# EWist IV FLLMQUARTERIY 

## Billiboard

# TV-Film Industry Leaders; Top Shows Tabbed in Survey 

## Convention to

 Gear Agendas To IV's Needs
## Both Parties Plan

 Session With Eye To Visual ImpoctsWASHINGTON, June 7.-Tele vinion's impact on plans for the fortheoming national political conventons in Chicapo has be. cume so far-tuaching that lenders in b th major camps foresee the entire pattern of Anmerican pols.
ticat eamprigning in a state of drastic overhaul to accomniodate the trew noedium (first detalls on this trend wese reported exclu. sively in The Billboard, May 10 h The Republican ind Democratic whl be the fastest-paced. the most streamlined and best-pro.
dured, show-wise, in history if dured. show-wise, in jelling in TV eridio party councils are fulfilled Litches. Altho many of the con vention propiram details are beang kept under wraps by rival parties for abvious stragetic reasons,
both camps acknowiledge their TV-mindedness in preparations

## Canada Enjops

Showbiz Boom

## MONTREAL June 7 .--Fividets

 Ing propperity seldom before ap proached in Canada money') cafe-vaude altraclions aiplaying to lush busfness heie. Current show at Bellevue Ca Unem in Recent Monday visit to cleb, showed SRO witho
standout name on the Uill.
tiandout name on the bill. limat Duke Doreli, whase comle
ruutures with bow thet ween tueth, runhmex with bow
$k$ nees, etc. are sure flre for many encores. Eva Walker elicks with graceful irapeze anc, role rou trow while Tito Valdez and slapely blonde partner, Louise,
score solidly with fancy terp numbers. Bill also invludes the three Colleanus and James Cardril, an Australisen thero-terp 8 giti line of lookers who parude thru three lavishly. costumed but otherwise conventional producthun numbers. House singers; Charles Tyrull and Rosemary Lyden do crectitable job, Show is cut by Bix Betair ork, with

## 1st QUARTERLY SPGCIAL sEcTION hb

Stations Name
Best Distribs, Film Programs

Agencies Pick Most Co-operative Outlets, Video Film Distribs

By JOE CSADS
NEW YORK, June 7.-Even in the relatively new television-film leadership nre already beinit estnblished. This fact is clearly demonstrated in the results of The Biliboard in firt survey of the tucers and distributors, and provertusing agermies active in the industy. $y$.
The study, first of what will be regular quarterly surveys conboard, showed that, in the opinion ol TV statinns, Ziv Television Programs, Inc. United Television Prokrams and Snader, Inc., in the co-operntive distributors of films especially produced for video. Most co-operutive distributors ages, accorditig to the stations, Bre Unity TV Productions. Mation Pictures for Television. Holly

SANTA BARBARA. Calif, June problems are considered of sucn ,-A tromenduus amaunt of be. the music indury on several ma or frnnts, is scheduled to take place at the aftnuzd nonvention o cians, in sesxion here key locals, aidns, in sesxion here Rey local executive board problems evrm-
sidered critical, and will seek from the ArM bonard, regulatory and earrective mosures.
Areas affected Include the band business television film. TV and
AM employment and recordinges Much of this material will be n contingent from Local 02 . it
has been learned. further, the

Bing May Bow On TV for Olympics

fis long-delayed TV detist th the
ourse of a new all night telethon
which his side.kick. Bob Hope,
beneficlary win be the U. $S$
Olympie Fund to send this na
will be alred "rom Hollywond via
the Natoral Broadrastinis Com F.D' $101 \cdot 30$ p.m. Suaturday (21) Among the athletes who uill bencfit from the telethon will be thot putter Jim Fuchs U, Silder, who is another NBC tille-holder, who is andther NBC the IV sakes promotion depart suent

## Billboard Backstage


#### Abstract

 remarkable that more words in this paper aren't spelled back. wards, and that so many of the stories actually make fairly cood stories actually make fairly cood sense. The atmosphere here, as sense. The atmosphere here, as in many anothen ncwspaper shop is often a mite frantic and noisy. is of ten a mite irantic and noily. But around The Billboard wie have a little extra feature that the average journal lacks. Or. I should say, a comple of extra tona qures. We hawe room ffor the purpose of catching video shows) and a record noom (where the muaic. boys pather round their ergetel ball and attempt to pick tomorrow's hits out issued every week). The TV senetum is located in record room snuggles up andinst co-publisher Bill Littleford's of fice. Both Bill and 1 (not 10 men tion co-publishor Rog Littleford. office manager Prank Luppino office manager Frank Luppino and ad manager Haps Kemper, al of whose offices are hard by either the viden or record room) will swear that there $1 s^{\prime} t$ a and Rzzard for 15 sounds. And if there isn't? a provocative teature on television, some pal of ours from the music or record ours from the music or record the greatest record ever mad but dromp everything and lend an ear. Laat week, for exampla Bill Finegen and Bddic sauter stmiled in with the fint four sides they'dicut for RCA Victor. I was eager to hear what these Lalented arrangers had done, and so was music editor Paul Ackerman and the reat. of the music sides, and discussing them wh didn't take more than a half hour We have a big edve over We have a big edue over nill our fellow nowspapermen. We not only meet such interesting people, but we get to hetr such fascinating records and see such handsome tele-shows. I'rm not wouldn't have It any other weight title against the young up- start from whons he had snatehed it over a year ago. Who would

\section*{Than all-out, sereaming full. This doesn't even begin 10 di} urb any of us in a normal (what's closing a new Bui when we're the lst section like stauts TV Film Quarterly (which along on page 13 in this issue) the pressure is on it issue. and little tourg to hear a hillbilly nasaily testifying to the fact tha theres "no rabloit in me." theres "To rabbit in me." are possibly even a greater hand icap. to efficiont publication of a newspaper In still another sense Wednesday night at 7, youll re. calh, Mr. Eiserhnwer made his had obores to do, but naturally We had to see and hear Tke on the videa. Thursday, night at 10 deadines hot breath we deadine's hot breath was even but that grand old man, Mr. Wal- more words in ther paper


## Washington Once-Over


#### Abstract

WASHINGTON, June 7-Com- Frisseral George Sterling, of the Federal Communieations Com- mission, was peessed but putrlod by a cypatic peleeram he putzl 1 mis on clection to honorasy life mem.  cif, produced the filfing'system as an expedient to keep pace with an unparallcled demand for crean expedient to keep pace with an unparalleled demand for cre- dentials. One newsman viewing the multi-colored tabs on the fin-

Written instruotions and addin that he wouldn't that he wouldin't have time to at tend Wood's D. C. studio "iclass Woot sent the C. studio "classes. TV "dons" and"-donernar: ais list of TV "dans" and donernar. as aist ol the Rovernir that the written in- stuctions couldn't adequately sub structions-couldn't adequatoly sub: situte for first-hand grocoming: "If It's at all possible, you'd better come to has beending to Wood, the "school" even tho only a few of results vited politicoss have had the the to attend. so far: Wood highest-ucoring graduate is is Scr Willim D. Benton (D Conn) After watehing Bienton pertorm on a CBS nowa profram trom New Yorks the other day. Wood sald: "Ho'simarvelous in front of TV I wish wo hed a summacump laude degree to gine him." GOP HOLDS CONFAB IN WMAL TV STUDIO One of the lirst pnlitical convenged by WMAI TV studio was weck when D. C. Republican com. mittes members elected thejr dele- gates to the GOP Nntional Convention. Voteloss D.C.eers had chance to view the entise con- vention proceedjugs which were telecist from WhiAL-TVs conberted icesskating rink studio. the only lucsal TV studlo big enough to accommodate the 73 delegates 


## Picture Business



# Leans Toward Western Ways 

NEW YORK June 7. - The duminant trends in Japanese how business today are one of tion. Bolh of these factors are
mutually reated and are becom. ming increasingly revidentin broadctubs and musie, theater, nigy to Correl Grilli, consultant to Japan.
Altho Westernization has made Sume hoadway before World Whr
II, the militnristic government in power aet ively attempied to sup. press these encroachments on its
traditional forms of entertainment and culture. During the these bars have been removed. wlth.in resulting shift ta Westarn
forms of entertalnment. Thls nove has been facilitated by the addituonal personal and political
righte which the Japanese, parrights which the Japanese, par-
ticulary women, now enjoy Prior to the uar, for exampla,
women were without such privileges as the right to vote. Audia Now Frea
This Western trend is particu. andy nollcabole in the broadcast-
ing ficid where for the first time ang iad where for the irst time and'during the war the govern.
ment's Departinent of Inforna. ment's Departiment of Informa-
tiourcontralled zall broadcasts completolt Mr. Grinll, who was ohief
of the Kheareh and Anslysis Di. of the Remasreh and Anslysis Di .
vision of. SCAP under General Miccartbur. helped formulate the nese brogulatary
Atr the present time there are islonds. all butoms of which come

$$
\begin{aligned}
& \text { prise the Brosdcacting Corpara. } \\
& \text { tion of Iapan (Nippon }
\end{aligned}
$$

$\qquad$
work is qualte similar in sea-up Broadeasting Corporation in that it is non-commerchal in charaster, what like the BBC's Third Pro-
gram and gram and its operating revenues
come from a 50 yen per month tas on all radios. This amounts (Cominued on page 79)

play in Korea are ube various
$\qquad$
However, a new twist in enter
thinment is the arrival of five top American cartoonists for a. 14 -day sult of a cancensus taken last fall in Korea to determine the type of entertainment preferred:
Prank Adams; ot Colliere mag-
Mane; Gladys Parker, ernalor of
Mopsy:" Bill Thrn, portrnit: art-
st: Jow Rinaldi, of Walt Dianey

## Dispath

LONDON, June 7.-In Landon datny thare are about 12 top nich spots. Threse are off thallly mieht
clubs. But since the Snclalist Government brought in new leg-
islation in February, 1950 , they
have been lumped tigether have been lumped together with something called the London County Council Musie and Dancdrintis in all three classes of
polts after $2 \mathrm{a} . \mathrm{m}$. on wrek-days and midnight on Saturdays, with -hatever is prace to Rulp down Hously the hotels and gestamants were itcensed. up until 11 pen., hour in Britain's 'pubs," after which their customers elther weot hame or on to a night club. night clubs were y, these lle partics " That is they "botofficlally thrown by the hast The drink up untli any hour he liked for the trouble of signing his ACT PUTS MIGHT CLUES INTO ONE CATECORY.
Today thertwo distinct typw of night life are sandwiched by the
LCC Act nto ane. All West End spots. Jerardless of classification. stay open until 2:30, and most of that time theyre empty: The
hotels and resta urante tind. that the night clubs are now in com-"bottle-party" days these dubs were not allowed to serva foon, nor did they wish to. But with pensive kutchens and poit in ex.
 trinks unless they also served So now instead of dining say, on to the Astor, folle upally
cither stay st she Gavoy until (Continued on pape 79)

## Paris


——B- ANNE MITHAELS -
PARIS. Junc 7-The theatrical relatively successisul one in order co keep a play runnina In Paris
30 per cent of the seats mum be
sold niuhtly. Oi the 51 thon sold nimhtly. OI the 51 thonters passed the 30 per cent mark. 28 haif-fill houser and about a
dozen dozen count SRO each evening.
The top seven plays of the son. Whuse housea are filled at (700 seats) "Head of the Others," (2. Mon seats) Ayme; the Chatelot's musical starring Luis Mariano:
the Salle Luxembourg of the Comedie Francuise (1.500 sests), nto the program of Pirandellon

$$
\begin{aligned}
& \text { Author"; The Eolier Berperre } \\
& \text { (1,500 sents) sioQ,000 apertacle }
\end{aligned}
$$

$$
\begin{aligned}
& (230 \text { seats) "Our Heads." an inti- } \\
& \text { mate revue theater, the Nou. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { mate revue theater the Nou- } \\
& \text { veautes (380 seats) o When the } \\
& \text { Child Comes. by Andre Roustin }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Child Comes," by Andre Roussin, } \\
& \text { arne the ballet (2,100 seats) at the }
\end{aligned}
$$ Opera. Hause on Wedresday eve.

AMAK

PANIE H1TSUN FALL
America will more than libely see at least three of the shave on town, has complatud.ntrotiations Others." and tras lined up as a transiator Anita Loon who did
the same chore on the Frenet Gigi." Two other prasabilities
arn "Pood of Angels," now ran.
ing to an sppraximutcly cent filled house, which will: be seen in Annerica first as a film, command poriormamee for the Topo operas England's "Billy Budd" and Amprica's "Bily

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

NEW YORK, June 7.-The past Broadway bows than in the prescason hasn't been legit's worst vious year. The 1952 total was but it vas pretty bad, both as to 73. The real local low point was quantity and qualty, Between May Billboard's span for a theater
season), 1 less productions made

600 Magicians Take in SAM's
Boston Conclave
GOSTON. June 7.-Leseslie $P$ P: elected president of the Sociely of American Magiclans at the ortanization's Golden Anniver.
sary Convention held at Hoct
Statler here last week-end. He Statler here last week-end He
succeeds Ace Gorham, East Dery, $\underset{\text { Wives and friends attenned the the }}{\text { N. }}$ three-day conclave which was climaxed by a gala banquet and
show in the holel ballroom Sunday night (1).
Cincinnati's bid for the 1953
SAM convention was acce with convention was accepted Mag International Brotherhood of Prospects are that the two groups
will again hold a joint converence next year, as was done in Chicago
in 1950 and in New York in 1951 , in 1950 and in New York in 1951,
Final outcome hinges on IBM's voting at its convention
Other new officers chosen at
the conclave were: First vicepresident, William Greenough, and regional vice-presidents, land; Thomas Hawbecker, East
Coast; Max Terhune, West'Coast and Ronald Haines. Midwest. Re-clected were Jean Hugard treasurer: Vynn Boyar, secretary
Milbourne Christopher, editor o MUM, SAM's official publication and Rev. Whard Smith, national Cannon werc elected sergeants at arms. man of the Hanson. general chair sented a seroll of appreciation Gorham served as toastmaster were: Norman Howe, reception Hegan, publleitytelit Acorge Cor-
reller,
display, Gerald Fricnd, registration: John Nicholls Booth. educational: Ma Cameron. dealers: Aee Gorham Mrs. Stephen Slmpson, ladics: Wuliam McCarthy, convention
treasurer; John Spadero, assistant treasurer: Tom Call, convention secretary. Further details under
Hocus Pocus on Page 77 this issue.

## Billbōard

## Founded 1894 or W.H Donaldron Roger 5 Liniafora le WIlism D Litieford Low. Evons cisto................... Seres  Wen. Altachs.....Chie! Wemingion Gurotu       <br> =umben

## Highlight Reviews

## TELEVISION

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

 hy joe martinShríner debut on the Colsate hour deserved an E for effort and a thru no fault of Shriner, Miss Puns or the Rascals.
Colgate Comedy Hour

59 shows carne
Of the 1951 's2 crop. 20 en-
trants made the success bracket
(Thc Billboard's yardstiek for trants Made the success bracket
(The Billbard's yardsiek for
measuring success is 100 performmeasuring sorty-tive were flops,
ances). Forty were limited runs and one
seven seven were limited runs and one
still has to prove itself one way
or the other or the other. Most significant was
an evident growling rcluctance on the part of producers to take
chance on new scripts. Twenty
productions in the past season productions in the past season's ine-up were revivals, and hal
as many morc were adaptations foreign market.
Even more significant was the
sped with which most of the perk sisters were shuttered.
Spiraling operating costs have made nursing along a tepid prop erty a thing of the past. A bad Producers know they've gol to However Bright Spote
However, dcspite a top-heavy legit racked up some substantia and excellent entertainment durera," "The Shrike"" "Polnt of No
Heturn" and "The Fourposter" on the drama side. The song-and Your Wagon," "Top Banana, op-tlight revival of "Pal Jory. win "Cleopatras; The Dram quartet nade theater history with
is reading of "Don Juan in Hell. and the Theater Guild put on Over-all the tabulous invalid had her good days, and when she was
feeling good. she was real chipfeetin
per.
Re
Reports from out-o-town more with Washington the sole excep Washington Pic Bright
In the Nation's Capitol legit in years, and faccs even belter prospects, with the National The-
(Confirtued on pape 75)
Set Berle for Outdoor Date
Berle will matre his debut in out door show business thls summer
working the Ak-Say-Ben in Omaha. August 15, and Du Quoin ce cuer poidg down the highest between, Berle will play two week at the Ches Parec here, zlso setThe three dates will each fea ture a package headed by Berle,
with the supporting acts to maintain the sime caliber as those fea tured on hit weekdy TV shows Ak-Sar-Ben show will play about
one hour and a half; the Chez show runs about one hour and the ance) will run 2 hours and 10
minutes. Ak-Sar-Ben show will he played indoors, while the Du Quoin per
It is estimited Berle will draw Chez stand.

Sinatra to Wm. Morris?
$\qquad$ Sinatra may sign with the Wil the pre ogen Morris office topper, ha arready had a number of conver
sations with the singer. and the office has been alerted to com duce Sinatra to sign.
Review Index

## Record Revlews Classlical neview

Lext Reviews
Nihh Club
Radio Reviews

Herb Shriner is a delightful omic. Lily Pons is still a fine coloratura, and the Harmonica
Rascals, thanks to Johnny Puleo, are an extremely funny sight act. These were the basic ingredients
of the first Shriner shot on the Colgate hour. Somehow, it all as if it should have been a tine rV show. The fact is Shriner and Miss Pons wound up bcing ualdy, the show wasn't a bad one It just didn't bring the results expected from the Lalent line-up.
Shriner's wry, shy and dry style was lost in the over-all produc. as a dozen lesser sopranos have been uscd on other video shous, and the Rascals shone only in
permitted to run
slap-stick stulf. thru his typical
Fancy settings btg productions Fancy settings, blg productions, special material for a choral group added up to some eye-filling but not particularly eye-appealing, spectacles. A lengthy in the show came off madway fused choregraphic serment. Shriner's special style is ap-
parently not too well suited for he type of production handling of the bic-scale video shows. In a more intimate type of setting top-flight attraction.
maze of props and settings in the Pons, too, ean be used to better advantage than just tossing off some operatic arias in heavily
costumed settings. In all. the

TELEVISION - Reviewed Sunday (1). 8-9 p.m., EDT. Spon:
sored by Colgale-Palmotive-Peet sored by Colgale-Palmotive-Peal ing Company IV network thru Sherman \& Marquetie, Ted Batea and Wiliam Eaty agencied. Pack-
ager, William Morris agenc. Proager, William Morris agent. Pro-
ducer, Jeas Kimmel. Director,
ducer, Jeas Kimmel. Director,
man Moors. Music. Al Goodrant
Seript. Roy Kammerman and
Herb Shriner. Cast: Horb ShrinCe. Lily Pons, Borrah Minevisch
Harmonica Rascals and of hers.

## VOTE CHASERS

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

## By PAUL ACKERMAN

General of the Army Dwight D. Eisenhower, Ret, addressed a
rain-soaked gathering Wednes-
day (4) at Eisenhower Park. Abjday (4) at Eisenhower Park. Abj-
lene, Kans. For the General it was an auspleious homecoming: and the address was the General's first nuajor political speech in his campaign to attain the Repub.
lican nomination for the Presilican
deney
Eisenhower wore a raincoat pert of the selecast. for it had ust stopped raining and the Gen card the headgear. There was a toueh of symbolism in the picture
on the screen, for the man presented there seemed not the least bit military. He
Television is most kind to the
this lies in the General's intui- $\mid$ one. His smile, of whieh much ive understanding of the tele- has been written shows to adas tho camera, Eiscnhower acts vartage on telcuision. And. as The viewer gets the impression eral deameanor is well. suited to the candidate is utterly at ease the TV medium. His appeal is and is not straining for effect. Inverse Ratio

## SALES FILM

## CBS Premieres Superlative Short Documenting Impact of Web Radio

## NEW YORK, Junc 7.-Radio's |tages of CBS among th

 sented in a delightfully lmapina- was the visual side of the pres- made for an preparations being at the Waldorf Astoria hotel on enough to be exhibited in movie solid values was hammered hom Thursday (5) by the Columbia enough to be exhibited in move Broadcasting Syatem. The motion pirture, the best of its kind this reviewer has seen, was an ingen-ious fusion of namtation, sound music and semi-abstract art. Eye," the movie first demonstrated the importance of sound then via a subtle transition,
showed how radio, on this basis of sound, threads itself thru the life of America. The final section
of the film stressed the advan

## NIGHT CLUB

Tony Martin's Slick Showmanship,
Leonard's Patter, Pace Riviera Bill
Tony Martin's Slick Showmanship,
Leonard's Patter, Pace Riviera Bill
atrical short "Gerald MeBoing" had won an Academy Award Their consummate handling of powi-abstract animation was pe of the technique.
The viewers werc carried thru
the story much of the time by a zed a person. This visual gim-
mick traveled everywhere-into
an auto, into a train and into an
as figures revealing cost - per Nielsen ratlngs were cited.
Bob Trout handled the narra-
ion. His work was adequate but His work was adequate, but no one man could equal the matinative use of volces to get ditferent qualities might have netter approximated the superlative Job turned in visually. Mu Gordon Anctincloss, director o sound. Audio was by CBS.

A blg show headed by Tony
Martin, plus a warm night, gave
the room what was probably the
biggest opening night business
this season. If there were any
empty tables. they weren't spot.
ted. Tony Martin, looking more

## By BILL SMITH

juvenile than ever in a fem squacals on, "I don't know, grey tuxedo, seldom did a better
job. Not only was he is line
voice, but what mind they loved it.
vim a gen- Actually thr sho alne smasheroo were his ad libs biz alfair, between song chatter and little sid
bity of business. He even got the
strictly non-G.I. In essence, and
this is particularly forceful in vieu of his great record as a General.
Eisenhower undoubtedly will make full use of the TV medium
in his campaign. Gen. Dwight D. Eisenhower
SIMULCAST - Roviewed
Wednesder (1). 7-7:30 p.m. EDT. Wia the National Bromencasting Company TV and AM networks. Producer. Ad Schneider. Director, Ject Mils.
.

An inverse ratio is effective
here. The less the speaker strains for effect, the more effective he E. estabnhower, therefore, quick
udience. This prepared the way
ar the posing of his arguments
ments, of course. had to do with
Communism, the tragic loss of
China to the Weatern World, the
ment the success of the two
The General's face is a mobile


By IEON MORGE
.
$\square$

$\square$
$\qquad$

## TELEVISION-RADIO

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

## Daytime Sales Are 95\% of Last <br> Year; Fall Prospects Are Excellent

NEW YORK June 7 .-Pesai-
 lequalled i9 per rent or itu nright

 the tall are that the web will
probably top its 1951 business in beriondshttume and daytime time is Binf Crosby with coca-Cala Only Crosebs selurunce to do
more than a few TV shows in ad more than a Rew TV shows in ad-
diton to radio stans is in the
way of his being inked by the Frif drink Company Gould Gike to buy Crosby during the day on CBS. Edgar of network radio yet, but his price may have to be shaved.
Nighttirn Headachee Thursday and Friday evenings
emain the chief nighttime head-
Both days, Kukla \& Molly Get Sponsors For $1 / 2$ Hours

NEW YORK, June 7-"Kukla Fran and Ollien and "The Gold sponsore for their new half-hour timnal Broadeasting Company's turn to bankrolling duties for the muppet show in it
slot Sunday nights.
Vitamin Corperation of Amer Vitamin Corporation of Amer-
jcr, which already has spontored parts of "The Goldbergs" this season. Will pay for the program on
alternite weeks on NBC.TV in
1052 - 53 . "The Goldbergx" has 1952-53. dibe goldbergx definitely designated a
not bee period. but probably will wind up Saturda
7-7:30 or $7: 30-8$.
ABC Peddles IV, Radio Segs
NEW YORK, June 7.-Amerl-
can Broadcesting Company this can Broadcasting Company this two television sples and three TV
renewals. The American Chicle renewals. The American Chicle
Company brught Date With
Judy for Clorets thru DancerFitzerald -Sample, to air via ginning July 10. Fieers chewing
gum bought Pud's Prize Party
 urdays,
ning June 21. The radio web con-
firmed the sale of "Breal the firmed the sale of "Break the 11:30 am-noon segments, to Tonf.
effective July 1. Renewed on A BC-TV were
"Paul Whiteman's TV Teen Club" by Nash-Kelvinazor, and "Tales ler and C. H. Masiand.

## WTVN Skeds Center Preem

 columus woiv June 7 valid tain wion wire win day (11). with speclal preview s acheduled for prese and radio onMnnday and advertising ageney Mnnday and adve execs on Tuesday. Gen. Estes Kelauver and the prominent guestrio slated to make official opening day of the modernistic operation.


## General Mills Buys Two X-Board ABC Strips



CBS Inks 2 New Sponsors, Renews One

## NEW YORK, Jume 7, One Sonnen reneued and two new

 sponsmy rens bougbt time on the Co-lumbia Broadcasting System's TV network this week. Lincoln-Mer wreeks in $1952-53$, will continue to Fponsor "Toast of the T

$\qquad$ 10:15. on the Arthur Godirey day
time video show, starting June 10 and Sealy Mattress which moves ingo Tueadays, $10: 30.11$ P.m. With
"Balance Your Budget" next fall.

## Luckies Near

 On "Danger" NEW YORK. June 7.-Lucky ctose to buying Night Train to Dander." a hall-hour filmed dramatic series from Music CospoThe show would go into Thurs-day nisbts $9-9: 36$ on the Coday nigbis $\begin{aligned} & \text { lumbia Bruadcastng System's TV } \\ & \text { wob. The agency is Batten, Bar- }\end{aligned}$ web. The agency is Batten, Ba wob. The agency is Bo

## Are Cuts Inevitable?

The radio network crisis has eventually come to believe that lecently been getling the sharp the price is too high.
attention of all megments of the
But what about theine factors: atcention of all cegments of the But what about thewe factorr:
press. For a year and more, and
right down thru the present. The media the years when all other
(1) right dow'n thru the present. The red light anent the present web dilernma, via a string of Page 1 and lead radio department stories. The Billboord urged its trade press contemporaries to recorajze the contemporaries to recognize the (nctwork or otherwise).
Well. our fellow scribblers have are hardly, contributing but they fight against depreciation of radio
A couple of wepks apo, one of the best papers in the field, the es-
teened Brondeasting., along
with the rest of us carried the with the rest of us. carried the
sory of the Au Induiry Alfili-

## \section*{has}

"Broadcasting" pointed oul that

## he affildates can pointed out tha


without commensurate circulation ncreases) network radio failed to raise rates at all
(2) Durine all
thru to the all those veart, and
adio sets have been purchased or Americun homes every day. More than $12,000,000$ prets have
been bought since 1946 . Conse quently, even in cases where setsmany figures have dropped, listeners (if ary) are (3) petually?
many affiliates, some in TV areas and practically, all in non-TV areas. are actually showing great-
er sets-in-use and listening fig(4) Why rush a cut right at this ime-if a cut is necessary at oll Foundation Advertising Research hisers and agenciea as well as ordia has recognized the need or re-evaluaficta of research, carch is confusing and inadequate In otber words. Why cu the Foundation, roncede that
there is no firm proof for the there is no firm
(5) And cen radio stand a hravy ut 130 per cent to 50 per cent networts cut as has been men tioned. local and spot riter must sooner or later collapse, tow, In order to aet more network radio
business at drast leally reduced ates, can mations afford to cut their overal cross ancumes by
$10,20,30,40$ or 50 per rent? if cy by rate cuts what will supl cuts have availed the networks

Maybe They're Righs
Maybe our contemporaries are tijht in accepting the present metwork position that curs are in-
evitable. Maybe nejther the All loclustry Affiliatex Committee, nor the affiliates of CBS, nor the
National Broadcarting Company - ill be able to dissuade the net works from raducing raters. But we say our contemportaies radio wherfing they accept the to tion that cuts must come. And we say that the day the cuts are made ally prove to be the darkest day

## BUILD-UP

CBS Moves Steve Allen To New Slot

Allen continues to get a build-up at the Columbia Brosdcasting System, whers he mover into the nlternate Thurgagy night, 8:30-9
slot, on the videa web bepinning
July 3 . The pragram will be a varrety show with the ark ennduction by A) Span. The stanza Andy altermate will also continue to it cont lnues on CBS-TV. AM web Eets underkay July ll.
$9: 30-10$ p.m. It will be an edited, taped half-hour version of a Uve-
hour show which is to be done at hour show which is to be done at
a CBS studio.

## NBC Seg is

Sold to Pepsi
NEW YORK Jupe 7-Pepsiment. Tueadny und Thurscay on the National Broadcasting Company 2V net work this week. The Binw agercy, was for the late
summer or early foll, and will
carry the TV ifin series, "Short Music Corpormition of America

## WCBS Sales

To Be Handled

## By Web Dept.

Locol Soles Staff To Be Absorbed Into Net Set-Up NEW YORK, June 7.-In a move to muster maximum sale strength, WCBS here this week
decided to let the Columbia
Broadcasting System's Radio Spot Broadcasting System's Radio Spot Sales handle its local sales begin-
ning June 16 , accordlng to Carl Wing June 16, according to Carl staft is being absorbed by CBS
Radio Spol Salcs. Those with the outlet and now joining the latter John Crandall, Tom Gorman and Don Miller, the former sales man-
ager of WCBS. A newcomer to CBS Radio Spot Eales is sam res representative for
WBBM, Chicago. New sales staf! ers at CBS Radio Spot Sales will report directly to Wendell Camp May, which were 29 per cent claims the move is being made to arency calls by the two sales stafis. Then too, he points out, it
is obvious that radio's new sales pattern demands a greatly amplified staff for getting business The rival National Broadcasting
Company"s Spot Salcs Depart ment has been getting the hyp treatment recently

## Merger Move

Of 4's Is
Postponed
NEW YORK, June ?.-Indications this week were that member unions of the Associated Actors
and Artistes of America prould move its July i merger deadline back one month The extra time
will probably be given to the
unions beeause the proposed defunions because the proposed def-
initive merger plan will be pres-
ented to the heads of the four Eastern branches of the the tour it and submit it to their member
ships for voting, which is apt to ships for voting, which is apt to

CBS Tallies Up New Sales For AM Net
NEW YORK, June 7.-The Codio network this week continued to put tosether several new sales.
The $10-10: 15$ a.m. strip of the Arthur Godirey daytime show Was peddled to Frigidaire and
Sonotone on an alternating basis, beginning June 9
4-4:05 strip for a brich program featuring Arlene Francis and Bill bought Bob Trout and the news days $10-10.05$ p.m. stariing July 3 .

WCCC OFFERS MOWER MUSIC
7. - LORTal station Woncic June o- Local station a utilitatrian

 sic to Mow Your lawn By,"
a Saturday filenoom platier show sponsored by the Hart-
ford Equipment
Company. ford Equipment fompany.
 the sponsor olfering to "mow
the lawn free" for listeners who identify the "Mower Mystery Melody:"Come win-
ter, WCCC new editor Walt McGowan predicts they'll change the title to "Music to
Sloovel Snow By."

AUTO CRASH
Star Injured, Show Called, Cast Paid Off
NEW YORK, June "-metty Gorde, loeal TV actress, was hurs
Wednesday (4), when the taxi in which she was riding was inQueen" TV result. the "Elery that night, in which she had the
Semme lead, was canceled, thd
the entire cast paid off. The packthe entire cast paid off. The pack-
agers, Norman and Irving Pincus, used a kine of an earlier stanza in
the $9.9: 30$ p.m. slot, via the Amercan Broadcasting Company
which meant a scond payment to members of that cast as well. Miss Garde was resting in a
New York hospital with a split lip, banged nose and possible con-
cussion. Her role will be recusion. Her rol
skedded for $\mathbf{J u l y}$.

Radio Writers

## Consider Strike

## Radio Writers Guild is expected

 to call a strike of news and con-tinuity writers at radio webs
$\qquad$

## RED HOT ISSUE

## Political Air Time To Get FCC Probe

WASHINGTON, Junc T-
Emerging as a hoter issue than ever on the approaching eve of the national politcal campaigns,
the question of frec-andeequal air the question of frec-andequal air
time for political candidates is due for its latest going-over by
the Federal Communications Commission next week in the asency:s findings on a fracas
temming from Gen. Dwight $D$ Eiscnhower's Abllene spech. Caughe squarely in the midd mrom the networks preparatory to from the networks preparatory to
its statement. FCC ers hape the

Both Parties Acknowledge TV-Mindedness in Programs is elving unprecedented dirculn-

tion thruout the party, right down to the grass roots. of a brochure
stressing to candidates the all-important role of TV in the coming entitled "Your 1952 Campargn
Alphabet Begins With TV" cited


## FCC Sets Precedent in Nixing <br> MCT's Request for TV Channel

## Federal Communications Commis-- $\mid$ deciared spectal temporary au

sion, In a precedent-making deciCity Television, Inc special temporary authority to in fied in its application for a new TV cast the Democratic and Republlcan conventions by pleking up the
signats of WSB-TV in Atlania said, would the likely to the FCC station "an undue advintage" it they became involved in a com-
declared. speclal temporary au-
thorizalions are not Intended to
replace baste construction permits replace basic construction permits which are prerequisite to the in-
stallation, construction and operastallation. construction and opera-
tion of transmitting equipment of
the nature requested. The FCC quoted a previous decision in applleant who has a TV station
on the air in the communtey in question alad can point to performforme rather than promise of per fon In a comparative hearing than other applicants not favored with
a conditional grant We do not

feel that we can knowingly place | many in this favored position." | tion. |
| :--- | :--- | :--- |

# Political Campaigning Set For Drastic Overhaul by TV 




Brochure on TV Given Wide Circulation In Porty From Top Slot to Gross Roots
WASHINGTON, June 7. - The obvious to all of us that with the enormous development of tele.
vision as a medium for reaching
the public the public, we must tully utilize
its potentialities both belare and oublican candidate in Chicane. In presenling what it called
's paig
ne tive


The GOP committee is work-

take a running start and use
from the beginning in 1952!

## Matt Brescia Joins Agency

MEMPHIS. June 7. Matty of the now defunet Liberty Broadcasting System, resigned that post
June 3 to juin Action Advertising Agency here. Exec will function publie relations.
Brescia served as racio TV co
ordinator for the National Association of Professional Braseball tained to co-ordinate the radio leagues with the rad
industrles iast year.
amounts to a dominant role in determining convention lighting arrangements. Also, TV and radio
have been granted more than have been granted more that
double the working space and double the working space and and the national magazines combined. Number of credentials reerved for TV-radio totals 2.225 compared to 850 for the daily press and 125 for persons coverng periodicals. Radio-TV多 cre
dentials include 300 reservations or seala. Besides atudio space cast booths are in readiness. D. of the Senate radio-TV gallery, demand for workine credentials from TV and radio has been un5. Republican National Chair man Guy Gabrdelson gave a green
light to alds for widest possible party distribution-down to the brochure stressing the advisamedium, and encouraging purchase of commercial time (for
details see separate story).
6. Gov. Paul A Dever, of Massachuretts, keynoter of the Demo-
cratic $\mathbf{N a t i o n a l}$ Convention, frankly aware of TV's prominent role, is getting a special priming be telegenic (tor detalis, see Washington Once-Over"),
Indicative of the close tam work on TV convention planning, of the Republican National Com mittee will confer in Chleago carly next week (9, 10) with the Committee which Arrangements "fulless co-operation" in shaping The timetable of events to meet -We'l be requirements on a studio production basis, said Ingle. "Prior to every ses-
sion the permanent chairman will be advised as to the networks which will have time and whether sponsored time is being used." aver, if not more so, added are 14 States which havic no television and that there are vast
arcas, particularly rural arcas, where radio is the only medium. In addition, there will be great
numbers of people in other places as resarts, beaches and the like They will be listening to the con-
vention proceedings by radio. Even in metropolitan areas wher delevision ra available, we exserve a wide segment of people."
Kenneth Fry, TV-radio chief in the Democractic National Com miltee, pointed out that, while be built "just for TV." plans ar being geared with TV in mind For the first time the Democratic
National Committec director is working out conven. tion detaila in liaison with a spe J. Leonard Reinsch-and with an ad agency-Joseph Katz \& Com pany, which is already arranging
post - convention contraets. The Democrats will have the advantage of watching for "bugs" in GOP enonvention and making ang necessary corrections when the
Democratic show goes on, inas. much as the Republican conclave goes on first.

## BMI to Hold Final Clinic

NEW YORK, June 7.-Broad-
cast Music, Inc., will hold its 19th ard final program clinic of the current season on June 23 and 24 here. The two-day session will riods question and answer peWhieh were held at the previous BMI elinics both here and In other
Radio station execs will be Ruests of BMI at luncheon on ottendance fee.

## "All-Star Revue" Is Renewed by Kellogg

NEW YORK, June 7.-Kellogg ine, and producer Joe Santly, this week signed a fyrm renewal were huddling late this week on on "All Star Revue," embracing plans for the summer edition, next fall, and the National Broadto finalize plans on the lowerbudgeted warm weather edition Which debuts June 28 . The web
man inains there never has been any question ahn the Kelloge re. series, and that the Kelloge re.
newal merely was a matter of With Pet also set to continue. more sponsor to till out the bankroller roster. Show Crop bowed pm. Saturday TY stanza as of taking over for the three remaining shows of this seasnn.
Pete Brapum, who is supervis.

## TV MONITOR

Chil latians Check Radio And Telecast
Chicago. June ?. - An organt 2ation har been formed here to
mentitor radio and TV for derogntory remarks about or portrayals ian ancesstry It was formed by
iocal Italizn businessmen ather constant press and radio refer eaces to the healyan bloc of lez-
islatirs, allegedly dominated by hoodiums. went to the American Brondcarr ing Company. Goodyear Tire Company and American Chicie fense Attorney" May 15. A letter from the group's newspaper, The vilminous character was pur ing police officer" of murderThe character was ramocd Nick
Baroni, and hod a marked Italian accent, the letter sold. It said that name. Robert E Kintner acknowledgement to the paper. CBS-TV Ups W'kly Discount Rates by $5 \%$
NEW YORK, June ?.-The Co-
Iumbia Rroadearting System's TV web this week upped its maxiner cent to a dotal of 15 per cent.
per
The fnrmer discount ${ }_{3}$ maximum of 10 per cent when 35 or more station-hours were
purchased. The new 15 per cent figure comes into play when 90 or mire ght.
The increase fin diccount rates Will primarily benefit big-time
advertisers who will be allowed to erimbine contracts for several divisions. The 10 per cent CBS of sponsorship also remains in

## Your Top TV Sales Opportunity

## WDRIL.TV

Wilmington, Delaware
In the Markot which has highess
sincome per fomily in the country.
Pepratidited by
ROBERT MEEKER ASSOCIATES
Now York Son Froncirco Chicego Lolos Angeles
'LIGHTS OUT' TEMPORARILY

DETROIT, June 7.-"Lights Oul this ueek was dropped
from its regular early eveming slot Monday by WWJ-
TV Detroit, following a polTV, Detroit, following a pol-
icy established under the management of Harry Barnister of a voiding horror shows during periods when Show has been replaced by "Who Said That" in kinescope. Lights Out" itselt will be resunied of litlie later in a
kinescope version at $9: 30$ p.m.iconsidered late enough to miss the moppet trade.
Bannister now is station relations chicf for the National Broadcasting Company, McFarland Bill Set for House Floor Debate
WASHANGTON, June 7. - The MeFarland Bult to overhaul the Federal Communications Commis-
slon is scheduled for House floor debate Thursday (12). The House Commitese's version, discharged
fa.orably several weeks ago, is cunsiderably different frum ithe
Senale bill, fathered by Senale bill, fathered by Sen. Emest MeFarland (D. Ariz.) and
adnpted by the upper chamber last year
LITLELEAGUE
WCBS Has
Show for
Ball Fans

## NEW YORK. June 7-WCBS,

 here, debuis a new 15 -minutesports show about Latte Learue sports show about in the local area. with Mertin Weldon as commentator.
Eachweek a tow.n will be saluted.
Roslyn. In was selected to Roslyn, Le was selected t Founded in 1941, the Little League bascball progiam which and 12 years of age now has 3,500
teams playing in 800 leagues in 38 States, Hawaii, Canadi, Canal Zone. Puerto Rico, Cuba and
Alask. The radio show will tape Interviews with oulstanding pro-

```
the game.
```

Ford Frick, commissioner o
Gaseball. is slated
iewed on the geries.
'Space Cadet' to Switch Webs

NEW YORK, June 7.-Kellogs this week wis on the verge of
inking to switch its "Space Cndet" Brondcasting Company to the Natlonal Broadeasplng Company,
and expanding it to a flve-a. weeker The stanzza which has
been airing. 6:30-6:45, Mondays, Wednesdays and Fridays via
ABC-TV, would take over the
$7.7: 15$ pm. strip on NBC. TV 27 J is being vacated as of Jur The tatter show goes into the

## Y \& R Agency

## Handles Piel's

NEW YORK, June 7.-Young Rubieam this week pieked up the
Piel's becr account from Kenyon \& Eckhardt. The beer company
win bill at least a $\$ 1,000,000$, marking the second $\$ 1,000,000$ account the agency has picked up in ather, will be serviced by the

O'NEIL NAMES LINE-UP

## OF WOR-MUTUAL TEAM

NEW YORK. June 7 . In a memo to all WOR and Mutual Broadcasting System personnel here Fridey (G), the web'r new prezy, Tom O'Nell, outlined the general chain of commend fo erations with those of the local station. As experted, Baecutive Veeper Bill Fincshriber wias officially announced to head up "combined radio operations of Mutual and WOR," but no men tinn uas made of an exec to handle web's TV operation.
wor Prexy Ted Streibert's name was conspucurusly
ont. Speculation as to Streibert's future has been two-fold sent. Speculation as to Streibert's future has becn two-fold Mutual's top TV pust, while others prediet he will be upped to
Thomas S. Lee Enterprises, in charge of O'Neil's new TV film production plans

The Set- $\mathbf{U}_{\boldsymbol{P}}$
As it stands now, Mutual deparment heads will hold dow the mapority of top exec posts, with all WOR and WOR-TV advertising research and press information under the aepis of
Mutual Veepee Bob Schmid. Transtited into inter-depart mennal terms, this means that wor (AM and TV) flacks wil report to the web's press director, Frank Zurulo; WOR Rescarch Director Bob Hoffman will coms under Mulual Re search Director Dick Puff. and the station's advertisinf director Gene Moss, will be responsible to Jim Tyler, Mutual's dizertor
Major physi
Major physical moves to combine departments are expected announced, but in's generally understnod in the trade that the consolidation will result in a sizable reduction of staffers not dcemed neceskiry under new tandem operation.
New exec scoreboard lines up as follows
8

|  |  |  |
| :---: | :---: | :---: |
| Wid mamarior | ETre. weeper, is charer of pregraming. | In charis of wulasi-whot emm bleed redis operasions. |
|  | Mutual seep-tren | Retaticio of duries, sno bermien Mu. IUA-WOR AM-TV combined orceull isf and samintsimetive apotivens |
| गv | wor anh-tVi proarymive. | le rharss of radie propramitiag me Muium and wor |
| 1. K Popgelo | wor (ANA.TV, sadd. netrias verpet. | In chares of realdo. TV mafleteriat top mutmil-won. |
| -n* stemm | watur peppecin tharge of adrentialat. ramerch and pitan |  <br>  TV). |
| E. M. Johasen | Exalmminas meepot | Matud ataliam relibions. |
| 2da! Hmis | Mutued smies vepper | game |
| Wuase Crieford | WOR shat lapper. | WOR IAMT wime manas |
| E C. majur | TOR (AM-TV) alis\% | in chanit of whil wor-TT hove. muinted by 30t Mase. |
| кarwy maram |  | In ehsire of oll won-TV preatic. me. |

## Trade Sees Favorable NARTB Biz Report

WaSHINGTON, June ?-The the Broadeast Advertising Burenu, Television Eroadcaster's board of net sain of one member on the directors is expected to come up radio side, the board will be in-
with a favorabie report on the formed in the meinbership re with a favorabie report on the formed in the meinbership reat the bsociallon"s binancial status port next week. This surpasses here next week (12-13). Desplte had previousty felt that the assoeaused by gradual divorcement of ciation would have to cio some

## Colleges Get

FCC Pamphlets

## WASHINGTON. Junc 7. - In an elfort to develop enthusjasm

 an elfort to develop enthusiasmamong colleges and universities or TV Ations, the Joint Com
nnttee on Edueational Television is distributing brochures to edunation. describing Federal Com munications Commission require ments A second brochure. en.
titled 1952 is Making TV His tory, " w-as prepared this week by for Educational TV and warns claim TV stations earmarked tor education or face thetr loss to
commercial applicants.
map served for educationat use in
Wisconsin. whlle other chart Wisconsin, whlle other charts
show three Milurakee homes out of every tour with TV sets and point to the $\$ 60$ the $\mathbf{W}_{\text {scons }}$ in commatee daims it costs the
avercrage TV home to own and operate a TV set yearly.
Van Tine Named to U. S. Chomber Post Washing Ton, July 7. - Lat in the United States Chamber of Commerce Was taken this week
When Arch N. Booth. executive vice president oinced appointment of Fon. ald G. Van Tine. Washington and Philadelphia newspaperman, as
assistant director of radlo and television. Booth described the appointment as "a step in the Washington services made available to its membershlp of mare than 2,600 local chambers, 500
trade assoctations and 21,000 firms and Mndividuals." Van Tine and for threce years was on The Philadelphia Bulletin stalf.

BAB reorganization. As a result
of this favorable membershis re of this favorable membershig re
port, the current budget of apport. the current budzet of ap-
proximately $\$ 700,000$ is in no danger of reduction.
The board is slated to make a thoro refiew of the Natonal Coslegiate Athletic Assmeiation's re-
strictive TV prictices. Also the strictive TV practices. Also the
board is scheduled to give an encouraging word to studien under A special committec, headed by
Glenn Shaw; Oakland Clation

$1922 \cdot 1952$


## ABC-Paramount Merger Hearing <br> Hits Doldrums

WASHINGTON, June 7-The Amertean Brodeasting Company United Paramount Theaters, Inc. merger hearings at the Federal dropped prematurely into the sumper doldrums, with only one witness scheduled for next week and two for the remainder of the manth. Attorncys for the two merging companies have asked for time to go thru the thousands dence durins questioning of a seare of witnesses by FCC' Broadcast Hearing Bureau at Lorneys:
Allen B. Du Mont. of the Al en B. Du Mont Laboratories, Inc. testified this week that he felt at "a disadvantage" in dealing ration in 1940 and voiced beliet that Paramount wes "trying to take advantage' of him as he at tempted to arranye for additional financing. He said the situation improved later. as a result of some changes in the general TV picture. Du Mont said he got the tures wanted to move slowly on TUre
Du Mont sigreed with other Witnesses who said that the Sen phony Corporation of America
demonstrated " TV picture in this country in the early 1040's But he said it was not "commer cially feasible" because the pic-
ture was not "bright clear or steady enough and it vias too ex pensive." FCC Broadcast Hear ing Bureau Chie! Fredrick Ford labred the question of "commer, cial feasibility" as "immaterial." Ford said the commission was inParamount had prevented the development of patents, and In that connection he saw as most important the testimony that Scophony, which was then assncfated with Paramount Pictures, and developed a TY system whieh ted.

## Court to Test FCC IV Plan

WASHINGTON, June 7.-The first court test of the Fedsion's TV-allocation plan will be filed in Pittsburgh Wednesday (11) by Paul Segal, of the D. C law firm of Segal, Smith \& Hen-
nessey, on behalf of WWSW nessey, on behait of WWSW
(First announcement of the in tended court action was carried exclusively by The Billboard April 26.) Sega! said he is not challenging the FCC's authority to issue an allocation plan, but is contesting the present plan as "arbitrary and capricious" beit sets up. denying Pitisburgh a much-needed channel merely be cause the separation line designed
by the FCC puts Pittsburgh " 600 by the FCC puts Pittsburgh
eet too close to Columbus.
Pittsburgh has only one VHF jor dissenting member of the jor dissenting member of the has clalmed it will take the big city at least five years to get another one. Segal's brief will em phasize a number of points al ready aired by Jones, who de clared "I don't think the civicminded people of Pittsburgh will est with the leastest' in televis ion."

## Nets Vie for DuPont Seg

NEW YORK. June 7.-The CoIumbia Broadcasting System and the National Broadcasting Company this week were gunning for vertiser will program a video version of "Cavaleade of Amertea" on alternate weeks this summer and tull.

## ACLU BLASTS FCC TV CODE

WASHINGTON, June iextreme form of censorstip " this week in an Ameriean
Clivil Liberties Union request Civi Liberties Union request Commassion hearings on the matter. The ACLU sald the code might also viblate the anti-irust laws, in which case member slations would be inEligible for aperating lieenses theatrical produetions as "Death of at Salesman," "Streetcar Named Desire," and possibly T. S Eliot's "Cocktail der the selt-imposed code. the ACLU sald.

TV'S KNOCKOUTS Two Toronto Events Nixed On Fight Night
TORONTO, Jure 7 -Tho ther still no telecasting in this coun pionship fight televised in the United States and picked up here via WBEN-TV. Buflalo, caused video for thelr decision. but in. the cancellation of two sporting elty's 20,000 to 30,0000 sets were to vents in this city. A wrestling blame. House Interstato and Foreign
Commerce Commillee investigating TV-radlo programs resumes hearings. The National Association of Radio and Television Broadcasters will make a threefold presentation to the subcommittef along the following has been operating only since March 1, and the Radio Code, Whach has been operating since
1948. have produced "higity satisfactory results': (2) further improvement in TV.radio pro graming is a desirability within
natch scheduled at the Maple Leaf Gardens for the night of the heavyweight bout was specifi-
cally canceled because of competition. while the Toronto Maple Leaf's baseball game was also canceled, altho supprosedty because of poor railroad sched ules.
Prank Tunney, promoter of the wrestling match. admitted that the fight was the reason for canceling the mateh at which Jaek Maple Leals refuse to blame

## Congressional Probe of TV, Radio to Be Resumed June 25

WASHINGTON, June 7.-The the industry itself. and (3) con- will be no difficulty in discontinu TV-radio broadcast Industry will tinued self-regulation by the inget its inning June 25 when the dustry is a vital necessity inas
much as substitution of this re
sponsibility by government edic would threaten constitutiona safeguards without offering hope for improved programing.
Altho the NARTD did not make formal request to be heard had been mutually agreed upon several days ago, and a definate date was scheduled at a elosed door conference yesterday (6) o House Subcommittec members With members of the NARTD's Code Review Board. The execu groups as "harmonious." climaxed a wo-day meeting of the review board headed by John E, Fetzer, president-owner, the Fetzer sta tions, Kalamazoo-Grand Rapids 90 per cent of the Ty station have aubseribed to the TV code and it noted. "with satisfaction the progress that has been made by networks and stations in align Ind their operations with the prodram and commercial recommen added that it "recognizes the need for further improvement knowing this to be a continuin problem."
Fetzer, who will testily for the board at the June 25 hearing.
voiced confidence that "there
will be no difficulty in discontinuing the fears of some thal self nsion programing. It is working right now," he said, "and cerainly it is more desirable than these repeated investigations and threats of lawmaking." Fetzer continued: "As a board we are istening avidly and considerately to the opinions of the publie, who in the tinal analysis, we mus salisfy if we are to stay in busi ncss. We iake these opinions very seriously indeed-and inlend to convey them, when the circum tances justify such action, to
those of our colleagues who cen make the proper adjustments in their operations. The atbcommittee, headed by Rep. Oren Harris, dlsclosed a wide divislon of opinion in ques three days of hearings the firs prior to days of hearings this week ndicated a wide division o opinion on whether there is any congressional propriety to legls late in this field. Arthur Klein D., N. Y.) made it clear that he was opposed to government inter vention in any way that would repeatedly declared that it was the privilege and the responsi bility of TV set owners to turn If their dials whenever they (Contintued on poge B

## SIIIMG N NON THE POLIICBLL SCEENE



This July is a month to be narked in history. When the curtain gocs up on the national political conventions in Chicago, people frons coast to coast can watch the nomination of presidential candidates,

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 wate the same program simultancously. Behind this expansion is a story of achicvement. Radio-relay and coaxial cable
routes were planied and built. Special equipnient was designed, tested and perfected. And neci 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 clarges average about 10 cents a mile for a half hour of program time.

## FAIRBANKS HEADS OWN SALES DEPT.

III Health Forces Ralph Cattell Out Of Post; "Rabbit" Deal Is Under Way

WASHINGTON, June 7.-Un-
classified atomic films will be classified atomic films will be
turned over to commercjal TV for
weducational use." the Atomic "educational use." the Atomic
Energy Commission announced
this weet. The commission sald this week. The commission sald
around 100,000 feet of unedited.
assembled, 35 mm . black and white stock tilm tootage, without


PLUGS WARES ON OPPOSING NET
 tem TV orficial's plugging Broadcasting Company is
set up for Monday (9) on set up for Monday (9) on
Robert Montgonery's show. In a Life magazine commer-
cial, Bill Wood, CBS news chief in Washington, will be plugging the cBS Schoof fortured In Life. Whod has been giving TV studio instruction
to candidates for President and other offiees (The Bill-

## "King Calico" To Be Filmed For Color TV

"King Calico," which has been
heard over WENR-TV Monday,
We dicated thruout the country.
$\qquad$
$\qquad$
$\qquad$
Selling will be hand
Brown. representing CNC her and Galbreath. Program Is tele-
cast tive, and is sponsored by Milthe Monday show sustaining. Staand Thursday time slot, effective next weck, but additional video
time was nixed in order to do the fiming
days.
to continue live locally thru the end of the present contract, then
go to flim.

## DOUBTING THOMASES

"Down You Go" Panelists To Take Lie-Detector Test


## Lever Buys

Patti Page
NEW YORI June 7. - Lever Brothers this week bought Patt
Page for jts ruesday and Thurs Page "Chlorodent Music Hall" on the Columbia TV Broadcasting The program will be seen 7:45-8 p.m. on those days.
J . Walter Thompson is the agency

## Profitiable TV Audience exclusive with

## washe

LANCASTER, PENNA.
Only TV station in - only TV station seen -
in this lorge, rich Pennsylvanio market area.
Cloir R. McCollough, Pres.
ROBERTMEEKER ASSOCIATES

| tipped off to any answers. told to ject, or given planted questions. <br> The "Down You Go" panelists probably will take the tests next week. WGN-TV, where the show originates, was mulling the passjbility of putting the tests ion the air. <br> Bing to Show Video Series <br> HOLLYWOOD, June 7.Despite the recent death of actor Richard Rober. Bing Crosby Ente prises has decided to show the pilet film of its new "Corny Johnson" videc series to prespective sponsors and agencies. Rober, who starred in the title role, was kil ed here last week in an auto accident. <br> According to Basıl Grillo, executive veepee in charge of production for Crosby, no replacement will be set for the Rober role until prospective sponsors indicate their choice of an actor for tbe part. The series, a Lancer Production, has a Broadway show business theme, with Richard Dorso as producer and Bernard Girard banciling directorial chores. <br> NO FCC LICENSE FOR PARTS WORK <br> WASHINGTON, June 7.The Federal Communications Commission issued a public statement this week stressing that it does not license anyone to "engage in the business of installing or repairing radio and TV home receiving sets." The commission said it felt the statement was necessary because it bas learned that some radio and TV home repair services have been advertising themselves as being 'licensed by FCC ${ }^{n}$ or gave the impression that they were under FCC supervision. | ${ }^{\text {a }}$ a bit wistfully that it's been ${ }^{\text {m }} 104$ years since a Southerner was elected president." <br> Collins is a sharp, quick-witted reporter, but he couldn't pin the Senator down on anything but the admission that Governor Adlai Stevenson is a remote relative. "Several shades this side of Adam," cracked Russell dryly. Displaying considerable skill in the yes-and-no answer technique, the Southern Democrat cagily declined to comment on the chances of any, other candidate. He expressed general approval of Truman's foreigh policy, but still wasn't "altogether happy" with it. <br> Speaking as chairman of the Armed Services Committee, Russell maintained rather myster!ously that the Air Force is low on supplies because 'they didn't request enough," and summed up his own foreign policy as the belief that America must "mobilize its sources of strength for peace." On the question of taxes, he observed acidly that the people "are trying to have both butter and guns.' <br> Collins turned the last two min- <br> Lilly Forms Own Company <br> HOLLYWOOD. June 7.-Lou Lilly, who two weeks ago resigned as head of Jerry Fairbanks' scenario department apd as production supervisor, this week formed his own TV and commercial film production company. Lilly had been witt. the Fairbanks firm for 10 years. Lilly's company is located at KTTV where he also leased stage space. <br> Firm's first project is a TV film series of 13 half-hour comedy shows, starring Todd Karns, tagged "The Boy Friend." Production is expected to get under way in July. Firm also intends to start rolling on TV spots and commercial films in the immediate future. | TELEVISION - Reviewed Tuesdar (3) 4-5 -m.. EDT. Par ticipation sponsorship, vie National Broadcasting Company TV, New York. Producer, Ted Collins. Associate producer. Barry Wood. Star, Kate Smith. Guests: Sen. Richard Russell, others. <br> KTTV Signs Unique Deal With Oil Co. <br> HOLLYWOOD. June 7. - Station KTTV this week closed a unique deal with General Petro: leum Corporation whereby the sponsor will bankroll all unscneduled, special events telecasts carricd by the station. Commereials will be for General's Mobilgas dealers. Station will get a guarariteed $\$ 75,000$ from General for two skedded telecasts, its pick-up of the New Year's Day Tournament of Roses Parade and "Santa's Sub-Station," necdy kids be.refit show originated last year by the station. <br> 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. Arrargement is unique in that a firm buys a program in advance before it actually knows what lt's sponsoring, yet guarantee itself of having an exclusive on the top specia' events. |
| :---: | :---: | :---: |

utes of the interview over to the of his qualifications for the White House post. This was a mistake for the Senator, whose stif resuggested a balding boy scout tabulating a list of good dceds
for the day. With an eye on Kate Smith's predominantly fem daytime audience, Kussell noted his political achievements he is "proudest of sponsoring school TELEVISION-Reviewed Tuesdas (3) 4-5 -m...EDT, Par*
ticipation sponsorship, via National Broadcasting Company TV, Associate producer. Barry Wood. Richard Russell, others.

## KTTV Signs Unique Deal <br> With Oil Co.

HOLLYWOOD. June 7. - Sta tion KTTV this week closed a
unique deal with General Petro leum Corporation whereby the sponsor will bankronts telecasts carricd by the station. Commer cials will be for Generals Mobil guarariteed $\$ 75,000$ from General pick-up of the New Year's Day Tournament of Roses Parade and Santas Sub-Station, necdy kid by the station. of these two General virtually hands KTTV blank check to cover all impor Outlet has been among the more active locally in special events thru in covering the Commie hearings held here last year, and more recently covered loca floods. Arrargement is unique in vance before it actually know
what it's sponsoring, yet guaran tee: itself of having an exclusiv tee itsel of having an ex
on the top specia' events.

## tue shliboaro Radio-TV Show Charts

## - Top 10 TV Shows Each Day of the Week in CHARLOTTE, N. C.

 A ONE-STATION market, Charlote, N. C. had its areate The audiences $8-9$ p.m. every night the first week in April. The one exception was boice of Firestone." 8-30-8

Almost every night. the pattern of ratings (which ir a indieated a buitd-up to the same as the percentage of sets in use) thereafter. Two exceptions to that trend. however, occurred with "Story Theater," Tuesday, and "Telesports Digest," Wednesday. Both came on after 9 p.m.. and the ratings of both dipped below those of the big network shows that followed them Ken Murray close behind it, and "Godfrey and His Friends" Khird. "Arnos " $n$ " Andy." which was the toy show in Friends" last December with a 73.3. was dow'n 10 points in April, landing 11 In fourth place.


SIGM.OM TO SIGM OF

| 1. LUX VIOEO THEATER <br> $\therefore$ P-rry COMO |
| :---: |
| 3. CBS NEWS |
| 4. KIt CARSOH (film) |
| 5. VOILE OF FIRESTOME |
| 6. TAP THE BARRE |
| 1. MEWS ANO WEATHER |
| 8. SEARCH FOR TO |
| 9. STuOIO OME |
| 10. LOVE of |

## 1. Texaco star theater (Faye). 3. stork aus 4. STORY TMEA 5. CBS HEWS 5. CBS MEWS 8. OANGER MEWS AND WEATAE <br> 9. HOWOY DOOOY


 1. M
2. $M$
3. $P$
4. $P$
5. $R$
f.
7.
8.
9.
10.


| CBS | 8:00. 8:30 | SA | 1.... 65.3 |
| :---: | :---: | :---: | :---: |
| CBS | 7:45. 8.30 | 53.0 | $2 . .53 .5$ |
| CBS | 7:30-7:45 | 46.0 | 41.6 |
| Hon-Net | $6.00 \cdot 6: 30$ | 40.0 | $8 . . .37 .2$ |
| NBC. | 8:30-9:00 | . 37.0 | 6.... 41.1 |
| Non Het. | 9:00- 9:30 | . 32.0 | $3 . . .44 .6$ |
| Hon-Het | 6:30-6:45. | . 30.5 | $10 \ldots . . .31 .7$ |
| cts | 12:30:12:45. | 29.5 |  |
| cos | 10:00-11 00. |  | 37.7 |
| (B) | 12:15-12:30 | 28.5 |  |

## - Share of Total Audience Radio vs. IV in Birmingham

## ts

## Top 5 Radio Shows <br> Each Day of the Week in BIRMINGHAM



According to Pulse Reports



## Little League Baseball News

RADIO - Reviewed Saturday
(31).
S:30.5:4
p.m.. EDT. Sustainisiso vis: WCB. E. EDT. Sus.
 and Haps Kemper.
WCBS is achicving a two-fold
 a putic the Littc Leapue, and is
est in
proming a show which should programing and the of the sports.
cathe the
minded younster. The Litte Leazued for those squares who
havent heard of it is as junior havent heard of it is aid juiner
baseatill league for kids between
Bend grown to 12.300 team sine some 800
learues in 38 States, Hawaii. Canladate the Canal Zone. Puerto Rico.
Cuba and Alask in the 11 years of its existence. There are about
35,000
youngiters norolled in the program
alone.
As. sits title indicates, the show
gives the jatest news of League
 players tips on the sport. Also
leatured is a salute to an outstanding League in the local arca.
On the initial stanza. Roslyn. L.I. was saluted On hand to guest
and to give his solution tor gurKemper prexy of the League and Kemper. prexy or the League nill
advertising manager of The Bill board.

Interviews
Interviewed via a tape recorder was the BrooklyneDodger's first
baseman. Gil Hodkes. The National Leazuer answered some
tenerad questions on hitting and
 instructive hearing from a tuppical benefit of hearing Prom Parroti. 12. year-old son of a Dodger official.
was quized as to his career in was quizzed as to his careet in
the organization. Martin weldin turned in an extremely effective
job as
commentator on the program. handing the interviews, as
well as the news, in a straightforward. pleasing style.
The value of the Litte League to American society, beset as it is
with problems of juvenile dewith probiems or be underestimated. But beyond its public
service aspects, the program service aspects, the program goods manufacturer or even for a local bank interested at an early
kids to begin to save at
age.
Leon Morse.

## Summer Matinee

## TELEVISION -Reviewed Monday (2). $1: 45.3$ pme. EDT. 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. Cist. Bil Silbert and guests. Origipa- tion. circus and restaurant at Pal-Jersey-

Telecasters are still seeking the job done by Bill Silbert is by no means ideal. As programing it
has deflnite advantages and disadvantages, and it is to be hoped that Silbert will be given enough
leeway to use whatever production
Ms it stands now, "Summe program. It requires no grea
concentration on the part of the vewer. The latter can tune in at
any time; he can cease to pay at-
tention at any time, and he can tention at any time, and he can
resume listening and viewing a any time. The gaps missed won

## Divided Attention

## The above is, in a sense, an in dictment. The program does no hold the viewer's complete attencan be fairly stated that the program makes easy viewing and lis lening, and probably earns from an afternoon audience a generou amount of partial or divided housewife might give while doing various household chores. <br> 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 when a program becomes too periencing a sense of loss- <br> Silbert's show may not be at this danger point with regard to

## Television-Radio Reviews

The Story Without End 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, Charle
Wilkes. Script. DeWitt Kopp. Narrator, Howard Claney An Johnny Guarnieri. Cast: Betty
Wragge, Grant Gordon. Jack Jayson, Gladys Thornton, others Guesis: Jean Tig

It's been almost seven ycars And tho the current Korean con flict is "contributing" disabled personnel to the veterans' hospitals across the country. there is much less general public interest 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 orshow 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 pro duce. direct and participate in ra
dio programs broadcast over each dio programs broadcast over each The teachers are radio engineers writers, producers, actors, song Whom devote their spare time to this effort.

Documentary
The documentary told the history, aims and some of the results
of the vet-aid program. The story was told via narration and the use of dramatic vignettes. In all, it Was a professional and interesting
dramatic story of the work being dramatic story of the work being
done. The highlight of the half hour was the interviewing of two the radio business by VHRG and are now gainfully employed in the industry.
Members of the cast. inciden-
tally. are all members of the ten by Johnny Guarnieri and played by the house ork did much 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.
Silbert, a former Midwest radio jockey, is a good talker. He's quarter hours of program time he played seven records. He also 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 Washington Bridge, etc. This was
dreadfully boring, and of course, 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
but actually misused.

Not Televisio
Just what Silbert and Du Mont
can do to use the TV screen more profitably while the disks are playing, this reviewer does not in those three-minute sessions is
not television. On the brighter side, it has already been pointed out that the centrated, listening and viewing It is also produced inexpensively.
Silbert's interview with Larry Douglas. juvenile lead in "The King and $1^{\prime \prime}$ and a Coral record-
ing artist, was an interesting session with human appeal. Douglas, diated charm. Silbert also had a the park and the park employees whom he interviewed.
The disk jockey program gen
a tough one for TV. Much r

## CAPSULE COMMENT

(Radio). WCBS. New York.
Saturday (31). 5:30-5:45 p.m.,
EDT.
WCBS is achicving a two-
fold purpose via its "Little fold purpose via its "Little
League Baseball News." It is
performing a public service by" performing a public service by
buidding interest in the Little League, and is programing a
show which should catch the show which should catch the
fancy of the sports-minded fancy of the sports-minded
voungster. As its title indicates, youngster. As its title indicates,
the program gives the latest news of league aetivity in the local area, in addition to guests
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 a commentator on the program
handling the interviews as well as the news in a straight-forward, pleasing style. The pro-
gram is a natural for sponsors who want to hit the audience the show is sure to gather
full review this issue.)
Summer Matinee (TV). WABD.

## New York, Monday th day, 1:45:3 p.m.. EDT.

A disk jockey program re quiring no great concentration
on the part of the audience, on the part of the audience,
this has advantages and disadvantages. Inexpensively-
produced, much remains to be done with this type of TV

## issue.)

The Story Without End (Ra dio). Saturday (31), WNBC
New York. $11: 30-12$ p.m. This. a rebroadcast of a netearlier in the week, told the story of the Veteran's Hospital Radio Guild's efforts to help hospitalized vets to program effectively on their individual Members of the cast were VHRG members. The story was told effectively via dramatic vignettes, interviews and
narration. (See full review this narration

## Frankie Frisch Show (Radio). ABC. Mon. thru Fri.. $5: 55-6$ P.M., EDT. Thru Fri., 5:55-6

The old Fordham Flash has returned to the airlanes with
this five-minute strip, renderthis five-minute strip, rendermite of opinion. Here Frisch opined that the big Boston-nag-winner of the Bosox. and certainly can't hurt the Tigers. Commercials, rendered by
Frisch, gain from this virtual Frisch, gain from this virtual endorsement procedure
full review this Issue.)

| J |
| :--- |
| t |
| b |
| b |
| b |
| b |
| p |
| p |
| f |
|  |

"Within The Low" TELEVISION - Reviewed Tuesday (3), 7:30-9 p.m... EDT.,
Monday thru Friday. Sponsored
by General Tire by General Tire and Cavalier
Cigarettes, via WOR-TV. New
York Producer Warren Wade. York. Producer. Warren
Directors, Richard Lukin and
Richard Barr. Playwright Bayard Richard Barr, Play wright, Bayard
Veillier. Cast: Lola Montez, Martin Kingsley. Orson Bean, Wendy
Drew. Robert Shackleton, others. If "Broadway TV Theater"
doesn't curb its predilection for such legit antiques as last week's the series the series may end up as unin
tentionally funny melodrama. la the Gay Nineties school of the theater. Bayard Veillier's socially significant saga (about the plight
of the poor little pre-World War I shop girl) was even regarded as a britics. Too melodramatic it's sheer hokum, critics. Today it's sheer hokum,
with the kind of stagey dialog in the best actor. Dated quality of the play was only cmphasized
on video by fact that it was decked out in 1952 costumes and setings.
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 everyboay from Jane Cowl (origRogers (on radio). Latter, of sive editing job on the script. Unfortunately. Lola Montez had to
struggle with the 1912 version on struggle with the 1912 version on
TV. That it was too mueh for her who is one of the most decorative
and talented members of the "Broadway TV Theater" stock company. The exotic actress ob-
viously strived to underplay thruout, which was admirable in con-
cept, but as executed Tuesday cept, but as executed Tuesday ineredible.
To make matters worse, the res
of the cast made no attempt to co ordinate their styles with that of the leading lady. Deliveries ranged from flat monotones to the room-mate, and the hard-hearted playing Mary's loyal underworld her, was the only actor to triumph over his material, and eyen he
didn't do it until the sacrifice secuence in the last act
Plot in brief traced Mary Tur-
ner's plan to revenge herself on ner's plan to revenge herself on her employer when relcased from
jail by marrying his son. Altho father tipped the son off to her prison record, and subsequen ations, the wedding took place as
scheduled. In the course of scheduled. In the course of
straightening things out, the couple was arrested on a murder
charge. but all ended happily
when Kingsley contessed when Kingsley confessed.
Next week: "East Lynne."
Commercials wert effective, as
Commercials wert effective, as
usual. with Bill Lazar doing a usual. with for Cavaliers.
nice reading fune Bundy.

## Frankie Frisch Show

## RADIO - Reviewed Wednes day (4),

Sponsored by Union Oil Com
pany of Californip via American
Broadcastling Compan $\begin{aligned} & \text { thr }\end{aligned}$ Broadcasing Comp an thru
Foote. Cone \& Belding. Producerdirector, Mass and Fred Sheehan Commentator. Frankje Frisch.
The old Fordham flash has come back to broadcasting again.
A few seasons-back, Frankie Frisch quit the mike-side airing Frisch quit the mike-side airing
of New York Giants games to get actively into baseball once more, Chicago Cubs. Since that time, The fortunes of the Giants have improved considerably, whic still are wallowing about in Cubs still are wallowing about the Natist taking another tum on

## the air

This time it's a five-minute late afternoon strip giving the
day's scores and a mite of opinday's scores and a mite of opin-
lon. On the day caught. Frisch rattled. off the scores and then
offered his feelings on the big offered

## Detroit

Johnny Dugan Show TEELEVIS RON-Reviewed Wesnentini
casting director, Cal Howard. Writer
Henry Taylor. Music Eddie Bax
ter, organ. Emsee. Johnny Duggat


This is an audience participaacross stanza 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 emsee, Johnny Dugan. is a big, nice
looking: Gaclic lad with the usug tenor tonsils. He is assisted by Areh Presby who serves as
straight man on some of the most straight man on some of the most
old-hat "jokes and funny sayings" as ever cluttered either the vaude turesque cast member is pert Bar bara Logan, who showed a mean pair of lungs and what appearca
to be some subdued classical of pop tunes of pop tunes.
is so hokey it hurts. The visitors appear to be mainly servicemen cient females. To one of the latter pleasant crone in her latter 80 's held her hand, gave her a $\$ 50$ visual ercdits to the donatin freezer company) and warbled touching style. Other stunts in cluded a twist on one that went
out even in neighborhood bistros a couple of decades ago: spotting audience members to solo on por tions of a pop tune, ringing in
dozen or so per number. In the way of stunts, threc females put thru a papes bag blowing-up
and busting-by-silting contest. Dugan has a nice enough personality to deserve something cept than this collection of tired routines. If enough TV shows like be in line for boosting, instead of
fighting cuts. Sam Chase.

