif. June 7.---Stockton Skating Club contestants walked off with the lio 's share of honors in the May 10-12 California championships of the United States Amateur Rolier Skating Association at Cliff Ne-chke's Moonlight Rollerway bare

Netchie's Monight Rollerway tere In dominating proceedings here the Stockton kids coached by Faul J Gilbert, Stockton Rolla-torium, took 14 first places, six second places five third places and waltzed off with seven club challenge trophies. More than 200 skaters participated in the events. In addition to the Stockton and Pasadena rinks, skaters repre-sented rinks from Watsonville, Van Nuys, Montebello, Cósta Mesa, Fresno Monterey and Del Monte

ARSA Illinois Tests

Held at Siepp Spot

Jap Showbiz Goes Western

· Continued on page 2

Nippon. The one remaining radio sta-tion is a full-fleged commercial unit, the first Japan has ever had. Located in Osaka, it is relatively new and has financial backing from wealthy newspaper inter-ests. Plans ure afoot to add new stations and possibly link them together as a commercial net-work

No Television Yet

No Television Yet Altho the NHK has been ac-tively experimenting with televi-sion for about four years, it is still conjecture when the sight and sound medium will be any Sun. The single commercial AM station is also intensely inter-ested in TV and is known to have plans on paper. This indicates the beginning of a possible scram-ble between these two forces since the Radio Regulatory Com-mission Intends to award only one TV licenes Flourishing In music too the swing to the Western world is also evident.

Record Business Flourishing In music too the swing to the Western world is also evident. The record business is flourish-ing, and records by American art-ists are in great demand. The pop records which are hits in the States are also top sellers in Japon, altho there is a time lug

In a real quandary, owners, we average Briton just does not have the money any more. **CUANDARY, HARGED OPS In a real quandary, owners, inged to keep open and encourage julgue of government depart-ments. Take the case of Harry Meadows who runs Churchill's and La Rue Club. He had to close churchill's for 11 months for re-titing to the 1950 Act's standards. He opened again in Britain's 1951 Feiting to the 1950 Act's standards. He opened again in Britain's 1951 Feiting to the 1950 Act's standards. He opened again in Britain's 1951 Feiting to the 1950 Act's standards. He opened again in Britain's 1951 Feiting to the 1950 Act's standards. He opened again in Britain's 1951 Feiting to the President of the back of Trade urging him to do his best to entertain visitors. The letter called aight elub owners: "But the Board did nothing to which the Board did nothing to hybride maddened most visiting frinks snitched away just where in dollars between his two clubs of mother france would award in dollars between his two clubs of mother france would award in the Legion of Monor. But which France would award in dollars between his two clubs of mother france as comes to ourt next week. A young cop signer at 2:35, and a summons is out the two the the case comes to court next week. Churchill's will be closed down. Thas all the madness of pro-fibition with yet snother lunation of dollar tourists. It needs then these everything it can to discour-age them.**

• Continued on page 2 graming is on the cultural and before the tune becomes a Nip-educational level. As yet the ponese hit. "Sweet Violets," disk jockey as we have come to which was a big hit for Dinah know him is non-existent in Nippon. The one remaining radio sta-tion is a full-fieged commercial tunes incluide "Too Young," unit the first Japan has ever had. "Mona Lisa," "Moonlight Bay" Located in Onaka, it is relatively and "Whispering." All of these new and has financial backing sts. Plans are afoot to add new (country.

are by the same artists who es-tablished them as hlts in this country. Altio there are some LP's available in the islands at the most exclusively a 78 r.p.m. market. New phones are in rel-atively short supply and are gen-erally of inferior quality. The same is true of the disks where inferior materials, which result in poor reproduction, have held back the sale of native wax. In the field of serious music there are three major symphony groups, all located in Tokyo. Oldest and best-established is the Nippon Symphony ork which dates back to 1926. This is now womed by the NHK radio net-work and performs twice a week at subscription concerts and once weekly over the airlancs. Kurt Woss now conducts this group which numbers Felix Wingart-ner antong its former baton-wielders. By and large this ork hews to the standard composens such as the Thuee B's for their program fare, leaving the more modern compositions to the Toho Symphony. American concert artists are

Symphony. American concert artists are

Japon, altho there is a time line Japon, altho there is a time line Data and the observation of the term compositions to the Toho Symphony. The LEIGH VANCE • Continued from page 2 we LEIGH VANCE • Continued from page 2 midnight and call the only found new rivals and the night spots new headaches. No one term the awas followed by field ministry of all the cus of new bosses. Agonized owners to free bosses Agonized owners of the Ministry of Works, bit food, the Borough Surveyor, the Sub-et of Trade, the Ministry of food, the Borough Surveyor, the termination and the sub-separate sections thad different separate mon the owner's face. The topolitan Police. All these separate sections thad different separate sections thad different separate sections thad different separate sections the section the owner any more. The topolitan Police. All these separate sections the different section and deals with religious the derend and were commonia size the dub section and the owner's face. The topolitan and the section and the section and the owner's face the owner any more. The developed the fact thas by fixing a minima wage and section and deals with religious the developed the fact thas by fixing a minima wage and section and deals with religious the developed the fact thas by fixing to t

message for the theater-goers. Night Clubs Active Japanese night club business is actually more of a daytime proposition. Most cubarets on Tokyo's Ginza (the main show business street) open carly in the afternoon, and because of trans-portation problems have their ast floor show at 8 pm. The shows are wide open consisting mainly of native strippers and exotic dancers. The demand for American acts is on the upbeat. Gene Krupa's Jazz Trio has just been set for a summer tour (The Bilboard, June 7). Latin Ameri-can music is very popular in these spots. Most movies in Japan are im-portations with French and Eng-just fling rest, who go for the Hollywood products. Native film production is in a developing stage, bampered primarily by lack of equipment. Despite these handicage, how ever, "Rasho-mon" won the Venice Interna-tional competition and is now being shown in the States.

BEATTY-Build C owner-manager of the Kogman Riddog Device Corpany and Cakifornia' Blank-t Commany, Kansan City, Mo. May 22 In St Jovenh Horbital, Kansan City, She was a member of the Order of The Shrine, Durived by a suber. Mir. Helen Brow, Berrires May 20 in D. W. New-comer's Sons Chapri and hirtial in Forest Rill Cemetery, Kausar City.

NAUNIENFELD-Emil. former ringmaster of the Paul Busch Circus, in Berlin recently after a short Hipes. Wis wife. Margarethe. former bollet dancer, died thare days later. Burial in the Soviet Scotor.

CARBO L-John La. 81, accule painter, June 3 at Owness, Mich, He was on the road for many years, and had been a Magehand at an Owness intenter. Interneon at Yimi.

CLIF-Johnson V., 46, executive vice-president of the Mann Amusement Company. For Smith, Ark, and properti Manager of Pennyland Ar-fade, Fort Smith, May 37 in that City of a heart attack.

FFRUELL-Jane. 1. former what and motion picture shores, at Newmark & Junn be the shores, at Newmark & Junn be the of the restury. She had many roles in New York productions, incuming "Nona" in 1932: "Pegan Lady." in 1934, and "Godd Diggers" She abe parted in sull-moting rock, with Lenare UITA as the lead, in many other productions.

Fesd, in many enter productions. FORTHALM-Bay (Filos). 48. rids operators who had been assori-sted with Gooding enterprises since 1923. May 23 of a hear's attack while driving his surcomobile rear Overwiller, O. Buryived by his wider. Leola: 190 daughter. Dolores and Marieur; his father, iwo brothers and Marieur; his father, iwo brothers.

G IRVIN-4rthur, May JL in Drew Pield Hospital, Gulf Enorta, Ala. Survived by a shirr, Stella Garvin Pites, Cedar Rapids, In-

GODFREY-Mes. Ada Bhipman. 65, former actress when al one time played Tupys in "Unele Tom's Cabin," May 31 in Kerne. N. 8. She had been a tavera proprietor until tire years ago-

A tacks properties that for Control Faile former tenor with the Troy Control Faile an the Orphrum Circuit: in the 190°s, May 28 in Illinois Masonic Bospital, Chicago. Use was a member of Aubrica Leduce 280, APAAM, Chicago. Burial Ia Mount Olive Conviery, Chicago Burier rived by his sidow, Cambr, and Wo daughter, Austrie and Brokera.

NALLE-Ctyde E. S., forzwer actor, playertisht and com-solution of the second second second second second while, May 23 at her hear to Philade-phila, its word opecal isong majerial for supplic Tueker, Jrees Franklin and Bict the Kerish word opecal isong majerial for supplic Tueker, Jrees Franklin and Bict the Kerish Chreath, and Iourd in vaude-ville as a merisher of the form of Hibber and Mala-Tass Boulders Gentlinate. In the second second second second second with a second second second second second with the Kerish and Antonia Second Second and Desire of the American Baclety of Composities, Authors and Ymain, heiged agranate Aperitan of Musiciany, heiged agranate Aperitan Saciety and Desire of the Song Writers American of Philadelphila, anyong the American Second Second Second American Second Second Second Composities, Authors and Ymain and What a chaster member of the Song Writers American are and silter, Bertlew Nito Second are his wides, profe-nical second second silter, Second Second Arabies Burtal Park there. saughter, Allettp Sid Dirbara. REMPI-Develop. 31. molocarons rider Enova profes-ionally as Doroth Consell June & in Gamas Bonoth Consell June & in Gamas Bonoth Develop. Sidoadonon, borking on the C. Ar Molocaron, working on the C. Ar Worlds Greatest shown among others. Tething Sout inter prats are Sint was a mechanical duri model in the "Elevent of ranks at the Chicage World Fait.

Tokyo Mushi Mushi

By RALPH KRZYZAK

• Continued from page 2 charcoal artist, arrived this charcoal artist, arrived this week. All artists will be sent individu-ally to units to assure the best possible coverage, and they will be traveling by plane, jeep and foot to get up close to the front lines. lines

foot to get up close to the front lines. JAPAN DISKERS CREEP UP ON U. S. FIRMS ... Japacase phonograph record companies have blossomed out to where they now make n direct threat to the American importa-tion of phonograph records. However, since most U. S. record companies are licensed and regis-terc'. here in Japan, it will be only a short time before they will be able to produce the full re-quirement necessary for the Japa-nese public. Columbia, Vletor and King of prewar Japan rapidly put their production on a paying basis and are now leading the field. New record companies to start press-ing in Japan since 1945 are Cap-itol. Decca. Mercury and MGM. Since the end of the war, Colum-bia has pressed 62 popular tunes, Victor, 46; Decca, 26, and Mer-cury, 17. Alt records are currently 78 r.p.m. Records retail at about 55 cents pre unit. However, MGM is currently beginning to adver-ise 78 r.p.m. disks for 79 cents. Statistics on the popularity of an artist and the amount of records sold are unavailable. NEW SPEEDS DOUBFUL. 78 PLAYERS PLENTFUL. ness public.
 Columbia, Victor and King of Columnation on a paying basis and are now leading the field. New verse on the critical side than the verse on the critical side than the visual Thompson-Gertrude Stein opus.
 But to the transmission of the var, Columbia has pressed 62 popular tunes, and the Latin American ballets victor, 48; Decen 26 and Merging strong.
 The passes of 20 popular tunes, and the Latin American ballets or your in the Valley".
 The production Menotify "American ballets or your in the Valley".
 The production of the var, Columbia has pressed 62 popular tunes, and the Latin American ballets or your in the Valley".
 The production Menotify "American ballets or your in the Valley".
 The production of the paynes will go for 40 cents of the same sourced from a converted river - boat and the amount of records or your pay life of the success of the Balt" and Kurt wills "Down in the Valley".
 It is very difficult to determine the align American balt.
 NEW SPEEDS DOUSFUL.
 A new ebaser called The Hiron-Alele has opened, made from a converted river - boat and an cher records, because there the club specializes in play-like or your manufacturers still continue to make single playing unit records.
 Met and the ange over to the ultra-cher Flag.
 The very difficult so the transet of the success of the mather than change over to the the playing units.

and at Sizel Pier, Atlantic City. Sur-rived by her hausked, Irains Kempf, or Kempf Diror, Cappe, Mrb., who had the famed Modri City and Swins, while the famed Modri City and Swins, family cambrads for extremely decodes, Later-ment in Imley City, Mich.

The Final Curtain

KROWER-Raiph Alser, known professionally at Raiph the Ele-phant Man with Ollen proter's World's Museum Side Show, June 1 in 51, Jos-Statum Side Show, June 1 in 51, Jos-Statum Side Show, June 1 in 51, Jose Statum Side Show, June 1 in Status Berach, Pia, Requires mass at Sacras Heart Church. Tamps, and Warlai in Woodlawn Cemetry, that diy. (Betails in Carnival section.)

IN LOVING MEMORY MRS. MARY C. LEHR Who patted away June 11, 1951. "Gone but not toroption." Joseph Lehr, Husband

LESHNER-Morris, 67. film projectionist, June 3 in Hahme-mann Hoopital, Philadeiphia, ile was projectionist at the World Theater, Phil-adeiphia, Services June 4 and burjal in Muint Jacule Concelet; thete.

FRED H. MARKS

IN MEMORY VERA L. MARKS (Knawn Brofessienally as Leevaine V. Walface) Whe pasted away June 9, 1951,

mother. SMOEL-Janel Rawaw, SMOEL-Janel Rawaw, SMOEL-Janel Rawaw, well known Ba's forcert wichnist and had sposared with the Briderost. New Well Known Ba's South Structured by her Surkand, Dr. Allen Sholl, Cleedale, Cata, Fotor Brothers, Jack and Loon Archesting, Plainfield, New John Parents, Mr. and Mrs. Shul Racce, Los Angeles, and a stater, Mrs. Devis Dryer, Burkand, Catal, Sturik in Olesaicke June J.

Inaw Enklose of Columbus and United Commercial Travelers. Burkal is Mt Diret Comchery, Bagnas, Burkret by Howard Seller, Bognas, Burkret by Howard Seller, Royal Oak, Mich, and Mera Artbur, P. Argoid and Mrs. Charler E. Kreidstmer Jr. Saginav, a ser, Vincer, Gardino, Inter, and Mrs. Louise Nulper, and Mrs. Marien Hem-neler, Basdena, Chik, and iveo broib-ers, Judge Frank A. Ficard, Stygnaw, and Jorzho, Schken, Mich.

and Joston, Jackson, Mich. ROINER-Harada, 82, Nice-president of Warmer Bros. Serv-les Cerporation, at his Nex York home June 3. Me salered the full musiness in 1910 Person ne started the full insid-tion of the service of the sale of the sale Office Alizations as Philadelphas man-ger in 1913 and the Alce Philm Re-change in 1913. In 1922 he organized the Bacold Rodner Film Ra-change in 1918. In 1922 he organized binder Warner Bress in 1923. In these subjects, Mics. Badie Presier and Mra-Kather Halpern.

BoilBiGUEZ-Rady. 38. Who piszed mong fairs and caratval datas in the U.S. scling an axis gato datas in the U.S. scling an axis gato builded in an axis accident at March. Cuba. April 18. Me is survived by his widew. Jean, his mother and grand-mother.



STILLWELL-Norman (Mar), May 10 th General Hospital. Indiaoapo-lia, of cancer of the lung. Burdived by his widow, Helen Challe Sillwell, and a son, Stanford Harry, Bervices and burist June 2 in Lebnoon, Ind.

VORGUT-Frika, 52, renowned Danish comesticane. In Copenhagen May 29, Survived by In Susband, Hans Breas, sold ballet dansor, and a son.

VON DER HEIBE-Mrs fiele Wilson. RK, former Netw York concers planfst and music teacher, recently at her home in Mount Vernon, N. Y.

WOOD-H., 56. for the past sity years emotheuve optrator and he Happyland Shows, May 24 in Tojedo. He was a member of the National Showments Association. Re-vived by his widow, Marton and iso sons by a former marringe, Willard, re-sading in New Jersey, and Robert, et Descon, N. Y. Burks in Bescon.

Marriages

RLAC-CARAFIOL-Vic Blau, v.-p. of Warner Bros. Music Publishers Holding Company, to Edith Carafiol, non-pro, in St. Louis May 11.

CURFIS-FORD-Ken Curtis, member of the Sons of the Piomeers, Western musical moup, and Barbara Pord dunghter of John Ford, film director, May 31 in Las Vegas.

DePANQUALE-MATTIOLI-Prancis Dr?asqua?e, cellist with the Philadelphia Orchestra, and Piora Mat-tiola, operatic sluger, May 17 in Bridge-post, Coun.

O'TOOLS-MACHAMER-James O'Tolle and Theona Machamer, daughter of J. L. Machamer, secretary of the John H. Marka Showa, May 31 in Oberlin, Kan

WFI.D(IN-KFITE-Nathanici Warren Wridon Jr., owner of the New London (Conn.) Barn The-aler and director of the Barn Playes, and Anne Keith June 14 im New Londen.

Births

AUDETTE-A son to Mr. and Mrs. Paul Auderte May 22 th San Antonio. Pather is a WOAL-TV technician.

MILS— A daughter, Amy Elizabeth, to Mr. and Mrs. Paul Mills in Santa Monica, Cairl., May 30. Pather is West Edeal profes-sional manager of Mills Multic, Mother is Tanis Chandler, sciene Santel.

SENVIA-A ron to Mr. and Mrs. William Sena. May 7s in St. Luke's Hospital, Phila-delethia, Philter is dance tracter and director of operatic bollets staged sy opera companies in that city.

STLLO-A daughter to Mr. and Mrs. Michael Sullo as St. Amihony's Hospital. St. Leuts, Juna E. Motner is the daughter of Mr. of Side Show on the Amusement Company of America.

VOLNO-A daughter, Down Renes, to Mr. and Mrs. Sam Young recently in fan An-tonio. Father is an account executive for KMAC there.

NOST-Wrs. Salle. 19, former saule ulle performet. May 20 in Mrihodis Herzikal, Pikiade phis. Ba-sand as the tram of Narry and Salle Most, A con, Barrie, ruraive. Services June 3 in Philadelphia and burlat in Preaseod Centery there. Frigmood Conners inter-Frickan-dis-dis-tion Morris extension with the Campbell Brea, Morris extension, Hangenotch-wallace, Beits-Frick and Ringling Bra-circuses, ercently in SS. Mary's Hostital, Baginar, Mich Me was and of a family until about 100 wire an encoder of trouge tarneody Brown as the Praced Brothers and Fjing Pearls. His son. Vinces, the span strend dis at a circus arzialak. teamed the about at the problem wire we an member of the Sa-

Remark Durat the born Ry Trans-Sidney, 19, in vandewije for 28 years as a meen-ber of the team of Meyers and Noise and for the past 12 years associated with outdoor show, May 20 in Sidisa Ultout abass and as the time of death was with Nucleon's Amount Show. No-was with Nucleon's Amount Show. No-was a yeteran of World War 1. Sur-sized by his wither and two Silters Burdia with military services in Ly 1 wood Park Centers, Boon, Ia, May 31

Paris Peek

By ANNE MICHAELS

OUTDOOR

Miami World's

Fair Plan Gets

Governor's Nod

80

Midwest Funspots Run Up Big Takes For 3-Day Holiday

FOR D-DQS FIDDERS
 Most Decoration Day Grosses Exceed Or Equal Comparable 1951 Period
 CHICAGO, June 7. - Middy set topsed them by as much as 3 recent for the mass part the debusy prompted predictions of another shaner season.
 Monore Tom Indiana Beach, Monti and for the mass part the debusy prompted predictions of another set topsed for the season of the season of the sublicity prompted predictions of another set topsed in a department will be the marked the opening of the season tor to nat Exhibition budges
 Monore Tom Indiana Beach, Monti and the alter of the season of the season of the budges and the season and the alter the season and the season at Exhibition budges the season of the season of the budges in the season and the season of the seaso

TORONTO, June 7.-A total reduction of \$173.000 has been approved by the Camadiam Nation at Exhibition budget committee in departmental allocations. One item clipped was an allowance for Mrs. Kate Aitken, women's director, for \$12,000 to cover luncheons. According to Mayor Allan tenyer the economies effect-ed will in no way detract from the speciacle of the fair. At this rate, he predicted that the CNE would be out of the red this year.

Bar-C Rodeo **Gets Okay Bow**

Gets Okay Bow BRANSON, Mo., June 7. Har-C Ranch Rode wound up the 52 debut here Decoration Day fiter playing to over 5.000 at four wows in two days. Stand here The organization, which is skedded to play fairs for Barnes-cartufhere in Wilscomsin. Minne-rota. Iowa, and the Dakotas, car-rise 30 people and 50 head of stock and is produced by Bob Couls, business manager; Lyle Van Patter, arena director: Blackle Austin, transportation uperintendent; Roy Merritt, stock superintendent; Bill Noble, ourse trainer: Beverly Harnett, concession nuanager; Bill Ciol-lowz, maintenance superintend-ent; Tommy Hucks, producing clown, and Juanita Van Patter, secretary.

FREE SCRIP UPS PALISADES TAKE Monday Biz Booms as Rosenthals

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CROPS UP ANEW

ANCIENT TRICK

CHICAGO, June 7.—Shows have revived the age-old de-vice of "postponing" rival outfits. While two shows were playing the same route in the Southeast last week, the first in discovered that town-ers received postal cards an-nouncing "the circus" had changed its date. The new time happened to coincide with the date of the second show's appearance.

Signs to Play **Hoosier** Fair

INDIANAPOLIS, June 7. Phil Marris, comic ork fronter, and his package show will be the supporting taient on the Coliseum bill at the Indiana State Fair here this year. Herb Shriner, radio -TV com ed i an known as the Wabash Philoso-pher, was earlier signed as the top name attraction for this the Illinois State Fair. Spring-field, and among other acts, will held forth in the Indiana Fair's The Shriner-Harris unit will shriner will come in thru the Chicago office of the William Morris Agency. The Shriner-Harris unit will held forth in the Indiana Fair's The Marine further the further the dist Shriner will come in thru the Shriner further the further the further the further the springer the further the supporting package show was booked thru the Music Cor-poration of America. while Shriner will come in thru the Shriner further ther the further The Shriner-Harris unit will held forth in the Indiana Fair's building the further the dust of the dust held here under the dust program has here authon the supporting package show the supporting package show the supporting package show the supporting package show the supporting the further the supporting the supporting the further the supporting the supporting the further the supporting the further the supporting the supporting the further the supporting the further the supporting the further the suppor

Canadian Govt. **Okays Mutuels** At Lethbridge

LETHBRIDGE, Alta., June 7.— Pari-mutuel betting at the Leth-bridge Exhibition has received official approval of the Federal government and betting on the three programs of harness racing will be revived after an absence of 28 years.

will be revived after an absence of 28 years. Eight races are scheduled for each day's program and entries are expected from Alberta, Sestender from Alberta, Sestender for Alberta, Sestender for Alberta, Sestender of C. E. Parry, fair's secretary-manager. A work crew is busy sprucing up the fair's building for the three-day run with the most am-bitious project being the instal-lation of a tile drainage system under the midway area. Youth will get a big accent this year with 4H and FFA groups from the Shelby, Mont. fair scheduled to attend the Leth-bridge annual as guests. Plans for an opening day parade are also being made with local wom-er's groups taking an active part in the arrangements. Peremiums totaling \$3,500 have been affreed this year.

Tulelake Fair

TULELAKE. Calif., June 7.— The first agricultural fair to be held here under the district fair program has been authorized by Assemblyman Lociter P. Davis, chairman of the interim commit-tee on fairs and expositions, and A E. Snider, chief of the division of fairs and expositions. No date has been set for the true. Chester J. Main, chairman of the board composed of farmers and businessmen of this city and Butte County, said candi-dates for the post of scretary manager, will be intervlewed at once. The salary is \$340 a month. The State has allocated the fair district \$6,000 for premiums, This is a substantial increase over the amount set aside for the Roard Club-sponsored junior livestock shows of the past three years. The event will be incorpo-ruted with the proposed agricul-tural extinction will be available next year. The work has been delayed because of technicalities in ac-quiring title to land for the grounds from building con-stiver. The local Rotary Club will co-operate in the staging of the 1952 event.

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3000 BINGO

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ROLL OR TICKETS DAY & NIGHT SERVICE

STOCK TECHERS WELDON, WILLIAMS & LICK

act; Great Smetona. high wire and perch; Two Adama, chimp act; Lady Barbara. dogs and po-nies; Reddingtons. trampoline, and the Paroffs, ladders. Sensational Ortons. Dorrie and Vern, writing from Folkets Park, Malmo, Sweden, where they are Vern, writing from Folkets Park, Maimo, Sweden, where they are playing the first of their sched-uled European engagements, say that the food is excellent, living costs are much lower than in the States, and the people are friend-by. "We ran into a clown with whom we worked several years ago in England," soys Vern. Their next engagement is at the Tivoll, Copenhagen, Denmark.

Bud Krohn has resigned as seal trainer at the Daytona Beach, Fla., Sea Zoo. He was a friend of the late Mark Huling.

Bill (Cactus Jim) Bailey, radio and TV's old-time cowboy per-former, was forced to cancel rodeo appearances in Richmond and Roanoke, Vaa, last week due to an attack of the mumps.

Homer Snow, scal trainer, ar-rived a day late for the Spokane Lilac Festival recently after clos-ing a six-day engagement at the fourth annual Kiwanis Pacific National Exposition in Vancou-ver, B. C. From Spokane, Snow headed for his Oznard. Calif., Sealatorium and Ostrich farm headquarters.

Benny and Beity Fox. high pedestal dance duo, left Chicago last week for Winnipeg to par-ticipate in the advance publicity of the new Red River Valley Exposition, which opens there June 14. The act will also be the free attraction at the new event.

Captain Roy Simms, veteran high performer, closed Saturday (7) at the Cherry Valley, Ill., Legion celebration and headed for Veedersburg, Ind., to be fol-lowed by July 4 and other dates in Michigan prior to the start of his fair route. The Simms are equipped with a new Chevrolet bick-up fruck and a 16-foot Schultz house trailer.

Ethel DeArcy, high performer, was with the Buck Owens Circus in Wood River, III., June 6-8... Eddia Allen, veteran parahutist and balloon ascensionist is with the Eastern unit of the Joie Chil-wood thrill show...Vern Correll, veteran outdoor performer, who has been retired in Pekin, III., recently entered the Dwight, III., Veteran Administration Hospital for treatment.

Nelson's performing pigs and Vic Dexter, juggler, were sked-ded for a TV appearance on the Sunday (8) stanza of ABC-TV's Tootsie Hippodrome, which orig-inates in New York. ... Daredevil Carson, high act, is the free at-traction on Mickey Percell's Pi-oncer Shows..., Rufe Davis, com-edy-songster, who has been in Chicago for some weeks, will head for California late this month to California late this month to pick up his family and then return to the Windy City.

Talent set for the Columbia City, Ind., Old Settlers Day by Dave Malcolm, Chicago booker, includes Frank Torrence, high



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minutes.

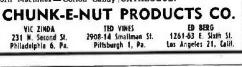
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GENERAL OUTDOOR

81

Talent Topics

By CHARLIE BYRNES and JIM MeHUGH





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Eastern Holiday Biz

NEW YORK, June 7. — After final outcome to match early hopes. practically blanking out over the Even so, much of the industry Decoration Day holiday week-end feels that it will still be all right. Decoration Day store ready to take the pipe. In many sections over four inthes of rain drowned all planed activities over the holiday week-end adding up ta a revenue loss atter spots have lost all or an big part, of their week-end busit. Among the usual percentage on the holiday week-ends. Among the usual percentage of the needed week-ends.

Will that loss is bad cnough in the sign of the set of th

and SUMMER SPECIAL Outdoor Year Looms Even Brighter for '52

MINIATURE TRAIN CO.

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83

Holiday Biz Big in Midwest · Continued from page \$0

Anthony's band played to ca-pacity business.

Rinking's business. Riverview Rotor Clicks Chicago's big Riverview Park scored heavily in both business and publicity with its new Rotor ride for the holidays. Bill Schmidt said that the imported device had just been put into operation and that it was jam-packed for the week-end. The park has received numerous tele-phone inquiries about the Rotor since them, indicating, according to Schmidt, considerable public interest. interest.

interest. Business in Chicago was washed out Satunday, but Friday saw an unusually large crowd on the midway and Schmidt said that spending seemed to be at least as good as last year. Sun-day, while short of the Friday score, was nevertheless a strong grosser. The over-all results, Schmidt reported, were ahead of last year's. last year's.

Last year's. At Sioux City, Ia., Riverview Park experienced a alight drop in the gross for Friday (30), but Saturday was normal and Sun-day brought out a bonus crowd. Saturday's gross showed power in the rides department. Stock car races were run Friday and Sunday, and there was a Satur-day night dance. N V Aprialing

day night dance. Another spot which showed a decrease was South Bend's Play-land, where Manager Earl J. Redden said a cool night held receipts 10 per cent under the 1951 score. But an afternoon auto race attracted an overflow crowd and afternoon business thruout was strong. Considering the yrosses satisfactory. St. Louis. Detroit Per-

St. Louis, Detroit Par St. Louis, Detroit Par Both Detroit and St. Louis re-parted they were even with 1951 on the holiday score. Carl Trippe at St. Louis' Chain of Rocks fun-spot said wenther, attendance and receipts averaged out at last year's level. In the Motor City, Saturday was cool during the afternoon and rained out at night while there was an early drop-off in attendance by early Sun-day night.

off in attendance by early Sun-day night. Don Williams, manager of Ramona Park, Grand Rapids, Mich, sald both the holiday and the spot's initial day of the sea-son (May 17) were shead of last year. He has booked Col. Frank Hiestand for Sunday balloon ascensions thruout the season, and reported it was a good attraction. Ed M. Palmer, new manager at Akron's Summit Beach Park, told of a 33 per cent increase across the board. Thursday (29) was cold, he said, to cross off the curtain-raiser but weather was fair for the next three days and patrons turned out well for the full program of dancing. fire-works, free acts, and stage show. Ukla. Neb Strong

Okla., Neb. Strong From Tulsa, Oklahoma City,



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and Omaha came optimistic pre-dictions of the season as a whole. Lake vie w Amusement Park, Tulsa, found week-end takes on a par with a year ago but found good signs for the season in the gross figures. Roy Staton at Springtake Park, Okiahoma City, reported a substantial increase over last year's holiday period und said attendance at a fire-works show was excellent. James D. Carpenter at Carter Lake Pleasure Pier. Omaha, hud cool weather to contend with, but marched off with a Friday gross 20 per cent better. Sunday was also big and Saturday was a close third. The three days marked the opening of the pier's sesson, and had been ballied with heavy newspaper and radio advertisming. Prairie Du Chein, Wia, Rose Park Zoo raeked up a better week-end despite an all day rain. The increase was set at 25 per cent more animals than last year, but there was no other special attraction for the holiday week-end.

