THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) (ABP)

PRICE 25 CENTS

Pop Publishers Stake Claim In Lush Educational Market

GI CUT AIN'T FOR SUPERMAN

MAY 16, 1953

HOLLYWOOD, May 9. -Superman and Samson just gotta have hair. George Reeves, who plays the title role in the "Superman," TV film series sponsored by Kellogg, has been sporting a GI haircut for his role of Sgt. Stark in Columbia Pictures "From Here to Eternity." Now production is about to begin on the second series of 26 segments in the "Superman" series. But the producer, Whit Willsworth, will have to wait about another month until Reeves' hair grows back.

Admission Tax Hearing Set For Mid-June

WASHINGTON, May 9 .--Amusement interests seeking exemption from the federal 20 per cent admissions tax will be given an opportunity to argue their case at hearings to be held by the House Ways and Means Committee in mid-June, it was learned today. The committee, which recently staged a one-day hearing on legislation to exempt movie theaters from the admissions tax;

RADIO STAFFERS HEAD NATIONAL PRESS CLUBS

WASHINGTON, May 9 .-With the nomination this week of Hazel Markel, WWDC and Mutual commentator as president of the Women's National Press Club, the two top press organizations in the nation's capital will be headed by radio people for the first time in history. Mrs. Markel will take office on July 1. Theodore F. Koop, CBS radio chief in D. C., is president of the National Press Club.

Music Houses Share Growing Awareness Of Changing Needs

Exploitation of School Music Seen as Stabilizing Move; Field Expanding

NEW YORK, May 9. - The out that it is no longer possible to growing awareness among many win the same handsome return on pop music publishers of the pop hits they once enjoyed. The golden potential in the educa- nature of the business has tional field has worked a quiet changed, they claim. Records mean the profound revolution in their everything today, but even the approach to the music business biggest disk click earns relatively over the past few years. Once left modest mechanical royalties, strictly to the old-line standard which most publishers look on (Continued on page 15)

Caesar-Coca To Ease Off

mat. It will go into the "Show of Billboard, May 2 and 9), Shows" time, 9-10:30 p.m. Saturrough.

in the fall.

is planning to review the entire excise tax situation at the forthcoming hearing which will be announced publicly by the committee next week. A big parade of witnesses is virtually certain to be NEW YORK, May 9 .- The "All on hand from various segments Star Revue," which bowed off of the amusement industry, in-NBC-TV a few weeks ago, will be cluding ballrooms, arenas, outback next fall in a 90-minute for- door shows and concerts (The

The upcoming hearing will endays every fourth week, thereby compass a broad range of taxes spelling Sid Caesar, Imogene Coca and consequently may last several and company, who have found the days. In view of the administrapressure of a weekly outing too tion's determination to get a balanced budget before trimming any Personnel for the new edition taxes except those for which cuts of "All Star" is being lined up, had been mandated by the last 900,000 figure and close to the Some of the new talent getting Congress, it is held doubtful that record paid gate established in trial runs on "Saturday Night the GOP majority will vote re- 1949. Revue," summer replacement in ductions. However, the situation that time slot, will be pacted for is considered by congressional changed with the growth of telethe fall if they make good show- leaders as "highly fluid" because vision. The night attendance, allings. "Show of Shows" is due to of proddings which the bulk of important in the pre-video era, have its talent cost upped again congressmen are getting from their has given way to bigger crowds constituents.

Juke Anniversary Bally Pace Hyped

By DICK SCHREIBER

CHICAGO, May 9 .- With less than two weeks left to go to the week set aside to observe the 65th Anniversary of the Music Ma hine Industry, requests for

Ruckus in Vegas Over Hutton Pact

LAS VEGAS, Nev., May 9. -The Betty Hutton booking for the Desert Inn July 7 has started a ruckus among other local hotels which claim they were never given a chance to bid.

Most outspoken was Bill Miller, booking the Sahara, who charged the William Morris office with bad faith. Morris handled the Hutton date. "The Morris office is quick enough to call me when it has a cancellation, but when a hot act like a Hutton comes along it keeps still."

promotional kits and reports of promotional activities already planned flooded into The Billboard's offices.

First big event in the industrywide public relations campaign was scheduled for Sunday (10)

at the Cleveland Phonograph Operators' May Hit Tune Party. Some 4,000 teen-agers were expected to pack the Cleveland Auditorium for the Party, jointly sponsored by the operators and RADIO NOW GETS The Cleveland Press.

To mark the Anniversary, Jack Cohen, president of the Cleveland group, dedicated the May Party to the historic event. DJ's Go All Out

Dir'z jockeys across the nation reported planning special programs of All-Time Juke Box Favorites based on the list of million sellers compiled by The Billboard.

Both New York and Chicago were to pick Juke Box Queens, (Continued on page 72)

Ringling Nears Record NY Take

By JIM MeHUGH

NEW YORK, May 9.-Ringling Bros. and Barnum & Bailey Circus will have racked up an estimated \$2,500,000 gross for its 40-day, 79-performance Madison Square Garden run, which ends tomorrow night. The attendance this year is reported well over the

The pattern of attendance has at matinees. Apparently, the home entertainment media is strong enough to influence the choice of circus performances by both moppets and adults. The 39 matinee performances staged drew 510,850 persons, while the 40 night shows drew nearly 100,000 less with tentative figures pegging the total at 403,452.

Altho this is the first boost in attendance registered since 1949. the dollar volume of the Big Show has reportedly gained each year. The reasons for this are the continuing record price scale with a \$6.60 top and the addition of close to 1,000 seats in the higher price ranges. Consequently, when sell-out or capacity business oc-(Continued on page 44)

INTO 3-D ACT

CHICAGO, May 9, - The Chicago NBC radio station, WMAQ, is getting into the 3-D act with a promotion program from 7:30 to 8:30 p.m. CDT, Friday (15). Using separate mikes for simultaneous FM and AM pickups, the station will billboard the show as three-dimensional radio. A studio orchestra will be used for the all-music show.

houses, such as Schirmer, Presser, etc., the fertile educational market is now being plowed by many publishers who, as recently as World War II, were content to continue their exploitation of musical copyrights along traditional Tin Pan Alley lines.

To these publishers, their educational departments encompass guitar or the piccolo.

More recently, the trend to-

'Celeb' Show To Follow WW

NEW YORK, May 9 .- Viceroy any copyright usage outside of cigarettes this week set Bert Lythe strictly pop sphere. It could include a brass band arrangement of "Begin the Beguine," a choral Room" TV show via ABC, in the adaptation of "Temptation," or a 6:45-7 p.m. Sunday time, followsymphony by William Schuman. ing Walter Winchell. The show, Or it could be a method of learn- which tees off May 24, will have ing to play the xylophone, the Rosemary Clooney as first guest, originating from Hollywood.

Other guests set thus far inwards greater comparative effort clude Rex Harrison and Lilli in the educational area has re- Palmer, Eddie Fisher, the Anceived new emphasis to take up drews Sisters and Marguerite Pithe slack of what many in the in- azza. Music Corporation of Amerdustry claim is a declining pop ica will produce and supply the market. These tradesters point talent. Ted Bates is the agency.

JIMMIE RODGERS Hillbilly World to Honor His Memory

May 26 the hillbilly music world "America's Blue Yodeler." Rodgers leaped to overnight fame as a country warbler late in 1928 with his first RCA Victor record. Altho his recording career was short (he died on May 26, 1933, at the age of 36), he has achieved lasting fame and is credited as having directly influenced many current hillbilly artists.

A special section-"A Tribute to Jimmie Rodgers"-is contained in the Music Section of this issue,

The ceremony in Meridian, Rodgers' birthplace, will also pay tribute to departed railroaders Manit from the area, where Rodgers got Merchandia

MERIDIAN, Miss., May 9 .- On his start in life as a brakeman, Estimates of the crowd which is will turn out here to honor the expected to attend the day-long memory of Jimmie Rodgers, ceremonies range as high as (Continued on page 16)





GENERAL NEWS

THE BILLBOARD

MAY 16, 1953

Billboard Backstage

By SAM CHASE

tendant to the production on "Omnibus" of George Bernard Shaw's "Arms and the Man" via CBS-TV, the network's usually accurate TV press department came forth with a claim which proved too all-embracing. The pre-show press release stated flatly that this was to be "the first presentation of a George Bernard Shaw play ever to be broadcast on television."

With all due respect for Mike Foster's efficient video flackery, the claim should have been restricted to the Western Hemisphere. Last summer, in the course of some peregrinations around Europe, this reporter had the pleasure of witnessing the very same play performed via the British Broadcasting Corporation's TV service.

Perhaps the vacation spirit had something to do with unjaundicing a critical eye, but in truth it must be said that the BBC version seemed in many respects superior to that seen last week-end via CBS. Whether the reason for this was the greater feeling by the British for Shaw's nuances, or their greater ease in fulllength TV presentations (the rule, Auer's counterpart as Nicola, and to say.

costumed and produced - despite 'directed by Tatiana Lieven.

In the advance publicity at- a budget which without doubt | fell far below that of the "Omnibus" version. For example, two well-trained equines were used in the second act entrance of Sergius and Major Petkoff for a bit virtually shrugged off by our major stars of the future on the local production. The second act set at BBC, designed by Frederick A. Knapman, similarly was a model of ingenuity, embracing a lovely two-story house, complete with porches as well as the gardens.

The CBS production featured Salvation Army lass, in the Lonplayers of international repute, and a review elsewhere in this in favor of a role in another muissue comments more fully on what proved a good job. The BBC version, which also ran 90 minutes (sans commercials, of course), was done by players widely known in London but less familiar on this side of the ocean. Laurence Payne was the BBC's Capt. Bluntschli, Peter Copley played Sergius, and William Mervyn was Major Petkoff. Marcia Ashton played Raina, which Nanette Fabray portrayed for CBS, while Eunice Gayson was Louka -a role done here by Gwen Anderson. Victor Platt was Mischa show was produced twice-on a not the exception on BBC), or a Selma Van Diaz was the opposite night of the same week. A comcombination of factors is difficult | number to Martita Hunt as Cath- | pletely different camera crew was erine. Ian Atkins, one of BBC's used on the Thursday perform-The BBC version of "Arms" top producers, personally super-was more elaborately mounted, vised their production, which was

The versatility of the British, in the face of lower TV thesping scales, usually is a source of amazement to most Americans. Miss Gayson, for example, the servant girl of the BBC production, is regarded as one of the British stage. Her background embraces heavy operatic training, and her advent into legit and other dramatic roles is more recent. In the past few weeks she was reported as turning down an don version of "Guys and Dolls," sical now in rehearsal. She's been invited to this country for some video work and, when her legit schedule permits, is likely to take up the offer for the experience it can afford.

Gayson will find at least one way in which American TV is superior to the BBC. The commercial method of operating certainly has made it far more efficient. Thus, appalling episode connected with BBS's "Arms and the Man." The Sunday night, and on Thursday ance, necessitating many wasted hours of camera rehearsal prior to the second performance.

Highlight Reviews

'Can-Can' Not the Top, But a Sure Bet for the Long Stay

By BOB FRANCIS

Since "Can-Can" is dedicated to the renaissance of interest in the Paris of Toulouse-Lautrec, its obvious focus in on the happy, careoffer to play Sarah Brown, the free life of old Montmarte, when artists were artists and sex was sex. So Abe Burrows has written a book for it and Cole Porter has compounded a suitable score. The book is an amiably plodding affair that, despite a wealth of detail which frequently gets in the way of a skimpy plot, seems none the less to be oddly incomplete. If she does come here, Miss The Porter tunes are hardly of the best Porter cleffing grade, altho they satisfactorily fill the bill. But make no mistake. "Can-Can" is a hit.

It's a hit because Michael Kidd she'd find no repetition of one has devised some of the lustiest, uninhibited dance patterns to be seen on Broadway in many a year, and because a lass named Gwen were French. She can't dance, Verdon has come along to dance them and just about run away with the show. And beside the stepping, at which the gal is superb, Miss Verdon knows her comedienne way around a stage and can deal with a song when strict attention to his vocal she has to. When "Can-Can" is teacher. kicking up its heels, it's terrific. Kidd has given the old can-can and apache routines imaginative reporter liked best a matter new twists and dreamed up a sa- called "C'Est Magnifique." Also, tiric Garden of Eden ballet which something titled "Come Along is a complete delight. It's too bad (Continued on page 12)

the story has to get so often in the way of it.

For the record, Burrows' conceit concerns a stuffy young Parisian judge who goes over to the Left Bank to indulge in a oneman vice crusade. Naturally, he gets his come-uppence at the hands of a very smart cookie, and after proper operetta interludes winds up wiser and in her arms. The interludes are not too long on comedy, but Hans Conreid, recruited from movies and radio, makes a great deal out of a stint as a sad and indigent Bulgarian sculptor. Eric Rhodes as his love nemesis also provides some bright moments.

Co-starred for the love interest are a Parisian filly calling herself Lilo, and Peter Cookson. The import behaves more or less as Betty Hutton would if the latter but has an effective way with a song, and withal makes naughtiness look like a good thing. Cookson, taking a first fling at a songand-dancer, comes thru splendidly and has evidently been paying

Scorewise, as stated, "Can-Can" is just characteristic Porter. This

Picture Business

By LEE ZHITO

HOLLYWOOD, May 9.—Can try goes thru its 3-D growing pains cause the national sponsors will Hollywood keep pace with TV's and hits upon a standardized form realize that if the producer can film demands?

tion was tossed here at the film tion of both-and moviegoers are to produce a series at much less colony and its fledgling TV film taught to expect the new method cost to the advertiser than if his industry during last week's Na- of film projection, then the movie take is restricted by advertiser's tional Association of Radio and makers can be expected to open demands for exclusivity. Television Broadcasters' conven-tion. It was raised directly by hitherto untelevised features. At NARTB film panel, stations will Ciro's, Hollywood, has come up delegates attending the film panel and was implied by the heavy turnout at the film exhibs by micks in film presentation, will keep up with their appetite. This properly been tabbed the distaff those in search of celluloid program fare. Television broadcasters agreed that film paid off handsomely both in audience and station revenue, but where and when can they get more? Feature films were found to be unusually strong in combating a competitor's top live network show. Films pro-duced especially for TV were lauded highly for building solid local advertiser relationships by delivering viewer response. With more stations going on the air creating multiple station markets, the scramble for film product is becoming increasingly acute. TV film series are still too price. meager in number to offer an immediate solution to those stations TV now on the air for their first- viewers who had sets at the time seeking a wide supply from which run sponsors will then be ready a series had its initial run either to make their selection. Most fea- for syndication to stations on a were tuned to another channel at ture films have gone into repeated local level, filling TV's program the time or were not watching runs and their distributors will cupboard far beyond its present their sets. This group, coupled readily admit that as of now their supply. Shows now tied up by with the new set audience, often

of film presentation-whether it reap profits from product canned This vital and challenging ques- be big screen, 3-D or a combina- a few years ago he can continue

no longer feel as keenly as he does can be achieved by showing the Martin and Lewis. They don't hands on to get laughs. Both sucnow the competitive pinch of TV. same feature films during dif- waste time in jumping into their ceed. The gals cut down briefly While the motion picture indus- ferent periods of the day, thereby original routines and carrying thru on the caustic musicomedics for try gears for tomorrow's methods reaching different audiences. with special material or trying to of film projection, TV will become Some stations have found that milk laughs. Theirs is a polished But even this mellowness is interenriched with more stations mak-ing it a more lucrative market in which the major studios could meddle their movie National Policity and the same film fare within 24 hours so long as the Bass, comes off particularly well

Kean Sisters Win New Laurels Reprising N. Y. Jolt for Coast

By ED VELARDE uses her pipes to excellent ad-

After the motion picture indus- available to local advertisers be- watched the show's first run.

systems of film presentation are ing periods of the day. proving costly for the studios. As proved by The E film corporation stockholders will show gains in its audience during sons interviewing Marilyn Monwelcome the additional returns a subsequent run as compared to brought in by sale of old movies its initial showing. This is exto TV, at a time when the in- plained by the fact that the TV creased number of stations will audience is constantly expanding be able to come up with the right with the daily addition of more

Series produced especially for

sets in a given market.

Furthermore, a percentage of supply has dwindled to a mere national sponsors for their initial can comprise an audience greater Night Club Reviews..... showings will be freed and made in number than that which

peddle their movie wares. New pictures are shown during vary- with impersonations of the Gabor family, Edith Piaff, Johnnie Ray job at the piano. As proved by The Billboard's and Billy Daniels. The knee slap-Once the movie screen of tomor-row has been decided upon, the (April 25), a TV film series can socko impression of Louella Parroe (complete with sweater).

Jane, a striking blonde, portrays the more demure role and

Review Index

Record Reviews

Classical Reviews

Radio Reviews

TV-Film Reviews Vaudeville Reviews

vantage on specially written songs. Betty, the knockabout, uses all the props she can get her a nostalgic soft-shoe rendition. spersed with comment that's good for howls. Thru it all, accompanist Rocky Cole attempts to hold his own while doing a good

Other act is the Nicholas Brothers (2) who give their usual fine strutting, but for a tediously long period of approximately a quarter of an hour. Owner Her-

(Continued on page 13)

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-	Billböard	
1	The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Donaldson	
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Le	ait	Line	-Un
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By BOB FRANCIS -

A hand - across - amusement | Cracken and Sheila Bond. From | skedded for early fall production press party at the Theater Guild's what was said, it could be gath-Council of the Living Theater's dulging in a short love-feast. It's counting local Town Hall appearpitch for the benefits for legit about time. theater via the latter's pic, "Main Street to Broadway," Thursday Itch" Ewell and Robert Perry re-Theater Guild-American Theater slate to be presented to the annual Society. Prexy Robert Sherwood membership meeting at the Hotel has already returned 50G to CLT Astor, June 5- John Garth III the pic. CLT will also receive 25 per cent of the film's profits, Connecticut General Assembly which may rack up to a \$200,000 assist. At all events, Lawrence authorizing the State Park Com-Langner, speaking for the Guild, announced that road subscriptions were up 60 per cent, and Festival Theater and Academy. that off-Broadway theater is on No price is stipulated, but Goverplay themselves, include La word over 25 years in Gilbert

headquarters spotlighted the ered that pix and legit were in- Klein. This is a legit debut, dis-

(7). "Broadway" will be released July 10 by M-G-M in 21 cities, jointly sponsored by CLT and their replacements on the official for the fee he received for writing to serve three years and Robin Craven to serve one year. . . . The and Senate have approved a bill mission to sell State land in Westport to the American Shakespeare the upsurge. Cast of "Mainstreet nor Lodge is expected to sign the to Broadway," most of whom bill. . . . Martin Green, the last cal products go. Bankhead, Gertrude Berg, Leo and Sullivan operettas, puts a toe Everett Horton is shelving

by Eastman Bomer and Arthur ances. Intimate revue, will spot Last week, Tom "Seven-Year assists by dancer Jean Leon Destine and prestidigitator Paul Duke. . . . Helen Thompson, director of the Play of the Month Club, advises that her subscribers are show-struck to the point of real theatrical investment. A recent poll had 33 per cent aching to invest a total of \$107,170. Miss Thompson could be a handsome nurse for the Fabulous Invalid. ... The Pulitzer Prize Committee this /eek went along with the New York's Critic's Circle accolade, the William Inge's drama, "Picnic," as the best play of the season. This seems to make it critically unanimous as far as lo-

The hardy perennial, Edward

BROADWAY	1
SHOWLOG	

Performances Thru May 2, 1953

DRAMAS

Bleak House 4-20, '53	24
Dial "M" for Murder10-29, '52	284
Misalliance 2-18, '53	10
My Three Angels 3-11, '53	70
Picnic 2-19, '53	9
The Children's Hour 12-18, '52	16
The Crucible 1-22, '53	124
The Fifth Season 1-23, '53	12
The Love of Four Colonels., 1-15, '53	13
The Moon Is Blue 3- 8, '51	89
The Seven-Year Itch11-30, '52	19
The Time of the Cuckoo 10-15, '52	23
Time Out for Ginger11-25, '52	18

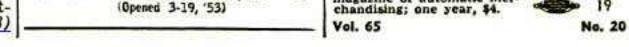
MUSICALS

Can-Can 5- 7, '53	4
An Evening With Beatrice	
Lillie	254
Guys and Dolls	1,101
Hazel Flagg 2-11, '53	101
Porgy and Bess 3-10, '53	71
South Pacific 4- 7, '49	1,684
The King and 1 3-19, '51	883
Wish You Were Here 8-25, '52	365
Wonderful Town 2-25, '53	85
12 전 2 전 2 전 2 전 2 전 2 전 2 전 2 전 2 전 2 전	

CLOSED

Men of Distinction 5- 2, '53 (Opened 4-30, '53)

Harrison, Lilli Palmer, Mary Martin, Agnes Moorhead, Herb Shriner, Joshua Logan, Rodgers and Hammerstein, Joan Mc-Anna Russell's "Little Show" is Notes a toe the replaces Barry Jones in the current revival of Bernard Shaw's "Misalliance," Monday (11). . . . Anna Russell's "Little Show" is Notes a toe "Springtime for Henry" in favor of an eight to 10-week silo book-ing of "Nina." The Browns, Chamberlain and Lyman are set-(Continued on page 43)







TELEVISION-RADIO

MAY 16, 1953

Communications to 1564 Broadway, New York 36, N. Y.

THE BILLBOARD

VIDEO'S COLD WAR?

Washington Once-Over

By BEN ATLAS

WASHINGTON, May 9.-At a even decide that his committee pressions and even the yellow man Charles Wolverton (R., N. J.). fever-but I know I have had to change two clubs this year and season is over."

LOW NECKLINES GET CONGRESS EYE AGAIN ...

Look for another Capitol Hill blow-off about TV-radio proof headlines last year during and Television Broadcaters' TV hearings by a House Interstate Code Review Board. and Foreign Commerce Subcommittee. The blasts can be expected in both chambers. Sen. Charles HYDE HAS NO HATCHET . Tobey (R., N. H.), chairman of the Senate Interstate and Foreign Commerce Committee, is likely to touch off the ruckus, and he may

NBC Attempts **To Sell Affils** Summer Seg

NEW YORK. May 9.-Despite

Senate Interstate and Foreign should do some probing into the Commerce Committee hearing on incidence of crime programs, low baseball TV-radio broadcasts, necklines and beer commercials. most cautious answer of the week Tobey, known as "God's Angry came from Al Haraway, head of Man" in the televised Kefauver the Cotton States Baseball League. committee crime hearings a Asked if TV and radio have hurt couple of years ago, thinks TV gate receipts, Haraway replied: program morals aren't what they "My league has survived 51 years ought to be. The Senator, howof trials and tribulation of every ever, is strictly opposed to govkind-floods, famine, wars, de- ernment censorship. So is Chairof the House Interstate and Foreign Commerce Committee. there is probability that I'll have The latter committee last year to change another one before the was urged to assume a permanent watchdog role on spectrum morals. Rep. Oren Harris (D., Ark.), chairman of last year's subcommittee which recommended the permanent programing study, says he hopes something will be done graming. Several lawmakers are about it altho he's convinced that quietly readying verbal sallies on TV programs have improved unthe theme which produced a lot der National Association of Radio

NO KIDDING, FELLOWS,

Washington's rumor factory is still working overtime producing reasons why President Eisenhower put a year's limit on the FCC chairmanship for Rosel Hyde. Contrary to wiseacre speculation, the President isn't planning to supplant Hyde next year or put the chairmanship on a rotating basis as is the vogue at Federal Trade Commission. According to one member of the White House inner crew, the President will keep Hyde at the FCC helm unless the commission runs badly afoul. Hyde is a first-class administrator and he's figured sure to prove his mettle. Altho FCC to prove his mettle. Altho FCC called the "color guard" around has some big hurdles, the chair- NBC, already have begun holding man's toughest problem is one sessions on the topic. rebuffs from its radio affiliates which has gone unnoticed except Members of the "color guard" on acceptance of its summer sales in the corridors of FCC itself. It's include William H. Fineshriber plan for radio, NBC execs this the problem of how to head off Jr., vice-president in charge of the week continued to fight back in an exodus of seasoned careerists NBC networks, who chairs the the hope of convincing the out- from the agency. A lot of upper- committee; David C. Adams, veebracket FCC-ers are troubled by presentation designed to show the wholesale discharges in other agencies. Anxiety hit a new peek to do as well financially by ac-cepting the NBC operation as by Ben Cottone as FCC general counsel even tho Cottone's resignation was not inspired by Hyde who, in fact, prized the legalist's go along with the deal, goes into self, is a non-political careerist who apparently has no meat tax tion as to what its revenue would policy in mind. Maybe he ought to circularize a memo telling that Thus, preliminary discussions alto FCC-ers.

CBS Reported Gunning for **NBC** Affiliates in 7 Areas

By SAM CHASE NEW YORK, May 9. - The trade was buzzing with reports this week about a drive by CBS-TV to capture as basic affiliates seven key stations in single-station markets which currently owe Execs at the latter web reluctantly admitted that such a campaign is being waged, but main-tained it hoped to hold its stations tomatic of "the NBC jitters."

The stations in question are

Mo., and WBEN-TV, Buffalo. The story going the rounds is that Herbert V. Akerberg, CBS-TV veepee in charge of station at the recent convention of the Bureau. National Association of Radio and Television Broadcasters buttontheir basic allegiance to NBC-TV. | holing key execs from the stations mentioned and seeking to swing them over to his web. As bait, the story goes, Akerberg offered them special inducements in the in line. CBS toppers, however, way of a reduction in the number vehemently denied gunning for of free hours of programing they the outlets and said the whole would have to carry, as well as an thing is strictly a figment symp- increase in the station's monetary return on commercial web shows.

To bolster his offer, Akerberg KSD-TV, St. Louis; WTMJ-TV, is said to have pointed to CBS-Milwaukee; WTAR-TV, Norfolk, TV's bettering relative economic Va.; WHAM-TV, Rochester, position and its strength in N. Y.; WDAF-TV, Kansas City, morning and afternoon commer-

cial programing. In addition, CBS-TV is known to be proud of having passed NBC-TV in billings, as noted in the latest report relations, spent most of his time of the Publishers' Information

3

NBC-TV execs said that the network would seek to hold the stations "by all legitimate means." They said that the CBS offer, if true, is "improvident" and ultimately would prove unwise both for that network and any affiliate which signed such an agreement. In sum, the NBC position is that the future of TV rests on an equable relationship between network and stations as currently expressed in affiliation contracts, and that NBC under no circumstances will jeopardize this relationship by making rate concessions similar to those said to be offered by CBS.

The CBS-TV position, as voiced by a top web official, is that the network will not even "dignify the lie" as represented by "an absolutely preposterous rumor campaign" by answering specific questions concerning the reports. In denying the entire idea of such a CBS offer without going into specifics, he stated that NBC obviously is running a high fever these days. "We can't help it," he said, "if CBS has grabbed the creative lead and now is forging ahead on the sales side too.'

As for the stations in question, they shed no real light on the situation. Top execs who could be reached all admitted having heard reports about such a CBS move, but none would verify that his station was among those approached.

NBC Prepares for Color TV Advent

NEW YORK, May 9. - In the such topics as color programing, light of the accelerating developfacilities and equipment. ments on the color TV front, NBC Web to Be Ready has set up a committee of high-Within a short time, NBC exlevel executives to plan for ways

pects to be ready for color no and means by which that web can matter how suddenly the decision grab the lead in multichrome may come. In anticipation that video when C-Day comes. The the ultimate decision will favor a execs, who collectively are being compatible system, the web is going over its roster of current programs.

A timetable is expected to be

lets. The web came up with a stations that they should be able to do as well financially by acselling the time on a national spot basis.

The plan, using the 42 radio affiliates which NBC hopes will worth to the agency. Hyde, himan exact breakdown for each stabe on the NBC plan and on a national spot basis.

The result indicates that the return to the stations, by using the summer sales plan, would vary from 75 per cent to over 110 per cent of what they could obtain on a national spot sales basis. The web already is pitching the plan to advertisers, in the belief that it will be okayed by the outlets, but no positive results have accrued as yet.

CBS Repeats Sunday Music

NEW YORK, May 9 .-- "On a Sunday Afternoon," the big CBS Radio music show of last season will be repeated this summer. 8 p.m., Tuesday, slot on Du Mont. The show will run two and a half hours, 1-2:30 and 4:30-5:30 p.m. beginning June 6, but will tee off on May 31 in a two hour format. Acting as emsee will be Washington deejay Eddie Gallaher, a return engagment for him.

The show will combine live music and disks and will be keyed to the Sunday driver, with such services as traffic conditions. Local stations will cut into the web with weather reports and baseball scores. Between 2:30 and 4 there will be another hour and a half of longhair music sponsored by Willys-Overland, for a total of four hours of afternoon music.

CBS-TV Option Taken by Luckies

NEW YORK, May 9. - Lucky Strike cigarettes this week took The network would produce. an option on the 11-11:05 a.m. strip on CBS-TV for this fall.

pee for administration; O. B. Hanson, veepee and chief engineer; Charles C. (Bud) Barry, veepee for programs, and Frederick W. Wile Jr., veepee in charge of network production.

The reason for the selection of these specific individuals to make up the "color guard" is their representation of vital functions which must be considered in any future switch from monochrome. ready have gotten under way on

prepared soon, after consultation with sponsors and ad agencies of course, of the order in which present black and white video shows will go color.

The technical and production departments meanwhile will ready the necessary equipment to enforce the decisions.

Chrysler Mulls Pinza Pkg.

NEW YORK, May 9.-Chrysler Motors, which has only just signed with CBS-TV for a drain talks with NBC-TV about sponsorship of the new Ezio Pinza package, "I Bonino." If the deal jells, there remains the problem of where to slot it, with the web virtually SRO for the fall, with the exception of the 9 p.m. hottest show airing on Radio Dif- twist. The Franch title of the Monday slot opposite "I Love Lucy."

> 10:30 p.m., Saturday, time on CBS-TV for "Medallion Theater." Other bankrollers interested in the Pinza show, which is said to have come up with an excellent kine, are Pet Milk and Willys-Overland.

Chrysler already has the 10-



Drama Show NEW YORK, May 9.-CBS-TV CHICAGO, May 9 .- A shortage of good feature fims is given as the is finding "Life With Father" major reason for a project in the costly. The network has already works at WBKB, the ABC TV out- spent an estimated \$200,000 in let here, for an across-the-board, trying to find a sponsor for the 90-minute live drama show, sim- property, with the end not yet in ilar to the WOR-TV dramatic sight. Two kines of the situationseries except that it would be in comedy have already been made, late evening time.

neither of which has received Alan M. Fishburn, head of sponsorship approbation.

Phoenix Productions, Chicago The network also has been paypackager, and Red Quinlan, head ing Ezra Stone a reported \$1,500 of programs at WBKB, are hoping weekly for about 40 weeks for his for a fall start for the series. producing chores. And both

It would start at 10 or 10:30 Martha Scott and Dennis King, p.m. One play would be given the leads, are said to be getting a each week. A tentative budget calls weekly fee so that they remain for \$10,000 for time and talent for unfettered. The prospect is also in that it further stresses Young one week. Fishburn figures 40 that unless the latest kine finds made to Bendix Home Appliance

'Mystery Hall' Packaged by Stark, Layton

NEW YORK, May 9. - "Mystery Hall of Fame," a new low-cost package which utilizes second runs of whodunit scripts, is now being packaged for AM and TV by Wilbur Stark and Jerry Layton. The rights to 107 halfhour scripts previously broadcast and telecast on such radio and TV shows as "Danger" and "Suspense" were acquired from matic show, this week was deep the Mystery Writers of America.

West May Stay East

NEW YORK, May 9. - Trade reports this week had John K. West in line to stay East for a more important assignment in the near future. West, veepee in charge of NBC's West Coast operations, currently is in New York huddling with top brass from the network and the parent Radio Corporation of America.

NBC spokesmen said that West's visit was strictly routine for attendance this week at the web's board meeting, at which he was elected a director, and that the delay in his return to the Coast stems from meetings over talent contract renewals negotiations.

However, unofficial word persists that West may be upped to a new post, either at NBC itself or with the parent RCA firm.

Chi NBC Makes 1st Sale of 'Saturday'

CHICAGO, May 9 .- The first sale in the NBC. "Saturday Night Revue," summer replacement of "Your Show of Shows," thru the network's Chicago office, has been

THE '1,000 FRANC' QUESTIONS Which U. S. Web Will Grab Hot French Quiz Show?

a Minute."

PIC SHORTAGE

Reason for

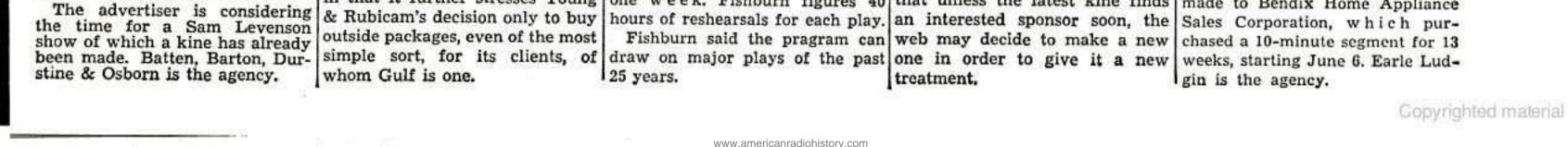
NEW YORK, May 9. - The quences" with an entirely new fusion Francaise, in France, is show is "1,000 Francs." But that currently being agented for U.S. is due to be changed for U.S. television by the William Morris consumption. After all, the ex-Agency. While both CBS and change value of 1,000 French NBC are rumored to be bidding for the novel audience participation program, it is understood that the Toni Company is interested in trying the package in its Toni, which has the period during Bishop Sheen's summer leave, is rumored to be interested in alternating the French-created package weekly with "Blind Date" as a sort of summer tryout. The Morris package is said to

combine the values in "Beat the Clock" and "Truth or Conse-

Gulf to Buy NCA Drama

NEW YORK, May 9.-Gulf Oil this week was close to concluding a deal to purchase a live dramatic show to replace "Life of Riley" this summer on NBC-TV in the 8:30-9, Friday evening slot.

The purchase has significance



TELEVISION RADIO

\$2,140,500 SOUND-OFF

Chesterfield to Spend Top Sum on Baseball

four minor league clubs. This is idence. the top sum being spent by any sponsor for baseball play-by-play paying \$162,500 to share sponsorthis season and represents the ad- ship with Atlantic Refining. The vertiser's top year in terms of Athletics and Phillies will be covoutlay for coverage of this kind. ered on radio via WPTZ and on

York where it will cost Chester- cific Coast League, the sponsor's field \$900,000 for AM-TV airing of the New York Giants on WMCA and WPIX, respectively. Chicago will cost \$420,000 for ex- KHJ-TV. In the same league, clusive radio sponsorship of the Chesterfield will spend \$100,000 Cubs on WIND and co-participa- (divided equally) for Saturdaytion in Cub and White Sox video only telecasts of the San Francoverage via WGN-TV. The ad-vertiser will also spend \$398,000 over KPIX and KGO-TV. for one-third sponsorship of the Boston Red Sox over WHDH, Bos-

CBS-TV Sells Summer Segs

NEW YORK, May 9.-CBS-TV this week wrapped up two summer sales to bolster further its strong sponsorship picture. Willys-Overland purchased seven alternate weeks of "Tales of the City," the new series scripted by Ben Hecht. The drama will alter-nate with Singer's filmed "Four Star Playhouse" until the Singer show goes regular weeks this fall. Bill Dozier will produce.

Purex, thru Foote, Cone & Belding, has purchased the last third of the Larry Storch show, which will replace Jackie Gleason this summer. Sheaffer Pens and Nescafe have the other twothirds of the hour show. Schick

NEW YORK, May 9.-Liggett | ton, and the Yankee web. On TV, & Myers is spending an estimated the same deal provides for tele-\$2,140,500 for its radio and TV casting via WBZ-TV and WNACcoverage of six major league and TV, Boston, and WJAR-TV, Prov-

In Philadelphia, Chesterfield is Most expensive buy is in New video via WFIL-TV. In the Patab is \$160,000 for one-third sponsorship of the Los Angeles Angels and the Hollywood Stars over

> New to the Chesterfield baseball spread this year are Philadelphia, San Francisco and Oakland. But in 1952, three major cities were added: Boston, Los Angeles and Chicago. The advertiser's expansion of baseball coverage in both mediums has been prompted by the success of its "three-to-one" clubs in New York and Boston and its "sound-off" clubs in Chicago and Los Angeles. The same club idea which has been so productive of sales is being extended to San Francisco and Philadelphia.

Radio sponsorship in the several cities includes regional networks and gives Chesterfield comprehensive coverage. For New York games, more than 15 stations are hooked up; in Philadelphia, more than 20; in Boston, more than 30, and in Chicago more than 30 stations. TV sponsorship in Philadelphia, however, provides only 12 night, week-end, holiday and opening day games Dick Powell vehicle, "Richard quarterly magazine, aimed at for both teams.

MASS. REJECTS LEGISLATIVE TV

BOSTON, May 9. — The Massachusetts House and Senate turned down proposal today for radio and video broadcasting of their proceedings-but not before a quick run-down of their thesping talents. Sen. Charles J. Innes, opposed, pointed out that radio and TV companies were against the idea after what happened at the national conventions when everybody tried to get before the camera. Sen. Daniel Rudstein was in favor of the plan. Rudstein, a playwright and dramatic coach in his spare time, said that "in my experience in the theater, I have never seen finer acting than in the Senate and House." The vote was 14-9, against.

Sales Pace Up At CBS Radio

NEW YORK, May 9.—The up-beat in sales at CBS Radio continued this week with the sale of two quarter-hour strips to Toni and Manhattan Soap, which will co-sponsor the slots. Advertisers are buying 3:45-4 p.m., now oc-cupied by Quaker Oats, thrice weekly for a limited network and 7:15-7:30 p.m. The afternoon time period will be programed with an audience-participation strip and the evening strip with drama.

CBS Radio also sold a network package to the General Electric Summer Playhouse to replace per cent of wholesale sales, Ka-Bing Crosby while he vacations this summer. Another client not taking a hiatus from the web will be Rexall, which will use the Diamond."

'Howdy' to Be Pushed In Foreign Markets

"Howdy Doody" product licensing deals with manufacturers in Mexico and South America, marking the initial step in setting up the first world-wide merchandising program for a TV personality. These deals are expected to add sizably to the "Howdy" merchandising agreements with manufacturers in Japan and Europe, in conjunction with airings there of "Howdy Doody" film telecasts.

Kagran foresightedly withheld foreign merchandising rights from most of its present manufacturers, which gives the firm practically an unlimited variety of products to choose from south of the Border and abroad. The foreign merchandising programs will be co-ordinated with the filming of foreign language ver-sions of "Howdy." At present Kagran is shooting a daily Spanish series, which is aired over XEW-TV, Mexico City, and CMQ-TV, Havana, Cuba. First foreign manufacturer licensed by Kagran is Larin Candy, Inc., which is bringing out a "Howdy Doody" candy bar. Larin also sponsors the program over XEW-TV.

Meanwhile Kagran is making more money than ever from its U. S. merchandising activities on behalf of "Howdy," Jackie Robinson, Gabby Hayes, Willie and Millie the Penguins, and Sonja Henie. Last year "Howdy" grossed \$42,000,000 in retail sales via 192 different products manufactured by 65 licensees, which means that at the going rate of 5 'Howdy'' merchandising deals alone.

Newest "Howdy" venture is a three to six-years-olds. The 68-

NEW YORK, May 9. - The page book, published by Western Kagran Corporation is currently Printing Company, will carry a in the process of negotiating regular news and feature article format for kids, and will be sold on newsstands and by subscription this fall at 25 cents per copy.

SCENIC EFFECTS New Props For TV Use Available

NEW YORK, May 9. - Mass production of a new type of rubberized props and scenic effects, which might greatly improve and simplify production in TV as well as other branches of show business, was begun here this week by veteran scenic designer A. A. Ostrander. -

The process makes possible the reproduction of virtually any object, in nature or man-made. down to the finest detail. The material, a rubber composition, is light enough so that overhead objects can usually be tacked on to flats, and flexible enough so that it can be quickly pulled down and rolled up.

In addition, it can be made flame-proof, and for all intents and purposes is unbreakable. Where any rigidity or support is required, inflatable props can be made, or they can be built over frames.

Ostrander expects to make the material available on a rental basis. He intends to work up a backlog of props and textures, includgran coined around \$1,050,000 on ing mats that reproduce grass, gravel and flagstone. He believes the cost for the new material will be competitive with older processes such as papier mache, painted flats and the real thing.

NEWS CAPSULES-COAST TO COAST

Electric Razors will return to sponsor Gleason this fall, along with Nescafe and Sheaffer.

Educational Grant Issued

WASHINGTON, May 9 .- Federal Communications Commission issued the nation's 16th educational TV grant to St. Louis Educational Television Commission, St. Louis, to operate on VHF Channel 9, while and attended by most of the FCC commissioners. The week's only commercial TV grants went to Harold C. Burke, Lancaster, Pa., UHF Characteria and Division Difference of the newer video magazines are National Comics, Television Life, TV Comic Book, TV Fan, Inside TV, TV Show, TV Star Parade, TV Starland, TV UHF Channel 21, and Plains Radio Broadcasting Company, Lubbock, Tex., VHF Channel 5, bringing to 10 Dial Falade, TV Starland, TV Life, TV Magazine, TV and Movie Screen, TV People and Pictures TV Review, TV Age and TV 458 total TV authorizations, of World. which 353 are post-freeze grants. DENY WMGM IS

NEW YORK, May 9.-In the pendent stations. . . . No negotia- while continuing 11 points ahead past month TV's national stature tions for its sale are under con- of the TV field nationally, accordhas been given new recognition by the great number of new TV magazines which have entered increasing to 244 the number of the field. In may cases, too, old channels reserved exclusively for video magazines such as TV education. The FCC's action fol- Guide have been reorganized on lowed a conference on educational a national scale and movie magatelevison here, sponsored by the zines have added TV depart-Joint Committee on educational TV ments. Among the newer video

The two new non-commercial ON BLOCK ...

NEW YORK - Rumors that educational channels were created by assignment of Channel 82 to WMGM here was on the block Amherst, Mass., and Channel 80 to North Adams, Mass. At the same time, the commission proposed as-signing Channel 70 to Bowling Said, "WMGM is not for sale. It is one of America's foremost inde-Green, O., for educational use.



New Video Magazines Enter Field; Schenck Says WMGM Not for Sale

sideration." DE MILLE BIOG ON TOAST VETOED NEW YORK — Projected plans to do a biography of Cecil B. De Mille on "Toast of the Town" were canceled when the Ameritor. The union agreed that he

could appear as a guest, even tho he is not in good standing, but De Mille refused to accept the offer. DU MONT INSTRUMENT PLANT TO OPEN . . .

> NEW YORK - The new instru-Mont Laboratories will be opened anticipate that Dr. Du Mont may do-it-all TV system at the openwhich he hoped to be able to demonstrate by the end of the year. The new building is right

NBC stations are distributing 40,000 copies of a 16-page booklet on the Coronation to teachers thruout the U.S. The booklet was prepared by **Stanley Apple**gate, of the National Education Association, with the co-operation Comdr. Mortimer W. Loewi, asof the British Information Serv-

ing to the April report of the American Research Bureau. . . Some 704,500 TV sets were installed during March, bringing tan's contentions that the arrangethe national total circulation to 23,256,000, according to NBC research. . . . WOAI-TV, San An-tonio, is offering \$10,000 annually can Federation of Television and Radio Artists manifested opposi-tion to his appearance as narra-"Handbook of TV and Film Technique" by Charles W. Curran, has just been published by Pellegrini & Cudahy.

KTYL-TV PREEMS WITH PUBSERV PROGRAMING . . .

made its debut Saturday (2) with KOA-FM to (Bob) Hope Produc-a 17-hour benefit show for the tions, Inc., last year for \$1,000,000 ment plant of the Allen B. Du Cerebral Palsy Foundation of cash and a note for \$1,250,000 Central Arizona, said to have been from Hope. If the note held by Tuesday (12). Industry sources the first time a TV station devoted NBC constitutes "control" and a premiere show for this purpose. stands in the way of a possible have more to say about the new The all-night telethon, emseed by TV grant to Metropolitan, the Vincent Price, who was assisted by Warren Hull and Jane Pickens, Productions to pay off, and the ing ceremonies. At a stockhold-ers' meeting this week, Dr. Du attracted a large turnout of stage Mont revealed that the firm was working on a compatible three-dimensional color TV system here en route from the Los An-Judd, E. J. Richardson and George geles convention of the National Association of Radio and Television Broadcasters. Full-time opbehind Du Mont headquarters in Clifton, N. J. OTHER NEWS IN BRIEF . . . Orbital Distance Str. and SAGINAW, Mich. -Jr., theater operators; Dwight Harkins, a Nace associate, and Lorenzo Lisonbee, local radio man. NEW TOWER SET FOR FLORIDA'S WITV ...

FORT LAUDERDALE, Fla.sistant to the president of Allen ices and NBC. . . . The Denver B. Du Mont Laboratories and school board this week voted to president of WITV here, anschool board this week voted to file application for Channel 6 there. . . WCAN-TV, upcoming Milwaukee UHF station, is offer-ing its facilities for four hours weekly to the Wisconsin Associa-tion for Vocational Education.... KDKA, Pittsburgh, has started a TV training school for its own technical and program staffs.... Walt Framer is pitching a new quiz show, "Make a Million," starring Jerry Lester...."I Love Lucy" has dropped out of first place in Boston and Baltimore, with WBRD-AM, of which L. C.

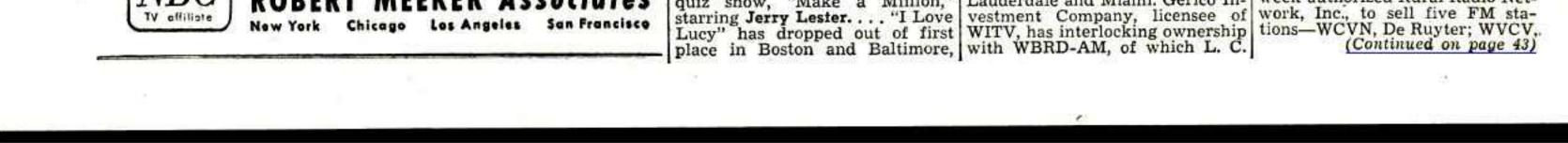
KMYR Asks FCC To Turn Down **Competitor Grant**

WASHINGTON, May 9. - Station KMYR, applicant for a contested TV channel in Denver, this week (7) asked the Federal Communications Commission to grant KMYR's application and turn down a competitor, Metropolitan Television Company, on grounds that Metropolitan is controlled by NBC. Said KMYR, "Metropoliments in question are simply debtor-creditor and that, as such, they are immaterial to 'control,' together constitute a double non sequitur."

NBC, in a memorandum the same day to the commission, reiterated that it does not control Metropolitan, licensee of KOA and KOA-FM. Thru DC legalists James E. Greeley and Thomas E. PHOENIX, Ariz. - KTYL-TV web sold its interest in KOA and commission should ask Hope corporation will, Greeley said.

> W. English are also owners. Robert W. Standard, formerly with WTVJ, Miami, is general manager

SAGINAW, Mich. — WKNX-TV here kicked off programing Mon-day night (4), the first TV outlet to begin operations in Northeastern Michigan. William J. Edwards, president and general manager, said the station will carry programs from the four networks, syndicated films and live programs. Live programs will emanate from an RCA-equipped stu-





Local boy makes good-business

The Durantes, O'Connors and Cantors of tomorrow are only local boys today. Starting June 13th—on a <u>full</u> NBC Radio network—they will

contests... and 13 winners will have been selected. On the 14th week, these winners will compete in the National Finals—with New York

get their first big push along the road to national fame. On summer radio's Saturday night showpiece, **NEW TALENT, U.S.A.,** America will audition the <u>biggest parade</u> <u>of new stars ever assembled</u> for a national radio audience.

IT GOES IN LOCAL ... IT COMES OUT NATIONAL

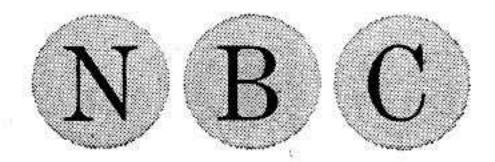
Each week (7:30-9:30 EDT), New Talent, U.S.A. will originate from four different cities. The NBC affiliate in each city will produce a 30-minute segment of the show. Each station will air the best of its hometown talent, both professional and non-professional, selected through talent elimination contests.

Studio audience will pick each city's winner (who will be given valuable prizes) and a New York program board will select, from the four, the winner of the week. At the end of 13 weeks, 52 cities will have had NBC Station talent origination and a grand prize.

NEW TALENT, U.S.A. ASSURES LOCAL CO-OPERATION

Local listener excitement, aroused by the talent elimination contests, most of which will run from 5 to 8 weeks. Dealer enthusiasm and co-operation, stirred by local identification -local boy makes good business. Merchandising potentials which only a local-national program can provide. Full merchandising, exploitation and audience promotion support from NBC affiliates and field representatives.

New Talent, U.S.'A. is available to sponsors in 30minute segments and multiples thereof. The program price starts at \$750, modest enough to make it a profitable buy ... to reach listeners all summer, at home, at the beach, in their cars. For, this summer, wherever people are... they will have **NEW TALENT, U.S.A.**



Radio Network

a service of Radio Corporation of America









TELEVISION-RADIO

MAY 16, 1953

Special Carrier for Theater TV Likely; Early FCC Ruling

immediate fate of theater TV will theater TV interests of a special service. This would have the efbe decided soon by Federal Com- carrier on common carrier fre- fect of giving theater TV a gomunications Commission. The quencies has been pending before ahead for widespread expansion. learned, were counseled this petition was filed by the Motion theater TV installations in the week-end in a report from their Picture Association of America, legal department to authorize use of a special carrier for theater TV on common carrier frequencies. This authorization by the FCC would terminate the current the- pany and the latter's opposition ater TV hearings which began last received a rebuttal from the thefall, and also would provide a ater TV groups. If the commission green light for expansion of the- okays this petition, industry ater TV installations thruout the groups apparently would get tocountry. The legal department gether to form a common carrier submitted its recommendation to service for theater TV use on a the commissioners at a staff meet- co-operative basis. Presumably, ing yesterday (8).

the service would use coaxial

A petition seeking the commis- cable for short haul transmission

WASHINGTON, May 9.-The sion's OK for establishment by and microwave for longer haul nation.

> that the commission will go along companies and distributors. The with its staff recommendations, action. The commission could altheater TV petition, leaving the- terie's orchestra. ater TV on the present basis of being served by AT&T. Still unanswered would be the question which the commission was pon-

MYSTERY PROGRAMING WEAPON **CBS-TV Gets Rights to** Light, Portable Camera

this week was readying its new untapped source of programing. mystery programing weapon — a CBS-TV initially intends to use portable camera and sound sys- the camera for a filmed docutem said to weigh between five mentary which is to be presented and 10 pounds. The network has next fall in a key nighttime slot. acquired exclusive rights to its The program would use the camuse for an indefinite period from era almost like a roving mike to its owner, whose name is undis- capture the flavor and realism of closed, but who has invested life in such places as subways,

the camera are so striking, according to informed sources, as to

NEW YORK, May 9.-CBS-TV documentaries in TV, as yet an \$200,000 to perfect the video office buildings, bridges and other locations hitherto almost in-The lightness and portability of accessible to the usual studio cameras.

Also significant is a new techhave revolutionary implications nique that the camera employs men will report to the station's for drama on TV. It would make for shooting, but the network has director of programs and operapossible a type of underplayed refused to explain in detail this tions Dick Pack, who steps up to

Personnel Shuffle On at WNBC-BT

NEW YORK, May 9.-In the wake of the recent promotion of Ted Cott, NBC veepee and WNBC-WNBT general manager, to the web's owned and operated upper echelon, the local stations here underwent a personnel reshuffle this week.

Steve Krantz, WNBT director of WNBT program manager, succeeding Pete Affe, who moves into the newly created post of WNBC-WNBT operations. Both drama not usual in the medium technique thus far. Dage Elec-because of the relative rigidity of tronics and Claude Neon have Cott's new packaged-programing 3 FCC Bills the current cameras and the ef- just placed two portable cameras operation. Meanwhile the hunt is to be as light as the new CBS-TV acting manager of the two sta-camera. tions under Cott's supervision.

Web Telecast Will Showcase Big Bands

Meadowbrook nitery in New Jersey will replace the Paul Whitecommissioners, it was reliably the agencies for three months. The There are already more than 100 man show this summer on the ABC-TV web (Saturday, 7-8 p.m.) beginning May 23, thus setting the stage for a big cross-country There is no complete certainty dance band promotion by record

weekly Meadowbrook airers, but the odds favor this course of packaged by Dailey and agent Bullets Durgom, will feature the low the theater TV hearings to go bands currently appearing at the unresolved without granting the nitery, teeing off with Ralph Mar-

Dailey has been TV-minded for some time now, on the theory that proper use of the medium could spark a revival of the big dering in hearings which began in dance business of the late '30's October, namely whether a por- As proof he cites the fact that tion of the spectrum would be Saturday night dinner business at assigned to theater TV. Saturday night dinner business at the Meadowbrook soared 33½ per the Meadowbrook soared 331/3 per cent higher when the nitery carried a weekly TV-remote over the Du Mont network in 1951. Dailey and Durgom negotiated a similar deal for a Saturday night TV remote with NBC last year, but it fell thru at the last minute and the web carried a studio origination instead.

The new hour teleshows, tagged "Band of the Week" or "Saturday Night Dancing Party," will feature a vaude-band show format, patterned after the old Paramount fleshers with Goodman and Dorsey.

Dailey has booked Billy May's ork to follow Marterie on June 5, and Sauter-Finegan June 13 and special events, has been appointed 20. He's negotiating for Jerry Gray, Billy Morrow and Ralph Flanagan to fill out the rest of the summer.

> Mercury will launch a big promotional pitch for Marterie on the first show via tie-ups with dis-



NEW YORK, May 9.- A remote | tributors and dealers in TV cities telecast from Frank Dailey's across the country, and Capitol will give the May date a big push in June. General Artists is also expected to play an active part in. the promotional program since, with the exception of Gray, all of the bands are represented by that agency.

FCC Appeals **On Giveaways**

WASHINGTON, May 9. - The Federal Communications Commission will appeal directly to the Supreme Court from a Federal Court decision which partly invalidated the FCC's anti-giveaway rule. The decision to appeal the case was made late yesterday (8) as one of the final acts of outgoing FCC General Counsel Benedict Cottone.

The Federal Court in the Southern District of New York several months ago handed down a decision upholding the commission's authority to act on giveaways but denying the commission's antigiveaway rule. The case had been taken to court by ABC, CBS and NBC. The issue has been in the courts since 1949.

The showdown on the issue in the nation's highest court will be watched by the entire industry with intense interest. At stake will be a fortune in programs. If the FCC loses, there is no doubt that there will be a revival of giveaway programs on an increased scale. A victory for the FCC will leave giveaway programs pretty much at the present level, at best, and could possibly discourage the vogue.

The Supreme Court is expected to give the case an early date. The commission, under the rules, is able to carry its appeal directly without the necessity for filing a writ of certiorari.

fect of their psychologically for- on the market, but neither is said still on for an exec to function as bidding appearance on actors. But as important is its use for camera.





Double-Barrelled TV Film Marketing Impact!

Weekly Billboard . . .

Billboard TV Film Program Guide and Market Report

with The Billboard's exclusive buy-right sell-right approach to TV film marketing.

- May . . . TV Film Program Guide and Market Report dated May 30 . . out May 26 . . . deadline May 21

TEXAS Enterpr PHONE Linden 3181 PROSPECT

Over the sixty or seventy odd stations I have visited I always noticed that Billboard was a standard item of equipment in the film buyer's offices. Also, many of the agencies refer to it regularly for television film information.

Very sincerely, Gelden ohn van Geldern Fesident

JVG/aph

To Get Action

WASHINGTON, May 9 .- A trio of bills to alter the Communications Act requested by the Federal Communications Commission will get munications Commission will get House floor action, having been favorably discharged by the House Interstate and Foreign Commerce Committee yesterday (8). The bills, all introduced by Committee Chairman Charles A. Wolverton (R., N. J.), would extend the time in which the commission must act on protests from 15 to 30 days, make persons who willfully or make persons who willfully or knowingly violate the act for the first time guilty of misdemeaors instead of felonies, and waive the requirement of construction permits for government, amateur and nobile stations.

At a hearing prior to the com-mittee's vote FCC Chairman Rosel Hyde urged the committee to reluce the felony charge to a mislemeanor to protect the majority of first offenders — "respectable ousinessmen." Typical of the un-uthorized operators of transmiters who plague the commission is he high school student who builds is own equipment, Hyde reported, dding, "The Justice Department reluctant to carry on prosecution a person whose offense is from terest in experimentation and ithout evil intent." Second of-nders, however, would still be insidered felons under the bill, ibject to a fine of not more than an two years, or both.

3 Directors Get Top Spots In Video Field

NEW YORK, May 9. — Three top directors — Felix Jackson, Richard de Rochemont, and William Spier-this week moved into important spots in TV. A noted producer of film documentaries, De Rochemont joins J. Walter Thompson as a veepee. His immediate assignment is undisclosed, but his film background will be used by the agency to backstop its various film projects -commercials, industrial enter-tainment and video programing.

Jackson will replace Fletcher Markle as director of "Studio One," beginning in September. The director's last affiliation was with Young & Rubicam, for whom he produced the hour-long "Playhouse of Stars." Jackson's writing credits in Hollywood in-clude "Destry Rides Again" and the Deanna Durbin films.

10,000, imprisonment for not more The advertiser could not make a deal with Worthington Minor.



NEW YORK, May 9.—One of the few radio performers little affected by TV, Galen Drake will ments. The gabber has made a earn close to his \$156,000 record kine of a video show for CBS-TV, year in 1953 if his present sponsorship line-up remains intact. product jockey has found several new network clients, including Hunt Club Dog Food and General Foods, and is now on WCBS-AM four and a quarter hours weekly and on CBS radio 55 minutes weekly.

and may be aired on WCBS-TV next season by several of his current clients.

Next week, Drake will be doing his 1,000th commercial for a sponsor — Lever Brothers Good Luck Margarine will be the client. Drake has a reputation for being able to move food items;



THE BILLBOARD Radio-TV Show Charts For Reviews and Ratings of Songs and Records See The Billboard Music Pop-

Top 10 TV Shows Each Day of the Week in **BALTIMORE** (461,000 TV Sets;* Panel Size 400)

. . . According to Videodex Reports

WAAM	, IncABC, DuM
WBAL-TV	Radio, IncNBC
WMAR-TV	Bell CoCBS

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

MARCH, 1953

SUNDAY. SIGN-ON TO SIGN-OFF

1.	TOAST OF THE TOWN	CB5	8:00-	9:00	WMAR	.32.9
2.	SUPER CIRCUS	ABC	5:00-	6:00	WAAM	.31.2
3.	WHAT'S MY LINE?	CBS	10:30-	11:00	WMAR	.29.7
4.	COMEDY HOUR	.NBC	8:00-	9:00	WBAL	.28.7
5.	THE WEB	.CBS	10:00-	10:30	.WMAR	.25.4
6.	PRIVATE SECRETARY	.CBS	7:30-	8:00	WMAR	.22.4
7.	GENE AUTRY (film)Nor	1.Net	7:00-	7:30	WMAR	.22.0
8.	THE PLAINCLOTHESMAN	DuM	9:30-	10:00	WAAM	.21.6
9.	REWARD FOR TALENT	Net	6:00-	6:45	WAAM	.21.5
10.	ROCKY KING, DETECTIVE	DuM	9:00-	9:30	WAAM	.20.3

MONDAY, SIGN-ON TO SIGN-OFF

1. I LOVE LUCY	
E. INCOM JOURD	**********
3. LUX VIDEO THEATER	
4. RED BUTTONS SHOW	27.0
5. PERRY COMO	
6. ROBERT MONTGOMERY PRESENTS NBC 9:30-10:30 WBAL .	19.5
7. STUDIO ONE	17.0
8. GARRY MOORE	14.7
9. THOSE TWO	14.3
10. CBS NEWSWMAR.	13.5

Videodex and **Pulse Studies of** ATLANTA Top 10 TV Shows Each Day . . . According to Videodex

NEXT WEEK

Top 5 Radio Shows

Each Day

Avg. Rtg. . . . According to Pulse

FOR FULL INFORMATION

about all radio and television shows . . . ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages. For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street. New York,

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

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

Top 5 Radio Shows Each Day of the Week in **BALTIMORE** (373,400 Radio Families*)

. . . According to Pulse Reports

WCAO	1,000 watts 5,000 watts 10,000 watts	(days) Ind. CBS (days) MBS	WITH	 vattsABC vattsInd. vatts (days)Ind. vattsInd.
	5,000 watis	(nights)	1.000	

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

JANUARY-FEBRUARY, 1953

Highest Qr. Hr.

Rtg.

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

4. MY LITTLE MARGIE CBS..... 8:30- 9:00..... WCAO..... 6.0

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

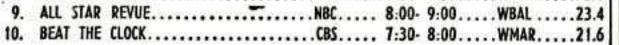
ļ	LUX RADIO THEATER	9:00-10:00 WCAO	6.3
1	THE RAILROAD HOUR NBC	3:00- 8:30 WBAL	6.0
į	VOICE OF FIRESTONENBC	8:30- 9:00 WBAL	6.0
i.	THE TELEP !: ONE HOUR NBC	9:00- 9:30 WBAL	5.0
	BEULAH CBS	7.00- 7:15 WCAD	4.8
ŕ	GODFREY'S TALENT SCOUTSCBS	8:30- 9:00 WCA0	48
ł	THE LONE RANGER ABC	7:30- 8:00WFBR	4.8

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

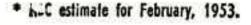
LIFE WITH LUIGICBS	9:00- 9:30 WCAO	6.5
PEOPLE ARE FUNNYCBS:		
FIBBER McGEE AND MOLLY NBC		
MY FRIEND IRMACBS	9:30-10:00WCA0	6.0
BEULAHCBS	7:00- 7:15 WCAO	6.0

	TUESDAY, SIGN-ON TO SIGN-OFF			WEDNESDAY, 7 P.M. TO 12 P.M.
1.	TEXACO STAR THEATER	'Alvino Rey Show'	1.	THE 3IG STORY
			2.	WHAT'S MY LINE?
3.	THE CISCO KID (film)	Kicks Off May 23:		YOU BET YOUR LIFE
4.	CHICDENCE CPC 0.20 10.00 WPAL 223		2.	DR. CHRISTIAN
5.	KIT CARSON	May Go Network		BEULAH
6	CRIME SYNDICATE	TOUR REPORT OF THE PROPERTY OF THE PROFESSION OF THE PROPERTY OF		JUNIOR MISS
	NUM FILODE NO. 7 30 7 45 WOM 103	HOLLYWOOD, May 9 "Al-	5.	EDWARD R. MURROW
8		vino Rey Show," high-budgeted hour-long tele seg, will kick off		WALK A MILE
0		Saturday (23) on KNBH with an		THE GREAT GILDERSLEEVE
10	STRIKE IT RICH	eye toward station's parent,	5	PHILIP MORRIS PLAYHOUSE
10.	STRIKE IT RIGHT 111111111111111111111111111111111111	NBC, picking up the show as a	5	BOB HOPE
	WEDNESDAY, SIGN-ON TO SIGN-OFF	web summer replacement. Show's		
	2 4 4 4 4 5 4 5 4 5 4 5 4 5 4 5 4 5 4 5	talent cost is estimated in the		THURSDAY, 7 P.M. TO 12 P.M.
1.		\$4,000 bracket. Series, sold locally for 26 weeks to a Compton (Calif.)	1	EDDIE CANTOR
2.		Dodge-Plymouth dealer, features	2.	JUDY CANOVA
3.	STRIKE IT RICH	the cleatric quitag plucking he	2.	BING CROSBY
4.	MAN AGAINST CRIME	toner, 12-man ork, the Four King	4.	TRUTH OR CONSEQUENCES
5.	PERRY COMOWMAR20.7		э.	FATHER KNOWS BEST
6.	THIS IS YOUR LIFE	plus two specialty acts per week.		FRIDAY, 7 P.M. TO 12 P.M.
7.	PABST BLUE RIBBON BOUTS	working.		
8.	HOWDY DOODY		2	OZZIE AND HARR:ET
9.	KRAFT TV THEATER	in the 10-11 nm slot Local deal	2.	MEET CORLISS ARCHER
10.	ARTHUR GODFREY	was made thru Warwick & Legler	2.	THIS IS YOUR FBI, CRIME LETTER
		agency by KNBH's James Wem-	5.	BEULAH
	THURSDAY, SIGN-ON TO SIGN-OFF	ple. Budget is believed to be high-	2.	EDWARD R. MURROW
1.	DRAGNET	est ever afforded by the NBC owned-operated outlet for a local	5	THE LONE RANGER
2.	GROUCHO MARX	series and is prompted by its sum-	5.	MR. CHAMELEON, MUSIC IN THE AIR CBS 9:00- 9:30 WCA0 4.8
3.		mer replacement network aspira-	• 5.	LINEUP, MUSIC IN THE AIR "BS 9:30-10:00 WCA0 4.8
4.	THE LONE RANGER	tions.		
5.	MY LITTLE MARGIE		233	SATURDAY, 7 P.M. TO 12 P.M.
6.	BIG TOWN	The second s	1.	GANGBUSTERS
7.	AMOS 'N' ANDY	remun zu rim	2.	GUNSMOKE
8	BURNS AND ALLEN	To Surrondor CD	3.	TARZAN
9	FORD THEATER	To Surrender Cr	3.	GENE AUTRY
10.	THIS IS YOUR ZOO	WASHINGTON, May 9 Per-	10.00	
		mian Basin Television Company,		
	FRIDAY, SIGN-ON TO SIGN-OFF	Midland, Tex., recipient in February of a TV station grant,		MONDAY-FRIDAY, 6 A.M. TO 7 P.M.
Ť.	OUR MISS BROOKS	this week became the second post-	10	FOR THE REPORT OF THE PARTY OF
2	MY FRIEND IRMA	freeze TV grantee to surrender a	1.	ARTHUR GODFREY
2	MAMA	construction permit to the Federal	2.	NEWS, MELODY TIME
	MR. & MRS. NORTH	Communications Commission. Rea-	4.	OUR GAL SUNDAY, EISENHOWER
4.		son advanced by Permian was that program sources and potential ad-	4.	YOUNG DR. MALONE 7.2
5.		vertising revenues failed to mate-	3	SATURDAY, 6 A.M. TO 7 P.M.
0.	DIO 310K1	rialize. First to return a CP to the		NAMES OF A DESCRIPTION OF A DESCRIPTION OF A DESCRIPTIONO
	PERRY COMO	commission was KGKL-TV, San	1	STARS OVER HOLLYWOOD
ð. 0	LIFE OF RILEY		12.	THEATER OF TODAY
9.	OZZIE AND HARRIET		4	ROBERT Q. LEWIS
10.	HOWDY DOODY		4.	DICK COLEMAN
	SATURDAY, SIGN-ON TO SIGN-OFF			11:15-12:00
			4.	FUN FOR ALL
1.	YOUR SHOW G. SHOWS		4.	CITY HOSPITAL
Ζ.	JACKIE GLEASON SHOW	NDC ACCULATE	4.	GIVE AND TAKE
	YOUR SHOW OF SHOWS	NBC AFFILIATE	134	
4	-WILD BILL LICKOK		1	SUNDAY, 6 A.M. TO 7 P.M.

	1.1		2012/02/02			111111111
- Ner 1	1.	CUSTOM-MADE MUSIC	Not Net	11:30-	12:00	WITH
v	2.	OUR MISS BROOKS	CBS	6:30-	7:00	.WCA0
ase in.	3.	TRUE DETECTIVE MYSTERIES		5:30-	6:00	.WCBM
2	3.	CUSTOM-MADE MUSIC OUR MISS BROOKS TRUE DETECTIVE MYSTERIES THE SHADOW		5:00-	5:30	.WCBM

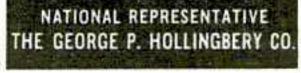


5. BIG TOP......WMAR.....27.1



6.

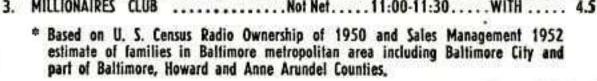
8.



in **DETROIT**

OWNED AND OPERATED B

DETROIT













TV FILM

MAY 16, 1953

Distribs Have Sales Boom in Libraries to New TV Stations

By JUNE BUNDY

ing off big for distributors of both theatrical features and of films produced specially for TV. In the former category, Unity Television Corporation here already has grossed around \$3,000,000 on its theatrical library sales to more than 100 stations. In the field of film made for TV, Consolidated Television Sales, Inc., already has grossed more than \$500,000 on its new Station Starter Plan. M. Wurtzel package. The latter in a move to cash in on the new lot, the first being Gross-Krasne, is currently sold in 50 markets trend. The Tee Vee Company of Inc.

Altho Consolidated's plan has been in operation less than two months, the firm has sold it in 36 markets to date, making 13 of its latest sales during the National Association of Radio and TV Broadcasters' meet in Hollywood offers new broadcasters unlimited NEW SERIES last week. The Consolidated plan exhibition and sales rights to a catalog of nine TV film series at a weekly fee equal to the station's starting Class A one-hour rate. The deal calls for a straight 18month contract without escalator clauses.

Theatrical distributors have recognized the value of library contracts longer than distributors of films produced especially for TV. Arche Mayers, Unity prexy, estimates that 75 per cent of new station programing is now devoted to film. Since the begin-

McClure Quits Mc-E to Join **Owen Murphy**

\$3,000,000 on library sales to 100 WTVP. Decatur, Ill.; WFTV, Dustations in all, under a plan, luth, Minn., and KIDO-TV, Boise, whereby broadcasters buy a min- Ia. imum of 500 hours on a year's Meanwhile, other major TV for a gross return of \$450,000.

ning of this year, Unity has sold | Rochester, Minn.; KBMT, Beau-NEW YORK, May 9.-Library its library program to 40 out mont, Tex.; KETT, Tyler, Tex.; sales to new TV stations are pay- of 54 new stations for a total KMO-TV, Tacoma, Wash : KTXL sales gross "well in excess of San Angelo, Tex.; WKJF, Pitts-\$1,000,000." Surgh; WTVE, Elmire, N. Y.; Unity has grossed around WCHA-TV, Chambersburg, Pa.;

> Hollywood has already launched Consolidated's 13 new Station such a program, and Sterling Tel-

Ziv Plans Studio in San Fernando, Calif.

NEW YORK, May 9 .-- Ziv TV Programs, Inc., is readying plans to build its own film studios this fall on a 30-acre site in the San Fernando Valley of California, home of Warner Brothers and grown from seven markets 18 Universal-International. The new studios will serve as the West Coast headquarters for all Fredimum of 500 hours on a year's Meanwhile, other major TV eric W. Ziv interests, including contract. Unity's library lists film distributors, including Ziv- Ziv Radio and World Broadcastmore than 1,000 flickers, but ex- TV, are said to be mulling over ing. Ziv is the second TV produccludes the firm's new 18-film Sol similar mass-program sales plans, tion company to acquire its own

Right now, Ziv films are shot at the California Studios in Hol-Starter Plan sales were made to evision this week announced its lywood under a long-term agreethe following stations: WTVS-TV, Gadsden, Ala.; WBKZ-TV, operation. (See story elsewhere Battle Creek, Mich.; KROC-TV, in this issue.) Gross-Krasne, Inc., acquired the Gross-Krasne, Inc., acquired the studios from Sherman's estate last November, and it's possible that some aspect of the sale may provide a legal loophole for Ziv to void the pact when it moves to its new headquarters.

The new Ziv studios will feature the most modern equipment, including facilities for TV tape recording and ample space for various experimental projects.

One of the most active TV film producers in the business, Ziv is currently filming nine series in both color and black and white,

Summer Run For Marx Pix

HOLLYWOOD, May 9. - NBC this week renewed its contract with Filmcraft Productions to keep the Groucho Marx show on the air during the summer. Pact calls for 13 half-hour shows consisting of re-edited material of the top Marx shows of the past to be aired, as last summer, under the "Best of Groucho's" title. Marx's

with two new flicker packages on the agenda for this fall.

Ziv's new expansion plans are apace with the rapid expansion of TV in the Far West, which has months ago to 48 today. Ziv TV's own film sales in the 11 Western States soared from one to a current total of 167 during that same period.

Walter Kingsley, who launched Ziv's Western division 18 months ago as a one-man operation, via an initial sale of "Boston Blackie" to KRON-TV, San Francisco, has a staff of four account executives today. Latest sale made in Kingsley's territory was that of "Fa-vorite Story" for sponsorship by Olympia Beer in all of the West Coast's key markets.

Film Producers **Elect David Pincus**

NEW YORK, May 9.-David Pincus, head of Caravel Films, was last week elected president of the Film Producers' Association of New York. Pincus said the program of FPA in the coming year will stress promotion of the know-how of New York producers and co-operation with New York's Commerce Department in the creation of a TV center.

Other new FPA officers are vice - president, Walter Lowendahl, Transfilm; secretary, Leslie Roush, and treasurer, Ed Lamm, Pathescope, re-elected. Elected to the board of directors were Pete Mooney, Audio Productions, former FPA president; Ralph Cohen, Screen Gems, and Herbert Kerkow.

'China Smith' Now current series ends June 11. De In 41st Market NEW YORK, May 9.-The sale Marx's "You Bet Your Life" of "China Smith" to Schulte Prockter TV Enterprises.

MPTV to Distribute New Mid-East Drama Films

NEW YORK, May 9 .- Motion | outfit on the West Coast, may en-Pictures for Television, Inc., will counter some unusual competidistribute and partially bankroll tion in its planned series of 26 a new dramatic series on film to half-hour TV films. Motion Picbe shot on Middle-Eastern loca- tures for Television, Inc., has tions. Produced by Montgomery been syndicating the old "Buck Ford, the half-hour romantic ad- Rogers" theatrical serial starring venture series will star Maria Buster Crabbe, and it is likely Riva and features her husband, that the old serial could sharply

will turn actor. The video film program will be Gordon" series. If it syndicates directed by Gerald Mayer, and this, it would probably withdraw Harold Kallen will be story edi- the "Flash Gordon". theatrical tor. Supporting actors will be serial it has been distributing. hired on location.