## Us Browns

RADIO - Revicwed Thursday taining across the board via WJZ. New York. Producer. Dick Brown. Director. Warren Sommervilhe.
Cass, Dick Brown and Charlotte Manson.
Dick Brown, who is perhaps of about four years on "Stop the
Music," has teamed up with his Music," has teamed up with his
wife, soap-opera thesp Charlotte Manson, for a new husband-wife chatter show airing geross the
board via WJZ, New York. Perhaps it's not the best of its genre; worst. The Browns sound like pretty nice pair of people, the
hind you yourself might like to nvite over for cocktails and talk. That's mainly because they retain a certain naturalness in their
speech, sometimes interrupting ach other casually but never upo have respect for each other and it showed thry on the stanza
caught. With the show still without any participating bankrollers Mrs. Brown delivered a fat plug for hubby's latest King disk, a he warbled during the show. team with abilities beyond mere nalk also is in line with radio's more than the common attributes. The need for economical yet di versified programing is eplto-
mized in a show such as this, in which some pleasant live vocalsmall talk. More and more, radio must turn to people with varie-
gated talents, such as the disk jockey, who can do more than alk, and. as in the case of "Us
Browns," a husband-wife team whick can inject music into the
$\qquad$ Frisch.
est gabber in frorr. the smooth speaks with authority and knowl edge earned the hard way, and this makes for real interest in
what he says. Wisely, the spon sor takes advantage of his stand-
ins and has Frisch render the commercials himself. This form

To TV Stations, Agencies, Film
Producers and
Distributors
-Our Thanks

A VYONE engaged in the teleA vision film industry will agree hat the field is amang the most ways, disorganized phases of show business. This stems largely, of course, from the relative newriess of The industry, and from the basic difference in background and expericpece of the leading practitioners in the field. Radio men, for ex. how best to operate in video pictures, and old line thentrical film men, in turn, have their own firm convictions.
It is doubt(u) that any phase of show business is quite so needful periences. information and ddeas as 15 the TV film field. Hence this tirst of what will be o regular series of special sections about and for the undustry, to be published each quarter year by The Billbaurd. believe any person who takes the
time to read and study it will agree that it represents the grestest single collection of trend, opinion and facassembled in a single publication. We are proud nut only of the content of the section, but especially. of the manner in which raw matertals for the content was secured. For even a casual persual will make it clear that much of the editorial more than a gimple. logical eompilation and interpretation by The Billboard of several thousand items of information passed on to us by telecasters, advertising agencies, film producers and distrithutors.

The response of these groups to aur requests for detailed, often conglow because it indicates that these people have faith in the jdea that The Billboard wishes, and in tends to strive with every facility inely useful material, which will be
truly helpful to the reatest prasibry. Without that kind of co-operation on the part of the people in the industry. there is little any trade newspaper may do to be of real service.
And conversely, with the kInd of co-operation on the part of industry leaders. a conscientious and honest valuable ontribution toward solving industry problems, improving industry standards. and helping all participants to operate more profitahly
The table of contents on this pare will elearly demonstrate the use to
which we have put the material supplied us. There are few problems currently facing the industry upon which some light is nut shed.
There is real meat here. and We're grateful to all the shations, agencies, producers and distributors pare and serve it up.

## Ziv, United, Snader, Unity, MPTV, Hollyw'd IVService Among Leaders <br> - Continued from pape 1

Snader, Peeriess and Interstate (again in the order named). news (INS), National Broadcast. ing Company Syndicated Films Division and United Press the Division and United Press the
best all-around newsreel servbest all-around newisreel serv-
jces, in that order, with the Telejces, in that order, with the Tele-
news-International News Serv. ice operation a standout number. In addition to naming distri. bution organizations who have given telecasters the best allaround service, the stations also singled out the best video films. In all categorics "bests" were established on the basis of re. sults for advertisers, mail or phone response to stations and other such factors.

## Zir's Strengih

Showing the strong and natural relatlonship between ortanization leadership in the industry and product, Ziv - TV placed three films in the top fous, in the "Fims Produced Specifically for TV' category. These were "Cisco Kid," which copped top honors; "The Unexpected," which took the place money, and "Boston Blackie," which came in a strong number four. Number three position was won by "Foreign Intrigue," Which ie distributed thru the J.
Waller Thompson agency in areas where sponsor Ballantine doesn't show the series. Desilu's "I Love Lucy" was named by the stations as the "Lucy" adorns the Columbla Broadcasting System's sehedule, the shows the stations voted sec. ond. third and fourth are all
showing wla the National Brodd. showing via the National Brodd-
casting Company. In rank order
they are "Fireside Theater," "Dragnet" and "You Bet Your Life.*
Again indicating the close re lationship 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; Master piece, second; Unity, third; Hol lywood Television Service fourth; Motion Pictures for Tele vision, fifth, and Pecrless, sixth The polling revealed tremen dous station activity in public dorvice programing To public service prograning. Telecasters were queried as to the general public service films which ron the greatest audience response, and the educational and religious publie service products which won top audience favor "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" camo in fourth in this category
In the educational film tield. stations declared CES' "Mr Wizard" number one; Associ ated's "Encyclopedia Britannica" serics number two, and "Kieran's Kaleidoscope ${ }^{\text {th }}$ nuber three.

Publie Service
Best overwall public service features, in the opinion of the stations, were "The Big Picture,"
produced by the Defense Deproduced by the Defense De-
partment of the government "Industry on Parade, " \# National

Association of Manufacturers series. and "Survival," a product of the United States Office of Civij Defense.
The study also attempted to find out from TV-film distributors and advertising agencies, which televigion stations worked best with the two aforemen. fioned groups. Here the results were quite consistent, demon. strating that a well-managed station is well-managed in every respect.

Flagships
The two major network fagships in New York ran virtually neck and neck for top position in the view of both the video piclure distributors and the agency men. Ted Cott'z WNBT op. eration and Craig Lop op WCBS.TV job two two of the most successful opcrations in the industry and theis rating with both their sup. pliers and customers reflect this. NBC's Chi owned-and-operated outiel, WNBQ, placed a strong second with advertising agencies, and other high-rated TV stations were KLAC, Hollywood; WGN-TV, Chicago: WLW.T Cincinnats, and WWJTV. Detroit. WGN also placed strong with distributors.
Advertiging agencies were also queried in the survey as to their opinjons on TV-film distributors. The agencies declared United Television Programs,
Ziv, Jerry Fairbanks. the CBS Ziv, Jerry Fajrbanks. the CBS Syidicated Films Division and
Snader the most co-operative 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 gection.

## пะ:

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

Ziv Television Programs was voled the outstanding distributor of TV film series especially produced for television by an almost two to one margin In The Biltpoard's first quarterly survey o TV films. This was the verdiet of the nation's television stations who voted United Television Programs the second best distributor In this category with à gtrong 59 points. Snader, Inc., missed by just four points of tying United Television for place money, scoring 55 points. Tied for fourth place were the syndicaled nim dipince were the syndicaled of the malor networks, along with independent producerdistributor Jerry Fairbanks, who disiributor Jerry Fairbanks, who oddly enough, at one point was associated with Natlonal Broad-
casting Company. casting Company.
The balloting
The balloting fo this eategory strongly reflects the product dis tributed by each of the leading firins. For example, Ziv no doubt won its lop position as a result of production-distribution of such serics as "Ihe Cisco Kid." "The Unexpected" and "Boston Blackic." These three shows placed one, two and four in the station voting on best non-network TV olm series There is little doubt that answeeping victory in this elassin cation stems from the tact that the Ziv organization, thru lis many Ycars of producing and distributiag radio show series, has buill an
alert, aggressive sales organlzaIn the months to come it will be the job of Fred Ziv, head a the organization which bicars his name, and John Sinn, vice presifirm, to maintain thls leadership.

- how iv shatons rate distribuiors
of films produced esprcially for iv

| Place | Mme | Points |
| :---: | :---: | :---: |
|  | . . Itr Ielovision Programs. Inc. | . 106 |
|  | . Uniled Television Programs | 59 |
|  | Smader Telascriplions | 55 |
|  | MBE Syndicted Solos | 30 |
|  | . .erry Farronnks | 30 |
|  | . . CS Television film sales | 30 |
|  | Motion Piftures for Itelerlsion | 20 |
|  | . Sterling Television (o. | 15 |
|  | . Modem Taiking Pitures | 15 |
|  | . . Mevere Productions | 12 |
|  | . Hollywood Teierision Service | 10 |

- the following distributors won staigon mentions. but pecelved iess than 10 points each:

| Poeriess Televiston | Menopum Piodesioas |
| :---: | :---: |
| Unity Telewision Corp. | Framk whbar Produrilions |
| Amm1 Telecironix | Iaterailosal News Servisi |
| Interational Chicge | Mactiol ol Time Tefeivision |
| Waited Warld films | Aper film Copp |
| Walter shwwimmes | du Ment Telmision |
| Paramunil Toterision Prodations | Sueen bens |
| Whited Artisls Corp. | Broidy Procutions |
| M i a Aleander Produtions | Reeriblic fillurts |
| Film vision |  |

## How Billboard's1st Quarterly TV Survey Was Conducted And Results Processed

So that stations, ageneies, adverlisers, TV-film producers, distributors and any others interested in the statistics revealed in these articles and charts (based on "The Billbosrd's
1st Quarlerly Survey of the TV Film field) niay properly 1st Quarterly Survey of the TV Film field) nay properly
w.eigh the findings, herewith are full details of the manner in which the Survey was conducted and results tabulated:

Questlonnaires were mailed to each of the 109 television stations presently on the alr. Sevenlly-eight of these questionnaires were returned to The Billboard by the stations.
Questionnalres were malled to 364 advertising agencies
who had purchased time for cllents on television during the Who had purchased time for clients on television during the past season. These, of course, included all the major agencies Onc hundred and thirsy-seven advertisink agencles returned questionnaires 10 The
of the major arencies.
One hundred and fity-four questionnalres were mailed to TV-film distributors. Of these, 43 questionnaires were returned.

One hundred and twenty-the questionnaires were malled to TV-film producers. Fourty-four of the producer questionnaircs were returned.

Questions asked in the station, ageney, distributor and producer questionnaires differed, of course, according to information being sought from and about each of these facets of the industry.

In preparation of articles on trends, optnions and othes non-statistical matcrial, Billboard radio-television editors and reporters, in some cases. Interstewed representalue members
of the industry to double-cbeek, and in some cases elarify of the industry to dauble-cheek,
or claborate upon, survey results.

In those features dealing with
In those features dealing with "best" distributors, "best" films, etc." respondents were asked to list threc "bests" in 1, 2, 3 rank order. In and sueh cases a first place vole wird place 1 point.

In "best" questions, stations occasionally, tho rarely, misunderstood or misinterpreted the question asked. Thus, a station, when asked to list "best" non-network TV-film show, would occasionally list a network show, Or in a case where station was asked to list a network TV-film show (meaning a
show produced on film) a station might list a live show, whech it received via kinescope.

Following the long established Billboard policy of not tampering with questionnaire returns under any circumstances, The Billboard has permitted such erroneous mentions to stand. Since these misinterpretations were so rare, they actually have no direct bearine on final tabulations in any case In the preparation of the various lists published in this spectal section. The Billboard tried to avoid listing as distributors or producers, for eximple, 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 achicve lists of genuinely active organizalooking via sheer length. In this endeavor, it is possible The Billbosyd has overlooked some netive tirms, tho every effor was made not to overlook any such firms. All omissions. of was made not lo overlook any such imms. All omissions, of Blllboard urges any companies thus neglected to contact the publication at the caricest possible moment.
Gencrally The Billboard believes the reader will find these articles, chapts and lists uncommonly complete and informa. live.

## 

## Stations Divided On Central Film Buying

TV stations were split on the leasibility of a central buying agency for the purchase of film, agency for the purchase of thm, according to their replies to The Billiboard's TV - film question-
naire. Of the 68 stations which naire. Of the 68 stations which
answered the question, 37 did answered the question, 37 did
not believe centralized buying not believe centralized buying 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 seems to be that they feel a ceniralized buying representative would not be responsive to nor
understand local problems and understand local problems and
trends. The varjous heads of trends. The varjous heads of
film purchasing departments at the stations believe, with much the stations believe, with murh
justice, that they arc closer to their problenis.
This belief is unfounded according to Cy: Mantell, an ex. eculive at Mallard, Ince, the only film buying service functioning at present. Mallard buss film
to order. Stations have the ripbt to order. Stations have the rigbt
to reject whatever Mallard submits so that no unacceptable film is rammed down their throats. In all cases, the outlets mainlain complete control over their film purchases.

No Fear
There is an obvious fear by
nany film directors that cen. many film directors that cen-
tralized film buying could do
away with theis jobs Mantell, however, slates that his organization is there only to supplement the work of the station's film director and to carry out his programins plans. He maintalns that Mallard can save sta tions 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, he noted.
The history of centralized film buying organizations reve日ls that few, if any, have suceeded. Several such services have al-
ready tried and failed On the plus side, the American Broadcasting Company has such an operation headed by Nat Fowler. Fowler's department buys film lor ABC's owned and operated Stations. Columbia Broadeasting System has a similar set-up.
David Savage is the CBS-TV Dilm 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 Holliwood producers, he queries
stalions around the country to find what they would pay for first-run rights. With the information he receives he is then in a stronger position to bid for
the film.

## Stations, Distributors Spell Out Key Problems

Altho TV stations and film distributors are on opposite sydes of the video fence, their complaints about the other's business practices are paradoxically similar. Both partics cite a need for faster shipping, more careful handling of prints; carand closer co-operation in general.
In addition, stations stress thels need for more detailed and accurate information about price and eontent of fllms; better promotional material: and more prints for sponsor-audition purposes
Ditributors opine stations should improve maintenance of projection equipment; hare more expert; speed up neports on film. plays; keep distributors informed of station's individual film programing requirements: do a better selling job on prospective sponsors; and eliminate pressure applled by one-chan-nel-lown stations in an effort to cut prices.

## Check Prints

In advocating better quality and handlling of prints, stations suggest that distrlbutors keep a closer check on condition of prints, (with special attention to sound tracks) and set up regular double-checks on films between each play date. In line With utors be partieularly careful about checking spllices and re. insertions after other stations have edited films. A Hollywoud station surgests that distributors edit feature films "to standard lengths." while an Ohio outlet thlaks it would be helpful to have "edited versions of prints for different time segments." Telecasters were unanimously in favor of distributors withdrawing old prints entirely after
a eertain amount of time re. placing them with fresh prints. Dernand for more prints is a general one, with stations pointing out they especialig need
audition-prints "so our salesmen can take them to agencies and sponsors for screenings." Extra prints are also desired "because
programmeg sehedules are often upset when prints fall to arrive on time from another station." One bradcaster even suggests stock of film in the station for play when needed."
Distribulors adm it hey should have more prints on hand, but say they just can't af. ford it, and make a profit. As
regards condition of prints, they think the stations themselves could help remedy this by "more carelul handling of film:
nollifying distributor when damage occurs, and always returning film in original editing order, One distributor citel infilms up for commercial Inserts and then shipped the butchered flims to another station without putting it baek in order.
Use Press Book:

In the riatter of audition prints, a distributor suggests
stationg "buy from press books stations "buy from press books the advertiser buy film direct from distributor rather than mata.
tions buying it themselves and reselling to sponsor." Several distributors are campalgning for
better understanding of sponsor. psychology on the part of sta. tions. One film man asks that brinadeasters "s tress quality
mims to clients." and another advucates that stations "distinguish a quality film from a poor dump all half hour and quartar hour films in one price catezury. regardless of quality." ahipments between stations) is one of the biggest problems on
both sides. In fact some stations
want distribulors to discontinue rans-shipments entirely. An ad marable idea, say distributors, the hiph eost of prints. Stations liso thunk IIIms are "scbeduled two tifhtly between marketstwo days-and 300 miles apart" Here agan datributors insist the tations are parially responsibl
for their own distress, by dint of forlure to send prints along on schedule.
schedule. ontit charges that sta-
One "onold prints for three. tions "hold prints for three lour months and longer refus ing to answer letters inquiring
whether fllm has been used or Will be used in the near future averace of two and a quarter showings uut of a print in one mant about need for stations to order further ahead-"date and At that time distributors also urse that stations "let us know uf their program needs-both Express rates are termed by one distributor as "exorbitank, in new of volume or i. Exec cloims Air Express rates were orig Inally set up on a much lower traffic estimate, and that firm should make some adjustmen now, "since TV film outfits are responsible for Air Exp
present boomlag business. present boomlag business:'
Another big station complaim s that distributors don't supply them with adequate information about films in advance. "Prints, particularly features," says on broadcaster. "are poorly marked and labeled, and frequently lack gest distributors send them "complete schedules of titles with exact running times to the
second) well in advance of play with ex
second)
dates."

## Dath Data Needed

Date stations would like to recelve includes "realistic cas credits," stury outlines, produc ton company names; and comportant, whether films are first or second run in market.
Distributors are much 100 vague about number of times their ponduct has played mar ket belore" notes one station
man. "They should keep this information up to the minute" In line with this. Billboard's sur vey shows that slations in mos multi-channel markets are hav ing trouble with distributors Vi olating non-exclusivity pacts by selling same
tions in area
Promotion-wise, the stations chandising alds (newspape mats, disptay posters, etc.) and brochures on all program avail able. Which can be flled easily. with the game literature station film or package offered" a Mich igan station prefers that distrib. utors "write personal letter from time to time, indicating legitimate price thotations on fims as they fluetuate
A New York station would like distributors to "work mon onsumated": and a Chicar outlet thinks distributors should have Jocal representative o library. This current practice of dealing with Coast offices and Canst sources of supply," they Plight of the small distributor by bie syndication outfits,
dramatically set forth by on firm. which pleads for stations to girer shake. By purchasiner fairer shake. By purchasing in
large groups, (block booking) large groups, (block booking Frankenstein and wiling ${ }^{\text {and }}$. ${ }^{\text {and }}$ mately get burt themselves." Importance of more frequent Thim play oll reports by statjons was mentioned by almost every
distributor. The replies didn't distributor. The replies didnt gonerally understood in the trade that the "play-off report is a slightly veiled allusion to
what may well be a distributor's what may well be a distributor
most Irksome problem-the us of unauthorized double runs. In an effort to eurb this practice a
(Continued on page $\$ 1$ )

## Oh for Halcyon Days, Film Work Belongs to Strong

In radlo. where 1 spent I4 years, I loved tape. The per urmers were in front of an au lience-they were keyed up to good performance, but the cerrible pressure of beins heard across the country as they spole wasn't there. Any tiufis or mis. cues could be edited out or dop sver and 1 didn't have to speed them up or slow them down to make the program come out on be nose.
Thén Lelevision came along. Madelyn Pugh, Bob Carroll Jr and I had been writing logethe or radio. Would we write an udition for Lucille Ball and Desi Arnaz? Certainly, we'd orite it. We didn't want to beak up a winning combination Ike that I had been producin on the radio-would I produc he television shaw.? Certainly we did an audition and It sold. The ded to do Then we decided to do it on lim Swell: That was just tik loing a radio show on tape. This would be a breeze-Oh, brother Scripts written, studio rented, actors hired. director and camramen under contract, we wer Ali set to go. Then a few disturb ing details started popping up ust some minor trems that had lipped my mind Thing like sets my mis props the harlur the haleyon days when we jus used the listeners imagination, assistant director, script clerk prop shopper, best boy, key grip I had to learn a whole ne language), culters (pardon me. editars), essisiant cutters. assist ant eameramen, gaffer, dolly have never left radio.) All thos years while you were complain tng bow hard you worked, you
were STEALING the money.) somehow, the managed to ge thru the filming of the firs show. Camera-wise Lucille Bal many plictures, knew just wha they were doing; Academy winner Karl Freund was a bul wark of strength; director Marc Daniels baekground of live TV
and motion pieture studios and and motion pieture studios and his insistence on rehearsal. re spades.

## Good Feeling

With the film safely delivered happy feelitg that I had expe
a by Jess olfrevielmer

## "I lave l.uey"


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 shooting. I ealmed myself with the remembrance that it was all set between the cameramen to tell the director if they missed a shot. That was no major problem. I quietly gol in bed and just as my head hil the pillow horror escaped my lipn. My wife. who was slepeping soundly on her three-quartern of the bed. jumped up startled, ran out, checked both the chaderen's temperatures and changed the little
one's pajamas before she awakone's pajamas before she awakI had made the disturbance. I told her it was just a sneeze
and she went baek to Morpheus. 3nd she went back to Morpheus.
while I spent slcepless hours trying ta get rid of this new Suppose something went wrong in the lab!


#### Abstract

Paeing the floor, 1 realized more and more that the work clear. Monday morang we were to see what we had on film. We were to see what we had on film IF the cameramen got the shots. IF a piece of grit hadn't scratched the film, IF the film scratened the nom, bromen or seratehed in the lab, IF the mar chinery didn't break down while our nepative was being devel- oped, IF it winnit over or oped, IF it wasnit over or under developed, 1F there was no de- fect in the raw film we had used to shoot the show, and a million other 15 "s based on mechanical


or human error or fallure. The following day I spent in a corner picking my cutlcles. Monday, with red eyes, hesitant step and
sore fingers, I walked fnto the projection room as tho it were an expeution chamber. To my intense delight, slightly hysterical because of the loss of sleep, everything was there on the screen fust as we had hoped tor!
Now, at last. I was able to heave a real aigh of relief. There it was. We knew we had it on film. The road ahead was really clear at last. It was just a nuatter of putuing it together and ahow. 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 was balanced correctly for Ught and sound,' IF the commercials came in on time. If we could cut our picture to come out on things working out, we got our prints carly enough to ship the play-date.

For the past seven months I thave learned an entirely new professlone was a compreke whe course in pieture- impos ible in a major studio where everything is so departmentalized. It is a far cry from that earlier day when 1 glibbly said, 'Yes, I'll produce. Why not. during this experience. I have learned that television production is no one-tnan job, expeeffort of a larice number of hardworking and talented people Desi Arnaz and work very 3till don't have enough time in a week to cover all the bases. are to have men in every department who eat, sleep and
breath "II Love Lucy" and are turning in a superlative job. One thing I have not learned, and I like to learn the whereabouts of the man who can un-invent television and return us to all those beautiful dream days when the picture people made pietures 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 no matier how thin you cut the future profts pic, there's not gains to be enough for everyone
seeking a sllee. It whil require mathematical genius to figure Are portions. startins out on a restdual rights

# BYRON 

. . . THE BEST EQUIPPED 16MM. STUDIO AND LABORATORY IN

the east

\& theatricals poutrical shows WASHINGTON NEWS COMMERCIALS Ductions

VISIT OUR PLANT . . . AN ENTIRE BUILDING DEVOTED TO EVERY PHASE OF MOTION PICTURE PRODUCTION

Ask For Our Brochure...

STUDIOS AND LABORATORY 1226 WISCONSIN AVENUE WASHINGTON T, D. C. DUPONT 1800

## Ziv Sweeps Non-Network TV Film Show Division with 3 Out of 4 Toppers




- fOLLOWING NOM METWORK TV FILM SHOWS WON STATION MENTION. BUI RECEIVED IESS THAN 10 POINTS EACH:



## 

## Unity, MPTV, Hollywood, Sterling, Snader,

## Peerless Are Top Theatrical Distribs

| - HOW TV SIATIORS RAIE TKEATPICAL FIM DISTRIBUTORS |  |
| :---: | :---: |
| Place - Mame | Points |
| 1.......Inalty Television Corp. 1501 Bradmay. Hew | $90$ <br> 6. A. ₹. |
| 2. . . . . Motion Pirtures for Tele 655 Madisom Are. Hew | on $83$ <br> Y. |
| 3. ...... Hollywood Television Se Resublis Sludies Morth | $41$ <br> Gulf: |
| 4...... Slerling Tetevision (o. 316 W. 5711 Sl , m | $19, \text { n r. } \text { r. . . . . . . . . . . . . . } 4040$ |
| 5..... Snader Tolescriptions Sal 229 W .42 d 5 t . New | ท. ......................... 39 |
| 6...... Peerters film Co. $165 \mathrm{~W}, 46 \mathrm{mh} \mathrm{St}$, Hew | M. r. ........................ $35^{35}$ |
| 7.......Monegram Plidures . . 1376 3unsel Blvod. Holl | $\text { c.ili. . . . . . . . . . . . . . . . . . } 28$ |
| 8. . . . . M $\mathbb{1}$ i alelander Product 6040 sunsel Bivd. Ho | Is, Inc. $\qquad$ 14 od 28. Calif? |
| 9. . . . . . Consolidaled Television 44 w .56 m 51. Mew | ........................... 10 19. Y, Y. |
| - the following distributors won station mentions. but recenved less than to points each: |  |
| Maslorpiece Procurtioas Hing TV |  |
| Assoclaled Artisis Preductions, L14. <br> rele-Pisture, <br> Toby Anguish <br> El Small |  |
| Cresby Enderprises Film Vision | Env Talevislan Progiams. Inc. Louls Welss |
| Athaticic Televistion Cop Siamell Mesenay | Ame Telecironic Div. of NEA Service, inc. |
| Slandard Telerision Corp. | 20th Ceatury Fan Telension Prodertions |
| Mutal Television Productions | Aflantl Ielevisien Corp. |
| Telecast filas, ine | Tele Pitcures, lic. |
| Commonwwlith film e Televidon, Int. | Prodter Production |
| Sach Telerision | Modem Talking Pitures |
| Velecast Films Inc. | Patariount Telerision Pioducions Inc. |

ight distributors one vote from cach of the televi. slon stations voting in The Bill. board's first quarterly TV-film surves. In the sectlon to deter.
nine the most co-operative distributor of theatrical film full length features or shorts. Unity Televislon Productions wion top position with 90 points, as against 83 points for second place winner Motion Pictures for Television, and 47 points for
Hol)ywood Television Service, which placed a strong thind. Coming up in close order. right behind the top three theatrical film distributors were Sterling (4) points), Snader ( 39 points), Fecricss (Monogram subsidiary) with 28 points. is in the balloting on films spectally produced for TV, prodWct had a great deal to do with
the success of the winning disthe success of the winning distributors. in this categary have prodlors in this categary have prodwith TV stations, advertisers, and (mnst imporiant of all) audiences.
Spread of the voting beneath the top ten strongly points up
the wide range of firms active in the phase of the business. and the lack of concentration of top product in any great quantities In the hands of any but a few members of the theatrical film distributing fraternity.

As new theatrical product is possible that thls particular phase of the industry will unjergo substantial changes in the months and years to come. (See accompanying chart for fun de-
talls on votiog for all distributalls on votiog for all distribu-
tors.)


## 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, wou mill.

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

And if you are looking for the one picture that will best reach four paying:public, CBS Television Film Sales ufters 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 TELEVESION FILM SALES

[^0]
## WORLD'S IMMORTAL OPERAE-

weren popmotar operas darefirilly adided for halfhowr programming, rilh -intermationally fa mown neiers?:manay ryougrame with commentary by Oin Doureak.
a miles of ieftrev jones -thirty-
mine new halfohaler mylterisy, pached with artion and feutioring Dow Roggeryy a Jefl Jomer, poris-minded private rye... seith Gloria Henry, Finer Barnett aud Thia Copin.

## molldarim paris-lhirtmen half:

tonr musiral mariety programe produred in Atoris etpecially for pheminion. with monfinental awd Anoadiray/ musical-eonnedy star Tholuren Girey an the landing lady.

[^1]
## TELEVISION STATION FILM BUYER DIRECTORY

As of June 1, 1952

ALABAMA
Birmingham
WAFM TV
C. P. Prsons Jr, Film Buyer LO
WBRC TV
M. D. Smith III, Theatrical
Film Buycr
WHAS-TV
Ralph llansen, Fidm Buyes
LOUISIANA
New Orleans
WDSU-TV
Rose Wetzel, Film Director
MAnYLAND
Baltimore
WAAM
Herbert B. Cahan, Film Buyer
WBAL-TV C. Campbell, Film
Victor F.
Buyer

| WMAR-TV |
| :--- |
| Robert B. Cochrane, Film |
| Buyer |

MASSACHUSETTS
Boston
WBZ-TV
Carl Lawton, Film Librarian
WNAC-TV
James Pike, FiJm Buyer
MICHIGAN
Dttroit
WJBK-TV
Richard Fischer, Film Buyer
FWJ-TV
Frank A. Picard II, Film
Director
WXYZ-TV
John F. Plval, Film Buyer
Grand Raplds
WOOD-TV
Hal Kaufman, Film Buyer

| Kalamazoo | NEW MEXICO |
| :---: | :---: |
| WKZO-TV | Albuquerque |
| Harry E. Travis, Program Director | KOB-TV |
| Lansing | George S. Johnson, Fim Buyer |
| JIM.TV | NEW YORK |
| Emil Popk | Binghamton |
| MINNESOTA |  |
| Minneapolis | Edward Scala, Program Di |
| KSTP-TV <br> Del Franklin, Film | rector |
| WTCN-TV | Buffalo |
| Harry C. Jones, Film Director | BEN-TV |
| MISSOURI | corce R. Torge, Program Drector |
| Kancas City | New York |
| WDAF-TV | WABD |
| Rundanl S. Jessee, Plim Buyer | Donald A. Stewart, Film Di- |
| St. Lauis | rector |
| KSD-TV | WCBS |
| Kielh Gurither, Film Buyer | David Savage, Film Euyer |
| NEBRASKA | WJZ-TV |
| Omabe | Nat Fowler, Film Director |
| KMTV | WNBT |
| Glenn Harris, Film Buyer WOW-TV | Richard Pack, Program Manager |
| Lyle DeMoss, Program Direc- | WOR-TV |
| tor | Millord Fenster, Film Buyer |
| HEW JERSEY | WPIX |
| Newark | Anthony Azzato, Film Buyer |
| WATV | Rochester |
| Robert M. Paskow, Film | WHAM-TV |
| Buyer | David Manning. Fium Buyer |

## You get RESULIS heyond the expecte

Proudly Presented and Produced by

## the greatest television programa

Carl Russell, Film Buyer
Monte Fassnacht, Film Buyer WGN-TV Elizabeth Bain, Film Buyer Whizabeth Bain, Film Buyer Isabelle Cooney, Film Librarkan
Rock Island WHBE
Forest W. Cooke, Film Buyer
INDIANA
Bloomington
WTTV
Robert Petranoff. Film Buyer WFBM-TV
Hugh L. Kibbey. Film Buyer
rown
Ames
WOI-T
John Dunlop. Film Buyer
Davenport
KOC-TV Wagner, Film Director \& Librarian
KENTUCKY
Loulsville
WAVE-TV
John H. Boyle, Film Direetor

WNBK
Albert L. Ideal, Film Buyer Sidney Nader, Film Buyer Columbus
wBNS-TV
J. R. Reeves, Film Buyer

WLWC
Hoy Wilson, Program Director W'TVN
Wm. T, Wagner, Film Buyer Dayton
Whio-TV ${ }_{\text {Don }}$ R. Lyons, Program DIwLedor
Kenneth Sanders, Film Di-
Toledo
WSPD-TV
WSPD-TV Phillips, Film Buyer
OKLAHOMA
Oklahoma City
WKY.TV
Keith Mathers, Film Buyer Tulsa
коTV
Don Thompson, Film Buyer

WENS
G. Canfield, Film Buyer iCU

John Cook, Film Editor
rector
Cleveland
Albert
Syracuse
Gordon J. Alderman, Film WSYR.TV
Win. V. Rothrum, Film Buyer NET NORTH CAROLINA

Charlotte
WBTV
Bill Quinn Program Director WFMY-TV
Director melds, Fum

WCPO-TV
Ed Weston, Film Buyer
WKRC-TV
Warren F. Warner, FIlm Di
n, program Director P

Johnstown
Frank P. Cummings, Program Frank Pet
Lancaster
Harold E. Miller, Film Buyer
Philadelphia
wCAU-TV
Thomas Freebairn . Smith, Film Buyer
WFILTETV Tillman, Director of
Walter L. Tillman, Director at
Film WPTZ
Edward G. Murray, Film
Buyer
Pittsburgh
WDTV
HDTV
Richard
Buyer
C. Dreyfus. Film
RHODE ISLAND
Providence
WJAR.TV
Norman Githlesoo, Film Buyer
tennessee
Memphis
Wilson Mount. Film Buyer
Nashville

## WSM-TV

Elmer Cartwright, Film Buyer

clevision stations, advertising agencies and filar producing of is and comedy companies; dramat C and comedy shows are the There is general agreement on all levels of the industry on the needs. Third place was taken by films which fall into the bread category of "public ser. ice" or "educational
Among the types of film shecifically, listed it the "public service, chalugory were educe women's, and news shows. The "public service" films which industry leaders say are needed received more votes than did adventure, musical mystery or ports for more homemaking ms including fashion food, -
han you telecast.

Every story a success story form
 manner

## Drama, Comedy Shows Most In Demand

## by Joe martin

travel and science shows as be ing wanted. Film distributor called for new's panels and outdoor educational filters. Produce. ers listed religious, youth. na sure, and general docunventary shows. Fact is, the film produc ers voted for more public servecomedy shows combined.
There is apparently little de Thane for sports shows on film The many live pick-ups being made of baseball, football, bans ketball, track, racing. boxing wrestling, etc, events are obviously considered sufficient for Children's programs, both live and on film, currently being telecast does not seem to affect the thinking of industry execs on the need for more such pro grams.
If the video industry follows The Billboard survey evident in is fairly certain that there will be many more "public service" shows on TV screens in coming years. At the very time that the video execs were replying to the was sponsoring its serif, Inc was sponsoring its series of nation. At each of these clinics much thought was devoted to programing public service Tows profitably.
Top need listed by both agencries and film distributors were hows were asked for by TV stations and film producers. The "public service" films, in third place, were followed by adven tyre and musical shows. A more definitive break down those with the heaviest billing were obviously interested in the dramatic and musical comedy shows which would, of neces city, come at high prices. The ability to buy such films for big spending sponsors appeared zees' choices The smaller agent els, of course. selected the less expensive types of fum shows. Taking an average of the de red time and frequency of showing votes on all levels of half-hour weekly film series take first place on the "needed" list Again the big agencies and the big producers voted for halthour TV films, while the smaller outfits were interested in oblining $15-m i n u t e$ strip shows. ares the need was for films runhing between 251 and 26 min utes. In all instances, the guar-ler-hour shows were right behind the half-hour films. Few expressed a need for hour -long films, or the much talked about And while there can doubt that dramatic music all piety and comedy shows will be very much in evidence on TV screens for some time to come, the industry seems headed for an era of greater use of educe-

## "Power to Fly"

 Gets Quick Station
## Acceptance

NEW YORK. June 7. Konstantin Kaiser's Marathen TV Newsreel Company may have set a new record station showing of a new in dustrial documentary TV-funm recently. Marathon produced a $19 \frac{1}{2}$-minute film for United Aircraft entitled "Power to Fly." Picture tells the story of the development of aircraft engines. and attempts to about United Aircraft as against United Airlines, and other United firms.
Kaiser had the film ready for shipment to stations on May 8. Between May 15 and May 28 of the 63 markets had played the picture, a number of them several limes. Audionce reaction was reported excellent

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

## RKO－PATHE，Inc． Veteran Showmen！

F
dusury，the name PATHE has stood for rop guadity－in fentores，in newsreels，in shont prodact，in commercial and educational

Alert，and in rume with the times，RKO－ PATHE has also．siace 1244，dapted its superb resourcen of sudios and equipment， creaxive talent，techoicíans and sboumas－ sbip iwourhow so the field of industital and television fillap production．
With its proud tradition of success through the years as a foundarion，it is ob－ viously no accident that RKO．PATHE product is atwrys ousstanding in ins feld． Fow wich RKOPATHE ．．＂Qmalisy Comes Pits．＂


## ATTENTION！ stitions． ADYERTISERS， AGENCIES

FHLNS HOW AVAILABLE FOR SYNDICATION

TV DISK JOCKEY TOONS：
6 simeotete library of filns ende be emopere

motmitur and atandinod momerle．


MUSIC TO REMEMBER：



T
HOLLYWOOD NEWSREEL：
twind the wecone tor the filw enomg．Nime is
 ．+ wnt

SCREEN GEMS，INC．
729 7th AVE．NEW YORK
Circto 5－5eme

messon 2－8111

More stations consider the
nader theatrical feature length Snader theatrical feature length and shorts tilm packages the best such packages in the field by more than a two to one mar－ gin．Fairly tightly packed in the runner uo positions are Master． piece．Unity，Hollywood Televi－ sion Service．Motion Pletures for Television，Poortess and the Ed－ ard Small package．These score 31．27，26，21， 19 and 18 pointe respeetively against Snader＇s to tal of 79 points．
Snader＇s strong prstiona is fur． ther attested to by the heavy votes for individual Snentar tear ture length films being turnod in by itation＇s in The Billowarts： ＂TV Mirn Drreetors＂Pick fen ture tsoe thil isure）．In additios to the sevin current leaders in the fietd．mentioned abowe，hore－ ever the stations mentioned some 33 other TV feture तlxu parkages or indivictual tilms in the bellotting is thin phime of The Billbiefors 19 quartert survey of the TV $\mathrm{NH}_{\mathrm{m}}$ field．

See acreapranging chart fir foul detaily on point seorem en
 Honed．


| Mase | Mame | nima |
| :---: | :---: | :---: |
|  | ．Srader＇s Tamaciplions |  |
|  | ．Masterpicco proderitions | 31 |
| 3. | ．Weily Havime | $n$ |
|  |  | 16 |
|  | ．MoNon Platres for Jeierision Fedures． | 24 |
|  | ．Arontas remetiom Producfions | 19 |
|  | ． d Ward gmal | 13 |
| $t$ |  | 12 |
| ． | ．Stromge himertion | 12 |
|  | Othidal flime＇Curbons | 12 |
|  | Hopiong（asi | 10 |

－inf holowimg tiealrtal packaces wow station menion． BUT RHETVFD UESS TMAM 10 PONTS EACH：

sileot comedies
Dit．Oristien
I Shat wase hemes
Proctiow sradicilions immi．
Slunderd IV Pockug：
all Hations symanonien （aural 4 hendy Comenies Oocation Mortin spadutiod Files lemerove tom morid Emention now Starime Ihealst

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

The 137 advertasing apencres Tho replied of The Biljbourdia Hat guartery TV nim surver do －at agree wib celevision．韩 tión en et the Teat TV thim chatributore is the thede Where－ as the stations vated Zto Televi－ cil Propranst Ine the num－ bet one ditribution over Umied Televiaion Procrams by point wove of 108 to 50 ．the agericies neverse the coder the ager the reverse UTVP order the nod to the ln lae case of the agencer halloting however the race is much clomer Ziv seores ob round 100 points tor Mecing place with the senctes，to Crited＇s 113 polntia oot par－ ticublarty whe margin
Another．sometnal anore drastie difference Detween 格 thon and apency votung on thl distribution operationa，bowewer． is that urvolvine the two major optworth gyoticeted fillos siales diverens is the station voting CHS anci NEC syodicated firm divisions ras neck and ancti scoring 30 pointe each Afint $=$ the apentent are conscerbed the CBS operntion oufrantif ate NECC efort by a good ह tol CEO
 dring man while NBC comes is with mett is pounts
serry Parbanke who ued for fourth on the ettition list scored （ strong thard whth the agenciea， ndeting $=-47$ potart total

That ecrmaterable number of artributorz bowever．are mat． ing a dept with some agencies， 12 derropatrates by the tect that in dedtition to the 12 readers to the flakt the atmistin men thoned il prove 7 all tioned al service＂ 31 other distributors
The full list and scoring is in the accompanying chart


12
1501 smaner the roit 3k tit．
－THE FOLlOWHW Distributoes wan herwcy mentions

| －Mon | 4 lumpy | Interemamen mess |
| :---: | :---: | :---: |
| Sureen Gern | Cont Eminumer he． | Sorim |
| Motior hiowe tw | Uninims | Dedte |
| Iterstace | B F．6mine | vela |
| leknom | numolis | sentur |
| 成 | ［10 Ment | tran Come |
|  |  | mothy |
|  | mastory | Tame Guminios |
| Shind mati flo |  | Sumer |
| monome |  | Brom |
| Has | Carave |  |

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 diferent 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-ofi ratings. For instance: 15.2 in New York (ARB); 20.5 in Detroit (Pulse); 22.0 in Colum-- bus (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.

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

## Disagireement Rampant Re-Prices, Re-Runs, Etc.


#### Abstract

An analysis of 1952 weekly ros expenditures for film used marked decline in points againsi 1951 by the stations thernselves, and a corresponding Increase in spending by spon- sors and/or agencies this, stations atill are outspending sponsors and agencies by 4 to 1 retio in 1961, the ratio Was about 8 to 1 . A breakdown of stations for films shows that where 41 outhe ts are spending an aggre40 stations put out a weekly total of $\$ 249,658$ a year ago. This averages to $\$ 4.811$ weekly per station this year as arainst , 241 weekly per outlet in 1951. Thatese same stations indicated puttiog out a total of $\$ 48423$ ger week for films used via 29 nutlets this year, which com${ }_{26}$ pares with $\$ 29,792$ weekly via 36 stations last year. Average is $\$ 1,668$ per weekly tab thus is $\$ 1,666$ per station now, as against $\$ 1,146$ per station last vear costs TV station and advertis ing akency execs lined up pretty


$\qquad$ Hy SAM CHACE
well on one side of the fence, as xpected. with film producers and distributors taking an optitudes on whether TV film pricing practices are fair, on what constitutes the best pricing rystem for tirst runs, and on 3lapsed time before second and third 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 exers generally feel that prevailing film prices are uniair, While producers and distributors believe that by ank large they
are equitable. There seems to be a general feeling by each aroup that the others misunderstand its problems. Thus, a typical distributomment was that "the distributor is rapidly pricing hermeif out of the local market trom the local buyer." Another (Continued on nage 23)


6


## Most Active Theatrical TV Film Distributors

As splerted by the TV Station Film Directors in The Billboard First Ouarterly TV Film Survey


Arme Telectranir W. 3d \& Lakeside Cleveland 13. Ohin
American Film Ca
1329 Vine St. Philadelphia, Pa

Associated Artint: Productions. Ltd. 655 Madison Ave New York. N. Y.
Anlontic Television Corp. 130 . 48th St.
New York 19.
Commonwealith Film Television, Inc. New Yorkth Ave. N. Y
Conaotidated Telovision Sales 44 W. 50th St New York 19, N. Y
Bing Croaby Enterprices. lac 9336 W. Washington Bloul Culver City. Calif
Film Studios of Chicege 135 S. L- Salle St. Chicaga. 111.
${ }_{1501 \text { Broadway }}$ New York 38. N. Y.
Hollywood Tolevision Service Republic Studios North Hollywood, Calef.
Tdeal Picturee 6S E. South Water St. M A Alexander Productions. Inc. Hollywond 28. Catif. Masterpiece Productiona. Ine 45 W , 45 th St. New York. N . $\mathbf{Y}$
Modern Talling Pictures 45 Rockefeller Plaza New York, N. Y.
Mogulls Film Ca New York. N. Y.
Monogram Pictures 4376 Sunset Blvd.
Motion Pictures for Televishon 655 Madison Ave
New York, N. Y New York, N. Y
Mufual Tolevision Productione
351 w New Yort, N. Y.
Fational Broadessting $\mathrm{C}_{\mathrm{a}}$ 30 Rockefeller Plaza New York, N. Y.

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

Peeriens Film Co. 165 W . 46 th St.
New York,

Pictorial Filmat Inc. 1501 Brnadway
New York 18, N. Y

Poat Pictures Corp. 115 W .45 ch St .

Proctitar Productions 221 W. 57 hh St.
New York. N .

Simmell Menervir 321 S. Reverly Drive

Edward Small Productiona, Ise 729 Seventh Ave. New York, N. Y.

Saeder Telascriptions Salen ${ }_{\text {New }}^{229} \mathbf{W} .42 \mathrm{n} 1 \mathrm{St}_{\text {. }} \mathrm{N} . \mathrm{Y}$.

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

Sterling Television Co. 316 W .57 th St
New. York. N. $\mathbf{Y}$.

Stuart Reprolds Products 321 S. Beverly Drive
Beverly Fills Calif.
Telecrad Filman. Inc. 112 W .48 th St New York 19, N. Y.

Telo-Picture. ITE.
5746 Sunset Blvd Hollywood 28, Calit
Twentieth Century-For 44 W . 56 th St Hew York, N Y :

Unify Tule rision Corp. 1501 Bromiway ${ }^{\text {New York } 36, ~ N . ~ Y . ~}$

Louis Weiss Ea Los Angeles 36 . Calif.

Zach Berie Filma 13 E 3 th St Ziv Telovision. Y. 288 Madison New York, N. Y.


## the largest buyer" of <br> Telenews (INS) 1st by Big Maroin in Newsreel Division; NBC, UP Run 2\& 3

 television time in the United States comes to Dynamic for all his film productionsComplete Production and Recording facillities Under One Roof.

We will be glod to discuss your film problems with you

Voting of TV stations in the "Which TV rilm Newsreel Dis rributor Gives You Best All Around Service and Is Most Cooperative entegory of The Bill beardis first quarterly TV-film survey threw some light on the recent decision of the Associated Press to suspend operations in this fipld. AP as the balloting shows, ses making litle prog ress with Ty stations winding ress with to statons, winding ap a sick number six, behind
Number one newisreel opera. tion in the opinion of telecasters is Trimews (INS) which gar nered a hefty 172 points to lead the field by a wide margin. The National Broadcasting Company

- HOW SHANOM BAR TV FIM mewseet service

| Plare | $\cdots$ | Point |
| :---: | :---: | :---: |
| 1. |  | . 172 | luctions, lom. (145) Ave. (une Yort 1 . Y

(1)C Fint Spadiation Sales 30 Parteleller Plasa, Hen Yoth, $\mathrm{M}, \mathrm{Y}$.
4. .......Fer. Movielone Hewn ,

460 W. 56 th 31 . Met Yoik. M $r$

- The followng TV mewsere services won slallon memion BUT REEEVED LES IHAN 10 POINTS LACH

Assobled Press
U. S. Mowtrona

Ifill Piodarive
RETO Poma Mows with 75 points, With United Press running third with 43 Charles Burris of Telemems. tak. benefit thereby."
point ing a prosition diametrically op- NBC no doubt eecure Despite its overwhelming posed to the AP atutude said. in experience in building ths news leadership Telenews is by no announcing the new station re. department, thru servielng the means resting on iti laurels lations department: "... Despite networks 7 to 9 a.m. news show The company announced just all opinions to the contrary, we "Today." NBC general exeruthis week stablishment of believe in the future of velevi. tive Abe Schechter discusses station relations department un- sion and of news prozraming in some of the problems on Toder the head of Tom McManus. kelevision. We are duing every- day". in another article in this MeManus is embarking on a thing possible to further extend section. Accompanying ehar tour of stations to discuss their and improve our services to shews station standing of TV uperations and reeds in the client stationa knowing that op. news services

# Agencies Applaud WNBT, WCBS-TV, WNBD, WGN-TV,WLW-T \& WWJ-TV for Service 



GOR COMPLETE INFORMAVION WMII-WIRE-PHONE

## FILM VISION CORP.

isol aroadway

LOngetere 2-6185

The 137 advertising agencies (including the largest) named 67 televlsion stations in 1. 2, 3 rank order as "the stations which give us the beat allaround service." Tied tor firss plate, in the estimation of the hreatest number of agencies. however. were the New York Elagship stations of the two major TV networks: WCBS.TV and WNBT. Each of thesc operations scored 44 points so nose oul NBC's Chleago owned and operated outlet, WNBQ, which tallicd a healthy 39 points; KlaC. Holly wood. Which scored 35 ; WGN.TV, Chicago. 32 points; WLW.T. Cincinnati, which lidd with WWJ.TV. Detroit with 29 points a piece. KTTV, HOllWOOd WCAU. Philadelphla, WJZ-TV. New York and WPIK, New York also finished in a dead heat with 26 points each.
The full detalls of the scoring. shown in the accompanylng chart, indicate either that the agencles by and-large aren"t too hnppy in these days of difficult time clearances with ant at the to clearances with ory or surt rually happy with most about pqually 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 "bent all-around service' by agencies is indicative that there are not too many standouts, or that everybody is atand-aus.
Some of the voting, of course. reflects the lact that a number of the agencies work fairly much on a regional basts and do most of their business (at least directly) with stations right in their own area.


| Meat | $\cdots$ | Mint |
| :---: | :---: | :---: |
|  | Wentry, mee Tant OH | $\mu$ |
|  | .wner. Mow Tout city | 4 |
|  | mine Oimpor | 39 |
|  |  | 35 |
| 5. | -wnerv. Mimp | 32 |
| 4. |  | 7 |
| 6. | Wwry. Dotrin | 7 |
| $t$. |  | 76 |
|  | Wcau. Mibielptia | 26 |
|  | .we.vy. Mow Port Ory | 16 |
| 1. | mmy, mev fant (ify | 26 |
| 12. | unde sam fremise | 14 |
| 12. | Wha.ry. Bolimece | 14 |
|  |  | 24 |
|  | .mpl2. Audetiphia | 24 |
|  | .wnv2-ry. detreil | 24 |
|  | .wot-rv, Mew lort Cith | 21 |
|  | WHE, Oimopo | 24 |
|  |  | 21 |
| 20. | .1H4. Le Aogeles | 18 |
|  | WUSIN, Forl Worth | 18 |

- THE FOLIOWING STATIONS WON AGECY MENTION. BUJ RFEEIVED LESS IHAN IS POINIS LACH

| KMBH | matery | wosu.iv | 150.7 |
| :---: | :---: | :---: | :---: |
| Mory | watm T | wres | Weew T |
| Wham | LIn | Wrys | W日2.TV |
| WIPO | ling in | WFIL-TY | WH46 |
| WROP.TY | Watim | EECA | WOW TV |
| wnat | mety | ISTIP. N | Wsiv |
| wax iv | wru | reo | Hecmiv |
| wown | WMH | Wews | WTVM |
|  | (104) | W*8\% | wry |
| MBC | HSTY | WXRGTY | mat TV |
| Whiviver | Wavt | WFMTTV | Wals TY |
| Wmacty |  | LDras IV | .17) |

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

The publie service division of The Billboard's ist quarterly tation survey of TV.fllm graph. cally highlights the blg job being done by stations in publie service programing. No less than 26 indlividual publie 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 outstand. ing. These were: "The Big Picture," produced by the Department. of Defense of tbe United Stateg Army ("Picture" took first place by racking up the fabulous total of 196 paints in station votes); second place with 73 votes was captured by "Industry on Parade," produced by the National Association of Man. ors were snared by the Office of Civilian Defense with its film "Survival", which won 45 sta. tion points. The other 23 fllms. listed along wilh the leaders in the aecompanying chart, a
While Eovernment agencies While Eovernment agencies
dominate the voting, such other interesting entrics as "Your
Own Home," product of the Own Home," product of the American Soclety of Interior De by that State's Chamber of Com Men Fires Committee for Free Asia production and numerous other not-too-well-known films are winning some station aeceptance.

- how ty stathons bate gemeral pubic service iv fllus Place Prae t.......IHE RLG PItURE ......................................... $1 \%$ 2. Defense Deap. U. I Amy, Washinglon O. C
 Otfice Givlifa Delonse Washiogion. D. C
- THE FOLLOWING PUBLLC SERVICE FILMS WON STATION MENTION. BUT RECIIVED LESS THAN 10 POINTS EACH: apmed fortes
Othice public Iatomato
walingion. O.C
you OWH HOME I2 E 41 st.. A. Y. THE BIG Srapy Deen of Delense
Washinglon. $D . C$.
worio noventure seris Gearge Pierrot arpit, Mikt 4e. wizaro NBC, Jradkaled Soles Div OMyecticit OMNFEICUT chamber of Commerce mow your majiomal guaro U. S. Anmy he inum shal make men fre ammithe tor Free Asso an frumixo. Calit. UKIIED MATION SERIE Shaling TV
316 W. SI SIREMGTH FOR A FREE WORLO Malianal serucity hagency tancer Amerian canser sodedr. M. Y. C

12 MILIGM BROTHEES
 $155 \mathrm{E}^{4} 4 \mathrm{St} \mathrm{K} Y$ IN PELCE \& WAR U. S. Arey Warhing toe D.C U. S. Army VETEPGMS ADMIMISTRAIION U. \& Cowenmand WMETICA PPSPABED U 3 Iray rimes crossroads Sterling TV
316 W .51
51. N Y 316 W. 57 5t.
SAFET Films Houston Polict Doop.
 ABC. A Y. frontiees of faith
 30 Rockefellee Plaie. WORLD WE UY Washington mabshali ran service U. 5 Arny Washingtena 0 . $C$ Dy Mont Telenksion

## Timid Distributors Cautiously Name Their Favorite TV Station Customers

NEW YORK, June ?.-One of the more humorous aspects of The Billboard surver of the TV film ficid de. veloped in conneetion with thls question asked of TV 11 m distributors: "Please name the threc television station customers who ar: easlest for you to
work with." So fex d
this question that the suspicion mose that all stations have men planted in distrib offiees, look. ing over the head man's shoul-der- Onty 28 stations were men. phase of the survey, and of phase of the survey, and of total points (on a $3,2,1$ basis) to carn more thin 10 points.
Again the two midor network New York Clasship stations tan neck and neck for first place

- dISTRIBS IIMJDIY LIST FAYORIE HELE STATIOKS
Place Station Points

WHIT, Hew York, M. Y.
WCESTY, New Yort, W. T.
Points WGW.IY, Chicago 22 WPI2 Philadelohi 15
WFIR Philadelphia
11

- THE FOLLOWING SIAJIONS WON MENTION OF SOME OISTRIBatTORS. BUT RECEIVED LESS THAN IO POINTS EACK

| WBEI | crosley | швкв | ITh |
| :---: | :---: | :---: | :---: |
| W82 | what | WW] | RROM IV |
| WII. TY | Wxyl | Du Monl |  |
| wbry | K50. TV | KIMG TV | WTAL |
| Wss-TV | WDTY | WMas | WIW.I |

TV. Chicago got 15 points for second place, and WPTZ and VFIL (both Philadelphia) tied for third with 11 polnt totals

## Disagreement Rampant

## - Coninued 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 trend continues."

Distrib Gripes
The distributors had their gripes too. One notes that current prices are "fair only in lion markets prices are not com. mensurate to audience or penetration.: Another said almost ominously, that the lifting of the freeze will require drastic revision in the prieing structure. A third says the present too high and for shorts too low Producers have their own problems. One noted that "stations and sponsors slike do not take into proper consideration the outlay of funds on the part of the producer and are relucpointo out that "the product is worth what it brings into a sponsor's profits, and he should pay accordingly." One producer calmly stated hir belief that
production costs should not in. proase until additional stations are available." One, obviously trked by anties of his competitors. blasted as follows: -The producers should be selling neckties. There are too nangy of how to figure costs." There was considerable diver.
gence of opinion on what makes Rence of opinion on what makes first run films. Stations and distributors tended to apree that the quality and reputation of the film is the foremosi considera. tion Producers mainly scemed
to rely on time rates of the to rely on time rates of the stations. Agencymen leaned toOne of the leading distributors summed up his pracing method as a combination of five pornts: (1) set population of the market; (2) number of stations in the market; (4) quality of the market rate; (4) quality of the market
from the standpoint of per capita expenditure by advertisers, and (5) quality and reputation
of film. of the film.

Strictly as a curio, The Bill. board lists all the stations who cot any mention at all from the panyine chart.

Siations and agencies agalo Siations and agencies afain
pere in general agreement on
the elapsed time desirable bethe elapsed time desirable be-
tween first and second runs of film. Station replies averaged 32 weeks as the ideal interval. while agency average was 324 weeks. Producers repilies avergged 25 weeks, while distrib. utors wanted the shortest inter-
val between re-runs: val between re-rubs: $181 / 2$
weeks. Within these replies there were considerable varia. there were considerable varia-
thonsion. Station people yoted as low as a 4 to 6 weck Interval, and as high as 104 "ecks, With one exec holding tributors' opinion ranced from low of 2 to 4 weeks, to a high of 52. One producer said the in terval should be " 1000 weeks, the present class of material is to prevall."
urged could be expected, stations urged a greater reduetion is price on second and third runs tributors in between. On th average, stations want a 40 per cent price cut on second runs
and 57 per cent on third runs and 57 per ceat on third runs.
Distributors plump for 33 and Distributors plump for 33 and Producers think the eut should be 25 and 37 per cent, respectLively.


## MADE TO ORDER

 FILM PROGRAMS!!TELECAST FILMS, INC., has been serving the industry since 1946 with shows of quality.

## YOUR NEED FOR

Half hour westerns, 15 minute odditics, shorts of varying lengths from 3 minute musicals to hall hour educationals, including-sports-travel-historical-nov. eltics-religious-and others

## OR

FULL LENGTH
Dramas
Mysteries
Adventures
Westerns
Expeditionaries

IMMEDIATELY TELECAST FILMS, INC.

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

To motion picture aetors, teleof two things - the rainbow which leads to a pot of gold or the ospe which kills the goose which lald the golden eggs.
The other day. an advertising agency executive triend of mine said to me: "Why are you actors so ingistent on getting extra pay
for reissues of television tilms? You never had it in theatrical movies!"

Here's the answer:
By its very nature, television can shorten an actor's carect. Television is not just an enter minment medium. It is a selling shown on television, a selling job is being done by the actor, directly or indirectily. richt in the home. Sponsors benefit from each showing of the timm on television. The actor deserves to 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 pltchman. The actor can become identi-

## with a product and can <br> WILLIAM F. BROIDY PRODUCTIONS, INC. (Conitured on paqe 37 )



weas out his welcome in the home, with the result that the demand for his scruices decreases and his carnings drop. there is a box-office, with the customer selecting the pirture he wishes to see. No actor is seen week after week by any one movie theater patron. Even If you patronized the theater as
you would not sec as mueh of
any actor as you could on telewision films in your home.
Let me cite an example of how relssues themselves can de prive an actor of work opportu nities and reduce his tivetihood Aetor A nearly two years ago made a sertes of 26 television salary is $\$ 1,500 \mathrm{a}$ 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 sponsorship of X company, So far, well
and good. But just recentlv, the actor was being considered for a leading role in another series of 26 television films. these to be sponsored by Y company whleh manufactures a completely dif ferent product than $X$ company nakes. Yet $Y$ company and it advertising agency would no ccept Actor A ior the new ser ies because his are now being reissued under the sponsorshlp of a company which nakes a product competitive with that made by Y company. And unfortunately

PRODUCERS OF TELEVISION'S

Thrill-Packed SERIES
starring
GUY MADISON and ANDY DEVIME
Presented Weekly by
KELLOGGS
Through
LEO BURNETT AGENCY

New in Production:
Destined to be America's No. 1 Television Adventure Series
"THE PHANTOM PIRATE!"* starring ROBERT STACK

Enciting. New-Dramatic Film Series-Romance and Action!
"CASE HISTORY"** starring REGIS TOOMEY and SARA HAYDEN
*
Young America-and the Great Outdoors!

## "TRAIL BLAZERS"** starring ALAN HALE, JR.

```
* Aoction Muth Avirame
    Shority.
* Augition Prints Mow
    Available.
```

WM. F. BROIDY PRODUCTIONS, INC.
Hollywood, Cal.
HEmpstead 6844

## Union, Aǵencies, Costs, filmmakiilg Headaches

## Ry JUNE BUNDY

Union demands, agency tion on proposed production squabbles, and rising production plans "by sticking to their story crosts in general plague the TV boand and not changing in the reply to The Billboard's questionnaire, video film outfits isted these three as thetr major problems; plus (to a lesser degree) unsalisfactory lab work: shortare of experienced motion picture personnel (particularly reasorably priced sood story reasonably priced sood story luction facilities in Hollywood. A large percentage of the pro-ducer-returns siress "unrealistic union and guild demands: as their most imperative problem. pointing out that producers union costs ${ }^{\prime \prime}$ in view of the rel atively small size of the present IV market. On the other hand union officials blame rising scales on fact that they have to placate makers of film for theatrical distribution, inferring that too many concessions lest their major sources of employmenimotion pictures-resent it and refuse to grant coot - of-living hikes because of the inruads made in film house audiences y television.
Long standing problems between agencies and TV film producers involve ito major com. by the film firms-lack of time for actual production and insutficient exchange of information between agency and producer. Many producers urge that aren. pies assign one technical super* visor to film project with au zarding policy. Producers opine that agencies should select execs for this job "who know the film business, not radio people." In ine with this, one producer notes. Azencles need a beiter its possibilities problems. lim. itations, and technical aspects." Practically all of the produeers agree that it would help if
ibey were brought in on plan. they were brought in on plan. ning of films, pointing out that Hil the agency would tell the vertiser and consult with him on the sponsor's needs more bus'ness would resuit for both," It would also help, they agree,
if agencies would speed up ac middle of a production." On cale. producers advocate prompt decisions by agencies "so not not to tie up denonstration prints for months."
"Too many generals" was a common complaint and one production outit lists its most ing advertising agencies they have no business butting into film production work. Naturally, with such a mental attitude, we don't get mueh television business and we don't give a damn." Taking a more realistic view of Const firm offers bis simple solution to agency producer problems: "A Agencies hould purchase films on mational bases in order to cover original cost of ms ior producer.
The union problen will undoublediy be a long-time head cies ha pe recently taken stepe to help resolve difficulties is the IV film commercial field via a special report by the American Television Society. With the copperation of C. E. Hooper, ATS polled agencies and TV film producers to determine the nafriction in those TV lifm com. mercial production operstions where the functions of advertising agency and film production personnel meet or overiap Report boiled down replies to inree basic causes of irnuble: Insufficient exchange of cost information; insufficient experience. On basis of findings ATS has prepared a standard produeis specification form. Which it is offering for "free adoption" to ATS also suggests agencies allow producers from three to seven days to prepare all bids. Technical headaches listed by oroducers inelude "high cost of processing"; "unsatisfactory labs in New York" and "the basie equipment" Enlaring on mm . ter, a producer protests that stations "who project RCA equipment which is inferior, are not willing to replace same with
(Continued on page 27) (Contintued on page 27)

## Civic Groups Are Help To Local Proǵraming

Local TV station executives
have found it very much worth while to tonsult with local com mittees and organizations of various kinds concerning their programing policiea and problems. Video oulets around the board that in meeting with civic board that in meeting with civic
and other groups. either on a formal basis or in informal get logethers, considerable valuable advice and to ooperation has been forthcoming.
The one organization most the country, has been the local Parent - Teachers Association. Obviously, the PTA is in an excellent porsition to proffer ideas and an ohjective view on all aspects of educational or publl service showings.

Educator Co-Op
Next must-comsulted source is the local Board of Education graphical Iocation stations indicate they get first-rate co-operation in meetings with Board officials on educational TV projects.
The Red Cross and the local Chamber of Commeree also programing, as have the Police bepmertment and the local Counell of Churches. A great number of TY stations, incudentally, ip-
tormal meetings with bocal
church or religious organizations. not only on regular proand sources of seligious adme and sources of religious filma A number of outlets also have held regular formal meeting
with such groups.

## Other Orys

Apart from thase committeet and groups mentioned, various TV stations have indicated they have gained from holding discussions with local organizations

Symphony Orchestra Committee. local college or Unuversity, dren's Centio-TV Council, Chilteer Centers, Corinthan Foundation, League of Women Voters. Council of Social Agencies, Public Safety division State Highway Patmo Medleal So-
ciety, U. S Immigration Service ciety, U. S. Immigration Service
branch, Civil Aeronautics Asso ciation, American Legion and other veterans' organizations, Bureau of Parks, Civil Defense organization Boy Scouts and Girl Scouts. Community Chest, Council of Women's Clubs, Juninr Leaque. Ministerial organ-
zations, Telephone Company, local indugtrial plants, YMCA and YWCA museums of various sorts, and government agenciea on ail levels: local, county.
State and national State and national.

NEWS
SPECIAL EvENTS inoustrial news training fums

## Family Theater's "IIll No. 1"\& "That

 NEWS for I May See"Standout Religious Faves
## NEW TV <br> In the entire category of reli-

 STATIONScomsulations
SMES AIDS
pubaic relations FLLMS
SHORI SUBBETS
WORLD WIDE SEPVICE
$T_{\text {He searcess of syur news prigramming dee }}$ pends entirely upon tou you set it up from the first. marathon tv newsreel can show you how to achicye surcess. Policy is a matter of fudgment. What newseel service shall you use? What balance between local! naticonal and international news? Latoo-ratury-station's of ustaide? Editing . . . Assembling . . . planning . . coordinating . . integrating . . coss?
Tlec answers, if not determinedil Leforeliadd. are certain to create costly lessmı.
To le sure of maximum efficirncy at lowest cost, with originality and cons deration of local nerds, plus the effectiveness that increases its intupertance to station insmess, you owe it to the friture to sirk qualim fied guidamee now.
marathon ty newsreel is unime in the field of newo-m-Tt: Lt ranks among the ploneers fa TV news film production. It is the unty indeperdent newsreel servire. It has no reel of its own to promote, mo "favorites" to play. It has no "axe to prind"-so you may be sure of comploles olvijectivity in providine your station with consultatire guiclance to a news format that will earn revenure as well as repuation. Avoid the pirf falls created by ulqualified opinion:
gious film two stand out overwhelmindly over all others in the opinion of the nation's TV stations. Both these (as well as several lesser items in the over. all listing) are produced by Father Peyton's Family Theater In flullywood.

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 falms in this division won scattered mention as having drawn excellent mail and phone response from stations replytng to The Billboard's 1st Quarterly Survey of the TV tilm ticld.
Among the fitms with several station mentions, "Family Theater" also won commendation tor "The Joyful Hour," and "Family Rosary." The Anti-Defarnalion Leasue also produced soveral films which won the prase of at least some stations'. Leaguc's films were "To Live Together" and "The High Wall."

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


## "King's Crossroads"

104 half trours-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 TLLEVISION CO., INC.

52 gREAT
15 MinuteShows... 100 SENSATIONAL, ACTION-PACKED FLMS COVERING EVERY TYPE OF


Never hefore has such a comprehensive group of huoring and Gahing suhiects been filmed and assembled for the relevision audience.
Our experis tell you how to hunt and fish; show you how to hunt and fash; then tuke gou out to the fieldis and sifesmis and put their preachings into practice.
We show Pheasant llunuing in South Dakota; Duck e in Arkenaae; Geese in lllinois; Quail in The Carolinas; Pume in the West; Turkeys in Texes; Tarpon in Florida; Salmon in Nora Scotia; Suriper Basa on
Long Island; Marlin off Catalina; 5 mall Mouth Bess In Maine; Bune Long Island: Marlito of Catalins; 5 mall Mouth Bass in Maine; Bune
Fish in The Keys; Soutbern Latge Mouth Bass; Tuna; Trout; Pan and Pier Fishing, plus many, many ouber subiects which make "The Sporte. wan'a Club"rruly the grearest owldoor show on earih! Wite, write or telephone for costs and eudjtion prints.

SYNDICATED FILMS
1022 forbes 51.
Pithsburgh, Po.

## IMPPRO

PRODUCTIONS, INC.
producers of
THE CASS OF EDDIE DRAKE for columbia groadcasting srsiem

Now In Preparation:
C BY-LINE
Brhind the ererier drama experienced by the reportecs of The los Angeies Mirrer.

## $\square$ PROWL CAR

The authentic humon interrat atosira of the paline offirer behind the wheat of the prowl $\triangleright$ THE LIBRARY

Fi/then minute molgrint ctorima of human emor
$>$ POLICE
INTERNATIONALE

IMPPRO PRODUCTIONS, INC.
THine 04525 Vfrmont 32185
Frank Cowpert OAfice
521 5th Avo., Now Yowk 17 , N. Y.

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

Only five of the network TV. film series won enough station votes to make a real showing in
the "best network TV-film sethe "best network TV-film selst quarterly survey of this phase of the field. Twenty-three other show's were mentinned, tho mome incorrectly. with the
slations evidendy under the imslations evidendy. under the im-
pression that some shows which they were carrying on the kine were to be co

## etwork shows.

Leading network TV film how comes as no surprise to anyone, following the current ratings exactly. This, of course,
would be Degllu Productions "I Love Lucy," which is doing such a phernomenal job for sponsor Philip Morris. "Lucy*" without doubt is the current rage of TV (film or otherwise) as the recent Time magazine cover story and other publicity amply show; 143 points, as ogainst run-her-up "Fireside Theater" with 69 poinis. simply reflecis what seems to be the general curtent fecling.
That Philip Morris does all right for Jtself is further borne out in the station voting. since the cigarette firm is the only
sponsor to place two show's in

## Film Offers the Panacea For Live Program Woes

Fducated guesse: estimatc that 50 to 80 per cent of the future programing of television will be on film. These estimatcs are well on their way to being
realized. The 1952-1953 telecastrealized. The 1952-1953 telecasting year will see many top fa-
vorites on film for the first time. vorites on film for the first time Against Crimer and athers joining recent lium convers's like "Big Town" and "Top" film chow's like "I Love Lucy", Groucho Marx, "Fireside Theater." Meny more new film programs, sow in the production stages Advertisers and agencies ecognized the strong case for tilm. Film means better production. It means more time for scripting before shooting. It brings depth with outdoor and location shots when the limita are removed. It avoids the ul-cer-begetting worries of fluffs miscues. misreading of Hnes. that harass the live producer It makes film stars more avail able, and easier to work within their own medium. It permits action publucity shots and ralcy at the some time, Bell products. Aud film comes in cheaper in the long run with a tremendous expansion of the residual mar ket ahead. All of these and many this fulm section of The Bitl. board and documented by to day's users of film, present a very strong case indeed.

Headache Powder
Quite apart from the decided advantafes over live production which film enjoys simply as proof live telecasting time problems. Forty-one of the 64 markets now in operation are single
station markets. This makes the mathematical rhances for live clearances thruout very slim indeed, as current sponsors have discovered. Then too, 11 of the 64 markets are non-inter-connected, as of now. This mean delayed telecasts in a significan the 64 markets, Delays of live shows arc kinescope transcrip tions with less picture quality and resulting sudience losses. Interconnection nuw or later doesnit solve the problem ether A New York 8 oclock show be oclock in Denver (soon), and 5 oclock in Los Angeles, with ra-


- the following shows won station mention. BUT RFFIVED LESS THAN 10 POINTS EACH:

| Poyal Playtouse | Hopalong (essidy | Kullil |
| :---: | :---: | :---: |
| My friend, Irma | Big lown | Phiko IV Plomosu |
| Toast of the lown | Renge Pider | Slyy King |
| Foreign intrigue | Pulitier Pitia Plapmousa | The Ruggles |
| Beulah | Matrin Kose | NeC Sports lied |
| Mistery Thealie | . Here Stiriaer | Gent Autry |
| lings froswods | Public Prosenat |  |

the top eight. "Racket Squad" comes in eifhth with 12 points, just topping a long field of alsorans which scored 10 points or Following Procter \& Gamble's "Fireside" (second place, as
previously indicated) are "Drag. previously indicated) are "Brag.
net" and Groucho Marx's "You Bet Your Lile" both with 48 points. Not 100 far behind in
' $n$ ' Andy" with 35 points. Six and seven slots are captured by Rogers with 18 and 17 and Roy Rogers with 18 and 17 points While 'Lucy the Columbia Broadeasting Sya tem schedulc, the numbers two three and four shows are all at the moment on the rival National Braadcasting Company

lings that drop pretty much in proportion. Repeats double the cables are available at the repeat time. More and more sponsors and
apencies have recognized that agencies have recoynized that
the strang case for film is the the strang cnse for film is the
case for Spot-selective markel case for Spot-selective market
buying of time. Films do not buying of teme. Films do not no need to pay directly or indirectly for pay tremendous cost
of the cable. One network alone of the cable. One network alone
paid over $2-1-2$ million dollars paid over $2-1-2$ million dollars
in 1951 for its share of the cable, in 1951 for its share of the cable,
neccssarily reflected in its rates. nercssarily ratlected in programs shipped in the can to proints of telecasting avoid the cables. Film placements are in fact Spot placements regardless of the label. Why pay for something you don't need or

Spot Buys
Spot buying ts anything but new. In 1951 national adver tisers spent $\$ 134,000,000$ on national spot radio - $\$ 18,000,000$ of the four radio networks. Over 1,370 advertisers have cndorsed the Spot dea in television-a significant number of these are ueing TV film programs as well as announcements and participations. Advertiscrs have recog Free Choice of Marketson Spot they select as many or as few markets as their budgets or sales plans dictate. There are no "must" stations for the Spot programs advertiser.
In the 23 multiple station markcts - those with two,
three, four or more TV sta tions-they can pick whichever station they want They can buy the station
which offers the best time which offers the bert time period, the best coverage, the lowest cost per thouopinion as the buyers, make it the best buy. There's no restriction to one station in the market.
Wholehearted Station Cooperation in time clearances and in belping to merchandise the program is an-
other advantare the advertiser gets with Spol Program Telcvision. He gets it simply because stations preficr Spot Programs, be-cause-
Sisilions Make More
Monat From Spot-the net Monsp From Spot-the net revenue to stations is ap-
proximately doubled over proximately doubled over time, on the same stations) from networks. Yet
Spot Time Cons-The advertiser pays less-as much as 20 per cent lers when he
huys Spot time-the same bims on the same statimethan when he buys network time, on today's rite cards that can mean savings of $\$ 200,760$ on a lypical 39 station linc-up, for a 52 week half-hour.