N. Y. Aerialist **Code Unfair**

LOGCE UNITAL ALBANY, June 7. — James A. Carey, an executive of the State Department of Markets and Agri-rulture, the governing body of fairs, and the executive secretary of the State Association of Agri-rultural Fairs, represented those bodies at a meeting of labor de-partment of ficials held here last tuesday (27) in an attempt to formulate a workable rule for States new law covering the safety of thill performers. Carey asked that the enforce-ment of the code be deferred until fifter the operation of the last of the State's 31 fairs since it would place too great a responsibility on far managers who had made con-tractural arrangements for this type of talent before the new law was adopted. He said that fairmen were com-munity-minded citizens with little or op professional background in the entertainment business and that it was unfair to ask them to isk criminal responsibility for ets whose business it is to be daring, should be injured while appearing unembers of acts could gublify as "experts." Only a few persons, other than the Atland Foiter Potter, publikity are and Agriculture and a mem-ber of the Allamon Fair board, were present. The meeting was chafmaned by Ommissioner George S. Raymond, The law is scheduled to go into ef-tect July 1.

On Candy Floss

14

Alco Fireworks Opens Great Bend, Kan., Branch MAKE \$100.00 A DAY

HOUSTON, June 7. — Aleo Fireworks Company, this city, has established a new branch office at Great Bend, Kan, Al Cohen, president, announced. The pyro firm this year will again provide the July 4 fire-works at the Shamrock Hotel here, Cohen said.

Free Scrip · Continued from page 80

Continued from page 80 strong promotional endeavors set for all other days in the week, trying again predicted the biggest season in the park's history. As of last week-end when some four inches of rain drenched this whole area, the park was only a few dollars behind last year. A ban-<u>Continued from page 80</u> ner opening week gave the fun-spot an excellent start. With seven and one-half hours of Du Mont telecasting bringing the wonders of the funspot into the homes of viewers thruout this area each week, the park is cur-enting percek, the park is cur-enting percek, the park is cur-ently percent days. The inclement weather preva-tion of the preva-tion of the set publicized show business medium.

TABLES 6 STELL OR WOOD. CHARTS Totaling or Non-Taking Toment albury, Minumure Cases Alburg Price and Control and Control and Control and Control The Burg, N.Y. d231, Depr. Y.-1, MU3-Jaks The Burg, N.Y. d231, Depr. Y.-1, MU3-Jaks



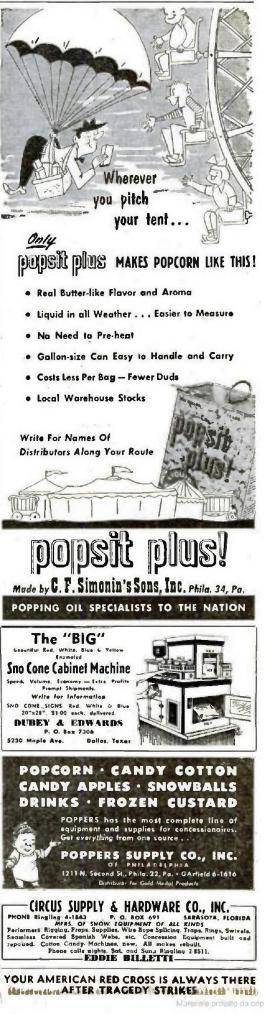
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NEW DREAM BOOK

Draget S Kets Numbers, Clearing and Follos, 120 Drama Bound in Ileavy Paper, camples Cow To WIN AT ANY KIND OF SPEC LATION, 246. Well bound, Bbyll ACK OF 77 EGYPTIAN F. T. CARDS Wers, 618. Il Questions, Lucky Num bers, 618. Il Questions, Lucky Num 13

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Reep your cash regis-for ringing! For a small construct you cap BIG PROFITS! Sing! for ANY loca-

1131

Nifty Dog Act



ALBANY, N. Y., June 7, — Terrell Jacobs Circus unit with the James E. Strates Shows won good business at the Allentown stand, Jacobs said here. Morris Reves is doing advance promo-tional sales. A deep-freeze unit recently was installed in a show wagon by Gifford Raylea, electrician

electrician. Bill (Babe) White is producing clown. Verne Corclell, juggler, joined. Niek Ouellette is menag-erie superintendent and Lewis Reed, veteran elephant man, is working the baby bull in a new routine. Dave Fleming has out-side tickets. Phil Wirth's riding act is a feature of the per-formance.



Starts Full Operation



Phone . . . Wire . . . Airmail ye Hearest Billboard Office TODAYI

Multiplex Fances Co. Serving the Trade 47 Years Exclusivel bearings and profile with Multiplex. Exclusivel bearings and profile with Multiplex. Draws are size drink con-dicicous solid drink with sight ansaurt maning index and drink with the one side and - creamy with bandle is further to one side and - creamy that Dr. 35 and 40 Gel Barris with Two Faucess for two different drinks

to two different dronk offer Dispersion for COCA-COLA. O R AN C & CRAPE. DR. PEPER, CINCER-AL, PERSI-COLA. VERNORS and Foot Beer Ter NIESE, BICHARDSON, ROCHESTER, BUCKETE, DAD'S, LTONS, CANADA DRY, TRIPLE AAA, MENLO, SOWEYS, NUMPER, MECRITTS Manufacturerst MULTIPLEX FAUCET CO. 4325-8 Duncan Av



About all makes Peycorn Michines eval-able from \$35; Cendy Corn Machines, Pee-nut Rossters, Krisoy Korn, 120 S. Habited, Chicago, 18,

For Sale COOKHOUSE ON WHEELS

COOKHOUSE ON WHEELS Dat to descontinued we still have hu-cale care basettike Cookhouse mounted on a 1952 International Metro body fruct. This truck is striped in seven solen, has five serving windows. I co Cream Packer, Ga Reingentor, Cres mill, Car and Care Cook Packar and the seven solen with the sole po Coekers to held 15 coeks to cob-ners and all other scalineer needed Truck and Equipment are all new. Cast over \$5,500, Will sell for \$5,000 but no overstation something as workholes, R.D. #2, Phone 199-R4, Metrientown, Pa

Used Food and Drink **Concession Equipment**

For Sale—Used Super Stat Pepcers Machines good condition; priced to self. Melvin Det-wiler, 89 Liberty St., Seville, Ohie.

YOUR TICKET TO SALES RESULTS-THE ADVERTISING COLUMNS OF THE BILLBOARD!

Nifty Dog Act Victor Julian has an attractive and well presented dog and mon-key act. While the two small monkeys are well trained and amusing, the presentation of a score of trained cantines is superb. Small dogs, singly and in pairs, enter from a doll house and (Continued on page 97)

For Terrell Jacobs

electrician.

Recent visitors were the Don Franciscos, Chris Viohl, the Harold Moores, Howard Suesz, Joe Basile, the Robert Good fami-by, Cecil Montgomery, and Martin King.

FOOD AND DRINK CONCESSIONAIRES Agents & Distributors FISHNETS 40c lb. any size FLAGS .

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MARKET

BRASS SNAPS 25c Canvas Covers Any Size, 8c ft. N, Y, SALVACE 144 Chamber St. New Yo

LOOK WHAT \$3 WILL BUY!

For as tittle as \$3 you can now react 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 Concessionaries if would cost you over \$240 just for postage!

YOUP PRODUCTS HARPING OF SHATTIGE. CONTACT YOUR NEAREST BILL-BOARD OFFICE OR USE THE HANDY ORDER BLANK BELOW TODAY! DON'T PASS UP AN-OTHER WEEK OF EXTRA PROF-ITS AT THIS LOW COSTI

****************** Self Snowbells-\$4,50 bays les shaves the shaves into paper cup and enough flavor and cups for thousand snowballs; other outfins \$2.50 up; supplies and equipment; allustrate prostars free, Snowball Company, 9534-Lemturner, jackaponite &, Fia.

PLACE

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Peanut R. L.

New Food and Drink **Concession Equipment** ******

Business Opportunities

Peanuts reasted dafte, papeven supplies, upon Saturday amiti noon, Charlas Levan stein Nut Co., 317 E. Ratiway Ave., Pet-orson, N. J.

Peanuts, Nuts, Papcarn and Supplies: buy the best; buy it right, Virginie & Spanish Peanut Co., 260 Dekter St., Providence 7,

Adda Barguiss-New Flow Machines, \$219; new nichrome ribbons, \$3 each, \$21 doten; new popcom or peanut warmers, \$23.50, Jones Squipment Co., 140 Vine St., Phila-desphia, P.a.

New York

Concession Supplies

Peanuts Our Specialty-Huts, pepcern and supplies; packaged peanuts, etc. A. L. Bazzini Co., Inc., 110 Park PL, N. Y. 7, N. Y.

JUNE 14, 1952

PARKS-RESORTS-POOLS 188 W. Randelph St., Chicago 1, III

HOPES TO TOP \$2,500,000

THE BILLBOARD

SET UP A BATTERY

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We sreete banks of Shuffle Games for use in Parks and Arcades: and have games available in all longths, with all latest improvements - to book speeds money! WAITE-WIRE-PHONE DAVE LOWY & CO. 594 10th Ave. New York, N.Y Phone: Chickering 4-3100

CAPACITY

ALLEYS

ANY SIZE 85

Sheck, Sawyer Retire From Akron Operation

Dorney Ups Talent Budget,

Skeds Acts 5 Days Per Week

AKRON, June 7. Edward S. beck and J. V. (Tom) Sawyer ave announced their retirement own the operation of Summit each Park and a new organiza-on has taken over the spot. Sheck and J. V. (Tom) Sawyer have announced their retirement from the operation of Summit

Beach Park and a new organiza-tion has taken over the spot. Frank B. Thomas, president of the Thomas Drain Service, has become president of the new group, and Ed M. Palmer is vice-president is user and reverse.

years. Sheck said he was retiring from

Frank B. Thomas, president of the Thomas Drain Service, has become president of the new group, and Ed M. Palmer is vice-president, it issurer and general manager. Mildred H. Lewis is Bench manager during the winter and immediately began repairing the winter and manager to the new Palmer, the same the same to the same to and manager to the new to Bench manager to the new to and servetary. Palmer, the same to the same to and manager to the new to and manager to the new to the heavy burden of both his law president, to issure and general Kiddleland, new rides, a new poince promenade, lake front ren-ovation, new flower gardens and a new free at platform on the and mrs. Lewis, the directors in-rink.

Silver Jubilee Operation

RYE N. Y., Jone 7.—Playland, Isiand Sound, opened its 25th sca-son May 24, and despite miserable weather, drew better than 22,000 patrons. Sunday (25) was a wash-it has \$10,000,000 park, designed by Frank W. Darling, was first opened May 24, 1928. Since then, an estimated 30,000,000 park, designed by Frank W. Darling, was first opened May 24, 1928. Since then, an estimated 30,000,000 park, designed by Frank W. Darling, was first opened May 24, 1928. Since then, an estimated 30,000,000, according to Col. Alian E. MacNicol, director. The spot costs between six and seven hundred thousand dollars seven hundred thousand dollars seven hundred thousand dop. weather, the structure backstore discrete by the westenser count of the structure best chartered group. Association of both the National Association of the structure best chartered group.

Playiand commission, a control character group. **75-Person Staff** MacNicol, a board member of his several Mutascope Company, and is managed by Bill Deivos, new in harlonal Mutascope Company, and is managed by Bill Deivos, new in his severath year in that capacity. Big Capacity Arcade The Game Room is situated so based of the several situated so the New England Arks, the set is a staff of 75 people. The several sit is not unusual to have entered by boat passengers. Delvos says it is not unusual to have building at one time. Typifying Playiand's policy of serving its guests, MacNicol recalis a severe storm a few yeers see maintained by assengers who had come on steamers from New York. Severily of the gale wrecked the down already taxed because of the down and enlisted the aid of the New York. New Maxrn & Histored Railread so severy one of the set from methanical anuse from elistem from alsone transportation galares upplied, a large refrigeration plant is located within the park. Aside from mechanical anuse and files allowers have ments, Elayland offers a large beach and swimming pool and places applied, a large refrigeration plant is located within the park. Aside from mechanical anuse and enlisted the aid of the New Work. Ever since it opened in the stalled children's zoo in Kidayland. Operated by Martin Carr. 10-year Playland veteran:

 Skeas Acts S Lays Per Week

 AllENTOWN, Pa., June 7.—An expanded free act, program for borney Park will be thaugurated to the holiday week-end was bad. Scher and lead the holiday meether. Show received a new Kiddie Scher and lead the holiday meether. Show received a new Kiddie context and high diving the shows on a hig holiday gross. Appeal of the membrais will be on their statement with he do the statum of an parachute tumping scheduled. The enshow factures includs will be inclusion.

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 Status and stock car areas on Memorial Daw

 Good business on Memorial Daw
 PEEKSKILL N. Y. June 7.—

no charge. Playland is easily reached by ear, train, bus and steamship from New York. Ever since it opened, the park has been served by the Messeck Sleamship Lines, whose boats ply between Jersey City, New York and Rye. In addition. 10 bus lines serve the park, with as many as 6,700 chartered ve-hicles having been elocked in dur-ing a season. Playland's own park-

Playland, Rye, Looks to Big

MINIATURE TRAIN CO RENSSELAER, INDIANA





STUNTS FOR FUN HOUSES & DARK RIDES

Concessions at all kinds, Custord, Photos, all Hanky Pank

WANT for LAKEVIEW PARK Lovell, Max Bold population within United Sobering Galacty, Ronkey Game, Geryhound Racer, Rindstary, Ronkey Gunzw Why, Shooter or Dodgen, Ridge Pertik Wheel, also Bacarison Boak Write 10 Lakeview Amasements. Inc.

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One man to work haby eleph another to work with trainer

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4 FINGLE PONV BUGGIES, 3 brend nov L seed, Also 3 Single Harbason, BMALL PONIES, web broke for Pon Ride. Were used in amusement part

Attends Party At Jeff Beach

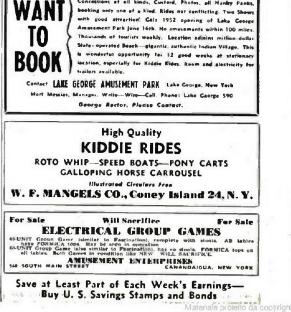
DETROIT, Junc 7.—Jefferson Beach was host at a unique music and press party Tuesday as the kletoff of the series of 24 concerts to be given there by the Detroit Symphony Orch-estre. Event was held at the rathskeller of the Pfeiffer Brew-ing Company, which will sponsor the concerts. With a good turnout from all local newspapers, including col-

The status of the



PORTLAND, Ore, June 7.— Both parks in the Portland area reported business over the Dec-oration Day week-end to be shead of that of last year. Good weather Friday (30) and Sunday (1) was an asset, but a three-day holiday is considered by some park managers a handleap because the proximity of Oregon beaches pulls big crowds out of town over long holidays.

Town over long holidays. "Sunday and Friday were ter-rific," said Erie Swanson, man-ager of Jantzen Beach Park, "with Saturday somewhat slow-er, probably owing to the over-east sky and cool weather. In fact, so far this season attendance has been about 30 per cent ahead of last year."



PEEKSKILL, N. Y., June 7.-E. D. Kelmans, general, manager of Indian Point Park, this week announced that he would institute a full summer schedule of Satur-day night activities beginning June 14. Special features planned, in ad-dition to the operation of the rides and concessions, are open-air dancing at the parvilion at a mod-erate charge, roller skating and freworks. This information has been circu-lated among bus companies spe-cialking in charter service and it is believed it may stimulate longer stays on the part of outing groups, or even build new excursion-type business. Park normally shutters after the parture of the daily boats Holiday Takes

departure of t around 6:30 p.m. **Detroit Press** Fred La Fontaine

business.



Ist Auspices Dates Score for Ringling In 120 Degree Heat

Town-to-Lot Excursions Operate At Hagerstown; 2 Matinees Late

NEW YORK, June 7. — Frank Wirth, head of the talent agency to present an indoor circus at the latter's auditorium in Ottawa. Wirth only recently concluded circus at the Ottawa building which he termed among the moss successful ever presented in that city. On the basis of its success Garman. a well-known sports and promotional figure in Ottawa. These had to be turned down. Wirth sale because of prior com mutiments involving many of the acts in the show. Muth also annunced the size. Will be an unch longer Canadia successful the also annunced the july.

CUBAN RUN CONFIRMED

At Hagerstown; 2 Matinees LateInvestore the day before they
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NYACK, N. Y., June 7. — Hunt Broad: Circus, which may well be the holder of numer-ous sawdust and spangle rec-ords by virtue of its more than 50 years of consecutive operation under the direction of the elder Charles T. Hunt, may well be on its way to-ward setting yet another, tho unwelcome, mark. As of the first of this week the show had been out 38 days. In that period it had encountered 32 days of rain and only six of sunshine.

Conwoy Injured BROCKTON, Mass., June 7. Two matinees and a night show were necessary to handle crowds at King Bros. & Cristiani Circus here Wednesday (4). The tally showed two capacity houses and one near-full turnout. The town was fnur years fresh and the show had perfect weath-er, school tie-in, parade and strong Knights of Columbus aus-plees in its favor. A bus strike had little effect. Two near-capacity houses were registered at Taunton, Mass. Tureaday (3) under Exchange Club auspices. At New London, Conn. (31), the show had a straw mutinee and, despite rain, a near-full house for the second per-formance. Ringling-Barnum is booked into New London for June 28. King Cristiani had firmemis auspices. At New London, James Con-

Association skedded for August George II. Barlow III, Bingham-tor. N.Y. and Fred Roedel, Utica, co-chairmen of the event, met re-certity with the Rotary Circus Committee and with Raher W. Crooks, of the New York State Haitorical Association, to map out the two-day program. Tentative plans call for visits to the evity's three famous museums-Tree Baseball. Farmer's and the New York Historical Association, Other attractions offered will be a boat ride, swimming, golf, sa model clenes exhibit, circus mov-les and stides, and refreshments. Assisting Barlow and Roedel on the countities encore Souter, publicity and display, and Wilbur Tinney, secretary. Market Ma

AGENTS, SHOWS

 Io Iwo J. A. Littes
 PHILADELPHIA, June 7-Ringling Bros. and Barnum ¢a Biley is seriously considering to trek to Venezuela next winter. General Manager Arthur M. Concello also confirmed thavana, Concello also confirmed thavana. The said there was a possibility South America because it had not been determined whether is thavana. BROWNSTOWN, III, June 7-Tiger Bill's Wild West Show played here Wednesday (4). The show was at Centralia for Decora-tion Day (30), and played Flora, III on dday 28. NEW YORK, June 7. — General agents and promo-tion crews already are tan-gling in what promises to be a virtual jam of circuses im Eastern territory. During the next month it is expected that at least a dozen circuses will be concentrated in Penn-sylvania, New England and New York. Some other shows already have altered routes to omit the congested areas.

GOING TO MOBILE Trucks Taken Over by Robinson

Firm; Sturmak Share Headed for Ky., Peru

Firm; Sturmak Share Headed for Ky., Peru ROCHELLE, III., June 7. Trucks of Howe's Famous Hip podrome Cleves have been taken and are being taken to that city. The convoy was halled here this week when police learned and are being taken to that city. The convoy was halled here this week when police learned that trucks lacked safety stickers and some drivers lacked license. Joseph Robinson, of the Alabama firm, said he expected to leave here Monday (9), with the show. Arthur Sturmak, manager of the Mowe's show, which folded in Minnesota, also was in Ro-chelle He said his part of the guipment was being taken to the Howe's show. Stock and nutmals, he said, were being taken to Peru, Ind. Both Robinson on and Sturmak ciaimed the two cage trucks. Some of the cuulpment, other than trucks, ms said to belong to each. It could not be confirmed here that King Bros. & Cristian would buy two of the trucks. To Beatty List

DELPHOS, O., June 7.—Strong turnouts continued for Mills Bros. Circus at Ohio and Indiana stands. The show had near-capacity houses at Rushville, Ind., (28). New Castle, Ind., (29) came up with a hefly turn-away for the matinee and capacity house at night, with American Legion as the auspices. At Delphos, matinee drew three-quariers and night house was half filled. A quarter pole fell during the matinee but there were no injuries.

To Beatty List

VALLEJO, Calif., June 7. — Clyde Beatty Circus won a near. capacity matince and full night baycee auspices. Schools were dismissed and weather was good. A two-day stand at Eureka, starting with Decoration Day (30), brought more big crowds to the Beatty top. The three sched-uled performances began with a near-capacity on Friday (30) afternoon and a 400 turnaway that night. A three-quarter house on Saturday afternoon (31) com-pieled the stand. The show then pulled out for Willts (1) and Petaluma (2). Polseck Western is scheduled July 11-3 at Eureka under Shrine auspices. Beatty used no auspices. At Uklah (28), Beatty had a three-quarter night house.

Martin and regarding house and regarding house mathematical and regarding house mathematin and regarding house mathematical and regarding house mathemat

IN N. M. HAIL STORMS
 LAS ANIMAS. Colo., June 7. Ganceled performances market the route of Wallace Bros.' Cir-tus this week as It bucked haits stands it was working against competition from Polack Bros.' Western unit and AI G. Keitj & Miller Bros.' Circus.
 At Grants, N. M. (26), the hait storms started, but both show were given there. with nears aracaity on hand at night. Loss Club auspices.
 The aght show at Raton (1) because Gallup was canceled. because Gallup was canceled. because Gallup was canceled, how days (27-28) while Polack had he alf and three 75 per and apair of strong houses on the third (29). Polack's auspic was the Kiwanis Club, while Mallace paraded at Albuquerque aw et as at several other recent bas were as at several other recent as vers. N. M. was the sources.
 Tas Vegas, N. M. was the sources.

cent turnouts on those days and a pair of strong houses on the third (23). Polack's auspices was the Kiwanis Club, while Wallace had the American Le gion, and the Legion reportedly walace had the Advance sales. Sylvania stands, the show will wallace paraded at Albuquerque sortage. After a few more Pens-sylvania stands, the show will head for New York State. The well-painted show travels on 10 trucks carries about 30 people, and both shows were canceled bacause of hall. However, free Show uses two fings.

R-B Mulls Jan. Trek To Two S. A. Cities

BUT WHO WANTS HOWE'S VEHICLES

SUCH A RECORD?

JUNE 14, 1952

CIRCUS ACTS Family Doing Two or More

14 Weeks in Peru, S. A. starting July 10.

20 Weeks In Chili, S. A. starting September 6. Mills Bros."

Send full information, photos, price, names and identity people. Also need Acts for Parks, Fairs in Ohio.

W. STOREY Pan-American Booking Agency 525 Citizens Bidg. Cleveland 14, Ohio.

TIGER BILL WANTS

Seneral Agent with car at once. Side Show with own transportation. Novelty Circus, Acts, Wild West People with alock. Cook and working Men all depariments. Some Concessions open. Address: Galesburg, Ill.

RODEO-WILD WEST PERFORMERS

With or withbut i stock, any good act-cost hields and the stock of the stock rem Shelbwilla Ky, Lifk 23 of orbits in harrodsburg, Ky, Line 27-28-29 loomington, Ind.; then Oney, III, Lifk 55, with twenty Fairs now booked by arms-farithers, all two to five-day areds. Withey wire or come on. Top ages and you per II. Jackie Rinebart, ome on. Address:

MANAGER RODEO

CIRCUS PEOPLE

..... LIKEUS PEOPLE WANTED Mer They Bow Carverman, Salt Correct and Combination Drummer for Side New Colored Fand, Meal and the Combination Drummer for Side New Colored Fand, Meal and Combined States and Combined methods and the Combined States and Combined to Combined States and Combined and Combined States and Combined States and Combined and Combined States and Combined States and Combined States and Combined and Combined States an ***************

THREE PHONEMEN

Who can sell book, 25%. Paid call mood deals. Call or wire V. C. "ANDY" ANDRE Occidental Notel Muskagon, Mick.

PHONE MAN

Advertising in Legion and Vets mored publications Spend the ma M as air-conditioned office Good for dependence man JACK CONLEY

PHONE MEN

eti advertising baok-strong auspices av dalv. Deal starting Wedneiday. une 11th. It you don't make \$200.00 week, you can't sell, Phone 68-2365 r 68-2366, 9 a.m. to 5 p.m. Charles-n. W. Va.

FOR SALE

TANGLEY 43 KEY CALLIOPE IATURET 33 RET CHARLEY'E In perfect playing condition - fully re-tuned, all new home complete with motar-driven blower. Can be used with gan engine. First offer of 350.00 takes 4. Packmag and shupping etta. 4. Packmag and shupping etta. 5. Minsukee 11, Wis.

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SET OF NEW OR USED MUSICAL

WAYNE LAREY W. Washington Bloomingto

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Ne collect calls or wires accepted.

-PHONEMEN-4

ton ill

C. Pay every day. Drumin, star where you are.

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Wallace Bros.

to a colt in Muneie, Ind., for which eity the arrival was named. New colt's birth rated a four-column spread in The Muncie Star. Sun-day in Piqua, O., found much visiting with members of the

Visiting with members of the Rogers and Hagen shows. Mr. and Mrs. Yellow Burnett and his brother were guests in Piqua, as were the Conover family, of Xenia, O., whose eldest son had just returned from Army service in Korea. in Korea.

Juti refurned from Army service in Korea. Bob King, Richmond, Ind., fan. also Västed. Most of the big show personnel appeared on Barney Grover's WPW program done via tape from the back yard. Raiph W. Jenny, staff writer on The Muncie Star, was on hand gather-ing data for his book "My Mud Show Days." Chief Two House and family were the guests of Clarence Canary in Muncie. Mr. and Mrs. Paul Pyle visited be-tween shows in New Castle, Ind. The American Legion band, Ied by fan Russ Wilson played the center ring concert at New Castle. Forest Foote and Raymond White also visited there, as did Jimmy Smith, who recently completed a law course at the University of Alabama. He will rejoin the summer.

Decoration Day saw the show back in SL Mary, O., and visitors included George Piercy, Berl and Corrine Dearo and Eddie Grady. —JACK LaPEARL. ummer

Kelly-Morris

THE BILLBOARD

Capell Bros.Kelly-MorrisWestern Kansas and most Color
rado spots have given the show
fair bu sin ess despite rainy
weather and muddy lots. Flagler,
Colo, gave us a good maine but
the night was lost due to a severe
hail storm which struck about
the night was lost due to a severe
hail covered the ground, but
squipment came thrue with slight
damage.
Jack Capell is doing a good job
getting equipment off bal lots and
tover bal moads. and getting every
thing up in good time.
Mr. and Mrs. Robert C. Capell
tox delivery on a new car at
Goodland, Kan.
Dorothy Capell and Norma Jean
Capell are turning in a beautfall
performance on nic webs delivery
ered at Wray. Colo. Dorothy is
working the Dorothy is
ered at Wray. Colo. Dorothy is
good business with his concessions.
Little Bob Reed, big-tup boss,
suffered a broken leg at Yuma,
Little Bob Reed, big-tup boss,
suffered a broken leg at Yuma,
Colo, and was confined to hospi.
tal. He rejoined the show. Sun-
aday (25).Kelly-Morris
Downers Grove, III., proved to
be a town long to be remembered
down a new car at
good business with his concessions.
Little Bob Reed, big-tup boss,
suffered a broken leg at Yuma,
Suffered a broken leg at Yuma,
tal. He rejoined the show. Sun-
aday (25).Kelly-Morris
Downers frager
the source by the show sets
the show. Bec Frizo is
pand and Kitty Wells visited May 31
and fumped to the Sunday spot
weith the show. Bec Frizo is
pand have the show sets
pand have bar end the show were to be report and the show sets
to be more bar weith the show. Bec Frizo is
pand have the show sets
the show test bow rest

tal. He rejoined the show Sun-day (25). Recent visitors were Mr. and Mrs. Duke Del Rio and children, of Goodland, Kan.—BABE DEL. MAR.

near nome in Detroit. Visitors included Mr. and Mrs. Linden. Dr. Schlack: Tom Park-inson, of The Billboard. Betty Escalante, Hanna Griebling, Walter Cooksey, John Vogelsang, Joe Hodgini. Al and Kitty Wells and Dave Moore, --JOE HODGES HODGINI.

list. Billy Griffin and Charles Raimer went nightelubbing in Greeley, Colo., to catch the act of their friends, Mr. and Mrs. Tiny Wilson. They are known profes-sionally as Mort and Gert. The Florenz. Troupe has added new wardrobe. Tonmy Bently is do-ing a good job with the programs. Frank Francois' cookhouse hasn't ussed serving a meal on time since the show opened. The wattherming theory encourt

since the show opened. The weatherman threw every-thing in his book at us in Little-ton, Colo. However, a driving snowstorm on the highway in from Colorado Springs, Colo.; six inches of slippery mud on the lot and a near-freezing downpour of rain failed to prevent us from giv-ing two performances on time.