'CRACKDOWN,' 'LONDON' PEDDLED TO NETS

William Riva, a designer, who undercut the new series. MPTV itself is planning a new "Flash

SKIRBALL PLANS DRAMA SERIES

HOLLYWOOD-Jack Skirball NEW YORK - "Crackdown" is planning a half-hour dramatic and the "Jack London Adventure series based on stories of top Theater" are currently being ped- modern authors. The pilot is dled to network advertisers here "Lesson in Biology" by Pearl by Stuart Reynolds, head of Buck, and the series is going under the title "World Premiere." Skirball is working on the Goldwyn lot here under the company name, Films for Television, Inc.

Move Fits With Firm's Pkg. Show **Expansion** Plans

NEW YORK, May 9, - Don McClure has resigned as manager of radio-TV production for Mc-Cann-Erickson, Inc., to join Owen directed by E. A. Du Pont. Murphy Productions, Inc., here as an associate producer of TV commercials, industrial films and ture film for theatrical distribupackage video shows, both live and film. Heretofore, the Murphy outfit has concentrated on the industrial and TV commercial field, numbering among its accounts Firestone, Ford, Philco and Chesterfield. The hiring of McClure, however, coincides with the firm's recent decision to expand its package show activities in a big way, particularly in regards to film shows.

Under the aegis of veteran Hollywood producer Lewis Ginsler, Murphy has lined up about 20 new TV film properties, including the rights to 400 Fanny Hurst short stories, which will be packaged as "Fanny Hurst Play-'house"; "At Mrs. Leland," based on another group of Hurst stories; a situation comedy series, "Back on the Farm," and a half-hour Iron Curtain documentary, "Op-eration Red," based on the experiences of author Robert Parker.

Filming on the latter series will start this month, with Parker as narrator and Paul Vajda as tech- nical advisor. Another upcoming film project is "Inside Straight," based on Michael MacDougall's American Weekly and scripted by Rex Lardner and Don Mankiewicz. McClure, who formerly served as TV chief for N. W. Ayer & Sons, Inc., will be associated with Ginsler in production of all the shows.

Fine and Dandy

Ginsler is also readying some musical properties, including the old legit click, "Fine and Dandy,' which he originally produced on Broadway. The exec produced many top-budgeted musicals during his 10-year stint with Paramount Pictures in Hollywood, including "The Big Broadcast" and "Artists and Models."

lot of B movies, and he expects syndication of such film property. his experience in this field to

Reynolds Productions, the sales agent. The former, a video film series, was taken from the files of the Internal Revenue Bureau and was produced by David Hire and

Reynold is also packaging his Jack London property into a feation abroad. Mutual TV Productions, the producers of the series, has the rights to 170 stories written by Jack London.

STANDARD TV BUYS 'MASTERS' ...

NEW YORK - The Standard TV Corporation has just acquired the rights to syndicate "Music by the Masters." The series of nine half-hour musical films, featuring longhair artists, was presented on NBC-TV last season by Lee Carpets, under the title "Meet the Masters." Such names as Jascha Heifetz, Artur Rubenstein, Marion Anderson, Gregor Piatigorsky, Andres Segovia, Nadine Connor and Jan Peerce are in the film package.

The series, produced by Marcus Loew who also owns Standard, is unique in that the artists fee and percentage on the network sales are reportedly so hight that each has already made more than \$50,000 on the deal. Anthony Azzato is Eastern sales manager for Standard.

COMPETITION IN STORE FOR BUCK ROGERS

card sharp expose articles in the Productions, Inc., a newly formed tion of America. MCA will pitch taine's novel.

BARRINGTON SETS TWO SERIES

HOLLYWOOD - Barrington Films, with Dick Johnston as production supervisor, has been set up at the Hal Roach Studios to produce two series for NBC-TV. The first, "I and Claudie," is based on the magazine stories by Dillon Anderson. The second, "Mr. Mosby, Decent Citizen," is a situation comedy derived from the stories by Robert Riley Crutcher.

WM PEDDLES 'MEDAL, HONOR' SERIES

NEW YORK - The William Morris Agency this week was peddling "Medal of Honor," a new video film series produced by W. R. Frank, whose specialty heretofore has been full-length series. The program dramatizes the situations under which various heroes have won their medals.

'DOCTOR' SERIES TO BE SET SOON ...

HOLLYWOOD - Samuel Taylor is nearing completion of the scripting of a new half-hour

Soto-Plymouth will continue as bankroller.

series is produced by John Gudell Stores on WABC-TV here places with Bob Dawn and Bernie Smith the video film package in its 41st co-directors. Audience participa- market, making it the most suction series is telepixed by Film- cessful package syndicated by craft.

Vitapix Shuffle Puts **Mullen in Prez Seat**

HOLLYWOOD, May 9.-Frank their resources in acquiring filmed E. Mullen this week returned to product. Each member contributes the TV film industry as prexy of \$10,000 with funds to be used in the Vitapix Corporation during a getting films. William F. Broidy, meeting which realigned the tele- head of the TV film producing film syndicate's exec forces. Newly firm bearing his name, was then named board chairman was Kala- elected veepee in charge of promazoo's (WKZO-TV) John E. duction, a position he still holds. Fetzer. Robert H. Wormhoudt To date, Vitapix has not launched was named exec veepee. Mullen, its own production but has conformer NBC exec veepee, took his centrated on acquiring feature initial step into TV film two years films. ago when he became board chairman of Jerry Fairbanks Produc-tions. He resigned that post fol-Dunlap for Great Western Films man of Jerry Fairbanks Produclowing the short-lived merger be- and distributed theatrically by tween Fairbanks and · Official Monogram starring Johnny Mack Films.

for member TV stations to pool be TV first runs.

situation comedy to be called the show for national sponsorship. "Doctor in the House." The series No casting has been done yet. will be produced on film by Among Taylor's writing credits is Revue Productions, film produc- the Broadway hit, "The Happy NEW YORK - Buck Rogers ing subsidiary of Music Corpora- Time," based on Robert Fon-

Firm today owns 27 Western Brown and Whip Wilson. Firm is Vitapix was formed a year and reportedly now in negotiation for a half ago to provide a means various feature films, majority to

Firm expects to number 30 members by the time its board meets in Chicago on June 3. At that time, its policies will be set in the hope of getting its operations rolling in high gear. Vitapix lists as its objectives: (1) Securing film product for its member stations; (2) distribution of film products to its member stations and/or others; (3) expanding service production aids for local station use; (4) any other film operations as determined by management and (5) engaging in the sale of specified time periods cooperatively.

New member stockholders in Vitapix include the Westinghouse owned outlet, WBZ-TV, Boston; the Cox stations, WSB-TV, Atlanta and WHIO-TV, Dayton, O.; WPIX of The News, New York; WIS-TV, Columbia, S. C.; WDSU-TV, New Orleans; WKZO-TV, Interstate's sales stress will be Kalamazoo, and WBNS-TV, Co-

Lind Move to Sales Post Cues Allied Push Into Syndicate Field

Artists-Monogram this week projected itself significantly into the national video film syndication field via the designation of Lloyd Lind as veepee in charge of sales for Interstate TV Corporation, its TV film subsidiary. The company will now re-channel its efforts away from the production However, prior to making the of TV film only and toward the A flickers, Ginsler turned out a combination of production and

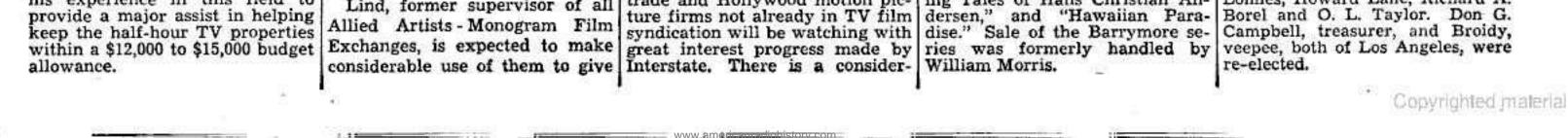
Lind, former supervisor of all

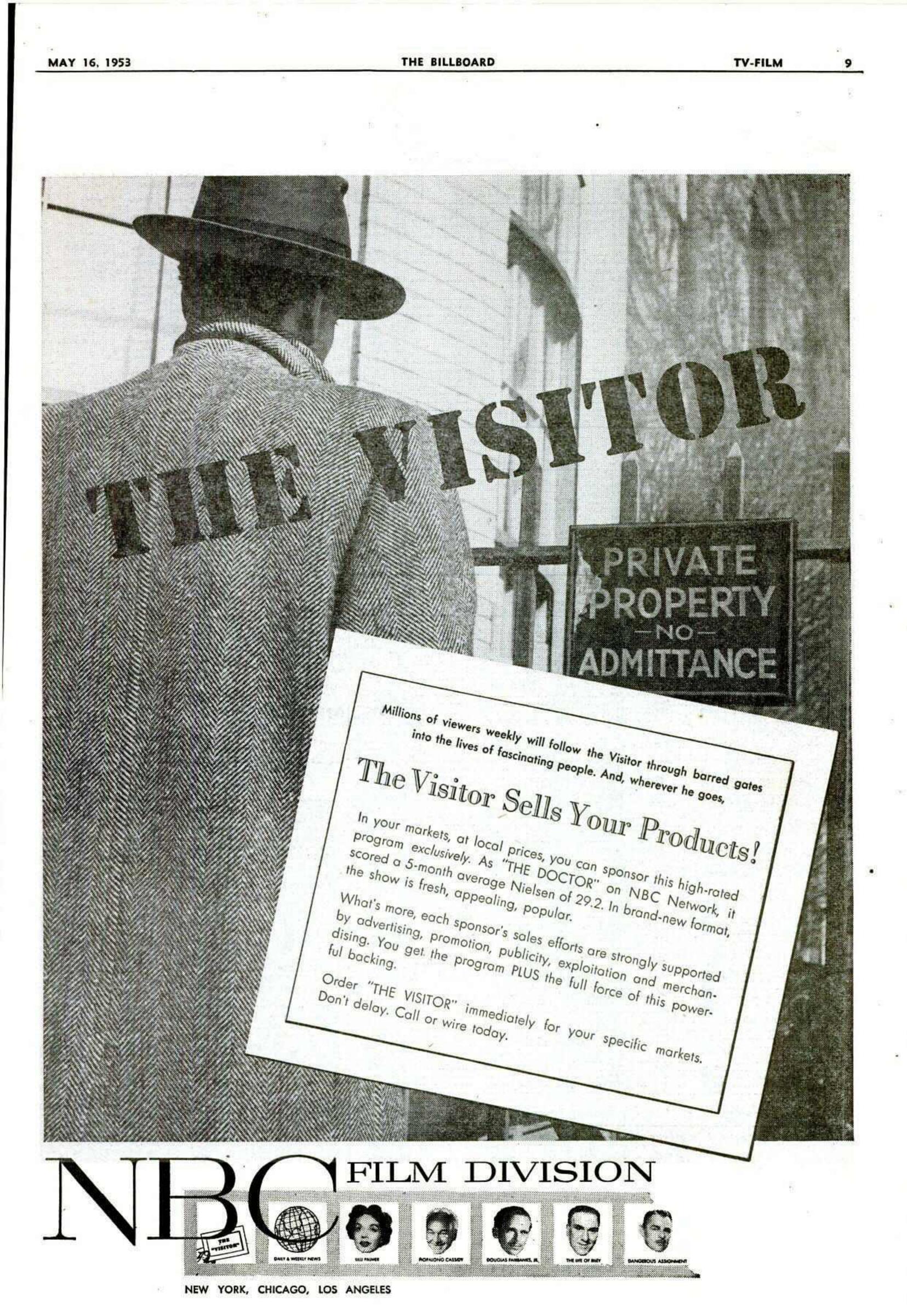
film companies have set up TV sal, Columbia-none has made as direct use of their film exchanges. In most cases, as with Columbia's field. Screen Gems, separate sales units have been organized.

Watch With Interest

NEW YORK, May 9.-Allied his organization national sales able body of opinion which impact. Altho many Hollywood claims that TV films must have specially oriented sales staffs and subsidiaries - among them 20th Century-Fox, Paramount, Univer- nel will not be able to sell TV advertisers and stations because they have no knowledge of the

> on the "Ethel Barrymore Thea- lumbus, O. New board consists ter," which already has been sold of Fetzer, Mullen, J. Leonard Watch With Interest Consequently, the video film trade and Hollywood motion pic-trade and Hollywood motion pic-







TV FILM 10

MAY 16, 1953

THE BILLBOARD TV FILM BUYING GUIDE

• ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Ocumentary	No. Sets in Market	March ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
CLETE ROBERTS (15 r	nin260 rel	-United Arti	ists Televisio	on) .	76	100.000.000.000.000	
Chicago Los Angeles							5:45- 6:00 p.
San Francisco	600,000	1.3					9:30-10:00 p. :
CRUSADE IN EUROPE				WEWS		w	9:00- 9:30 p.
San Francisco	600,000	5.9		KGO			3:00- 3:30 p. :
CRUSADE IN THE PA	CIFIC (30 m	in26 rel	The March	of Time. In WEWS	nc.) 7	Su	4:00- 4:30 p.
MARCH OF TIME (30 m	nin weekly-	The March o	f Time, Inc)	24 - C		2000 B 2000
Baltimore Boston	410,000	11.8		WNAC			7:00- 7:30 p. : 6:00- 6:30 p. :
Chicago		3.1		WBKB		Th	10:00-10:30 p.
Cincinnati	740.000	8.6		WEWS	·····		9:30-10:00 p.
Columbus	VA. 1000 100 200 200 200 200 200	16.4					7:00- 7:30 p.
Dayton Detroit	. 823,000	7.7		WJBK		F	7:00- 7:30 p. 1
Los Angeles New York		8.3			····		7:30- 8:00 p. 7:00- 7:30 p.
Philadelphia Salt Lake City				WCAU .	·····	M	7:00- 7:30 p.
San Francisco	600,000	5.1	49.6	KGO			9:30-10:00 p.
San Francisco Washington	444.000			KGO		M	8:30- 9:00 p.
Washington							
				T	1	1	T
Quiz	No. Sets	March	Sets		No.		
Citaire -	in	ARB	In	Station	Stations	Days	(
HEADLINES ON PARA	Market	Rating	Use	Used	in Market	Shown	Time
Boston	1,029,000	6.9	19.1	WNAC		w	7:15- 7:30 p.
Boston	(15 min.—Wa	Iter Schwimn	ner Product	ions) WNAC		M-T-W-Th-F	12:45- 1:00 p.
Cincinnati	375,000	A	17.5	WKRC		M-T-W-Th-F	3:00- 3:30 p.
Dayton	222,000	1.1	6.8	WHIO .		M-T-W-Th-F	6:45- 7:00 p. 9:45-10:00 a.
Detroit Philadelphia		7		WFIL			2:30- 2:45 p. 6:45- 7:00 p.
San Francisco	600,000	6.2 5.7	26.3	KRON .		M-T-W-Th-F	6:30- 6:45 p. 7:00- 7:15 p.
Washington		3./		WINDW	••••••		/.00- /.15 p. 1
		1		E.	1 1		1
Western	No Sets	March	Sets		No.		<u>,</u>
W GRASHI	in Market	ARB Rating	in Use	Station Used	Stations in Market	Days	Time
SENE AUTRY (30 min	the state of the s	and the second second	Contraction of the local data	1 UNU	in anni Ket	30040	
Baltimore	. 410,000						
Boston	. 1,460,000	11.6		WBBM .		Su	6:00- 6:30 p.
Cincinnati		13.7		WKRC .			
Columbus	. 258,000			WBNS .		Su	7:00- 7:30 p.
Detroit Los Angeles						Su F	
New York Philadelphia		20.8	49.0	WCBS		Su	7:00- 7:30 p.
San Francisco	600.000	15.2	46.4	KGO		Th	7:00- 7:30 p.
				WTOP	·····		7:00- 7:30 p.
Baltimore	. 410.000			WBAL .		тт	7:00- 7:30 p.
	1 079 000			WNAC .			5:30- 6:00 p.
Boston	1.460.000			WRKR	A	Su	2:00- 2:30 0.
Chicago Cincinnati				WCPO .		Su	6:00- 6:30 p. 1
Chicago Cincinnati Cleveland	. 1,460,000			WCPO .		Su Su S	6:00- 6:30 p.
Chicago Cincinnati Cleveland Columbus Detroit	1,460,000 375,000 740,000 258,000 823,000			WCPOWNBKWBNSWXYZ		Su Su S Th Su	6:00- 6:30 p. 1 6:00- 6:30 p. 7:00- 7:30 p. 4:00- 4:30 p.
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles	. 1,460,000 . 375,000 . 740,000 . 258,000 . 823,000 		53.9. 29.5 45.1 32.0 41.5 59.6	WCPO WNBK WBNS WXYZ WXYZ	3 3 3 3 7 7	Su Su Th Su Th Th M	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 4:00- 4:30 p. 7:00- 7:30 p. 7:00- 7:30 p.
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia	. 1,460,000 . 375,000 . 740,000 . 258,000 . 823,000 		53.9. 29.5 45.1 32.0 41.5 59.6 31.1 35.4	WCPO WNBK WBNS WXYZ WXYZ KECA WNBT WCAU	33 3 3 7 7 7 7 7	Su Su Th Su Th M M 	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 4:00- 4:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p.
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia Salt Lake City	. 1,460,000 375,000 258,000 823,000 1,410,000 3,400,000 1,217,000 88,700		53.9 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3	WCPO WNBK WBNS WXYZ WXYZ KECA WNBT WCAU KDYL	3 3 3 7 7 7 7 3 3 3	Su Su Th Su Th M M 	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 7:30- 8:00 p.
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia	. 1,460,000 . 375,000 . 258,000 . 258,000 . 823,000 . 1,410,000 . 3,400,000 . 1,217,000 . 88,700 . 600,000		53.9 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 46.4	WCPO WNBK WBNS WXYZ WXYZ KECA WNBT WCAU KDYL KRON	3 3 3 7 7 7 7 7 7 3 3 3	Su .Su .Th .Su .Th .M .M .F .F 	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 4:00- 4:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:30- 8:00 p. 7:00- 7:30 p.
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington	. 1,460,000 . 375,000 . 258,000 . 258,000 . 823,000 		53.9. 29.5. 45.1. 32.0. 41.5. 59.6. 31.1. 35.4. 62.3. 46.4. 30.3. ts Televisior	WCPO WNBK WBNS WXYZ WXYZ KECA WNBT WCAU KDYL KRON WNBW	3 3 7 7 7 7 7 7 3 3 3 3 3 4	Su Su Th Su Th Su Th M M F F F 	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 4:00- 4:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:30- 8:00 p. 7:00- 7:30 p.
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington OWBOY G. MEN (30 n Cincinnati Columbus	. 1,460,000 . 375,000 . 258,000 . 258,000 . 823,000 . 3,400,000 . 1,217,000 . 88,700 . 600,000 . 444,000 . min.—13 rel.— . 375,000 . 258,000		53.9 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 1.46.4 30.3 ts Television 27.4 39.1	WCPO WNBK WBNS WXYZ WXYZ WXYZ WXYZ WNBT WCAU KDYL KRON WNBW M WNBW	3 3 7 7 7 7 3 2 3 4 3 3	Su Su Th Su Th Su Th M F F F F Th S Su Su Su	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 4:00- 4:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:30- 7:30 p. 7:00- 7:30 p. 6:30- 7:00 p.
Chicago Cincinnati Cleveland Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington OWBOY G. MEN (30 n Cincinnati Columbus Detroit	. 1,460,000 . 375,000 . 258,000 . 258,000 . 823,000 . 3,400,000 . 1,410,000 . 3,400,000 . 1,217,000 . 88,700 . 600,000 . 444,000 . min.—13 rel.— . 375,000 . 258,000 . 823,000		53.9 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 46.4 30.3 ts Televisior 27.4 39.1 23.7	WCPO WNBK WBNS WXYZ WXYZ WXYZ KECA WNBT WCAU KDYL KRON WNBW M WNBW	3 3 7 7 7 7 3 2 3 3 4 3 3 3 3	Su Su Th Su Th Su Th M F F F F Th S Su Su Su	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:30- 7:30 p. 7:30- 7:30 p. 7:00- 7:30 p. 6:30- 7:00 p. 6:30- 7:00 p. 2:30- 3:00 p.
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington OWBOY G. MEN (30 n Cincinnati Columbus Detroit New York New York New York	.1,460,000 .375,000 .258,000 .258,000 .258,000 .3,400,000 .1,410,000 .1,217,000 .88,700 .600,000 .444,000 min.—13 rel.— .375,000 .258,000 .823,000 .3,400,000		53.9. 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 46.4 30.3 ts Television 27.4 39.1 23.7 32.7 32.7 23.3	WCPO WNBK WBNS WXYZ WXYZ KECA WNBT WCAU KDYL KRON WNBW M WNBW M WNBW M WNBW M WNBW M WNBW	3 3 7 7 7 7 7 7 3 2 3 3 4 3 3 7 7 7 7 7 7 7 7 7 7 7 7 7	Su Su Th Su Th Th M M F 	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 6:30- 7:00 p. 6:30- 7:00 p. 6:30- 7:00 p. 5:30- 6:00 p.
Chicago Cincinnati Cleveland Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington CowBOY G. MEN (30 n Cincinnati Columbus Detroit New York New York New York New York	.1,460,000 .375,000 .258,000 .258,000 .258,000 .3,400,000 .1,217,000 .1,217,000 .3,400,000 .444,000 min.—13 rel.— .375,000 .258,000 .3,400,000 .3,400,000 .3,400,000 .3,400,000		53.9 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 46.4 30.3 ts Televisior 27.4 39.1 23.7 32.7 23.3 ilm Divisior	WCPO WNBK WBNS WXYZ WXYZ KECA WNBT WCAU KDYL KRON WNBW n) WCPO WBNS WBNS WUJ WPIX WPIX WPIX	3 3 7 7 7 7 7 7 3 3 4 3 3 3 7 7 7 7 7 7 7	Su Su Th Su Th Th M M F F F Th S Su Su Su Su Su	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:30- 8:00 p. 7:00- 7:30 p. 7:00- 7:30 p. 7:30- 8:00 p. 1:30- 2:00 p. 6:30- 7:00 p. 5:30- 6:00 p. 5:30- 6:00 p.
Chicago Cincinnati Cleveland Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington CowBOY G. MEN (30 n Cincinnati Columbus Detroit New York New York New York New York New York New York New York New York Saltinore Baltimore Boston	.1,460,000 .375,000 .258,000 .258,000 .823,000 .3,400,000 .1,217,000 .1,217,000 .1,217,000 .1,217,000 .1,217,000 .3,400,000 .444,000 min.—13 rel.— .375,000 .258,000 .3,400,000		53.9. 29.5. 45.1. 32.0. 41.5. 59.6. 31.1. 35.4. 62.3. 46.4. 30.3. ts Television 27.4. 39.1. 23.7. 32.7. 23.3. ilm Division 25.7. 22.1.	WCPO WNBK WSNS WXYZ WXYZ WXYZ WNBT WNBT WNBT WNBT WNBT WNBW n) WBW WBW WBNS WBNS WPIX WPIX WPIX WPIX WBAL WBZ	3 3 3 7 7 7 7 7 7 3 3 3 3 3 3 7 7 7 3 3 3 3 3 3 3 3 3 3 3 3 3	.Su .Su .Th .Su .Th .Su .Th .M .M .F .F .Th .S .Su .Su .Su .Su .Su .Su .Su .S	6:00- 6:30 p. 1 6:00- 6:30 p. 1 7:00- 7:30 p. 1 6:30- 7:00 p. 1 6:30- 7:00 p. 1 5:30- 6:00 p. 1
Chicago Cincinnati Cleveland Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington Cowboy G. MEN (30) Cincinnati Columbus Detroit New York New York New York New York New York New York	.1,460,000 .375,000 .258,000 .258,000 .258,000 .3,400,000 .3,400,000 .1,217,000 .3,400,000 .444,000 min.—13 rel.— .375,000 .258,000 .823,000 .3,400,000 .3,400,000 .3,400,000 .1,029,000 .1,460,000 .375,000		53.9. 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 46.4 30.3 ts Television 27.4 39.1 23.7 23.7 23.3 ilm Division 25.7 22.1 29.8 20.7	WCPO WNBK WNBK WXYZ WXYZ WXYZ WNBT WNBT WNBT WCAU WNBT WNBT WNBW m) WBW m) WBW m) WBW WBW WBW WPIX WPIX WPIX WPIX WBAL WBKB WLW-T	3 3 7 7 7 7 7 3 3 4 3 3 3 3 7 7 3 3 3 3 7 7 3 3 3 3 3 7 7 3 3 3 3 3 3 3 3 3 3 3 3 3	.Su .Su .Su .Th .Su .Th .M .M .F .F .F .Th .S .Su .Su .Su .Su .Su .Su .Su .Su .Su	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 5:30- 7:00 p. 5:30- 6:00 p.
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington COWBOY G. MEN (30 n Cincinnati Columbus Detroit New York New York New York New York New York New York New York New York New York New York Salt Internet Columbus Detroit New York New York New York New York Chicago Cincinnati Cleveland	.1,460,000 .375,000 .258,000 .258,000 .258,000 .3,400,000 .3,400,000 .1,217,000 .3,400,000 .444,000 min.—13 rel.— .375,000 .258,000 .3,400,000 .3,400,000 .3,400,000 .375,000 .1,029,000 .1,460,000 .375,000 .375,000 .375,000 .375,000 .375,000 .375,000 .375,000 .375,000 .375,000 .375,000 .375,000 .375,000 .375,000 .375,000		53.9. 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 46.4 30.3 ts Television 27.4 39.1 23.7 23.7 23.3 ilm Division 25.7 22.1 29.8 20.7 24.0	WCPO WNBK WSNS WXYZ WXYZ WXYZ WNBT WNBT WCAU WNBT WCAU WNBT WNBW m) WPIX WPIX WPIX WPIX WPIX WPIX WPIX WPIX WBAL WBKB WLW-T WNBK	3 3 7 7 7 7 7 7 3 3 4 3 7 7 7 3 3 7 7 7 3 3 7 7 7 3 3 7 7 3 3 7 7 3 3 7 7 7 7 7 7 7 7 7 7 7 7 7	.Su .Su .Th .Su .Th .Su .Th .M .M .F .F .F .Th .S .Su .Su .Su .Su .Su .Su .Su .Su .Su	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 5:30- 7:00 p. 5:30- 6:00 p.
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington COWBOY G. MEN (30 n Cincinnati Columbus Detroit New York New York New York New York New York New York New York New York New York New York Saltimore Boston Chicago Cincinnati Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Dayton	.1,460,000 .375,000 .258,000 .258,000 		53.9. 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 62.3 62.3 62.3 7 46.4 30.3 ts Television 27.4 39.1 23.7 23.3 ilm Division 25.7 22.1 29.8 20.7 24.0 28.5 32.8	WCPO WNBK WBNS WXYZ WXYZ WXYZ WNBT WCAU WNBT WCAU WNBT WCAU WNBT WNBW WBNS WIX WBAL WBAL WBKB WBKB WLW-T WBK WBNS WLW-D	3 3 7 7 7 7 7 3 2 3 4 3 7 7 7 7 7 7 7 7 7 7 7 7 7	.Su .Su .Su .Th .Su .Th .M .M .F .F .F .Th .S .Su .Su .Su .Su .Su .Su .Su .Su .Su	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 5:30- 7:00 p. 5:30- 6:00 p. 5
Chicago Cincinnati Cleveland Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington CowBOY G. MEN (30 f Cincinnati Columbus Detroit New York New York New York New York New York New York New York Saltinore Boston Cincinnati Cleveland Columbus	.1,460,000 .375,000 .258,000 .258,000 .3,400,000 .3,400,000 .1,217,000 .3,400,000 .444,000 min.—13 rel.— .375,000 .3,400,000 .3,400,000 .3,400,000 .3,400,000 .3,400,000 .3,75,000 .1,460,000 .375,000 .3		53.9. 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 62.3 62.3 62.3 62.3 7 46.4 30.3 15 Television 27.4 39.1 23.7 23.3 11 Division 25.7 22.1 29.8 20.7 24.0 28.5 32.8 50.5	WCPO WNBK WBNS WXYZ KECA WNBT WCAU KDYL KRON WCAU KDYL KRON WBT WBT WBW WBW WBNS WIX WPIX WPIX WPIX WPIX WBAL WBAL WBKB WLW-T WBK WBNS WLW-D WLW-D WLW-D WLW-D WLW-D	3 3 7 7 7 7 7 3 2 3 4 3 7 7 7 7 7 7 7 7 7 7 3 3 3 3 3 3 3 3 3 3 3 7 7 7 7 7 7 7 7 7 7 7 7 7	.Su .Su .Su .Th .Su .Th .M .M .F .F .F .Th .S .Su .Su .Su .Su .Su .Su .Su .Su .Su	6:00- 6:30 p. 1 6:00- 6:30 p. 1 7:00- 7:30 p. 1 6:30- 7:00 p. 1 2:30- 3:00 p. 1 2:30- 3:00 p. 1 5:30- 6:00 p. 1 6:00- 6:30 p. 1 6:00- 6:30 p. 1 5:30- 6:00 p. 1 6:00- 6:30 p. 1 5:30- <td< td=""></td<>
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington CowBOY G. MEN (30 r Cincinnati Columbus Detroit New York New York New York New York New York New York New York New York Saltimore Boston Chicago Cincinnati Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit Cleveland Columbus Detroit	.1,460,000 .375,000 .258,000 .258,000 .258,000 .3,400,000 .1,410,000 .3,400,000 .1,217,000 .88,700 .600,000 .444,000 min.—13 rel.— .375,000 .258,000 .3,400,000 .1,629,000 .1,460,000 .375,000 .258,000 .258,000 .3,400,000 .1,410,000 .3,400,000 .1,410,000 .3,400,000 .1,410,000 .3,400,000 .1,410,000 .3,400,000 .1,410,000 .3,400,000		53.9. 29.5 45.1 32.0 41.5 59.6 31.1 35.4 62.3 46.4 30.3 ts Television 27.4 39.1 23.7 23.3 Um Division 25.7 22.1 29.8 20.7 24.0 28.5 32.8 50.5 57.7 28.1	WCPO WNBK WBNS WXYZ KECA WNBT WCAU KDYL KCAU KDYL KRON WNBW WNBW WBW WBW WBNS WUST WBK WBKS WLW-T WNBK WBNS WLW-D WNBT	3 3 7 7 7 7 7 3 2 3 4 3 7 7 7 7 7 3 3 3 3 3 3 3 3 3 3 3 3 3	.Su .Su .Su .Th .Su .Th .M .M .F .F .F .Th .S .Su .Su .Su .Su .Su .Su .Su .Su .Su	6:00- 6:30 p. 1 6:00- 6:30 p. 1 7:00- 7:30 p. 1 6:30- 7:00 p. 1 2:30- 3:00 p. 1 2:30- 3:00 p. 1 5:30- 6:00 p. 1 6:00- 6:30 p. 1 5:30- 6:00 p. 1 5:30- 6:00 p. 1 6:00- 6:30 p. 1 5:30- <td< td=""></td<>
Chicago Cincinnati Cleveland Columbus Detroit Detroit Los Angeles New York Philadelphia Salt Lake City San Francisco Washington COWBOY G. MEN (30 n Cincinnati Columbus Detroit New York New York New York New York New York New York Saltimore Boston Chicago Cincinnati Cleveland Columbus Detroit Los Angeles New York Detroit Los Angeles New York	.1,460,000 .375,000 .258,000 .258,000 .258,000 .3,400,000 .1,217,000 .88,700 .600,000 .444,000 min.—13 rel.— .375,000 .258,000 .3,400,000 .3,400,000 .1,629,000 .1,629,000 .1,629,000 .1,629,000 .1,460,000 .375,000 .258,000 .3,75,000 .1,460,000 .1,410,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000 .1,217,000 .3,400,000		53.9. 29.5 45.1. 32.0 41.5 59.6. 31.1 35.4 62.3 46.4 30.3 57.4 39.1 23.7 32.7 23.3 ilm Division 25.7 22.1 29.8 20.7 24.0 28.5 32.8 50.5 57.7 28.1 34.4 49.0	WCPO WNBK WBNS WXYZ WXYZ WXYZ WXYZ WXYZ WNBT WCAU KCAU KCAU KCAU WNBT WCAU WNBT WEAU WBNS WWJ WPIX WPIX WPIX WPIX WPIX WBAL WBAL WBAL WBAL WBAL WBAL WBAL WBAL	3 3 7 7 7 7 7 7 3 2 3 3 3 3 3 3 3 3 3 7 7 7 7 7 3 3 3 3 3 3 3 7 7 7 7 3 3 3 3 3 3 3 3 3 7 7 7 3 3 3 3 3 3 7 7 7 7 7 3 3 3 3 7 7 7 7 7 7 7 7 7 7 7 7 7	.Su .Su .Su .Th .Su .Th .M .F .F .F .Th .S .Su .Su .Su .Su .Su .Su .Su .Su .Su	6:00- 6:30 p. 6:00- 6:30 p. 7:00- 7:30 p. 6:30- 7:00 p. 2:30- 3:00 p. 2:30- 3:00 p. 5:30- 6:00 p. 5:30- 6:00 p. 5:30- 6:00 p. 5:30- 6:00 p. 6:00- 6:30 p. 5:30- 6:00 p. 5:30- 6:00 p. 5:30- 6:00 p. 5:30- 6:00 p. 5:30-
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TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week. Theatrical distributor and original release date of the film has been added where available.

THEATRICAL

THEATRICAL					
	Western		United Art	ists	19
Quality Films. Inc., 1040 N. THE ADVENTURES OF MARTI	N		USACIENT VANALE		0.2
EDEN Motion Pictures for Television		16mm.	Columbia		19
BEDSIDE MANNER	Contract and the Contract of the Contract	I6mm.	United Ar	lists	19
Atlantic Television Co., 130 W			Child Al		1
BLIND MAN'S BLUFF	Mystery	16mm.			
Argyle Films, Inc., 60 W. 46th BLOCKADE	St., New York Drama	16mm.	United Art	lute	19
Motion Pictures for Television				LATA	19
BUCKSKIN FRONTIER	Western	16mm.	United Art	tists	19
Motion Pictures for Television				NO1511	0.00
M & A Alexander, 6040 Suns		16mm.	J. H. Hoff	oerg	19
DIAMONDS AND CRIME	Comedy	16mm.			
Atlantic Television Co., 130 W	. 46th St., New		100000000000000000000000000000000000000		034
DRIFTWOOD Hollywood Television Service,			Republic		19
DUDES ARE PRETTY PEOPLE	Comedy	. N. HO	United Art	ists	19
Unity Television, 1501 Broadw	ay, New York			202	
FRIENDLY ENEMIES		lómm.	United Art	ists	19
Peerless Television Productions HANGMAN WAITS		New Yo 16mm.	IK		
Prockter Syndications, 221 W.					
HELLO, SISTER	Comedy	16mm.			
Atlas Television Corp., 15 W. JUAREZ AND MAXIMILLIAN	44th St., New Drama	York 16mm.	Warner Bro		19
Quality Pictures, 1040 N. Las			Warner Bro	879a -	
KIDNAPPED	Drama	16mm.		Pictures	19
Motion Pictures for Television LADY AND THE MONSTER					
Hollywood Television Service,		16mm. N. Hol	Republic		19
LEAVE IT TO HENRY	Comedy	16mm.	Monogram	Pictures	19
Motion Pictures for Television	and the second se		w York		
LUCK OF A SAILOR Atlas Television Corp., 15 W		16mm.			
MAN FROM FRISCO		16mm.	Republic	57	19
Hollywood Television Service,	Republic Studios ,	N. Hol	lywood		048
MAN IN THE IRON MASK Peerless Productions, 729 7th	Drama	16mm.	United Arti	sts	19
OUT OF THE STORM		16mm.	Republic		19
Hollywood Television Service,	Republic Studios,	N. Holl	ywood		
THE OUTSIDER Motion Pictures for Television		6mm.	Alliance		19
Motion Pictures for Television SECRETS OF STAMBOUL		Ave., Ne	w YORK		
Hygo Television, 60 W. 46th	St., New York				
SENSATIONS	Musical 1	6mm.	United Arti	sts	19
Atlantic Television, 323 E. 23d SOUTH RIDING		6	Tiplied Aut	and a	122
Combined TV Pictures, 328 S.		omm. everly Hi	United Arti	sts	19
STORM OVER LISBON	Mystery 1	6mm.	Republic		19
Hollywood Television Service,					1.5
STRANGE VOYAGE Motion Pictures for Television		6mm.	Monogram		19
STRONGHOLD	Adventure 3	5mm.			
Tele-Pictures, 145 N. Robertson	Blvd., Beverly	Hills, Ca	lif.		
TRAIN TO ALCATRAZ	Mystery 1	6mm.	Republic		19
Hollywood Television Service, WE'RE GOING TO BE RICH		6mm.	20th Centur	P.For	19
Hygo Television, 60 W. 46th S	t., New York	Subal.	zon Centu	J-1-01	19
WHERE ARE YOUR CHILDREN	Drama 1	6mm.	Monogram		19
Motion Pictures for Television	, 655 Madison /		w York		
WHITE PONGO Motion Pictures for Television	Mystery 1 655 Madison	6mm.	w York		
WITHOUT HONOR	Drama 1		United Arti	sts	19
Unity Television, 1501 Broadwa	y, New York				
	0400 - 500645				
OTHERS					
BEHELD HIS GLORY			Religious	16mm.	Fr
National Council of Churches,	220 Fifth Ave.,	New Yo	ork	D CHEMICARDER	-
SEE THE WIND Association Films, 35 W. 45th	5		lucational	16mm.	Fr

This is a weekly service of The Billboard with ratings by American Research Bureau. Different categories are covered each week.

Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.0 rating in a 100,000-set market shows 10,000 sets tuned to the rated show.

Subtracting the RATING figure from the SETS-IN-USE figure provides the total of the ratings of all opposition shows.

Further rating information is available thru American Research Bureau. National Press Building, Washington 4, D. C., or thru its branches at 516 Fifth Avenue, New York, and P. O. Box 6934, Los Angeles 22.

Sales Re-Org At MCA-TV

ments. Kirk Torney, previously Dave Sutton. head of the distributor's San Francisco office, is being brought here administrative details, allowing to be Eastern sales manager. him to devote more attention to Raoul Kent will head Midwestern planning and general manage-

sales staff into three regional seg- All three will report to veepee

The move will free Sutton of NEW YORK, May 9.-In the sales for MCA-TV out of Chicago; ment policy. Previously, the en-

TV FILM PURCHASES

Sales of "Music Hall Varieties," Official Films musical library, continued brisk over the past month, with two overseas sales, to Caracas, Venez-uela, and Tokyo, in addition to domestic sales in Bangor, Me.; Madison, Wis.; Minneapolis; Rock Island, Ill.; Muncie, Ind.; Zanesville, O.; Fort Smith, Ark.; Fargo, N. D., and Battle Creek, Mich.

Falstaff Beer has increased its buy of "City Detective" starring Rod Cameron to 18 markets. The mystery show is not on the air yet. Segments of MCA-TV's "Famous Playhouse" are being run in many of the markets in the interim. Sterling Television's new agency sales department made a batch of new film series sales this week. Rogers & Porter picked up "Wonders of the Wild" for sponsorship by Genesee Brewing Company, in Elmira, N. Y., and "Armchair Adventure" for sponsorship by Genesee in Rochester, N. Y. "Beat the Experts" was sold to Romig-C. Fuller Agency, Se-attle. "The Paul Killiam Show" was picked up by the Valen-tine-Radford Agency for Kan-sas City; "Armchair Adventure" was bought by the Black Agency for sponsorship by Earl McMillan, Ford dealer in Houston, and by the Allmayer-Fox Agency for Kansas City.

NBC's Film Division this week reported the following sales of syndicated film series: Weekly news show to KMJ-TV, Fresno, Calif.; "Douglas Fair-banks Presents" to KTYL, Mesa-Phoenix, Ariz.; hour-long "Hopalong Cassidy" films to KFAZ, Monroe, La.; KMZ-TV, Fresno, Calif., and WDAY, Fargo, N. D. for sponsorship by Cass-Clay Creamery. Halfhour Hoppys were sold to KPHO, Phoenix, Ariz. "The

signment" was purchased by KFAZ, Monroe, La.; KMJ-TV Fresno, Calif., and WDAY, Fargo, N. D., for sponsorship by Diamond Highway Furniture. NBC's newest syndicated series, "Victory at Sea," has been sold to 11 stations to date, including WFIL, Philadelphia; KMJ-TV, Fresno, Calif.; KTYL, Mesa-Phoenix, Ariz.; WNBW, Washington, D. C.; KIT-TV, Yakima, Wash.; WBAL, Baltimore; KNBH, Los Angeles, and to the Anthracity Agency for showing in the Scranton, Pa., market.

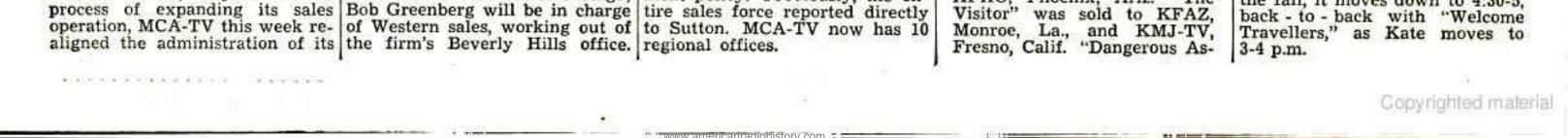
P&G Is Set For Fall With 'Letter,' 'Time'

NEW YORK, May 9.-Procter & Gamble this week was just about set for the fall, with the firming up of two properties for which it had been negotiating (The Billboard, May 9). The Lo-retta Young telefilm series, "Let-ter to Loretta," was pacted for the 10 p.m., Sunday, slot on NBC-TV, in which P&G has been airing "The Doctor" this season.

Miss Young will narrate and star in each show, which will be produced by her husband, Tom Lewis. Tide is the product, Benton & Bowles the agency.

The daytime problem likewise was solved when the B&B kine of "Time Out for Fun," cut last week in Chicago, panned out satisfactorily. The audience participation show features Fran Allison as femsee, with Jim Ameche announcing. During the summer it will air 4-4:30, p.m., across the board on NBC-TV, in the first half of the Kate Smith time. In the fall, it moves down to 4:30-5,

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



THE BILLBOARD

NIGHT CLUBS-VAUDE

Betty Hutton, Shubert, Chicago (Tuesday, May 5) .

Price policy, \$4.80-\$1.20. Nightly thru Sunday (17) and matinees Wednesday, Saturdays and Sundavs. Producer-director, Charles O'Curran. Musical director, Lou Bring. Company manager, Irving Cooper. Press, Herb Carlin.

\$1.10 cover with \$3.50 minimum. When Betty Hutton wound up almost an hour onstage, she wasn't the only one that was beat. The audience was equally limp. exclusive. There's no denying her electric charge, her fiery exuberance, the sudden vells (there's no sleeping while Hutton's on!) that rocked the Shubert which has the gal here for a two-weeker. Her style calls for almost a crazy-quilt informality that at times seems to lack any adherence. Yet'it is that very incoherence - all carefully rehearsed-that makes Miss Hutton the dynamo she is.

For this date, she brought along supposedly is hased up by the the Skylarks, voice and terp quin- pianist. Opening ditty about retet, who gave additional body to the act and permitted her to take but the pace picks up readily a couple of short breathers. Basi- and he's soon got them all in the cally, the Hutton act was a reprise yock shop. of the one she killed them with at the New York Palace. The chief difference was the absence of the trapeze bit that used to have Paramount Pictures scared silly.

Instead she used the Judy Garland format, a downstage bit in geant" and "Colorado." She's pert which she sits on the apron and and expressive, stopping things grows informal with ballads and frequently to insert unadorned chatter. It tends to make the au- jokes that are corny enough to dience feel closer, and they love bring laughs. Her burlesqued it. It's a good gimmick no matter treatment of "My Blue Heaven" who does it. When it was all and the windup, "Chena Luna' over. Miss Hutton pulled Georgie | are strong. Jessel up for a quickie yarn about his appearance at the Shubert perform smoothly. Duo brings in with Sarah Bernhardt as the some dialog to dress up one dance headliner.

Strict Vaude

The first half of the show was strict vaude with a high IQ. Bambi Lynn and Rod Alexander did three numbers that were episodic in character, giving terp version of the progress of the \$3.50 minimum. Shows from 10 dance form thru the years. Their to 4. Owner, Al Greenfield. Pubballet, set to "Surrey With the licity, Max Cooper. Booking, ron-Fringe on Top," was particularly exclusive.



Roxy, New York

(Wednesday, May 6)

cents-\$2. Four shows daily. Book-

er and manager, David Katz, Pro-

ducer, Arthur Knorr, Show

The house has come up with

another sock ice-spectacle. In fact,

the first half of the show is one

of the brightest and happiest re-

vues yet seen upon the giant ice-

colorama stage here, with flashy

routines, strong chorus and prin-

cipal work, and eye-catching cos-

tumes and sets. Unfortunately,

it takes some smart bladework by

Hirschfield to pick up again. But

is built about some phase of col-

lege life. The show opens with

verve, sparked by the rhythm

skating of Bobby Blake, with the

girls' skating line helping him out

with the routine. The chorus dolls

youthful blue and white denims.

The vocal routine which fol-

lowed the opener is a stunning

tableau, which rates a real nod

for staging and production. It fea-

tures the male chorus, working

loud collegiate costumes, singing

"The Wiffenpoof Song." The set

resembles Mory's in New Haven,

Conn. The singers sold the tune

while seated at tables, and the

skaters added action by lifting

beer mugs and moving about on

the ice. This scene drew a solid

Campus Number

Blake and a lovely belle named

Karen doing some lively rhythm

skating and forthright work from

the guys and gals of the chorus to

The campus number, with

hand from the crowd.

outstanding blade revue.

played by house ork.

Capacity 5,886. Price range, 80

Palace, New York (Friday, May 8)

Capacity, 1,700. Price range, 65 cents - \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Jo Lombardi's ork.

For the second four-a-day stanza, Dan Friendly has come up with over-all smart booking for a good balance of comedy, terp, chant and novelty. The opener spots tappers Bill and Tony Migal. The pair has developed a fast-stepping act with a good build-up for a sharp acro finish. the show sags in the middle and The opening routine, however, seems a little over-long and the team of Jo Barnum and Fred repetitious.

The comedy sector has Johnny even with the dull spots, it's an Morgan in next-to-closing. The comic registers well with familiar Theme of the new show is life material, which again is sock with on the campus, and each routine Palace customers. Likewise on the fun beam is Bruce Howard, back at the house with his imitations, and Ben Wrigley with his sound-souped restaurant panto and blood-donor bit. At the show caught, all of them were hitting looked most attractive in their the laugh jack-pot.

In the novelty department, marioneteers Wanda and Armand score with their musical mannikins. The puppets can turn from Swiss bell-ringing to playing anything from a concertina to a xylobehind a scrim and decked out in phone - a good, solid entertainment seg. On the same agenda is Frank Mansfield and his wife and daughter with their standard trick-shooting act, which serves as an excellent wind-up.

Ballroom Terping

Some standout ballroom terping is offered by Norton and Patricia. The duo projects showmanship, and repeats a variety of lifts and spins to put them in the first-class bracket. This is an act bound to go places. June Astor has the bill's single vocal slot. She again displays attractive salesmanship. via vocal salutes a la Merman Garland, Brice and Sophie Tucker. She has a big voice-too big. in fact, for her kind of projection. She should cut down on her mike volume cr hold back her own power.

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

13

Capacity, 175. Price policy, \$5 minimum. Shows at 8:30 and 12:30. Operator, Monte Proser. Booking, non-exclusive. Estimated talent cost, \$3,250.

Joni James is the attraction, but the Four Lads who started out by backing Johnnie Ray, make the show. The four goodlooking French-Canadian kids can sell and sing. They came in with a routine that pulled together a series of their pop Okeh hits with

novelty tunes, and then tied it up with an imaginative, attentionwinning, dissertation on music forms. The latter merged various tunes to demonstrate the growth of music from the spiritual to the bop form. The lead bary, a tall, good-looking lad with a fine speaking voice, set the scene in believable manner. The result was a tremendous mitt that pulled them back for two encores.

The Four Lads have progressed to the point where their plaid Eton jackets are no longer necessary. They sound and look good enough without resorting to bizarre costumes. Either straight sport outfits or dinner jackets would improve their appearance. Joni James, brought back here

(Continued on page 40)

Carousel, Pittsburgh (Tuesday, April 27)

Capacity, 300. Price policy, \$2.50-\$3.50 minimum. Shows at 8:30 and 12:15. Owners-operators, Jackie, Sol and Bill Heller. Exclusive booking, George Claire. Estimated budget this show \$750.

Jackie Heller is a phenomenal piece of show business property. Covering over a quarter of a century of stardom, Heller is still the biggest attraction he can play in his own room, and here he is again filling the place and killing the people with his sweet songs and his great salesmanship.

Looking about half his age. Heller opened with warm greetings to everyone celebrating anything at all, and then started his stint with "Wild Horses" and slowed down with a schmaltzy version of "How Do You Talk to an Angel." He did about seven songs and then answered a few requests, to go off with a roomrocking bow. Jeannie Kerin, who looks and is just the regular cut-up from a Northwestern University sorority house, makes a solid impression in her second visit to the room. She has all the earmarks of big time and should be one to be reckoned with in the near future. Rafe Olson and his Parisian Models, a real pretty act, opened the show. Luke Riley's ork (5) did their usual great job in cutting the show and played for dancing. Len Litman.

outstanding.

The first half toppers were the Minevitch Harmonica Borrah Rascals. Johnny Puleo's pantos as the aggrieved little guy who is picked on panicked them.

Bob Williams and his educated pooches was another top laugh puller. His "surprise" takes — "What did he do?" bits registered as heavily here as it did around the country.

Joe Jackson Jr., back on the boards after an icer, pulled his customary howls for his breakaway bike routine. The show started with the Lang Troupe in its standard teeterboard routines. Ordinarily a solid act, the Langs didn't register too well on this one. Tom Parkinson

Empire Room, Schroeder Hotel, Milwaukee

(Tuesday, May 5)

Capacity, 350. Price policy: no cover, no minimum. One show nightly at 10. Owner-operator, Schroeder Hotels. Manager, Louis Limecooly. Publicity, Paul Lufton. Booking, MCA. Estimated talent cost. \$2,500.

Carl Brisson is definitely a draw here. He was greeted by a the other manipulates a symfull house for his opener. The only act on the bill, top-hatted Brisson, was on for more than an hour and did more than a dozen numbers.

Brisson was a complete master of the situation all the way, skillfully managing to project his big voice and friendly personality to all parts of the awkwardly arranged room, moving about with a hand mike during the whole performance. Bolstered by highly expert lighting, Brisson injected loads of dramatic feeling into the bulk of his numbers. As a result such items as "With These Hands," "The Angelus," "I Believe" and the old reliable, "Cocktails for Two" almost attained production status and proved terrific crowd-pleasers. He paced himself cleverly, and his hearty style won the pewsitters completely when he organized them into a community-sing group and even had some of the customers out on the floor exercising their vocal cords.

The Bob Kirk orchestra turned in a masterful show-cutting job,

Spot has succeeded in putting together another winner. Heading the bill is the Mary Kaye Trio, with Marshall Izen's strong turn neatly fitting into the format.

Chez Paree, Chicago

(Friday, April 24)

Shows at 9, 12 and 2. Operator,

Dave Halper. Publicity, Aaron

Cushman. Booking policy, non-

Back on the nitery circuit after

serving radio and TV time, Jan

Murray wins laughs on neat adap-

tations connected with a women's

club in the house; presence of

youngsters, which supposedly

queered his scheduled material.

and cracks to a patron who hadn't

bothered to turn around for a

look at the comedian. Good bit

is Murray's vocalization which

turning to the Chez is only fair,

Rose Marie's singing and asides

start with a vocal explanation of

the act, called "These Are the Songs." The fun starts there and

continues thru two novelties,

"Don't Be Angry With Me, Ser-

Blair and Dean, dance team,

and uses a ballet class setting to

Black Orchid, Chicago

(Tuesday, April 28)

Capacity, 125. Price policy,

mark the next. Tom Parkinson

Capacity, 500. Price policy,

The trio balances straight work with good , medy. Opening with "Say It With Your Heart" and "I've Got You Under My Skin." they demonstrate-ability in the voice and instrument departments. Comedy seeps in slowly and it's a transition rather than a jar when they move to their zany "I Get a Kick Out of You." Frankie Ross does a fine job with much of his most effective stuff used as background for the Mary and Norman Kaye vocals. His version of Louie Armstrong's "I Can't Give 'ou Anything but Love," is classic.

"Tenderly," "Granada" and "Laura" are dished up straight and effectively. "Old Black Magic" and "The Monkey Song" bring out the best of Trio's comedy.

Izen uses piano, puppets, vent and vocals to stage a one-man band style. He tells of a German singer's spotty career, with clever, accented material and pianovocal trimmings, and finally there's the number in which one hand is devoted to the piano and phony conductor puppet. It's good comedy thruout.

Gene Terry opens the show with Irish songs.

Tom Parkinson.

Carnaval Room, Sherry-Netherlands, New York (Wednesday, May 6)

Capacity 265. Price policy. \$1.50-\$2.50 cover. Shows at 9:30 and 12:15. Owner, Sherry-Netherlands Hotel. President and talent buyer, Serge Obolensky. Booking, non - exclusive. Estimated talent cost, \$350.

Soni Corti is a slim brunette canary with a delivery that highlights exciting emotions and stage movements so typical of the more successful Continental girl singers. She demonstrated that same intense, but still repressed, style, that can take a foreign language and, give it a fiery reading and gain attention from an audience unfamiliar with the tongue.

On night caught, the p.a. sys-

the tunes of "Varsity Drag" and others of that era, was outstanding. The chorus really performed its intricate "Black Bottom" type r. utine faultlessly, and the use of the line by choregrapher Dolores Pallet was most imagi...ative.

Professor Backwards drew solid yocks from the crowd with his wry monologue, then drew gasps with his deft backwards pronunciation and spelling of seven and eight-syllable words. However, despite the fact that the professor has a good routine and is a funny comic, his act slowed down the entire ice show. It lost drive and act 'n, since the Professor works help as ice show It points up again the difficulty of combining the vaude form with a fast-paced ice revue.

Show sagged again with a dull ballroom number-in spite of a re-sparked the show. The pair, with Hirschfeld and the act is a mighty strong one.

Closing Act

Jimmy Ceasar did some spectacular jumps and leaps over the barrels in the closing act, and Adele Inge turned in a good job with her acrobatic routine. The McKellen Brothers scored with their comic act, with one of the boys acting a la Jerry Lewis on skates. This routine would probab., have gone over more solidly with pruning.

Dolores Pallet, who stages the New Yorker Hotel shows, has indicated that she can turn out an eye-pleasing spectacle on a large stage with this bright show. Michi's costumes, as usual, were fetching. The Choraleers were well directed by Ray Porter, and the ork under Bob Boucher cut the show smoothly.

The pic was "Trouble Along the Vay." Bob Rolontz.

talent. Where she missed was on a Jerome Kern medley which not only didn't compare with the rest of the routine, but seemed out of place.

Working with John Cooke at the piano, Miss Corti showed handling some difficult arrange- tem was out so she worked with- assurance and stagecraft that such ease and bounce (despite a ments in flawless manner. They out it. The lack of amplification should be of interest to musical head cold), however, nobody

The pic is "Desert Legion." **Bob** Francis.

> Ciro's Hollywood (Wednesday, May 6)

Capacity, 460. Price policy, \$2 cover. Shows at 10:15 and 12. Owner-operator, Herman D. Hover. Publicity, Jim Byron, Bookwithout skates, which doesn't ing policy, non-exclusive. Estimated budget this show, \$3,200. Estimated budget last show, \$4,500.

Continued from page 2

man Hover has augurated a new policy during the dance peripleasant, the over-long pair-by ods. He's integrated Bill Norvis Edith Kandel and Ernie Mann. It and the Upstarts (Midge Parker was the exciting teamwork of Jo and Dee Arlen, two gals) as sing-Barnum and Fred Hirschfeld that ers with the band and vocalizing emsees to intro the dancapation working together for the first hour. They do a remarkably fine time, showed off a breath-taking job and should add to the aroundroutine, featuring splits, lifts and the-clock entertainment that in-flips that brought down the house. cludes Dick Stabile's ork, which cludes Dick Stabile's ork, which The petite lass works beautifully is fine as usual in the backing and for dancing. .r 4 the Bobby Ramos rumba group.



Capacity, 265. Price policy \$1.50-\$2 cover. Shows at 9:15 and 12:15. Owner, Pierre Hotel Corporation. Booking, non-exclusive; buying done by Stanley Melba. Publicity, Kurt Hoffman. Estimate.! talent cost, \$5,000.

This is one of the most expensive shows room has had, with the exception of Hildegarde. It created spotting problems. Both Denise Darcel and Mata and Hari got same size billing, tho Miss Darcel got the left side and the closing spot Marcel Ventura, personal manager for both acts, must've had his hands full.

Opening night was full of those things that always plague openings. The p.a. system went bad and acts didn't seem to have their routines set. That the show went as well as it did was a great credit to Miss Darcel and Mata and Hari.

Miss Darcel will never be accused of being a singer. She has

Mocambo, Hollywood (Tuesday, May 5)

Capacity, 220. Price, \$2 cover. Shows at 10:30 and 12:30. Cwneroperator, Charlie Morrison. Publicity, Charlotte Rogers, Booking policy, non-exclusive. Estimated budget this show, \$3,000. Estimated budget last show, \$2,800.

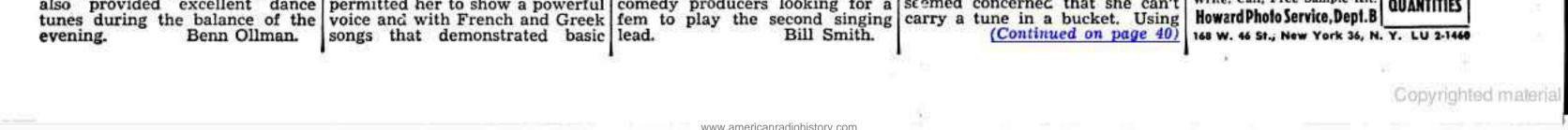
Harry Belafonte's vocalizing was made for this nitery. His rhythmical offerings are well paced, his repertoire neatly selected. "Timber," his opener, is the hors d'oeuvre of a musical repast whose courses range from genuine folk tunes to the calypso, and concludes with a demitasse that is bright and brief.

Singer easily sells his wares. His appearance here should augur well for Charlie Morrison's patronage. Belafonte exhibits a flair for the folk melodies on which he concentrates. His styling is pleasing, particularly with the rhythmic ones uch as "Bird and Bee" and "Women Are Smarter.'

Belafonte's offerings of "Susanne" and "Mathilda" come off well as does the contemporary "Scarlet Ribbons." The performances are gleatly enhanced with the fine accompaniment of Millard Thomas on the guitar. Eddie Oliver's ork accompanies on only one number, but, as usual, the work is more than satisfactory Ed Velarde.

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NIGHT CLUBS-VAUDE

THE BILLBOARD

14

Communications to 1564 Broadway, New York 36, N. Y.

MAY 16, 1953

Vegas Hotels Wage **Battle for Names**

B. Hutton Booked for Desert Inn at 25G; Berle, Buttons, Jorgeson Set Elsewhere

LAS VEGAS. Nev., May 9 .- | volved a series of heated conver-The parade of names working sations and backstage pleas. Bill Miller, booking the Sahara,

Las Vegas this summer has reactivated the bidding. The seven hotels are all in there making Vegas, made the first offer for with the heavy sugar trying to Buttons. Buttons and his manget the top attractions.

Betty Hutton, who hasn't played cafes since she made it in pictures, has so far gotten the top figure in this area. She comes for the other rooms in town). In any event, Entratter got Buttons. into the Desert Inn July 7 for into the Desert Inn July 7 for \$25,000. She'll be playing against Milton Berle, who opens at the Sands Hotel July 15 Borle's Borle's Sands Hotel, July 15. Berle's Desert Inn, Miller will have as his Sahara competition a show headprice will be approximately \$20,-000 plus, including the various costs the Sands will pay for. lined by Christine Jorgenson plus

After Berle, the Sands, with son. Jack Entratter buying, will have Th Red Buttons who comes in July 29. This will make Buttons' first cafe date since he made it big on TV. The Buttons booking in-



RENO, Nev., May 9.-Nostalgia was the keynote for the start of the local spring season. Each of the city's three main hotels featured long-time favorites to head their shows. Sophie Tucker is at the Riverside; Beatrice Kay at the Mapes, and Fifi D'Orsay at

GREY WALKOUT NETTLES AGVA

NEW YORK, May 9.-Joel Grey, who walked out of the El Rancho Vegas, Las Vegas, Nev., after two nights, will be called in by the American Guild of Variety Artists to explain his action.

Grey's version (The Bill-board, May 9) was that he was "struck" by Gregory Ratoff who headlined the show. AGVA says that is not sufficient grounds to walk out of a contract.

Beldon Katleman's version is that Grey walked out because of his spot in the show. Ratoff, as the headliner, had the headline spot. Grey, coming in later, wanted the spot for himself. He also refused to work ahead of Ratoff or Susan Zanuck. According to Tom Douglas, producer of the Ratoff-Zanuck show, there was nothing in Grey's contract that gave him any position on the show.

Grey asked for the job, according to Archie Loveland, Katleman's manager, "Because he realized he would benefit from the publicity to be released by 20th Fox in connection with Susan Zanuck."

TROA Seeks **Reduction of Cabaret Tax**

NEW YORK, May 9 .- President Lou Walters, of the Theater Restaurant Owners of America, together with Dave Fox, its executive director, are seeking a reduction of the 20 per cent Federal Cabaret Tax. TROA has also started talking terms with the American Society of Composers, Authors and Publishers and PENNSY FUSS Broadcast Music, Inc., to negotiate with its more than 600 members on an over-all basis. Walters addressed his letter to Rep. Noah Mason (R., Ill.), who introduced a measure seeking to reduce the tax. Maurice Lutwack, attorney for TROA, had previously received a letter from Dan Reed (R., N. Y.), chairman of the House Ways and Means Committee, before which hearings on ASCAP and BMI fees are another subject that TROA is now negotiating for. All clubs currently make their individual licensing deals. Under the present plans, TROA is seeking to obtain a nationwide deal, subject to

MILLER SAYS RD. WON'T CLOSE HIM N.J. Official Claims Highway Will Shutter Riviera at End of September

NEW YORK, May 9.-Bill Mil- | taken from me unless it is necesler's Riviera, Fort Lee, N. J., will close for good the end of September, according to Edward Fitzpatrick, highway engineer for the State of New Jersey. Miller, Riviera operator, flatly denied any possible closing. He said he would remain open as usual and would be in business the next year.

A new road is now being constructed north of the George Washington Bridge. When it reaches the Riviera property, excavation will block off the only entrance to the club, said Fitzpatrick.

The club property will then be taken over by the Palisades Interstate Commission as part of its park system, he added.

Original Plan

Fitzpatrick said that original plans called for closing off Miller's road early in July. But Miller pleaded for an extension until the end of September, which was granted.

Miller said a hearing had been arranged for June 26 with the Highway authorities to discuss plans for building an overpass bridge which would still keep him in business. "If they were going to close me up, would they be talking about a bridge across the highway?" he asked.

Miller also denied that any condemnation proceedings had been started against him, tho he said that such proceedings were un-derway against most of the property owners near the Riviera.

Cites Law "According to the law," said

sary. I'd like to see why it would be necessary to take my place. They want beauty? My place is a lot prettier than the ugly rocks they have along their highway."

Of more than passing interest is the possibility of Miller's closing and what it will do to the talent picture and where names will play if they come to New York. Most names currently play either the Copacabana or the Riviera. The Latin Quarter uses only occasional names. When the Copa ran with three shows a night, it found many of its potential attractions shifted to the Riviera with its two shows nightly.

Today the Copa is on a twoshow-a-night basis, and it gets its share of the available attractions around. But now if the Riviera is knock I out of the box, names that formerly worked the Riviera will probably go into the Copa.

Whether the absence of one big buyer in a city like New York would reduce the salaries of attractions, talent agencies weren't prepared to say. They admitted that it didn't look good, but that was as far as they would go.

Extra Added

New York

Paul Gray doing repeat dates at the Chi Chi, Palm Springs; then goes to the New Golden, Reno, followed by TV shots in Hollywood. His wife, Elisa, opens at the Biltmore, Los Angeles, May 15 for three weeks. . . Friars' new candidates for top officers are: Joe E. Lewis, Abbott: Harry Delf. Dean; Jesse Block, Prior; Dr. S. L. Meylackson; Treasurer, and Ed Weiner, Secretary. Friar governor candidates (to serve two years) are, Jack Bregman, Phil Charig, Eddie Elkort, Eugene Greenhut, Eddie Hanley, Dave Levine, Louis P. Randall and Pete Wendling. Annual meeting May 14. Sid Gould paid \$1,450 in traffic tickets last month, according to his press agent. . . . Rosanne due back from Europe May 19. Left for Europe last July for a 12weeker and stayed for almost a year including six months at Paris' Nouvelle Eve. . . . Dave Shapiro now personal manager for Louis Nye who started on vania contract. The chief drive ABC's "Talk of the Town." . . . has begun here with all clubs Gaby DeLyss and Max Furman and Alma Maiben and the Paul talent bought out of the State Morokoff Girls opened at the Carousel, Pittsburgh. . . . Sophie Pennsylvania licensed agent, will Tucker will be the opposition at the Roosevelt Hotel, New Orleans, to Hildegarde, who opens at the Jung Room May 25. Jackie Bright will come into the Latin Quarter August 23 instead of November 22 as originally set. cided to put in a burley show. Bright will also work the Rice Hotel, Houston, June 25, as the only act on the bill Stan Kenwent backstage and demanded to ton due back at Birdland next October. . . . Fran Warren goes to the new Club Elegante, Brooklyn, after her Copa date, then to the Steel Pier followed by a tour of summer stock with "Panama Hattie."... Jackie Kannon signed an NBC exclusive for five years. He in together with AGVA rep Nat will do the first four shows from Nazarro. They managed to talk the Coast Darvas and Julia Rasco out of the pinch, got Heller now booked ahead for a year and to pay the girls' fare back to a half. They'll come back to the New York, their one-day hotel Latin Quarter next November for a six-month run. The Ronalds Brothers, comedy musical trio, opened Wednesday (6) at the Cairo Supper Club, Chicago, for the summer following a three-month run at the Orchid Lounge, Springfield, Ill. Larry Parks and Betty Garrett are now being managed by Lou Mandell. Couple may do some London and Continental dates.... Inside talk of forthcoming AGVA convention (starts in Boston June is that former president Georgie Price may throw his act into the ring again.

\$300,000 this summer to install a new stage, new curtains, drapes, travelers, wings, lights, p.a. sys-tem, etc. Plans call for a stage capable of putting on elaborate full-length musicals. While the alterations will be going on the hotel will use a water show in its pool. It is now dickering with Esther Williams and similiar swimming names to come in. MacRae, Wife

probably the biggest room in

agers, however, hesitated to play

the room because of its size (it

seats about 700 against 250 to 400

Marguerite Piazza and Gene Nel-

The Desert Inn probably has

the most ambitious plans in pros-

pect. In order to get itself in a

stronger position to attract the

major names, it will spend about

the Golden. Each played to big houses, and the ops looked for a big spring-summer season for Reno as compared to a year ago.

A severe 1952 winter, which blocked highways and railroads from California, put a damper on Reno night life until mid-summer. The 1953 winter, however, has been mild, and tourists from California and other locales have already been pouring into Reno.

With Fifi D'Orsay's Parisian Follies (cast of 35) at Hotel Golden were Marty Allen and Mitch deWood, comedy and dance; the Appletons, dance trio; the Zerbys, Parisian dances; Cliff Ferre, emsee; the Can-Can Girls, and the Sterling Young ork.

Kay Opening

Beatrice Kay had a big opening at the Hotel Mapes Sky Room. Reno is now her permanent residence and she operates a guest ranch here, too. A surprise birthday party started her off. On the show with her were Jackie Kannon, the Skylettes chorus, and the Eddie Fitzpatrick ork.

Sophie Tucker is displaying more vitality and comedy than ever at the Riverside Theater Restaurant. With her on the bill were magicians DeLage and Shirley, and the Riverside Starlets.

During the winter season, the Riverside played Johnnie Ray, Kay Starr, the Vagabonds, Jimmy McHugh, Sons of the Pioneers, Dominique and Les Compagnons de la Chanson. Peter Lind Hayes and Mary Healy will open at the Riverside May 28 and Frankie Laine comes in June 25.

During the winter the Mapes used Herb Jeffries, Rudy Vallee, Arthur Lee Simpkins, Willie May 17. On the bill will be Wally in an attempt to resolve differ-Brown, comedian, and the Mayo Brothers. Giselle McKenzie comes in May 21, with the Dornan Brothers; while Jan Murray and Maurice Rocco are set for June 4. The Katherine Dunham show opens on June 18, Paul White-man's band July 2, Jimmy Nelson on July 16, and Chico and Harpo Marx on July 30.

Al Martino, Champ Butler and for the seventh day worked. the Kirby Stone Quintette. During the winter season, the room played Rosemary Clooney, Mar-

HOLLYWOOD, May 9.—Sing-ing actor Gordon MacRae and his former actress-wife, Sheila, join the growing list of show people couples to enter the man-wife vaudeville act field. A nitery tour for the pair was firmed Friday (8).

Set Vaude Act

Couple's pairing as an entertainment duo is first since their marriage 12 years ago. MacRae received clearance for the stint from Warner Bros., with whom he is under contract. The clearance also permits him to perform for television.

Prior to launching the nitery act MacRae will perform as Eddie Fisher's replacement on NBC-TV's Coca-Cola show originating the bill will be held, informing in New York. Singer will com- him that TROA will be heard on mute between Gotham and Holly- the 20 per cent tax in the near wood, where he'll continue to do future. NBC's "Railroad Hour."

The pair will debut their new vaudeville act at Loew's Capitol Theater, Washington, May 21. Initial engagement is for one week. In between commutings, pair will play the Casino in Toronto, May 28-June 4; El Rancho classifications, etc. Vebas, Las Vegas, Nev., June 10-24, and a two-week stint starting July 14 at the Broadmoor Hotel, Colorado Springs, Colo.

Act will consist of singing and patter, with Sheila serving as Mac-Rae's "straight man."



HOLLYWOOD, May 9 .- A meeting of Las Vegas chorus girls, members of the American Guild of Variety Artists, hotel operators ences over the Guild's rule for worked in a week.

Rio leaves Tuesday (12) for the session following complaints from a number of the approximately Rollo Re-Opens 100 chorines that they were not getting paid for the seventh day worked. AGVA's ruling is that dancers receive at least \$100 for Hotel Golden's Gold Room a six-day work week, with a shows set include Louis Jordan, pro rata payment of one-sixth pay

In most cases, Rio said, operators have available "swing girls" for the seventh-day performances. garet Whiting, Al Martino, Ethel But should the occasion arise Marshall, dancer. Starting Mon- Toledo Zoological Park. Lewis is Waters, Guy Mitchell, Joe (Fin- where a substitute is unavailable, day (11), the Jaggie Brothers and a native of Circleville, O., and ef-

NY Copa Books **Nelson Eddy**

NEW YORK, May 9.-Nelson Eddy will come into the Copacabana, June 11, for two weeks and a one week option, in his first cafe date in the East. Eddy broke in his current act at the Sahara, Las Vegas, a few weeks ago. Singer will come in for \$7,500.

On the bill with Eddy will be Al Bernie. A girl singer will be hired to round out the show.

Jules Podell, Copa op, also has Shore, Carl Ravazza and Buddy and AGVA West Coast rep Eddie a verbal commitment from Van Lester. Sonny Howard comes in Rio has been set for next week Johnson to play the club in the fall. Deal was started to have Johnson come in during the sumpro rata pay for the seventh day mer months, but a picture commitment set back the deal.

With 2 Shows

WILMINGTON, Del., May 9. --Rollo's, two miles south of Wilmington on the DuPont Highway bill had Ronnie Sterling, emsee;

Miller, "my property can't be

Demand State Pact for All **Nitery Acts**

PITTSBURGH, May 9. - The Pennsylvania State Labor Department is cracking down on all talent buyers, agents and performers demanding a Pennsylnotified by inspectors that any without a contract issued by a subject all parties to arrest or fines, or possibly both.

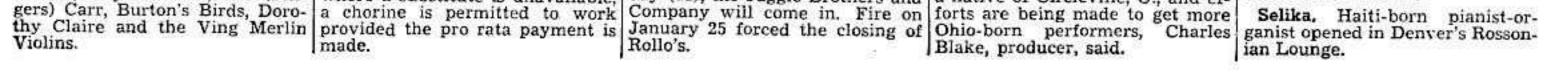
A situation developed in Jackie Heller's Carousel last week. Jackie was out of town for a few days and his brother, Sol, de-Don Rasco of the Labor Department, present in the audience, see the contracts. The five-girl line couldn't produce any Pennsy contracts and arrest seemed imminent.

Jackie Bright, American Guild of Variety Artists veepee working at Littman's Copa City was called bills and \$5 each for food money. Only two of the girls were AGVA members.

Lewis, Revue Set For Toledo Sesqui

TOLEDO, May 9 .- Ted Lewis, backed by a revue, has been signed as the name attraction for at Minquadale, re-opened Friday the first three days of the 12-day (8) with two shows. The opening Ohio Sesquicentennial Celebration here in June. Event will take Linda Francis, singer, and Lee place in the amphitheater of the

Here and There



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MUSIC

MAY 16, 1953

RCA Buys Right to Miller Air Checks

Victor has finally wrapped up a deal with the estate of the late Glenn Miller by which the diskery acquires pressing and selling rights to a large number of air checks of the Miller band working in ballrooms and hotels.

The deal was finalized this week between the diskery and David Mackay, attorney for the estate, and involves 179 tapes valued at \$1,000,000, according to Mackay.