Dollars \& Cante
These are real advantagesdollars and cents advantagcsthat are there for the advertiser
who places his film program on Spot. They are advantage which are being enjoyed by top adverilisers loday-Gruen Watch Co., Paekard Motors, Electric Companies Advertising ProGram. Vitalis, to name a few. grams running on Spot in 35 markets (Gruen), 21 markets (Packard), 33 markets (Electric Companies), 32 markets (Vitalis). Compnnies that have top most advantach cous local at the each market cost less, and produce more revenue for the station, get more attention and support.
These Spot advantages are not temporary. The freeze on station construction has forcefully sharpened the Spot case. But
when new stations get into operation. probably not before the cnd of 1953 in any significant Continued on page 32)

## "Mr. Wiz", "Encyelopedia Brittanica" \& "Kieran" Top Educational TV Films

As far as educational TV films are concermed no single producer or distributor it doms an outstanding fob with eny Ereal majority This is the inescupoble conclusion to be drawn from this. phase of The Billtroard's lat Quarterly Survey of the TV film field.
Of 32 films, in this category, mentioned by stations as having gotten an outstanding mail or phone response scored more
ences only five son than 12 points. of these the leaders were "Mr. Wizard", distributed thru the National Broadcasting Company's Syndleated Furnt Sales Division. Whict scored 37 points for first place; Britannica" series. Which captured second place with 19 points; and United Artists "Kleran's Kaleidoscope" series. which came in third with It points Two other items led These were the March of Time material (notably "Crusade in the Pacitic") and the Dunn and Bradstreet film. "Man's Contidence In Man."
An interesting sidelight of this phase of the polling is the
fact that of the 34 films menfact that of the stations, more than hall (19 to be exact) are offered to the stations free of charge. These are obviously "propaganda" Items such as the National Association of Mant Iacturers induatry on Parade and Thuee": Ford Motor Company's "The American Cow boy. etc.
Full list of all films mentioned by stations an this cate ing chart.

Film Headaches - Continued trom page 24 vastly improved equipmentsuch as Eastman 25 or GPL."
Conmquently he adds "producConvaquently, he adds. "producers attempling quality in $16-\mathrm{mm}$.
see whole effart go down drain see whole effart go down drain
$3^{\prime}$ presentation,"
The battle for better clectronic randards has been waged by The Society of Motion Picture 3nd Television Engineers and they are currently engaged in research to determine how to position in production of TV bilms "Right now" says a SMPTE exec, Karl Freund -109 stations will transmit 109 dif. ferent shades of quality while running same film and heaven shows how man y dow up on several mil. hion different sets." several mil.



- THE FOLOWIKG EDUCATIONAL FILMS WON STATION MEHTION BUI RECEIVEO LES THAN 10 POINTS EACH.

Induyty on Parate


MPIV, 555 Madisio Ave. MYC
Mature of Noeg
 Twe The cond and Three.
 Adoll Eductition, of Edocilion, Surocuse. M. Y.
Syracif bound of Edocilion. 3rracist. M. Y.
To Elig Tom
medum $n$ r
H.mever hin hamal

Unicof Airilines. Wamington, O.C. $\quad$ :
Hee To Fly
ar widemashatis Washinglen. O.L feature pet
Mation Pitheres.
Herminous Casl Mitminaus Cas).
testituly hestituly Film, Widingion $0, C$ Cond dul Flome


Ewersen Prodartioms of w. 58 31. NMt

Uath Twle 1 SOt Mrendery. WVC

Sterim N 316 w. simse AYC

Fond Moin Co. Detrol

Sheritid Tole. $316 \mathrm{~m}, 57$ St., WYC




Hrown fowisheret
 owry comenfl. sroxuse
.
 lmustriel Em, coleme twago

 Soumitas Worth fili $445^{\text {Puth ive. we }}$ Irs to to Youn Cre... is Lesimgion ine. inc Pemagon Wath

Di Ment Telemsiem Mermerk, 515 Madisen Are. M. Y.

## Money Isn't Everything; Good Talent Well Used Is

The basic problems besetting a TV producer are, in the popular conception, virtually diswived once you have the money. And the more money you control, the more complete the disgolution. Actually, nothing could be further from the truth Pietures mad-hy Bing Crosby Enterprises must cus.irte on the matket with pictures maoe by companies which may be short an 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 ire mado well and can be sold for half your price.

> Thure's a Trick

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

gether. produce a fine film competitive prices Na sponsor is interested in the fact that your films might have cost more than your competitor's wie 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, welth picture or radio backgrounds who have tound In television an exciting and stimulating experience.

We have been expermental only in trying to lacate and develop potentiol talent that has been partially exploned or com. pletely unexplored. Thus. we haunt the Little Theaters from the auguat Pasadena Playhouse down to the one-night-stand piucuations put on by ambitious young actory We have elosed our doors to no ons. the thls dill. gent quest.

We have ranged our writing talent from new atories by $\mathrm{u}^{\text {:- }}$ knowns, their first, to stories by Louis Bromfield and screenplays by men of the stature of Richard Lewellyn, author of "How Green War My Vailey:"

## THE BIG BUY!!

... for the first time for television, from the great adventures of Martin and Osa Johnson, The Screen Saga of
"THE BIG GAME HUNT"


$$
\begin{aligned}
& \text { newly remuced jurt for TV—mocked }
\end{aligned}
$$

$$
\begin{aligned}
& \text { TOP RATED - TOP FAVORITE }
\end{aligned}
$$

AVAILABLE FOR
SPOT SALES PARTICIPATION,
REGIONAL or LOCAL
SPONSORSHIP

## withe-wine on filephome

EXPIORERS PITUURES CORP.
isot tromener. N. Y. C. 10 a.ssen-*2
JuLs E. WEILL. PRESIDONT
AUDITION PRINTS AVAILABLE

## a chan is hol stroneer ThAN ITS WEAEST UNK!

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

HEADLINES ON PARADE GOING PLACES

## the ADVENTURES

 of GIGI and JOCK4/ Hour Specinity Edited Travel Films Entertaining - Educational.

## teension ar depariment <br> วพvT ${ }^{\circ}$



THE DILLOARD

## Bnac Crossy $\in$ Enterpiliss, inc. <br>  <br> FOR FIRET EUM MATIONAL SERVICE <br> "CROWN THEATRE" <br> An all-family TV program built like

 Crosby's famous "FIRESIDE THEA. TRE" series. 16 programs alroody in the can. Ready now.
## "THE LOUIS BROMFIELD SENIES"

The great Ohia author personally introduces his unforgettable stories from Malibar, his famous ranch home. Two programs shot. Series available for fall programming.

## "A CHAIR ON THE BOULEVARD"

The famous Leonard Merrick short stories, the O'Henry of England. One program now in the can. Series available far Fall programming.


## "THOSE WERE THE DAYS"

CHARLES WINNINGER creates a new never-to be-forgotten role in which the nostalgia of the unforgettable years is woven into stories whim. sical warm and full of charm. First pragram shot. Series available for Fall programming.

## "THE MANK MeCume SHOW"

An entirely new situation com. edy series featuring HANK (Ears) MCCUNE whose remarkable rating on NBC.TV a couple of seasons ago proved viewer desire for more Hanhomanial

## "CORNEY JOHNSON"

The story of a beloved town character, who while never quite doing anything in particular, always does something singular and is theretore the topic of local news through the years.


DIVISION

9028 SUNSET BLVD.,
MOLLYWOOD 46, CALIF.

## the billboard TV-Film

\section*{- Current IV Film Series <br> and markets in which they are presently on the oif <br> Series Mam <br> | Lentith | Nowses |
| :---: | :---: |
| Minures | Hulate | <br> Distribulum <br> ADVENTURE <br> }

## CHILDREN'S

 DKC TMEY





 JWIOR CNOSTROLOS
 THE HLGIC CLOWM

 CuRVENTLY SHOWIMG : Aisime



WARNING - WARNING - WARNING Check distributor tor availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown, Query distributor promptly on any film in which you are interesfed. See list of active TVfilm distributors for addresses.

## COMEDY




## COMMENTARY



## DOCUMENTARY







## DRAMA
















## WOMEN'S

 FILE FACIS


The TV inductrys osty refor mace metre of inms cerremily thetifg of teterision stations.


TV Film Review
new film series available for national and/or local advertisers

| annif oakity and tagg fblis eve . . . 30 min. western <br>  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  $\qquad$ |  |
|  |  |
| 为 |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |


| Series Mime | $\begin{aligned} & \text { Lenoin } \\ & \text { minules } \end{aligned}$ | Roleaser Currentir Avalisel | Distravior |
| :---: | :---: | :---: | :---: |



## MYSTERY

BIG TOWH
 Noter






 QuIz

| QUIZ <br> golmg plates <br>  | 15....... 26........ Unitad Wort fims, Inc. |
| :---: | :---: |
| hOVIE Juica OUIz Currevtry showing in: alimen <br>  (une ciers somle. | is..... isise...Univy Televisen Progums, lice |
| sporschotir curpi vir showici in: ationt <br>  | 15...... $52 \ldots \ldots$........ented Worid Films <br>  |
| RELICIOUS |  |
| alat readimis | 15....... 13........De Mont Teievision Hetart |
| Llfe of resus | 30....... 13...............jor IV Prodedions |
| Of ST. PM | 30....... 13............Ajiom iv Pravextions |
| sm | (Continued on page 30) |


| Adventure |  |
| :---: | :---: |
|  Corp. 1501 Brotway. New York. Ney $y$ |  |
|  |  |
|  | Now in produrion <br> (TRATE" <br> sthring Robed prokk inc. |
|  |  |


 NBC FILM SYNOICATED SALES
ROCRCleC

THE "UNEXPECTED"




Children's



 Snate fremernetion Sula, ine. 328 so.

## Comedy


$\qquad$
Feature Films
for the besp in featumes westerne shorts
for the UNe in featuce Wesieme Shorts





Film Processing.
TV sound in trond athine Ruliry, Se.


$\ldots+\ldots$

| Films Wanted <br> national distrieutor <br> AAA ralling. fully stal'ed. brask oltices. <br>  |
| :---: |
|  |  |
|  |  |
|  |  |

ADVERTISING RATES

## - rectar cussified



: a mor consecurtive a zo merition.


|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |




More then 2.000 .000 teet of yparized


## Studio Facilities

## 



HAL ROACH STUDIOS, INC. The Worid's Largest TV Film Studios Culver City, Calif.

## Western


END OF YOUR ROPE? Nat if you let Cence Aurry hos-tie you
customen for you. The Cerie Autry Show If the nation's number ore ssndicated Westem. according to ARE
for May. Ask your CBS TV Film salet representative for details; New York
Chicago, Lion Angeles or Memphis.

|  <br> "THE CISCO KID"' <br> a. Menvil fomane Robion haod of starme ouncen Rengito Miso subcorted by a topo-noren Hantron <br>  ZIV TELEVISION PROCRAMS. <br> New York1529 Madiven Rom <br> Cinctiruil Cinctrantio. otio |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



Sports





Stock Shots
TV STOCK SHOTS


Religious
The Baikical verven io creare seestes gooc
"THE LIVINC BOOK".

 ZIV TEEEVISION Procrans. INC. New York Cimennalii 6. Onuo Math, moor

Services




## -

all diotins and inquitirs TO TELEVISON HLM MARKET PLACE, TME musoaro.
isae aroadmar.
New Toak 26, M. Y.
all the mens of your

L.-- see page 3 for rates

## New TV-Film Series In Production

or to begin shooting soon


Hour Glass Productions 6525 Sunset Boulevard
Hollywood 28, Calif.

ANNIE OAXLEY Whowstern series; 52 half-hour show's planned. (See review of
fist show thus jssue.) Starring: Gail Davis Flying A Productions, 6830 Sunset Boulevard
HEE PHANTOM PIRATE Adventure series; half-hour shows planned
Starring: Robet Stack William F. Broidy Productions, 5545 Sunset Boulevard, Holly'wood 28. Callif.
GAMAR OF THE JUNGLE Jungle adventure series; 26 half-hour shows planned. Starring: Jon Hall Arrow Productions, Inc. KTTV Studios, 5746 Sunset Boulevard, Hollywood Calif
safani mil.
Jungle adventure series; 28 hnlf-hour shows planned. Starring: Richard Denning Breakston Stahl Productions
General Service Studios. 1040 N. Las Palmas Hollywood 38, Calif

SON OF ROBLS HOOD Adventure scries based on Hobin Hood novels; 39 halfhour shows planned. Athena Productions, Ine. California Studios
650 N . Bronsone Hollywood 650 N. Bronson. Hollywood
Calif. Calif.
ERAY ANL THE PIRATES Adventure series; 25 hall-hour shows planned. Dougfair Corp 668 N. Roberison Boulevard Beverly Hills, Calif.
THOSE WERE THE DAYS Serie ned
Lancer Productions.
RKO-Pathe Studios,
Culver Chy, Calif

## Producers of.



THE BILLBOARD
TV-Film

- IV Station Film Buyers Pick

Ont stmading illes (mot produced specifically for TV) ehowa on hocel stotions lant waek, at selocted by the otatione $n$ film boyers mad reparted in allloord's weekty survey


OTHER:


## Current IV Film Series

- Continued from pagr 29



## Directory <br> The TV ledusty's only river noce suove at tims curedry shovias w miveres statious





## Most Active Producers Of TV-Film Series

As determined by present production and ales artivities



## Will TV Lay Golden Eggs? <br> - Continued from payte 24

Actor A has no residual rights ing lob done by television films in those old films-so there he Television's tremendous conis, Without work and without sumption of film already has Pari Salesman boomed Hollywood film produc If television in the United work in Hollywood now than at States were non-conmmercial. It any ather lime during the last would be a completely different four or five years. For every matter-but please do not mis- one phone call that Screen Ac gesting that television programs theatrical film weces regarding gesting that television programs theatrical film work. there are 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 sell- only the beginning, as more and ing "team" which comes into the more national sponsors make home each and every time a the move from "live" to film. illm is telecast and, as such. the incidentally, some aetors al actor must be paid each and ready are being paid 50 per cent every time he helps to do the of their oricinal salaries each
selling job which the sponsor time a lelevision film is reissued. pays for. The Screcn Actors' Guild is a different onc. This is the hand the nation-wide collective bar- writing on the wall of course gaining agency for actors in tel- precise mathematical formula cal and all other types of mov. television film producers in ne. ies. As such, we have no inten- gotiations now well along. Betion of making exorbitant de- fore next fall, we expect that mands which might wreck the the principle of additional puy relevision film production in- ment to the actors for re-use of dustry. We want it to grow to television films will be incorpois that the actors get a "fair tween the Screen Actors' Guild shake for their part in the sell- and the producers.

## Your irketios RESULTSTHE BILLBOARD!

## How Are You Doing With Your Pro-Motion Pictures?

By TED COTT
Cracral Manager, Fivit
rd like to write about motion pictures on TV Pro-motion picturen. that is. Referring of course to that specific corner of the enthe iconoscope tube and the kleiclicht-the feature film. We shall put aside the habit-forming film serles, which utilizes the same cast or theme week after week, such as "Cisco Kid," The Unexpected," "Dangerous Amignment," et al, and which
generate a loyal following and habit pattern.
The fact is that feature films on TV are very mueh like the playbill at neighborhood movie houses People look over what's
playing and decide where to playng and decide where to money on the basis of their interest in a specific picture or star.
There is essentially a one-right-stand quality to TV feature films. Ray Milland in "The Crystal Ball
Tuesdar night over WNBT at Tuesdap night over WNBT at
11:45. People who like Fay Mis. lind, people who missed the picture. people who would like to sec it again must be told where ft is and when itt's being shown. And while you get more than one crack at letting the the public only has one eraek Et seeing the feature. Thus the most important single element in successful presentation of feature fulms on the TV rectangle is the proper promotion of the apecific picture

Ideas \& Gimmieka
Perhaps by detailing some of the ideas, gimmicks and genera you may get an Idea to borrow. to improve upon, or to move into another and fresher path. way First there is our own alr. This is one of the mast important elements in building up the one night stand. Tell "em often. Station breaks are a patural for this, and even the shared identification slide can do a walloping job on reminder eopy. We feel very strongly It's not just en oral roll call that will do the trick. Stas
names are extremely valuable promotional focus is a "must." Show a picture of Humphrey Bogart and let your copy readThis is Humphrey Bogart, You can see one of his famous movie roles tonight in the "Petrified Theater, Curtain voes up on Humphrey Bogart at 11:15 tonite. Don't miss it |"
Always remember, partichlary when you're in a town that working more than one channel and your competition is movie veys show where feature fllm are concerned people don't gluc themselves to a channel: they allow themselves to be magnecized by the marquee value

Coming Ataraction Cuta
Another device that has been too often overiooked is the use and avanabiluty of the comang companies mate for their pietures. These trallers dragged them into the nelghborhood playhouse, and they have a tremendous drawing power for Insist, when buying a feature
finm paetage, that these trailers go along with the rest. Also don't overlook your tocal personalities personal endorsements. They can slip into their closing anmouncements a plug that personalizes their interest
by saying "I hope you'll be in by saying "I hope yrou'Il be in front of $1 y^{\prime}: 45$. They're showing one of my favorites - John Blank-I'm going to gel set for it, and maybe we can chal about it tomorrow.

Remernber When' Approach
Also don't get an Inferiority complex inbout the fact that the latest movie products are not playing the teicvision elrcuit in nostalala, in recalling the past, In developing a sense of exeitement about revivals. Perhaps your spol copy could use the "Remember When" approach. Rember 100 that lots of teen-agers and people in their
twenties have heard about these ptetures and are real anxlous to have a look for themselves.

Paper Showmanship Then there are the newspa-
pera. People are used to using
the dailles as a catalog of places to go and what to see. Ingenunous use of your newspaper space is an important element in pro-motion pictures. Just the bare billing of title and names
doesn't work. Particularly when doesn't work. Particularly when
there is competition around the corner of your TV dial. You have to use showmanship in your ads, as well as on the air. One of the most useful devices we've had in our experience hat been in using stills from the picture. It sugresta action, it whets appetites.

## Fiee Movie Calender

Other possibilities include monthly listings for direct mailing, or newspaper or mbgazine space. Urge people to plan to see the movies they wank. Make
them arrange their schedules to match up with your showings. This takes bit of dolng. but repetition makes your success. It might be wise, as we at WNBT are about to do, to prepare a mimeographed movie cal-
endar, and ask people to send in endar, and ask people to send in a self-addressed stamped enve-
lope to get theirs. What a fine pope to get theirs. what a fine service to the public! What a wonderful mail story to tell onc's clients. present and prospective!
These are just a few of the pro-motion pietures. We're starting to explore new fronticrs of film programing. We've just started a new idea called "Continuous Performance" - "come In anytime and see a complete leature"-by running one pic-
lure over three times. with lure over three times. with
short along with it, over a three hour Saturday perjod. This cuts down program costs, gives an added se-wire and gives an ad vertiscr three cracks at the
viewer.
There's so much thinking that still is needed in really getting the most out of the potential of short-sighted, the window dressing needs more Imagimation, the spccialization of film series can lead to many exciting unexplored pastures. But in promotion the one night stand concept cues the need for terrific pro-
motion to guarantee your inmotion to guarantee your in-
vestment there are big dividends.

Feature Films Pay Off Big, Build Audience Loyalty
b, d.avid savage Mannger, FUn Departmen̆t Fenture Fitm Buyer. CBS-TV
The 'Late Show' isn't a TV program, it's merely a case TV for new revente."
That's a new angle that came up in a discussion recently. Every once in while a new "theory" comes along, which at. lempts to minimize the import. ance of feature alms in television programing. Well, this using features or whether fea. tures are using relevision, is a tough one to answer. Regardless of which bair you choose to split. the audience reaction has ers want feature filnt, and to an awesonic extent.
Features are being used by every station in the country They are being slotied at every
time of day. From 9 a m. in time of day. From 9 a.m. in
many cities to 5 am . in Pitts. many cities to 5 a.m. in Pith.
burgh, they are building audiburgh, they are building and for stations. And against all typeg of competition

Early Show
In New York, the top feature film show the "Carly Show, graming of all types, adult and juvenile. Yet with a cumulative weekly ARB rating of 28.4

It has a larger audience than Kukla, Fran and Ollie; The Goldbergs: Space Cadet: Cap. the Buster Crabbe Show. However, the audience for feature films will constantly exercise its prerogative to switch to any of these programs should their feature thlm show start to too frequent. if cholce of tilles is nol made with great carc, I film quallty is not maintained at a high standard, if edillng and insertion of commercials are not handled with due respect. you
audience will move out.
dive Vs. Film
One important fact concerning reature film programs must be kept in mind: A fearure fim horent audience loyally of a top Bre show. This ls expecially true when compared to those live shows buill around per sonality such as Arthur Godirey And actually, even the dramatic more such as stience loyalty than top feature film show With Godlrey. you build an audience that wails for Godirey.. There is continuity of character. His type of humor attracts an audience faithlully for more and more because the only place to get Godirey is with Godirey.
In " "Studic One" show you have material writen for televi
sion. You have no "oldics" to contend with You have no repeats. Hence you get an audience tuning in cach week knowing they'll find something new. well done, and chosen with just that audience in mind.
In spite of these problems. vou can build loyal audience for your feature tilm program. An outstanding proof of this is The Late Show" (WCBS - TV, est late night audience in the New York aren. This show has audience loyalty to be sure, and that audience was obtained and malntained thru one device: the steady presentalton of the newas they ate made available to television. For example. this show has presented such screen classick as "The Count of Monte Cristo" and "The Man in the tron Mask." These are old th rears. but diew raves from TV pudicnces. is for the newest
ilms the "Late show" probramed "Seven Days to Noon" in the same yeat, 195t. in which it won Hollywrood's Academy Award for the best original screenplay Considet, for a mo
ment that :he "Late Show is velecast every surgle mught and it becomes readily apparent. what a task it is to malntain hus Class A produer standard. Yet it must be done, for it is thry this poiscy in programing




## CRAIG KENNEDY <br> CRIMINOLOGIST



Storring DONALD WOODS
mysterl yespace Antown
24 Welt-Hour Mime Ready tor


## 13 Action Packed IV films

## "THE THRILL OF YOUR LIFE"


 Why Not let our films sell far yau toor -
$\qquad$


## 

LOUIS WEISS
发

## 655 North Fairfax Avenue


DON'T DELAY, COWTACT US TODAY!

FOR
THE
FINEST
IN REEL ENTERTAINMENT

 16 mm .


 nonmle


 It ${ }^{2}$..



## PICTORIAL FILMS, Inc.

1501 BROADWAY
NEW YORK 36, N. Y.
pinnstivania a-37se
CAMI-Pilis

## "Today" Employs Varying Techniques for Freshness

I have been asked lo comment on the use of fillm in the presen
tation of news for teievision Be. ng 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 week.
The "Today" program is a liv ing national newispaper, covering global news, teatures and serv wather, time, etc. While wie use ive mobile units, guests, ister vews, overseas short-wave and on-the-spot reports, we find that film has become an increasingly mportant item in our datly pro gram agenda.
Because of the nature of "To day, we do not use all our film in a concentrated package. but spread if thruout hee feature films, educational and back round films, and as interpretive firm to explain the story of the day. This is a vast project. and ur news editor, Gerald Green and his staff of five must screen some 10,000 feet of hlm befor worth of material they mas wish to use.

Thres Sources
"Today" relies on three maln ources for ils film output: (1) he NBC newsreel silm Library: (3) "To hay's" own coverage of spechal events, human interest and feature stories. These are shot on assignment by the NBC camer crews stationed in the United Stales and tals abroad
"Today" uses only a small aegment of suraight newsec 4-hour-dally ncwsreel output rom midnight to 7 oclock. each morning before the show and select and edit specific clips which are incorporated into what Fe call "capsule documen taries." In screening film for mind the fact that the show mind the fact that the a fanily audience and there are certaln subjects that should be treated for breakfast table consumption. We try for a wholemone fouch-no shake or roderts, no gore and blood shed (we edited out blood-sian films) and go easy on undue cheesecake films.

## Spot New:

Our spot-newis coverage is handled whenever possible by homecoming of the Wasp. We use film primarily to fill in the background and visual explanajons on a straight new's report thereby glving a story additiona cope. For instance, on th

morning King George VI died. Today" scored a blg news beat by rounding up and cotting a! the Royal Family firm footage n NBC's library. This all happened munutes before we went on the nir. We telecast a picorial history of the King and also of the new Queen.
NBC's film library is of prime value in helping "Today" staff. ers collect and edit such biographical information. It also provides a rich source of material for "runnimg" stories and pecial round - ups of specia vents, holidays and anniversasis we made up stand-by film capoules on the industry situa dion sn they could be integrated with the latest film coverag and our own live spot-news reports at a moment's notice. Th human also comes in handy io features. such as.a film history of New York's speakeasy days Which we put together for Dav Garroway to show on the enni versary of the repeal of prohiblpeople who were too youns to remember that portion of our social history. To thern it was cducational; to others it was nostalgie.

Stock Shots
However, TV film libraries do have their limitations, and we try to avoid using the same stock shot over and over when a new story breaks about a per anage, place or event. Con are for different stories is down right incongruous at times. This was particularly true of TV coverage on the first presiden tial primbries. A World War II shot of General Eisenhower was sed repeated y to illustrate vol lition, we have NBC newsree cameramen film fresh stoc shots from time to time on sto ies or personages we think might make big news in the ncar future.

Mast of the narralion on "To day" films is done live. either in the studio or on remote audi pickups. We often pipe an cor respondents (U.S. or European) against "neutral" film coverage of their story - "neutral" because the cueing problem is usually too difficult for anything very specific visually, Very of ten w we have a big running we will show the latest newsreel films that have arrived in New York from the scene of action, and our reporter will watch these films on a TV set in whit ever city he may be stationed, and do an ad lib. up-to-date gram did this during the wect of the prison riols in Jackson, Mich., and. obviously, our viewers got a better, clearer, more up - to-date narration of the acenes they were watching Which our owin people had shot earlier.

Easter Job
We did the same thing on the Monday following Easter, when parade from Aurora 111 . as contrasted to the Fifth Avenue extravaganza. The film was nown in earlier for editing; then a local Aurora newspaperwoman delivered her on-the-spot report of the parade from Illinais. the fim unreeled from New York. Incidentally, Green points out that one of the biggesi probloms in writing effective TV fim news narration is the trick of identifying the picture, yet the current story at dine on ime.
We spend a lot of time and tilmett on our special capsule film features (since they personmore and humanize the show on the program) and we've noted a marked audience response to thern. To date we've cover everything from Staten lsland Ferry ride to a class for expectant fathers. Somelimes they shoot as much as a 1,000 feet of film for ane two-minute feature, Durtng the past few months we ve filmed fashion sport events. toy falrs, home furnishing displays, Broadway opening nights, and a city boys visit to a parm. One brave comcracrew even took a ride on the washing machine - the padget that crawls up. down, around and over the firm's brand-mew all-glass building in Manhattan.
rum to TV is the equivalent of recordings to radio. If used properly it will enhance the
prescntation of news on TV.

## Future of Feature Pictures Lies in Judicious Pricing

The crics of critics about old movies on television did not seem to hurt the audience fust a few ycars back when time and agala these to-called oldics came up With top ratings. Lately the picture has changed! How and whyt ture has changed How and whyt Is It going to stay that wayt television fare?
The answer to this seems to Lie oace again in the question of economics. Feature pictures used to be the kind of prograrn fare that could be readily aftorded by local telecasters, and in turn by local advertisers who were unable to finance bie-budgeted live television shows. No sooner had the distributors of television festures seen this relative success of motion pleture product on selevision whet the revenue they realized appeared too small compared to the apparent value Up

went the price-to double. triple and quadruple what it had bern. or went the local advertiserg who
no longer could afford them, ard no longer could afford them, ard the scature pleturcs were
squeezed out of the best air-time slote and frequently into obclole, and

Feature pletures of the right kind will always make good telecision fare, but their furure on elevision degends on the right price. They are becomple more and more the program fare gor vertisers, and if the disiributore of these pictures don't reelit of 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 ond film serics produced at low budgets especially dor television. These gim series produced for television may not approach in quality the theatical product of some years ago, but don't forget, a continuine series has quite an advaotare by with fcature pictures you are as good as your last, or better yeh your next program.
don't dig the gold too fost the doan dig the gold too lost-the

## Sterling Series Packages Pilots \& Recoups Losses

About a year ago Sterling
Televtsion hit upon a new packaging scheme to salvage video's "sad samples"-those expensive pilot films produced with high hopes for future series that
somehow never seemed to come to life. We revived a flock of them during 1951 as part of a group of special 26-week TV film packages. By rounding up several films with related themes (shows with special ap peal for women: mysteries, we helped TV producers (who did not have the tremendous amount of cash necessary for producing an untried series) recoup production cost of their pilot print.
Since Sterling regulariy disrimitons in the country (our apologies to WMBR-TV Jacksonville, Fla., gain). the pilot sories moved well sales-wise from the very beginning. The packares. selling for Inw-budget prices of 540 to $\$ 120$ a film, included such quality pilota as hour film featuring Geraldise Fitzgerald and Valarie Bettis. the almost as costly "Day in the Life of a Chorus Girl." sole finished vehiele in Burgeas Meredith's projected "Day in the Life ance of "Carmen" filmed in Vienna by Ambassador for its "Without Makeup" opera series; Thelma Prescott's ill-fated "Girl of the week series, estimated at about $\$ 1,000$ for each three and a half minute $11 / \mathrm{m}_{\text {, }}$ and the first few nirings; $\mathbf{S}$. K. K. Films' four tilms (budpeted at about $\$ 2,000$ each) with the late Canada Lee, and "Meet the Artinc." Last-named serics was
represented by its solo effort

## By SAUL TEREIL

Prraident af Sterfing
Teleriaton Co., Inc.

on a Saturday Evening Post cover artist.

## Today many of those "sad

 Today many of those sad than regained their original investrments, and it looks as tho they' 11 continue to take in rental fees now that the freese has been lifted. However, that didn't solve the low -budget film pro ducers basie problem. True, theold pilots were recouplng losses but the possibilitier of any new large-scale production etuvity on the part of indie outfits was still blocked by that 13-or-16-wecks- on - film -or - no - sale cies and advertisers.

Our theory on solving this impasse was that instead of a producer putting all his cash in on logical plen wras to test a sample show on acturl video nudiences, then if effective go into production partncrship with a number of the low-budget producers.
They would all work on the
same series, utillzing a basic theme title flexible enough to allow the tim firms to exp W'che produced and distributed one group-packnge already 16 films completed). a murder series tagged "Meet the Victim," budgeted between $\$ 3,000$ and $\$ 4,000$ a film, and it's doing very well on the market so Johnson Potter. Springfleld, N Y: James Pike, Boston; Ted Ritter, Bob Tobias and Rosemary Hickson. Latter threc all operate fro Careful Packaging
In the old-pilot film field, we recently acquired three half hours of a treasury men series idea, tho, that we merely bundle a lot of old pictures topether and ship them off to a TV station sight unseen. There's much more to it than that. We carcfully screen all firms before sending is hopeless wr won't handle it. if a film has any promise at all, were-edit it coften turn a bad half hour into a good 15 minutes); dub in new narration (particularly on English and foreign films) and generally reof the 1952 TV market. For example, we dubbed in an American narrator on the three British treasury men films and turned the trio into a good two-part drama or hour show by com-
binms the better parts of two of bining the better parts of two
the films into ope half hour. the fllms into one half hour.
Most of the credit for the sa success of aur pilot series goes to Bernice Coe, Sterling's vicepresident in charge of TV sales, and her staff, all of whom I really believe do an excellent in servicing the stations.

## 

## Wise Planning Can Mean

 Both Quality and EconomyIt is quite obvious by this
time. 1 'm sure, that the problems in making television pietures are not only numerous but varied. and the character of the problem depends a great deal upon the fum maker himself. The producer may have a large budget or practically no to rehearse two days and shoot three days, or he might be in a position to have to do everything in three days of less. It is no secret that time and money motivate the width and length of the obstacies
The director, who is at the nercy of the amount of tim time.uorn issue of getting qual ity within the specifjed cost. This is the same old story, bui in televiston it 2 mic mascopie Everyone knows thal preparation is the basis for overcoming a lack of shooting time. Also, in spite of the unireezing or telelimited (necessarily so) and kept within the boundartes of the market

Wise Planning
We have discovered at Crosby Enterprises that charting our plans and working out angle shots ahead of time can be over. done. We plan carefully, but do not bind ourselves so that spontaneity and improvision are lossed out the window. To kecp everybody on the set contrib. utes. We shoot two and a half days for each pirture. six piclures in a row. The first two or three hours of each pleture is caken up by a Lable rehearsal entire crew. During this time we not only establish the mood of the story, the relationship of people, but discuss thoroly the technical problens. As a result the peoplc before the canera and the prople bechind it are
completely indoctrinated with the goal to be reached and work side by side as a part of tha Whole structure rather than as en Individual Tume and quality
hy bevard girard Crasby Enceprises

are malntained by shooting long master scenes and letting the cutting be done in the camera on the set. is 15 not unusual for
us to have scenes that run seven or elght minutes without a break, and within the scene, people move in and out of close to long shots.

Personal Tasta
You soon realize that no matter how many new production tricks you learn to cut away the prodgment and taste determine the quality of the film as well as the cost. If you shoot a scene, then nove away from it to an-
other location without any proother location without any proyou're bound to save time and moncy. If your judgment is cor rect, the quality is in the scene
To be obvious once again, you can defeat most of your problems in the preparation of the story Wie try to use simple stolies with accent on character instead of on plot it not only enhances the quality but lessens rasting and production headmother eats up time and we try co keep our intcrior sets all on one stage whencver it is postible As we do a lot of extwo stories logether so that our
locations are clase by. Lf we in ish one picture at noon and have to start another one after lunch, west usually in a position to cross the street or move down the road 100 yards to a dilferen maning camp.

We also find that spending moncy sametimes saves us money. Went go overboard the spaciousness allow's us to mov freely and the time saved mor than subtracts the extra invest ment.

Srage Actors
Actors with stage background are not only a belp to the director but also to the production manager. They are experienced at gustaining a long scenc. They are experienced in learning pages of dialog. They save you
time, and as tirme is moncy, they not only bring the story to life, but keep the budget from breaking your back. Never belore have writer, director and production manager had to work so elosely tugether thru the iniarntion for shooting, and actual shooting of the picture.

When $a^{\prime}$ writer comes in with story, he tells it not only to the producer and director but also to our production manager. Harve Foster. As a result, when the writer gocs into the screen. what may come up later.

You can argue pro and con as to what saves you time and what will give you more quality. There are many schools of thought regarding process, location shooting or the use of a stereoptican machine, and so on into the the marriage of production head, wrlter, direstor, actor and crew into a single working unit determines the suecess of the Yilm and the cost. We've learned one thing in telecvision hilm making, and that one of the oldest rules in show business-simptacity is the key to all art
"You got me
wrong, Senator...
I spend all my time watching

POST PICTURES"


No need to investigote further-POST films for television bring direct results . . . immediote resulta . . oroven results.

- because past is audience-wise . . . has the films with proven oppeal far every age group .. Adventure . . . Comedy . . . Romance.
- $\operatorname{bECAUSE}$ Past is market-wise . . . has the fllms which show commersial resulis . . . films that have sold . . . are selling . . . WILL SELL.
- beCAUSE Post is experience-wise . . . has a solid reputation for meeting your needs and desires quickly and efficiently.

BUILD YOUR AUDIENCE RATING WITH POST FILMS

Write-Wire-Phone
for our free illustrated cafalog
POST PICTURES CORP.
115 West 45th Street
New York 36, N. Y.


An indispensable cellection of pre-tested musical sketches for the producer, director and artist

The 日M1 Television Sketchbook is now o regular monthly service containing timely and practical working scripts for the presentotion of songs in dramatic, comic and pictorial fashion.
The very latest popular song hits as well as the standard favorites are developed into photogenic akelches which can bo used effactively as complete músical shows, as production numbers in variety shows, or for scene setting segments.
There ore dorens of ways in which you con adopt the Sketchbook to advantage.
iv skitchaook li narvired
to every amj rv-licensee each manthe a limited moducers and directora who
will find thom helplet. Wille to Station service Department.

## 

# Success or Flop Hinges On One Thing-The Script 

In the rush to meet the rrow-
ing demand for television shows on alm , the motion picture producer has acted with competenee and adaptability. He has foreties, has pared his overhead and has persuaded actors to recognize the exigencies of his budget He has requessed and reccived a re-
markable amount of co-operation markable amount of co-operation
from the key unions and has fast and work well. He has delivered a faished product at a
price co opetitive to the Live show. He is in business.
All this would seem to spelt success, and it would, in my
opinion. if weren's for one pronounced tailure-the script.
Why thls fallure? Perhaps one
reason for it ts, that in the proreason for it is, that in the pro-
ducer's altempt to operate on an ducer's atempt budget. he has the past has been linked to cheap produetion. The beHef that a low
budcet calls for a concomilant budret calls for 3 concomiant
"cheap" iden cannot, by tis very nature, prowide an almosphere conducive to the production of
good shows.

This bring the producer to the
writer and the problens of writing for television. I realize that no one can sel down condilions or rules which will make writing good. In the last analysis what is
good 18 good-a matter of one's bowever, that helpful approach to good television writing might
be found by examining the special demands of the medjum itunumun
space. It cannot have as its priscipal appeal plot or spectarle be-
cause, from a qualitative point of view, half an hour is insuflicient to tell a lot of story and also parray people and charac

Act Fast
Therctore the emphasis talla on
character and theme and the 30 character and theme and the 30
allotred minutes forces the writer to be extremely selective. in at fealure piclure, he can spend an entire reel or more developing a mood. In televistion, he must use a franker approach for his
effects. He must be more legitimately direct. He mutit forego ${ }^{\text {artistic subterfuge." He muind }}$ suck to his people.
At this point it may seem that
the limitations imposed upon the television writer are stinling. ln effect, however, because of the nature of the televinion audjence,
the opposite is true. It has been demonstrated that this audience is more adult, percentragewist, than the theater motion picture audience. This fact alone life the lid of the choice of subject matter.
Also. the box-office nightmase
doesn't toom so large beeause doesn"t loom so large betause, among othcr things. Renerally, ries and this serlies stande or falls on its over-all effect-not on the individual show. Therefore the risk involved per thow to be a little daring and experimental. The writer can harard departure from formula. This is a challenge. It is an invitotion to make teievision

## Most Active TV-Film Series Distríbutors

Acadury Film Productions
123 W. Chestnut
Chicago, Lll
Apex Film Corp.
971 N . LaCienega Blvd. Los Angeles, Calif.
Beacon Television Features Boston, Mass.

CBS Television Film Seler 485 Madison Ave.

Coniolidated Television Sales 44 W. 56 th St. New York 19, N. Y.
Coronet Films
65 E. S. Waler St.
Chicago 1, II!
Crosby Enter prises
9336 W. Washington Elvd. Culver City, Calif.
Du Mont Network
${ }_{515}$ Fim Dept.
New York, N. Y.
Explorers Pictures Corp. 1501 Broadway
New York 36, N. $Y$.
Jerry Falrbenks 6052 Sunset Blvd. Hollywood, Calif.
Film Studios of Chicago 135 S. La Salle St.
Chicago, H .
Film Vision Corp.
1501 Brondway.
New York 36, N. Y.
Hollywood Television Service Republic Studios North Hollywood, Calif.
Ideal Picturen 65 E. South Water SL Chicago, II.
International Film Bureau International Now Tulevision Productions 1270 Sixth Ave. New'Yort, N: Y.

March of Time Television Charles Micbelion. Ince New Yort 36 .

Monogram Picturee
4376 Sunset Blvd.
Hollywood, Calif.
Motion Picturea for Television 655 Madison Ave.
New York, N. Y.

Music Corp. of America 598 Madison Ave.

NBC Film Syndication Sales 30 Roekefeller Plaza
New York 20, N. Y.

Official Finms New York 36, N. Y.
Paramount Televiaion Productions. Inc.
1501 Broadway New York 19, N. Y.
Fepnolds Productions 321 S. Beverly Drive
Beverly Hills, Callif.

Welter Schwimmer Productions 75 E. Wacker Drive Chicago, 111.
Screen Gemz. Inc. 729 Seventh Ave.
New York, N. Y.

Simmell Meservey
321 S . Beverly Drive Beverly Hills, Calif.
Snader Telescriptions Sales New York N. Y

Specialt Tclevision Films. Ine.
1501 Broadway
New York, N. Y.
Station Distributor: 40 E .51 st SE
New York, N. Y

Sierling Telervision Co. 316 W. 57th SL

Syndicated Films 1022 Forbes St.
Pitteburgh, P2.

Syndicated Telerision
Productions
10m Cahuenga Blyd.
Hollywood 38. Calif.
Tee Vee Company 445 Park Ave.

Tolecast Films 112 W . 4 th St . New York, N. Y.
Telescere Film Production New York, N. Y.

Televinion Screen Productions 17 E. 45 th St.
New. York. N. Y.
J. Walter Thompson Ca 420 Lexington Ave.
New York 17 N. Y.

United Artiser Corp. 729 Seventh Ave.
New York 18 , N. Y.

United Presi Aesociationa


United Television Programs 444 Madison Ave.
New York, N. Y.

Unated Warld Film 445 Park Ave.
New York. N. Y.

Unity Tolevision Cosp1501 Broadway
New York 36, N. Y. -

Vogue Wright Studion 469 E. Ohio St. Chicago, III.

Louis Weles \& Co. Los Angeles 36, Calif.

Western Adventure Productions 120 S. Poplar St.

Woodrulf Tolevision Productions Pittsburgh 10, Pa .

Zir Television Productions 488 Madison Ave.
New York, Fr.

## Film Offers the Panacea

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

The station L．D．Is the smallest segment of time that can be bought．We know that it can be one it can carry real impact at very low cust．
However，because practically
 quirements for the LD．${ }^{\text {it }}$
virlually impossible to plan a virlually impossible to plan a
station identification canpaign
 and carry it oul withoul graiza－ tion is imperative．Let＇s see how we might go about it．
The following factors all af－ fect standardization：
（1）The length of time for the 1．D．Most stations nou－require that the call letters of the sta－ tion be on screen while the com－ mercial is being delivered．The 10 seconds for commercial and verbal station identification．Of these 10 seconds，mome stations require 1 the seconds for zudio identification of slation， 8\％seconds for commercia． Otor station Identification．Stull other stations require varying segments in between $1{ }^{1 / 2}$ and 4 seemends．Therefore，the first thing to standardize is the amount of time given to audio station identification．We sug．
test 2 secunds．This would leave 8 gest 2 seconds．This would lead
（2）Visually，stutions are all over the lat in their require－ ters on the screen Some sta Hons insist that their call letters be at the rop of the screen， others at the bottom，some the top right quarter，others the top left quarter．In other words，re ways as you can divide the screct．
For standardization，we sug－ gest that nnly the upper right hand quarter of the screen be devoted to call letters．

Tecbaiques
Now let＇s look at the three

Gy Don Mectilife． Mannaer of Poeduction， Radianty Department．


in presenting the commercial in presenting． （1）The live commercial，with live announcer on camera．
（2）Slides with volce－ove
（3）A film commercial．
Let us discuss the possibilities of each：
（1）Live．Because of facilities Variations，crew and camera availabilitics．newessary rehears－ als，and casting problems，the multi－city live station I．D．cam－ palgn is virtually out of the question
（2）Slides with voice－over Here we really face trouble ardization．The factors：
（a）We may be required to use an Eastman Kudak 3x2 35 mm ．transparency，a balop． a selop，a multiscope，a pro－ jectali，a transparency $1 \times 5$ ． an opuque，a－w．How many
variables can we play with？ Almost without exception， each station will offer to re： produce the proper alides at an small cost if you will send them art work，Howe ver， thie step is out of the arencef＇s art and production control
and some statiuns do not have the best reproductive lacil－ tries．
（b）Even the soccilled
standard Eastman Kodak 35 standard Eastman Kodak 3 ）
mm ． $2 \times 2$ isn＇t standard to the size picture that is scanned． Thrce network o．\＆o．sta－ giving you a nice biack border around your picture．At leasi one station scans down on： $2 \times 2$ to nbout
16 mm ．picture．
16 mm ．pictur
（c）It is necessary to rely pon local live audio，and asting again becomes a prob em－as well as the use of snund elfects，Jingles or trick voices．
（d）The local station may use anywhere from ith to seconds for the station leav． ing an undetermined number of seconds for the commercials we have prepared

Many Variables
Obviously，these variables are so great they entirely elismanate slides for a national advertiser in more than a few markets． film alfers the one common de－ nominator on all 109 commer－ nomilly operated TV stations to－ day less then a dozen stations can project 35 mm ．We have seconds of sound for a 10 second I．D．sloce $11 / 2$ seconds of silence are required because of the advanced film because of the sound drum and $h$ second for a splice at the tail．Within thle a seconds the station must take its audio identification，usually live，and pgatin we have the variable Wherein the announcer may take between This，seconds and should be
seonds．This， standardized．
After some four years of cam－ mercla！TV，the National Asso－ ciation of Radio and Televisio Station Representatives and number of the major advertising ardization committec．it is too carly to say whether the soal of universal standardization will be achieved，but preliminary meet－ ings Indicate propress Lord help us if we don another 2.000 station

Continued from page 26
numbers．Spot＇s case will be even stronger．Consider the mest opiumistic postireeze sis are allocated，that UHF proves are allocall，that serviceable as to be fully as serviceable as VHF：that conlests for alloca－ tions are complete，and that all the stations are in operation （Sounds more like Utopia，1982） What then？Here is what it will look like for the top 102 metro－ politan markets as defined by J．Walter Thompson．
No Top 162 First 100 Channels Markets Markets $\begin{array}{lll}4 \text { or more } & 52 & 50 \\ 3 & 48 & 26\end{array}$ $\begin{array}{ccc}2 & 5 & 3 \\ 1 & 8 & 3\end{array}$
There will be more markets with only one or two channels than with 4 or more，among the top 162 marisets．Almost a quar－ ler of the top 100 markets will have only one or two channels， including cities like Hartiord， Worcester，Toledo．Syracuse， Grand Rapids．So even under these ideal conditions，half of the top 100 markets wall not bave enough channels to permit each of the four networks facili－ thes full coincidental program－ ing．

Now，let＇s look at costs．Un－ less 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 increased cables too，a lot of stations will not get a lot of network commercial programs． And if they don＇t get commer－ clal programs，are they likely when they can take the same program on Spos and make program on Spot and make twice as much：Networks sua taining programs area＇t lor to offer much inducement for sta－ tions even if offered．It the net． works can＇t persuade the adver－ tiser to buy all of its affiliatex doesn＇t It end up as selective market buying．on the networkl． and at a lower return to the station？
If anything，the＂post freeze＂ situation points to even all stronger Spot case．Films will require no cable，then will beat the cable time differential problem，then as now．Spot time will be cheaper， then as now．Stations will co－ operste more for Spot adver－ tisers，then as now．And top programs will be on film，even

It＇s Spot for film，then as now．

## March of Time Puts 2d Runs to Fine Pubserv Use

Public service，communisy good will and added sponsor im－ paet is the result of the＂Mareh of Times＂new formula tor sec－ ond runs of lts TV series．The public service angle is not a new one for the MOT．It has been exploited by motion pleture ex－ explors who，in co－operation bibilors who，educational zuthorities and whe MOT，have placed before ine school children of the nation school children of the nation－ these documentary fitms after ex－ hausting thetr local runs．in onc city in Texas 50,000 school chas dren Mot film thru these fie－ups
Now the MOT has brought its public service iechnlque to TV． Ulent who buys＂Crusude in Eü－ rope＂and＂Crusade in the Pa－ ciffe＂3nd its other properties is days following the local screen－ ing．Initially lecters are scat to the sponsor＇s customers，nis em－ ployess and communily groups Informing them of when tine gration．Local Lifewigs in vei－ erans＇organizations，educational and civic groups are then inviled to view the program before it is ripe for contact ufter the show ripe for contact ifter the thy wait to order the package，but others commit themselves．to public service showing immedialely． Civic Groups
Extensive tie－ups are arranged with churches，pubac school，high

By pitl wilitams

service reserve unfis，clubs，em－ ployee units，etc．Thuse reels are lent gratls to these organizations． Full recognition of the sponsor＇s publuc service gesture is afforded by including many of the com－ merctals in 6 lm ．
Employee groups have proved an especially large audience for the public servitec screentng of the public serviec screening of ＂Crusads．＂The Cieveland Bank Society got the series betore Al－ coa employee groups in that eit⿱亠䒑 For a number of weeks m inin weekly saw the viuco property． The American Brewing Company did equally well，ut not better when it showed the TV Rilm at Alr force bases thruout reaching a latge beer－ buying public．

That these publle service showings have considerable tm－ pact can be scen from the many requests for film elips which pour into the MOT office．Usually for－ mer servicemen spot themselves in the series and want pictures for either personal ise or for for either personal ase or
their buddies．In one casc，the Detroit Bank set up special Detroit Bank set up special sereening for ant war the organiza－ had uTiten into the organiza－
tion pointing out his presence in tion poin
the flum

Many Variations
The puble service angle can be extended in manifold varia tions．A contest was run by Philadelphla sponsor．In con－ junction with the educational au－
thorities，he offered a flyiug trip thorities，he offered a nyiug trip to New York plus a indit to tho wrote the best essays on＂Whal wrote paeific Means to me？＂
All this public service plugging contribule to the proeram＇s rat－ ing．in most cases ter series sharts off with a low rating ant the public service gimmick is ful－ hy explitited．
Thru spectal sereenings before its debut，the same technique can ployeghighted to the clueni＇s em＊ medialcely conten and if they like the program．In effect they be－ conce＂word of mouth＂salesmen for the sertes
To wrap up the entire project， from a public service point oi
view，the MOT offers apecial pro－ view，the matertal specifically do－ signed for educational usa
$t$ TV＇s Top Puppet Adventure Serial $\star \star$
12 minutes on film， 5 times weekly．
IHE 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＇A and highest Hooperated multi－weekly TV show on the West Coast for the past several years．
Sponmort of＂Time for Beany＂enjoy exceptional bonus benefita from exiensive program exploitation and more thon 25 exciting seady－la－use merchandising tie－upt－Beany Exploren Club membership cords，whisllas，rings，sundial walches，buttons，fan phetos，dolls，puppets，masks，balloons，docks，aqualic toys， fumblers，soop，bubble both，hosiery，scaff，handkerchiaff， croyon coloring books，comic books，wallpaper，cordboard cut－outs，large display figures，lomps，the．

TV Stationss＂Time for Beany＇is also ovailable to TV stations with privilege of resale to local odvertisars．

## Some very good markets still open．

For prices and audition prints
－write，wire，telephone ．．．
Panamanent Tolenilian Pradnotionc，Ince Notional Sole1 Office－ 1501 Sroadway，New Yorth 36 －Ellyant 9.8700 kTha Studior－$\$ 481$ Morathon St．，tor Angeler 38 －HOtymood 9.6363 a sirvict ofilh paramount illevisión neimork



## TV FILM COMMERCIALS

Listod below are the more sctive procucert of TV im commercialy and the producia for thich they The Billboand of the mayor advertieling agencien In chese whare product or ep ansor thentiachition Le not ititita information when not rwetived from at

mercial for the same product. The "Producers to abow the TV Aimm comply comples which have turned advertived on metmort televimion. The wroduet Litt Wha eomplued to permit the eens thentincation TV. Adaremes for the producers in the batier itst


## - Product List

|  |
| :---: |
|  |
|  |



## Product List

- Continued from page 40



## TELEVISION STATION FILM BUYER DIRECTORY

- Contimued from page 17

| texas |
| :---: |
| Brownswilite |
| XELD.TV |
| Bert Metealf, Program Manager |
| Dallas |
| KRLD-TV |
| Roy George, Film Buyer |
| Howard Anderson, Film Buyer |
|  |
| WBAP-TV <br> Miss Lynn Trammell, Fum |
| Miss Lynn Trammell, Flum |
| Houston |
| KPRC.TV <br> Bert Mitchell, Film Buyer |
|  |  |
|  |
| KEYL |
| W. B. Roub Jr., Film Buyer |
|  |  |
|  |
| JTAM |
| Salt Lake Clty |
| KDYL-TV |
| Connie Eckh |

KSL.TV
Richard V. Thiriot, Film
virginia
Norfolk
WTAR-TV
Ricnmand
wTVR
G. Conrad Rlanhard Jr., Film Buyer
WAShington
Senttle
KING-TV
Lee Schulman, Film Buyer
west virginia
Huntington
WSAZ-TV
WSAZ-TV
wisconsin
WTMJ-TV
James Fitzgerall, Film Buyc

## Well-Tailored Commercials Drop Costs, Lift Results

Now that television's strato spheric joy-ride is settling down to lace the cold business precepts of profitable advertising the television "commercial" is being subjected to the careful analysis of advertiser and agency. The commercial is the part of the program that picks up the "4ab." It's the advertis er's "sales department," And its efficiency in producing more only "rating" by which it can be judged.

With but rare exceptions, the use of film lor television commercials is neknowledged to be presentation. A one-minute film commercial will deliver a ful 60 seconds of advertising for the advertiser, and avoid the huradvertiser, and avoid the hurried, abbreviated sales pitch tre-
quently given the live commercial, because the live show with which it is integrated is running a bit too long. The film cormflufis. improper pronuncia. tions and sloppy presentation of the produet. Fifm techniques properly applied, add tremen. dous Impact to product indentitication, that cannot be achieved by the television camera, and
of course, the film commerciar's re-use value reduces the cosi per showing to a minimum fig ure that has a happy effect on the advertising budget
There is no master plan for the concepilon or production of a television commercial. For genuine effectiveness it must be tallored, first to the product second, to its use.
Beause it must deliver a factloaded sales message in a matter of seeonds, it must be dramatic video and every word of audio. Its continuity and pacing will determune the commencial's impact on the viewer and the viewer's reaction, as it is translated into sales. Film can supply the techniques that will mainthe sales story of a 10 to 60 second commercial. How you use these techniques will determini bow much elfective commercia you recelve for your moncy.
Basically" the film techniques that may be employed in the
production of a film commercial

## Key Problems

- Contibuce from page 13
group of top TV Ilim distrlbcunder the auspices of the Na. tional Television Film Councll a year ago to discuss petitioning ine Federal Communications Commission to set up a video that used by the motion picture industry. Group also agreed to try to make mandatory the filing of films by title in daily station logs, rather than listing "hickers as a "Western" or At that tume. the distributors lem was one of their major headaches. since stations in Mexleo, Brazil and Cuba were reportedly buying home movies from local distributors and running them off on video sans pay.
snent. Thetr long-tange planning was supplemented with an immediate project involving mailing of copies of Eastman Kodak's book "How to Take Care of Film to station film
depastment heads. along with a depatment heads. along with a spectal letter to top brass, de with current problems of TV film distribution outits.




embrace (a) live action; (b) simple animation employing the use or: (d) opticals; (c) cffects. (c) titles; (d) opticais; (c) cfrects; ( f ) mation. The cotegories could in themselves be broken down to further extend the listing, but with the exception of drawing the distinction between lip-synchronixed sound track, these listings broadly cover the com-


## Watch Colti

Common causes of too-expensive commercials is a failure to recognize the effectiveness of and to utilize them to the adian-


## Precision Now Offers

## Unmatched Facilities For 16 mm Processing!

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

## Herp are some of the new iypes of equipmetut that make Prectisiom a leader among filtu processimg linboratories:

NEW 16 mm DEVELOPING MA. CHINES Automatically operated-Maurcr-designed to handle the negative or positive promptly and efficiently.
AUTOMATIC TEMPERATURE ANC AlR CONTROL luist to a Maurer lechnical condition neccesary to the finest l6ram processing.
ELECTRICALLY HEATED AND CONTROLLED DRYINC CABI. NETS on rach new developinis machine turn out high quality film.
waxed and ready for immediale projection.

## Precision Film Lobaratories-d di- tivios of J. A. Maurer. Inc., wirh 14 years of specialisation in the lown firld, ropsistenily mepts the

 and speed.tage of the commercial as woll as the pocketbook. For example, we have all seen full anmation crowded into a short cormmercial, where semi animation would have provided a smeoth. er, more dramatic and less lor a series of six commercials to call for a single sentence of lip-sync that could have been handled just as effectively by an off-screen narrator, thereby saving the cost of sound crew, the commercial that uses a live demonstrator, who holds the product before the camera, usually loses the pacing, which could be accelerated and dramatized with art, titles, opticals and simple animation
The production of a television production of the 15 -minute or production of the $h$ eminute or a specinlized production job that requires a thoro, practicel knowledge of the use of the techniques that can most effectively tell your sales story in from 10 to 00 scconds. There's as great a writing a book and writing an ad.
Select a producer who knows ow to produce short advertising films, uthizing the techhiques that have been developed pose. Thet's the that very purmost effectuve commerclaisand that's the way to get more for your money.

NEW ELECTRONIC PRINTER : For
the reproduction of magnetic sound in combination with picture prints. NEW CONTROL STRIP PRINTERS oprate withont notching original $\bar{A}$ inorluee fades and disintues from clanges between scenes.






## TV Jockeys Face Varied Problems

## Hy JOE MARTIN

The disk forkey, long a particularly impontant persunase in radio brond costing. has not yet been able to ertablish a firm foothold in TV. The myriad reasons given for this seeming paradox have been re-hashed many times in industry bull-ses sons, formal forums and cen attempts have been made to come up with the basle mate. rials reeded for a TV disk jockey program. Snader's Tele criptions. Screen Gems and and the rew, but active, Studio Films outfit have all come up with what each believer is the ideal solution to the situation Records. of course. are readily available. Radio personalitieg too, ire available In all the
ingredients appear to be on the table. ready for the proper mixing.

Problems
There are, however, enveral problems which are prerfing there has been some reluctance among disk talent to sign up for appearances on the thres min
ute deejay fims. While it true that some of the top names have signed such contracts. many other performers are still bold outs. Second. music publisher have been loathe to permit thei usportant stardard tunese fims be used on these rilms. Lalter rea of the American Snclety of Au thors. Composers and Publush. ers to reach an agreement with the lelevision industry; and the publisher attutude that the film frod ucers can not "ds anything rights. Underlying thoughts in clude the question of whether some of the silent films (later run off to the accompaniment of phonograplı reord) are to be considered synchronizations. I so, argue the pubbers, they come synch payments.
The latest problem to arise however, may be the toughest of all to solve. American Fed eration of Musicians ${ }^{\text {a }}$ presiden James C. Petrillo has signified his intention to have his unson amend itis by-laws to the exten bidden to make ejther transcrip tions for use with television film or transcriptions and records for use with live television prograrns.

If the new regulation means what it literally says. and if Mr . Petrillo and his union are able to enforce it. the amendment to
the AFM by laws would have a the AFM by-laws would have a shows as the Paul Dixon and Art Ford programs which make liberal use of phonograph records. Just what effeet this tdict
would have on the use of ordinary phonograph records along nary phonograph records along dued by such firms as screen Gerss and United Arists is question which onl
Talent availability to the pro diucert of the TV disk Jorkey ance with the type of films be lng turned out. Snader and Studio Films have gone in for namen antists fairly heavily. Both of these firms attempt to turn out a miniature musical in three - minutes. complete wiuh ists and Screen Gems, however believe that the best production method is to produce a silent film with good, but not "name taleat and pair the film with phonograph records. Tho mos tor specific disk or with specific disk in mind, many of the films are sufficiently broed In interpretaison so that mose than one record can be coupled with the individual strips.
35MM. SOUND FIIMS
ruman -
n.mo

Aryant Smply Co.

## MUSIC

# Communicetions to 1564 Erondeat. Naw Youk 36. N. Y. 

# Pre-Confab Talks On Band Biz Held 

AFM, Booking Agents Mull Major Problems Facing Travelling Musicians

- Continued from page

Bob Phillips (Associated Bnoking): Mitt Krasny (GAC); Ben
Wullier (Lor Anseles indie), and Waller (Los Angeles indie), and
Morris Stoller (William Morris) for suggestions as to how the AFM and booking offices might and the resurgent climb of the

Bobby Mellin Organizes His Own Firm
NEW YORK June 7.-Riding the erest with two current hits Heart"), Bobby Mellin this week Ensland. The firm was set up in partnershlp with Francis Day
Hunter, who for the past 20 years have been associated in English
music enterprises with the $\mathrm{gig}^{2}$ Three among others. Mellin and Francis Day reps will have equa representation on
board of dire:tors.
Initial items in the RM. Ltd.
catalog will be the two above. $m$ nitioned hils, plus "I'm Sorry," Which seems to be moving up via deal us for England and the resi Australia New Zealand and Canada. Sonny Cox negotiated the old Orenstein represented Mellin

## Cap Expands

Rustic Deal
HOLLYWOOD, June 7 . The projected Capitol H. B. and West-
ern dance concert tour has blossomed into a two-prong program ana Corporation, who will han dle the booking, skedded two all rond unit. which will includ Hank Thompson and His Brazo Valley Boys, Skeets McDonald Geots and Idaho and Rod Morris will work a month of datea thru the Carolinas, Virginia and Tennessee, Winding up in Louisiana by Jack. Hunt and his KARK Little Rock. Ark.. band. About Capitol roster are being selected The Hunt-headed package will ado and Wyoming. The first tempt by Cap at a rustic artists days on the Const.
Plans for the Cap pop tour Cook. are being held in abeyance suitable list of pop stars from the abel can be assembled for the

NEW SOUND IN TECHNICOLOR!

## Jazzbo Collins, deejay over

 station WNEW here, was out driving one evenang when he quencher at a soft-drint skand Collins do you have?. rape, orange and birch What do you want"" "Let me have grape and bireh." anreate a new sound."wan reported represented not only GAC, for whom he works,
but also New York offices, such as Willard Alexander, Billy Shaw and the Gale office. A group of shortly before the Santa Barbara conclave and discussed the forth. coming AFM meeting.
Stein and Krasny both proitdicated beterally that booking
offlee costs have mounted faster oflee costs have mounted faster have increased since the boom
cnded in late 1946. Both Stein and Krasny agreed that while they lucation bookings and 15 per cen for one-nighters, their general (Cortintued on page 71)
45 Sales Rise For Capitol Is $52 \%$ Over '51
NEW YORK. June 7.-Capltol Hecords' 45 r.p.m. disk sales have
rigen 52 per cent the first four months of this your as against the same period in 1951. Thus
large fump in to stales has taken
place while the dikery place while the diskery has been
enjoying on, of the top saies enjoying on,s of the lop saies
periods in its history, The first
quarter of 1952 on all Capitol quarter of 1952 on all Capitol
ltems 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 "Whee
of Fortune." "Blacksmith Blues and "Tiger Rag. In addition tional center in the 45 disk, ha

Screen Gems Sells DJ Pix To 4 Markets

## NEW YORK June ${ }^{7}$.-Scree Gems, Inc., Columbia

 TV tilm subsidiary this week sold its disk jockey films to four newmarkets when the firm completed deals with WSM-TV, Nashville : TV. Ci
Four sales now put the threemarkets and a foreign city, $S_{3}$ Paubo, Brazil.

Phases of the music buginess and
armed with facts and fifures
The 302 delegation and comThe 802 delegation and comHollywood. on mutual problems. it is known that lurge segments of both locals feel slmilarly on bly televiston film The Billboard, June 71.

Hoyalty Levt Change
In addition to seeking a change applied to television film, Local
802 will prestat the FM board with the results of two investigis fions-one with regard to name sarvey of the inroads made by and television network program. With regard to the band busi-
ness, the execullive board will be nesk, the to correct a situation asked to correct a situation
whereby name bands are paying travelling band scale for jobs that the past months. has quietly in. itions of the type outlined Howereus and promiscuous."

## Nat'l Sound Seeks 100G From Ravens

NEW YORK, June 7, - The |ties allegedly due them. The asclaim that a performer's recording extended beyond the expiration date of the contract by virtue of pany calls for a recording date uf for the date, hus bermen made in uf sor in New York Supreme
suit by the National Sound CorCortion the National Sound Cor-
porainst the Ravers, a inping group.
Tract suit is based on a 1947 con-
ract runnin's three and half
that it asked the Ravens to per-
rorm for recording in August,
1949 , but that they did not make
themselves available for the ses-
sion until five montha later. The
sion until five months later. The
company called for an etching
and the artists showed up in
March.
National Sound asked for a
final scsion in August, 1950, and
Sinal session in August, 1950, an
the artists never showed up.
hae artists never showed up.
Say Contract Extended
The plaintif! claims that the
contract was thereby extended beyond its original expiration with breaeh of contract Ravens lered a secuad charg* ajainst Columbia Records, Inc, for allegedly induci
$\$ 100.000$.
The assignee of the Ravers, contract was officially the Sound Singers, has meanwhile sued Na AFM Would Banish
Multi-Dub Records
9. - Concerned over the growing trend toward multi-dub recordinas. detegates to the American tion here are expected to scek ou ways of banning the practice as a threat to musician employment. In lieu of an outright ban, action may be laken to limit nulti-dub by a heavy tax
sions required
sions required.
from the possible effect AFM action may well have con siderable reaction on diskery art ist-and-repertoire plans. If ban coes thru, the swing toward gimmiz waxings may weld be handed
a dcath blow. If special fees are a death it may become too expensive to gamble on taulti-track
elchings. In any case, the hiph
nut would make el ctronic experImentation less attrative
Old-line publishers probably welcome the AFM move. They have long bewailed the simperhaps a.\&r. emphasis would again return to good songs, and
nusleal performances. they say Certainly, if the gimnix trend were reversed, hit material would
da better in the sheet departmen While the current AFM-diskery license doen contain a pruviso against multi-dubs, the intent has been to forbid practices such as wheng at an tarchestra first and vucal. One way af accomplishing might be by selting a more inclu.
sive interpretation on this clause.
is Enee, represented by Jack Peari,
is Encks Enterprises. Inc. National
Sound Sound this week entered a 100,
000 counterelaim againt CRI and the Ravens. CRI moved that the counterclaim be dismissed, because it is the Sound suft aginst them, which was filed in 1851. The origina suit also calls for an accounting o the royalties the Ravens made re-
cording for Columbia after 1950 . The Ravens now record for Mercury.

ALL'S FAIR
Price War
Combatants
Play Ball
NFW YORK June 7. - Th ough-and-tumble price war and one of the mast peculiar ha recently come to lifht. here have found partment store a me marticular de tor, with fts sales price on pop singles dipping a A thing, have started buying
tain amounts of their record quirements from the departmen less than they would have to pay so charke it. sometimes makine
ise of their wives charge ac credit has been over-extended find this arran
deal all around.

## SPA Cancels <br> 3 Pub Pacts

NEW YORK. June 7. - The tion this week canceled basic acreements With three West Coast n. Preview Music Corporation d Crystalette Music Company firms.
The agremments were voided terms. particularly failure to sub mit coniracts to SPA a ceording to

## In the event the AFM decidea that the sidemen be paid the difrerence between travelling and local scales, the sidemen will rebe considered too drastic This may be considered too drastic an actoon, however, and some inssders 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 preater policing measof bands and a esacies licensed by the union. AFM board wil] also be presented with arrarvey, showing the inroads of mechanical music what the AFM bonnd cen do - bout this matter is a very mood point particularly in view of the (Contimed on page 71) <br> Release Jump On "My Hearf" Ends Happily

NEW YORK, June 7.-An old record-music incustry evil, regain this week and momentarity celebre. The tune involved was Take My Heart," published by santly -Joy and waxed many weeks ago by A Martino, at the me hession during which he cut Capito Becords purchased the Take My Heart" master frome with Dave Miller, of abs Records, to hald the record off the market until June 16 , so as not
to hurt the current BBS Martion platter -Here in My Heart.; be platter Here in My Heart, be
fore maxmum sales on it had
been achieved. Capitol asked Sandl-Joy to restrict the tune
until June 21 , which they did Meanwhile, Columbia Records had cut the tune with on Monday (2).
The situation was resolved without too much damage Friday aternoon (6) when Maler reagreement On Friday ovening Capitol Records started shipping copies of Martino's "Tolke My Capitol said it would continue to push the gas martino recording to show its appreciation of BRS'
woxem
Disk Volume
Off 10\% for
RCA in '52
NEW YORK Jline 7.-For the Victor's ovet-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 ctotugory where sales for the year
thru May are more than 25 per eent off from the same period in
1951. Pop sales, which include 951. Pop stes. Which include dehind about 3 per cent, altho it is believed that coumtry, and r.\&b. sales are outpacing lant year's tigures.
Internation both the kiddic and considerably abced of the five-month period in 1951 .

# Gal Vocalists Last Longer Than Men or Orks on Disks 

1949 Favorites Fall by Wayside Among Bands; Male Singers, Ditta stabinty in recent years than have either male singers or bands on

records. While nist of the same gals who made the hits in 1949 as well as in carlier years. are
still responsible for the buik of

## RCA to Launch

Large-Scale Re-lsue Drive
NEW YORK, June 7. - Stem ming from ths success of its "Collector's Series" in the pop and
classic tields, RCA Victor has set chasge-scale re-issue program in tuonal catalogs. Betwieen now and February. 1953. the diskery will release about four records every other week on the "Collectorys
Series" label, both on 45 and 78 r-p.m. majority of these diaka, The majority of these diaks, 20 years, have been out of issue.
They include such groups as the late Carlos Gardel ard his tango Band, the Puerto Rican Raphael Munar band and the Orquesta
Casino de La Paya. which at Casino de Lime Mad Migauetio vich at of vocalist. At the moment, most of this new series will consirt of
dinks, but some Italian and German disks will be included with plans for other In

## Serics." plans are underviay

 fexue a series of albums featuring eollections of music from foreigncountries. Titled Around the World with Music," the sets will

## Anthony Ork Booked Solid

## NEW YORK, June ?-The Ray

 Anthony ork, now playing onenikhters thru the Middle West nikhters thru the Middle West
has begn booked solidly by Gen
eral Artists Corporation Jral Artists Corporatlon, from June 21, to Februafy 8, except for ber. This ineludes both location
dates and one-nighters, for the dates and one-nighte
After a series of one-nighter:
starting June 21, starting June 21, thruoul the Northwest the band moves into four-week stand. July 15 to Au
Rust 10 . It will then do one-
nighters thru the Middle West and sperd a week recording for Week in September. Oither dates one-night stand-back to the East
Conast till December 1. After a Derember hiaties, the ork will
ply some holiday dater in the
Mid Allantic states from Allantic states from DecemSaville, Montreal, January it for St week. The ork is set for the January 12 to February 8.

## LIBRARY GETS BURMESE DISKS

The Library of Conpress ihis Week received a collection of
classimal Burmese disks for
tis folk music collection from ths folk music collection from Presented by James Barrington ambassador of Burma, the disks Jnclude lith Century court songs. with Burmese harp accompanument. They are in exchange for the Li-
brary's Archive of American Frary s Archive of American Use institute.
 tempt by the Associated Broad-
casting Corporation, local fran-
chise-bolder of Murak, to by-pass
the Supreme Court of Canada,
and take their suit with Compos.
ers, Authors and Publishers Aspo-
ciation of Canada, Ltd, directly
th the Privy Council In England
has failed.
ABC brought a mntion before
the Appeal Court of Ontario, and
the court reserved its decision on
the maiter, and handed down a
written Judgrment to the effect
that the case would have to be
dealt with in the ordinary way.
teking the case up to the Supreme
Court of Canada.
The same court (Appeal) re
centy granted CAPAC damages
for infringements by ABC, and tt
is this decision which is beling
appealed.