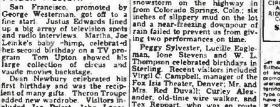
ing two performances on time. Peggy Sylvester, Lucille Eagle-man, Ione Stevens and W. L. Thompson celebrated birthdays in Sterling. Recent visitors included Virgil C. Campbell, manager of the Fox Isia Theater, Denver; Mr. and Mrs. Red Duvall: Curley Alex-ander. old-time wire walker, and Tex Reppart, who was en route to the Wallace show.--FRANK M. CAIN. to the W. M. CAIN.

big top crew a chance to get everything painted and sparking. Decoration Day saw Etta Hodgini and Steve Pauline and Janet Enyeart visiting the Hod-ignis. Wayne Larry, en route to the West Coast after visiting the Ringling show, brought Betty Estalante down on a business trip. Little Tommy Joe Hodgini went home to Peru, Ind. to visit his grandparents. At Three Oaks. Mich, Joe Hodgini renewed ac-quanintance with Pat Kelly. After vacafoading in Chicago, Wille and Ann Eprs have rejoined the show. At and Kitty Wells visited May 31 and jumped to the Sunday spot with the show. Bee Frisco is planning a party when show gets near home in Detroit. Visitors included Mr. and Mrs.

Kelly-Miller

Summer weather has finally ar-rived. Chief Engleman had the side of his car dented badly in a highway accident coming into Sterling, Cola. Harry Rooks has returned to the show and is again working horses and pony drills. Mrs. Kay Coleano is on the sick hist.

PROMOTERS





Professional Special CIRCUS RIGGINGS Professional restrictation, Radot. Tables. Chairs. Transmitters. Sorting: or Sheek Card with Charact or Noton Web Beds. Castlag and Future Act Ricelines. Nets, Mark. Trappers. The Rice and and conference and the state of the world, 21 Month and the state of the state the state of the state bearing the state of the state of the state of the state of the state bearing the state of the state of the state of the state of the state bearing the state of the state of the state of the state of the state bearing the state of the state of the state of the state of the state bearing the state of the state of the state of the state of the state bearing the state of the state of the state of the state of the state outstand of the state provide the state of the state of the state outstand of the state of the state of the state of the state outstand of the state of the state of the state of the state outstand of the state of the state of the state of the state outstand of the state outstand of the state outstand of the state of the s

87



CIRCUSES

Four old famillar circus tunes on 10" unbreakable vinylite. Tansley Callooc recording by Demo Records. Illustrated distory of ordiginal Barroum & Bailey Circus wegon "America" sham with each record. Record \$2.00 postbald. Estra copies "America" history 25c coin.

MUSIC MART 2669 North 3rd St. Milwaukee 12. Wie.

Wallace Bros.' Circus

Maliace pros. Lircus warrs Dr. Clarker of all Medis, Clarker, fina Free Marker, Starker, Starker, Starker Free Marker, Starker, Starker, Starker Autry, answer. Need Neat Burthers and from Marking Derailor. Can always for Marking Derail Derail Derail Derail Derail Derail Derail Derail for Marking Derail Derail Derail Derail for Marking Derail Derail Derail Derail Derail for Marking Derail Derail Derail Derail Derail Derail for Marking Derail Derai





WANT PROMOTERS ut crews to work good towns. Good auspices. Tickets and hanness McMullen, Ray Parks, Tom Covne, Al Harvey, stay where you are. Can use one more able of booking only pro nal dates

Decoration Day saw the show back in SL Mary, O., and visitors included George Piercey, Berl and Corrine Dearo and Eddie Grady. —JACK LaPEARL Polock Eostern Tour days in Corpus Christi, Tex., gave personnel a chance to prepare for the outdoor season Hewitt Baker and daughter, Frankie, hosted Henry K yes, Whiley and Edyth Boyd, Silvers and Jo Malson, Ernie and Frical. Both Colles were mar-ried the same day at Tueson. Hewitt Baker and daughter, Frankie, hosted Henry K yes, Whiley and Edyth Boyd, Silvers and Jo Malson, Ernie and Frical. Wiswell and several Shriner The Ben Hur Shrine Club con-ferred specia' honors on Nate Lewis th Austin, Tex. He's now a life member of the temple. M: and Mrs. Les Yates and Nate and Harriet Lewis motored into Maxies on Decoration Day. Ted Hay, formerly with Ring Ing-Barnum circus, visited. Freed Froper spent much of the Decoration with a leg injury. He then had to rush to Chicago to his mother's bedside. The write returned from Winniceg via plane to make on Decoration Day. Ted Hay, formerly with Ring-Ing-Barnum circus, visited. Fred Proper spent much of the Decora-tion Day holiday fin the hospital with a leg injury. He then had to the hospital bedside. The writer returned the Corpus Christi opening. The Shrine-sponsored Corpus Christi date was handled by Henry Bar. Polock Western San Francisco, pro George Westerman, gg rett and Hewitt Baker. — BOB for start. Justus Edit Data Scheller, the high act bedside. The writer returned Shrine-sponsored Corpus Christi Corpus Christi Baker. — BOB

rett and He

clown alley.

Aves Theatro

Wollace & Clark

HAGAN-WALLACE CIRCUS, As Per Boute

FAIRS-EXPOSITIONS

Set for This Yeor,

To Get 150G

Ford Building

Edmonton, Sask.,

EDMONTON, Alta., June 7.-The Edmonton Exhibition Asso-ciation has decided to include a

livestock show in its annual fair, July 14-19. but Saskatchewan animals will not be permitted because of hoof and mouth dis-case in that province.

ALL REAL PROPERTY.

FOR SALE

Sets Stock Show

88 Dallas Animates, Lights Sioux Falls, S. D., Maps **Ozark Empire** Ag Show to Hold Viewers Loses Stand for a total capacity of 4,500. Other improvement projects skedded for the fair's 200-acre plant were not announced. Dates this year are August 18-24.

Ag Show to Floid Viewers DALLAS, June 7.—The State faction and unusual ighting eff test agriculture show this year in the central exhibit of its agriculture show this year in proximately 80 by 60 feet, sub-proximately 80 by 60 feet, sub-the articular show window type exhibits carry book of Texas Agriculture." The central exhibit is builts as illustrating different soil areas-of the state and products in rela-tion to various types of soils. The state and products in greeted with enthus-and by the Tommy Texas character soils and products is given, baby as full be surrounded by a platform accessible by four tamps. Spec-ated with artificial bluebonets and the tamp will be deco-aread with artificial bluebonets and the tamp will be used to deco-around the map will be use

A canopy 18 feet high will have sparkling lights flashing off

ATTENTION!

Secretaries of

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and

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FOR INCOOR AND OUTDOOR

The Great Caldwell County Agricultural Fair, Inc. Lenoir, N. C., September 30 thru October 4. Con place Stock Concession of all kinds, also Photos, Castard, Jewelry, High Striker, Ball Games, Glass Pitch, Pitch Till You Win, Long Range Gallery, Age and Seales. Showmen—A big week assured for Matordrame, Illusion, Mechanical Giy, Misettel or a well-framed Genind Show, Free Acta-Want an outstanding Arrial Act. Address or Telephone Janies A. Marshall, Executive Vice-President Lenoir, N. C.

WANT CANDY BUTCHERS AND NOVELTY AGENTS

For Crette Circus, Waterbury, Conn., June 12-13-14th. To follow weekly: Police Rodge, Endicett, N. Y.; Police Circus, Rishmond, Va;; Police Circus, Montreal; then 20 weeks of BIG FAIRS starting at Marrington, Del. Have 2 choice Jewelry locations and exclusive location for Custard, independent Mid-way, Wost Virginia State Fair, August 19 to 23,

Buy Outstanding Attractions With Confidence.

spots will pinpoint the areas un-der discussion. "Story Book" theme is being used for the second stalleht year after being greeted with enthusi-arm both by fairgoers and Texas A&M College Extension workers who co-operate in setting up the exhibit. Most of the "Story Book" show window exhibits have animation of some sori and several have sound as well. Live animals, such as pigs, sheep, etc. will be used in several exhibits. Show windows give the effect of open pages of a giant book. Each tells the story of agriculture in one of Texas' Extension Districts. Ray Wilson, fair's livestock and

one of Texas' Extension Districts. Ray Wilson, fair's livestock and agriculture manager, logether with Winniford Morton, designer of exhibits, and Texas A&M Ex-tension personnel, are currently touring the State setting up ex-hibit plans. Fair cxec expects to travel approximately 8,500 miles.

Portland, Ore.,

Revives Rodeo,

Horse Show

New Ones in '53 SPRINGFTELD, Mo., June 7.— Orark Empire Pair will begin in permanent stand there was destroyed by fire early Monday (2). The structure, part of which was more than 50 years old, was reduced to smouldering ruins in a little over an hour, with the loss estimated at \$100,000 by Glen Boyd, fair secretary-manger. The structure, part of which have originated during the Sun-day night (1) stock car races and smouldered during the might be-fore breaking out out just before dawn the following day. The temporary seating will be used for this year's August 9-15 un, but immediately following the stand was saved and the parelisted A fire trucks, which had weaged the trucks, which had be stored under the stand, was likewise undamged. Two 1925 model fire trucks, which had been stored under the stand, was likewise undamged. Two 1925 model fire trucks, which had be stored y a part of the cus side only a part of the cus side only

Eddy Arnold

PORTLAND, Ore., June 7. The 1932 Pacific International Livestock Exposition will return to a horse show and rodeo as major attractions, Manager Wal-ter Eloit announced this week. Reversion to long-established policy follows after last years' experiment with a pagcant, "Wag-ons Wcst," Hollywood-produced and utilizing considerable local ance was down 30 per cent for the historical presentation. Exposition this year will run October 4-11. "We expect to put the P-1 back." In recent years the Fat St. Stock Show, Arnold, bringing Liude the Dickens Sisters and the Bischow Arnold, bringing ling of the bischer Sisters and the Bischow Arnold, bringing ling of the bischer Sisters and the Bischow Arnold, bringing the Dickens Sisters and the Bischow Arnold Cannow the Sisters and the Bischow Arnold Bischow Bischow Arnold Bischow Bischow Arnold Bischow Bischow Bischow Bischow Bischow Bischow Bischow Bischow Bischow Jun

Charlotte, Mich., **Awards Contract** On 37G Youth Bldg.

On 37G Youth Bldg. CHARLOTTE, Mich., June 7.— Eaton County 4-11 Pair here, has let a contract for the construction of a new two-story 4-11 Club exhibit and dormitory hulding. that will cost \$37,250, Bruce Keil, secretary, announced. The structure, which was planned by Gaylor R. Lewis, Findlay, O., fair designer, will be nucle to concrete block and steel frame construction. The ground floor will include exhibit space, a 125-scat auditorium, kickens, and rest rooms. The second floor will be occupied by dormitorie 150 gils. The dorms will be roupped with showers and other facilities.

500G Long-Range Plant Plan

SIOUX FALLS, S. D., June 7.— Sioux Empire Fair this fail will launch a long-range master plan of improving its fairgrounds which will cost upwards of \$500,000, according to Al Haivor son, manager. The project, which is expected to be completed with-in 10 years, was mapped Gaylord R. Lewis, Findlay, O., architectural designer and con-suitant. Following this year's fair, a

sultant. Following this year's fair, a new race track will be built and the old grandstand will be moved and re-designed with steel seats

14 Mach. Firms **Buy Out Space** At Dallas Expo

DETROIT, June 7.—Michigan State Fair this year will get a new \$150,000 Ford Exhibit Build-ing which will be erected by Ford dealers rather than the manufacturing company. The structure will be 220 by 90 feet and under terms of the lease with the motor car representa-tives, becomes properly of the fair. In addition to its use during fair week as an exhibit building, the structure will be made avail-off-season. The new exhibit hall is the first long-range buisness commit ment by a major concern in several years. DALLAS, June 7. — Fourteen implement and machinery manu-facturers have contracted for more than 100,00 square fect of outdoor exhibit space at the 1952 State Fair of Texas, according to Fred Tennant Jr., expo's conces-tions manager. sions manager.

sions manager. Outdoor space at 1952 fair is sold out, Tennant said. Biggest space was taken by In-ternational Harvester Company, which will have 30,000 square feet. Next comes Allis-Chalmers Manufacturing Company with 20,000, and John Deere Plow Company and Berry Bros. Ma-chinery Company with 10,000 each Berry Bros. is North Texas representative for R. G. Le-Tourneau Company, manufac-turers of earth-moving equip-ment. Contracted Space

Contracted Space

ment. Contracted Space Others having contracted for space include: The Ferguson System, farm equipment, 8,000; Servis-Equip-ment Company, road machinery and agricultural equipment, 6,000 The Stewart Company, Ford tractor distributors, 4,000 (in with five-year contract); New Hofland Machine Company, farm equip-ment, 3,200; DeLavai Separator Company, dairy equipment, 2,400; Butler Manufacturing Company, steel structures for farms, 2,400; Magnolia Seed and Hardware Company, Dallas, hammermilis and farm equipment, 1,500; Merry Tiller Company, Dallas, farm cquipment, 1,000; Maulfacturing Company, Chucago, engines, pneu-matle power tools, chain saws, etc., 1,000; Hawley Manufacturing Company, Houston, makers of the Subs-over" gate, about 650. In addition, General Motors truck division has taken 7,000 square feet inside the Automobile Building.







PResident 4-5961

JUNE 14, 1952

CARNIVALS

Weather Favors

Charro Days Pacts

American Midway

Skerbeck Gets Taste

Of Good Weather

BROWNSVILLE, Tex., June 7. —American Midway Shows have been signed to play the 1953 Charro Days here. Another show illed the spot this year, but exces pointed out the American Mid-way org has played the event in five other years.

Percell Org's

Spring Trek

PLENTY OF MILEAGE AHEAD

89

RAS Davenport Bow Big; Tails Hefty St. Louis Business

Decoration Day Mound City Gross Sets Record. Workers Become Card-holders

a thumping St. Louis-still date stand under its collective belt, the Royal American Shows miled in here Monday and was up and in operation Wednesday night (4) on the Mississippi River bank. Personnel — and cxecs —

Madison, Wis. **Starts Strong** For ACA Shows

Decoration Day Mound City Gross Sets Record. Workers Become Card-holders DAVENPORT, June 7.—With a thumping St. Louis still data thand under its collective belty the Royal American Shows up and in operation Wednesday miled in here Monday and was up and in operation Wednesday might (4) on the Mississippi River. Personnel — and czecs Madison, Wis. Starts Strong Data Strong Data Strong Data Strong Data Strong Data Strong Data Strong Starts Strong Data Strong Starts Company of Ameria a Shows, here this week inter a Shows, here this week inter a Shows, here this week inter the week when the show the sone admitted free the sone admitted free persone admitted free Starts Strong Starts Strong Data Strong Starts Strong Starts Strong Starts Strong Starts Company of Ameria a Shows, here this week inter a Shows, here this week inter the week when the show the sone admitted free personeral agent and cot the new season. J. C. McCaffer, ow is widely known in outdoor the new season. J. C. McCaffer, power and strong the same a big day on Starts (16) Starts Wisconeral agent and cot the story's biggest nights of the new season. J. C. McCaffer, the sone radius and newspa-ter books general agent and cot the once ssions shared in one strow in decoressions shared in one strow in decoression manager. Fre-Taris Misconeral agent and cot the new season. J. C. McCaffer, a big day on Starts (16) the storing billed as Family by with women admitted free the had here with vir-ments after from gate. This was the store constrations will a number of the same store, Stations Wills, station the new kas after from the Monor there week when the show the broadcasts from the Monor the order store states and newspa-tree station manager of Station Wells, and the week when the show the distrom radius and newspa-tree station wells, sta

For ALA Shows
MADISON, Wis., June 7, Amusement Company of America Shows, here this week in its instruction of the a good start for the first Wisconsin stand of the season, got off to a good start for the first Wisconsin stand of the season, got off to a good start for the first Wisconsin stand of the orgener here.
Excess were looking forward to general agent and to the mew season. J. C. McCaffery, owner, was on the lot for the first wisconsin stared for the first wisconsentily tried for the first was successfully tried for the first was on the lot for the first week when the show as in Joliet, II.
Madison radius and newspare for good publicity breaks this week. Stations WISC and WKOW both did IS-minute remote broadcasts from the Motor for one of the Joradus Wilk start, orgis scenario treasure. In addition, Betty Cass, WIBA staff, did a studio interview with the first week wills a staffer did a studio interview with the first being wilk a studie for the first willingness to sign. They did speaking to them as a group, and Two Alede Building and the Motor former and Two Alede Building the betty Cass. WIBA staffer, did a studio interview with the first betty Cass. WIBA staffer, did a studio interview with the first betty Cass. WIBA staffer, and the Monkey Show, and the Monk

Arkansas Okay For Schafer

MORRILTON, Ark., June 7.-W. A. Schafer's Just for Fun Shows trucked in here from Benton, Ark., after a good week's business on the fairgrounds in the latter town. Line-up of rides and shows is growing constantly. Back-end units, which arc under the super-vision of Archie Hensley, include a Snake Show, 10-in-One, Motor-dome, gal show, Funhouse, vari-dome, gal show, Funhouse, vari-dum and a Minstyrel Show. All the shows are flashed with neon-lit fronts. Rides include a Tilt-a-Whirl,

neon-lit fronts. Rides include a Tilt-a-Whirl, Perris Wheel, Merry-Go-Round, Mix-Up, Ministure Train, ponies, Bulgy the Whale, and kiddle autos, planes and racers.

autos, planes and racers. Owner Schafer recently wel-comed Mrs. Schafer and their three daughters, who joined fol-lowing the end of the school term. Visitors at Benton included Pat Ford, of the Arkansas Live-stock Show, Little Rock; Mr. and Mrs. Carl E. Pritts, Hot Springs, and Charles Ford, of the Gregg County Fair, Longview, Tex.

Detroit Club's Vets Sked June 11-12 Cele

DETROIT, June 11-12 Cele DETROIT, June 7.-Approval for a carnival to be sponsored by the Joey Moss American Legion Post of the Michigan Showmen's Association, has been given by the Detroit City Council. Event will be held at Plymouth and Southfield Roads in Northwestern Detroit, June 11-22, to raise funds for the organization's various charity activities.

Sally Readies for Outdoor Dates, Sparks News Breaks CHICAGO, June 7.—There's plenty of mileage left in Sally has not the file. Proof of this came this week the file. Thore of this came this week at the Rialto Theater, a burlesque house here, when Sally, taking time out from her four-aday routine. Effervesced over her hand succession of carnival reps multiple out door season. The fan dancer plans to show fronts at sub-plans for the outdoor season. The fan dancer plans to show fronts at sub-on the midway of many fairs this Weather Favors Weather Favors Weather Favors Weather Favors Weather Favors The fan dancer plans to show fronts at sub-to succession of carnival reps more 10 as used in construction season. A fair date list and a large planted up the telephone lines in the outdoor season. A fair date list and a large for routes down table outdoor routes down the outdoor field. Alert—Catcher On

Alert-Catches On

field. Always one quick to catch the tenor of changing times, Sally is anything but enthusiastic about the over-all night club potential "It wasn't until this year that targe acquick up with the average man," she said in explaining why might club grosses had dropped off sharply. "Her own conclusion is that clubs must slash their outlays for talent to conform to the reduced business and on that premise she has packaged a unit that sells for 3,000 per week. This package besides Sally, includes seven truly eye-filling gals, who Sally main tains, not only are good-lookers but are talented, and to use her word, costumed "gorgeously." With a 3,000 talent nut, Sally feels that clubs that until recent-by have gone for higher budget bous will win money. More-over, she figures the unit whi convers, he figures the unit whi Sally's heart-or, at least, her

oor season. Sally's heart-or, at least, her thinking-leans more strongly to the outdoor season. And her fertile mind has come up with the

L. J. Heth **Opens First Road Stand**

HUNTSVILLE Ala. June 7.-L. J. Heth Shows opened its first road stand of the season here this week after plaving North Bir-mingham to fair business and Birningham proper for a good two-week stand. For the first time since leaving winter quarters, all rides and shows are up here, with the line-up including 15 major and kid concessions. Staff includes L. L Heth owner.

raues, a snows and close to 45 concessions. Staff includes L. J. Heth owner-manager; Joe J. Fontana, assist-ant manager and general repre-sentative; Floyd R. Heth, conces-sion manager; Sam Saladino, special representative and press agent; Junior Stewart, billposter; George Kelley, lot superintend-ent; William Bozman, clectrical superintendent; Charles Parnell, assistant electrician; Paul L. Rey-molds, transportation superintend-ent; W. A. An de rson, chief mechanic; Hayward Berry, boss carpenter, and Eddie Baal ey, mailman and agent for The Billboard.

On the front end are Earl Denton with 3; Bert Woods, 3; R. M. Elam, 1; Victor Telesco, 1; Joe Sparks, 8; Henry H. Heth, 8; Floyd Heth, 7; Hayward Berry, 2; Sam Satadino, 1; Ed Balley, 1, and H. O. Bryant, 1.

Greenwood, Miss., Mires Gentsch Org

Milles Gentsch Grg CLEVELAND, Miss. June 7.– J. A Gentsch Shows moved here this week from Greenwood, Miss., where, despite the necessity to winch equipment on and off the lot, business was fair and closing Saturday was good. In addition to lot troubles there, org also lost two evenings to rain.

A new pony ride and Side Show joined recently along with a trapeze act as a free attraction. Myrna and Sonny Gentsch joined here with their mother after school closing at Natchez, Miss. Mrs. Frank Owens is visiting her husband, the org's general agent.

Tops '51 Take

Registers Biggest Kortes Unit Joins

Kortes Unit Joins WINNIPEC, June 7. — Jimmy Sullivan's Wallace Brok' Shows have registered brisk business ever since they moved into this city May 27. Business was high-lighted by the biggest single day's gross of the season at the West Kildnan showgrounds last week. This week the show is playing on the opposite side of the city, and will close there tonight.

tonight. Business last week was 12 per cent higher than last year, accord-ing to execs, even tho some of the nights were marred by cold nights. Stand this week at the St. James lot thru the first four takes. Legion Sponger

Legion Sponsor

Legion Sponsor Org is using the St. James lot for the third successive year with the strong Canndian Legion as the sponsor. Lot, which is de-veloping into a permanent show site, is a good one from a set-up standpoint but is not served by regular public transportation service. Bus company, however, is providing a shuttle service to the main line on a 15-minute schedule. "Paris at Dawn" has been the

schedule. "Paris at Dawn" has been the top-money getter am ong the back-end shows, with Alberta Slim's Wild Animal Circus in second spot. A Pete Kortes' Side Show unit joins here. From here, the show moves into Edmonton, then into Regna for still daters before it launches its tour of the Western Canadian Class B circuit.

Navy Event On Way to 250G Quota

2500G Quota SAN DIEGO, June 7.-With a goal of \$250,000 set for the annual Navy Relief Carnival, which opens its four-day run bere July 31. approximately half of the amount already has been assured, Joe Archer, eivillan consultant, announced. Archer is donating his time as a memorial to his son Herman. a West Point cadet, who was killed in an airplane crash last December. Mabocok United Shows will sup-ply 19 rides, Other concessionaires include: John Duggan, food: A1 (Red) Cohn, pan games: D Gor-don, jeweiry stands. Mars. Ed. ward Barnett, orange; Jack Orschell, 2: Jack C Archer, 2: Joe Blash, ball game, punk rack, huckley buck, short range; Hemo Castellon, short range; Edmond Freige, corn games; Steve Vaughn, ball game: Bonnie Lee, girl show; Olivia and Alex Freedman, novel-tles; Frank Redmond, 3: Hort Campbell, short range, penny pitch, balloon darts, and A. C. Van Horn, scales.

Van Horn, scales. An all-star show is to be pre-sented in connection with the midway attractions. Entertain-ment budget, including stage con-struction, is set at \$25,000, Archer anid .

Saturday Rains Hurt Page Biz BRANDENBURG, Ky., June 7. —Page Bros.' Shows moved here this week hoping to get a rainless Saturday after losing the last three to provinite inn this week hoping to get a rainless Saturday alter losing the last three to precipitation. Jim Moran joined recently as general agent, replacing C C. Lessure. A new semi-mounted front gate has been finished and will be used here. Jim Fennell joined with four concessions. While playing Henderson, Ky, org's, gal soitbail team came out victorious in a match with the fem nine from the Gold Medal Shows Frances Piercy captains the Page aggregation with Toommy Humphrey coaching the diamond crew.

For Majestic DetROIT, June 7.—Business has been consistently poor in Detroit this season, according to Samuel Goldatein, of the Majestic Greater Shows, who has played six spots this season—the largest ensessection of locations to be played by any show in the area. Weather has been the principal damaging factor, Goldstein be-lieves, rather than any general "Majestic Shows opened March area, at Fenkell and Tweith strets, and has been playing consistently under Veterans of Foreign War auspices. Current lot, at Warren and Dequindre Avenues, near the heart of the spite the additional stimulant of Decoration Day. "Goldstein will play mostly in the Detroit area, going to Mt. Chemes for a July celebration, and has booked two Michigan fairs, the Armade Fair and the komeo Peach Festival. Show is carrying 6 major and 1 hiddie year, with no additions of equip. "Master includes Samuel Gold stein, assistian manager; Leonard general agent; Tom Graybill tately disastian manager and lectricalin. Lucky Marcell, paint-er and Tilt-a White foreman. "Ride Hankenchip, Mithey) Car-roli, Rolloplane; Dave (Shorty) Davis, Spiffre; William Watboo, Fris Wheel; James Rushton, Kidde Auto. "Concessionaires are Frank Cook, 6, with Mrs. Helen Cook in charge of glass pitch; Rod in the mer Marcel Leona Gold-stein, operom and candy floss.

Of Good Weather LAKE LINDEN, Mich., June 7. -Skerbeck Shows caught ideal weather for a change here Mon-day night (3) as it opened its week's stand but business was light. Jean Marshfield joined with two concessions. L'Anse, Mich., played the prev-ious week, netted okay business despite cold and much rain. Gross of the Monkeyland Show for two days was contributed to the L'Anse, Rospital Fund.

Spring lifek RENOVO, Pa., June 7.—Pioneer Shows trucked here this week after establishing some kind of opring record by losing only two days to rain in its six weeks on the road. And grosses thus far are generally on a par with last year, a ecor ding to Owner-Manager Mickey Percell. The free front gate is helping, he said, but much of the crowd-holding is being attributed to Dare Devil Carson's free high act. Own 'S2 route is little changed from last year. Three new home-ended and the McClure (Pa) Bean Soup Picnic is another new one, Percell said. Show is carry-ing 10 major and 3 kid rides, 7 shows and 40 concessions. George Ridge has his Arcade on the front end. Mr. and Mrs. Percell were re-cently field on their 25th wed-ding anniversary with a party ittended by most of the person-nel. New arrivals include Mr. and Mrs. Albert Farley, Joe Noonan, James Patterson and Jaxk LeRoy with his Monkey Show. Wistors Included Moe Winter-and Mrs. Monkey Show.



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FREE GATE

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Midway Confab

In Amusenent Company of screetary, and show owners are operating with the accompany of cooperating with the committee's cooperating with the committee's cooperating with the committee's work.
 While Royai Crown Shows were playing Sharon, Pa, perwinted back and forth recently sonnel tendered Darliene Walpe when the shows were playing a farewell party and Don Heckler Hazelton, Pa, and Kingston, Pa, and Mira, Jack Nor, Model Shows, included Mate Jacks, and Mira, Jack Nor, Mich, to visit friends in near-by Hancock, Mich.
 A Harmes, concessionsite, States and Mira, Lyie Shows, Bob Edelsien is handling the griddle in the new cookhouse, and Chuck Magid has come on as dishwasher.
 A Harmes, concessionaire, Communication and Paliciphia. Eagles hand Visona Bros, shows day and the griddle in the new conkhouse, and Chuck Magid has come on as dishwasher.

dishwasher. A. Hymes, concessionairc, is back in New York after a highly successful tour with Hemid-Mor-ton and Frank Wirth circus units in Canada. Hymes reparts busi-ness excellent thruout the winter indoor season. Sunday (6) he will peddle novel'ies at the Air Show sponsored by the New York Daily Mirtor, an annua: that siturat-rore than 100.000 in fair weather to felewild Airport. In a weak or on Hymes begins a long series of outdoor dates. including fairs, that will keep him and a large crew busy thru the middle of Novem-ber.

Max Cohen, general counsel of the American Carnivals Associa-tion, and an exec in the State Mouse, was in New York last week. ... Fred Phillips, depari-ment of information officer for the New Brunswick government and a knowlegeable show fan from away back, was a New York visi-tor last week.

Saylord (Whitey) Caler was named manager of concessions for Ideal Rides, joining at India-napolis. Caler, a former partner in the Robertson & Caler Amuse-ments, brought six concessions with him.

with him. Girls softball team on Gold Medal Shows opened their season in Henderson, Ky., last week with an 18 to 1 victory over Page Bros.' Shows girls' team. The second of a three-game series with the Page girls will be played in Mor-ganfield, Ky., Following the Initial contest refreshments were served by Mr. and Mrs. Biley Bain. of Mid-way Cafe. Gold Medal teams ros-ter includes Sis and Mary Camp-bell. Dolly Frasier, Mildred Bailey. Lannia Ayrers, Ireno Denton. Bar-bara Mohr, Marguerette Anderson. Daveg Waits. Mildred Ayers. Goldia Cullimas, Jean (Papper) Johnson. Fedesas Saret. Martha Rice. Shirley Sparks. Betty Ren-frow and Marie Waner.

Making up the Page girls line-up are Pauline Broome. Dorothy (Chrisie Goleman, Francis Piercy, Jackie Coleman, Frankie Royal, Katherine Humprey, Mary Baugh-erty, Ruby McEntyre, Mary Boire, Anga Johns, Ellsabeth Johns, Elouse Edwards and Mary Johns, Umpires are Tommy Humphrey and Biley Bain.

Ben (The Burn) Segal, of Gold Medal Shows, registered a scorch-Avery Modern Shows, is doubling Ind., Golf Course recently and came back the following day to root a nifty 71. A. B. Childers re-(Continued on page 92)

J. C. McCaifery, general agent-cro-owner of the Amusement exhibition of trick shooting before Company of America, now back a sizable crowd to wind up his in Chicago office, is 40 pounds activities. Bey McCovern lighter than before the stroke in Miami. Recovered from the troke, McCaifery is adhering to a no-salt dei. A few days after his return to Chicago, he made a one-day visit to the ACA at concession builder. . . . Herry Madison, Wis. Carl Sedymayr Matison, Wis. Carl Sedymayr (Buster) Westbrook. of Penn Premier Shows and head of the week, coming in from Daven-port to transact business. Anoth-port to transact business. Anoth-ports that his committee is off to a diston, Wis, and a visit to America. Personnel of the James E. Walls Royal America for the stroke of America.