The eventual release of these Miller band performances will be in the nature of a bonanza to the sidemen who worked in the band during its prewar hey-day. In obtaining pressing rights, RCA Victor agreed to take over all financial responsibility for musicians' recording payments, publisher royalties, and even the insuring of the recorded performances against any possible damage. On the latter point, Mackay insisted that the diskery return all air checks after they have been copied, in the same condition in which they received them.

Terms Secret

Tho financial terms or the rate of royalty to be paid to the Miller estate are being kept secret, Mackay said that RCA Victor "will spend a lot of money for these."

As part of the hoopla arranged to surround the transfer from Mackay to RCA Victor, the label has rented an armored car and guards to pick up the air checks and deliver them to the diskery's 24th Street studios here. It is not yet known how many of the 179 disks will eventually make material for a series of Miller band

NEW YORK, May 9. - RCA | cated performances of the same song, while some may not be considered technically sound.

Altho several diskeries and individuals have been trying to acquire press rights from Mackay and Mrs. Helen Miller, the attorney decided that RCA Victor had first call on the material. No date has been set as yet for the release of this material.



NEW YORK, May 9.-The Red Foley-Carl Smith hillbilly package, which has just completed a five-day tour of Texas, grossed turn imposing performance cred-\$75,000 during its stay in the Lone its, but the real profit that once Star State. Eleven performances were played. This was \$15,000 more than the gross from the same number of performances a year ago.

The package split in two initially, with Foley doing four performances in Beaumont while Smith was handling the same number in Corpus Christie. They combined in Houston for the annual firemen's show where three shows were given. Tickets (at a \$1 top) for the last evening performance were exhausted in the early afternoon. A total of 21,000 got in, with many thousands more turned away.



Communications to 1564 Broadway, New York 36, N. Y. THE BILLBOARD **Pop Publishers Stake Claim** In Lush Educational Market Investment Heavy for Big Firms; Others Nibble; 10% Annual Growth

Continued from page 1

exploitation.

The rare disk that sells 1,000,000 copies earns \$20,000 for the copyright holder in mechanical royalties, assuming the publisher did not give the diskery a special rate somewhat under the statutory 2 cents per side. Half of this money goes to the writer. Of the \$10,000 that remains, most has already been invested in exploitation, putting men out on the road to plug deejay use of the record and in other trade promotion.

If the publisher's mechanicalroyalty money has been well spent, his investment can still recould be realized on sheet music sales is only rarely encountered. "Where are the half-million copy

sellers today?" they ask, let alone million sellers. The rack, they moan, is now at its lowest ebb since the mid-forties.

For most pop publishers, how- ing Corporation, Chappell, The any combination of instruments ever, a sustained effort in the ed- Big Three, Sam Fox, E. B. Marks,

exploited only by the long-estabto await a gradual return on investments. Yet smaller pubbers, in their own way, are also reaching for the educational plum.

more publishers are today competing for favor in the educational market, most are making it pay

off. There is no significant recent case of a publisher abandoning it to return to exclusive pop work. The market as a whole is undergoing healthy expansion. Trade of growth at about 10 per cent annually.

Among the larger publishing firms to whom educational exploitation now returns a significant or major portion of total volume are Music Publisher Hold-

Boost in Phono Sales For Fall Is Expected

NEW YORK, May 9. - Major tal sufficient private label merdepartment stores and syndicate chandise. In addition, an increase buying offices are looking for- in sales of TV sets is expected. ward to a heavy increase in All the major chains insist on educational field rises, so do his phonograph sales this fall. The equiping their private label video expenses. It is not an operation buyers of record-playing equip- sets with phono jacks. This re- that returns the quick buck. He ment for the big stores are cur- flects in better sales on phono must keep a number of men on rently shopping-and placing or- attachments. ders for merchandise they will have in their private label lines record playing merchandise will conventions a year run by such next September. be spread this coming season from groups as the Music Educators' next September. \$19.95 to high fidelity sets for \$100 or more. To many department Music Educators' National Confer-In addition to the expected large increase in volume, the buying office toppers are counting a store buyers, the surprising ence and the Music Teachers' Asexpires in July. The top ranking larger unit sales via higher- strength in sales shown by Copriced merchandise, including lumbia Records' hi-fi unit has plained to teachers, but may not high fidelity equipment. meant a change of thinking to-Factors accounting for the opward higher priced record players tol in its new stress on longhair timistic view are the steadily inin private label lines. It is already known that several creasing consumer demand for The Milstein Capitol contract is record players and the exceptionmajor TV set makers are moving into the phono field, and that ally clean inventory situation exand will go into effect in August, isting in most stores. Last fall some record labels are getting set He will get a 10 per cent royalty saw a shortage in phono motors to handle phonos. This week, on non-copyrighted works (pub- for the independent phono man- RCA Victor let it be known that lic domain classics). His royalties ufacturers. As a result, the chains it is prepping a high fidelity (Continued on page 39) and syndicates were unable to ob- unit too.

as capital to be plowed back into ucational sphere is beyond hope. Bourne and Mills. Relatively re-It is a field that can properly be cent converts to the educational approach, who are today bending lished house with an imposing all efforts to catch up to their incatalog of standards and the fi- dustry confreres, include such nancial resources enabling them firms as Shapiro, Bernstein, and E. H. Morris.

15

Educational Process

For these publishers, educational music no longer means only Despite the fact that more and instructional methods, tho these, too, are being promoted with ever greater zeal. Much more significantly for the pop industry it means standard ditties which are being put into proper form to be used in the educational process. Why must a beginner on piano wrestle with a Beethoven Minuet, estimates place the current rate asks one publisher (guess who), when he can be trained on a simplified piano version of "Stardust"? And that copyright long has been available in dozens of versions tailored to the special needs of almost any student of almost any instrument, let alone or voices.

And once a publisher's appetite has been whetted on a taste of the educational diet, if he has the resources, he begins to look on the "method" approach with interest. He quickly learns that established methods such as the Schaum and Thompson, for piano, each sell over a quarter-million copies annually, with equally impressive figures racked up by the more popular band methods, etc. As the publisher's stake in the the road to plug his material, In general, the price range of visiting anywhere from 8 to 30 sociation. New material is expay off in orders for a year or more. Exploitation cost is heavy and the nut is not erased quickly.

albums, since many are dupli-

Mills Expands In R.&B. and Hillbilly Fields

NEW YORK, May 9. - Mills Music has set up a hillbilly firm, Ranger Music; and is in the process of organizing a firm to hold rhythm and blues copyrights. Sid Mills, exec of the old-line pop and standard publishing house, is heading the new ventures. The moves, of course, augur an increased push in these fields by the Mills organization. They are symptomatic of the increasing interest pop and standard firms are taking in the hillbilly and r.&b. fields.

Ranger, which is already an entity, is an affiliate of the American Society of Composers, Authors and Publishers. The r.&b. firm will be in operation soon. Sid Mills is currently dickering with r.&b. indie disk labels with a view toward buying disk-affiliated r.&b. publishing properties.

Stan Jones, writer of "Riders in the Sky," has signed a writers pact with Mills' Ranger firm.

Set Trade Show At NBOA Confab

CHICAGO, May 9 .- The National Ballroom Operators' Association for the first time will hold a trade show in conjunction with its annual convention in the La Salle Hotel here, September 28-30, Otto Weber, managing secretary, announced.

Arrangements have been made with the hotel for a display hall adjacent to the meeting room and space will be sold to firms han- ered in the "verboten" category, dling



NEW YORK, May 9.-Violinist Nathan Milstein is set to sign with Capitol Records when his current contract with RCA Victor artist, now concertizing in Europe, will head the roster of classical talent being pacted by Capiwaxings.

for five years including options

AFM Is Tightening Up on **Granting Recording Licenses** Would Bar Songwriters, Musicians, Personal Managers, 'Fringe Ops'

can Federation of Musicians is has had trouble in collecting payseverely tightening up on the granting of recording licenses. It is the AFM's intention to limit the licenses to 1) those having recognized financial stability, and 2) those who, in the opinion of the AFM, have legitimate reasons to engage in the record business. It is the intent of the AFM to deny licenses to songwriters, musicians, personal managers, and to those who intend to make audition tapes and promotional records.

In addition, all "fringe operators" will be excluded from the license list. An AFM exec said that those cleffers, musicians, etc., who already hold licenses, would be permitted to retain them. The new policy affects new applicants.

It was said the music publishers, as a class, were not considnovelties, popcorn, soft inasmuch as a publisher was pre-(Continued on page 39) sumed to be financially stable.

NEW YORK, May 9.-Ameri-| The AFM, it was pointed out, sic Performance Trust Fund, and ments on dates conducted by fringe operators who take occasional flyers in the disk business. The AFM is also of the opinion that fringe operators do not pay correct contributions to the Mu-



HOLLYWOOD, May 9 .- An ambitious roadshow program has been set for Liberace, televisionrecording-concert pianist, that gets under way later this month and moves into an even more extensive operation in the fall.

concert tour. During the period (Continued on page 39)

that many of these operators are responsible for much of the bootlegging and traffic in hot tapes. In line with the new AFM dictum, applicants must now fill out a formal application and answer | Howard Richmond's "I Believe." questions relative to their occupations, present and past, and their Jane Froman waxings, the tune financial background, etc.

Formerly, the AFM carried no formal record of applicants' business connections. People and firms who applied were sent to the office of the Trust Fund, where they paid an advance against royalties. The MPTF generally assumed applicants were eligible for the Trust agreement.

Exclusion Attempt

The attempt on the part of the AFM to exclude songwriters, artists personal managers, etc., is expected to prove disrupting to For the balance of the summer many facets of the music busi-Liberace undertakes an extensive ness. Many writers, for instance, mediately, the ditty is lifted out not only contact diskeries dihe'll make but one nitery appear- rectly, but try to bypass pub-

Pop Decline

Curiously enough, the growth of the music publisher's professional staff on the educational side of his operation has paralleled its decline on the pop side. The contact man (pop) has evolved into a record and deejay man. On the educational side, he plugs sheet sales, and the income from his efforts, tho it may be spread over several years, can be heavy.

The smaller publisher who can not afford a rounded educational operation, or hasn't the catalog to support it, reaches for the bonus educational dollar thru licensing a promising copyright to specialist firms on a royalty basis. It might be Fred Waring's Shawnee Press for choral exploitation, Paganini or P. Diero for accordion, Oahu for guitar, Hal Leonard for band, Charles Hansen for varied folio use, or one of many others.

A current case in point of a smaller house reaching beyond the pop potential on a hit ditty is A click via Frankie Laine and has moved well as a garden variety piano-vocal sheet. However, it is being made available in at least five different choral arrangements, various band, orchestra and instrumental versions, and is finding a ready sale among many schools and churches.

Of perhaps greater long-term importance than the new sales realized, is the possibility that such treatment awards the copyright a strong chance to become an active standard. The kids will play it or sing it during their formative years, and perhaps always remember it fondly. Imof the quick-hit-quick-fade category. Or that, at least, is the (Continued on page 39) reasoned hope of the publisher.



MUSIC 16

MAY 16, 1953

Diskeries Seeking Near-Perfect OC

Foolproof OC for Big-Hole Platter Is **Object of Research at RIAA Behest**

NEW YORK, May 9 .- At the | can be produced at a relatively behest of the Record Industry low cost. The engineering com-Association of America, an en- mittee of the RIAA reported to gineering committee of engineers the board of directors ... on April from the major diskeries is now 30, that it has considered several doing research on an efficient and possible approaches to the probfoolproof optional center for big- lem, but considerable further hole platters. The object of this study must be given . . . before it research is to come up with a can be determined if any one near-perfect optional center, so of the methods can be recomthat it may be possible in the fu- mended." ture to adapt any record, regardless of speed, for use on either Translated into simpler lanlarge or small spindle players. guage, this official statement

In regard to the experiments means that of the types of optional centers introduced to date, now being carried on to manufacture an industry-acceptable op- no one of them has been unanitional center, the RIAA this week mously okayed by the engineers. said, "With industry standards One diskery is currently experinow well established as regards menting with snap-in optional turntable speeds and record sizes, centers, another with press-out the engineering committee of the optional centers, some plastic, RIAA has been for some time some metal, et al. When the enconcerned with a standardization gineering committee settles on a of center hole sizes and the pos- near-perfect center, it will recomsible adaptation of all types of mend it to the RIAA. The engirecords to both large and small neering committee is composed of turntable spindles.

man, Columbia; Bob Fine, Mer-"This study has complemented a similar consideration of the and Ed Vecke, Capitol. problem by phonograph manufacturers . . . experiments by this latter group indicate that an effistituent members, to get involved cient record-changer equipped with a large spindle which will ent speeds. What it is trying to play 10-inch and 12-inch records

TEST DATES

'Hometown' 1-Niters in South Calif.

HOLLYWOOD, May 9.-In a as the indies. test to determine whether a "live"

Indie Presser **Group** Issues 1-Yr. Report

HOLLYWOOD, May 9 .- Proof that independent record pressers can co-operate and still be competitive was offered in evidence this week in an informal "progress report" by the Western Rec-ord Pressers' Association, now rounding out a little over a year of activity.

The association is composed of 25 Southern California firms, including virtually all independent pressers and a few allied businesses. Its intention is to standardize the quality of pressings for independent labels and to cooperate to the extent of improving and adopting modern methods.

"The success of many independent labels may be traced to the pioneering spirit of postwar inde-pendent processing plants," Sec-retary-Treasurer Al Levine, of the Alco Research & Engineering Company, declared for the organization.

Levine cited how indie labels have been aided thru this cooperative spirit. He offered as proof that improvement of pressings is largely responsible for the success of rhythm and blues, country and western, and spiritual fields for indie labels.

Among the innovations supplied theater. the industry by the organization are these:

1. It was responsible for the introduction of drop shipping to all points.

2. It aided in the establishment of commodity rates by airlines.

3: It spurred steps to standardize tion.

first two means.

Louis Guttman, of California Rec-



75,000. Among them will be a large number of country music men - recording execs, music publishers, disk jockeys and artists. Others expected are Mrs. Jimmie Rodgers, Mrs. Casey Jones (widow of the renowned railroader), Elsie McWilliams (Rodgers' sister-in-law and co-author of many of his songs), Governor White of Mississippi, Governor Clement of Tennessee, and various railroad and railroad union officials.

The program will open at 1 p.m. and continue late into the night. A temporary railway spur has been laid to a newly established State park outside Meridian where a memorial to Rodgers will be unveiled. A special train pulled by a locomotive donated by the Meridian and Bigbee River Railroad will carry the special guests to the dedication ceremonies at the park. The locomotive will be welded to the rails there and serve as a permanent memorial for deceased Meridian railroaders. During the day the Rodgers' movie, "The Singing Brakeman," will have continuous free performances in a local

In the evening a special hillbilly show is planned in the local stadium and will include such hillbilly singers as Roy Acuff, Bill Bruner, the Carter family, Lew Childre, Cowboy Copas, Jimmie Dickens, Jimmie Davis, Tommy Duncan, Red Foley, pressing materials, boxing, mat- Left Frizzell, Bill Monroe, George rices and quality of production Morgan, Moon Mullican, Minnie thru agreement upon specifica- Pearl, Webb Pierce, Marty Rob-Many indie labels, Levine bins, Jimmie Skinner, Carl Smith, Hank Snow, Ernest Tubb and pointed out, now are enabled to Charly Walker. Disk jockeys in reach greater markets thru the attendance will include Hugh Cherry, Eddie Hill and Nelson The association is headed by King. During the evening, Bill is planned to become a yearly

WINSTEAD TO **BE AT RODGERS** MEMORIAL RITES

WASHINGTON, May 9 .--Rep. William Arthur Winstead (D., Miss.), author of a bill designating May 26 as national Hillbilly Music Day in "recognition of the contribution made to American music lore by the writers, singers and players of hill-billy music," is planning to attend May 26 ceremonies at Meridian, Miss., at which a statue of the late Jimmie Rodgers, famed blues-yodeling railroad brakeman, will be dedicated. The ceremonies mark the 20th anniversary of Rodgers' death.

Winstead's bill, conceived in honor of Rodgers, is currently before a House Judiciary Subcommittee headed by Rep. William 'M. McCulloch (R., O.). Other members are Representatives George Meader (R., Mich.), Laurnce Cur-tis (R., Mass.), Woodrow W. Jones (D., N. C.), Frank L. Chelf (D., Ky.), and Byron G. Rogers (D., Colo.). No hearings have been scheduled yet.

Winstead has credited Rodgers with first popularizing hill and country music in the big city. "His songs dealt with real problems," the Mississippian declared, adding, "They came from the heart and the people responded."

Bruner will present Jimmie event, was sparked by two hillbilly stars, Ernest Tubb and Hank Snow, together with The Meridian Star and the Meridian Chamber of Commerce, James H. Skewes, editor and publisher of The Star; his son, James B., and C. H. Phillips, of the newspaper, with Frank Griffin and Joe Sanders, of the Chamber of Commerce, have been active in engineering the project.

show and dance will be acceptable fare, a series of one-nighters in seven Southern California cities center, one acceptable to the has been set, starting Wednesday board of the RIAA, then it is pos- secretary-treasurer. Its headquar-(13) for the "Home-Town Jam- sible that a standardization of ters are at 1107 El Centro, Hollyboree."

Leader Cliffie Stone and the Americana Agency will test date civic halls in Pomona, Ventura, Ontario, Burbank, Riverside, Ful-lerton and Long Beach. If these initial performances prove successful it's planned to telecast the show portion from a different hall.

First date will be in Rainbow Garden, Pomona. All the regulars of "Home-Town Jamboree" will Speedy West and Billy Liebert.

"Home-Town Jamboree" is currently telecast each Saturday night from the American Legion Hall in El Monte. The TV show is entertainment for which a \$1 top charge is made. The policy has for Capitol, Columbia, Decca, pressing plant in Indianapolis is "Arfie," which will be cut soon now operated around the clock for the diskery's Childcraft kiddie with three shifts. April was a line Talmaday of the shifts of the shif paid off, both as a TV venture and as a show-dance with the gang each week playing to capacity were "directly comparable" to crowds. Not only that, but during sales in the same quarter of 1952, the four years "Home-Town Jam- but the profit picture for the diskboree" has been telecast, it has ery was "much improved." Cohad the same sponsor, Gold's lumbia's first-quarter sales on Stores. The show is also broadcast tunes cleared by the Harry Fox Monday thru Friday over KXLA, office were 8 per cent higher than

2 Months of **1-Niters for** Beneke Crew

HOLLYWOOD, May 9 .-- Upon completion of its present Eastern ork will head west for a series \$234,685, after provision of \$241,of one-nighters for two months. 833 for income taxes. The earn-July 28.

Ork now is in Florida. Tomorrow it plays at the Dinner Key year were \$231,580. Auditorium, Coral Gables, then on successive days moves to Cocoa, Miami and Sanford, Fla.; Moultrie, Ga.; Raleigh, Fort Bragg and Chapel Hill, N. C., and Spartan-burg, S. C. On May 22 the ork re-turns to Georgia, playing at Rob-ins Air Force Base. From there band has been set for another band has been set for another military appearance, Elgin Air cent higher than the previous Force Base, Fla. On May 24 the year. date is at Craig Air Force Base,

Standardization When and if the engineers come thru with an acceptable optional (Continued on page 18) wood 28.

Translation

Charles Lauda, Decca; Bill Bach-

cury; Hill Reiskind, RCA Victor,

There is no attempt here, on

the part of the RIAA or its con-

in any way with the three differ-

do is standardize center holes so

that all records will play on all

machines no matter what size the

center hole may be, thus making

it easier for both the dealer and

Columbia Records'- LP, which

has proved to be the key platter

for the classical market, and RCA

Victor's 45's, which have proved

to be the important pop disk, will

continue to be manufactured in

quantity by all the majors as well

the record buyer.

ords Manufacturing Company; A. Elsworth, Research Craft Company, vice-president, and Levine, Snow.

Rodgers' first guitar to Jimmie Rodgers Snow, son of Hank

The memorial program which

Doggie in Window Is Named 'Arfie'

NEW YORK, May 9.-Winning name for the "Doggie in the Window," selected by Mercury Records from the thousands of entries submitted via various local disk jockey contests, is "Arfie." Mercury veepee Art Talmadge is NEW YORK, May 9. - Record M-G-M topper, Frank Walker, now prepping a large-scale hype manufacturers' sales and earn- reported that the label's business follow-up to Patti Page's click "Arfie" tunes acheduled to perpetuate the name.

RCA Victor also stated that its Mercury has gotten Bob Merrill, first quarter business was ahead writer of "Doggie in the Winfor the 1952 period and that its dow," to pen a new moppet tune, (Continued on page 18) wax additional "Arfie" songs.

SUBSIDY PROGRAM ACA Pacts With Diskeries **To Promote Serious Music**

NEW YORK, May 9 .- In an ex- | with Remington Records stipumade available to the organization by Broadcast Music, Inc.

Long-play sides already released under the subsidy program include one on RCA Victor, conlabel of the Rachmaninoff Society of works by Alan Hovhaness and John Lessard.

Two more LP sides are due out soon under the Victor arrangement, featuring a Ben Weber suite, the latter played by Maro and Anahid Ajemian. Another

pansion of its program to spur re- lates 12 LP sides to be released cordings of works by contempo- during the year. Four of these rary writers of serious music, the will be cut by the Cincinnati American Composers' Alliance Symphony Orchestra, four by a now has contracts inked or in foreign ork, and the final four by preparation with six diskeries. chamber music groups. A more The pacts call for ACA to absorb recent pact will underwrite two all costs of the recording dates, sides cut by Mercury Records paying the musicians thru funds with Howard Hanson and the Eastman-Rochester ork, of compositions by Henry Cowell and Wallingford Riegger.

The Alliance is also currently negotiating similar pacts with Cotaining a Roger Goeb symphony conducted by Leopold Stokowski, and has begun discussions with and another on the New Editions the Concertgebouw Orchestra of Amsterdam to extend further its waxing program.

BMI and ACA view their recording efforts as a form of pump-priming to stimulate interest in contemporary longhair cresymphony and a Lou Harrison ations. The full recording costs are borne by them, the deals call for full payment of royalties. The two sides are called for under the latter income is split between the New Editions pact, to contain composers and ACA, with the Al- Lutz-Heller agency.



NEW YORK, May 9. - Independent disk jockey promotion man Paul Brown is taking the lead in an attempt to form the deejay cont...t men into a Record Promoters Guild in order to eliminate what are considered to be malpractices in the trade. Brown has written to all independent and diskery and distributor promotion men to meet next week in hopes of formulating such an association of contact men.

According to Brown, the group would be set up to write a code of business practices for the promotion men, set reasonable minimum fees for handling the exploitation of a record or an artist. and to work out means of exchanging information among the promotion men.

The latter move would include swapping information on artists or labels which have failed to pay off for promotion work done for them.

Kean Sisters Set by Coral

HOLLYWOOD, May 9.-Betty and Jane Kean, knockabout comediennes, were set this week to wax for Coral Records in their first venture into the recording field.

The sisters, currently wowing crowds at Ciro's here, will record original material. It's understood material for two sides already has been approved, but that sessions won't commence until enough is available for a four-side waxing. The girls have been inked for a year with options. Deal was set by agent Sam Lutz, of the Gabbe-

Diskeries Report 1st Quarter Gain

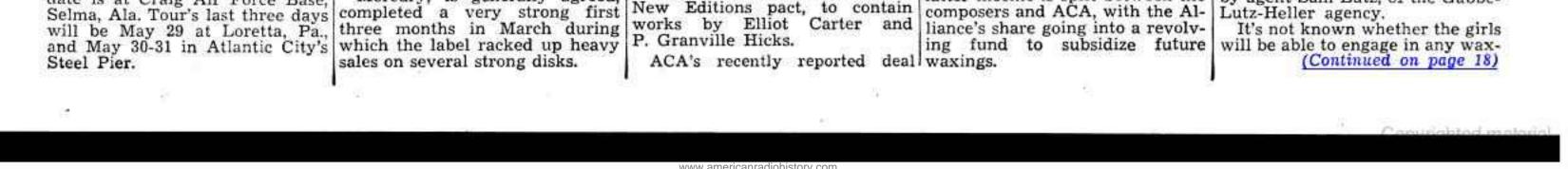
NEW YORK, May 9. - Record | be present — Stone, Tennessee manufacturers' sales and earn-reported that the label's business follow-up to Patti Page's click Ernie, Gene O'Quin, Molly Bee, ings for the first quarter of 1953 for the first quarter of 1953 was disking by working on a series of were higher than for the same the biggest in the company's hisquarter the previous year. This is tory. borne out by financial statements issued, royalty payments to publishers and reports from diskery executives. Sales and-or earnings all showed increased business.

Capitol's first-quarter sales Pasadena, with the same sponsor. for the same quarter last year and just a bit under the quarter ending December, 1952. Latter quarter, of course, included the heavy Christmas business done by the label. First-quarter financial statement issued by Columbia Broadcasting System, of which the diskery is a subsidiary, showed both higher sales and earnings.

Decca Records' net earnings for and Southern tour, Tex Beneke the first quarter of 1953 totaled En route to the Coast the band ings equal 23 cents a share on will play Elitch Gardens, Denver, 1,035,533 shares of capitol stock outstanding on March 31. Net earnings for the same quarter last

> London Records reported that April was 100 per cent ahead of the same month a year ago and that it was the 14th consecutive month in which the diskery topped the previous month's figures. The label's fiscal year, which ended in March, was 32 per

Mercury, is generally agreed, Selma, Ala. Tour's last three days completed a very strong first



Dorsey Ork Is Booked Solidly Thru Midwest

NEW YORK, May 9 .- The new Dorsey Brothers ork, or the Fabulous Dorseys, as the billing reads, is booked solidly on one nighters and location dates from May 13 until the fall. The ork tees off on May 13 at Juniata (Pa.) College, then plays a long string of onenighters thruout the Midwest, hitting Ohio, Illinois and Iowa on the trip. The ork will play the Rustic Cabin, Englewood, N. J., May 22 and 23, and will appear on the Jackie Gleason TV show the evening of May 23. This will mark the first TV appearance of the brothers ork.

Location dates for the Dorsey Brothers' crew during the summer include a week at the Claridge Hotel, Memphis, June 6 to 13; two weeks at Lakeside Park, Denver, July 1 to 14, and two weeks at the Last Frontier, Las Vegas, Nev., from August 1 to 13. The crew will play a string of one-nighters between these dates, including many of the Tom Archer ballrooms.

The ork is billed as the Tommy Dorsey ork, featuring Jimmy Dorsey. Jimmy will be a spotlighted performer with the ork, and Tommy and Jimmy will be featured together on many of the tunes. The new ork has not yet set any record contract, tho it is understood that two diskeries are bidding for the band's services. The Tommy Dorsey ork is still under contract to Decca Records.

Beihoff Heads Convention Unit

JAP FAN SEEKS FAITH PHOTO NEW YORK, May 9. -

Percy Faith, Columbia's musical director, received a letter this week from a Japanese fan of his in Kyoto. The note, penned quite legibly, read as follows: "Dear Sir Mr. Percy Faith: I have long known you by name, for I am your fan. You will be my do to be gentleman to beg pardon, it is a fan of letter. "My Heart Cries for You," I was all hear your music, but I am think every time admiration your very good music or charms. . . . I was did to sought more good you're a photograph. . . . I think very, thank you, if you in the signature of photograph, your, you sender to me, I am to wait impatiently for amusement every day in the signature of photograph your. . . . I am to pray to good to expand and happiness, ... yours

faithfully, Satura Yamano. Faith is sending Yamano an autographed photo.

Merc 'Profits' Promotion to Hike EP Sales

CHICAGO, May 9 .- Mercury Records has launched a new deal titled "Operation Extra Profits." The plan is designed to give added impetus to dealers in the sale of EP records.

Dealers ordering 100 EP records will receive 10 additional EP records of their choice free. This figures out to an additional 16 per cent profit. The dealer will also receive a counter or wall merchandiser, consisting of 100 empty EP sleeves. This merchandiser allows the customers to view all available sleeves without handling the records. The dealer also

Pubbers Now Slicing, Peddling Own Masters, But So Is Everyone Else!

By BOB ROLONTZ

the most startling aspects of the current disk business is the numartists, writers, managers, song pluggers and itinerant music men. It seems as if everyone with a tape recorder, four walls, and a singer has suddenly turned a.&r. man. It has even been bruited around that the ranking a.&r. men are being offered more masters these days than tunes. And it is being said in bittersweet jest that some diskeries are opening night depositories for these hopeful a.&r. men to drop their latest masters for consideration.

It is not new that men other than the legitimate a.&r. men cut masters, but what is new is the fact that a few thousand people in the music business seem to have taken up master-making as an avocation over the past year. And the companies to which these masters are being offered — via various and sundry deals-range from the biggest to the smallest firms, from the diskeries that issue 300 sides a year to those that issue two. In other words via the rapid growth of this new stratum of the music business-"master jobbers"-it is possible for a diskery to produce few masters of its own, yet be able to have a steady stream of platters for the market.

One of the pioneers in this movement, and still in the forefront, is Sidney Mills, of the Mills empire. Just this week Mills sold 16 masters to M-G-M Records at one fell swoop. Mills is in the habit of waxing sides for eventual sale to diskeries in such romantic areas as New Orleans; Natchez, Miss., and other garden spots of the Deep South. Mills, of course, is only one of the publishers turning out masters for sale. It has been noted that many publishers have set up small record-

their own disks is, of course, the the material sounds commercial NEW YORK, May 9 .- One of difficulty of getting tunes on wax. or salable enough. The writer A finished record, waxed by a in this case has an easier time capable or strong artist, has a getting his song published and ber of masters being offered for sale to diskeries by publishers, artists, writers, managers, song firms as Capitol, Coral, Okeh, The Diskery Angle Mercury or M-G-M.

Masters Galore

If it were only the publisher, wax from artists anxious to get started or anxious to come back, or the disks being cut by sundry backers of new talent, that are building the master business into a large industry. Add to this the sides cut by songwriters, who want a diskery to release their tunes, and you have masters galore.

New artists will often go out and dig up their own backers, or artist's managers will raise the loot to cut masters. These sessions will often turn into quite expensive affairs, since many use 35 and 40-piece orks to make the singer and the tune sound sufficiently commercial. Capitol Records, for instance, picked up the Bob Manning masters, which were cut outside, when they placed the lad under contract. Capitol has issued two of them. The finished masters give the artist or the backers something to sell and make it easier to snare a waxing pact.

Songwriters follow in the publisher pattern, in that many record firms will pick up finished wax being peddled by writers if

Detroit U Carny Gross rooms within their establishls \$75,000 ments, and have trundled in such pieces of equipment as turntables,

The Diskery Angle

From the diskery angle, the reason for taking on outside masters is simple. First of all, mashowever, who was slicing his own ters cut by master-jobbers can wax these days, the number of usually be picked up on terms finished masters being turned out most favorable to the diskery. would be much less than what The manifold deals made by the they are. It's the flow of finished diskeries for outside masters are so varied that it is impossible to describe them all. Sometime the master-jobber peddles them on a royalty basis, figuring on getting his dough back when the waxing breaks into a hit (and most master-jobbers are certain they have a hit). Sometime the master-jobber gets all of the money back that he laid out for the recording session, plus a royalty as well. By taking on outside masters the diskery has a chance to try out a new artist with little risk on its part, and to pact the artist if any of the records break-or drop the artist in case none do.

> Coral Records, using this tech-nique, picked up the master "Hold Me, Thrill Me, Kiss Me," with Karen Chandler. M-G-M grabbed the Joni James "Why Don't You Believe Me?" in the same manner. Capitol Records bought Al Martino's "Take My Heart" from BBS after the Martino slicing of "Here In My Heart" broke on the small label. And the current M-G-M hit "Anna" was purchased by the diskery from a publisher.

Changes Noted

Naturally, the slicing of masters by hopeful a.&r. men has led to some changes in the industry. Some ex-a.&r. men, formerly with large firms, have had a chance to keep their hand in via free - lance work. In addition, many young men get a chance to act as a.&r. men, and get their training in the field even without portfolio. It gives publishers a chance to get rid of any spleen they may have against mechanical men when they cut their own songs the way they wish. And it helps young singers get connected with a diskery. Also, it helps sell a lot of tape recorders.

THE BILLBOARD

MUSIC

17

NEW YORK, May 9.-The National Association of Music Merchants has moved further along in its plans for the annual convention and trade show in Chicago during July with the ap-pointment of Norbert Beihoff, Beihoff Music Company, Milwaukee, as chairman of the trade show committee. Frank F. Homeyer, Charles F. Homeyer & Company, Boston, also accepted a post on the committee.

The NAMM also noted that its business sessions scheduled for July 15 and 16 during the trade show week will again be restrictthe forums.

of members is now being com- other three-year term. piled after much preliminary members, their business addresses elect SPA officers. and the names of their official representatives to the NAMM. Joining the association during April were 23 new retailer members and six new commercial members.

Mills Sells 16 Masters to M-G-M

NEW YORK, May 9 .- Sid Mills, Mills Music exec, this week sold 16 masters to M-G-M Records. The masters, recorded by Sid Mills, included eight by Tito and his Swingset, and eight by the Starnoters.

LIFT U. S.-U. K. EXCHANGE BAN

NEW YORK, May 9.-For the first time since the war, the American Federation of Musicians and the British Musicians' Union have agreed to an exchange of musicians. This softening of attitude was helped by the forthcoming coronation of Queen Elizabeth II. It seems that the Marchioness of Donegal, whose spouse happens to be the head of the British Jazz Federation, asked James C. Petrillo to allow the Sharkey Bonano crew to play at the Grand Jazz Coronation Concert in London on June 29, and the AFM chief said yes.

will receive a browse box which holds 100 EP records from which he can sell directly.

The catalog now lists 65 titles speakers, cutting equipment, et. in the popular series and 20 in the al.

classical series with more to come. The reason for pubbers slicing

Retaining of Councilmen By SPA is Expected

NEW YORK, May 9 .- Ballot- | tive Association, he is expected to ing among members of the Song- give a running account of the newriters' Protective Association, gotiations leading to the settleed in attendance to members which closes Thursday (14), the ment on the long-standing disonly. Only those wearing "mem- day on which the organization's pute over audit and payment of show attraction was the Plough ber" badges will be admitted to annual meeting will be held, is royalties on usages not covered Horse Derby held on the State expected to return six incumbent in old writer-pubber contracts. The association's first directory councilmen to their posts for an- He will report on the results of the Lone Ranger of radio, and his haustive promotional campaign

planning. The book will list all will meet the following week to year by SPA.

Top - ranking cleffers running for a new term are SPA President Charles Tobias, Oscar Hammer-stein II, Otto Harbach, Edgar Leslie, Louis Alter and Jack Yellen. A seventh council member will also be elected to fill the spot vacated by Jesse Greer, and an eighth will be appointed to fill out the unexpired term of the late Peter De Rose.

Tobias to Report

At the Park Sheraton confab, Tobias will report on accomplishments of SPA during the past year. In reviewing relations between the writers' organization and the Music Publishers' Protec-

Tops at Victor

NEW YORK, May 9 .- The Tos-

canini waxing of the Beethoven

Ninth Symphony has become the

largest selling long-playing rec-

ord ever issued by RCA Victor.

Disk package this week passed

the 120,000 mark. Rate of sale has

been from 4,000 to 8,000 albums a

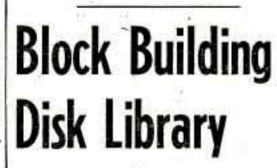
month in the eight months since

maintained for the next eight or

If the current rate of sale is

it was first released.

John Schulman, SPA attorney, will talk on proposed revisions of the Copyright Act. He is known to be in favor of eliminating from a recorded segment from Hollythe Act the automatic licensing of mechanical rights, and this topic is expected to be covered in his talk.. He will also report on the International Copyright Convention, negotiated last summer by more than 30 nations.



NEW YORK, May 9 .- Altho deejay Martin Block isn't due to move from local indie WNEW to ABC until the end of the year, he's already making plans for his new post, with a record library his first consideration. The spinner has a basic personal library of about 4,000 disks, but during his 18-year stay at WNEW he has naturally drawn heavily on the station's fabulously complete record collection to fill out his daily three-and-one-half-hour air time.

Consequently, first assignment for Bob Moss, new executive producer for Block's forthcoming ABC radio and TV stints, is to has been done by Pee Wee King, round up a basic library of 20,000 several times by Eddy Arnold, ten months, the label expects to disks recorded during the last 25 and by Elton Britt and Hank nold disk before their spot. The see the album top the figures for years, with special emphasis on Snow. Red Foley and Ernest publishing house will, of course,

DETROIT, May 9. - The twoday annual carnival sponsored by the University of Detroit at the Michigan State Fair Grounds last week-end (1-2) grossed \$75,000, with a net figure estimated at \$50,000 for the event. Total attendance was 8,400, with admission at \$3 per couple to the combined dance and midway in advance, and \$3.75 at the gate.

Top attractions, booked thru the Delbridge and Gorrell Booking Office, were Patti Page and the Sherman Hayes Orchestra. Side-Fair track, with Brace Beemer, Joy Music has worked out an exthe perpetual spot audit on cur- son, Brace Jr., who plays Cowboy on the new Eddy Arnold RCA The newly constituted council rent commitments instituted last Colt on the air, as judges. A broadcast of the presentation of the "American of the Year Award" to Father James Keller, founder of The Christophers, used wood, with Bing Crosby, Bob Hope, Loretta Young, and Ann Blythe, and was broadcast over WJR.

RCA'S BEST 'Hound-Dog' 'Koo-Liger' Disk Leads

NEW YORK, May 9 .- For the first time since Pee Wee King broke thru with "Slow Poke," RCA Victor Records' top-selling disk is a country and western item. Leading for the label currently is Homer and Jethro's coupling of "That Hound Dog in the Window" and "Pore Ol' Koo-Liger." The disk outsold the Como and Fisher items last week. Tho the power of country items in the pop and even rhythm and blues fields has been demonstrated before, it isn't too often run by jocks, and a tie-up via that a hillbilly record becomes the top item for a major diskery.



NEW YORK, May 9 .- Santly-Victor slicing of "Free Home Demonstration." This is in line with the firm's recently inaugurated policy of custom-tailored promotional activity on each important disk release, befitting both the specific song and the artist (The Billboard, May 9).

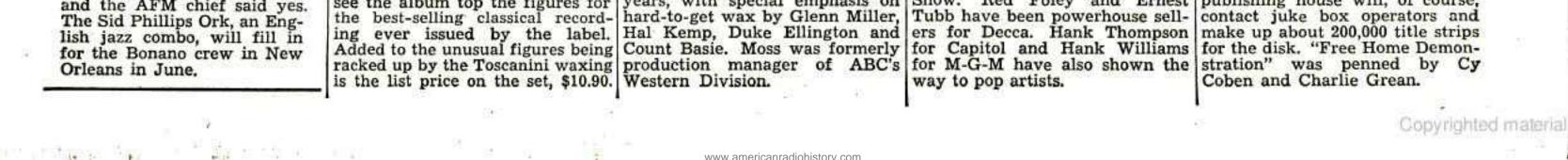
"Free Home Demonstration" will receive a many-sided push from the pubbery, much of which ties in with the remarkable adaptability of the song title itself to promotional campaigns. The program will encompass work at the deejay, dealer and operator level, in both the country and pop field.

Jockey Kits

Campaign will start with teaser mailings to jocks and dealers. reading "Get Ready For Your Free Home Demonstration." Follow-up cards will be mailed about four days apart stressing the "Free Home Demonstration" angle. Deejays will then receive kits lettered "Here It Is, Your Free Home Demonstration!". which will contain the Eddy Arnold cutting of the tune.

In addition to the above, the firm has arranged for Eddy Arnold checkered bow-tie contests for high school students, a merchandise give-away contest to be distributors with all appliance dealers who advertise free home On the RCA Victor label, this demonstrations thru radio spots. Object here is to get these dealers to have the station play the Ar-





18 MUSIC

MAY 16, 1953



107

• Sides		JUKE DOX Pdriy
	. For Week Ending May 9	Set May 23 By
Music Publ	lishers' Record Scoreboard	Brooklyn Org
onsideration issue week are all latest rom all available	a lack of consistency with which each of the six record companies under new releases individually and in relation to one another, listed each releases on which The Billboard has been able to secure information reliable sources. Sides listed may actually be issued a few days prior	NEW YORK, May 9. — The celebration of the 65th Anniver-
o or following pu UBLISHERS	TUNE ARTIST AND LABEL	sary of the Music Machine In- dustry will be kicked off in Brooklyn with a special Juke Box
Cuff-Rose	A Castle in hte Sky	Party to be held under the aus- pices of the Brooklyn Women's
merican	A Half-Way Chance With YouMarty Robbins, Col (f)	Hospital, Saturday, May 23. Em- see of the teen-age dance will be Brad Phillips, deejay on WINS here. The event will be held at
llossom MI Canada ourne	Old Don JuanAndrews Sisters, Dec (p) I Told My Pillow	the Eastern Parkway Arena and is expected to draw about 3,000 dancers.
random roadway urley	Abernathy SerenadeLew Douglas, M-G-M (p) I Love MeMel Blanc, Cap (p) A Spankin' New DayColwell Brothers, Col (f)	Music will be live, and the event will be attended by many
central Songs	Watch the Company You KeepTerry Preston, Cap (f) Bock City BoogieLittle Rita Faye, M-G-M (f)	record artists who will be work- ing in and around New York that
hampio n happell	I Hove You're Happy NowCharlie Adams, Dec (f) April in PortugalLouis Armstrong, Dec (p) Allez-Vous-EnKay Starr, Cap (p) C'Est MagnifiqueGordon MacRae, Cap (p) The Bells of St. Mary'sChet Atkins, RCA (f)	week - end. Proceeds from the dance will go to the hospital. The event was planned and is being executed by Phillips and the hos-
laire	Whirlwind Stomp	pital's public relations director, Sidney Ascher.
amous Group -Paramount orrest	The Call of the Far-Away HillsVictor Young, Dec (p) Baby, Let Me Kindle Your FlameCharlie Adams, Dec (f)	Working closely with the oper- ation of the Juke Box Party is Al
ill & Range Gro Alamo	up Honey in the Horn	Denver for the New York Auto- matic Coin Machine Operators'
-Hill & Range	Laugh	Association. Denver's group will present a gift juke box to the
	Only a Fool Would Cry Over YouDon Kidwell, M-G-M (f) Don't Wait to Baby Your BabyWade Ray, RCA (f) Bring Your Sweet Self Back to MeRosalie Allen, RCA (f)	hospital for use in the recreation room. The event will be heavily
lollis Group -Folkways -Hollis ceds	Lightning and ThunderLew Douglas, M-G-M (p) AnnaVictor Young, Dec (p) LegendMorton Gould, Col (1) Theme From Runnymede RhapsodyMorton Gould, Col (p)	promoted by Ascher, Phillips, other local jocks, and the operators.
412	The BreezeMarion Hutton, M-G-M (p) Swamp FireShay Torrent, Mer (p)	Goodman Unit
ynn feadows	Because You Love MeArthur Smith, M-G-M (f) Rainbow WaltzArthur Smith, M-G-M (f) Time to DreamSauter-Finegan Ork, RCA (p)	15G in Detroit
fills Group -American Academ	my Organ Grinder's Swing	
. H. Morris Gro -Meridian	Unless You're Really MineGinny Gibson, M-G-M (p) S. S. Lure-LineJohnny Horton, Mer (f)	DETROIT, May 9.—The Benny Goodman Concert, sans Goodman, managed to do a satisfactory
-E. H. Morris fusic Publishers -Advanced	Send My Baby Back to MeSunny Gale, RCA (p) Holding Group Five o'Clock WhistleMarion Hutton, M-G-M (p)	\$15,000 in two shows Saturday (2) at the Broadway Capitol The-
-Witmark	Powerhouse	ater. The early show at 8:30 was a sellout for the 3,500-seat house,
eer Int. Group -Peer	Meanwhile	while the midnight show drew about a three-quarter house. Ad-
-Southern legent Group	Burned Fingers	mission was scaled at \$2 to \$3.75. Unlike other cities where the
-Harman	Go AwayRoberta Lee, Dec (p) Why, Darling, WhyRoberta Lee, Dec (p) Why, Darling, WhyGeorgia Carr, Cap (p)	announcement of Goodman's ill- ness was made far enough ahead,
.con Rene lidgeway	It's All Over Now But the Shoutin'Colwell Brothers, Col (f)	advertising and publicity locally were already out when the news
tobbins Group	Homin'	came. Later, both publicity and paid space were used to make it
-Feist -Lion -Robbins	Somebody Stole My Gal	clear that Gene Krupa, not Good- man, would head up the Detroit
eter Schaeffers	Is It a CrimeBill Farrell, M-G-M (p) Longiv LoverGinny Gibson, M-G-M (p)	show. Result was about 2,500 cancellations from people who
hapiro-Bernstein hawnee Group	In the MoodElliott Brothers, M-G-M (p) Twelfth Street RagElliott Brothers, M-G-M (p)	wanted to see and hear Goodman and were evidently not particu-
-Paull Pioneer	It's More Fun That WayRoy Hogsed, Cap (f) Red WingRoy Hogsed, Cap (f)	larly interested in jazz in itself.
ionnydale Fannen Vesta	Jigsaw Puzzle HeartSonny Howard, RCA (p) Just Wait Till I Get You AloneRosalie Allen, RCA (f) Half a PhotographKay Starr, Cap (p)	Near-Perfect
Wizell & Day Words and Music	The Old TriangleSonny Howard, RCA (p)	• Continued from page 16
Rele	I Sides for Week ased by Each Label •These totals do not include P D. Tunes For Week Ending May 9 RHYTHM	disk center holes may result. This could take place as follows: The optional center could be included with all 45's, enabling the pur- chaser to play them on both large and small spindles. LP platters could also be made with a large center hole, and sold with an optional center, so that they could be played on both a small spindle or large spindle machine. A large-hole LP disk,
LABEL	POPULAR FOLK & BLUES	however, would have to wait until all manufacturers decided it
COLUMBIA	······ ! ······ ! ······ ! ······· ! ······· !	was feasible to fabricate, and the go-ahead signal was given to
MERCURY	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	phono manufacturers to put out a
		What some members of the RIAA envisage is a two-speed
95000 W28	Number of Sides	phono that would have a large- center spindle, one needle, and be able to play 10 and 12-inch large center LP's in addition to seven- inch 45's.
Reie	ased by Each Label *These totals do not include P. D. Tunes	If the above came about, it would mean that any record could be played on any machine,
	January 1, 1953, to Date	no motton what the enindle size
LABEL	POPULAR FOLK & BLUES	working for, the it is doing it
CAPITOL		not to disturb in any way the present three-speed market. If its
DECCA MERCURY M-G-M	125 73 64 167 64 2 111 20 25 143 54 38 144 110 59	ideas come to fruition over the next few years, it will mean a less confused market on all levels regarding the large and small
Phila, Firm	n Continues efforts are "You're Talking Thru	center holes.
Expansion	Your Hat" and "The Best of Luck	• Continued from page 16
	PHIA, May 9. — ruso; "Why Pretend?," recorded by Kay Justice, and "This Heart	
expansion pr Music, has ad	ogram for Myers of Mine," recorded by Joe Jafolla. ded the sole selling Myer's also adds the Bill Uhr farlene Publishing Publishing Company with its	tor. Radio Corporation of Amer- ica, RCA Victor parent company, reported the biggest first quarter

Juke Box Party et May 23 By rooklyn Org



RUTH BROWN Chirp Clicks In Gotham Jazz Date

NEW YORK, May 9. - The Bandbox, one of the town's newer jazz bistros, this week sparked its talent layout with the acquisition of two outstanding acts-violinist ry will be kicked off in Ruth Brown and Billy Ward's Dominoes.

> Miss Brown, stunningly attired, electrified the audience with her performance. The thrush, who has been knocking out hits for Atlantic Records for the past three years, did a ballad medley, including her smash version of "Be Anything," followed by a liberal sprinkling of such of her successes as "Five, Ten, Fifteen Hours" and "Mama" - all of which have been standout disks in the rhythm and blues field.

Youthful, and with a voice of range, technical excellence and peculiarly attractive liquid quality, Miss Brown seemed at the peak of her powers.

Sight Act

The Dominoes, who record for the Federal label, a subsidiary of King, constitute a wonderful sight, as well as vocal, act. The lads did their disk hits, including "The Bells" and "Chicken Chicken."

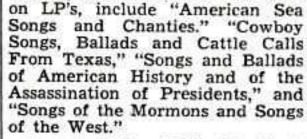
The Flip Phillips Trio, featuring J. C. Heard, an. Slim Gaillard in the emsee role, plus the Milt Buckner Trio, round out the bill. Illinois Jacquet comes in next week, with Ruth Brown held Paul Ackerman. over.

LC Issues 5 Folk Albums

WASHINGTON, May 9. - The Library of Congress has issued five new albums of American folk music. The collection of songs and ballads, offered for the first time

Near-Perfect

continued from page 16



Two ballads, "Phil Sheridan" and "The Iron Merrimac," sung by r that Gene Krupa, not Good- former Judge Learned W. Hand, , would head up the Detroit who retired in 1951 from the U.S. w. Result was about 2,500 Circuit Court, highlight the "Amer-cellations from people who can History" album. The ballad about the assassination of President James A. Garield, in the same album, is an example of a "cantefable," a combined account in song and story unusual in American folk music.

Kean Sisters

Continued from page 16

ing sessions before their departure for London, where they're set for a three-week engagement at the Palladium, starting June 8. They're billed along with Al Martino. Following the Palladium stint, Martino goes on a fourweek concert tour of the British Isles and the Continent for a guaranteed weekly take of \$3,500. The Kean Sisters will return to start work on a Broadway musical being produced by Jule Styne.





THE BILLBOARD

21

103 Songs Composed ORGANIZE FAN **By Jimmie Rodgers**

Published by Peer International, 1619 Broadway, New York City (Co-writers are listed in parentheses under those tunes written jointly with Rodgers.)

ANY OLD TIME BRAKEMAN'S BLUES **BLUE YODEL NO. 1** "T" for Texas **BLUE YODEL NO. 2** My Lovin' Gal Lucille BLUE YODEL NO. 3 **Evening Sun Yodel BLUE YODEL NO. 4 California Blues BLUE YODEL NO 5 BLUE YODEL NO. 6 BLUE YODEL NO. 7** Anniversary Blue Yodel **BLUE YODEL NO. 8** Mule Skinner Blues **BLUE YODEL NO. 9** Standin' on a Corner **BLUE YODEL NO. 10 BLUE YODEL NO. 11 BLUE YODEL NO. 12 Barefoot Blues** CARTER FAMILY AND JIMMIE **RODGERS IN TEXAS** COWHAND'S LAST RIDE (Elsie McWilliams) DADDY AND HOME DESERT BLUES DEAR OLD SUNNY SOUTH BY

THE SEA (E. T. Cozzens)

DOWN THE OLD ROAD TO HOME (Carey D. Harvey)

DREAMING WITH TEARS IN MY EYES

(Waldo O'Neil) DRUNKARD'S CHILD

(Andrew Jenkins) EVERYBODY DOES IT IN HAWAII

(Elsie McWilliams) FOR THE SAKE OF DAYS

GONE BY (Jack White)

GAMBLING BARROOM BLUES (Shelly Lee Alley)

GAMBLING POLKA DOT BLUES HIGH POWERED MAMA **D'S MEDITATION** HOME CALL (Elsie McWilliams) I'M LONELY AND BLUE (Elsie McWilliams) I'M LONESOME TOO I'M SORRY WE MET I'VE RANGED, I'VE ROAMED, **I'VE TRAVELLED** IN THE JAILHOUSE NOW IN THE JAILHOUSE NOW NO. 2 JIMMIE RODGERS' BOOGIE (Bill Sutton) JIMMIE RODGERS' LAST BLUE YODEL JIMMIE RODGERS VISITS THE CARTER FAMILY JIMMIE THE KID (Bob Neville) JIMMIE'S MEAN MAMA BLUES (Waldo O'Neil, Bob Sawyer) JIMMIE'S TEXAS BLUES LAND OF MY BOYHOOD DREAMS LET ME BE YOUR SIDE TRACK LONG TALL MAMA BLUES LONESOME BLUES (Elsie McWilliams) LOOKIN' FOR A NEW MAMA LULLABY YODEL (Elsie McWilliams) MEMPHIS YODEL MISSISSIPPI DELTA BLUES (Jack Neville) MISSISSIPPI GO AWAY BLUES (Jack Neville) MISSISSIPPI MOON (Elsie McWilliams) MISSISSIPPI RIVER BLUES MOONLIGHT AND SKIES MOTHER THE QUEEN OF MY HEART (Hoyt Bryant) MY BLUE EYED JANE (Lulu Belle White) MY CAROLINA SUNSHINE GIRL MY GOOD GAL'S GONE MY LITTLE LADY (Elsie McWilliams)

MY LITTLE OLD HOME IN NEW ORLEANS

MY LONESOME BLUES (Joe Kaipo, Billy Burke, Weldon Burke)

- MY OLD PAL (Elsie McWilliams)
- **MY ROUGH AND ROWDY WAYS** (Elsie McWilliams)
- MY TIME AIN'T LONG (Waldo O'Neil)
- MYSTERY OF NUMBER FIVE
- MY DOG FACE GAL (Jack Neville) NEVER NO MO BLUES
- (Elsie McWilliams) NINETY-NINE YEAR BLUES
- (Raymond Hall) NO HARD TIMES
- NOBODY KNOWS BUT ME (Elsie McWilliams)
- **OH PLEASE COME BACK** (Buddy Baker)
- OLD LOVE LETTERS (Lou Herscher, Dwight Butcher)
- OLD PAL OF MY HEART (John B. Mason)

First Royalties

NEW YORK, May 9. -When Jimmie Rodgers recorded his first record for Ralph Peer representing Victor in Bristol, Tenn. on August 4, 1927, he received \$20 for the date. Three months later, Rodgers received his first royalty check, a total of \$27 and some odd cents. Three months later the royalty check was for about \$400. From then on his royalty statements skyrocketed to major proportions.

PEACH PICKING TIME IN **GEORGIA** (Clayton McMichen) PISTOL PACKING PAPA (Waldo O'Neil) **ROCK ALL OUR BABIES TO** SLEEP **RODGERS' PUZZLE RECORD** SAILOR'S PLEA (Elsie McWilliams) SHE WAS HAPPY TILL SHE MET YOU SOLDIER'S SWEETHEART SOMEWHERE DOWN BELOW THE MASON DIXON LINE (W. J. Ryan) SOUTHERN CANNONBALL (Raymond Hall) T. B. BLUES TAKE ME BACK (Buddy Baker) TAKE ME BACK AGAIN (Raymond E. Hall) THAT'S WHY I'M BLUE THOSE GAMBLER'S BLUES TRAIN WHISTLE BLUES TRAVELIN' BLUES TREASURE UNTOLD (E. T. Cozzens) TUCK AWAY MY LONESOME BLUES WAITING FOR A TRAIN WHAT'S IT (Jack Neville) WHEN THE CACTUS IS IN BLOOM WHIPPIN' THE OLD T B. WHISPER YOUR MOTHER'S NAME WHY DID YOU GIVE ME YOUR LOVE WHY SHOULD I BE LONELY (Estelle Lovell) WONDERFUL CITY YEARS AGO (Lou Herscher, Barry Richards) YODELING COWBOY (Elsie McWilliams) YODELING MY WAY BACK HOME **YODELING RANGER** (Raymond Hall) YOU AND MY OLD GUITAR (Elsie McWilliams)

CLUB IN 1947

The Jimmie Rodgers Fan Club was formed as a result of of a nation-wide search by Jim Evans, of Lubbock, Tex., for a complete set of Rodgers' records. The search was started ing 1940 and took 10 years and more than \$1,000 to complete, A by-product of Evans' hunt was-the acquaintance of many other enthusiasts of "America's Blue Yodeler." As a result the fan club was formed in 1947 with Evans as active president and Mrs. Jimmie Rodgers as honorary president. Yearly dues for members are \$1, which covers four issues of the Blue Yodeler, the club's official journal; a membership card; pictures of Rodgers; and a folder with a list of his recordings and his biography.

The address of the Jimmie Rodgers Fan Club is care of Jim Evans, 2215 Seventh St., Lubbock, Tex.

Discovery

Continued from page 20

to "Blue Yodel No. 2," "Blue Yodel No. 3," etc.

From this time until his death he was able to lead a new life because of his income from recordings and copyright royalties. Unfortunately, he was generous to a fault, and when he received a large chick he shared it with friends and relatives. The best doctors told him that he would not live very long because his tuberculosis was incurable.

As a result of his fast-selling Victor records, Jimmie Rodgers quickly rose to the top as an entertainer. He began to earn good money working in night spots, traveling shows, etc., but his bad state of health was a great handicap.

Blue Yodeler's Life Plagued by Illness

James Carter Rodgers was born in Meridian, Miss., on September 8, 1897, of a railroad family. His father was a section manager on the Mobile and Ohio. When Jimmie was four, his mother died. Left pretty much to fend for himself, he became a familiar figure in the Meridian railroad yards. During his early years he began plunking away at a guitar. When he was in his middle teens he became his father's assistant and frequently played and sang for the railroad hands.

Soon after, he became a fullfledged brakeman, on a work train. Then thru his older brother, Walter, also a railroader, Jimmie went to work on the New Orleans and Northeastern, making a regular run between Meridian and New Orleans.

While making this run, he met Carrie Cecil McWilliams, the youngest of three daughters of a Meridian minister. They were married on April 7, 1920, shortly after Rodgers recovered from a bout with pneumonia. A year later Carrie Anita was born. A second daughter, June Rebecca, followed two years later. She died soon thereafter.

Hard Times

The early years were hard ones for the Rodgers family. Railroad jobs were scarce; money was short; Jimmie was

A biography of Jimmie Rodgers, entitled "Jimmie Rodgers' Life Story," was written by Mrs. Jimmie Rodgers. It is published by Ernest Tubb Publications, P. O. Box 817, Nashville, Tenn. The pdice is \$1.50.

not well. Looking for work, he



JIMMIE RODGERS America's Blue Yodeler Sept. 8, 1897-May 26, 1933

Rodgers Entertainers. They copped a spot on WWNC in May, 1927, but it didn't last long. The group hit the road on onenighters. It was during this period that Rodgers heard about Ralph Peer auditioning talent in Bristol, Tenn., for the Victor Talking Machine Company. Jimmie, his wife, and the Entertainers headed for Bristol. What happened there is recounted by Ralph Peer in an accompanying story.

From Bristol the Rodgerses moved to Washington, D. C., where Jimmie met Ray Mc-Creath, then an announcer on WTFF and later Jimmie's road manager. It was McCreath whom Mrs. Rodgers credits with suggesting the name which Rodgers soon made so famous, "America's Blue Yodeler."

RECORDS BY JIMMIE RODGERS STILL AVAILABLE

Rodgers recorded a total of 54 records for Victor and Bluebird. The following are still available from RC/ Victor as single records and in 78 r.p.m. albums, LP's and 45 EP sets:

Blue Yodel No. 1 Away Out on the Mountain RCA Victor 21-0042

Never No Mo' Blues Daddy and Home RCA Victor 21-0043*

Frankie and Johnny The Brakeman's Blues RCA Victor 21-0044 Waiting for a Train

Blue Yodel No. 4 **RCA Victor 21-0175***

My Old Pal Desert Blues RCA Victor 21-0176

My Carolina Sunshine Girl Sleep, Baby, Sleep RCA Victor 21-0180 Blue Yodel No. 2

Tuck Away My Lonesome Blues RCA Victor 21-0181

Dear Old Sunny South by the Sea Blue Yodel No. 6 RCA Victor 21-0182*

Pistol Packin' Papa Jimmie's Mean Mama Blues RCA Victor 420-0027*

You and My Old Guitar **Prairie Lullaby** RCA Victor 420-0028*

This man really had "guts." He was fired with a great ambition to be successful, both as an artist and financially. Eventually he headed his own traveling show.

As a guitarist he was an individualist; that is, he had his own way of selecting his chords, and was what can best be described as a "natural" guitar player. I remember that another artist, during the year 1931, spent a great deal of time learning one of Jimmie's "wrong" chords. Whatever he used always sounded right, but upon examination it was quite often not the chord which would ordinarily have been used. This provided individuality for all records in which his guitar playing predominated amongst the accompaniment, but quite often it was a problem to find musicians and other artists able to fall into the spirit of his recording style.

Fame Skyrockets

His recording of "Blue Yodel" skyrocketed Jimmie to fame in the amusement business. The once poor Mississippi brakeman became the idol of the Southern and Western States. His fame developed thru his record fans. Broadcasting stations were then comparatively infrequent, and only the radio chains had sufficient power to create nationwide propaganda. They adhered closely to a policy of using live artists, and almost invariably artists popular in the New York or Chicago areas.

Jimmie was practically unknown north of the Masoncording artist in the region where hillbilly music has always enjoyed greatest popularity.

If his health had permitted, Jimmie would have become a top name in the theatrical world, but routine work on the stage was bad for him. His copyright royalties began to pile up and eventually Victor gave him a royalty contract on a basis similar to a grand opera star.

In an effort to extend the Rodgers popularity to our Northern States, I booked him on the Radio Keith Orpheum Circuit. He was to appear as a single act in most of the leading vaudeville theaters. The salary, \$1,000 weekly, was considered

headed West and rode the rails in Colorado and Utah. The results were disastrous. Tuberculosis flared up. He spent three months in a hospital upon his return and barely recovered.

Too weak for railroading, he joined a medicine show, which he later bought, but a storm wiped it out and he was again penniless. Turning back to the rails, he worked in Florida, then headed to Arizona and Texas, in search of work and health.

Then came the key move in his career, the decision to move to Asheville, N. C. Here Jimmie worked as a city detective and then organized the Jimmie

and greatly enjoyed his contacts with other performers. One of the highlights of his career was a tour thru north Texas and Oklahoma as part of a charity Red Cross drive in which he was starred alongside of Will Rogers. They became fast friends.

In the spring of 1933, Jimmie and I corresponded about the possibility of additional recordings. Victor had about a year's supply of material already on hand. The record business in general was not good, and they did not think it wise to be too far ahead of the market. Jimmie Rodgers by this time had be-come "standard." There were one or two masters to be remade because of technical de-

Rodgers was almost an overnight sensation. His record sales skyrocketed, and he was in constant demand for personal appearances. Health reasons forced the cancellation of many dates. At the pinnacle of his "rags to riches" story, he moved his family to Kerrville, Tex., where a palatial home, "Blue Yodeler's Paradise," was built. Still on the move, however, they soon changed to San Antonio so Rodgers could be closer to medical assistance. It was from here that he left for what was to be his last recording session in Camden, N. J. He died there on May 26, 1933.

fects. There was also the necessity to negotiate a new agreement between Victor and Rodgers. Working with all of these factors, I arranged matters so that Jimmie could come to New York for a series of recordings. He was not well when he arrived for his recording work, and after the first two dates it seemed best to delay further activities. He died May 26, 1933, in his hotel bedroom. It became my painful duty to send him back home to Meridian, Miss., for burial.

Today his distinctive style remains a goal for all new recording artists. Many of the compositions which he wrote wholly (Continued on page 35)

GUITARS PLAYED BY JIMMIE Dixon Line, but within a year he ARE NOW COLLECTORS' ITEMS

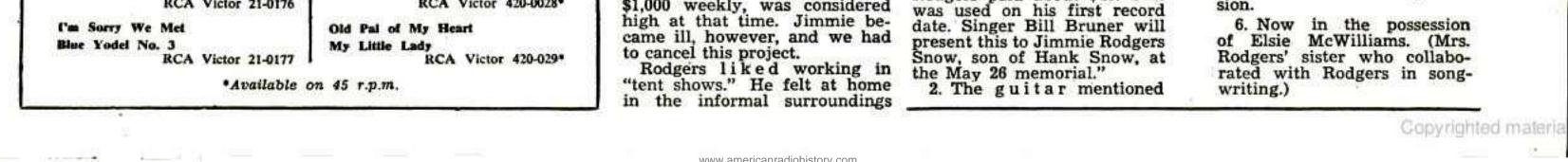
The guitar that Jimmie Rodgers used and that is now in the possession of Ernest Tubb is a Martin guitar specially made for Jimmie. It was presented to Jimmie by C. Frederick Martin, president of the Martin Guitar Company, July 27, 1927. It is believed that this is the only special model of guitar that has been made and presented to any artist by that company. However, there are more guitars than just this one. Actually, there are six guitars that Jimmie Rodgers owned, either presented or bought.

1. A small Martin for which Rodgers paid about \$40. This above, presented by the Martin Company and in Ernest Tubb's possession. This is the guitar that he used on all of his subsequent recording dates.

3. A Gibson guitar, made and presented by the Gibson Company. This is quite a fancy guitar with intricate inlaid design and matched wood.

4. A Weyman guitar . . . reportedly stolen some years ago.

5. Another Weyman guitar that was given to a Captain in the Texas Rangers in Texas, who still has it in his posses-



MUSIC 22



11. TELL ME A STORY. Published by Montclare (BMI)	9	8
12. I'M WALKING BEHIND YOU Published by Leeds (ASCAP)	-	1
13. ANNA Published by Hollis (BMI)	15	4
14. CARAVAN	11	7
15. HO HO SONG Published by Arbee (ASCAP)		1
16. TELL ME YOU'RE MINE Published By Capri Music	14	19
17. SIDE BY SIDE. Published by Shapiro-Bernstein (ASCAP)	11	15
18. SOMEBODY STOLE MY GAL Published by Robbins (ASCAP)	18	4
19. ALMOST ALWAYS. Published by Brandom (ASCAP)	-	1
20. WILD HORSES	19	12

MAY 16, 1953	THE BILLBOARD		MUSIC 23
Capital R E C O R D S	HE STATE	DOB	
POPULAR	TOP SELLERS- COUNTRY & HILLBILLY	BEST SELLING- POPULAR ALBUMS	TOP SELLING- CHILDREN'S ALBUMS
Based on Actual Capitol Sales Reports	Based on Actual Capitol Sales Reports	Based on Actual Capitol Sales Reports	Based on Actual Capitol Sales Repor
. APRIL IN PORTUGAL SUDDENLY	1. RUB-A-DUB-DUB I'LL SIGN MY HEART AWAY H, Thompson	1. SKETCHES ON STANDARDS Stan Kenton	1. NEVER SMILE AT A CROCODILE AND FOLLOWING THE LEADER Jerry Lewis
DON'T LET YOUR EYES GO SHOPPINGN. Cole	2. I'VE GOT TO WIN YOUR LOVE AGAIN I CAN'T LAST LONG S. McDonald	2. MUSIC FOR LOVERS OWLY Jackie Gleason	2. LITTLE RED MONKEY AND PUSSY CA PARADE Mei Blanc
CAN'T I	3. GO ONI GET OUTI	3. THE HIT MAKERS! Les Paul & Mary Ford416	C. S. M. P. C. S.
I'M SITTING ON TOP OF THE WORLD SLEEP	HIGH NOON T. Riffer	4. LOVER'S RHAPSODY AND SONGS FROM LOVER'S RHAPSODY Jackie Gleason	4. I'M A LITTLE TEAPOT AND THE TEDD BEARS' PICNIC Frank DeVol
. LEAN BABY I'M WALKING BEHIND YOUF. Sinatra	4. HANK'S SONG I'LL NEVER HAVE YOU F. Huskey	5. NEW CONCEPTS OF ARTISTRY IN RHYTHM Stan Kenton	5. I TAUT I TAW A PUDDY TAT AND YOSEMITE SAM
THREE THINGS	5. HILLBILLY HULA I'M A POOR LONESOME FELLOW	6. BY THE LIGHT OF THE SILVERY MOON Gordon MacRae and June Hutton, 422	6. TEENA, THE LAUGHING HYENA Pinto Colvig
SAN	J. Carman	7. POPULAR FAVORITES BY STAN KENTON Stan Kenton	7. WALT DISNEY'S STORY OF ROBIN HOO Nestor Paiva, Billy May
A LITTLE LOVE	WHAT'S THE USE TO LOVE YOU F. Young	8. THE KAY STARR STYLE Kay Starr	8. TWEET AND TOOT, AND THE E.I.O. SONG Mel Blanc
NY FLAMING HEART	7. NO HELP WANTED I'D HAVE NEVER FOUND SOMEBODY NEW	9. THE BENNY GOODMAN BAND Benny Goodman	9. WOODY WOODPECKER AND THE AN
C. THE NEARNESS OF YOU GYPSY GIRL	H. Thompson	10. THE BILLY MAY BAND	Mel Blanc
HERE COMES MY DADDY, NOW!J. Carr	LONESOME JOE R. Acuff	Billy May	Pinto Colvig
IS IT ANY WONDER	9. I'LL HAVE MYSELF A BALL GREEN CHEESE	Ray Anthony	TRAIN ROBBERY William Boyd
5. SIDE BY SIDE NOAH!	M. Travis	12. NAT "KING" COLE'S TOP POPS Nat "King" Cole9110	12. LITTLE TOOT Don Wilson and The Starlighters. 300
5. YES SIR, THAT'S MY BABY YOKOHAMA MAMA	TIED DOWN R. Acuff	13. BYE BYE BLUES Les Paul and Mary Ford356	13. BOZO ON THE FARM Pinto Colvig
THE HOKEY POKEY		n ³² 6.83	*

70

ALLEZ-VOUS-EN HALF & PHOTOGRAPH	.Kay Starr
C'EST MAGNIFIQUE HOMIN' TIME	.Gordon MacRae 2465
LAUGH WHY, DARLING, WHY	
I'VE GOT A WOMAN'S LOVE WATCH THE COMPANY YOU KEEP	.Terry Preston
IT'S MORE FUN THAT WAY RED WING	.Roy Hogsed
HOW MANY TIMES SOMEONE TO CARE	.The Statesman Quartet . 2469
SOMEBODY STOLE MY GAL	.Mel Blanc





sings a hit tune from the new Cole Porter musical "CAN-CAN"

with Orchestra conducted by Axel StordaM





B/W

THUNDERBIRD

it's the new instrumental sensation by

AND HIS ORCHESTRA

from Las Vegas 'cross the way!

1



THE BILLBOARD	MAY 16, 1953
It's the Juke Box Operator's BUSINESS GUIDE	Favorite Tunes
It's the Juke Box Operator's PROGRAMING MANUAL	For Week Ending May 9
It's the Juke Box Operator's PROFIT IDEA-LOG	- Best Selling Sheet Music Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retail- ers thruout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates tune is from a film: (M) indicates tune is from a legit musical. Weeks
	1. I BELIEVE (R)—Cromwell. 2 10 2. DOGGIE IN THE WINDOW (R)—Santly-Joy. 3 13 3. SONG FROM MOULIN ROUGE (R) (F)—Broadcast. 1 5 4. APRIL IN PORTUGAL (R)—Chappell. 5 5
	5. PRETEND (R)—Brandom
	9. RUBY (R)—Miller
EXT WEEK Issue includes	12. IEEE ME A STORT (R)_Montchare
	It's the Juke Box Operator's BUSINESS GUIDE It's the Juke Box Operator's PROGRAMING MANUAL It's the Juke Box Operator's PROFIT IDEA-LOG It's Big, Valuable UKE BOX ERSARY ER

- 62

1.1

12

M ore than a dozen special features and directories that all operators will use now and in the months to come-to help them win new locations ... serve present locations better . . . save money through greater operating efficiency . . . MAKE MORE JUKE BOX PROFITS! Be sure to get your copy of May 23 Billboard—the Big, Valuable Juke Box Anniversary Number -out May 19!

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The **Billboard**

2160 Patterson St. Cincinnati 22, Ohio

> Enter my subscription to The Billboard for the next full year (52 issues), beginning with the May 23 Juke Box Anniversary Number. \$10 payment enclosed (a saving of \$3 over single copy price). Foreign rate, \$20.

Name-

Occupation.

Address

eading May 23 Issue 65th Juke Box **Anniversary Number**

and Television Audiences

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHA-BETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical

Top 30 in Radio

ll by Myself (R)—Berlin—ASCAP nna (F) (R)—Hollis—BMI	My One and Only Heart (R)-Roncom- ASCAP
nywhere I Wander (R)-Frank-ASCAP	Nearness of You (R)-Famous-ASCAP
pril in Portugal (R)-Chappell-ASCAP	Ohio (R) (M)-Chappell-ASCAP
ig Mamou (R)-Peer-BMI	Pretend (R)-Brandom-ASCAP
lue Gardenia (R)-Harms-ASCAP	Ruby (R)-Miller-ASCAP
oggie in the Window (R)-Santly Joy- ASCAP	Say You're Mine Again (R)-Blue River- BMI
olden Years (R)-Paramount-ASCAP	Seven Lonely Days (R)-Jefferson-ASCAP
ot Toddy (R)—Coachella-Alamo—ASCAP ow Do You Speak to an Angel? (R) (M) —Chappell—ASCAP	Side by Side (R)-Shapiro-Bernstein-
ush A-Bye (R)—Remick—ASCAP Believe (R)—Cromwell—ASCAP	Somebody Stole My Gal (R)-Robbins- ASCAP
m Sitting on Top of the World (R)- Feist-ASCAP	Song From Moulin Rouge (R) (F)-Broad- cast-BMI
m Walking Behind You (R)-Leeds-	Sweet Thing (R)-Hill & Range-BMI
ASCAP eep it a Secret (R)-Shapiro-Bernstein-	Tell Me You're Mine (R)-Capri-BMI
ASCAP	Wild Horses (R)-Simon-ASCAP
ly Jealous Eyes (R)-Famous-ASCAP	Your Cheatin' Heart (R)-Acuff Rose-BMI

Top 10 in Television

ppreciation (R)-Duct-ASCAP	Pretend (R)-Brando
pril in Portugal (R)-Chappell-ASCAP oggie in the Window (R)-Santly Joy- ASCAP	
Believe (R)-Cromwell-ASCAP	Bob, Bobbin' Alon
m Sitting on Top of the World (R)-	
Feist-ASCAP	Your Cheatin' Heart

m-ASCAP Rouge (R) (F)-Broadd Robin, Comes Bob, g (R)-Bourne-ASCAP Simon-ASCAP (R)-Acuff Rose-BMI

793

England's Top Twenty

6. Pretend-Leeds (Brandom)

Based on cabled reports from England's top nusic jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.