## EXTENSIVE PUSH

## Ops Get Brown Renown Club Publicity Plugs

HOLLXWOOD, June 7.-Ball- Zito is returning on trumpet. is


 actually is a band integrating
force established by which Orce established by Brown, his
managcr, Don Cramer and the
people who people who make up the troupe.
Started in September, 1951 , the
club ineludea the 17 sidemen club ineludea the 17 sidemen,
Brown, Cramer, band chirp Lucy
Ann Polk; Doc Cavelli, property
manager, and Doce Comstock, armanager, and Doc Comstock, ar-
ranger. Initiation fee for the club
was $\$ 100$ with a compulsory con-
tribution of $\$ 5$ per was $\$ 100$ with a compulsory con-
tibution of $\$ 5$ per week, which
is taken out of each man's check The original idea, man's check.
Butch Stone, prexy, wan to to
up a compulsory up a compulsory savings plan for
members of the ork. Too much
adverse craticism has hit show adverse criticism has hit show
busincss regarding poor credit
ratings and lack of proper savings Stone said, and boys in the ork,
felt thet the club would felt much of chis bad publicity.
act a savings account any such indie
savings club. Stone and Bob Higgins, secretary treasurer of the program, put the money into a
checking account, but will soon declde what should be done with
approximately $\$ 6.000$ which approximately $\$ 8,000$ which has $\frac{\text { ceving te bend becaute } J \text { Imm }}{\text { Mer }}$
Mercury Inks
Dick Jurgens
CHICAGO, Junc 7--Dick Jur-
Eens, who ihas week reslened
with Music Corporation of Amer-
ica, has fnked a one-year record-
ing paet with Mercury Records.
Jurgens nlready has cut his firsi
sides for the label. of the oldest
Jurgens is one of the
bands, in point of service, in the
MCA stable, having signed with
the office when he formed his
ork. and remaining with the of-
fice wlthout a break.
three have repeated thus far this year, and all of these have shown
less disk strength than three years ago. The Lombardo ork has
had one disk hit thus far this year, compared with three at the same time in 1949. Sammy Kaye
and Tommy Dorsey, Victor bands in 1949, had two hit records each
during the first five months that year, compared with a single The biggest drop has been experienced by Russ Morgan. who furst five months of 1949. Fourteen other bands had one or two
ides on the charts then. None o these orks has regiskered with disk hit thus far this ycar. The
buik of these are name bands.
Not only have few of yester day's bands continued as disk made the beat-seller list this year
than during the same 1949 period This is especially surprising in a particularly good year for the band business, and this year is
being heraided as the biggest being heraided 25 the biggest
band year alnce 1946. Also. Many of the bands which are no. longer as hot on disks as they were three the box office.
 tand out These have bands tand out. These have clicked lisks recciving equal billing with name vocalist. Leading this ca. legory is the Hugo Winterhalter twise independently during the hits.
Tu

Turning to the male vocalists, (Continued on page.71)

## NARTB Scans

Bryson Bill
WASHINGTON, June 7. A status of the Brymon-Refauver Juke Box Copyrights Bill is slated
to be given by the National Association of Ry Ry Ne Natlonal Asso-
meeting Television meeting here Thursday (12). Fri-
day (13). The board is expected to be noncommiltal after surveying the recent history of the bill the House Judiciary Subcommit ice on Copyrights, Patents and
Trademarks. There is mo chance sion, altho Subcome bill this ses man Joseph Bryson (D., S. C.), co Estes Kefauver (D., Tenn.) has shelved. NARTB toook no role in Juke boxes. The NARTB's per-prosram negotiations with American So
ciety of Compusers, Authors and ciety of Composers, Authors and
Publishers is also due for a go-ing-over at next week's sessions,
but nothing conclusive is expected, a spokesman sajid, inashappened.' on this matter since
the death of Robert Patterson the death of Robert Patterson
who had been serving as ASCAP counsel in the per-prugram ne-
cotiations.
King Extends Det.
Sales Staff Shuffle
DETROIT, June 7-A series of
ales staff shuffes by King Recsales staff shuffies by King Rec-
ords, amounting to a virtual reords, amounting to a virtual re-
organization in this area, was continued this week with thrce new Wilson, district supervisor by Jjm At Indianapolis, Frank Kurleman, former Midwest promotion
manager for Decca, was named manaker for Decca, was named
branch manager, succeeding Harold Fryar. and Jim Heaven, innamed sales representative. At representative, was upped branch manager, to succeed Bruce
Goldflies.
"BIG JON AND SPARKY" Columbia, Capitol End Tiff Over Disk Title

NEW YORK, June 7. - The the itte infringed on its "Sparky long-standing dispute between platters, and Columbin, Records' "Big Jon and Sparky" kidisks,
was settled this week. Columbia
withdrew its "Big Jon and Sparky" records trom ibe market
and agreed to pay Capitol $\$ 1.500$. Columbia also recopnized Capi-
tol's priarity of interest in the tol's priarity of interest in the
name "Sparky" or any varintion
thereof." thereor.
The
started
The hassle over the infles
tarted April, 1950 , when Colum bla first released kidisks featuring Bir Jon and Sparky." who were Realured over the American
Brosdcasting Company network, Broadcasting Company network,
via Cinclinnati. Capitol Records
took legal
the sitle infringed on its "Sparky
disks that had been issued pre Vously.
Columbin Records, anxious to settue the dispute amicably changed the jackets of its "Big the title read Big JON and much sinaller the last named nally, in order to subdue pressed the suit to have Columbia remove the platters from the
It is understood that Decea Rec Big Jon mame for to pact the
serkes. Sparky, however, will no

NFW YORK, June 7. - The

## Case Bolsters Pubs Vs. Sharp Diskeries

Abeles, Fox Win Pubbers $\$ 250$ Damages<br>Per Tune in Suit Vs. Bolletino

Judge Conger awardrd the publishers $55,002.50$. Factors makeach of the 13 tunes infringed, plus 51.400 in legal tees.
$\$ 250$ Demages
It has been traditional in the per intringement as applicable to cases involving shect music publle performances. Abeles and Fox. however, were ${ }^{\text {gble to make }}$
the point that the $\$ 250$ damages could be properly considered as mechanical means Section 101(b) of the Copyright
Heretofore. when publishers prosecuted intringementi on me-
chancals. the courts would only chankeals. the courts would only
zward triple damages amounting to 6 cents per record manufac very expensive. in view of the small amount of money generally recovered. Now, a diskery con empletine making records withaut proper licenses, or a diskery out paying oft, faces the likelibeing torced by the court: has been estimated that had Bolfor the 13 sonks, and had he paid rovalties. his totel nutlay would based upon the stimtutory rate of lactured Inste ment amounted to approximately (Continued on paue 71

## 5 Vox French Albums on 45

Recards recentiy made 7. Vox able its French popular serita on
45 r.p.m., marking the first time the LP diskery has offered cata loy items in the intermediate comprise the seties, festuring Piaf, Jean Sablon and Jacqueline Francois. The sets wall continue to be avallable on L.P.
The move was made to reach
potential buyers who won playpotential buyers who won play45 r.p.m. disks. Dealers have resuch buyers for the French etchings, according to Vox execs. List price of the alburns (disks $\mathbf{\$ 3 . 5 0}$. Lis versions, ineluding two additional sclections, remain at a
54 uell as anticipated, the diskery Master series on 45 . It comprises cight moppel music appreciation duplicating its classical catalo

## Tune Promosh <br> By Levington

## Chicago. June 7. - Archis

 heading who has been spear heading local pubber activitiesthru his Midway Music firm. this
week came up with another w, week came up with another thit
Chicago song-record-artist deal
similar to
This time Levington has two "Fick in andyed in the promotion, neath the Where You Said I Love by Lorry Raine. Windy City chirp, Under license of Tim Gayle. at
Lniversal Studios here. Jim teed off the "Love You Tockey
Side on his show, while Billy
Wide Welis, WBBM. spun the linitial All writers involved in both
ongs .are also Chicagasns songs are also Chicngoans.
Flckle was penned hy Gmyle and
Mel Stark, while Edelstein and Guas Carney. Harry Clcbanott, local Gayle. Herman Cliff Parman, anouncr Windy City ments harded the arrange-

to build sales

DECCA © DATA
YOUR WEEKLY GUIDE
ro
AMERICA'S FASTEST SELLING RECORDS

## TO BUILD PROFITS

## NEW RELEASES-SINGLES \& ALBUMS



## TOP SELLERS

...based on this week's actual sales

## Nus, COUNTRY

| 3 | so used to loving you that heart aflongs to me wabb plat | $\begin{aligned} & 26091^{\circ} \\ & \text { Fiorc } \end{aligned}$ |
| :---: | :---: | :---: |
| 1 | eack up the malls boys TILL TME WELL GOES DRY | $28146^{\circ}$ Allen |
| 2 | I'm BOUNO sOR TME EIMGDOM ido ratmer have jesus lied Yoley whithe Jord | 28147 . <br> notre |
| 24 | wompering <br> Now Silver balls <br> Wabt | $46354 \cdot$ |
| \% | wilo sioe of hife <br> it's so.long and goodery to you llurl ives end Grody | 280s5 <br> Mortio |
| * | almost <br> Ler" Iak= A Trip To The Moon Merfin Shiner and Grady | $28121^{\circ}$ <br> Mortim |
| 31 | peace in the valley Where Could I Go BuI To The Lord lied | $1458^{\circ}$ |
| * | somenoors stolen my hohey my mother musthave ieem a girl LIEE YOU trmes! | 20067• <br> Tubt |
| 1 | LITTE GREEN VALLEY Detiel smoke, dangerous curves Gurl lvet and Grady | $28181^{\circ}$ <br> Martio |
| 1 | - - lets take the long way home <br> 1 Hope Tomortow Niver Comes Autry | $\begin{aligned} & 46407^{\circ} \\ & \text { Inmemem } \end{aligned}$ |

## RHYTHM AND BLUES

| 4 | SLOW DOWN heve ituit I woman | 2808s <br> Lewlit Jorden |
| :---: | :---: | :---: |
| $\pm$ | LOUO TALEIN WOMAM TMEY RADDEO TME JOINT | $\begin{array}{r} 28113^{\circ} \\ \text { Molen Mumer } \end{array}$ |
|  | - my achimg heart I DONT kNOW WHAT youv mino | TROURLIN- Givddy Johnton |
| 1 | at latit moot man milus | $\begin{array}{r} 2799 \\ \text { Euddy johnt } \end{array}$ |
| is | peace in the valley mear the cross Sistor Rose The $A$ |  |




## mingin the bevili Dream

## BEST BETS <br> Stock these fast-moving Decca Records now ...the coming hits as indicated by actual sales. <br> Stock these fast-moving Decca Records now ...the coming hits as indicated by actual sales.

 mesition ruis miax| 1. | PRETTY AS A PICTURE WHEN YOO COME EACE TO ME | Mills Erothers | $28180^{\circ}$ |
| :---: | :---: | :---: | :---: |
| 2. | The moon came up with a getal ldea bast might watermelon weather | Bing Crosby and Pegsy Lee | 28238* |
| 3. | A MICHTY PRETTY WALTZ When Ifall in love | Jeri Southern with Vittor Young | 2822d* |
| 4. | Jordan for president oit witi. TEXAS | Lovis Jordan | 2a225* |
| 5. | THE CUEAM NIGHTINGALE (Sun sun Iobot) THE FLUTERS IAMBA | Music by Camarata | $28226^{\circ}$ |
| 6. | When the cactus is in bloom sathor:s Piga | Bitl Mowroe | 281*3* |
| 1. | I'M LOOKING FOR AMOTHER YOU MOMEY TOHKY RAMY | Hordreck Guntor | 28191* |
| * | I Watied a litile foo tong <br> t may mate wrsetf IN THE morning <br> (for Folling In love Tonight) | Trudy Richords and Artie Shaw | 24190 |
| - | Lonety wime my melanchoty baiy | Eill Snyder | 28192* |
| 10. | CMEROKEE (Indion Love sengl YOU'散 THE CREAM IN My COFFE | Jorry Wald ond Chris Connort Jorry Wald | 28203* |
| 11. | Peetti atioe frow, sow, Sew, sewf 1f'S Best we say goodeye | Evelyn Knight | $28227 *$ |
| 12. | you it mappened in monterey | Frad Waring | $28235{ }^{\circ}$ |
| 13. | saturday mag cusytooy | toberta toe with the Lawson-Haggart Jaks | $\operatorname{san}^{25236^{\circ}}$ |
| 14. | (The Angels Are Lighting) GOD's LITILE CANDIES somesody migge than you ano I | ted yoley with the Anito Kerr Singera | 28252* |
| 15. | crazy cause I love you SWIMGIM' TME OFVIL'S dREAM | Spade Cooley | 26253* |



| ALBUM TOP SELLERS | CHILDREN'S TOP SELLERS <br> The Adventures of the Lome Ranger: HE BECONES THE <br> HE FINDS SILVER <br> HE FINDSDAN REED <br> HE MELPS THE COLONEL'S SON |
| :---: | :---: |
| LEROY ANDERSON CDND. YOL. 2 <br>  |  |
| Leroy |  |
| TANGOS FOR ROMANCE <br>  | THE LITTLE ENGINE THAT COULD LET'S BA and A PARTY k. 57 tomberdo |
| $\begin{aligned} & \text { SATCH: } \\ & \text { n-s..15: } \end{aligned}$ |  |
| sn sons! |  |
| LOMBARDOLAND Ony Sombordo - | GEt Along little dogies Cus.18-szas |
| YS AND Dolls-Oric. Cat | CHICKEN LICKEN <br> citronh tovinor |
| Guy lombardo uring THE TWIN piANOS <br>  | Rls Adventures with the Parade Hisod warioy mid todo Lumpr x.15 = 1.128 |
|  |  |
|  |  Rocenti- 51.0 miox var <br>  |

 $\frac{\text { sommebody }}{\text { sing loberta Lee with }}$ Eunybody The Lawson-ltageart Jaxi Band
 Turaptle Polte

 Kour homert lit Toe Crowded Mervin shiner Crasy 'Coune I tevi You spade Cooley


NEW CHILDREN’S SET ABBOTT AND COSTELLO In Based on .the Exclusive Produclions Picture Narration with Oreh. dire by Albert Harris 2-51.0. : 1-185-95t

NOW AVAILABLE IN 45 RPM NORO MORALES
and His Orchestra

THE LORD IS MY SHEPHERD SACRED SDNGS Sune by
JAMES NEWILL (Barione) uth Instrumental Accompaniment
under Direction of Victor Young



## TOP SELLERS

.. based on this week's actual sales

| 20 | atue tanco Betle of the bati |
| :---: | :---: |
| 3 |  |
| 4 |  |
| 13 | blue tanco <br> Guy Lemberde |
| 4 | UMDEE TME ROWEYSLCKLE VIME $28166^{\circ}$ Hill komey of the lok Spofs you may me twe sweetmeaft of somicooy ELSE tak Spett touturing Ell Kamy |
| 4 |  |
|  | - "hang youe nead in shame whter is your wamoermg motner TOWICMT <br> Amdrews sibiers mend Red Foley |
| 2 | wabash etucs LINGEE AWNILE Andrews Sintort end Ren Moricos |
| 3 |  |
|  | - tatrerlo ano torn TWE WORLD MAS a MOMISE |
| 5 | DElICADO (Oenicote) <br> See If You bike If (Ve So Gentou) Woldyr Azevede |
| 2 | Plimk, plama munki stitimata |
| 15 | PERFIDIA you anoucht me love Four Acos |
|  | - "heae tm my healt <br> I'M sompry <br> Andrewt Siafert end Disk Meymen |
|  | - junco partuer Axure To (Foris $\qquad$ (hroes) cenis 'Jorde |




## EMERALD'S OWN RECORD

## Never Sold Public a Disk <br> Yet, Strictly Demonstration

union scale for his musicians and records them in a union-approved studio. According to Ayers, he is "the only guy who makes demonstration records at full scale. This is why the singer was so upset last month when the MPTF to ared his license to record due been restored, however. Ayers only places those disks, of the many demos he has made. on the market when he feels thin he has a chance to sell records or
to sell the masters. He has been to sell the nasters. He has been about the latter. His first com mercial release, "Rain is the Tear Drops of Angels" and "Alle-Alle In-Free." was purchased by Rainbow, and his vaxing of "I'll Wait was You" and "Birds of a Feather' latter also gave him a one-vear later also gave him a one-y
contract to wax for the firm. Follown Orders
Ayers will not sing the items on 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,
group, one or group one or more musicians,
etc. The singer has made disks ior many well-known writers such as Bernie Wayne. Larry
Stock, Abner Silver and Benny
Davis. and for some large pubDavis, and for some large pub-
lishers. Ayers says that he is able to making demanstration 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 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 comprehensive" catalog, and its separate categories. A column ten by Abner Levin, manager of in each issue. listed in the catalog. a few are omitted, notably the opera label, Cetra-Soria. Goody, who has fig-
ured in a legal hassle with Wil ured 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 forhome phonographs and fuke boxes, has effected a basic chang in the sales set-up of its lines.
Under the new set-up, Fideli tone needle line will be handled by direet factory reps, who will work with record distributors and
dealers. Richard F. Goetzen, sales manager of the Fidelitone Dale vision of Permo, will direct phase of the firm's activities.
The Permo needle line, which now includes 113 special needles, magnetic recording wire and re
cording tape and record brushe cording tape and record brushes will be handled by indepen dent manufacturer representa dent in charge of sales, and $J$ Wayne Cargile, Permo Product Division sales manag
pervise this activity

ACTION ON "SONGS FOR SALE" ADVANCED DATA AND TRADE

SONGS TO BE AIRED ON JUNE 7 OVER CBS-TV

ARCHER CO-OP HELPS BROWN
CHICAGO, June 7. The Thru ballroom operator, Tom Arhis annual one-nighter tour June 12 in Boise, Idaho. performance with Bob Hope in Holly wood June 15, but
the date will entail some of the date will entail some of the fastest traveling on recJune 13 . then moves 10 Si .
Joseph. Mo. for a Saturday Joseph. Mo. for a Saturday night (14) dance. Scheduled
to play for Archer on Sunday. to play for Archer on Sunday: er when the Hope deal came pp. and immedeph dance, he will. rush to Kansas City catch a plane for the Coast work the "Colgate Hour" on landay right after the show or Omaha, where he will then Fg ab a car and motor to Areadia, la., for a Monday

CBS Cuts Tab On "Songs" to 9 G Per $1 / 2 \mathrm{Hr}$.

NEW YORK, June 7 --The Coliced the asking price for the Songs for Sale" TV show to
9,125 per half hour, in hopes of picking up a sponsor for the sum put the show in the $8-9 \mathrm{p} . \mathrm{m}$. slot on Saturday nights if a portion of the program can be sold. have been in a dilemma over
"Songs." wavering between dropping the show for the summer and keeping it on whether comhave been unable to peddle the program, it has racked up good built a loyal audience. Some CBS execs believe that keeping it going thru the summer, without
the heavy competition from "Show of Shou's" on the National
Broadcasting "Company net
would build "Songs" to the posiould build Songs to the pos

Det. Park Terpery
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 drau'n 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 Day week-end, with heavy rain killing Saturday business.
The total was slightly above the when the spot opened. With ad mission at $\$ 1.50$ per person grosses rence and $\$ 3.750$ for Carle.
Decca Winds Up Beethoven Sonatas

## his week released the final six

 P's in its rold Label waxings played by Wilhelm Kempff. It is he first time the complete catalog vallable on a single been made The 15 disks that comprise th sel have all been issued by Deeca within the last four months. Sung by Georpie G1bbs
''LOVE SONG
of the
WATERFALL
Immy wakely-Caplitol SLIM WHITMAN-IMPERIAI

## Sides in Current Release



## Total Number of Sides Released by Each Label

| LABEL | Popular | folk | 4 BLUES |
| :---: | :---: | :---: | :---: |
| CAPITOL | . 292 | 92 |  |
| COLUMBIA | . 148 | 88 | . 38 |
| DECCA | 331 | 67 | . 38 |
| MERCURY | . 171 | 47 | 40 |
| MGM | . 189 | 65 | 8 |
| RCA | . 257 | . 96 | . 66 |

## Total Sides for Week Released by Each Label

| Lasel | popular | FOLK | 4 OLUES |
| :---: | :---: | :---: | :---: |
| CAPITOL | 8 | 6 |  |
| COLUMBIA | . 6 | - 5 |  |
| DECCA | . 10 | 4 |  |
| MERCURY | . 8 |  |  |
| MGM | . 13 | 4 |  |
| RCA . | . 10 | 2 |  |



## Tremendous

THIS OUTSTANDING RENDITION OF


## I Don't Want To

 Take A Chance'MERCURY $5871 \cdot 5871 \times 45$
COMING NEXT WEEK... GEORGIA GIBBS NEWEST HIT!

Rome Opera Is on Tour

ROME June 7 .-Hawing en joyed tis most successiful tinancial season in a decade, the Home Opera Theater has lowered the cur Gain to leave for its annual tour of trek to Germany was started by Mussolini in 1940, repeated the next year, and then interrupted by the war. The tour witzerland
sumed in 1950 , with Swind sumed in added to the program. admirers of Rome's Opera Company wal enjoy an all-Verdi procram featuring six of his best known works, "Alda," "Rigoletto"" "Trovatore." "Ballo in Maschera," Forza del Destino" and "Messa da Requiem. Germany, where the Italians participated in the International Music Festival there for a week. trom May 17 thru 23.
From May 25 thru 29 the troupe From May 25 thru 29 the troupe gave five performances the Ba -
nich, then moving from then varian capital to Stuttgart to stage four shows beginning Alter Stuttgart the Rome Op cra went to Montreux. Switzerland, to present "Ajda," "Forza
del Destino" and "Messa da Requiem," for three days beginning De Fabritifs and Maestro Gianandrea Gavazzend are alternating as directors on the tour. The cast includes such tod Itallan operatic names as Glacomo Laurl Volpi,
Carlo Platania, Enzo Mascherini, Carlo Platania, Enzo Masia CanGiuscppina Grnal Pogei.
BMI to Promote Modern Classics
NEW YORK, June 7.-As part of its continuing prodram in pro-
moting modern classical music, Broadcatt Music, Inc., is co-oper ating with the Musie Mountain
Festival in the presentation of Festival in the presentation of
new works by 29 contemporary new works by 29 contemporary
chamber music composers. The Connecticut festival which opens
on June 20 has concentrated in on June 20 has concentrated in the past on chamber music programs by such classic masters as
Mozart, Beethoven, Schubert and Mozart,
Brikns.
In addition to a flavoring of these, the concerts will include works by Bartok, Britten. Bloch Malipiert, Hindemith and VillaLobos, as well as other moder writers.
Dave McEnery Plans
Texas Dance Series
SAN ANTONIO, June 7.-Dave McEncry, known as "Red River
Dave," will promote a series of dances to be staged here at Woodlaws Gym during the summer. The City Council approved use on the spot for the dance session,
which will be held each Saturday Whicht thru Oct. 25. The dances nikht thru Oct. 25 . The cowboy singer is an MGM Recording star and is appearıng
un WOAl and has his own geries on WOAI-TV. He has just re-
cently returned from Hollywood.

Marion Anderson Set for Denmark
COPENHAGEN. June 7 - Con. cert bookers, Engstrom \& Sod ring, have sikned up singer Marconcerts in Denmark for end of Septernber. Jiss Anderson, with pianist Franz Rupp, will be pre sented in Copenhagen. Odense and Aarhus.

LIBRARY LAUDS KOUSSEVITZKY

WASBINGTON, June 7.The late Serge Koussevitzky, Who established a foundation
at the Library of Congress at the Library of Congreap-
ato advance muste, music app "to advance musti, music preciation and monored this week at the Library on the first anniversary of his death Wednesday (4). Librarian Luther H. Evans, calling Koussevitzky a "clizen of the world." praised the conductor for his training of young mu-
sicians. Films showing Koussicians. Fums showing BousSymphony were followed by a recorded message from his widow. present chairman of the Serge Kousse vitzky Music Foundalion.

## Polymusic Severs

 RPI ConnectionNEW YORK, June 7,-Polymusic Records has severed its connection with Record Producern: Inc., and has set up its own sites left RPI to foin Polymusic as sales manger, The LP firm plans to step up its release schedulalor. Artists recently pacted to reord for the label include Dianist Jesus Maria Sanroma, liveder inger Herman Schey and Spabgh guilarist Saine de la Ma
Urania Starts National Bally Over DC Station NEW YORK, June 7. - Urania Records kieks off a national promotion drive in washigton, jum its wisking of "Rigoletto" over that city's FM station, WGMS. The event will be supported by nerispaper ads focusing attenfon on the premiere, as well as within the listening range of the whion. The pattern set in Washanton will be followed in other cities, said Norman Chase. Urania managing director.

Brings Suit Over Time, 'Happens Every Spring' NEW YORK June 7.-Chargios Every Spring," was pirated trom his 1944 copyright, "The Little Things You Do or Say, song writer Emanuel Lack ow tued suit against publishers Bregman, Voc 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 FIGHTNEW YORK, June 7.According to Trendex, the Joe Walcott-Ezzard Charles championship Right lelecast ing Company network dre the largest video audience of any single event to date. A special survey gave the bout a 58.8 rating, with an estimated viewing audience of 37 million persons, all of whom decision, when the picture were left in doubt as to the blaced out at the erucial moment.


America's No. 1


## the blllboard Music Popularity Charts <br> For Revirwn and Ratinat of Redle and TV Showa Soe The Bill boardl Radior TV Section). <br> honok roll of hils

The Nation's Top Tunes


$\underset{\text { Week }}{\substack{\text { Last } \\ \text { Week }}} \begin{gathered}\text { nis } \\ \text { Win }\end{gathered}$
2. I. Kiss of Pire
Stmode T.167,

1. 2. Blue Tango
1. 3. Nere in My Ileart
1. 4. I'm Yours


 Miteri, Mintury sess.
1. 5. Guy Is a Guy



1. 6. III Wall Mlone

1. 6. Wheel of Fortune

1. 8. Delicalo
D. Stree, $V 20-4189$, imete suns $v 20-8677$.

Anthony Trumpet<br>Marcie Miller<br>and the Skyliners . . .


9. 10. Be Arything (But Be Hine)






FILL OUT AND MAIL TO YOUR NEAREST CAPITOL DISTRIBUTOR

TOP SELLERS---POPULAR
THE SUMMER HIT FROM THE SOUTH SEAS!
THE


"H1REWLL"
 and
STAR EYES


|  | $\begin{array}{\|l\|l\|} \hline \text { QUANTITY } \\ 70 & 43 \\ \hline \end{array}$ |  | -T LOST:- "-LOVE mE SWIET AND LOVE ME LOHC" The Dimmit sitrers 2062 |  | $\begin{array}{c\|c} \text { quantits } \\ 78 & 45 \end{array}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |
| "IM CONFESSIN" IThat I Gove Yowl." -CARIOCA" Len Pmul mad Mary Ford |  |  |  |  |  |  |
| "WhIEL Of PORTUNE." "I WANMA <br> LOVE YOU" Kay Sta" |  |  | "Lonely wine." most in meditation" les baxter | 2108 |  |  |
| "Thi alacksmitn olurs." "Lovi me of teavi me" ella Mse Morse |  |  | "Hat trin-lovin eac." "CoodTIME Charlien lop tFingers ${ }^{1}$ Cant | ,2081 |  |  |
| "OAKIE EOOCIE." "Love YA' Imi <br> madr' Elts Mas Morter 2072 |  |  | "IM TOURS." "Kiss of bint" Dick Beovers | 2102 |  |  |
| " waitid a hittle poo lonc." <br> "I HO NO HA WA) Mi roo" key Start 2062 |  |  | "wimowem." "Mamatu" <br> Yma Sumec | $207 \%$ |  |  |
| "scattinanalm." "as time cors iy" <br> Gav Ampinorv |  |  | "TMATY HOW IT coms." MEEPIN' OUT or mischitl mow" Nellie Leteher 201t |  |  |  |
| "SOMEWHER ALONE TME WAY." "What DOES IT TAKE"Nat "Kinc" Colp 208" |  |  | "THI HEAMT OF A CLOWN." "What a OIFFRINCI A day madr. Nellie Lunctier 191t |  |  |  |
| "ausybopy." "windustan- <br> lon Garter and ted Benne", <br> $210 \%$ |  |  |  <br> TONICHT" Oran Mertin |  |  |  |
| -IN Thi COOD OLO SUMMEATIME." <br> "SMoke rincs" Len Panl and Masy Ford 2123 |  |  |  swattows come sack to <br> CAPISTRANO" Billy Mmy |  |  |  |
| "Farewill iPer just amhitel." <br> ngtar ETES" Helen O'Commefl <br> 2050 |  |  | "at last." -ItL sit tou in my OREAMS" Aer Anthomp | 1912 |  |  |
| "Easy statet." "maynem" <br> dilly May |  |  | "MISTAKLS." "pirfidia" Ben Light | 2023 |  |  |
| "etue tanco." "pleast. mi. sun" Len Bextor |  |  | "YES - "MAMEO SMAPSODY" <br> 5tan Kentan | 2020 |  |  |
| TME BOOM SONG." "I WAS JUST WALKIN OUT YHE OOOR" lenme Cov: 101t |  |  |  Johrwey Pacon | 2081 |  |  |
| -DItICADO." - ACS AND BACCAGE* Stom Kanton |  |  | hONKT TONK BLUES." "ZITNEI lluss $\operatorname{lan}$ Garbet | 2068 |  |  |
| "IT'S A SIN TO TELL A LEE." "J"M THI wamlo's siccest fool" <br> The Four Knughts |  |  | "borgive me." - -just arcause" Howny Wahely | 2071 |  |  |

TOP COUNTRY and HILLBILEY

name

## ADDRESS

CITY

# тие вицеовко Music Popularity Charts 

For Rerimes ond Rotinge of Recto ond TV Shome Sme Tha Billeard Rodlo-TY Show Gharw (Rasio Section).

## - Records Most Played by Disk Jockeys



## VOX JOX <br> by joe martin -

## Preems

Mike Silver. recenlly mar-
ried, has foined WGTM. Wil. son, N. C. olter a year and a with WRAL Raleigh. N.C Now that Jack Gardner has taken a leave of absence from
WBIP. Booneville. Miss. his WBIP. Boonevile. Miss. his
disk spinning chores are being handied by Nolan Waldon. $\mathrm{Cl}_{\mathrm{y}} \mathrm{de} \mathrm{W}$. McPherson and Ver non Keith Wroter Jane Me. Cutchen is still program direc. Cor und musie libratian Jay
Giles. WSOY Decatuc Jay Giles. WSOY. Decatur. W1., has a new feross-the-thatrd show 1920's and $1930^{\circ}$ s from his own
 joined WoOF, Dothan. Ala
jeavjng WMSI, Decalur, Ala. ihe-baifd show morning ncross. the-boaid show has been extended to an hour and a half on
WLDY, Ladysmith, Wis... Clarence Hamana. W JMR New Orlestss, La.. is now doing a nine hour marathon (0) mm . to 3 p.m. on Saturdays. He'd
like to hear from focks for like to hear from jocks
merly with that station. Rem howland has taken ove the wake-up stint on KSAL Molina, Kan in Now that Bin lotescille, Va. for mijitary sertice, his show is being han. ded by Pete Bicklehaupt for
merly with WWYA. Char. merly with WWVA. Char.
lotesville. Va. ling has taken over the morn. ing show on WDOS. Oneonta, has switched to WKTV, Utica N. Y.... Doa Gay has taken over the nightly jazz disk show
on WRUL Corvallis. Ore Bo cenl additions to that fation's
 Geck.... Jock McCormack is now handling in across-the. Weard nighty suln Bew on W'IKR West Palmi Beach, Fla。

## Cimmix

"Bob Jonking has started a meint on his afternoon sessio. Yor WJET. Erie Pan Jack polling local high school studenss to determbse the type
of musle they'd be most inter.
 estect ions will be alred on ditlerent dayz.... John $E$. Sur rick, vepere and gencral man
ager of WFBR, Batimore. Md nas come up with a novel gim
mich for fecjays Balph Phil mich for deejays Ralph Phi lipt and Buill es Eoves. They Meadoubrook swimming pool Impressed by the chapel segment in the Rox Dale show: WCKY. Cincinnati, tuncsmith
Bernie Wnyne Bernie Whyne wrote II ${ }^{\text {a }}$ Chapel by the Side of the
R(uad." li's now published and recorded on Jubilee label Aay Goiden. KSTNN Sochton
CaMf. has inserted a three Calif., has inserted a three.
minute sports feature into hls minute sports feature into his spots to raise fund for the
Olympic Team He's pot local Olympic Team. Hes Rot local
sports celebs to cut the spots. spurs station WMLS. Sylacauga Ala." started a "Dial For Musie" show right after the town
changed over to dial telechanged over to dial telcPhones. Gorry Lawrence.
WCMA
Corinth Miss., polls the various grades in the local high school and aiso had the
funior hagh school chorus gues junior herh school charus gues
on his show.... Jot Vinceat on his show.... Jot Vincent
WHOS, Decalur. Ala., has started a "senlor specait" ser ment with appeal to gradual-
ing high schont atudents. Vin. $i n g$ high schon atudents. vin
cent visita tho sehools for news info and has set up several contests. Program director of KTBC. Austin. Tex.. Cectur Pryor. joined film star Janis
Carter on a personal appar Carter on a personal appear-
ance tour to hype her atest ance tour wo hype her latest
RkO nirk... Don Le Febre Win A. Sharloticsville. Va. found a sparrow on the street and broughe it into the studio Worked the gimmick for several days including siving the bird away to a deserving Eddie Chasc. Wood, Grand Rapids, Mich, says Recently had the extreme honor of beint Contimuéd ón poge 108

## - Best Selling Sheet Music



## Songs With Greatest Radio Audiences (ACI)



Top Ten in Television


## Emgland's Top Twenty



## rosemary CLOONEY

## "Botch-A-Me" <br> (Ba-Ba Baciami Piccina)

## "On the First Warm Day"

```
with Stan Freeman, Harpsichard; Frank Carroll
Bassi Terry Snyder, Drumb; Mundell Lowe and
```

78 rpm 39767 * 45 rpm 4-39767

Seppomber in Mos Rain © if 1 rou lucky - Yeu Co to My Neat



TONY GENMETT with PERCY PAITM
HAVE A GOOD TIME
PLEASE, MY LOVE
78 rpm 39764 * $45 \mathrm{rpm} 4-39764$
ford mitman
TAKE MY LOVE WITH YOU TOO
$\qquad$
78 rom 20956 : 45 rpm 4.20956

Hasir inmts ond mittr Rallen LIKE THE MOON ABOVE YOU ROLL 'EM
78 rpm 39765 * 45 rpm 4.39765
crsfir flatt end eart scrugos I'LL STAY AROUND THE OLD HOME TOWN 78 ipm 20957 - 45 rpm 4.20957
your cheak list-COLUMBIAS TOP TWELVE

JOHNNIE RAY
Walkin' My Baby Back Home
Give Me Time
39750 - 4.39750
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
gUY MITCHFLL
Piltsburgh, 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
$39673 \cdot 4.39673$

TONY BENNETT
Here in My Heart
I'm Losi Again
39745 • 4-39745
GEORGE MORGAN
Be Sure You Know
Whistle, My Love
20945 - 4-20945
Lefty frizzell
II's Just You
If You Can Spare the Time 20950 - 4 -20950

## louls prima

The Bigger the Figure
Boney Bones
39735 - 4.39735
sanimy kaye
You
Oh, How I Miss You Tonight $39724 \cdot 4.39724$

## CARL 5MITH

II's a Lovely, Lovely World Are You Teasing Me! $20922 \cdot 4.20922$
COUUTB/A eD
for music that sends them. . . to you!

# the billboard Music Popularity Charts 

－Best Selling Pop Singles

|  <br>  <br>  <br>  <br> POSITIN <br> Went linct Thy <br>  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| 23 | 1 |  | bIUE TANGO <br> Bनh of IN Ball | L．Anderson． <br>  |
| 5 | 1 |  | HERE IN MY HEART． cind wruly to Smep | artino． <br> （78）301；（45145－101－1 $\times 1$ |
| 9 | 3 |  | KISS OF FIRE <br> Lant Thens | Sibbs． <br>  |
| 8 | 4 |  | DELICADO ．．．．．．．． <br> fortional | P．Foish－S．Freeman <br> ．．．．Ca177ar39700；1454439700－ascap |
| 7 | 8 |  | URS．． <br> 化 Lentio | E．Fisher． <br> H．Winterholtor ． <br>  |
| 8 | 5 |  | I＇M YOURS． Hy Wotwr＇s Pewls | D．Cornell <br>  |
| 14 | 7 |  | GUY IS A GUY． Whe whe whe | ．Doris Day－P．Weston． <br>  |
| 18 | 5 |  | WHEEI OF FORTUNE <br> I When Lue Yeu | ．．．．K．Storf．． <br>  |
| 13 | 9 |  | ILL WAIK ALONE． That＇s the cheme Ye tame | D．Cornell． <br>  |
| 7 | 13 |  | KISS OF FIRE．．．．．． Fo the Ver fint T．－me | Martin． <br> 20477 ；145）97－4671－mat |
| 3 | 11 |  | WAIKIN MY BABY HOME Give 粗 fin | J．Roy．．a．．．．．．．．．．．a； |
| 14 | 14 |  | PENNSYIVANIA Doll Wis the 5rmatt Hewrt | ．．．G．Mitchell．M．Miller． <br> ．．．．Cn1780）3963；（45M－3963－a3CAP |
| 18 | 10 |  | BLACK5MITH BLUES． <br> tow Me o trow Me | E．M．Morse ．．．．．．．Centrenvza，iasif．igen－init |
| 13 | 12 |  | FORGIVE ME．．．．． <br>  | E．Fisher－ <br> H．Winlerhalter <br> Ascai <br>  |
| 14 | 15 |  | BIUE TANGO． Gyen fill | H．Winterthalter V（7a）20－8518；145147－4518 Asca |
| 2 | 17 |  | LOVER <br> veu be to My Mist | ，．．．．P．Iee G．Jenkins <br>  |
| 6 | 17 |  | I＇IL WALK ALONE． when 5 emp in y，hem | ．．．．J．Fromon <br> ．．．．．．Cmizazona rasw－zo4n－ascar |
| 5 | 17 | 18. | CARIOCA <br> Im Comestin＇ | ．．．．t．Paul． Capi7822c8B；usjr 2000－iscip |
| 4 | 17 |  | HALF AS MUCH．．． <br> Poor Whp．Poor－Witl | ．．．．R．Clooney Cur78339720：（45）4．3NIIO－Bul |
| 12 | 16 |  | BE ANYTHING（But B 5M Trok | Mine）．E．Howord． <br>  |
| 1 | － | 20. | MAYBE <br> Watarmelven Wisthe． | E．Fisher－P．Coma． v（702204744：（4547．4144－A5CAP |
| 4 | 21 |  | I＇M CONFESSIN＇． Cxita） | ．．L．Poul－M．Ford cancran2080；145）2000－N5CAD |
| 9 | 22 |  | BLUE TANGO．．．． <br> 4 las hi lan | G．Lombardo <br>  |
| 1 | － | 24. | POINCIANA ．．．． <br> Honet Lepter int | ．．．S．Lawrence． <br>  |
| 2 | 26 |  | DELICADO ．．．．．．． <br> Bre will Bagnay | ．．．．．S．Kenton <br>  |
| 28 | 25 |  | ANY TIME． <br> NHEP fetpep | ．．．．E．Fisher－ <br> H．Winterholter <br> ．．．．．vif8：70－4357 145147．4359－8vi |
| 8 | 26 |  | KISS OF FIRE．．．． move．tian that | ．．．．B．Eckstine $\qquad$ <br>  |
| 4 | 24 |  | HERE IN MY HEART <br>  | ．．．．T．Eennett Coll78197745；145）4．797n5－em |
| 2 | － |  | PM YOURS． <br> $t$ Unsentara | Four Aces Deri7B128u2；sas）9．28162－Bmi |
|  |  |  | WATERMELLON N•執 | HER．P．Como－E．Fisher v778120－4745： $145117-4744$ |

## －Best Selling Classical Albums



## DEALER

 DOINGS
## New and Views

＂Capitol＇s methend $n$ dispos－ ngeturn on shelilec records is downright sensible＂wirites The Solem Record Shop．of Salem，Ore．＂Why should we dealers＂pay irejght on dead merchandise only to have it
broken up at the end of the broken up at the end of the
line？Rie would fiory in doing it ourselves or better still． wateh our salesman perform the ceremony．＂The lalter probably woruid be quite a sipht．．．．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 Recond \＆Music，Roxbury， Mass，＂Blame it on the presi－ dential jear．tbree speeds．tel－
evision，cut priceb，liwe prices evision．eut pricer，luw prices ortten．＂．．．Other dealers have more encriureging comments to forward Mas．Foner Manole．of Carlisle Radio \＆Records．Car＊ lisle．Pat．frir instance，wites 16 hits for $\$ 2.08$ ，and they of have 16 hits for $\$ 2.88$ ，and they have comments．We have also made many ne wi customers that way．${ }^{\text {w }}$ ．Fierguson＇s Record Shop．of Memphis，has a pro tent promctional aid in the carry out bages he packs ree ands in．The coloriful paper Contaners list several dizen
＂All－Time Hit Records＂which the eustomer can check against his collection when he brimgs his purchose thome．he brings Meyer．of Town and Country Music，Westwond．N．J re－ ports．＂The Columbia $\$ 12.95$ extremely well．Columbia has done a great joh on the lelevi． sion promotion and hould reap a sood harvesi．＂

## Chatter

The Fiehmond Record Shop． of Richmond，Ry is per－ have records by Eddie＂Piano＂ Miller on Raint we Capitol and Decea．and now we notice that RCA Vietor is puting out कome resords by the same art－ ist．We＇ve leen wondering if
this is the stame man an atl this 15 the seme man an all
records：＂The answer jos．ves． records：＂The answer is ves． cago，writes that they have
been able to bonst the sale of been able to bonst the solle of
necond plawerg by pluggtigg the recond plawers by plugging the
ad vantagcs of Lp＇s．＂Reaning－ ton and Rnyale lakivels are out－ selling nther LP：five to one
here．＂Wels．writes．And， here．Houns of Music．vit Stack． ton，Callf，＂When are the price of records coming down

## Commentary

R．H．Frank，of Frank：Broth－ Ers，Millersburg．Pa．．has some
pertinent comments anent dealers in small communities． He writes，＂Strvice to smalt－ town dealers is ve：y poor． Breakare and shipping costs
are heavy．I think the snall． are heavy．I think the small．
town dealer should get his or－ town dealer should get his or－
der filled first instead of let－ ang the ity dralern walk in often kept waiting untly the distributor gels a new batch crom the manufacturer．The around to the distributor and get his order finhed．or his breakage taken care of quick．
ly．${ }^{\text {T }}$ ．Herold Fox of Foz ly．＂．Hasic Houce．Charleston．Sox has some advice for manufac－ turers：＂Reduce the number of releases．Halt sales to discoun
dealers．Stock trans－shupping．＂ dealers．Stock trans－shupping． ated Stores Lakciand．Fia 3sks that manulacturers＂Be more careful in pressing rec－ ords．People have complalned
of suriace noise bubbles and of surface noise，bubbles and
improper grooving．＂Her ad tmproper grooving．＂Her ad maintain an ample stock Sug－ kest items to mustomers．Ilave a happy smile und ：
－Best Selling Chidren＇s Records


## －Best Selling Pop Albums



## Classical Reviews

| BRAMMS：CENCERTO IN o Maso 1 IOA NILIN \＆ORK，Se． 77 Iseac stert 75 Voils－filt thorsen Biechom cone Roral Phath＇tmenk Ort <br> Col 03）ML A530 |  <br>  <br>  <br>  Cent ni－10＂） <br> v 133）LW． 164 |
| :---: | :---: |
|  |  |
|  |  |
|  <br>  | ortimsta wower the whith and tilinal dirction |
|  |  |
|  |  |
| ${ }^{\text {acterind }}$ |  |
|  |  |
|  |  |
|  |  |
|  <br>  |  |
|  |  |
|  |  |  |
|  <br> 1）PL－20100 |  $\checkmark 03)$ Lm－ 145 |
|  |  |
|  |  <br>  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



## This week's

## New Relcasss ...on Red lictor Wereane sentil <br> Shipb Coazt to Coant, June o




Maybe/Haleminelon Heather
(3) Lidy's's Man/Harrivd lyy the Bille, Divorced ly the Lak
(6) Tlual's the c'liallere You Tahe/Forgive Me
(3) Just a little Locin'/l'm Yours
(5) I Rememblier Minen
.......................20-618-(47-4618)
(3) Blar Tango
(5) Antime
(3) hiss of of firie
(3) lanessa
(5) Why Did You Leare Mr?/Lonesonn-That's III

(3) Looped
(5) Sighlit Train smin
(6) Rutza. Rutza/Ron-lloo
(3) Rut I Forgive Yod

vanessa
Ruso Winterhs:lex ind His Oreheiten The Diat Jockeve plet, Bulboard, Junr - DELICADO
 I REMEMBER WHEN

FROM THE TIME YOU SiAY GOODBYE (The Parling Song)/WEST Of THE MOUNTAMLS (East of the Sea) Dinnh Shorr- 20.4768 -( $47-1768$ )


BEECHER FRANK STATION WKLO LOUISVILLE, KY.

## Is you want to get out ind mem youe

 pulatenal have forcld of tum puble









$$
\begin{aligned}
& \text { dubse peboen, ese } \\
& \text { The phole preser }
\end{aligned}
$$ buch item way a bid lnink in th day






The stors who make the hits
are on

# RCA VIGOR Records <br> rCA vietor division <br> radio corporation of america, camden. new jemsey 



## America's TV Sweetheart!



Now on


## "FROM THE

 TIME

YOU SAY IN LDVE" and GOODBYE"
(The Parting Song)

## GORDON JENKINS 

Decca 28251 (78 RPM) and 9-28251 (45 RPM)

the billboard Music Popularity Charts

Fir Rericicx and Redin tr of Radio and TV Show 1 Soe The Alilhoard
Radio-TV Show Chorls (fladie Section).

## - Most Played Juke Box Folk (Country \& Western) Records



## - Country \& Western Records Most Played by Folk Disk Jockeys


 ientry mit werken moms
$\stackrel{\text { mostricum }}{ }$
Wress Last / This
10 1 1. WILD SIDE OF LIFE. ......... Hank Thampson.


72 4. HALF AS MUCH . . . . . . . . . . Hank Williams. . . . .
18 4 WONDERING Yem
Hen Sliw belt

7. DON'T JUST STAND THERE. . Carl Smith. . . .isin . . .
B. ARE YOU TEASING MEP. . . Carl Smith . ........

9. DONT STAY AWAY. . . . . . . . Liffy Frizaell. . . . . . . . in 10. IT'S A LOVELY, LOVELY DAY. Corl 8 mith . . . . ......


## RICHARD

the billboard Music Popularity Charts For Replowet and Raliwer of Redo
and TV Shows See The Bithoued RndinTY Show Chart（Radia
Section）．


## －Country \＆Western（Folk）

 Record Reviews| Caver noooy <br> WHY DON．T YOU COME BACM | Gnady－mantm slew foot five YOH ARE TME LICNT O HY |
| :---: | :---: |
| to me ．．．．．．．．．．．．．．．69．－70． 88. ．n9 | LIFE ．．．．．．．．．．．．．．．．．．．．．73－74－72－74 |
| Fing 1072－A strote mallad in there－eximer | OCCCA sazni－Gech miey me the fla |
| time remped by bete Auty，is mast esilly bor |  |
| Moocly to promame whing |  |
| when you have no ome to |  |
| Love Yoy ．．．．．．．．．．．．．．．．．72．－74．－70． 12 |  |
|  |  |
|  |  |
| madition． | （Continued on pape 117） |

－Folk Record Releases

|  | 为 |
| :---: | :---: |
| 50， |  |
| Orame | 边 |
| 边 |  |
|  |  |
|  |  |
| ） |  |
|  | 5tmivev20732 |
| \％ |  |
| \％own | T－ |
|  |  |
|  | － |
| comp | and |

## SLIM

 WHITMANfeatured STAR of＂The Lovisiana Hayride＂
8156 INDIAN LOVE CALL CHINA DOLL
A SURE FIRE HIT ．．．Picked in all the CHARTS to be the NO． 1 Folk Record of the YEAR
WATCH
CHARLIE WALKER 8155
flaming Jfwels TWO RED LIPS
IMPERIAL RECORD CO．，INC．

[^2]Noltrwood 20．calle．

## the blleoard Music Popularity Charts

Por Reeirea and Retingt of Radio and TV Showa Soet The Billuored Rerlio-TV Show Charta (Radio Section)




RHYTHM AND bLUES NOTES

## - Best Selling Retail Rhythm \& Blues Records

A New IMPERIAL RACE HIT! T-BONE WALKER
5193 I GOI THE BLUES LOUIE LOU
THE SILVERLIGHT QUARTET
5184 JESUS. LFNO ME A HELPMG HAND II YOUR NAME B/w UWFAIR DEEOS
LIL' SON JACKSON
5192 travelin alome YOUMG WOMEN BIUE
JOHN TRIPP
5190 Letiters, lemters, tetiers MOBODY'S WOMAK
FATS DOMINO
5180 COIN HOME
reeling ano rockimg
IMPERIAL RECORD CO., INC.
—By BOU ROLONTZ
Irving Fild of Washington, has:
booked a strong line-up of $\mathrm{r} . \& \mathrm{~b}$. talent for Saturday night riverRiver July 26 thru August 3t. He will run two rides nightly, and the first Saturday night dhow on July 26 will feature Sarah
Vaughan and Hal (Cornbread) Vaughan and Hal (Cornbread) Singer. On August 2 the stars
will be Charlos Brown and the
Clovers; August 9 Amos Milburn and Ruih Erown, and Augusi 16, Lyan Hope ind the Orioles. The Gitifin Brothers and the Five Keys follow on August 23 ,
and the August 30 show will fea. and the August 30 show will fea.
ture Paul Williams and Danny Cobb in a battle of music with Cobb in a battle of music with
Joo Morris. Ray Charles and
thrush Laurie Tate on the vocals. thrush Laurie Tafe on the vocals.
Brandies Unversity. Waltham. Brandies Unversity. Waltham.
Mass., is holding a Jazz Concert On Friday (13), which will feature Miles Davis, Max Hoach. Porcy
Heath. Jora Lewis, Alan Eaget Leaih. Jora Lewis, Alan Eaget, gan. The boys will give out with various styles of jn72 from bop
to Dlxieland. ... Derby Records to Dlxieland. .... Derby Records
Coneinued on voge 106

- Rhythm \& Blues
Record Reviews

| RHYTHM \& BLUES <br> Record Reviews |  |
| :---: | :---: |



Ma walMer

$$
\begin{aligned}
& \text { ane ne } \\
& \text { ond } \\
& \text { bed inem. }
\end{aligned}
$$





## -Rhythm \& Blues

 Record Releases
lach


BUY CHESS AND YOU Buy the BEST EDDE JOHNSON'S wins inoms sanare "THIS LOVE OF MINE" b/w
"BACK UP" 0 Thoth is Chess \#1512

the COMPLETE
Coin NEEDLE Line!

## RELEASED by POPULAR DEMAND

## BiLLY <br> MAY

 and his orchestra
## "THE MOST EXCITING BAND OF THE YEAR"

 together

CAPITOL 2130

## the bulboard Music

## Popularity Charts

For Reviens and Ratinga of Radle nnd TV Showa See The Billboard


## - Advance Record Releases

## POPULAR



 Whin 2110

## POPULAR ALBUMS

## 

 ticatinize

## 




Small Combece












HOT IAZZ



67,000 reuen The Bulbontd
ACTIVE eleaified entum ACTIVE deasificd em
BUYERS



- Record Reviews $\qquad$







Each of the recorderevewod here expresses the opinion of the members of The Billboard music etaff who reviewed the record.

 DECCA 2s234-chanord turfe in "Esebyy



LOS Musicos





AIT MOONEY ORK
I WAY HITE MVELE IM



 nismes adod the nupror

The Mancuers
GE
MARCM Hizi............. 60..70.69.68




 Wo me teli ine sto withm min mitref we
 Thay hate mrself in

## $t$



## uza monto








BLLY MAY
 sem let to 2 chate ts chere dunk tompe.
 Mavem




CISELE MACKEMAIE
WHISTE MY LOV $\qquad$

















AL MOREAN.FRAMIGE FPOBA
IS IT TRUE WHAT TMEY SAY



 - lat of cua

##  <br> Bushbicar …............. 13..75...72..72 





 Lantor- by
JEN NUGUST
JUST OME OE TMOSE TMIMGS . $74 . .76$-.74-72



 MAT "KING" COLE-BILLY MAY OAK WALIIF MY BABY BLCK

 day wive ing intimale mike of "xisu


the billboard Music
Popularity Charts




Eneh of the records reviewed here expresses the opinion of the members of The Billboard musle stafi who reviewed the record.

- Continued from page 61


## SWYOER MUSIC CORP. <br> (ASCAP) <br> 4527 SUNSET BLVD., HOLLYWOOD 27, CALIF.

POPULAR
Record Reviews



now 9t's. "LOVE ME SWEET" (AND LOVE ME LONG)

## CAPITOL RECORD 12028 <br> Recorded by <br> The Dinning Sisters



and a chorus of 70 soldiers and airmen singing ....
backed by
"TROW TME TME YOU SAY GOODAYE' No. 1227 \& $45-1227$


## ANNOUNGEMENT

Due to circamstunces beyond our control, we have just blundered upon another hit, and it's all about an amazing young lady called -

"Mood Indigo" By the FOUR BLAZES

UNITED RECORD CO.
5052 Cottage Grove, Chicago 15, 1il,

## THE BILLBOARD

## Music Popularity Charts





## Hame tockajs WHO is kMockime at my

 - HEART

## HOT JAZZ

Record Reviews
anson haccart azzz asno

 THE SMEIK OF ARABY.......72-72..71..71
 fintirata teor ing and atentria

OOS SCOEEYS FRISCO BAND
 Moten ture coectuss: good vara by Chemy




100 musso serte
COYE BACK TO SORAENTO ...72..73-72..'7

 cuTtie THE Mut


mit mickson's quaktet LOVE ME PRETTY BABY. ......6. te to .th
 meati AMO SOU

 we balabeck quabtet
WE ANO WY. SMADOW........ 88.68 . 69 . 68
 ine maty.
MAN SELLE.



## EBERLYATHIS BEST!



## TOP TALENT on <br> SPECIAL RELEASE! <br> HeNWIS BROUTIRS <br> Auf Wiederseh'n GOING STRONGI

 Sweetheart

## ALAN DEAN

 You'll Never Be Mine Do You Care!MGM $\mathbf{i 1 2 2 6} 74$ rmm-Kil236 as sm
(1) | BILLY EEXSTINE

## Kiss of Fire

Never Like This
Hold Me Close To You

Nam 13
If They Ask Me


## BILL

 FARRELLBreak the Bands That Bind Me
Stay



| SKIP | I Concentrate |
| :---: | :---: |
| MARTIN | - -ril |
| Martin | - |



## CINDY LORD

After Graduation Day So Deep My Love


|  | arlem Nocturne | WOODY |
| :---: | :---: | :---: |
|  | 1 Luthe Country Road in Switheriand | HERMAN |
|  | - | Her |



## FRAN WARREN

## Leave Them Alone

## Heavenly Father



## BUDDY <br> DeFRANCO

a wis amont

## Get Happy

## Samia Shuffle



JOHNNY KING
Way Downtown at the Bottom of the Hill

Where Were You?
Where Were You

BOB WILLS
Snatchin' and Grabbin'
I Want To Be Wanted
mom 122418 rom-kilisi 45 rmm


LOVELY TOLONKAT
KATHRYN GRAYSON • RED SKELION - HOWARO KEEL

MEM RECORDS
available all throe Record Spect - 11 IPM MEM Absan 150 - 11 IPM NGM Above 150 - plopdag ivord E1SO

## - The Billboard Pikks



THIS IS THE BEGINNING OF THE END. Don Cornell. . . . . . . . . . . .

YOU'LL NEVER BE MINE. . . . . . . . . GUY Mitchell.
..........................Co Commite sp8ss


## - The Disk Jockeys Pick


 mes vill me:
 marbe .........................................E. Fimm. . , Com .......... Vietor 20-474


## The Retailers Pick


 tomosrarar Milu vill Me.
$\qquad$

| y heart ..........................a mation ies |
| :---: |
|  |  |

## - The Operators Pick



|  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |


with Stan Freeman, Harpsichord; Frank Carroll, Bass; Terry
Snyder, Drums; Mundell Lowe and Sal Salvador, Guitars.


CORAL EXECS VIsIT TEWARK COSNAT FINM ... -
Coral execs were In Newark,
N. J. Tuesday (3) to help fete the otficial opening of Jerry Bhints
Cosnat office in that city. About 200 dealers. artista and juke ap

Complete Record Manulacturing Plant FOR SALE
5 Phomograph Record Prarees. $240^{\prime \prime}$ Mille. blonding. grinding ond compoundine equipmant. Cen also be used loe platicic. Will well or lease building on 2 acre lot.

## E. BARNARD

erators w
festivities.
JACK BEAGMAN
Jack Bergman. of Tempo Dis. libes of Conecrt Hall. Spa and Iyrichard. Clarence Cohea. for merly of Concert Hall, has joined Tempo to head up itt classical departmen
DECCA'S EASTEAN
DIVISION MEETS
Decca held a meeting yesterday (6) of jts Eastern Division. Managers of the firm's branches, and Eastern Seaboard distributors, at tended the 1-day conclave at
New York's Biltmore Hotel. Meet

## JaCK CARRINGTON

"JATURDAY MEHT FIDHRRY"

hase surpased all other ethorts wib

## "JOHNNY"

Gisele MacKenie
CAPITOL RECORDS


## Greater Than Ever Before!


"AT YOUR COMMAND" "HE SIGHED AND SHE SIGHED cand the sea sighed toor
'TELL ME THAT YOU LOVE ME TONIGHT'" 'SWEETIN'

was chaired by Al simpaon. divizion head JACK DUNN GETS
Mik Conner. Decca's artist reations and publicity chief, has Irwin Zucker as Eastern deciay promotion man for Coral. Zucker leaves on European trip next Week. Conner aliso named Ann
Roisman as publicity assistant. WARING HOLDS OUTING
FOR MUSIC MEN
The 1 th annual Fred Waring
outing for professional music men at Shawnec - on - the - Delaware Shawnee, Pa., Was held last Tues-
day. (3). The day was day. (3). The day was spent by
most guests in colf or baseball. tho a number of visitors had a relaxing time at the pool, during the lovely spring day in the Pocono foothills.
"HIGH NOON" TELLS FILM
A new tune published by Leo Feist. Inc. "High Noon," from the Stanley K ramer flick of the same narke, is very unusual in that the movie. The tune has been waxed Bill Hayes on MGM and Tex Bitter on Capitol.
Meyerson Signs Pac
With Musimart.
Jack Moyorson. operating head of Merit Records, has inked Musithe low cost LP line in the Dominion. The diskery is readylng
a new release of 12 records to add new release of 12 records to add
to its growing cataleg to its growing cataleg. Barnett Makes National
Tour of MCA Olicta... of the Music Corporal veepee Anierica. left for the West Coast lendance at the American Feder ation of Musicians' Convention at tour of all MCA affices on his way back east.
IRM, DISESEL NEW CH Chance Records, with headquar cago, has been formed. and is boy Porter: the Chanceteers, an instrumental group. and Jomes
Williammon, all rhythm and blues artisti. Label now has set 15
distributors and, after setuing West Coast rep will offer na-
tiohal distribution Firm will

2026 WEST 92NO ST.
Phone: PLymouth 4-9121
2026 WST 92NO ST.
4-912 Ancits 47. Calif.

## Music as Written

## New York

Ork leader Bob Calame has signed a new five-year pact with
National Orchest ra Service. MidNationa Orchestra Service. Mid.
west booking agency. Calame, Who used to be with Lawrence
Welk. started his ork in $19+8$, and has becume well-known in the mid-lands thru his many anc-
nighters in the area.... The Atnighters in the arca... The At-
lanta Pops Orchescra. under the direction of Albert Coleman. month. Ork is sponsored by the City of Atlamta. The American Federation of Musicians and an
Atlanta Theater. Hammond Organist Frank Redd le was
signed by Jeb Records signed by Jeb Records last week.
Reddle is now al the Flotel myn in Scrantor Pa. Sue Ev. ane, who has waxed for Cadillac Records, started an engagemen at the Subusban Supper Club. Brooklyn, this week.
Tommio Connor. English cleffer
and former exec. of the cleffer writers' Guild of Great Britain has arrived here. He plans to settle in the Stales and becomp an American cluzen. One of his first acts was to join the Song writers Protective Assoctation
. Another recent signer of the SPA roster is old-time writer Lew Brown. He returned to the organization after a 5 year hiatus, Lee Esstman. music industry
attorney, is due back from Europe next weck. Eddie Heller, head Feliz Mankslecid to handle expod sales.... A fourth son was born to the Lou Boorstelns, of Lesilt Distributors. Monday (2). The in fant was named Richard Ira.
Gene "rupa has thrown his hat sent out buttons ta his Sandusky O. fan club whicb read "For President-vote for Gene Krupa. Shapiro. Bernsteln \&irl Fridav of Shapiro. Bernsteln \& Company,
has narried Rabert Reingold of has married Rabert Reingold of
Brooklyn. Arco Music put lishing firni headed by Ari Cookhas been licensed by Broadcast
Music. Inc.... Herry Bellefonte opened al the Village Vannuard Rodgers - Mamm will present a Rodgers - Kamanerstain night at
the Marine Stadlum. Jones Beach the Marine Seadlum. Jones Beach.
L. 1. Jacubs Film Music, new publish
ing firm with music on film it brary for background use. w formed last week. The firm headed by Allonso Corelli
Vaugha Monzos is an vaction Vaughn Monroe is on vacation for
one month. The ork leader will broadcast his Camel Caravan
show Irom New York during his show from New York during his
month hiatug...E. B. Marks is tying in its tune "Phineiana." Which was reoently waxed by With the "Poinciana Festival" in Florida this week. June 6 to 13. with Floridian jocks to spin the platter often during this period of Local go9. American Federa. tion of Musictans, are heading for the
tion.
It's a boy for Bernie Miller. Victor press chief, and his wite
it's their third child. Mercury $P$ abol
Mercury Recordk will push its
release of disks by the Gene release of disks by the Gene Krupa Trio by issuing three disks
per month of the combo. The group will cut eight siden for the
diskery next week. diskery next Week. L..E Edward
Lemb. of Edwerd Lamb EnterLimb. of Edwerd Limb Enter-
prises in Toledo, will sponsor the five free junior concerts for child. ren by the Toledo Orchestra dur-
ing the 1952 - 53 season. . . Abbey ing the $1952-53$ season. Abbey
Records cut four sides last werk with the Paul Noighbors ork. ....
Derty Records signed a new singDerby Records signed a new sing-
ing sroup. the Winmera. built around singer Bob Houston, formerly with MCM... The Elliot ler Hotel here Monday (2) for four weeks. Sammy Kafe'
ork will play a week in Allantic
City's Steel Pier from August 22 City's Steel Pier from August 22
to 28 . The ork plays at the Baltito 28 . The ork plays at the Balti-
more Music Festival sponsored by
the Association for Crippled the Association for Crippled
Children on Sunday (8) at the Memorial Stadium in that town. Jimmy hilliard. Coral a.\&er. chief. has announced the signing of Two.Ton Bakar as recording
artist. He'll wax both pop and kiddie material for the label... Norman Wainstroer. Coral sales
manaper, was in Dallas this week manaker, was in Dallas this week
for confabs with the diskery'g
$\mid$ distributors In that city. Houston and New Orleans.... Art Freeman. of Benart Distributors, out-
let for the Decea subsidary in
Cleveland Cleveland,
this week.
Guy Mitchoill is at the Capitol Theater in Washington... On Monday (16) he moves to Chub
by's in Camden, N. J. .. Mindy Carson opens at the Holenden Hotel's Vogue Room in Cleveland
for 1 wo weeks Manday (9) or 1 wo weeks Manday (9).
Top Victor brass have returned Top Vitor brass have returned to
the city. Paul Barkmeier, diskery topper. is back from the Wies Coast and Geoge Maruk, a.\&r.
director, has returned from a Eu. director has returned from a Eu-
ropean jaunt covering Enuland ropean jaunt cuvering Etyland. Barcloy, owner of severa! disker Arthur Brown. conductor or the Dallas Symphony ork. is here for new members... Sol Hand werger, advertising and promotion director for MGM. is vaca
lioning for a week... MGM is lioning for a week... MGM holding special screenings of the and Narth Jereey dealery and de pament store buyers.

## Chicago

Ray Anthony set for a three. troit opening July 3. Park. De. Garber jnto Peony Park. Omana July $10-18$; then Roes to Cheyenne. Wyo. for the Frontier Days Cele bration July $21-26$. Dick
(Two-Ton) Bater set to cut hat (Two-Ton) Baker set to cut hls
liry sides for Coral. Sirong opens al the Hollywood Palladurn June the Coast to San Erancisco tof a lengthy stand at the Mark opke.
Raiph Flanagan into Lakesidr wevk. Also set for the focation is Jimmy Dorsey, who opens a two-week stand July 10. Dorsey July 2t at Hiawathas Gardens Manitou Springs. Colo.
Forest Park Highlands. St for a week starting June 13: Ralph Marterie. July 11 , and Buddy Morrow. Who opens July 25 for
one week. has inked Palmer for July $9-13$
and Marterie July $23-27$ row is also set for Edgewater
Park. Detrolt. June $20-22$ and Palmer gets a two-week stand a Duteh Mill Delavana Lake. Wis.
Buddy Grecco starts wicks whe
un at Mop's Main Street, Cleve. run at Moes Main Sireet, Cleve
land. June 23 Dorothy Col
lins. TV sineer into lins, TV singer. into the Hollen-
den Hotel. Cleveland July 28 for Harry
Harry Ranch and band renewed for an Indefinite period at Don Crimes start run at the

## Use "TODAY'S TOP TUNES"

## for New HIGHS in RECORD SALESI

"Here's The Billthas 3 weekly out to 30 poll of Hist carried bels. record numbers and artists, according to popularitycomplete on an attractive.
easy-reading $81 / 2: 11$ sheut printed both sldes.
With top-selting folk records. 45 and 39 RrM albums, plus ord comers - there's nothing like TTT to spur your business - to use as a tustomer propect promotion puece - to

Baker Hotel. Dallas. July 2t
Max Millor into the Streamliner
here June here June for several weeks. Colony. Montreal. June 26 thru
July 5. July 5.
Philadelphia
Red Rodney': jezz sextet, halding forth at Lou's Moravian. has signed Mac Lerner, owner of the room. as Personal manager. Mi-
David La Millor and Paul L. Mil lor are now listed as the sole lor are now listed as the sole pany.... Freddie Gray and his Gray Century label, including the maestro's cwn "Dream Lover" broken up his band to lumbus Cortes outdit at the Em. bassy Club replacine drumntur man Jack Magaziner. . Tevia Corodetsky, of the Forrest Theater's violin section. has beern mamed conirach cor for the "Borschi Capades" pit orehestra during the revue's summer run at
the Million Dollar Pier in Atlantic City. ... Vocal coach Artic Singer is teaming songbird Jackie Oliver and Ralnbow's Arthus Treat for a TV song story series Sinns
writers Association of Philadel. phia is prepuring its oun house it SWAP and Albert Berman have set up hop as the Recording Company of Philadelphia. ... WIP broad. caster Mac MeGuire has waxed his songe. "Oohl Horne, How I Love You," on Abbey Records. . Maestro Marty Kramer has drawn the pit assignment for the
Gateway Playhouse. Summer stock oppration at nearby Somers Point. N. J. ... Stan Levy, lone a Pixfure at the Rendezvous, has disbanded his outfit and joirs in Cleveland at the Town Cusito Detroip
The new. Blairs Music Publish.
Ing Company headed by Clarence Ing Company, headed by Clarence Blairs. is bringing out a spiritual, fraven bound Train." as its Nolson Trio returned io Yeamans Supper Club Monday for \% fourweek relurn engagement. Dewey Berman. King Records pipp recording director, was a weekend visitor, arranging plans for a local personal appearance by the
лew. King star. Stere Lawruce. . Gerry Hoftman is joinlng as the nex thrush with the Jorry號

George Moffat once Hal MrGiyorge Moffas, once manaping the Lake-Shore Hotel. Cleveland. Norman Grana cut first sides for Mercury lust
please check
PAGE $6 G$ FOR IMPORTANT ANNOUNCEMENT EY .
Unifed Record Compeny
keep them coming back to
our sitome the after timet


## Pre-Confab Talks On BandBiz Lanza-Victor

 - Cont, due to the fact that major|kuarantee. Stein, at one point names have asked for smallercommissions from the offices band department made money in Both men stated that band de- 1951 ." He added that the vapartments have been saddjed with
higher salaries, greater phone
bills and greses as tor promoton costs.
dividual departit from eacht. Two major Krasny pointed out that since offices said that they not only 1946. GAC has had more of its made more money from their act personnel on the med, not only departments, but one office said
sellina. but attempting to work that without an act department with ops to insure the success of they would be in serious trouble dates. Krasny sild that GAC has financially,
been attempting to stimulate ex-
General comment of the meet pensive exploitation prosfam, ing was that singers have re Both Stein and Krasny pointed placed name bands os the most oo the exit of the William Mortis popular hem on the general puboffice as additional proof of the lies hit list. It u'as pointed out handicap under which band book. that disk firms kiven this seg said that Morrls office exers of a push in the past five years studied the band situation and
decided that it took top men to
into a tirade against the gittempt. sell bands and that these men which was initiated by members ler later said that the WM office chapter to . Los Angeles AFM $\begin{array}{ll}\text { er inter said that the WM office } & \text { chapter, to kayo } 5 \text { per cent for } \\ \text { mat for teleppu. Petrillo said that }\end{array}$ din and $T V$ reporting that the office recently linked Xavier CuTVI and Freddy Martin for radiocently severed their management connections with MCA. but Marthe office, while cugat is taking work which MCA offers, but is also receivias submissions from
other offices (The Billboard June 7). Stoller, when quaried nfter the meeting. said that he turn to location and will reband booking. however. Kresny latet pointed out tha bands have taken a beating trom
the decline of demand for travling orks in vaude houses. He eited the fact that in 1946 . major ageneies could get a good band 20
weeks of vaude dates up to an average $\$ 12,500$ per weck Currenuly, orks with top names can get an average of tour weeks of

## Name Band Probe On Agenda

## - Continued from pare 13

vention in New York, indicated be asked to regulate or ban mult his belief that there was not much dub disks (see separate story). to do about the situation. AFM chllosophy, thru the years, has the fight against mechanical music was hopeless; therefore, tarit film.

Score Elite" Group
At last year's convention, Pe . trillo bitierly excoriated an whe had had the temerity to question the contract he negot strongly defended the pact despite the fact that the pact contains no strict censures on the use
of mechanical music. The 802 arof mechanical music. The 802 arguments. bowever, will indicate is increasing, that some 12 net-
work prograrns which traditionally used live music have now will be urgently music, and will be urgently suggested that The mitter of TV film, and the feelings of Lacal 802 and Lacal 47. Hollywood, has been outlined in the last issue of The Billboard. To butiress the arguraents of the to the AFM board specific in to the AFM board speeific in-
stances where the 5 per cent lovy resulted in a loss of employstances had to do with the use of voices instead of instruments by agencies producing film

The 802 contingent ask that an examination the diskery license be made with a view to getting a better onc when the present termer expires, It was so suggested that the boend w

FAR BELOW COST
THE "SECOND ELIZABETH" AIBUM ABBEY RECORDS
available all three speeds
srcan aossour maxt- $\$ 1.29$

## 


LEW BONN COMPANY

## Pact Stymied

NEW YORK, June 7.-After ex tensive negotiations, attempts by Lanza have eompletely collapsed Lanza have completely collapsed
test pmperty a short time ago test pmperty a short time ago had wanted ä term contrac $\$ 800,000$ over a 20 year period year royalty deal.
Lanzas first disk pact was with Victor. Long interested in his po-
lential, the fimm had underwritten vential, the firm had underruritten
part of his musical training be fore he starsed to record for the label. Signed as a Red Seal artist his real impact was in the pop My Love" and "The Lnveliest
Night of the Year." plus a number of highly successful album pack-
His almost meteoric disk sucHis last disks with the label prior to the expiration of hia con tract, tailed to reach the sale peak of his carlier efforts.
London Releases

## Swan Lake Ballet

## NEW YORK, Junc 7.-The first

 complete disking of Tehaikovaky""Swan Lake Ballet" has just been issued by Londan Records as ${ }^{\text {a }}$ special releave. Set on two 12 . by the London Symphony Ork under the baton of Fistoulari, for Russe de Monte Crrio. Long : popular favorite. "Swan Lake" only in abbreviated form
VOICE IN THE WILDERNESS
NEW YORK, June 7.-The
following appeared in a following appeared in a re-
cent issue of Allegro. the ofcent issue of Allegro. the of
ficial journal of Local B02. of the Amertican Federation of the American Federation of
Musicians. "Notice! Some xylophone. drum and violin muxic with my name printed upon it was stolen from my studio at the Julliard School of Music. Any information leading to the whereabouts of
the music will be rewarded.


Distributars
Agents-Dealors
AC-DC TELEVISIO
most teraitories coen

SOUARE AND ROUND DANCE RECORDS

OOLD IIMER RECORD COMPANV
Employer-Employee Meeting Plice


## Gal Vocalists Last Longer

- Continued from paje 44
 the first five months of 1952 have months of 1951, the great major followed thru with hits thus far This year. Particularly st rong during the early months of 1949 were Como, with seven sides on the chart, Crosby, with four. and
Torme, Jack Smith and Gordon 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, Eddic Fisher Frankie Laine. Don Cornell. 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 rear such as and thus far this vear such as
Eddie Howard and King Cole.