Sidney Reinwasser reports that West Vicw Park, Pittsburgh, re-ently added 10 United and Bally bowlers to its arcade lineup. Last year the concession had 10 skee ball machines.

Bill Beasley, bingo operator at Toronto's Canadian National Ex-hibition, was the victim of burglars recently who broke into his warehouse and made off with a number of bathroom scales, nine radios, an adding machine, a tape recorder, luggage, fishing gear and hinoculars.

Glen Hall recently joined the Hall & Leonard Side Show on Buff Hottle Shows. Also with the unit are Ward Hall. Harry Leonard, Dave Curtis, Millie Cur-ris. Francis Doran. Ivy Doran, the Original Maxime. Madama Duval and Kasham. John J. Shelley, owner of the Midway Bar, St. Louis, has joined Royal American Shows for its Canadian juunt. Mrs. Shalley will operate the business in the absence of her husband.

Bill Griffin and Joe Pholps of Associated Enterprises, Appleton, Wis., arc handling concessions at the new Outagamic Speedway which recently opened in Appleton.

Mr. and Mis. Homer Simons, World of Pleasure Shows, took delivery on a Moon house trailer when the show played Muskegon, Mich., recently. The Simonses have two concessions on the show and Gerfle Barr has handwriting, While making a quick trip to New York. Harry Rubin and Windy Kinkier, of Penn Premier Shows, visited clubrooms of the National Showmen's Association. Rubin's wife, Florence, has been visiting her mother in Indiana.

Frank Daniels. Chicago conces-sionaire, is confined to the Municipal Tuberculosis Sanitar-ium in Chicago.

Elmer Cole, owner of the shows bearing his name, set up his rides and shows at the org's Utica, Mich, whiter quarters last week when a conflict in dates caused him to withdraw from a Garden City, Mich., stand that had been. booked earlier.

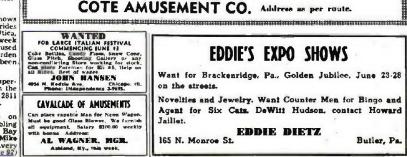
and Hiley Bain. Kate Augustino joined Virginia Greater Shows in Monsey, N. Y. with her pitch-till-you-win stand. Second Street, Lubbock, Tex.



★ RIDE MEN wanted—also able to drive semis. Especially Tilt Man.

PLYMOUTH, MICH., June 10-14, VFW Auspices. (Only show to play inside this Live Town.) On the Streets, NORTH BRANCH, MICH., Homecoming Celebration, June 18-21.

And more good ones to follow.







Carnival Routes

• Continued from page 84



• Continued from page 84

George Marquis magician and agent, and the Richard Conover family, fans. Joseph Flenting, Trenton, Neb., was on hand to greet Cole & Walters people when the show arrived there. Later several of the troupers went to his home to see his model show. Sally Bell, daughter of the Jack Bells, joined Cole & Walters. Elaine Millar has rejoined

Cole & Walters. Elaine Millar has rejoined Beatty after a lengthy illness... Conchita Erickson flew from the Beatty show to Tampa because of the illness of her mother... Harold and Eileen Volse. Dick Anderson. Erals Burch, Fay Chaney, Mark Anthony, and Mrs. Al Moss were visitors on the Beatty lot. Dita Chaludi. of R-R celebrated

Beatty lot. Dita Chaludi. of R-B, celebrated a birth day recently... Isa Kreischen and Gien Cox an-nounced their engagement while R-B was in Washington. Wayne Larey, Babe Snalling, Claire Faucett. Meivin Hildrein, Willie Karthan. GeeGee and Billy Powell and Roy Engesser, Billy and Faye Snyder. and Dr. William Means were among Ring-ling visitors in Washington. Carr and Jean Nelam ioined

ling visitors in Washington. Cark and Jean Nelson joined Hagen Bros. Other newcomers there include Jack O'Brian and Claire Retley's brother, De-Wayne... Jim Conley injured an arm during his riding act but It's on the mend.... Hagen Bros. visi-tors included Dam Mahoney. Boso Harrell. Harry and Ruby Haag. Naomai Haeg. and Bobby and Caroline Hodgson and daughter. Eddle Woockener. veteran

Caroline Hodgson and daughter. Eddie Woeckener. veteran bandmaster, visited Skinny Goe on the Rogers show at Kokomo... Jacqualin Tolliver is assisting in Chester Gabes juggling act on Rogers... E-Flat. King-Cristiani muskcian, is back on the show after recovering from Injuries... Doc Hall and Dick McCarrity of R-B caught the King show as did Stuar Forstall. brother of Theo Forstall.

did Stuart Forstall, brother of Thee Forstall. Jimmy Karro escorted Tony Diano's giraffe from Canton, O., to Chickgo for an appearance on "Super Circus." He had the ani-mai on King Bros. Last season. Gens Whitmore. Lockhart, Tex., fan, arrives in Chicago this week for an extended stay... William J. Bray, of Minncapolis, is getting together his circus movies unt for a series of arganization meet-ings and school dates... Mr. and Mrs. Howard King have their wildlife show at Pendelton, Ore., where Harper Joy. CFA, was a visitor... Fans F. L. McClintock. John W. Boyle and Norman Senhauser. of Unrichsville, O. caught Hagan-Wallace, Wallace & Clark and Beern-Barnes cir-cuses on their way home from the Gainesville, Tex., CFA con-vention. Members of Unrichs-ville's Walter L. Main Tent of CFA were the subject of a feature in the Columbus, O., Citizen. The White Horse Troupe will be with Tom Packet Circus this Badger State
 Brake, grab stand: Lydia Cochenet, Fielder, Marker, Mar



Want Forwaren for Nerry-Go-Round and Tillo-Whard. Must be experie and reliable. We pay too salary: Frank Zorda wanfs for Circus Side Sho Batt. Fire Exter, buerd Sevalseer. Reach.Ce. come on Those who wat before, contact Good proposition for Mind Reat a Act and any worths changed way have fourteen Fairs booked strutt a August, --Chillicathe, Ohie, this week; Last. - Ohie, peri wask. w: Half and

19-BIG FAIRS AND CELEBRATIONS-19

RATES SHOW

Want for 60th Andversary Celebration, Johnson City, N. Y. Seven Days, Starts

Monday, June 30 thru Sunday, July 6. Big 4th Celebration. First show in 20 years.

Beginning June 20th showing thru Illinois, Indiana, Misseuri and Arkansas until last week in October

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JAMES H. DREW SHOWS

Annual Silverton Festival, Silverton (Cincinnati), week June 16; Firemen's Celebration, Grayson, Ky., week June 23; Big Two State 4th July Celebralion, Louisa, Ky., week June 30.

And all Calebrations and Fairs until Mid-Novamber.

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Can book all kind Hanky Panka and Shows for this big event. Beautiful outfit for Girl Revue. Want Operator or Riders for Motordrome, Clearfield County and

raum Amuse; Pashuaka, Okla.; Raiston 18-31 Peck Amuse; Lovell, Ind. Pron Prefarer Binghamton, N. T. Pianerri Ricota, Pa.; Rouletts 18-31, Pianerri Ricota, Passa, Gloucester 18-32. Piezaur Miand; (Broad Rippie) Indiasap-olla, Ind. Powerson Exper: Unbrichwritt, O.; Philo 18-32. Powerson Greater: Johnstown, O.; Oreaden Prefile, Unarthernet 16-31. Prell's: Huntington Sta., L. L. N. T. Priddyt Palacipa, Tax. Raines Am.: Heavener, Okia. Rainier: Marysville, Wash.

R. & C. United: Bedias. Tur: Jackson file. Ridd. init. Boringfold, W.; Barre Viel. No Topeks & Weils: Lynden. Kan. S-11: No Topeks (Estington, N. D., S-11; Har-Rogers Bead: Certington, N. D., S-11; Har-Rogers City, Rides: Van Buren, Ma. S-21; Bullvan Heil. Rayal Americas: Datemport, Ia., S-18; Win-Blog. Mag. 10-28. Royal Canadias. Weinsking, Alla, S-11: Royal Canadias. K. Lawronol, O. Royal Midwest: Russiardik, Ind.; Fiercine 17-21.

R & C. United: Secisa, Tut.; Jacksonville 16-31. Reid States

From the Lots

Badger State

Hamid - Morton Circus won good press breaks at Quebec, with the French language Soliel popping with stories and pictures. Omer Kenyem. H. M iliamsport, Pa., was the subject rep, said the French Canada tour of a story in Life Magazine June was the best ever. After a stop Richmond, Va., for the Police date June 22-28.

From the Lots

Crafts Expo

Crafts Expo VISALIA, Calif. June 7.-Shows opened here May 27 following a successful engagement in Coalinge, Calif. Husiness was off until the annual Rodeo and fulles Show, operated by Harry Centennial Celebration got under way Friday night, May 30. Join ing here were Mickey Ambross and P. F. Pyman, lewelry, and Larry and Betty Hadley, ice cream. Ralph Benn is assisting the Hadleys. Six-cat stand obtained top money here. Michael, son of Her-man and Exther A p I em an, started his school vacation iast week Johnny Lewaggi, of the Nature Barnes, son or Her-started here. Ed Sullivan planed in with Or-

visited here. Ed Sullivan planed in with Or-ville N. Crafts from quarters in North Hollywood. He took over the Scooter operation. Competi-tion is keen in the bowling league, with Rober Warren, Ed Butler, George Bryant and Al Cecchini the leading scorers. Top scorers among the women are Katherine Warren, Billie Bryant, Pegy But-ler and Patsy Duran.—VINCENT KUROPATWA.

1. T. Unit No. 2

HUNTINGTON, L. I., N. Y., June 7.—Show had its first big week of the season here. The Caterpilar topped all rides. Date marked the first week since the show opened April 1 that good weather prevailed.

snow opened April 1 inst good weather prevailed. Personnel includes Phil Isser, general manager; Al Crane, book-ing agent; Louis Scherer, office manager; Pearl R., Scherer, as-sistant office manager; Morris Brown, concession, manager; Wil-liam Appleton, lot superintend-ent; Leo C. Jenkin, electrician; Ted Lew Is, Disesls; Arthur Bowra, Octopus; Hank Paxton, Comet; Richard Niemae, kidde rides; Frank Papich, Merry-Go-Round; Lucky Annato, Ferris Wheels; Blackie Radik, Caterpil-lar; Jack Brown, Rolloplane; Tony Breck, Whip; Ray Vanziano, Little Dipper; Roy Randall, cook-house, and Al Howard, who Is In charge of moving the shows.--LOUIS SCHERER

Drago Amusements

TIPTON, Ind., June 7.—Open-ing here was delayed because of a muddy lot, but a good crowd turned out Tuesday night May 27. Lions Club sponsored the stand. Mathces were staged Wednesday, Friday and Saturday.

WANTED COLORED MUSICIANS AND PERFORMERS

High stepping Chorps Girls, two out ding Comedians, Loretia Stewar and Buck, get in touch, Guaranteed pay from the office.

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SPITFIRE FOREMEN y no object if you are capable sober. Ray Maddax, conject,

Wilson Famous Shows Rochelle, Ul., this work: Offawa, IL., matt work,

Model

Dunean has the Harlem Revue, which is doing well. George Vogstadt has the Side Show and Wild Life Exhibit and Sant Lowrey is handling the Drome. Office-owned Funhouse is operated by Bob Martin. Richard Davis operates the Snake Show and the Animal and Headless shows also are operated by Vog-stadt. All electrical equipment is under supervision of Hank Mc-Guire. Kiddieland, with seven rides, is

under supervision of Hank Mc Guire. Kiddieland, with seven rides, is operated by Mrs. Geneva Wil-liams. Concessionalires here in-clude Joe Azler, Con Weiss; Jim McKnight, new cookhouse; Ernel Buzzela, two grab stands; Jim McKnight, new cookhouse; Ernel Buzzela, two grab stands; Jim McKnight, new cookhouse; Ernel Buzzela, two grab stands; Jim McKnight, new cookhouse; Ernel Buzzela, two grab stands; Jim McKnight, new cookhouse; Joe Massecia potatoes; Mrs. Joe Massecia potatoes; Mrs. Joe Massecia potatoes; Mrs. L. D. Powers, long range and bingo operated by Danny Dorso. Eddie McTeague is lot man; Nick Stepp, office; R. C. McCarter, general manager. The writer is h and ling the press. – JOE ROWAN.

Virginia Greater

Virginia Greater MONSEY, N. Y., June 7.—Shows pulled in here May 25 during a heavy rainstorm, after tearing down in Morrislown, N. J., under sitated use of buildozer to pull truck fleet and trailers off the highway and onto it, where shows shally opened Tuesday night (27) under American Legion Post aus-pices. Business was fair. Decoration Day brought fair weather and a good spending crowd. Kiddle matinee Saturday (31) was hit by rain and cold. Newcomers here included Mar-th's Pony Ride; Br, and Mrs. Charles Hillert and sons, Unborn Show. Mr. and Mrs. Bill Prevost. Wid Life, and Mr. and Mrs. Louis Augustino, Side Show. Wistors included Mr, and Mrs. Martelair, N. J.; Harry Heller, Heller's Acme Shows: Al Burt and reshows, and Frank Mariano, of the Hillourn, N. Y. Fire Department.— H. W. (HAP) ARNOLD.

Ranier

SUMNER, Wash., June 7.— Weather in this area has been generably fair, but strikes have hurt business. The Wenatchee (Wash.) Apple Blossom Festival was the first red one of the season

season. On the return to Western Wash-ington the show's power plant was wrecked when John W. How-ells, driver of the tractor-trailer carrying it, turned the vehicle into a mountainside when the brakes failed while traversing Stevens Pass Highway near Scenic. Howells was taken to a hospital for minor injuries. Jack Reade, who was riding with him, was injured. was injured.

The writer is featured dancer and operator of the show's "Orien-ul Fantasies." Her husband, Don S. Grecne, handles the front and tickets. — GLORIA GAYE GREENE.

Stipes

Stipes TREMPEALEAU, Wis, June 7. Show opened its season here May 26 to good business, but the opened seather. Show came here stad to have been the first care. We have been the first care. Stad wer to play this town. Stad wer to play this town to play the state of the s

12, 12 Mar & chall





WANT FOR LAWRENCEBURG, IND., STREET CELEBRATION, JUNE 16-21

SEYMOUR, IND., CENTENNIAL AND PAGEANT IN BEAUTIFUL SHIELD PARK, JUNE 23-28.

WANT: Cookhouse, Grab, Foot Long, Ice Cream Bar, Custard, Hanky Panks. Stock only.

SHOWS: Any Shows that can set on streets, except Girl Show, Fairs and celebrations solid until October 14. ALL REPLIES: Now, Connersville, Indiana.

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RIDLS with own transportation, good proposition. Single ar Double Octopus, Roll-a-Plane, Scotts, Dodgam, Looper, Spithte er any other Major Ride that does not conflict. Will book for balance of necess. Ride Neip in all depertments, top HO DRUNKS

CONCESSIONABLES, ATTENTION - Space is limited for Genham, San Jees and Sakenfield, our feetage genics in right. Ro sume its contact Many Maynen to secure space at any of the leading Fairs. Season ands with BIC ARMISTICE CELEBRA-TION at Portarville, Calif., New, 11th. All communications through any mails office, Sol Clement Sr., San Francisco, Calif. CONCESSIONS Gen place a few more Concessions that do not contlict with those we have, such as Jeweiry, String Geme, Country Store, Wheel, atc.

HARRY MYERS, Mgr.

SHOWS-Monkey Drome. Class House, Snake Show or any other Grind Show that does not conflict,





ALL REPLIES; JOE J. FONTANA efe L. J. Harn Show, Shelbyville, Ta this week.

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SIDE SHOW PEOPLE Wani Talker-Ernie Hudspeats, wire, Alse Acts of all kinds Can use good Half and Half, Tirket Seller and other useful Paople. Cood Cookhouse BERTHA BERT Gai

Club Activities

Showmen's League of America

M West Randolph Street, Chicago CHICAGO, June 7.-President Criticado, June (....) residenti S.T. Jessop, back from an east-ern business trip, will join Sec-retary and Mrs. Joe Streibich and Mr. and Mrs. Ed Sopenar in a visit to Royal American Shows at Davenport, Ia.

at Davenport, Ia. Clifford Darling advises he is well on the mend after bis auto accident injuries. Frank Daniels is in the Chicago Municipal Tu-berculosis Sanitarium. Herman Pluda, on leave from the Hines (IIL) Veterans Hospital, visited United Exposition Shows at Ly-ons, IL George (Shoes) Stever, was admitted to Alexian Bros. Hospital here this week. No late report on Frank Ehienz. Dr. John La Marr has reportedly en-tered a Holly Hill, Fia, hospital. Secretary Strebisch visited

Secretary Streibich visited with Mr. and Mrs. C. A. Vernon on their United Exposition Shows

RIDES-SHOWS CONCESSIONS

WILLIAMSPORT, IND., JUNE 16-31. WILLIAMSPORT, IND. JUNE 16-11. Wasi one Nigor Ridg-Till, Kotikariana, Showa CON CF3810/NS - Car piece Banky Panisa of all binds. Good open-ing for Banctoni. Ball Cames Photos Banky Control and Control of Soliton Street Collection. etc. Good route as One of best Fourth of July spots in Nerthern Indiana. All replace

WILBUR FARRELL val of Pon Blows, Alexandria, Ind., mock, or Tom L. Baker, 2257 Medicon Indianapolis, Ind. Phane: GArfield

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THE PAMOUS ALACKLIGHT MASTER-PIECE OF THE LORD'S LAST SUPPER COMPLETE-READY TO EXHIBIT INTERNATIONAL ART GUND

in Lyons, Ill., this week where visitors and show personnel seen included Tom Payne, Eddi Meisterman, Larry Wilson, Sam Arenz, Hurmyy Weeks, Jess Jor-dan, Virgii Sells, Harry Levine, Jack Benjamin, Earl Tauber, Mr. and Mrs. William Cowan, Ed Parker, Petey Pivor, Sheik Lam-part, Dave (Fory) Goldren, Mr. and Mrs. Ed Sopenar, Silent O'-Brien, Hadji Delgarian, Harold Ardner, Elmer Byrnes, Joe Foole, Al Kamm, Charley Mc-Carthy and Mr. Kight.

Carthy and Mr. Kight. Bob Parker was reported en route to Lake Delavan, Wis. for a few days rest. The Ned Tortis had Mr. and Mrs. William Town-send and Mr. and Mrs. Ed Korn-rumpf as recent week - end guests at their Lake Delavan summer home. Rev. Marcel La Voy visiled with Lou Leonard in an Aurora, III, hospital. Mr. and Mrs. Russell Cady, and their sons, Rusty, Joe and David, spent the Memorial Day week - end with Mrs. Cady's parents, the Joe Streibichs, at the latter's Lake Delavan summer home. Recent elubroom visitors in-

Recent clubroom visitors in-cluded Jack Krutt, Henry Polk, Andre Dumont, E. W. (Slim) Wells, Charles Zemater Sr. T. Dwight Pepple, Hy Neitlich, George B. Flint and Jimmy Stanton. Ladies' Auxiliary

Ladies' Auxiliary A number of folks spent the week-end and Decoration Day at the Lake. Billie Wasserman is recuperating from a long illness, and so is Alice Hill. Ann Belden, chairman of the fall bazaer is getting everything lined up. Do-nations may be sent to her at 6136 North Knox Avenue, Chicago. Carmelita Horan, chairman of the cancer fund raffle books, has for-warded books to members. Upon disposal of same send to her at 1820 West Ohlo Street, Chicago. Elsie Miller. secretary, has

Elsie Miller, secretary, has moved to 3852 West Irving Park Road, Chicago, 18. Mail should be sent to her there, also any change of address. Mail for Hattie Hoyt, Marjorie Krall, Catherine Robertson and Mary English has been returned. Please send

CAN PLACE

MIAMI, June 7. — Club was closed three days because of the death of Secretary Phil Cook's mother, May 26. Phil planet to the services in New York.

Association

death of Secretary Phil planed to the services in New York. Harry Brus, who is going after a gold life membership card, for-warded the application of Ralph-Intenti. Recent visitors included William Langten. Clif Wilson, Al-ton Pierson and Shirl Sakable. Mail has been received for Ray-mond (Shep) Blumberg, Ep Glos-ser, Harry Byus, L. Eddle Roth. Harry Meyers, the Goldman fam-ily, Dave Endy, Johnny Apple-buum, Harry (Buster) Westbrook and Charles (Frenchy) Schwacha. Ways and means of raising money for the club were discussed at a May 18 dinner in Camden, N. J., given by Mr. and Mrs. Ray Blumberg. Guests included Leon-ard Lampell, Mr. and Mrs. Ray Burnberg. Guests included Leon-ard Lampell, Mr. and Mrs. Ray Sherman, Mr. and Mrs Jack Le-vine, Mr. Jack Her Back Jack Le-vine, Mr. Jack Levine, Jack Le-vine, Mr. Her Back Her Jack Levine, Mrs. Job Of the club in any manner. Mrs. Heien Barfield heid a Jun-raising Ash fry at her home, with a tolia of 553.26 being turned over to the club. Defense Bond award went to Mrs. Lucille Leonardson Cards and enterlainment followed the dinner.

Show Folks of America, Inc. 145 Turk Street San Francisco



Interco-SILELL ULII SHUWN-5 KIICS Want for Mooree, Nich, Jiahay Panks of all kinds, "Yo in Theints, Frozen Custard, Candy Flows, Sawe Cone. Novelles, All Johning now get preference at blagwet 4th ef July mod. White Cloud, Mich. No, Flag, and the share of the Weip on all Bidas, speciality on Octoops and Perris Wheel, whe drive semisk Work Showa of all Med Foot conflicting; committies and texts moncy party. GIESONBURG, OHIO, this wash; Monroe, Mich., next week. **GOLD MEDAL SHOWS**

CAN PLACE

A-I Ride Superintendent. Must know your business. Also can use one more Mechanic. Must have own tools. Frank Jackson, get in touch. Pai Brady and Earl Lyons, call JONNAY DENTON or ART FRAZIER, Paducah Ky. Phone 9250, P.S.: J. A. Sparks can use P.C. Dealets and Nail Concession Agents. Richard Roach. call me

on the road

GRANT'S RIDES & AMUSEMENTS WANT

Any Instituate Concession that does not conflict—Aye, Scale, Grab. High Striker, Pennik Pitches, Glass Pitch or what have you? Privilage 313.08. Can use on or two Mrjon Rillen atto conflictuate. Arie any testimole Shows. Address anywers to Sroniy Bides & Amusement, Bilyworth, Pa., this week; failowed by Charlorei Leck 4, Smeck, Sandy Like, Neasen Height, and Sances of Olic (Bry, Pa.

IDEAL RIDES WANTED

Banky Panks of all kinds. Limit two of a kinds. Novelics. Custard. If Cream. Any straight uses. Con always use good Kide Reip. Paring sold cost of Sireed Celebrations and Panks under good auspices in Indiana and Himsig. Eaton, Ind. this weeks Bieltaville. Ind., next week. Baching new for Phincem Dorgen. ILL, Pestvall. 3 days over the Fourth of July. Want Low An experiatly for Diang one. Address. Paul. D. ROBENTSCH, Owner: WHITEY CALER, Conc. May.

WANTED	WANTED	WANTED				
Photos, Jeweiry Spindle, Sho Glass House, Ride Holp-Pirs must drive semi	rt Range, Banheibal), 4 and becond Men on	Shows-Mechanical, Funhouse of Wheel, Second Men on all Hidge				
to 19 Marenge, Ill., July 1 to	Vollewarer, Will, Juni 3; Melrose Perk, III., FOUR AMUSE					

WILL BOOK OCTOPUS OR MERRY-GO-ROUND FOR 14 CELEBRATIONS IN WISCONSIN WIRE OR PHONE M. T. GORDEN (PHONE: UPTOWN 3-3280) 2821 NO. SETH ST. MILWAUKSE, WIS

your addresses. Mae Taylor, first vice-president, has been officiating at meetings in the absence of Hattle Wagner, president, who is Schumann Run • Continued from page 84 **9** Rides-STEEL CITY SHOWS-9 Rides

• Continued from page 84 dance across the ring without a single misstep despite being ham-pered by elaborate costumes. Recha opens second half with several big illusion numbers. Using one fem 'and four male assistants, he has no trouble in mystifying with his elaborate illusions, presented with consid-erable comedy. Helene Kossmayer has a well-groomed trio of small elephants which she puts thru a series of dance' and musical bits which are incely executed and amusing. One

dance' and musical bits which are nicely executed and amusing. One pachyderm thumps out a tune on plano with its trunk, another beats the drums and all three toot—sourly—on horns. The Flying Comets are an Australian-Scotch duo who work on metal frames attached to op-origits ands of an ayle which pre-

posite ends of an axle which re-volves at considerable speed. Novelty and nerve sell the act. Best tricks are one-hand and one-foot swivel spins. Talo Boys Get Laughs

Talo Boys Get Laughs The Five Talo Boys draw belly-laughs with a melange of Ris-ley, balancing, teeterboard and other routines—all ending up in ludicrous mishaps or gags. In the next-to-closing spot Al-bert Schumann goes to town with a presentation of 18 Liberty horses put thru complicated evolutions, most striking of which has two lines of nine horses each - using Albert as a pivot, in cen-ter of ring—wheeling around the large ring in perfect unison. Leon de Russau closes the show with the same act he pre-sented on the Ringling-Barnum show in 1931. Act shows up bet-

show in 1951. Act shows up bet-ter in a one-ring show. Pint-size Kiki again handles clown gags during prop setting and waits. Bugen Petersen's or-chestra does a swell job in cut-ting the show and in concert numbers. Ringmaster Knipschild handles announcements and keeps show moving at fast pace. Julia and Axset Glacsner are principal bookers of Circus Schumann.









MERCHANDISE

America's Largest Line

99



JUNE 14, 1952





TRULY WONDERFUL-

JUNE 14, 1952







THE BILLBOARD

104

February Export Sales Hit \$604,630, Up 38%

OMAHA, June 7.—As a result of a recent favorable decision on free-play pinballs, this type of amusement game has reappeared in a number of typical locations in many parts of the State.

in many parts of the State. The decision handed down by District Judge Jackson B. Chase stated that free-play pins were opinion submitted by Attv. Gen. C. S. Beck last spring. Because of the confusion created by the court ruling op-erators are hoping for a quick final decision on the issue by the State Supreme Court. Dean C. Kratz, assistant attorney general, tated he would like to try the case before the high court during the current term, but conceded there was little chance the matter would come up until fall. Despite Judge Chase's ruling.

would come up until fall. Despite Judge Chase's ruling, law enforcement of fileers in Omaha, Lincoln and other com-munities were bannlag free-play gumes until Municipal Judge Frank Mimtz in Omaha dismissed a case against a location owner who had one in his establishment.

Bally Horse Gets Casters

CHICAGO, June 7. — An im-provement which appears certain to be helpful to operators and location owners has been made on the Champion, Bully's me, chankeal horse. It consists of the addition of retractable casters. As Jack Nelson, general sales manager, pointed out, the casters can be raised or lowered by sim-ply inserting a detachable key wrench in holes in the base of the horse and turning the wrench the desired way. With the use of the casters the horse also may the horse and turning the wrench the desired way. With the use of the casters the horse also may be moved to any part of the loca-tion or even outside as many stops do on mild days. When the casters are retracted the base sets solid.

THICAGO, June 7.—With four of the traditional volume markets setting the pace. February: They accounted for 185 coin-operated phonographs with a 3187 new and used games, jukes of volume by pertain a ggre reent above the predimer by sending stills. They accounted for 185 foot. 300 Meanwhile, the principoperators (G38 for 78.001) and Caban cointmen led vending account with a sage regard to a set of volume by pertains (G38 for 78.001) and Unban cointmen led vending account with a sage for the vending account with a set of the venders of the ven

and Salvador (41 for \$28,202). The games export list included three volume buyers in Febru-ary. They were Switzerland (141 for \$31,882), Japan (64 for \$21,609) and Canada, previously men-tioned. Other countries spent \$33,823 for 606 amusement units. In vending. Canada and Cuba ac-counted for the largest part of the sales.

NPA Urges Small Biz

To Seek More Metals WASHINGTON, June 7.— small businessmen were urged this week to file hardship ap-pleations for third-quarter sup-stee, aluments of searce which the hardship application stee, aluments of searce the National. Production Authority in Washington, which-rever made the most recent allot materials under other for here applications and the searce the submitted. Fourier emphasized for here applications and the searce the submitted. Fourier emphasized for here applications authority in Washington, which-materials under other the submitted. Fourier emphasized for here applications and the search the submitted. Fourier emphasized for here under the search the submitted. Fourier emphasized for here under the search the submitted. Fourier emphasized for here under the search the submitted. Fourier emphasized for here under the search the submitted. Fourier emphasized for here under the search the submitted. Fourier emphasized for here under the search additional materials under other forms of relief.

mer of controlled materials. NPA Administrator Henry Powler said his organization had set aside quantities of controlled materials to take care of early applicants. Fowler asked manu-facturers who file for additional materials to furnish enough in-formation about their operations to justify their requests. He said Commerce Department field of-fices or the NPA can supply guide sheets explaining data nec-essary to back up applications: which should be marked "refi.: SBHP." To be eligible for the hardship To be eligible for the hardship grants, firms must be classified as a small business under Con-grants, form 50 per cent civilian type products and be unable to main-

COIN MACHINES

AIDS HORSES

AIDS HORSES CHICAGO, June 7. — As a promotional aid to operators Bally Manufacturing Com-pany has made available at all the firm's distributor of-fices a series of advertising mats illustrating The Cham-pion, mechanical horse, Jack Nelson, Bally general sales man age r, announced this week. The mats are available in 2, 4, 6 and 8-inch widths Aleson stated that many mats already had been supplied to chain and department stores and supermarkets where the Bally horses are on location. They are used in local flyer ads by the stores, and opera-tors report the proniotion has aided horse play.