1. Docuie in the Window-Connelly (Santly-	 Downhearted-New World (Paxton) Till I Waltz Again With You-Franci Day (Village) I Talk to the Trees-Chappell (Chappell) The Windsor Waltz-Michael Rein (E. B. Marks) She Wears Red Feathers-Dash (Oxford 16, Why Don't You Believe Me?-Franci
Joy)	12. Till I Waltz Again With You-Franci
2. In a Golden Coach-Box & Cox (Box	Day (Village)
& Cox)	13. I Talk to the Trees-Chappell (Chap
3. I'm Walking Behind You-Peter Mau-	pell)
rice (Leeds)	14. The Windsor Waltz-Michael Rein
4. Oh, Happy Day-Chappell (Bregman,	(E. B. Marks)
Vocco & Conn)	15. She Wears Red Feathers-Dash (Oxford
5. Wonder'ul Copenhagen-Morris (Frank)	16. Why Don't You Believe Me?-Franci

Day (Brandom)



THE BILLBOARD

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MUSIC

25

umbia Best Bu

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending May 9

220000000000000000000000000000000000000	G FROM MOULIN ROUGE RHAPSODY	Percy Faith and Felicia Sanders	39944	•	4-39944	
STRANGE THE HO	THINGS ARE HAPPENING HO SONG	Red Buttons	39981	•	4-39981	
I BELIEV YOUR CH	E HEATIN' HEART	Frankie Laine	39938	•	4-39938	
10070-000	OTHER POLKA REST, MY DARLING	Jo Stafford	40000	•	4-40000	
1010-000	A STORY LE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945	•	4-39945	
RAMBLII I LET HE		Frankie Laine	39979	•	4-39979	
LITTLE J DENNIS	OSEY THE MENACE	Rosemary Clooney and Jimmy Boyd	39988	•	4-39988	
DOT'S N IT'S THE	ICE-DONNA FIGHT! SAME	Rosemary Clooney and Marlene Dietrich	39980	•	4-39980	
RUBY Pallad	IUM PARTY	Harry James	39994	•	4-39994	
FOR ME	OF DREAMING	Jerry Vale	<u>39990</u>	•	4-39990	
I WOUL HAND-M	DN'T WANT IT ANY OTHER W IE-DOWN HEART	AY Lu Ann Simms	39991	•	4-39991	
257 7100 10 2/2	LKING BEHIND YOU IESE CHAINS FROM MY HEART	Champ Butler	39993	•	4-39993	
	RA MADEIRA AL POLKA	Mitch Miller	39982	•	4-39982	
BO	THE RED, RED ROBIN COMES B B, BOBBIN' ALONG FUL MUSIC TO LOVE BY	08, Doris Day	39970	•	4-39970	2
SUMMER	DDY STOLE MY GAL AG DOLL	Johnnie Ray	39961	•	4-39961	

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending May 9

THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087	•	4-21087
BRING YOUR SWEET SELF BACK TO ME TIME CHANGES THINGS	Lefty Frizzell	21084	•.	4-21084
THE PRICE FOR LOVING YOU THAT'S WHAT I GET FOR LOVING YOU	Ray Price	21089	٠	4-21089
NEVER NO MO' BLUES SLEEP, BABY, SLEEP	Lefty Frizzell	21101	•	4-21101
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085	•	4-21085
CALIFORNIA BLUES I'M LONELY AND BLUE	Lefty Frizzell	21102	•	4-21102
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075	•	4-210 <mark>75</mark>
SIDEMEAT AND CABBAGE TEARDROPS	"Little" Jimmy Dickens	21093	•	4-21093
AT THE DAWNING WHEN HE CALLS I'LL FLY AWAY	The Chuck Wagon Gang			1097-s ● 4-21097-s
WHY DID YOU WANDER!	Lester Flatt, Earl Scruggs	21091	•	4-21091

BEST SELLING ALBUMS

BY THE LIGHT OF THE SILVERY MOON DORIS DAY "Lp" CL 6248 * 45 Set B-334 * 78 Set C-334

ARTHUR GODFREY'S TV CALENDAR SHOW "Lp" GL 521 * 45 Set G 4-18 * 78 Set G-18

SWEETHEARTS—MARION MARLOWE and FRANK PARKER "Lp" CL 6241 * 45 Set 8-331 * 78 Set C-331

BENNY GOODMAN PRESENTS EDDIE SAUTER ARRANGEMENTS "Lp" GL 523 * 45 Set G 4-19 AN EVENING WITH LIBERACE "Lp" GL 6239 * 45 Set 8-329 * 78 Set C-329

MASCAGNI: CAVALLERIA RUSTICANA-Metropolitan Opera Production (with Leoncavallo: Pagliacci-"Lp Set SL 124) "Lp" Set SL-123

GEORGE LONDON: OF GODS AND DEMONS "Lp" ML 4658

ON YOUR TOES (Rodgers-Harf) Portia Nelson, Jack Cassidy, others "Lp" ML 4645 * 45 Set A-1043

NEW SACRED RELEASES

Johnny Bond PEACE, BE STILL! THE NINETY AND NINE 21113 • 4-21113-s

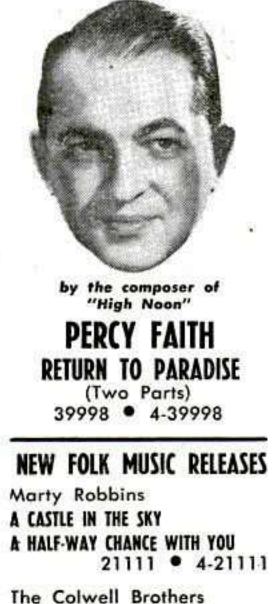
The Chuck Wagon Gang LOOKING FOR A CITY I'LL HAVE A NEW LIFE 4-20587-s

SHALL WE GATHER AT THE **RIVER!** WHEN THE SAINTS GO MARCHING IN

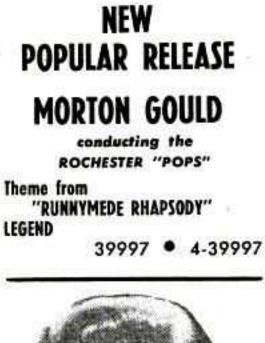
4-20630-s

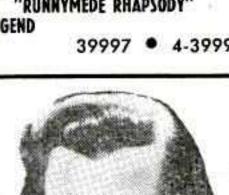
MY HOME, SWEET HOME SPRINGTIME IN GLORY 4-20731-s

SOMEBODY CALLED MY NAME



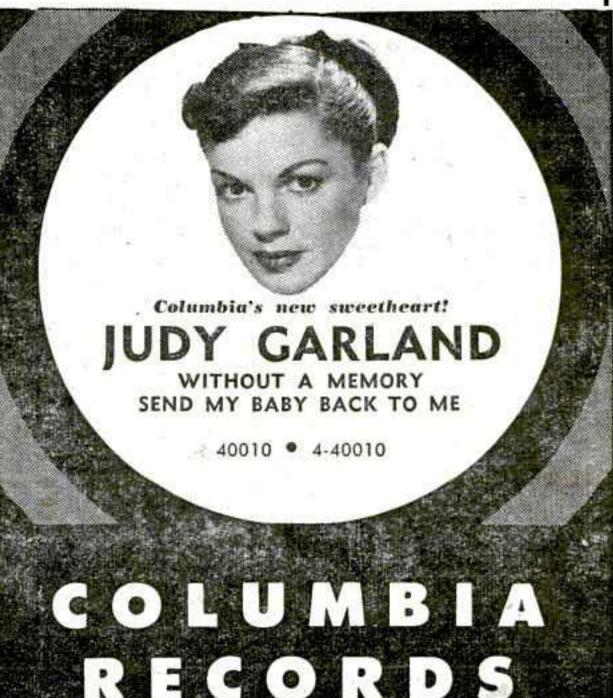
A SPANKIN' NEW DAY IT'S ALL OVER NOW BUT THE

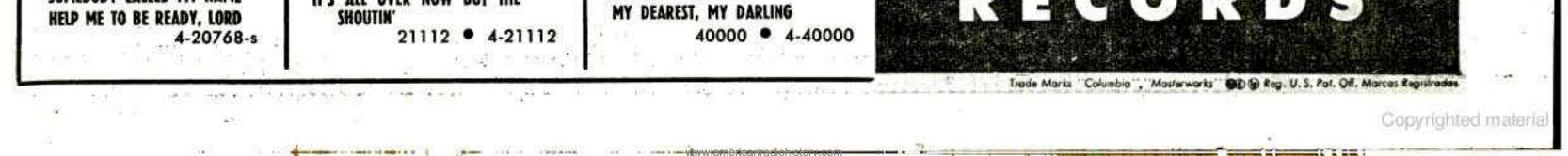






both sides hits! **JO STAFFORD** JUST ANOTHER POLKA





26 MUSIC THE BILLBOARD

MAY 16, 1953

The Billboard Music Popularity Charts

... for Week Ending May 9

REVIEWS OF THIS WEEK'S NEW RECORDS

KAY STARR

Half a Photograph84 CAPITOL 2464 - Countryish weeper is sung with great warmth by Miss Starr to interesting backing by a chorus. There's plenty of potential in this waltz slicing and it bears close watching. Could earn much loot and be a big one for the thrush. Allez-Vous-En....79

Popular

Songstress seems slightly miscast in this elaborately arranged ditty from the new Cole Porter musical, "Can-Can." Flip should get the nod from Kay Starr fans.

HELENE DIXON

OKEH 6964-Helene Dixon makes a very impressive debut on the label with a powerful reading of a mighty attractive new ballad, supported substantially by a chorus and bright ork arrangement. The thrush has an appealing style and handles a tune with skill. With proper exploitation this side could bust thru as a coingrabber.

The Breeze....76

The thrush turns in a good performance on this lilting oldie, (which has created a lot of interest recently due to the Kay Starr version in her latest Capitol album). The canary sings it in free-and-easy style, over a hefty ork backing. Once again the thrush demonstrates her bright style. Jocks should spin this too, the the flip has the power

BOBBY WAYNE

MERCURY 70148-Good rewrite of a public domain melody makes for the best material Wayne has had in some time. This is one of his best sides in many a moon. This one could grab spins and plays and has a chance to move up.

More Than I....77

Another big ball entry and one which Wayne tackles for good results. Fine orking, too.

NEW RECORDS TO WATCH

Popular

ROSEMARY CLOONEY-JIMMY BOYD **Dennis the Menace**

Little Joesy - Columbia 39988 - Two cute sides are handed a fine performance by the duo, together for the first time. There already is some starting action here. Could also catch kiddie sales.

KAY STARR

Half a Photograph-Capitol 2464-A fetching reading by the songstress on this slow ballad. Could pull a lot of loot for dealers and operators. Flip is "Allez-Vous-En."

FRANK CHACKFIELD

Country & Western

Spanish Fire Ball84

V 20-5296 - A bouncy Latin beat

paces the cute ditty and it's sung

with lots of charm by Snow. Side has

quick appeal and should earn many

A fine job of singing by Snow that

lifts the so-so ballad above the also-

ran category. The chanter's fans

CAPITOL 2453-Heavy rhythm from

spins and much loot,

Between Fire and Water 81

should welcome it warmly.

Limelight (Terry's Theme)-London 1342-Lovely instrumental from the foreign film is presented in a sweeping arrangement by the Chackfield ork. With the current instrumental wave, this could get action. Flip is ballet music from the same film.

JOE MARINE

HANK SNOW

MERLE TRAVIS

all the way.

GOLDIE HILL

Green Cheese....76

fine rhythmic backing.

grab spins and plays.

Say Big Boy 76

In the opinion c' the Music staff the following new records that were reviewed this week merit the special attention of dealers, operators and/or disk jockeys. The listing includes both records which have a strong over-all potential as well as records whose appeal may be limited to a specialized field. Records in all categories are considered.

Country & Western

EDDY ARNOLD **Free Home Demonstration**

How's the World Treating You-RCA Victor 20-5305-A potentially strong disk. "Demonstration" is a novelty which could take off fast. Flip is a warm ballad which could give the record staying power.

ROBERTA LEE-TEX WILLIAMS Don't Call My Name

Hey, Mr. Cotton Picker - Decca 28721 - A disk that could pull pop as well as hillbilly action. "Don't Call My Name" is a real wild one.

MOON MULLICAN

Hey, Mr. Cotton Picker-King 1221-The piano playing warbler comes thru with a first-rate version which could pull well in the Midwest and South. Especially fine for juke boxes. Flip is "Loving You With a Worried Mind."

Rhythm & Blues

MITZI MARS

Roll 'Em-Checker 773-Thrush turns in a very strong performance on this rhythm tune that could catch favor. Flip is an answer to "I'm Glad."

Jazz

GEORGE SHEARING QUINTET

M-G-M 11493-A quiet etching of the standard that spotlights a harmonica solo by Jean Thielemans. Midway, tempo picks up considerably and the vibes and piano take over.

I Hear a Rhapsody 74 After an impressive opener by Shearing, Cal Tjader takes over on the vibes. Bass fiddle sets a solid beat. Two nice sides for Shearing fans.

GENE BIANCO

STAR MAKER CL 101 - Gene Bianco turns in some very pretty harp work on the bright oldie, making his harp really swing. 'He is aided by the Harpinaires who add a good beat. Smooth slicing. Harpin' Boogie 63

Another pretty side, by the harp group, this time on a routine boogie effort.

Sacred

THE MASTERS FAMILY

- Marching on to Glory77 COLUMBIA 21094-An exciting religious effort, in march tempo, is sung spiritedly and with a lot of drive by the Masters Family, over rhythmic backing by an instrumental group. A good side.
- They've Made a New Bible 72 The Masters Family complains about the new version of the St. James Bible, on this new sacred waxing, Group sings it well and ditty should appeal to fundamentalists in the Bible Belt and Texas.

THE STAMPS OUARTET

many Stamps followers.

· COLUMBIA 21100 - The Stamps Quartet turn in a bright performance

on a happy gospel effort, showing off

their fine harmony and backed by a

jazzy piano. It's a good side for the

market and will be appealing to the

The boys do another good job with

this pretty slow-tempo religious tune,

as they tell of a wonderful country

SAUTER-FINEGAN ORK

V 20-5307-Probably one of the most commercial slicings cut by the ork, this one has an excellent chance to break thru. Converted r.&b. opus has a solid beat thruout, with enough of the Sauter-Finegan originality to sustain interest. Gang vocal is rendered strongly.

Time to Dream....73

The ork is back in its accustomed groove here, spinning out a highly atmospheric reading that may be too subtle for most listeners. Joe Mooney is the sensitive baritone.

NAT COLE

CAPITOL 2459-Cole warbles quietly in his most intimate manner, capturing the flavor of the unusual ballad thru finely-executed phrasing. Tune is from the movie, "Small Town Girl," and the side should earn spins galore. I Am in Love....78

One of the ditties from the Cole Porter musical, "Can-Can," this one has a set of sophisticated lyrics, which Nat handles with outstanding charm. Latin beat is attractive. Deejays should hand this one much exposure.

PHIL ELLIS CHORUS

RAINBOW 215 - The waltz ditty from the current flicker, "Lili," has a real Continental lilt as performed here by the chorus and Eddie (Piano) Miller ork. The label has a strong contender here and it could easily break out.

You're Painting the Town Red.....60 So-so etching, not in the same class

as flip. JERRY VALE

COLUMBIA 39990-Vale comes thru with a fine performance here on an attractive ballad It's Fisher style all the way; and if there's room for two Eddie Fishers this guy is the other one. It bears watching. The Percy Faith ork backs the boy in lush style. Tired of Dreaming....77

A real tear-jerker here, with some of the feeling of both "Sorrento" and "Gloomy Sunday." Vale does it with plenty of feeling. Either side could

ROSEMARY CLOONEY-JIMMY BOYD

- COLUMBIA 39988-Plenty of name power on this disk by Clooney and Boyd. Ditty is a cute one-about the nosey youngster who is bought off with nickels by sister's swains. Both singers handle it well and the backing is spritely. Side could move out easily with enough push.
- Dennis the Menace.....81

1.4

catch some action.

Name talent and consumer familiarity with the cartoon strip make this one something to watch-particularly in view of the fetching ditty and performances of Clooney and Boyd. Another potent side by the pair.

Wedding Day-Decca 28710-Marine, singer with the Waring band, turns in an excellent performance in his disk debut as a single. Song is re-write of "To a Wild Rose." Jockeys could lay on this one. Flip is "If Love Is Good to Me."

PINTO COLVIG

Bozo's Nursery Rhymes-Capitol CAS 3154 -The combination of Bozo and nursery rhymes should be strong enough to establish this quickly with the moppets.

JIMMY NELSON

Meet Me With

flavor.

Rhythm & Blues

Married Men Like Sport82

RPM 385-Nelson hits it hard from

the opening strain and turns in a

whale of a performance on this blues

ditty. This is a mighty potent waxing

Another first-rate vocal by Nelson

who shows a lot of potential with

his easy-to-listen-to voice. This side

Another solid performance by Mem-

phis Minnie. Another blues, she is

right on top of the mike and really

lets go Backing again is a good one.

The Blues Came Pouring Down78

KING 4621 - Picturesque weeper is

shouted powerfully by Tiny, with his

ork standing solidly behind him.

Effort should attract attention and

Instrumental has a beat that the kids

Whiskey, Women and Loaded Dice ... 78

KING 4628-Sticks McGhee has a

cute hunk of material here, a cross

between an r.&b. and hillbilly tune,

and he hands the effort a lively per-

formance. He's backed with a big

beat by the combo, featuring listen-

able piano. It's McGhee's best side

in a long time and it could get some

(Continued on page 36)

and could be a loot-grabber.

Your Black Dress On....80

too could get some action.

MEMPHIS MINNIE

Broken Heart....78

TINY BRADSHAW

earn coin.

should like.

STICKS McGHEE

Heavy Juice....72

action. Watch it,

BAILES BROTHERS

somewhere.

Somewhere....73

- There's a Difference in
 - Religion and Salvation73 KING 1207-An interesting religious effort is sung with sincerity by the boys as they tell of the difference between religion and salvation. Tune is melodic and should interest the sacred market.
- I Can't Help What Others Do....69 The Bailes Brothers, backed in country style by a string band, hand this routine sacred opus a good vocal.

CECIL SURRATT

- Where Will You Spend Eternity60 RICH-R-TONE 1059 - The vocal group and Surratt sing about eternity on this fast-tempo religioso tune.
- The Bright Crystal Sea.....55 Surratt, helped by a chores, comes thru adequately on this routine sacred effort. Both sides are poully recorded.

PINTO (BOZO) COLVIG

Bozo's Nursery Songs (Part 1 & 2).....80 CAPITOL CAS 3154-Just the combination of the Bozo name and the nursery songs is enough to make this a strong addition to the diskery's line. Disk is full of familiar and not-so-familiar ditties all artfully interconnected via musical and lyrical bridges.

MEL BLANC

Sylvester and Hippety Hopper

CAPITOL CAS 3148-More Warner Brothers flick cartoon stuff for the moppets to go for. Loaded with musical gimmicks via the Dave Cavanaugh orking, the disk gives Blanc a chance to make effective use of his familiar voices in a story about a kangaroo and the cat.

JERRY LEWIS

- CAPITOL CAS 3163-Okay reading of the "Peter Pan" ditty by the comic. His name should make for good sales on this one. Following the Leader 76
- More of the same.

MEL BLANC

CAPITOL CAS 3170-Blanc does alright with the lyric to the instrumental click. Should get some of the

the strings sets the stage for a lively vocal by Travis. Should catch con-Lord Keep Your Haud on Me77 siderable operator interest. It drives MODERN 904-The religious opus is sung with impressive sincerity by Little Ruth to full-voiced support by Bouncy weeper is handed a solid the Trinity Baptist Church Choir. A reading by Travis. String band sets a good side Little Ruth lifts her voice in a soaring interpretation of the traditional spiritual. DECCA 28685-Re-write of "Jamba-JIMMY WITHERSPOON laya" has the bounce of the original Each Step of the Way75 The thrush sings it brightly in her own distinctive style, and it should MODERN 903-Words and melody are well-matched in this spiritual and the religious message is projected

LITTLE RUTH

JOHNNY HICKS

I Care No More 75

LITTLE JIMMY DICKENS

fans elsewhere.

ing.

COLUMBIA 21098-Hicks wraps up

the old music-hall favorite in positive

fashion. It's half-talk and half-sing-

Hicks opens up his pipes for a very

tender reading that should go over

big with his listeners in Texas and

Sidemeat and Cabbage76

COLUMBIA 21093 - Cute novelty

Spiritual

reading of the familiar hymn.

After It's All Over75

APOLLO 272-The Roberta Marth

Singers award the spiritual a strong

reading to rhythmic backing by piano

Adequate performance of the selec-

tion by chanter Narsalus McKissick

ROBERTA MARTIN SINGERS

and organ.

and chorus.

The Old Account....67

(Continued on page 35)

Thrush chats effectively as she thinks powerfully by the chanter and large about her man. It's a provocative chorus. Let Jesus Fix It for You....73 performance, sparked by good string Witherspoon is heard in an effective

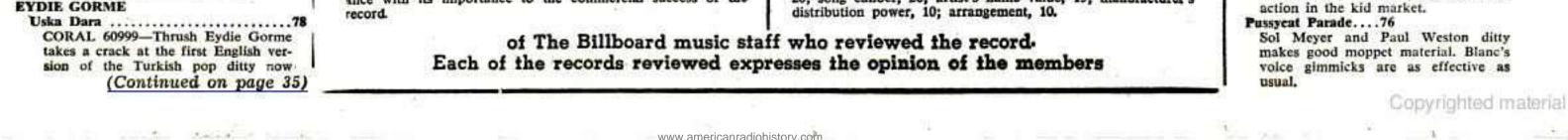
LEON PAYNE

support.

- Wouldn't it Be Wonderful78 CAPITOL 2454 - Singer's voice is warm and gentle as he warbles his love song. Tune is a very direct one and is matched by Payne's reading. There's potential here. I Need Your Love....68
- Medium-fast oatune is sung with a lot of spirit by Payne. Strings provide nice support.
 - RATINGS: 90-100, Tops: 80-89, Excellent; 60-79, Good: 40-69, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's Children's

CHECKER 771-Thrush shows a lot of drive in her shouting Performance of this blues. Nice ork backing adds







MUSIC

28

MAY 16, 1953

THIS WEEK'S BEST BUYS

In the-opinion of The Billboard music staff, the following new records are most likely to achieve strong popularity in their respective fields. Selections are made, in some cases, after hearing the advance release. Other selections are made after careful analysis of early sales reports and juke box and disk jockey activity. Dealers and operators are advised to analyze their present stocks and future requirements of records applicable to their markets.

Popular

I'D RATHER DIE YOUNG P. S. I LOVE YOU-The Hilltoppers-Dot 15085

Record showed good to strong action this week in Chicago, Pittsburgh, Boston, North Carolina and around Nashville. All these reports noted building activity. Most of the play is on "Young" but flip is also getting attention. A previous "New Record to Watch."

USKA DARA-Eartha Kitt-RCA Victor 20-5284

This wild Turkish item has taken off in Chicago, New York and Pittsburgh. It's very strong in all these cities. Action according to other reports is limited indicating that its appeal might be greatest in big cities. Flip is "Two Lovers."

RUBY—Les Baxter—Capitol 2457

Hayman's Mercury version is still tops nationally, but the Baxter has taken the play away in some sections. Baxter is on the Seattle chart and building well in Philadelphia, Buffalo and Detroit. Also good in L. A. A third version by Victor Young coupled with "Song From Moulin Rouge" (Decca 28675) has drawn several good reports from retailers. Flip of Baxter is "A Little Love."

SWANEE RIVER BOOGIE HONEY IN THE HORN-The Commanders-Decca 28659

New band is making good progress in Cincinnati, Detroit, L. A. and Buffalo, all of which reported building action. Other areas also indicated increasing activity. Most action on "Boogie" side.

England. Action is also good in Cincinnati and L. A. Flip is "Song of the Old Water Wheel." A previous "New Record to Watch."

SPANISH FIREBALL-Hank Snow-RCA Victor 20-5296

Off fast and building in Eastern Pennsylvania, New England, Buffalo and North Carolina, Flip is "Between Fire and Water." A previous "New Record to Watch."

THE PRICE FOR LOVING YOU THAT'S WHAT I GET FOR LOVING YOU-Ray Price-Columbia 21089

Very good in some Southern markets, on the Houston chart and reported good in Buffalo, Pittsburgh and Chicago. Except for last named, side is "The Price."

Rhythm & Blues

THESE FOOLISH THINGS REMIND ME OF YOU DON'T LEAVE ME THIS WAY-Dominoes-Federal 12129

Off to a very strong start with every report showing good activity during the week. New York and Philadelphia favor "Don't Leave Me This Way." A previous "New Record to Watch."

IS IT A DREAM-Vocaleers-Red Robin 114

This record has been out for some time and slowly getting distribution. It has been and is still strong in Philadelphia and New York. Now it has taken hold in St. Louis, Detroit and L. A. Flip is "Hurry Home."

Late Reports on Recent 'Best Buys'

Following are condensed reports, based on late field information from all segments of the trade, showing the progress being made by records which have been selected as "Best Buys" during recent weeks. Reports on a record are discontinued after the first week it appears on either the National Best-Seller or Juke Box Chart.

Popular

BIG MAMOU

Pete Hanley-Okeh 6956 Made the national juke box chart this week for the first time. The Dolores Gray version, also a previous "Best Buy" selection, is strong and building in Chicago and upstate New York and good in Detroit, Nashville and the Southeast. In the country field, Link Davis' "Big Mamou" is doing well, too, appearing on the Houston and Cincinnati territorial charts.

APRIL IN PORTUGAL Freddy Martin Ork-RCA Victor 20-5052

Building steadily over an extended period, record appears this week on national retail chart for first time.

ORGAN GRINDER'S SWING HONEY IN THE HORN

Four Aces-Decca 28691 Record coming up fast in all territories checked nationally. Helping factor is popularity of both sides, with Chicago divided in preference, Boston favoring "Honey in the Horn," most others giving the edge to "Organ Grinder's Swing."

LEAN BABY

I'M WALKING BEHIND YOU Frank Sinatra—Capitol 2450

Coming up steadily in most areas. The "side" still is "Lean Baby," which appears this week on Seattle territorial chart. Flip is 15th most played record by deejays this week.

Country & Western

RESTLESS HEART-Slim Whitman-Imperial 8199 Good and building in the Middle Atlantic States and New

MY MOTHER'S EYES-Tab Smith-United 147

Strong in Chicago and L. A. Good in Cincinnati, Philadelphia, and Detroit. Flip is "Cuban Boogie."

Coming Up in the Trade

The following records have been selected by dealers, disk fockeys and operators as tomorrow's hits, based on early activity. Picks are limited to recent records which have not yet appeared on any of The Billboard Music Popularity Charts.

The Dealers Pick

Popular

1. USKA DARA Eartha Kitt-RAC Victor 20-5284

2. NOW THAT I'M IN LOVE Patti Page-Mercury 70127

3. I'M WALKING BEHIND YOU Frank Sinatra-Capitol 2450

4. JUST ANOTHER POLKA lo Stafford-Columbia 40000

5. OO! WHAT YOU DO TO ME Patti Page-Mercury 70127

6. MY LADY LOVES TO DANCE Julius La Rosa-Cadence 1231

7. THAT HOUND DOG IN THE WINDOW Homer & Jethro-RCA Victor 20-5280

8. CRAZY MAN, CRAZY Bill Haley-Essex 321

Country & Western

1. THAT HOUND DOG IN THE WINDOW Homer & Jethro-RCA Victor 20-5280

2. RUB-A-DUB-DUB Hank Thompson-Capitol 2445

3. RESTLESS HEART Slim Whitman-Imperial 8199

4. HANK'S SONG Ferlin Huskey-Capitol 2397

Rhythm & Blues

1. I WANNA KNOW Dolly Cooper-Savoy 891

2. HONEY JUMP Oscar McLollie-Modren 902

3. HEAVY JUICE Tiny Bradshaw-King 4621 4. IS IT A DREAM?

Vocaleers-Red Robin 114

The Disk Jockeys Pick

Popular

1. JUST ANOTHER POLKA Jo Strafford-Columbia 40000 2. P.S. I LOVE YOU

The Hilltoppers-Dot 15085

3. I'D RATHER DIE YOUNG The Hilltoppers-Dot 15085

4. NOW THAT I'M IN LOVE Patti Page-Mercury 70127

5. DANGER Johnny Desmond-Coral 60978

Country & Western

1. RUB-A-DUB-DUB Hank Thompson-Capitol 2445

2. I CAN'T WAIT Faron Young-Capitol 2461

The Operators Pick

Popular

1. BIG MAMOU Dolores Gray-Decca 28676

2. THE KING OF BROKEN HEARTS Tony Bennett-Columbia 39964

3. APRIL IN PORTUGAL Vic Damone-Mercury 70128

(Continued on page 39) **Country & Western** TAKE THESE CHAINS FROM MY HEART Hank Williams-M-G-M 11479 Hit the national retail and juke box charts. TOO YOUNG TO TANGO Sunshine Ruby-RCA Victor 20-5250 Spurted ahead in Pittsburgh and Nashville and appears on the Dallas - Ft. Worth territorial chart. Continues strong in the Carolinas and reported

building in Chicago. HEY, MR. COTTON PICKER **Tennessee Ernie—Capitol 2443** Good in L. A., Philadelphia, Pittsburgh and Chicago with sales reports from the South still light.

YOU SAID THAT YOU COULD DO WITHOUT ME HONKY TONK WLATZ

Kitty Wells-Decca 28666 Philadelphia, Buffalo, Pittsburgh, Nashville and Cincinnati reports are good with only sluggish action in Chicago, the Southeast and on the West Coast.

Rhythin & Blues

OFF THE WALL

TELL ME MAMA Little Walter-Checker 770 Both sides of the Little Walter disk appear on this week's na-tional juce box chart. HELP ME SOMEBODY

CRAZY, CRAZY, CRAZY

Five Royales-Apollo 446

Another strong "Two-sided" record. "Help Me Somebody" hit national retail chart this week with "Crazy, Crazy, Crazy" missing. HITTIN' ON ME

Buddy Johnson-Mercury 70116

Placed in the nation's top 10 most played records in juke boxes for the first time this past week.

RECORD DEALERS-

Each week dealers buy, for customer distribution, over 20,000 copies of Today's Top Tunes-The Billboard's weekly record sales aid. "This Week's Best Buys" are now

JUKE BOX OPERATORS-

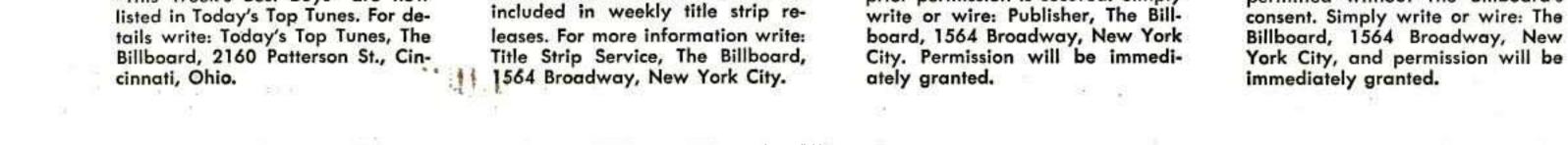
Title strips for each of the records listed in "This Week's Best Buys" are available to you. Only those records suitable for juke boxes are

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BILLBOARD MAGAZINE

MAY 9, 1953

MUSIC

GETTING BIGGER!

29

The Hottest Pop Label During The First Third Of The Year Has Been Mercury!

Accent On Quality Seems To Pay Off

By NEV GEHMAN

LA LAN STREET

NEW YORK, May 2.—Of the 109 published pop sides the diskery has released this year, seven have hit The Billboard's weekly chart of the 20 top weekly sellers for a hit performance rating of 6.4 per cent.

Curiously enough, Mercury, the leader, has issued the fewest records so far this year, again pointing up the oft-mentioned but less frequently practiced homily that quantity does not spell quality.

Mercury's margin includes the year's top record to date—Patti Page's "Doggie in the Window." Rusty Draper has hit solidly with "No Help Wanted." Georgia Gibbs' "Seven Lonely Days" has been another top entry. Mercury has also been the leader in the resurgence of instrumentals, with three clicks: "Ruby" (Richard Hayman), "Caravan" (Ralph Marterie) and "April in Portugal" (Hayman). The first two are the top-selling versions of the tunes. The seventh Mercury chart entry has been the Gaylords' "Spinning a Web."

THANX TO THE DISC JOCKEYS, OPERATORS AND DEALERS FOR THEIR HELP!

 DOGGIE IN THE WINDOW—P. Page......
 My Jealous Eyes— Mercury (78) 70070; (45) 70070X45

- SEVEN LONELY DAYS—G. Gibbs.....
 If You Take My Heart Away— Mercury(78) 70095; (45) 70095X45
- 5. SPINNING A WEB—The Gaylords..... Ramona— Mercury(78)70112; (45)70112X45
- 6. APRIL IN PORTUGAL—R. Hayman..... Anna— Mercury (78) 70114; (45) 70114X45
- NO HELP WANTED—R. Draper...,.....
 Texarkana Baby— Mercury(78)70077; (45)70077X45
- APRIL IN PORTUGAL—V. Damone.....
 I'm Walking Behind You— Mercury(78)70128; (45)70128X45
- 9. OO, WHAT YOU DO—P. Page..... Now That I'm In Love— Mercury(78)70127; (45)70127X45
- 10. TELL ME YOU'RE MINE-Gaylords Aye, Aye, Aye-Metcury(78)70067; (45)70067X45
- 11. SAY YOU'RE MINE AGAIN-E. Howard..... Broken Wings-Mercury(78)70134; (45)70134X45
- 12. BIG MAMOU-R. Draper..... Why, Why, Why-Mercury(78)70137; (45)70137X45
- 13. ALMOST ALWAYS-E. Howard Am I Losing You-Mercury(78)70135; (45)70135X45
- 14. JUST ANOTHER POLKA-R. Hayes..... Trust Me-Mercury(78)70147; (45)70147X45
- 15. CRAZY, MAN, CRAZY—R. Marterie..... Go Away— Mercury(78)70153; (45)70153X45
- 16. LOVE ME. LOVE ME—B. Wayne..... More Than I— Mercury(78)70148; (45)70148X45
- 17. AFRAID-V. Damone Love Light-Mercury (78) 70108; (45) 70108X45
- 18. USKA DARA—B. Parks Nowhere Guy— Mercury (78) 70160; (45) 70160X45
- GLASS OF TEARDROPS—B. Williams.....
 It's A Miracle— Mercury(78)70094; (45)70094X45
- 20. PRETEND-R. Marterie





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The Billboard Music Popularity Charts

. . for Week Ending May 9

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

This Week	Last on Week Chart
1. SONG FROM. MOULIN ROUG P. Faith-F. Sanders Swedish Rhapsody- Col(78)39944; (45)4-39944-BMI	
2. DOGGIE IN THE WINDOW-F My Jealous Eyes- Mercury(78)70070: (45)70070X45-AS	
3. I BELIEVE-F. Laine Your Cheatin' Heart- Col(78)39938: (45)4-39938-ASCAP	3 13
 APRIL IN PORTUGAL—L. Ba: Suddenly— Cap(78)2374; (45)F-2374—ASCAP 	xter 5 7
5. PRETEND-Nat (King) Cole Don't Let Your Eyes Go Shopping- Cap(78)2346: (45)F-2346-ASCAP	4 14
6. RUBY-R. Hayman Love Mood- Mercury(78)70115: (45)70115X45-AS	
7. ANNA-S. Mangano 1 Loved You- M-G-M(78)11457: 145)K-11457-BMJ	
8. SAY YOU'RE MINE AGAIN- Perry Como My One and Only Heart- V(78)20-5277; (45)47-5277-ASCAP	
9. TELL ME A STORY-F. Laine- Little Boy and the Old Man- Col(78)39945: (45)9-39945-BM1	-J Boyd. 7 10
10. THE HO HO SONG-Red Button Strange Things Are Happening-	ns

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays ir juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed

Weeks

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4

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Last | on Week | Chart

Th	ls .	
We	eħ	

- DOGGIE IN THE WINDOW—Patti Page. 1 15 My Jealous Eyes-Mercury(78)70070; (45)45-70070-ASCAP 2. YOUR CHEATIN' HEART-Joni James .3 13 I'll Be Waiting for You-M-G-M(78)11426; (45)K-11426-BMI
- 3. SONG FROM MOULIN ROUGE-P. Faith-F. Sanders. 3 Swedish Rhapsody-Co1(78)39944; (45)4-39944-BMI
- 4. PRETEND-Nat (King) Cole 13 Don't Let Your Eyes Go Shopping-Cap(78)2346; (45)F-2346-ASCAP
- 5. SAY YOU'RE MINE AGAIN-P. Como.. 7 3 My One and Only Heart-V(78)20-5277; (45)47-5277-BMI
- 6. SEVEN LONELY DAYS-G. Gibbs..... 8 10 If You Take My Heart Away-Mercury(78)70095; (45)70095X45-ASCAP
- 7. I BELIEVE-F. Laine.... 10 Your Cheatin' Heart-Col(78)39938; (45)4-39938-ASCAP
- 8. APRIL IN POPTUGAL-L. Baxter.....10 Suddenly-Cap(78)2374; (45)F-2374-ASCAP
- 9. FELL ME A STORY-F. Laine-J. Boyd.... Little Boy and the Old Man-Col(78)39945; (45)4-39945-BMI
- 10. I'M WALKING BEHIND YOU_ F. Fisher-H. Winterhalter.....18 Just Another Polka-V(78)20-5293; (45)47-5293-ASCAP

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	on Chart
 SONG OF MOULIN ROUGE— P. Faith-F. Sanders Swedish Rhapsody— Col(78)39944; (45)4-39944—BMI 	2	4
2. 1 BELIEVE-F. Laine Your Cheatin' Heart- Col(78)39938; (45)4-39938-ASCAP	6	11
 DOGGIE IN THE WINDOW—P. Page My Jealous Eyes— Mercury(78)70070; (45)70070X45—ASCAP 	1	14
4. RUBY-R. Hayman Love Mood- Mercury(78)70115; (45)70115X45-ASCAP	•••• •	5
4. APRIL IN PORTUGAL-L. Baxter Suddenly- Cap(78)2374: (45)F-2374-ASCAP	9	6
 PRETEND—Nat (King) Cole Don't Let Yout Eyes Go Shopping— Cap(78)2346; (45)F-2346—ASCAP 	3	13
7. YOUR CHEATIN' HEART-J. James I'll Be Waiting for You- M-G-M(78)11426: (45)K-11426-BMI	i 5	12
 SEVEN LONELY DAYS-G. Gibbs. If You Take My Heart Away- Mercury(78)70095: (45)7009*X45-ASCAP 	7	9
SAY YOU'RE MINE AGAIN- Perry Como My One and Only Heart- V(78)20-5277; (45)47-5277-BMD	11	3
10. CARAVAN-R. Marterie While We Dream- Mercury(78)70097: (45)70097X45-ASCAP	8	9

- COIL 18119391: 14314-33301. 11. I'M WALKING BEHIND YOU-E. Fisher-H. Winterhalter.....18 Just Another Polka-V(78-00-001-45147.529 .SCAP 12. SEVEN LONELY DAYS-G. Gibbs 11 10 If You Take My Heart Away-"ercurv(78/70095: (45)70095X4 ---- ASCAP 13. YOUR CHEATIN' HEART-Joni James. 10 13 I'll Be Walting for You-M-G-M(78)11426: (45)K-1.426-BMI 3 Ghost of a Rose-"a.s(78)2332 (45)F-2332 -ASCAP 15. STRANGE THINGS ARE HAPPENING 2 -R Buttons......16 Ho Ho Song-Col(~~)39981: (45)4-39981-ASCAP 3 16. APRIL IN PORTUGAL-R. Hayman...19 Ann Mercure 18 1011 : 1451 : 14X45-ASCAP 9 17. CARAVAN-R Marterie.....15 While We Dream- ALMOST ALWAYS—Joni James...... 1 Is It Any Wonder?-M G-M(78 11470 45)K-++ 70-AS/ XF 19. APRIL IN PORTUGAL-F. Martin....-Penny Whistle Blues-7+120.5052 45:47-5052- SCAF 20. TELL ME YOU'RE MINE-Gaylords 14 22
- 11. TILL I WALTZ AGAIN WITH YOU-T. Brewer..... Hello Bluebird-Coral(78)60873: (45)9-60873-BMI 12. SOMEBODY STOLE M' GAL-J. Ray .. 11 5 Glad Rag Doll-
- Col(78)39961; (45)4-39961-ASCAP
- While We Dream-Mercury(78)70097; (45)70097X45-ASCAP
- Is It Any Wonder?-M-G-M(78)11470; (45)K-11470-ASCAP
- Spinning a Web-Mercury(78)70112; (45)70112X45-ASCAP
- 16. APRIL IN PORTUGAL-R. Hayman ... 17 Anna-Mercury(78)70114; (45)70114X45-ASCAP
- 16. ANNA-S. Mangano.... 1 Loved You-M-G-M(78)11457; (45)K-11457-BMI
- 18. YOUR CHEATIN' HEART-Frankie Laine..... | Believe-Col(78)39938: (45)4-39938-BM1
- Serenade-V(78)20-5095: (45)47-5095-ASCAP
- 20. BIG MAMOU-P. Hanley..... Should You Change Your Mind-Okeh(78)6956: (45)4-6956-BMI.

Weeks

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Week | Chart

Last

- 11. I'M WALKING BEHIND YOU-E. Fisher-H. Winterhalter..... Just Another Polka-V(78)20-5293; (45)47-5293-ASCAP 12. TELL ME A STORY-F. Laine-J Boyd.....12 Little Boy and the Old Man-Col(78)39945: (45)4-39945--BM] 13. APRIL IN PORTUGAL-V. Damone...17 2 I'm Walking Behind You-Mercury(78)70128; (45)70128X45-ASCAP Ghost of a Rose-Cap(78)2332; (45)F-2332-ASCAP 15. I'M WALKING BEHIND YOU-F. Sinatr Lean Baby-Cap(78)2450 451F-2450-ASCAP 16. NEARNESS OF YOU-B. Manning....-Gypsy Girl-Cap(78)2383 45 (F-2384-ASCAP 17. SONG FROM MOULIN ROUGE-Mantovani-Vola Colomba-London(78)1328; (45)45-1328-BMT 18. IS IT ANY WONDER?-J. James....-
 - Almost Always-M-G-M(78)11470: 145)K-11470-ASCAP
 - 19. SOMEBODY STOLE MY GAL-J. Ray .-5 Glad Rag Doll-Col(78)39961: (45)4-39961-ASCAP
- 19. ANNA-S. Mangano....-1 Loved You-M-G-M(78)11457 (45)K-11457-BMJ

Best Selling Popular Albums

Aye, Aye. Aye-

f his

week

Albums are ranked in order of their current national selling importance at the retail tevel Results are based on The Billboard's weekly survey among the nation's 'op volume pop record dealers representing every important market area Separate charts are listed for 33% r.p.m. and 45 r.p.m. records

33 ⅓ R.P.M.

4	HANS CHRISTIAN ANDERSEN-D Kaye-G. Jenkins-Dec DL-5433 1
1	MUSIC FOR LOVER. ONLY-J. Gleason-Cap H-352 2
1	ARTHUR GODFREY'S IV CALENDAR SHOW-A. Godfrey and His Friends-Col CL-521 3
4.	MUSIC OF VICTOR HERBERT-Mantovani Ork-London LL-746
	CALL ME MADAM-E. Merman-D. Haymes-E. Wilson-G. Jenkins-Dec DL-8035, Dec DL-5304 4
	STARS AND STRIPES FOREVER-A. Newman-M-G-M E-176 4
	SWEETHEARTS-M Marlowe and F. Parker-Col CL-6241 6
	LIBERACE AT THE PIANO-Liberace-Col CL-6217 7
	KAY STARR STYLE-Kay Start-Cap H-383 9
	BY THE LIGHT OF THE SILVERY MOON-Doris Day-Col CL-6248

45 R.P.M.

1	HANS CHRISTIAN ANDERSEN-D Kaye-G. Jenkins-Dec 9-364 1	
2	MUSIC FOR LOVERS ONLY-J. Gleason-Cap EBF-325 2	
7	ARTHUR GODFREY'S IV CALENDAR SHOW-/ Godfrey and His Friends-Col G 4-18 3	
1	SWEETHEARTS-M. Marlowe and Frank Parker-Col B-331 4	
5.	CALL ME MADAM (6 or 4)-E. Merman-D. Haymes-E. Wilson-G. Jenkins-Dec 9-166; Dec 9-153	
4	STARS AND STRIPES FOREVER-A. Newman and 20th Century-Fox Studio Ork-	

Best Selling Children's Records

l'hi Wee	records. No distinction is made between record speeds Number after Last	eeko on Zhari
.L	PETER PAN (2)B. Driscoli-Original Cast-V(78)VY-4001; (45)WY-4001	12
2	HANS CHRISTIAN ANDERSEN (4)-D Kaye-Decca(78)A-919; (45)9-364; (33)DL-5433, 2	12
3.	DOGGIE IN THE WINDOW (1)-Patti Page-Mercury(78)70070; (45)70070X45 8	
٠	ROBIN HOOD (2)-B.May-E. Pala-G. Wyle-E. Hayes-L. E. Watkins-Cap(78)DBX-3138; (45)CBXF-3138	36
5.	BOZO HAS A PARTY (2)-B. May Ork-P. Colvig-Cap(78)DBX-3133; (45)CBXF-3133 4	36
6.	TWEETY PIE (1)-M. Blanc-B. May-Cap(78)CAS-3074; (45)CASF-3074 6	18
4.	BOZO ON THE FARM (2)-P. Colvig-B May-Cap(78)DBX-3076; (45)CBXF-3076	70
8	LONE RANGER VOL. I (He Becomes the Lone Ranger) (1)-G. Irendle-Dec(78)K-29; (45)1-152	26
	FELL ME A STORY (1)-J. Boyd-F. Laine-Col(78)MJV-161; (33)MJV-4-161	1
10.	PETER AND THE WOLV (2)-Sterling Holloway-V(78)Y-386; (45)WY-386 6	99
10.	CINDERELLA (2)-L Woods and Others-V(78)Y-399; (45)WY-399	168
19.	WOODY WOODPECKER AND THE SCARECROW (1)-M. Blanc-Cap(78)CAS-3140; (45)CASF-3140	3









THE BILLBOARD

33

XOX JOX

By GENE PLOTNIK

Chatter

Ray Rayner, formerly of WOOD, Grand Rapids, Mich., is now with WBBM-TV, Chicago. Jimmy Mack, formerly of WHFB, Benton Harbor, Mich., replaces Rayner in the morning spot at WOOD, and calls his show, "Melody Mack." . . . Homer Harris has taken over "Jump! Jive! and B-Bop" on KWCB, Searcy, Ark., replacing Johnnie Argo, who has moved to KVLC, Little Rock. Fred Cole, WHDH, Boston, this week celebrated the seventh anniversary of his hit "Carnival of Music." . . . Don and Beulah Bestor, WICC, Hartford, Conn., are looking for original copyrighted songs to play on their daily morning show. The Bestors want to make an opportunity for the better aspiring cleffers. Bearded Texan Leslie (The Great) Scott is now doing the

YESTERYEAR'S TOPS-

The nation's top tunes on records

as reported in The Billboard

MAY 15, 1943

- 1. I've Heard That Song Bcfore
- 2. That Old Black Magic
- 3. Brazil
- 4. It Started All Over Again
- 5. Taking a Chance on Love 6. Don't Get Around Much
- Anymore
- 7. Velvet Moon
- As Time Goes By
- 9. For Me and My Gal

MAY 15, 1948

- 1. Now Is the Hour
- 2. Nature Boy
- 3. You Can't Be True, Dear
- 4. Manana
- 5. Baby Face
- 6. Toolie Oolie Doolie (The Yodel Polka)
- 7. The Dickey-Bird Song
- Little White Lie

passed the 1,000-mark in the membership in their Gagbusters Club. . . . Chester Kiser, WWIN, Baltimore, now has a 9:30 a.m. show daily in addition to his evening session.... Bryant Arbuckle, formerly of KURV, Edinburg, Tex., is now with KSIL, Silver City, N. M. . . Elby Stevens, who put the big push behind "Doggie in the Window" in the North country, has a new 10 p.m. show on WTWN, St. Johnsbury, Vt. . . . Lou Dennis, new deejay at WCOU, Lewiston, Me., has a two-hour show daily and is getting a big response from the high school kids. . . . Bass player Vernon Alley has started an afternoon jazz show on XLOK, San Francisco, with jazz artist guests.

This

Week

1.

2.

3.

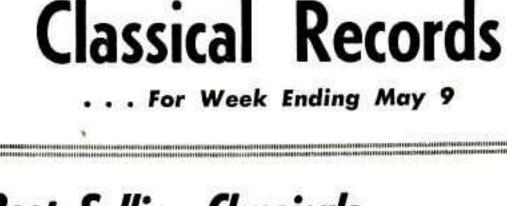
3.

5.

Jox! For news about deejay activity during National Juke Box Week, beginning May 24. see the Music Machine Section.

Sundry Sounds

WORZ, Orlando, Fla., challenges all stations, 1,000 to 5,000 watts, on mail pull. In one week this kilowatt station counted 16,767 pieces of mail, and 9,959 were in one day. The big puller is deejay Happy Ison and his "Orange Blossom Special" show daily 12:15-2 p.m., and the happy sponsor is Britts Appliance Store. Any challengers? . . . Roger Nash. WJMR, New Orleans, agrees that "Big Mamou" is named for a town in Louisiana, but, he says, it's only a whistle stop. 'tain't big. . . Jack Mc-Dermott. WFGM, Fitchburg, Mass., put Johnnie Ray to the test. After 15 minutes of straigh. Ray, he asked listeners to call in and say whether or not they wanted more. Ray won. 132 wanted more; 33 want less. . . . Bill Bowick, WALB, Albany, Ga., wants to see a re-release of Jo Stafford's



The Billboard's Music Popularity Charts

Best Selling Classicals

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throout the country with a high sales volume in classical records. Separate charts are listed for 331/2 and 45 r.p.m. records.

33^{1/3} R.P.M.

1. BEETHOVEN SYMPHONY NO. 9-E. Farrell, N. Merri- 1 31 man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Symphony Ork, A. Toscanini, conductor Y(33)LM-6009 2. RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis 2 Symphony Ork, Dorati, conductor..... 3. MUSIC OF VICTOR HERBERT—Mantovani Ork......

-London(33)LL-746 4. OFFENBACH: GAITE PARISIENNE-Boston Pops Ork., 3
- 4. GRIEG: CONCERTO IN A MINOR FOR PIANO & ORK D. Lipatti, piano.....Col(45)ML-4525

45 R.P.M.

	Reviews of the Current	El	
	phony Ork, A. Toscanini, conductorV(45)WDM-6009		
•	BEETHOVEN SYMPHONY NO. 9-E. Farrell, N. Merri- man, J. Peerce, N. Scott, R. Shaw, Chorale; NBC Sym-	-	1
•	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia OrkV(45)WDM-1020	5	1
	RACHMANINOFF: CONCERTO FOR PIANO—A. Rubin- stein, NBC Symphony OrkV(45)WDM-1075	-	18
	phony Ork, A. Toscanini, conductorV(45)WDM-605	2	2
	ROSSINI: WILLIAM TELL OVERTURE-NBC Sym-	1	3
	delphia Symphony Ork, E. Ormandy, conductor	÷)	
	GERSHWIN: RHAPSODY IN BLUE-O. Levant, Phila-	3	



	******		and a local of		
9.	Sabr	e Dance			
10.	I'm	Looking	Over	а	Four
	Leaf	Clover			

morning show on WILM, Wilmington, Del. . . . Shel Horton, WHUN, Huntingdon, Pa., will match his marathon record with the best of them: 42 and and a half hours for the Cancer Society. . . . Art Roberts has joined WXLW, St. Louis, where he's doing two disk shows daily.... The comedy deejay duo. Jerry Williams and Harry Smith, WIP, Philadelphia, have "I Promise You." . . . Don La-mond, KERO, Bakersfield, Calif., wonders if he's the first pro golfer-deejay. . . . Don Hassler, record librarian. WENR, Chicago, thinks Chris Connors, Stan Kenton's new vocalist, is the best new find of the year. . . . Carl Warner, chief announcer at WJJD, Chicago, was recently filling in for Eddie Hubbard, who was off awaiting a new heir. Warner mentioned this over the air and offered cigars to all those writing in. Result: Hub-bard owes 700 cigars.

DEALER DOINGS

By BOB FRANCIS

NAMM Notes

Nominating Committee of the National Association of Music Merchants has selected a slate of 16 members from which the association's membership will elect eight to the board of directors. The elec-tion will be held in Chicago on July 14. Nominees are: S. H. Almanrode, J. & S. Music Company, Shreveport, La.; H. T. Bennett, H. T. Bennett Music Company, Santa Bar-bara, Calif.; Eddie Burke, Burke-Hoyt Company, Port-land, Ore.; Earl Campbell, Campbell Music Company, Washington; Harvey Guertin, Guertin & Ross Music Company, Spokane, Wash.; Thomas J. Holland, Glen Bros. Music Company, Salt Lake City; David Jacobs, Jacobs Brothers, Philadelphia; Herbert J. Ko-nen. Noll Piano Company, Milwaukee; V. P. Manley, Rich's, Atlanta; James F. Maroney, Thomas Goggan and Brothers, Houston; Bill Mason, Bill Mason Music Company, Des Moines; B. E. Neal, Neal-Clark-Neal, Buffalo; Oliver H Ross Jr., Oliver H. Ross Piano Com-pany, Fort Worth; R. W. Schirring, Siegling Music House, Charleston, S. C.; H. J. Sneller, Sneller Music Company, Minneapolis.

News and Chatter

RCA Victor has named the new Television and Appliance Distributors, headed by J. C. Mardon, to handle the company's products out of New

play on record racks. It's got lots of eye appeal. . . . Cawleys, Milton, Pa., runs a weekly ad on pop records in the local newspaper and also makes certain to give complete LP and 45 catalogs to customers along with all the printed literature which the companies can supply. . . . Aaron Appelbaum, Bergenfield Music, Bergenfield. N. J., says, "I'm glad to see that most record companies are holding their weekly releases down to a minimum. It enables the harassed dealer to concentrate on his and potential hits and to keep his stock down. Business has been very good this far-well above the figures of last year at this time." . . . Mary Ann Clayton, reports that the Ping Music Bar, Ephrata, Wash., adver-tises records on a 30-minute local radio show daily and uses personalized direct mailing to the best customers. . . . Railey-Norton Music Center, Hopewell, Va., featured a window display of record players and marked the center item in the display to be reduced one dollar each day until sold. It sold on the fourth day. Customers have asked for repeats of the sale. . . . Charles M. Wood, The Record Shop, Canton, N. C., believes that EP sales would spurt tremendously if the manufacturers would issue new material on EP rather than re-issue material available three other ways.... E. Ehrlich, Birnbaum

Furniture Company, New Brit-

Classical Releases

RIMSKY-KORSAKOFF: SCHEHERAZADE-Philharmonia Orchestra of London; Leopold Stokowski, Cond. (1-12")..... 76 V (33) LM 1732

This is a warm and sensitive interpretation of the Rimsky-Korsakoff favorite, played very effectively by the Philharmonia Orchestra of London, under the leadership of Leopold Stokowski. It is an outstanding version, one that should have strong appeal for the classical fan, especially the younger or newer collector. There are many other versions of this composition on the market and currently the Minneapolis Symphony slicing on Mercury is a best-seller. This Stokowski set may have a tough time overcoming that competition, but it should pick up over the stretch. The recording is excellent and the cover is attractive.

ROSSINI: SEMIRAMIDE OVERTURE: BIZET: CARMEN, OR-CHESTRAL SCENES (1-10") 72 Columbia (33) AAL 27

There is much value in this new release on the label's inexpensive 10-inch LP series. The Philadelphia orchestra, under the sensitive leadership of Sir Thomas Beecham, does a first-rate job here with orchestral music from "Carmen" and the overture to Rossini's "Semiramide." The Bizet work includes the "Aragonaise" and the exciting "Danse Boheme" from the opera. CASALS FESTIVAL AT PERPIGNAN: BACH: CANATA NO.

189: BEETHOVEN: AN DIE FERNE GELIEBTE, OP. 98 (1-12") Columbia (33) ML 4641

Columbia is issuing, as single LP releases, all of the music waxed at the Casals Festival at Perpignan in the summer of 1951. This new set features tenor Aksel Schiotz, one of Europe's famed oratorio singers, in the joyful Bach Cantata "Meine Seele Ruhmt Und Preist" and the Beethoven song-cycle "An Die Ferne Geliebte." Schiotz performs the two difficult works admirably, with the support of top-flight classical musicians. Those who enjoy this type of recital should be interested in this excellent performance by Schiotz. GEORGE COPELAND PLAYS SPANISH PIANO MUSIC

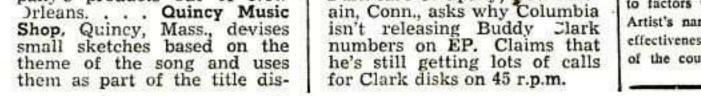
M-G-M (33) E 3025

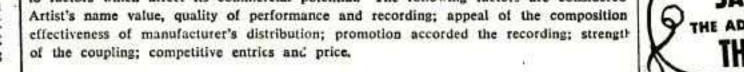
Copeland, a long-time student of Spanish music, programs 13 piano selections by such Spanish composers as Albeniz, Mompou, Falla and Nin. They range from slow, studied selections to firery works with broad sweep. The set combines two 10-inch disks previously available. Thus there is a price advantage inherent in this 12-incher.

TCHAIKOVSKY: GOUNOD: LOVE DUETS FROM ROMEO AND JULIET-The Los Angeles Orchestral Society; Franz Waxman, Cond. (1-12") Capitol (33) P 8189

Capitol has packaged on one waxing love duets on the Romeo and Juliet theme as composed by both Tchaikovsky and Gounod. The Tchaikovsky duet is from an unfinished posthumous work completed by Russian composer Segius Taneieff. The Gounod composition is an excerpt from the fourth act of his Romeo and Juliet. Jean Fenn, of the San Francisco Opera Company, and Raymond Manton of radio fame do well with their respective vocal chores, and Katherine Hilgenberg is effective in the short role of the nurse. The Los Angeles Orchestral Society, under Franz Waxman, performs the works capably. Of some interest to vocal fans.

RATINGS: 90-100 Tops; 80-89 Excellent; 70-79 Good; 40-69 Satisfactory; 0-39 Poor HOW RATINGS ARE DETERMINED: Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered







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35

C & W Record Reviews

Continued from page 26

about a rural chow-hound is presented smilingly to an engaging bounce. Should win spins. Teardrops....75

Little Jimmy pipes the weeper warmly Support by the string band is appropriately simple. A pleasant side.

BILL MACK

Forever I'll Wait for You75 IMPERIAL 8192 - A strong new weeper, written by Mack, receives a very effective reading from the warbler as he explains that he will wait for his girl forever. Backing is appropriately doleful. A good side,

That's What I Get

for Loving You....71 New waxing of the rhythmic effort, muchly recorded in the field, is handled capably by Mack, who is backed by the combo in hoe-down style. Waxing is rather late,

COWBOY COPAS

KING 1200-Copas turn in a pleasant reading of a new weeper ballad, with bright sound effects from the guitars. Not one of Copa's strongest but it should please his fans and the jocks. A Wreath on the Door

of My Heart....69

The thle of this one is intriguing but there is little else to it. It's performed in funcreal fashion.

JACK CARDWELL

- Lonesome Midnight75 KING 1203 - Moody, bluesy, and with an insistent beat is this plaint, pitched in a minor key. Cardwell has sought for a sound and has achieved an effect. A good side. Can I....72
- Jack Cardwell asks the age old and ever new question-can I make you

mine? Does it with heart, and it will get some play.

CHARLIE ADAMS

- Baby, Let Me Kindle Your Flame.....75 DECCA 28686-A bright novelty with cute lyrics, is sung with a lot of charm by the warbler, over strong support from the combo. Singer does a good job here, and side could get plays and spins.
- I Hope You're Happy Now....72 Adams sounds sad and teary on this most mournful weeper, crying his heart out over his lost love.

HILLBILLY JEWELS

I Love My Rooster

than-average country weeper. Effective side that could get spins.

I'm Just a Fool for Your Love 69

A pleasantly melodic oater is sold nicely by Van Howard, as he asks his girl to tell him how much she loves him.

YORK BROTHERS

- Ever Since We Met74 KING 1206 - Strumming rhythmical backing gives the boys a good lift for a pleasing vocal that should keep their fans happy.
- The Rocky, Bumpy Road to Love 72 Swingy ditty is handled nicely by the pair in their close-harmony style.

COUNTRY ALL STARS

Marie 73 V 20-5291-The Country All Stars, an instrumental group, have a lot of fun with the Irving Berlin oldie, playing it with a swing and featuring good guitar and fiddles. Nice wax.

What's the Reason....72

Same comment

ACE BALL

- Change of Heart70 OKEH 18007 - Ball handles the weeper in proper perspective in a . vibrato-laden chanting job.
- Home Isn't Home Anymore.....70 The title sounds better than the tune really is, tho it's good enough for some spins.

KEN MARVIN

- How About a Date?70 V 20-5261-A good, bouncy novelty receives a snappy performance from Marvin. Side is both happy and listenable.
- Now Is the Time for Us

to Fall in Love....60 Marvin sings this new opus adequately but he is not helped by the material.

ZEKE CLEMENTS

- If I Had Known69 M-G-M 11495 - Routine weeper gets an adequate vocal by Zeke Clements, backed by his music men. Every Day Should Be
- Mother's Day 68 This side is dedicated to Mother. A routine performance.

SAM NICHOLS

I Want My Alimony69 M-G-M 11494-Cute novelty tells of the Missus with an outstretched hand and it's chanted to a happy bounce. Jukes should find a slot for this entry.

FOLK TALENT AND TUNES

Nashville

WSM added "Mr. D. J., USA" to its country schedule last Friday night. The halfhour show just precedes "Fri-day Night Frolic" and features a visiting oatune deejay. Roy Bayne, of WCNT, Centralia, Ill., did the Saturday (9) show with Tex Roper, Fulton, Mo. Mack Sanders, KFBI, Wichita, Kan., and Shel Horton, WHUN, Saxton, Pa., are set for succeeding weeks.

Decca's Rex Allen and Victor's Roy Rogers both did stands in Birmingham April 30, with both drawing good houses. Allen remained daily thru Saturday with record attendance for the series and continued to Nashville for a Decca session with Paul Cohen. In Nashville, Rex made the deejay rounds, appeared on a crippled children's benefit, and talked "Grand Ole Opry" business with WSM's Jack Stapp before leaving for his Wilcox, Ariz., Homecoming, Saturday and Sunday (9 and 10). He opens at the Las Vegas, Nev., Thunderbird with The Sons of the Pioneers May 14, for two weeks. . . . Spinner Cliffie Rodgers, WHKK, Akron, is heading the movement for National Country Music Day. A bill was introduced in Congress recently by Rep. Arthur Winstead, Mississippi, which would designate May 26 as the day. Rodgers is currently promoting letters from fellow deejay's to Washington urging support.

Martha Carson, The Carlisles, Salty Holmes and Mattie O'Neil, Autry Inman and Amber Sisters will be sponsored in Richmond, Va., May 31 by Bill Railey's Record Shop..., Mervin Shiner is set in Niagara Falls, N. Y., Sunday (10) by Ramblin' Lou Schriver, of WJHL, after his successful date featuring WMVA's Doc Williams, April 25. . . . Tom Bradshaw, Lee Beauchamp and Uncle Ted Tatar, WHYU, in Newport News, Va., were hosts to Wilma Lee and Stoney Cooper, Tex Ritter, Johnnie and Jack and Kitty Wells during their recent showings. . . . Smiley Burnette is at fishing with Si Siman and John Mahaffey in Southwest Missouri.... The Jordanaires cut new sides in Springfield, Mo., last week. . . . Eddy Arnold's "To Mother" album will be a feature of all Las Vegas watt-ers on Mother's Day. The plan was set by Arnold's manager, Tom Parker, in conjunction with Arnold's current Hotel Sahara playing Skeets Mc-Donald is in for two weeks at Detroit's Dixie Belle.... Ricky Riddle was featured guest on WLS "National Barn Dance" recently.... Homer and Jethro headed the Akron Armory bill Sunday (10). . . . WLS's Red Blanchard was in St. Louis for the Lion's Club Convention, where he presented a fellow Lion i.. nomination for deputy district governor.... Red Foley heads the "Grand Ole Opry" cast at Dean Turner's "Cowtown" in Fort Worth, May 28. Del Wood was the recent feature that drew record attendance. Joe (Cannonball) Lewis (M-G-M) is setting top Cincinnati area personals on the strength of waxing "Only in Dreams," that's kicking off.... Birmingham's WVOK is airing Rebe and Rabe (Tennessee), Othell Sullivan and Lee Williams, who recently moved from Carrolton, Ga.... Jimmy Tyler, Ed Harris and Uncle Remus are heading the live cast at Birmingham's WILD. ... Pete Cassell (Mercury) is doing live and record chores at WCAN, Milwaukee, after leaving WEAM, Arlington, Va.... WHYU, Newport News, Va., features Pat Patterson and his Showboys, Danny Payton and Rhythm Playboys, and Hudge Woolard and Blue Steel Boys on live watters.... Jimmie Davis was Space Cooley's guest on TV today between dates on his California tour.... The Bob Wills' (M-G-M) group recently lost featured vocalist, Jack Loyd, who has set up a Long Beach, Calif., residence with an eye on local offers....

www.americanradiohistory.com

Popular Record Reviews

Continued from page 26

getting some action via the Eartha Kitt slicing on Victor (in Turkish). The chantress hands it a bright vocal, over an oriental-flavored backing. Side is a strong one and with enough exposure it has a chance to move out. Watch it.

Coconuts....75

The bouncy rhythm novelty which was around a year or so ago, is sold by the canary, with the ork backing her solidly. Side is cute and rates a lot of spins.

SUNNY GALE

V 20-5306-Rhythmic item is projected strongly by the thrush. It has an infectious beat and should do okay on the boxes

Meanwhile 74 The beautiful ballad is warbled simply and tastefully by the songstress Many will enjoy this etching and it could return some loot.

MEL BLANC

- CAPITOL 2470-Mel Blanc, backed by Lou Busch and the Tinkle Toe Four, shouts, sings, whistles and hums the lyrics to this wild version of the oldie. Lou Busch aids him with fine 88-ing and the combo supplies a beat. It's a happy side and should garner a heck-of-a-lot of jock spins.
- 1 Love Me....74 The comic has a lot of fun as he tells of his narcissus complex. Lou Busch again supplies spirited piano. Kids and Blanc fans should enjoy this cutting.

EILEEN BARTON

- CORAL 60986-In musical theme and lyric idea this ditty derives from "If I Knew You Were Coming I'd've Baked a Cake." Maybe the gal can do it again, with a similar flavored tune. She Punches all the way on the ditty, and with exploitation it could get action.
- A Pretty Maid Milking Her Cow.....72 The folk tune is given an attractive reading by Eileen Barton, backed by slick orchestral work by Jack Pleis. It's a side out of the ordinary run, and will appeal to some deejays.

HARRY JAMES ORK

somewhat late to share the loot on this tune. Be that as it may, Harry

Go Away 71 Same slow beat, with male voices chiming in on Roberta Lee's lead; but tune has not the attraction of the flip.

VICTOR YOUNG

- ance of the Silvano Mangano click, in a gentler, somewhat prettified version. Probably too late to do much good.
- The Call of the Faraway Hills....74 The Victor Young strings play this one sweetly, for a fine instrumental waxing. Melody is from the movie, "Shane." Good program wax.

BLIND BLAKE

- Hold 'im Joe-Jump in the Line-Wheel and Turn Me73 KING 1215-Infectious calypso item is done smartly by Blake, the rhythm combo and vocal group. Good listening.
- A Conch Ain't Got No Bone....71 Previously issued in album form, this Bahamian calypso ditty has lots of spirit and should get spins for change of pace reasons if nothing else.

DON HOWARD

- Why Must I Love You?72 CORAL 60987-It's the same wailing sound that once clicked for Don Howard. Watch it-merely on the basis of what once happened. You Can Live
- With a Broken Heart....71 Don Howard gets his caterwauling effect on this side too. Same comment,

LU ANN SIMMS

Hand-Me-Down Heart72 COLUMBIA 39991-Thrush tackles a real country weeper and turns in a sensitive performance. Faith ork backs in the pop vem

I Wouldn't Want It Any Other Way 69 Miss Simms sells this ballad pleasantly with the aid of a nicely-arranged backing.

LINDA SHANNON

- KING 1211 - Miss Shannon does nicely with a weeper ballad.
- (My Love) Don't Desert Me 69 Another pleasant new ballad done in okay style.
- BILL HAYES

- DECCA 28672-Cute novelty with a lyric built around barnyard sounds. Tune's construction calls for contrasting male and female voices. Should get plenty of action by country deejays. Side could do well as a kidisk.
- I Told My Pillow....72 There's a sad, lilting strain to this effort of the Hillbilly Jewels. Has a true, country sound and effective harmonies.

JESS WILLARD

Drinkin' at the Bar75 CAPITOL 2455-Willard has dubbed his voice in a couple of times It's a novelty ditty which could catch a lot of loot in tavern locations. Verses are clever.

Till the Day I Die 67

Singer swtiches to a weeper for this effort. Strings aid in setting a sad scene.

BILLY MCGHEE

I'm Gonna Buy Me Another Heart74

- IMPERIAL 8190-Billy McGhee delivers a warm reading of this country ballad. His vocal has an appealing sound and carrles emotional conviction.
- I'm Your Henpecked Man....73
- The warbler does a change of pace on this side, belting out a country novelty with a cute lyric. Tune follows blues construction, with repeated melodic pattern.

DOLLY LONG

Don't Play That Song74 DOT 1165-The Eddy Arnold, Cy Coben, Charlie Grean ditty sounds like a good one for ops to latch on to.

The Cat-Latin Song....70

Twist on pig latin is cute alright, but seems to need quick explanation of how the language gimmick is arrived at. The gal and string ork are good.

JOHNNIE AND JACK

V 20-5290-Rural rhumba opus is chanted engagingly by the boys to fine rhythmic backing. Jocks should spin some. Not up to their best wax. The Winner of Your Heart....70

Routine oatune is capably projected by the twosome and Johnnie and Jack fans should like.

VAN HOWARD

IMPERIAL 8191-The chanter, who sings a song with style, turns in a listenable performance on this better-

Discovery Continued from page 21

or in part have become perrenial standards. His fame has spread to all countries of the Englishspeaking world. The impetus which he gave to so-called hillbilly music, in my opinion, set in motion the factors which re-

Yellow Roses....65 Nichols injects much sincere feeling in this reading of the pleasant weeper. Should spin some.

JIMMY DALLAS

- My Heart Is Yours68 SHOME 539-Dallas shows a pleasing style as he reads this fast-tempo ballad.
- Flame of Love....65

Singer really puts his heart into this as he gives out with a torturous reading.

JEANETTE HICKS

OKEH 18008-The thrush explains that she did all she could to keep her man, but nothing helped. She sings it mournfully and so is the backing, Tune has a certain sad charm. I Think of You and Me....60 Same comment.

VERNE FIEDLER

12th Street Rag65 AMIJO 929-Verne Fiedler, one of (Continued on page 39)

Country Music Continued from page 20

would slur words, too, if it helped improve the effect of the song. Yet on another song, these same words would be properly pronounced.

This free way of singing made an impression on all of us that followed. Many of the country artists of today learned to sing from Jimmie Rodgers' records. Listen to the styles of some of our top-flight country stars of today and then listen to some of Jimmie Rodgers' recordings and you will hear the influence. They learned to sing the Rodgers way from the old wind-up phonograph in the parlor at home, and the stacks of Rodgers records still in the country homes of America.

We feel that Jimmie Rodgers did these things for country music. He made it possible for cowboy or country singers to get employment on radio stations. He was responsible for the sale of more guitars than any other man. He made the value of country songs and records into a commercial product that since then has been recognized as an important part of the music industry. He made it possible for hillbilly entertainers to be able to play theaters and first-rate entertainment places. He proved that a folk star was a drawing card. He opened the gate for folk music as it is today, a great

James and Columbia like to make nice sides, and this is one-relaxed and full of mood. It's one of the ork's most commercial in a long time. Palladium Party....76

There's an engaging riff to this one, and it is given imaginative treatment by Harry James. It's relaxed and swingy, with touches of the Glenn Miller ork. Could grab spins.

JUNE VALLI

Many Are the Times75 V 20-5298-This middle-Europe type waltz has passion and schmaltz. It is beautifully sung by June Valli to a romantic backing by Henri Rene. No action has yet taken place on the tune, tho Don Cornell cut it about a month ago.

Brass Ring Love 73

June Valli has an unusual side here. Ditty is country-flavored, yet has a Continental sophistication. The Victor thrush sings it for all it's worth, which is plenty. Henri Rene has supplied a backing which catches the sounds of the carnival. Good wax.

DEL WOOD

Elmer's Tune75 REPUBLIC 7043 - Typical honkytonk reading of the standard should do well for the gal pianist. Jersey Bounce....75 Ditto.

ART MOONEY'S LITTLE BAND

- Cloverleafs hand the oldie a good reading quietly by Art Mooney's little ork. With the play the tune is getting via the Mills Brothers disk, this version could snare a little bit of the loot.
 - If I Had a Golden Umbrella....75 Here's a cute effort, and it's sung in rhythmic style by the Cloverleafs over tinkling bells, hand - clapping and bright backing from the Mooney crew. Could get spins.

AL JOLSON

- When the Red, Red, Robin Comes Bob, DECCA 28697-Re-issue sparked by the current action on the oldie should get some of the coin. I'm Sitting on Top of the World....75
- Another good re-issue.

(BIGS) HOWARD ORK

V 20-5299-A simple, heartfelf version of the sincere melody-this time in four-four time. Joya Sherrill belts out a vocal that has some pop appeal and some rhythm and blues appeal. Should get spins Big Mamou....74

The Cajun-flavored ditty is given an engaging treatment here-r.&b. flavored. The lyrics are taken by contrasting male and female voices Plenty of beat. May share a bit of the loot.