The Gals Repeat
While new faces have replaced bends and the male vocalists. much higher percentage of the gals have stayed at the top. Ten thrushes had hits during the first ive months of 1949 . Leading these were, Jo Stafford. Doris Day, Kay Starr, Patui Page, Dinah
Shore, Vera Lunn. Margaret first four have all had strone chaft entrles this year.. Several
of the others have current disks that could easily break into clicks to the rext few weeks

## - Sides in Current Release

Week ending June 7


## THE WARKETPLACE Munkian CIASSIIS MUSIC-RECORD INDUSTRY M, mimmin

IRCLE IAZZ RECORDS


- Album and LP Reviews


## Music as Written

 $90-100$ TOPS30-4 EXCELLENT
$70-79$ COOD

## ole rouctavinty pmate of 76

## EMEDES <br> 






## - Continued from page 70

weck with Eillie Holiday and Al at the Brown Derby. . . The
Hibbler, backed by all-star groups. Harding and Moss Revue fentur Mibbler, backed by all-star groups. Harding and Moss Revue, featur
Granz intends to cut Lady Day
Ing Carol Biaine. are at Bassers


## Hamilton Buys

 Drama Serieslive package to play the newly
renovated Orpheum Theater here.
Music Professional manager on the Coast) are parents of a daugh-
ter, horn May 30... Lawrence Welk inked new two-year pact
with KTLA which almost KO's
any possible tour of his old Midany possible
west stamping grounds until 1954.
Balimom Arom bigerie, back Des Mo Moines Balliroom biggie, back at the Tromar, following three Teeks at
Mayo Clinic. . Don Terry, who
once fronted commercial hotel
crew, is building a jump band ance Io building a jump band
crew, Is will be booked by GAC.
which Dave Kent, formerly with
Maspole Music cos contad man,
has joined Vogue Records here, has joined Vogue Records here,
doing exploitation Bob Stephens, ex-Decca vet who is handling
a.s.r. for the firm, is going East
for Vogue to scout talent and seck
distrun


Tempa, New York: Treo, Phile-
delphia; Earnett. Baltimore, and
Alten, Kichmond Va, to handle Alten, Richmond Va 10 handle
the line. . Frankic Laine Enter* prises, which will handle mersuede jacket and sport shirt deal
for Laine with national manufac. turers.
Lew and Leslii Grade office, set
Ike Corpanter $11-p i e c e ~ o r k ~ a t ~ t h e ~$ Flamingo. Las Vegas. July 17 foth
nine wecks. Carpenter's pact with

## Toronto

The Proms. presented by the
ety, opened agaln this week in the Varsity Arena. Been signed to


Scoul are back at the Town Tav-
considers hlmscif lucky, He
walked away from his car withlhree times. winding up looking
llke his own secordion. . . The
De hechi Brothers have opened

## NARTB Report

- Conlinucd from page 6 so far in fis nution-wide study
previously authorized by the hoard.
The The study group is expected to
report that it is now ready to go
out into the deld" in quest of a out minto the held" in quest or a
formuta on how AM radio can
operate succesalufly alongside TV
The The board also will get on encour-
aging rport on the current FM
campaign from Committee Chaircampaigo from Committee Chair-
man Ben Sirouse, veepee-general
manager of WWDC. Washington manager of WWDC. Washington
Strouse's report will mention pros-
pects not only for FA's survival
stationulse, but also for expansif stationulse, but also for expansf
along functional lines. such
transit radio, in view of the 5 transit radio, in view of the apublic vehicles.
The board will review current
Iegislation, Mneluding the McFarland bill and political libel bills, and is also expected to suggest
strategy in coping with the curstrategy in coping with the cur-
rent House committee probe of
TV-radio. (Sec separate story.)

"All-Star Revue"
- Continued from page $f$
but is visualized as a hiph-speed
vade-variety stanza.
Magician to Be Emsoe

$$
\begin{aligned}
& \text { The emsee is to be Ballantine } \\
& \text { he Magiclan, who will handle all }
\end{aligned}
$$

$$
\begin{aligned}
& \text { the Magiclan, who will handle all } \\
& \text { credits and introductions, and will }
\end{aligned}
$$

$$
\begin{aligned}
& \text { make performers appear and van- } \\
& \text { ish. The plan also is to use newer }
\end{aligned}
$$

$$
\begin{aligned}
& \text { young comics out of NBC's Com- } \\
& \text { edy Development Plan. and but- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { eay } \\
& \text { ress them with some bliger } \\
& \text { names. This was attemoted }
\end{aligned}
$$

$$
\begin{aligned}
& \text { ness unes. This was atempted } \\
& \text { nriefly this season by "Royal }
\end{aligned}
$$

$$
\begin{aligned}
& \text { briefly this season by "Royal } \\
& \text { Showcase." which was a com- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Show case, which was a com- } \\
& \text { pletely different type of show, }
\end{aligned}
$$

Dave Garroryay is reported to have the inside track as headliner stints. Plans for the fall still are vague, With several aiternative
plans being mulled. One calls for weekly turns: Jimmy Durante, Tallulah Bankhead
Another variant adds such oth. Brothers, Harold Lloy d and Mau. rice Chevalier. It is quite certain, on nor Ed Wynn will be used Carson nor Ed Wynn will be used on likely to get a new 30 -minute format of his own.

## McFarland Bill

## - Cominued from voom 6

sion will pass the House next
week. Altho the bill could be thrown into a House-Senate confrence, MicFariand may accept urned to the Senate, if it appear:
conterence would prevent Con gressional action on the messure
this session. MeFarland is reparted to have no strong objec.
tons to the House version tions to the House version.
Most striking change in the
House version is a rewritten po House version is a rewritten pro suspend case-and-desist orders to 10 days revoke construction would be added to the commis broadcast licenses. The House authorizing the FCC to refuse station license or construction permit to anyone "adjudged suilty by a federal court of unawfully monopolleing os attempting unlawfully to monopolize radio communisation directy or inmanufacturer or sale of radio ap paratus, thru exclusive tralfic ar rangements. or by any other meians, or to have been using un
fair methods of competition.

WHIL GIMMICK TOP GIVE AWAY

MEDFORD, Mass., June ? -Giveaway programs finally now its going to take some doing to beat the grm set-up In a guessine contest the outlet gave as a prize-the
station. Mrs. Frankin Hart who won the contest - an the station for a day, has invited all her neighbors in on Monday (9), the day she holds
forth as buss before turning forth as buss before turning the station back, to watch the go thru their paces.

PERRY COMO ma EDDIE FISHER
TOGETHER, SINGING
$\nabla>$

## A BIG RECORD!

"Watermelon WEATHER"...

## Banker Casts For CBS-TV

NEW YORK, June 7. - Bob Banker this week was named to-
take over as head of casting at the take over as head of casting at the
Columbia Broadeasting System's video operation. Formerly an assistant to Whorthingion Minor on "Studio One." Banker replaces Bob Freyer. Who has moved over
to join Minor at the National to join Minor at the National
Eroadcasting Company. Broadcasting Company.
Fryer will act as gene ager for Worthington Minor Pro ductions at NBC-TV.
 How Ivailable on 45 RPM Records

 Each sitis Three Asrpm recordsVOX PRODUCIIOMS, IMC.

## BUS FOR SALE BUS

- Lefral for Orrimereru or Chorus - 37 Pasardiget
- Perfect Mecliauical Condition - Nruly Paintedi In and Gat - Linaide CDothen liacha
- Rageene Campartmen

Unilpeneaill

- Good Rubler


## Wries:

1564 Itradway. N. Y. 36. N. Y.
PROMOTERS
Gus Jn our Mailing Lite Each weok Tha
 neet you worrs tirexialiky responsibie of

mancer origingors of tho


## PLEASE Check

PAGE GO FOR IMPORTANT
ANNOUNCEMENT BY . . .
United Record Company


# NIGHT CLUBS-VAUDE 

## WW' Trims On Cosss; Henry Asks to Refire

NEW YORK, June 7.-With the summer lull around the corner, another talent agency, the Wi-
Itam Morris office, has decided liam Morris office, has decided
to cut expenses, by trimming the staff but so far the personnel switch has touched only Jightly. Dick Henry, who will
reach the retirement age (63) next September, has indicated his desire to retire, possibly to open his own office. Henry has been a more than 20 years.
partment. will resign next weck Some other changeg will affect
the secretarial staff. Music Corporntion of America has also sliced its staff, but in
that case it claimed it was done to get new blood into the organi-
zation. MCA has already hired two lads. graduates of the Har-
vard School of Business, and is hiring two others.
NEW LOOK FOR SOPHIE KILTS

## phie Tucker started well on her two-week vaude stint here by keeping Scotish newspapermen entertained for a solid ninety minutes at a press reception on Monday (2). <br> Sophie, plans an all-Scot- tish finale to her New York thow when she opens the Law when she opens at the this fall. She has ordered this fall. She has ordered a Kilt "fifty-ineh waistline. boys"y and hopes to have it made up in the tartan Lauder <br> 

SIVGIE THAVPPIINE COVIEDY ACT
Num Dmokitig for $1952^{\circ} 5 \mathrm{~J}$
Gondrinh 'S AGENCY


## i

3 DET. GRIPS
LIVE HIGH IN DC DETROIT, June 7,-A trio
of Detrolt stagehands, Ed McMillan, Sidney Day Sr. and Lester Calvin, on the road sored tndustrial show, reunintended bereficiaries of a slip in reservations when they pulled into the Washington Hotel Statler. With all regular rooms sold the hotel managernent, wanting to take care of the motor company's representatives, slipped the
three stagehands into the presidential suite at regular presid rates - the first to occupy it since General McArthur.

## Gleason Show



NEW YORK, June 7.-Jackie Gleason and his Columbla Broadcasuing 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 glessureh July be Loew's Pltesburgh July 3 for
one week. Thon comes the Chi-
cago Theater, Chicago. July 11 ; cago Theater, Chicago, July Il;
Foy Thcater, Detroit, followed by three three-day stands at the RKO houses in Cincinnati, Day-
ton. O. and Boston. The last date ton. O. and B
starts July 28.
The show is buled as "Away
Gleason. Art Carney, Pert Kelton. Reggic Van Gleason, the
Honeymooners and the Five DeHoneymooners and the Five De-
Marco Sisters. The Marco Sisters.

## Gale Skeds 18 Wks. Fall Jobs

NEW YORK, June 7,-Ala Gale's Celebrity Club, now shutAugust 29 with a new policy that
Gale claims will give acts 18 Gale and Freddie Stewart, plus a dance team not yet booked, will
do only the dinner show. Two subsequem shows, the midnight and $2: 30$ performances will have
completely different acts.
The latter two shows will have The latter two shows will have
a production line singer and comic. Gale is fipuring on a
budget of about $\$ 5,000$ a week to entice pertormers. Diek Henry of the William Morris office will
book. Gate figurss the 18 -weck sked between his local nitery and his
Miama Beach spot. If an act does good in New York an act does eoight weeks and will then open
in his Florid. cafe where it can get an additional 10 weess.

## Philly Cafe Ops Adler Book Check Adopt Nitery Shows AGVA Ins. Policing Plan <br> PHILADELPHIA, June 7-Hit

 hard by the raiding tactics of lo-cal police, the Cafe Owners of
Greater philadelphia voted Greater Philadelphia voled a meeting this week its own clubs by adhering to a rigid three-puint plan Which calls for watching every door for minors, making every questionable patron show age identification, with no drinks
served to any person under served to any person under
doubt. Second point calls for blanket refusal of service to sales stopped at the prescribed
hours of 2 am . daily and mid nght on Saturdays.
Police raids were directed Jsst
week against the Club Harlem week against the Club Harlem
and Lou's Moravian - in both cases seeking minors, Law re-
quires the elbow bender Lo be at
(Cominued on page 77 )
Uphold Case vs.


PHILADELPHIA, June 7. upheld the injunction restrainin a locel nitery from using the
name "Golden Slipper." Opinton was writlen by Justice Johnc C Bell in affirming the injunction the Golden Slipper Square Club, orgal Masonic and philanthropic
orgation, agninsi the Golden Slipper night club. which feature American-Jewjsh entertainnment.
The Court ruled that a charity The Court ruled that a charity is entitled to the same protection of the legal action on the Golden OHper Restaurant and Catering
SHpper
Company, which operates the
nitery. Club, operated by Joseph nitery. Club, operated by Joseph ovar $\$ 100,000$ In advertising. dis-
play material and promotion of the name of nitery before the liti-
gation was staried.

Accident Kills Bobbie Davis
NEW YORE, June 7.-Bobble autmonobile aceident Wednesday date in the Catskill Mountains Bert Jonas. indie agent. a pas senger $r_{j}$ recieved a broken leg and
ribs. Joan Brooks, band singer was burned in the same accident The car, driven by Davis, hit a Stroudsburg. Pa., Jonas and Miss Brooks are now in the East
Stroudsburg Gene Stroudsburg General Hospital.

## Canadian Vaude-Cafe Biz Booms Toward New Highs <br> - Cortinued from poge 1

 ung for dancing,Chez Paree (capacity 375) is
pulling them in with four acts pulling them in with four acts. Headlined by Joey Bishop, who
goes over blg wlith casual delivery and new twists that make old cags seem like new. Ruby Hill.
a looker with pipes to match,
sell well at sells well as do Ronald and Rudy
with their graceful, slow-motion acros Rickey Hale cmeres and sings, while Palar deLuce fronts
show ork. Peter Barry unit plays

## for dancing

sell-out some clubs are doing sell-out biz without name acts,
most of the bigger houses have booked top stars in a "give-cem-their-moneys-worth" spirit. Billy
Danjets will soon be current at Patricie Bright at the Ritz Cafe.
Opera singer Frances Greer holds



| DY MATERIAL for all drumetrs of Thootriceth Hur olasons PUN. HASTBE rizinat shou-tay gil Mice Mhu sonke of then |
| :---: |
|  |  |
|  |  |

## Copacabana, New York TThurday, June 5)

 1215 and $2: 30$. Operators, Jules
Podell-Jack Entera:ter. Booking, non-exclusire, Publicity, George ont budgei current show, $\$ 7,000$ With the prom kidg out in
dinves, the show, headed by Bully Eckstine. figures to do business particularly on the basis of the melody rather than his famillar stylings. tho he threw in enourh coat and the teen-age evening-
gown trade. Working with a trio (plano. bass, drums), Eekstine did
a solid job on such tunes as "Al. a solid job on such tunes as Aledy novelty. some light chatter River" as a pace ehanger. He
finally wound up with Hold Mc
floce to You." for bit hand. Cloxe to You," for a big hand. The hief surprises of the show
were Betty and Jane Kean. De. a few weeks ago on the Johnnie a few weeks ago on the back with
Ralmost completely new material
almost and most of it hilariously funny. Betty on first, started it with at rapidly became a satirical jab at
Ray that was eonvulsing Jane Ray on in cap and gown. threw
cames about the current pantystealing college crazrent pand went into an Arthur Godfrey thing,
and a Laralne Day - Leo Durocher and a Laraine Day - Leo Dunocher
chatter. Bnth girls were exeruciatingly funny. The tact that their sught appeal. So fir as eom. edy. low. high, slapstick or satire.
the Keane sisfers have about ev erything but box ollice. If they kerp up this way, even that
shouldn't be too lonk in coming The Blackburn. Twing and Pam Cavan (ihe latler is now a white blonde) uncorked a song-dance interesting. The bays went thru their standard mirror routine
(Continued on poge 7ij)
Royal Alex, Toronto (Wednesday, June t)
Capaeity. 1325. Price range. $\$ 1$ to $\$ 2$, One show daily: matinees
Wednosdays and Saturday.
House booker and manager Er. House booker and manager. Er.
nost Rawley. Sbow played by nost Rawley.
stand-by ork.
The Great Morton starts so The Great horton starts so
slowly that he doesn't get his
audience until he's been on for audience until he's been on for
30 minutes; then they couldn't gel enough of him Morton Works In a tuxedo, on
a bore stege, coverec with a rug a bare stage, coverec, with a rug.
20 wooden chairs, two male as. sistants and a p.a. system. was over that Morton finally set tled into the routine for whily his audience was waiting. These
were the demonstrations of hypwere the demonstrations of hyp-
notism in action. But before he notism in action. But before he
got into his acl it was a long
lecture. The aet ran almost an hour and
Tuarter. H's call' for volunteers, broukht up a flock which he nar-
nowed down to six. Following rowed down to six. Following jects as they sat in their chairs,
Mnrton proceeded with a patter, hat timung was off, and be lacked
the sliekness so neeessary for his type of act, tho his manner was one of self-asiurance.
Tho slow to start, Tho slow to start, Morton had thon cating out of his hand at
the elose. Harry Allen Jr.

## (aught Again

[^3]
## Night Club-Vaude Reviews

Bill Miller's Riviera Fort Lee, N. J. (Thurssay, June 5)

Capacity. 9s0, Price polict. \$4$12: 30$ (thitee shows wook-ends).
Operator, Bint Miller, Booking. non-exclusive. Publieity. Seth
Babit-Dreyfus-Delynn. Estimated talent budgot this thow. $\$ 15,000$. - Continued from page 3
and convulsing. His numbers tore hits, plus a couple of produe tion numbers with patter that pulled terrific hands and yells. His ballads had depth and belief hir rhythms were infectious, Even
his small dsnce steps and bits were super showmanship.
The cue to the show
Jack Leonard. who worked as if Leonard throws those barbed ad libs, inside lines at performers, there"s isn't a Ruy around who
car toueh him. It was scoon obvious that "Fat Jack" threw his act out and went into heckling.
He pictred on Milton Berle. Sid
Cacsar, Henny Youngman. Miel Torsar, Henny Youngman, Me Male and anybody else within sight Has referense
to Tony Martin as the "Sam Levenson of song" fractured the promob. and that's what was out thanked Tony for wanting me
with him. After the show 1 was looking for him to belt himh," he When Martin uras haltway thru
his act he called up Leonard for his act he ca'led up Leonard for as he came up was "You don't
know how to get off eh? I can get off with a dance, Wadda ya thru the major part of the show
it was a great show for the pros Whether Leonard can carry the pace with a squa
mains to be scen.
The flrst acc on was the Amin Brothers, ${ }^{\text {a }}$ thrilting Risley two hand-to-hand and hand-to-foot and other combos. They fluffed
their big ane, a one-footed head their big ane, a one-footed head
catch, because the toppor had too much grease in his halr. But even
with the fluff, they showed some ensational tricks.
basically the shou remained started the season. The Cabots
opened, the lines danced and Wupt Campors betilowing and Latin terp music jamiming th piano backing of Marlin was Ciro's, Hollywood
CTuesday, May 27) Capacity, ${ }^{\text {460. Priee policy. } \$ 2}$
coter. Show at 10 and 12. Owneroperator. Herman Hover. Pub
licity. Jim Byron. Estimeted bud et last show, 56,000 . Es
budget this show. $\$ 3.750$.
George DeWith making hi third start here. has acquired ma
terial that should glve him a new
start. The dlminutive DeWitt now has solld gags and works mor
relazed than ever. He breaks up the band consistently with his ad
libs, and he's been here five days
He opened strong He opened strong. With abou
two minutes of Hollywood patter medley of impreshes. doing new
ies such as Joe E. Lewis, Dean
Martin and Louis Prima. In addi-
ton of a borde of celebs hes pre Martin and Louis Prima. In addi
Hon of a bonde of celebs he's pre
viously carboned. Hig next "How You Conna Kcep 'Ea Down on TV.' is a skillfut parody that
meshes together some origina gaps and more impreshes, includ
ing Rudolph Halley. Tarzan, Harry Truman and the TV-radlo show characterization. tho the lavende private-cye isn't eonvincing. sical. phllosophtcal bit on the cla
arelte habit He worked almos 30 minutes to big yocks.
Co-headliner Samin Gamal, who reaped headlines wben her nav gating navel captured a Texas oil heir, will have to work out a more
varied roullne it she expects to the flackery wears off. Her me andering midriff isn't substantial enough for lier to work more tha
seven minules, and even then, it

## Roxy, New York <br> (Tuesday, June 3)

 Capacity 6.000. Price range. 80 ents-32. House booker. Sam Rauch. Producers. Arthur Knoryand Gae Foster. Show played by Paul Asb house band.
The current show starled fast and built steadily. A flash opening involving all talent, segued Dunhills, three lads who showed Featured singer Alan Dale, in a return engagement. socked home
the evergren "I Get.a Kick Out of You." as well as several of his recent Coral recordings. These included "I'm Sorry" and "Here In show in a spectacle finish that in-
cluded the vocal bacleing of the Spitalny Singers.
Dale projected well with his easy dellvery. and the presenta.
tion was enhanced by the Ash tion was enhanced by the Ash
ork's close adherence to the arrangements on Date's diskings. that Dale should push "Here in moved from his record in favor of the tunc. "Filth,"

Sour Nole
The only sour note during swooner in the front row. After the second lonely squedl, the au-
dience got wise and cold-ahouldience got wise an
dered later efforts.
Preceding Dale were the MarThe brothers llashed their mar onette wizardry to well-deserved mitts. Workine tn front of a back
irop, they scored heavily with a wirp, dance by two skeleton pup-
pets. With only sufficient liphting pers. With only sufficient lighting the "bones." wiend elfects were achieved by dismembering the limbs of the puppets. Heads, legs
and arms were all nver the stage. and arms were all nver the stage. proved a good attraction wlith his 'Hora Stacatta, he followed with a muted version of "Estrellita"
and a mediey of Anderson lunes. and a medley of Anderson tunes,
wefore closing with "Hot Canary a fore closing with thot Canary. ces, slides and pirzicattos.
Gae Fonter's Roxyettes Gae Folter's Roxyettes provid-
ed atiractive window dressing as well as introing the acts pleaswelt as introing the acts pleas-
antly. The picture was Lydia
Bailey." Nev Gehman.

## Chicago, Chicago

Capacity, 4,200, Price poliç
46 to 98 cents daily. House booter 46 to 98 cents daily. Hous booler, Harry Levine, Shows pla
Louis Basll'e housp band.
This well-balanced show carries an hour of solid, clean enterin the Windy. Clty via previous theater and nitery distes has an visual effects to enhance the vocalizing. and each of the threc
can take over the lead on a
Bumber and sell it with easc. Kaye, who keeps turning it over Ross, a good singer, instru-
mentalist and comic, Group
apened with I've Got You Under opened with "I've Got You Under
My Skin." Mary followed with a solo on "The Masquerade is
Over," with the group coming
back, on "I Get a Kick Out ol You." After Norman does his
record hit droup does a gond off
key bit with "Begin the Beguin, then eloses to a big hand with
Ross handling a salire on Johnoie Ray on "Cry"'
Buddy Baer, former boxer singer of sorts. and more recently a motion piciure actor, handles prisingly good, rich baritone. The
G-foot-6, 275 -pounder opened with parody on "Buttons and Bows," whicb covered his fighling and Tenderly", "Any Time," and break in the song routine is a bit Baer and average-height Lou
Basil. which is ahort and Bos some laughs.
is in for his second time at the twouse. and acalo hits pay dirt
with his material. Despite a bad throat. Lawrence told a few good stories, then went into his im-
(Continued oll pape177).

Starlight Roof,

Waldorf-Astoria Hotel, New York
(Monday, June 2)
Capacity. 50. Price policy. $\$ 2$ cover after 9:30. Shows at 9:30
and 12:15. Owners. Hilion hotel Chain Exclusive booker. Merriel budget (Jacluding all music)

## .

For the opening of the Starlight Roof. the hotel brought in the
controversial Los Chavales de Espana (11) after getting an okay from the National A merican Fed eration of Musielans, tho the
Local 802 ruling prevented them from doing more than their act To hypo the opening of the root versary of the city by hringin fijures from the Mayor down. To get around the AFM rule.
Los Chavales don't work on the Los Chavales don't work on the shielded by a series of silvered 1wo-tiered platform is rulled out from under the stand on whieh the boys work.
Los Chavales look very rood
In all-white Litin outfits with black trimmings. The fact that them that much more atiractive. As show men the troupe is superb. Practically every man doubles from a wind instrument to a fid
dle. and at one time eight of them are down on the noor. The basic format is vaice and instruments
with a library made up of pops and ballads of various couniries with the exception of the United sicians, but what is more import ant. they are show'men as well Every number has motion almost
choregraphy. The piano gives the choregraphy. The piano gives the
cue, and various boys come down on the floor to blend instruments the enchanting effects. On as solo, stances and moves in rhythm for
effects that heighten the visual

## The Crowd.pleasars

The arrangements are full of melodic overtones thal draw rap
hushes and wild bursts of ap plause. In fact. the cosmopolitan many of whom apparently caugh the group in Havana, Portugal or
some South American country sorne South American country.
broke into enthusiastle clapping miliar melody
The group has some excellent
solo vocalists (who also double on solo vocalists (who also double on handsome, masculine bary; Pep Lara, tenor, and Luis Bono, comheft to a genuinely solid musical the applause was deafenín There was no doubt they were Trin Reyes. flamenco terper worked with the group, flashin graceful hands in the sativ dances of old Spaln.
Emil Colemancarried the dance competent fashion. Mischa Rorr

## Chez Paree, Chicago

(Thursday, June 5)
Capaclty, 500. Price policy, $\$ 1.10$ a: B:30, 12 and 2. Operator. Dave Boaker, Publicity. Bob Curler. fimated budgot this show. $\$ 8.000$.
Estimated budget last show. $\$ 7.500$. While Frank Sinatra called on much of his TV material in his teed off his current cross-country
nitery tour, his initial attempt in a Chicago cafe is a strong act
built exclusively for the club circuit. Cone is the "Wild Goose.
Mule Train" number, and in lt stead is a powerful plece of spe-
cial material built around Judy
Garland And added to ertoire is an excellent parody of Johnnte Ray's "Cry".
The SInatra unveiled here was a hard worker. a mature showman who knows how to get to his aulengthy stint This audience was called him back twice for eneores the youngstera ever did st a Si-

Palace, New York (Thursday, Jume 6) Capacify, 1.650 . Price range, 55 RKO ehain booker. Dan Friendly-
Producer, Dave Bines. Show Producer, Dave Bines: Show
played by Jo Lombardi's houso The only regular elght-2ct
vaude house runing in lown on a vaude house running in town on a show this stanaa it opens fast, spots, novelties in others, and pal up urith an aut aluays tom big in a family house. The bill opened with a fast terp The two hoofers got right into it with flashy opener, followed whith a sumple beat for a breather, challenge number for $\approx$ nood
land. Duke Art and Junior not a leasant reaction for the clay modeling act.
Since last caught. Art has added new plexiglas props and new ma.
erial. He sculpts a young girl who husband-huntine then. via deft manipulations, makes her older, ended to be funny, but comes out racic and bilter. Mother-in-law ribbing while Junior (Mrs. Art) is nnstage seemed in poor taste.
Walkoff got a tepid hand. Hill Take of
Louise Hoff whowed rood matehal and a good selling style. Her ght comedy interpretations of ake of of Virginia Hill fno name Mentionedl, testifying before the funny number. has last jts timliness. tho it would be better cafe matertal, Much of the gal s stur take. Her nip-over walkoff eemed completely out of charDusty Fletcher frastured them With his physical comedy act. His later doubling to a cop) plus lis tandard "Open the boor Rich. ard," pulled genuine yocks. The
Five Amandis, an alli-male iceerboard group. worked at top 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 ling to Miss Barry's straighting and Shore kept up the laugh pace with their comedy danclng routines also geting heavy ap-
plausc Gus Van came in with new macerial; parodies built on "Cry." By the time Van got into his col mellow and completely with him $i n$, it he asked the house to join th, it didp't need any eneourake nent. Van wound up a big hit.
The pie was "Callfornia Con
Buest." Bill Smith.

Mocambo, Hollywood
(Wednesciay, June 4)
Capacity, 220, Price polier, 12. Owner Charlie Mortion. Publicity, Charlotie Rogers,
Booling policy, non-extlusive

## SLATER; BB ANNOUNCE

## 9TH DONALDSON JUNE 17

NEW YORK, June 7.-Voting in the Ninth Annisal Donaldson Awards for the top achlevements in the 1951-'52 Brondway legit season is now complete, with ballots stemming trom every branch of the thentrical traches, from ushera o producers. The votes are now being tabulated, and the names of theater electorates' choices for the cold keys and categories, will be announced Tuesday (17). (The Billbrard essue of June 21)

On Tuesday (17), alsn, Bill Slater will dipvote his entire radio program, "Luncheon at Sardi's" (WOR, 12:45-1.30 pm. to the Donaldson Awards. Tune in to bear many of the win ners receive their accolades and be interviewed personally by Slater.

## Shop Talk

Ot Thee I Sing"' revival was but last minute magnanimity on the part of all concerned with the S. Eutuinan-Morrie Aqukind musical has ssaved the day. Primarily responsible for the reprive is Billy Rose. who cancelled rent on his Ziegfeld Theater for the
rummer and the $\$ 45,000$ renta fees tor lighting equipment. Rose Hartman and Jack Carmon, stars
took $\$ 80$ a week, and the 178 employecs involved in the cast, backstage and out front agrecd to worthe for non-profit producers ployment protection as a result York State Uncmployment In surance l-aw. Heretofore. em3ke were not covered.

## DICE. SCHENKER ACQUIRE

## Atter two years negotiations

 Maxander Ince and Joel Schenker have acquired the U. S rights tothe Parssian farce hit, "The Amazing Adele." Arita Loos is to also translathy "Amp-Amil" an ather French hit, for Saint.Sub ducers Blevins Davis and Rober Breen nlay cancel their projected unrest abroad. despite encourageproducers are looking around tor a large Broadway house into Which they can move after the Managers Association and Actors
Equity began huddes Thursday (5) to reach agreement on new OTrwhat rullings. at Frederick Equity meeting held yesterday a the llotel Astor. Ballots were cast for officers, council members and which will be counted next Mon day. Members discussed the

blueprint for merger and the to have established in their next York Theaters.
STANFORD SIGNS CARROLL AS ARTIST ON CAMPUS
 ford University Speech and
Drema Department for the sum Drem. Department for the sum-
mer.... "Stalag 17 ' this week ant
nine cast replacements who will nine cast replacements who will
play the three remaining weeks on Broadway and the subsequent
tour. They are George Tobisa. Edward Plet Edenn Dicug. William Sieroll. Glann Dicug. William Pierson.
Robert Lansing. Jason Robarda.
Vincent Donehn Vincent Donahus and Vicior Sor-
dan... Roland Young and Victi Cummings mily play the leads in Wolcoti Gibb next script, yet
unnamed. Edns Besi has signed to tour in "Jane," starting
September 11... Vernon Rice. Srame editor of The New York Post. was elected president of the
Drama Desk Club ... Mae Wes1 is now undecided whe ther to tour ho strawhats with "Sextette" or
hor 1846 vehiele, "Come on Up." Tennessee Williams has
put the finishing touches on his
"Camina Real" promuce Real", but as yet the Elia Kasan is discussing directorial ehores with him
BUAR ADDS "HAPPY ANT"
TO FALL SCHEDULE . .
"The Happy Ant." Franz Spen.
cerit imt Broadway play, is a cor'i first Broadway play, is a
likely prospect for the fall. Couriproduction. Burr also has on he docket "The Wullows." by Lenore Coffee and William Joyce Cowen.
which is to be done in England in the fall. Spencer has a second which is near snle to an as yet Alone." whicis made a brief Stem bow earlier this season has definitely been elosed. Producer Ir Ting Gaumont originally planned a reopering; but may now do so
in the fall.... Previews of the
Leland Harward-Joshua Logan adaptation of Arthus Kober: run from now till the opening June 25. Preview top is $\$ 6 \ldots$. "Chool is projecting a tour of of the stme name with the set-
timg a circus background....
The Brattle Theater, Cambridge, Mass. Will offer "The Italian is by Eugene Labiche and Marc. Dramalic \& Musical



## Nat'l Legit Scene Sad In Quality and Quantity

ater back as a legit house along the sito circuit here will have its in the Round" Arena stage. the end of the war. The Gayety's 36 -week season
included 16 atractions and 10
ater under canews and will dark weeks. Season'z opener, June 20 with Robert $Q$. Lewis im which ran two weeke, we Ginger "Charley's Aunt." New tent will
Rogers in "Love and Let Love?
 at the Watergate in 1950, came back for two weeks at the Gayety,
followed by the "Moon is Blue. The Guild then tried out two new Black's adaptation "Lo and Behold Kitly "Legend of Lovers." Christmas
week attraction was the Meiropolitan Opera's touring version of Strauss' "Fledermaus." Othert that Iollowed were: Jose Greco's Spana
ish ballet: "The Student Prince" Cornclia onis Skinner in "Paris After gue consecutive dark
weeks eame "The Cocktail Party" followed by another dark week and then The Male Anjmat, rieh" and "First Lady."
The National, which nfter a elash
with Actors' Equity on the National's Jim Crow policy, wen dark in 1948 and then lurned to movies, reopened to legit with a rentily is following up with a
threc-week run of carol Chan ning in "Gentlemen Prefer Blondes."
The Arena had a successful season with "Three Men on a Horse"
ehalking up a record for the therter with a 10 -weck rum Most cent was reviwal of "Dark of the Being Earnest" currently on a re

Repori From Chicago
Altho the number of shows
playing Chicago during the 1951 . playing Chicago during the season again slumped, the number of wecks playcd by the
20 entries during the past season reached 188 . an increase of 35
slanzas over the 1950.51 sfason stanzas over the $1950 \cdot{ }^{\circ} 51$ sfason
which found 25 plays on ihe
boards, but playing only is weards, but playing oniy
Longest run of the recrntly by "South Pacific," now in its up next.

Moon Is Blue," now winding up
its 58th week, is in second spot Moon." incidentally, is the first Cariy curtain iniroduced in Ney
Miaml Beach's Camen Thekicks off a riadshow Ired Forest," wilh Franchot Tone. Betsy ven Furttenberg and Lawrence Tierney on Monday (9). Sandy Scott and Nick Condon are directors of the stock senson with "Tovarich"
mer season will open in Bing-
hamton. N on June 16 in hamton. N M on June 16 in the GOO-seat Masonic Temple.
Gail Hills, n will direct the Gompany. Hill whe Toronto Mclody Faits circus tent has 25 G in advance sales now in
the till The tent gests 1,640 ,

$$
\begin{aligned}
& \text { ness At Noon", 8, and "Remain. } \\
& \text { the Wedding Scen" 4. } \\
& \text { to }
\end{aligned}
$$ and last year's gross ran to

$\$ 2.000 .000$, playing to 97 per cent capacity all season. Leigh. producers. plan a bigger rea. Gon this Year. On July 2 the converted nitery, will get un-
derway at Somers Point, N . Jonathan Dwight. producer, supervised remodeling which has made possib
Eapacity of 800 .
"Handle With Care..
lim W. Merrill and G .
rex. will have fts pren. Fio the Will-o. Way strawhalter at Detroit on June 17. Merrill is the theater, and his play opens his season there. The Old Town Theater, Smithtown Branch. L. L. opens June 23
with "Happy. Time.". The with "Happy Time.". Y.) The house will try out "Fik Leal," Brooks. July 28. The Nutfield, Conner will feature an apprentice school this summer (Continued on pape 36 ).

## Silo Ciruit

 \%:30 p.m. CDT, on Tuesdayg, 10 eive suburbanites a cemfortable dime narein 10 make their premidnught trains. Orusinal com pany played thru the firxt yepr of Ames and Maggi McNnmara dropping out a few weeks ago
and Hirnm Sherman and Marcin Henderson succeeding.

$$
\begin{aligned}
& \text { The Erlanger Theater played } \\
& \text { a totat of } 27 \text { weeks dur } \\
& \text { ing the season, with the "Autumy }
\end{aligned}
$$

$$
\begin{aligned}
& \text { ing the season, with the "Autum } \\
& \text { Garden in for 3; "Candida" } \\
& \text { "The Cocktail Party" 4; "nark }
\end{aligned}
$$

"The Cocktall Party 4; park

The Blackstone chalked up 17 weeks during the past season, in
cluding eight for The Happy cluding eight for "The Happy dent Prinee" 4 , and "Bagels and
Yox" is now in lis fourth wiek at the house.
Other shows which played dur ing the season included "Bell, Book and Candle, now in 15
15 th week with Joan Bennet succeeding Rosalind Russell a few weeks ago in the tead role; " Dolls, now sharting its 15 th week; "Peter Pan" 1 ; "Two on the Able, angrising two wecks stanza because of poor rdvance
'Gentlemen Prefer Blondes 134 : "Fledermaus" 2, and "
Juan In Hell" 2 periormances. Already set for the start of the 1952-'53 scason here, in addition to any hollovers, is "Stalag ins whe thist subscrip tion show of the Theater Guild scheduled to Open at the Erlanger in September with John Ericson and George Toblas in the leading
roles.

Drury Lanc opens its season
une 23, wlih Hona Massey in "Angel in Paris" and follows with The Happy Time." with Helmut Dantine, and "Love From a
Siranger," with Signe Hasso and William Langford.
Tenthouse "Theater opened last and will again feature its rep troupe for a 16 -week season. Salt Creek openg June 12 with
Constance Bennett in a new com. edy, "A Date With April," and Man." Ilka Chase opens in "First Lady" July ?. coinciding with the
stari of the Republican National Convention
Racine Summer Theater starts its second season June 27 and the Elmhurs1 Community Theater Boston Quality Down
Boston reports a sucesstul sea-
son from the coin standpoint but a dismal one as far as quality is erned. Altoget of which 30 were tryouts and the remainder road companies of Stem success, also the Met Opera,
Shubert revivals of "The Merry Shubert, revivals "St "The Merry three ballet companies, the Jose Greco Dance Group and the terp. ings companles of Shan Kar, Peari Primus, Mata and Hari, Ruth St. Denis and Ted Shawn Offbeat Novelties incladed a hypmotish.
Dr. Robert Morton. who fared badly at the relit Esquire Theater derspite critical nods of approval: the Saisbure Marionettes; the
semi-prnfessional production of aemi-prniessional production of
Harvard's Hasty Pudding Club. Sering Red."
There were three solo perform-
nces: Emlyn Williams as Charles Dickens: Cornelia Otis Skinner Schwariz in "Conscience ". The Skinner monodrama did the best Schwartz Relling thumh-down blemded mostly bv the carriage radle. "Die Fleder Two cditions of "Dle Flecerof each other, killed the publie for inal operetta, and another booknatlel companies in the space of six weeks. The Sadler's Wells
Theater Ballet was probably the lop grosser of the entire season
but the Ballet Ruse De slon:c Cat the Ballet Russe De Mond Ballet Theater carko and Ballet Theater (which co the beat notices. incidentaty) Of the tryouts. "Flight into Egypt hot raves for the top arThen to a lesser degrec so did The Grass Itarp," Via some in watch" also received acceptable noticen bul the Lindsay-Crauke "Remains." which teed off the
year, was grected with modified nthusiasm
The leading musical tryouts Wagon", and "Three Wishes for Jamie", All did staunch bustness with "Wagon" on the gift end of
rapturous reviews. "St Joan" did ess-than-average at the PlyAgath," "Fancy Mecting You dhan might have been expected according to the faverathle word. Never"Say Never": "To Dorothy, Brattle Theater's only new play and "Love and Let Love." added o the critical burden to a greater
or lesmer degree. "For Crying Out Loud." "Salt of the Earth," "A Morning." made it insupportiable and ifit the H.
than the stem.


# ARENAS \& AUDITORIUMS 

# Portland, Ore., Books 

 Four-Show Legit SeriesCHICAGO.June 7. - Chicmgo ptiances. All merchandise will Convention Hall \&e International
Amphitheater site of the forth coming Republican and Democratue national conventions. is might become a tremendous new source of revenue for auditorlums
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 the Amphitheater for Friday thru
Sunday $(6-8)$ to put on the giSunday (6-8) to put on the gi-
gantic merchandising stunt. More than 60,000 square feet of floor
space in the arena will be used to display nerchandise. which will Quartets Plan All-Night Sing
SPARTANBURG. S.C. June 7.
-Memorial Auditorium here will -Memorial Auditorium here wil caturday (21) when an allingth sing, trimmed with an aut away, will be staged. Deinil
have been worked out by Vas
C. Ivey. Auditorium manager
and Elmo Fargrader of and Elmn Fagg, leader of the
Blue Ridge Quartet and cosponsor of the sings.
Quartels and other entertain-
ment will alternate between the ment will alternate between the
Auditorium's nain thrater, seatins 3,406 and a second stage in
the downstairs arena. Chairs will be installed in the 83 by 163 arena to augment
Sings have proved a strong at-
traction here since the aud opened tractlon here since the aud opened in Uecember. and have attracted
bustress from seven States. The
June 21 event is being promoted June 21 event is betng promoted
heavily within a 100 -mile radius.
Quartets specialize in modern versions of religious and foik


#### Abstract

plances. All merchandise wa


 stantial savings. More than 50 manufacturers will participate in the event withSpicgel. Doors of the Amphi Spicgel Doors of the Amphi
theater will be opened at 10 am dally and will be open for 12 -
hour sales period. To service hour sales period. To service
custonters. L. E. Rudin. retai]
furniture furniture manager for Spiegel,
will have a force of 100 salesmen covering the vast area.

Credit Dept, Includes
Complete credit accommoda tions have been set up within
the building, and free delivery chicaro is beithin offered.
Rudin stated that the sale
would allow the public fo compare all kinds of furniture, from ponular priced lines to the high quality selections thr

Brinsing in the merchandise from various factories has treen a3
trendous project." Rudin said, "but we have beetl able to handle
it moothly and efficiently, it 1 mooth!y and efficiently,
thanks to the excellent facilities at the Amphithester. where
trucks can be driven right onto

## First of KLnd

I believe that this event. Whic is the irst of its kind so far a
know, opens many new use5
audituriums. The Chieggo A phitheater is ideal because of it reniondnus size, the central to cation, the spacious parking lot
and the fact that excellent res and the lact that excelent Backing up the sale will be beavy tewspaper advertising, the
initul spread breaking Thursday (5) in the local papers and in Whose covering surrounding areas. While not be passible in citites of would not be passible in cittes op cilities to local merchants, singly or it cambines, is tremendou wise dead time.

## Silo Circuif

## - Contiumed foom pexe is

 Theater framing inn Comn Comm will open oin June 24 Sinn yill Simp chanan comonopritu Duativi ithe Meody fart nen selm morex. fron 14 mum Nom sid becopmatuers

## 

Troer Bemmaio Doioree
 ster have been signed for
"Pygmalion." opening bill at the Westport (Conn.I Country Playhrouse. John C. Wikon
will direct. I.ater in the season Boatrice Straight and
Philip Bournouf will appear Philip Bournouf will appear
in nother Bernard Shaw rect the opening bill of olit Botheme", at the Central City (Colo.) Opera House. Ann Ayers will sing the soprano lead. The Country Center Operetta $\mathbf{Y}$.. opencd its 12 -
week season of former J. J. Shubert hits on Tuesday (3).

## PROMOTERS




## HOLLYWOOD, Jun

 more orksters are hitting the con-cert trall via audiforiums and
arenas. Harry James, who prearenas. Harry James, who pre-
viously announced his longest p.-a tour in eight years (The Billiboard,
May lo), this week said he intend to do eight weeks of concerts thru the Midwest and East this fall, In
addition, MCA is conddertng about
two wenks of conceris for two weeks of concerts for Ph a
Harris and his nichestra and \&
group of supporting acts. They Iroup of supporting acts.
will play Indhama State Fair and
Hlinois State Fair this summer Hilnois State Fair this summer MCA is dickering for other out-
door engagement, wlth concerts in big-capacity spots filling in be-
tween locations. ween locations.
In addition, aA reportedly
readying another concert swing by Me Mills Brothers. who played
Midwest auds and arenas last fall u'ith Ralph Flenagan's ork. Jan Garber's band will
anconney Artists to considering eoncert tour this fall for Russ
Morgan, who is putting together revue thls fall for major niteries
in this area. When Morgan leaves in this area. When Morgan leaves
this area, he may do concerts with

PORTLAND, Ore, - Four lealt
road shows wil play the auditoroad shows will play the audito-
rium bere. William M. Duggan,
building building manager announced.
Thet are "Song of Norway," July Thet are "Song of Norway." July
$22-26 ;$ "Call Me Madam." Sep.
tember $1-6$ "South Pacific." 1-6. "South Pacific.
October 14-18, and a fourth yel to be booked. Duggan, who booked the shows thru his Wilham H.
Duggan Attractions office, witu Dusgan Attractions office, wia
offer the series on a season ticket basis.
CITY TAKES MANAGEMENT
WATERIOO Is - The city
Waterloo, ran- The city ni Waterloo has resumed operation
of the Hippordrome-Auditorium Corporation which was the operator prevlousty. Win Hanssen, scretary-nlanager of the corpo ration. has been appointed mana ger. He also will continue as as-
gistant manager of the National Cattle Congress.
MAFTIN BARNETT BANDS SET FORTH WORTH DATES FORT WORTH, - June sched le for the Will Rogers Memanal Auditorium and Coliseum he bands. a lecture and two dance recitals. Freddie Martun's orches

New 15-Arena Loop Includes Vancouver, Kerrisdale, B. C.

## By DAPHNE (DEE) POI. <br> ing capacity is 5,080 and 2,000

VANCOUVER. B, C. Junc 7.Two more members of the new bia are the Vancouver Forum
here and the Kerrisdale Memorial here and the Kerrisdale
Arena, Kerrisdale, B.C.
The Forum, managed by $D$, Deuphinee, has a hoor size or and 195 , with ends The permanent seat

\section*{Eddy Arnold Show Packs Carolina Aud

\section*{CHARLESTON, S.C. June 7

## CHARLESTON, S.C. June 7 Fody Arnold's package show

 drew 2,000 for the matinee and acapacity 4,000 at nicht County Hall here Friday (30).
Night (umout was scored despite Nain.
With
were Guy Willis and His Okla. homa Wranklers, Jam Up and Willinms and Hank (Sugarfoot) Garland. Farst 30 minutes of the
show was recorded for Arnold's radio show. Cal. Tom Parker is
manager of the unit. Tom Disk in. manager of the Dickens Sisters. also was in Charleston
Show was booked
Arthur Crisp. of County Hall.

more seats a
on the floor.
The building has four fully equipped dressing rooms and er supply is 4.000 volts with a
maximum hoad of 1,500 amperes maximum hoad of 1,500 amperes 10, 100 watts.
Drawing power of the popula-
tion is goud, averagine a round 5 tion is goud, averaging around 5 lation area of 500,000 Renta
minimums are $\$ 350$ for sumamer minimums
shows, 5400 for name bands, and
percentapes of 15 per cent in the percentapes of 15 per cent in the
Bummer and 25 per cent in the summer

Kerrisdale's 4,000-Seator KERRISDALE B. C. The
Kerrisdale Memorial Arena is Kerrisdale Memorial Arena is
managed by J. Ellioth The ca pacily includes 2,365 permanen and 2000 temporary seats. There ruones. Rental minimums are the
same as those at Vancouver. Maximum electrical load in th arena is ample, as is the powe supply with overthead lights carrying 40.000 watts The popu lation drawing powe
per cent of 500,000 .
The main bread-winner for most Canadian arenas, hockey on the British Columbia circui are interested in all types of shows and
reported.

## AFM Vs. MCA

## - Coninued from pay 1

sisted group come in as an act
not a band Merciel Abboth, Ilil ton hotel chain booker, bough them for the opening of the Wal
dort's Stastite Rool on a four dort's Stastitu Roos on a four-
week and option deal opening them Monday (2). Since then and is also seeking them for fall opening at the Palmer House. MCA sald it has offers for them
from all over the country but has run into a snag from AFM's Local MCA said that it has been told
by 802 that once the by 802 that once the group fin-
ishes orleinal four-weeker at
the Waldorl it will have to leave the country. It is understood that
802 officlais are making a claim in the convention to rule on the
band under its local autonoms Muhts. has appealed to 802 for a Waiver but so far has not recelved proval. In an effort to break thru
the $\log -j a r n$ MCA toppers ap-
pealed directly to the Coast AFM pealed dre
Pending any decision, agency
is holding up all dates.
church auspices and Charlle Barnett plays Monday (30) lor
the Lions Club. W. Bowlin hat booked the Auditorium for three dates for presentalion of quartets.

## DETROIT MASONIC AOD <br> WARKS 25th SEASON.

DETROIT, - Masonic Temple 25th anniversary Sunday (1), and Manager C. W. Van Lopik report ed 6,000 persons turned out for
the open house, Events included religious services. movies. band concert, variety show, and tour of the building.
"ICE CAPADES" TO OPEN
UNE 18 IN ATL CITY ...
ATLANTIC CITY - The openthe "Tee Capades" has been set for The The John H. Harris icer will remain for str weeks, e osing Labor
Day. For the 12 th annual edition Day Filling coes to Donna Alwood Bobby Speeht. Jacqueline du Bief and Barbara Ana Seolt. With pro-
duction billing to Wait Disney's duetion billing to Walt Disney's
"Clinderelha." Only evening shows Cinderelha."

SPARTANBURG, S. C. June burg Better Luving Show, firgt home expo in the new Spartan-
burg Auditorium. totaled 37,387 , according to Richard E. Tukey

Legion Fights Reds

latest demonstration was at the Playhouse, a movie theater, where
Judy Holljay was starring in "The Marrying Kind", authored local Legion staged a similar demonstration in front of the Gayety, a legit house, where Uta Hagen "Tovarich." Prior wo that. the ${ }^{\text {On }}$ eted when "Death of a Salesman." authored by Arthur Miller, was playing. C. depariment of the it planned to push its drive canit plently in this maner. In a
sistement accompanying the anstatement accompanying the anThition. the Leetion declared: lanteeism as our fritics may charge. This is a presentation of
the factis. We know that the the facts. We know that the
American people will not knowingly support or patronize Comof the facts are put before them so we are endeavoring to present the facte hy malntaining this dem-
onstration,
While no plans have been made or extending the demonstrations man sald il was onot an impossibilityo" The spokesman said the
Lesion plans to continue its denk Legion plans to continue its dent-
onatrations "anywhere in the enonstrations "anywhere in the en
tertainment fleld and in any other reld where it is nece
root subversiveness."


AMERICAM CAMEER SOCIEET


## Hocus-Pocus

DR. FREDERICK KARR. vet-
eran magiclan-mentalist, con.
thurs seriously ill at his home tunurs serriously ill at his home,
1855 S . W. 10 th Avenue. Portland, Ore. Mrs. Karr urges that friends
drop him a cheery note. . . John Siop him comedy magician, is slated elty as feature of the mammoth Fnurth of July celcebration to be
held at Soldier Field, Chicago. held at Soldier Field, Chicago Charles T. Jeckson, Webb City Mo, magus, recently concluded Eeries of engagements in the
Louisvilte area, including stops a
Nru Albany and Jeffersonville in Nrw Albany and Jeflersonville in
Indiana. Witnessed the unusual last week,
when two hypnotists played there when two hypnotists played there al 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 Club Indigo in the same toum.. Frank Clinglon. Past president of cians, has been elected presiden of New York. The Amasing Maurice (Morris Cohen). Who now year-round headquarters, is show ing his wares for several weeks at the swanky Glass Bucket Club benk operating feffell Devices,
baltimore, typeurites that he has garmare,
regained his hearth and will soon
launch an Oriental mystery unit to play theaters. He'll bill himsel - Wrence (Lawrence Bishop) ha sylvania to return to his home Barbara, and daughter. Sharon
Helu work an occasional date in che Cincy area during his summe
sojourn there.... Henri Rostand whose death was listed in Final years in show business as a malaid, whose offistage name was vast magical experienee included engagements with Harry Houdin and Hermann the Great.


WANTED GIRL DAMCER

| $\begin{aligned} & \text { Ase } \\ & \text { plem } \end{aligned}$ |
| :---: |
|  |  |
|  |  |


| MILION SCHUSTER |
| :---: |
| WA NTED |
| Th |
| ch Montionery, Mkr. |
|  |

Latest Comedy Material

 Her gy ros all high enough for all rhythms ranking from the classi capbeat, brought good response.
upohnay Martin. handling the emsee chores and the vocals on capable performer, while the ne
Adorable line also is a big im orovement over previous entries band cut the show.

## Stem Combos

## - Continued from page i3

 Bailey" opener, plus Alan Dale,the Durhills and Florian Zabach onstage.
The Paramount ( 3,654 seats, av erage $\$ 52.000$ ) almast broke a rec-
ord with its sensational $\$ 142,000$ ord with its sensational $\$ 142,000$
for fis first week with Johnnie ork and "Wild Heart."
The Warner ( 2.756 seats; average $\$ 20,000$ ) did $\$ 25,000$ for Mindy
Carson, Alan Carney and 'About Face." ${ }^{\text {The }}$ Pa*ace 1.650 seats) pulled plus "Sellout," against $\$ 14,000$ the whek before.

## Peraux Buys Yvette

 SAN ANTONIO. Junc 7,-ThePeraux Room of the St. Anthony Pernux has bought Yvette to tee off it new policy. The plan is to
use similar ealiber performers use similar caliber performers
until August while the Anacho
Roam is being remodeled. Bill MuCune and his band will play
for dancine it the Peraix Room.

## Burlesque Bits

ATLANTIC CITY, June 7 . - The President Hotel, one of the largest beachirnnt hotele and ma-

jor supper club spots, was sold Jast weck for about $\$ 2.000,000$ to
Emanuel Katz, who formerly op. erated the St. Charles Hotel on
the Boardwalk. The St. Charles the Boardwalk. The St. Charles
was gutted in Atlantic City's most uas gutted in Atlantie City s mos
disasirous fire last Februars. Sell ers were the Friedberg family in-
terests, which operated the hole for many years.
The Friedbergs nlso own and
operate the Mayllower Hotel on the Boardwalk as well as owning
the Virginia Theater. The Katz family aiso operates the Fleet
wood Hotel in Miami Beach. The
new owners stated they would
continue the entertainment policy
th the Round-the-World Room
where two dance bands and dance

## acts are featured in scasin.

## Philly Ops

## - Continued trom poses is

leas 21. At the same time, police
directed their activities al the pri vate clubs for running after their leyal 3 am . closing hour.
Cafe Owners also elected new officers to take their posts in
September. They are: Herman Comroe, Powelton Cafe, prest-
dent: George Dorwart, CclebLou's Morm, and Mac Lerner Bob Corson, Cino's. treareurer, and
Harry Carroll, Carroll's Cale, gergeant at arms. Elected to the Gerson, Latin Casino; John Mureson, Hawnan Cottage; Charles
Posternock, Burton Sho-Bar; Lee
Guber, Rendervous; Ben Cossrow, Blg Bill's, and Al Silverman,
Cumberland Musical Bar Cumberland Musical Bar.

## Adler Book Check

## - Continued fram pare 33

surprising because of the consid-
ernble resistance to the plan by most talent buyers, with at least
one Stale insurance department one State insurance department ruling that the method of
ing premiums was iliegild

$$
\begin{aligned}
& \text { Adder t Cot } 30 \% \\
& \text { ardfng to the debl }
\end{aligned}
$$

According to the deal made by Adler with Henry Dunn. the for-
mer was entitjed to get 30 per
cent of the premiums. This fig. ure, up to April. 1952 armounted
to $\$ 53,770.35$ as Ader's slice. Authorities estimated that with
the plan working full blast, pre-
miums could exceed $\$ 1$ milhon,
with Ader's slice being commensurately larger.
At the national board mecting last October, national counsel counsel. Henry Katz, assisted by
board member, Murray White, charged that the agreement with
Adler was entered inlo without the board's authorify. Adjer was
represented by James Donovan. New York lawyer. Last week
Donovan notfied AGVA he was retiring from the case. A new
deal was negothated, tho never deal was negotiated, tho never

## Copacabana, N.Y.

 with the studied Ilulfs for added
laukh Pampounced in and oul
with her atiractive smile and flashy gams. Three performers wound it up with a melodicmers mov.
tng "Our Fathers Played the Palace." lor a fine job.
The rest of the show remained basically the same as caught pre-
vlously. Pele Hanley, boy viously. Pete Hanley, boy singer tential musical comedy voice around; the Madills do their terps in competent style, and Dale
Nunnally, girl singer, gave added Nunnally, girl simp
sound to the show.
Mike Durso's band cut a coood
show.

Chicago, Chicago

- Continued from page it pressions, winding up with an excellent fight broadcast bit.
Paul and Eva Reyes open the
show with three South American numbers. Firee on was the slow sade, while the second, a wild really got the show "
pic. "Shirts Ahoy."
cent to compensate the union for doing. Up to date. no money has bern pald AGVA on this agree. In the meantime, the Indemnity Company of North America the company that wrote the in cancelling the policy as of Nocanceling the policy as of No-
vember. AGVA toppers were
told this was a tactical move and the comp wasy would reinstate the
policy. Subsequently, board member
Murray. White, who is also an in. Murance broker, said he could obtain a better rate with another authority from the board to sch
that rate. The authority was denied him. Instead an insurance committee was appointed.
 mancied White's and Tyler's resof AGVA, he wanted to handle White charged Price with try ing to get the business for friends
of his. Price didn't reply. The of his. Price didn't reply. The authority and instead appointed to investigate.
Subsequently. Price wrote letter to a prominent insurance company requesting rates. Board nembers 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 is about ready to begin its official hearings in the AGVA Accident
Insurance Plan. During the pas insurance Pinn. During the past conducted intensive investigo in at least three other States, als have the plan on their agenda
but so far have rendered no offi-





| Have'You Been Looking for |
| :--- |
| - SHIRT with a COLLAR | that really rolls?


| Have' You Been Looking for - SHIRT with a COLLAR that really rolls? <br>  <br>  <br>  asormes, ETC.," al aniy 10 ke <br> Sontr, No C.0.0.b-We Por Poriaso <br> FOX Elicaco, H14mes. |
| :---: |
|  |  |
|  |  |

FOX :ave

## When in BOSTON It's the <br> HOTEL AVERY <br> The Home of Show folk

 partnership with Jack Rubens in and singer of Continental melothe operating of the Gayety, To- sively by Maurice Kuras, will be
ledo and is seeking another the- a feature In most Borcht Circuit
ater in a spot where burly can be ater in anspot where burly can be niteries this gummer. Also skedJate husband. Warren Irons. Has
identified so long as an exechitive. Rubers will continue to run the Grean. Emser, and Frank Patti's

# RINKS E SKATERS 

## Robinson Skatery Host To Tex. ARSA Contests

FORT WORTH, June 7-First meet held under sanction of the meet held under sanction of the
$\mathbf{U}$. $\$$ mateur Roller Skating
Association at Robinson's Roller Association at Robinson's Roller
Rink here. May 23-25, drew 109 contestants From Dallas Fort
Worth. Houston. San Angelo. Gainesville Terrell and Irving.
Host professional was Robert Host p
Evans.
Thirty-two trophies were pre-
sented to first-place whners, and gold. ailver and bronze medals Were awarded to winn
places in all classes.
Winners!


## Nournew whee/source



## Ore. Skaters Prepping for Denver Meet

PORTLAND, Ore., June 7.-
Top Oregon skaterg this week were preparing to enter national
contests of the Roller Skating Rink Operators' Association at
Denver, July 7.12 Oregon enDenver, July 7.12 in Oregon en
tries are winnems ine North.
west Paciflc Const Regioaal meet held recently at Burington. Wash. Robert Bollinger, Manager of
Oaks Rink here, who atiended meet. said the refionals were among the
best conducted and attended in becent ycars.
Judges at Burlingion were Mary
Blackwell, Glendale, Calif: Opal Jordan Martincz, Calif.: Opal Shirley Osterioh. Los Angeles.
The Yollowlng rinks were rep.
resented by first, second or third. resented by first, second or third
place winners at Burlington: Ta
coma. (Wash, Roller Bowl: Im
perial Roller Rink. Portland Or coma. (Wash.) Roller Bowl; Im-
perini Roller Rink. Portland. Ore
Ferndale Wash.) Rink: Pacific Skating Pralace, Newport. Ore, Oaks Roller Rink. Portland; Bur
lington (Wash.) Rink; Wenatehee (Wash.) Rink: Grants Pass (Ore
Rink: Pattison Rollercade, Spo kane: Faltetta Rilnk Roseburn
Ore: Centralia (Wash.) Roller drome: Dishman Rink. Spokane Bitter Rnot Rink. Hamiton, Mont ceeded in placing in the meet.
Vivian Heard Member Of Detroit Dance School
DETROIT. June 7. - Vivian Heard who formerli conducted
tha Nationat Schooi for Roller Skating Teachers at Edgewater Park Rink, Detroit ha now with
Qallot Arts. Detrolt
dance sehool.
Partics Help at Omaha
OMAHA, June 7.-Professiona wach R 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-l:z flood rellief and th polio fund-both
drms packed houses.

## CURVECREST RINK-COTE 

## FLOORING

 FOR SALE IDEAL ROLLER RINK

THE USERS ol "CHICAGO" SkATES

## Drivin' Round The Drive-Ins

GEORGE FRANKLIN, owner operator of Colonial Drive-In, Argve. Tex.. has completed plans A second screen, whin arive-in.
crease the capacity from 300 to crease the capacity from 300 to
600 cars, is being added. The drive-in observed its lifth anni-
versary June 3. 300 -car versary June 3 , is being con-
structed at tockeney. Tcx., by structed at ockeney. Tcx, by
Oscar R. May for Brad Sasle,
After having its original openin After having its original opening postponed because of heavy rains, opened last week at Bupkburnett,

Louis Littlofais is manager.
Chinook Drive-In, Calgary, Alta., had 750 orchids flown trom
Hawail for distributlon to the
first 750 women attending the first 750 women attending the
theater on the day following Mother's Day. Theater slso gave
two Hawatian leis and triple two Hawatian leis and triple
orchld corsagcs to the oldest orchld corsagcs to the oldest
women present.
drive-in theater is being built at drive-in theater is being built at
Unitv. Sask., making it the smallest-sized community in Sis. katchew'an to have an outdoor
theater. The drive-in, locally theater, The drive-in, locally
owned. is being bullt by Vicior owned, is being bullt by Victor

A 250 -car drive-in is being
near Cranbrook, B, C. by Rex Colmer. Theater, expected to be the nueles of a projected 70.000 amusement center to include dance hall, cafe and play-
ground. ground.
$\mathrm{E}^{\text {D }}$ DALTON, owner of an inFlushine theater and an airport at to build a new drive-in on the airport property. Spot will be operated as an airport by day and drive-in by night. A special
Jounge for ualk. in patrons is to be erected on thr second flonr over the airport nffice. ... C. R
Beechler, Mithigan theater cir cuit owner, is planning to erect
a new drive-in theater at Char lotte Mich. "Snowball," the Drive-In. Pleasantulle's Allantic now serving his third season fur prior to the show, Dave Wein siein drive-in manager, reports
thrt the pony wilt stop dead in its tracks. even tho it might have a child on its back. the moment
the picture goes on, and no pealing does a bit of good. The pany stands right there until its
sadde is remeved, then willinely saddle is remcived, then willinely
goes baek to tis stall... Richard Guecini recently opened his new 100-car White Beauty Drive-in

WE BUY and SETL


## MADAME RENEE'S

domny skatimg tights. $\$ 1050$

## 

WF HEY ANI EVLI.

JACK LOAMS 8 SON, IHC.
shates

## Roadshow Rep


#### Abstract

MRs. BrLLy TERRELL. Who Billy Therrell's Comedians, one of I met the Simon Family Show a the largest rep chowed ins one of falr business.". The famlly also the largest rep show's in the Mid- takes on wayside tced spots. A west and South, for many years. Whealland, met Roy Welmore is in MeCleary's Health Clinic, Excelsior Springs, Mo., where she underwent a major operation recently. She'd like to read letters from ald friends. .C. C. (Clith) Fournar is in Houston where he has framed a platform show for the summer. He plans to open in rerrell. Tex, about June is sum show for the past two years and spent part of last winter in Florida. R. G. Curran pens ike someone to come up with the oster of the old-time Jessie Saw. clle 10-20-30 company Terrill, Tex, about June 15 eports that he remembers we She old which carried Unh Spruceb held parades when he was located in Salem, Mass. For a number of years Herne has promoled amacur plays in the East. He plans to make an East-to-West tour with E. F, Hannan"s "The Oid Man the middle of August. G. J, culver is spending a few U. weeks in Sedalia, Mo., fol owing a poor uinter and sortne platorm feiture pix. He's readying tale west. Gerry Family is working Western Canada to fair returas. The Gerrys report meet but no others, since leaving Vancouver. B. C. Unit has music and wijl make some smal! fairs in Western Canada if it is in that Fosfer: Minatrels will play some fair dates and celebrations in Alin. arma, Unit spent the past winter ponsors around Birmingham for year to tair resulss in this State,


castle. Wyo. "My summer plat-
orm show did the best businass

## Stockton Kids

 Hit Hot PaceFASADENA. Calif. Iu ir
Stmekten Skating Club contestant walked off with the lion's share forma championships of the United States Amateur Rollier Skatine Assoclation at Clif?
Ne.chke's Soonligh Rollerway Ne.chke's Moonlight holerway
In dominatung procendings here In dominatang procendings here raul J. Gilbert. Slockton Rollasecond places five third places challenge trophies. More than 200 katers participated in the events. In addition to the Stockton and
Pasadrna rinks, skaters repre-
serted rinks from Watsonville Yan Nuys Montebello Cile Mesa, Fresno Monterey and Del Monte
ARSA Illinois Tests Held at Siepp Spot
MAYWOOD PARK IIL. Juns

- United Stetes Amateur RolIer Skating Association profici -4 at Steve Sicpp's North Avenue Skating Runk here, reports George
Demich, chairman of the rules Demieh. charman of the rules
3nd test commitec.
One bronze dance test and 69 One bronze dance test and 69
unior bar tests were taken and punior bar tests were taken and liat five sets of mather, father ard children took the tests to ents showed considerable im provement Jackie Fattore and Joe Iwan, Gary, Ind.. Judged the tests, Michigan championships at JackMich
son


## HoLf.EH HTVK

VERY IARGE: VIDUAE
 seolunt cnpecity of over toon Lond of Eouspmens. ancludies Hammond Oreth ispe machsors. ate bulting
 low Locatec in foiedo. Ohto's fisens diatitet and ralertar to monego Clan wirt be wold complete rilt nil esting dytes of t200.000 Termy will 2am down Owner fellimis Conlac 6 $G$ Evarth 811 Gardner Blam rotedo ohio phnne oamteld 861

## SHUFFLIN' SAM WANTS

| Coloued wuokiome Fat qcelt, Will |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Held. 5an Fasen Farment Thoms. Willita |  |  |  |  |  |  |  |  |
| mon. wire Lin |  |  |  |  |  |  |  |  |
| wor: Clieve mil |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |


| WANTED <br>  IIIRNifin R. WODDS <br> 16MM, SOUND FHMS FOR SILS FIMS RENTED AT ONE LOW PRICE <br>  OPEN A DRIVE-IN THEATP |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

16MM-FILM BARGAINS—35MM
 SIMPSON FIIAIS

## Jap Showbiz Goes Western

- Continued on paye 2
graming is on the cultural and before the tunc becomes a Nip
educational level. As yet the ponese $h$ it. "Sweet Violets, disk Jockey as we have come to
know hirn is non-existent in Nippon.
The one remalning radio sta-
tion is a full-niged commerciat tion is a full-nifged commercin Located in Osaka, it is relatively trom Wealthy newspaper inter-
ests. Plans are afoot to add new stations and possibly link then wogeth

No Tolevision Yel
Altho the NHK has been an
tively crperimenting with televi sion for about four years, it is and sound nuedium will be an entity in the Land of the Rising
Sun. The single commercial AM station is also intenscly inter-
ested in TV and is known to have plans on paper. This indicates ble between thesc two force since the Radio Regulatory Com
mission intends to award onl Cne TV license initialiy

In music too the Flourlshing Western world is swing to the The record business is flourishists are in great demand. The pop
records which are hits in the States are also top seliers in
Japan, altho there is a time lug

## London Dispatch

## - Conimued from page 2 <br> midnight and call it a day, or spend the whole cyening ot the Aptor, which now opens at dinner lime. The hotels have simply spots new headaches. No one is tomer. 1950 Act has let In a floud of new bosses. Agnnized owners found they were now at the beck of the Minisiry of Works, the Bos the Minisiry of Trade. the Ministry of LCC, the Borough Surveyor, the Course, the club section of the separate sectiong had different axes to grind and were commonly agreed on only one point- to On top of that a new Catering captain of the one-man mitk bar by fixing a minimum wage and maximum week, confronted ownofs with a new weckly wage bill of $\$ 1,200$. And against those mountIng costs 18 ranged the fact that the average Briton just does not have the money any more. OUANDARY: HARRIED OPS

 In a rcal quandary, owners, tourists, are harrled by this placue of povermment depart-ments. Take the case of Harry Mcadows who runs Churchill's and La Rue Club. He had to close fitting to the 1950 Act's standards. He opened again in Britain's 1951 Festival Ycar, heartened by a let-
ter from the president of the ter from the president of the
Board of Trade urging him to do hoard of Trade urging him to The letter called night

But the Board did nothing to alter the crippling $2: 30$ a.nu las Americans, who found theis drinks snatched away just when to take around $\$ 40.000$ in dollars from them, as well as his other trade. Lasi week he took $\$ 1,600$
in duilars between his two clubs for which France would award
him the Legion of Honor. Eut disguised as a playboy catehes a sipper at 2:35, and a summons is out aithout further inquiry. It's
possible that when the case comes to court next Week, Churchill'
will! be closed down. It has all the madness of prohibition with yet another lumatic
streak. This country is cryine out like a baby needs milk. But it aoes everything it can to discour-
age them. age them.

lationship between the lord and
rented as a series of episodes pre lasts anywhere from three to eiglet hours.
The Noh
duction and deals with religious themes or family problens with religious overtones. There is no scenery involved, just a back-
ground with a single pine tree. Much of it is in pantomime with a Jorurl (simidar to the chorus in
Greek tragedies) serving as Greek tragedies serving as nar-
rator. The traditional Japanese recd instruments and drums accompany this drama. Attempts to modernize both tbe Kabuk
and Noh have failed. Despite this adherence to the old, western drama is glowing.
Ibsen and Shaw are both popgroups have been successiful with such American pruductions as
"Voice of the Turtle" and "Skin of Our Tecth." With changes in new rights constitution and the new rights that women enjoy
lbsen in partleular hay F real
message for the theater Night Cluba Activo
Japanese night club business proposition. Must cabarets on Tokyo's Ginza (the main show business street) open carly in the afternoon, and because of transportation problems have their hows are wide open consisting
mainly of native sirippers exotic dancers. The demand for American acts is on the upbeat Gene Krupa's Jazz Trio has just relurned from a very successful
(rip, and Anita ODay has just
been act tor a Bullboard, June 7). Latin Amerithese spots.
Most movies in Japan are 1 m -
portations with French and Eng lish tilms preferred by nill but the younger set, who go for the
Hollywood products. Native film production is in a developing atace, bampered primarily by mon" won the Venice Lnterna benal competition and is no ocing shown in the States.

## The Final Curtain



Tokyo

## Mushi Mushi

## - Conilnuca from page

## charcaal artist. a arived this week

 All artists will be sent individu.ally to units to assure the best possible coverage. and they will foot to get up close to the front foot to
lines.
JAPA.
JAPAN DISKERS CHEEP
UP ON U.S. FIRMS
Japancse phonoaraph record companies have blossomed out to where they now make o direc tion of phonograph records.
However, since most U. S. record companies are licensed and registere. here in Japan, it will be
only a short tinue before thes will only a short imue betore to produce the full requircment necessary for the JapaColunbia. Vietor ond King of prewar Japan rapidly put their production on a paying basis and
are now leading the field. New record compenjes to start press. ing in Japan since 1945 are Cap. Stnee the end of the war, Colum. bia has pressed 62 popular tunes victor, ${ }^{48}$. Decca, 26, and Mer cury. 78 . Alt records are currenty is currently beginning to adver tise 78 r.p.n. disks for 79 cents.
Statistics on the popularity of an artist and the amount of records NEW SPEEDS DOUBFUL.
PLAYERS PLENTIFUL
It is very difficult to determine
when the Japanese will go for 45 when the Japanese will go for 45 or 33 r.p.m. records, because there have been so many single i8 manulacturers stidl continue to make single playing unit records
rather than change over to the multiple playing uaits

Midwest Funspots Run Up Big Takes For 3-Day Holiday

## Most Decoration Day Grosses Exceed

 Or Equal Comparable 1951 Period

## Stock Car Org

 Gets 5-Year CNE Contract TORONTO June C. F TheExhibition Stock Cas Racing
Club. Lid., has been granted a five-year contract to operate still
date stock car races in front of date stock car races in front of
the grandstand at the Camadian National Exhibition.
The contract which was reject was oknyed by the chty couneil
after the company said it would build a regulation quarter-mile
cinder track in place of the present one-third mile track
bers of the council to have the idea opencd to tender. but it was head of the company, had ad-
vanced the idea he should be granted the privalege. opposed to the ides of allowing tlock cars, but the council seized
upon it as an ideal source of Bar-C Rodeo Gets Okay Bow BRANSON, Mo. June 7.
Bar-C Ranch Rodeo wound up
its ${ }^{+52}$ debut herc Decoretion Day its '52 debut herc Decoration Day
after playing to over 5.000 at four shows in two davs. Stand her was under Kiwanis auspices.
The organization, which skedded to play fairs for Bames-
Cartuthers in Wisconsin Winncarcuther in Wisconsin. Minnesola. Lowa, and the Dnkotas. car-
ries 30 people and 50 head of
stock and is produced by stock and is produced by Bob Couls, business manager; Lyle Blackle Austin, iransportation
superincendent; Roy Merritt atock superintendent: Bif rit horse trainer: Beverly Harnett, kowz, mainterancer; superintend ent; Tommy Hucks, producin clowa, and Juanita Van Patter
 reported business at twice the
1951 level. Ball room and mid-
way crowds were strong and a

## Full Schedule

HARTFORD, Comn. June 7,-
Daily operations got under way Decoration Day at Lake Com end operatlon in affect at present The lake has started a series of music provided by the Dowr
Homers and the Trail Fierder under Menard.
Taber, Alta., Rodeo
Draws 5,000 Fans
TABER Alberta, June 7. Favored with good weather, the
l1th annual Taber roden was the best in years. Two-day event
drew better than 5,000 payces on the final day but the opener wha off. Prize money totaled $\$ 1,100$
Gayland Shows were on the mid-

Calgary Restricts Shows CALGARY, Alta.. June 7. -
City council has reaffirmed an order restricting carnivals to either Victoria Park or St .
George's Island because of lack of sanitary facilfties al popular in the city.