NPA Giving Games Mfrs. More Metals

WASHINGTON, June 7.—Al-lotments of scarce materials for amusement game manufacturers use in the third quarter (July-September) will be substantially increased, the National Produc-tion Authority declared this week.

Altho this meet has about the same number of entrants as did those in 1950. 51, ASLI officials consider it the most successful

SACINAW, Mich., June 7. — Described as the largest shuffle-board tournament of the years the third annual United States (Championship Team Tournament, heid at VFW Hall here May 30 June 2, was judged a great suc cess. American Shuffleboard Leagues, Inc., sponsor of the event warded nearly \$3,000 in cash and Trophics. Directed by Stanley (Whitey) Warner, and Michael and women's teams ion board divisions. Altho this meet has about the Altho this meet has about the

Marvel Licks Output Stymie, **Ups Delivery**

CHICAGO, June 7. — Having finally overcome production handicaps created by a major fire in the factory three months ago (The Billboard, March I), Marvel Manufacturing Company was back in production this week on its four-model line of shuffle-board scoreboards.

tion Authority declared this week. NPA Administrator Henry Fow-ler warned that many materials will continue in tight supply, however, and "that direct defense requirements for materials are still growing." Here's what the games manu-facturers get, in terms of percent; ages of base period use: Carbon sitel, 55 per cent; siloy steel, 55 per cent; siloy steel, 55 per cent; siloy steel, 55 graterit for the way old and new per cent; copper brass mill pro-uets, 35 per cent, and aluminum 45 per cent. NPA added it has set aside aluminum, and some copper, for relief distribution in hardahip Gaxes.

Calendar for Coinmen

June 9-Wisconsin Phonograph Operators' Association, monthly meeting Site to be announced.

June 9-Washington Coin Machine Association, monthly meeting. Hub Enterprises Building, Washington. June 9-Amusement Machine Operators' Association of Greater Baltimore, monthly meeting, Mandell-Ballow Restau-rant, Baltimore.

June 10-Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, CincinnatL

June 10-California Music Guild, monthly meeting, 311 Club, Oakland.

June 12-Michigan Automatic Phonograph Owners' As-sociation, monthly meeting, Marcabees Building, Detroit. June 12-Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

June 12-Music Operators of Northern Illinois, monthly meeting, Double Joe's Restaurant, Route 14, Harvard, Ill.

June 14-15-Music Guild of Nebraska, annual election meeting. Paxton Hotel. Omaha. June 18-Westchester Operators' Guild, Inc., monthly meet-ing, American Legion Hall, White Plains, N. Y.

June 19-Progressive Music Guild of South Jersey, monthly meeting, Walt Whitman Hotel, Camden, N. J.

June 23-Phonograph Owners' Association, monthly meet-ing, Broadview Hotel, East St. Louis, III.

June 26-Amusement Machine Operators' Association of Dade County, monthly meeting, El Commodoro Hotel, Miami. July 3-Washington Music Guild, Inc., monthly meeting, 3110 H Street, Washington.

July 7-Illinois Amusement Operators' Association, monthly meeting, 208 North Madison Street, Rockford.

Nation's Ops Expect Big Summer Resort, Rental Play

CHICAGO, June 7.—With long range forecasts indicating excep-tionally good summer vacation weather in virtually every section of the country, operators in resort areas are anticipating the strong-est play on amusement games in any similar period since the war. Because of this expected plus trade, distributor firms in many areas are reporting above average sales in both new and 'used games to out-of-town operators. While many columen with

cames to out-of-town operators. While many columes with routes in metropolitan areas dread the approach of summers because of the drop in play, those the equipment at specta to be marginal stops to resort locations in recent years have been able to import an otherwise difficul play situation. Still others, foi-lowing some important spade-work in the field, have been able to be ther their over-all receipts to be the their over-all receipts the use a rental program for large

organizations and industrial zations spend quite a bit of firms. A small percentage have been able to enter both fields annual event and wherever possible offer something different guests for coin machines with guest for coin machines with eventual for the vacationers are good spendorers. In addition, the turnover of customers precludes the necessity of changing equipment, thereby of the rental side, there is an entirely different approach to the eventual player and the busines.

JUNE 14, 1952

		Febru	ary, 195	2				
Pha	egeraphs		nder.		nent Games		To	cal .
Comptry No	Value	No.	Velup	Nia	Value	10m		Value
Jenezuela	\$132,584	_	_		-		185	\$132,584
Zanada	14,999	564	\$15,169	63-8	\$78,001		1.324	108,169
Mexico	61.323	_		_	-		131	61.323
Cuba	36,044	70	19,979		_		201	56,023
Switzerland 48	- 15.453	· · · · · · · · · · · · · · · · · · ·	-	141	31,882		189	47,335
Belgium	44.144	_		_			99	44.144
Salvador 41	28,202	·	-				41	28,202
Japan	_	-	-	64	21,609		64	21,609
Other Countries 95	46,860	422	24,594	606	33,823		1,123	105,277
TOTALS	\$379,573	1,056	\$59.742	1.449	\$165,315		3,357	\$604,630

BALLY PROMOSH 31 Teams Vie, Cut Up

5G in ASLI National

Coin Machine Exports

JUNE 14, 1952

MUSIC MACHINES

105

Miami Ops Obsolete Local Problems MOA to Make Final Key Discussion Chi Meeting Plans All Pre-1946 Jukes Resolution Sets Sept. 1 Deadline, Exempts At S. Dak. Meet

2 Wurlitzer, 1 Seeburg, 1 Rock-Ola Models

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Association held its quarterly meeting at the Alex Johnson Hotel here Sunday and Monday

notei nere Sunday and Monday (1-2). President Tony Trucano han-dled the sessions and led the discussions on local property taxes, pointing out they had caused operators in the smaller towns increasing concern. There also was mention of starting a regional effort toward effecting dime, three for a quarter play. However, this move was set aside pending more information on a national effort by the Music Op-crators of America under the guidance of its president, George Miller. Jullus Koers, Rapid City mem-

Miller. Julius Koers, Rapid City mem-ber, was host at the June session. Harold Scott, SDPA secretary-tressurer, announced the next meeting would be held in Pierre either in late September or early October.

Seeburg Old **Timers to Stage** Annual Banquet

Annual Danguet CHICAGO, June 7. — Some 278 members of the Old Timers Club, described as the most ex-clusive in-plant organization at the J. P. Seeburg Corp., will hold its annual banguet next Thursday at the Svithiod Singing Club here. The Old Timers group is com-posed of Seeburg employees who have been with the firm 10 or more years and the membership encompasses all departments from the executive offices down. Thirty-eight new members will be initiated. Raiph M. Isacksen, Seeburg personnel director, said the ban-quet would be smorgasbord style and that most of the entertain-ment would center around the initiation festivities. The club has been organized for six years and its activities include visiting all employees who become III and the sending out of birthday remebrances. Displayees Record A breakdown of the club's membership shows the years of service of some of the employees: one more than 40 years, 88 more than 13 years and 160 ten years or over. Isacksen cited other Seeburg

than 13 years and 160 ten years or over. Isacksen cited other Seeburg employees activities, two base-ball leagues. A Tuesday night team, which plays in the Hamlin Park Industrial league, has won its first three games. The Thurs-dey night team, which plays in the Chicago Industries Recreation Association League, has been shutout by bad weather. The next big function follow-ing the Old Timers party will be a picnic July 12 at the Fox River Grove for all Seeburg employees and their familles.

Oregon Group **Elections Set**

PORTLAND, Ore, June 7.—The ORTONIC AND ORE, June 7.—The Oregon Music Association, which recently celebrated its first anni-versary as a formal organization of juke box operators, will hold its annual election of officers here next Thursday at the Multinomah Highlight of the

Highlight of the event will be the selection of a new president to replace Lee Jones of Portland, who has left the music field. Jones sold his interest in the Softon Music Service Company to his partner, Roy Gatto, Janu-ary 1, but was prevailed upon to continue in office until the elec-tion meeting. Highlight of the event will be

Miller to Meet With Committee Over

Week End; 100 Exhibitor Applications

lations firm. An outline and plans for a drive were given Miller by the Greenbergs, but any decision re-garding the use of the Mullen firm by MOA will have to wait until Miller can discuss the pro-gram with his officers and get their decision. The record industry liaison committee, formed by MOA rep-

Fete to Honor Levine's Work In Juke Field

In Juke Field NEW YORK, June 7. — More than 350 guests are expected to tattend a testimonial dinner Tues-day (10) honoring Sidney H. Levine, national counselor of the Music Operators of America, for his 15 years of service to music operators and the industry at large. The affair, slated to start at 6:30 pm. in the Moderne Suite of the Belmont Plaza Hotel here, will draw juke box manufacturer representatives and guests from coin associations in New York State and Connecticut. Al Denver, president of the local Automatic Music Operators Association of which Levine also is attorney, said dinner would be followed by dancing and a floor show. George A. Miller, MOA president, will be guest speaker.

18 YEARS' SERVICE

Miller to Meet With Committee Over Week End; 100 Exhibitor Applications DAKLAND, Calif. June 7.-George A. Miller, president of the Music Operators of America, was in Chicago this week-end to mcuacturers' Association and designed to smooth out differ-once between the juke box operators and the disk manufac-sociation this. fail. Miller was scheduled to leave California for New York Thurs-day night (3) to attend a testi-monial dinner Tuesday (10) for New York City Automatic Music Operators' Association. He the was to go to Connecticut to ad-dress that State's operator asso-ciation before coming to Chicago for the three-day committee meeting. June 14-16. It is expected that most of the final decisions regarding arrange ments and policy for the convent mittee meeting. Miller said ap-plications listing the kind and cost of space available were mailed to some 100 potentfa-chibitors. Meanwhic Miller reported that the MOA's plans for a large for the Frank E. Muller scale public relations drive are forging ahead. Miller, reported that twes of the Frank E. Muller associates, a nations al public re-lations firm. An outline and plans for a drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale formenbers, hur any decision were and drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale formenbers, hur any decision were and drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale form. An outline and plans for a drive were given Miller by the Imale form EAST ST. LOUIS. III., June 7--Harry Schaffner of the Schaffner Musie Company, Alton, III., was elected president of the Musie Guild of Southern Illinols at the organization's annual meeting here Wednesday in the Broad-view Hotel. Milton Hardt of the 20th Century Novelty Company, East St. Louis, was elected sceretary, and Roy Kaesberg of the Fair-banks Music Company, East St. Louis, was elected treasurer. Schaffner succeeded Kaesberg, who had served as temporary president, and Hardt succeeded E. McKelvey of the Modern Music Company, Edwardsville, III., who had served as tem-porary secretary. Two new mem bers, John Renkel of United Music Company, East St. Louis, and Frank Benevic, of Washington Park, III., also were accepted at the mecting which was attended by seven operators. The next meet-ing was scheduled for the same place, Wednesday, July 2. The Guild's attorney briefed the members on progress made into a study of ways of combating local problems. East St. Louis has slapped a 520 individual opera-tor license on local music men plus a 525 license on each lo-cation phonograph. Operators ahar half the cost of the 525 fee under an arrangement with lo-cation phonograph and more than balf a dozen nearby communities also have licensed phonographs. It is feit that these latter commu-nities probably will also institute operators, altho phonograph li-censing has a considerable past istory. The Guild plans to de-termine these issues and hones to hastington Park, an East St. Louis suburg which has only 14 locations, has licensed operators and phonograph and more than balf a dozen nearby communities also have licenses. Kaesburg said the attor men-half a dozen nearby communities also have licenses and hones to hasting these issues and hones to history. The Guild plans to de-termine these issues and hones to institute some kind of counter action before the first of next

400 Honor Geo. Miller At Testimonial Fete

and the California Music Guild, was honored here Wednesday night (4) at a testimonial dinner in the Hotel Learnington for his many years service to the juke box Industry. Some 400 spectators, civic officials and friends jarnmed the hotel's Learnington Bovi to hear Miller's work as CMG president during the past 18 years lauded. They watched Miller receive a Scottish Rite ring awarded by the CMG's board of directors. Lee Spear, CMG vice-president, reviewed the Guild's history and activities and point-ed out that in recent years near-history and activities and point-ed out that in recent years near-ly 200 automatic phenographs had been donated to churches, friternal groups and other or-ganizations. Spear has been as-sociated with Miller during near-

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Pitt Op Outlines Top Juke Route Methods

Thompson cycle of new juke boxes are possentials in many cases, they could for Polish out and many size of the warrant the bargest of new juke boxes are possentials in music particular to the believes that by study and many size of new juke boxes are the bulkers which in many cases, these of new juke boxes are warrant the bulkers and how for pittsburgh Railways Company and because the liked music many size of the warrant the bulkers the bulker was mechanically inclined, and was mechanically inclined, and was mechanically inclined, the bulkers are warrent of the there was a trick of a music port of the there was the bulker was and box of the bulkers was the bulker was a trick of a music route as a they showed to cations.

slowest locations. Thompson operates a wide variety of phonographs. His mutes cover the North Side in-dustrial neighborhoods and the Woods Run and Manchester dis-tricts. The population in these areas comprise many nation-

he points out. Thompson got started in music box operation 14 years ago. In 1938 be was a trolley operator for Pittsburgh Railways Com-pany and because he liked music and was mechanically inclined, he started a music route as a hobby. The hobby became so in-teresting and his route kept in-creasing until Thompson finally resigned the railways job. There is a great difference, he

There is a great difference, he says, between having a hobby and developing a successful full-time professional interest. When (Continued on page 106)

THE BILLBOARD

JUNE 14, 1952

	Methods	Illinois Group	THE B	LLBOA			
	eation owner and, opportunity, loca-	Meets, Studies	of Ad				
ntil business picks up is a per- on's greatest asset. The more a difficult to get erson learns about a business owners will s	along with, Most	Music, Game Biz					
Cetting Logations atlended to be	nd shown reason.	ROCKFORD, Ili., June 7. — Highlighted by strong representa-		chin			
ator can get lots of locations if In supplying really wants them. He ex- feels an operat ains that some operators will amount he reg	or has to pace the ularly spends on a	tion from many parts of the State, the Illinois Amusement Operators' Association held its					
t in and develop it because a sincere stud ey feel there never will be habits of a lo	by of the playing cation's customers	regular monthly meeting at the group's headquarters, 208 N. Mad- ison Street here.	AIREON	Issue of June 7	lssun mf May 31 \$75.00 79.00	Essue of May 24	fisue e May 1
rt. But, he adds, that depends does his own a what an operator considers remain awhil	ervicing, he should e to notice the	Led by President John Dockus, the discussions centered an new developments in the music as	Flesta	49.00	49.00	\$79.00 49.00	\$69.50 79.1 49.0 69.5
telligently, to get it. For example, Thompson says a	a national of the	well as game fields and new products recently introduced. The next meeting is scheduled	Madel A	269.00 275.00 325.00	269.00 325.00(2) 365.00	275 00 325 00	295 00 325 0
remedied, he says, by a differ-	different nation-	for July 7. Thompson believes that the	Model C.	450 00 465.00 475.00(2) 495.00	445.00 450.00 450.00 475.00(2) 495.00 498.00	375 00 456 00 450.00 475 00 495.00	395 00 450 (450.) 475 00 475 00
ds and ultimately by paying list of selection tention to the box to get it two or three ti	ten reads the lists mes before finding	novely is wearing off and that shifts in programing, such as the elimination of wrestling matches.	Hideanay Hideaway, 1950- 40 selections	275.00	525.00	395.00	299.50 425
that location.	els that by using	has fostered a returning interest in juke boxes.	CHICAGO COIN		39.50	175.00	125
nompson says, is the business box players d nse of not expecting too much much faster.	on machines, juke rop in their coins	RHYTHM AND	Hit Parade EVANS Constellation, 40 Selections		100.00	175.00	. 349.5
	liect of television,	BLUES NOTES	FILBEN Hide away	49 50	49 50	150.00	
Info in Other Depart		• Continued from page 61	MILLS Constribution			175.00	
Among the stories of interest to the coin m to be found in the General. Music and other o front in this issue of The Billboard are:	iepartments up	has pacted blues singer Nadine Henry from Syracuse, Singer Bobby Marshall has cut some			49.50 49.50		75 0
PARTING LOOK AT JUKE BOX BILL. R casters will take final stock on bill's status (Mus GALS LAST LONGER THAN MEN OF	ie Department).	new sides for Abbey Records Royle (Satch) Clements opens at the Deshler Walliens Hotel in Co-	Manhastan 76	190.00	89 00(2) 100 00 79.50	89.00 100 00	89.00 100.0 119.0
shows female singers retain hit category over (Music Department).	period of years	lumbus, O., on June 7 Charlie Singleton opened at Eddie's Lounge in Boston on June 6,	400 Hideaway		39 00 49 50(2)		94.5
NAME BAND PROBE IS PLACED BEFO TION. Musicians' huddle places dance orks (General-Music Departments).	high on agenda'	Jimmie Horne at Adams Lounge, Baltimore, June 9 Tuxedo Records has signed the Kings of Harmony to a three-year con-	Master		49,58 79:58 49:50		
PERMO CHANGES SALES SET-UP. Ju reorganizes distribution of needle line (Music E And other informative news stories as we	Department).	tract. The firm will also cut some calypso disks with Millie Daniels. who just joined the firm's talent	39	49.50	475 00 479.50 49.50 49.50		125 (
Roll of Hits and pop charts.		roster. Les Bihari. of Modern and	49		99.00(2) 99.50	295.00 295.00 90.00 145.00	295 0 295 0 99 000 145 00 175.0
Post War		RPM Records, is in New York for a few days on business. RPM's "No More Doggin," with Roscoe Gordon, is still up on The Bill- board r.&b. charts. Gordon was	1426	99.50 129.00(2)	129.00(2) 129.50 175.00 279.50	99.50 175.00	129.00 159.0
MUSIC EQUIPMEN		board r.&b. charts. Gordon was recently pacted by Shaw Artists. Texas promoter Howard	A	. 275.00			49.0
Bargains		Lewis has set Charles Brown for one-nighters thru the Lone Star State from September 26 to Oc-	Calorel	49.00 59.00	49.00 49.00 59.00 39.50 44.00	49,00 49.00 59.00 44.00	49.0 59.0 44.0
		tober 27, and Amos Milburn from October 27 to November 23. Johnny Hodges into Gleason's,	47 Midezaar	139.00(2)	129.50 129.50 139.00(2) 219.00 229.00	139.00	139.00 159.0 219.00 249.0
Welta, wire, phones 1/3 deposit, builance SEEBURG		Cleveland, August 8 thru 24. Then the ork goes into the Troc- adero Club, Columbus, O., August	N-246 M Hidelanty	159.00(2) 59.00	159.08 179.00 39.50 59.00 675.00	159.00 59.06 699.50 795.00	159.00 199.0 59.0 675.00 695.0 725.0
1485L\$24	9.00	25 to 30. The Orioles will be at the Farmdell Club, Dayton, O., Au-	Lo-Tone		699.50(2) 749.50 50.00 69.50		
147M	9.00	gust 7 to 10 Édna McGriff and Buddy Lucas start one-night- ers in Petersburg, Va., on June 13, then thru the Bay area	Major Mayfile	44.00	49.00 44.00 39.56 49.00	49.00 44.00 49.00	49,0 44,0 49.0
Hideaways Wall Box 3W7-L56 (5:10-256.)	\$44.50	Jack Archer of Shaw Artists is	46		39.50 129.00 1349.00	99.50 139.50 115.00 149.00	99.5 139.5 139.00 149.0
H246M 159.00 3W2-L30 15r 3 wtrei H146M 139.00 W1-L56	5.00	nighter department for the West Coast office of the firm Eve- lyn Twine. Columbia Disk artist,	346 S	149.00 99.50 129.00	129.00 99.50 139.50	99.50	139.0
ROCK-OLA 1426 \$129 AMI Model	-	has joined the Red Hot Scamps at the Flamengo Club in Kansas City, Mo. Stuff Smith is now playing at the Troost Lounge	147 M 147 S 148 Blonde	140 00 149.00 125 00 179.00	149.00 179.00 275.00	140.00 179 00 125.00 275.00 275.00	169.00 179.0 275 0
ROCK-OLA 1422 99 PACKARD M WURLITZER	anhattan 89 1015 139	there Deejay Frank Smith plays a lot of blues on his show out of Leavenworth, Kan., called	148-ML 148-ML	279.00 260.00	279.00	279.00 260.00	279 0 289.0 59.0
Expart inquires invited—50 cycle maters	eveilable .	"Boulevard of Broken Dreams." Jubilee Records has pacted the Top Notes. Philadelphia group.	1941 RC Special	149.50 225.00	59.00	59,00 109-50	57.0
MUSIC SYSTEMS	-1224 TURNER	Ernis Brown, who formerly re- corded for Decca, is now with Rainbow Records Tenor sax	9800	49.50	49.50	45 00 50.00	
CLEVELAND, OHIQ2600 EUCLID TOLIDO, OHIO		man Jimmie Chisloom has also signed with the label.	WILLIAMS Mulic Mile		99.58 100 00	95.00 99.50	95 00 99 50 (2
			P 39. 24 500 600	49.00	49.50 39.00 49.00 49.50 39.50	39.00 49.00 50.00	39.0 49.0
CH-UZ	mill.	6 •• 11 11 11 11 11 11 11 11 11 11 11 11	600K	49 00	49.00 49.00 49.50 49.50 69.50	49.00	49.0 49.0
A CONTRACTOR			708 750 750E 780	79.00	79.00 79.50 49.50 79.00	29.00 89.50 7%00 55.00	79.0 69.50 89.50 79.0 65.00 69.5
	× ×	ochet	800 850	49.30 59.00	59.50 55 00 49 50(2) 59.00 59.00 79 50	55.00 59.00 59.00	35.00 59.0
HICHEN.		A REAL PROPERTY OF	950 950E 1015	125.00 139.00 149.50 165.00	139.00 149.50	125.00 149.50 175.00 179.00	55.0 149.50 165.0 175.0 179.00(2
	TROUBLE-	OLA TIME-TESTED FREE CHANGER.	3017	179.00 189.50 195.00	175.00 179.00 179.50 -189.50 195.00	189.50 195.00 225.00	189.50 195.0
ALCONTRACT ADDRESS	WITH FEWF	ROVED MECHANISM ER OPERATING YS ROTH SIDES OF	1017 Hideway. 1017A Hideway. 1080	150.00 169.00	169.50 169.00 179.50 195.00	149.50 169.00 195.00	145.0 125.00 179.0 195.0
ROCK-OLA MFG. CORPORATION 800 North Kedzie Avenue		S-OFFERING 50	1100	250.00 279.50(2)	299.50(2) 339.50 345 00 350.00 375 00 319.50	299.50(2) 350.00 375.00 325.00	299.50(2 350.00 375.0 325 0
SOO HOUN KedTie Meenus					395 00 425.00	450.00	450.00



New Mother Hubbard Bought a place called "The Cupboard," A restaurant on Route 33; At first business was slow, But she soon made it go With the help of a new Model "D."



The "D" is available in 80 and 40 selections, blond or mahogany cabinets.

"New" Mother Hubbard

Many a flourishing roadside restaurant got its boost on the road to success from an AMI juke box. Business grows faster where patrons get an extra measure of pleasure from music they want to hear. It is the "D's" job to provide that music, and in doing so, to build more income for location and operator.

Incorporaled

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



Marry) Why Did You Leave Me?—The Ravens (Chole-E) Mer 5853 Merr 5053 Kim mitter namen (GROV-E) Warriel Baut Yu, Baty-Big Bry Crucksp (Late in) V 20-4733 Your Hospiners Is Man-Wiel Brown & Her Bey-rients (Here Io) Mer Saunders & Det CLa Baspay Otani 6089

1556 W. CARROLL AVE.

The S=45 is the answer to operators' demands for a low cost. low overhead Music Box suitable for small locations. Try the Se45 on location-prove to yourself.

RISTAUCRAT, INC. 1216 E. Wisconsin Ave., Applelon, Wis. CALL CONTRACT OF A CONTRACT OF A

JUNE 14, 1952

GOLDMAN ON PREMIUMS

VENDING MACHINES

109

Coupons Found Sales Aid for Cig Venders

Should Use It

LOS ANGELES, June 7.—Zenn Kaufman, merchandiaing director for Fhillp Morris & Company, called upon the vending trade to inject showmanship into its daily operations as a means of stimu-lating business. He made this plea as the featured speaker at the Tureday (3) luncheon session of the combined Region X and Automatic Merchandising Associ-ation. LOS ANGELES, June 7 .--- Zenn

Pointing out showmanship has not been used in general business because it is as yet not completely understood, Kaufman stated that the tobacco manufacturing in-dustry was among the few which have employed it scientifically (Continued on page 119)

FETE DARLING AT NAMA MEET

LOS ANGELES, June 7. – Clinton S. Darling, executive director of the National Auto-matic Merchandlising Associ-ation, was honored here Tuesday (3) at a luncheon of the joint sessions of Regions X and XI of the NAMA.

X and XI of the NAMA. In presenting Darling with a plaque, George Seedman, past NAMA president and association. Seedman affec-tionately labeled him a "lanky Yankee," who had met with a board of six to place the foundation for the association. The plaque was a token of

association. The plaque was a token of appreciation for Darling's work, Seedman declared, from the operators of the West and the Cigarette Insti-tute of California. In making the award, Seedman empha-sized that it was "an out-ward expression of our in-ward feelings."

LOS ANCELES, June 7.-Aaron Goldman, head of the G. B. Macke Corporation and presi-dent of NAMA, told assembled operators at the Regional NAMA conclave here this week that premiums were a real aid is in r. Thouncing that 1951 marked the 100th anniversary of the pre-SHOWMANSHIP Naufman Says Vending Trade Should Use It

The exceptioners to buy the provided subtrants of the result of the resu

gions X and XI. In a luncheon speech nere Tuesday (3) at the Ambasador Hotel, Taft outlined "The Signif-icance of the Signal Hill Case"— a test action brought to determine the validity af the Long Beach per-machine tax. Prior to Taft's speech, George Seedman, president of Rows Serv-ice. Los Angeles, and a past

ice, Los Angeles, and a past president of NAMA, reviewed

NAMA Two-Region Conclave Draws 550, 49 Exhibitors

Industry Leaders Speak at L. A. Meeting; Closing Banquet SRO

Meeting; Closing Banquet SKU Los ANGELES, June 7.—The 550 attendance and 49 exhibitors Joint Regional Conclave of the National Automatic Merchandis ing Association held at the Hotel Ambassador here Tuesday and Wednesday (3-4) played major parts in making the confab a success. Conclave screatary Arch Riddell made this announcement After the closing banquet, which are reator of the regional meeting the vender field (see separate stories this section) plus a banquet, program featuring the pianist, Liberace, lent added trade value and entertainment to the joint Region X and XI meeting. Members of the national asso-ciation in attendance included Andrew Wool and Strone There to company and netertainment to the joint Region X chairman Henry Dav-discores. Davidson, a past Region X chairman, sounded the keynote of the conclave when he said the groups were "here to honor Seedman, past NAMA president of the Region X. Members of the national asso-ciation in attendance included and onderna, president; John Nevada Bottlers' Association, and Andrew Dorset, vice-president of the Casifornia-Nevada Bottlers' Association, were Seedman of current

SEATTLE, June 7. —A five-point examination of current problems in the vending business, plus a small display of equip-ment, were the high lights of the six hour National Automatic Mer-chandising Association area meet-ing: Saturday (28). Thirty-five operators and several manufac-turens, suppliers and sales rep-resentatives attended the meet, held at the Benjamin Franklin Hotel. Due, however, to the short no-

Hotel. Due, however, to the short no-tice of the meeting date operator attendance included only those from Western Washington and the Rortland, Oregon, areas. Meeting chairman was Cliff Bergerson. He was assisted by Clint Darling, NAMA executive director, and Dewcy Estey, NAMA regional director. Discus-sion centered on legislation, tax-ntion, samilation, service and maintenance, and sale of equip-ment to locations. NAMA's (Continued on page 119)

Beech-Nut's Chlorophyll **Gum Preemed**

CANAJOHARIE, N. Y. June 7. — "Ollowing five years of experi-mental research, Beech-Nul Pack-ing Company is marketing a chlorophyli chewing gum priced to retail at 15 cents. Package contains 12 tablets. Carl W. Ruby, sales manger of the company's food products and ehewing gum divisions. mays that the new gum is being dis-tributed thruout the Eastern part of the country following success-ful testing in Eastern New York-Production is being expanded as fast as possible, he adds. Future plans privide for sale of the gum thru vending ma-chines, Ruby said

TV PROGRAM SET BY BERT MILLS

LOMBARD. Ill., June 7. -The Bert Mills Corporation, starting Monday (9) will sponsor a weekly television program during which its 500-cup Coffee Bar vender will be

Cup Coffee Bar vender will be featured in commercials. Herbert Chadwick, Mills vice-president, stated that the program would appear as a 15-minute airer cach Monday at 10-45 p.m. over Chicago Station WNBQ and feature Herbie Mintz, pianist. Commercials will be slant-ed toward the location owner, suggest that he have an operator install hot coffee venders on his premises as an employee or customer benefit and service Initially, Mills has signed up to spon-sor the Monday night show for 13 weeks.

NCA Panel Finds Sales Good, Debates 10c Bar

CHICAGO, June 7.—Repre-sentatives of the nine principal distributors of candy told as-sembled manufacturers at the National Confectioners' Associa-tion convention here this week (1-5) that business was fair to god, with a definite upturn ex-in a single wrapper; concentra-pected for the fall and winter. These terms of the packaging of two pieces in a single wrapper; concentra-ent nickel bars instead of the

good, with a derinite upture ex-pected for the fall and winter. Dime bars, taking precedence states a session subject, were the but of piu and con discussion between co-moderators Victor Gies, Mars, Inc. president, and Irvin Shaffer, vice-president of Just Born, Inc., and the nine panel members. Latter consisted of two wholesalers, a vender op-erator, and representatives of a theater chain, chain drug, vari-ety, department, independent food and chain food stores. Majority of panel members spreed that the existence of the nickel bar prohibited expansion of the lime field. Where there is a choice between the two price bars in one selling area (vender,

Hits Growing Number

Of Per-Mch. Levies

LOS ANGELES, June 7.-Dis-eriminatory per-machine taxes on automatic merchandising equip ment are gaining in California NAMA's Western legislative rep-resentative. Perry Taft, told oper-autice, vould have been to put stors attending the two-day joint meeting of the association's Re-gions X and XI.