ROBERTA LEE

Why, Darling, Why?.....75

- M-G-M 11492-Hayes sings the Hank Williams weeper gently for a side that should win some deejay exposure. There's Music in You....68
- The film ditty, from "Main Street to Broadway," is resonantly sung by the TV star. A listenable slicing.

CECE BLAKE

VERNON 78178-Songstress shows a nice form as she socks across this novelty. It's a bright vocal. The Costa ork sets a solid beat. Jockeys could spin this one.

Heartless.....66

Miss Blake turns to a love ballad for this effort. Tho she gets a lot of heart into it, flip shows that rhythm tunes are more down her alley.

JACK SMITH

- Knothole 71 CORAL 60991 - This happy item should be good for some spins. It's one of Smith's best waxings, and the tune, new a hit in the c.&w. field, could help it get some action. Vaya Con Dios....67
- Spanish type item loaded with the expected mission bells, etc., means "May God Be With You." Smith does his usual and capable job.

BETTY BREWER

- V 20-5292-Brewer gal sings well, but why hand the ballad to a polka-like ork for an up-tempo reading? Gotta Go Weedin'....70
- The ork and a Weavers style vocal group come thru with a folk-lifke waltz item for a listenable side

THE HOLIDAYS

- ing waltz item for a listenable disk. Ima-Lika-You (Pizza Pie)....68
- The pizza pie eaters and some others-might like this ode to tomato pie. Lou Stein fronts the ork.

JOHNNY GREEN ORK

M-G-M 30778-March from the title flicker is heard in a spirited waxing.

MIKLOS ROZSA ORK Triumphal March.....64

Brassy march is excerpted from Miklos Rosza's film score to "Quo Vadis." Slight sales action is predicted.

THE PLAYMATES

SKYLARK 550-Mills Brothers type of vocal group does nicely with a fairly good ballad.

You Never Get Too Old to Fall in Love....68

Jocks should listen to this for some nice change of pace lyrics. Ops can use in many locations.

MIKE PEDICIN QUARTET

20th CENTURY-Old timey flavor marks this rhythm ditty by the Mike Pedicin Quartet.

Copyrighted material

sulted in making this sector of DECCA 28702 - A nicely-produced The Beaver Valley Sweetbusiness with a great legend the amusement business into a side. Roberta Lee's solid vocal is hearts, Homer and Jethro, Red that a little country boy with a backed by a male chorus and smart matter of world-wide importguitar can climb the heights of Blanchard, and Augie Klein instrumental accompaniment. It's got ance and a source for a high a slow, measured beat. (Continued on page 39) fame and fortune. percentage of our popular hits. · · · · · · · · · · · · · ·

Kiss-Kiss-Kiss....65 Quartet belts out a novelty in this ditty. Similar to flip in its nostalgic touch. (Continued on page 39) 1.4 313 Miles 2.3 2014/03/14



comes thru with a strong performance

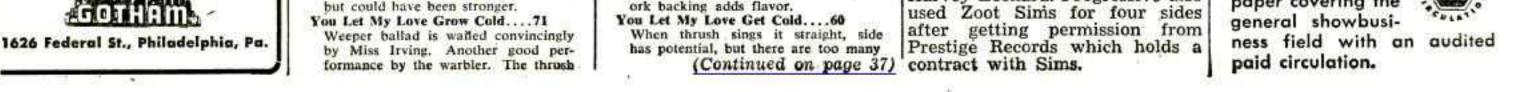
of a jump blues that begs for more

attentive romance. Backing is okay,

.

Dreamin' and Cryin'72 OKEH 6962-Miss Brooks is in fine voice as she gives a very sensitive reading on this slow ballad. Quiet ork backing adds flavor.

ords has pacted singers Hal Paige and Chuck Norris. Their first wax will be released next week Rose Murphy. who has been in England for the past three months, has had her engagement there ex- tended thru to September. The thrush is a big hit in the British Isles. Vivian Greene goes into Den- ver's Cherrelyn Inn next week. Jim Johnson's Quartet now at	By DOLLLY COOPER Compare & Convince Yourself SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.
the Katz 'n Kitten, Denver night- ery Denver was visited by Joe Liggins' Honeydrippers ork last week when the crew played the Rainbow Ballroom there Selika is now playing organ at the Rossonian Lounge, Denver, and handling piano work as well. La Verne Baker plays the Royale in Baltimore on May 15 and the Howard in Washington, D. C., on May 29. In between these dates she will play theater one- nighters in Virginia.	Hottest Record in N. Y. spreading "A BEGGAR FOR YOUR KISSES" by THE DIAMONDS Atlantic 981
'Can Can' Wax Session Set NEW YORK, May 9. — '.lan Livingston, Capitol Records' vee- pee in charge of artists and re- pertoire, arrives here from the West Coast Monday (11) for a series of huddles with Eastern di- vision diskery brass, and to su- pervise the original cast waxing session of the Cole Porter musi- cal, "Can Can." The legit musi- cal's cast wil' be recorded in an all-day session next Sunday (17). Livingston is expected to stay here for several weeks before re- turning to Capitol's West bast headquarters.	CORP 14 W131 SAW STREET NEW YORK 10 N Y IT'S A HIT ! ANDREW WIDEMAN 12 year old Wonder Boy of NBC "STAR-TIME" singing "MAMA'S LITTLE BOY GOT THE BLUES" and "I'M NOT A CHILD ANYMORE" JUBILEE 5117 JUBILEE RECORD CO., Inc. 315 W 47th St., N. Y., N. Y.
Progressive Skeds Album Sessions NEW YORK, May 9. — The Progressive label, jazz diskery headed by Gus Grant, Harry Sul- tan and Irwin Gewirtz, has sched- uled waxing sessions in upcoming weeks to provide for enough ma- terial to give the diskery 15 long- playing albums by the end of 1953. Most recent sessions were cut by a Chuck Wayne group. The label also signed Tony Fruscella, trumpet, to a contract. The Wayne sides were made with Bru Moore, George Du- vivier, Ed Shaughnessey and Harvey Leonard, Progressive also	by MITZI MARS ON CHECKER NO. 773 CHECKER RECORDS 4858 S. Cottage Grove Ave. Chicago, Illinois



Harvey Leonard. Progressive also





e HUU =

paper covering the

Popular

The Modernaires, one of the best pop

groups around today, get a chance to

show off their exciting vocal work on

this new disk, which includes eight of

their recent single releases. The col-

lection, with the exception of a mod-

ernized version of "Juke Box Satur-

day Night," contains favorites of the

swing era, brought up to date by the

group's fresh and exciting interpreta-

tions. Best sides are "Bugle Call

Rag," "Stop, Look and Listen,"

"Runnin' Wild," "Stompin' at the Sa-

voy," and "New Juke Box Saturday

Night." This LP should sell well to

the Modernaires' many fans.

The Modernaires (1-10")

Coral (33) CRL 56084

37

This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Cincinnati

Washington, D. C.-Baltimore, Md.... THESE FOOLISH THINGS REMIND ME OF YOU

Dominoes, Federal 12129 Los Angeles....CAN'T DO SIXTY NO MORE

Du Droppers, Red Robin 108

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top thythm and blues dealers and juke box operators in the markets listed.

Charlotte

- 1. I Wanna Know Du Droppers, Victor
- 2. Goin' to the River
- Fats Domino, Imperial 3. Help Me. Somebody
- Five Royales, Apollo 4. Crawlin'
- Clovers, Atlantic 5. I'm Mad
- W. Mabon, Chess
- 6. Let Me Go Home Whiskey A. Iilburn, Aladdin
- 7. 24 Hours
- E. Boyd, Chess 8. So Long
- L. Price, Specialty
- 9. Pappa
- B. Brown, Gotham 10. Baby, Don't Do It
- Five Royales, Apollo

Atlanta

 I Wanna Know Du Droppers, Victor
 Hound Dog W. M. Thornton, Peacock
 Woke Up This Morning B. B. King, RPM
 I'm Mad W. Mabon, Chess
 Bear Cat R. Thomas Jr., Sun
 Help Me, Somebody Five Royales, Apollo 5. Crawlin' Clovers, Atlantic 6. Off the Wall Little Walter, Checker 7. Woke Up This Morning B. B. King, RPM 8. Red Top King Pleasure, Prestige 9. I Wanna Know

4. Help Me, Somebody

Du Droppers, Victor 10. You're Mine Crickets, M-G-M

Cincinnati

- 1. Help Me, Somebody
- Five Royales, Apollo 2. Hound Dog
- W. M. Thornton, Peacock
- 3. Heavy Juice
- T. Bradshaw, King 4. Crawlin'
- Clovers, Atlantic
- 5. Hittin' on Me
- B. Johnson, Mercury 6. These Foolish Things
- Dominoes, Federal
- 7. What's the Matter Now?
- L. Price, Specialty 8. Woke Ur This Morning
 - B. B. King, RPM
- 9. 24 Hours
- E. Boyd, Chess
- My Kind of Woman E. Slay, Savoy

Album and LP Reviews

WOODY HERMAN GOES NATIVE.....70 Woody Herman Orchestra (1-10") Mars (33) MRX-2

The died-m-the-wool Third Herd fans will undoubtedly find much of interest in this latest Herman package consisting of four sides by the Woodchoppers combo and four by the full ork. All but one of the selections feature vocals by Herman. The Woodchoppers sides are calypso itemssome of which have been heard previously. Featured performers are Arno Marsh on saxophone, Nat Pierce on piano, Sam Staff on flute and Carl Fontana on trombone. The big band sides are, for the most part, drawn from the calypso field too, but the band gets more of a chance to show its capabilities. It's still the solid, driving kind of stuff that Herman has been putting out for many years. In any event, fans who don't have any of these singles, will want the package for sure. Additional soloists due for kudos are Stu Williamson on trumpet and Art Mardigan on drums. Best of the batch is still "Buck Dance," the lone instrumental.

Actor-writer-composer Noel Coward has written some wonderful tunes over the years, and this collection of Coward favorites features some of his best, Evergreens include "A Room With a View," "Poor Little Rich Girl," "I'll See You Again," "Someday I'll Find You," the lovely "Zigeuner" and "I'll Follow My Secret Heart." Paul Britten ork performs them all in skillful and sophisticated style. This waxing should appeal to the older set.

KAY STARR PRESENTS

Crystalette (33) CR 4700

The label has put together on this slicing a number of sides waxed by Kay Starr before she joined Caphol Records back in the middle '40's. The sides don't quite represent the saucy, exciting Kay Starr of today, tho they do portend the future Kay Starr style, and illustrate her powerful way with a song. The thrush is backed on this waxing by a group of top dixieland jazzmen. Best sides are "I Cried for You," "Flyin' Too High," "Dixieland

Jazz

FLETCHER HENDERSON

Decca (33) DI. 6025

Fletcher Henderson's death a few months ago signified, in a real sense, the end of an era. For it was Henderson, who, after many years with his own ork, became the chief arranger for Benny Goodman, and helped the Goodman ork start on its way to fame and fortune. This memorial set features the outstanding Henderson ork, circa 1933-'34. It contains two of Henderson's own tunes "Down South Camp Meetin' " and "Wrappin' It Up," both identical with the Goodman versions of a few years later, plus "Big John Special," "Happy As the Day Is Long" and "Hotter Than 'Ell." The men with the band at that time included Coleman Hawkins, Red Allen, Buster Bailey and Ben Webster. All in all a fine set for the jazz collector.

(2-10")

Atlantic (33) ALS 139, ALS 140

Jazz, Ltd., in case anyone didn't know, is a small, intimate bistro on Grand Avenue in Chicago, founded by Ruth and Bill Reinhardt. An indication that the Dixieland dished out at the Chicago jazz hangout is the real thing is the fact that the club has been doing quite well since it was founded back in 1947 On these two LP platters Atlantic Records has presented the type of music performed nightly at Jazz, Ltd., and it should more than please many, many Dixieland Jazz followers. Volume 1 features top performers like Doc Evans on trumpet, Ralph Blank on piano, Doc Cenardo on drums, Sy Nelson on bass and Bill Reinhardt on clarinet. "Tin Roof Blues" and "Jazz Me Blues" receive most effective performances on this set. Volume 2 stars Sidney Bechet, Mugesy Spanier, Doc Evans, Don Ewell, Munn Ware, Wally Gordon. Sid Thall and Reinhardt. It is an outstanding Dixieland LP, with Bechet and Spanier turning out some fine solos on "Careless Love," "Wolverine Blues," "Egyptian Fantasy," "It's a Long Way to Tipperary" and "A Good Find."

good an item as were the previous sets — including those which used Mary Martin as an added draw. This Rodgers and Hart opus is best known perhaps for the instrumental "Slaughter on Tenth Avenue" and the lovely ballad "There's a Small Hotel." Otherwise, there were no pop hits to come from the show. Yet it holds some of the best ever written by the former team. The cast assembled by the label is first rate, and the Lehman Engel orking is wonderful. In short, this is a fine standard album.

Victor Young and His Singing Strings

The Victor Young ork turns in warm

and appealing renditions of a lovely

collection of tunes on this new wax-

ing. Five of the selections are by

Burke and Van Heusen, and two by

the conductor-composer The shim-

mering, multi-stringed arrangements,

and the delicate Performance help

make this a most listenable slicing.

All of the tunes are performed instru-

mentally and they include, "Imagina-

tion," "Moonlight Becomes You,"

"Dream of Olwen" and "Twilight

(1-10")

Decca (33) DL 5450

 Help Me, Somebody Five Royales, Apollo (Mama) He Treats Your Daughter Mean 	Washington-Baltimore	BEATRICE LILLIE	Band" and "There's a Lull in My Life." For Kay Starr fans.	Man Is Hard to Find." Two good sets.
R. Brown, Atlantic 8. Tell Me, Mama Little Walter, Checker 9. Goin' to the River Fats Domino, Imperial 10. So Long	 I Wanha Know Du Droppers, Victor Hound Dog W. M. Thornton, Peacock Is It a Dream? 	(1-10") Decca (33) DL 5453 Beatrice Lillie has been casting a roguish eye and singing in her own special low-key, comic style for al- most a quarter of a century now, and her fans, who are legion, still can't	• Continued from page 36	ecord Reviews
L. Price, Specialty St. Louis	Vocaleers, Robin 4. Goin' to the River Fats Domino, Imperial 5. Bear Cat	get enough of her. At the present time she is starring on Broadway in what is practically a one-woman show, "An Evening With Beatrice Lillie." On this slicing she sings	points of confusion where echoes and multi-dubbings eliminate any chance of following the lyric.	SNUB MOSLEY Baby's Paintin' the Town
 I'm Mad W. Mabon, Chess Hound Dog W. M. Thornton, Peacock Bear Cat R. Thomas Jr., Sun 	 R. Thomas Jr., Sun 6. Crazy, Crazy, Crazy Five Royales, Apollo 7. These Foolish Things Dominoes, Federal 8. I'm Mad W. Mabon, Chess 9. You're Mine 	many of her best-known ditties, in- cluding "Wind 'Round My Heart," "Lady Windemere's Fan," "Honey Ma' Love" and other sly verses. Bea Lillie fans will have a ball with this set, and it may serve to introduce her to a new and younger audience.	IRENE REDFIELD Shakin' the Blues Away	of the ork. John Henry
 Red Top King Pleasure, Prestige (Mama) He Treats Your Daughter Mean R. Brown, Atlantic 	Crickets, M-G-M 10. Play Girl S. Lewis, Imperial	Los Angeles	J B. LENORE How Can I Leave	Billboard's Best Buy!
 Goin' to the River C. Willis, Okeh 	Chicago	1. Red Top King Pleasure, Prestige	backing. Vocal is full of power. The Mojo66 Lenore tells all about the Mojo as his combo fills in with a backing	ONE ROOM
 7. Is It a Fream? Vocaleers, Robin 8. You're Mine Crickets, M-G-M 9. Baby, Don't Do It Five Royales, Apollo 10. Goin' to the River Fats Domino, Imperial Detroit 1. Goin' to the River	 I'm Mad W. Mabon, Chess Hound Dog W. M. Thornton, Peacock Red Top King Pleasure, Prestige Bear Cat R. Thomas Jr., Sun I Wanna Know Du Droppers, Victor (Mama) He Treats Your Daughter Mean 	 King Heasure, Prestige Hound Dog W. M. "hornton, Peacock Can't Dc Sixty No More Du Droppers, Red Robin Crawlin' Clovers, Atlantic I Wanna Know Du Droppers, Victor (Mama) He Treats Your Daughter Mean R. Brown, Atlantic I'm Mad W. Mabon, Chess 	combo fills in with a boogie backing. KING CURTIS Wine Head	COUNTRY SHACK by MERCY DEE =458 =458-45 BOOCIALIT BSO8 Sunset Blvd. Hollywood 46, Cal
 C. Willis, Okeh 2. Way Back Home Big Maybelle, Okeh 3. Hound Dog W. M. Thornton, Peacock 4. Crazy, Crazy, Crazy Five Ro ales, Apollo 5. I'm Mad 	 R. Brown, Atlantic 7. Let Me Go Home Whiskey A. Milburn, Aladdin 8. Goin' to the River C. Willis, Okeh 9. Baby, Don't Do It Five Royales, Apollo 10. Shirley, Come Back to Me Shirley & Lee, Aladdin 	 Let Me Go Home Whiskey A. Milburn, Aladdin Pappa B. Brown, Gotham You're Mine Crickets, M-G-M 	fervor, and they give out with some hot vocal and instrumental licks. Side rides well and should pull coin in locations where dancing is per- mitted. Sugar-Doo65 Buck dance rhythm sets the backing for a sensitive, vocal by Gene Gil- beaux. Material has a folk ballad flavor.	NEW RECORDS DISTRIBUTOR'S CLOSEOUTS 71/2 and up
W. Mabon, Chess 6. (Mama) He Treats Your Daughter Mcan	Philadelphia	New York	SARAH McLAWLER-GEORGIE AULD Red Light	Write for FREE CATALOGUE
R. Brown, Atlantic 7. Bear Cat R. Thomas Jr., Sun 8. Red Top King Pleasure Posting	1. Hound Dog W. M. Thornton, Peacock 2. Is It a Dream?	1. Red Top King Pleasure, Prestige 2. Hound I og	BRUNSWICK 84010—Sarah McLaw- ler gets her kicks on the organ and with her vocal on this much-waxed tune, while Auld turns in some wild tenor work.	VEDEX COMPANY 734 10th Ave., New York 19. N Y Tel.t Cl 7-3494
King Pleasure, Prestige 9. I Wanna Know Du Droppers, Victor 10. Hittin' on Me B. Johnson, Mercury	Vocaleers, Robin 3. Red Top King Pleasure, Prestige 4. You're Mine Crickets, M-G-M	W. M. Thornton, Peacock 3. Bells Dominoes, Fe'oral 4. (Mama) He Treats Your Daughter Mean R. Browr., Atlantic	Tippin' In	Already STARTED IN New Orleans FATS MATTHEWS "Down the Line"
New Orleans	 5. Goin' to the River Fats Domino, Imperial 6. Goin' to the River C. Willis, Okeh 	 Let Me Go Home Whiskey A. Milburn, Aladdin Can't I? Nat (King) Cole, Capitol 	SARAH McLAWLER I'm Tired Cryin' Over You65	"You Know If"
 Hound Dog W. M. Thornton, Peacock Goin' to the River Fats Domino, Federal 	 7. I Wanna Know D. Cooper, Savoy 8. I Wanna Know Du Droppers, Victor 9. She's Got to Go 	 7. Pretend Nat (King) Cole, Capitol 8. Shirley, Come Back to Me Shirley & Lee, Aladdir. 9. Dream Girl 	BRUNSWICK 84009 — So-so rhythm effort is sung and played nicely by the singer-organist, with help from a rhythm group. Foolin' Myself60	Imperial S235



THE BILLBOARD

Musicians Vote On Club Hiring

38 MUSIC

1021_1704

NEW YORK, May 9.-Membership of Local 802, American Federation of Musicians, on May 11, will vote upon a resolution designed to do away with discrimi- Sarah Vaughan, has opened his nation, or unfair competition, in own talent agency in New York. the club date field. The resolution notes that in this field a group of leaders have a monopolistic control of jobs. The resolution notes that the giving of pay- SIMON FORMS olas or gifts to managers of hotels, KID PUBBERY . . . catering halls, etc., in return for leads on jobs, shall be deemed a violation of union regulations. The resolution asks that the executive board of the local serve notice on hotels, catering establishments, etc., that "discriminatory interference directed toward members of Local 802 or agents ... shall constitute an act of conspiracy to deprive members ... of fair . . . opportunity to compete for to that outlined here was passed employment

The resolution, and what happens to it, is regarded of prime ers and was termed unconstituimportance to the membership, tional by the international execuinasmuch as the club-date field tive board of the AFM. accounts for more than 75 per cent of the income earned by the been prudent in policing club membership. Many attempts dates and has minimized unfair have been made thru the years to competition. Tradesters are prevent a monopoly of jobs in this watching the fate of the new resofield. In 1947 a resolution similar lution with great interest.

1



TREADWELL OPENS TALENT AGENCY

George Treadwell, former jazz trumpet player who married In addition to Miss Vaughan, his starting stable includes Ruth Brown and Dizzy Gillespie.

A new publishing firm, Westbrook Publications, was formed by Bill Simon this week. It is a BMI firm and will specialize exclusively in kiddie material. The purpose of the firm is to screen submission to a.&r. men and to effect tie-ins on the kiddle items

by the members. The resolution was appealed by a group of lead-

The exec board of the local has

Simon, the first being Thornwood addition to the above activity, librarian. Simon recently added to his family when he became the father of short stay.... Bobby Wayne, who a girl, his second child.

New York

Publisher Leo Talent has set a tie-in promotion with the New York Florists' Association to plug Mindy Carson's recent slicing of his ditty, "Three Red Roses." . . Deejay action in several territories has led Decca to release as a single the Andrews Sisters-Desi and develop kiddie material for Arnez disk of "Old Don Juan" from the album "Sing, Sing, Sing." Decca has also released four sets of square dances by hoedown specialist Ed Gilmore. . . Instructions are included in the packages. . . . Some confusion is expected when two old Al Jolson sides, just re-issued, of "When the Red, Red Robin" and "I'm Sittin' on Top of the World" reaches deejays. They'll probably be played vis-a-vis Norman Brooks in many cases. . . . Mace Barrett, new Coral chanter, opens at the Copa May 14.

Aberbach, Ltd., new English publishing firm set up by Hill and Range, started operations this month, with Roy Berry, formerly of Chappell and Co. there, as general professional manager. Firm is working on "Hot Toddy," "Mother Nature and Father Time," "I Laughed Until I Cried," "I've Never Seen" and "Hello, Sunshine." Reg Connelly is associated with Aberbach, Ltd., in addition to his other publishing firms in England.

Chicago

Ravens, are current at the Chi- dition of Bill Norvis and the Up-

with industrial firms. This is the | Billy Eckstine, also in June. . . second firm recently formed by Evelyn Aron is replacing Margaref Frye as librarian at WIND. Music, also a BMI affiliate. In Miss Frye is moving to WCFL as

> Ralph Marterie in town for a is pushing his Mercury waxing of "Love Me, Love Me," is due in town soon on a deejay tour. . . . Rusty Draper, Mercury, is due in at the Black Orchid for four weeks during July. . . . Al Chapman, Chicago branch manager, and Larry Green, promotion man of Decca, are on a deejay tour thru Northern Indiana promoting the Four Aces' waxing of "Honey in the Horn" and "Organ Grinder's Swing." . . . Les Baxter, Capitol, in town last week on a deejay tour plugging "Ruby." . . Ray Anthony in town Tuesday (12) on a one-nighter at Flynn's Ballroom. This date starts a twoweek tour of one nighters in the Midwest. He plays Prom Ballroom in Minneapolis on May 20. Duke Ellington, Capitol, starts a Midwest tour May 12 in Nebraska and hits Illinois, Iowa, Missouri and Indiana. . . . John Standley and Horace Heidt in Central Illinois on a one-nighter tour. Standley's recording of "It's American territory. in the Book" is fast approaching Pee Wee Hunt's 12th Street Rag" as the leading seller in Capitol's catalog.

Hollywood

Jenny Barrett, new Vogue singer, has left for a tour of 12 Eastern cities to visit deejays and plug her "He Loves Me." . . . The Ambassador Hotel's Cocoanut Grove now features continuous dancing to the music of two orchestras-Benny Strong and the rhumba rhythms of Alfredo Garmo.... Ciro's has inaugurated a Mercury's singing group, the new entertainment policy with ad-

Denver Concerts To Begin July 7

DENVER, May 9.-The "1953 Concert Under the Stars" in Denver's giant Red Rock outdoor theater begins this summer with the First Piano Quartet appearing on July 7. Arthur Oberfelder, concert manager, reported this week that advance sales have already been exceptionally good for the season tickets.

Following the First Piano Quartet, the Librace Brothers will present a concert, with George conducting the symphony and Liberace at the keyboard. A fortnight later, Jan Peerce and Roberta Peters give their concert, followed by Yma Sumac who returns for her second appearance in the Rocky Mountain city. The summer series will end on August 9 with the appearance of the Mia Slavenska-Frederic Franklin Ballet company with Alexandra Danilova as guest artist.

Shearing Quint on Caribbean Tour

NEW YORK, May 9. - The George Shearing Quintet left by plane this week for a personal appearance tour of the Caribbean area. This is the first time that the M-G-M jazz group has been booked into the Central and South

The group opened in Kingston, Jamaica, Thursday (7), for a week's stand. On May 13 and 14 they play dates in Panama, then fly to Maracaibo, Venezuela, for dates on the next two days, and to Cuacao for May 17 and 18. The tour winds up on May 22, after three days in Trinidad and British Guiana.

DAV Getting Cut-In On Austin's 'Close'

HOLLYWOOD, May 9. -Profits earned from sheet music and record sales of Billy Austin's latest tune, "How Close Can You Be," will be split by writer with the Disabled American Veterans for its annual Christmas fund. Song's first disk featured singer Bob London, backed by Lloyd Shaffer ork on the Crystallette label. London just completed a tour of 23 California cities thumping tune, and leaves next week on a nation-wide jaunt for same purpose.

********* MUSIC OPERATORS STAR has a PRINTED TITLE STRIP SERVICE to fit every Operator's needs Automatic weekly shipments for the best Pops released

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Enter my subscription to The Billboard for the next full year (52 issues), beginning with the May 23 Juke Box Anniversary Number. \$10 payment enclosed (a saving of \$3 over single copy price). Foreign rate, \$20.

Name

M ORE than a dozen special features and

directories that all operators will use now and in the months to come-to help them

win new locations . . . serve present loca-

Occupation

cago Theater. Their latest paring is "She's Got to Go" and "Come a Little Bit Closer." . . . Future line for the Chicago includes line-up for the Chicago includes Capitol Records. Two sides are Dorothy Lamour, one week, May instrumentals with Stone's ork. Molly Bee waxed another side, and Helen O'Connell the other. . Academy Award-winning Ned

Washington and Lester Lee will write special music for Betty Grable, who stars in her first loanout picture to Columbia Pictures from 20th Century-Fox.

Dimitri Tiomkin planed Friday (8) for Mexico City to tape-record Mexican folk music for adaptation into the score of "Blowing Wild," United Pictures production for Warner Bros. . . . Comedienne Rose Marie has been set to headline for two weeks at the Flamingo, Las Vegas, starting June 11. ... Ben Light has had a song of his recorded by Capitol Records featuring vocalists. Tune, "You Made All My Dreams Come True," features six voices with vocal arrangements by Nelson Riddle.

Kathryn Grayson has been asked by the State Department to make a concert tour of Australia late this year. It would be her second such tour. ... Jack Fina's ork takes over the Cocoanut To Negro College Fu Grove May 20 when the headliner will be Jimmy McHugh and com-pany. Other dates include Frankie Laine, starting June 3; Peter Lind Hayes and Mary Healy, with the Ted Fio Rito ork, June 24, and Patachou, July 15 to August 4, . . . Liberace's latest record, "I'd Never Forgive Myself," will be released this week. Song, by B. McEvoy, R. Gould and M. Martin, is backed with "I'm Loved."

Philadelphia

Melt Gray left his local public-ity chores for the West Coast to tour in advance for Buddy De Franco, including advance for a tour in Europe.... Dave Brubeck, closing at the Blue Note, leaves with his family for Stockton, Calif., where he'll study composition, with Darius Milhaud. . . "Jocko" Henderson's "Big Swing Train," WHAT platter show at midnight, will soon originate from Pep's Musical Bar. . . . Joseph Bonaduce resigned from the RCA Victor Red Seal division to join the public relations department of the Philadelphia Zoo.... Mike Angelina succeeds Johnny Austin for the music making at the Club Shaguire in Camden on the Jersey side....Joe Ricardel winds up the dancing season at the Garden Terrace of the Benjamin Franklin

Decca Pacts New Hillbilly Thrush

NEW YORK, May 9. — Paul Cohen, Decca's hillbilly maestro, following up on his successful introduction of two oatune songstresses, Kitty Wells and Goldie Hill, has pacted another t.ush who is due to hit the market soon with her first waxing for the label. She's Marge Collie, former wife of Floyd Tillman. Cohen has also signed the Cajun fiddler, Doc Guidry.

To Negro College Fund

CHICAGO, May 9. — Timmie Rogers, singer - musician - comic, who recently signed with Capitol Records, announced he would turn over all royalties from his first

over all royalties from his first release to the National College Fund for Negro Education. His first release was "Saturday Night," backed with "If I Were You Baby, I'd Love Me." Rogers penned both tunes and published "Saturday Night." Foremost Music published the other tune.

son.... Eddie Khoury and Ronnie Bonner have placed their "Soft Soapin'" and "A Date With the Sun" songs with Miami Music, of La Grange, Ill., and the Hart-Van label for record spins. The local songwriting duo have also as-signed their own music firm, the Music Counter, with Myers Music here as sole selling agent, including their more recient "Aloha Bells" and "Hawaiian Guitars" which have a Hart-Van record issue.

Cincinnati

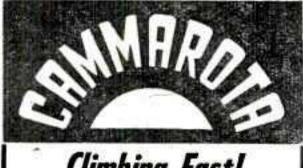


792

39

Folk Talent and Tunes

were in Mattoon, Ill., last week for a Future Farmer's shindig. Jewell House, head of Texarkana Hayloft Jamboree, was in Nashville last week-end booking "Opry" artists for her Friday Nighter. In addition to current duties, she takes over local record shop and arcade May 15 under the name Jewel's Record Shop & Fun House.... Eli Waldron, from New York, was in Nashville for a week doing an oatune center story for The New Yorker. ... Eileen Salama was around WSM for three days last week catching





ME YOU'RE SORRY?" sung by DICK LARKIN CAMMAROTA RECORDING AND PUBLISHING CO. 234 Paterson Ave., East Rutherford, N. J.

1.



country music first hand. Miss Salama secretaries for the American Foundation for Study of Man and has been a country music enthusiast for years, having taken her record collection to her native Arabia a year ago.

Bea Terry, Hollywood, is doing a special record promotion for Columbia's Johnny Hicks. ... Jimmy Dean, of Four Star, is working in Arlington, Va.,

under Connie Gay's direction. Dean guests on the Prince Albert "Grand Ole Opry" May 16.... Larry King, long associated with Louisville's King Records branch, is now with the local RCA Victor distrib.

WSM's "Grand Ole Opry," Prince Albert NBC'er, is still unsettled on future format after the exit of Red Foley. Tryouts continue, with Ernest Tubb emseeing coming two weeks, Tennessee Ernie May 30, and Rex Allen June 6.

Cousin Dennie Hollandsworth is doing the daily "Grand Ole Opry on Records" spinner at WWNR in Beckley, W. Va.... Joe Clark is emseeing Dream Bowl dances each Saturday night at Napa, Calif., in addition to KVON spinning. ... Victor's Johnnie Lee Wills' new wax "Oo-ooh Daddy" is co-written by St. Joseph, Mo., KFEQ pilot, Dick Wayne.... Imperial's Ed Camp's "One More Tomorrow" is getting big ea response via Ed Bishop at

WXOK in Baton Rouge, La. ... WFAI, Fayetteville, N. C., is getting top action from "Hillbilly Juke Box" show, directed by Les Coleman, who actually has a juke box set up with records and drops in nickels to air

Get Together With Records." reports country wax taking increased spots on the Friday nighter, with Hank Williams' disks taking several spots.... WGL's Joe Taylor, Fort Wayne, was a recent host to boyhood pal, Roy Rogers-they were raised around Portsmouth, O. ... J. C. Atkinson is doing two country waxers daily from WAKN, Aiken, S. C.

Late Reports on Recent 'Best Buys' Popular Continued from page 28

JUST ANOTHER POLKA Jo Stafford-Columbia 40000 Generally steady without building appreciably this past week. Still getting a lot of jockey spins, being within one place of making the national deejay chart.

CRAZY, MAN, CRAZY Bill Haley-Essex 321

Livingston, Capitol veepee, and On the Philadelphia and St. Dick Jones, the label's classical Louis territorial charts this a.&r. chief, handled negotiations week with sales in almost all areas reported on the increase. two long playing albums will be This continues as the strong cut with Milstein during the first version with the exception of Chicago. Buffalo and L. A. where Marterie's version has new light on the problem faced an edge according to reports. In such places as Boston, Philadelphia, Pittsburgh, Detroit

AFM Tighten Up • Continued from page 15

lishers by waxing their own tunes. Artists do the same.

The AFM decision to limit the granting of licenses drew a mixed reaction from the music business. Some felt it would hamper the free and independent operations of cleffers, musicians, artists and so-called fly-by-nighters. Others felt that more stability, on the part of those holding disk licenses, would prove a good thing for the business.

It was also claimed that recording studios making demonstration disks could be seriously hampered by the dictum, as could artists and musicians who make a living out of such disks. Artists and repertory men, for instance, often prefer to listen to a demo of a singer rather then to live performances. This preference has affected both the publisher's and the artist's dealings with record companies. The increased use of the demo also stems from its practicality-the fact that it may be shipped from Coast to Coast Hollywood Bowl concert. for audition purposes, etc.

Capitol Signs

on copyrighted material will de-

pend upon the specific copyright

demands of works recorded. Alan '

with Milstein. It is expected that

The move by Milstein throws

• Continued from page 15

year of the contract.

Big Summer

• Continued from page 15

ance, that at Chicago's Edgewater Beach Hotel. The troupe will return to Hollywood to film for Liberace's television series before going on the road again.

Success of Liberace's concert tour is assured in at least one city. Phoenix, Ariz., where more than 2,000 ducats have been reserved following a bare announcement that the pianist was to play a date there, date unknown, according to concert impresario Mrs. Archer Line, of Phoenix. Meanwhile it was disclosed here that Liberace will play the Encanto Park there June 13 with pasteboards going at \$3.75 net tops. Liberace gets a \$2,500 guarantee plus 60 per cent.

Concerts will be played in Colorado Springs, Colo., July 10; Pueblo, Colo., July 11, and Red Rocks Canyon, Denver, July 12. Upon group's return to Hollywood, they'll continue with TV filming before Liberace's August 15

Set Trade Show

Continued from page 15

drinks, tickets and automatic vending machines.

The announcement came out of a Thursday (7) meeting here between Weber and three members of the association's convention committee, all Chicago area operators. On hand were Rudy Verderbar, O Henry Ballroom, chairman of the group; Ben Lejcar, Melody Mill Ballroom, and Ken Moore of the Aragon-Trianon ballrooms.

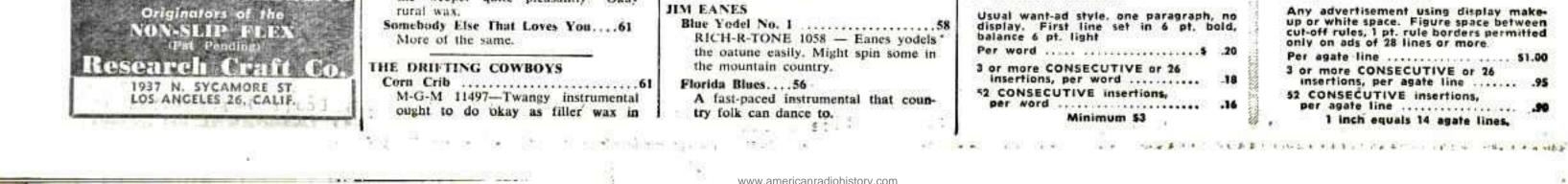
Weber also disclosed that the by important artists pacted to organization has mapped out a diskeries already burdened with nationwide survey to determine a

> Any advertisement using display makeup or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

rural wax.

Somebody Else That Loves You 61

JIM EANES



NIGHT CLUBS-VAUDE

Hocus-Pocus

By BILL SACHS -

ill. me a visit at the hotel," Baird writes from the Falls City, "and on Sunday a gang of trixsters from the territory gathered at the **Dodsons'** house for an all-day party. **Okito** is busy working on a new trick which Don Redman is putting out next month. Spent some time with him here and he is very happy with his new wife. Went thru J. J. Musselman's collection of Thurston paper and found it highly interesting."

40

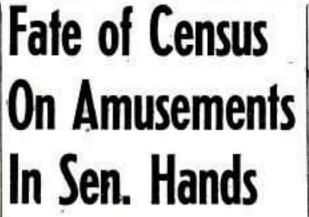
Maurice the Magician (Morris Cohen), who has been confining his activity to the Miami area for the past year or so, plans to begin a road trek soon under the direction of Mr. Berns, formerly on the advance for Franz J. Polgar, hypnotist. . . . Magician Lee Richards, celebrating the arrival of a new son, Randy Lee, born April 16 at Easton, Pa., is playing club dates thru Eastern Pennsylvania as a single until his wife can accompany him on the road again. . Dr. Marcus Bloch, who has just opened his Central School of Hypnotism, his second such unit in New York, is planning to launch an extended tour soon to smith, of the Fun Shop, Wichita, Kan., and former manager of the Chambers Magic Shop in the same city, recently made a round of the St. Louis magic emporiums. Miss Smith, who is well known in Midwestern magic circles, is secretary of the Wizards of Wichita. . .

Sydney N. Levine, Canadian card wizard and one of the oldest active magi in that country, has left with malaprop American transla-Montreal for a four-month visit to tions. Her biggest stock in trade his native Fox River (Gaspe), was s.a. that killed the ringsiders. Que., where he was born 78 years She started with the stand-up two with the pasteboards. In ad- it for what seemed much too long. year at the Prospect House Hotel, Niagara Falls, N. Y., with his palmistry and table magic on week-ends, has been busy in the territory since with two different performances, a gambling expose and a children's show. From April 15-19, he put in 32 hours of magic at an exhibitor's booth at the Niagara Falls Better Homes Show.

RILL BAIRD hopped into Louis- Brotherhood of Magicians of Nasville recently on short notice sau County, New York, Friday to fill in for Frakson on a club night (15). The Ring's president, date when the latter was stricken | Harold W. Gierie, Roosevelt, N. Y., "All the magi in town paid informs that the big event will be held at the Garden City Hotel, but fails to say where the hostelry is located. Tickets for the dinner and show combination are \$6 per sus, the most complete census of person and may be obtained at its kind ever planned by the gov-Lou Tannen's Magic Shop, 120 ernment, now rests with the Sen-West 42d Street, New York. Jean ate where the Commerce Depart-Hugard, dean of the Society of ment appropriations bill was sent American Magicians, will be an- this week from the House which other guest of honor. . . . Cardini's deleted the business census item engagement at the Normandie (The Billboard, May 9). Com-Roof of the Mount Royal Hotel, merce Department officials are Montreal, just concluded, was his showing increased alarm over the first date in more than seven prospect of suspending preparmonths, a major operation for ations July 1 for the gigantic surulcers having kept him on the vey. The Senate Appropriations shelf that long. Another thing Committee, which now takes up you may not know is that Car- the greatly-trimmed Commerce dini's hobby is making watches Appropriations Bill, already is and clocks. . . . Lady Francis beginning to receive communica-(Frances R. Francis) and the Ran- tions from various parts of the dolphs are the latest additions to business world urging restoration the show schedule of the Society of a \$21,000,000 outlay for the of American Magicians Conven- censuses of business, transportation to be held at Hotel Nether- tion, manufacturers and mineral land Plaza, Cincinnati, May 27-30. industries. Under this outlay, Bobby May, juggler, who was Commerce had been planning to slated to appear on one of the make an exhaustive survey of all conclave shows, has been forced parts of the amusement industry to cancel, due to other commit- engaged in "service activities," inments, and Ronald Haines, con- cluding TV film production, invention show chairman, is scout- door and outdoor amusements and ing for another juggle artist to coin-operated machine manufactake his place.

Hotel Pierre Continued from page 13

her wildly accented "Ain-gleesh" she pulled responsive laughs for her combination of French chatter ago. The veteran Levine can still mike then shifted to a hand mike mittee to request restoration. show the youngsters a trick or for strolling bits and stayed with However, Weeks' testimony bedition, he's a crackerjack me- Her audience teasers drew guf- Subcommittee on Commerce, chanic. . . . Senor Vail, who put faws. But getting a dignified cus- State and Justice some weeks ago in the first three months of this tomer up, two shows a night, will is not regarded as having been pose a problem. This time around warmly enthusiastic, and somethe well-stacked blonde started with a bi-lingual "All My Love," then went into "Rien," a teaser. In between was the frenzied chatter in which she displayed a tremendous assurance. Her "There's subcommittee, Rep: Cliff Cleven-Not a French Singer Left in ger (R., O.) criticized what he de-Paree," a special that led into take-offs of Piaf, Patachou, Trenet and Chevalier, drew the best attention, tho none of the originals need worry about the smudged carbons. Her major production he said he thought "we may want was "France Is a Woman," an to do things up there by way of over-long, over-dramatized flag- assembling information and givwaver that could stand real cut- ing it out to business which is ting. She wound up with "Alou- not being done and we may want ette," an obvious audience-par- to take out and stop some of the ticipation gimmick that went tre- other things." The commerce secmendously-and off with yellow retary added that he felt that and red roses, in a skin-tight some parts of the census operadress that threatened to burst tion "do not serve any useful with every step. Mata and Hari, the cream of the satirical dancers around, worked under a real handicap. Their first, a subtle ribbing of ballroom dancers, found the audience unwhether it was a joke or a straight dance with mistakes. Such a number needs building. Their next, the marionette number (atop a platform that took some real juggling to set up) got better results. Latter showed genuine artistry and painstaking attention to detail. The final one was their classical "Carnegie Hall," which got them off to tremendous applause. One of the obstacles in Mata and Hari's act here were the stage waits between costume changes. The costumes are wonderful, but the lulls are tough to beat. In the past the team used a couple of boys for terp bits while they changed costumes. It's probably impractical and expensive to carry two additional people. It might, however, be possible to do routines for which a single cos-



WASHINGTON, May 9.-The fate of Commerce Department's 1953 Amusement Business Centuring, distribution and operation.

Commerce Department, it was revealed, is getting numerous inquiries from businessmen concerned about the House decision to erase the funds for the proposed census. Communications have come from several advertising, market ...nd other groups urging that funds be restored for the census.

Commerce Secretary Sinclair Weeks is expected to go before the Senate Appropriations Comfore the House Appropriations Commerce staffers are wondering whether the Commerce secretary is strongly behind the census. When the census item came up at previous hearings of the House scribed as government intrusion on private business. Weeks acknowledged that he had not had "A real chance to study what the Census Bureau is doing," and purpose."

Burlesque Bits

Cy and Alfreeda Walker are became a principal following a

spreading out in their Miami bus- stay in the parade girl ranks at iness interests. In addition to the Casino, Pittsburgh, her home their package liquor stores, they town. She previously did niteries have opened the Cypress cocktail in Houston, Tex., where she plans lounge near the Biscayne dog to return over the summer. Extrack and are going in heavily in tends thanks to Mary Mack for the house building line. At the the Debbie name suggestion. Cypress, Kathy O'Donnell is vocalist and pianist; Harry Hilsman, Fire Levels manager; Gil Sweezey, barmaid, and Louise Hancode, hostess. . . . Marshan (Marsha Blue) now at 'Big D' Site Tony Pastor's nitery, New York, is due to return to the Hirst circuit next season after an absence of two years; thru the Miller-

DALLAS, May 9.-The Sportatorium, home of the "Big D Jamboree," weekly folk music festival for six years, burned to the ground early Friday (1).

Regular Saturday night show was transferred to the State Fair ing at the Casino, Toronto, after of Texas livestock pavillion, and playing the Gayety, Detroit, it played to a capacity 3,200. This where Dick Richards is a recent arrangement is expected to continue until a new arena is built on the old site. Wrestling promoter Ed McLemore said the new building was to be erected.

> Fire loss was estimated at \$350,000. The Sportatorium seated 6,200 persons. Regular participants in the "Jamboree" include Big Bill Lister, Riley Crabtree, Johnny Hicks, Norman Perry, Wesley Vowell, Blue Mountain Boys, Sonny Carpenter, Ralph Sanford, Douglas Bragg, Charline Arthur, the Jones Twins and Texas Sunshine Ruby. Show is broadcast by KRLD on Saturdays and televised on Saturdays and Sundays.



LATIN QUARTER, NEW YORK: In her first stem date as a cafe headliner, Dagmar (nee Jennie Lewis) was surprisingly effective. Basically a freak, with a ep of "the dumb blonde" gained thru her work on the "Open House" TV series, gal came on and proved she was more than a freak with a chassis. She was a solid performer who could sing, dance and read lines with authority. Working to a large showbiz opening crowd she got quite a hand. There's little doubt that she'll do even better when she works to a non-hep audience. To get some hype into her act, Dagmar comes in with two assistants, Sid Gould, who worked cafe dates with her before, and Marty May, one of the best straightmen in the business. Gould's comedy takes were wonderful. His lines were not. At times it seemed as if Dag's ability got too much of a brush in the lines that Gould had to throw at her. In fact the basic talents of a Dagmar deserve better material than either Gould and May were furnished with. **Cass Franklin and Monica Lane** made a fine picture. Their duet warbling was good enough to get commendable receptions for practically every number. Both worked as occasional singles with Franklin's throwing of file gags as the emsee behind Choppy's back-painting act, giving a hefty audio assist to the well-established sight appeal the act already has. The rest of the show remains basically the same. The productions, specialties, dancing and singing is of the usual high order that makes Lou Walters' Latin Quarter probably the biggest grossing cafe in the country. A publicity gimmick throw inthe winners of the Old Gold TV Amateur Contest-was way out of line with the set show. Winners put on for this one was an act called Jack Richards and the Marksmen (four boys). The kids tried hard with "Crazy Rhythm." But it was obvious they were way out of their class. Bill Smith.

AY PALMER and Doreen, who were slated to sail for Europe April 16 for a string of dates on the Continent, were forced at the last minute to shelve the sailing until a later date. Meanwhile, they are keeping busy with their Magic Kettle and comedy magic in and around New York. Writing from the Big Town under recent date, Palmer says: "Blackstone, Bruce, Reynolds and I recently caught Arthur Leroy's excellent performance at Jan Hus House, New York, where Leroy has been appearing for several weeks to very good crowds. In fact, the whole show, including prepared. Customers didn't know Peggy Bridges' marionettes, has been held over for extra weeks. Leroy also plays an important part in the marionette performance." . . . Harry Blackstone will be guest of honor at the annual dinner and show of the Walter Coleman Ring of the International





Miss Darcel had Fred Stammer at the piano. Mata and Hari had Lothar Perl as musical director.

Bill Smith.



Capitol Theater is looking for spot shows to follow the current June or early July.

House is planning to use four or five stageshows a year, on etc., in order to grab the big tourist trade that hits town regularly during such periods.

Leo Cohen, now booking the house, is on the watch for name lady. packages with box office potentials similiar to the Johnnie Ray show the theater used a few months ago.

It has been offered a series of packages. One was headed by

at the Club Royal in Augusta, Ga., played for a convention that was attended by President Eisenhower. . . . Ernie Anderson, scenic artist for the Hudson, Union City, is now touring as ringmaster with Frank Wirth's Tigris Shrine Circus shows. . . . Recent additions at Strip City nitery, Los Angeles, are Candy Paige, Mae Blondell and Doris DeLaye. . . . Rita Ravell me d into the "It" Club, El Cerrito, Calif., for two weeks, starting May 6, thru the Phoenix and Dale Attractions Agency, after a similar stay at Rafael's 150 Club, San Francisco, where other talent includes Dave Gardner and Billy Young, emsees; Jewel Carter and Jeanny Starr, strips, and Candy, dancer. . . . Manager Harry Oakene donate. a three-day (May 1-3) collection at the Hudson, Union City, to a re-building fund for St. Joseph's Home for Orphans in Englewood Cliffs, N. J., demolished by fire a few weeks ago. Theater itself helped with a check for \$25. . . . Debbie (formerly Dee) Doll, strip-talker, a

Kaplan agency. . . . Charles Shan-

non, for six years manager of the

Tivoli Theater in Sawtelle, Calif.,

is now manager of the Majestic,

in Santa Monica, Calif. . . . Parker

Cee and Johnny D'Arco are open-

addition. . . . Ora May, star Moro-

koff chorine at the Hudson, Union

City, pressed into service every

so often to do a strip routine,

scored another show-stopper last

week with an act in which she

cleverly imitated Vicki Wells,

Peaches and Georgia Sothern. ...

Fields and George, with their novelty comedy act, "The Rag Picturcs," are headlining the bet-

ter grade of niteries in the East.

tended the funeral of Jack

Macauley, 81, stage carpenter for

a long time at the Olympic and

Dewey theaters, in lower Man-hattan, on April 23. Burial was

in Lutheran Cemetery, L. I. A

son survives. Munn Lodge, No.

190, F. & A. M., of which he was

a member 49 years, conducted the

services. . . . Betty Howard

switched from the B. & B. Club,

Providence, to the Casino, Boston.

for another summer with Mike

Todd's "A Night in Venice" start-

ing June 25, not long ago, while

Rosita Royce, who has signed

. Many old burly friends at-

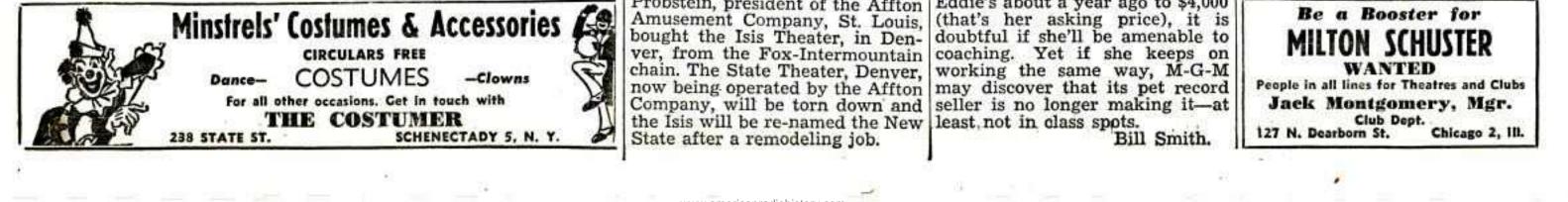
La Vie En Rose Continued from page 13

first-timer on the Hirst circuit,

after only three months, hasn't NEW YORK, May 9. - The improved as a performer. Her reprise of Honor Roll of Hits tunes drew scattered, polite applause run of "Moulin Rouge," which is from a very slim house (second tentatively set to exit either late show), and that was about all. She now uses a king-sized hassock to sing from in a sitting position. The hassock seemed not New Year's week, Easter week, only too big for the platform, but too big for the room. Her gown, a kind of period job that probably cost real dough, didn't help any. It made her look like a little old

> Primarily, Miss James is not a sight performer. She doesn't know how to use her hands. She occasionally cups and raises them to her mouth in what is appar-





ARENAS & AUDITORIUMS

MAY 16, 1953

'Opry' Scores at Houston; **Gives Simultaneous Shows**

Opry" packed Sam Houston Coli- order to give the performances seum and at the last minute opened near-by Music Hall to handle 3,000 additional customers on the final night (1) of a threeday stand.

Whitey Ford, director of the

Detroit Scores Top U.S. Gross For "Biggest"

DETROIT, May 9.—"The Big-gest Show of '53," with Ella Fitzgerald, Frankie Laine, Louis Jordan and Woody Herman, grossed \$28,700 Sunday (3) at Olympia Stadium, with attend-ance estimated at 12,000, a little under maximum capacity. Com-petition included the Benny Goodman concert the night before at the Broadway-Capitol, and the appearance of Patti Page and the Sherman Hayes band the two preceding nights at the State fairgrounds, topped by a heavy rain at 6 p.m. Sunday.

Detroit engagement topped the \$26,490 figure set by the "Biggest Show of '51" at Olympia and \$30,000 set by "The Biggest Show of '52" at the Fox theater, when two performances were given. The local engagement was the best of the present tour in this country, but was topped by the Montreal figure. In the three the Lombardo show pulled in previous tours, Detroit turned in 3,415 and \$7,921. the biggest gross of any city played.

On Sunday afternoon the same

HOUSTON, May 9 .- "Grand Ole show, juggled acts and timing in Music Hall seating came when the Coliseum was packed long before show time Friday (1). Total at-tendance was estimated at 60,000, with general admission \$1 and because of the rental of Grand

reserved seats \$2. A few temporary seats around the stage went for 50 cents. Revenue Department where the show formerly was held, will be Bill included Ford, the Duke of the National Motor Boat Show. Paducah, as emsee; Martha Carson, Jimmy Dickens, Hal and Velma Smith, Rod Brasfield, Lonzo and hours, except on Sunday (17) Oscar, the Carter Family, Carl Smith, Red Foley, Salty Holmes, Mattie O'Neil, Bill Monroe, Lew Childress, Biff Collier and Gabe

'Biggest' Tabs 12G at Toledo; Lombardo, 4G

Tucker.

TOLEDO, May 9.—"The Biggest Show of 1953," closing out a string of three big entertainment weekends at the Sports Arena here, drew 5,735 and a gross of \$12,800 on Saturday (2). Scale was \$3.60, \$2.50 and \$1.50.

On the preceding Saturday Guy Lombardo attracted 2,019 for a gross of \$4,777, with tickets scaled at \$3. \$2.50, \$2 and \$1.50. In 1952

ner as the armory. Horace Heidt's offering at the Arena on April 18 drew 1,782 paid admissions for a gross of

Communications to 188 W. Randolph St., Chicago 1, III,

Motor Boat

Show to Play

NEW YORK, May 9 .- The first

major show to set its annual stand

at the Bronx Kingsbridge Armory,

Central Palace to the Internal

The Hotel Concourse Plaza, also

located in the Bronx, will be used

for show headquarters and for

observe the attendance and reac-

tion to the relocation of the show,

which will be removed from the

mid-Manhattan area where for-

merly held, by some 23 minutes

on the fastest express subway. By

necessity, many exhibitors will

still have to live at Manhattan

hotels, and commute by subway.

since the Bronx has few hotels.

Subway facilities to the Armory

are good, however, with one line

three blocks away and another

which has a stop on the same cor-

THE BILLBOARD

NEWS NUGGETS

Nashville Coliseum Sets All-Year Use

use, according to Secretary L. E. Griffin. Structure has 4,075 pertemporary chairs.

Home show will be in the building starting May 18, and a rodeo is booked for May 30-31. Roller Derby and "Ice Vogues" recently played the building.

Improvement program, costing an estimated \$60,000, will include a heating system.

SPOKANE HOME SHOW **PROMOTION STARTS** . . .

SPOKANE-Acts booked for Al Learman's Spokane Home Show, which opens August 29, will include Royal Guards, singers; Jack Marshall, comic, and probably Will Mahoney, comedy music. Learman and George Arnold have arrived here to start promotion. The 10day event drew 42,000 persons last year.

various boating organization meet-ings. It will be interesting to WACO MANAGER DOUBLES; FIRST EVENT DRAWS

WACO, Tex. - M. D. Corbin, executive vice - president of the Heart o' Texas Fair here, also is manager of the fair's new Coliseum. First event in the building, a flower show, drew 20,000 in two days. Coliseum concessions have been leased on percentage to Amusement Enterprises, Fort Worth, for five years.

HEIDT ADVANCE LOOKS BIG AT CEDAR RAPIDS ...

CEDAR RAPIDS, Ia.-Advance (17) has been strong, according to

NASHVILLE, May 9.-The Milton Cottler. They were the Tennessee State Fair Coliseum is Connecticut Boat Show, Trailer being equipped for year-around Coach Show and Business Show. First two scored well despite rain Griffin. Structure has 4,075 per-manent seats and space for 3,000 forming entertainment. Business show, first in four years, drew 6,000 screened attendance. It may be an annual or bi-annual.

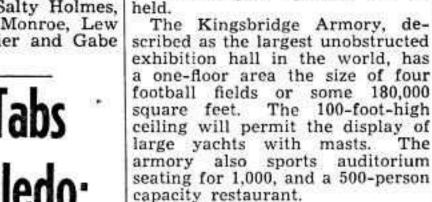
41

Fall expos here will include home and antique shows, with tentative plans for do-it-yourself, food, health and sports car shows.

Portland Kinks Hit Homer; Hold Decline to 10%

PORTLAND, Ore., May 9 .--Portland Home Show, which closed a 10-day run here Sunday (26), ran about 10 per cent behind last year's attendance, according to late figures. The drop was considered small in view of numerous obstacles which the expo faced.

First hitch was the necessity of switching from the Pacific International Livestock Exposition buildings to the Portland Ice Arena. Air Force had taken over the PI building. Because of this, show executives expected a major drop in turnout, but the opening night was 25 per cent sale for Horace Heidt's show at better than last year, it was said. Memorial Coliseum here Sunday Figuring also was an increase in admission price this year from Building Manager Charles A. 60 to 80 cents. Also the Ice Ziogas. Coliseum will have a Arena had less space for display booths and no parking provisions; however, it does have better seating inside. Show was threatened on the third day with closure by the city fire marshal, who complained of faulty wiring. On Monday (21) closing of the show was announced. Second announcement stated it would close after Monday night, and third word, on Tuesday, was that it would continue thru the full schedule. Talent for the show included Rudy Vallee; Jack McCoy; Betty Willis, dog act; Will Mahoney, musical comedy, and George Arnold's band. Al Learman is managing director of the show, sponsored by Portland Home Builders Association.



package played at the I.M.A. \$3,864 at the same prices set for Auditorium at Flint, with gross the Lombardo appearance. Heidt, unofficially reported at \$12,000.

Gale Agency, with Martha Glaser advance campaign.

in his first visit to the arena in The show was booked by the 1951, attracted 5,350 paying customers and a gross of \$12,068. in town for weeks to handle the Next top attraction will be "Ice Cycles," starting May 25.

Roadshow Rep

wife left Logan, Utah, May 1 to pick up a few indoor and school dates before going into their summer busking showings. . . . DeCourcy, hipnotist, advises from Milton, N. D., that cold weather and snow have been all that he's seen in that area since last fall. He plans to spend most of the summer in Western Canada. . . . Chester (Chet) Lyons, who has been plugging along all winter playing indoor fair and school dates, plans to switch to an outdoor merchandise attraction at a tie-up with a religious book Gigi: (United Nations) San Francisco. Good Night Ladies: (Royal Alexandra) once. . . . F. E. Ferguson opened concern and will open his season his summer trek with a street exhibition show in Socorra County. about ready to hit the road with New Mexico. He carries a vent and punch booth along with a travel hook-up.... Henry (Hank) Corby will spring soon with a museum attraction. Guardential and states an museum attraction. Currently in ness. Will open the season near Raymond, Miss., he plans to Brady, Tex., and work West. I Stalag 17: (National) Washington. spend most of the summer in met some small shows and tent Top Banana: (Curran) San Francisco. Louisiana at the same locations store shows and tent units in Texhe played last summer. . . . Wal- as this winter." . . . Ernest Multer Grimson, stroller player, has lins, who is in Billings, Mont., will been working his way West since be active again with his stroller leaving Florida late in March. show this summ r. He has a tie-He's in Alabama now and ex- in with an advertising company pects to spend the summer in which he feels will bring added Arizona.

CERALD TOMLINSON and FORREST C... RNEY will have an out oor novelty show in

the works in addition to his bookmobile attraction soon. After three weeks in Ogden, Utah, he'll move toward Wyoming where he plans to work this summer. Carney is an old-time vent and punch worker. . . . Ensel Hurd, lecturer, who played sponsored dates in Alabama all winter, is readying small family tent show with which he will tour Northern Missisippi this summer. Hurd has a tig up with a religious book Cligit (United Nations) San Francisco near Granada, Miss. . . . "I'm geles, South Pacific: (Murat) Indianapolis, income on his jaunt

Rehoboth to Get 800-Seat Aud.

REHOBOTH BEACH, Del., May 9.-Rehoboth Beach is getting an auditorium large enough to accommodate summer conventions. The auditorium will have seating capacity of about 800 and is expected to be ready for use by the end of June. It will be available for conventions or community affairs when not in use by St. Edmond's Catholic Church, which is building the hall at a cost of \$70,-000, including furnishings.

Routes

Toronto, Guys and Dolls: (Auditorium) Seattle,

Skating Shows

Ice Capades of 1953: (Pan Pacific Audi-

Ice Cycles of 1953: (Hobart Arena) Troy,

O., 13-19; (Coliseum) Marion 20-24, Ice Foilies of 1953; (Civic Ice Arena)

Miscellaneous

torium) Los Angeles, Calif., thru May

Hayes, Helen: (Erlanger) Chicago.

Hutton, Betty: (Shubert) Chicago.

National Home Shows production May 27-31. THREE NEW HAVEN EXPOS TERMED SUCCESSFUL

NEW HAVEN, Conn.-Three expositions at the New Haven Arena have been completed successfully, according to Director

Canadian Icer To Be Enlarged For 2d Season

REGINA, Sask., May 9.-Roy Lisogar, 29-year-old producer of the skating show, "Canadian Ice Fantasy," out of Edmonton, Alta., reported here that the org's first season was highly successful. The cast will be doubled for the 1953-54 season and most of the larger cities and towns visited on the initial tour have already signed for the unit's reappearance, he said.

Icer made its debut at Killam, Alta., in December, toured Alberta, Saskatchewan, Manitoba, Ontario and Quebec and closed in Brockville, Ont., after making 75 stands before an estimated 263,000 customers. One, two and threenight stands were included in the itinerary.

Show, with an all - Canadian skating cast of 36 and an executive staff of six, featured the Flying Wendts, circus aerialists, and Bobby Hill, rodeo clown. Featured skaters included Yvonne Page, Winnipeg; Joyce McFarlane Vancouver, B. C., and George Manuel.

Uses Own Bus, Trucks

Org traveled in its own bus and the props, including a 66-foot portable stage, velvet curtains, electric organ, lighting, spotlights and costumes were carried in trucks. Unit had its own snowplow.

Rehearsals for next season will start September 4 in the Pembroke, Ont., Arena where the Chicago Black Hawks hockey team will train.

asking the names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inthat construction is nearing Conn., expects a late May or early ice show that has met with any managem. it of the Oasis, Kermit,

Henie Blames Coronati for Seat Collapse

BALTIMORE, May 9.-Counsel for Sonja Henie at Baltimore City Court laid the blame for injury to hundreds of spectators, when portable bleachers collapsed at her showing here last year, squarely on Edward Coronati, builder and supplier of the movable stands.

With more than 350 plaintiffs alleging injuries and seeking about \$5,000,000 in damages, the case was being heard last week on be-half of 75 lawyers. The issue in the combined case is to determine whether Miss Henie and Coronati, individually, and with their corporations, are liable.

Benjamin Howard, attorney for Miss Henie, pointed out that the skater had sued Coronati. He said that the design, material and workmanship in the stands erected by Coronati were inadequate for the job. Coronati had received \$2,000 in advance for the job and was due to receive an additional \$4,000.

PROMOTERS

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... Paul W. Gay has taken over DONALD BOARDMAN reports building a drive-in at Bolton, "This is the first all-Canadian Lariat and Tower Drive-In the aters in Kermit, Tex., and the Rig Theater, Wink, Tex. He replaces Frank Love Jr., who is retiring. ... Construction has been started on W. B. Goates' Cherokee Drive-

Drivin' 'Round the Drive-Ins

TAMES NEELY has taken over In Theater, Longview, Tex. Spot Theater, Cuero, Tex., and assistant manager of Rialto Theater, according to Jack Dickerson, manager. . . . Dave Hendrick & Company has been awarded the contract to build a drive-in theater at Rockport, Tex., for Ed Bernard.

as manager of Cuero Drive-In eater, Cuero, Tex., and assistpresident of East Texas Theaters, Inc., has announced that the circuit will build a 678-car capacity drive-in on an 18-acre tract in Lufkin, Tex. Spot is expected to be open by early summer.

Miller's, Irvin C., Brown-Skin Models: (Harlem) Austin, Tex., 13-14; (Dunbar) Temple 15; (Lincoln) Houston 16; (Club Raven) Beaumont 17: (Gem) Waco 18: (Ritz) Fort Worth 19; (Carver) Wichita Falls 20; (Rex) Tulsa, Okla, 21; (Aldridge) Oklahoma City 22. at Saskatoon, Sask., this spring.

Seattle, Wash., 20-31.

The city already has two outdoor theaters. Drive-ins also are scheduled to be built at Weyburn. Sask.; Tisdale, Sask., and Melfort, Sask. . . . Starlite Drive-In, Stamford, Conn., operated by William Sabol, resumed operations March 11. . . . Manchester Drive-In Theater Corporation, Hartford, Conn.,

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24

RINKS & SKATERS

THE BILLBOARD

42

Communications to 2160 Patterson St., Cincinnati 22, O.

New Names Win Laurels In Mich. RSROA Meet

well-attended well-contested Michigan State championships under Roller Skating Rink Operators' Association auspices marked the final big event to be held at Arena Gardens, which closed May 3 for demolition. An unusually large number of new names were among der in each division were: winning contenders, while several previous champions were able to Paragon; Dannie H. Riedl, Mount Clemadd new laurels.

Entrants participated from 14 clubs: Arena Gardens, Detroit; Rolladium, Pontiac; Ambassador, Clawson; Lake Lansing, Lansing;



GLOBE-UNION INC.

Roller Skate Div. • Milwaukee 1, Wis.



DETROIT, May 9 .- The recent Roll-A-Drome, Muskegon; Brockway Roquino, Saginaw; Lincoln Rink, Lincoln Park; Imperial, Ypsilanti; Arena, Mount Clemens; Paragon, Flint; Arcadia, Detroit; Fairview, Detroit; Rollerdrome, Dearborn, and Rollercade, Flint.

The champions in finishing or-

ens Arena; James C. Perry, Rollerdrome; special award for showmanship, Sharon Sweezey, Juvenile C boys, speed—David Schafer, Rollerdrome; Larry Pulliam, Fairview; Andrew G, Marchewka, Arena Gardens. Juvenile C girls, speed—Carl A. Rutz, Theresa A. Hakim, Barbara J. Hakim, Fairview, Juvenile B boys, speed—James K. Bell, Arena Gardens; Raymond D. Senkowski, Arena Gardens; Thomas Muenstermann, Rolladium, Juvenile B girls, speed-Karen Sevigny, Rolladium; Sandra K. Perry, Rollerdrome; Amelia Hakim, Fairview; Barbara Rutz, Fairview. Ju-venile A boys, speed-Gerald L. Gohs, Rollerdrome; Raymond Quitter, Fairview; Rudy Hernando, Arena Gardens. Juvenile A girls, speed—Sally E. Richardson, Arena Gardens; Sharon DeMell, Rollercade; Joanne Lenardo, Fairview,

Junior boys, speed-Paul Hakim, Fairview; Fred Vander Hagen, Fairview; Gilbert Davis, Arena Gardens, Junior girls, speed-Suzanne Richardson, Arena Gardens; Mary Jo Kurk, Fairview; M. Elaine Roberts, Arena Gardens, Intermediate men, speed—John Dupuis, Rolladium; James O'Donnell, Fairview; Sale L. Remley, Rolladium, Intermediate ladies, speed -Beverly J. Grant, Rolladium; Patsy A. Wright, Rollercade; Nickie Robert, Fairview. Senior men, speed-Gerald Ireson, Fairvlew; Lou Moutard, Arena Gardens; Richard L. Remley, Rolladium. Men's relay-LaVerne Williams, John Dupuis, Edward Leineke and Richard Remley, Rolladium; Fred Vander Hagen, Gerald Ireson, Tony Camerella and James O'Donnell, Fairview; Edward Hernando, Lou Moutard, William MacKellar and Jack Huffman, Arena Gardens, Ladies' relay-Mary Jo Kurk, Nickie Robert, Norma VanLan-dingham and Marcia Zizzi, Fairview. Mixed relay-Suzanne Richardson, M. Elaine Roberts, Lou Moutard and Edward Hernando, Arena Gardens; Mary Jo

Kurk, Nickie Robert, James O'Donnell and

Gerald Ireson, Fairview. Juvenile boys figures-David Walker, Mount Clemens, Arena; Andrew Mar-chewka, Arena Gardens; Howard Kresge, Rolladium, Juvenile girls, figures-Sylvia Ritchie, Rolladium; Sally Ann Gallagher, Arena Gardens: Michele Seger, Arena Gardens. Junior boys, figures-Gary Meeker, Rolladium; Harrison Beal, Arcadia; Rudy Hernando, Arena Gardens, Junior girls, figures-Patsy Jarrard, Rolladium; Patricia Martino, Arena Gardens; Martha Rogers, Rolladium, Novice men, figures-Bruce Ritchie, Rolladium; Donald Pozniak, Arena Gardens; Donald Gates, Arena Gardens. Novice ladies' figures-Marilynn Adams, Arena Gardens; Sherrill Lyon, Rolladium; Marilyn Jones, Arena Gardens. Intermediate men, figures-John Matejec, Arena Gardens; Robert Drummond, Arens Gardens, Intermediate ladies, figures-Sandra Krygier, Arena Gardens; Carolyn Greene, Arena Gardens; Charlotte Wolshon, Arena Gardens, Senior men, figures-William Pate Jr., Arena Gardens; Ronald Riedl, Mount Clemens, Arena; Gurdon Patton, Rolladium, Senior ladies, figures-Nancy Kromis, Arena Gardens; Laurene Anselmy, Rolladium; Gail Locke,

1,000 Gate at AOW's Cherry **Blossom Meet**

ELIZABETH, N. J., May 9 .-Despite rainy weather, the sixth annual America on Wheels Cherry Blossom speed skating competitions, held April 18 at Alexandria (Va.) Arena, drew a crowd of about 1,000 enthusiasts, the largest turnout ever to patronize the contests, said Jack Edwards, AOW director of speed.

One of the high spots of the day from the standpoint of thrills, said Edwards, was the five-mile mixed relay race. Winner of the club trophy was the team representing Bladensburg (Md.) Arena with a total of 82 points.

Other clubs finished with the following scores: Paterson (N. J.) Arena, 74; Twin City Arena, Elizabeth, 49; Alexandria Arena, 36; National Arena, Washington, 35; Boulevard Arena, Bayonne, N. J., 34; Mount Vernon (N. Y.) Arena, 29; Reading (Pa.) Club, 18; Flor-ham Park (N. J.) Club and Carlin's Rink Club, Baltimore, 5 each; Capitol Arena, Trenton, N. J., 0, and Peepskill (N. Y.) Arena, 0. The rinks in Reading, Florham Park and Baltimore are not members of AOW, but have participated in its speed activities this season.

Evanoff, Rolladium; Alois Walker, Mount Clemens Arena, Intermediate men, singles -John Matejec, Arena Gardens; Robert Drummond, Arena Gardens; Kenneth Shore, Mount Clemens Arena. Intermediate ladies, singles-Marilynn Adams, Arena Gardens Senior men, singles-William Pate Jr. Arena Gardens; Gurdon Patton, Rolladium; Bernard Lick, Arena Gardens. Senior ladies, singles-Laurene Anselmy, Rolladium; Nancy Kromis, Arena Gardens; Gail

Toledo Polio Show Net \$156

TOLEDO, May 9. — Coliseum Figure, Dance and Speed Skating Club recently turned over to the national polio fund \$156.10, representing one-half the net proceeds from a benefit show. The other half of the profit from "Koliseum Kapers" went to help defray expenses of 22 members of the club who competed in State champion-ship contests at Skateland, Cleveland.

Two performances of "Kapers" were attended by more than 700 persons. Alden W. Sibley, Coliseum pro and director of the show, said the turnout was somewhat disappointing. He traced it to insufficient publicity.

Sibley said another show will be given in the fall when he expects club members will benefit by the mistakes made in staging the spring event. The club will be able to use much of the equipment, scenery and costumes which took more than \$200 from revenue of this month's show.

Al W. Kish, Coliseum owner, donated use of the rink for the show. More than 90 skaters took part in the performance. Kish attended the competitions in Cleveland, where he was one of the officials.

Three former State champions were among members of the cast who went to the Cleveland meet. They were Eugene Harless and Sherry Schroeder, junior figures, and Elaine Potrzebowski, juvenile dance. Others making the trip were Larry Riobelle, Nancy Green, Alice Albitz, Eunice Ryan, Linda Carpenter, Luanne Brown, James Fisher, Ronald Lascola, Carl Arndt, Ray Buchholz, Richard Coombs, James Flatt, John Green, Edward Dursey, Melvin Stark, Rosemarie Flietz, Margaret Del Brocco, Mary Helen Keller, James Nagele and Kathy Lenahan.

MAY 16, 1953

Fair Haven Gets Summer Skatery

FAIR HAVEN, Mich., May 9 .--George Sykora and Dorine Brackett, former club members at Arena Gardens Rink, Detroit, opened Fair Haven Rink Friday night (1) for summer operation. There is a possibility that operation will be continued in the cold months, inasmuch as a heating unit was recently installed in the building, one block off Anchor Bay on Lake St. Clair.

The rink has been redecorated and will use tape recordings for skating music. There are windows on four sides of the building, providing excellent summer ventilation. A new sound system consists of an 80-watt amplifier and eight 12-inch speakers.

Printz Polio Benefit

WILMINGTON, Del., May 2 .--Printz Skating Club of Printz Roller Rink staged a skating show April 25 for the benefit of the March of Dimes. With the gate at \$1, a large crowd turned out to see the show, highlighted by exhibitions of Pennsylvania champions, a modern version of nursery rhymes staged by the rink's juniors, an Indian dance by the speed club and selections by the rink's dance club.