Miami World's Fair Plan Gets Governor's Nod

MIAMT, June 7.-With forme

ANCIENT TRICK CROPS UP ANEW CFICAGO. June 7 .-Shows
ave revived the age-old dehave of "postponing" rival
vice tits. Wh le two shows were outfits. Whle two shows were
playing the same route in the Southeast last week, the
first in discovered that townfirst in discovered that towners recelved postal cardis an-
nouncing "the circus" had changed its date. The new time happened of coinciae
with the date of the second show's appearance.
Phil Harris Signs to Play Hoosier Fair

## INDIANAPOLIS, June 7 ,- Phil Harris, comic ork fronter, <br> Phil Harris, comic ork fronter,

 and his package show will bethe supporting talent on the the supporting talent on the
Coliseum bill at the Indiana State Fair here thats year. Herb Shriner, radio - TV comed lan,
known as the Wabash Philoso pher, was earlier signed as the year's name attraction The Harris package will be
the same one that is set to play the Ininois State Falr, Spring-
field, and among other acts, wil field, and among other acts, whi
include the Sportsmen, radio
quartet, The supporting package show
was booked thru the Music CorWas booked thru the Music Cor-
poration of America, while
Shriner will come in thru the Chriner will come in thry the The Shriner Harris unit will hold forth in the Indiana Falr's
building the first four days of the rus, playing three night shows and one matinee perform name attraction last year, was hard hit by extremely hot 50 attraction, reportedy gros
$\$ 71,000$ in four appearances.
Shoal Lake, Man., Sets Stock Subs
$\qquad$ Competitions for light and henvy farm machincry will be features of the Shoal Lake fair this year No cattle, sheep or swine will be shown because of the danger of
hoot and mouth disease. Attrachool and mouth disease. Attrac-
tions include a baseball tourna tions include a baseball tournaing competition. E. J. Casey
shows will be on the midway.
40-City
Gould Starts 40-City
Trek, Adds to Parade

$\qquad$

The show has enlarged its
parade this season acording
parade this season, according to
Brown, who spid the llneup now
Brown, who spid the Ine-up now
includes six muslcal units. These
includes six mustcal units. These
local school band, a queen's Rloat
equipped with calliope, a second
bandwagon with sound untt, a drawn by two ponies, and the air calliope truck.

## Other parade units Inelude

 Cinderella carriage tractordrawn cage, ponydrawn cage
"Peace on Earth" lableau two clown carts, carriage, truck. two chariots and two large cages. The parade usually is given on the
second day of each stand. The Gould show plays under
uspices. This will be its second auspices. This will be its seco
season in Nebraska territory.
HOLIDAY A BUST
Cheyenne Rodeo Inks Garber Ork
ChEYENNE, Wyo, Junc 7,Cheyenne Days, rodeo-celebra.
tion skedded here July $21-26$ has signed Jan Garber and his orchestra for the event. The en--
gagement is the first one here for the Garber aggregation.

## Weather Jinx Worries

 New England ExecsBOSTON, June 7 -Decoration dark, and only handfuis of people Day weeksend, figured for a red
one by New England funspots, was
Revered Io Old Orchard Beach, Me. a bust with raln and eool wealher Saturday was stlll cloudy, but away from beaches and parks. For
ane fith consccutive weckiend sun falled to shine.
Amusement and conecssion own. crsaches in Massachusetts were worried about the nut after the
run of rainy, eloudy weather over Live straghi Saturdays and Sunbusiness picked up a Itthe. Suntotermittent rainstorms which rtined afiernoon business, leavins which failed to make up the lose. Long-time coneessionaires said it was the worst opening season in business has been excellent, with the hollday week-end always

Canadian Govit. Okays Mutuels

## Af Lethbridge

LeTHBRIDGE. Alta, June 7 .-Pari-mutuel betting at the Leitbridge Exhibition the rective government and betting on the three programs of harness racine will be revived after an absence of 28 ycars.
Each dights res are scheduled for each day's program and entriea are expected irom Alberta, Saskntehewan and Manitoba, ac-
cording to C. E. Parry, falre. cording to
secretary-manager.
A work crew is busy sprucing up the cur's bullding for the bitious project being the instal lation of a tile drainage system Youth
Your whe getabig accent this from the Shelby. Mont. froups scheduled to attend the Lethfor an opening day parade are also being made with local women's groups taking an active part Premiums totaling $\$ 3,500$ have
Calii. Okays Tuleake Fair

TULELAKE. Calif., June 7.held here under the district tair program has been authorized by Assemblyman Lester P. Davis,
chairman of the interim chairman of the interim commit-
tee on fairs and expositions, and A. E. Snider, chief of the diviston of fairs and expositions. No date has been set for the run.

$$
\begin{aligned}
& \text { Chester J. Main, chairman of } \\
& \text { the boord composed of farmers }
\end{aligned}
$$ and businessmen of this city and Butte Counify, sside candymanager, will be interviewed at once. The salary is $\$ 340$ a month

The State has allocated the fair district $\$ 6,000$ for premiums. This is a substantinl increase the Rotary Club-sponsored junior livestock shows of the past three rated with the proposed agriculthe exhibition.
The Assemblyman said that State funds for building construction will be avalable next
year. The work has been delayed because of technicalities in acquiring tue to land for the
frounds from the United States
Reclamation ture Reclamation bureau. The local Rotary Club will co-
operate in the staging of the 1952 operate
event.


## SKOOTER BUMPERS

VULCANIZED-REPAIRED LIKE NEW.
Steel Bands Will Not Slip Off.
Tor Information
JAD Rubber Service

New Chevrolet CARS AIID TRUCKS
SPECIAL FINANCE PLAN
FOR SHOWMEN
GET OUR PRICES FIRST
Hauss Chevrolet $\mathbf{C o}$ 1325 start 31.
cast 97. covis, ile.

## 



## Talent Topics

by charlie bytres and jive mehigg
Sensational Ortons, Dorrie and Vern, writing from Folkets Park,
Malmo, Sweden. where they are Malmo, Sweden. where they are
playing the first of their sched pled European engagements. say that the food is cxcellent, lying
costs are much luwer than in the costs are much lower anan in the ly. "We ran into a clown with whom we worked several years ago in England," soys Vern. Their next engagement is at the Tivoli, Copenhagen, Denmark.
Bud Krohn has resigned as seal rrainer at the Daytona Beach, Fla.,
Sen Zoo. He was a IItend of the late Mark Huling.
Bill (Cactus Jim) Bailey. radio and Ths old-tine cowby per rodeo appearances in Richmond and Roanokc, Va, last week due to an attack of the mumps.

Homer Snow, scal trainer, arrived a day late for the Spokane Lllac Festival recently after clos-
ing a six-day engagement at the ing a six-day engrgement at the National Exposition in Vancouver, B. C. From Spokane, Snow headed for his Oxnard, Calif, Sealatorlum and Ostrich farm headquarters.
Benny and Betty Fox, hach pedestal dance duo, ieft Chicago ticipate in the advance publicity of the new Red River Valley
Exposition. which opens there Exposition, which opens there
June 14. The act will also be the 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 Yeedersburg, Ind, to be fol-
lowed by July 4 and other dates lowed by July 4 and other dates of his faur route. The Simms are equipped with a new Cherrolet
pick-up truck and a $16-\mathrm{foot}$ Schultz house trailer.

Ethol DeArcy, high performer, was with the Buck Owens Clrcus Eddie Allon, veteran parailhutist and balloon ascensionist is with the Eastern unit of the Jole Chitwood thrill show...Vern Corrall, veteran outdoor performer, Wh
has been retired in Pekin. Il recently entered the Dwight, III Veteran Administration Hospital for treatment.
Nelson's performing pigs and Vic Dexter. juggler, were skedded for a TV rappearance on the
Sunday (8) stanza of ABC.TV's Toolsie Hippodrome, which originates in New York. . . Daredevi Carron. high act, is the free attraction on Mickey Percell's Ploncer Shows. . . Ruf Davis, com-
edy-songster, who has been in edy-songster, who has been in
Chicago for some weeks, will Chicago for some weeks, will head for pick up his family and then return to the Windy City. Talent set for the Columbla
Clty, Ind., Old Settlerg Day by Clty, Ind., Old Settlers Day by includes Frank Torrence. high



## F! M A

ADVERTISINC DEADLINE
JUNE 18
 Nearest Billboand ohtire rocay
 FOLDED 6
 STOCK rickt WELDON, WILLIAMS \& LICK




## PEANUTS • POPCORN . SUPPLIES

rop-por hymaid porcorn carues a money nack ouarantel Five Sizes Boxes - Complete Cones - Candy Apples Equip. Fine of Supplias - Midway ment \& Supplies - Fresh Marval Candy Floss Machint- Roasted Peanuts - Attractive Snowfinke Snow Cones - All Clicus Bags - Candy Floss
Makes Io Shavers-Siar Pop- Supplies. SEND FOR FREE Maker Ice Shavers-SLar Pop- Supplies. SEND

## CHUNK-E-NUT PRODUCTS CO.





SEE CONCESSION SUPPLY CO. FOR POPCORN EQUIPMENT AND SUPPLIES

8 01, POPPE
it V

CONCESSIOR SUPPLYCO.
301 S SECOR ED.
rotego i3, OMIO

|  |
| :---: |
|  |  |
|  |  |
|  |  |



AS THE

## WORLD'S LARGEST <br> Manufacturer of Projection Lamps

Strong has a line of spotlights especially designed for best resuits under every condition. Strong spotlights give you an abundance of light ...conveniently economically, without the use of heavy rotating equipment. Simply plus a Strong portable spotlight into any 110 -volt outlet and you have a bright, quiet, flickerless prot with sharp edge from head to llood.


HICH INTENSITY ARC SPOTLICHT
For large theatres, arenas, auditoriums. ice show's. Adjustable, sclf-regulating transformer in base. Automatic are control. A trim of carbons burns Bo minutes.

Now Available
for Use With the TrouperI

## A NEW

## SLIDE PROJECTOR ATTACHMENT

The interse light of the Trouper projects a clean, sharp, clearly defined pleture even on the largest screcn, with motion picture brillancy attained on screens up to 22 feet wide.
IDEAL FOR THEATRES, DRIVE-
INS, SCHOOLS, NICHT CLUBS
For projecting song slides, advertising clldes and visual educational subjects


For small theatres, hotels, night clubs, schools and colleges. Projects 61/ tumes brighter headsputs. Utilizes all the light through most of the spot sizes as contrasted to spotughts which vary spot size solely by irising, thus losing substantial light.



## Out in the Open

Frank Wirth, talent agency head, to have many of the delegates in reports that he will move out of his pocket and allegance of the sector for 33 years. His new abode. of the blg questions of the day which will be ready in a month rumor has it Fairman Lexis, a or so, will be River House, River-
dalc, N. Y $\mathbf{Y}_{\text {a }}$ another suburb within lieutenant governor and
currently head of State's vital easy commuting distance of his natural resources, may figure
Radio City offices. Even more prominently among the EisenRadio City offices. Even more
Important. according to Frank is its oroximity-only two blocksto the yacht club. A long-time do a lot of cruising this summer. Altho Frank maintains a home In
the Now York area he actualiy resides at his Mlami
about tall of the yeur.

Somuel S. Lewis. manager of the
York (Pa.) Interstate Falr, was York (Pa.) Interstate Falr, was Life mas3zine among Pennsyl vaniais polent. and perhap
pivotal. group of delegates to the Republican National Convention.

Popcorn Bonanza!
New Low Prices on Top Quality

## Yellow Hybrid Popcorn

cil gour raw rorn requirement now of how

- nitead 30 to 1 ar bever

IROOUOIS POPCORN CO
602 w. Cecmutk Road
MIT THE DECK

The TVLT-A-CHIRL Ride



- Vory popesar and Mrolifiabo
- Good looking * Good Quality

Well Built * Eronomical
SELLNER MFG. $\mathbf{C O}$
Fraibult, Minesesto

## LOOK! PARKER DOES II AGAIN

Owing so 80 many arders racelved to date. We can anly accepts more
 8700.00 . For particulatis phons. Wist or withe
C. W. PAREER AMUSEMENT CO.


Jersey Judge Okays A. C. Group Game
 something like bingo, is really Judge Vincent, Superior Court here this week. Unlike bingo the jurist decided, after pondering the
question for mane than fou question for mone than four
months, that $S k i l o$ is a game of man
The Skilo operators, on the son. grected Judge Hacation sca-
cision with sighs of relige cision with sighs of relief. For
them tit was a victorious end to fight that started last summer when police here tried to shut down the game.
Skilo is plaved on bingo cards and the object of the game is t mark up a row of numbers-ver tically, horizontally or diazonallyLefore the other players. But in
stead of being drawn by chance stead of being drawn by chance,
as in bingo, the numbers in Skilo are selected by each player's tossing a rubber ball into a box with Haneman declared, is where th
skill comes in. He was rullig in skill comes in. He was ruling in
the action brought by whlliam O'Brien Jr., and Thomas O'Con
nell, proprietors of a Lavishly ap nell, proprietors of a Lavishly ap-
polnted Sislo parior on the 'Walt at St, James Place.
The judge leaned heavily on the testimany presented before him Kuhn. a lecturer in mathematics a Princeton Unsersity, who lists de-
grees from Princeton Yale and grees from Princeton, Yale and Californa Tech among his scholas-
tic achievements. Dr. Kuhn had tic achievements. Dr. Kuhn had selected two players recoknially skilifuln at Skilo and two novices of no more than average sk 111 . He had them play 100 games The experts won 77 games,
the novices only 20 games, and the novices only
three ended in tics.
"On the basis of the bluomia probability tables "the mathema such a preponderance of vietory in a game of chance would be 18,000 ,
000 to one."
Roanoke, Va.,
Ups All Tix
ROANOKE. Va., June 7.-
Roanoke Fair this year will hike admission prices at both its ous side gate and grandstand, Arthur
C. Walker, secretary. reports, Front-gater, admissions. which last year were 60 and 25 cents respectively for adults and children, will be 65 and 30 cents this year.
Grandstand rates are goins up to 30 cenk compared with last year's quarter tab, he said.

## I DOWN, 2 TO GO

## Torrential Rains Nix Eastern Holiday Biz

NEW YORK, June 7. - After| inal outcome to match early hopes praclically blanking out over the Even so, much of the industry Decoration Day holiday week-end
many Enstern park and carnival that is will stitl be all rlght
Decoration Day (30) had litte operitors and the promoters of 10 offer in the way of weather sundry outdoor doings were ready 0 iske the pipe
In many sections over four Inches of ran drowned all planned end adding up to a revenue loss wimated in the millions.
Whlle that loss is bad enough in It self, it was especially hard to
talse in view of the fact that many take In vlew of the fact that many bia part, of their week and or last cight weck-ends. Some spots werc more fortunate. losing only
six or five of the needed weeksix or five of the needed week-
ends. ends. Among the ustal percentage of new investors in outdoor show
business l here is deep gloom. The business there is deep gloom. The seasoned operators manage to take
their bad luck in stride-as lone their bad luck in stridc-as long
as they can come up with the pay as they can come up with the pay forward to fourth of July and Labor Day-and with the arrival of each denoturg the end of an sizable chunk of the season, the
outlook now has lost much of tis pre-scason sheen. It would take a heap of good business for the


FINAL
ADVERTISINC DEADLINE
JUNE 18


ILIMNOIS FREEWORKS
woncos langhst
manutacturfas a ixmilitors
wairt pon catalog


## Holiday Biz Big in Midwest

- Continued from page 30 Anthony's band
pacity business.

Riverview Rotor Clicka Chicago's big Riverview Park and publicity with both business ride for the hollidays. Bill Schmidt said that the imported device had just been put into packed for the week-end. The park has received numerous telephone inquiries about the Rotor since then indicating. according to Schmidt, considerable public interest.
Business in Chicago was washed out Saturday, but Friday saw an unusually large crowd on that midway and Schmidt sajd least as good as last year. Sunday, while short of the Friday score, was nevertheless strong
grosser. The over-al] results, Schmidt reported, were ahead of last year's
At Sioux City, Ia., Riverview to the gross for Friday ( 30 ), but Saturday was normal and Sunday brought out a bonus crowd Saturday's gross showed power to the rides depariment. Stock
car races were run Friday and car races were run Friday and
Sunday, and there was a Saturday night dance.
Another spot
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 1951 score. But an afternoon auto
race attracted an overflow crowd and afternoon business thruout was strong, Considering the
weather, Redden termed the frosses satisfactory.

St. Louli. Detrolt Par
Both Detroit and St. Louls re. ported they were even with 1951 at St Louis' Chain of Rocks fun spot said wenther, attendance and recepts averaged out at last year's level. In the Motor City,
Saturday was cood during the Saturday was coo during the while there was an early dropoff in attendance by early Sunday night.
Don Williams, manager of
Ramona Park. Grand Rapids. Ramona Park, Grand Rapids. Mich. said both the holiday and non (May 17) were ahead of las Hiestand for Sunday balloon ascensions thruout the season, attraction
Ed M. Palmer, new manager at Aluron's Summit Beach Park told of a 33 per cent increase was cold, be sald, to cross of the curtain-rasser but weather
was fair for the next three days and patrons turned out well for the full program of dancing. fireNtha., Neb. Strong
From Tulsa, Oklahoma City
Alco Fireworks Opens Great Bend, Kan., Branch
HOUSTON, June ?. Aleco Fireworks Company, this city, has
estatushed a new braneh office at Great Bend. Kan. Al Cohen president, announced.
The pyro firm this year will again provide the July 4 fire-
works at the Shamroch Hote works at the S.

## Free Scrip

- Contantued from page 80
strong promational endeavors sel
for all other days in the for oll other days in the week
Irving again predicted the bigees seang again predicted the bigges
season in the park's history. As of last week-end when some four inches of raln drenched this whole area, the park was only a few dollars behind last year. A ban-- Conctinued from poge 80 spot an excellent start.
With seven and one-hall hour
or DuMont telecasting bringing the wonders of the funspot into
the homes of viewers thruous this area each week, the park is eur show business medium.
The inclement weat
lent to dute hasn't provided falr opportunity for fudging the tmpact of the several video sezs that clear days will bring a tre-
mendous upsurge in attendance as a result of the screenings.
and Omaha came optimistic pre dictions of the season as a whole Lakeview Amusement Park, Tulsa, found week-end takes an a par with a year ago but found good signs for the season in the
gross igures. Roy Staton it Springlake Park, Okiahoma City, reported a substantial increase over list year's holiday period and said attendance at a fireworks show was excellent. James D. Carpenter at Carter Lake Pleasure Pher. Omaha, had cool weather to contend with, but
marched off with a Friday gross marched off with a Friday gross
20 per cent better. Sunday was 20 per cent better. Sunday was
also bir and Saturday was a close third. The three days marked the opening of the pler's scason, and had been ballied with heavy newspaper and radio advertising. Prairie Du Chetri, Wis. Rose Park Zoo racked up a better
week-end desplte an all day rain. The increase was set at 25 per cent. The apot has about 50 per cent more animals than last year
but there was no other special but there was no other special
attraction for the holiday weckattrac


## Carey Terms

N. Y. Aerialist Code Unair
CLBANY, June 7. - James A. Carey, an executive of the State
Department of Markets and Agri culture, the governing body of fuirs, and the executive secretary of the Slate Association of Asri-
cultural Fairs, represented those cultural Falrs, represented those
badies at a meeting of labor debodies at a meeting of labor de-
parment officials held here last Tuesday (27) in an attermpt to formulate a workable rule for State's new law covering the safety Carey asked thers.
Carey asked that the enforce-after the operation of the last of the State's 51 fairs since it would place too great a responsibility on hir managers who had made contype of talent before the new law was adopted.
He suld that falrmen were comor no professional background in the entertainment business and that it was untair to ask them to risk criminal responsibility if acts,
whose business it is to be daring. whose business it is to be daring.
should be injured while appearing under thelr auspices. He sald only members of acts could qualify as "experts."
Only a few persons, other than director of the Department of Markets and Asriculture and a member of the Altamont Fair board were present.
The meeting was chairmaned by Commissioner Georse S. Raymond.
The law is scheduled to go into efThe law is scheduled to go into ef-
fect July 1 .

## MAKE $\$ 100.00$ A DAY

 On Candy Floss

ELECTRIC CANDY floss machine 0.

ASTROFORECASTS





NEW DREAM BOOK

OW To win AT ANr Kinib ok sideu.



SIMMONDS $\frac{1}{6}$ CO.


Real Butter-like Flavor and Aroma

- Liquid in all Weather . . . Easier to Measure
- Na Need ta Pre.heat
- Gallon-size Can Easy to Handle and Carry
- Costs Less Per Bag - Fewer Duds
- Local Warehouse Stocks

Write For Names Of Distributors Along Your Route


## POPGORN•GANDY GOTTON GANDY APPLES - SNOWBALLS DRINKS • FROZEN GUSTARD

 POPPERS has the most completo tine of equipmont ond supplies for concercionaires. Gl evcrything from ono source POPPERS GUPPLY GO\%, ING. 1211 W , scoond S1., Philo.22, Po. GArtield 6-1616CIRCUS SUPPIY \& HARDWARE CO., INC.

## 

 Seamlear Corered Spaniah Weba. Hic. Conconsion Equipment bulti and


EDDIE BLIMETMRI
YOUR AMERICAN RED CROSS IS ALWAYS THERE

 Star Popiorr Mechines. Peenul hoasiera cad Woriners. Food Surving toas. 20 kinde Popcore Bapt. Hot Doon. Sandwich and Preanet Bagn Popcort "Tubl Kow" Mammoth Yallo POPCORN of 3 ti.2s per 100 pougd bog l.e.b,
Se Louim. List of full lins supploy Prunty Seed \& Grain CO. ©20 N. 2nd 51 . St. tevis 2. the


## Top Bill Marks Schumann Run In Copenhagen

 ane spinning. whip crackin ners, Two Watsons and fem
stooge) present 2 gorilla bur. stooge
lesque somew hat similar to that formerly offered by the Gutis on the Ringling- arnum show. and slapstick.
Bruno Borkovski has a beau white doves which offer good tricks.
Albert and Max Schumann are on next with two sniall groups
of Liberty horses, four Shetland ponies drawing small racing carts, and a cauple of noveing a horse kicking a large ball into arena seats.
Lowy, tight-wire dancer in but is a capabie performer and offers several sood tricks, in-
cluding a backward somersault cluding a backward somersault
feet to feet, and a forward somer sault from crotch to feet
Clisiy Porch Act The Mars Troupe scores a
show stop with classy perch
set. Husky porter supports act. Husky porter supports fem trick being a iwo-high stand on
top of pole perch. Hesd-to-head top of pole perch. Head-to-head
mounting and descending of high ladder, by two men, is also good
as is top-mounter's one-hand stand on porter's head for an up down trip over the ladder. trio of musical clowns, aided by two fems, who put over varied parodies Jy two of the clowns.
Albert, Max and Vivi Schumann. in Spanish costumes, put dence routines. Max and Vivi are on for a double high-school
bit, followed by Albert working a horse on small platform. Windup has Paulina joining the trio to
do high-achool bit-two on do high-gchool bit
horse-and jumping Nifty Dog Aet Vketor Julian has an attractive and well presented dog and monmonkeys are well trained and amusing. the precentation of a
score of trained canines is superb. Small dogs, singly and in pairs, enter from a doll house and
Allentown Strong For Terrell Jacobs
ALBANY, N. Y., June 7 .
Terrell Jacobs Circus unit with Terrell Jacobs Circus unit with good business at the Allentown Reves is doing advance promo-
tional sales. A deep-freeze unit recently was installed in in show wagon by Gifford Raylea.
electrician. electrician
Bill (Babe) White is producing clown. Verne Corriell, juggler, joined. Nick Ouellethe is menag Reed, veteran elephant man, is working the baby bull in a new routine. Dave Fleming has out-
side tickets. Phil Wirth's riding side lickets. Phil Wirth's riding
act is feature of the performance.
Recent visitors were the Don Franciscos. Cbris Viohl, the Harold kiloores. Howard Suesr. Kly, Cecil Montgomery, and Martin
Klan

Cotton Candy-Snow Cones-Popcorn-Candy Apples



## Carnival Roules

Send 10
2160 Pattarson 51.
Cincinnati 22. 0.


Circus Roules
Send to
2160 Patsermon St.
Cincinmati 22. 0.


## Detroit's Wonderland Starts Full Operation


SASKATOON, Sask., June 7.Competitions for light and heavy
horses and demonstrations of horses and demonstrations of
farm machinery have been decided upon as parr of a substitute program to take the place of livestock events at the Saskatoon Enhibition. July $21-26$. Cattle, sheep and swine will nol be
shown because of hoof and mouth disease in the province.


FINAL
ADVERTISING DEADLINE
JUNE 18


Crowell and Rose Mary Johnson,
of the Barnes Bros. unit: Jack
Leat. former 24-hour mani Jimn
Rap, of the promotion staff.


|  |  |  |
| :---: | :---: | :---: |
|  |  |  |
| LOOK WHAT \$3 WILL BUY! <br>  including over 12.000. FOOD AND DRINK CONCESSIONAIRES! <br>  NOW AT THIS LOW RATE YOU -Advarine to reash the how comine -Beck you roue dintrimitor and jobter |  |  |

 CONTACT YOUR NEAREST BILIBOARD OFFICE OR USE THE
HANDY ORDER ELANK BELOW TODAY! DON'T PASS UP ANOTHER WEEK OF EXTRA PROF. ITS AT THIS LOW COST

## Now Food and Drink

 Concession Equipment


## Sheck,Sawyer Retire From Akron Operation

AKRON, June T. Edward S have announced their retirement from the operation of Summit from the operation of Summit
Beach Park and a new organizaBeach Park and a new organiza
tion has tiaken over the spot. the Thomas Drain Service, has become president of the new group. and Ed M. Palmer is vice-
D-esident, th asurer and genera! manager. Mildred $H$. Lewis is secretary.
Palmer was named Summit and immediately began repairing and repainting of the entire park. In addition to Palmer, Thomas
and Mrs. Lewis, the directory in.
clude Kermit Burns and Patricia Sheck and Sawyer have guided
the operation of the park for the last 15 years. The park has been an Akron Institution for about 25
years. Shec
the park said he was retiring fror the park to ense out of some of practice and the parik.
Palmer sadd that among the
improvements are a second improvements are su second
Kiddieland. new rides. a new pienic promenade, lake front renovation, new flower gardens and
a new. free act platform on the a new free act platiorm on the
ake front. There also will be dancing
rink.

## Dorney Ups Talent Budget, Skeds Acts 5 Days Per Week

## ALLENTOWN, Pa.. June 7.-An expanded tree aet. program for

 expanded tree aet program for Wednesday (11) by operator BobPlarr. New talent will be pre sented weekly. for five days beginning each Wednesday, Abe I
Feinberg, New York artist's representative, is booking the shows-
Opening attraetion will be Joopening altraction will be Jo and high acts, with high diving and parachute fumping scheduled for possible inclusion.
Rodeos. or other sult

## Playland, Rye, Looks to Big Silver Jubilee Operation



RYE N. Y.. June 7.-Playland.
Westeheriter County's park on Long
000 cars annually, as well
000 Isiand Sound, opened its 251 h season May 24, and despite miserable weather, drew better than 22.000
patrons. Sunday (25) was a wash-
out. $\$ 10,000,000$ park, designed
Ty Frank W. Darling. was firs! opened May 24, 1928. Since then ap estimated $30,000.000$ people have
visited the funspot. Which last year grossed some $\$ 2,500,000$. according
to Col. Allan E . to Col. Allan E MacNicol. director.
The spot cosis between sily and seven hundred theusand dollars a yever to opprate and maintain. offl
ciajs estimate. It is owned and operated by the Westchester Count Playland Commission, a State-
chartered group. 75. Perion Staff
MacNicol, a board member of both the National Associatiun o
Amusement Parks. Pools and Amusement Parks. Pools and
Beaches and the Now England As sociation of Amusement Parks,
heads a staff of 75 people. This force is augmented in summer by
high school students high school students. The park's
famous grassy malls. shrubs, trees and flowers are maintained by
permanent staff of 12
 serving its guests, MaeNicol recalls which stranded ashore nearly 5.000 passengers who had come on
steamers from New York. Severity of the sale wrecked the docks. With normal shore transportation
already taxed because of the already taxed because of the down-
pour, the "castaways" pused a problem, but partic officials rounded and enlisted the aid of the New
York, New Haven \& HarWord Raliraad so every one of the no charge.
Pliylund Is easily reached by
car, train, bus and steamship Now York. Ever since Messeck Sleamship Lines, whos bonts ply between Jersey Clty,
New York and Rye. In iddation 10 bus lines sorve the rark, with hicles having been clocked in during a season. Playland's own park

## Jantien Beach

 Holiday Takes
## Soar; Oaks Up

Detroit Press Attends Party At Jeff Beach

## DETROIT. Junc 7.Jefferson Beach was host at a unique nnusic and press party Tuesday music and press party Tuesday

 as the kickoff of the series of24 concerts to be piven there by the Delrolt Symphony Orih. rathskeller of the Pleiffer Brew. ing Company, which will sponsor the concerts.
With a gond turnout from all local newspapers, fincluding coll
umnists, music and dramatic umnists, music and dramatic atives, the gathering undoubted ly went a long way toward
building gond will for the park building good wifl tor the park
in tis new venture. Representing Jefferson Beach at the event were Samuel Kut-
zen, partner; Lloyd Hammond zen, partiner; Lloyd Hammond
promolion man; and Sidnry Eiel field, advertising director. The Symphony was represented by Ray Hall. and Atice Gorham, special exploltation represent-
atue. In addition to a host of
undl w-all known by-line writers and brewery executives, guests in business agent Hud Green and Diredtors Clarence Austin and Fred Black of the Detroit Fed
eration of Musichans. Rus Gorrell office, and Bub Hall Monologist.

PORTLAND, Ore June reported business over the Dec oration Day week-end to be
mhead of that of last year. Good weather Friday (30) and Sunday (1) was an asset, but a three some park managers a handicap because the proximity of Oregon town over long holidays.
"Sunday and Friday were ter
rific," sald Erie Swanson ager of Jantzen Beach Park "with Saturday snmewhet slow er, probably owing to the cast sky and cool weather has bo far this season attendanc of last year."
Sunday's attendance a by a Peach was augmentec added some 8.000 . Bollinger reported that atlend the week-end Decortion Day and for the week
year ago.

Minervinos Open Spot
LAKE HOPATCONG, N.J. vino opened their Islind Kiddie land in Bertrand Lalind Park here May 24, sporing a new hard
topped surface and Rocket ride added to three units held over pian to add other rides if business warrants:

"SKEE-BALL"' ALLEYS

## America's Эavorite "Skill" Game

for parks-resonts-arcades-locations

NOW IS THE TIME TO agplace your
PHILADELPHIA TOBOGGAN CO
1SO coastras-mians-cars-icuipment


Gontast LAME GEORGE MMUSIMENT PARK Lako Coorge. New Yeith

High Quality

## KIDDIE RIDES

ROTO WHIP-SPEED BOATS-PONY CARTS GALLOPING HORSE CARROUSEL
W. F. MANGELS CO., Coney Island 24. N. Y.


[^4]Buy U. S. Savings Stamps and Bonds

## CIRCUSES

Town-to-Lot Excursions Operate
At Hagerstown; 2 Matinees Late

|  |
| :---: |
| 5vem |
| Award Wirth |
| 3-Year Othawa |
| Circus Pact |

NEW YORK. June 7. - Frank
Wirth head of the thlent agency Wirth, head of the talent agency bearing his name, this week an-
nounced that he had signed a
three-year pact with Tom to present an indoor clrcus at the latier's suditorsum in Ottawa.
Wirth only recently concluded Wirth only recently concluded a
circus at the Ottaws buildine
which he termed among the most successful ever presented in that
city. On the basis of its success
Gorman. a well-known sports and promolional figure in Ottawa, These had to be tumed down.
Wirth said, because of prior com--
mliments involving many of the acts in the show.
However, plans for next year
include a-much longer Canadian
segson with a route planned that Will extend thru the first week in
July.
Wirth algo announced the signing of a 1953 pact with Tigrt
Shrine Temple for a repeat per-
formance of his circus in Syraformance of his circus in Syra
Gainesville Makes "Shortest Jump"
DALLAS. June 7.-Gainesville Community Circus made the Plav an encagement here for em.
ployees of an afreraft factory Thursday thru Saturday (5-7). The show played a public en-
angement under veterans' aus. pices at Fair Park May 30.31 and drew large crowds. Because of the show had to move from the grandatand to mearby parizing
lot. On Thursday (5) it moved
back to the track for four shows which drew 30,000 , according to A. Morton Smith June $27-28$ will play Pampa. Tex.
|luand.

## CUBAN RUN CONFIRMED

R-B Mulls Jan. Trek

## To Two S. A. Cities




## but who wants HOWE'S VEHICLES SUCH A RECORD?  well be the holder of numer <br> GOING TO MOBILE <br> Trucks Taken Over by Robinson

 ous sawdust and spangle rec-ords by $v$ rtue of its more ords by y riue of its more operation under the direction may well be on its way to ward setting yet another, tho unwelcome, mark. As of the
first of this week the show hid been out 38 days. In that feriod it had encountered 32
days of rain and only six of days of r
sunshine.
KING-CRISTIANI FILLS THREE AI BROCKTON

Wins Big Crowds In New England; Conwoy Injured
BROCKTON, Mass., June 7 Two matinees and a night show
were necessary to handle crowds
at KinR Bros. \& Cristiani Circus at Kine Bros. \& Cristiani Circus
here Wednesday (4). The tally
showed two eapacity houses and one near-full turnout.
The town was frur years fresh The town was inur years fresh
and the show had perfect weath-
er. shool tie-in. parade and strong Knights of Columbus aus pires in its favor.

## registered at Taunton, Mass... Tuesday (3) under Exchange Club Tuesday (3) under Exehange Club auspiecs. At New London Conn

 (31). the show had a straw matinee and. despite rain, near-tull house lor the second per-
formance. Ringling-Barnum is booked inio New London for June 28. Kins
auspices.
way, parude tharshal, was treated for scalp abrasions after he was thrown fram his harse. The and
mal was startled by a truck. A youngster standing ne
received minor injuries.

## Circus Fans

Set Conclave In N. Y. State

## COOPERSTOWN, N. Y. June 7 Bros.



Rust I1, under sponsorship of the
Rotary Club. Show's appearance
wll be in conjunction with a Re Wional Mreeting of the Circus Fans
Association skedded for August George I. Barlow III, Bingham
ton. N. Y., and Fred Roedel, Utica,
co-chairmen of the event. met re corrly with the Rotary Clireus
Committee and with Rahert W
Conk
Hintorical Association. to map ou
Tentative plans call for visjus to the city's three famous museums
Tne Baseball. Farmer's and the New Baseball. Farmer's and the Other attractions offered will be model cirrus exhibit, circus mov ies and slides. and refreshments the committee are George Dufty publicity and display: Milo Smith
model display, and Wilbur Tinney secretary.
AGENTS, SHOWS FLOCK TO EAST

NFW YORK June 7. -
Ceneral agents and promotion crews already are tan gling in what promises to be Eartual jam of circuses in Eastern territory. During the next month it is expected will be concentrated in Pennsylvania, New England and New York. Some other shows already have alfered routes
to omit the congested arean.

Firm; Sturmak Share Headed for Ky., Peru

ROCHELLE. Ill. June 7-
Trucks of Howe's Famous Hippndrome Circus have been taken over by the Robinson Trucking \& Fquipment Co. Moblie, Ala,
and are being taken to that city. The convoy was halted here this week when police learned and some drivers lacked licenses.
Joseph Hobinson. of the Alabama Joseph Robinson. of the Alabama firm, said he expected to leave
here Monday (99, with the show. Arthur Sturmak, manager of in Minnesota, also was in Ro-
cheile. He said his part of the equipmeot was being taken to Keniucky, where he hoped to Irame s new show. Stoek and
animals, he sidid. were being taken to Peru, Ind. Both Robin-
son and Sturmak clalmed the two cage trucks. Some of the was sadd to belong to each. that King Bros. \& Cristiani from Rubinson, but it was un

## Mills Draws

Top Turnouts In Ohio, Ind.


Bros Cuts continued for Mills Bros'. Cincle at Ohio and Indiana
stands. The show had near capacity houses at Rushvilte, Ind.
(28). New Castle, Ind. (29) came up with a hefty turti-away for
the matinee and capacity house at night, whth American Legion as the auspices
 fell durling the matinee but ther
Eng. Unit Begins Scottish Tour
GLASGOW, June 7-Chipper-
neld's Cireus moves up from Engfield Cireus moves up from Eng-
lind to open a Seottish tour on
June 9 , when it is booked for two Whe 9, when it is booked for two Ground. Glasgow. and dates at Perth, Aberdeen. Dundce, Falkirk, Greenock and Hamiltion follow. tiger rides on an elephant's back.

## WALLACE SKIPS SHOWS IN N. M. HAIL STORMS



| CIRCUS ACTS |
| :---: |
| Fiamily Daing Two or More |
| 14 Weeks in Perm, S. A. Marting July 10. <br> 20 Weetre In Chili, g A. Atatling Seplealber 6. |
| Sinnd full information, photion, price, namen and idenslty people. |
| Also need Aete for Parke, Fairs in Ohio. |
| W. STAREE |
| Pxo-Amrriesn thouking Apeney 525 Grizene Alig. Clerelarsd 14, Ohiv. |

## TIGER BIIL

## 

Eeneral Agent with car at once. Side Show with own transporWild Worelty Circus. Acta, Cook and working Men all de. parimenta Some Concossions open. Address: Galesburg, III.

## RODEO-WILD WEST PERFORMERS

##    MANAGER RODEO



## THREE PHONEMEM <br> 

PHONE MAN

JACK CONLEY
PHONE MEN

| FOR SALE <br> TAMEEF 43 KET CHIIOP: <br> In perfert playing condifion - rully re: <br>  <br>  4. Feckine and bippingetrith <br>  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## WANTED PHONEMEN <br>  <br> 



## Dressing Room Gossip

## Mills Bros.

Dowagiac, the pony. gave birth to a colt in Muncie, Ind, for which colt's birth rated a four-column spread In The Muncie Star. Sun day in Piqua, O., found much visiting with members of the Rogers and Hagen shows. Mr. and
Mrs. Yellow Burnett and his brother were Buesis is and his
were the Conover as were the Conover family, of Xenia, O., whose elnest son had
just returned trom Army service
in Korea in Korea.
Bob King, Richmond, Ind Ean personnel. Most of the bigshow Grover's WPTW program done vin capc from the back yard. Ralph
W. Jenny. staft writer on The W. Jenny. staft writer on The ing data for his book "My Mud and familys. were the guests of Clarence Canary in Muncie. Mr.
and Mrs. Paul Pyle visited beTheen shows in New Castle, Ind.
The American Legion band, led by fan Russ Wilson played the Forest Foote and Raymond White also visited there, is did Jimmy
Smith, who recenily completed a law coursc at the University of Alabama. He will rejoin the
show's promotional staff for the show's pro
summer.
Decoration Day saw the show
back in SL. Mary, O., and visitors influded George Piercy, Berl and Corrine Dearo and Eddie Grady
$-J A C K$
LaPEARL.
Polack Eastern
Four days in Carpus Christ 1 prepare for the outdoor season. Hewitt Baker and daughter.
Frankic, hosted Henry Kyes. Whiley and Edyth Boyd, Slivers
and Jo Madison, Emie and. Frieda
Wiswell and several Shrlner Wiswell and several Shriner
riends at a party al the Sea
Breeze Apartments Breeze Apartments.
The Ben Hur Shrine Club conerred specia honors on Nat
Lewis in Ausilin. Tex. He's now
a life member of the temple Mr and Mrs. Les Yates and Nate and on Decoration Day.
Ted Hay, formerly with RIng-1fng-Barnum circus, visited. Fred Proper spent much of the Decora-
tion Day holiday fn the haspital
with a rush to Chicago to his mother's
bedside. The writer returned Trom Whmipes via plane to make
the Corpus Christ opening. The
Shrine-sponsored Corpus date was handled by Henry BarLorranne.
Wollace 8 Clark Org has been plaguid by raln has suffered accordinely business Smith has joined :o tuke charge of offce. Main show program has
bean augmented by the Brownle Silverlake Troupe with its dor and doez ladder, webb and contortion, and Brownie and son, Jimmy, work
clown alley.
Harper (Wingy) Hardwlek had Charies Cary. and family. Recent vasitory included E. C. Opal. Bett
Lee Burlingame, C. J, (Happy)
Walker Red Davis, Waiker, Red Davis, John W. Jarni
son, Ed Burridfe. K. W. Scharm Mr. and Mrs. Harry Akers and Lee
Meredith.

## FIVE TOP PHONEMEN

 Jact c.

## PHONEMEN-A OUICKIE

 terneli or tehrell

HAVE LARGE SHOW LOT
P.C. HANES


KEN MAYNARI


10 PHONEMEN

## dick rogers

## PHONEMEN



Kelly-Morris
Downera Grove, Ill., proved to be a town long to be remembered since Jack Mahon broke his foot in the elephant act. Freddle Jones
smashed his windshicld and front loor and the llodgini traller was slightly darnaged when a truck
ran into its front corner. In Blue an into its front corner. In Blue
sland, yI show was located
downtown, downtown. Lot was especially small and the tournament had to
line up on the clly sidewalk. An unexpected day ofl in Hobart, Ind gave Walter Raudenbush and the cverything painted and sparkting. Dccoration Day sau: Etta Hodgini and Steve. Paulime and
Jnnet Enyert visiting the Hod ginis. Wayne Larry. en route to he West Coast after vilsiting the
Ringling show, brought Bcity scalante down on a business trip Little Tommy Joe Hodgini went
home to Peru, Ind., to visit his grandparents. At Three Oaks,
Mich. Joe Hodgint renewed acquanintanee with Pas Kellyed After anationing in Chicaso, Willte and Al and Kitty wells visted May 31 and Jumped to the Sunday spot
with the show. Bec Friseo is planning a party when show gets vear home in Detroil
Visitors included Mr. and Mrs.
Linden. Dr. Schlack: Tom Prk Linden. Dr. Schlack: Tom Park-
Walter Cooksey. John Vogelsang
Joe Hodgini Ai and Kitty Wells
and Dnve Moore, JOE HODGES and Dnve M
HODGINI.

## Kelly-Miller

Summer weatiger has flnally ar-
rived. Chief Eagleman had the side of his car dented badly in A htghway accident coming into
Sterling. Colo. Harry Rooks has Sterling, Col. Harry Rooks has
returned to the show and is anain

working horses and pony drills. Mrs. Kay Coleano is on the sick | Mrs. |
| :--- |
| list. |

Billy
Gaimer
went Greeley, Colo.. to catch the act of their friends, Mr. and Mrs. Tiny
Wiison. They are known protesWiison. They are known protes.
sionally as Mort and Gert. The Florenz Troupe has added new
wardrobe. Tommy Bently is doIng a Eood job wth the programs. Frank Francois' cookhouse hasn't
nussed serving a meal od time slace the show opered.
The weatherman threw every-
Qhinr in his book at us in Little-
thinf in his:book at us in Little-
ton, Colo. However. a drlving ton, Colo. however a driving trom Colorado Springs. Calo.; slx and a near-freezing downpour of rain failed to prevent us from giving two periormanecs on time.
Pegy Sylvester, Lucille Eagleman, lone Stevens and $W$. Is Sterlimpon Recent Ris'tors includ in Virgil C. Campbell. manager of the Fox Isis Theater, Denver; Mr, and Mrs. Red Duvall; Curley Alex-
ander. old-tinue wire walker, and Tex Reppart, who was en route
to the wallece show.-FRANK

## Intraducing

The Nation's Outsfanding


## AUTHENTIC CALLIOPE RECORDING



## Wallace Bros.' Circus <br> 

John (Yogi Ray) Davis and Billie Dick

##  <br> DEE ALDRICH



## WANTED

 AERIAL STUNT



Aufo Thrill Drivers

THFILL DHISERS

## WANTED

## 

SECRETARY OF FAIR
PROMOTERS
Rimis Mating livi Exh Fin no
som是是



6 Iligh gr. (Telis Dial G-2126)

## 

## WANT PROMOTERS

## 

hagan-mallace circus, an Per Route

# FAIRS-EXPOSITIONS 

Dallas Animates, Lights Ozark Empire Ag Show to Hold Viewers Loses Stand
 fects in the central exhibit of
its agriculture show this year in its agriculture show this year in
effort to hold the attention of visitors longer.
The exhibit in the Agriculture Building will occupy space ap-
proximately 80 by 60 feet, supplementing trpe exhibit theme of "S
Agriculture." Book of Texas
The central exhibit is built as, illustrating different soil areas of the state and products in rela. tion to various types of solls. The map will be in fluorescen will be surrounded by a platform accessible by four ramps. Space round the map will be decoand real cotton plants. Growing and reati, prickly pear and other des ert plants will be used to decorate the approaches and space around the ramps.
A canopy 18 feet high will
have sparkling lights thashing off

## ATTENTION!

Secretaries of FAIRS, CELEBRATIONS INDOOR SHOWS Contact the ERNIE YOUNG AGENCY
for every known type of entertalnment 203 M. WABASH AVE
 Suspended from the canopy
will be a miniature he licopter
with a 'Tommy Texas" charater will be a miniature heljcopter phone. Vanes of helicopter will turn and Etape recording obout six minutes long will be playcd
at intervals, glving the effect of at intervals, glving the effect of character. As the lecture about sonls and products 15 given, baby
spols will pinpoint the areas unser discussion.
"Story Book" theme is being after being greeled with enthusi asm both by fairgoers and Texas A\&M College Exlension workers
who co-operate in setting up the who co-operate in setting up the
exhiblt. Most of the "Story
Book" hhow window exhibits 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 will be used in several exhibits, open pages of a giant book. Each tells the stary of agriculture in
one of Texas' Extension Districis. Ray Wilson, tair's livestock and agriculture manager, ogether
with Winniford Morton, designer of exhibits, and Texas A\&M Ex tension personnel, are currently
touring the State setting up exhibut plans. Fair cxee expects to Portland, Ore., Revives Rodeo, Horse Show
PORTLAND, Ore.. June 7. The 1952 Pacific International
Livestock Exposition will return to a horse zhow, and rodeo as ler Folt announced this week.
Reversion to longestablished pollcy follows after last year's experiment with a pagcant, "Wag-
ons West" ans Wicst," Hollywood-produced and utiluxing considerable local talent. Altho the general gate
showed a 9 per cent increase over
the previous year arena attend ance was dovin 30 per cent for the historical presentation.
Exposition this year will run Exposition this jear will run
October 4-11.
"We expect to put the P-I bath "We expect to put the P-I bark dore B. Wileox, Exposition chairnoan, said.

AVAILABLE from HOLIYWOOD ARTHUR" ${ }^{\text {ompewe LLAKE SHOW }}$ PRESTON FOSTER SHOW
falrs - theatres - trade shows - conventons contact CLYDE baldSchun McCONKEY ARTISTS CORP.
2000 нourwoos ave. hollrwood, calli.
The Greal Caldwell County Agricullural Fair, Inc.
 Wim. Long Range Gallery. Age ond Seales. Showmon-A biz wrek assurmd for Moturdrome. Ifluiou. Mechanical Cily, Minetrel


WANT CANDY BUTCHERS AND NOVEITY AGENTS

 A. Hymes

## In 100G Fire

Temporary Seats Set for This Yeor, New Ories in '53
SPRINGFIELD, Mo., June 7-
Ozark Empire Fair will begin
temporary grandstand to replace
its permanent stand that was
destroyed by fire early Monday (2).
was
a reduced to smouldering ruins in estimated at soup, with by Glen Bnyd, falr secretary-manager.
Cause of the fire was unknown but officiais belleved it might have originated during the Sun-
day night (1) stock car races and fore breakicin during the night bedawn the following day.
The temporary seating will be run, but tmmediately following the tair, will be replaced with a
permanent structure, Boyd said. permanent structure, Boyd said the blaze was confined to the
prandstand. A horse barn west of the stand was saved and the pawilion of Springfield Newspapers. Inc, on the other end, 1825 model fire trucks, which
had been stored under the stand, were both destroyed.
extensive loss, particularly serious since the fair operates finan-
clally on a year-to-year basis with no sizabie cash re
covered by insurance.

## Eddy Arnold

 To Top Show
## At Houston

 in Texarkana on September 12. 10 The Arnold package, to the past 10 days. has played dates in
Orangeburg. S. C. Charleston;
Wllmington. N. C. High Point
N.C. Greenshor. Nich port Greensboro, N.C., and New
(4) Arnold flew, to Delmar, Del where he opened the new milliondollar Purina mill. Firm sponshow which is now beling arred show Which is
Coast to Coast.
Charlotte, Mich. Awards Contract On 37G Youth Bldg.
Eaton County iH Fair here, has let a contract for the construction exhibit and dormitory ${ }^{4}-\mathrm{H}$ Club exhbibit and dormitory bullding
that will cost $\$ 37,250$. Bruce Kell, secretary, announced.
planned by Gaylord Rhich Lewis Findlay. O, tair designer, will be made of concrete block and stee
frame construction. The frame construction. The ground
floor will include exhibit space. a 125 -scat auditorium, kitchens,
and rest rooms. The second will be occupied by dormitories Wrth a capacity of 300 boys and
150 girls. The dorms will he mpuipped with showers and other
facilities.

Sioux Falls, S. D., Maps 500G Long-Range Plant Plan
SIOUX FALLS, S. D, June 7- for a totaly capacity of 4,500 . Sioux Empire Fair this fall will Other finprovement projects
launch a loag-range master plan skedded for the fair's 200 -acre launch a long-range master plan
of improving its fairgrounds
plant were not announced. Date which will cost upwards of this year are August 18-24. $\$ 500,000$, according to al halvor is expected to be completed with-
in 10 years, was mapped by in 10 years, was mapped by
Gaylond $R$. Lewis, Findlay, 0 ,
architectura! designer and, architect
sultant.
Following this year's fair, the old grandstand will be moved and re-designed with steel seats

## 14 Mach. Firms

Buy Out Space
At Dallas Expo
DALLAS, June 7. - Fourteen implement and machinery manufacturers have contracted tor
more than 100,00 square fcet of outdoor exhibit space at the 1952
State Fair of Texas, according to State Fair of Texas, according to
Fred Tennant Jr., expo's concesFred Tennant
Outdoor space at 1952 fair is Biggest space was taken by In which will have 30,000 squar feet Next comes Allis-Chalmers Manufacturing Company with Company and Berry Bros. Machinery Company with 10,000 each. Berry Bros. is North Texas representatue for R. G. Leturers of earth-moving equip ment. Contracted Space


Andrews Sisters Signed for New Winnipeg Expo
WINNIPEG, June 7. - The
Andrews Sisters have been signed Andrews Sisters have been signed
for the amphitheater show fit the for the amphitheater show at the
first run of the Red River Exhibition, which gets off bere Jume
14 for seven days. Under terms of the contract,
the songsters will be in for 25 shows. each of 45 -minutes dura-
tion. Deal was handled thru tion. Deal was han
Minncapolis agent.
The show will be staged at onc end of the 5,000 -seat building tioned off for the audience. The rest of the arena is being used to house some 60 industrial exhibits. No supporting acts will be used. Fox, high pedestal dance act, iree Winnipeg synchronized Swim ming Club will stage the "Water Follies of $19522^{\prime \prime}$ A huge canvas latter unit, 20 feet in diameter and siz feet deep. The tank holds
19,000 gallons of wateran

## Mich. State To Get 150 O Ford Building

DETROIT, June 7.-Michigan State Falr this year will get a
new $\$ 150,000$ Ford Exhibit Bullding which will be erected by Ford dealers rather than the manufacturing company The struclure whil be 220 by 90 teet and under terms of the lease tives, becomes property of the falr. In addition to its use during fair week as an exhibit building, the structure will be made avail.
able for other uses during the able for other uses during the
off-season. The new exhibit hall is the ment by a major concern in scveral years.
Edmonton, Sask
Sets Stock Show
EDMONTON, Alta., June 7.ciation has decided to include a livestoch show in its annual tair, July 14-19, but Saskatebewan
animals will not be permitted animals will not be permitted case in that province


## WANTED CARNIVAL

THE HOWARO ELK COUWTY 4. HAAR


## WANT CARNIVAL

Of Whum-mo Gri gow-for Aumunt
20.21-22. Brown County Fair and 4.H
Show.
aberditn, south dakota AMRTHUR CAHOW. Mangere

## caRNIVal Wanted


D. F. GI.ODER

PROMOTERS
$\qquad$

# Sally Readies for Outdoor Dates, Sparks News Breaks 

 St. Louis BusinessDecoration Day Mound City Gross Sets
Record. Workers Became Card-holders

DAVENPORT. June 7-Wiah a thumping St. Louit stiul date
stand under its collective belt the Royal American Shows
niled in here Mondny and was up and in operation ocdnesday
nifgh (4) on the Missixsippi River
bent Personnel - and cxecs -
Madison, Wis. Starts Strong For ACA Shows
MADISON, Wis, June 7Amusement Company of Ameri-
ca Sowa. here his week in its ca Shows, here this weetr in its
first Wisconsin stand of the
season, got off to a good start
Monday ( 2 ) When rides, shows season, got off to a good start
Monday (2) when rides, shows
and concersions shared in one of the org's blegest Mlghts of
the new season. J, C. McCaffery,
show's general agent and co show's general agent and co-
owner, was on the lot for the opener here. to a big day on Sunday (B)
which is being billed as Family
Day with women admitted free Day with women admitted free
thru the front gate. This was successfully tricd for the first
time last week when the show was in Joliet, IIL. pers co-coperated with a number of good publicity breake this
weck. Stations WISC and WKOW both did 15 -minute redrome and Two. Headed Bull Show. Included was aive-
minute interview of Al Kunz,
org's secretary-treasuref. In ad. dituon, Betty Cass, WIBA staffer, armless girl from Anthony's Side
Show, and the Monkey Show Show, and the Monkey Show
also carme in for a ple layout in one of the local gazettes.
Scotty Sutton, whip artist,
jolned the Western show here.
Arkansas Okay For Schafer MORRILTON Ark. June 7--
W. A. Schafer's Jut for Fun
Shows trucked in here from Shows trucked in here from
Benton, Ark., after a good week's the latier town Line-up of rides and shows units, which arc under Back-end vision of Archie Hensley, include a Snake Show, 10 in-One, Motordisome, gal show, Funhouse, variAll the shows
neon-lit fronts.
Rides include a Tilt-a-Whirl,
Ferris wheel, Merry-Go-Round Mix-Up, Miniature Train, ponies, Bulgy the Whale, and kiddie autos, plenes and racers.
Owner Schafer recently welthree daughters, who joined folterm. Visitors at Benton included slock Show, Little Rock; Mr. and
Mra. Carl E. Frites, Hot Spring. and Charles Ford, of the Gregs

Detroit Club's Vets Sked June 11-12 Cele for a carnival to be sponsored by the Joey Moss American Legion Aspociation, has been given by the Detroit City Council. Event will be heid at Plymouth and
Southfield Roads in Northwestern
Deeroit June 11.22 to raice funds for the organization's various

 most optimimitle hed not expected
as strong an openter urnout as
the ghow was given

 working under the mpervision
of Art Pierce, Shrine recorder.
who is widely known in outdoor
 armong those on hand were Dous Baldwin and Hary Frost, secre-
tary and concession manager. Fair Bry of the Minnesota Stal Bernie Mendelson, Joe Bonsanin ga, manager of Station WGEN
Quincy, and Mr. and Mrs. Bernie Stone.
Show
tually all the personnel as new Carnival Workers, Lacal No, 450 I.J.W.U. St. Louis. Actual sign ing was done in St. Louis, several
months after Carl Sedlmayr RAS owner, announced be would go along" with the union Harry karsch, union organizer, addressed the personnel at St unwillingness to sign. They did group indicated it was the desire of the

## Detroit Lots

 N.G. This Year For MajesticDETROTT, June 7.-Business has been consistently poor in
Detroit this seazon, according to
Samuel Goldstein of the Maiter Samuel Galdstein, of the Majestic
Grenter Shows, who has played sixe apots this season-the plarged
eross-section of locatlons to be played by any show in the area. Weather has been the princtpal
damaging factor, Goldstein bedamaging factor, Goldstein be-
leves, rather than any general reduction in spending. Eeneral
 year, with no additions of equip Roster Ineludes Samuel GoldGould, assistant manager an general agent; Tom Graybill
transportation superintendent and electrician; Lucky Marcelt, paint er and Tilt-a-Whirl forcman.
Ride: and foremen trclude Lioyd Blankenship Merry-Go-
Round; Willam White Car-
roll Rolloplane. Dave roll. Rolloplane; Dave (Shorty) Davis, Spitfire; Willam Watson Kiddie Auto
Concersionaire are Frank Link, charge of glass pitch; Rod Link, 8, and Mra. Leona Gold
stein, popeorn and cond

## CHICAGO, June 7 -There's

 andProof of this came this weck at the Rialto Theater, a burlesque
house here, when Sally, taking lime out from ber lour-a-day
routine, effervesced over her plans for the outdoor scason. The fan dancer plans to show
on the midway of many fairs this
Weather Favors Percell Org's Spring Trek
RINOVO, Pe., June 7.-Pioneer
Shows trucked here this after establishing some kind of spring record by losing only two days to rain in its six weeks on
the road. And grosses thus far the road. And grosses thus far year, a ceording to Owner
Manager Mickey Percell. The free front gate is helping, holding is being attributed to Dare Devil Carson's free high act.
Org's 's2 route is iftle changed Org's 's2 route is little changed
trom last year. Three new hometrom last year. Three new homeadded and the McClunc (Pa.)
Bean Soup Picnic is another new one, Percell sald. Show is ceary
ing 10 major and 5 kid rides, ing 10 major and 5 kid rides,
shows and 40 conceassions. George Ridge has his Arcade on the front end.
Mr. and Mrs. Percell were re ding anniversary with a party attended by most of the person-
nel. New arrivals include Mr . nel. New arrivals include Mr
and Mrs. Harry Bebble. Mr. and Mrs. Abert Farley, Joe Noonan.
James Pauerson and Izzy Carkky with his Monkey Show.
Visitors Included Moe winter. Mrs. Sailor Delvin. Mr. and Mrs R. C. MeCarter, Pete Percell and Saturday Rains Hurt Page Biz
BRANDENBURG. Ky.. June this week hoplng to get a rainles Saturday after losing the last three to precipitation.
Jim Moran jolned.
general agent replacing $C$. $C$ front gate has been semi-mounted will be used here. Jim Fennell joined with four concessions. Whale playing Henderson, Ky. victorious in a match with the
fem nine from the Gold Medal Shows Frances Fierey captains Tommy Humphrey coaching the dlamond crew.
Charro Days Pacts
American Midway
BROWNSVILLE. Tex. Jupe 7.
American Midway Shows have
been signed to play the 1953
 plled the spot this year, but exces way orx has played the event in
ive other years.
Skerbeck Gets Taste
Ot Good Weather
LAKE LINDEN, Mich. June 7. -Skerbeck Shows caupht ideal weather for a change here what
day njght (3) as it opened its week's stand but business was light. Jean Marshfield jolned Lith two cancessions. L'Anse, Mich.. played the prev
toum veek, netted oksy business despite cold and much rain. for two days was contributed
the L'Anse, Hospitel Fund.


What may well be a boon to midway shows-a way of bulding impressive show fronts at submantially lower costs than tho methods generally in vogue.
She conceived the iden of build. ing the show front supports out of tubular metal sections, such as used in construction scaffolds
Continucd ow page 901
Sullivan Org Tops '51 Take At Winnipeg

Registers Biggest Night of Seoson; Kortes Unit Joins
WINNIPEG, June 7. - Jimmy Suluvan's. Wallace Brow. Shows ever stince they moved into this city May ${ }^{27}$. Business was mighlighted by the bigests single day's gross of the season at the West Kildonan showgrounds last
Theek
This weet tho show is week. This week the show is playing on the opposite side of tonight.
Business last week was 12 per cent higher than last year, accordthe nights were marred by cold nights. Stand this week at the days also yielded better than $\$ 1$

## L. J. Heth

 Opens First Road StandHUNTSVILLE. Ala., June 7.L. J. Heth Shows opened its first
mad stand of the season here this week after playing North Bir-
minghant to fair business and Biminahar
Wo-week stand.
For the first time since leaving Winter quarters, all rides and
shows are up here, with the line un including 15 major and kid rides. 8 shows and close to
Staff ineludes L. J. Heth. ownermanager: Joe J. Fontana, assistant manager and general repre
sentative; Floyd R. Heth. conces sion manager, Sam Saladino,
special representative and press spectal representative and pres
agent: Junior Stewart, billposter George Kclley. lot supemntendsuperintendent; Charles Parnell, nolds. Wansportation superintend-
ent; W. A. Anderson, chief mechnnie; Hayward Berry, boss
carpenter, and Eddie B ajl ey, maipenter, and Eddie Ban agent inr 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 Salidina, 1; Ed Balley. and H. O. Bryant,
Greenwood, Miss.,
Mires Gentsch Org
CLEVBLAND, Miss.. June 7.this week from Greenwood. Miss., Where. despite the necessity to
winch equipment on and of the
$\qquad$
$\qquad$ to lot troubles there, org also ost two eveninge 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 school closing at Natchez, Miss. Mra. Frank Owens is visiting her
husband, the org's generel agent.

Legion Sponsor
Org is using the St. James lot for the third succescive year with the strong Canadian Legion as
the sponsor. Lot, which is dethe sponsor. Lot, which is de-
veloping into a permanent show veloping into a permanent chow
site, is a good one from a set-up standpoint but is not served by service. Bus company, however; is providing a shuttle service to
the main line on a $15 . \mathrm{minute}$ the main
"Paris at Dawn" has been the top-money getter among the back-end shou's, wild Animal Circus in second spot. A Pete
Show unit joins here.
From here. the show moves tor still daters before it taunches its tour of the Western Canadian
Navy Event
On Way to 250G Quota
goal of \$550.000 set for the annual Navy Relicf Camival. which opens is four-day run bere July a mount already has been assured, announced. Archer is donating nis time as, a memorial to his
son Herman. a West Point cadet who was killed in an airplane Archer said that Frank W. Babcock United Shows will supply 19 rides. Other concessionaires (Red) Cohn, pan pampe: $D$ Gordon. Jeuelry stande; Mrs. Ed-
ward Bamett. orange juice; Jack Orschell, 2 , Jack C Archer, 2;
Joe Blash, ball xame. punk rack, huckley buck short range: Ilene Freige, corn fame; Steve Vaughna, ball game: Bonnie Lee, girl show Olivia and Alex Freedman, navel-
ties: Frank Redmond, 3: Fort ties; Frank Redmond, 3: Hort pitch balloon darts, and A. C. Van horn, scales.
An all-star show in to he premidway attractions. Entertainment budget, ineluding stage construction, is set at $\$ 25,000$, Archer said.

## SOUTHERN VALLEY SHOWS <br>    <br> SHows: Smake. Unborn, For Houre, Monkey. Gir Shows open <br>  <br> 



I.OUIS T. RILEY, Gen. Mgr.


## HELLER'S ACME SHOWS

## Winl Binco-Lion allow now in Now






## HANTEI <br> WANTED <br> DRESDEN, OHIO, HOMECOMING

ow statits. witik junt 16 i makietta. ohio. tik iuly werk.
 POWELSEN A VUSEMENTS
nox 125 s. coshocton ohio phone 10se.m

| WANT GIRL SHOW <br> Munt be otrectrow. Also Morkey. Mechmixai Shom and Durt Ride. Con une a atear of our Aupust ind Sepremtier Fsir routen with any Show in this lerrition: <br>  <br>  wheel sooen WILSCN fAMOUS SHOWS, this weeh, Rochelle, lill. |
| :---: |
|  |  |
|  |  |

## Strates Inks Cele;

 Hazelton Under ParHAZELTON. Pa., Junc 7-- Golden anniversary of the found James E. Strates announced that ing of the city in 1942. However
the shows bearing his name have wny conditions at the time poot the show's bearing his name have war conditions at the time post
been awarded the midway and poned the event and it was re
 ersary Celebration. Event. spon- up at the front gate of the Sirate oored by the Endicott-Johnson shows and the entrance to the Show Company and scheduled for baseball park, in which a pag the week of Juiy ${ }^{29}$, whll give the eant will be staged, Guarantee
shows a top fourth celebration Thows a top fourth celebration, middway crowds that might other
The city and founders of the wise be lost without such arrangeshoe firm intended to hold a ments Bands from thruout the Krooner Rites Held in Tampa TAMPA, June 7. - Numerous
show folks attended Wednesday
(4) funeral services for Ralph Al(4) funeral services for Ralph Al-
bert Krooner bert Krooner, known professlon-
ally as Ralph the Elephant Man
and a member of Glen Porter's and a member of Glen Porter's
World's Muscum Side Show, wha
died June 1 in St. Joseph's Hosdied June I in St. Joseph's Hos-
pltal here.
Among those attending requiem Among those attending requiem
mass, tung by Rev. Louis J. Mulry Mas, Sacred Heart Church here, were
at Sat Rodgers, Mr. and Mirs. John
Dolan. Mrs. Abram Kenter Mrs Al Wat Rodgers, Mr. And Mrs. John
Dolan. Mrs. Abram Kenter, Mrs. Al Tomalni, Mr. and Mrs. A. O. Field-
ing. Mr. and Mrs. H. W. Parsley
and Joe Early. Palubearers wer Steven Pelak, Al Morin, Gean
Berni, John Dolan, Babe Antuon
and Ed Lowe.
Krooner was a member of the
Greater Tampa Showmen's Association and the Pacline Coast Showmen's Associatlon. Floral pleces
were recelved from those organlzations. as well as from Mr. and
zers. World's Museum, Mr. and Mrs.
Clen Porter and Mr. and Mrs.
Eddie Lemay,
Surviving Krooner is a sister. Mirs. Maben G. Hawksley. Daytona Beach, Fla. IntermenI took place
in Woodlawn Cemetery, Tampa.

State will particjpate in the pa-
rades and vie for awards.
Merchants in Johnson City Merchants in Johnson City,
Binghamton and Endicoth, the Binplamton and Endicott, the rate floats to be entered in the triple citjes and surrounding towns will compete for cash awards in the parades.
Business here was far
Business here was far below ex pectations. With rain falling three
days out of the sIx and coal days out of the six and coal
miners laid off with others work ing only two or threc days siderably, grosses suffered con
Decoration Day wa arnings warm. but only fair earnings were recistered. Rain or
Saturday finished up the week.

## I. T. Wrestles

With Mud, But Biz Is Fair
GLEN COVE L. I. June 7.Heavy ralns of the past few weeks
have kept the L T. Shows deep in have kept the L T. Shows deep in mud, but Phil isser, keneral mangeen faports that business has
bespite the adverse plaring condizions. He anticipates rery good business when the weather turns fovorable
Last week the unit was located and the dull days were race track f not profitably spent at the

## 1. C. (specks) Groscurth presents <br> FEATURING THOROUGHBRED ENTERTAINMENT.

## WANT

Nerry-for:Ruund anal Frerria Whrel Furement
Top salaries and bonus. Must be licansed semi drivers Address C. C. GRASCLTTH, MGR.

Bealfurid. Irud., this wrok.

## WANT

## mant

## J. A. GENTSH SHOWS


Want to book iliggo. Fish Pond, Cork Gallery, Coke Bottres, Scates, Novelries, Bellicon stow. Bruce MkLayphlion wanti Cookhowse Melp. Oirmet all arswan to indianola, mississipfi. Tmis week.


## SUNSET AMUSEMENT COMPANY

POR TAIRS ANO CELEBRATIONS STARTINC HUTCMINSON. MINN Amen, lawat thin wrifk: Eatmord, Minn.. nest.

## PAGE BROS.' SHOWS

## WANT

Cookhoust. Eaniry Panks of all Hads. Areade. Custard. Phaton Sound Trock Almo wonl Fortio Wheol Forman and Help on all Blion. Muat drive. Columbla. $\mathbf{I}_{\mathrm{Y}}$. thes wook.

## FOREMAN WANTED

## /12 ELI WhEL. pitafer condmion

 have ruteronce and be tikonsed semi drwect Stele sill in first, Iflter.2160 PATTERSON STRETE

HANKY PANKS


TWIN CITY SHOWS
10 fars -3 cherations




## SAM TELIS

RIDE HELP WANTED
In all departments. No drunks or chasers. Cood salary G. 1 HFNCIIIN

## H. W. JOMES BINGO COLEDIT HREOS. PREEAAS RIOEDWIV <br> JAVES E.NTHTRTES SHOWS



HUBERT'S MUSEUM
228 W 42nd 51 . Now York
Open ell yeer reand
Wmil Froske end Movelt Acth.

## WANTED RIDE HELP

Must be sobel and rallable
DRGARIAN AMUSEMENT CO.

## HELP WANTED





## RIDE HELP WANTED

JOINNY DOOLAN

## Midway Coníab

J. C. McCaifery, keneral agent-N-owner of the Amusement Company of America. now back exhiztion of trick ahooting before in Chicano office, is 40 pounds a sizable crowd to wind up his lighter than before the stroke $\begin{aligned} & \text { ectivitiess, Rown Roy Megovern } \\ & \text { joined Brown Wallace Shows }\end{aligned}$ he suffered several months apo in Bluefield, Va, recently to lake in Miami. Recovered from the chare of Wallace's popporn stroke. McCaffery is adherine to stand He also handles the maj ann-salt diet. A lew days after ard is The Blllooard sales ancont his return to Chicago, he made Bucky Yeager is with the orga as
a one-day visit to the ACA at concession builder. Harry anane-day Wisit Carl Sodymayr (Buster) Wostbrook, of Pent
 er, was a Chicago visitor last ways and means committee. port to transact business. Anoth-

 quakie stop, then headed for and Ep Glosser. Westivrook re. the Amusenient Company of America.
Personnel of the James E. Strates Shows and the Davc visited back and forth recently when the shows were playing Hazellon, Pa and Kingston, Pa. respectively, Visitors to the
Model Shows included Mre. Jamel E. Sirates and son Mri Lewis, Mr. and Mrs. Jack Nor. man. Claude Bentiey, and Eddie Skerbeck Show, took time out While that org was playing Lak Linden, Mich., to visit friends in A
Among purchasers of new trailers on the Art B. Thomas Shows are Mr. and Mra Lyle Mr, and Mrs. Buddy Stevens and daughter, Joanne. Nrwark and Benny the Bum now heads the the rnlldown on the Gold Medal Shows. Bob Edelslein is handling the griddle in the new cookhouse, dish washer.
A. Hymes, enncessionairc, is back in New York aiter a highly successiul tour with Hemid-Morin Canada. Hymes rer arts business exceilent thruout the winter indoor season Sunday (b) he will peddle novel''es it the Air Shuw sponsored by the New York Drily Aluptor an annetal that attructs
roore than 100000 in fair weatlicer roore than 100.00 in las wewtider Airojrt, In a week or so Hymes begins a long serics of outdoor dates. in *iuding fairs, that will keep him and a large crew ber.

Max Cohen. gereral counsel of the American Carnivals Associaton. and an exec in the State Mousc, was in New York last week in Fred Phillipe, depariment of information officer for the
New Brunswick government and a knowlegcable show fan from away back. was a New York visjtor linst week.

Baylord (Whitey) Caler was named manager of concessions for napolis. Culer, a former partne in the Robertson de Caler Amuse. ments. or

Girls softball team on Gold Medal Shows opened their season in Henderson, $\mathbb{K} y$, last week with An 18 to 1 victory over Page Bros." Show's Rirls' team. The second of a three-game series with the Page girls will be played in Morcontest refreshments weto served hy Mr. and Mra. Riley Bain. of Mid wav Cafe. Gold Medal teams roster includes Sis and Mary Camp. bell. Dolly Fraaier, Mildred Bailey Lannio Arers. Irena Denton. Bar. Dover Walts. Mildred Ayers. Coldie Qulllman, Jean (Pepper) Johnson. Federse Serel, Martha Tice. Shirley Sparka. Betiy Ren-
frow and Ma-lo Waner,

Making up the Page girls linehisitune Droome. Dorothy Jectio Colompon, Frankie Royel. Katherine Hurnprey, Mary Daugh erty. Ruby MeEntyre, Mary Boice. Eloiso Edward and Mary Johns. Umpires are Tommy Humphrey and Riley Bain.
Kate Augustino Joined Virginia Greater Shows in Monsey. N. Y

Ben (The Bum) Segral, of Gold Medal Shows, registered a scorching 69 on the difficult Evansville. ind. Golf Course recently and post a nifty 71. A B. Childers re-

Miami Showmen's Assochation, re. and Ep Glorser. Westbrook re sccretary, and show owners are co-operating with the committer's work.
While Royal Crown Shows were playing Sharon, Pa per. farewel? party and Don Heckler birthday party, Pugy O'Shea eports. In attendance
Mn. Tory Barmair Mr.
Chany Mullins. Mr. and Mrs
Chuck Alexances. Mr. and Mre
Johnmy O'Rourke. Madel Coy, Sondra Leo. Charlen Garrity Don Blythe. Henry Cooper. Avin Cube, Bobby and Al Renton, Bill Anderion and Paul Cobbs.
Joseph Lehr, spot worker, visited
Vate Eagle when the RinglineNate Eagle when the Ringling stand in Philadelphia. Eagle's midget troupe, which he had on The James E. Strales Shows for six years. is with him. Lehr also reports that the Jahn H. Marks dited the Big Show in Philadel phis.