Auto Products Opens Office

Burnet Sele, it was noted
 Dime Sale Aids
 Suggestions for improving the sales appeal of dime baars include the packaging of two pieces in a single wrapper; concentrate of the packaging of two pieces in a single wrapper; concentrate of the present of dime merical bars include the offering of two pieces will be located at 277 Magnolia for the present volume of the present volume

rany, James Constantine Jr., Earl M. Rohr. Automatic Enterprises, R. E. Smith Sr., R. F. Smith Jr.: Uni-versal Match Company, John Schur, Richard Maeguran; Sutter Candy Company, Charles Filker; National Rejectors, Inc., H. O. heddergott, Naomi Phillips; Peter Paul Candy Company, Joe N. heddergott, Naomi Philips; Peter Paul Candy Company, Joe N. Vatner, Frank Felippo; Stynamat-ic Company, Kathern and Jack Sprague; Carolyn's Candles, Inc., Frank Milna: New England Con-fectionery, Thomas J. McAdams; Industrial Fibre Products, Will-iam Bal; O. A. Turman Company, G. A. Turman, Standard Johnson Company, Fred M. Lynde; D. Ghirardell Company, Baxter Cooper, Staniey S. Klein: Nutt Bras, H. H. McDowell. Ludens, Inc., J. W. Turmel; Beech Nut Packing Company, R. W. Friend; Planters Peanuts, H. B. McPhillips; Krafts, Fenn Bros, Habs, Inc., Harry Heller Aubrey V. Siemler Company, Aubrey Stemier, Bob Griggs, Preston Jarreli; Merchan-8 NAMA Area Meets in June

the State. In his speech. Taft told of court action brought by the Long Beach Service Company in an effort to have that eity's per-machine tax invalidated. To date, coursel for the service company has succord-ed in obtaining an injunction against collection of the per-machine tax. Last March, Taft declared, the company sought to recure a permanent injunction. (Continued on page 119)







Dr. Pepper Contest

DALLAS, June 7.—Dr. Pepper Company is sponsoring a national jingle contest during June and year ended May 31 yielded July, with the top prize of a total 900 being royalty-interests in 44 384 in the 1950-51 fiscal year, Texas oil wells. Value of the according to State Revenue Com-first prize is estimated at \$20,000.

Ark. Cig Receipts Up



Bow Lunch-O-Mat New Flexible Unit

Versatile Vender Holds 11 Different Food Items (298 Units) and 150 Cups of Coffee

THE BILLBOARD

Items (298 Units) and 150 Cups of Coffee New YORK, June 7. – After three years of extensive experi-mentation and tests on progres-sive models, Lunch-O-Mat Cor-poration of America, headed by Mrs. Lawrence Reiss, his weat merchandising unit, the Lunch-O-Mat here next weat. Manufactured by Staller Manu-naturers' Carporation, the runch-o-Mat, here next weat. Manufactured by Staller Manu-naturers' Carporation, the runch-o-Mat, here next weat. Manufactured by Staller Manu-naturers' Carporation, the runch-o-Mat, here next weat. Manufactured by Staller Manu-naturers' Carporation, the runch-o-Mat, here next weat. Manufactured by Staller Manu-naturers' Carporation, the runch-o-Mat, here next weat. Manufacturers (Data and the sector with stalter en-mogenized milk in one division fee, hot sandwiches, cold sam wording of 30 containers of chocolate milk in a choice of two kinds--25 of each); one division containing 88 cars of division vending a capacity of masurenens are 45 Inches wide at has a 150-rup coffee capacity, the mat is compact. Exterior cablen in another: so hot coffee (each cup) and he exterior is framed in inde exterior is framed in intree-daytarier inch plywood fit in aguivanized steel interior and the exterior is framed in intree-daytarier inch plywood fit in aguivanized steel interior and the exterior is framed in intree-daytarier inch plywood fit in aguivanized steel interior and her exterior is framed in intree-daytarier inch plywood fit in aguivanized steel interior and her exterior is framed in intree-daytarier inch plywood fit in sondwich capacity, or vice vers. Mar Price Combos There is a manually operated inter a guareter on the machine. Products retailing at 10, 11, 12, 15, 25, 38 35 of 50 cents can be accommodated. Price changes products retailing at 10, 11, 12, 15, 25, 38 35 of 50 cents can be accommodated. Price changes prime and the exterior is framed in the solutin the solution is there and solution the solution the solu

There is a manually operated change-maker that gives two dimes and one nickel in exchange for a quarter on the machine. Products retailing at 10, 11, 12, 13, 20, 25, 34, 35 or 50 cents can be accommodated Price changes can be made in any section with the simple substitution of a part. National Siug Rejectors are used. In addition, the Lunch-O-Mat has a condiment trav attached to one side so that patrons can sea-son their food to laste. Hot sand-wiches are coaked in from 10 to 15 seconds, depending on the type. A special wave length has been assigned by the FCC to eliminate any possible interference by the electronic equipment with tele-vision or radio reception. A fliption is emptied. Addi-tional threating and the machine are brilliantly illuminated and the lights in each section go out when the division is emptied. Addi-tional threating and translucent listing and translucent lucite sign, as well as full color product strips Storage Equals Capacity The inner cosinet is fiber glass insulated and carries 35 to 40 degrees constant refrigeration. In addition to the large capacity of the individual sections, the Lunch-O-Mat features enough storage space for a like amount of prod-ucts all kept under refrigeration. Mrs. Reiss said that her com-any's experience in verding Sunshine biscuits, milk taffic was required to do a profitable volume of busines. The Lunch-O-Mat precludes the necessity of having Sunshine biscuits, milk taffic was required to do a business of \$100 per week serving only 75 people. Mrs. Reiss said the versatile unit would enlarge the field pos-sible locations, including location. She said the potential Indicates the new unit can do a business of \$100 per week serving only 75 people. Mrs. Reiss suid the versatile unit will be suitable for office buildings where they may be placed on every floor, or every other floor. She said the resis-tance held by some building man-ners against batteries of units would not be transferred to the single, and compact, Lunch-O-Mat.

and uniform quality and contents of products vended regardless of location. The pattern which will permit a package deal for each operator is based upon chain store type of purchasing and control thru a central division of Lunch-O-Mat. This will predetermine and in-sure uniformity because the sup-ply of products and the quality of merchandise to be vended will be of paramount importance in cre-ating and maintaining good will for Lunch-O-Mat, Mrs. Reiss said. However, operators will be per-mitted to set up their own "kit-chens" providing they conform with Lunch-O-Mat standards. Lunch-O-Mat standards. Lunch-O-Mat which has the ex-elusive distribution rights and will market all machines, has not yét announced a price. The mitial public showing is scheduled for next Wednesday (4).

JUNE 14, 1952

SNACK ROUTE ON HIGH SEAS

ON HIGH SEAS CHICAGO, June 7. — It probably will be common-to ship all types of venders to ship all types of venders to remote spots in the world but J. H. Keney & Com-pany received an order for its refrigerated sandwich ma-chine recently which made firm officials gasp. The vender was shipped to Glace Bay, Nova Scotla, lo-cated at a point on Cape Breton Island, far out in the Atlantic. Thus far the only difficulty with the shipment is that it left New York by not been located since.



RATES INCREASE JULY 1st. THE INTERESTINGTION CONTRACTOR INTO A CONTRACTOR OF THE OWNER OF THE OWNER OF THE OWNER OF THE OWNER OF THE OWN Save \$1 to \$1.50 AND GET A FREE COPY OF VEND'S VALUABLE 1952 by subscribing DIRECTORY OF

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Don't Mi

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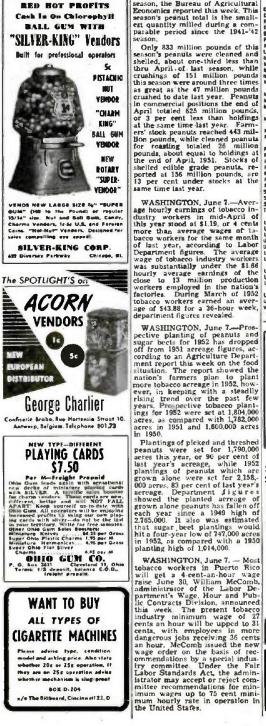
M 1934, is chipateri et di a 1930 planting high of 1.014.000. WASHINGTON, June 7. – Most tobacco workers in Puerto Rico will get a 4-cent-an-hour wage raise June 30, William McComb, administrator of the Labor De-partment's Wage, Hour and Pub-lic Contracts Dirision, announced this week. The present tobacco industry minimum wage of 27 cents an hour will be upped to 31 cents, with employees in more dangcrous jobs receiving 36 cents an hour. McComb issued the new wage order on the basis of rec-ommendations by a special indus-try committee. Under the Fair Labor Standards Act, the admin-mitator may accept or reject com-mittee recommendations for min-mum wages up to 75 cent mini-mum hourly rate in operation in the United States.

WASHINGTON, June 7.—Sugar keliveries this year, thru the week increase over April of last year week ended May 17 totaled 118,684 increase over april of last year week ended May 17 totaled 118,684 increase over april of last year. April deliveries racched 639,682 goods relaw rose 15 per cent. The epartment announced that libtiment of 1952 sugar quotas for a revision before obtaining final a revision before obtaining final weak SHINGTON, June 7.—Con-WASHINGTON, June 7.—Condeliveries this year, thru the week of May 17, totaled 2,934,459 short tons as compared with 2,980,429 tons for the same period last year, according to Agriculture Depart-ment figures, Deliverics during the week ended May 17 totaled 118,684 tons compared to 365,172 tons for April deliveries rached 639,682 tons, 115,377 tons over deliveries in April, 1951.

Supplies in Brief

April, 1951. The department announced that allotments of 1952 sugar quoias for Puerto Rico will not be revised on the basis of Easter estimates of production. The base of these esti-mates, it said, would not change the allotments enough to warrant a revision before obtaining final production information in July.

WASHINGTON, June ?.--Con-fectionery manufacturers' sales in April of this year totaled \$75 mil-tion, & per cent above last year's level, according to Commerce De-



department figures revealed. WASHINGTON, June 7—Pros-pective planting of peanuls and sugar bects for 1952 has dropped off from 1951 acreage figures, ac-cording to an Agriculture Depart-ment report this week on the food situation. The report showed the nation's farmers plan to plant more tobacco acreage in 1952, how-ever, in keeping with a steadily rising trend over the past few years. Prospective tobacco plant-ings for 1952 were set at 1,804,000 acres, as compared with 1,782,000 acres in 1951 and 1,800,000 acres in 1950. Plantings of pleked and threshed

The second secon

MORE MONEY WORK

THE HORTHWESTERN CORPORATION 129 S. ARMSTRONG ST. MORRIS, ILL

Northwestern Medels 495 and Tab Gum Venders Arailable on West Const BADGER SALES CO. SALLS AND SERVICE COMPANY

MOE MANDELL

Coinmen You Know

Chicago

114

Ted Ruburnstein, Marvel Manu-facturing Company, reports in-quiries on firm's shuffleboard facturing Company, reports in-quiries on firm's shuffleboard scoreboard line are increasing. Marvel has two types of score-board overhead and wall and four models in all. One of the overhead and one wall are for straight shuffleboard, the other two models score for Horse Col-lar as well as straight shuffle-board.

board. Action at D. Gottlieb & Com-panty continues to center on the Crossroads game which features ball traps as well as several new five ball ideas. Al Gottlieb spent the Decoration Day week-end resting at Eagle River, Wis, whore he claims the fishing was super. Judd Weinberg, the new sales staffer, had a busy week stadying up on the high points of firm's sales activities. Sol Gott-lieb spent a few days in Miami on a business trip.

Trunk Mancuri, Exhibit Supply, sales manager, was back at the office Wadnesday (4) after a quick trip to Sen Antonio. He Hew there and motored back with his family. Mrs. Mencuri and the children had been in the Lone Star State for the past few months. Firm's Big Bronco, me-chanical horse, continues to draw heavy repeat as well as new business.

First Distributors thru Joe Kline reports business on the in-crease with shuffle game sales leading the parade. Wally and

Vital Statistics Deaths

Semuel Pox, 36, in Chicago Sunday of a heart at-tack Pox, who was a part-ner in the Stannar Cigarette Vending Company, Miami, and part owner of the Nau-tilis Hotel, is aurvived by a son, Stanley, also active in the vending operation, and a tlaughter.

WANTED

PIN BALL MECHANIC

Good year, must be experienced and merried. No drinkers be drifters. Good hours and working conditions.

START IMMEDIATELY

Packant teching levers, reconditioned like new, \$1,50 with, E. F. Benjamin, 935A 16th St., Santa Monica, Calif.

c/o BOX 523 Inteerd, IBB W. Rendolph Chicago 1, III.

Mal Pinke were putting the fin-lishing touches on the firm's new catalog which is expected to be ark, N. J. and New York; Harry in the mails within the next two Binny. Binen Sales. Fort Wayne, weeks..., J. B. Lerdz, Midland, Jnd., and B. Redd, Redd Distrib-Tex, was In town for conferences uting. Boston. Nelson streases on the coffee vender machine on that the harses are opening up which he as patents. ...Ray maps new types of locations such Moloney, president of Bally, is as excursion boots, Drive-In expected back in town any day.

At Keeney, Paul Husbach has had his hands full keeping up for National Vendors, with requests for the High Score Glenn Ellyn residence. Tom is game with the matching score Glenn Ellyn residence. Tom is reature. Firm is also making score the Chicago area, his ergourn in steady deliveries of its TV ime plans to make his borne in St. and cigarette vender. President John Conres had a busy week greeting out of town visitors. Empire Coin Marth.

greeting out of town visitors. Empire Coin 'Machine Ex-change was still ratching up with its expanded export business and offste expanded export business and stop stepping up its service to domestic operators. Gil Kitt and Yone Shay have lined up an ef-fective sales program for the Evans music line which will soon include the long awaited Century model.

dorsetic operators. Gil Klitt and frective sales program for the Evans master line which will soon include the long awaited Century.
 Clayton Nemeroff and Charley pierel. Monarch Coin Machine Inc. report noticeable activity in bingo games. The boys also state the special they offered on the the special they offered on the industries. reports the serving strong.
 Over at Bally they have their need of the business is going strong.
 Over at Bally they have their need of the business is going strong.
 Over at Bally they have their need of the business is going strong.
 Over at Bally they have their need of the business is going strong.
 Over at Bally they have their need of the business is going strong.
 Over at Bally they have their need strong.
 Metade Cole. vice-president of Col. Products Corporation, thinks or deriv. Art Garvey, Ben Beeker, part deliveries on the coin-calderon Distributing Company, indinapolis, was among the dis tributons to place large orders for challeron Distributing. Company, indinapolis, was among the dis tributons to place large orders for Al Bergman. She I don Sales,
 Gontinued er page 116)

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Watting Clove

CLASSIFIED

ADVERTISING



IN THE REPORT OF T

Amusement Games

Equipment and prices listed below are taken from advertis ants in The Willhoard issues as dirated balow, .All advertised used machines and prices and listed. Where more than one firm ertised the some equipment of the some price, droppe ney with which the orign accurred by dealed in permittance. Where manify discounts are advertised, as in the anno of bolk var arrly the single machine price is fisted. 'Eny price obviously di age, time an location, territory and other related fuctors.

e, time an location, torrite	ny and allor rela	riad factors.		
	Issue of	These of	Issue al	bisue of
	June 7	May . 31	Thay 24	May 17
CUniteD	\$229 00 229.98	3798.50 290 00	\$250.00	\$249.00 265.00
SC (United)	250.00(2) 275.00 295.00	275.00(3) 295.00	275.00(3) 295.00	275 00141 295.00
tenere Built (Berra)	de state d'rates			
froll-down) I Baha (Gottliels) Ige in Wonder(and (Gottliels)	15.00	39.50	59.50	39 50 49 50
ige in Wonderland (Gottilub)	39 50 \$4.50	39.50 \$4.50	99.50 39.50 \$4.50	30.00 39.50
				\$4 50
(Gettives)	169.50			
Sing -BasketBall (Gottlies) wheele /Upiked)	169.50 49.50 60.00 81.50	49.50 84.50	30.00 -49.50 84 50	25 08 -49 30 75 00 84.50
anna (Illantant)	109.00 119.50	119 50	B4 50	15 00 84.50
why Face (United)	\$2.50(2) 45.60	32.50	32.50	32 50
and Leader	49 50	49.90		
mi e fati (Gettireb)	74.50 109.50	59 50 109 50	59.50 85.00	99 50 109.50
matche Bill (Gottfiet)	49.50	69.50	109 50 69 50	- 69 50
stetbalt fGettlicht	41.50	00 00		124.50
isterbalt (Gortlieb) isterbalt Champ (Chicago Colo)	225 00 239.50	225 00 275 00	225 00 275.00	225 00 275 00
		225 00 275 00		
Beo (Exhibit)	49 50 64 50	65 00 79.50	104.50 65.00 79.60	104 50
Ber (Extilit)	65 00(2) 79.50	05 00 79 50	63.00 1740	35 00 65 00 71.50
age Baneo ach Gold (Genco)	99.50 59 50 60.00	99.50	FA 44 ' 80 84	59.50 79.50
	-14-30	99.30 79.50	50.00 99.50 79.80	
ur Sittes (Matted)				- 25 00
niter (Chicago Cola)	90.00 44.50	100.00 -90.00 94,50 75.00 79.50	190.00 94.50	90.00 91.50
ur Sites (United)	69.50 75.00	75.00 79 50	90.00 91.50 75.00 79.50	90.00 91.50 169.50 75.00
the trades deaths	79.50 85.00 325 0002)	84.50 325.00 345.00		79 50 345.00 350.00
igne Lights (Bally)	345.00 349.50 365.00 369.50	365.00(2)	125.80 945.80 365.80 375.60(2)	865 00
	365 00 369 50 375.00(2)	375.00(4)	375.00021	375 00(2)
tight Spot (Bolly)	425.00(3)	369 50	369.50 175.00	995.00
	435.00 439.50 450.00	425.00(2)	405 00	995.00 495.00 445.00 460.00 475.00
	458.00	435.00 445.00 450.00	495.0002	400.00 475.00
		475.00(2)	-475 00(2)	
iccarver (BottHeb)	59.50 69.50 79.50	59.50 69.90 79.50	69.50 50.00 79.60	69 50 79 50
intale Bill (Gettile)?		25.00		25.00
Ind the FExhibits	75.00 79.50 69.50(2) 79.50	79.50	79,50	- 59 50(2)
met Caravan (Gence)	199.50	75 00 104 50	65 00 495 80	304.50
met Caravan (Gance) mass (Eshibit)	49 50 65 00	50 00 65 00	65 00 495 80 1077 50	40.00 69.50 95.00 309 50
	74.90 95.00 99.00 109.50	95 00 109-50		
rolea (beited)	29.50 44.50	49.50	49.50	25.40 49.50
rolina (linited)	39.50 \$5.00			35.00
Antina (Chicago Cola)	29.50:31 59.00	29.50(2) 49 58	29:50 47:50	25 00 .29 50(2)
	49.60	75 00 90 00	85.90	49.50
smeice mutty)	99.30 65.00 75100 90.00	99.50 339:50 734.50	50 00 55 00 75 00 90 00	47.50 59.50 75.00 89.50
	95.00 .99.90	734.50	75.00 90.00 49:50 119.50	-99.50(2)
arapton (Chicago state)	319:50 124.50 69.50 72.90	69.50 72.50	124-50 125.00 69.50 72.50	119.50 124 50 69.50 72.50
	75.00 84.50	84.50 25.00 99.90	94.50 72.50 94.50 .99.50 49.50	54.50 25.40 39.50
nderolta @attliebl	25.00 39.50 49.50	ACL 488	.99.50 49 50	25.60 39 50
atin (Balty)	34 50 34 98	10.08 07.50	35.00 39.30	42 50(2) 30.00(2) 47.50(2)
	39.50 45.80	67.50 74.50 89.50(2)	47.58 50.0002)	30.00(2)
	47 90 50.80	07.30(2)	69.50 74.50 89.30 95.00	49.50C20 74E38 89.50
	69.90(2) 74.50 75.00 89.50			
Herr Darr - (GetsHeb)	79.50 95.00 99.50	79.50(2) 99.90	99,50	99.50
ney island (Bally)	425 00 445.50	425 00	445 (00(2)	415 00(3)
	449,50 450.0C 475.00	445.00(2) 450.00	475.00020	4475.00
		475.80(2)		
ntaci (Exhibit)	39.50			345.00
anty Fair (United)	275 00 279.50		285 00 325 00	250.00 2269.00
	325.00	279.00 279.90 285.00 325.00		285.00
try Ball (Chienge Coin)	29 50	29 50	29.50	29 50
clave (Gotting)	169.50	169-90		
clone (Gottlieb) My Races Itae (Williams)	49.50 79.50	40 00 49.50	49.58 64 50	49.50 79.50
		79.90	70.00	
-for APPEtermi m-Wa-Detty APFiliants sutie Scaffe (Sacting) upper (Williants) Mane (Williants) upper prist (Catage Cain).	109.50 99.50 45.00	189.50	79.50 109.50 59.50 49.50 89.50	109 50 30.00 39.50 79.50 89 50
sutie Shaffle (Gertfun),	89.00 89.50	99.80 99.90	89.50	79.50 89 50 1810 00 35.00 99.50 1115 00
watery (Williams)	110.00	110 00 19.50	.104.50 110 00 49.50	35.00 49.50
gitting (rish (Chicago Coin).	115.00	115.00	115.00	115 00
iphiling frish (Chicago Goin), ghling Phils ne Star (Universal)	175 00/21	:175 00(2)	164.50	164.50 :175.00
te Star (Detersel)	189.50 195.00	189.50 195.00		189.50 209.50
	225.00(2)	225.00(3)	185.00 189.39(2)	225 00(2)
		-		
anting Power (Gases)	34.50 49.50(2)	49.50(2) 55 00	49.50(2) 55.00	49.50(2) 55 00
ying Saucers (Genco)	100.00 150.00	125 00 150.00		
otsati (Chiaro Coin)	69.50 75.00	65.10 94.50	85.00 94.50	85.00 94.50
ur Herschler	85.00 94.50 110.00	124.50	.100.00	100 00
ushie OWilliams),	104:50	70.00 75.00	74.50 104.50	104.50
	119.50	104_90	109.50	134 50
a Rammer (Gattläch)	64,50	39.50	99.50	.134 50 59.50 80 00 25.00
one Tratier	45.00			25.00
amour (Gettlich)	99.50	185.00 99.50	99.50	99.50
ald Cap (Battel	25.00 29.50 50.00 64.90	19.50 25.00	23.50 40.00	29 50 37 50
	50.00 64.50	50.00 64.50 69.50	.50.00 44.50	50.00 64.50 69.50
and Award (Chicago Coin).	65.00 69.50 100.00 55.00 59.50	100.00	75.00 100.00	100 00
and Award (Chicago Coin)	55.00 59.50 66.00		30.60 59.50 60.00	25.00 59.50 60.00
appy Ga Lucky	199.50	199.50	50 00 119.50	60.00
arvest Time Gental	50.00 79.50	98.00 -60.00	50 00 119.50	119.50
	90.00 94.50 95.00 119.50	94 50 119.50		
phermer (Williams)	225.00	225.00(2)	225.00	225.00 275.00
	250.00(3)	250.00(3)	250.00(2) 275.00	
	275.00(2)	265 00 275.00(2)		
ts and Names (Governal t Parsde (Gottlieb) niksay (Calcago Cala)	115.00	115.00	115 00	119.50
t Parsde (Gottlieb)	47.50 69.40	49.50 69.50	29.50 49.50 69.50	29.50 25.00 49.50
				69.30
itisay (Meeney)	385.00	365.00	365.00	365.00 375.00 985.00(2)
		and and a second	, accuració	
			Materia e pro	part in any

Pistachio nuti direct from importes: builds 408 lb.; venders, 458; jumbo, 558; Colosal, 608 . [. Cabot. Box 234, Seaford 1, Nr, Y. Help Wanted ****** WANTED PROMOTIONAL SALESMEN **Positions Wanted** PROMOTIONAL SALESMEN Is your assertuwity to cash in on the trend--CHLOROPHYLL CUM. We are putting on the market a new Chloro-II Cum Machina. This muchies holds "Bib. Chlorophyll Obietics Vends 2 datas for 12, 17 you qualify as a wenter mere assertanced in salling through the chlorophyll Obietics Vends 2 datas for 12, 17 you qualify as a wenter mere assertance of the salling through the of companies you represent. All me-s confidential you represent. All me-s confidential state Information by r only. -------------Mechanic — Complete sound and electrical velocitor service. 15 years' distributor recour organerocce. WA 66-1077 evenings. Weite D. Blemman, 2651 8th Ave., New York City.

THE MARKET PLACE

plies confidential you represent, All re-plies confidential. State Information by letter only BOX 525, C/o The Biltboard 188 W. Randoth Chicago I, Mr.

Per Sole—A fundaments that has been going for 21 years; steady income: will rell to the right barry 135 munic. 75 tables and shuffle allows in tolewater of Vegima, Apply Box 537, Billingard, Chicago I, III.

75 music machines, 125 amusement genue, 10 clarette machines. I Chevrolet truck: gross assumementely \$50,000 a year: priced right for quick sele; in the Black Hills of South Dakoha. Box 535, Chicago 1, III.

Used Coin-Operated

A-1 Bargain; Cigarette and Candy Vending Mechines, all makes and models, lowest prices: Wellerheurs you to soll? Nack Postel, 2952 Milwaukee Ave., Chicego, III.

Matescope Delase Photomatic, A-1; some opplies; \$750. Harold Lacy, Atlantic, Iowa,

New Ano USED Levis CANOY, NUT, BALL CUM VENDERS BOUCHT, SOLD, EXCHANCED.
 All Parts-Churman-Cem Wrancers-Control of the integration denoise contractions and log solar and the integration of the int

00 For Sale — Perfect iconditioned, look tike new. Coney. Hiends, S450; Bright Sont, 9425; Ladones S480; Bright Line, 8330 9425; Ladones S480; Bright Line, 8330 560; wincus late filoge pins, write, M S40; wincus late filoge pins, write, M S40; W.E. Keeney Mig Co. 5229; Sa. Kechtle, Dhicago Prime Hirmlack 4:3044

The National Exchange for Coin'Machine

ronnel, Products

Sale — Mills, Jenninge, Pacs, s: beautifully reconditioned Ball, used pm garma, allays etc. pied; 12 years of reliable dealer Cein Machine Co. 225 N. addiphia, Pa, WAlmut 2-4378.

In —Photomatic, de lasse, late madel Mutescope Silver Cleves \$145 d's Pen. \$110; Goalee \$110 all a condition, on location; must be moved itge. 6678 Academy, Brighton, Mich late model Baldrich Policemos, chans. \$75 ea ue take six les \$400. 1/3 dep. Jax Phone. Co., 1432 Meir \$1., Jacksonwille, Fla.

Will trade for candy machines—2 Rosh-Ola Windsons, 2 Rack-Ola 1422, 2 Seebung 46 Rollaway, 1 Wuritter 500 Music Machines; 12 Seeburg, 6 Rock-Ola, 6 Packard 83 Boots; 4 flipper pin balls, 3 bowling allers, Vantre's Can Operand Michines, 803 W Rollins 31, Mobarty, Mo

50 Aluminum Atlas Bantam Sc Venden like new, 520 eech Abramson, 17 Vassar Rochester, N. V.

25 coin-operated cadles, prattically new reasonable, H. Coldman, 2861 Extense St. Brons, N. Y. C., N. Y.

Want to Buy

Route of late model juke boxes or emme-ment machines in vicinity of New York City 'Box \$22, Bittoard, Chicago 1. Wanted-Daval Best Hands; mult be A-1 condition every way. Atlas Specialty Co. Ft. Worth, Tox

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Wanted — Gum Boll, charm, bulk, candy bar, cigarette machinen, Box M-9, Billboard, 2160 Patterson, Cincinnati.

Raste manager, emperiemeté in all types germas anti julies- also good focetion getter: avantable ture 13th; neme salary, working oonditians in repty: 12 wears' experience. Box 536, Billboard, Chicago 1, III.

Routes For Sale

Equipment

Machanic wanted experienced on shuffle dilevs and unite toxes. Apply America Vending Co., 2359 Coney latand Ava. Brooklyn, N. Y. ES. 5-1256.