Drivin' Round The Drive-Ins

Continued from page 41

coressci, vice-president-treasurer, and Frances Calvocoressci, secretary. . . E. M. Loew's Connecticut drive-ins will resume operations late this month or early in April, according to George E. Landers, circuit's Hartford, Conn., division manager.

SPECIAL MEN'S CLOSED-TCE LEATHER LINED SHOES WOOD WHEELS-S11.00 a pair While they last! All merchandise 'guaranteed, Write for complete price list. 1/3 down, balance C.O.D. JACK ADAMS & SON, INC. 1471 Boston Rd. Bronx 60, N. Y. DAyton 9-3403 WE BUY and SELL NEW and USED RINK ROLLER SKATES lowest prices largest exclusive By buying and sellingrepairing and renovatskate ing-we pay the highest -sell for less. Write distributor for quotations. One Day in the country



Juvenile boys, singles-Andrew Marchewka, Arena Gardens; David Schafer, Rollerdrome; Howard Kresge, Rolladium, Juvenile girls, singles-Carol Walsh, Ar-cadia; Sharon Fauble, Rolladium; Michele Seger, Arena Gardens, Junior boys, singles -Gary Mecker, Rolladium; Harrison Beal, Arcadia; Frank Blenman Jr., Rolladium, Junior girls, singles-Patricia Martino, Arena Gardens; Patsy Jarrard, Rolladium; Patricia Kendall, Arena Gardens, Novice men, singles-Robert Mills, Rolladium; Bruce Ritchie, Rolladium; James Miller, Arena Gardens. Novice ladies, singles-

Carolyn Greene, Arena Gardens; Carylsue

FOR MEN . WOMEN . CHILDREN

Arena Gardens.

Locke, Arena Gardens,

Junior pairs-Martha Rogers and Gary Meeker, Rolladium; Patricia North and David Thompson, Rolladium; Rosalie Jakiemiec and Cyril Toporek, Rollercade. Novice pairs-Marlene Sies and Jack Rozinsky, Arena Gardens; Mary Jo Mc-Brearty and Robert Mills, Rolladium; Sharon Betrus and Robert McLaughlin, Fairview. Intermediate pairs-Charlotte Wolshon and Richard Pozniak, Arena Gardens; Sandra Krygler and Bernard Lick, Arena Gardens; Carolyn Greene and James Miller, Arena Gardens, Senior pairs-Gail Locke and William Pate Jr., Nancy Kromis and John Matejec, Marilynn Adams and Robert Dummond, Arena Gardens.

Novice fours-Bruce Ritchie, Patricia North, David Thompson and Nanette Kreger, Rolladium, Intermediate fours-Richard Pozniak, Charlotte Wolshon, Robbert Drummond and Marilynn Adams, Arena Gardens; Robert Mills, Mary Jo Mc-Brearty, Gary Meeker and Martha Rogers, Rolladium. Senior fours-Gail Locke, Wil-liam Pate Jr., Nancy Kromis and John Matejec, Arena Gardens.

Juvenile dance-Sandra Rathbun and David Walker, Arena; Sylvia Ritchie and Charles Bodmer, Rolladium; Cecilia Darimont and Kenneth Brown, Rolladium, Junior dance-Suzanne Danner and Gary Meeker, Rolladium; Sally Barclay and Frank Blenman, Rolladium; Nanette Kreger and David Thompson, Rolladium, Novice dance-Doris Moorehead and Floyd Lentz, Ambassador; Alois Walker and Donald Rinehart, Mount Clemens Arena; Karen Hull and Fred Schultz, Ambassador, Intermediate dance-Carol Pittenger and James Miller, Carolyn Greene and Syl Rozny, Bernard Lick and Sandra Krygier, Arena Gardens, Senior dance-Nancy Kromis and John Matejec, Arena Gardens; Gail Locke and William Pate Jr., Arena Gardens; Jean Serravalle and Gurdon Patton, Rolla-

FOR SALE

PERRY B. GILES, Pres.

NOW ...

RINK-COTE

Landsman Buys Midtown Rink

SAN ANTONIO, May 9.-Midtown Rollerdrome, formerly owned and operated here by C. H. Treadwell, has been purchased by Richard Landsman. The rink was built two and a half years ago and is considered the largest in the Southwest.

Landsman has announced that many improvements will be instituted at the rink, including a modern snack bar. John Flynn has been named manager. Pat Patton will continue as professional.

Bobbie Hediger was crowned queen of Midtown at a ceremony held Wednesday (22). She will manager of the E. M. Loew's represent the rink at the State meet to be held here May 8-10.

Browne Exits Omaha For Lincoln Post

OMAHA, May 9. - Jack L. Browne is leaving his managerpro job at West Farnam Roller Rink here to take over a similar position at the new Arena Roller Rink, Lincoln, Neb., effective May 11.

The Lincoln rink is air conditioned and Browne plans to hold to operate continuously with skating classes thru the summer. He is mapping plans for a "diaper class" for children up to five years of age. Thirty are already enrolled completion early in July. in the class.

West Farnam Rink has joined the Roller Skating Ring Operators' Association and has some entries scheduled for the forthcoming Iowa-Nebraska competitions.



SOAP LAKE, Wash., May 9.-Lakeview Roller Bowl held its grand opening here April 17. The program featured exhibition skating by the D and D Appleland Roller Follies of Wenatchee, Wash.

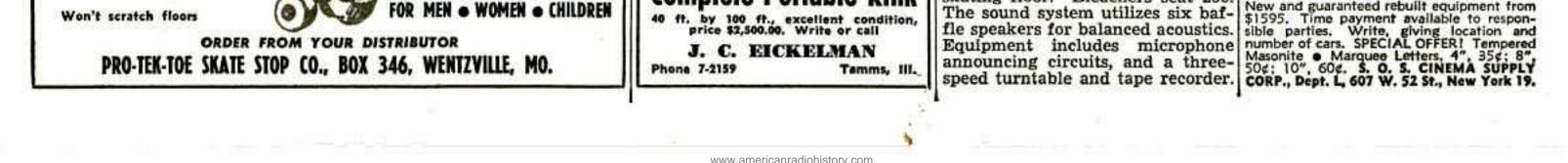
Pete Swager and William Patrick own the new rink. The building is 86 by 120 feet, with 70-foot trusses over the maple skating floor. Bleachers seat 250. The sound system utilizes six baf-

CHARLIE KRUPP, Winnipeg, Man., film salesman, has announced plans for a \$75,000 drivein theater at Kamsack, Sask. . . . Newest drive-in theater in Connecticut, the 700-car capacity Bowl Drive-In, Stratford, has been opened by Seymour Levine and associates. . . . George Lougee has been named manager of E. M. Loew's Milford (Conn.) Drive-In Theater. . . A kiddieland has been opened by Paul W. Amadeo, general manager, Pike Drive-In, Newington, Conn. Area features a Merry - Go - Round, see - saws, swings and slides. . . . Simon Glassman has been named concessions manager at the spot, succeeding Norman Turgeon, who went into the Army. ... John Silverwatch has been appointed Hartford Drive-In, Newington, Conn. . . . Secretary of State of South Carolina has issued a charter to Fox Drive-In Theater, Inc., Anderson, which proposes to op-erate public amusements and concessions. Authorized capital stock is \$10,000. Preston Temple is president. . . . Construction of the Hillside Drive-In was announced last week by Ted Rogvoy, Detroit theatrical architect. It will be located on Marlboro Pike, Maryland, and operated by Sidney Lust Theaters. Installation of four projectors will make it possible three-dimensional films, using paired projectors with interlock as single units. Spot is slated for



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FOR SALE

THE BILLBOARD

GENERAL NEWS

NEWS CAPSULES

New Video Magazines; WMCM Not for Sale

Continued from page 4

Cherry Valley; WVBT, Bristol "The Enigma of Thomas Wolfe," a Center; WFNF, Wethersfield, and critical anthology recently pub-WHVA. Poughkeepsie, all in New lished by Harvard University York State—and associated re- Press. . . . Sherril W. Taylor has mote pick-up stations to Northeast Radio Corp for \$225,475.

A second major transaction approved by the FCC was transfer of positive control in WELI, WBIB (FM), Connecticut Radio Foundation, Inc., New Haven, Conn., from Harry C. Wilder to Richard W. Davis for \$132,630.

TO CONTINUE **BASEBALL HEARING...**

WASHINGTON, May 9 .- A parade of witnesses before a Senate Interstate and Foreign Commerce Subcommittee on a bill to restrict games and will continue radio baseball broadcasts and telecasts will continue next week. Virtually all of the witnesses were from the baseball world and supported the bill. President Harold E. Fellows, of the National Association of Radio and Television Broadcasters, filed a letter strongly opposing the bill. "Anything that would lessen broadcasters' ability THE RESTLESS PEOPLE AND to bring major league baseball to THE REVOLVING DOOR the American people would be contrary to the public interest," he said. Sen. Edwin C. Johnson (D., Colo.), author of the bill, described Fellows' comments as "considerably off base."

RULES FOR ELECTIONS IN TV WRITER FIGHTS

writers employed by CBS, ABC and NBC to decide whether they wanted to be represented by Tele-board chairman, is serving on the vision Writers of America or by board of directors of Resources Authors' League of America or by for the Future, Inc., non-profit neither. TWA sought a unit of organization which assists the free-lance TV writers employed ford foundation in planning a by the nets for TV programs, live resources conservation program. or film, produced in Los Angeles County. California, regardless of the place of origin of the pro-grams. The ALA unit would include free-lance writers and composers who turn out scripts or original music for TV net programs originating in New York, Chicago or Los Angeles. The three nets concur with ALA and argue that if a local unit is found appropriate, it should include free-lance writers for all seven of Los Angeles' TV stations. In a second case, NLRB asked TV writers employed by Joan Markel, women's news commen-Davis Enterprises to decide whether they wanted to be represented by Screen Writers' Guild, by TWA or by neither. The same choice was offered TV writers employed by Filmcraft Productions by NLRB.

been appointed manager of CBS Radio Spot Sales. He succeeds Guy Cunningham, who becomes general manager of WNBF-AM-TV, Binghamton, N. Y. ... CBS-TV has hired Major Joe Di Bona, racing pilot for Jimmy Stewart, to fly its Coronation films from Labrador to Boston.

Joseph Hill has been named sports director at WTVN, Columbus, O. Besides conducting daily sportscasts at 5:45 and 11:10 p.m., he will do sportscasts before and after Cleveland Indians ball work at WVKO, Columbus.

Crosley Broadcasting Corporation has added two men to its client service department_staff, Carl E. Hannum, who joins WLW-C, Columbus, O., and Richard F. McCarthy, to the promotional de-partment at WLW, Cincinnati.

William L. Reynolds replaces Ray S. Donaldson as staff attorney at the Radio-Television Manufacturers' Association, Washington. . . . Norman Posen has been appointed WOL, Washington, AM and FM sales representative. . . . Sidney Eiges, NBC vicepresident in charge of press, re-WASHINGTON .- In a pair of places Edward D. Madden on the television cases last week, one of 10-man National Association of them involving three of the major Radio and Television Broadcast-TV networks, the National Labor ers' Television Information Com-Relations Board ordered elections mittee. Madden resigned recently to determine which unions should as NBC-TV veepee. Function of represent TV writers. TIC, formed last February, is to NLRB ordered TV free-lance collect and distribute data on the

The Final Curtain

BELLISON-Simcon.

71, first clarinetist of the Philharmonic Symphony Society Orchestra of New York from 1920 to 1948, May 4 at his New York home of a heart attack, Born in Moscow, son of a bandmaster, he toured Europeon and Asiatic countries before coming to the U.S. after World War I. He arranged and published many pieces for clarinet and piano, and served as faculty member of several music schools. He was leader of the Philharmonic Clarinet Ensemble, which he organized in 1927.

CHARNOK-Lewis,

for many years an advance man on the Ringling Circus, recently in Chester, Pa., where he had been employed at the Ford plant.

DAVIES-Arthur Clinton,

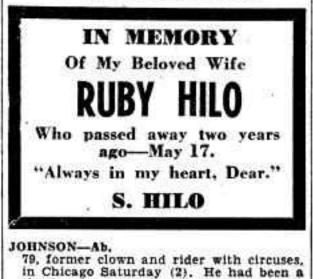
78, at his Wilmington, Del., home April 26 after a lengthy illness. For many years a press agent for The Playhouse, Wilmington, he has been in a coma for about a month after an attack of cerebral thrombosis. After serving Wilmington newspapers for 60 years, he retired No-vember 27, 1948. He was associated with The Evening Journal and later with The Journal-Every Evening as city and news editor.

FOX-Harry,

70, co-founder and vice-president of the Sam Fox Publishing Company, of New York, May 4 at Doctors' Hospital, Cleveland. The firm, founded by Fox and his brother in 1906, published standard works for concert and recital, as well as popu-lar tunes such as "Nola" and "Lady of Spain."

GONZALES-Lola,

Spanish and Hawilan dancer, in General Hospital, Los Angeles, following a long illness, No known survivors, Funeral services in that city Thursday (7), fol-lowed by burial in the Ladies' Auxiliary plot of the Pacific Coast Showmen's Association, Evergreen Cemetery.



LA FORGE-Frank.

70, planist, composer and teacher of a number of prominent American singers, May 5 as he was playing for the Musicians' Club of New York at the Hotel Beekman Towers. A former president of the club, he was one of the performers for its annual dinner and concert. His wife, Laura, was in the audience when he collapsed at the piano. A doctor, shortly after, pronounced him dead. La Forge studied music extensively, both in this country and abroad. His first American tour was with Marcella Sem-brich in 1912. Ten years later he estab-lished a studio with Ernesto Berumen, He wrote many voice compositions, and among his pupils were Lawrence Tibbett, Frieda Hempel, Richard Crooks, Emma Otero, Frances Alda, Margaret Matzen-auer. He also served as coach or accompanist for Lily Pons, Florence Easton, Hulda Lashanska, Marcella Sembrich and others. He maintained homes in New York and Darien, Conn.

LANTZ-Myer (Blackie),

63, widely known Cincinnati showman, May 3 of a stroke. A native of that city, Lantz spent most of his life in show business, having been associated with the old Standard, Peoples and Olympic theaters in the Queen City. He also owned and managed the Empress Theater, burlesque house, which later became the Gayety. He is survived by his widow, Violet; a son, Charles, of New Orleans; two brothers, Sam, Fort Thomas, Ky., and Jake, of Cincinnati, and a sister, Mrs. Minnie Ziegenhardt, also of Cincinnati.

LUBARSKY-Wladimir,

50, manager of musical artists, May 8, in New York, He was a native of Russia and an impressario in Italy for 14 years. After World War II, he arranged an American tour for the Roman Singers of Sacred Music. Since then has represented Cesare Siepi, Guiseppe de Stefano and Nicol Rossi-Lement. He leaves his widow, Gertude, and a brother and sister.

NEFF-Fred.

53, arranger and agent for band leader Gordon Jenkins, recently near Las Vegas, Nev. His body was found in his car after having been reported missing May 2.

NOBLE-Dr. T. Tertius, 86, world-famed organist and composer of ecclesiastical music, May 4 at his home in Rockport, Mass. A native of Bath, England, he served successively as or-ganist and choirmaster of Ely Cathedral and York Minster before coming to this country to serve in a similar capacity at St. Thomas Episcopal Church, New York, In addition to many hymns and anthems, he wrote music for such major works as "Gloria Domini" and "Introduction and Passacaglia." as well as a comic opera, "Killibegs."

53, Hollywood screen writer-producer.

April 28 of a heart attack in his Beverly

Hills, Calif., home, He was a writer of

many early Hollywood films which made

a star of comedian Buster Keaton. After

graduating from University of Utah,

Pagano came to Los Angeles in 1919.

writing for Keaton and later becoming a story editor at both M-G-M and RKO. He

teamed with Michael Fessier to write

was a veteran of both World Wars, leaving the service after the second one with the rank of lieutenant colonel. In the first war he helped launch what eventually became the USO.

MITH-Alma,

76, known professionally as Cozy Smith, in Detroit April 30. She appeared in vaudeville, dramatic stock and on circuses, showboats and minstrel shows and motion picture theaters, as a producer, singer, dancer and musician, starting about 1907. She headed a five-person musical combination known as "Cozy Smith and the Four Pickaninnies" for many years and for a time was with Will (Uncle Will) Rossiter. In later years she played the organ in Chicago motion picture theaters, She also was pianist for the Strutt Dancing Academy, Chi-cago, until her retirement in 1939, Survived by her sister, Mrs. Bessie Sansom, Interment in Roseland Park Cemetery, Detroit.

STONE-Virgil Eudelle (Rocky),

28, radio announcer, in Orange, Tex., after a brief illness. He formerly was associated as an announcer for KRBA, Lufkin, Tex. He is survived by his widow, parents, two brothers and grandmother.

STUCKGOLD-Jacques,

76, widely known voice teacher, May 4 at his home in New York. Formerly pro-fessor of voice at the Royal Academy of Music in Berlin, Professor Stuckgold later held a similar post at the City College of New York. Among his pupils were Zinka Milanov, Kurt Baum, Alexander Svad and Nell Rankin.

TRIMBLE-Prentice (Bill),

55, April 28 in St. Louis of heart disease, Trimble was widely known to outdoor show people thruout the Midwest thru his operation of Bill's Bottled Gas Company, which furnished showfolk with bottled gas used in their trailers. His widow, five sons and five daughters survive, Burial in St. Peter's Cemetery, St. Louis.

VARRENDER-Harold,

49, British stage, screen and radio actor, May 6 at Gerrards Cross, England, of a heart attack. A son of the late Vice-Admiral Sir George Warrender, he became interested in dramatics while at Cambridge University, later entering the field professionally. He appeared in a number of London and New York productions, many of them musicals. Among his film credits are "Mimi," "Scott of the Antarctic," "Invitation to the Walts," "Pandora and the Flying Dutchman" and the current "Ivanhoe," in which he portrayed Locksley.

WEISS-Abraham,

83, May 7 in New York. He was the father of Shirley Lawrence Levy, co-owner of the Metropolitan Shows. He leaves his widow, Mary, and six children, Mrs. Levy, Mrs. Pearl Hoffman, Mrs. Esther Kurts, Dr. William B., Benjamin and Marty, The funeral was held May 12 at the Park West Memorial Chapel, New York,

NICKEL SHORTAGE THREATENS TV TUBES

WASHINGTON. — A critical nickel shortage threatens the elec- J. Damm and E. K. Jett, one year. tronic tube industry, which is striving to meet increased demand eral manager and director of sales, for tubes created by television, WAAM, Baltimore, will be in Holtube manufacturers attending a lywood May 14-28 with Robert joint industry advisory commit- Rappaport, vice-president of Bal-

production at 443,000,000 receiv- movie industry on television. ing tubes and 9,962,000 cathode Grant and Rappaport have been ray picture tubes, an increase of working locally in successful cam-20 and 30 per cent, respectively, paigns, with mutual benefit for over 1952 production, said that WAAM and movie houses. alloy and plated wire were having a hard time even meeting present shipments.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR

James C. Douglass, formerly of Erwin, Wasey, has been appointed director of radio and TV at Ted Bates & Company. . . . Mary Margaret McBride this week averaging about two minutes and 1946, but refused to join. He also began her 20th consecutive year on radio. . . . Richard Linkroum has been appointed production supervisor of the George F. Foley upcoming TV station in Ottawa. ... Richard W. Jencks, of the CBS legal department in New York, Coast. . . Attorney Frank E. with a view to TV use. Karelson Jr. has been elected Decision as to how the

Al Hamilton, former radio director of American Federation of Labor's League for Political Education, has joined the staff of Sound Studios, Washington firm specializing in production and distribution of transcribed public service radio shows. Leon Loeb, president, said Hamilton will be director of operations. . . . Gerald Johnson, WAAM, Baltimore, will begin ; new series of comment programs for ABC network Sunday night (31) at 8:45. ... Hazel tator for MBS, will cover the coronation of Queen Elizabeth II . . President Harold E. Fellows, of the National Association of Radio and Television Broadcasters, has announced reappointment of the five-member television code review board as follows: chairman, John E. Fetzer; vice-chairman, J. Leonard Reinsch, and Mirs. A. Scott Bullitt, two years; Walter ... Armand Grant, assistant gentee meeting warned the National timore's Hippodrome, Town, and Production Authority last week. Little Theaters, to discuss ex-The industry, anticipating 1953 ploitation of current films by

since retiring from the road. Burial in Chicago, A sister, Mrs. PAGANO-Ernest S., Violet Buol, Chicago, survives, (Details in Circus Section.)

JOHNSON-Mrs. Ethel P.,

48, May 2 in Santa Monica (Calif.) Hospital of injuries received two weeks previously in her West Los Angeles home. Mrs. Johnson 20 years ago was on the New York stage as Ethel Davis. Surviving are her husband, Roy; a daughter, Mrs. Barbara Atkinson, Los Angeles, and a brother, Gerald Davis, New York,

KEATS-Mildred,

Goetz.

May 7 in Toronto, She was a featured dancer in New York musical comedies in New York in the 1920's, dancing in a number of Al Jolson productions and in the show, "Sunny Days." She retired 20 years ago when she married E. Albert Bradshaw.

Legit Line-Up

ting up the summer tour. Horton

will do a warm-up in Bermuda in

"Affairs of State" before he steps

When Billy Rose gets thru with

the aforementioned production of

the **Hecht** - **Harburg** version of "Orpheus in the Underworld," his

next venture (skedded for around

next December) will be an adap-

tation by Ruth and Augustus

down on Foley Square this week

by the House Committee on Un-

American Activities put the spot-

light on a number of prominent

showbiz figures. Several not only

admitted previous membership in

the Communist Party but identi-

fied others who held cards at the

time of their membership. Cho-

regrapher Jerome Robbins stated

he had been a party member from

1944 to 1947 and named play-

wrights Jerome and Edward Cho-

dorov, among eight others, as par-

ticipating with him. Hollywood

producer Robert Roson back-

tracked on his 1951 refusal to tes-

tify, to admit previous member-

attended some four meetings in

reported several names to the

The four-day hearings held

into his annual barn circuit. . .

Continued from page 2

Universal Studios to write and produced such movies as "Frontier Gal," "The Merry Monahans" and "That Night With You," latter featuring Lucille Ball, Pagano was born in Florence, Colo, In addition to being a screen writer, he also had performed in vaudeville. Re-

cently he had been writing for radio, television and magazines. Survived by his widow, Pamelia Norma; a daughter, Maria, and two brothers, Jo and John,

IN MEMORY Of my beloved wife NORA RADTKE Who passed away May 12, 1951. "Gone but not forgotten." ART RADTKE

SEDGWICK-Edward M.,

60, veteran film director and producer and senior officer for Desilu Productions, of a heart attack in his North Hollywood home May 7. Sedgwick was a pioneer of vaudeville and films, having entered show business as one of the Five Sedgwicks, early-day vaude team. He was born November 7, 1892, in Galveston, Tex. He went to Hollywood in 1913 and was credited with discovering Tom Mix and Hoot Gibson, whom he directed in their early Western films. He was a Metro director for 33 years, directing some of the top movie names. He was instrumental in getting Lucille Ball into films while at M-G-M. He became associated with Desilu productions a year ago, serving as senior officer and advisor to Miss Ball and Desi Arnaz. He served in an advisory capacity on Desilu Productions' half-hour television series, but had recently completed production and direc-tion on a feature film, "I Love Lucy," and was engaged in preparing other projects for Desilu Productions, Recent movies he directed include "Eyes in the Night" and "Southern Yankee." Surviving are his widow, Ebba; a daughter, Mrs. John Ripe, Los Angeles; his mother, Mrs. Josephine Sedgwick; two sisters, Jose-phine Sedgwick and Mrs. Clarence Hudson, and two grandchildren. Sedgwick

Week in Sports Continued from page 12

committee during a recess. Progame. Possibly this is generally ducer Lee Sabinson stated he had done in releases not caught.

not been a party member either It was revealed that Henrich last year or this, but refused spehimself will take part in some of the sequences, occasionally intertime. Actor Lionel Stander inviewing sports experts. His narsisted that he is not now a Comration was relaxed and informamunist, but refused to state under tive on all the sports covered, in-Actor, however, told reporters cluding the abstruse lacrosse.

Births

two Fred Astaire-Rita Hayworth films, ARNOLD-"You Never Were Lovelier" and "You'll Never Get Rich." Team then went to

A daughter, Susan Edith, to Mr. and Mrs. Jack Arnold, May 5 in Cedars of Lebanon Hospital, Hollywood. Father is a U-I contract director.

LEES-

Twin girls May 2 to Mr. and Mrs. Robert Blees in Good Samaritan Hospital, Holly-wood. Father is a U-I writer.

CUDDINY-

A son May 4 to Mr. and Mrs. Arthur Cuddihy at New Rochelle Hospital, New York. Father is with the NBC legal department.

DE LA OSSA-

A daughter, Robin Lynn, to Mr. and Mrs. Ernest De La Ossa May 6 at New Rochelle Hospital, New York. Father is NBC director of personnel,

JOHNSON-

A son to Mr. and Mrs. Fahy Johnson in San Antonio recently. Mother is known as Melissa Smith, vocalist, who has appeared with WOAI and WOAI-TV and Horace Heidt and his band.

KENWORTHY-

A son, Charles Warner Jr., to Mr. and Mrs. Charles Kenworthy in San Antonio April 22. Father is member of the news room staff of WOAI and WOAI-TV.

ISLINGBURY-

A son, Graham, to Mr. and Mrs. Graham Kislingbury in Mills Memorial Hospital, San Mateo, Calif., April 27. Father is district manager for North Coast Theaters Corporation

ROSE-

A daughter to Mr. and Mrs. Sherman Rose May 6 in Hollywood Hospital, Hollywood, Father is editor on "The Adventures of Ozzie and Harriet." Mother is the former Kay Harris, film editor.



MARKSON-HENNIG-

Dr. John W. Markson, Milwaukee, and Edith Hennig, president of Television Pro-ductions, that city, May 2 in Milwaukee.

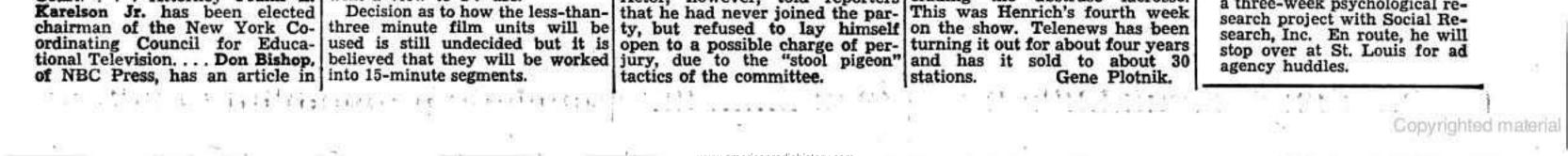
SETS TV FILM **PSYCHO PROBE**

HOLLYWOOD, May 9 .-Harry Wayne McMahan, prexy of Five-Star Productions, TV commercial film firm, is out to apply the scientific yardstick to filmed spots. He left his Hollywood productions headquarters this week for Chicago where he will undertake a three-week psychological re-

Kling to Shoot 75 Girl Pix for Hormel

CHICAGO, May 9 .- Kling Studios here is scheduled for three ship and name 57 others as membusy days, June 10, 11, 12, when bers at that time. Band leader the Hormel's All-Girl Revue is due Artie Shaw admitted that he had in for filming of 75 units, each 40 seconds.

The huge touring unit, which is aired via tape of its stageshows, was filmed experimentally last Company. . . . Charles P. Wright spring when a number of small has been named head of CBOT, film segs were made. The sponsors, cific information prior to that George A. Hormel & Company, meat packers of Austin, Minn., liked the films so much they dehas been switched to the West cided to have a large number made oath that he never had been.



OUTDOOR

THE BILLBOARD 44

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 16, 1953

RB NEAR GOTHAM MARK; 900,000 PAY \$2,500,000 **All-Time Record Matinee Crowds** Boost Take With 1 Sat. Grossing 81G

Continued from page 1

creased by \$5,000 or more.

Capacity Increased

The addition of promenade seats and the use of the section normally blocked off by the band, which was recently moved to the arena floor, increased the Garden circus capacity from about 14,000 to close to 15,000. The extra seats were needed on many afternoons with the matinee business exceeding all previous records.

Boat Service To Funspots Begins Soon

NEW YORK, May 9. - The major boat lines, operating regular and charter service to near-by amusement parks, will cast off from moorings and steam into the 1953 season in the next few weeks.

The Hudson River Day Line, which inaugurates service next Saturday (16), reports charters running about 27 per cent ahead of last year, with nearly all of them slated for Indian Point Park, Peekskill, N. Y. The funspot also is served by the line with regular service, in addition

average set around the threequarter mark.

Saturday was reported in excess of \$81,000, a new one-day mark.

The Garden audiences pretty much match the turn-outs under director, and his staff. The public canvas when adults outnumber the children except as special promotional dates. While the moppets were naturally in the majority at Garden matinees, there was also a sizable percentage of adults attending all afternoon showings.

For the Classes

Percentage-wise, only a few of the moppets living in the metropolitan area ever get to see the Big One at the Garden. The high price scale apparently invites only those persons with a much higher than average income. As such, the show in its than the masses.

now that television hasn't af- day runs in 1943 and 1944.

curs, the show's take may be in- None of the night shows were fected their business, except in sell-outs, altho several were on that it might well be responsible the edge. Generally, the night for the building up of the matinee business, when compared to mati- crowds at the expense of the nees, was termed light with the night shows. The medium has certainly been helpful as a publicity outlet and this year, for the The week-ends and Saturdays first time since video began to in particular, gave the attendance come into its own, the Big Show and gross figures their biggest allowed several of its star perlifts. The dollar handle on one formers to appear in guest roles. Certainly much of the success could be traced to the selling efforts of Roland Butler, publicity was confronted on all sides by printed and pictured stories of the Big Show. The coverage by national magazines, perhaps the greatest ever, will pay off all season as the Big One gets into the hinterlands.

> With so fine a start and a wellstudied route that includes Canada and by-passes much of the industrial East already laid out, the circus management has every reason to expect a winning season from here on in.

Unconfirmed reports this week had circus and Garden execs conferring on the possibility of ex-New York appearance continues tending next year's New York to be geared for the classes rather run to 52 days (103 performances). If adopted this would set Circus execs should be sure by a new mark, surpassing the 47-

and other types of apes.

Toledo Inks

Ted Lewis

by Freeman will be similar to the

(Continued on page 50)

Freeman Exhibits for Indian Point Park, De Leon Springs

Parks' Fight to End Tax Just Begun--Batt

'Despite reports to the contrary, board of directors, legislative the fight by amusement parks committee, and the rank and file to bring about the repeal of the of our membership if we are to federal amusement tax has just realize victory in this tremendous begun," Harry J. Batt, chairman | tax fight that confronts us," Batt of the legislative committee of continued. the National Association of Amusement Parks, Pools and

Beaches, declared here this week. "Any battle worth winning is worth fighting for," Batt said. 'Battles are not won on the day they are fought. They are the result of hard, long-range planning, sound and just reasoning and pitching in and fighting with every legitimate weapon we command on the part of everyone concerned."

"The NAAPPB will need the

WOULD LIFT TAX **House Hears** Bill to Exempt **Benefit Events**

tional or charitable organizations has been introduced by Rep. Patrick J. Hillings (R., Cailf.). Under present law, tickets to

these outdoor benefit events are not exempt from the 20 per cent federal excise tax if performers are paid for participation. antelope, chimps, a monkey island

NEW ORLEANS, May 9 .- help of everyone of our officers,

"It will be necessary that we bring to bear all the influence we possess, both with members of Congress and others who may be persuaded to the justice of our course. At the beginning of the year it was my conviction that this was no easy task and no early tax relief could be expected. This statement was made after I received advice from some persons close to the Washington scene. However, recently I have been in receipt of personal assurances from members of Congress, who are highly conversant with that matter, that our interests will receive prompt attention and consideration at the proper time.

"I therefore urge the entire outdoor amusement industry not to accept the conclusion that the battle is lost. On the contrary, the fight has just begun. I entreat our members to read and review carefully all the news and information relative to the problems which has appeared in The Billboard, and to digest and fol-low all information contained in WASHINGTON, May 9.—A bill to grant excise tax relief to cir-by arousing all those that might cuses, carnivals, rodeos and ex- help us in our course, this battle hibition games if the proceeds are will result in a glorious victory earmarked for religious, educa- for our industry."



charters.

Playland Park, Rye, N. Y., will be served by the Meseck Line, which begins operations on Decoration Day (30). The Day Line will also run trips to the park on charters during the summer.

Other Runs

The Keansburg Beach Steamboat Company starts its daily trips to Keansburg Beach, N. J., on Decoration Day, and the Wilson Line, which begins its season May 28, will again run its daily trips to Rockaway Beach, as well as charters to Rye's Playland.

The Wilson Line will also inaugurate service to the cityowned Pleasure Beach, Bridgeport, Conn., the first time that such service has originated in New York for several years. A lack of docking facilities prevented excursion boats from landing at the Connecticut funspot in the past few years, but a newly constructed pier will be ready for the up-coming season.

Moves to Stage World's Fair In San Fran

SAN FRANCISCO, May 9 .- A suggestion to stage a world's fair here in 1956 in celebration of the 50th anniversary of the the 1906 fire and earthquake was made here this week by George Christopher, supervisor. A resolution calling for a citizen's committee to arrange the fair in 1956 will be presented to the board of supervisors.

Todd to Present 'Night in Venice'

NEW York, May 9. - Michael Todd will unveil a new version of "A Night in Venice" June 25, at the Marine Stadium, Jones Beach, contests to park, theater and ball-L. I., where he presented the original last summer.

The outdoor spectacle, which is staged on an island stage separated winners over the past 15 years, Inc., here and at Greensboro, also indicated that efforts in this re-

MIAMI, May 9 .- Alton V. Free- pheasants, deer, bear, alligators, man, of the Miami Rare Bird Farm, announced this week that he would open two new attractions this season, a Jungleland about May 15 at Indian Point Park, Peekskill, N. Y., and a jungle cruise at the Fountain of Youth at Ponce De Leon Springs, Fla., some time in June. Freeman will continue operation of the Jungleland he opened at Myrtle Beach (S. C.) Zoo last year.

Like Freeman's exhibits at the Miami farm, his new projects will feature mostly colorful birds and tame wild animals, many of them uncaged. While the Miami farm is a highly landscaped trophical garden, the Peekskill exhibit will be similar to his display at Myrtle For Sesqui Beach-a wooded area of about 10 acres with natural brook and featuring such stock as flamingoes, macaws, cockatoos, water fowl,

Trefflich to Get Jumbos

NEW YORK, May 9.-Henry Trefflich, local importer, will receive several of the 34 elephants slated for the U.S. by the Indian Government.

The U.S. will get more of the 126 elephants to be exported from India this year than will any other nation.

Trefflich recently returned from run of the show which will have a visit to the Far East, and while a cast of 300 professional and in Siam he effected the exchange amateur performers. rebuilding of San Francisco after of a gorilla for two four-foot baby elephants.

TOLEDO, May 9 .- Ted Lewis will be featured in the first three performances of the 12-day Ohio sesquicentennial show to be staged in the amphitheater of the Toledo Zoological Park in June, Charles Blake, producer, announced this week.

Lewis, a native of Circlesville, O., is to bring the entire cast of his revue for his show, Blake said. Efforts are being made to obtain other Ohio-born entertainment stars for appearance during the

Auditions began this week for the historical portion of the out-(Continued on page 50)

NASCAR Building Track in Raleigh

DAYTONA BEACH, Fla., May 9 -Bill France, NASCAR president, who recently signed a contract to present weekly stock car racing at the Greensboro (N. C.) Fair-grounds, currently is building a new quarter-mile track at the Raleigh (N. C.) Speedway, where he Decoration Day (30).

France, who maintains offices rain on certain occasions. Prefor his Bill France Enterprises, liminary correspondence, however,

Introduction of the bill fol-The De Leon Springs project, lowed by one day a three-way under construction for the past 18 conference Lere between George months at a cost of nearly \$1,000,- A. Hamid, president of the Na-000, is owned by Hayden Davis and tional Association of Amusement a man named Hose, Miami Beach Parks, Pools and Beaches; Rep. hotelmen. Wildlife to be supplied Daniel Reed (R., N. Y.), Chairman of the House Ways and Means Committee, which considers all tax measures, and Gordon Grand, chief clerk of the committee. Hamid sought tax relief for outdoor interests, after the house committee had completed a one-day hearing on a bill to end the tax on motion picture admissions.

The Hillings Bill is concerned only with performances for charity and educational and religious groups and would not bring tax relief to the amusement industry in general.

BIG WORRY

Solution to **Bad Weather** Priced High

NEW YORK, May 9 .- The subject of weather-the prediction of and hoped for control-was in the news this week. Western Union announced a new service, that of predicting weather up to six months in advance, for fees ranging from \$20 to \$120 a month.

Earlier, news services carried stories on the negotiations being conducted between Dr. Wallace Howell, Boston rainmaker, and New Jersey Mid-Atlantic Farm George A. Hamid, booker and operator of outdoor attractions. It seems that Dr. Howell can at times, and under favorable conditions, make his manipulations work in reverse, that is, prevent rain.

Hamid, along with many other has scheduled a 300-mile event for outdoor figures, would naturally be interested in preventing likely

TRENTON, N. J., May 9. -Bingo is illegal and a violation of the State gambling laws, according to Superior Court Judge Ralph J. Smalley, who addressed the new Mercer County grand jury here Monday (4). He emphasized that, as such, it must not be allowed to continue, and those who insist on operating games of this nature must be "indicted without fear or favor."

Republican leaders, meanwhile, conferred the last few days on plans for legalizing bingo and various forms of raffles operated by religious, fraternal and charitable organizations thruout the State. They plan to back a bill calling for a referendum on bingo and already introduced in the State Senate by Sen. Malcolm S. Forbes.

In Toms River, a new county grand jury was sworn in and one of its first acts was to approve bingo as conducted by charitable organizations. The jury said "the present law outlawing bingos, raffles, card parties, etc., is unfair to bona fide charitable, civic, fraternal and religious organizations. County (Continued on page 50)



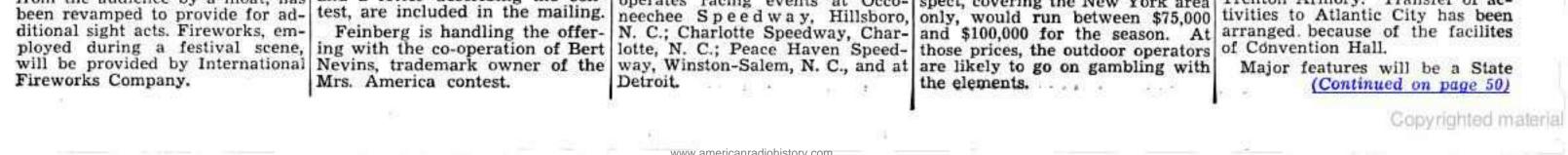
ATLANTIC CITY, May 9 .- Revival of the New Jersey Farm Show and its expansion into the Show was announced by W. H. Allen, State secretary of agriculture and general chairman of the farm show board, with plans calling for the show to take place December 4-9 in Convention Hall here.

Long a fixture of Farmers' Week in Trenton, N. J., prior to outbreak of World War II, its revival in postwar years was not feasible because of limited facilities in the from the audience by a moat, has and a letter describing the con- operates racing events at Occo- spect, covering the New York area Trenton Armory. Transfer of ac-



NEW YORK, May 9.-Participation in the Mrs. America Contest of 1953 was offered to amusement parks and theaters this week by Abe Feinberg, local booker. Direct mail offering the exploitation attraction was used in the first stages of his campaign to sell the idea of staging local room operators.

Sample entry blanks, a reprint of the World Almanac listing of



THE BILLBOARD



The No. 16 BIG ELI Wheel pays a profitable return on your investment year after year. For long life and certain net profits your park needs a No. 16 BIG ELI Wheel. Write for Price List A-67 today.

ELI BRIDGE COMPANY Builders of Dependable Products 800 Case Ave., Jacksonville, Illinois

WINIATURE TRAINS



Sam and Helen Howard and returned to Cuba to fill several their Aqua-Thrill swim show left

Manila recently after the Philip-pine International Fair. The troupe, which numbers 23, took a couple of days off from the fair to play dates in the Negros Province and Bocolod City. Sam writes that the schedule calls for them to head for Hong Kong and Tokyo following the fair.

Aerial Snyders opened May 1 at Harry Batt's Pontchartrain Beach in New Orleans for a week's engagement. Following their close there they will head for Port Arthur, Tex., to play a celebration.... Following her stint at the St. Louis Police Circus last week, Miss Luxem, sway pole,

previously contracted dates. Les Hilldalys, upside - down cyclists; Johnny Gibson's Aerial Ballet; Don Dorsey, single trapeze, and the Aerial Dobritch troupe came into Chicago follow-

ing the close of the St. Louis show.... Dukey Anderson, thrill show clown, was a recent Chicago arrival after closing with Orrin Davenport in Grand Forks, N. D. Anderson will join Bill Reed's Jimmy Lynch Death Dodgers at Wichita.

Following the close of the Cole Circus in Chicago, the Lavals and Romas, flying acts, headed back to Bloomington, Ill.... Frank Torrance is back in his Sarasota home after playing the St. Louis show Lou and Elsie Christenson also headed for their Sheboygan, Wis., home after clos-ing with Cole.

Lang Troupe, teeterboard, and

Bligh H. Dodds, Governeur, N. Y., was in New York Thursday (7) and attended the \$100-a-plate dinner tendered President Eisenhower by the Republican State Committee. Over the week-end Dodds squired some 100 fellow Republicans from his bailiwick around Gotham.

Lee Barton Evans gave a oneman show April 28 in Erie, Pa., for St. Julia's R. C. Church. Evans, a baritone, has worked a number of such shows, princi-pally under church auspices, between handling the advance for the Hamid-Morton Shrine Circus in Pittsburgh last month and serving as company manager for the principal George A. Hamid & Son fair revue, Grandstand Follies.

The eighth annual convention and outing for triplets was held Saturday (9) at Palisades (N. J.) Amusement Park, with over 30 sets of triplets availing them- and Daisy and her Five Pups.

Roy Williams and his dog are supporting acts in the Betty Hutton revue currently playing Chicago's Shubert Theater... Rudy Horn, unicycle, left the U.S. recently to join the Bertram Mills Circus in England....Victor Heisler, of the Badger Balloon Company, is booked to play the Utah State Fair, Salt Lake City; Western Washington Fair, Puyallup, and the Silver State Stampede, Elko, Nev.

First stop for Beatrice Dante and her chimp this spring will be Chicago, when they play the "Super Circus TV show on May 24. Others on that bill will include Ray and Susie, ropes and acrobatics; Maschino Troupe, tumbling - acro, and Flying Lavals, trapeze. Set for the May 17 stanza are the Mar-Vels, teeterboard; Lopez Trio, casting; Evers and Dolores, tight wire,



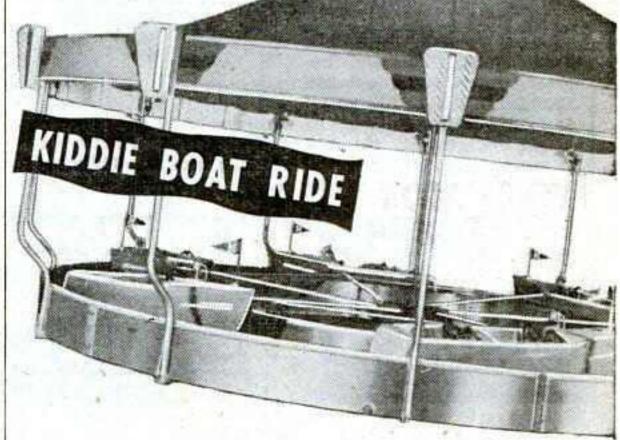
* 11 day gross... \$4,000!

45

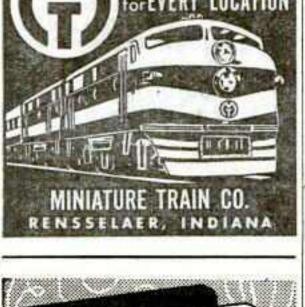
a high capacity ride. 6 aluminum boats each holds 4. extreme portability. fluid-drive mechanism.

another allan herschell "profit maker" for the successful operator! the exciting new kiddie boat ride. wherever shown, its tiny, boat-loving customers have made it a high profit operation. one owner grossed over \$4,000 in only 11 days, others report steady lop-grosses! write, wire or phone today!

*names on request



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TABLES & STEEL OR WOOD

selves of the hospitality of Co-Owner Irving Rosenthal.

Arthur Cantor, formerly with the Ringling circus press department and now a theatrical publicist, is the father of a son, David. Cantor is currently handling the Broadway musical "Hazel Flagg" and Harold Steinman's Hippodrome Arena spectacle.

Horace Black, who handles the commercial and concessions department at the Fort Worth (Tex.) Fat Stock Show, has also been named to manage those depart-ments for the Heart O' Texas Fair, Waco. Othel Neely, of the Waco Chamber of Commerce, will head up the fair's livestock division.

Earl Newberry, Leo Overland, Bill McGaw and Jack Beck, all of Tournament of Thrills, huddled with Ford Motor Company officials in Chicago, Friday (8). . . . Lloyd Junningham, secretary of the Io. a State Fair, Des Moines, spent several days in Chicago last week huddling with attraction people.

Ocean Beach

Halves Talent,

NEW LONDON, Conn., May 9. -Ocean Beach Park, city-owned-

and-operated amusement area here, will curtail professional acts

and increase fireworks shows this season. The park's promotional al-lotment is down \$2,500 from 1952.

The decision to cut down on act

quantity was made at a park

board meeting Wednesday night (6), with board members approv-ing the budget for presentation to

Act curtailment will mean the

park will present three profes-

sional acts, as against six last season, with seven fireworks

ILLINOIS FIREWORKS

WORLD'S LARGEST

shows taking up the slack.

city council.

^cavors Pyro

Aerial Chapmans, high act, will be the twice-daily free act at Palisades (N. J.) Park for two weeks beginning Monday (11). Dorrie and Vern Orton, the Sensational Ortons, letter from London that they will play in Ireland during May. Following those dates they will spend June and July appearing at contracted engagements in England and Scot-land. The Ortons have visited with Bill Berrell on several occur. with Bill Powell on several occasions recently and also took in the Bertram Mills Circus performance

in Cambridge, England, recently.

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nancing arranged. Illus, circular free.

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W. PARKER AMUSEMENT CO. Leavenworth, Kansas, U. S. A.



Reason and a start **GENERAL OUTDOOR**

MAY 16, 1953



Austin, Minn., Sets Busy **Plant Sked**

AUSTIN, Minn., May 9 .--Mower County Fair has set a busy still date schedule for its fairgrounds this year, a program that will see 35 days of activity over and above the August 11-16 fair, P. J. (Pete) Holand, secretary, announced.

Off-season activity gets under way May 17 with a Norwegian Independence Day celebration. Frank Winkley will have big car races May 24 and will come back June 7 with a program of stock car races. Business and professional women will hold an open house May 31 and Diano Bros.' Circus is scheduled to play the grounds June 1. Other dates include an Elk Flag Day ceremony on June 14 and the Wolf Greater Shows June 22 for a sixday stand. The local Grange will use the grounds on July 5.

Following the fair, the Women's Relief Corps will hold a celebration August 30 and the National Swine Show is set for September 15-18. The 17th annual Production Tested Boar Sale will hold forth October 3-17: Minnesota State Columbia Show and Sale, October 12, and the Minnesota-Iowa Live Fox & Mink Show, November 6-8.

Plant improvements this year, according to Holand, will include erection of 1,500 feet of industrial fencing and the paving of 1,200 feet of concrete walk. A fine arts museum will be dedicated to Korean servicemen on the second day of the fair with Minnesota's Governor, C. Elmer Anderson set to do the honors.

Grunt-Groaners For Louisville

LOUISVILLE, Ky., May 9 .- An invitational wrestling tournament to name a State heavyweight champion is being mapped for Kentucky State Fair here, September 11-19. The two-night tourney among 10 wrestlers will be staged Friday and Saturday nights (11, 12) in the Horse Show Pavilion.

Officials have engaged Louisville promoter Francis McDonogh to work thru the National Wrestling Alliance in staging the tourney. An added feature the second night will be wrestling by women. Plans call for five matches to be staged the first night among 10 contestants. The second night the winners will compete until a champion is declared. The tourney will be conducted under the direction of the Kentucky State Athletic Board of Control.

Invitations will be mailed to 100 in-State and out-of-State wrestlers. However, the tourney will be open to every Kentucky heavyweight. Officials of county fairs who may wish to co-operate in the tourney are being asked to contact McDonogh at the local fairgrounds so that details can be worked out concerning county tourneys, with the winners assured of places in the State competitions. McDonogh said that he would have established wrestlers available for county contests.

Hollywood Agency **Re-Inks Del Mar**

HOLLYWOOD, May 9 .- For the third consecutive year, the grandstand show at the San Diego County Fair in Del Mar, Calif., will be presented by Hollywood Theatrical Agency. The contract was signed with Paul Mannen, the fair's secretarymanager, by Jo and Newton (Carolina) Brunson of the local agency.



continuous production of soft ice cream, malts and shakes build your volume, speed up service and STRETCH Profits!

For details refer to classified phone listing "Ice Cream Freezers" for local dealer; or write, wire or phone:

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46

this week that the first truckmounted up-and-down Merry-Go-Round manufactured by his firm had been delivered to Jack Shere, Hyattsville, Md.

Former Merry - Go - Rounds manufactured by the Brooklyn firm were the revolving type and did not feature up-and-down motion. Nelson's company also builds truck-mounted Whips and Ferris Wheels.

Set New Fun Spot At Sackville, N. S.

SACKVILLE, N. S., May 9 .--- A new amusement center, embracing a wide variety of entertainment, is being established here by John Cruikshank, operator of rental boats at near-by Halifax. The spot, which is set up opposite a new drive-in theater, will feature stock car and horse racing, the latter with pari-mutuels.

Also being considered are movie fights, wrestling, vaudeville and carnivals. A track and bleachers are expected to be completed by mid-summer along with installation of a light system.

Conn. House Okays Anti-Pyro Bill

HARTFORD, Conn., May 9 .----A bill, forbidding the sale of fire-works in Connecticut after October 4. was approved by the House of sent to the Senate.

Action on the bill came as a special legislative committee of 12 racing, \$140. Entrance fees in all members prepared to start an in- events will make up final purses. vestigation into an alleged effort Stock will be provided by Mack to raise a fund of \$4,00 to influence Barbour. members of the Joint Judiciary Committee against the bill.

Wehrley in Comeback

BUECHEL, Ky., May 9. - John C. Wehrley, well known in Kentucky fair circles, is planning a return to the fair management field. Wehrley, who has been Prior to heading this annual he connected with fairs for 30 years, managed the Sacramento County left the field in 1951 because of Fair in Galt. No successor has the serious illness of his wife.

Advertising in the Billboard Since 1904

The 10-day fair will open June 26 with a rodeo being featured that day and the two following. The Brunsons take over June 29 with Lawrence Welk and his orchestra and show booked for one day. Spade Cooley and his show will play a one-day run on June 30. Opening July 1 for four days will be "Fiestacade," featuring Les Bassi, Moro-Landis Dancers (8) and another headliner yet to be named. The closing day, July 5, will be played by the Joie Chitwood Daredevils.

World Trade Fair Is Set for Brazil

SAO PAULO, Brazil, May 9 .- A World Trade Fair will be opened here in June, 1954, to run thru January, 1954.

While basically a business and industry fair, special representative of the organizing commttee who recently returned from the U. S. reported that amusement possibilities for the event are being studied.

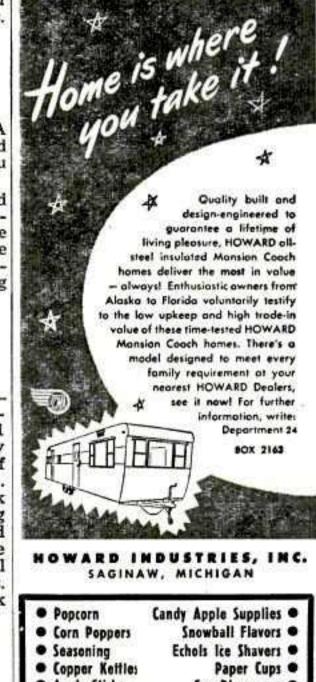
Redmond, Ore., Rodeo **Increases Purse \$\$**

REDMOND, Ore., May 9 .--Higher purses for the 12th annual Sisters Rodeo June 20-21 were announced this week by George Wakefield, president of the Sisters Rodeo Association. Representatives here by a vote of Bulldogging, calf roping, bareback 138 to 100. The measure was then riding and Brahma bull riding will pay \$360 in each event; wild cow milking, \$150, and wild horse

Sam Kellett Resigns At Tulelake, Calif.

TULELAKE, Calif., May 9 .---Sam B. Kellett, manager of the new Tulelake Butte Valley Fair since June 1, resigned as of May 1. been named.









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Made in 30 sets of 100 cards each. Played

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Fair Dates

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The following corrections and addi-tions to the list of Fair Dates were received during the week ended May 8.

The complete list of Fair Dates was published in the issue dated April 11. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Pat-terson Street, Cincinnati 22, O. See each issue of The Billboard for cor-rections and additions.

Alabama

Atmore-Ala Flora Fair Assn. Oct. 5-10. Sam B. Ford. Jasper-Northwest Ala. Fair. Oct. 5-10. Christie W. Summers.

Colorado Duranga-LaPlata Co. Fair. Oct. 2-4. Beverly Flansburg. Hotchkiss-Delta Co. Fair Assn. Sept. 15-

Mark R. Clay.
 Sterling-Logan Co. Fair Overland Trall Round-Up, Sept. 1-3, Harold Stern.
 Trinidad-Trinidad Round-Up Assn. Sept. 6-7. James Cummings Jr.

Indiana

Argos-Marshall Co. 4-H Fair Assn. Aug. 11-15. Otto H. Gates.

Kentucky

Campbellsville-Taylor Co. Fair Assn. Aug. 11-15. Mark B. Chandler Jr.

Louisiana

Clinton-East Feliciana Parish Fair, Oct. 23-25, W. Roy Chaney, Winnfield-Winn Parish Fair, Sept. 30-

Oct. 3. Howard Ryder.

Maryland

Leonardtown-St. Marys Co. Fair, Sept. 18-20. B. W. Poindexter, Lexington Pork, Md.

Upper Marlboro-S. Md. Agrl. Fair Assn. Oct. 14-17. Helen R. Weich.

Mississippi

Meridian-New Meridian Fair & Cattle Show, Oct, 12-17, C, B. Rawlings.

Missouri

Albany-Gentry Co. Fair, Aug. 27-28, Robert L. Ross.

Montgomery City-Montgomery Co. Fair. July 23-25. R. W. Perrin. Safe-Safe Community Fair. Aug. 20-22, Emmett Dillion, St. James, Mo. Sullivan-Sullivan Community Fair. Sept. 16-19. G. J. Mathias.

New Hampshire

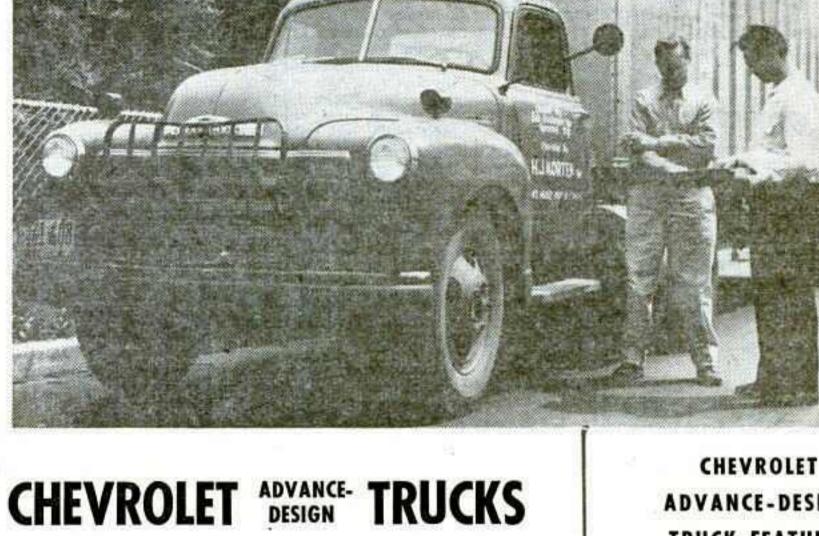
Canaan-Mascoma Valley Fair Assn. Aug. 28-30. Wm. A. Shepard.

New Mexico Portales-Roosevelt Co. Fair Assn. Sept. 21-25. W. G. Vinzant. North Carolina

Clinton-Sampson Co. Fair, Sept. 21-27, T. L. Johnson Jr.

Edenton-Chowan Co. Am. Legion Fair. Oct. 26-31. J. Willis McClenney. Trenton-Jones Co. Agrl. Fair Assn. Oct. 19-24 Mrs. Lurley W. Hines. Oklahoma

Bristow-Creek Co, Free Fair, Sept. 23-26. A. E. Gurley,



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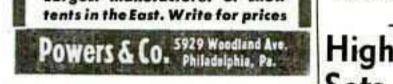
— and here are 4 powerful reasons why!

EXTRA POWER! How can extra power save you money? The high-compression power (7.1 to 1 ratio) of Chevrolet's Loadmaster engines in heavy-duty trucks not only means extra pulling ability but also extra miles from each gallon of gas. Chevrolet's Thriftmaster engine in light- and medium-duty models has long been known for economy of operation.

EXTRA STAMINA! Heavier, stronger construction

ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD EN-GINES-the Loadmaster or the Thriftmaster-to give you greater power per gallon, lower cost per load. POWER-JET CARBURETOR-for smooth, quick acceleration response. DIAPHRAGM SPRING CLUTCH-for easy-action engagement. SYNCHRO-MESH TRANSMIS-SION-for fast, smooth shifting. HYPOID REAR AXLE-for dependability and long life. TORQUE-ACTION BRAKES - on light-duty and medium-duty models and on front of heavy-duty models. TWIN-ACTION REAR BRAKES - on heavyduty models. DUAL-SHOE PARKING BRAKE-for greater holding ability on heavy-duty models. CAB SEAT -with double deck springs for complete riding comfort. VENTI-PANES-for improved cab ventilation. WIDE-BASE WHEELS-for increased tire mileage. BALL-GEAR STEERING-for easier handling. UNIT-DESIGNED BODIES-for greater load protection. ADVANCE-DESIGN STYLING-for increased comfort and modern appearance.





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C E MT R AL Canvas Company 516-518 EAST 18th ST. Kansas City 6, Missouri Phone: Harrison 3026 HARRY SOMMERVILLE



Continued on page 50 High River, Alta., Sets July Rodeo

HIGH RIVER, Alta.; May 9.-Annual High River rodeo and fair will be held July 1-2. Fea-tures will include a parade, harness races, chuckwagon races with \$400 prize money each night, a stock cutting contest, a brand-ing contest, a horse show and a stageshow. Herman Linder will be arena director, with Buddy Heaton and Bobby Hill rodos Heaton and Bobby Hill, rodeo clowns, and Roy Seward, trick rider and roper. Steer wrestling is expected to be on the agenda. Show's secretary is Ron Fraser.

Long Island Range Gets New Owners

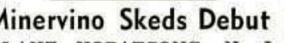
NEW YORK, May 9. — Hunt's Point Golf and Driving Range, a Long Island operation, has been purchased by Meyer Goldstein and Fred Sheridan, operators of four other similar units in the metropolitan area. Charles Henderson, of the I. Q. Baseball Pitching Machine Company, reports that seven of his firm's units will be installed at the new location.

Other I. Q. installations are set for the Valley Stream (L. I.) Golf-land Park which has five units and in adding two more.

Gordon Inks Acts For Hartford Cops

HARTFORD, Conn., May 9.— Jack W. Gordon, general man-ager, Gordon's Entertainment Bureau here, has been named to book acts for the eighth consecu-tive year of the Hartford Police Benevolent Association's annual benefit vaudeville revue at Bushnell Memorial Auditorium.

Gordon will stage the show with a minimum of 10 acts. Harry Burt will serve as production coordinator.



throughout, more rigid frames! Now, Chevrolet trucks are sturdier and tougher than they have ever been in the past-better able to handle the roughest jobs day after day, months on end. Such outstanding stamina is one more factor-and an important one-in reducing your hauling costs.

MATCHED TO THE JOB, TOO! Every Chevrolet truck is carefully engineered and factory-matched to the job it will do. You don't buy too big a truck. You don't buy too small a truck. You get a truck with every unit matched and balanced to the work it will do-and that saves you money, too.

EXTRA OVER-ALL ECONOMY! Many things contribute to lower hauling costs with Chevrolet. But, few are as welcome news to buyers as the fact that Chevrolet trucks list for less than any other truck of comparable size and capacity. See your Chevrolet dealer. Chevrolet Division of General Motors, Detroit 2, Michigan.





GENERAL OUTDOOR

Olympic Goes Into Full-Scale Operation on Saturday (16)

open for the past two week-ends, opens its gates for full scale operations next Saturday (16) with a strong line-up of attractions to entertain its patrons.

Opening week will lead off with four free acts, Capt Albert Spiller's Seals; Three Tuckers, trampoline; Alf Calsam, unicycling juggler, and the Sensational Albon, high pole. Also beginning the season on May 16 will be Joe Basile's Olympic Park Band, which will give afternoon and evening concerts on week-ends thruout the summer. Free coffee and cake will be provided for patrons visiting the park on Tuesday, June 9, when the park's 37th birthday will be celebrated.

The park's swimming pool, one of the largest in the East, will open on Saturday (23), again under the management of Jack Bedell.

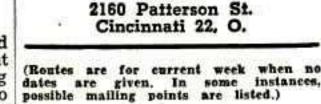
Free Spending

Altho cold and damp weather prevailed last week-end when the park opened its gates for the first time, the younger set which braved the cold spent freely, ac-cording to Henry A. Guenther Jr.,

IRVINGTON, N. J., May 9. - park purchasing agent. He said Olympic Park, which has been that altho the park management was pleased with the spending that materialized from those who visited the park, the high percentage of teen-agers made it difficult to foresee what the spending trend might be this year, inasmuch as family patronage is the mainstay of the park and adults failed to show in any numbers during the opening stanza.

> The park has been completely refurbished for the up-coming season. The most notable improvement has been the razing of an old building known as the Haunted Castle, and the elimination of this structure has provided space for the re-locating and enlarging of the park's miniature golf course.

Dorney Preem Set May 23



Alamo Expo.: Abilene, Tex. American Beauty: Fulton, Mo. American Eagle: Humboldt, Tenn. Amusement Co. of America: East St. Louis,

Carnival Routes

Send to

A.M.P.: Bedford, Va. Badger State: Milwaukee, Wis.: Rochester, Minn., 18-23. Baker United: Beech Grove, Ind. Beam's Attrs.: Portage, Pa. Becht, Lee: (Court & Cutter) Cincinnati, O. 11-17; Washington, C. H., 19-23. Bee's Old Reliable: Corbin, Ky.; Manchester 18-23. Bell-Form: Stamford, Conn., 14-24. Belle City: (N. 2d St. & W. Capitol Drive) Milwaukee, Wis., 11-14; (S. 6th & W. Harrison) Milwaukee, 16-24. Bernard & Barry: (Adelaide St. P. O.) Toronto, Ont., Can.; Sudbury 18-23, B. & H.; Charlotte, N. C. Big State: Clarksville, Tex, Blue Grass: Urbana, Ill, Bogle, F. C.: Hutchinson, Kan.; Ponca City Okla., 18-23. Bohn, Carl & Sons: Stamford, Tex., 11-23 Boone Valley: Perry, Ia.; Tama 18-23. Brown & Wallace: Kingsport, Tenn. Buck, O. C.-Model: (K. & Erie Sts.) Philadelphia, Pa. Burdick's Greater: Menard, Tex.; Osona 18-23. Burke, Harry: Amite, La, Burkhart's: Bartonville, Ill.; Chillicothé 18-23. Byers Bros.: Arkadelphia, Ark.; Malvern 18-23. Capital City: Dayton, Tenn.; Marysville 18-23.

(Continued on page 61)

Circus Routes

Send to

2160 Patterson St.

Cincinnati 22, O.



NEW YORK, May 9.-Palisades (N. J.) Park will culminate another one of its promotions tomorrow when camera fans visit the park as a result of a tie-in between the park and Peerless Camera Stores.

The event, now in its fifth year, is considered one of the largest one-day outings held for shutter fans. The park provides models, a guided tour and ride tickets. Pictures taken at the park may be entered in a contest which offers more than \$1,500 in prize money plus an opportunity of having the top photo published in Pageant magazine.

BOSTON, May 9.-The State Racing Commission has approved six days of dog racing at the Topsfield Fair, September 7-12. The license was granted to the Essex Agricultural Society, which held a similar privilege last year. The dog races will be run at night.



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MEDICINE HAT, Alta., May 9. –Medicine Hat Stampede and several others in Southern Alberta will feature steer wrestling, a modified form of bulldogging, this year, despite objections from Alberta and British Columbia societies for protection of animals. Rodeo producer Herman Lin-

der, who is bringing Texas longhorns to Canada for the event, said rules approved by the SPCA parent body in the United States would be enforced and there would be no cruelty.

ALLENTOWN, Pa., May 9.-Dorney Park will have its formal season opening Saturday (23). The park has been refurbished for the coming season. Several new rides have been added and Owner-Manager Robert L. Plarr also has added to the juvenile-department's facilities thru the expansion of the park's kiddieland.

Park will use acts and TV personalities on week-ends thru June. with acts being scheduled for fullweek appearances during July and August. The opening attraction, thru Abe Feinberg, New York booker, will be Will Hill and His Society Circus. Hill's line-up in-cludes two baby elephants, six Shetland ponies and 14 dogs.

Feinberg also has set several special exploitation features for the funspot. The 40-acre park rides. It also has a swimming pool, roller rink and ballycom and bally

48

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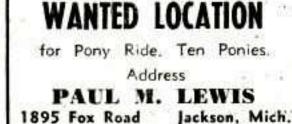
Phone: Financial 6-1210

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"MIKE" LAW

Chicago, Ill.

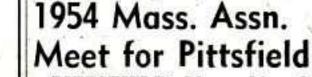


NEW SHOOTING GALLERIES

12' wide, 8' high, 2 rows moving targets. 2 rows pull-up targets, 3 rows spinning targets, 9 bull's-eyes, 2 eagles, revolving bells; 1, 3 HP motor, 500 loading tubes, tube-making device, All ready for use in building or truck. Special price, \$1000.00.

BRINER GALLERY MFG. 6615 S. Broadway St. Louis, Mo. Phone: PL 2656

CORPORATION



PITTSFIELD, Mass., May 9.-Charles J. Thayer, president of the Massachusetts Agricultural Fairs Association, has announced May 9. - Operation and maintethat the 33d annual meeting will nance of the Connecticut Building be held here, for the first time, on at Eastern States Exposition here January 10-11.

trying to get the association to measure passed by the Connecmeet here for a long time, in a ticut House of Representatives. move to pay its respects to Elkanah Watson, who reportedly set up the first U. S. agrricultural of the structure thruout June 30, fair here in 1803.

pool, roller rink and ballroom.

Conn. Commission To Operate Bldg.

WEST - SPRINGFIELD, Mass., will be transferred to the State Thayer said that he had been Development Commission, under a

The bill, which provides an ap-1955, now goes to Gov. John Lodge for signature.

Christine Jorgensen For Million \$ Pier?

ATLANTIC CITY, May 9.-Christine Jorgensen may make her Atlantic City debut this summer if negotiations between her manager and the Million Dollar Pier management can be satisfactorily concluded. This was confirmed here by Max Tubis, pier manager, who conferred with the former Army private and her manager in New York this week.

"I understand that Miss Jorgensen will go to England for the Coronation and take some pictures," Tubis said. "If we can reach agreement, Miss Jorgensen will appear in a show, probably a fashion show, and possibly show her London films on the pier this summer, following her return from London.'

The pier is expected to open on June 15, Tubis said.

Hagen Bros .: Jacksonville, Ill., 12; Springfield 13; Decatur 14; Mattoon 15; Cham-

Walnut Creek 24.

Cole & Walters: Union, Mo., 14.

paign 16. Hagan-Wallace: Portage, Ps., 14. Hamid-Morton: Montreal, Que., Can., 11-16; Chicoutimi 17-24.

Hunt Bros.: Bridgeton, N. J., 14. Kelly-Miller: Dawson Springs, Ky., 11; Madisonville 12; Central City 13; Owensboro 14; Beaver Dam 15; Russellville 16. King Bros. & Cristiani: Somerset, Pa., 12; Johnstown 13: Latrobe 14: Morgantown, W. Va., 15; Fairmont 16; Clarksburg 18; Marietta, O., 19; Athens 20; Zanesville 21; Steubenville 22; Uniontown, Pa., 23.
 Mills Bros.: Conneaut, O., 12 Erie, Pa., 13; Corry 14; Titusville 15; Warren 16; Oil City 18; Butler 19; Rochester 20; Steubenville, O., 21; Pittsburgh, Pa., 22; McKees-port 23; Oakland, Md., 25. Polack Bros. (Eastern): (Ball Park) Corpus Christi, Tex., 11-14; (Pairgrounds) Phoe-

nix, Ariz., 18-19; (Balboa Park Bowl) San Diego, Calif., 21-24.

Polack Bros. (Western): (Auditorium) San Francisco, Calif., 13-24. Ring Bros.: Coeburn, Va., 12; St. Paul 13;

Lebanon 14. Ringling Bros and Barnum & Balley: (Bos-ton Garden) Boston, Mass., 12-17; Wash-

ington, D. C., 19-24. Rogers Bros.: Princeton, Ky., 11; Morgan-field 12; Henderson 13; Tell City, Ind., 14; Booneville 15; Bicknell 16; Princeton 18. Tatham Bros.: Clinton, Ill., 14.

Wallace & Clark: Flemingsburg, Ky., 13; Carlisle 14; Cynthiana 15; Georgetown 16.

Davenport, Ia., Seeks Ice Show

DAVENPORT, Ia., May 9. -Mississippi Valley Amusement Park, brightened with a \$20,000 refurbishing program for this sea-son, is dickering for an appearance there by an ice show. Auto racing will get underway on Decoration Day (30) with midget cars, and on the next day with stock cars. Stock car matches will be scheduled for Thursday and Sunday nights, with WOC-TV picking up the Thursday events. Mike Fitzgerald, who was named manager last winter, said

the half-mile track was being reshaped, buildings were being painted, new rest rooms were built, ballroom was redecorated and a new dance room under the grandstand was under construction. The park also is the site of the Mississippi Valley Fair.



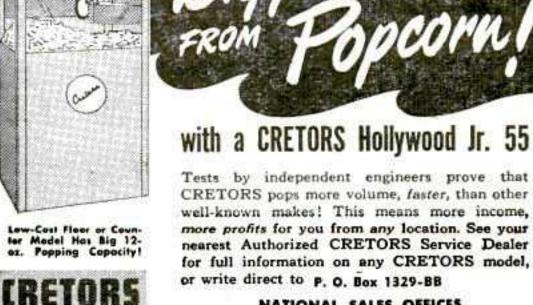


IDA E. COHEN

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DOUBLES LIGHT '52 Cisco, Pancho Boost Cole's Chicago Take

CHICAGO, May 9 .- Art Wirtz's | brings good laughs. Happy Kel-Cole Bros.' Circus, playing the lems starts his continuous clown Chicago Stadium thru Sunday (3), stint right at the first and keeps doubled its light 1952 gross and coming with effective comedy. Atwell has closed his office here came off with what the manage- Craig's Chimps are three un- and will transfer his show phoment described as satisfactory business. Second week had strong which are worked without leash- Fla. He is retaining more than matinees, with school kids on es. After they cavort with toy 5,000 negatives, most of them vacation. Night houses also were vehicles and jumping rope, two good. Week-ends brought capacity and near-full houses.

Given credit for the upped attendance were the Cisco Kid and Pancho, with the offering not of heavy-budget caliber otherwise.

The Cisco act showed the prin-cipals' car ride, and they were the heroes in a stagecoach holdup scene that included a movie-style gang fight. This action clicked. Pair also gave youngsters an "eat your supper and watch TV" talk reminiscent of Hopalong Cassidy's speech with Cole's 1950 edition but effective with the small fry.

Fair Circuit Coming Up

Standard circus turns included several scheduled for the fair circuits, and the show was scouted by committees from some indoor annuals.

in bar-casting work and comedy City, Que.

Betters 1952 At Des Moines

DES MOINES, May 9 .- Holly-

usually neat-looking animals tography business to Sarasota, (Continued on page 51)

Wirth Signs 3-Yr. Can. Pact With Gorman

OTTAWA, May 9 .- Tom Gorman, who is playing the Frank Wirth-produced circus next week, has signed a three-year contract with Wirth for production of the event here.

Following the closing of the circus here Saturday (16), Wirth will produce a similar show at Lopez Trio has some new twists for J. E. Prud'homme, of Quebec

The talent line-up for the Three Rivers date includes Terrell Hollywood Unit Packs' Baby Elephants, Capt. Hyer and Starless Night, Flying LaForms, Ernie Wiswell's Funny Ford, Winnie Colleano, Mickey the Ringling Bros. and Barnum cus, but what he lacks in size Kink, Sensational Kays, the No- & Bailey Circus entrains tomor-vellos, Johnson and Owen, Toni row for Boston, it will carry with of observation and ability to rise vellos, Johnson and Owen, Toni the Monkey Girl, Payo and Mai, Charlie Frank, Rube Simmonds, Herb Taylor and Al Florenz. Tow for Boston, it will carry with to a diminutive performer, Paul Horompo, who joined its ranks exactly 50 years ago. wood Circus Revue opened here Herb Taylor and Al Florenz.



CIRCUSES

Communications to 188 W. Randolph St., Chicago 1, Ill.

CHICAGO, May 9. - Harry and will transfer his show phocircus views, for his new operation.