Sidney Roinwacer reports that
West Vicw Park, Plttsburgh. Je rently added 10 United and Bally bowlers to its arcade lineup skee ball machines.

Bill Beasloy. bingo operator at Toronto's Canadian National Ex hibition, was the vietim of his warehouse and mo broke into a number of bothroom seales rine radios, an adding machine a tape recorder, lusgage, fishin GI and hinoeulars.
Glon Hall recently joined the Hall $\frac{1}{\text { Be }}$ Leonard Side Show on the unit are Ward Hall. Harr Leonard, Dave Curtis, MDlise Cur tis. Francis Doran. Ivy Doran, the Original Maxine. Madame Duval and Kashama... John J. Shelley owner of the "Midway Bar, SL Louis, has Joined Royal American Shows for its Canadian faumt musiness in the absence of her husband.

Bill Gritilin and Joe phelps of Assoclinted Enterprises, Appleton the new Outagemic Speedway the new Outagmic Speedway
which recertly opened in Appleton.
Mr. and Mes. Homex Simons Wortd 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 Gerffe Barr has handwriting. New Yile making a quick trip to New York Harry Rubin and Windy Ktrkiey of Penn Premier Show's, visited clubrooms of the
National Showmen's Association. Rubin's wife, Florence, has been visiting her mother in Indians.

Frank Dabiels. Chicago conces sionaire, is confincd to the Munieipal Tuberculosis Sanitar 1 m in Chicago.
Elmer Cole. owner of the show bearing his name, set up his ride Mich., winter quarters last week when a conflict in datest week him to withdraw from a Garden City, Mich. stand that had been booked earlier.
Mrs. C. B, Ketile is recuper ating from a recent lliness in th Second Street Lubbock, Tex.

Virell ODell, bingo op on Avery Modern Showe, is doubling as a sports announcer on a Boy Thomas formerly with ......ik Thomas. formerly with the Avery

## 

# MODEL SHOWS Inc. 

"America's Smartest Railroad Show"
BLOOMSBURG, PA., SESQUICENTENNIAL
TME targist crifskation of its xind in rmf gast thes vian
BLOOMSBURC FAIRCROUNDS ALL NEXT WEEK


## 


Want Foreman for Merry Go.Round and Ferris Wheel. General Ride Holp. Trator Drivers. Train Help, Canvarman, Talkors. Grinders, Asainlans Electrician, Wagon Euilder, Carpenter, Wolder. come on. Good opporlunity for good Man 10 inke over and manage our owa Motordrome. with or wit hout cycles. What have you to affert Come on

$$
\begin{aligned}
& \text { PAIRS } \\
& \text { PARRS } \\
& \text { I5 WEEKS OF FAIRS, WITH CLARKSBURG, W, VA. JULY GTH DATE }
\end{aligned}
$$

Fairs start August 4. Kanova Valley Exposition Hunlingion. W, Ya. followed by West Virginia State Fair, Lewisblurg; Virglnia State Fair, Stanton: Inforsiate Fair, Hagerstown Maryland; New Bern, N. C.: Rocky Mouni. N. C.: Greenvile, N. C.i Orangeburg, S. C.: Waller
boro. S. C.; Savanah, Ga.; Jacksonville. Fla.: Miemi, Fla, Closing. Ali enswer:

# 24 BIG DAYS \& NIGHTS IN DETROIT!!! 

12 DAYS- 12 NIGHTS HAMTRAMCK OPTIMISTS' 2ND ANMUAL FESIVAL

Keyworth Stadium JUNE 1B-29 12 DAYS- 12 NIGHTS AMERICAN LEGION FAUST POST 5TH ANNUAL FESTIVAL Vernor St. Jean Ave. July 2-13
WANT LEGITIMATE CONCESSIONS OF ALL KINDS

## Can place dark ride \& funhouse

paradise valley mardi cras to follow
Write, wire or phone C. D. Murray, Mgr.
RAY WILLIAMS SHOWS
9600 Broadstrect. Detroit 4, Mich.
Phore Texas 4-6413


OPENING IN FORT WORTH, TEX., JUNE 12
WIth a solid route of celebrations and fairs to follow until NOVEMBER 25.
ALSO AGAIN HAVE BOOKED THE FAT STOCK SHOWS IN HOUSTON, TEX., AND FORT WORTH, TEX., STARTING LATE JANUARY, 1953.
WANT
HANT
WANT

Ride Halp on all rides. We pay lop salaries. Especially Want Foreman for Tilt-a-Whin
We have complete Minstrel Show ourtir-Want capable Operator winh complete Show to iske over aame

$$
\text { P. O. Boz } 1377 \text { Addrens HIII, HAMES, MGR. }
$$

## WANT FOR A GOOD SEASON IN MICHIGAN

We have a long season of good Dates-
Not the Biggest but Some of the Best.
 re.

* SMALL PLATFORM SHOWS that can wurk un arevt.
* RIDE MEN wanled-alao alale lo alrive semis. Eapecinlly Till Man.

PLYMOUTH, MICII., June 10-14, VFW Auspinere. (Onily nhow to play inaile thin Live Town.) On the SIreets, NORTH BRANCH, MICH., Homeeoming Celebration, June 18-21.

And more good ones so follow.
COTE AMUSEMENT CO. Adiltreen an per route.


Cavalcad of amuspments


AL WAGNERT. MGE.

## EDDIE'S EXPO SHOWS

Want for Brackenridge, Pa., Golden Jubllee, June 23.28 on the inreets.
Novelties and Jewelry, Want Counter Men for Bingo and Agoat for Six Cats. DoWiti Hudson, contact Howard Jaillet.

165 N. Monroe St.


NORTHAMPTON, PA., CENTENNIAL. PAGEANTS-PARADES-FIREWORKS.
NINE BIG DAYS, JUNE $\mathbf{1 9 - 2 8}$
Cuncessiluns - Fiah Pond, Pitrli-Till.Yıu-Win. Hoop-Ia, Hat, Hanky Pankn of all kindm. Sllow: Inhorn, Snake, Life, Funhouse. Exceptional opportunity for Side Show with own otetfit. Ride Whip, Caterpillar, Rowlert. Rork-o-Plane, Comet or Spitfire. llelp-Capahle Rise Men on all lides who drive semis. All repliea to MORRIS HANNUM
Dicknon (ily. l'enn., Junc 9-17



WANT WANT WANT JULY 2-3-4-S-6

BORDER LAND SHOWS


## HOWIRD DEASON

American Beauty Shows


COMMITTEE
DOWNTOWN WAUKESHA. WISCONSIN


MI. T. GORDEN

## HAVE FOR SALE

 hookk boree steps and crank boxinge. Also ngw its harse power motor for Sty Fighter Ride. One new 7 ho horee power
haree power single phose motor-qood an new.
M. J. DOOIAN
oar lawn. Hlinois
OZARK EMPIRE SHOWS
I.AST CALI, OIPFVIV DIXON. MO.-JUVE IG

 EID, N19RWIA1Br Mgr.

FAIRFIELD COUNTY INDUSTRIAL FAIR MMD SUMMER FETIVAL



## Midway Confab

- Continued from pare gI org. was back on the lot last week
Jr.
Ha (Gyper) Gase. who closed with Amusement Company of merica recently , Joined 20th Cen-
lury Shows in Dixon. Inl. B. Dickson, owner of Dickson
United Shows, has returned to hls home in Gilliam. La. tollowing able to return to the soad until he has underzone a second eye op-
eration and would like to read letters from friends. ... John W Howelle of Rainjer Shows. is in
Manror General Hospital. Seattle. Manrot General Hospital. Seattic.
wlth injuries sustained recently
when he was forced to drve his Whith mjuries sustaned recentiy
when he was forced to drve his
truck trailer into mountainside after its brakes failed on the
Stevens Pass Highway near Stevens Pass Highway near
Scenic. Wash. Jack Reade, who Scenic. Wash Jack Reade, who
was riding wilh Howerls, esceped was riding with Howells. escmped
injury. The Ralnier Shows truck was err roule to Wenatchee to
Everett, Wash, when the accldent occurred.
tured dancer and operator of the Oriental Fantasics on Rainier
Shows. Her husband. Don $S$. Shows. Her husband. Don S.
Greene, Is handling the front and ormin May 31 destroyed Harry Rubin' concesslons on Pens Prelmer Shows during the stand in Port Jervis. N, Y. Damage was is covered by insurance Rubin satd. Amone visitors to the shows in Port Jervis were Flo and dow Pontico. Mr. and Mrs. Pat McGee. Wendy Kiskey. Harold Jennie and Mr. and Mrs. Frenk Harbin.
Gerald Snollings and Emmert Sima. World of Mirth Shows arents. were the subjects of a fea-
lure story in a recent issue of lure story in a recent issue of
The Chester ( Pa .) Times. Showmen clamed that their cumulative efforts in the outdoor field added up to 83 years. Photos nt each were used to illustrate the yarn. Sims, who is handing spe cial promotions for Barnes Bros.
Circus unlt with WOM broke into the butiness many years ago under Snellens


| ROCK-O-PLANE <br>  |
| :---: |
|  |  |

## WANTED

 MDWEST AMUSMEET CO

| MmPORTAVT |
| :---: |
| Juweph C. Willitmeyer CIT IN TOUCH WITH me V. $\boldsymbol{R}$. warID of MIRTM Smow Now London, Cann., the monk: Nownich, Cann= nost weth |
|  |  |
|  |  |

WANTED
Chartes icemole, chairman POIOMIC AMVETS

CARNIVAL WANTED

moss agitc. fain

| mesinad. mi. Mom Tonou... |
| :---: |

## FOR SALE



## TIGER MACK

WANTS couression agenis
$\qquad$ valdoulle. Ca.

DUDE BREWER

## FANTS



## McCollin Buys Williams' Org

OREM, Utah, June 7-State Fai Shows, bolstered thry the purchase
of the C. Fred Whliams Shows of the C. Fred Williams Sbows MeCollin, moved in here for a Week's stand Monday (2) McCollin said that the org will set up headquarteri in Salt Lake Clty at conclusion of the current season.
Shows have been routed thru Utah and ldaho and will play a iew spots in Wyoming, MeCollin said. Equipment Includes a Ferris Wheel, Merry-Go-Round. Rolloplane, Octopus Mix-Up and hive tiddie Fldes, McCollin said that now, New searchlights and sound equipment has been delivered. In addition to MeColllo. executive staft includes H . Cochran, treasurer, and Mrs, MeCollin, who Collins three sons, now in the crmed services, will joln the org's staft upon their discharge. Joe, now in the Navy, will handle the home office. Max. currenlly statoned at Fort Riley. Kans., will member of the Army Alr Force will be ride foremar.


## ROCKWELL SHOWS

WANT FOR CHOICE STILL DATES IN KANSAS AND A GOOD ROUTE OF BONA FIDE CELEBRATIONS AND FAIRS TO FOLLOW.
Hanky Pankw that do nat confliet. Will book Killite Rides, good prupusition. Also good proposition to shows with or without own exjuipmenl. Addresm

MIEE ROCKWELI, Mgr.
Jetmorr, Kansan, this week: then per route.

## JIMMIE CHANOS SHOWS

WAM FOR SI, MARY, OH10. 5 DAYS 55 MIGNTS
CRERATONS NIY 15 T IO 5 TH OH THE MAM STREET


 Meip of ell tome ment ditve all roplime to

DINMIE CTANOS
Y000 WIST THIED ST ${ }^{\prime \prime}$ DAYTON. OHIO

## GEORGE CLYDE SMITH SHOWS


 Show, Snike Show. Side Shew. Colored Cili Show, Jie Show, Merhanicel Citr, Moter
drome and mankey show. Gereeral Ride Helo and Truck and Tiacior Oivers

GEORGE CLYDE SMITH SHOWS

GOLDEN RULE SHOWS



A. L. BLACKMON, Shade fiap, Pa.

TALKERS WANTED For
RAYNELD'S BIG GIRL SHOW AND LASH LA RUE SHOW AND WATER SMOW
 RRAYELIL.

## Royal Midwest Shows

Pierctoton, Indiama, June 17 thru 2 lriqueis, 盺. 4, 5, 6. Wutf sed! Went srach Cancenions. Iall Came. Fibl Fond, Eumper. Penny Pirch. Knlte ©
 Cresm. Mevaliter, Photo and Jemetry

## ROKIE MARRIS

## AGENTS

Wanted for Buckets. Set Spindles, Balloon Darts. Cork Gallery. Following people contact: Harry Harrison, Don Foriner, Dick Millard.

OWIGAT J. BAZIMET
e/o Hills Grealer Show:
Colorado Springe, Colo.
This week.

## RIDE HELP

Bound. Tilla Whith Dodgem and Et Ridea.
FONDERIAND PARE
Wrandotic. Michiqas
South Common Midway
low li, Mass., for July 4, 1952
 Lhy th cellosation will be hald at City
BOADD OF DARK COMMESSOWERS


AGENTS. HEAD FOR PIN STORE; ALSO BLOWER MGEMT
The show caries ontr- 4 Cind stormen.
Wh hwe sowrted
operate ewry week with an outstancirg



## WANTED <br>  <br>  <br> PINN PREMIEM HOWS

## STOCRTOM. ILIMOD <br> AMWUL STREET CELBRATION

 HANT


## WANTED

 II. C. PETSCHOW

CARS OR SKOOTER BUILDING ALONE.


## MAPLE WILLIAMS

## agents wants agents

FOR UNIT \&I WITH HILL HAMES SHOWS $=5$

FOH UNBT FE WETII MONTE YOLNG SHOWS


FOR UNIT 3 WITII CENTIAL STETES SHOFS
 and Waiter. Wants to mete trow H. I, IWhisel Btennon.

## DUMONT SHOWS

Jume 16 te 2lat, East Palesulme, Ollo WANT Custard or Ice Cram. Plich-Till-Win, Cotton Cendy, 5:x Cest. Strine Came. Cork Eallery. WANTT Ride meto who dive Semis, aso Mm mot Front Gate. Johnny Roy Altan wemt Outisme mon and Boys to put up and tase down. All addess: LOU RIHIEY
ROCHESTER, PA. JUNE O TO 14


[^5]
## Sm:ins siows

Went for 60th Andiversary Celebralion, bohnsen (ith, M. Y. Seven Dopy. Shrits Mondap, June 30 thru Sundey, July 6. 8ig ath celebration. Frat show in 20 peans

Legitimate Concossiont. Ice Croam and Eating Standh. Organized Midget Show. Beautiful tremeup. Ureful People in all departmente. Will book Ely o-Place. Till-a-Whirl oz other Rides.
JAMES E. STRATES, JAMES E, STRATES SHOWS
altean. M, T.,

## 19-BIG FAIRS AND CELEBRATIONS-19 <br> tegiasing June 2ath showing thra lllinots, Lndiama. Missourl and artansas until lasl woek in ortober <br> R1DES: Want to book rwo Major Itiden. praler Octopua and Sphlita or aay rain for socanon <br> RIDE HEL Molleples. Foreman. Second Mol who eas drive Semin for <br> all Major hidea. SHOWS Wemt Wild Le. Side Skow. Mecharical and Sacke. <br> shows: Went Wud wre. Side Stow. Mecharical and Sacke CONCESSIONS: Can place Stock Concesions Mualnese it <br> TIVOLI EXPOSITION SHOHS <br> P.S. Wh have booked Aingo and Cookhoued Concoasloan, thamks tor all

## JAMES H. DREW SHOWS

Annual Silverion Feslival, Silverion (Cincinnati), week June 16; Firemen's Celebration, Grapson, ly., week June 23; Big Two Slate 4th July CelebraI:on, lovisa, Ky., week June 30.

```
Will Maxe legllmate seock Concosilomr: X en Photor open. Natm-Harrer (Doc)
```

JAMES II. DREW SHOWS

## WANTED FOR LONG ISLAND

Balance of Season Including Fairs side show - fun house - monkey show • any grind show capable of getting money.
Phitl isser, Mgr. I. T. SHOWS

## 24 TH ANNUAL FIELD DAY <br> ERIE COUNTY LEGION CONVENTION <br> IUNE 24 THRU 29

 AROUNO DUFFALO TMIS YIAR, Chairman



Clarion, Pa., American Legion Fair, June 16 thru 21


## BEAM'S ATTRACTIONS

## BROWN \& WALLACE SHOWS










8.8 ,

## Carnival Routes <br> - Continued from page 84

Carnival Rout

Badger StateST. CLOUD. Minn, June 7,-Move from Rochester, Minn.. was
made without mishap. $N e w$made without mishap. New
Dodgem was set
up here for theArst tume and proved popular,Line-up includes JJeck Vomberg,
owner-manager; Mrs. Jack Vom-owner-manager; Mrs. Jack Vom-
berk, secretary-omice manager; 3 yberk. secretary-office manager; $3 a y$
Burke, zeneral advance andBurke, zeneral, advanee and pub-ileity agent; Jess Kepley, lot manConecssionarres Include Red and
LaVerne Meyers, cookhouse; JayBurke. grab stand: Lydia Coche-net, Ice creami Mrs. J. Thayer
popcorn; Arne Vomberg, bingo andpopcorn; Arne Vomber, blngo and
root becr: Benny Wenzell JackSokolik, Mary Vombers. ChuckieGolovitch. Joe Evans, L. LI C.
Ritchey, Mr. and Mrs. Bill Sitke,Ritchey Mr. and Mrs, Bill Sitte.
Mr. and Mrs. Frenchy MarchandB. Enaleman, Bill Crepo, Mirs.bure, photo galtery; Ed Hall,Schmidt, J. Vomberk Jr.. F. H.Hillbilly, Jay. Burke. PunhouseJoemberg: Penny Arcade, HabertLake; Animal Show. Annic Vom-bers, Personnel oo Helen Golden'sSide Show includer $A 1$ Cook, front;Bob Hoffman, tickets; Helen Gold:
en, bjo Snakes; Rose Dawn, mentalen, hie snakes; Rose Dawn, mental-
ist; Martychair; Jan Weberick sword box; BeltyLewis, Spldora $4 i$ usiora Rux; Bettyfre eater and smoke pictures, andFrancine Lee. annex attraetion.
Rides are Ferrin whelRides are Ferris Wheel, JactieRound. Louls Wise; Merry-Go-Krahmer; Till-a-Whis!. Joe For-man, R. R Anderson; Octopus.Chir Carpenter, Georse Vornicers:Rolloplane. Ken Jorgengon; Splis-
fre, Andy Anderson Ien Miler;fire, Andy Anderson. Ien Miller
Dodgem, Ted Wicken. Cuf Peter-30n; Dark Ride. Lei! EricksoFrank Mack,i Kiddie Cars, RedWinkler, Stashieo Kowatch; KIddlie
Planes. Roy FricksonPlanes. Roy Erickson; Kiddie
Boats. Adolph Brootan; LlttleBoals, Adolph Brootan; ILtte
Train, Butch Vombere and PonyRide, Bennie Wenzell. - JAYRUARE
BURE.
Hamid - Morton Circus wongood press breaks at Quebec,Soliel popptrench with stories angpictures. omar Kang the French Canada tourwas the best ever. Atter a stopRichmond. Va. he tor hopping to

## Under the Marquee

 - Continued from page 84 Gearg* Marquiz. magician and family, fats. Joseph Fletring, Trenton, Neb Was on hand to greet Cole \& arrived there. Later several of the troupers went to his home to see his model showi. Bells Boll Cole \& Walters. Eling Millar has rejoined Conchlta Exictrong flew from the Bealty show to Tampa because ofthe iliness of her mother the iliness of her mother.
Harold and Eiloen Volse. Dick Harold and Eileen Voise. Dick
Anderson. Erale Burch. Fay Chanoy. Mark Anthony, and Mri Beatty lot.
Dita Chaludi, of R-B, celebrated Kreirchen and Gecently... Cox an nounced their engagement while R-B was in Washington. Wayne Laroy, Babo Snoling Whille Xaceti Melfin Hildreth, Billy and Faye Snyder. and Dr, Willam Manis were among Ringling visitors in Washington.
Carl and Jean Nelson joined there include Jack o'Brian and Wapoe... Jim Conley injured an arm during his riding act but tit: tors included Dan Mahoney. Bozo Harrell, Harry and Ruby Hasg Naomi Haag, and Bobby and
Caroline Hodgson and daughter. Eddie Woockener, veteran
handmaster, visited Skinny Goe handmaster, visited Skinny Goa Jacqualin Tolliver is assigting in
Chester Cabe's juggling act on Rogers. .. E-Flat King Cristiani
rnusipian, is bsel on the show musieian, is bsck on the show
after recovering from Injuries... Doc Hall and Dick MeGarrity of R.B caught the King shove as
did Stuart Forsilll, brother of Theo Forstall.
Jimme Karro escorted To
Dianois girafle from Canton, to Chiceso for an appearance on
"Super Circus," He had the anlmal on King Bros. last season. Gone Whitmare, Lockhart, Tex. lan, arrives in Chicago this weel
for an extended stay ... Willianm J. Bray of Minarapolis, is gettint
ogether his circus movies unt for a series of orrganization meet ings and school dates... Mr. and Mrs. Howard King have their where Harpar Joy. CFA was Visitor ... Fans F. L. MeClintoct John W. Boyle and Norman caught Hagan- Wallace: Wallace
\& Clark and Beers-Barnes circuses on their way home from the Gainesville, Tex. CFA con-
vention. Members of Uhrichsville's Waiter L. Main Tent of CFA were the subject of a fcature In the Columbus, O., Citizen.
The White Horse Troupe will summer ...New music played for Rietia Wallenda's high sway pole aet Wlith Polack Westerr Was
composed by Andzen Atarde. of the Atayde Bros. Circus in Mexgeneral agent for the Thosed Bill Wild West, J. W. Hartigen Jr caught Wallace \& Clark and Hagan-Wallace at Graflon, W. Va on the Hagan-Wallace show when a flood forced him to detour on jump from Ot tawa, Can , to Frederick, Md. He visited., his
parcnis, Mr. and Mrs. Geerge parcnts, Mr. and Mrs. George Barton, and also the Gearge
Pennys. the GII Wilsons, the Koot Blecks, the Swede Johnsons, Marie Pottus. . . Walter R. Cole han, of New York, fourneyed into Jersey to nee King.Cristiann and he was on hand for a copacity matine
Cal Gray's talent line-up In ardit sealn; Joen LeTour, traps Skytones, wi -; Hasel Ktng, Liberty horses; Malko Troupe. fly ing return; Zoppe-Zavaifa Troupe
bareback and unsupported lad ders; Galaso. finger stand the Clydea ieterboard, and the Ersidos. juggling.
Burns M. Katrenberg. Wil of a story in Life Magazine Jubject 6. Kattenberg has been collectof photographs and informathen years - time cantartionists. for

## From the Lots

Crafts Expo
VISALIA, Calif.. June 7.owing a successful "engagemen in Coalinga, Calif Business was Cent untll the annual Rodeo and Centennial Celebration got under ing here were Mickey Ambrose and P. F. Pyman, jewelry, and Larry and Betty Hadley, ice cream. Ralph Benn is assisting he Hadleys.
Six-cat stand obtained top money here. Michael, son of Her man and Esther Appleman week. Johnny Levagai, of the Cecchine \& Levaggi Enterprises, visted here.
Ed Sullivan planed in with Or ville $N$. Crafts from quarters in North Hollywood. He took over the Scooter operation. Competi cion is keen in the bowling league Gith Rober Warren, Ed Butler the leading scorers. Ton scorers mong the women are Katherine Warren, Billie Bryant, Pegry But er and Patsy Duran.-VINCENT KUROPATWA.

## I. T. Unit No. 2

HUNTINGTON, L. I., N. Y June ?.-Show had is lirst bis Caterpillar topped all rides. Date marked the first week since the show opened Aprtl 1 that good weather prevailed.
Personnel includes Phil Isser general manager; Al Crane, book ing agent; Louic Scherer, olfice manager; Pearl R. Scherer, as Brown concession manager: Wil iam Appleton, lot superintend ent; Leo C. Jenkin, electrician Ted Lewis, Diesels; Arthu Bowta, Octopus; Hank Paxtom Comet; Richard Njemae, kidds Ddes; Frank Papich, Merry-Go Round: Lucky Amato Ferri ar; Jack Brown, RoHoplane Tony Breck, Whip: Ray Vanziano Little Dipper; Roy Randall, cook house, and Ai Howard, who is in charge of moving the shows. OUIS SCHERER

## Drogo Amusements

TIPTON, Ind., June 7,-Open ing here was delayed because of turned out Tuesday nisht May 27. Lions Club sponsored the stand. Matinecs were staged Wednesday, Friday and Saturday

## WANTED colored musiclans AND PERFORMERS

aighe atepping Chosas Glitu, two ou manding Comedlans, Loretta Stemat and Buck. 901 in touch. Guarantord Droy from the ollice.

JHMMIE LANE
ase 20th Ceatury Shown
Sterling, Du.. Jume - 14
Henge, Minnerala, June 16-21

## WANT

A. Sewing Machine operater OHah We we booked solld tor that butt foim ar ance.
carival sales compairy


## RIDES FOR SALE表 Gufi 20 It sum. wic rav ouliaro tivemer natir

## SPITFIRE FOREMEN <br>  <br> Wilsen Famons Shows <br> 

## Model

EXETER, Pa., June 7-Now in heir seventh week shows have been showing steady improvement in the back end. Feature Fillies Show, operated by Harry Bomelstein, manager, and Charles sood business. Posing Show features Baby Dumpling, Leonard Dunean has the Harlem Revue. Which is doing well.
George Vogstadt has the Side Show and Wild Life Exhibit and Sani Lowrey is handling the operated by Bob Martin. Richard Davis opcrates the Snake Show and the Animal and Headiess shows also are operated by Vogstadt. All electrical equipment is nder supervision of Kank Mc Kire.
Kiddieland, with seven rides. is operated by Mrs. Geneva Wilclums. Concessionaires here in McKnight, new cookhouse; Ernel Buzzela, two grab stands: Jim Solas, papeorn; Bernie Feldman; Joe Massecia. patatoes; Mrs Sincely; Tom Phillips, novelties bingo operated by Danny Dorso. Eddic McTeague is lot man; Nick Stepp, office; R. C. McCarter, general agent, and David B. Endy, general manager. The "riter is handling the press. -JOE
ROWAN.

Virginia Greater
MONSEY, N. Y. June $\overline{3}$-Shows phlled in here May 25 during a henvy rainstorm, after tearing
down In Morristown N. under imilar conditions. Foor lot necesitated use of bulldozer to pult ruck fleet and trallers of the highway and onlo th, where shows andly opened Tuesday night (27) under American Legion Post aus-
pices. Buslness was falr. Decoration was falr.
weather and a good spending crowd. Kiddie matinee Saturday (31) whs hit by rain and cold. Newcomers here included Martin's Fony Ride; Mr, and Mis Charlet Hillert and sons, Unborn
Show; Mr. and Mrs. Bill Prevost. Wild Ldec, and Mr. and Mrs. Louis Augustino, Side Show.

- Vistors Included Mr. and Mra. Harold Humphries and famuly, and Mrs. Madellne Genovese, all of
Montelair. N. J.: Harry Heller Heller's Acme Shows; Al Burt and several members of Penn Premier Shows, and Frank Mariano, of the Whirn, N. Y. Fire Department.


## Ranier

SUMNER, Wash June 7gencrably fair, but steflikes have hurt business. The Wenatchee (Wash.) Apple Blossom Festival was the furst red one of the season.
On the return to Western Washington the show's power plant ells, driver of the tractor-traiter carrying it, turned the vehicle into a mountainside when the brakes failed while traversing Stevens Pass Highway neat Scenic. Howells was taken to a hospital for minor injurles. Jack was injurcd.
The writer is featured dancer and operator of the show's "Oriental Fantasies." Her husband, Don S. Greene, handles the front and GREFNE GLORA GAYE GREENE.

## Stipes

TRFMPEALEAU, Wis., June 7. $\rightarrow$ May 20 opened its secson here following two nights were hurt by cold weather. Show came here from quarters in St. Paul and was fald to have been the lirst carmi-
val ever to play this town. Six rides are in the Six rides are in the Hne-up, sionaires: Mr. and Mrs. Steve Gitliams, ball game and Roman tar-
gets; E. H. Roberts and family, ice gets; E. H. Roberts and family, ice
cream, high striker and two kiddle rides; Joe Meyers, bumper; Jack (Dutch) Meyers, Elum spindle; Ray pins; Davis, palmistry, and BII Stipe, popcorn, root beer and cotton candy
Whow will tour Minnesota and year's territory, Fourth of Juts date will, fe rice Lakem Wil



## MIGHTY mex

WANT FOR LAWREMEEBURG. IMD., STREET (GIffRATIOH, JUNE 16.21
seymour, ind., centenmal and pageant in beauthul sheld park, jume 23.28
WANT: Cookhouse, Grab, Fool Long, Ice Cream Bar, Cuslard, Hanky Panks. Slock

SHOWS: Any Shows that can set on streels, except Gírl Show, Falrs and celebrations solid unill October 14. ALL REPLIES: Now, Connersville, Indiana.
w. R. GEREN

## WEST COAST SHOWS, INC. WANT WANT WANT


 low, indeding Gresham, Ore; bakerriedd and San bese, Cail.
 spethree of sury Other Maber Rice that soen not contict. Wiid book bor belonge it Mais
concissions con plact a tow mara Conconiona that do not cantive with thove we

## MARRY MYERS, Mgr




## HIGH STRIKER

A consizten! mowet moker! Canter of Crounds. Picenken, Capnivela. Euilt to moke and take plenty of attion. Quslitr built for many yemi of profitable omparation. 25 ft . yandard in 3 westion, for auar hanaing. Incuuder maul,
geve fon catalog H. C. EVANS \& CO. 1556 W. CARROLL AVE. CHICACO 7, ILLINOIS


## Gladsione Exposition Shows



Con sisce one Masice Rice net conflictong with Titt, wheet. lenvy. Camet. Chalt

 enme ith or luty alderit and bett
F. POOLE, MIr.
J. OLIVER, Agent

## REWARD \$200.00

For isformation leadina to the recovery of onolen 1918 Chevrolet. Serial $\mathbf{8}$ RWS-13.1597. Motor EFEA 102:6. 148.ton eustom budywhite tile and astinlene atrel Intrrior with eand apple and popenrn rquipment-red lowity. 1951 Fhooidm lirenoe 3-f:Ln 3612

## NATIONAL AMUSEMENT CO.

 Phonar shre Life lide.
Phone: Cumbellond-1572
Indelanapotis. Indians
Clapton. Missouri

## DICK WILCOX SHOWS WANT



## TURNER BROS.' SHOWS


C. 6. tuiner. Mer.

## FOR SALE




Jous qtinn. P. ©. Gux toic, Wyandolle, Miehigan


Plenty of Mileage Ahead

## - Continued from page

and tried the iden for the firsi time Jast year at the State Falr abled her to build an impressive front, higher than customarily
used on midways, and at consid. crable low.er cost
An added advantage-and construction eliminates is such for lugging show front equtpment from city to city, for Sally has ound that scaffold-supply com panies that rent such equipmen are stluat.
slzed city.
Still another advantage is that and the show front entrance can be erected before a show moves into town, because the scaffolding companies can be prevalled upon o do such construction at reason able prices.

## Show Move

moves in all it when the show moves in all ft has to do is hang stall its other eye-catchers, such as signs, blow-ups, etc. "Why should midway shows
carty around all the show tront equipment they do when they can oblain the frames and hav Sally erected in each spot: ask Any discussion of her finding ew minutes with Sally then ably is interrupted by the inevifable press agent handling Sally. At the Rialto Thenter, In burst Danny Newman, theater p.a., with a planned release comity with that of Eleanor Roosevelt as tops among fem personalities. Newman's release made a strong case toward giving the honor to the dancer, for the p.a.
cited numerous dates and incidente that had put Sally on the ront pages over her 19 -year
career at an enteriainer. Publleity
Sally listened intentively as ace breaking out in smlles she recalled the dates and incidents Newrman had dug out of the voluminous fand file in a news paper morgue.
I've put a tot she observed ime intokceping my name betore the public. And, that's why l've cot plenty of mileage ahead of
"I've always been co-operative with newspapormen. And I've pointments with reporters ap at radio stations. That's taken time and cost money
the medium-sized and smalter eities. and towns. I've gotten nutional publicity and it has acally. 1 have never pitched to the city people.

Continuet Big
Mrve been big in places lik and Des Moines. And, I can go back to those places and continue to be bth. There are several rea ans for this apart from the build up IVe been given. upporting me. After all, I'm on or only about five minutes. So to make sure that everyone goes

## FILM ROYAL AM.

FOR TELEVISION
Royal American Shows, playing here this week, ate being filmed for television
by Midwest
Documentary by Midwest Documentary ganization makes a series of half hour fllms for release on newly licensed educatlonal and network television sta. hors. Boris Yakovleft, direcmen. a sound engineer and wo writers on the spot. Every possible phase of life on the Royal American is to be filmed.

WANT IMMEDIATELY coce antery to relisble Man. Vireo


JOE J. FONTANA
L': Hern suew, shelbypilue. Ton
away feeling that he's received his money's worth I've always
tried to give a really entertaining "The other reason why I can successiully repeal that don repest in a town too ofter. Tha come, and in the gap between showings, I acguire an added build-up."
Sally's butld-up is a constans years Here in Chicago, where 1 papers for the hirst crime to put the Century of Progress on it way to financial success, La
Rand's appearance wes given Rand's appearance wiss given And local press.
And, to top it off, she again hit the news wire services with was a follow-up on a night that incident of some months ago.
Such news breaks-which a
even more a part of Sally than
her fans-are almost money-in hand. and certainly assurance o in the outdoor amusement field
Avery's Modern
Garners Fair Biz
On Detroit Lots
DETROIT. June 7. - Avery opening week-end at its Eight Mile and Grand River road (8) after nine days Op Sunday is after nine days, Org, which
is here under VFW auspices, dropped Saturday (31) to persist ent rain
A new Kiddie Rocket has been added along with a new Merty Go-Round top and new sea covers for bo
Avery opened Mav 9 at Claw son, Mich. under VFW sponsor 3hjp, with rides only and did fal business. Org then moved rear Detrolt under church auspices stand was asyed only by adding an extra two days.
Route this year will be chief
in Southeastern Michigan and wil be sponsared in tmost cases, ac cording to Verna Avery. owner includes Eugene Avery ouner manager, and Bob superintendent. Rides and their personnel includes Eerris wheel Round. Frank Miles and Foy Meeker, and Kiddie Rides. Franl Price.
Concession row includes Jım Martha Moore. candy floss Hardy Brady, 5, with Jim (the Greek) Argus and Paul Trent my Stone, arocery wheel; Pete and Frankie Glenn. razzle dazzle Gueldner, 5 , with Charles Staple ton Jr.. as manager; Woodrow fish pond: Caroline Bell, ball game; Virgil O'Dell, bingo, with
Slim Mercier as his assistant.

Kingston, Pa., Okay For Model Unit
Shows. managed by Dave End Shows. managed by Dave Endy,
moved in here this week for the annual Firemen's Celebration after a satisfactory Decoration Pa. Kingston stand, which opened
Kingston stand, which opened
Tuesday (27). was given mixed weather, opening day and closing day eatching either drizzles or rain with the other dayt clear Decoration Day was elcar and warm, and all department.
shared in kood business. shared is kood business. which has not missed a week of wort since the opening, registered its share of the business.

## WANTED


THE JOLIY SHOWS

WANT CONCESSIONS
FOR GICANTIC IULY 46 HILLSDALE, MICH. Rodeo. Fireworke, Free
Auto, Bingo and Ice Cream Auto, Bingo and Ice Croam Games Novelitien Jowelr. Photos, Arcede. Lupeh. Cusfard. itc.
BROWNSTOWN, IND.
JULY 14-19
Homocoming R Reunion Wowntown on the Etreots. (Bing Gemes of all kinds Apples and Penny Arcede. Also can place soms Games on unlis for fune and early brations. Wzit good cele Holloren.

GOODING
AMUSEMENT CO
300 Nortan Ave.

WANT--AGENTS--WANT
For Slum stores. Sam Tveiker wanto Sux Cat Aqeofa, Cabe Rold mazat
 for Paa Gome. aleo Help.
Thle wook luce
Grundy Centep, towa; Juan 12.14 Marahaliowa, lowa; wetk june IS 22. Owatonna, Mha
S. B. WEINTROUR

Care Grand Ametican Show

## Counly Fair Shows want




 COUNTY
that weot


## WHFIL FOR LEASE


W. J. WILLIAMS

POR SALE



FOR SALE
is Kw . Llent Plant DC.
L. TAMARCD

1947 SPIIFIRE
FOR SAEE

m. L. BIRODRECK

13at Geremer de. Wicthen king
AGENTS



SIDE SHOW PEOPLE

bertia bert

## Club Activities

Showmen's League of America
4 Woat handolph Street, Chicago CHICAGO. June 7.-Fresiden S. T. Jessop, back from an easterm business trip. Wio join Secand Mr. and Mrs. Ed Snpenar in at Davenport, la.
Clifford Darling advises he is well on the mend after his auto is in the Chicago Municipal Tuberculosis Sanitarium. Ferman Pluds. on leave from the Hines
(IIL) Veterans Hospital, visited (ul) Veterans Hospital, visited ans. Mi Georke (Shoes) Stever,
was admitted to Alexian Bros. Hospital here this week No late Jonn Lon Frank Ekienz. Dr tered a Holly Hill. Flan, hospital. Secretary Streibich visited on their United Exposition Shows

## RIDES-SHOWS CONCESSIONS





## whinue farmell



## D. P. ROBICHEAUX  

FOR SALE

 - sayth micmionn culvid Hattie Wagne
on the road
in Lyons, III., this week where vistors and show personnel seen
included Tom Payne, Eddie included Tom Payne, Eddje
Meisterman, Larry Wilson, Sam Meisterman, Larry Wilson, Sam
Arenz. Humpy Weeks. Jess Jordan. Virgil Sells, Harry Levine. dan. Virgil Sells, Karry Levine,
Jack Benjamin, Earl Tauber, Mr. Jack Benjamin, Earl Tauber, Mr.
and Mrs. Wilhan Cowan Ed and Mri, Whilian Cowarn Ed parke, Dave (Foxy) Ghelden, Mr-
pard Mrs. Ed Sopenar, Silent 0 . andien Hadi Delgariar, Harold
Brien
Ardner, Elmer Bynes, Joe Brien,
Ardner, Elmer
Foote. AI Kymes, Jon Foote. AI Kamm, Charle Carthy and Mr. Kight.
Bob Parker was reparted en
route to Lake Delavan Wis for route to Lake Delavan. Wis., for few days rest. The Ned Tortis send and Mr. and Mrs. Ed Kornrumpt as recent week end guests at their Lake Delevan
summer home. Rev. Marcel La summer home. Rev.. Marcel La
Voy visiled with Lou Leonard in Voy visiled with Lov Leonard in Mrs. Russell, Cady. and their 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 Liter's Joe Streibichs, at the litter'
Lake Delavan summer home.
Recent clubroom visitors in cluded Jack Krutt. Henry Polk Ande Dumont; E. W. (SNim) Wells. Charies Zemater Sr. ${ }^{\text {S. }}$.
Dwight Pepole. Hy Neitlich. Dwight Pepple. Hy Neitlich
George B. Flint and
Bimmy George B. Flint and
Stanton. Ledier Auxiliary A number of folks spent
week-end and Deccration We Lake. Billie Wasserman recuperating from a long illness and so is Alice Hill. Ann Belden, chairman of the fell bazaar is
getting everything lined up. Dogetting everything tined up. Do
nations may be sent to her al 8136 nations may be sent to her al 8136
North Knox Avenue. Chicago. Carmelita Horan, chalrman of the cancer fund ralfte books, has for
warded books to members. Upon disposal of same send to her at
1825 West Ohio Street Chicago Elsie Miller, secretary, has moved to 3852 West Irving Park Road. Chicago, 18. Mail should be sent to her there, also any chance of address. Maid for Hattie Hoyt Marjorie Krall, Catherinc Roberlison and Mary English has
been returned Please send in been returned Mease send in vier-president, has been officiat ing at mectings in the absence of on the road

## 5 RIdes-STEEL CITY SHOWS-9 Rides






## GOLD MEDAL SHOWS <br> CAN PIACE <br> CAN PLACE <br>   Ps: I. A.

## GRANT'S TIIES \& AMUSEVENTS

## WANT





## IDEAL ItIDES WANTED






| Wavtein |  |  |
| :---: | :---: | :---: |
| Thetoa, Jemetry Spindle. Short Hance, tanketball. Showe-Mrihanical, Funhoute or <br>  mut drive ami <br>  <br>  <br> BIG FOUT AMIGEMENTS |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## WIIL BOOK OCTOPUS OR MERRY-GO-ROUND <br> cor 14 cilutahyons in wisconsim

 lire or phomeM. T. GOIRDEN

Miami Showmen's Association 236 W . Flagler Sk, Minm MIAMI, June 7. - Club was
closed three days because of the closed three days because of the
death of Secretary Phil Cook's mother, May 28. Phil planetl to the services in New York.
Harry Buus. who Harry Byus. who is roing alter
gold waid life membership card, forIntonti. Recent vision of included William Langien. Clif Wilson, Alton Plerson and Shirl Sakoble. Mall has been recelved for Ray-
mond (Shep) Blumbera. Ep Glosmond (Shep) Blumbera. Ep Gloshily, Devers. the Goldman fam aly, Dave Endy, Johnny Apple-
baum, Harry (Buster) Westbrook and Charles (Frenchy) Schwacha,
Ways and means of raising Waya and means of reising money for the club were discussed at May 18 dinner in Camden,
N. J., given by Mr. and Mrs. Ray Bluinberg. Guests included Leon Sherman Lell. Nr, and Mre. Irving Ine. Mr. and Mrs. Harry Katz and Mr. and Mirs Ben Levine. At
another shindig in Philadelphia recently, Blumbere and Leo Bis tany, club president, helped enrich the elub by $\$ 88$.
Max Sharp
tee Max Sharp. Year Book committee chairman. announces that a be presented to any member who be presentec to any member who
secures $\$ 100$ in ads or 20 boostet names for the book. Certificates also will be awarded to those who enlist 100 new members or who
raise $\$ 100$ for the elub in any manne
Mrs. Helen Barfield held a funralsing hish fry at her home, with to the of 5.55 .28 being turned over went to Mrs. Lucille Leonardson Cards and enteriainment followed

Show Folks of America. Ine
145 Turly Stroel San Franelsco SAN FRANCISCO, June 7President Doris Monctte called the regular meeling to order, with Charlolte Porter, first vice-president also on the rostrum. From now until fall meetings will be
held the first and third Monday hed the first and third Monday
of each month. Al! mail will be of each month. All mail will be
forwarded if members keep the club posted as to their whereabouts.
Steve Murphy is in a local hospital and Council Ralford re mains on the siek list. Showfolks Plot was decnrated for Decoration
Day Day
Schumann Run - Continued from page 84
dance across the ring without a single misstep despite being hampered by elaborate costurnes.
Recha opens second half with several big illusion numbers.
Uling one fem and nur male Using one fem and fnur male
assistants, he has no trouble in assistants, he has no trouble
mystifying with his elaborate illusions. presented with consid. eruble comedy.
Helene Kossmayer has a wellErooned trio of small elephants which she puts thru a series of dance and musical bits which are nicely executed and amusing. One on plano with its trunk. another beats the drums and all three (oot-sour)y-on horns.
The Flying Comets are an
Austratian-Scotch duo who work Australian-Scotch duo who work
on metal frames attached to opon metal frames attached to op-
posite ends of an axle which reposite ends of an axle which re-
volveaty at considerable speed.
Novelty and nerve sell the act. Best tricks are one-hand and onefnot swivel spins.

Talo Boys Cet Laughs
The Five Talo Boys draw belly ley, balancina, teeterboard and other routines-all ending up in ludicrous mishaps or gags In the next-to-closing spot Al -
bert Schumenn goes to town with bert Schumann goes to town with
a prcsentation of 18 Liberty horses put thru complicated evolutions, mast striking of which has iwo lines of nine horses each -using Albert as a pivol, in center of ring- whecling nround the
large ring in perfect unison. Leon de Russrau closes the show with the same act he presented on the Ringling-Barnum show in 1951. Act shows up betler in a one-ring show. Pint-size Kık agaln bandles
clown gags during prop selting clown gags during prop setting
and waits. Eugen Petersen's orand waits. Eugen Petersen's or ling the show and in cancert numbers. Ringmaster Knipschild handles annourcements and keeps show moving al fast pace. Julia and Axsel Glaesner are principa
bookers of Circus Schumann.

## EDDIE YOUNG'S STERLING CROWN

GET WITH \& FAST GROWIMG NEW SHOW YES, WE hive falirs, and a long seison

WANT WANT








Einton. ny-two satundays-iune is thau 21.
AH Answers to E. I. YOUNG, MGR, cari of show
or javinc cobb hotil. paducam, at


## HARRISON GREATER SHOWS

## 

 Nown mity


## LONE STAR SHOWS





GOLD BOND SHOWS

## wivt





## CUMBERLAND VALLEY SHOWS

 mind mix

## CLDES HINTON

## WANT-G \& B RIDES \& SHOWS-WANT




## RUMBLE GREATER

Naat lor American leqion felebration, Shelburn, Indiana SHOWS AND CONCESSIONS


BARNEY TASSELL UNIT SHOWS




Merchandise You Have Been LookIng for
 Catalog Now Ready-Write for Copy Today Imporiant:


## CLASSIFIED ADVERTISEMENTS

A Munket floce tor bopors and sellers RATE: 15 \& A WORD-MINIMUM $\$ 3$
All Clanified Advartinements must bo coompanied by remmence in foll.
FORMS CLOSE
THURSDAY NOON HN CINOINNATI

|  |  |  |  |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  |  |  |  |

## ACTS. SONCS \& PARODIES 

 Comic Drwartove WANTEDR RTY




 ANE Worthinglon. mimh
 ACENTS \& DISTRTEUTORS






## , <br> ${ }^{8}$

.




FREE


|  |
| :---: |

## FOX TAILS

Jozeers. ATIMTIOM?
Wo mant nime mod minnlery

buimen for morr ya prach
HIN FUR CO.


JUSI OFF THE PRESS! HEW CATALOG
Engivers for Demonstrators
Enave Fait Workers

-
$=$
Chieler-levine


## FINAL

ADVERTISINC DEADLINE JUNE 18
Phone . . Wirt ... Almulil your
Nearesi Bihboard Offict TODAYI













## TRULY WONDERFUL. -THOUSANDS SOLD <br> Miss Glamulur <br> Jewery fasemblit <br> $-82.50=$ <br> metalls $\$ 19.95$. / AND WORTM <br> - a rfmelt <br> excursiv: <br> Lafles' hundbay rione is worth Wen min entire sel. <br>  <br> $\qquad$ <br> 708 Somsom Streel <br> Philadalphio 6, Po <br> 



## PUNCHBOARDS <br> WE MANUU ACTURE ALS TYRES OF BOARD'S PEERLESS PRODUCIS. INC. An

## CHAIRS <br>  <br> Give to the <br> RUNYON CANGER FUND

MAKE MONEY
WITM WILNIES PAST Action Jan Garnot Tho-books. Manch Book Deals. Envalope Tickel Drale. 110.000 Wrise tor liset. Secale row butinem ad in soseric ioma. apecty.
Whlmer Salea Co.s Ire. is22 \& Walinut th Mexto. bedinea

## Merchandise Topics

New York
wagon" on the political bandwagon," says Gerry'E Crealions
in announcing its mike and "Taft" gold-finish lapel buttors. The items, priced to retail at 50 centa each come 12 to a display.
card clip Company, reports its goofy goggles are going over well whit
novelty users. The glasse's contain novelty users. The glasses conlain
a scientifically made prism which misplaces itens in front of the misplaces itenns in front of the
victimis eyes. Supplied to the trade at $\$ 3.60$ a dozen. they are priced to relail at 50 cents.
The sabrt sword tle pin is the latest item to be introduced by
Mail. N. Sales Compent. The Mall o is removable from the scabbard, revealing sharp culting
blade. The tiern fealures pear blade. The idern fealures peard
handle. goid-finished scabbard and engraved design. Trick
clars with harmless, non-explosive action, are being pushed by A. Fresman After burning a
concealed metal spring bursts the concealed metal spring bursts the natura
states
Travollers Premium Company. quarters at 80 0 ashington Street. The phone number, Digby 4 -8260, remains the same In the new
quarters facilities for handling quarters facilities for handling business are greatly enlarged Many natiana! sales contests tor

## P D O-World's Greatest

 PHOTO BOOTH CAMERAS





IRAVEL DECALS
 An momu son, wrs
139 W. 19th 34 Now Vort City, M. Y


Outdoor Year Looms

## FINAL

advertisinc deadlini
JUNE 18


Mearest Bithboard office tobin
company. In addition, it fumishea catalons for purchasers of Christgifts and for will advertigiag wards. and carries merchandire of all types for premium carnpaigrs. Matem that meskurernents of its new raised letter nameplates, nuoted in a recent Mer. chandise Topics column, were incorrectly stated. The correct sire of the wolld mahogany or blond frames for desk or door is 2 by inches, accomodating 21 spaces for letters, savs the firm's S .
Sehnoider.

## Chieago

The latest item produced by "smarty Scanan Company sate sates for the "blue leans and jacket trade" They are not "ironed on" or sewed on. but are peeled like an adhesive bandage and stuck on. They may be peeled off and reon sanforized cloth in 36 designs ranging from the Confederate flag to savings like No Vacancy" for the regular size: 25 cents for ton super slze with rellector bus

## From All Around

An all-stajaless steel trailer is making the munds of ohlo county lomers from its gleaming of cus tomers from its gleaming coun-
ters. Specially designed and made cf Arma stainless steel by Co.
lumbur Metal Fixturen Compnay. Columbus, O., the unique cafeteria on wheels is hitched to a truck for transportation of it. On the grounds. Wheels are raised hydraulically so that the trailer may stools under a tent form the din ing area. Built in curcus style. complete layout goes up or down in a lew hours.
The Sport Topper Figh Krufe priced by the Colonal Knife Company, Inc.. Providence, R. I. latest offering for the prize and premium field. The knife has scaler and culting blades, hook remner and cap lifter. A
new miniature flashlight, the Zebra Light, has been introduced by Burgess Batlery Company Freeport. Ill. The ite m for pocke reltes yet is sald to glve a bril liant light. Complete with battery and bulb, it is priced to retail 98 cents


Do You Nerd MERCHANDISE?




LaBIS' BLAL TASHIONED NYION HOSE SK 50 DOT MION HOSE $\$ 6.50$ DOL.


SWEEPING THE




- ldosi lor con

- indiry culling entionana poekapod in

ORDER NOW

CHARMS E CAIN


GIVE TO TME SUNYOA CANCER FUND



February Export Sales Hit \$604,630, Up 38\%

\author{
CHICAGO Junc 7.-With four were the bipgest buyers in Feb

} | of the traditional volume mar- | ruary. They accounted for 185 |
| :--- | :--- | :--- |
| kets setting the pace, February |  |
| coin-operated phonographs with |  | export sales totaled $\$$ co 4,630 for 3,357 new and used games, jukea

and venders. The dollar ngure was 38 per cent above the prevt-
ous month when 2,070 units with an aggregate sales price of
$\$ 438,95$ were shipprd to overseas operators. (See February Chart).
Venezuelan eoinmen concentrating wholly on music machines

## Favorable Pin

Ruling Improves Neb. Situation

OMAHA, June 7.-As a result of a recent lavorable dectsion on iree-play pinbans, has reappeared in a number of sypical location The decision handed down by
Districl Judge Jaeksan B. Chase slated that free-play pins wer not gambling units, upholding an opinon submitled by At

Because of the contuslon created by the court ruling. op-
erators are hoping for a quick final decision on the issue by the
State Supreme Court. Dean G. State Supreme Cotirney general stated he would like to try the
case before the high court during the current term, but eonceded would come up until fall.
Despite Judge Chase's ruling. law enforcement officers in munities were banaing srec-play ganics untul Munieipal Judge Frank Mimtz in Omaha dismsssed whi had one in' his establishment.

## Bally Horse Gets Casters

CHICAGO, June ?. - An im-
provement which appears certain provement which appears certain
to be helpful to operators and
location owners on the Champion, Bully s me, addition of retractable casters. As Jack Neison, general sales manager, pointed out. the casters
can be raised or lowered by sim. can be raised or lowered by sim.
ply inserting a detachable key ply usserting a detachable key 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 location or even outside as many stops do on mild days. When
the casters are retracted the base sets solid.

HARDSHIP CASES fices or the National Production Authority in Washington, which-
cver made the most recent allot ment of controlled materials. NPA Administrator Henry
Fowler said his organization had
set aside quantities of controlled set aside quantities of controlled
materials to take care of early
applicants. Fowler asked manu. facturers whe file for additional
materials to furnish enough information about their operations
to justify their requests. He said Commerce Department ficld of guide shcets explaining data neeessary to back up applications SBHP."
grants. firms must be classified as a small business under Corn They Department regulations they must be producing more products and be unable to main-

## Nation's Ops Expect Big Summer Resort, Rental Play

CHICAGO, June 7.- With long
range forecasts indicating excep.
tonally gond summer vacation tionally good summer vacation weather in virtually every section
of the country, operators tit resort of the country, operators tir resort est play on a nusement zames in any similar perind since the war. Because of this expected plus areas are reporting above average sales in both new and used
While many colnmen with moutes in metropolitan areas because of the drop in play those who have been able to transter the equipmen al some of their marginal slops to resort locations in recent years have been able to improve an otherwise difficult play situation. Still others, folwork in the field, have been able to better thets over-all receipts thru a rental program for large
firms. A small percentage have
been able to enter both fields been able to enter bol
with gen better results.
Operators who have made a go of it in resort locations havic in the wat given an even break fast elip. They point out most of the vacationers are good spend-
ers. In addition. the tarnover of ers. in addition. the tornover of of chanating equlpment. ther
reducing operator expense.
On the rental tide. there is an entirely different approach to the itself. Company and organization annual pienins, which ap-
peared to be on the way out in peared to be on the way out in
the 1930 s beeause of economy reasons and dropped during the and because of transportation come back strong the post few
zations spend quite a bit of
money and time setting up the annual event and wherever possible offer something different plus the old standards. In recent quests for coin machines with juke boxes sis well as games in sharply rising demand. The lea-
tures games have been shuffletures games have been shuffle-
boards, shuffle games and others with an element of skilled com petition involved. This year coin
operated horses are expected to be the big hilt with the younger set attending major company pie nies with the famlly breadwinner
Naturally, at pienics the equipment is set up for autonatic full relurn trom the flat rental fult relurn the the Nat renta of the unita plus transportation
costs. The feature of this summer sidelight is the rental price Is more than if the same unit

## NPA Urges Small Biz To Seek More Metals

## WASHINGTON, June 7.- Small businessmen wine mimum productlon

 this week to file hardship ap- sufficient allotments of controlled plications for third-quarter sup. materials for the quarter forplemental allotments of scarce steel, alumunum and copper with is submitted. Fowler emphastzcd
Commerce Department field of - that firms wheh do not qualify

## Coin Machine Exports

February, 1952

| Coin |  | Machine Exports |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| comer mos | aramm | Febru | $\text { ary, } 19$ |  | Cumb |  |  |
| Jenezuela ........ 18.5 | \$132.584 |  |  |  |  | 185 | \$1320584 |
| Fanada .......... 122 | 14.399 | 564 | \$15.163 | 638 | \$78.001 | 1,324 | 108, 189 |
| Mexico ........... 131 | 61.323 |  |  |  |  | 131 | ${ }^{61,323}$ |
| Cuba ${ }_{\text {Sulta }}$ | $38.04+$ 15.453 | 70 | 19.379 | 141 | 31,882 | 201 189 | 56,023 47335 |
| Belgium ........... 99 | $4+1+1$ |  |  |  | 3,802 | 99 | 4 4.144 |
| Salvador ......... 41 | 28.202 |  |  |  |  | 41 | 28.202 |
| Japan …… |  |  |  | 64 | 21.609 | 64 | ${ }^{21,809}$ |
| Other Countries... 95 | +6.860 | 423: | 24.594 | G06i | 31,823 | 1,123 | 105.277 |
| TOTALS .....85? | \$399.573 | 1.056 | \$59.772 | 1.449 | \$165,315 | 3.357 | \$604,830 |

## BALLY PROMOSH

 AIDS HORSESpromotional aid to operators Bally Manufacturing Cornpany has made available at
all the firm's distributor of all the firm's distributor offices a series of advertising
mats Illustrating The Chammats mechanical horse, Jack Nelson, Bally zeneral sales manager, announced this week.
2 The mats are avatlable in Nelson stated that many mats already had been supplied to and supermarkets where the Bally horses are on location. They are used in local flyer ads by the stores, and operators report the promotion has
aided horse play.

## 31 Teams Vie, Cut Up 5 G in ASLI National

## SAGINAW, Mich., June 7. - both from promotional and oper-

 Described as the largest shufte-board tournament of the year,
Chief reasons given were the board tournament of the year, fine co-operation extended to the third annual United States
Championshlp Tcam Tournament.
held arner and his aides by the Sagi-
naw crizens and the growing exheld at VFW Hall here May $30-$
June 2, was judged a preat sueJune 2, was judged agreat sue
coss. American Shuffleboard cess. American Shufficboar awarded nearlv $\$ 5,000$ in cash and tmphics.
Directed by Stanley (Whitey)
Warner, Michigan disirib for Warner, Michigan disirib for American Shuflleboard. the affair
saw 31 men's and women's teams saw 31 men's and women's teams
compete in long board and cushion board divisions.
same number of entrants as did those in $1930-51$ ASLJ officials
consider it the most successfu

NPA Giving Games Mfrs. More Metals

## WASIINGTON. June 7.-A

 moments of scarce matertals tor use in the third quarter (July increased, the National Produc tion Authority declared this week NPA Administrator Henry Fow ler warned that many material will continue in thght supply, however, and "that direct defense requirementsfor materials are growing
Here's what the games manu facturers get, in terms of percent
ages of base period use: Carbon ages of
steel, 55 per cent: alloy sterl, 55 per cent; copper brass mill products, 35 per cent; copper wire
mill produets, 40 per cent; copper foundry products. 35 per cent and aluminum 45 per cent.
NPA added it
NPA Added it has set aside
ubstantial amounts of steel and substantial amounts of steel and relief distribution in hardshlp
perience of teams in tournament compelftion. Of the nearly 300 players registered, over 90 per more ASLI State events. Grood local and national press and radio
coverage, handled by Don Freeberg. also figured prominently in the sucess
ficials said.
THANKS PATRONS
Marvel Licks OutputStymie, Ups Delivery
ChICAGO, June 7. - Having handicaps created by a major fire In the factory three months ago (The Billboard. March 1), Marvel Manufacturing Company was back in production this week on its four-model tine of shutfle-
board scoreboards. President Ted Ru
pounced that delivubenste in an ing up on the backlog of orders and dellverles have been sharply stepped up so that within the next two weeks the firm will be able to resume its immediate de-
livery policy. He stited he wias grateful for the way old and new graterul ior he way old and new waiting deliveries during the emprgency.
and iwo includes two overhead of each tvpe scores for the is and 21 used in straighe sbutneboard Colld other twa score for Hors conventionall longtomed game.

## Calendar for Coinmen

June 9 Wisconsin Phonograph Operators' Association onthly meetling slite to be announced.
June 9-Washington Coin Machine Association, monthly eeting. Hub Enterprises Building. Washington.

June 9 Amusement Machine Operators' Assoclation of Greater Baltimor

June 10-Automatie Phonograph Owners* Association, onthly meeting. Sheraton-Gibson Hotel. CincinnatL
June 10 -California Music Guild monthly meeting. 311
June 12-Michigan Automatie Phonograph Owners' Asclation, monthly meeting, Maceabees Building, Detroit.

June 12 -Summit County Musie Operators' Association,
June 12-Music Operators of Northern Illinois, monthly June 12-Musie, Operators of Northern Joe's Restaurant, Route 14, Harvard, Ill

June 14-95-Muste Guild of Nehraska, annual election
ting. Paxton Holel. Omana.
June 18 - Westchester Operators Guitd. Inc. monthly meetJune 19--Prngressive Music Guild of South Jersey, monthly Jing walt w itman Hotel, Camden, N.
June 23-Phonograph Owners' Association, monthly meet-
June 26-Amusement Machinc Operators Association of
Dade County, monthly meeting, Ej Commodoro Hotel, Mtami 10 It SIrect Washing Musie Guild. Inc., monthly mecting, IH Strect Washington.

July "7-Illinais Amusement Operators" Association
Onthly meet!ng. 208 North Madison Sireet. Rockford.

# MUSIC MACHINES 

 All Pre-1946 JukesResolution Sets Sept. 1 Deadline, Exempts 2 Wurlitzer, 1 Seeburg, 1 Rock-Ola Models

 xithin three months all music with the exception of four modes

Nebraska Guild Convention Set For June14-15
OMAHA, June 7 , - Juke box operators thruout Nebraska will gather at the Paxton Hotel here
next week-end, June 14-15, for
the State Music Gulld's annual two-day convention and election
of officers. The sessions will climax the
first year of organization for the first year of organization for the
group. It was formed May 6 last
Feas as the Nebraska Automatic Phonograph Operators Assocla-
ton but changed is name to
Music Guild of Nebraska las Music Guild of Nebraska last
December.
Present officers are Jerry With Omaha, president; H. W. Marble,
North Pla it e. vice-president Howard Ellis, Omaha, secretary treasurer, Dincetors are George
Milborm, Scotls Blutf; C.R. Casey, Laurel; C. R. McKere, Grand R. A. Taylor, Lincols.

An exhibition of music machine equipment and reconds will be vention. Plans call for a cock-
tanl hour the first doy and a
business mecting and banquet the secand day.

## Stronger Ties <br> Aim of Micon, <br> Barabash Trip CHICAGO, June 7 . In the tirst of a series of moves to strengthen the ties of the opers tor-distributor-factory relationship, Rock-Ola Dext week will send its regional district manager, Jack Barabash, out on the Ide Distributors. <br> of World wide visit every part ritory in the Midwest and work elosely with operator personne on the Roclt-Ole on the Rock aceessorics.

Mey Discussion

At S. Dak. Meet

RAPID CITY S. D., June 7.point of discussion, the South Association held its quarterly
meeting at the Alex Johnson meeting at the Alex Johnson
Hotel here Sunday and Monday Hotel here Sunday and Moncay
(1-2).
President Tony Trucano hanPresident Tony Trucano han-
dled the sessions and led the
discussions on local property discussions on local property
taxes. pointing out they had
caused operators in the smaller towns increasing concern. There
also was mention of starting
regional regional effort foward effectin dime, three tor a quarter play
However this move was set aside pending more information on ${ }^{2}$
national effort by the Music Opcrators of Amewica under the
Guidance of its president, George
Miller
Jullus Koers, Rapid City memHarold Scoth SDPA secrelary treasurer, announced the next
mecting would be held in Pierre either in late September or early

## Seeburg Old

Timers to Stage
Annual Banquet
CHICAGO, June ?. Some
278 members of the Old Timers Club, described as the most ex Clusive in-plant organization at
the J. F. Secburg Corp., will hold its annual banquet next' Thursday
at the Svithiod Singlng Club here
The Old Timers group is com-
posed of Seeburg empioyees who
posed of Seeburg empioyees who
have been with the firm 10 or
more years and the membership
encompassms all departments
from the executive orfices down
Thirty-eight new members wil
be initiated.
Ralph M.
personnel directachsen. Secburg quet would be smorgasbord ben-
and that most of the entertain
ment would center around the
initiation festivaties. The club has
been organized for sir years and
been organized for siz years and
employees who beeome [11 and
the sending out of birthday
the sending out of birthd
remembrances.
Employes. Aecord
A breakdown of the club's
membersaip shows the years of
service of some of the employees:
one more than 40 years, six more
one more than 40 years, six more
than 35 years, seven more than
30 years, nine more tban 25 years
six more than 20 years, 89 more
than 15 years and 160 ten years
or over
Isacksen cited other Seeburg
employces activities, two base-
employces activities, two base-
hall leagues, A Tuesday night
team, which plays in the Hamlun
Park Industrial league, has won
Park Industrial league, has won
its first three games. The Thurs
day night team,
the Chicago Industries Recreation
Association League, ha
ahutout by bad wcather.
The next big function follow-
ing the Old Timers party will be a pienic July 12 at the Fox River
Grove for all Seeburg employees and their familes.
Oregon Group Elections Set

## Oregon Music Assocratuon, which

 recently celebrated its first anniversary as formal organization of juke box operators, will holdits annual election of officers here its an Tha election of officers here
next Thursday at the Multnomah
Hotel. the selection of a new president to replace lee Jones of Portland,
who has left the music field. Jones sold his interest in the to his partner, Roy Gatto, Janu-
ary 1, but was prevailed upor to continue in o
tion meeting.

| Miller to Meet With Week End; 100 Exh | Committee Over |
| :---: | :---: |
| Wil Calir | With the Record |
| corge A. Miller, president of the | Manufacturers' Assoclation and |
| usic Operators of Amprica, whas | designed to smooth out differ- |
| Chicago this week-end to mect | ences beiween the juke box |
| th members of his general con- | operators and the disk manufac- |
| ntion committee for final plan | turers, alsn was making progress, |
| ng on the MOA's national | Miller said. |
| lave |  |
| California for New York Thurs. |  |
| day night (5) to attend a testi-1. |  |
| monial dinner Tuesday (10) for |  |
| Sidney Levine, attorney for the |  |
| New York City Automatic Music | bareinne. Mate |
| Operators' Associalion. He then |  |
| was to go to Connecticut to ad- |  |
| dress that State's operator association before coming to Chicago |  |
| for the three-day committee meeting, June 14-16. |  |
| It is expected that most of the |  |
| al decissons reparding arrange- |  |
| nta and policy for the conven- |  |
| n will be decided at |  |
| ittee meeting. Mul | elected president of the Music |
| ications listing the kind and | Guild of Southern Dlinols at the |
| cost of space available were | organization's annual meeting |
| mailed to some 100 potential | here Wednesday in the Broad- |
| exhibitors. | view Hotel. |
| Meanwhile. Miller reported that | Milton Hardt of the 20th |
| the MOA's plans for a large | Century Novelty Company, East |
| scale public relations drive are | St. Louis, was elected secretary. |
| forging ahend. Miller discussed | and Roy Kaesberg of the Fair- |
| the drive this weel with Mr. and | banks Music Company, Enst St. |
| Mrs. Abe Greenbera, representa- | Louis. was elected treasurer. |
| tives of the Frank E. Mullen | Schaffner succeeded Kaesberg, |
| Associates, a mational public re- | who had served as lemporary |
| lations firm. | president and Hardt succeeded |
| An outine and plans for a | E. McKelvey of the Modern |
| drive were given Miller by the | Music Company, Edwardsville, |
| Greenbergs, but any decision re- | Ill. who had served as tem- |
| garding the use of the Mullen | porary secretary. |
| firm by MOA will have to wait | Two new members, John |
| until Miller can discuss the pro- | Renkel of United Music Company, |
| gram with his ofticers and set | East St Louls, and Frank |
| their decision. | Borcevic, of Washington Park. |
| The recond industry liaison | 111., also were accepted at the |
| cornmittee, formed by MOA rep- | mecting. which was allended by |
|  | ing was seheduled for the same |
| eteto monor | place, Wednesday, July 2. The Guild's attorney briefert the |
| $1{ }^{1}$ | members on progress made into a study of ways of combating local problems. East St. Loujs has |
|  | slapped a $\$ 200$ individual op |
|  | tor lucense on local music |
|  | plus a $\$ 2{ }^{2}$ license on each lo- |
| EW YORK. June 7. - More | cation phonograph. Operatora |
| an 350 quests are expected to | share hall the cost of the $\$ 2.5$ tee |
| attend a testimoniml dinner Tues. | under as arrangement with 10 |
| day (10) honoring Sidney H. |  |
| Levine, national counsclor of the | Washington Park, an Bast St. |
| Music Operators of America, for | suburb which has only 14 |
| his 15 years of service to music | locations, has licensed operators and phonographs and more than |
| operators and the industry at | half a dozen nearby communities |
|  | also have licensed phonographs. |
| The affair, slated to start at | It is felt that these latter commu- |
| the pm . in the Moderne Suite of | nities probably will also insitale |
| the Belmont Plaza Hotel here, |  |
| will draw juke box manufacturer | Kaesburg said the attorne |
| representatives and guests from | study of cases so far had revealed |
| coin associations in New York | no legal precedent for revensing |
| State and Connecticut. <br> Al Denver | cperators, altho phonograph li- |
| local Automalic Music Operators | censing has a considerable past |
| Association of which Levine | history. The Guild plans to de- |
| attorney, said dinner wo | termlne the best means of com- |
| wed by dancing and a floor | institute some tsues and hopes to |
| George A. Miller, MOA | action before the firsit of counter |
| will be guest spe | belore the first of mext |

18 YEARS' SERVICE

## 400 Honor Geo. Miller At Testimonial Fete

## Georgenn, Cali, June - $y$ all of the 18 vears the latte

 the Music Operators of America and the California Music Guild. night (4) at a testimonial dinner in the Hotel Learnington for his many yeare service to the juke Some 400ofticials and friends jammed the hotel's Leamington Rowl to hear Maller's work as CMG president during the past 18 years lauded. Scotrish Rite ming awarded by

president, reviewed the Guild's
ed out that in recent years near-
had been donated to churches
fraternal groups and other or
ganizations. Spea? has been an
has been connerted with CMAG legislator and CMG former State called some of his early yeara Whth the Rroup. He praised Mil cient administration and his effi ed some of the highlights they had met with when they traveled together on trips in the
Official civic operators.
presented by cilifford Rishell mayor of Oakland, who has gears. Oakland's chicf of palice Lee Devine, recalled his poluce
days of triendship when Devine
The mize of the automati
af those within the industry to
raise its standards were empha-
sized by Cong, George P. Miler.
fContinucd on puge 100 d

## Juke Route Methods Illinois Group

- Convinued from page jos
one becomes a full.time profes-
siomal. the tenacity to hang on until business pieks up is a per-
son's greatest asset. The more son's greatest asset. The more a person tearns about a
the better he likes it.

Getring Locations
Thompson avers that an op-
erator can get lots of locations if he really wants them. He explains that some opcrators will not take a location or will not
get in and develop it
because they feel there never will be enough take to warrant the effort. But, he adds, that depends on what an operator considers kood take and on what he does, intelligently, 10 get it
For example, Thompson says a poorer location may have had the Wrong type of machine. Thus cas be remedied, he says, by a differ ords and ultimately by paying attention to the box to get it started kecp it going and to study the circumstances peculiar to that location.
Along with these factors, Thompson says, is the business sense of not expecting too mueh
of a location. This should be ex-

## Info in Other Departments

Among the stories of interest to the coin machine industry front in this issue of The Billboand are:
parting look at juke box bill. Radio-TV broadcasters will take final stock on bill's status (Musir Department), GALS LAST LONGER THAN MEN OR ORKS, POIl (Musie Department).

NAME BAND PROBE IS PLACED BEFORE CONVEN-(General-Music Dis huddle places dance orks high on agenda

PERMO CHANGES SALES SET-UP. Juke box maker rganizes distribution of needle Ine (Music Department).
And other informative news stories as well as the Honor
Roll of Hits and pop charts.

## Meets, Studies <br> Music, Game Biz

given a good opportunity, loca. difficult to get along with. Most owners will see an operator's point of view if the operator has ular rounds and shown reason. able attention.
in supplying records, Thompson amount he retor has to pace the ocation. However in this area, sincere study of the playing pays dividends. If an operator does his own servicing. he should remain awhile to notice the
music-selectiong habits of the patrons.
Altho some locations prefer
100 -selection boxes, many spots 100 -sclection boxes, many spots
in thus area of different nationalities area of diliferent nationvantage. When there is a long
list of selections. the prospective uke player often reads the lists who or three times before finding what he wants or making up his
Thompson feels that by using box players drop in their juke nuch faster.
As to the effect of television

ROCKFORD, Ili.. June 7. Highlighted by strong representa-
tion from many parts of the
Sta tion from many parts of the
State, the Intiois Amusement
Operatars Assuciation held its Operatars Assular manthly meeting at the
regp's headquarters, 208 N . Madregular monthly meeting at the
group's headquarters, 208 N . Mad-
ison Street here.
Led by President John Dockus,
the discusions centered on new the diseussions centered on new, developiments in the music as
weil as game fields and new well as game fields and new
products recentty introduced.
The next mecting is scheduled The next
for July 7.
Thompson believes that th
novelty is wearing of and tha
shitts in programing, sueh as th
elimination of wresting matche
has fostered a relurning latere
in juke boxes.
RHYTHM AND
BLUES NOTES

- Continued from juge 61 has pacted blues singer Nadine Bobby Marshall has eut some
new sides for Abbey Records... new sides for Abbey Records....
Royl (Sstch) Clemonis opens ai the Deshler Wallichs Hotel in Co. lumbus, O., on June 7.... Charlie Lounge in Boston on June 6 , Baltimore, June g. ... Tuxedo Records has signed the Kings
of Hormony to a three-year conof Hormony to a three-year concalypso disks with Mulis Danials.
who just joined the firmis talent roster.
Les Bihari. of Mudern and
RPM Records, is in New York for RPM Records, is in New York for
a few days on business. RPM's "No More Dogsin," with Roscoe Gordon, is stlil up on The Bill-
brard r.\&b. charts. Gordon was recently paeted by Shaw Artists Lewis has set Chater Howard Lownis has set Charlon Brown for
one-nighters thru the Lone Star ane-nghters thru the Lone Star
State siom Scptember 26 to October $27_{1}$ and Amos Milburn from
October 27 to November 23. Johnny Hodgas into Gleason's, Cleveland, August 8 thru 24 . Then the ork goes into the Troc-
adero Club, Columbus. 0 ., August 25 to 30 .
The Orioles whll be at the
Farmdell Club, Dayton, 0 AuFarmdeli Club, Dayton, O. Au-
gust 7 to 10 Edna McGrift and Buddy Lucas starl one-night. ers in Petersburg, Va., on Jun
13 , then thru the Bay area... Jack Arcber of Shaw Artists is in Callfornia to set up the one-
nighter department for the West nighter department for the West
Coast office of the firm.... Eve.
Irn Twine. Columbia Disk artist In Twine. Columbia Disk artist,
has joined the Red Hot Scampa at the Flamenco Club in Kansas
City, Mo. Stuff Smilh is now City, Mo. Sluft Smith is now
playing at the Troost Lounge playing at the Troost Lounge
there. . Deejay Frank \$mith there. . Deejay Frank Smith
plays a loi blues on his show Dut of Lenvenworth, Kan., called
"Boule vard of Broven Drcarns." Jubilee Reenrds has pacted the Top Noles. Philadelphia group. Ernie Brown. Who formerly recorded for Decca, is now with
Rainbow Records. . . Tenor sax Rainbownecordsislom has also signed with the label.