Parts, Supplies & Services

A.B.T. Skill Cons. \$19.75 each; lots of 10 or more, \$18.75. Atlas Specialty Co. Fr. Worth, Tex.

ofte tid ac lanes

Services and COIN MACHINE INDUSTRY

		JUNE 14, 19	52				THE BILL	C	COIN MACHINES 115			
		Het Red (Selly)	June	7 May	31 May	24 May	17	have	7 Mar	3) May 3	May 1	
			. 25.00 29.500	50 65.00 114. 2) 25.00 29	50 29.50 49	50 114 50 25.00 29	50	94.50 95.00	(2) 94.50 9 50 10	5 00 109.5		
		Hy-Roll (Bally)	39.1	00	50		Templeweed (Eshibit)	B4 50 04	.00 b	9.50 69.500	Line of 1005 00 Line of 1005 00 SUMMER SPECIAL ONE BALL 9400 1000 10000 9500 20100 20100 20100 9500 20100 20100 20100 9500 1000 10000 1000 10100 SUMMER SPECIAL ONE BALL Sector 1000 10000 1000 1000 20100 20100 1000 10100 SUMMER SPECIAL ONE BALL Sector 1000 10000 1000 10100 SUMMER SPECIAL ONE BALL Sector 1000 10000 1000 10100 SUBSCIENCE 1000 1000 10000 1000 10100 SUBSCIENCE 1000 1000 1000 10000 1000 10000 10000 10000 1000 100000 100000 10000 10000 10000 100000 100000 100000 100000 100000 100000 1000000	
		Jelopy (Williams)	275	00 275.000 50 119.5	50 119	00 50 119	.50	150 00 160	00 199.5	0(2) 165 00 199.5	0 165 0	0 leckey Special 27.50
		Joker (Cottlieb)	56.0	00		00 32.50 54 50 2)			00	275.00(2	249.50 275.0	Citation 34.50
		and teambig sessions	115.0	00			50 Victory Special (Baily)	19.00 49	50 50 · •			Winner
		K C Jones (Gattlieb)	65.00 79.	50 47.30 47. 50 79.		50 30.00 79	Whirl-a-Ball (Amusement Ent.)		47		49.5	0 Turf King 139.50
		King Cole (Gottlieb)		14 DO 17.		25.	50 Wild West	175.	00 179			
			250.000	20 250.0				95.001	2) 124.50	21 100 00 124.5	95.00 124.5	United Heckey
			99.50 115.0 119.00 119.5	0 99.50 115.4 10 119.5	00 95.00 99. 50 115.	50 95.00 99. 00 139.	50	125 00 195.0	00	150.00 195.0		Quistine
		Leader (United)	375.0	20 375 (375.00 385.	385 00 395	001	10.1	50		49.5	0
		Lite-a-Line (Keeney)		425.0	10 10 175.000	175.000	Eingo (United)	325.0			25.00 49.5	Bright Lights
			. 64.50 79.5 94.5	64.50 75.6	0 74.50 79*	40.00 79	🖁 • Arcade	Eauir	oment	•		Coney Island 449.50
	•	(Gettfieb) Maim Leanse Baseball			0		Employeest and prices	listed below are	lakes from adv	arfinements in De i	libord innet a	
		(United)		-			of indicated below. All advo advortised the same equip	rtised used machi- powel at the same	nos and prices as no prico, frommes	re listed. Where m	are Das one firm	Exhibir Star Lite
			70.00 79 5	0 1000 193	79.5	0 1000 11.	anly the single machine pri	where quantity de co is listed. Any	scounts are adver price obviously de	rilsed, as in the case	a of halfs yanders.	Wme. Tennesses
			. 69.50 95.0	0 60.00 104 5	• • • • • • • • • •	89.5	00 290, lime en l ocation, fort 66	Hory and other r	sialed factors			Cert. Humpty Dumpty 39.50
			25:00 39:5	25 00 39.5			50	June				Cenco Big Top
		Minsteel Man (Gottlieb) Momerrey (Maited)	149.50 29.50 39.50	149.5		0 25.00 20.0	Air Raider (Reeses)	\$95.00 125.0	0 \$95.0	00 \$95.00	\$95.00 110.00(2)	Cenco Springtime 189.50
			59.5			39 5	60 All American Bareball				125 00 100 00	Ausic
		Nifty (Williams)	124.50 125 00	124.50 125.00	125.0	0 89.5	All Star Basetail	• 49.5 • 50.0	0 49 9			Seeburg Se Wall Box BS20-1Z \$ 5.00
American Martin Hole		Outris (Exhibit)	99.50 104.50	195 0 99.50 104.54	99.50 119.5		Arcade (Bally) Atomic Bernter (Matescope)	. 175.0	0 175.0	00		Seeburg 5-10-25 Wall Bas
		Old Faithful (Cottlieb)		29 50	79 5	79.5	0 Bet-a-Score (Evans)	225 00 275 0	79.5 225.00 275.0	50 225.00	225.00	Packard Pla-Mor Boxes
		Paradise (United): Phoenia (Williams)	39.00 69.50	49 50			(Scientifie)	29.00	0			Aireon Coronat Phone 64.50
		Photo Fields (Universal)	47.50 65.00 75.00(2) 89.50	75 00(2) 89 50	75 00 87 5	49.50 75.0	0 Big League (Genco)	77.00		185 00		Cloan and OperaNing Condition.
		Plack Hitter (United)	125.00			129.5	Boomerses Chronsoment Corp.	45.00	45.0	45.00		
		Pinky (Williams)				40 O	Dallenger (ABT)	95 00 105 00	22.50 29.5 95.00 105.0	0 15:00 29:50 85:00 95:00		421 Broad St. Nashville 3, Tenn.
		Playtone (EXHIDIL)	114.50	44.50 79.50		314 5	Convey (Batis)	128.00)	~	105 00 109.50	PLAY BALL
		Punchy (Chicago Cols)	59.50 119.50 129.50	10.00 37.30		59.5	D Bele Gen (Exhibit)	59.50. 69.50(2) 75.00(4)	59.50 69.50(2	2) 99,50 69,50 H 75,00(3)	75 00(3)	BASEBALL
Andrew Hiraum Fig. 19.00 Hiraum Hi		Quarterback (Williams)	84.50 89.00	50.00 59.50 84.50 89.00	84.50 89.00	69.50 84.50	Deserves an article		94.5	0 91.50 100.00	94.50	BOAL THE
The serie (Scale) 4.50 1000 10		Ramona	29.50 55.00	89.58			(Mercery)					\$88.50
Name High All Processor High All Processor <td></td> <td>Red Short (United)</td> <td>64.50 89.50</td> <td></td> <td>89.50</td> <td></td> <td>(Matescope) Double Action (Gence)</td> <td>150.00</td> <td>150.0</td> <td></td> <td></td> <td>Add to A</td>		Red Short (United)	64.50 89.50		89.50		(Matescope) Double Action (Gence)	150.00	150.0			Add to A
Betward officities JP 40 (1) PA 30 (1) PA 300 (1) PA 300 (1) PA 300 (1) <td></td> <td>Rocket (Genco)</td> <td>35.00 49.50</td> <td></td> <td></td> <td>25 00 49 50</td> <td>Flash Hockey 2 Player</td> <td></td> <td>275.0</td> <td>0</td> <td></td> <td>BALL" - Make your money sount. Buy newly manufactured</td>		Rocket (Genco)	35.00 49.50			25 00 49 50	Flash Hockey 2 Player		275.0	0		BALL" - Make your money sount. Buy newly manufactured
Burners (Reiner) Charles Disk of Reining Disk of Reining <thdisk of="" reining<="" th=""> <thdisk of="" reining<="" td="" th<=""><td></td><td>Rondince (United)</td><td>39.50</td><td>39.50</td><td></td><td>134.50</td><td>Fortum Telling Machine</td><td>79.00 95 00(2)</td><td>79.50 69.50 95.0012</td><td>0</td><td></td><td></td></thdisk></thdisk>		Rondince (United)	39.50	39.50		134.50	Fortum Telling Machine	79.00 95 00(2)	79.50 69.50 95.0012	0		
Burners (Reiner) Charles Disk of Reining Disk of Reining <thdisk of="" reining<="" th=""> <thdisk of="" reining<="" td="" th<=""><td></td><td>Round Up (Bally)</td><td>175 00(2) 64 50</td><td></td><td>44.50</td><td></td><td></td><td></td><td>99.50 125 0</td><td>99.50 110.00 125.00</td><td>99.50 125.5V</td><td>Machine Co. Regular pin came siyle, 3 fL long, 2 ft. wide Free</td></thdisk></thdisk>		Round Up (Bally)	175 00(2) 64 50		44.50				99.50 125 0	99.50 110.00 125.00	99.50 125.5V	Machine Co. Regular pin came siyle, 3 fL long, 2 ft. wide Free
Burners (Reiner) Charles Disk of Reining Disk of Reining <thdisk of="" reining<="" th=""> <thdisk of="" reining<="" td="" th<=""><td></td><td>Sally (Chicago Coln)</td><td>29.50 49.50</td><td>49.50</td><td>64.50 79.50 49.50</td><td>25.00 49.50</td><td>Gen Patrol (Exhibit)</td><td>19.00 200 00</td><td>19.00 225.00(3)</td><td>12.00 19:00 225 00(2)</td><td>19.06</td><td>play awards Revola- ing diamond, Sound effects. Players run</td></thdisk></thdisk>		Sally (Chicago Coln)	29.50 49.50	49.50	64.50 79.50 49.50	25.00 49.50	Gen Patrol (Exhibit)	19.00 200 00	19.00 225.00(3)	12.00 19:00 225 00(2)	19.06	play awards Revola- ing diamond, Sound effects. Players run
And Multime Mo. 07250 PF.0000 PF.0000 PF.0000 PF.0000 PF.0000 PF.0000 PF.00000 PF.00000 PF.00000 PF.00000 PF.00000 PF.000000 PF.000000 PF.000000 PF.0000000 PF.000000000000000000000000000000000000		Saratooa [Will are]	49.50	49 50	49.50	55.00 59.50 35.00 49.50		235 00 249.50				hoard registers man
Bear Richard Bool (1)25 mg Bool (1)2			295 00(2)	275.00(2)	295.00 300.00		HEAVY HILLIN (BAILY)			69 50(2)	69.50(2)	BTOUR Immediate
Description Description Product		Select-s-Card (Gottfieb)	40.00 79.50	300.00 325.00		10.00 79.60	Hackey (Chicago Coin)	69.00 75.00	60.00 69.00	69.00 75.00	69.00 75.00	delivery. Shpg. wt. 183 lbs. Specify Se of 10e Each 688.50
June Terr Turburg		Shanghari Echicago Cola) Shaniyiowa (Exhibit)	99.00 99.58	50.00 97.50	99.50	99.50	Hockey (United) In-e-Barrel (Jennings)				75.00	WEBB DISTRIBUTING CO.
Bare In Multical Photo Hasso Monor Hasso		Show Ecat (Maited)	119.50 125.00 59.00		124.50		(Armsernen) Corp.3	95.00(2) 109.50 235.00 350.00	95 00(2) 109.50 235 00 245.00		95.00 109.50	Chicago SI, IR.
Product Product <t< td=""><td>•</td><td>Sumprest</td><td>95.00 99.00 99.50</td><td>60 00 99 50</td><td>99.50</td><td>1000</td><td>Arnela Joe</td><td></td><td></td><td></td><td>243.00 2.00</td><td>CLOSFOUT</td></t<>	•	Sumprest	95.00 99.00 99.50	60 00 99 50	99.50	1000	Arnela Joe				243.00 2.00	CLOSFOUT
Age-all lary fluity 22 50 73.0 93.0 20.00 77.26 93.0 Gambary 65.00 78.0 78	•	Spark Plog (Williams)	249.50 275.00 295 00(2)	295.00(2)	249.50	249 50 289.50	Lite-8-League	75.00		175.00	75.00	
Samesti (Dirkape Col) 29 50 950			22 50 39 50	300 C0 325.00 39.50 49.50		27.50 19 50	Love mener			200 08		
See Itaner (Guiles) 136.00 100.00		HOTHING COND	29.50 49.50	29.50 99.50	39.50	29.50 99.50	Monkey Shine	199 50			199.58	
495 0012 500 00120 500 0000 500 00000 500 0000 500 00000 500 000000 500 00000 500 00000 500 00000 500 00000 500 00000 500 0000000 500 000000 500 000000 500 00000000	ŝ	pot Bowler (Gottliet)	145.00	94.50 495.00	495.00		Mutoscope	75.00			55 CD	(Like New)
Scool Scool <th< td=""><td></td><td></td><td>500 00(2)</td><td>500(00(2)</td><td>500 00122</td><td>508 00 550.00</td><td></td><td>75.00 350 00 tmly</td><td>350 001rarlyi</td><td></td><td>350 00(ram)</td><td>IBrand Newl</td></th<>			500 00(2)	500(00(2)	500 00122	508 00 550.00		75.00 350 00 tmly	350 001rarlyi		350 00(ram)	IBrand Newl
Sub-Lite (Label 0) 95.0 9	3	pringtime (Geneo)	550 00(2) 165.00 189.50					650 08	595.00 550.00(tate)		650.00/fate	
Star and Contract Contract Disco D	5	tar Lite (Editbit)	45.00 49.50	49.50			Pistol Pete (Chicago Colut	695.00 late 95.00(2) 100.00	95.00(2) 99 50	95 00 100.00	95 00 100.00	
Summer Williams) 27.56 37.50			94.50 115.00	395.00			Pitch Em & Bat 'Em	129 50	129.50	125.00(2)*	125.00 129.50	
Super Hockey (Dilland) 99.50 49.50 49.50 49.50 49.50 49.50 50.00 75.	s	termy. (Williams)	27.50 29.50 29.50 29.50 35,00		29.50	29.50	(Scientific)			185.00		
Super World Series Data Data <thdata< th=""> Data Data<td></td><td></td><td>49.50 49.50 54.50 65.00</td><td>49.50 40.00 49.50</td><td>49.50</td><td>39.50 49.50</td><td>Pokerine Usclentifich</td><td>99.50</td><td></td><td></td><td>99.50</td><td>855 N. BROAD STREET, PHILA 23, PA</td></thdata<>			49.50 49.50 54.50 65.00	49.50 40.00 49.50	49.50	39.50 49.50	Pokerine Usclentifich	99.50			99.50	855 N. BROAD STREET, PHILA 23, PA
Same Dataset District District <thdistrict< th=""> <thdistrict< th=""> <thdis< td=""><td></td><td>Williams</td><td>275.00</td><td>250 00 275.00</td><td>275.00</td><td>275.00</td><td>Pony Express (Exhibit)</td><td>395.00(2)</td><td>395 00(2)</td><td>995.00(2)</td><td>350 00 375.00 395.00(2)</td><td>1/0</td></thdis<></thdistrict<></thdistrict<>		Williams	275.00	250 00 275.00	275.00	275.00	Pony Express (Exhibit)	395.00(2)	395 00(2)	995.00(2)	350 00 375.00 395.00(2)	1/0
99.30 109.30 125.00			59.50		59.50	59.50	Pop-Up (Marvel) Quiz Time (Telegula)	79.50	22.50	75.00	75 00	the second se
Tame of United Cover 4751 Cover 47510 Cover 47510 C			99.50 109 00 124 50	99.50 124.50	104.50 124 50	124.50	Quizzar	100.00 75.00	89.50 100.00	89 50 100 00	89.50 100 00	BINGU GAMES
Interest exercises 65:00 79:30 <th79:30< th=""> 79:30 79:30</th79:30<>	- T1	Maice (United)	69.00 84.50 49.50 54.50	64 50	84.50	85.00 99.50	Recordie (William-Cay)	100 00 125.00 125.00 125.00 15.00			125 00	Dares-Four-Flows
Thing (Chicas Cala) 39.50 30.00 <td>fe</td> <td>enersee (Williams)</td> <td>65.00 79.50 29.50 35.00</td> <td>79.50 29.50</td> <td>65.00 79.50 29.50</td> <td>79.50</td> <td>tocket Buster.</td> <td>95.00</td> <td></td> <td></td> <td></td> <td>Bright Lights Bright Spots</td>	fe	enersee (Williams)	65.00 79.50 29.50 35.00	79.50 29.50	65.00 79.50 29.50	79.50	tocket Buster.	95.00				Bright Lights Bright Spots
Dire Frankers (Genes) 69.50 69.50 69.50 69.50 69.50 69.50 79.30<	Th	ing (Chicapa Cela)	59.50	30.00 50.00 59.50 109.50	109.50	50.00 109.50 5	shoot-a-Line (Eshibit)	24.50	24.50	24.50 235.00	24 50	Panorama
Theriti (Okreane Guid) 27.50 99.50 28.50 27.50 29.50 27.50 29.50 27.50 29.50 27.50 29.50 29.50 200.002 100.001 100.001 100.001 100.001 100.001 100.001 100.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 150.001 <th< td=""><td>D</td><td>PP Matheters (Gottlinh)</td><td></td><td>69 50 275.00 350 00</td><td>69.50 79.50</td><td></td><td>shoot the Bear (Seebarg)</td><td>249.50 269.50 275.00(2)</td><td>275.00 289.50</td><td>289 50</td><td>1</td><td>Bright Spot Leader</td></th<>	D	PP Matheters (Gottlinh)		69 50 275.00 350 00	69.50 79.50		shoot the Bear (Seebarg)	249.50 269.50 275.00(2)	275.00 289.50	289 50	1	Bright Spot Leader
Contraction Space	Tit	riil (Chickes Chin)			27.50 \$4.50	S	Shoot Your Way to Tetta	295.00 299.50	300 00 319.50	299 50 315.00 2 319.50 325.00	99.50 315.00 319.50	1350 Howard St.
Concision (18) The second (18) The seco		(roll-down)			39.50	39.50	iber Bullet (Exhibit)	120.00 149.50 150.00	120.00 150 00	150.00 165.00 1	50 00 165.00	Sam Francisce 3, Calle.
Trager 109:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 49:50 39:50 <	Ton	schdown (ABT)	325.00	25.00	325.00	250.00		195 00(2)			195 00(3)	COBRA CARTRIDGES
Tricle Action (General	- 10	COUNT	109.50	39.50 49.50	39.50 49.50	39.50 49.50 5	kee Ball (Worlfizer)	150 00 39.50	39.50		150.00	Bealigned and Hesurfaced, 754 each ORIGINAL PERFORMANCE QUAR
(Continued in page 116) (Continued in page 116) (Continued in page 116)	Tri	Hidad (Chicago Cole)	39.00		29.50 99.50	29.50 39.50 5			69.50		69.50	ELECTRONIC INDUSTRIES
				5	47.50	49.50				Continued in 1	age 116)	crit N. 10 St. Phoenix, Arizena

JUNE 14, 1952

THE BILLBOARD

THE BILLBOARD Index

Machine Prices

Emploment and prices listed below are taken from advertisements in The Sillboard Issued

Indicated in percentheses. Where essentity discounts are advertised, as in the case of bolk readers

Issue of May 31

295.00 95.00 69.50 100.00 125.00(2) 139.50

100 00 \$10 00 99.50 139 00 169 50 175.00 \$5.00 \$450 75.00

35 00 95 00 425.00 525 00 85.00

125 00

Issue of May 24

75.00 125.00

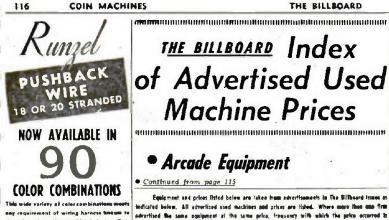
only the single machine price is fisled. Any price abviewsly depends on condition of the equil

169 50 95 00

95 00 125 00 425 00 525.00 85 000

Arcade Equipment

age, time on location, ferritory and other related factors,



the coin and vending machine industry. Cuts production costs . . simplifies wiring dia-. Facilitates field repairs Insures positive accuracy . . . Saves time. Service organizations and distributors are ited to write for complete information de Sty Figure (Metescope)..... to how they may better serve their trade by

menishing them with RUNZEL quality wire

 Istine
 Istin
 Istin
 Istin</th building wiring harnous to most your speci-tizations is unexcelled. Some of the world's largest menufacturess of sain and vending machines are our custemers. We also maintain an expert staff of angineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements milicited.	Torpede.(Bally) Tetal Score (ABTI
RUNZEL	Volce-o-Graph (Mutocopol Western Baseball Warld Series Baseball
Cord and Wire Co.	• Shuffle

	a CI ///	C				to-get equipment.			ink has been	
Cord and Wire Co.	• Shuffle	Game	<u>اې</u>		1	Pittsburgh		true in	d that situa progressive	neighbor-
CHICAGO 41, ILL		Issan at	lesue of May 31	Istue or May 24	May 17	Jim Thompson, wh	o operates a	hoods.		
	ABC Bouler (Reenry)	\$22.00 25 00	S25 00 39.50	\$39.50		music route thru the from Preble Avenu	North Side	Glen Gi	lette, who h	as been on
	Ace Beater (Chicago Coin)	39.50 85.00 \$9.50	89.50 95.00	95.00	95.00	a bit of buying an	d selling of	of Incation	is, reports he	e examines
GUARANTEED	Baseball Bawler (Bally)	65 00 185.00	185.00	185 00w/#	185 00=/4	music machines as of used juke boxes l	a distributor	each mach	ine at a stop	to see (1)
USED ONE BALLS	Bawler (Chicago Cole)	225.00(2) 45.00	225.00(3)	225.00(4)	225 00(3)	Harry Rosen's h	filk Vending	absolutely	tight on its	stand, and
	Source (Chicage Colli	15.00 24.50	20.50 59.50	24.50 50.00	20.00 24.50	Service Company at	Wilkinsburg.	(3) if his	telephone	number is
Ready for Location at Lowest Prices	Bawling Atley (Chicago Colin)	29.00 39.50 49.50	35.00 49.50	59 50 35 00 49.50	59 50 15 00 49.50		1 4			
TURF KING	Bouting Alley, 5 Player	59.50	59.50	59 50	59.50		Istue of June 7	Tssue of May 31	Using 24	Type a May 1
CRAMPION	fChicage Coinl	275.00(21	275.00(21	275 (0014)	250 00		24 50 29.00 29.50 34.00w/s	21.50 29.50 34.00w/s	29.50 34.00w/p 39.50w/p	29.5 34.00w/
PHOTO FINISH 89.50		329.50	319.50	319_50	275.00(3) 319.50		39 50-10	39.50=/9	PT_SAM/B	39.50#/
CITATION	Bawling Champ (Kerney)	79.50 89.00	79.50 09.00	79.50 B9.00	79.50 89.86	Shuffle Aller Express (United)	45 00+/8 39.00(2) 45.00	39.00 45.00	35.00(2) 39.00	35 00 39 0
60LD CHP	2 Player	95.00(2)	95 00	165.00	75 00 95 00		49 50 59 50(2) 109,50	49 50 59 50(2) 109.50	43 00 49 50 59 50 109 50	45.00 49.5 59.50 109.5
NOLEY SPECIAL	Routing Champ, & player				165 00	Stuffle Alley Express				
	(Networy) Bawling Classic (Chicago Coin)	59 00 89 50	69 00 89.50	69'00 109.50	200 00 69 00 69 50	2 Player (United)	1 39.50 145.00	139 50 145 00	239.58	199.5
SICKING, INC.	Bowling Learne (Genet)	309 50	109.50	19:00 24:50	109.50	De Luter (United)	329 00 199.50	319 00(2)	319 00(2)	519.00(2
Amarice's Oldast Distributor	Or Lase League Bowlar						217 00 321.30	335.00 339.50	325.00 939.50	319.50 325.0
Established 1895 1401 Central Plumy	(Keeney)	299 00 329 00 329 50	299.00 329.00 329 50	299.00 325.00 329.00(2)	315.00 325.00	Sheftle Alley, 8 Player	1000			100
Cincinnati 14, Ohio	Detune Bowler (WSIIIams)	39.00	19.00 49.50	329 50 39 00 49.50	39.00 49.50	(Gence) Shuffle Alley, & Player	149 50	149.50	149 50(2)	. 149.5
	Double Beliate Shuffle					Rebound (United)	265 00	265 40	265 00	265 00 295 0
GOOD USED 5 BALL PIN GAMES	Alley (United)		89.50			Qualted	260 00 265.00	260.00	245 00	250.00 250.0
	(Universal) Bouble Rowler (Kermy)	49.00 125 00	75:00 94:50	150.00 /p 50.00 94 50	50.00 99.00		285 00 295 00 309 50	265-00(2) 295-00(2)	265 00/41 295.00 309.50	265.00(3
Villaders 300/75/768			125.00	125.00	75.00 94.50	Shufflit Baurtabli		309.50 365.00		300.0
offiles Quartet	Double Souter Related		-	75.00		IChicago Coix1	45.00 24.50 25.00	45.00 65.00 20.00 24.50	45 00 20.00 24 50	45 0 20 00 21.5
Illiams & Bell	(Keeney) Double Header (Willhams)	75 00	75.00 49.50 69.50	50.00 69.50	75.00		24.50 25.00	20 00 24.50	29 50	20:00 23.5
offligh Mermaid		79.50(2)	75.00 79.00(2) 79.50 99.50	75.00 79 00(2) 79.50	69.50 79 00(2:	Stuffle Charter (United)	49.00		195.00	45.00 39.0
ettlab Harpy Ge Lucky	Double Shuffle Alley (United)	59.50 79.50	59 50 79 50	79 50	79 50	sherftle Harseslings SDNcago Colin?				125.0
Allians and set the Moort 273 set with the Mermaid 155.00 office Mermaid 155.00 office Marpar Ge Letty 188.00 office Marpar Ge Letty 188.00 https://listwice.com/ https://listwice.com/ with Caline Dam. 464.00	Double Shuffle Alley Express, Rebound (United)	139.50	139.50	139 50	139 50		97.98 180 05 125 90(2)	129.00(2) 129.50(2)	125.00(3) 129.50(2)	129.50(2
new Parkard Careme Wall	Duck Pins (Keeney)		85.00	75.00(2)	15 00(2	Shuffle Lane IUnitadi	129.50 29 50	24.50	24 50	24.5
ated Packard Well Bases, Bach 7.50	United?	245.60(2)	225 00 245 00(29	210.00 215 00 245.00(2)	210 0012	Shuffle Line (Bally)	125.00(3)	125.00(3)	125.00(4)	125.000
I. VENDING AND SALES COMPANY		2.3 00	275 00 325 00	295 00	245 00130	Shuffle Slupper (United)	79.50 99 00(2)	99.00(2) 99.50	99.00(2)	79 00 99 000
Tet. AT 1121	Flue Player Stuffle Reboard (United)	245.00	245 00	245.00	245.00	Shuffle Farget (Grecal	99.50 79.00 129.00(2	129 00(2) 229.50(2)	99.50(2) 129.00(2)	2.69 0.48
	Clinited) Four Player Shuffle Alley Rebrand Clinited1	220 00	220.00	220 00	220.00		129.50 139.50	139.50	129 50(3) 149:50	129 000
WILL SACRIFICE	Four Player Shuffle Alley	220.00(2)	210 00	195.00 200.00	190.00 195.00	Surger Starffite Atter				139.50 149.5
At Low Prices er Trado New Ganco Glider	794/tab	235 00	220.00(2)	220 00(3)	220 00(3)	Rebound Ginked)	\$89.50(2) 79.06 79.50	109.50(2) 78.00.78.50/71	589.50 79.00 79.50	\$89 5 79.00(2) 79.5
New Universal Winners	Four War League Bowler		2700 20700				79.08 79.50 89.50	79.00 79.50(2) 89.50 95 00	79.00 79.50 95.00	79.00CD 795
Man Chi Cois King Pin	(Kreacy) Elider (Gence)	195 00 15.00 29.00	195 00 29.00 39 50	195 0C 29.00 39.50	29.00 39.50	Speed Beater (Balty)	35.00 39.00(2)	119 50 35.00 39.00	35.00 39.00	35.00 39.0
New United Hackey New Williams Flying Discs		39.50 145.00 169.00	125.00 145.00	125 00(2)			39.50 49.50 50 00	39 50 45.00 49.50 50.00	39.50 45.00	39.50 45.0
New Chi Coin Hit Parades Like New Jet Con	Hi Score Bowler (Universal)	179.50	179.00 179.50	179 00(2)	125.00 179.00(2)	Star Bunlier, 2 Player	350.00	350.00	350.00	49.00 49.5
No reasonable offer refused,	Haok Bowlet (Bally)	175.00(3)	175.00(31	179.50(2) 135.00	179.50	Strike (Exhibit)	89 50		W9.50	89.5
4 PLAYER CHI DERBYS-WRITE	Harsefeathers (Williams)			175 00(4) 350 00	175.00(4) 350.00	(United)	25.00 39.50	25.00(2) 39 50 49.50w/9	39.50	595
THE ALL ALL AND AND AND AND AND A	4 ing Pie (Recuty)	165.00 175.00	45.00	45.00	45.00 50.00	Seper Taxle Rebound	49.50u/s			
ENTRAL OHIO COIN MACHINE EXCHANGE	League Boniar (Keeney)	165.00 175.00	175 00(2)	158.00w/s 175.00(2)	127.00 150 00m/s	(United) Super Yule (United), Super Turin Bowter				109.5
25 South High St. Cotumbus, Ohio ADams 7254			195 00(3)	195 (00) 4) 225.00	175.00 295.00(Se	Super Turin Bouvier (Universal	75.00 79.00	75.00 79.00	49.00 75.00	49.00 49.5
and the second					199.50 225.00		109.50	109 96	79 00 109 50	69.50 75.0 79.00 109.5
ONE BALLS	Lengue Bauler, 6 Player (Keenry)	119.00 195.00	235.00		225 00	Tes Plus Gleenert	15.00 24.50	24.50	24.50	26.5
	League Bowler, 4 player	223 00 235 00				Trapity Sent IChicage Coint	59.00 75.00	59.00 75.00 114.50	\$59.00 75.00 119.50	\$49.50 50.0 75.80 89.5
TURF KING	Rebund (Keesey)				200.00	Twie Bowler (Universal)	45.00 49.00	45.00 49.00	49.00 49.50	119.5
WINNER 95.00	(Keeney)	250.00 275.00	225.00 250 00 275.00(3)	245.00 275.00(4)	245 08 275.00(2)		49.50 59.00w/p	47.50 59 00a/s		59 00w/
CITATION 35.00	Lespe Bourier Rebound 6		273.00.00	#13.MM/8)	\$12104(E)	Twin Shuffle (Universal)	24.50	24.50	24.50	M
Clean, Ready for Location. 5 Deposit With All Orders	player (Keeney)	225.00		35.00	35 00	Turis Shuffle Alley (United) Turis Shuffle Alley Rebound	175.00	165.00 175.00	125.00 175.00	125.00 175.0
H. M. BRANSON DIST. CO.	Lucky Surlie (Keeney) Blatch Sowler, 4 Player			295.00	295.00	(United)	145.00 160.00	345.00 160 00	150 00	150 0
811 E. Breadway Loomysile 4, Ky.	(Keeney) Match Bawler & player			\$73.00	£72 QU			165 00	165 00(2) 175.00	175.0
anna anna anna anna anna anna anna ann	Pin Boy (Keeney)	195.00 24.50 25.00	24.50 25.00	24.50	24.50	Twie Shuffle (Williams)	20.08	20.00	20.00	20 (
GIVE TO THE	Pla Lite Bowler (Chicago Cels)	125 88	125 00	125.00	125 02			295 00(2)		
UNYON CANCER FUND										

Coinmen You Know

· Continued from page 114

Hebel, head of the Fred Hebel Pa, is looking over bids prepara-Corporation, is building ice cream tory to remodeling at least the interior of the company's build-these days. Backlogs are still ing. Bussell Smith, vice-president tho.