His Randolph Street office here, a stopping place for showmen for 41 years, has been taken over by John F. Schlauch, who will operate an assignment photography studio. Atwell started his Chicago office after leaving Ringling Bros.' Circus, where he was official photographer. He has supplied circus press agents and program publishers with photos for years.

Atwell and his wife will be at night. Wildwood Gardens, Sarasota, after June 1. He plans to open a studio in Sarasota in a few weeks.

Rudy Neimeyer, Atwell's veteran assistant, will accompany the Atwells to Florida.

THE MIGHTY MITE

LONG BEACH GOOD FOR BEATTY SHOW

Hoffman Named Side Show Manager; Other Staff Changes Announced

GLENDALE, Calif., May 9.— | Glendale on Wednesday (6) for Clyde Beatty Circus, in 12 per- the American Legion was below Beach thru Glendale, had three half house at night. turnaways, two three-quarter, three halfs and four lightly attended shows, with the thermometer hitting in the 90's.

The show played Long Beach for three week-end days under sponsorship of the American Legion and Lakewood Chamber of Commerce. Performances were in the Lakewood Stadium outside the city. Starting on Friday (1), were light. After a satisfactory Saturday matinee, the show netted three turnaways.

In San Pedro, Monday (4), the organization got a half house at

Late arrival in Arcadia, caused by changeovers and other factors, gave the 5 p.m. matinee a slim days. representation. Night crowd was about a half. Performances were under the auspices of the Veterans of Foreign Wars.

Paul Horompo, With Big One

Half Cen., Was Bailey Fave

NEW YORK, May 9. - When the smallest people with the cir-

formances played from Long 1952 with a light matinee and a

Staff Changes Told

THE BILLBOARD

Arthur Hoffman is the new Side Show manager, replacing Jimmie Hurd, Frank Orman, show manager, announced. The circus also moved Dan Dix from contracting to 24-hour man, giving the organization two men in this department. The day-ahead job is now handled by Dix and Carl Knudson. Al Moss joined both afternoon and night shows recently as boss ticket seller, replacing James F. McGee.

Other shifting of personnel includes resignations of Earl Hansen, ring stock boss, and Leo organization got a half house at Sparger, head usher. William matinee and three-quarters that (Hammerhead) Dwyer, boss props, was not with the show on its Burbank date but reported rejoining within the next few

> George McCarthy is ahead of the show as general contracting agent. He takes over duties vacated by Dix' shift to 24-hour. Norman S. Adams, former INS man in New York, joined the press department headed by Jack Knight.

Ringling Band Disk Release Set by Decca

Square Garden during the New Barnum & Bailey Circus band, York stand, Paul spotted a tiger will be released by Decca Rec-The early release of the records in all three speeds, will enable the Big One to utilize promotional gimmicks and hype sales of the disks, in conjunction with its 1953 tour. Present plans call for the record company to supply special promotion mateat hand, and smacked the tiger rial to record outlets in towns where the circus will play, and Merle. Evans, the band director, will also make appearances in record stores in such towns to autograph the record albums for patrons. Tunes cut for the Circus Time album include "Barnum & Bailey's Favorite," "Gentry's Triumphal," "Father of Victory," "Kentucky Sunrise," "The Prince of Decorah," "Purple Carnival," "Tropic to Tropic," "Wedding of the Winds," "Trombone Blues"

Friday (1) with a two-day stand. The show features Bob Crosby, radio name, as emsee and singer. Charles Jacobsen, co-owner of the revue, said Shrine Temple auspices reported the gross was about 18 per cent ahead of last year's circus, with the Crosby name getting credit.

Unit makes Omaha (3); Sioux City, Ia. (4); Beatrice, Neb., (5); Salina, Kan., (6); Emporia, Kan., (7); Wichita, Kan., (8-9), and Joplin, Mo., (10). Harold Wilkinson, who has

been with the Hollywood organization for some time, has been named assistant to Jacobsen in the circus unit in the fall.

Rain, Small Lots **Slow Hunt Bros.**

CLAYMONT, Del., May 9.— Wet weather and small lots hampered Hunt Bros.' Circus this week, but some stands turned up good business.

Brooklyn Park, Md. (27), was good. Ridgeleigh (28) had a lot large enough for only a threepole top, and the same situation was faced at Pikesville (28). P'kesville, where the show wintered for 10 years prior to 1934, brought out many visitors, in-cluding Andy Thumser and Tom Spicknall, who were with the Show in the '20's, and Rudy Rudynoff. Thursday (30) at Westminster was poor because of rain.

Show has some difficulty getting off of the Bel Air, Md., lot after it showed there Friday (1) to one-quarter and three-quarter houses. Havre de Grace (2) was another small lot where only two rings were used.

Elsmere, Del., Monday (4) came thru wi'i two near-capacity houses in clear weather. At Claymont Tuesday (5) the Hunts had two more big houses despite rain. Gov. and Mrs. J. Caleb Boggs attended here.

4 Full Ones in Two For King-Cristiani

ASHLAND, Ky., May 9.-King

Ohio Grotto Tix Sale Big SPRINGFIELD, O., May 9 .- As

a result of an intensive telephone campaign, indications are that the May 27-28 Khana Shahar Grotto Europe and made command per-Circus in Memorial Hall here will be the most successful grotto circus effort in recent years, said L. F. Stoltz, who is staging the show. As is his custom, Stoltz is utilizing a talent hunt in connection with the show, offering cash prizes for winning local talent.

Stoltz has lined up the following program: Camille and Her Dogtown Revue; Miss Caroline, roly boly; Armstrong Duo, head-tohead balancing; Cyclo, comedy bicycle; Canary Duo, trick shooting; Bobby Hodgson, slack wire; Alcedos, comedy acro; Miss Consuelo, trapeze; Hodgson Trio, comedy whips; Grover O'Day, uni-cyclist; Five Roping Cyclones; Los Alimos Trio, trampoline, and Felix Morales, foot slide.

Kansas City **Big for Hagen**

KANSAS CITY, Kan., May 9 .-Four capacity crowds turned out here Monday and Tuesday (4-5) for Hagen Bros.' Circus, which played under Shrine auspices in rainy weather.

Coffeyville, Kan. (28), gave the show a half-house matinee and weak night house, with winds hampering the erection of the tops. Lawrence (1) had a straw matinee and full night house. Leavenworth turned in a nearfull matinee and three-quarter night house Saturday (2).

After seeing the Big One in Paris just after the turn of the century, Paul later went to the U. S. with the Horvath troupe and started to tour with the show in this country at the age of eight.

He has been with the Big One ever since 1903, except for a short leave of absence when he toured formance appearances before the crown heads of England, Roumania and Spain. He is extremely proud of a pin that was given to him by a Spanish countess and which he still wears.

A. Bailey, Paul frequently appeared publicly with Bailey and was one of the few performers that Bailey personally took home in his private carriage after performances.

Hungarian-born Paul is one of

Polack's Calif.

Takes Equal '52

STOCKTON, Calif., May 9 .--

California business for Polack

Bros.' Western unit has been on a

par with that of last year, accord-

ing to Louie Stern, managing

director of the show. Stockton

opened strong Monday (4), with

advance sales promising sellouts

most of the week. Stand is for

seven days and 14 performances.

Polack's banner two-day stand. A

morning show for children was

given on the second day (April 29)

Next are San Francisco for 12

capacity or turnaway crowds.

days and Sacramento for 11.

Santa Rosa held its position as

bearing down upon him in one ords early in June. of the Garden's passageways. The escaped animal, if not stopped, would have easily gotten into the seating area of the Garden and undoubtedly raised pandemonium.

Paul quickly picked up a mallet which was accommodatingly right on the snout. The amazed animal stopped just long enough for Paul to smack him on the head and stun the animal long enough for the trainers to capture As a favorite of the late James the beast and transport him back to his cage.

Singing Stint

Paul used to sing with the circus band during pre-performance numbers, a result of his backstage singing being heard by a member of the Ringling family. Because of his size, he and the microphone were placed atop an and "Bravura." elephant tub so that the audience could see him, but he gave up the singing bit because circus pranksters frequently would hide the elephant tub and would place him deep in the holes provided by the elephants passing thru the soft earth.

In addition to clown alley stunts, Paul also plays the part of the Wizard on the Wizard of Oz float in the Candyland spec. He lives in Tampa during the winter to be close to winter quarters.

After 50 years with the Big One, Paul admits that he is considering making the Ringling show his career.

Ozarks Route and all five performances had Okay for C-W

BRANSON, Mo., May 9 .- Cole & Walters' Circus has been pulling fair to fine business in the C arks area. Here Saturday (2), the show had better than threequarters for the matinee and near-capacity at night. Several recent towns have been played under auspices.

Harrison, Ark. (1), had two

Hagan-Wallace **Blows Matinees**

CONNELLSVILLE, Pa., May 9. Heavy rain and muddy lots caused late arrivals by Hagan-Wallace Circus this week, and matinees were lost at Fairmount, W. Va., Tuesday (5) and Con-nellsville, Pa., Wednesday (6). At Elkins, W. Va., Monday (4), the show drew a three-quarter

matinee and half house at night, with fire department auspices. All-day rain mired the show, and the move to Fairmount was not completed until 2:30 p.m. Lot there was newly graded and rented bulldozers were required to spot equipment. Following cancellation of the matinee, night show drew a capacity crowd.

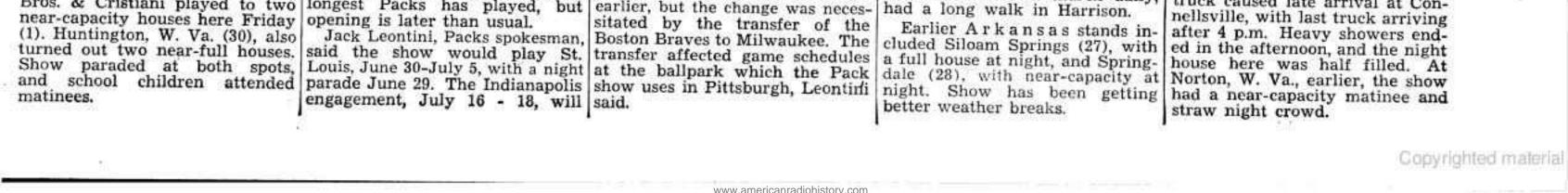
Fairmount was played in oppo-sition to King-Cristiani paper for a May 16 appearance. It was re-ported locally that little Hagan-Wallace paper was posted. Fire department was the auspices. The show's band sleeper, damaged by fire at Princeton, W. Va., was brought to Fairmount for repairs.

Difficulty in moving from Fairmount lot and breakdown of a truck caused late arrival at Con-



ST. LOUIS, May 9 .- Tom Packs | feature the Lone Ranger, Silver Circus will open its season on June and Tonto. 15 at Cairo, Ill., with its annual

At Pittsburgh, July 30-August 1. string of Shrine dates in Tennessee the Packs show will feature the near-capacity houses, despite and Illinois to follow. Eight-week Cisco Kid and Pancho. Pittsburgh high winds. Elephants, which season will equal last year's, the dates originally were set for a week make a. downtown march daily, Bros. & Cristiani played to two longest Packs has played, but earlier, but the change was neces- had a long walk in Harrison.



Big One Has 36 Clowns

50

NEW YORK, May 9. - Cavorting circus clowns in the 1953 edition of the Ringling circus total 36. In addition to the usual clown alley hi-jinks, several production numbers are used in the show.

One of the numbers, masterminded by Paul Jung, is billed as Motley Mugged Militants and features a co-ordinated close-order drill directed by Sgt. Harry Nelson. While the main action takes place on the tanbark, a Zacchinitype cannon finale finds one of the minute militants in the balcony, seemingly tattered and torn.

Paul Jung also teamed up with Pat Valdo to produce an event tagged Souper Douper Market. Otto Griebling and Fred Freeman waltz and slug thru a burlesque boxing match.

A rabbit gag which utilizes Frank Saluto, manager of the midget troupe, Jimmy Armstrong, Chico, and Wong, midget clown, also is on the fun bill.

A line-up of the complete clown conclave includes Felix Adler, Paul Alpert, Jimmy Armstrong, Arthur Burson, Charles Bell, George Barnaby, Frank Cromwell, Don Edwards, Fred Freeman, Manual Fragosi, Walter Guice, Jack Gerlich, Otto Griebling, Otto Griebling Jr., Bill Hanlon, Rose Hanlon, Fred Hanlon, Arne Honkola, Paul Horompo, Lou Jacobs, Paul Jung, Emmett Kelly, Gene Lewis, Juan Mendiola, Owen McQuade, Joe Nawrath, Lou Nagy, Harry Nelson, Myron Orton, Billy Rice, Brik Robeni, Frank Saluto, Al Schwartz, Karl Stephan, Albert White and Paul Wenzel.

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Under the Marquee

entertained several members of New York and Boston Garden Vic Robbins' band at their home shows, he is "fired" from a cannon during the Beatty show's stand in during one of the clown produc-Long Beach, Calif. Plummer was tion numbers and the midget bandmaster on Cole in 1950.... Roy Short has joined Bob Mills' band on Hunt Bros.

Fournier, baritone; Russell Har-Logan has the Kelly-Miller elephants, herd includes six big ones and five youngsters, with new imports on order.

Billie Beam, med showman, visited with Mr. and Mrs. A. Lee Hinckley on the King-Cristiani show in Huntington, W. Va. . . The Snell Brothers, Polack Eastern clowns, caught the Cole show in Chicago and Police show in St. mann stopped off in Chicago to visit Frank Hashi, formerly of the Hashi and Osai act. . . . Henry Kyes, Polack Eastern bandmaster, caught the Chicago and St. Louis shows. . . . Members of the Long Beach (Calif.) Municipal band visited Vic Robbins and the Clyde Beatty Circus.

Welby Cooke, of Miami, was equestrian director for the St. Louis Police show. Mr. and Mrs. Bob Shaw of the Sun agency; the Elmer Questells, Carmi, Ill.; Vic Brown, of "Super Circus"; Fred Stein, chairman of the Kansas City Shrine circus committee; Dwight Kinzu, Peru, Ind.; Earl Shipley, of AGVA; Tom Packs and party; John Andrews, producer, and Fort

Ed Widamans, the Jack Joyces, Edythe and Whitie Boyd, Pete Ivanoff, Jimmie Olson, George Voise, Marie Theras, Gene Randow Jack Klippel, Goetchi Brothers, Atayde Brothers, Johnny Andrews and Wilson Storey.

Worth Shriners caught the show.

Mr. and Mrs. Jack Plummer ing under canvas. During the troupe manager is spotlighted in the upper balcony following the cannon's discharge. Frank has only a few minutes to climb all In the Kelly-Miller band are the stairs, make the trek down the Charles Cuthbert, leader; Bubba | length of the arena, make his ap-Voss, Frank Cotton and Cuthbert, pearance, and then hurry back trumpets; Howard Straten, and for a quick tanbark appearance Herb Cliffgard, trombones; Charles in another number. The laughs garnered by the bit pleased Frank rison, bass; Bill Scott, drums, and and his cohorts, but it is rumored Lewis Grebs, calliope... Fred that he will seek out Zacchini during the winter to take lessons on actually being shot from the cannon should he be required to climb to any loftier position in future indoor shows.

Terrell Jacobs, en route from the St. Louis Police Circus to Frank Wirth's Ottawa date (9-16), found at the customs office in Detroit that he had lost two truckloads of animals. After a Louis while en route to Fort 24-hour wait, he learned one Leonard Wood, Mo.... Al Acker- truck had been taken to Peru, Ind., and one to Marion, Ind., by mistake. He figured he still had time to make the date.

> The Al Hanel Troupe, now with Kelly-Miller, will return to Clyde Bros. in November. The Hanels' daughter, Nina, has been in the bar-casting act since February. Act played "Super Circus" and "Big Top" this spring. . . . Jackie Gerlick is The Billboard agent on Ringling-Barnum this season, succeeding Paul Jerome, who's with the Orrin Davenport and Tom Packs shows this season. Jerome also will play fairs.

Frank E. Laughead, drummer band, will return to his home in Grady, retired circus performer, and widow of Richard Grady, show played Columbus, O. . . .

Diano Night House Big in Jonesboro; Elephant Wanders

JONESBORO, Ark., May 9 .-Diano Bros.' Circus had a strong night house here Wednesday (6), but matinee here and both performances at Batesville on Monday (4) were half filled.

Rain hurt business at Batesville. Show gained widespread publicity when an elephant strayed from the lot and was returned by the town's stock marshal.

Bridgeport Only Conn. Date for R-B

BRIDGEPORT, Conn., May 9 .-The only shows to be given in the State this year by the Ringling Bros. and Barnum & Bailey Circus will be the afternoon and evening performances scheduled for this city Monday, June 15.

The circus will arrive from Paterson, N. J., and following the one-day stand here, will head for Springfield, Mass.

5,000 Moppets to See **Big One as Gimbel Guests**

PHILADELPHIA, May 9. -Gimbel Bros. will be host to 5,000 underprivileged and handicapped children when the Ringling-Barn-um circus arrives May 25 for a week's stay at 11th Street and Patterson Avenue. Arthur Kaufmann, executive head of Gimbels, announced that more than 100 institutions would be represented at the 39th annual circus party.

Kelly-Morris Sidewalls

ETTRICK, Va., May 9.-Kelly-Morris Circus gave sidewall performances to near-capacity with the Hagan-Wallace Circus houses at Henderson, N. C., Saturday (2). Wind was considered Zanesville, O., May 15. . . . Bessie too high to permit use of the top. Show arrived late from Reidsville, N. C., where it has a weak visited at St. Louis were the visited Mills Bros.' Circus when matinee and good night house on New Boston-Bowie Co. Fair Assn. Sept. Friday (1).

Ettrick, near Petersburg, gave

Fair Dates

Continued from page 47

Pennsylvania

Abbotistown-E. Berlin-Adams Co. Fair. Aug. 11-15, Mary E. Elder. Arendtsville-South Mountain Com. & Fair Assn. Sept. 8-12. Harry McDannell. Beaver Springs-Beaver Community Fair. Sept. 23-26. Frank Gill. Bedford-Bedford Fair Assn. Aug. 9-15.

R. Eichelberger. Butler-Butler Fair & Agrl. Assn. Aug. 10-15. C. M. Miller.

Clarks Summit-Newton-Ranson Fair Assn. Aug. 30.-Sept. 4. Joseph G. O'Harra, Claysburg - Greenfield Tp. Community

Farm Show, Sept. 17-19. Mary Burket, Parm Show, Sept. 17-19. Mary Burket.
Cookport—Green Tp. Community Fair.
Sept. 10-12. Lyle Wise.
Dalmatia—Lower Mahanoy Tp. Community
Fair. Oct. 8-10. Ruth E. Tressler.
East Greenville—Upper Perklomen Fair.
Sept. 1-3. V. S. Ensminger.
Ephrata—Ephrata Fair. Sept. 23-26. Mrs.
S. M. Mobler.
Greentown—Green Dreher Community Fair.

Greentown-Green Dreher Community Fair, Aug. 27-29, Henry G. Botjer,

Hatfield-Montgomery Co. Fair, Aug. 24-30. Joie Chitwood.

Hollidaysburg — Hollidaysburg Community Fair, Oct. 7-9. Robert Walker, Home—Ox Hill Community Agrl. Fair, Sept. 7-9. David W. Simpson. Hopewell—Northern Bedford Co. Fair. Oct.

1-3. Mrs. Blaine Cessna.

Iona-South Lebanon Community Fair. Sept. 29-Oct. 2. A. L Lamm. Lampeter-W. Lampeter Community Fair. Sept. 23-25. Wayne B. Rentschler.

Laurelton-Union Co. West End Fair Assn. Sept. 9-12. Charles W. Leichman. Lehighton-Lehighton Fair, Sept. 7-12.

C. E. Hornberger. Milford-Delaware Valley Fair Assn. Aug.

20-22, Gladys Blitz. Mill City-Falls-Overfield Fair Assn. Sept. 17-19. Mrs. Doris Gregory, R. R. 2, Dalton, Pa,

New Bethlehem-Farmers & Merchants' Agrl. Assn. Aug. 12-14. Louden Stuart. New Holland-New Holland Farmers Fair.

Sept. 30-Oct. 3. S. O. Zimmerman. Oley-Oley Valley Community Fair. Sept. 24-26. Carl W. Blank. Tioga-Tioga Valley Fair. Aug. 5-8. Carl

H. Forrest.

Tionesta-Forest Co. Fair Assn. Aug. 25-27. Karl W. Flowers. Towands-V. F. W. Farm Fair, Aug. 3.8.

Howard Bailey. Townville — Townville Community Fair Assn. Sept. 3-5. Mrs. Donald G. Snyder. Trotter—Dunbar Tp. Community Fair. Sept. 9-12. Kenneth Mowry, Leisenring, Donald Community Fair.

Turbotville-Turbotville Community Fair. Sept. 16-18. Charles F. Glass.

Unionville — Unionville Community Fair. Oct. 15-17, Robert G. Struble, Kennett Square, Pa.

Washingtonville - Montour-Delong Fair. Oct. 7-9. E. P. Fowler.

Waynesburg-Greene Co. Fair. Aug. 10-16. West Alexander-West Alexander Agrl. Assn. Sept. 16-19. Scott E. Egan.

Texas

Bridgeport-Lions Club Wise Co. Fair. Sept. 23-25. Martin-Hoefle, Carthage-Panola Co. Rodeo, Aug. 13-15,

Alf Jernigan.

Vermont

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CIRCUS PARADE PHOTOS Famous Parade Wagons showing good side views of the following: Barnum & Bailey 'Spain'' or "Torreador" wagon, "France," "Russia," "Belgium," heavily carved 'Lion' tableau, 'Romulus & Re-mus,' carved steam calliope, 'Great Britain." All the latter on Cole Bros, during thirties, Set of 8 clear views, approximately 3½x5, \$1, Or 16 different views, \$2 Money back guarantee. Write views, \$2. Money back guarantee. Write for free descriptive circular.

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Vin Carey, Baltimore magician, caught the Hunt show recently and recalls his first visit to that show in 1907. He writes that Warren Bros.' Circus played four Wallace & Clark Circus played days under Knights of Columbus auspices in Baltimore recently.

Mr. and Mrs. Nat Green observed their 40th wedding anniversary Wednesday (6) at their home near Wheaton, Ill. Green is the show had a strong matinee in the Chicago office of Ringling-Barnum. Ringling contracting night the top was packed altho agent Leon Pickett is due in Chicago soon. F. A. (Babe) Boudinot, R-B general agent, returns to by Norman (Luke) Anderson, is Chicago Saturday (9) after a stay in New York.

King-Cristiani will be in Brantford, Ont., on June 2, Coronation Day. Jack Mailing, of Brantford, reports the town is planning a Coronation celebration and parade in conjunction with the King show and circus parade.

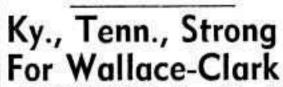
Monday (4) was a busy day for circus performers with the Big One. A 10 a.m. performance was held for over 13,000 children and vicinity institutions and organizations. Firemen and police aided in bringing beds and wheelchairs into Madison Square Garden for the two-hour nointermission performance. At the same time, Ted Evans, the show's giant, was wielding a giant broom on city streets with the mayor in connection with the city's annual spring clean-up drive.

Antoinette Concello, en route to the Ringling show, and Betty Hutton, in town with her vaude revue, chatted in Chicago last week. . . . Mrs. Ethel G. Cline, CFA of Richmond, Va., caught the Ringling show in New York and Hamid-Morton in Washington.

Frankie Saluto, dimunitive clown with the Big One, will be glad when the circus starts show-



Ray Garrison is at his home, 1025 E. 7th Street, Owensboro, Ky., recovering from injuries sustained in an auto wreck. He would like to read letters from friends.



MONTICELLO, Ky., May 9 .to a three-quarter matinee and near-full night house here Saturday (2), continuing the satisfactory business pulled by the outfit so far this season.

At Carthage, Tenn. (April 29), despite windy weather, and at wind and rain comprised a tornado threat. The show, managed playing without auspices and has been winning a good reception, according to reports from towns played.

Cole Elephants Make Film Stint

CHICAGO, May 9 .- Cole Bros. shipped its 10 elephants to Hollywood immediately following the show's Chicago engagement. The elephants, under direction of Paul and guardians from New York Jones, will work in a Paramount movie, "The Elephant Walk." Kelly-Miller elephants originally were scheduled for the job, but the movie schedule was delayed, with the new date too late for K-M and open for Cole.

Bingo Illegal Continued from page 44

Prosecutor Robert A. Lederer said that this statement, made in the form of a presentment, meant that the jury would not indict operators of non-commercial bingo games.

Jersey City

In Jersey City, a watered-down version of bingo was approved in California in the fall. During the by County Prosecutor Frederick T. Law and played Tuesday (5) at the Jersey City Armory by followers of Mayor John V

another light matinee and a full night house on Monday (4). All stands are under auspices. Capt. Eddie Kuhn's animal acts are with the show.

Toledo Inks

Continued from page 44

door pageant which will review Ohio's history.

With a budget of \$40,000 allotted for the show, the Sesquicentennial Commission expects to offer top notch entertainment for Northwestern Ohio folk during the twoweek celebration planned for Wal-bridge Park and the adjoining Zoological Park.

Blake is seeking antique costumes of the period between 1800 and 1900, needed to supplement resources of commercial costumers in furnishing the cast.

Advance Ticket Sale Advance tickets for the show have been placed in the hands of 300 women representing organizations in Northwestern Ohio. They are priced at \$1.25 for adults and 75 cents for children.

The women's clubs also will play a big role in the midway which will be set up in Walbridge Park, adjacent to Walbridge Amusement Park. The midway is to feature replicas of old-time commercial establishments where new and old Ohio products will be displayed and offered for sale.

Freeman Exhibits Continued from page 44

type he will exhibit at Peekskill and Myrtle Beach. The wildlife will be loose on small islands which have been built in a cypress swamp, and the public will view the birds from small electric boats, with guide, which will pass close to the islands. Managing Freeman's attractions will be Paul Lowe at Peekskill; George Burge, Myrtle Beach, and John Kaufman, De Leon Springs.

Freeman said that he is mulling plans for opening a similar exhibit past season in Miami, Freeman employed some elephants from the Harthorn-Mellody Farms, Libertyville, Ill., and Craig's chimp act. It is expected that one or more of

Bradford-Connecticut Valley Expo. Aug. 14-16. J. Arthur Peters,

Virginia

Bedford-Bedford Co. Fair, Sept. 21-26. Eugene J. Sharpe, Lebanon-Russell Co. Fair Assn. Sept. 18-20. Ralph S. Rasnic,

Washington Elma-Grays Harbor District Fair, Aug. 20-23. Heston O. Weyrich Montesano,

Wash. West Virginia

Clay-Clay Co. Fair Assn. Aug. 24-29. **Opal** Summers.

Parkersburg-Wood Co. Fair Assn. Aug. 12-15. Laura Rector, Mineral Wells, W. Va.

Wyoming

Rawlins-Carbon Co. Fair. Aug. 27-29. Tom Orton, Elk Mountain, Wyo.

Canada

Saskatchewan

Assiniboia-Assiniboia Agri, Fair, July 10-11. Walter McMorine,

Carnduff-Carnduff Agrl, Soc. July 22-23. W. A. Frith. Estevan-Estevan Agrl. Soc. July 2-4. W. R. Cantlon.

Gravelbourg-Gravelburg Agrl. Soc. July 3-4. Mrs. M. L. Dorals.

Melfort-Melfort Agrl. Soc. July 16-18. C. D. Manson.

Nipawin-Nipawin Agrl, Soc. Aug. 4-5, Mrs. C. W. Roberts.

North Battleford-North Battleford Exhn. Aug. 3-5, N. W. Symonds. Radisson-Radisson Agrl, Soc. July 28-29.

J. R. Ibbotson.



4-H baby beef show and sale, 4-H dress revue, a broad exhibit of farm machinery, supplies, etc., and a wide variety of competitive, noncompetitive and educational exhibits, including farm animals and fowl, farm products, flowers, nursery stock and domestic arts. Scheduled for annual State meetings here at the same time are the grange, horticultural society, chick association, federation of shade tree commissions, association of nurserymen and turkey growers' association.

WANTED

Pony Drill and other Animal Acts, Bear Act (Ted Dedrick, answer). Call Ralph Duke or Tony Gentry. Can use two more Phone Crews, 35%. (Tom McLaughlin, call.) Best deal in circus business for good Contractor.

Bailey Bros.', Circus

Address per route: Price, Utah, 15-16; Springville, 18; Logan, 19; Preston, Ida., 20; Pocatello, 21-22; Rupert, 23; Twin Falls, 25.

2—PHONEMEN—2

\$15%¥ 217 + 402 MAY 16, 1953

10.11110 141 THE BILLBOARD

Beatty Lists Personnel

LOS ANGELES, May 9.-Clyde Beatty Circus personnel includes in addition to Beatty, Frank Orman, manager; Harry Golub, general agent; Dan Dix, Arthur Hockwald, contracting agents; Shreveport Etheridge, superintendent; Bill Petty, auditor; Jack Knight, press, with Bill Owen, assistant; Don Haymon, story; Glenn Booth, contracting press and No. 1 car; Ed Moriarity, front door superintendent; Jimmie Hurd, Side Show manager; Johnny Cline, equestrian director; Vic Robbins, bandleader; Robert White, announcer.

Mrs. Shirley Carroll, radio and television promotion; Jimmy McGee, boss ticket seller; Dick Shipley, menagerie superintendent; Buddy Richards, trainmaster; Carl Knudson, 24-hour man; Nat and Harry Sobel, concessions; Bill Moore, privilege car; Archie Gayer, promotion; George Davis, cookhouse; Rex Rossi, concert; Harlan DeWitt, legal adjuster.

Costumes are by Jacks of a part. Hollywood. However, a number Othe were designed and made under Holt, Mary Doucett, Glenn and the direction of Mrs. Jane Beatty. She also directed the choregraphy and staged the ensemble numbers.

Band members: Al Hiltensemith, Willard Isley, C. H. Swanger, J. B. McDonald, Fred (Fuzzy) Arsenean, Van Loon, Lewis, Charles Bernier, Denny Maxwell Copeland, Muncie and Nease, Doss Gibson, Bill Farmer, James Mooney, Jannie Warner and Fred Mullen. James Mooney, Jannie Warner

ing; Carl Waddell, Bingo, Patty son, Marshall; Helen Slayton, Brobson, Henry Bedow, Charlie Dick Pier, Edith Clausen. Pat Hildera, Gene Warneke, Dick Jacariso, Kathy Kramer, Libby Lewis, Blinky Huffman, Tommy and Mike Hollander and daugh-Sales, Bob Lorraine, Jack and ter Barbara. - MARY JANE Grace Fairburn, Richard Arcand, MILLER. and Duke Law.

R-B Ballet Gals

Dressing Room Gossip

Ringling-Barnum

We gave our annual benefit show Monday (4) at 10 a.m. for 15,000 children. As in other ville, Tenn., tornado warnings years, everyone enjoyed doing held matinee attendance down, this show for one of the best and a downpour kept night audiences we play to.

Decca records soon will reby Merle Evans and the band. of tickets and we gave a 1 p.m. celebrate his 25 years on the began at 3 p.m. Athens, Tenn., show.

Sweetheart, the menagerie's pet leopard, has three cubs, two of them albinos. Madeline Parks, the sculptress, spends every day in the menagerie doing figures of animals.

Dolores Murphy Crocker and Jeannie Krause flew up from Sarasota to visit their husbands. When Dick Anderson's mother visited from Wilmington, he took her to see the movie, "The Story of Three Loves," in which he had

Other visitors included: Ralph Elsa Cox, Phil Fein, Florence Tennyson, Winnie and Con Colleano, Frank Luppino, Johnny Manko, Charles Jones, Helene and Marcel Forgeur, Mitzi and Murry Fein, Gary Walker, Earl Clowns: Eddie Dullum, produc- Charley and Helen Geiger and Murray Hill.

Siebrand Bros.

Rogers Bros.

Weather man threw rain, cold and high winds at us. At Shelbycrowds at home.

At Summerville-Trion, Ga., a lease "Circus Time", an album textile mill purchased a block The clowns helped Frankie Sa- matinee so the workers might see luto, king of the midget clowns, the show before the swing shift gave us two capacity houses despite rain and a lot five miles from town.

> In Cleveland, Tenn., a lion clawed Joe Haworth's hand, necessitating several stitches. Leonard Simmons returned from a two weeks' vacation in Miami. and Conley Butterworth spent the week-end at home in Middleton, Ky. Jackie Tolliver received gifts on her birthday.

On our Madison-Nashville stand a special morning performance was given for patients of the Junior League's Crippled Children's Home by Bert and Sander Pettus, Carlos Ricci, Eva Vasque, and clowns Danny Styron, Lou Walton, Eddie Doucette, Durwood Fisher and Tommy Pettus.

Visitors have been Mr. and Mrs. Hoot Black, Bill Garvey, Bill Massey, Mr. and Mrs. Walter Sullivan, and Mr. and Mrs.

Polack Western

Dixie Hebert handled promotion for Stockton. Sun bathing is in vogue since we reached California. Jackie Wong, Roddy Bell and Cucciola went fishing.

Ed Raymond came out with a Wind and dust storms forced new gimmick for his space helcancellation of four performances met-it has bells yet. Walter Klauser celebrated his birthday with refreshments for everyone after the show. Johnny Schaller, Betty Bell and Dingie Ashton are a hot boogie woogie trio on the plano. Lem and Bea Behler entertained Laurence Cross and Harry Dann with dinner at their home. Behler was guest clown at several performances. Jerry Franco for one day. Tommie Osborne, is visiting his mother, Janice trumpet player, is an addition to Voise. Other recent visitors were Jack Kofron's band. Recent visithe Glen Fishbacks, Peggy Mc- tors included Blackie Price and Donald, Pat Moore, Dwight Mrs. Eunice Fulton, daughter of Moore and Charles Cox.-HARRY Mrs. C. C. Smith.-BEVERLY DANN

Mills Bros.

Townfolks come to meet Burma, elephant which was in the Inaugural Parade. At Columbus, Burma visited the capitol, placed a wreath on a statue, and gave Lt. in Chicago Tuesday (5). For the Gov. John Brown a ride. Brown past several years he had been also dined in cookhouse and caught matinee.

Summerlike sun and grassy lot at Mansfield gave our nicest Sungoatee. Clowns visited the crip-

bus were the Conovers, the Milis and daughter. Arlene. At Van Wert, Mayor Marion Perry and Hotelman Fred Slenker brought greetings from our winter quarters town, Greenville.

Fred Weingartner and Charley Benjamin welcomed us at Sidney. John L. Andrews, producer of Fort Worth Shrine Circus, spent the day on the lot, accompanied by Paul Hamilton, George Billingsley, Charley Stovall and Houston Hudgins, all of Fort Worth, and Hans Lederer.

Other visitors included Bob Beachler, Hobart Hopper, Walter Browne, Jack Courtney, Mr. and Mrs. Rusty Barton, Russ Mace, C. A. "aubel, Raymond White, Mr. and Mrs. C. A. Chapman, and Mr. and Mrs. Glen Townsend .--JACK LA PEARL.

Hagan-Wallace

When the show played Norton, Va., Tommy Whiteside's clown dog. Nort, received heavy newspaper coverage. Mountain roads have been terrific, but business

Ab Johnson, 79, **Dies in Chicago**

51

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CIT.CUSES

CHICAGO, May 9 .- Ab Johnson, 79, retired performer wellknown for his mule-riding act as well as other turns, died here Saturday (2). Services were held doorman at the Harris & Selwyn theaters here.

Johnson began trouping about 1889 with Lemen Bros.' Circus day off this season. Uncle Miltie and remained with that org until Neuman celebrated a birthday. 1895. After a year with the La-Marcus Powell, English midget Pearl circus he was with Foreclown, now sports a Buffalo Bill paugh-Sells and then returned to LaPearl. In 1899 he was on the pled children's hospital at Sidney. Ringling show and for the next Bob King spent several days four seasons trouped with John with show. On the lot at Colum- Robinson. He made single seasons with Great Wallace, Barnum Urichsville fans, Clyde Rinaldo, & Bailey and Carl Hagenbeck Jack and Nan Lampton, Harry shows, returned to John Robin-Ogden, Earl and Betty Davis. son two years and then joined Mary LaPearl, and Mrs_ Jack the Mighty Haag Railroad Shows.

He was a clown, four-horse rider, understander for a twohorse carrying act and concert . performer. With Sells-Floto in 1914 and 1915, he was later with Hagenbeck-Wallace, John Robinson, Cole Bros. and other shows. About 20 years ago he was equestrian director for Cooper Bros.' three-car show.

Surviving is one sister, Mrs. Violet Buol, of Chicago.



Are you interested in security of steady, strong deals? Our organization in 14 years considered tops on West Coast. 4 units cover major cities California, Utah, Colorado, Nebraska, Iowa, Arizona, New Mexico. Are you a reliable, steady producer, exp. on adv. and ticket sales? These are repeat labor deals for councils, cleared and licensed. Our control cards and know how assure clean workers \$150 to \$250 per week. 2 new ad deals opening Southern California. Write

J. BANKENDORF

Plagued by Colds

One's ballet line-up has changed considerably since the show started rehearsals in Florida winter quarters. The usual run of Garden colds has also plagued many ous high pole performance of the of the gals during the Gotham season came during the high stand. So despite a provision of four extras, several shows have Bob Emerico's props blew away found the total girls reporting to during their numbers. be inadequate to fill all the spots in the web r.umber.

include:

Rose Alexander, Kay Burslem, Barbara Bowser, Charlotte Bell, Emma Castro, Dolly Copeland. Shirley Coombs, Delores Crouse, Brenda Elliott, Delores Garcia, Brenda Goring, Marion Hill, Hannelore Huck. Patricia Hooper, Elizabeth Johnson, Elsie Jung, Evelyn Kent, Pauline Kuntana, Margie Lawson, Anne McGuiness, Fannie McClosky, Sally Marlowe, Margo Margas, Mary Jane Miller, Dorothea Naporra, Phyllis Nystrom, Agnes Oliver, Margie Olson, Rusty Parent, Irma Pushnik, Gladys Rimmer, Rita Reich, Marion Seifert, Carmen Slayton, Jeanne Sleeter, Margaret Smith, Toni Scott, Betty Sharkey, Norma Wright and Yvette Zenner.





in El Paso, but Saturday (2) NEW YORK, May 9.-The Big matinee was given and customers stayed for entire performance. Even closed cars and trailers were covered inside by layers of dust. Harry Froebess' most danger-

winds. Both Tom Hodgini and

C. J. 'Matches) Matchett is back from Tampa with . wife, Ballet gals in the current show Teresa, who is in the program with her web and traps. Their daughter, Victoria, is just one month old.

> Rudy Mueller's motor was taken out in Silver City, and Mueller had to be pulled all the way to El Paso.

Josephine Petilla, new member of the Erickson troupe, is working web and iron jaw. George Vest became a little dizzy, dusting the organ all week. Rosemary Petrey, Penny Wilson and Josephine Petilla ride the Merry-Go-Round every night after the show.

Betty Hodgini's parents, Steve and Pauline Enyeart, visited from black and whites are adequate, Peru, Ind. Other visitors included while the eight sorrels are good Happy Davis and the following from Bailey Bros.: Helen and Don Hartley, Bob Devenney, Mario and Rosemary Rojas, Ed and Dot Hodgini, Loretta La Pearl, Vern Colbert, Maurice Marmolejo, Buck Leahy, and Tommy Comstock. - JOE HODGES HODGINI.

King-Cristiani

Huntington guests included cersonnel of Ernie's Miniature Circus, Mrs. Ike Rose and her troupe of midgets, Mr. and Mrs. Jess Bradley, Dr. and Mrs. Harold McGinnis, Mr. and Mrs. J. Alfred Wallace, Corwin Schweitzer, Pete and Ina Garred, Leo Knowlton, Doc and Bob Ellis, Carl Duke, Marjorie and Patricia Waybright, Ruth Harris, R. B. Hastings, Frank Griffith, Dr. and Mrs. H. F. Troutman, and Weldon

has been near capacity. Blackie Martine joined as boss canvasman of the Side Show and is also presenting his horse in the menage. Dorothy Hill has been doing okay business with her pony ride despite the snow and rain. Capt. Roland Tiebor's seals joined in Pikeville, Ky. Hi-Lo Merk visited recently and joined clown alley ALLEN.

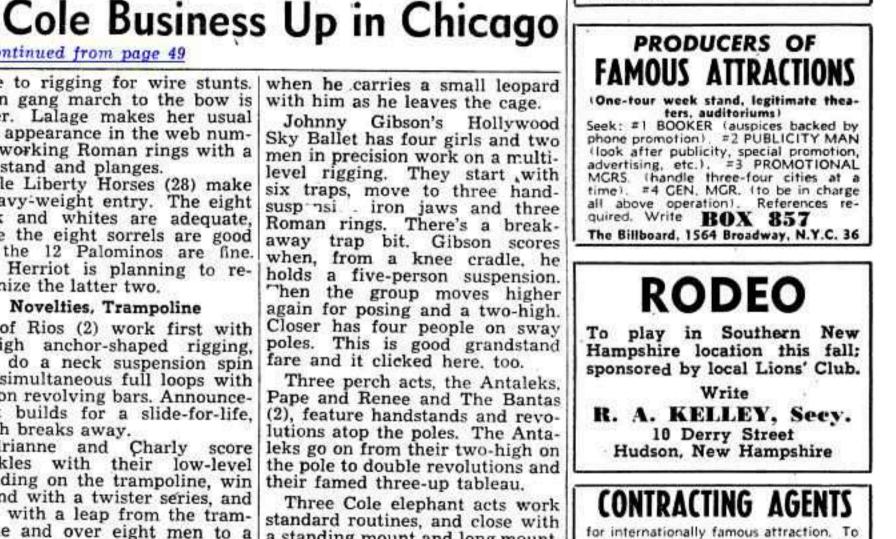
1058 E. First St. Santa Ana, Calif.

WANT-WANT

2 Boss Canvasmen; "Scratch" Jack, Bill Henry Griffin, contact Harry Hammond. German Red, please answer; have game for you. Need Sign Painter for banners. Have lots of them every day, with auspieces and also Buck Reger selling. Need Ticket Sellers for Big Show capable of pushing kids. Want for Side Show-Annex Attraction. Charles Cox, Side Show manager, contact him. Help in all departments. Answer:

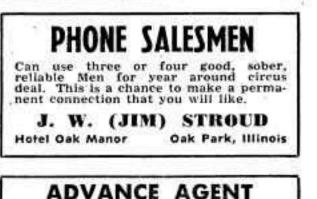
DIANO BROS.' CIRCUS

B. C. DAVENPORT Route: May 12, Cape Girardeau; 13 Flat River; 14, Festus-Crystal City; 15, Berkely; 16, Owensville; 18, Kirksville; all Missouri.



be booked under auspices. National tour Show has \$20,000 week potential. High class individual only who can furnish references. Also want live-wire Publicity Agent for same show. Write

BOX 856. The Billboard 1564 Broadway New York 36, N. Y.



Barbara Fairchild's ambition has been to beat the cookhouse on the lot. She realized it this week, pulling on an hour ahead of Leroy and Napoleon Reed's big range wagon. Belen, son of the Freddie Canestrellis, hosted all the small fry on his second birthday.

move to rigging for wire stunts. when he carries a small leopard Chain gang march to the bow is with him as he leaves the cage. clever. Lalage makes her usual Johnny Gibson's Hollywood good appearance in the web number, working Roman rings with a

handstand and planges. Cole Liberty Horses (28) make a heavy-weight entry. The eight and the 12 Palominos are fine. Milt Herriot is planning to reorganize the latter two.

Continued from page 49

Novelties, Trampoline

Loof Rios (2) work first with a high anchor-shaped rigging, then do a neck suspension spin and simultaneous full loops with feet on revolving bars. Announcement builds for a slide-for-life, which breaks away.

Adrianne and Charly score chuckles with their low-level bounding on the trampoline, win a hand with a twister series, and close with a leap from the trampoline and over eight men to a hand-to-hand stand: Don and Dolores (Crowells) and the Three Valentines also work trampoline, with Dolores showing up well. Pleasant novelty is Renee's

filler which has her in drum majorette wardrobe to lead four Spitz dogs in a hindleg walk on the track. Her appearance and manner together with the whistle and baton business make this a little winner. Gretona Family's high wire act has the youngster in feature position, and they use the loud speaker for patter during the turn.

Sky Ballet has four girls and two men in precision work on a multilevel rigging. They start with six traps, move to three handsusp nsi . iron jaws and three Roman rings. There's a breakaway trap bit. Gibson scores when, from a knee cradle, he holds a five-person suspension. hen the group moves higher again for posing and a two-high. Closer has four people on sway poles. This is good grandstand fare and it clicked here, too.

Three perch acts, the Antaleks, Pape and Renee and The Bantas (2), feature handstands and revolutions atop the poles. The Antaleks go on from their two-high on the pole to double revolutions and their famed three-up tableau.

Three Cole elephant acts work standard routines, and close with a standing mount and long mount. There are two three-acts and a four. Allan and Company have two traps extended from a cylinder that has a motorcycle inside. Girls work the traps while they are revolved and later the cycle makes counter revolutions inside the cylinder. It relies on bigness, noise and altitude, but lacks any pointed-up thriller.

Flying acts were the LaVals, Romas and Siegrists, with each produced clown numbers. Staff included Preston Lambert, announcer; Izzy Cervone, band; Leo

PARKS-RESORTS-POOLS

THE BILLBOARD

52

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 16, 1953

1-Day Record Set At Lakewood Bow

Lockheed Aircraft Outing Boosts Estimated Attendance to Top 35,000

Park opened Saturday (25) with Fair Association, said that \$30,000 a bang as some 35,000 people, rep- had been expended this year for resenting employees and their additional rest room facilities, Lockheed Aircraft Company, improvements. crowded the park from 9:30 a.m. until midnight,

said the crowd was the largest ever | Henry Crum's Wild West Rodeo. to visit the park on a single day. Prior to that, some 5,000 members Contests and games were staged families will have their outing at for Lockheed employees during the the park on Decoration Day (30), day, with a bathing beauty con- with another outing of about 1,000 test held at 7:30 p.m. After the slated for the following week-end. beauty contest, a fireworks display The park's Speedway will have was shown, followed by a dance NASCAR-sponsored stock car racin the ballroom. Al Defore's or- ing on Sunday (31). chestra provided music for the Benton and his staff are opti-beauty contest and dance. Benton and his staff are opti-

The park's 30 rides and other season and predict that it will be features have been reconditioned the strongest in the history of the and are in full operation. Ben- funspot.

ATLANTA, May 9. - Lakewood ton, who also heads Southeastern families of the Georgia Division, white-way lights and general park

Rodeo Set

ntil midnight. General Manager Mike Benton Moose sponsorship, will be Col. (Md.) Amusement Park, as and he said that all rides and of the International Brotherhood amusements operated continuously. of Electrical Workers and their

TRAFFIC JAM Sets Mark at Glen Echo, Md.

WASHINGTON, May 9. - Attendance records were brokenand traffic was jammed for several miles last Saturday (2) and throngs came to see the personal appearances of the Howdy Doody Show characters, according to park officials.

Many were turned away by county and State police in an attempt to clear the traffic congested roads, and G. P. Price,

The show, featuring Clarabell, the clown; Princess Summer-Fall-Winter-Spring, Buffalo Vic and Zippy the Chip, was set thru New York booker Abe Feinberg, who originated the personal appearances of Clarabell two years ago.

Howdy Doody Cast to Play Howdy Doody White City, Worcester, Mass.

WORCESTER, Mass., May 9.- | an active part in the park's direc-The original "Howdy Doody" cast | tion, said that only the kiddieland, White City Park and will appear here tomorrow (10). The cast drew turnaway business last weekend at Glen Echo (Md.) Park and is expected to draw equally well here.

Sunday (3) the park's kiddieland grossed as much as the entire park has done on some Sundays in past years. Bess Hamid, who is taking

Pleasure Beach

of characters has been booked for Whip and Merry-Go-Round were in operation. She added that the remainder of the park is undergoing extensive alterations and modernizations, done by crews brought in from Trenton (N. J.) Fairgrounds and the Hamid Steel Pier, Atlantic City.

The park fountain, a decorative fixture for five years, has been removed to make way for a Caterpillar ride, and the park's general decor has been improved thru the addition of shrubbery and flowers. All alterations will be completed shortly and the park will be ready for full-scale operation by Decoration Day (30).



PARKS-RESORTS & ARCADES

PLANS—CARS—EQUIPMENT



New STUNTS for your DARK RIDE & FUN HOUSE



MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY- GLAMOUR- SHOWMANSHIP

NEW COIN CONTROL FOR SCOOTERS ANY MODEL, AN CUTS COSTS ... INCREASES PROFITS Only Pays 5 holes for to drillitself wires in one to week hook up



PORTLAND, Ore., May 9.— Bargain-priced rides helped pull good crowds for the opening week-

Coaster Bought park manager, was pleased with the results. The show featuring Clarabell By Steve Lake BRIDGEPORT, Conn., May 9. -The Roller Coaster at Pleasure Beach Park, municipally operated amusement park here, which is owned by the Bridgeport Roller Coaster Company, has been sold

to Stephen Lake, Floral Park, N. Y., an amusement concession operator.

Lake plans to repair and modernize the Coaster in order to have it operating for the opening of the park May 27. The Coaster was closed last year for repairs.

Fred Pearce, Detroit, is owner of the Bridgeport Roller Coaster Company.

Parkmen Mull

NATIONWIDE



FAIRS-EXPOSITIONS

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 16, 1953

Nashville Readies Aud For Year-Round Use

various attractions, L. E. Griffin, 30 cents. fair manager, announced.

Major project in the refurbishing program is the installation of a controlled gas heating system. A parking lot with a capacity of 1,000 cars will be established adjacent to the building.

The hall, which heretofore was used during the summer months only, will be readied for rodeos, wrestling, boxing, basketball and other package and variety shows. Arena space is 118 by 290 feet with 4,075 permanent seats. An additional 3,000 seats can be spotted in the arena for boxing, wrestling or theatrical productions. The fair is sponsoring a rodeo in the building May 30-31.

Fair - wise, the attraction program is completed, Griffin said. Calvacade of Amusements will again provide the midway and the Ernie Young Agency, Chicago, the night grandstand show. National Speedways, Inc., (Al Sweeney-Gaylord White) will have two days of big car racing and Tour-nament of Thrills will come in for two thrill show dates. In addition a program of motorcycle racing is skedded. Harness racing has been dropped from this year's program but the nightly horse show will continue each evening in the Coliseum. Nightly fireworks also will be presented.

Success of the 50-cent tab on the SEEKS FIRMS



NASHVILLE, May 9 .- Tennes- night grandstand show, tried last see State Fair this year will spend year for the first time, has between \$60,000 and \$70,000 on its prompted the fair board to con-Coliseum in order to prepare the tinue the policy this year. Outside building for year 'round use for gate admission remains at 60 and

> **Mineola** Preps **New Grounds** For '53 Event

NEW YORK, May 9.—Prepara-tions for the Mineola Fair and Industrial Exposition, to be held at Roosevelt Raceway, October 10-18, are under way, with announcement this week by J. A. Valentine, fair president, that more than 1,000 feet of 10-foot steel fencing had been relocated. Some six acres of the grounds have been resurfaced.

The changes will not only provide parking space and avoid traffic snarls at fair time, but will also provide room for additional cars during the racing season. Valentine is r'ro vice-president of Roosevelt Raceway.

Phil Isser and Isadore Trebish. co-owners of the I. T. Shows which will play the fair, recently visited the grounds.

Escanaba



LOS BANOS, Calif., May 9.-The 1953 Los Banos May Day Festival and Merced County Spring Fair and Livestock Show closed a highly successful fiveday run here Sunday (3), according to Art Craner, manager.

Craner reported the commercial Queen Contest grossed more than \$13,000. He added that other events ran even or better than last season. The Coronation Banquet, he declared, grossed over \$10,000 with Freddy Martin and his orchestra as a feature. Individual concessions ran under 1952. Total concession money parred with last year's altho the number was doubled.

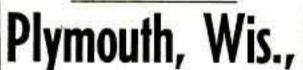
Heat Blamed

Hot weather was given as the reason for Christensen Bros.' Rodeo dipping slightly under last year. Crafts Exposition Shows, featured on Fiesta Lane, also showed a slight loss but with a larger show.

event was overcast with a light barn for this year's run, October rain on the opening day. The 19-24, Paul V. Moore, executive finish was in mid-summer heat. Total attendance, altho esti-

past two seasons and set at 85,000. Saturday (2) showed the greatest gain.

Stage features included Jack barns. Reese, emsee; Larry (Bozo the Clown) Valli; Archer and Giles, song stylists, and the Chowchilla and Los Banos high school bands.



Los Banos Fete JACKSON, MISS., SETS 275G BLDGS. Will Add New Livestock Pavilion, Hog, Sheep Barns, Poultry Hall

THE BILLBOARD

gone all-out in its building program this year and will spend an estimated \$275,000 on a new livestock arena, hog and sheep barns, and a poultry hall, J. M. Dean, secretary, announced.

Construction work on the new additions has already been started, and blacktopping of the fair's midway was completed this spring, with the total output being \$30,000.

Dean said that in view of the expanded housing for livestock, the fair had added a number of new classes to its livestock department. In addition, the fair has scheduled a number of non-

JACKSON, Miss., May 9. - fair activities including flower Mississippi A. & I. State Fair has shows, baseball games, cattle sales and a horse show in September.

53

High points of the fair, scheduled for October 12-17, will be crowning of the Forestry Queen and an enlarged 4-H talent show.

Exhibit Space Demand Soars At Trenton

TRENTON, N. J., May 9 .- Demands for commercial and exhibit space for the New Jersey State Fair are exceeding expectations, according to Norman L. Marshall, secretary-manager, and plans are being made to erect an additional building for exhibit use.

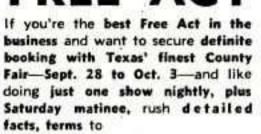
The work of refurbishing existing buildings and repairing the grounds' network of roads has begun and will continue thru the summer. The grounds also are used for the winter storage of the rolling stock and equipment used in the presentation of George A. Hamid's Grandstand Follies and other fair attractions.

In addition to the new grandstand show feature, Dancing Waters, the fair has scheduled auto thrill shows for Sunday, September 27, opening day, with a repeat show set for Monday (28). TRENTON, N. J., May 9 .- A to- Harness racing will be held Septal of 12 harness races have been tember 29-October 2, and Grange scheduled for New Jersey State Day is slated for September 30, Fair, September 27-October 4, ac- Governor's Day, October 1, and cording to Norman L. Marshall, National Defense Day, October 2. race secretary. The events will be A repeat auto thrill show is set run Tuesday (29) thru Friday (2), for October 3, with stock car racduring the eight-day, seven-night ing set for the October 4 closing attraction.



COLUMBIA, S. C., May 9.-South Carolina State Fair will Weather at the start of the construct a new \$30,000 cattle secretary, announced.

The new structure will be of mated, was on a par with the steel and aluminum, 70 feet wide and 200 feet long with 14-foot The children's day parade on eaves. It will be located in the exhibit building area, between the new hog and dairy cattle



FRANK H. SLADE, Secretary GREGG COUNTY FAIR -137 East Tyler . Longview . Texas

Princeton, Kentucky, August 6, 7 and 8

WANTED



Fager said cost of the building will come from current operating funds and money already set aside | Steels County Free Fair will comfor the project. He also reported plete its 3,000-seat all-steel grandthat the Kansas Legislature made stand in time for this year's fair

Pitches to Industry

ESCANABA, Mich., May 9 .-Upper Peninsula State Fair this year will, thru its exhibits, make a pitch to attract prospective manufacturers to establish plants in Northern Michigan, Ray La Porte, new secretary-manager of the fair, announced.

Plans are to provide exhibit space to various communities, who will display the advantages of their respective towns to manufacturers seeking locations.

Fair, which celebrates its silver jubilee this year again will go with a free gate, established last year. Most attractions have been lined up. Main plant addition this year will be a quarter-mile track inside the present half-mile oval to be used for stock car races.

Gets \$40,000 Youth Building

PLYMOUTH, Wis., May 9.— Sheboygan County Fair this year will dedicate and use for the first time its new \$40,000 junior fair building, which contains an auditorium and display space for exhibits, W. H. (Win) Eldridge, fair secretary, announced.

The structure was donated by Kohler Company, of Kohler, Wis., and is an L-shaped one-story cement and concrete block building. The main hall is 50 by 150 with a wing 36 by 64 feet, providing a total of 9,804 square feet of floor space.

Eldridge reported that other plant improvements include the addition of five acres of parking space and construction of a new concession building. Attraction-wise, the fair has brought back harness races for this year's fair, September 4-7.

Indiana State

Sets Chorus

for one day.

annual.

N. J. Fair Skeds

Harness Races



Getting New Office Bldg.

> TOPEKA, Kan., May 9.-Bids were opened recently for construction of a \$31,800 office building, adjacent to the grandstand, on Kansas Free Fairgrounds here, it was announced by Maurice Fager, fair, secretary-manager.

The 90 by 40-foot one-story building without basement will be air conditioned and erected with a lightweight expanded shale block faced with glazed tile. The grounds will be landscaped. Construction is expected to be completed by August 1. Present offices of the fair in the Central Building will be closed when the building is finished. The new structure will have 3,700 square feet of floor space and house a press room, cashier's office, advance ticket office, entry office, public corridor, manager's quarters, directors' room and concession and exhibit offices. A 20 by 50-foot frame building now on the site will be removed.



Owatonna, Minn.,

Completes Stand

CARNIVALS

THE BILLBOARD 54

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 16, 1953

BUCK-MODEL ROLLING, LOOKING **TO RECOUP CHANGEOVER \$\$** Weather Woes Hold Down New Org's Earnings at First 3 Dates

By JIM MeHUGH PHILADELPHIA, May 9. -Having made the transition from a truck to a railroad show in relatively easy, tho expensive fashion, Oscar C. Buck has been striving valiantly for the past three weeks to get back some of the estimated Weather hasn't given the Buckunequal one.

Despite the poor beginning, the Buck management is riding on high hopes, sure that the enshow equipment includes units formerly routed by at least five other railroad organizations, as well as Buck's own motorized off well by tonight's closing. The show up tonight. unit. Its heritage in this sense is lot at 10th and Bigler, South marked by big successes and Philadelphia, and close to the cirequally big failures. But the omens, if they exist, have no part in the planning or operation of the new biggie. Buck has had a long and successful operating career and the odds are in favor of his success.

Jam-packed on 20 cars, the show equipment will soon be ready for all of the big events it can snag. Its personnel is geared for bigtime operation with David B. Endy, former rail and truck show owner, as general manager; Wil-

N. C. Spots Are Winners

and Allan Travers, general agent. minute switch from 11th and Pat-The last-named serves James E. tison. Cetlin & Wilson Shows Strates Shows in a similar ca- had the Bigler lot booked first pacity.

opening stand at Alexandria, Va., were speculating on whether when weather failed to co-operate. C&W would move in right on the \$60,000 bankroll that it took to do The story was pretty much the heels of the Buck showing. C&W the job this winter. But Old Man same at Essex, Md., a Baltimore already has a heavy advertising suburb, and thru mid-week here. investment here, with 24-sheets Model Shows their first break and But the heartening part is the used liberally thru the midtown the struggle to date has been an fact that per capita spending has section. been notably high—reaching at

times as much as \$1 per head. long way from completion, the While the poor weather has cut physical layout is attractive down action on the front gate, the when seen from the street and at deavor will pay off bountifully folks who did brave the damp night. The lot was somewhat before the season is over. The and cold showed a tendency to cramped, and the units did not have a good time.

in a thickly settled area, could pay people can be entertained if they

liam Cowan, concession manager, | cus grounds, worked out in a lastand are scheduled to open here The show missed out on a good next Monday (11). Showfolks

Altho the Buck show is still a ave a good time. The date here on a new lot and spread is such that a great many

> There are 16 rides on the lot, (Continued on page 60)

3-Month Can. Run Set for King Reid

Unit to Play Fredericton Coronation Week; Dates Not Set for Halifax, Truro, Sidney

starting with Coronation Week by the unit and the concessions. (June 1-6) here. Charley Joyce, the swing.

923 Babis

The shows will play Charlottetown, P.E.I., on Festive Week, June 29-July 4 (Dominion Day is in-cluded in this stand). The unit will also play Nova Scotia cities of Halifax, Sidney and Truro, but no dates have been set yet.

Canada for four weeks, grossing heavy on shows and concessions high. -

Rain Hurts

ends, N. Y., where rain has been holding down grosses. May 18-23, the unit plays Lewiston, Me., then stand.

lined up-including Skowhegan, Merry-Go-Round, Spitfire, and a Me., Malone and Cobblestone, N. Y.; Springfield, Mass.; Blooms- Sky Fighter, Chairoplane, Midge-

PRESS REPAYS HONEST ALMONY

GALLIPOLIS, O., May 9 .--The James H. Drew Shows received a fine publicity break in a local paper last week because of the honesty of Fred Almony, assistant manager of the show, and a 70-year-old woman is happy and grateful to him, too. Almony found a purse containing \$60 in the post office and took it to the police, who returned it to the woman, Mrs. B. L. Smith. When the paper learned of Almony's good deed it printed a story about it, along with a letter of thanks Mrs. Smith sent Al-mony. The \$60 was all the money the woman had.

FREDRICTON, N. B., May 9.- | The back end now has 12 shows, The King Reid Shows will play with 14 rides and 50 concessions. Eastern Canada for 12 to 14 weeks, Some 300 persons are employed This year the shows sport a new the show's general agent, is in 70-foot front gate, carrying seals Fredricton now, lining up dates for of four New England States and four Eastern Canada Provinces.

Last year Reid played Eastern anada for four weeks, grossing

MINNEAPOLIS, May and doing so-so on rides. Joyce William T. Collins Shows opened reports the general level of pros- their season here Sunday (3) to perity north of the border seems good business after losing the previous two days to rain. Sunday weather was good with high The shows are now playing Men- temperatures and big turnouts. Winter quarters had an impressive array of rides set up for business. Included were Twin moves to Calais, Me., for a six-day Ferris Wheels, Rock-o-Plane, Rolloplane, Octopus, Tilt-a-Whirl, King Reid has eight fair dates Fly-o-Plane, Caterpillar, Coaster, Looper. Kid devices were Ponies, burg, Pa., and Fredricton, the last-named Labor Day week. o-Racer, Boats, Jeeps, Miniature Train and a Trolley Car. Show line-up included Funhouse, Glass House, Snake Show and a gal unit.

> Collins has a crew here prepping trucks, rides and shows for the opening of his two units on May 25. The No. 1 unit will spring in Fargo, N. D., with the other unit bowing in Winona, Minn.



Big One; Marks Unit Also Reported Set

PHILADELPHIA, May 9. - The | in view of the high cost of the date. James E. Strates Shows will play | With the circus date the Strates the highly prized circus date at Philadelphia. The show is now the Municipal Stadium grounds the in its second week, playing the week of Sunday (24), it was re- 69th Street lot in Upper Darby, a ported here this week. The Strates residential section. Next week the

unit will set up alongside the show goes into Plainfield, N. J. Strates will truck many of his units to the circus date to get in the opening Sunday, Rides and concessions which sell merchandise will be able to operate. While the weather has been hampering operations, the Upper Darby date can prove a big winner with a break today. The gate at midweek was running around 4,000 paid. Patrons weren't spending too freely, but the big money is expected on the final days.

For Tinsley

KANNAPOLIS, N. C., May 9. -Johnny T. Tinsley Shows are finding North Carolina towns okay business-wise. Org moved here this week from Durham where business was big and crowds came early and stayed until late.

Complete show was set up a block from the city's main stem and utilized part of the City Hall parking lot. Tinsley is playing North Carolina for the first time in 15 years and is enthusiastic about returning next season.

on 20 trucks and trailers. Backend units include a Motordome, concessions.

Ringling Bros. and Barnum & for a stand and then returns to Bailey Circus and benefit from its Philly.

own selling power and that of the Big Show.

The date, controlled locally, has long been a mecca for outdoor units. Last year the John H. Marks Shows held the prime location, with the Lawrence Greater and Vivona Bros.' shows, all motorized units, also within a block or two of the Big One. The Strates Show will be the first railroader to set up alongside of the circus in Philadelphia.

In addition to the organized carnivals, there will probably be Rides and shows are moving the usual dozens of independent units spread out on adjacent lots and bordering on the sidewalks Minstrel Show and snakes. Front leading to the circus grounds. end includes upward of 40 Strates will have considerable space to sell, a necessary adjunct

JOINT FIVE-YEAR EFFORT **NSA Groups Adopt Fund-Raising Plan**

Petersburg Gives C&W Okay Preem

stand in okay fashion here today, despite having encountered considerable inclement weather. The co-owners of the shows, say that weather turned fair and warm a suitable tip-off on the season's

ACA Hits Rain After OK Bow

HOT SPRINGS, May 9 .-Amusement Company of America Shows ran into rain here this week and lost Monday night after racking up '52-topping grosses Friday and Saturday (1-2).

Show bowed Friday night to good weather and grosses that beat those of a year ago. The following night was a repeat business-wise with the show closed on Sunday.

Newspapers and radio stations tied in strong with the opener and five local business firms passed for a Monday (11) opening.

PETERSBURG, Va., May 9.- | continuing thru today are good. The Cetlin & Wilson Shows are Earnings in the final two-day bearing on net results. Izzy Cetlin and Jack Wilson,

yesterday, and prospects for its prospects may not come until a

has been on the show route for a and Dolly McCormick, presidents number of years, and past records of the co-operating groups. The indicate a rather conservative plan was first suggested by John economic pattern with the result that gains or losses registered purchase buildings and secure might well indicate what to look new quarters failed. for in following weeks.

Herb Pickett joined here as will continue thruout the season, publicity-promotion director. with all earnings earmarked for Pickett served for a number of the building fund. The women's years with the Royal American special projects which they have Shows in a similar capacity be- carried on for a number of years fore giving all of his time to the will not be affected. promotion of resort interests in

Florida. routing plans had resulted from Hamid, Max Tubis, Arthur E. the fact that the O. C. Buck- Campfield and John S. Wiseman. Model Show had pre-dated his President McCormick appointed organization this week on the Bess Hamid, Dorothy Packtman, 10th and Bigler streets lot in Midge Cohen, Anna Halpin, Philadelphia. C&W will move on Queenie Van Vliet and Ethel Shato that lot tomorrow as scheduled piro.

and ride tickets for the Saturday for two weeks, concluding there least \$10,000 to \$15,000, and that Roan, special agent. Earl Con- Moving via rail, the shows will

effort to raise funds over a five- make up for the annual operating year period for the purchase of a deficit. It costs approximately permanent home here was an- \$21,000 a year to operate the assonounced this week by the National ciation. Showmen's Association and its Meanwhile, the search for new house and Glass House, demolish-Ladies' Auxiliary. The minimum quarters continues. The space held ing all panels, and did some damrounding out a 10-day opening period should have considerable monetary goal has been set at in the Palace Theater Building on age to a new front entrance and \$100,000, and George A. Hamid, Broadway is inadequate, and offi- Kiddie Auto Ride. No insurance president emeritus, said that an ef- cers have pledged new quarters was carried. Mrs. Young said that

> \$150,000 mark, Final details will be worked out couple of weeks hence when they at a June meeting between com-play Uniontown, Pa. Uniontown mittees appointed by Phil Isser Wiseman after several plans to

> > The joint fund-rasing effort

Committee members appointed by President Isser are James E. Wilson said that no change in Strates, Frank Bergen, George A.

out several thousand free gate C&W will show the Bigler lot tickets this year will bring in at opening. He was assisted by Joe new AB air brakes.

NEW YORK, May 9 .- A joint have to raise enough money to

of the season.

Royal Crown Storm Damage Hits 12-15G

MARIETTA, Ga., May 9 .-- A revised estimate of storm damage incurred by the Royal Crown Shows Wednesday (29) at Columbus, Ga., was put at \$12,000 to \$15,000 by Mrs. Dolly Young, owner-manager of the show, upon arrival here for a week's stand ending today.

When the storm subsided, Mrs. Young sent to Tarpon Springs winter quarters for some reserve tops and fronts. Also pressed into service were two shows which Mrs. Young had planned to keep in quarters until the show played the Anderson (Ind.) Fair. Reconstruction work began immediately in Columbus following the gale so that much of the storm damage was not evident when the show opened here Monday (4).

Lost in the big blow, which reached velocities of 66 to 80 miles per hour, accompanied by torrents of rain and hail, was the Girl Show

top. It also overturned the Funfort would be made to reach the for the membership before the end loss to buildings in Columbus exceeded \$2,000,000.

Metropolitan Ready For Asheville Bow

Metropolitan Shows rolled in here Wednesday (6) from Florence, S. C., quarters and were unloaded at the Biltmore siding for the season's opener here May 11.

Sam and Shirley Levy are optimistic about the stand.

ASHEVILLE, N. C., May 9 .- The Asheville Times has devoted con-30 orange and silver cars of the siderable space to the new railroad show and has also carried a feature story on the birth of a railroader.

21 Rides, 14 Shows

Shows' line-up includes 21 rides, 14 shows and a new kiddieland. With the late opening this year Harry Schreiber is in charge of shows, which debut as a railroader concessions and the front end. The this season, are the first to play Diesel light plants were overhauled this city this year, and Owners and new light towers were constructed in quarters. Searchlights have been painted silver to con-Bobby Mack, general agent, ar- form to the train's color scheme. rived here ahead of the show to All railroad cars were recondi-It is estimated that the sale of check on final details prior to tioned from new top decking to



THE BILLBOARD

CARNIVALS

55

Midway Confab

on the road in Georgia for several a quickie business trip to Wichita, years until ill health forced his Kan. Ark Fat is sporting a new retirement, is now owner and operator of a hotel in Rebecca, Ga.

W. B. Davis, who entered the Wesley Hospital, Wichita, Kan., Monday (27) for an operation, plans to rejoin the Broadbeck Shows with his balloon darts and spindle after he recovers.

J. A. Pearl, mailman and The Billboard agent on Johnny Denton's Gold Medal Shows, renewed old acquaintances with many showfolks when Gold Medal and the Gem City Shows day and dated recently at Clarksville, Tenn. Among those Pearl visited were Harry Schrimser, Mr. and Mrs. Red Marcus, Mr. and Mrs. Bob Buffington, Joe Dernoga, Edgar G. Hart, Mr. and Mrs. Russell Dean, Johnny Reed and the Robinsons. Mrs. James Sakobi is again active on the Gold Medal Shows with a few concessions after · recovering from long illness.

Specs Groscurth, ownermanager of the Blue Grass Shows, recently sprained a leg when he slipped on the steps of his office wagon. Ed Glasser and his assistant, Louis Zuckerman, are reported as having the concessions on the Blue Grass org looking in excellent condition. The following fun booth clerks enjoyed the opening with the Blue Grass Shows: Mr. and Mrs. Jack Yogvac, Mr. and Mrs. Nick Nazor, Mr. and Mrs. Andy Valo, Mr. and Mrs. Clark Roth, Ben Karno, Mr. and Mrs. B. Boss, Mr. and Mrs. Timmie Clemmens, Mr. and Mrs. Sam Tucker, Pat Shelly, Russell Ordell and Phillip Duskin. . . . Kitty Glasser received delivery of a new Streamite house Shows were in Henderson, Ky.

Harry O. (Bones) Mc Clure

Jim McCall, who had a show City. Roy Frears co-owner, made show trailer. Recent Central American visitors included Al Baird, Rex Sullivan, Swede Olson and Ted Evans.

> Following the C. A. Goree & Sons Shows opener at Liberal, Kan., Owner C. A. Goree took a quick trip to San Antonio. Larry Nolan, org's general agent, reports booking the Longmont, Colo., July 4 celebration. Recent additions to the line-up includes Mr. and Mrs. John Graves with six games; Shorty Tappen with his gal show, and Joe Divino with concessions. Mrs. Divino will remain at home until their boys are out of school. Le Roy Huffman is starting his seventh year with Nolan's concessions.

Mrs. Carl Burkhart, wife of the owner of Burkhart Shows, and their daughter, Verna, were re-cent visitors to the show and will return after schools are dismissed for the summer. Kenny Etzel, of the Burkhart org, visited relatives in Rock Island, Ill. John Welch recently took delivery on a new truck and Porky Nelson is awaiting delivery of a new house trailer.

Oklahoma Exposition infos the rain has been abundant. W. E. Vaught has the hoop-la, while John Miller has popcorn and snow cones. Minnie Price, wife of the show's ride foreman, has the fish pond. Others on concession row include Wingy with a mug joint and shooting gallery, and John Brown with ball games.

Kay Anstead, youngest daughter of Carl Anstead, general agent on Southern Valley Shows, is in an Independence, La., hospital following an auto crash near Ponchatoula, La. . . . Robert Math-



KALAMAZOO, MICH., May 18 to 23, North Burdick St. Showgrounds

still dates to follow:

GAMES: Cigarette Pitch, Live Duck Pitch, Milk Bottle and Coke Bottle Ball Games and other Hanky Panks,

SALES: Novelties, Snow-cones and other out-and-out sales privileges.

CAN PLACE for this week and an excellent route of | RIDES: Dark Ride, Looper, Flying Scooter, Little Dipper.

> SHOWS: Glass House, Fun House (Geo. Paucek, please contact), Midgets and other worth-while attractions.

> HELP: Searchlight Operator, general Ride Help who drive semis. Fred Miller wants Griddleman and Countermen for Cookhouse.

Write or Wire Now!

W. G. WADE SHOWS

Monroe, Michigan, all this week.

P.S.: Battle Creek, Mich., follows Kalamazoo.





started his 39th season in show business when he joined the Blue Grass Shows at the org's Owensboro, Ky., opening. He is working his third year as agent for Ralph West, concession operator. During some of his years in the business, Mc Clure served as an agent ahead of shows. In 1920, he was second agent for the Pop Smith Shows, then general agented by Harry H. Bain, and in 1925 he was ahead of the Mutt and Jeff Company, operated by the late Jack Hoskin and general agented by Jack Vetter.

Jack Brunner and Dannie Cruzan, concessionaires, were recent visitors to the World of Today Shows. They renewed their friendships with Charlie Elder and his family and enjoyed a steak dinner served by Cassie Elder. The Elders have six concessions on the World of Today.