BASIC ROCK-OLA TIMETESTEI TROUBLE.FREE CHANGER FISTER IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS ROTH SIDES OF 25 RECORDS-OFFERING 50 SELECTIONS.

the bulboard Index of Advertised Used Machine Prices
"'suck

- Music Machines


 Midetasp






##  <br> 㫨采

viany


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 availabie 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 r.ore income for location and operator.


## 400 Honor George Miller

- Continued toon moge 105

The congressman who won re-
elcction Tuesday, praised Miller Association, Adams, who
has known Miller 15 years, urged elcction Tuesday, praised Miller has known Miller 15 years, urged He also touched briefly on a cinted with the music machlne industry stand behind Miller and and declared that public rela-
tions, such as used by the CMG.
bilts similar to to the ASCAP spon had gone far in helping to head Southern Californ resented by Ray Adams, execu-

## Let the Record tell you!

 levals thraughout the life af thoir pepularity! This it just one of meny money seving, maney mohing odvantages in



$\qquad$
WATCH FOR IT!
evans (EVTURY 100/45
SO RECORDS- 100 SELECTIONS-45 RPM
EXPORT INQUIRIES INVITED
H. C. EVANS \& CO.


## Open Up New Locations <br> With This Small Juke Box RISTAUCRAT <br> S. 45 <br> The Se45 it the answer to operators' demands for a low cost. low overhead Musje Box suitable for math loca. Honk. Try the Se45 on lo- <br> 

 ristaucrat, inc.

frimaly of relations sincere and
Milfer with local governing
Bodies. Supervisors Jangen and
P bodies. Supervisors Jansen and Purcell were introduced.
Follow ing briel talks by R. V.
Carey, former Stockton city man. Carey, former Stockton city man-
ayer, and Bob Tracy, one-time
Oakland police chie Oaker, and poltice chie? Rodne
Pantages of Maestro Musie, Hol lywood, took over. Pantages ex plained he was substituting for
his partner. Harry Snodgrass. who was unable to attend, and
then presented Miller with the dlamond Scotuish Rlie ring The ring vas a gift trom CMG directors, Spear, Ray Ramos,
Milcs Standish. Clem Stetson
Ralph Love and Ralph. Love and Frank Morgan.
Larry Marvin. head of the Music Larry Marvin. head of the Music
Guild In the Sacramento area,
presented Miller with a presented Miller with a plaque Miller, yisibly touched by the
tributes. thanked the audience tributes. thanked the audience
and pledged himself to live up to their confidence. He com mented that it would be a won-
derful state of affairs if nations to talk out their problems. Congratulatory messages wetre
read irom Lt. Gov. Goodwin Knight. Al Denver and Sid Lc
vine of the Automatic Musie Operators Association, Ne ed dock of AMI, and Snodgrass of buquerque on business. A floorshow, sponsored by Francisco. and featuring Johnny Milo. Fred Lowry, Catherine Page. and Ford and Harris, en tertained. Music was by Rod Mc Cauley and his orchestra. ineluding Emarcy Distributor Company. Wuritzer distribulor Huber of the AMI distributor ship. San Francisco, were presented.
Special
during the program to verdend Tomlin, CMG's secretary, for her organization.

## VOX JOX

- Continked on page 52
mentioned on Dave Gairoway's
network show; we've made tapes of the mention and use it for promotion purposes.". Don McLeod, WJBK. Detroit, Mich, drew over 4,000 requests
for promotion purposes. Bob Mrorphy. WJBK, Detroit Mich., schedules top tunes of "a year ago today" once each


## Charfer

Ray Parkina recently celebrated his sixth year on KFEL, Worthington. O. points to Perry Como and Joheny Long as wanderful people who are a credlt to show business. Miles says that too many characters atory remarks about artisis but not many people willing to boost them. . fim Wood. KDMA Montiveo, Minn ,
writes of the terrific problem of a newe station trying to get deejay disks from record comof small monthly charge may be the answer. .. Bob cars. naugh. KRIB, Muson City, Ia., doesn't asrec "ith Capitol Records using Helen O'Connell and Ella Mae Morse on "cornball" tunes.... Deejays in At-
lanta say that Zonay Seart. WGST, is doing a lerrific job as radio co-ordinator on local Cerebral Palsy campaign by Variety Clubs. Frankie Laine. Patti Page and Norman
Granz recently guested with Granz recently guested with Morle Edwards, WMIN, St. kee. Connee Boswell and Bob. by Warne guested with Hobb Thomas Ailany Bull Benneti, WOKO, Albany, N. Y., has nice things to say about the Maty Brothors. Coral Records' artists

## Rhythm \& Blues Record Reviews

Each of the records reviewed here exprenen the oplalon of the members of The Billboard musle staff who reviewed the record.

- Continued from gage 61

| RHYTHM \& BLUES Record Reviews |
| :---: |

RHYTHM $O$ BLUES
Record Reviews

ORYL PROPHET
HDCMENT DAY EXPRESS.....76-76..76-75





## 



## Rhythm \& Blues Record Releases

- Continued frompage 61


## 

## Kiss ME Bechintille Der 5830









 Triseluck Tinderness-LI wish co Whamis you leme mit-The Reme come.e)




## VENDING MACHINES

## Coupons Found Sales Aid for Cig Venders



Los angeles. June 7.-Zenn Kaufman, merchandiking director inject showmanship into its daily operations as a means of stimu-
lating business. He made this plea as the featured speaker at of the combined Region $X$ and Automatic Merchandising Association.
Polnting out showmanship has Pot been uscd in general business beceure it is as yet not cormpletely the tobaco manufacturing in-
dusiry was among the few which
(Continued on page 119)
fETE DARLING AT NAMA MEET

Clinton S. Darling, executive director of the National Automatic Merchandismg Association. was honored here Tuesday (3) at a Juncheon
of the foint sessions of Regions of the joint sessions of Regi In presenting Darling with past NAMA president and past NAMA president and
now a director, reviewed Darling's 17 years' work in the
association. Seedman affec ${ }^{\text {tinumately }}$ labeled him "lanky Yankee," who had met with ace the foundation for the The plaque was a token of
appreclation for Darling's work, Seedman declared from the operators of the West and the Cigaretie Institute of Calisornia. In making sized that it was "an outward feelings."

## mium industry, Coldman th his Lalt, titled "Do Premiums Help

 Lat titled "Do Premiums HelpVender, " traced the growth
of sales incentives. Citing

# NAMA Two-Region Conclave Draws 550, 49 Exhibitors 

Industry Leaders Speak at L. A.<br>Meeting; Closing Banquet SRO

| LOS ANGELES, June 7-The T. Pierson, Frank J. Bradley, |  |
| :---: | :--- | :--- |
| 550 attendance and 49 exhibitors | Davre J. Davidson, Herb Geiger, | 550 attendance and 49 exhibitors

at the two-day sixth annual George J. Davidson, Herb Geiger, Joint Repional Conclave of the Fishman and R. L. Strain, NAMA
National Automatic Merchandis-
directors. National Automatic Merchandis-
Ing Association held at the Hotel
Ambassador here Tuesday and
Davidson. a pust Region $X$ Ambassador here Tuesday and chalrman, sounded the keynote of
Wednesday (3.4) pliyed major the conclave when he said that
parts in makig the confab at parts in making the confab the groups were "here to honor Riddell made this announcement ase creator of the regional meet
aftur the closing banquet, which ings, national chairman of the
ind
 Addresses by leading tigures in
Guide-
the vender field (see separate
During the Tuesday lancheon program featuring the pianist, meeting, Cecil Barber, president
po the Coca.Cola Botlling Com-
Liberace, Ient added trade value pany and president of and entertainment to the joint pany and Bottiers Association, and Repion X and XI meeting,
Members of the national asso- Andrew Dorsett. vice-president of
The Coca-Cola Bottling Company Members of the national asso- the Coca-Cola Bottling Company
ciation in attendance included and president of the Califormia

## 49 Firms Exhibit At L. A. Meeting

 which group of customer wer ing: Thank You Coupens.

LOS ANGELES, June 7. -
dinet: Cireus Fonds. Inc., Ee
Jenanyan, Ranny Moser, Jım Kil Forty - nine exhibitors showed Jenanyan, Ranny Moser, $J$ Im Kil
their wares here this week during
Jani Bishop \& Company, Inc the iwo-day joint meeting of the Wayne Brooke, H. A. Van Gestel,
Natinnal Automatic Merchandis.
 XI. Exhibits ind business meetinfs were held at the Ambassador mouth Service Company, in

Companies
Candy Company, Inc, Stan Car-

| (Continued on preme 119 ) |
| :--- |

ALERT CALIFORNIA
Hits Growing Number
Of Per-Mch. Levies
LOS ANGELES, June 7.-Dis- what he termed four unfalr legiscriminatory per-machine tates on utomatic merchandising equip resentative. Perry Taft, told opermeeting of the association's Regions $X$ and XI .
Tuesday (3) at the Ambassador Hotel, Taft outlined "The Significance of the Signal Hill Case"the validity if the Long Beach per-machine tax.
Prior to Taft's speech, George Seedman, president of Rowe Serv-
ice, Los Angeles, and a past ice. Los Angeles, and a past
lative proposals deleated at la Learslature. Net effect of these audience, would have been to put on end to cigarette vending in In his speech. Taft told of court action brought by the Long Beach have that city's per-machine invalidated. To date, counsel for ed ir obtaining an injunction against collectlon of the per-
machine tax Last March, Taft declared, the conspany sought to permanent injunction.
(Comtinued on page 1is)

## NCA Panel Finds Sales Good, Debates 10c Bar

$\qquad$


## Auto Products <br> Opens Office For Carolinas <br> NEW YORK. June 7-Opening

 North and South Carolina was announced here today by Mel
## mapp vice-president of Auto will be located at 277 Ma Onoli



Kiliakides Jr. Both men have been in the coin vending business The divisis.
The
The divisional ofice will handle sales and service for the $1,000-\mathrm{cup}$ capacity Soda Shoppe; 300-cup
capacity non-carbonated 1 rink Refreshomat, and the 612 12pack ce pacily Smokeshop. Both offices

## 8 NAMA Area

## Meets in June

CHICAGO Jume 7.-National Automalle Merchandising Association announced eight area
meetings have been scheduled meetigs have been scherduled
thru seven States this month. The meeting dates and sites are: Wednesday (I1). Onondaera Ho-
tel. Syracuse, John Gade, area chairman, two mectings on Frea
day (13) at the day (13) at the Ten Eyck Horel,
Albany. Raymond Lunn. charAlbany. Raymond Lunn chair-
man; and at the Hotel Savery,
Des Moincs C Blacte chairman: iwo mectings Monday (10), at Castle Hotel, Omaha Ralph Dahl charman, and the Sher-aton- Ailtmore, Providence
George Simpson, chairman. Wednesday (18), Hotel Tart,
New Haven Peler Amodeo New Haven Peler Amodeo.
chairma Thursday (26) Hotel Statler, Detroit, Hugh Howes chairman, and Monday (30), Ho-
bers.
Region X chaurman Henry Dav-
dison, Davidson Bros., Los An eles. Was re-elected, while Claud randan Barron-Brandon Com man of Reaion XI. He succeeds lack Gordon Glenn-Roew CorpoSan Francisco

## Seatile NAMA

 Meet Hi-Lites Trade TrendsSEATTLE, June 7. -A fivepoint examination of curren plus a small display of equipment, were the high lighls of the
siz hour National Automatic Merchandising Association area meet ing Saturday (28). Thirty-five operators and several manufacurers, suppliers and sales repesentatives attended the meet held at the Benjamin Franklin Due,
Due, however. to the short no lice of the mecting date, operator from Western Washington and the Rortland, Oregon, areas Meeting chairman was Clifi Clint Darling. NAMA executive ditector, and Dewey Estey, sion centered on legisiation tax sion centered on legislation, tax
ation, sanitation, service and mainterance, and sale of equip (Continued on page lis)
Beech-Nuf's
Chlorophyll
Gum Preemed
CANAJOHARIE, N. Y. June 7 mental rescarch. Beach of exper. mental rescarch, Beech-Nut Pack-
ing Company is marketing a to retail at 15 ecnts. Package Carl W. Ruby, sales manager of the company's food products that the new gum is being disthat the new gum tributed thruout the Eastern part of the country :ollowing success-
ful testing in Eastern New York Production is being expanded a
Future plans privide for sale of the gum thru
chines, Ruby said
TV PROGRAM SET BY BERT MILLS

LOMBARD. HL. June 7. The Bert Mills Corporation starting Monday (9) w-Il ponsor a weekly television program during which tes 500 cup Coffee Bar vender will be leatured in commercials.
Herbert Chadwick, Mills vice-president, stated that the program would appent as a 15 -minute airer cach Monday at $10: 45 \mathrm{p} . \mathrm{m}$. over Chicago Station WNBQ and Commercials will be slant
ed toward the location owner suggest that he have an operator instals hot cotfee venders on his premises as an employee or curtomer benefit and service Initinlly. Mills has signed up to sponsor the Mondiay night show
lor 13 weeks.


## NOW! THREE PURPOSE BABY GRAND



Chloro chere 210 vimen tonl oune or chich THeft 2 ter le. . IITMIR wTH NO altirations. IEAF CHMON CHEWL. 210 count Clisorophyll. 60 k per lb. CHLOM ThETS, 336 coent squares. ..... $5 \%$ per ib. thicle TRETS, Sin haters.
$\$ 13.00 \mathrm{a}$ a 100 oe Hoes $\$ 12.00 \mathrm{a}$

GRAFF VENDING SUPPLY CO.
zar w. davis smet


THE MACHINE 4-U in '52
4 BABY GRANDS
25 lbs. (1,500) CHICLE TREETS
an tom $53^{25}$

HOY TORR


## WHEN IS FOOD NOT A FOOD?

## California Operators Ask End to Candy Sales Taxes

LOS ANGELES. June 7. - said. "But in the (California) California operators are jolning $\begin{aligned} & \text { Sales Tax Act of } 1933 \text { food prod- } \\ & \text { ucts were cxempted from the }\end{aligned}$ with the candy industry in an lacts were cxempted from the attempt to have candy classified in such a way as to exclude as food and exempted from the candy and confections." State's 3 per cent sales tax, Taft said the State now collects joint regional meeting of the approximately $\$ 3,000,000$ annuat. National Automatic Merchandis- $\begin{aligned} & \text { ly on candy sales, much of the } \\ & \text { tax coming from vending ma }\end{aligned}$ Association was told. NAMA's Western legislative chine operators who cannot pass representative, Perry Taft, told it along to the consumer and the group that Californin"s im- must, therefore, pay it from their position of a sales tax on candy gross. The result, said Taft, is was not onty discriminatory but that the tax directly reduces served to influence other States vending mach
to pass similar legistation. Taft pinch hit for $F$ rank The candy Industry, with as Newman, of the Autornatic Can- sistance from Califormia candy was scheduled to speak on "Can- ing to have the State classify dy is a Food-Why a Sales Tax?"' $\begin{gathered}\text { vandy as a food, a move which } \\ \text { "Candy is commonly known } \\ \text { would automatically excmpt the }\end{gathered}$ and accepted as a food," Taft product from the sales tax.

## Welch Vending Operation Is Same Despite Sale to Co-Op

NEW YORK, June 7-Officials machine at its Silver Creek, N. Y of the Welch Grape Juice Com- factory. The machines dispensed pany Thursday (5) said that the grape juice and apple Juice.
agreement between Welch and the
Production plans called for National Grape Co-Operative As- machines, but Howard Faid Nuss,
sociation, Inc.. for the sale of the Welch vice-president sald that Welch propertics to the growers,
would in no way affeet the Weleh 45 to 60 are in operation
now, mostly in the Fast. Howe would in no way affect the Welch
coin vending operation. $\begin{aligned} & \text { now, mostly in the Fast. However. } \\ & \text { Ray Ryan weich soles }\end{aligned}$ coin vending operation.
Welch entered the juice vending
busincss in 1951 when lideveloped and began produeing gilot models

## Cig Unit Hit

 At NRA Exhib NEW BEDFORD, Mass. June 7 Easjern Electric, Inc, reported this week that the showing of the firm's cigarette venders at the Na. tronal Restaurant Association ex hble in Chleago early this month was probenefit.
The annual event, which draws afforded a practical demonstration of automatic mercbandising a uni versal product handled in the res
taurant field. Whlle a great many taurant field. Whlle a sreat many
restaurant owners cxpressed a derestaurant owners expressed a de
sire to purchase their own elg arette Venders, Teahan stressed
that the Electro equipment was avallable onl: thru regular opertaurant man was glven the rea
sons for the indulsibility of own sons for the inadvisability of own
ing his own clgaretle machine. ing his own
Interest in the venders also wa shown by many representatives o who visited the show, A large
number of inquiries, in addition were at the Easiern factory as a result of

## Keeney Raises Vender Price

CHICAGO. June 7, - J. H Keeney \& Company, Inc., an nounced a price increase, effective
Monday (2) on the Keency De Muxe Electrie Cigarette Vendor, New list is $\$ 284.50$. up from the automatic merchandising $\$ 269.50$. With built - in coin changer, ust price is now $\$ 30450$. $\left\lvert\, \begin{aligned} & \text { ence the great } \\ & \text { geveral years. }\end{aligned}\right.$

## BIG PROFITS-5c CHLOROPHLIY GUM

VICTOR'S Se BABY GRAND AND CHLORO-TREETS



PROFIT STATEMENT


## NEWEST CHABMS by EPPY




## IN STOCK VICTOR'S



ORTHWESTERN SAIES \& SERYICE
CHLOROPHYL GUM

4 STANDARD SIZES
210's 170's 140's 210 i 430 Count labs Csior-o.mint docels farmilined with 45: Io. F.o.e.
BALL-GUM, INC.


Victor's Products Mean Operator's Profits

## CHLORO TREETS <br> 2 for $5 \mathrm{C} \quad 150$ COUNT

cious high-quality Chewing Gom CHLOROPHYLL

Capacity: $5^{1 / 2}$ pounds Operator's Cross Approximately . . . . .

Dr. Pepper Contest
Dallas, June 7-Dr. Pepper Company is sponsoring a national jingle contest during June and July. with the top prize of a total Texas oil wells. Value of the first prize is estimated at $\$ 20,000$.
 ette tax callections for the fiscal
year ended May 31 yielded year ended May 31 y ielded $56,819.315$ connpared with $54.662-$
394 in the $1950-51$ fiscal 94 In the 11950 年1 1 fiscal year,
acording to Stat Revenue Comccording to State Revenue
tissioner Carl $\mathbf{F}$. Parker.


## New Flexible Unit

Versatile Vender Holds 11 Different Food Items (298 Units) and 150 Cups of Coffee
NEW YORK. June 7. - After|l incorporates air conditioning three years of extensive experi- engineered by the Carrier Cormentation and tests on progres- poration and employs the latest
sive models. Lunch-O-Mat Cor- in radar instant heading as desive models, Lunch-O-Mat Cor-
poration of America, headed by Mrs. Lawrence Reiss, this week in eollaboratlon with Statler eninnounced that it would unveil its unique seven-unit automatic
merchandling unit, the Lunchmerchandilsing unit, the
Manufactured by Sek. Satler Manu tacturers' Corporation, the new
unit is designed ta vend hat coflee, hot sandwiches. cold sandwlches, pastries, pies, milk, chocseven divisions, containing 11 dif-
ferent food items, can be operated by as many persons simultaneousiy, if necessary, since cach unit contains its own coin mech. anism and operates independently. Altho the Lunch-O-Mat con. tains 298 separate food items and
has a 150 -cup coffec capacity. the has 2 is -cup cotrec capacity the measurements are 48 inches wide,
31 K inches deep and 6 fcet wide It has galvanized steel interior and the exterior is framed in three-quarter lnch plywood fin
ished with one-eighth inch For shed with one-eighth inch For-
mica: Atho available in any color, light gray, mother-of-pearl is considered standard.
Described as a nexible vender the new unit is manually oper-
ated and electrically refrigerated.
 30 containers of chocolate division; another; 80 hot sandwiches (with a choice of two kinds- 25 of each)
in another; one division for $\$ 0$ pies and pastries (wlith a choice of elther kind- 25 of each); one juice (with a choice of two kinds division veachling another and one 150 cups of hot coffee (each cup
made instantaneously from fresh made instantaneously from fresh,
cold running water upon the insertion of a coin).
Alt divisions
able, except colfee, as desired ang to conform to location preferen-
ces. It is possible to devote more ces. It is possible to devote more the sandwich capacity, or vice Versa, Many Price Combos There is a manually operated
change-maker that gives two changemaker that gives two
dimes and one nickel in exchange for a quarter on the machine


## SUBSCRIPTION

 RATES INCREASE JULY $\boldsymbol{f}^{\text {st. }}$

Save $\$ 1$ to $\$ 1.50$ by subscribing to VEND Now

## AND GET A FREE COPY OF

 VEND'S VALUABLE 1952 DIRECTORY OF MANUFACTURERSYou can save money on a new subscription to Vend and get a FREE copy of VEND'S dafa-packed 1952 Directory of Manufacturers-if you act on this limited offer Now!

Constantly mounting paper and production costs hate made this move necessary. It is the only way we can guarantee in the future the same high editorlal standards readers have come to expect of VEND.

VEND will continue to feature first-hand reports on how operators, manufacturers, distributors and suppliers lick costs. VEND's editors will continue to provide time and money-saving ideas and shortcuts, and the useful monthly departments covering all the developments in CANDY, GUM and NUTS, BEVERAGES, TOBACCO. NEW PRODUCTS, etc.

With this special "Last Chance" offer you get a FREE copy of the VEND 1952 Annual Directory of Manufacturerscontaining names, addresses, history, company officers, PLUS notes on facilities, equipment, sales outlets and sales and financing policies on more than 100 leading manufacturers of vending equipment


THIS OFFER EXPIRES MIDNIGHT JUNE 30h! nush this sot
 Products retalling at 10 . 11,12 ,
$15,20.25,3035$ or 50 cents can
be accommodated. Price changes be accommodated. Price changes the slmple substitution of a part.
National Slug Rejectors are used. In addilion, the Lunch-O-Mat has a condiment trav attached to one side so that patrons can sea-
son their food to lastc. Hol sandson their lood to taste. Hol sand-
wiches are cooked in from 10 to 15 seconds, depending on the type. A special wave length has been assygned by the FCC to eliminate any possible interference by the electronic equipment with
vision or radio reception. vision or radio reception.

- All divisions of the mach brilliantly illuminated and the lights in each sectlon go out when the division is emptied, Additional attractiveness is given the
cabinet thru the use of a hammercabinet thru the use of a hammer-
lone blue metal center gtrip and translucent Jucite sians, as well as full color product strips

Storage Equals Capacity
The inner eabinet is fiber gl
The inner eabinet is fiber glass
insulated and carries 35 to 40 insulated and carries 35 to 40 degrees constani retrigeration. of
addition to the large capaity of
the individual sections, the Lunch-O-Mat teatures enough storage space for a like amount of producte all kepl under refriperation and free trom condensation. Mrs. Reiss said that her com-
pany's. expertence in vending panys expesrience in vending showed that very high traffic wias required to do a profitable volume of business. The Lunch-O-Mat
precludes the necessity of having precludes the neecssity of having
300 to 400 people in a location.
She said the potential Indicates the new unit can do a business of $\$ 100$ per week serving only 75

unit would enarge the field poss
sible locations, including locations previously unavailable. The new
unit will be suitable for office buildings where they may be placed on every floor or every
other floor. She said the reais other floor, tance held by some bullding managers against batteries of units would not be transferred to the single. and compact. Lunch-OThe company is now in produc-
tion, Mrs. Reiss sald. Present tion, Mrs. Rciss sald. Present control to insure proper guldance 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 ceniral division of Lunch-O-Mat.
This will predetermine and inThls will predetermine and sur
sure uniformity because the sup sure uniformity because products and the quality of of paramount importance in creating and maintaining good will for Lunch-O-Mat, Mrs. Reiss said. However, operators will be per-
mitted to set up their own "kitmitted to set up their own "kitchens providing they conform
with Lunch O.Mat standards. Luneh-O-Mat which has the elusive distribution rights and will market all machines, has not yét announced a price. The tnitial next Wednesday (4).

SNACK ROUTE ON HIGH SEAS

Cilicago June 7.- It probably will be commonplace in the next few years
to ship all types of venders to shup all types of venders but J. H. Keeney \& Company received an order for its refrigerated sandwich machine recently which made The vender wasp. Glace Bay, Nova shipped to cated at a point on Cape Breton Island, far out in the Atlantic. Thus far the only difficulty with the shipment is that jt left New York by not been losated siace.


AUTOMATIC PRODUCTS CO.

## SUMMER SPECIALS

MUST MOVE STOCK
Reronditionod-keady lor lecalion




$\qquad$
 …. por CBME YEMDING JEPVICE

$\qquad$ Tepprr



 Writo Iedeyi H. A. HUTCHIVNON JF.


PROMOTIONAL DISTRIBUTORS AMD sales organizations

## Sell Under Your Own

 Label suply wour medsh tor motitito Our Vot the lowest ponsibte orfler.
Hivety
for promational suppir you promotionsl ciles,


## Supplies in Brief




## the bllboaro Index

 of Advertised Used Machine Prices

## - Vending Machines








| PLAYMGG CARDS $\$ 7.50$ |
| :---: |
|  |
| \% |
| \%ois |
|  |
| \%.axmew |
|  |
|  |
| 边 |


 cent Boxes of swcets sellirg for 13 per cent poundage showerease 13 per cent poundage merease
while sales rose 15 per cent
Salea at contentionery Salea of confectionery package
goods bringing less than 50 cents goods bringing less than 50 eents
a pound rose 8 per cent over last
Aprit, with an 8 per cent poundare jump as well. April salcs of ba goods increased 4 per cent over last
April's, with 4 poundage jump of 3 pril's, with poundage jump of cialties showed a 12 per cent salcs acrease over April of 1951 , with Thirteen per cent more bulk goods
were sold, with sales rising 9 per were

WASBINGTON: June 7.-Peathru April of this year, ztaled 98 , million pounds or 25 per cent less
than the total minled during the correspondine eight months of las Economica reparted this week. This
season's peanut total is the smallens quantity milled during a com parable period since the 1941-14
season. Only 833 million pounds of this
senson's peanuls were cleaned and shelled, about one-third less than thru Apral of last season. While
crubhings of 151 million pound this season were around three time as great as the 47 million pounds
crushed to date last year. Peanuts April totaled 625 million pouncis, or 3 per cent less than holdines
at the same time last year. Farm. ers' stock peanuts reached 443 mil
Hion pounds, while cleaned peanul Bon pounds, while cleaned peanul
for roanting totaled 28 million pounds. about equal to holdings at
the end of Apil, 1951. Stocks of shelled edible grade peanuts, re ported at 156 million pounds. at
13 per cent under stocks at th is per cont under
same time last year.
WASHINGTON, June 7.-Aver
age hourly earnings of tolucco in dusiry workers in mid-April o Thls year stood al $\$ 1.19$, or 4 cent bacco workers for the same month Depariment figures. The average sage of tobacco industry workers
was substantially under the $\$ 168$ hourly averaze earnings of the close 10 million producton
workers employed in the nation:
factories During March of 1952 obacco workers earned an averake of $\$ 43.88$ for a 36 -hour
departnent figures jevealed.
WASHINGTON, June 7--Prospective planting of peanuls and
supar bect for 1 gS2 2 has dropped
off from 1951 acreage figures off from 1951 acreage figures, ac
conding to an Agriculture Depart ment report this week on the food
ituation. The report showed the nation's farmers plan to plan!
more tobacco acreage in 1952, how: ever, in keeping with a steadily
rising trend over the past rising trend over the past few years. Prncpective tobacco plant-
ings for 1952 were set at $1,804,000$ acres. as compared with 17882,000 acres in 1951 and $1,600.000$ acres
in 1950 .
planting of pleked and threshed Plantings of picked and threshed
peanuts were set for $1,790,000$ acres this year, or 90 per cent of
last year's pareage, while 1952 last years acreage, while 1922
plant/ngs of peanuts which are
grown alone were sct for 2,158,
000, o00 acres, 83 per cent of last year's acreage. Department itigureg
showed the planted acreage of grown alone peanuts has fallen off each year since a 1949 high of
$2.765,000$. It also was estimated hit a four-year low of 747,000 acres in 1952 ns compared with a 1950
plapting high of $1.014,000$ planting high of $1.014,000$.
WASHINGTON, June 7. - Most obacco workers in Pucrto Rico will get a 4-cent-an hour wage
raise June 30, William McComb, administraror of the Labor De:
partment's Wiage. Mour and Pubpartment's Wage, Mour and Pubthis week. The present tobacco industry minimum wage of 27
cents an hour will be upped to 31 cents, with employers In more dargcrous jobs receising 36 cent wage order on the basis of rectry committee. Ünder the Falr Labor Standards Act, the adminintrator may accept or reject com-
mittec recommendations for minimum wages up to 75 cent minimum hourly rate in operation in the United States.

## Coinmen You Know

## Chicago

Ted Rubantiem. Marvel Manu facturing Company. reports in scoreboard line are increasing scoreboard line are increasing
Marvel hes iwo types of score. board overhead and wall and four nodels in all.: One of the
overhead and one wall are for overhead and one wall are for
straight whuffleboard, the ather two models score for Horse Col lar as

Action at D. Gotuieb \& Companv continues to eenter on the Crossroads game which features
ball traps as well os several new ball traps as well as several new
Ifve ball tdeas. Al Gostlitb spent IVe ball tdeas. A Dolliob spent
the Denration Day weekend
restmg restmg Ht Eagle River. Wia
whare he clatros the fashing was super. Judd Weinberg, the new
sales staffer, had a busy whe sales staffer, had a busy week
studying up on the high poimts of sturdying up on the high points of liab spent a tew days In Miliami a business trip.
Tronk Mencuri Exhibit Supply, salts manager, was back at the
office Wednesday (4) after a quick office Wednesday (4) after a quick
trip to San Antonio. Ho flew there and motornd back with his
family. Mrs. Mencuri and the children had been in the Lone Star State for the past few months. Firm's Bif Bronco, me-
chanical horse, continues to draw heavy repeat is well as new bustness
First Diatributors thru jow Kline reports business on the trleading the parade. Wally and

| Vitcl Statistics Deatts |
| :---: |
| Samuel Fox, 54, in Chicago Bundey of sh heart sttack. Fox. Who was a part. ner in the Stanmar Cigarette |
| Vending Company, Miami. and pert owner of the Nau. |
| tilis Hotel, in aurvived by |
| a son. Stenley, als, active in |
| the vending operation, and taughter |

 Tex. was in town for conterences utinh. Buswn. Nelion struseer which he has patents. May many new types of locations suph Molanay, president of Rally, is as excursion bots, brats, Drive. In
expected back in toun any diny stands and public parks.
following am eatended trip. following om extended "trip.
At Keeney, Paul Husbsch has Tom Hungorford, morchandising
 Wah requests for lhe Hugh Score Glenn Ellyn residence. Tom us game with the matching score the Chicago area, his sojourn in
feature. Firm is also making which is drawing to a close.
ealure. Firmis is making which is drawing to a close. He
mady deliseries of its TV linc and cigarette vender. President
Hoy MeGimnis nnd Vice-President
John Corroe had a buay welt Hoy McGinnis and Vice-President
John Conroe had a busy week
greeting out of

Empire Coin Machine Exehange wos still catching up with also stepping
domestic operators. Gis Kiti and Vince Shay have lined up an of Ective sales program for the include the lons awaited Century mudel.
Claytan Nemeroft and Charley Ine.. report noticeable actlvity in bingo games. The bovs also state the specral they offered on the
"Pop" Corn Sez venders brought
in a raft of new operalor cus. In a raft of new operalor cus
tomers... Col. Lou Lawis. Meri Industries. reports the serving
end of the business is going strong.
Over at Bally they have theh orders lor The Champion. firm's entry in the mechanical hors
derby. Art Garvey. Ben Eecker
Phil Weinherg and Ralph Nichal som, all on the road, have been - urning up the wires to jad get deliveries on. the coin.
operated steeds. Al Calderon Calderun Distributing Company Indinnapolis, was among the dis. Tributors to place large orders for
the horses this week. Others were

Louis Mo. shortly. Natlonal's
headquarter city.
Jack Baker of Permo, Inc.,
necdle manufacturers. rapopts the firm's recent promotion of Fideltione needles was highly suc. cessful. Because of the order
influx. Permo stafters influx. Permo staffers were
forced io work on a Saturday recently. packaging needles.
Electro-Counter Comphans of the addition of a second counter unit to in the coin machune field Inltial Electrs mindel an eiectric counter. is now supplemented by now located at 1713 North Ash lend Avenue.
Col. Products Corporation, thinks export-w ise in Stirring. vender
on ha e sent its new export depart.
ment head down S. A. way. Howard Oimen, head of the vending division at William Wricley steady increase in the use of and venders.
Jimmy Marrin. Jemes H. Marafler his recent eye operation Using the peep and squint meth. to stay on the job is practice possible in the job as much as (Continned mpry 116)



| WANTED <br> PIN BALL MECHANIC <br> Coad pary. munt be expertancou mer married wo dittions bitniftert Cowi nour end working cometitiors <br> START MMMEDIATELY $\begin{aligned} & \text { Write } \\ & \text { c/o } \mathrm{BOX} 523 \\ & \text { the Billbeerd. 188 w. R incolion } \\ & \text { Chiceso 1. in. } \end{aligned}$ |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |

## 

## Parts, Supplies 8 Services


NEW AND USED RESE CNNDY NUT.
BALL GUM VENDERS BOUCHT, SOLD.
EXCHANCED. All parts-Onorms-come wropors-Com




| 808 1. Caton Box 234. Sestord i, NY | $100$ |
| :---: | :---: |
|  |  |
|  |  |
|  <br>  oonditiss in rest: $11^{2}$ norit mpervence Bax 536, Bilbosord, Chicaso i. Ill |  <br>  |
| Routes For Sale |  wrens-s Pem sillo conece silo all <br>  |
|  <br>  537. 日illomo Chicen 1 . ill. |  |
|  <br>  5 outh Dasour mox s35. Chicsos 1. 111 | Whin trit <br>  <br>  <br>  Redimi 51 . Mobety, Mo |
| Used Coin-Operated Equipment |  axnexten |
| A- Burgums Cignetre med Cempuvending <br>  |  |
|  |  |
|  |  |
|  ft. Worm. Tom. |  |
|  |  |
|  <br>  <br>  <br>  Phtootions 4, ©S, EV 6.124, BA 2.8710 |  |
|  |  |
|  |  |
|  Nortalk. Va. |  |




 Sowise organieathem and distributans ato

 weliding winve hormen io moop rour apoctinnowt monulacturom of cetr ond wendinit machiost are our curtomen. Wo ako antion-
 Wa operiolie: In Telephone corts, wire end

## RUNZEL Cond fud wite ce



|  |
| :---: |
|  |  |
|  |  |



## the bll board Index of Advertised Used Machine Prices <br> 

## - Arcade Equipment








## Coinmen You Know

- Consinued from page 114 Corporation. is building ice cream tory to remodeling at least the machunes at a more heated pace
these days. Backlogs are ssift
ing.
 Consolidated Concessions, Inc., and sales manager of the Wurlooking for a grod volume of requisite for are, saycestur prime ender business thru its Park phonorraph is that it be attrac. Bill Burns. o. Consolisdated, pats Company is in its new building Bill Fishman of Automat ic Mer- at Hamestead, Pa., occuping 4.000 Chandising Company on the back. square feet.
Automatic is the rirm which oprales venders under sub contract hru the park district.

William J. Wieland. assistant manaker, Automalic Canteen
Company, reports the new Banksunders and output of penny re- ville Cirele now under eonstrucscheduled new model, is being will be a great traffic convenience promised by Potor S. Jackson. when it is completed early in head man of Jackson Electronic July.
Machines. With coffec operators Morris Vinocur. president, Mon-
coderting to odd cent pricing at a sterdy pace, need for refunders
W. S. Deree. president of AleoDeree Company. reports ship-
ments of refrigerated candy maments of refriperated cendy ma-
chines has been on the increase
to Southern States. Firm contin. Les output on its non.refrigerated

Charlie Pieri, co-hend of Mon-
reh Music Company, reports times are better on the music machine business today than they
have been in some time?
"In the past," he explains, "one two, or three tunes meek would play; today a dozen tunes xet the play, whim keeps the juke bozes operating much longer
A. H. Pitchlord. vending an got the spring travel urge this pis own machinersice, has had week and departed on a trip, as a new item available for pub-
north. Nemoroff. meanwhile, lic use in daily evening news. with his secretary Jean. and
Joe Mikes, head shipping clerk.
Sidney Reinensmar has timing de kept the home business fires lices which can be hooked up in
bumbing Nemoroff reported that coin-operated TV sets.... Denny tor the first time in months the OWolli reports that in any down-

firm was well stocked wath hard. | to-get equipment. | lo-cent driak has been going right |
| :--- | :--- |
| along. and that situntion holds |  | Pitrsburgh trie in progressive neighborJim Thompson. who operates a

nusie route thru the North Side

Glen Gillette. who has been on iram Preble Avenue did quite ance-s-year comprehensive tour a bit of buyng and selling of of lncations. repotets he examines
inusic machlnes as a distributor each machine at a stop to see (1) of used fuke boxes back in 1943 . what condition it is in, (2) if it is
Herry Rosenis Mitk Vending absolutely light on its stand, and
Service Company at Wilkinsburg. (3) if his telephone number is Service Company at Wilkinsburg. I

Belvend Chloro GumVenderSet
CHICAGO, June 7. - Belvend reported that fts three-column nickel pack chloroplyll gum vender will be in production next week. Originally pilot modeis tooling and other delays moved seven weeks.
Bel E. Hall, president, said the vender will be sold nationally by chlorophyll distributors electing either to operate the machine in operators who purchasc the equipment
the company machine will vend product, which is also being accounter promolem.
count
plainly visible and looks well on the sticker on the machine.
William F. Hemel. division salcs pany. reports the locations not solely interested in drink vending machines as a convenience but making a profit, are among the a dime. Sidrey Welnetein. partner in Sldmor Vending Com. pany says his foot injury is "a thing of the past.
A Glmbel's department store 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. ring get their share of the planbusiness, says Fred Vowinkel. He says he hat one location owner who will turn on TV only for boxing matches, eliminates wresling niatches unless there is a
lerrific clamor for them. The practice helps the take.
New personnel is compelling drive-in locations fixed up, re ports Howard Crombit, district males manager, Tri-Statc Martin Gluekow has a route that runs across Route 7 laking in Toronto, O., Midland, Pa., and very nearly goes to Sicubenvillé. novating his Brighton Rond es tablishment. ".Al Pauline from the C. R. Rogers show at Rose baum's Home Arts Studio.
Raymond W. Watts. district Sales manager, Mhls Automati one of the most difficult locations an operator has to maintain is where the oceasional customer "reises the roof" when he doesn Blll Gentile. Who was operated on at Aspinwall Veterans Mospi
tal for an cye ailment, is happy about the beautiful job famed

Howard Howell, in charge of coin machines at West View Park originally had onc Sice Ball and he added 10 United and Bally bowlers... The son of Jim Forice. been in St. John's Hospital for a stomach disorder.
Sopira. Service Rental Coln Ma chine Company, reports rental coin trade moving at a steady

Coin operators attended the opening here Saturday (31) of Allegheny County's new Greater Pittsburgh Airport, larger than La Guirdia Ficld and Washington National Airport combined. Con ecssionaircs have come in under

## Defroit

Paul Robine Jr. and Walter L. Lambert have established the G. Stowart, of the Mission Dry Corporation, just back from
trip on the road reports his firm may soon become more activ in the vending supply field.. Fred La Fontaline, who operates a pony ride at Edgewater Park,
Detroit, has been experimenting with his initial order of the new mechanical horses.
Aodney N. Wood, one of the Detroit area's youngest operators, is the active member of a prob-
Continued on page 120

## Country \& Western (Folk) Record Reviews

Each of the records review ed here expresses the opinion of the mombers of The Blllboard mulic stiff who reviewed the record.

- Continued from page 60


## FOLK

## 



RACELIM JF TME DOLAM


Greater Savings Always!


Trailmobile Official
mobile, Inc., appolnted Jack R. Kruizenga manager of its Grand Rapids, Mdeb., tactory branch. He replaces Carl A. Lass, who djc
recently. Krulzenga was formerly sales represcnative In the firms
Cleveland branch.
Trailmobile manufactures a line car and truck trailers, includin pecial purpose equipment fo arlas types of hauling.
Western Vending Moves Wcstern Vending Machine Service Company, headed by Phil Sreden. will move its head quarters here from Culver Clty this Week. One of the largest the area, the firm was organized eight years ago and has been at its present location for three
years.
WASHINGTON, June 7.-Sugar Mistribution for the week ending or 105,512 tons under the total for the corresponding reek of last year, aecording to Agrlculture De partment ligures. Supar distribu-
tion for April reached 639,682 ons, as compared with 524,305 listribution to date ihis year sugar et at $3,071,654$ tons, or 151,268 tons less than sugar distributed
for the same perlod of last year
WASHINGTON, Junc 7.-Sen Allen Ellender (D., La.) has introsirned to proteet the producers of burley tobacco. It wauld not almont for burley fobacco to fall below the least of three figuresthe allotment for the immediatels preceding year, five-tenths of an arc. or 25 per cent of the cropand. The provision would go into creage required under the bll would be in addition to the State acreage allotments, while producacluded in the national market ing quota.


 its jutsi vou


THE SUR, SHANE BORI

## terry preston



## 

## HMMERE LEE WILS THERE ARE JUST <br> THERE RRE JUST TWO I'S IM





-••PIN GAME SPECIALS! ...

| whlams |  |  |  |  | аотти! |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Jotar | s\%s | \| bnoet ino mos |  |  |  |
| spork | 30 | sportimen |  |  | . ............. 14 |
| Sc. Jockor |  | Hecruy |  |  |  |
| Morewernar | 23 | snoous |  |  |  |
| slues | 1w |  |  |  |  |
| - |  |  |  |  |  |



| DIMGO TVFE PIM GAMES | $\underset{\text { SIW }}{\text { SPECIALSI }}$ |
| :---: | :---: |
| Sper light | Willimit |
| Camer ivend ......................... 218 |  |
| Lourt int.................... *n | seajeckndionto |
|  |  |
|  |  |

Keeney CONVERSIONS
䢒

| +harir. long coaro ............. 2 gs | Factory memitt |
| :---: | :---: |
| j-blayir bowling cmamp ........ ' | ACE COM COUHIER |



A BASKET.FULL OF PROFITS

MIKE MUNVES CORP.


## Classical Reviews

- Controued from paper

 Sirwe Nontwen low when, noo crom Los



## in better quality buys <br> Shaffe Specials

## WURLIFEER

1211 Hideaway (48
selection) ... 5309,50
1100 ........ 289.50
1015
149.50

SEEBURG

## M1004 ........ Wrile 19.46 Hideaway $\$ 110.00$ Stroot he Sear $\quad \mathbf{2 4 9 . 5 0}$

ExHIDIT DALE 6UM
UMELCL ClGapizit vewoor (25r head

## * <br>  <br> 



## Andico Agreement With Spacarb Off

LANSDALE. Pa.. June 7. - Toy Lewis JT.. veepee of the PemnAmerican National Dispensing Trivania Rirme the agreement, ensered intob thast Compan'y lic. this city, will ter- Novmber, called for Specarb to. minate its existing agreement with pe national satew repe for Anchico one which covers the former's, will hundle dis own sales and will oin-operated coffee vending ma-begin appointing bstribs Just al hines. Efforta to ppach Spacarb ofAnnouncement to this effect ficialle for their commant proved Spacarb June 3, according to Le-ing metings is Detroit

## NO RECORDS IN EAST

## Bad Weather Blamed <br> For Slump at Arcades

## NEW YORK. Jute 7.-The At-|storm combs up. the Areade dnes cade business won't set any rec- well. Thu-people dan't want to 0

 ords for 1952. A cross sampling home and they don't want tw get of Arcade managers and equip- drenched. The Accade is the longi-ment distributors indicated that cal answer. Of course. when it ment distributors indicated that al ankuer. costs are rising sharply and busi- rains all day. they don't comp to
ness Is slighty behind 1951 levels the park to bein with. Make in this area. The big fly-in-the- minc sunshine.
ofntment scems to be the wealher. Rosenthal says that Stee Hull The East Coast has seen tive out accounts for 20 per cent of his ar $\begin{array}{ll}\text { of sis rainy week-ends, climaxed } & \text { cade gross, with shuf(Meboterd } \\ \text { by a drenching Memorial Day. } & \text { belng responsible for another } 12\end{array}$ However, if the volume al busi- $-\begin{aligned} & \text { belng respons. The Arcade has } 40 \text { Skee }\end{aligned}$ However, if the volume of busi- per cent. The Arcade has toiskee
ness is down, the hopes of the op. Ball alleys and 30 shutheboard alness is down the hopes of the op-
erators beat eternal in their leys other strong units are the brensts. Mike Munves, owner of shuowng Ratherits and phat
the Mike Munves Corporation chives.
there one of the largest amuse- Canay Stande Put meni machine distributors in the Coney Iflund has been precty nation. reports that soles thas year much stunding pat on its equip-
are 30 per cent alvead of ist, ment, with the exceptor af two with virtually no increase in new barting machines which alBill Rabkin, operator of the Ar-at haseball tussed by a mechan cade at Playland in Rye. N. Y, ical hurler. Play is reportact neary reports that Skee Ball is cunning at the battine machines, but absead of last year, but that Shuf Arcade itself is just doint gack. leboderd is down. Hew adds that, aways' Playland In Queens says except for the now photo ma- aways play business is pencrally oft. The cause, be says is rain.

Silver Lining should top fast yeur als somin as Silver Lining the ofgs. enthal. of New Jarary's Palisides Arcade ath Hubert's 42d Street MuPark, wees a silver lining af leat seum here, reports that the piay concerned, in the rain. Here'si opmrating costs. particularly sorvthe way he puts tt: "Ot courge, no park operator nets. Shutteboard accoune noveliy likes rain. Htwever, whan people momes going strong.

## CHI OPS GIVE 40 JUKES TO AID YOUTH WORK

CHICACO. June-7. Muce than 40 used luke boxes have been donated within the past two months to worthy organizations in the Chicago area under the auspices of the Recorded Music Service Assoclation, local music operator group

Most recent presentation of a mnchine was made Tuesitay to the Fhacicrest. II:, Lion's Club. sponsurs of a teen-age group, Ray Cuntife. compresident of the operator group and head of the Brown Music Company. preseated the machine al a ceremony witnessed by bigh Lions Club officials and other dignitaries.

The juke box will be located in a room set assde for teenagers at the Hazelcrest Filluge Ball and is expected to and in the dances which are part of the Lions Club youth program.

The over-all free juke box program, designed to aid, offorts aimed at curbing fuventle delinquency, was wion in co-operation wlih Disk Jickey foward Miler of Rado Gial tion WIND. Announcement that the free machines are avalable was made by miller durtng his hour-lung Sundege evening show.

Ali requests recerwed by Miller are channeled to Cunllife for investigation and action. Once the legitimacy of a request available operator to handle servicing probiems.
All the Juke boxes are provided a comtinuing supply of rec. ords, pius maintenance and servicins by the operators.- To insure the success of the moveinat organizations recelv suct Jukes are instructed in how to instal records and make such minor repairs as replacing fuses.

The machines are completely reconditioned before being given away but to prevent abuses of the servicing wark the asococlation is planning the possibility of charging a mmall tee for this service. The pmgram has recenved the whole-hearted backing of tucal newspaper columnists

## SOMEWHERE IN THE WORRD.

There's a bager for yourr tulents-sevetieesor merrhandiset

## NCA Finds Sales Good

- Continued from page 109

Company, Cincinnati, represent- continued to feature the nickel lng National Automatic Mer- or dime price on the wrapper. that dime bars were in gencral In moo in plant vender locations. In non-industrial vender instal.
lations, dime bars stocked in the hations, dime barr stonked in the
zame raachine with inckel coods have two strikes beforehand, he
indicated.
In addition, Collett points out that the majority of his firms venders are oider models not on which conversion costs 150 m $\$ 20$ to $\$ 30$ per machine are proespectally if salcs do not warrant per bar market. it was intimated, Because of the better margin baked goods (cookies and bis-
cults), Collett maid his firm was buying more of this type product. Especially in plant locations. sales of such items are proving
out well in venders. 10-Cent Bar Teat
An exhaustive test of dime bar acceptance is being planned
this lall by the National Candy Wholesalers Association, paneb member Peter Kramer Jr. de-
clared. The test will hinge on new dime bas stands which will fealure nothing but the 10 -cent propused and is backed by the stated.
Frank Spreyer, panel member reported candy constituted from 2 to 3 per cent of the average supermart's total gross busincss. marked by manufacturers to indicste date of shipment so as to tion and thus eliminate possibility of stale goods.
Another panel member, the Theater Owners of America, Ine. said that the dominatling bar price in movie houses was
6 cents for nichel goods and 12 cents for dime condy. Of 127 brands handled by his particular
chain, Fitzgerald sald only 22
49 Firms Exhibit - Confinued from page 109 dising Dispensers, Inc, Jerry J, Griffin. Harold Collins: Liggett L. Meyers Tobaceo Company, R.
L. Stewart, George W. Turrance; Le Stewart, George W. Turtance; Lator, C. L. Johnson. R. M. Carb. Ai Guzzi, Pete Foster; County Sales Company of Califomin, Larry Granficld Sr., Larry
Granfield Jr., Marice Spillane; ${ }_{\text {Hilliam W }}$ W. Maas. P. L. Company Lily Tulip Cup Company H. G. Harrison, M. A. Oliver, Don
S. Martin, B. A. Rosenthal; Coca. S. Martin, B. A. Rosenthal, Coca-
Cola Company, Barney Ross. Blil
Hodgin. Harvey Westiall; Vendo Hodgin, Harvey Westall; Vendo Company, John T. Pierson, Dick
Campleli. Jack Burlington: Euclid Candy Company of California Leo Donahue: Kimball Cand Company, Al C Gentz: The Harry Keiper Company, Horry G. Keiper Sr., Harry Kelper Jr.
Di-Noc Company, Areh Nowland American Tobaceo Company, J. F. Smith, Mark Elliott, Paul Ray Woodard. Regcie Harris, George
Hacker, Bj1] Bierncy: Hollywood Brands, Inc., Carl Bodin: PepsiCola Company, Vince Veshell Warvin Rogers, Doug Savage Watren Watkins Company, Curt nor, A. M. Lery, E. J. Hopkinson Bruce Hicker, James Bittick, F
$\mathbf{W}$. Mitchell, and Zeen Kaufman

or dime price on the wrapper
"Candy sales are not a gideline
with theater management but a' definite phase of its profit picture," he said.
Mars
summing up - President Gies, candy manufacturer, declared that the industry as a whole was Continued and increased promotion, use of highest quality freshness are the three basic
sales stimulants which will insales stimulanks which will in
crease volume to new heights was the consensus of manufac
turers. wholesalers and setailer attending the convention

## Coupons Aid <br> - Continued from pape 109

systems is that the premiums must appeal elther to "mama",
or to "Junior," Goldman pointed out. The mere male may buy the
cipareties. but it is the distat? side that actually decides what "or. Has our premium prosram paid off in dollars and cents?" Goldman answered his own
questions with the gasertion Yes and no. Will it pay olf?

## Program Suceoeding

We know that the program premium succeeding because we see our 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-
vember, 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 werc last May. I attribute this to the coupons
"An important thing to the life of a premium program is a shor time; statistics show that
after that period, the average 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 premium program also ocation. Plus sales because of coupons reflect themselves in the location."
Closing his address, Goldman stated that a premium program should not be entered into light-
ly by operalors with the ide that profits will zoom upward within 30 days, or that it is the complete answer to the threal of
dircet sales of vending machines dircet sales of vending machines. Premiums are simply a well-
tested and proven tool for mak insted merchandise more attractive to the patron, and therefore which depend upon these same potrons for other business, he pointed out.

## Vending Trade <br> Cont ad from page 109

## wing its brands.

Kaulman sis. Kauiman stated that some had successfully used such lactics in
their sales promotions. These in. cluded, he said. Frank Bradley, Cutfalo; Arch RiddelI. Pesadena, with his "Thank You cards" distributed by employees when they patronized a Harmony Cigarette Service location; Aaron Gold man, Washinglon, with his Davidson, Los Angeles. for
firm's impressive lette $h e a d$.
Kaufman's talk was based upon which lists mystery, realism, simpli,ity, life, motion. timeliness, pictures, color, conflict, sound, cauty, and sex
The speaker detailed only two of the caicgories- He cited Riddell's appof the first, but urged that it not be overplayed. In dcaling
with the scond, Kaufman urged operators to hove a "cast" wilh competitlon among employees for
rew locations and the part played by "Johnny," the Philip
Mornts trade-mark, in "humaniz. lng" business.
Kaufman pointed out that there was showmanship in everything and that business was just one
cintinuous show.

## DETROIT OP Sets Up New Distrib Firm

DETROIT. June 7.-A major expansion into the distribution by the $A$ s. $K$ Vending Company, headed by Howard B. Kirk, with the incorporation of Vend Divtrib-
uling Company, Inc. Offices will uling Company, Inc. Offices will
be combined with those of $A \& K$ be combined with those of A \& K
at 10535 West Chieago Boulevard, Which will continue as an operwhich will continue as an oper-
ating thrm. Owiners 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 ubout a year and a hali, and has now been made a partner Basic companies Bastc line for A \& K fimm is
coffee vending, with soft drinks
running a close second It also has colfee vending, with soft drinks
running a close second. It also has
branched out into cookic, candy and clgarette vending in the three years it has been operating.
Commission View vending today is the commissio perentage, in Kirk's view. The policy in his firm is to eliminate
commissions where possible, and offer vending because of lts service to the location and the latter's rule of 5 or patrons. A maximum soft drink soles has been in eflect with A \& K since its incep-
lion. "Operation in all locations serv-
Ined by this firm is at a nickel Feed by this firm is at a nickel,
and a nickel is so small loday that you cannot afford to give operators are. Kiving their business away thru commissions. We
do not bellieve it should be done. do not bilieve it should be done. "The tirst thing to sell is serv.
ice. When we find a location
solely interested in commission solely interested in commission, there is no profit in just trading
dollars," dollars," The relistic location owner asks, nol only what he can get
out of the machine in commission, but what kind of service will he get when he needs it?
Will the coffee (or ather product) be of gond quality and appeal
to the taste? Will he set prompt response whenever he puts in a
service call, so that the machine will not be out of service for

## Sparkoffee Post

To S. Newmayer
LINDEN, N. J June 7. -
MyTon Newmayer has been ap oolnted sales manager of the
Sparkorfee Division of Airline Foors Corporation here. Newmayer. formerly with Automatic Beverage Company, NewSparkolfee sirup to vending ma chine ops and to soda fountains

## Conimued from page 109

The court refised the request. Beach tinx, the city's attorney maintained the ordinace was ree-
ulatory and not a revenue maticr Operators had argued the ordinnee would not produce sufficient ment)
On hand to hear Taft were even members of the Nationa Automatic Merchandising Associ-
ation's board; John T. Pjerson, Kansas City; Frank Bradley, Buf falo; Davre J. Davidson, Los kee, George Secdman, Las Angekee, George Seedman, Las Ange-
les; Willam S. Fishman, Chlcago;
R Strain R I. Strain, Boston, and Presi-
dent Aaron Goldman, washineton. dent Aaron Goldman, Washington. lowing his speech to discuss an educational program for combat

## Seattle NAMA

- Continued from page 109 group insurance plan was also presented.
ing hidh profits by firms offering high profits on part time by the Fetier Business Bureat a local buresu representative told the assemblage. He offered co
operation with the industry In stamping out such blue-sky
ducements. ducements.



## HIGHEST PRICES PAID

Wurlitzer 1400 Mutoscope Sky Fighters Exhibit Jet Gun Cotrlieb Basketball Latest 5-Balls

WIRE-PHONE-WRITE


## IT'S NEW

## WILLIAMS

DOMINO
FLASHY
FAST COLORFUL
EXOTIC RICHER PROFITS
Immediate Delivery SEE DOMINO TODAY AT TRIMOUNT crausive somies, whiams ann setpupg oistrieutors.



## for better buys buy Mrcimis



BIIGO GaMES


## BOTTOM PRICES

THOROUGHLY CONDITIONED EQUIPMENT

- ROCK-OLA Madel 1432
49.00
- bally citation
34.98
- CHICOIN SHUFFLE HORSESHOES

| 34.98 |  |
| ---: | ---: |
| $\cdots$ | 9298 |
| ... | 229.98 |

- UNITED ABC

MANY MORE VALUES AVAILABLE $\begin{gathered}\text { WRITE IOR } \\ \text { INFORMATION }\end{gathered}$
Thoroughly Equipped for Export Service
50 SN , distributing company
Exclusive Distributors of Wurlitzer Phonographs
$\rightarrow$ TV IS ALL OF SHOWBUSINESS
$\Rightarrow$ only the billeard covers all of showbusiarss!

FOR IMMEDITE DELVERY Kesney Lile A-Line . . . . . $\$ 185.00$ Keeney Holiday ........ 385.00 Bally Bright Lights . . . . . . 365.00 Baily fright Spot . . . . . . . . 450.00 Bally (oney lstand Bally spot lite United A-E C Uniled Bolaro Untied lingo .......... 375.00

## J. ROSENFED $\mathbf{C O}$

## BIG BARGAIN ONE BALLS

New Uairensal Winner ... $\$ 255.00$ Universal Winners ....... 92.50 $\begin{array}{ll}\text { Bally filations . . . . . . . . . . . } & 39.50 \\ \text { Bat }\end{array}$ Universal Photo Finish .... 54.50 BINCO CAMES Bally spot lights ........ $\$ 49.50$ Batly Goney Isands ..... 414.50
I \& L DIST. CO .

 -a lop

## Coinmen You Know

## - Continued from page 117

ably unique grandfather - and grandson partnership. known as
the Ace Vending Machine Com-
of Dade County, thereby increas pany. The other partner is pany. The other partner not take too active a part. Youne Wood is still under voting age but is rapldly acquiring a pro fessional knowledge of the problems and opportunities of vend
ing. Headquarters are in Sub ing. Headquarters are in Sub
urban Dearborn. The firm specializes in peanut and pum venders, and plans to establush a
arger operating route as ad arger operating route as ad-
aitional locations can be secured

Maurice M. Marcus, who opcrated a route of clgarette vend. ers, has closed his business bead
quarters on Townsend $A$ venue. Jim Wilson, district supervisor for King Records, is busy plug ging the new Steve Lawrence hit

Miami
Some 75,000 Shriners and their families are expected in Mami
from all over the nation for their annual convention June 15. Coinmen are expected to reap their share of the golden harvest which always accompanies the national get-together of the Nobles

The hot weather has brough increased sales for cup drink op erators. Mort Simon. executive of
J \& M Vending Company, Iargest operator in the area. says his firm's venders are doing more business than a Ycar ago... Phonograph Company, celebrated his burthday the other day and the gtrls at Taran Distributing
Company presented him with a Company
cupcake.

Sammy Marino. Marino Musie Company, pays his 12 -year-old
son Jerry, fity cents a week to "help" him on his route now that school is over... Max Shaw. Taran Distributing accountant,
drove north on his vacation... drove north on his vacation ...
The son of Hymio Koeppel, old Jine New York colnman. dropped in to see Wulie Blatt during his vacation here. . Maynard foss,
Havana branch manager of Taran Havana branch manager of Taran
Distributing, was in town on a Distibuting, was in lown on a
business trip.... Mort Slmon, J. M M Vending, left for Nassau Bahamas, on business
Harold Carion, Juke Box Company, is convalescing at home after in operation performed at ... Jack Kauffonan C \& L Amusement Company, also is reported doing niceb after surgery $\ldots .$.
Another convalescent is Mrs. Another convalescent 1 s Mrs.
Morris Marder. It was quite Morris Mardor. It was quile bers of the coin machin
fraternits.
Bill Belisario. routenan at Dixie Music Company, has recov ered from a sicge of the mumps.. with the new Miooc Seeburg uhich was shown at the EL Comodoro Hotel May 25-20.
The vacatlon exodus is getting under way-and most coln people are going north to visit relatives
and friends. Mary Gershman.
and bookkceper at Taran Distrtbuting, plans to drive to his old home town of Philadelphia. Bush. president of Bush Distributing Complany, returned from Hot Springs, and Oste TruppHot Springs, and osio Trupp-
mann. of the same firm, is in
Minncapolis with his farnily for a two-weck stay... Haoul and
Doris Shapliso. Supreme Distrib Doris Shapiso. Supreme Distrib-
utors, are spending a few weeks utors: are spending a few weeks
In New york and Chicago... Buster Anchell, part ner in Amer ican Operal.
vacationing.
Hymi, Darling was in town a trip to Naughter then made burgh... Futh Hutchinson has succeeded Mrs. Ruth Greenwood as secretary at Dixie Music Com-
pany.... Ray Graham, Columbus, pany.... Aay Graharn. Columbus, owns a vending business in Tampa, is expected in town for he national Shrjoers convention Roy Gullo is now routeman for Marino Music Company, hav-
ing disposed of his route recently. ing disposed of his route recently.
Music and game ops say busiMusse and garne ops say busi-
ness is In the doldrums right now
due to the nnnuel lull in tourist due to the annual lull in tourist
seasons. In a matter of a few weeks the tide of two-week summer vacationists should be under
way at Mami Beach and the rest
ing buslness for cverybody.
Bush Distributing Company is recelving limited shipments of the new Wurlitaer 1500 , according o Ozzie Truppman. Ken Williz. Bush salesman. made a swing
thru central Florida and along the east conast.
Irving Lembich, who formerly operated the Atlas Amusement Company here. Was in town to
see old friends. Lembeh is now associated with Frank Salerno who used to oun en Arcade in Mrami. in the latter's coin machine venture in a Havana. Cuba) amusensent park.... Anne Distributing Company at Supam chanic Bex Holley, and mech chanic Rex Rolley, celebrated
birthday anniversaries.
Max Shaw and Cil Gross ing. returned from their annual ing. returned from their annual
audit at the company's Havana office. The boys comblined busiDess with pleasure by making
the rounds of the night spots in the Cuban capital... Teddy Buek Jr., son of the Bush Distributine oopper, said good-bye to school
books for the summer and is bact from Riverside Military Acta. emy, Gainesvilte, Ga.

## Milwaukee

Chariey Siainbierg. former op-
rator of Mayfalr Music Company, now runs the McGunnes Steak
House in Merrick, I. I. Raisen, of Banner Novelty ConiSersey summer home... Larry shoots aolf in the low 80 s at the Hillerest Goll Coursc. Music Dave
Lutzer of Premlum Music is due, is out of the hospibal. and

$$
\begin{aligned}
& 5 \text { Bell Alberg, of the Brooklyn } \\
& \text { imurement Company, is able }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Amuscment Company, is able to } \\
& \text { come to the office once a werk }
\end{aligned}
$$

$$
\begin{aligned}
& \text { yow, He had been ill for week } \\
& \text { years. }
\end{aligned}
$$

Mr. and Mrs. Mursay Koye (he's sales managet of Allantic New of a daughter, Mrra Aup parent Saturday (2t) at Brooklyn Jewish Haspital. The kayes also have his cat smashed incidentally, hac when the became entangled in a four-car collision. He was un

Ann Sens secretary to Dave Lowy Sales, was seriousty Injured Confined in Bronx Hospitat with confined in Bronx Hospital with a braken les which required 60
sutches. The leg was broken in ix places. The Lowy office has been moved from 594 to 580 10th Ave., but the shop remaln at he lormer address.
Felim Floischmann. manager of Ruyon Sales' Newark. N. J.. office.
vistied Morris Hood In the Gotham hop Wednesday (28), Teddy Champ. Seidel of American Eending visited the same day by
Edward Bett. of H. Betti \& Sons, Union City, N. J. Ed's father Humbert. is visiting in Italy and frst of the return here about the

Harry Kouppel. Koeppel Disast werk by , waty wisited president of Juke Boxes. Ltd. bubin. Ireland. Latter is now en roule to the Wirst on business
The Koeppel firm wilI be closed Saturdays during the summer tributing. Incm rill take Saturdays off during July and August that day during June. July and August. day during June. July and
Mike Munves and staff have been working nught and day to whip orders for the Memorial Day was the biggest of thr yeat for United Amusement Sales, a, new furm partinered by Al Cilbisit and Wilbur Aaronson, provides its customers with frec parking at a
near-by lot. The store faces 10 th near-by lot. The store laces 10th
Averue. which is a one-way affair, and parking on th prolubited
Aaronson now in the Berkshires on a business trip.
J. M. Mathes, Inc, adveritsing agency which handles the account
of Canad Dry Ginger Ale. Inc. opened new offices Monday (9)

## Indianapolis

the Shalfer Music Company beld a preview of the M-100 seeburg Tuesday and Wednesday Wayne for Omman Hotel, Fort Dortheastern section of the State. Jim Peacht, sales representative and manager Gene Ford, were present to explain the merits of the new model.... J. I. McCelland, factory representative was a Shaffer visitor on Monday
The Sicking Company, Inc, lieb's Cross Roads, United Super six player and Chicago Coin's Deluxe six player. Also, operators report business conditions gomes are on the increase.
Woodrow Armstrong, of the Armstrong Automatic Vending have returned from a two week varation in the Southern hemispherc. They vistied Jamaica, the British West Indies and all points of interest. They motored to New Orleans, and from there flew to Jamaica.
Peter Sfone, at one time distributor for the Rock-Ola Phono-
graph here, is now assoctated with the Calderon Distributing Company, as representative for the Baliy Champion horse. He reports business rood. . . Calderon Distributing Company also reports All Atlantle City, Bally Peoria, III.

Ralph Hagerman, a member of the board of directors of the erators' Assowation, left Saturday (24) for visit with his son, Ralph $J_{r .,}$ who is stationed with the Navy at San Dlego, Calif. Hagerman plans to be gone three

## Defroit

W. G. Stewart representative of the Mission Dry Corporation, was in Saginaw, Mich., the newly incorporated Michigan Frultmatic Company is planning to enter a speclalized vending ficld. Incorporators are Hiburne rulks and John R. Meredith of Detroit, and Paul Roehm. Shipshewana, Ind. Capitalization was 11 sied at
$\$ 50,000$. with stock at $\$ 10$ por. Jack Bowman of the New visitor at Detroit Spacarb Distributors this week.... A. H. Leonard, former pin game operareturn to the coin machine busjness 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 mechameal route in stores with a siaable name of the Walco Compane Headquarters are in company. Ferndale.
W. E. Button Farms Bution of Grosse Pointe Service form the firm name, operating a diversified route of candy, gum and beverage venders.... Clay. ion E. Russell has opened a store al 7537 Linwood Avenue to servof Auke bo:-es, under the name of Ace Phomograph Service Company... Meria Bowen, Mariette, and his daughter Doris were visitors at Brilliant Musuc last week, buying new cquipment for several days to celebrate their ninth wedding anniversarg. BrilLant also vistied trade factories

## Hartford, Conn

Stul can't get over that Texas trip and that wonderful Texas Coluccs of Seaboard Distributors, whos been home for about a month irom an exiended southern Junket Ralph spent some tise Lewis. Marlin Texas coin operators.

John H. Chaplin president turers of counting and computing devices for coin machines, has been named to the Connecticut Citizens Ior Taft Committec. A sizable Hartiord delegation
was being lined up for the Thurs was being lined up for the Thurs-
day (12) testimonial dinner in New York for Music Operators of Americe's Ceorye Millpr by Abe Fish and Jim Tolimano of the Connecticut State Coin Association. Eighty-two members at inn Norwieh Conn Guests included Bob Jones, Barney Sugarman and ITY Exmpant.


HIGH SCORE FOR WEEK!

## 4. PLAYER SCORING!

## 

 Nownwo Tencé HIGH SCORE ceague bowler

* Match Score or Mystery Score at option of operator to suit changing location requirements!
* Can pick up any combination of pins including 6-10 and 4-7 split! $\star$ Plastic Ever-stick Silont Playfield
* Keeney's Jumba Fly-Away Pins




## ) BADGER BARGAINS $~$ <br>  <br> ? <br>  <br>  <br>  <br> 531, wat pko <br> Co. BADGER NOVELTY CO  8 001 80 00 0 0 $c$  <br>  <br> MID-5IATE COMPANY <br> 

## YOU'RE ON THE SUPER HIGHWAY TO PROFITS with...



southilin automatc MUSIC COMPANY, INC.

$\rightarrow \frac{\text { TV IS ALL OF SHOWEUSINESS }}{\rightarrow \text { OMLY TME BILIBAEP COVERS ALL OF SHOWBUSIMESSI }}$


CHICAGO COIN GAMES Ready for Location tmmfolate deluviat


spatrich
also a compite io of shupply Mury Paliszoden speetalties Co



Phe American Red Cross Is Your 24-Hour Friend in Disaster and Misery


## GENUINE SCIENTIFIC

## Q-BALL TABLES

LATEST MODEL

Brand New In Original Cases!

Rebuilts with New Factory Guarantee!

## UNBELIEVABLE SAVINGS WHILE THEY LAST!

## SHOOTING GALLERY FOR SALE

GALLERY-Made by THE leading monutacturer of shooting galleries. Overall Widrh, 22 ft . Height, 15 tt. Depth (front to back) 40 to 50 tt,


GUN COUNTER:


 sleel
DISPLAY:


## PENNY ARCADE FOR SALE


 Gheap rent. Apply

JAX PHONOGRAPH CO.
1432 Main Strost Jolknouville a. Me.


## CLOSEOUT

 $.545 . m$ CHMO NEW ROTM RUSH Peol taill

MILLER-NEWMARK DISTRIBUTING $C O$.
 - Anowe enex oatrit 4 mben




GIVE TO DAMON RUNYON CANCER FUND

$\rightarrow$ TV IS ALL OF SHOWBUSINESS

## More

 Appeal..

## "BIG BRONCO" HAS IT!

The Only Mechanical
Horse on the Market
Today Thaf Is Safety Approved by

UNDERWRITERS


LABORATORIES


EXHIBIT SUPPLY

## PIAYER SUPER

UNITEDS

## 815,8011 ILUMWATED SCORF IUDICATORS

 uca ruvirams mus socor at a glance


[^0]:    

[^1]:    CASES OF EODE ORAKE-Thirteen hulfoheur mystery progranas with Don Ilapgerty f"Cominand Itecsion," "Conadian $\mathrm{Parific}{ }^{\text {" }}$ ") an rowgh -andwody Eadtio Dmbe and Patricia Morteon as hie girb.

[^2]:    6425 Hollywood stvo．

[^3]:    blackhawk, Chigago "Six on a A Honevmoon, musical revue
    built by Don Rhith, eontinues to score with Buckhek patornns
    and a second conipanv. whith
     now being set up.
    now runs nbout 40 minutes Carl Sands has brought his sand in Jerry Glidden, but the eifhit players who were sipned in New Kenny Bowers Grant Eareham, Kay Coulter pat Carroli. anr ex-
    comediennes
    dive Grant her foili Barbura Conk and dancers Ed Begley and Marianne D.O all do top jobs. Latter duo have shaved their routines ab
    to help the presentation.

[^4]:    Save at Least Part of Each Week's Earnings-

[^5]:    LEE UNITED SHOWS
    

    ## Addrem Charleg m. LEEE, MGI