Consolidated Concessions, Inc., is looking for a good volume of vender business thru its Park District concessions this summer. Bill Fishman of Automalic Mer-rhandising Company on the back. Automatic is the firm which op-erales venders under sub-contract thru the park district.

Insue of the Intereased output of penny re-mends funders, and early debut of its reader, scheduled new model, is being numerit head man of Jackson Electronic Machines. With coffee operators couverting to odd-cent pricing at twe of a steady pace, need for refunders up of its growing.

125.00 125.00 295.00 295.00 Deree, president of Alco-Deree Company, reports ship-ments of refrigerated candy ma-reso 50.00 55.00 139.3% to Southern States. Firm contin-tions of the states. The conterpreting the candidates of the states of the st ues output on its non-refrigerated model.

 Charlie Pieri, co-hend of Mon-arch coin with Clayton Nemoroff.
 A. H. Pitchlord. vending an electric shaving service, has had week and departed on a trip as a new item available for pub-north. Nemoroff. meanwhile, he use in a daily evening news-with his secretary. Jean. and Joe Mikos, head shipping clerk, kept the home business fires vices which can be hooked up in burning. Nemoroff reported this for the first time in months the to-get equipment. 100 00 100 00 110.00 110.00 139 00 159.50 **139** 00 169.50 65.00 75.00 45.00 75.00 95.00 425.00 525.00 85.00 85.00 85.00 85.00(2) 100.0r

Russell Smith. vice-president and sales manager of the Wur-litzer outlet here, says the prime requisite for a successful coin phonograph is that it be attrac-tively-clean. Bev-o-Matie Company is in its new building at Biomestead, Pa., occuping 4,000 square feet.

William J. Wieland, assistant manager, A u to m a lic Canteen Company, reports the new Banks-ville Circle now under construc-tion near the Canteen building will be a great traffic convenience when it is completed early in July.

Morris Vinocuv, president, Mon-arch Music Company, reports "times are better in the music machine business today than they have been in some time."

"In the past," he explains, "one, two, or three tunes a week would play; today a dozen tunes get the play, which keeps the juke boxes operating much longer."

going right

Greater Savings Always!



Belvend Chloro | • Country & Western (Folk) GumVenderSet

CHICAGO, June 7. — Belvend Manufacturing Company, Inc., reported that its three-column nickel pack chloropill gum vender will be in production next week. Originally, pilot models were scheduled for April, but tooling and other delays moved back the introduction date by seven weeks.

back the introduction date by seven weeks. Bel E. Hall, president, said the vender will be sold nationally by his company, with franchised chlorophyll distributors electing either to operate the machine in their areas or act as supplier to operators who purchase the engineers.

operators who purchase the equipment. The Belvend machine will vend the company's own chlorophyll product, which is also being ac-tively promoted as a retail counter item.

plainly visible and looks well on the sticker on the machine.

William F. Hamel, division sales manager, Cole Products Com-pany, reports the locations not solely interested in drink vending machines as a convenience but interested in them as a means of interested in them as a means of making a profit, are among the locations most willing to go to a dime. . Sidney Weinstein, partner in Sidmor Vending Com-pany says his foot injury is "a thing of the past."

thing of the past." A Gimbel's department store executive has complimented the new management of the Jack W. Young Company on its new sales approach to the record business, an approach thought to be of benefit to operators as well. Location owners who do the plan-ring get their share of the music business, says Fred Vowinkel. He says he has one location owner who will turn on TV only for boxing matches, eliminates wres-ting matches unless there is a terrific clamor for them. The practice helps the take.

practice helps the take. New personnel is compelling the taking of more time getting drive-in locations fixed up, re-ports Howard Crombie, district sales manager, Tri-State Auto-matic Candy Corporation. . . . Martin Gluckow has a route that runs across Route 7 taking in Toronto, O., Midland, Pa., and very noarly goes to Steubenvillé. . . . Joseph McGlenn has been re-novating his Brighton Road es-tablishment . . . Al Pauline from Bentleyville, Pa., was a guest of the C. R. Rogers show at Rose-baum's Home Arts Studio. Baymond W. Watts district

baum's Home Arts Studio. Raymond W. Watts, district sales manager, Mills Automatic Merchandising Corporation, says one of the most difficult locations an operator has to maintain is where the occasional customer "raises the roof" when he doesn't get the product for his penny... Bill Gentile, who was operated on at Aspinwall Veterans' Hospi-tal for an eye aliment, is happy about the beautiful job famed Dr. Peter Lindstrom performed.

Dr. Peter Lindstrom performed. Howard Howell, in charge of coin machines at West View Park, originally had one Skee Ball and it developed so much interest that he added 10 United and Bally lowilers... The son of Jim Ferice, of New Castle, Pa., was in New, Castle, Pa., was in towa... Mrs. Art Munee has been in St. John's Hospital for a week under observation for a stomach disorder... George Sopira. Service Rental Coin Ma-chine Company, reports rental coin trade moving at a steady pace.

Coin operators attended the opening here Saturday (31) of Allegheny County's new Greater Pittsburgh Airport, larger than La Guardia Field and Washington National Airport combined. Con-cessionaires have come in under the open-bid system.

ALT ME THE CONTRACTOR

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record. Continued from page 60 FOLK FOLK **Record Reviews** Record Reviews KITTY WELLS

Record Reviews

YOUR LOVE wmittin
 S9.59.54.50
 CORAL 64328—The remanulc weptr is thanked and played in back-contry tyle by Maria and East string back.
 THS THE SAME OLD THING ... 52-51.25-42 Maria does skay with a roal spus strangly flavored with blues blices.

Trailmobile Official

I railmobile Official CINCINNATI, June 7.—Trail-mobile. Inc., appointed Jack R. Kruizenga manager of its Grand Rapids, Mich., factory branch. He replaces Carl A. Loss, who died recently. Kruizenga was formerly a sales representative in the firm's Cleveland branch. Trailmobile manufactures a line of car and truck trailers, including special purpose equipment for various types of hauling.

LOS ANGELES, Jung 7. — Western Vending Machine Serv-ice Company, headed by Phil Sreden, will move its head-quarters here from Culver City this week. One of the largest bulk merchandising operations in the area, the firm was organized eight years ago and has been at its present location for three years.

WASHINGTON, June 7.—Sugar distribution for the week ending May 24 totaled 136,981 short tons, or 105,512 tons under the total for the corresponding week of last year, according to Agriculture De-partment figures. Sugar distribu-tion for April reached 639,682 tons, as compared with 524,305 tons in April, 1951. Total sugar distribution to date this year was set al 3071,654 tons, or 151,268 tons less than sugar distributed for the same period of last year.

The open-bid system.
Detroit
Paul Robine Jr. and Weller L.
Lambert have established the Kobot Vending Company.
WASHINCTON, June 7.—Sen.
Aller Ellender O., Lab has intro-bariey tobacco le would not al-lender to Lab has intro-bariey tobacco le would not al-lender to Lab has intro-bariey tobacco le would not al-lender to Lab has intro-bariey tobacco le would not al-lender to Lab has intro-bariey tobacco le would not al-lender to Lab has intro-bariey tobacco le would not al-lender to Lab has intro-bariey tobacco le would not al-lender to Lab has intro-bariey tobacco le fait weat in the vending supply field.
Fred La Fontaine, who operates a pony ride at Edgewater Park, Detroit ness.
Rodney N. Wood, one of the betroit area's youngest operators is the active member of a prob-<u>Continued on page 120</u>

OFFICER of Ram-I on tune Abrings add ntargling

ONE ON GIMME SOME

LETY ARIZZELL IF YOU CAR SPARE THE TIME ...84-.66-.83-.85 DOLUMBIA 20952-Lafty Frizzell cets an outstanding jub with this kours, new envely, sleging the little with authority and human lit stroug bridge the singer's new para and rack up Resitive sales in the country moved.

THE CITY SC WELL BROS. 72-76-71-71 RE CITY SOVG. 72-76-71-71 COLUMBIA 70630-SnielCal nevelty about sis childs coaling get apins in the rural area, as the Collevil Engines give it a strong redoing, over a tot-down tipled misical barting.

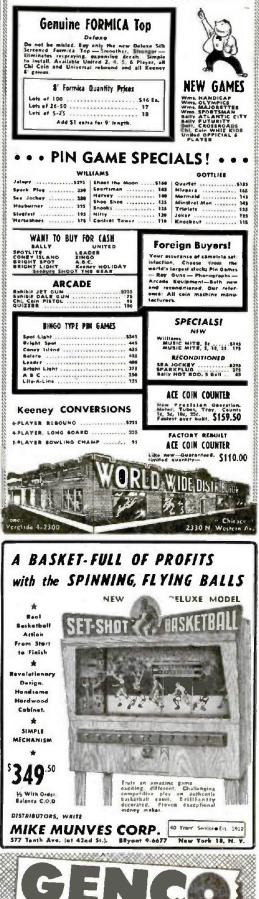
reting, two barily, MING A MA-JIG The Collectif Brithers scand picasant on this peppy receity which is in the style of "A-Tibet, A-Tatet,"

RED

OUVE D'DELL MABEL, MABEL INTRO Code-Hovelty ditty about a gal whose household givers frash far and moment to taker and who finally gets tubby to taker is sump piezamity to structive ork THE MAN BEHIND THE THROTTLE

TERRY PRESTON

ANWAYE LEE WILLS THERE ARE JUST TWO ITS IN DIRIE VICTOR 70-4733-The Wills band ress a boung being being by Less Multi bat evers a two minute spelling lesson in somberne georgeby. MOT CHECK BABY To CHECK BABY Side features assem might fine instrumen-tation by the Wills band, vocal if dree capably by Wills. Should exch sees offen. Both sides good for the Western market.



2621 NORTH ASHLAND AVE. . CHICAGO 14, ILL.

Western Vending Moves



119

NCA Finds Sales Good • Continued from page 109

Company, Cincinnati, represent-ing National Automatic Mer-chandising Association, stated that dime bars were in general taboo in plant vender locations. In non-industrial vender instal-lations, dime bars stocked in the same machine with nickel goods have two strikes beforehand, he indicated indicated

Indicated. In addition, Collett points out that the majority of bis firm's requipped to handle dime sales, on which conversion costs from \$20 to \$30 per machine are pro-hibitive (for large operations) especially if sales do not warrant the expense. In a straight dime per bar market, it was intimated, the story would be different.

Because of the better margin in baked goods (cookies and bis-culta), Collett said his firm was buying more of this type prod-uct. Especially in plant locations, sales of such items are proving out well in venders.

10-Cent Bar Test

10-Cent Bar Test An exhaustive test of dime bar acceptance is being planned this fail by the National Candy Wholesalers Association, panel member Peter Kramer Jr. de-clared. The test will hinge on new dime bar stands which will feature nothing but the 10-cent sellers, he said. The test was proposed and as backed by the NCWA Foundation, Kramer stated.

NCWA Foundation, K r a m e r stated. Frank Spreyer, panel member representing chain food stores, reported candy constituted from 2 to 3 per cent of the average supermart's total gross business. He suggested candy packages be marked by manufacturers to in-dicate date of shipment so as to facilitate controlled shelf rota-tion and thus eliminate possibil-ity of stale goods. ity of stale goods.

ity of stale goods. Another panel member, Harold Fitzgerald, speaking for the Theater Owners of America, Inc., said that the dominating bar price in movie houses was 6 cents for nickel goods and 12 cents for dime candy. Of 127 brands handled by his particular chain, Fitzgerald said only 22

49 Firms Exhibit · Continued from page 109

• Continued from page 109
• Continued from page 109
dising Dispensers, Inc., Jerry J. Griffin, Harold Collins; Liggett & Meyers Tobacco Company, R. L. Stewart, George W. Torrance; Mars, Inc.; Hollywood Gyro-Later, C. L. Johnson, R. M. Chandler, Grace Dohnelly; Spaceb. Al Guzzi, Pete Fotter; County Sales Company of California, Larry Granfield Sr., Larry Granfield Jr., Maurice Spillane; Hershey Chocolale Company, H. G. Harrison, M. A. Oliver, Don S. Martin, B. A. Rosenthal; Coca-Cola Company, John T. Pierson, Dick Company, John T. Pierson, Dick Company, A. G. Harrison, M. A. Oliver, Don S. Martin, B. A. Rosenthal; Coca-Cola Company, John T. Pierson, Dick Company, John T. Pierson, Dick Company, Al C. Gentz; The Harry Keiper Company, Harry G. Keiper Sr., Harry Keiper Jr.; Di-Noc Company, Arch Nowland; Jamerican Tobacco Company, J. P. Smith, Mark Elliott, Paul Raymar; Dixle Cup Dongany, H. L. Woodard, Reggie Harris, George Hacker, Bill Bierney; Hollywood Brands, Inc., Carl Bodin; Pepsicola Company, Curt J. Pisek; and Philip Morris Company, N. Mattin, Jack O'Connor, A. M. Levy, E. J. Hopkinson, Fuce Hicker, James Bittick, F. W. Mitchell, and Zeen Kaufman. Bruce Hicker, James Bittick, F. W. Mitchell, and Zeen Kaufman.



continued to feature the nickel or dime price on the wrapper. "Gandy sales are not a sideline with theater management, but a definite phase of its profit pic-ture," he said. Mars' Vice - President Gles. summing up the attitude of the candy manufacturer, declared that the industry as a whole was not satisfied with its progress. Continued and increased pro-motion, use of highest quality ingredients and accentuation of freshness are the three basic sales stimulants which will in-crease volume to new heights, was the consensus of manufac-turers, wholesalers and retailers attending the convention.

Coupons Aid

 Continued from page 109 systems is that the premiums systems is that the premiums must appeal either to "mama" or to "junior," Goldman pointed out. The mere male may buy the ciparetics, but it is the distaff side that actually decides what premium is going to be saved for.

"Has our premium program 'mas our premium program Goldman answered his own questions with the assertion; "Yes and no. Will it pay off?" "Definitely yes," he declared. Program Succeeding

Program Succeeding "We know that the program is succeeding because we see our premium machine sales increas-ing. Sales were up by 15 per cent, by the most conservative analysis, after the plan had been in effect for 15 months. In No-yember, 1951, our price went up from 20 cents to 22 cents; but now, our unit sules are back to within 2 per cent of where they were last May. I attribute this to the coupons.

Were last may, ratificate this to the coupons. "An important thing to remember is that two years in the life of a premium program is a short time; statistics show that after that period, the average program is redeeming about 25 per cent of its current issues. Our figures show 35 to 40 per cent, or 50 per cent more than the average. "The premium program also strengthen operator tics with his location. Plus sales because of coupons reflect themselves in the location's monthly commission checks." the coupons.

Identical states of the states

Vending Trade

· Cont' .ed from page 109

with unusual success in popular-izing its brands. Kaufman stated that some had successfully used such tactics in their sales promotions. These in-cluded, he said, Frank Bradley, Buffalo; Arch Riddell, Pasadena, with his "Thank You cards" dis-tributed by employees when they patronized a Harmony Cigarette Service Location; Aaron Gold-man, Washington with his "Thank You girl," and Davre Davidson, Los Angeles, for his firm's impressive letterhead, Kaufman's talk was based upon

Kaufman's talk was based upon his "showmanship yardstick," which lists mystery, realism, sim-plity, life, motion, timeliness, pictures, color, conflict, sound, beauty, and sex. The speaker detailed only two

The speaker detailed only two of the categories_successed of the categories-suspense and conflict. He cited Riddell's apconflict. He cited Riddell's ap-preciation cards as an example of the first, but urged that it not be overplayed. In dealing with the second, Kaufman urged operators to have a "cast" with competition among employees for new locations and the part played by "Johnny," the Philip Morris trude-mark, in "humaniz-ing" business.

DETROIT OP Sets Up New **Distrib Firm**

DETROIT. June 7.-A major expansion into the distribution field in vending is being made by the A & K Vending Company, headed by Howard B. Kitk, with the incorporation of Vend Diatrib-uling Company, Inc. Offices will be combined with those of A & K at 10535 West Chicago Boulevard, which will continue as an oper-

be combined with those of A & K at 10535 West Chicago Boulevard, which will continue as an oper-ating firm. Owners of the com-pany, in addition to Kirk, are Charles F. Anspach and Jerrold R. Bilger. The latter has been Informally associated with the firm for about a year and a half, and has now been made a partner in both companies. Basic line for A & K firm is coffee vending, with soft drinks running a close second. It also has branched out into cookle, candy and cigarette vending in the three years it has been operating. Commission View The important problem in vending today is the commission percentage, in Kirk's view. The policy in his firm is to eliminate commissions where possible, and offer vending because of its serv-ice to the location and the latter's employees or patrons. A maximum rule of 5 per cent on coffee and soft drink sales has been in ef-tect with A & K Since its incep-tion. "Operation in all locations serv.

fect with A & K since its incep-tion. "Operation in all locations serv-iced by this firm is at a nickel, and a nickel is so small today that you cannot afford to give part of it away. Kirk says. "Some operators are giving their busi-ness away thru commissions. We do not believe it should be done. "The first thing to sell is serv-ice. When we find a location solely interested in commission, we back out gracefully, because there is no profit in just trading dollars." The realistic location owner

dollars." The realistic location owner asks, not only what he can get out of the machine in commis-sion, but what kind of service will be get when he needs it? Will the coffee (or other product) be of good quality and appeal to the tast? Will he get prompt response whenever he puts in a service call, so that the machine will not be out of service for more than the minimum time?

Sparkoffee Post To S. Newmayer

LINDEN, N. J., June 7. — S. Myron Newmayer has been ap-pointed sales manager of the Sparkoffee Division of Airline Foods Corporation here. Newmayer, formerly with Auto-matie Beverage Company, New-ark, will be in charge of sales of Sparkoffee sirup to vending ma-chine ops and to soda fountains.

Alert California • Continued from page 109

• <u>Continued from page 109</u> The court refused the request, Arguing in favor of the Long Beach tax, the city's attorney maintained the ordinace was reg-ulatory and not a revenue matter. (Operators had argued the ordin-ince would not produce sufficient revenue to pay for its enforce-ment.) On hand to hear Taft were seven members of the National Automatic Merchandising Associ-tion's board: John T. Pierson, Kansas City: Frank Bradley, Buf-falo: Davre J. Davidson, Los Angeles: Herb Geiger, Milwau-kee, George Scedman, Los Ange-les; William S. Fishman, Chleago; R L. Strain, Boston, and Presi-dent Aaron Goldman, Washington. The directors met with Taft fol-lowing his speech to discuss an educational program for combal-ling unfair taxes in the State.

Seattle NAMA

• Continued from page 109

not be overplayed. In dcaling with the second, Kaufman urged operators to have a "cast" with competition among comployees for new locations and the part played by "Johnny," the Philip Morris trade-mark, in "humaniz ing" business. Kaufman pointed out that there was showmanship in everything and that business was just one continuous show.







-> ONLY THE BILLBOARD COVERS ALL OF SHOWBUSINESS!

Coinmen You Know

· Continued from page 117

• <u>Continued from page 117</u> ably unique grandkaher - and grandkan partnership, known as the Ace Vending Machine Com-pany. The other partner is Alfred R. Brimmer, who does not take too active a part. Young age but is realdy acquiring a pro-ters and opportunities of vend-ing Headquarters are in Sub-urban Dearborn. The firm spa-chilizes in peanut and gun vend-ers, and plans to establish a arger operating route as ad ititional locations can be secured. Munice M. Maever, who age

Maurice M. Marcus, who op-erated a route of cigarette vend-ers, has closed his business head-quarters on Townsend Avenue ... Jim Wilson, district supervisor for King Records, is busy plug-ging the new Steve Lawrence hit, Poinciana."

Buils Beiliario. routenian at the former address.
Buils Beiliario. routenian at Dixie Music Company, has recovered from a siege of the mumps...
Local coinnen were impresses with the new M100C Seeburg (Champ, Seidel. of American Younder Way-and most coin people are going north to visit relatives and friends. Mary Gershman, bookkeeper at Taran Distributing, plans to drive to his old home town of Philadelphia...
Ted Bush. president of Bush Distributing, comfany, returned from the same drim, is in Minneapolis with his family for a two-week stay... Raoul and Doris Shapiro. Supreme Distributors, are spending a few weeks in New York and Chicago... Busier Anchell, partner in American Quest.
Hymis Darling was in town

Hymie Darling was in town visiting his daughter then made visiting his daughter then made trip to New York and Pitts burgh...Ruth Hutchinson has exceeded Mirs. Ruth Greenwood as socretary at Dixie Munie Common any ... Ray Graham, Columbus, O., cup drink operator who also owns a vending business in Tampa, is expected in town for the national Shriners convention...Rey Gullo is now routeman for Marino Music Company, hay ing disposed of his route recently. Music and gance ops say busis easons. In a matter of a few weeks the tide of two weeks and the did rums right now weeks the tide of two weeks and gance ops say busis easons. In a matter of a few way at Miami Beach and the rest

the east coast. Irving Lemlich, who formerly operated the Atlas Amusement Company here, was in town to ace old friends. Lemlich is now associated with Frank Salerno, who used to own an Arcade In Miami, in the latter's coin ma-chine venture in a Havana, (Cuba) amusement park... Anne Williams, secretary at Supan Distributing Company, and mech chanic Rex Holley celebrated birthday anniversaries. Max Share and Cil Comp

Mike Munyes and staff have

JUNE 14, 1952

Indianapolis

Indianapolis The Shaffer Music Company held a preview of the M-100 Seeburg Tuesday and Wednesday at the Van Orman Hotel, Fort Wayne, for operators in the mortheastern section of the State. Jim Peachy, sales representative and manager Gene Ford, were present to explain the merils of the new model....J. L Mc-Celland, factory representative, was a Shaffer visitor on Monday.

The Sicking Company, Inc., announces big demand for Got-lieb's Cross Roads, United Super six player and Chicago Coin's Deluxe six player. Also, oper-ators report business conditions good, and inquiries for new games are on the increase.

games are on the increase. Woodrow Armstrong, of the Armstrong Automatic Vending Company, and Mrs. Armstrong have returned from a two week vacation in the Southern hemi-sphere. They visited Jamaica, the British West Indies and all points of interest. They motored to New Orleans, and from there flew to Jamaica.

Jamaca. Peter Sione, at one time dis-tributor for the Rock-Ola Phono-graph here, is now associated with the Calderon Distributing Company, as representative for the Bally Champion horse. He reports business good... Calder-on Distributing Company also reports All Atlantic City, a Bally product, in demand.

Peoria, III.

Ralph Hagerman, a member of the board of directors of the Central States Phonograph Op-erntors' Association, left Saturday (24) for a visit with his son, Ralph Jr., who is stationed with the Navy at San Diego, Calit. Hagerman plans to be gone three wreks.

Detroit

W. G. Slewart, representative of the Mission Dry Corporation, was in Saginaw, Mich., this week on a business trip... The newly incorporated Michigan Fruitmatic Company is planning to enter a specialized vending field, Incor-porators are Hilburne Fulks and John R. Meredith of Detroit, and Paul Rochm. Shipshewana, Ind. Capitalization was 11sted at \$50,000, with stock at S10 par.

550,000, with stock at \$10 par. Jack Bowman of the New York office of Spacerb was a visitor at Detroit Spacerb Dis-tributors this week...A. H. Leonard, former pin game opera-tor, who has been planning to return to the coin machine busi-ness in a new partnership, has disposed of his fuel oil business. Ira Walker, who has been in the pet supply business for years, has gone into the mechanical horse business, with a sizable runte in stores here, under the name of the Walco Company. Headquarters are in suburban Ferndale. Ferndale

Newdon (ets) are in solution ferminate. W. E. Button of Grosse Pointe Farms has established the Web Service. He used his initials to form the firm name, operating a diversified route of candy, gum, and beverage venders.... Clay-fon E. Russell has opened a store at 7337 Linwood Avenue to service juke bores, under the name of Acc Phonograph Service Company... Merle Bowes, Mariette, Mich, operator of Thumb Music, and his daughter Doria. were visitors at Brilliant Music last week, buying new culpment for several days to celebrate their inth weding anniversary. Brilliant also visited trade factories while in the Windy City.

Mart also the Windy City Hartford, Conn. "Still can't get over that Texas trip and that wonderful Texas hospitality!" en th uses Ralph Colucer of Seaboard Distributors, who's been home for about a month from an extended Southern junket. Ralph spent some time with his friends, Carlos and Tony Lewis. Marila, Texas. coin operators. junket. Ralph spent some time with his friends, Carlos and Tony Lewis. Marlin, Texas. coin operators.

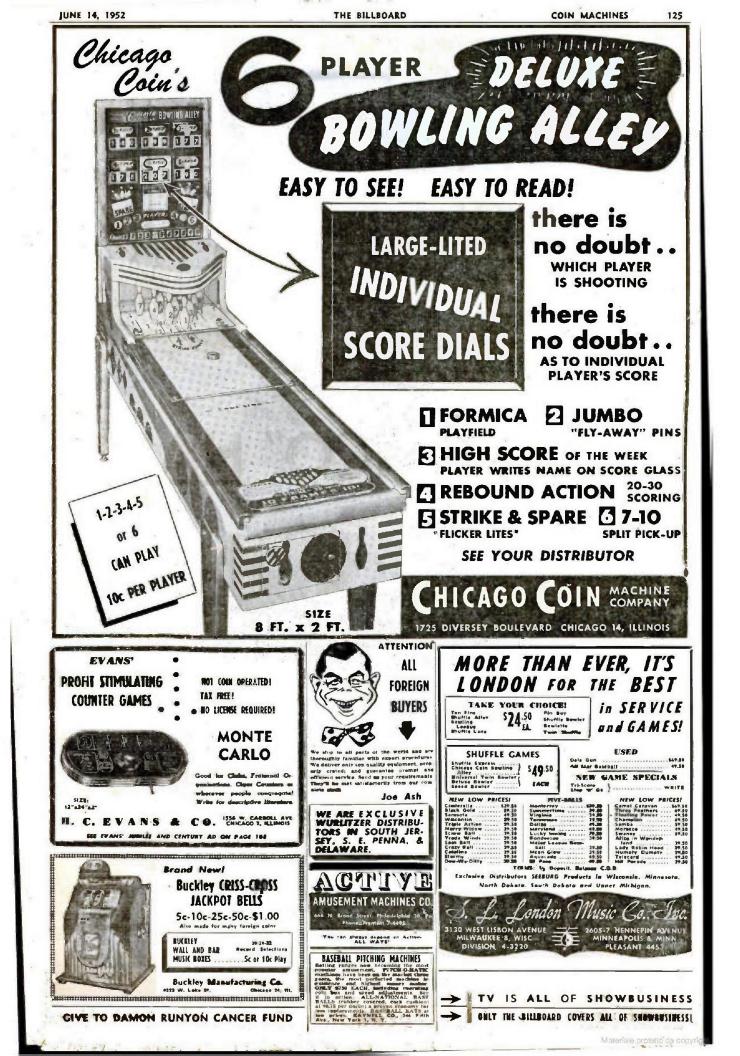
operators. John H. Chaplin, president, Veeder-Root Company, manufac-turers of counting and computing devices for coin machines, has been named to the Connecticut Citizens for Tait Committee. A sizable Hartford delegation was being lined up for the Thurs-day (12) testimonial dinner in New York for Music Operators of America's Gearge Miller by Abe Fish and Jim Tollsano of the Connecticut State Coin Associa-tion. Eighty-two members at-tended a CSCA meet at Longo's Inn, Norwich, Coun. Guests in-cluded Bob Jones, Barney Sugar men and I'r Kempner.











126 COIN MACHINES

121-11-19

More Appeal...

On any location, Big Bronco has more 'customer-appeal' earns more money gives less trouble

"BIG BRONCO" HAS IT!

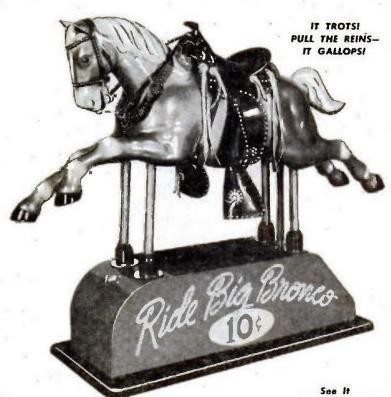
Rids By B

The Only Mechanical Horse on the Market Today That Is Safety Approved by

UNDERWRITERS



LABORATORIES



at Your Exhibit Distributor Today..

EXHIBIT SUPPLY

4218-30 W. LAKE ST.

ESTABLISHED 1901

CHICAGO 24, ILLINOIS



COIN MACHINES

127

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PLAYER SUPER UNITEDS **SHUFFLE ALLEY** ONE TO SIX CAN PLAY (10c per game, each player) BIG, BOLD SUPER SHUFFLE ALLEY ILLUMINATED 2 1 3 3 0 0 2.00 SCORE INDICATORS 1 8 2 5 4 3..... 2 6 5 4 8 EACH PLAYER CAN SEE HIS SCORE 6-11 -AT A GLANCE FRAMES # 2 3 4 5 6 7 8 9 10 **HIGH SCORE** JUMBO FOR THE WEEK **DISAPPEARING PINS** FEATURE FAST REBOUND ACTION 20-30 SCORING PLAYER WRITES NAME ON BACK-GLASS FORMICA PLAYBOARD STRIKE OR SPARE FLASHER LIGHTS CAN PICK UP 7-10 SPLIT SIZES 8 FT. BY 2 FT. HIGHEST 9 FT. BY 2 FT. SCORE KEY CONTROL SEE YOUR DISTRIBUTOR UNITED MANUFACTURING COMPANY 3401 N. CALIFORNIA MENUE, CAICLED TE, ILLINDIS to the the space of