Carl Manthey Jr., the Funhouse Man, now in the Navy, writes from Korea that he hopes to return to the U.S. and be discharged by June and that he plans to return to the Vivona Bros.' Shows. Manthey infos that Blackie Robinson, formerly with circuses on the West Coast, is on the same ship and that Robinson, too, expects to be back in the States by June.

Ray Williams, owner of the Ray Williams Shows, visited the Down River Shows in Detroit last week. George Schimberg, Down River electrician, recently became a grandpappy for the fourth time. Down River's stand on Coolidge lot in Detroit was hit by bad weather and also by smoke from the city dump, S. Hilo infos... Charles Kohle Jr. and Six Cat Bill, with the Midway of Mirth, have been racking up nice concession takes, with top weather giving a sturdy helping hand, according to Rosie Davis.

J. C. Admire, who has been helping out on the advance for the Bill Geren Shows, has joined the Ray Williams Shows. Admire will be ahead of the show in an advertising capacity.

Zora Blaire, gal show op with Central American Shows, was guest of honor at a recent party in Abilene, Kan., when she announced her engagement to Benny Hazen, also with the org.

ews, former owner-operator of a Pony Ride with Crafts Exposition Shows, is now an Army private and is a cook at Fort Benning, Ga. Mathews expects to enter an Army service school in the near future.

Axel Bendixen, concessionaire on Tivoli Exposition Shows, ar-rived back in the U.S. recently after a tour of Denmark and Germany with a new type concession that he plans to tour this season.... Bob and Gene Carroll and their 41/2 - month - old daughter, Luanne, are with Blue Grass Shows.

Show.

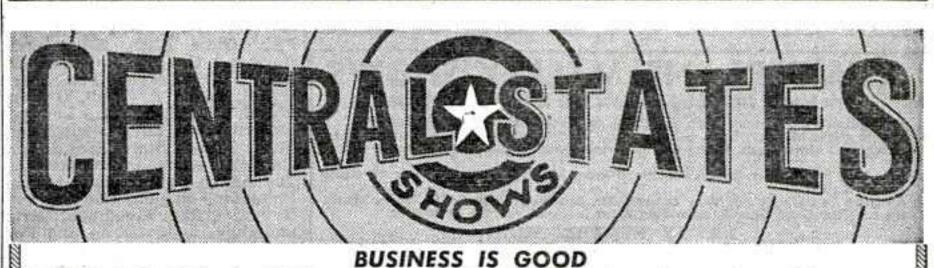
Billy Burr, recently returned from service in Korea, has purchased a new Chevrolet panel truck and is framing several new concessions to be operated on Playtime Shows. Burr also presented his wife, Pat, with a new 28-foot Glider house trailer. . . After two good seasons on the Rome to Ruskin route with Mad Cody Fleming, Mr. and Mrs. Tiger Mack are with the Star Amusement Company in Arkansas.

Mr. and Mrs. James H. Drew, owners of the show bearing their name, were recent visitors at the Gallipolis, O., home of Augustine Focanti. . . . Ollie May, Anna Kay and Lynne Anne Moser, daughters of Mr. and Mrs. M. M. Moser, co-owners of Central States Shows, have recovered from a bout with the measles. Jimmy Clevenger, son of Mrs. J. L. Chambers of Central States Shows, spent a few days with his mother recently while on leave from the U. S. Navy. Clevenger served on the carrier U. S. S. Philippine Seas, which recently returned from Korean waters.

Mrs. T. J. Tidwell, wife of the owner of T. J. Tidwell Shows, recently rejoined the show at Clovis, N. M., after recuperating from an illness in Tennessee. Mr. and Mrs. W. C. Johnson joined the org at Lubbock, Tex., but due to Johnson's illness, didn't get their eat spot up until show moved to Farmington. Butch and Bill Schaffer also came on in Lubbock.

Tennessee Valley Shows folk are sporting a number of new house trailers. Those making recent purchases include Manager Ted Meadows, Elmer Reed, Mack Hoge and Amos Reed. Business CONCESSIONS: Cookhouse, Arcade, Frozen Custard. Novelties, other Hanky Panks.

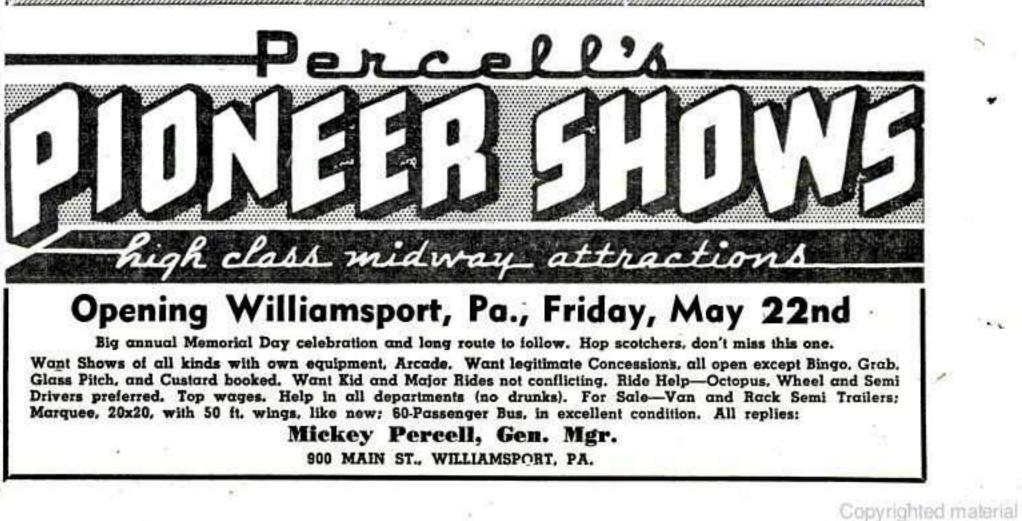
SHOW LOCATED 4TH AVENUE and 13TH STREET, DOWNTOWN, BIRMINGHAM, ALA. MAILING ADDRESS: NORTH BIRMINGHAM, ALA. WINTER QUARTERS.

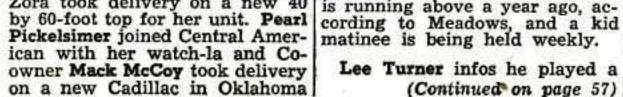


WANT Ride Help for Major and Kiddie Rides. Must be sober and capable. CAN PLACE GRIND SHOWS-Fun House, Midget, Mechanical Show, Snake or any others not conflicting.

CONCESSIONS—Derby, Cigarette Gallery, Custard, Novelties or any Hanky Panks not conflicting. No racket. CAN PLACE Hanky Pank Agents.

> W. W. MOSER. MGR. HAYS, KANS., May 11 to 16; Russell, Kans., May 18 to 23; Then into NEBRASKA.





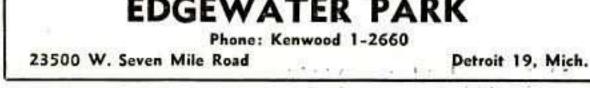
CARNIVALS

56

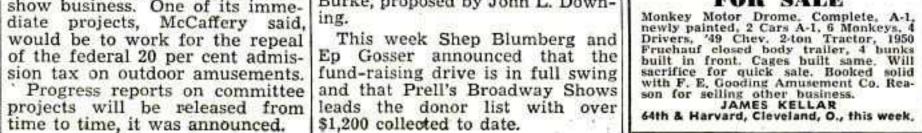
THE BILLBOARD

MAY 16, 1953





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THE BILLBOARD

CARNIVALS 57

Midway Confab

Continued from page 55

at Bryan, Tex., after which he snow-cones and a cigarette galjoined the Franklin No. 2 unit for | lery. His wife, Martha, and their the Flax Festival at Kennedy, Tex.... Em Miller and Ileene Helton, of Alamo Exposition Shows. and Virginia Barnes, of Bob Hammond Shows, cut up plenty of jackpots during the San Antonio Battle of Flowers. All three gals winter at Fort Worth.

on C. A. Stephens Shows, re-cently took delivery on a Cad- Asheboro, N. C., fairgrounds, illac. Howard Shaffer, free act Owner Ben Wolfe infos. with the org, has purchased a school bus for his transportation

... B. E. Miller, manager of Star business thus far has been well ahead of a year ago. Show is carrying six rides and two shows. Doc Reeves, veteran electrician org, recently added a new snowcone and cotton candy joint for his daughter, Delores.

Mrs. Cora Lee Kirbyson, former Tampa night club operator, has the grab joint on Page Bros.' Shows and reports business is good. Mrs. Candy Floss Shrout, wife of the Page org's electrician, has finally got her floss machine going and is being assisted by Mrs. Betty Brewer, wife of the show's ride superintendent. Mr. and Mrs. Carl Weaver are expected to join soon to operate popcorn, cotton candy and candy concessions.

Leo and Dardenella Burk, who have the Gal and Snake shows on American Midway Shows, took delive y of a new Chevrolet panel truck. Beaver Thomas came on

GARDEN STATE RIDE UNITS

WANT -- Unit #1: Hospital Auxiliary Fair, Easton, Pa., heart of town, June 2-6; will place Popcorn, Apples and Cat Rack; no Six Cat. Unit #2: Street Fair, Y.M.A.C., Lambertville, N. J., May 30-

big one with Don Franklin Shows | with scales and age, candy floss, sons will join as soon as school is dismissed. Visitors to the American Midway Shows included Bud Palmer, of Palmer Sales Company, Dallas, and Paul Julite, concessions op.

Wolfe Amusement Company sustained some damage, none Joe Permenter, diesel mechanic serious, when a violent storm hit

C. H. Gray advises from Jacksonville, Fla., that he visited the Amusement Company, infos that Ross Manning Shows in Chase City, Va., where Max Sharpe, concession manager, is using all girl concessions crews at some stands. . . . William R. Dyer says and concessionaire with the Star that his org, Dyer's Greater Shows, which came out in midseason size, has now cut back to its normal still-date operationpolicy.

> Jack Nasworthy and his Athletic Show has joined Moore's Modern Midway. Pretty Boy Rocky is the wrestler with the unit, and Johnny Sheridan the boxer. Ivan Peters and his family also came on to work the outside of the show. Everett Miller is back working pins for Darkey and Johnny Lane in the bucket store on the Moore org. Tex Whitock, of the Moore aggregation, is honeymooning after a recent wedding in Ardmore, Okla.

> Mr. and Mrs. W. D. Vogt, American Midway Shows, observed their fourth wedding anniversary at Paris, Tex. Vogt is the show's concessions manager and Mrs. Vogt operates an eat joint. . . . Mrs. Inez Maxwell, of Georgia Amusement Company, has been released from a Cum-

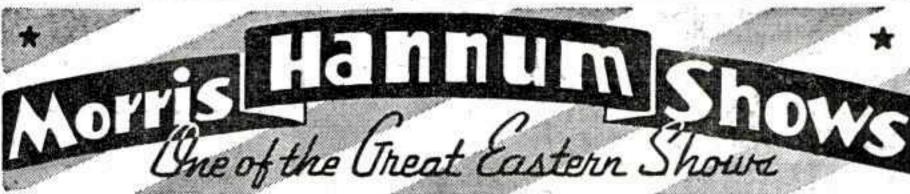
ming, Ga., hospital following sur-

gery and is recuperating at home.

Hank Blade, manager of J. P. (Jimmy) Sullivan's Wallace Shows, who has coached the Cal-

gary Stampeders hockey team the

past several winters, has severed connections with the ice organiza-



HARRISBURG, PA., MAY 18-23

FIRST SHOW IN DOWNTOWN HARRISBURG

WANT RIDES: Rocket, Comet, Ridee-O and Caterpillar.

- SHOWS: Wild Life, Arcade, Drome, Mechanical City or any good Grind Show.
- CONCESSIONS: Cookhouse to join in three weeks. Must cater to showfolks, one Wheel and Grind

Glass House, Snake, or any good grind Show.

- Store with Hanky Panks, Six Cats, Ball Games, Photos, Jewelry and Hanky Panks.
- HELP: Sam Murphy wants first-class Ride Men. Stacy Knott and Brownie, telephone here at once, collect. Lew Alters wants Bobby Jean Taylor and husband to join at once. Have good proposition for Jean Portas.

Selling space now for Cahill Field Fair, Philadelphia, middle of June. Terrific Catholic Annual with three car giveaways. All replies to

MORRIS HANNUM

Hotel Casey, Scranton, Pa., this week, then Penn Harris Hotel, Harrisburg, Pa., May 18-23.



WANT-Well-framed Hanky Panks of all kinds. Clean Shows that cater to family trade such as Motor Drome,

Ride Help in all departments-Must Drive **Outstanding Itinerary of Michigan's Finest Fairs and Celebrations** Harold Van Housen wants cook house help.

Young's

Y.M.A.C., Lambertville, N. J., May 30-June 6; will place Balloon Dart, French Fries and Popcorn-Apples. Also for Unit ± 1 : Fire Co. Carnival, Wms. Town-ship, Easton, Pa., June 8-13; will place Floss, Popcorn-Apples and Cat Rack. Unit ± 2 : American Legion Cele., Reigels-ville, Pa., June 8-13; will place Conces-sions of all kinds excepting Cat Rack, Bingo and Grab. Can place two Wheel Bingo and Grab. Can place two Wheel Foremen and two Second Men, Kiddle Ride Men with or without experience, Winter quarters now open, come on, Top wages, good treatment. All address: R. H. MINER or R. H. MINER JR. Edgemont Park, R. D., Wainutport, Pa.

WANTED



Strange and Weird Affractions Shrunken Heads Ape Boy, Wolf Boy, Devil Child Many others Your ideas made up Write for Folder, Free. Tate's Curiosity Shop 1858 E. Van Buren St., Phoenix, Ariz

WANTED For Amusement Park on percentage or rental basis, large Merry-Go-Round, Ferris Wheel, Portable Skating Rink to go with Kiddieland Rides. Modern swimming pool, picnic groves; catering to large picnic groups. Location ten miles downtown Pittsburgh. Opening May 30.

CABANA BEACH PARK

Bridgeville, Pa.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.



WANTED

Opening Chicago Lot May 12-Can place any Hanky Pank working for stock. Also place Foremen and second men for Wheel, Merry-Go-Round, Octoups, Best



www.americanradiohistory.com

CARNIVALS

58

THE BILLBOARD

MAY 16, 1953



CAN PLACE CONCESSIONS AND HANKY PANKS

HELP: Can place Man to handle D-7 Bulldozer. Want two Agents for Office Owned Ball Games. Can place capable Man who can handle and see that towers are erected. Must know how to handle men. Boss Canvasman who can get Girl Show top up and down, also Man to handle front and sell tickets on same. Can place Foremen for Fly-o-Plane and Roll-o-Plane. Want capable Man to handle Twin Ferris Wheels, Salary \$100.00 weekly. Must have capabilities to handle both wheels.

Can place high class Press Agent who can promote Kiddie Matinees.

Want experienced Glass Blower for Neon Department; we have our own wagon. Want Carpenter and Wagon Builders. Can place two Polers, Salary \$50.00 per week. Want Organist for our Hammond Organ. Would consider man with own organ, SHOWS: Can place Unborn and Wild Life Shows. Have opening for Monkey Show. Will finance any New Show, have equipment for any Worthwhile Attraction.

ADDRESS: AL WAGNER, MGR., Evansville, Ind., May 12-19

BEE'S OLD RELIABLE SHOWS **OPENING CORBIN, KY., MAY 14**

All Agents and Outside Help get in touch with Joe Goodwin. (Jack Lovell, Jack Platt and all others with me, come on.) Want Man for head of Bucket Store. Can place Hanky Pank Agents. Will book set of Kiddie Rides, also Shows. This Show carries 6 major office-owned Rides.

Address: JOE GOODWIN, Legal Adjuster Corbin, Ky., now; Manchester and Hazard, Ky., to follow,

Club Activities

Pacific Coast Showmen's Association 1235 South Hope Street, Los Angeles 15, Calif.

LOS ANGELES, May 9.-Harry Fink, past president, conducted the regular Monday night (4) meeting. Partly as a result of his, spearheading the drive, the group went on record as favoring weekly meetings every Monday night. In previous years, the clubrooms have closed during the summer

Al Flint, executive secretary, reported that on May 25 a pot luck supper would be given with the members of the Ladies' Auxiliary being invited. Flint leaves in late July for the Northwest to contact shows and visit carnivals on the fair midways.

New members voted upon include James C. Wolff, Ed L. Butler, B. A. Johnson, Dave Zuckerman, Sidney Greene, Abe Grant, Richard Ries, David Buhai, William Weltman, Joe P. Wil-liams, John H. Billsbury, Louis Gravante, and Eric Edwards.

The PCSA building and clubrooms have undergone complete renovation. The exterior has been repainted, with the interiors of the session rooms for both the Ladies' Auxiliary and PCSA redecorated.

Miami Showmen's Association 3170 S.W. Eighth St., Miami

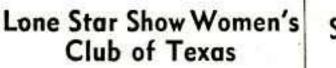
Ladies' Auxiliary

A fund-raising party for the new clubrooms was given by Hilda Roman and Elsie Keeler, assisted by Pearl Schultz, Lois Weiss, Louise Endy and Freda Wilson at the home of Mrs. Roman. Lois Davenport donated an apron and Ruth Horn a cake for a raffle, which brought in added revenue. Prizes were won by Eva Hondack, Mae Levine, Germaine Cabrerra, Ethel Weer, Alberta Mack, Caesara Buzzella, Pearl Schultz, Millie Finn and Florence Badanes.

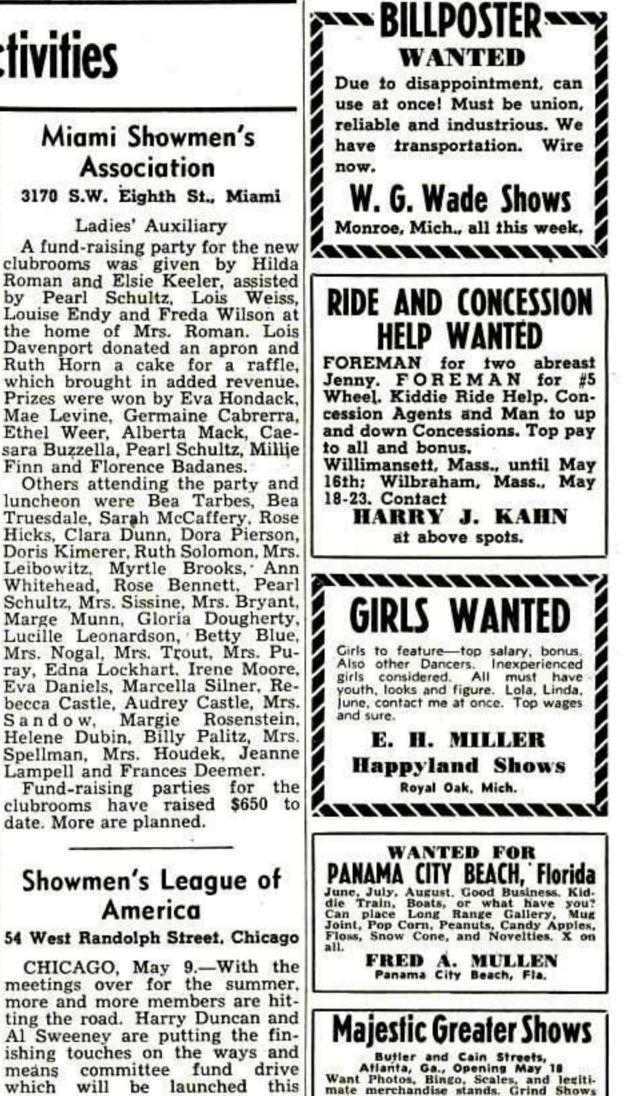
Others attending the party and luncheon were Bea Tarbes, Bea Truesdale, Sarah McCaffery, Rose Hicks, Clara Dunn, Dora Pierson, Doris Kimerer, Ruth Solomon, Mrs. Leibowitz, Myrtle Brooks, Ann Whitehead, Rose Bennett, Pearl Schultz, Mrs. Sissine, Mrs. Bryant, Marge Munn, Gloria Dougherty, Lucille Leonardson, Betty Blue, Mrs. Nogal, Mrs. Trout, Mrs. Puray, Edna Lockhart, Irene Moore, Eva Daniels, Marcella Silner, Rebecca Castle, Audrey Castle, Mrs. Sandow, Margie Rosenstein, Helene Dubin, Billy Palitz, Mrs. Spellman, Mrs. Houdek, Jeanne Lampell and Frances Deemer.

Fund-raising parties for the clubrooms have raised \$650 to date. More are planned.

America



DALLAS. May 9. - President 54 West Randolph Street, Chicago Milly Hudspeth, assisted by Pearl Vaught, treasurer, and Grace Tinder, secretary, presided at the Monday (27) meeting. New members of the club are Josephine Powell, Robert Allen, Alfred and Elsie Lee, Angelo (Van) Ventura, Lillian and Sam Knox, Patsy





HELP-Want experienced Foremen for Little Dipper and Kiddle Rides. Top wages, Talker, Acts and Canvas Man for Side Show. Concession Agents. Truck Mechanic. CONCESSIONS-Book Cigarette Gallery, Novelties, Pitches, other Hanky Panks

Contact STEVE DECKER. Portage. Pa. Playing Firemen's Celebration, Skateland Lot, Johnstown, Pa., next week.

MOTOR STATE SHOWS

Featuring the Texas Daredevil on the high sway pole as free act. Showing Fairs and Wheel Foreman for #5 Ell. Want capable Operator for Jungle Show. Also Man for Monkey Circus. Ride Help for #2 Unit, must drive and be licensed. Also want Hanky Panks for both shows. Cook Houses sold: Pop Corn, Bingo, etc., sold. Want to buy 2 or 3 Downey Light Towers. All reply Chesaning, Mich., all this week; Corunna, Mich., follows in City Park, JOE FREDERICK, Owner-Mgr.
 P.S.: Charley Krakelar wants Hanky Assols

P.S.: Charley Krekeler wants Hanky Agents,

DRAGO AMUSEMENTS

Want for both units, Concessions that work for stock: Glass Pitch, Penny Arcade, String Game, Pitch-Till-U-Win, Derby, Custard or Ice Cream, Ball Game, Cork Gallery, African Dip, American Palmistry-no gypsies. All kinds of Shows for small percentage.

Paul Drago, DRAGO AMUSEMENTS Peru, Indiana

SUNSET AMUSEMENT CO.

Wants Side Show, Animal Show, Monkey Show, Mechanical Show, Snake Show and Fun House. Virgin route for shows. Fairs start June 22. Will book for committee money.

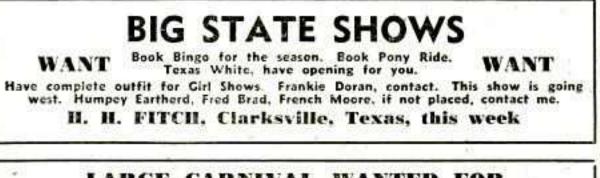
Hannibal, Mo., this week; Fort Madison, Iowa, next.

THOMAS JOYLAND SHOWS

Want Ride Men in all departments-can place foremen, good salary. Sam Hertington wants to hear from some of his old help. Shorty Morgan Wants to hear from Jimmy Born and Jig Willis.

ALL WIRE: Beckley, W. Va., this Week

WANTED WANTED WANTED Ride Help on all rides; must drive semi. Winter quarters now open. Red and Curly come on in. Opening May 19, Berwyn, Ill. **BIG FOUR AMUSEMENTS** Phone: Filmore 3-3751 135 21st Ave. Melrose Park, III.



. .

LARGE CARNIVAL WANTED FOR **CAMDEN COUNTY EXPOSITION OF PROGRESS** Kennedy, Pat Gregg and John Westley Ellis.

Joe Murphy donated fish for the Thursday (16) dinner. Murphy and Mr. Smart caught enough fish to feed the 130 members.

Margaret Pugh donated an air conditioner for the clubrooms, and Ed Meeks gave a water pump. Mrs. Pugh also donated a luncheon cloth. Members and friends will autograph the cloth, then Mabel James and others will embroider the names at cost \$1 each, with proceeds to go to the Jackson Buri: | and Building Fund.

Sally Murphy, sergeant-atarms, is back after an extended vacation. She visited Mary Mascotti and other friends and relatives in Wisconsin. Club visitors included Dick Ford, Tillie Miller, of Oklahoma City, and George Jacobson, of Corpus Christi.

Vernon (Pop) Smith, Bud Linn and Jackie Solett are recuperating at St. Paul's Hospital. Mr. Charninsky is at Methodist Hospital. Mary Ellen Liberman is resting in Longview after another major operation.

Katie Little opened her kiddie park at St. Paul. The Bob Harrises left for the road.

Vivona Off **To Okay Start** In Jersey

HOBOKEN, N. J., May 9 .- Vivona Bros.' Shows, which opened here Monday (4) with the No. 1 unit, made the jump from Leiperville, Pa., without mishap. The Pennsylvania date was the best played to date, but the show looks to better that date with its heartof-town location here.

The No. 1 unit will remain here thru Sunday (10). Co-owner Morris Vivona, who has been complet- North Side hotel. Arrangements ing booking arrangements for the for negotiation of the lease were No. 2 unit, announced that it would made Tuesday (5) at the board open Monday (11) in Verona, N. J. The second unit is slated to play about 20 weeks in the New York-New Jersey area, he said.

The New Jersey area has always been good territory for the show because the Vivona family, resi- Club, an old minstrel organizadents of Irvington, N. J., are well tion, will entertain members.

which will be launched this month.

Ben Mallwin writes from Canada that things are coming along in good shape. Sick list includes Max Craman. Mal M. Fleming, Chester A. Barker, Billy Williams, Frank Daniels and B. S. Gerety.

New members accepted now are being issued 1954 membership cards. Harry Atwell plans to move to Sarasota this month. Included among members who left for Memphis are Al Rossman. Lou Leonard. Mel Harris, Harry Ross, Hy Neitlich and Max Friedman. Clubroom callers included Friedman, Henry Polk, Morris Brown, Dave Goldfen, Chick Bohdan, Sunny Bernet and Harry Duncan.

Show Folks of America, Inc.

145 Turk Stteet, San Francisco

SAN FRANCISCO, May 9.-Showfolks of America welcomed the personnel of the West Coast Shows at a special party Monday night (4) in the clubrooms. A variety of acts presented a stage show, and refreshments were served.

The board of directors announced that new members, who join before July 1, will be given membership until July 1, 1954, for the \$5 initiation fee and \$10 annual dues. The secretary has membership cards ready for distribution. Charlotte Porter has Ladies' Bazaar fickets.

Louis Aldrich recently returned after a tour of Army service in Korea. Sam Gordon was a donor to the cemetery fund.

Showfolks of America Chicago, Ill.

CHICAGO, May 9 .- Showfolks will lease permanent headquarters for their organization in a of directors' meeting.

The club has met at the Hotel Sherman since selling its home on Monroe Street. Next regular meeting will be Tuesday (19) at the Sherman, when the Triangle

known and have played the State The annual May Party will be

JOHN CAVUTO, Pres. Junior Chamber of Commerce, Hammonton, New Jersey WANTED Ferris Wheel Foreman, also help for Octopus and Tilt, We furnish room, board, laundry. Can place married cou-ple for Fun House and Giggle Show. SKERBECK AMUSEMENT CO. Escanaba, Mich. BURDICK'S GREATEST SHOWS Can place for Ozona, Texas, Horse Show Independent Concessions, small Cook-house or Grab, Lead Gallery, Independ-ent Shows; have some tops. Place Pony Ride, Train or Tilt. Menard, Texas, May 11-16; Ozona, Texas, May 18-23.

with own equipment, Chair-o-Plane Fore-

SAM GOLDSTEIN

WANT CARNIVAL

For June 22d to 27th "St. John's Celebration," Hammonton, N. J. Fireworks and Religious Procession

on June 24-Fireworks June 27th. Write

Southland Hotel Phone ELgin 5575

man, Woman for Grab.

Atlanta, Ga.

or

IRA BURDICK

PIN STORE MEN **Jackie Nelson**

"Cucumber" Johnny

Ralph Jamison

and other Pin Store Men, Contact ERNIE (RUSSIAN) BORDMAN OR CHUCK MAGID, c/o Cavalcade of Amusements, Evansville, Ind.

WANTED

Fly-o-Plane Foreman, Wheel Foreman, Kiddie Ride Foreman, Second Men on other Rides. No ups or downs. Good pay for reliable men. If you drink, don't come here.

LEO LANE SHOWS Savannah Beach, Ga.

KANDY DUNN

Come to Linden, N. J.

c/o Vivona Shows This Week Only

FINGERS

THANK YOU

"Anonymous"

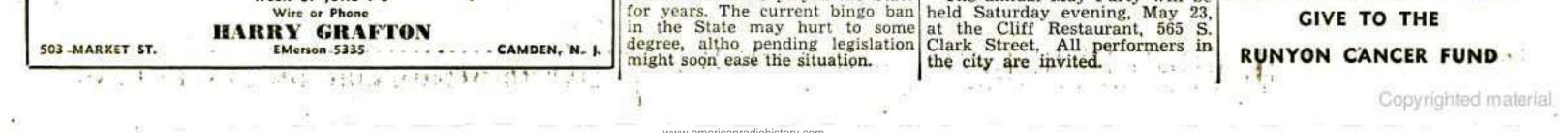
with PENN PREMIER SHOWS

JOHNNY CANOLE

CANOLE BUICK Monessen, Pa Phone 2500. Altoona, Pa. Phone 9347.

for

your new Buick Roadmaster Riviera purchase.



THE BILLBOARD

CARNIVALS

59

Weather Cuts **Midway-Mirth Early Grosses**

LOUISIANA, Mo., May 9.-Midway of Mirth Shows trucked here this week from a 14-day stand at Madison, Mo., that ended up on the right side of the ledger. Weather since the org's Mound City, Ill., opening April 4, has not been too good and the earlier spots came up with only fair yields.

Show's route will take it thru Illinois, Missouri, and Arkansas. Staff includes T. J. Davis, manager; Frank Lavall, lot superintendent, mailman and agent for The Billboard; Tillie Pope, secre-tary; Charles Kahle, electrician, and John Armstrong, general utilities.

Other personnel includes: Rides: Merry-Go-Round, Willis Yowell, foreman, Charles Baker; Ferris Wheel, Neal Carter, Bob Brown; Spitfire, Dick (Blackie) Kline, Tom Yohn; Tilt-a-Whirl, Bob Whitney, Bob Dobyns; Miniature Train, Ernest Brodmont; Rollowhirl, Bill Buckley. Kiddle Ride is owned and operated by Fred Cooney. Ticket sellers are Francis Hines, Francis Yowell, Clara Powderly and Frank Yohle Powderly and Frank Yehle.

Concessions: Eddie Krohn, popcorn and peanuts; Mr. and Mrs. W. J. Arbaugh, candy apples, cotton candy and snow cones; Curly Hobbs, age and scales and Coke bottles; Mr. and Mrs. Bob Bryer, Coke bottles; Mr. and Mrs. Bob Bryer, cigarette gallery and add 'em up darts; F. R. Lane, balloon darts and pitch-till-you-win; Mr. and Mrs. Charles Kahle, photos and short range; C. O. Buttedahl, Roman darts; Mr. and Mrs. C. S. Ander-matt, eat joint; Buck Karland, duck pond; C. W. Torr, novelties; Reta Dodd, ping pong; B. Gouf, jewelry; Bill Troxel, six cats; Mr. and Mrs. Carl Pope, penny pitch and bingo; Roy Spears, block pitch; Mr. and Mrs. Harry Parker, glass pitch Mr. and Mrs. Harry Parker, glass pitch and slum spindle; Helen and Joe Wherry, ball games,

Snow, Rain, Cold Hurts Opener for World of Pleasure

Pleasure Shows moved here this knife juggler, and C. E. Rice, the ing well. Bill Thompson, Moe Vi-week from the Detroit suburb of "human heart," annex. Hamtramck, where it was hit with a wide variety of weather, most Freedman and Devaney, novel- Monica Barres has re



Crafts Exposition

LONE PINE, Calif., May 9 .---Show moved here for the 13th week of the season. Bad weather has plagued the show most of the season. Weather conditions and season. A small fire enveloped several crates, canvas, etc., at Santa Paula, but it was quickly extinguished thru use of a water wagon kept on the show for such emergencies.

Concessionaires Al Cecchini left to take care of other interests. Roger Warren filled the gap with seven newly framed units.

Office personnel is unchanged except for the addition of Ed But-James Lantz, assistant manager; Etta Kotarakos, secretary; Lee Brandon, advance agent; Eddie Rood, billposter; Joe Duran and Charles Vella, Merry-Go-Round; George Kotarakos and Clarence Scanlon, Ferris Wheel; S. C. Wheat and Pherrel Palmour, Skooter; Luther Norman, Tilt-a-Whirl; Arthur Bates, Octopus; Ar-thur Jensen and Roy Walker, kid rides; Norman Palmer, ponies; W. maintenance man; Carol Cummings and Rith Norman, ticket sellers, and George and Billie Bryant and Bill Nordyke, Penny Arcade. In the "Vanities" lineup are Carl Wieland, manager; dancers. In the Side Show are TOLEDO, May 9.—World of Tavui, pin cashion, fire-eater and Floyd Matter's cookhouse

> ties; Robert and Marie Yager, Mill Holt and has full charge of game, Roy Lewis. — VINCENT KUROPATWA.

Wolfe Amusement

MOCKSVILLE, S. C., May 9 .--Org was here this week for its lot locations have been variable with much rain and cold holding down the crowds.

Opener at Gaffney, S. C., was okay but spending was off. Kings Mountain, N. C., played the sec-ond week, was almost a total loss due to weather; Rock Hill, S. C., the following week, wasn't much better, and Asheboro, N. C., was just so-so.

Office-owned rides are a Merryler, manager of office-owned con-cessions. Personnel line-up in-cludes Roger Warren, manager; Go-Round, Ferris Wheel, Octo-pus, Chairoplane, Whip and one kid ride. Four shows include a posing unit, Ryan's revue, Shela Show and a museum.

Staff is Ben Wolfe, owner-manager; Bill Porter, business manager; C. C. Leasure, general agent, and Blackie Holt, lot man and electrician. Along concession row are Bill Pinkston, 3; Roy Allen, 6; Mike Lucas, Cookhouse and popcorn, and Mrs. Mike Lu-cas, high striker. Manager Wolfe surprised his wife at Rock Hill

Vivona Bros.

HOBOKEN, N. J., May 9. -Mrs. Catherine Vivona, mother of up are Carl Wieland, manager; Riley and Vic Tavoi, tickets, and Sherr Summers and Del Marr, dancers In the Side Show are er New York area, and for which Carl' Wieland, manager; Ed Loeenz and Jimmy Summers, tickets; Lea Lindsey, sword box and electric chair; Sealo the Seal Donn Vivona, co-owner, have been

Floyd Matter's cookhouse is dovona and Slim Cunningham's con-

Monica Barres has replaced

WANT FOR 4 BIG WELFARE EVENTS **RIDES, CONCESSIONS, SHOWS, FREE ACTS**

To play 4 days each at 4 different Armed Forces Base Welfare Expositions

All Concessions open .

Can also use 80x360 Big Top, Ice Show, Water Show, Rodeo and Circus attractions. Phonemen and Promoters for souvenir programs, tickets and queen contests.

Biggest events anywhere. Automobile given away each exposition night.

Write

JOE ARCHER, Welfare Counselor

474 W. Fairview St.

Burbank, Calif.

HARRISON **GREATER SHOWS**

Want for Elizabeth City, N. C., Potato Festival & Sailors' Pay Day. Parades-Bands-Floats all week. 40,000 Sailors' Pay Day, with three more Sailors' and Marines' Pay Days to be announced later.

Want A-1 Bingo, Frozen Custard, French Fries, Candy Floss, Age and Scales, Long or Short Range Gallery, Fish Pond, Photos. Will sell exclusive on Buckets and Swingers. Have two complete Girl Shows built on semi for right party with two or more girls. for each show. Have complete Jig Show with new top for organized Jig Show. Want Foreman for Octopus, top salary and bonus; Donald Skinner, get in touch. Want Roll-o-Plane Foreman and Second Men on all rides and Semi Drivers. Want A-1 Electrician who can handle International Diesels. Wally White wants Working Acts and Annex Attraction for Side Show. Want A-1 Mechanic with own tools to join on wire. Want Man to take care of Chimpanzee and Monkey Show. Can use capable Count Store Agents. Johnny the Greek, get in touch with Hardy Brady. This show plays Marine or Soldiers' Base every month. All mail and wires to

FRANK HARRISON

SUFFOLK, VA., THIS WEEK; THEN AS PER ROUTE.



of it not good.

operated and patrons rode them in Tuttle, play till you win; Web Mc- key shows. Duffy's Taffy Show the snow. Rest of the week was Kamey, BB store; Marie and Dun is also doing well. marked by low temperatures and Goldman, buckets; Lonnie Corey, considerable rain.

conditions was good and given a Weller, Manuel Macies, six cats; break, they would have racked up a big gross. Both kid matinees at short range; Lee Smith, M. E. Hamtramck were big and indica- Mitchell, long range; Patsy Duran, visions crew includes Nelson R. tions were that business should be on the upswing.

Staff includes William Postelwaite, manager; Harold Risch, ride superintendent; A. H. Risch, electrician; C. O. Stewart, secretary, and John Brown, night watchman. Other personnel includes:

Rides and shows: Merry-Go-Round, Alex Winters: Ferris Wheel, Harry Mehl; Dodgem, Tommy Lane; Tilt-a-Whirl, Robert Noble; Comet, Kenneth Baker; Flying Scooter, Robert Houck; Caterpillar, Ray Miller; Fly-o-Plane, Edward Gilbert; Rodeo Ride, John Whistler; kid rides, Including Autos, Miniature Train and Swings, Capt, Clifford Remington, Nancy Lewis has two gal shows, and Marcel Lalonde the Funhouse.

Concessionaires: Harold Van Housen, cookhouse; John P. Viznis, popcorn, apples and candy floss; Bob White, 3; W. R. Stophel, 3; Bill Abraham, 9; N. Lewis, 2; Mrs. Betty Postelwaite, 6; G. K. Whittaker, 2, and A. Clothier, 4.



At your age!

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer, as presented in our new film "Man Alive!".

You and Ed will learn that cancer, like serious engine trouble, usually gives you a warning and can usually be cured if treated early.

For information on where you can see this film, call us or write to "Cancer" in care of

Page Bros.

MAYFIELD, Ky., May 9 .-Shows moved here this week from Murray, Ky., where a Saturday night (2) fire of undetermined origin did an estimated \$500 damage to one of Shorty Baker's concessions. Mrs. James Shrout and Mrs. Betty Brewer were quick to give the alarm and quick action by the shows' personnel kept the blaze from spreading.

Fingers Ryan left to join Howard and Frances Piercy on Penn Premier Shows. Buddy Brooks came on and is handling the Ferris Wheel. Ride Superintendent James Brewer and Frank Hunter rejoined at Murray after playing the Nashville Colored Fair with the Ferris Wheel Chairplane and Kiddie Ride.

Recent arrivals include Rocky Brooks and his Side Show and Girl Show, and Robinson's custard concession.

Royal Princess

HAHIRA, Ga., May 9. -Show opened its season May 1 here. Route of the show thru the still date season will be confined to Georgia and Tennessee. Several fairs and celebrations have already been booked.

Personnel includes Stan Wrisley, owner-manager; Louise (Prinman and assistant manager; Bar- cold weather. However, the Satur-

Opening Sunday of the 12-day Harry Bentley, Barry Edwards, Parisian Nights. Tony Masseri's stand in Hamtramck was cold jewelry; Barney Corey, Dick show is clicking, while Dewise with heavy snow at intervals. De- Scearce, Ed Hartley, Joe Taylor, Purdin is getting his share with spite the inclemency, the rides Barney Corey, Bob and Clyde the Side Show, Snake and Mon-

John Dempsey is working on a Lodabelle Scearce, pan game; Ray new front. Mickey and Happy Altho the weather hurt, show Leefe, George Pullen, Derby; Bar-officials said spending under the ney Corey, Bob Irwin, Eddie Detwiler is mail clerk and The Detwiler is mail clerk and The Billboard sales agent. The baby give-away is proving a big draw. Ride, mechanical and art di-Ray Pollock, mug joint; Mr. and Benfield, assistant builder; Kelvin Mrs. V. Matthews, grab joint, and A. Howard, assistant mechanic Roger Warren and Vincent Kuro- and welder; Isaac Mallard, assispatwa, candy wagon. Concessions tant electrician; Eddie Schnepf, under Ed Butler's wing are glass Chairplane foreman; John Vogel, pitch, Peggy Butler; ducks, Fred Fly-O-Plane foreman, with Har-Bullis; gold fish, Bob Butler; add old Manmiller, assistant; James T. 'em pans, Jimmy Cortell, and ball Lash, Octopus foreman; John O. Delawter, Rolloplane foreman; Pender Morris, Ridee-O foreman, with Lee Smith Jr., assistant; John W. Paggett, twin Ferris Wheels foreman, and James Wilassistant; Walter Marshall son. Merry-Go-Round foreman: Sr., Walter Marshall Jr., Siddieland foreman; Everett Rowan, Pretzel foreman, with Dewy Levitt, assistant, and Roy Delawter, who is slated to be in charge of rides and transportation for the No. 2 unit.

Burkhart

HAVANA, Ill., May 9 .- Personnel includes Carl Burkhart, ownermanager; Agnes Burkhart, secretary-treasurer; Tex Fetta, electri-cian; Fetta and Wayne Wagner, Merry-Go-Round; Johnny Welch and Blackie, Ferris Wheel; Art Sears and Olie Olsen, Skooter; Stash Sherman and Porky Nelson, Tilt-a-Whirl, and Buddy Guess, kid rides.

Concessionaires include: Ann Tilley, bingo, managed by Mr. and Mrs. Sam Spangle, with Rumley, caller; Jerry Fulton, long range gallery; Hank Gowdy. 2; Elmer Rourke, 2; Whitey Nielsen, 1; Kenny Etzel, 2, and Campbell, cookhouse,

Owner Burkhart recent y added two new tractors.

Drago Amusements

KOKOMO, Ind., May 9 .- No. 1 unit opened here, April 30, with six major rides, four Kiddie Rides, cess Tiny) Wrisley, secretary-treasurer; Harry V. Smith, lot two nights was spotty, because of ney Hatcher, electrician and me- day, May 2, matinee was the big-

JOHNNY T. TINSLEY SHOWS "America's Most Modern Midway"

WANT

Flashy Walk-In, Bingo, large type Concessions, Fish Pond, Duck Pond, Long and Short Range Gallery, Cork Gallery, String Games, Ball Games, Balloon Darts, Bumpers, Hooplas or any Hanky Pank. Will place Side Shows or any Grind Show with flash-Bill Mc-Laughlin and Florence, come on. Mac wants Cookhouse Help.

Statesville, N. C., this week.

NOLAN AMUSEMENT CO.

NEW LEXINGTON, OHIO, MAY 11-16, MAIN STREET AROUND THE COURTHOUSE; SOUTH ZANESVILLE, OHIO, MAY 18-23, FIREMEN'S ANNUAL STREET FAIR.

NELSONVILLE, OHIO, MAY 25-30, POLICE AND FIREMEN DECORATION DAY CELEBRATION

WANT BINGO, GIRL SHOW, CONCESSIONS, CONCESSION AGENTS AND RIDE HELP.

FRED NOLAN MOXAHALA PARK, S. ZANESVILLE, OHIO. PHONES 2-7671 or 2-8252.

Mullins **ROYAL PINE SHOWS** WANT FOR

Outstanding season of Still Dates, Celebrations and Fairs in Massachusetts, Vermont, New Hampshire and Maine,

Beano for season, must be flashy. Concessions: String, Ball Games, Duck Pond, Scale and Age or any legit Concessions that do not conflict. Some P.C. open. No Mitt Camps or Racket. Shows: Unborn, Snake, Motor Drome, Wild Life, Fun House. Ride Help: Top wages for sober, reliable men; semi-drivers preferred. All replies to

MULLINS ROYAL PINE SHOWS Week of May 11 to 16, Holyoke, Mass.

ALL BONA FIDE CELEBRATIONS. START MAY 30-DECORATION DAY

3210 ST. LOUIS AVE.

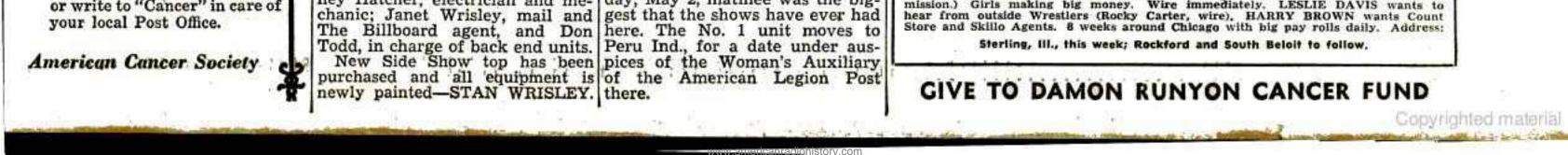
want Ride Superintendent who can handle men and rides. Bob Hord and Slim Tomtin, contact at once. Foremen and Second Men for Ferris Wheel, Merry-Go-Round, Tilt and Octopus. Man to "up and down" Bingo Top and handle Merchandise Wagon, Also Man to handle canvas. Can use wives on office-owned Concessions. We can also use a few more legitimate Stock Concessions of all kinds. (No gypsies, please.) All Ride Men must drive semis and have chauffeur's license. No collect wires or phone calls All replies to Want Ride Superintendent who can handle men and rides. Bob Hord and Slim Tomlin, F. & M. AMUSEMENT SERVICE

PHONE: JEFFERSON 7095

ST. LOUIS, MO.



CONCESSIONS: Frozen Custard, Basket Ball and Nails. Can place Hanky Pank Agents and P.C. Dealers. RIDE HELP: Can use Second Men on Rides. Must drive and stay sober. MARIE LA DOUX wants Side Show Attractions, especially Annex Attraction. HARRY BENSON can use a few more GIRLS FOR TAXI DANCE. (Salary and com-mission.) Girls making big money. Wire immediately. LESLIE DAVIS wants to hear from outside Wrestlers (Rocky Carter, wire). HARRY BROWN wants Count Store and Skille Agents. 8 weaks around Chicage with hig nay rolls daily. Address



CARNIVALS

THE BILLBOARD

MAY 16, 1953

RAY WILLIAMS SHOWS

60

Lima, Ohio, this week; Springfield, Ohio, to follow

Want Short Range, Mug, Pan Games, Ball Games, Guess Your Age, Scales and String Game.

Will book Tilt, Dark Ride, Spitfire or any Ride not conflicting. Good proposition for Minstrel Show with own equipment. Want any other back-end attraction capable of making money in this industrial area. Want Caterpillar and Roll-oplane Foreman and Second Men on all Rides.

Lima, Ohio, May 11-16; then Springfield, Ohio.

> This show has 10 best **Michigan Fairs**



H. P. Hill Org **Gets Mixed**

Biz in S. W. ALBUQUERQUE, N. M., May 9.—Hill's Greater Shows have

been having their ups and downs thus far this spring. Texas spots were good with Midland, Fort Stockton, Clovis and Monahans all winners. Portales, N. M., was a blank.

H. P. Hill, show's owner, is nursing a broken leg that he suffered on a recent booking tour in Colorado. X-rays showed three fractures and, while he is remaining with the org, is unable to get around as usual.

Show's appearance has been helped by new tops on the Merry-Go-Round and the Auto Racer. Mr. and Mrs. Dave Reese left to fill other commitments. New faces include Mr. and Mrs. Don Lorenz, who are working the rat game and country store. Mrs. Jackie Shores joined her husband here with her bear hoop-la. Bonnie Holifield is agent for The Billboard. Pat Bonta plans to put her pea pool in operation as soon as a new top is delivered. Mrs. Katie Reeves, wife of the show's

legal adjuster, is still confined in Lilbourn, Mo., but plans to



City Shows lost their Monday night (4) opener here to rain but the skies cleared for Tuesday and a good turnout resulted. Org's kid matinee here is being sponsored by a local merchant and is expected to be a good one.

Clarksville, Tenn., played last

Buck-Model Looks to Recoup

Continued from page 54

oplane, Flyoplane, Whip, Octopus, Little Dipper and boat ride, plus six kiddie units. More rides prob-

The show line-up has potential strength, with Harry Finklestein running two girl units, the Casino and Calendar Girls. The Batron Brothers have a circus and Doc Hartwick has two units, a Glass House and a Snake Show. Whitey Sutton is operating the Side Show, Harold Allen the Funhouse, Green and White a crime show and Clarence Samuel a Harlem unit. The show has Motordrome equipment but still lacks an operator.

All of the rides are show-owned and the organization is so geared that when crowds and money show, the office wagon will be in good shape under the watchful eye of Nick Steppe, secretary, and Richard Tolman, assistant, who served for many years with Buck.

18 Flats, 2 Coaches

But says that while the show is compact now and has potential earning power, an ideal set-up calls for the addition of five flats to the 18 flats and two coaches now carried. In addition to the train, about 10 tractor units go overland, many of them carrying concession equipment. Buck kept three of his tractors to aid in the hauling of wagons to and from the train. Other equipment used by Buck on his motorized unit and incorporated into the new railroader includes revolving light towers, especially designed and built by John Courtney, and individually mounted and Diesels. Show will go into North Phila-

delphia for a week on a new lot at

including a Merry-Go-Round, two neer, and Emmanuel Sherman, Ferris Wheels, Tilt-a-Whirl, Roll- painter, assisted by Curly White. Bill Cowan has 10 concession units manned by 22 persons. He is assisted by Whitey Fulkner and ably will be added later. Buck his wife, Ada. W. C. Hoyt has the has 11 rides at Carolina Beach, cookhouse; Sid Goodwalt, popcorn N. C., including a Skooter, which will be brought on for fairs. and grab; Mrs. David B. Endy, custard, managed by Joe Myslevy; custard, managed by Joe Myslevy; Danny Dorso, bingo; Larry Marcassio, glass pitch, pitch 'til you win and cork gallery; Frank Bogt, long range; Al Stewart, photos, two short ranges; Paratto Bros., balloons and ducks; Marie Sieker, candy floss; Joe Marsciano, French fries; L. Blizzard, Cokes and darts; Miss McDowell, ball game; Mr. and Mrs. Levitt, hoopla; Les Prime, derby; Mrs. Cinceley, two ball games; Nathan's scale and age and Charlie Zucker, novelties.



ROEBLING, N. J., May 9 .- Virginia Greater Shows, playing their fourth date here, reported the opener in Suffolk, Va., successful, with ideal weather prevailing The second date, Salisbury, Md., found the show plagued with bad weather early in the week, but a clear Friday and Saturday prevent the date from being a complete loss.

The third date, Salem, N. J. again found the show plagued with ideal weather prevailing. The was unable to move on the lot until Tuesday (28) because of its rain-soaked condition. Business was off due to the unsettled Erie and K streets next week. weather conditions which brought That territory, which has been rain and cold weather. The local expanding ever since the war, has VFW, under whose auspices the grown tremendously and the show show played, provided several week, was termed "okay," despite lots used formerly have been gob- loads of sand and sawdust to help day and dating Johnny Denton's bled up for industrial and home put the lot in better shape. The show is scheduled for another here and will not return during date in Pennsylvania before the next four weeks while the jumping into familiar Buck terri- shows play in New Jersey, because of the bingo ban. The show added three new tractioned, staffers include Roy Peugh, tors in Suffolk. The show's fleet press; Bill Curtis, electric and of semis numbers 20. Jimmy Tomas is in charge of trucks. Jimmy Johnson joined in Suffolk and is operating three revues-one of his own and two show-owned units. Also joining in Suffolk was Tony Buzzella, concessionaire. Gene Snyder is managing the Bill Jones bingo unit and Capt. Frank Allen is operating the Side Show, both reporting good patronage.



JACK THOMAS WANTS

Agents for Coke Bottles, Bottle Game, Age & Weight, Jewelry -someone who can engrave, and other Hanky Panks.

Playing 2 and 3 spots a week on the streets. No Still Dates.

Art B. Thomas Shows Lennox, South Dakota

THUNDERBIRD AMUSEMENTS

Want Agents for Swinger and Six Cats. Ride Help wanted. Will book legitimate Concessions not conflicting.

First Celebration week of June 8th. Wire or write Rifle, Colo., this week; then as per route.

P.S.: D. E. (Society Slim) Walters, get in touch.

ATTENTION—Ride Help—ATTENTION Can use Foremen on Ferris Wheel, Merry-Go-Round, Chair-o-Plane, Kiddy Rides, etc. NO DRUNKS. Apply SAM TASSELL

5839 Walnut St., Philadelphia 39, Pa. GRANITE 2-5852



Equipped with Eli power unit V-belts.

White seats, red upholstery. Newly painted. A-1 condition. First \$4,000.00 takes it. Can be seen in operation.

DOMENICK FANTASIA

Bristol, Conn.

109 Seymour St.

HANKY PANKS OF ALL KINDS. Address: Burlington, Iowa, this week; Ottumwa, Iowa, next week.

Royal Midwest Shows

Want Stock Concessions, Photos, Long and Short Range, Penny Arcade and Wild Life Shows. Hi, contact Bob.

ROXIE HARRIS

General Delivery, Seymour, Ind., this week; North Vernon, Ind., next.



Spitfire Foreman, Second Men who drive, Concessions, Shows. What have you? A wit is a Foreman who stops work to tell funny stories. Half wits are Second Men who stop to listen. Carbondale, III., this week; Fredericktown, Mo., next. Ves business is wood Yes, business is good.



Billboard, 2160 Patterson St. Cincinnati 22, Ohio

Have new Adult and Kiddle Roller Coaster available with own transportation. Want to book at park, beach or on carnival. Write or wire

RIDE OWNER 3520 S.W. 3rd Ave. Miami, Fla. Phone 3-0136

Available Immediately Bingo Caller or Manager. Sober and

night was lost to rain. The Saturday kid matinee at Murfreesboro, the week previous, produced one of the biggest crowds of the young season.

Tommy Hickey, son of the owner, has recovered from a recent operation and is expected to rejoin soon. A. Petka is operating his age and scales. Richard Bradburn and Dick Sieman have a new top and new tables in their cookhouse. Don Summers, Korean war vet, is spending a week with press agent George Leonard. Bertha Bert unit joined at Clarksville. Eddie Doyle, clown, is working the streets and the midway. Mr. and Mrs. Bob Buffington's son is visiting Paris, France. Red Dougherty and a committee visited from Bowling Green, Ky. Tom Dawson, of Acme Supply Company, St. Louis, was also a recent visitor.

Mrs. Leonard Higgs, cat-rack,

buckets, pin store, count store

and percentage; Mr. and Mrs.

Friday Osborn, pitch-till-you-win

and duck pond; Mr. and Mrs.

William Fox, slum post office

and ball game; Mr. and Mrs.

candy apples; Mr. and Mrs.

Lorne Morgan, scale, age and

cork gallery; G. O. Case, slum

rack ball game.

Gold Medal Shows. Wednesday developments. After Philly, the Jones bingo unit was not used tory in New York.

Besides those already men-Diesel engineer; Raymond Morris, billposter; Bill Beldoc, ride superintendent; Eddie McTigue, lot superintendent; Red Kelley, trainmaster; Chester Bachelder, motor superintendent; Bill Smith, night watchman; Tiny Deemron, assistant electrician and diesel engi-

Moser Shows Get Off Okay

SALINA, Kan., May 9.-Central States Shows trucked here this week for its third stand of the year. Opener was in Great Bend, Kan., where business was good, and the second stop, Dodge City, panned out okay for rides, shows and concessions.

Show rated front-page publicity at Great Bend, when Linda Lopez' baby chimpanzee conpneumonia and tacted was placed in an iron lung donated by one of the local hospitals.

Midway line-up here includes 11 rides, 5 shows and close to 30 concessions. Office staff includes W. W. Moser, co-owner and general manager; M. M. Moser, cochief electrician; Mrs. J. D. Steinbeck, secretary; Mrs. P. M. Moser, front gate, and Uncle Bert Doty, mailman and agent for The Billboard.

Other personnel includes: Rides: Merry-Go-Round, Mac McGowan; Octopus, John Soma; Rolloplane, Norman Michelle; C-Cruise, M. A. Holmes; Spitfire, Laurence Dokken; Ferris Wheel, Ralph Mayo: Kid Ferris Wheel, Richard Moser; Kid Autos, Bob Hyer; Miniature Train and Rockets, owned and operated by Mr. and Mrs. O, B, Siever, and ponles, owned and operated by Johnny Hines.

Shows: Side, Show, Jimmy Farmer, man-Clifford Sullivan, popcorn and ager and knife thrower; Chester Adkins and Ralph Saulsbury, tickets; Sleepy Winn, alligator boy; Ruby Ronee, sword box; Cowboy Charley, magician and emsee, and Bonny Bell, annex and outside talker. Linda Show, Linda Lopez, dancer; Bill spindle, and J. H. Smith, slat Valdez, front man. Wild animals, George and Ann Wilcox, operators, Penny Arcade, Mr. and Mrs. Newel Walker, Motordrome, Eddie Carpenter is agent in the

W. C. (Bill) Murray, general agent, has been working ahead of the show in Northern New Jersey and New York.

Cavalcade of West Hit by Counter Attractions, Rain

KIRKLAND, Wash., May 9. Poor weather and competitive attractions handed Cavalcade of the West, Seattle-based carnival, a loss on its six-day stand, ending Sunday (26), on the southeast outskirts of Portland. Danny Ferguson, general manager, said total attendance was 3,329. Spending of patrons was reported good.

The carnival, carrying 6 shows, 8 rides and 40 concessions, opened Tuesday (21) after enjoyowner, assistant manager, and ing good business at Medford, Ore. The outfit had been touring California and left Portland for a week each at Centralia and here before heading for Canada. It was this show's first try at a Portland location.

Ferguson took the out-of-town location in view of the city council's reluctance to license shows, other than circuses, owing to a purported agreement with entertainment interests in town.

Show caught rainy or cloudy weather during most of its stay. Competing attractions were home games of the Pacific Coast Baseball League and the Portland Home Show.

Ferguson said the carnival was still building up. Two new pin store; Blue Moore and John H. Lelowe, count store; Lorne Miller, 3; J. D. Summers, 2; J. L. Cham-H. Lelowe, count store; Lorne Miller, 3; J. D. Summers, 2; J. L. Cham-land, and the Fearless Greggs,



HAND-CARVED MECHANICAL CIRCUS. Most complete reproduction of 3-ring circus ever built: Band, street parade, menagerie, completely mounted on spe-cial built 112-ton Dodge. Ready for ex-hibition inside or outside, fast money maker. Cost \$10,000, sacrifice \$3,500, or trade for Kid Rides, Glass House, Shoot-ing Gallery. F. ALLEN, 1400 Brewerton Road, Syracuse 8, N. Y. Phone: 54-3000.

STUFFED ANIMALS 6 Bucking Horse, Bucking Steer, Buck-

ing Pony, Standing Pony charging Lion and Bear Camera, Saddles, Chaps, Jackets and Trailer to haul them. Ready to operate. No reasonable offer refused, H. E. ANDERSON c/o Ideal Trailer Court 3426 S.E. 6th Ave., Ft. Lauderdale, Fia.



Rides of all descriptions: Fun Houses,



Forsythe & Dowis Reap Good Grosses **At Early Stands**

DENVER, May 9.-Forsythe & Dowis Rides, in their first six weeks on the road, have found business well above a year ago and look for one of their best seasons this year, Don Dowis, org's president, announced here this week.

Ride line-up is headed up by the Sky Wheel, which was purchased during the winter from the Velare Brothers. The big wheel will remain with the shows until mid-August when it will head for a route of major Midwest fairs. Early dates for the Sky Wheel include Cheyenne (Wyo.) Frontier Days the last week of July; Monte Vista (Colo.) Sky Hi Stampede and the Greeley, Colo., July 4 celebration. Negotiations also are under way for it to appear at the Colorado State Fair, Pueblo.

Mr. and Mrs. Spots Goodman are operating hanky panks, while Graydon Dowis is operating the Octopus and Sky Fighter. Alex Risoli has novelties and guessyour-weight and Ted Kimpel a glass joint. Other concessionaires are Charlie Brock, darts; Maude and Carson Oliver, corn game, and Danny Beales, cat racks. Bill Cottrill is handling the Loopo-Plane; Claude Kleist the ponies, Autos and Rollowhirl, and Jack Botthum the Flying Scooter.

Graydon Dowis' three children, two sons and a daughter, are all away at various schools. The oldest, Gaylord, is in medical school, while Graydon Jr., is in law school. Daughter, Elaine, is scheduled to finish nurse training soon.

NY Planning Com. **Okays \$60 Million** Coney Housing



Continued from page 48

Casey, E. J.: St. James, Man., Can.; E. Kil-donan 18-21.

Cavalcade of Amusements: Evansville, Ind.

Cavalcade of West: Nanaimo, Vancouver Island, B. C., Can.

Central States: Hays, Kan.; Russell 18-23

Chanos, Jimmie.: Drexel, O. (P. O. Day-

Coleman Bros.: New London, Conn. Collins, Wm., T.: Minneapolis, Minn., thru

Daniello, Phil: Solvay, N. Y., 20-23, Dan-Louis: Mount Vernon, Ind.; Newburg

Down River Am. Co.: Flat Rock, Mich.

Drago, No. 1: Peru, Ind. Drago, No. 2: Wabash, Ind., 11-13. Drew, James H.: Madison, W. Va.; Prince-

Dyer's Greater: Carbondale, Ill.; Frederick-

town, Mo., 18-23, Eastern Am. Co.: Auburn, Me. Eddie's Expo.: Fredericktown, Pa.; Grind-

Evans United: Unionville, Mo.; Marshal

Franklin, Don, No. 1: Pryor, Okla.; Miami

Garden State: (Edgemont Park) Walnut-port, Pa., thru May 30.

Gayland: Edmonton, Alta., Can.; Lethbridge

Glass City & Anderson Am.: Willard, O.

Gold Bond: Monmouth. Ill. Gold Medal: Gadsden, Ala. Gooding Am. Co., No. 1: (Whittler & Jac-

Fleming, Mad Cody: Waycross, Ga.

Continental: White River Junction, Vt.

Cote Am. Co.: Utica, Mich. County Fair: Ord, Neb. Crafts Expo.: Las Vegas, Nev., 13-16.

Halle) Eau Claire 18-24.

Dumont: Richmond, Va.

G. & B.: Anmoore, W. Va.

Gentsch, J. A.: Kosciusko, Miss,

Gladstone Expo.: Camden, Tenn.

Georgia Am. Co.; Toccoa, Ga.

Goree, C. A.: Syracuse, Kan.

Great Sutton: Sedalia, Mo.

Grand American: Ottumwa, Ia,

Greater Dixieland: Clarksville, Tex.

Gem City: Glasgow, Ky.

ger) Columbus, O.

Columbus, O.

Cleveland, O.

Cetlin & Wilson: (10th & Bigler Sts.) Phil-

Central American: Minneapolis, Kan.

Cherokee Am. Co.: Henryetta, Okla.

Carpenter Bros.: St. Marys, O.

adelphia, Pa., 11-23.

12-19.

ton, O.)

May 22.

18-23.

ton 18-23.

stone 18-23.

18-23.

18-23.

20-23.

15-23.

Pa.

Coney Expanding **Boat Operation; Behrman Retires**

CINCINNATI, May 9. - Activity is going to be expanded this season on Lake Como at Coney Island here. Edward L. Schott, park president and general manager, announced the addition of six aluminum canoes, several aluminum rowboats, a power boat and 12 small boats to the fleet of craft the park has taken over from Al Behrman, former chief electrician at the park and boating concessionaire for the past 30 years.

The 75-year-old Behrman will be missing from Coney's ranks this year. Not long ago he announced his retirement and the park bought the boats which he Desbro: Geneva, N. Y. Dobson's United: Eleva, Wis., 15-17; (Lake had operated. Rohrman io

Behrman joined Coney in 1913 as electrician. In those days the park operated its own electrical plant, and Behrman took charge. In 1920 the plant was discontinued, but Behrman stayed on as chief electrician until retirement from that position six years ago. Since then he has devoted his time to the boat and canoe operation. Behrman was noted among both Coney staffers and patrons for his interest in wild life. He provided a haven for water fowl on the island in the lake, and patrons were intrigued each year by the tameness of the mallards that inhabited the lake. From now on out Behrman expects to do considerable' hunting and fishing at his Kentucky farm along the Ohio River. However, it is likely that he will be seen about the park quite a bit since his home is across the road fron. Coney.



CARNIVAL-GENERAL OUTDOOR

Association Offers Trade Show Space, **Plans Coin Section**

CHICAGO, May 9.-First pitch for the sale of booth space at the November convention of the Naticnal Association of Amusement Parks, Pools and Beaches will get underway Friday (15), Secretary Paul H. Huedepohl said this week.

Previous exhibitors will be solicited first. General pitch will be started a month later, he said. Available this year will be 156 booths, compared to 133 last year. Remodeling of the Hotel Sherman St. Joseph-Apple Blossom Festival. May 15is making 36 new booths available and Huedepohl said present plans call for devoting this space to coin-operated rides. Remodeling also forced elimination of 11 spaces in the older display section.

DOG SHOWS

California

Pasadena-May 31. Jack Bradshaw, Los

Santa Monica-May 16-17. Jack Bradshaw,

Illinois

Kansas

Missouri

St. Louis-May 16. Marie Thompson, Brent-

New Jersey

Madison-May 22-23, Foley, 2009 Ranstead

New Mexico

Albuquerque-May 31, Tom Mevaney, 2025 Rio Grand Blvd., N. W.

Santa Fe-May 29-30, Mrs. T. Knight, Box

New York

Garden City, L. I.—May 15. Foley, 2009 Ranstead St., Philadelphia. Westbury, L. I.—May 17. Foley, 2009 Ran-stead St., Philadelphia.

North Carolina Greensboro-May 16. Edgar A. Moss,

Winston-Salem-May 17. Edgar A. Moss, Greensboro, N. C.

Pennsylvania

wood, Mo. St. Louis-May 17. Bow Org, Detroit.

Joliet-May 31, Gugerli, Auburn, Ind.

Peoria-May 24. Esther Wood.

Topeka-May 17. Bow Org, Detroit.

Grayce Greenburg,

Angeles.

Los Angeles.

Ventura-May 24.

Camarilla, Calif.

St., Philadelphia,

996.

Greensboro.



California

Burbank-Burbank Community Fair & Parade, May 20-24, Iva Lou West,

Indiana

Decatur-Spring Festival, May 18-23. Lyle Mallonce.

Indianapolis-Auto Races. May 30. Iowa

Cedar Rapids-Home Show, May 27-31, Paul Waters, 606 Guaranty Bldg, Michigan

Holland-Tulip Time Festival, May 13-16, L. A. Wade.

Missouri

Chaffee-Celebration. May 30. Veterans of Foreign Wars.

16. Frank S. Records, 209 N. Fifth St.

Nevada

Las Vegas-Elks' Helldorado & Rodeo. May 14-17. E. J. Gilbreath, Box 872.

New York

Syracuse-Third Ward Men's Club of Salina Carnival, May 22-30. George Mundy, 103 Breman Ave.

Oklahoma

Pawhuska-Osage Futurity & Race Meet, May 17-24. Clarence Paden, Chamber of Commerce.

South Carolina

Charleston-Home Show. May 19-24. J. Walker Owens, Chamber of Commerce Bldg.

Tennessee

Memphis-Memphis Cotton Carnival, May 12-16. Milton Schmitt, Box 302. Nashville-Home Show, May 20-24. Paul

Waters, 205 Exchange Bldg.

Virginia

Rockymount-Spring Carnival, May 25-30. James S. Marshall, American Legion.

Washington Tacoma-Home Show, May 20-24, George Colouris, 11031/2 N. Division St.

9 Rides 9 Rides **Festival of Fun Shows**

Want for Benton Harbor, Mich., May Want for Benton Harbor, Mich., May 25-30. All joining now given preference for Celebrations, Fairs and one of Michi-gan's biggest Fourth of July Celebrations, Hanky Panks, all kinds: Photos, Jewelry, Glass Pitch, Darts, Ducks, Cats, Pea Pool Agent, Want Shows, small percentage. Have tops, equipment for good operator. Want Ride Help and Truck Drivers for all-year season. Best salary and treat-ment. Lewis Garner, contact. Joe Miller, contact; important. All replies:

P. O. BOX 187 Plainwell, Mich.

FOR SALE

Complete set of eight Distortion Mir-rors; Giggling Gertle Laughing Figure, complete with sound, top panels marine plywood set in angle iron frames; also Bally Platforms, angle iron frames; all Baily Platforms, angle from frames; all this equipment in A-1 condition. If sold logether \$750.00 cash takes all; other-wise Mirrors, \$500.00; Laughing Figure with sound, \$250.00; Panels and Plat-forms, \$100.00. J. C. DUNCAN JR., c/o C. A. Stephens Shows, Rockmart, Ga., this week; Jasper, Ga., May 18-23.

closely on the heels of the announcement a few weeks ago by the City Planning Commission of Heth, L. J.: (Fourth Ave. & 13th St.) Birmits approval of Park Commissioner Robert Moses' plan for re-zoning Coney Island into a predominantly Holly Am. Co.: East Point, Ga. residential area, came the approval Hottle, Buff: McComb, Miss., 11-13; Millthis week for a \$6,000,000 housing development to be erected at the Hugo's Novelty Expo.: Sunflower, Kan.; amusement site.

Sanction of the project approved by the Planning Commission must yet come from the City Board of Estimate. The multi-building project, to accommodate 420 families, would be erected in an area bounded by Surf Avenue, West 29th and West 32d streets and would cover almost seven acres.

Winter Quarters

Anderson Amusement

TOLEDO, May 9. - Work in preparation for the spring opening is nearing completion in quarters. The show will play the Lucas County, Ohio, Sesquicentennial Celebration in late June and early July and will be expanded with additional rides, shows and concessions for the occasion.

Chuck Hawley is ride superintendent. Slim Johnson is returning as Ferris Wheel foreman. Gerald R. Anderson took delivery on a house trailer. Pat Davis, lot man, has bought a panel truck. Rodger Anderson is the new show secretary. He will also operate for concessions.-LEE TURNER.

Scotland Rides

ELLOREE, S. C., May 9. -Work has been completed in preparing rides and other equipment for the new season, expected to get under way in early May. Delivery was taken recently on a kiddie ride, making a total of four the org will carry this season. Manager Harry Keller and Mrs. Keller recently returned from a visit to Tampa.



CONTACT ME HERE AT ONCE

Need Ball Game and Truck --- Frankie Vincent, Mighty Mite, Piedmont, Ala, Griddle Man wanted, good pay. Six Cat

18-23. O., 18-23. Harrison Greater: Suffolk, Va. Helman United: Melville, La.; Bunkie 18-23 ingham, Ala. Hill's Greater: Espanola, N. M.

Hannun, Morris: Scranton, Pa.; Harrisburg

H. & M.; College Park, Ga. ington, Tenn., 16-23. Howard Bros,: Piketon, O. Lexington. Mo., 18-23. Imperial: Beardstown, Ill.; Alton 18-23. Interstate: Franklin, Tenn. I.T.: Inwood, L. I., N. Y. Key City: Sheldon, Ill., 18-23. Keystone Attrs.: Riverside, Pa. Keystone Expo.: Cowpens, S. C. Klein Am. Co.: Orange City, Ia., 14-16 Klenke Am. Co.: Mount Vernon, O.

Lagasse Am. Co., No. 1: Marlboro. Mass.; Hudson 18-23. Lane, Leo: Savannah Beach, Ga. Maddox Bros.: Lyons, Kan. Manning, Ross: Newburgh, N. Y. Marion Greater: Springfield, S. C. Marks, John H.: Falls Church, Va.; (Broad St. & Pattison Ave.) Philadelphia, Pa. 18-23.

Merry Midway: Troy, Tenn.; Gleason 18-23. Metropolitan: Asheville, N. C.; Johnson City, Tenn., 18-23. Midway of Fun: Red Oak, Okla. Midway of Mirth: Carlinville, Ill, Mighty Hammontree: Manchester, Tenn. Mighty Hoosier State: Columbus, Ind. Mighty Page: Martinsville, Va.; Winston-Salem, N. C., 18-23. Milliken Bros.: Reidsville, Ga.; Glennville 13-18. Moore's Modern: Seminole, Okla.; Shawnee 18-23. Motor State: Chesaning, Mich.; Corunna 18-23.

Mullins Royal Pine: Holyoke, Mass. New England Am, Co.: Williamsett, Mass. Wilbraham 18-23. Nolan Am. Co.: New Lexington, O.; South

Zanesville 18-23. Northern Expo.: Worthing, S. D.

Oklahoma Expo,: Westville, Okla.

Page Bros,: Benton, Ky. Park Am.: Wagoner, Okla,

Paul's Am.: Moffett, Okla. Penn Premier: Easton, Pa.; Port Jervis,

N. Y., 18-23, Pioneer: Williamsport, Pa., 22-30.

Playtime: Clinton, Mas. Powelson Greater: (9th & Alton Ave.) Columbus O.; (Parsons Ave.) Columbus 18-23.

Prell's Broadway: Harrisonburg, Va. Rainier: Everett, Wash, Redwood Empire: Lakeview, Ore., 12-17. Reid, King: Troy, N. Y. Rockwell, Mike: Ellinwood, Kan. Rose City Rides: Perryville, Mo. Royal American: (Cotton Carnival) Memphis, Tenn. Royal Crown Athens, Ga.; Gainesville 18-23. Royal Midwest: Seymour, Ind.; North Vernon 18-23. Schafer's Just for Fun: (14th & Gaty) East St. Louis, Ill., 11-23, Shan Bros.: Maysville, Ky. Siebrand Bros.: Carlsbad, N. M., 11-17,

Smith, George Clyde: (Six-Mile House Lot) Cumberland, Md.; Mount Savage 18-23. Snapp Greater: Carthage, Mo. Southern Valley: Baton Rouge, La.; Monroe

18-24. Standard: Worland, Wyo. Star Am. Co.: Bald Knob, Ark.; Marshall 18-23.

Stephens, C. A.: Rockmart, Ga.; Jasper 18-23. Sterling Crown: Boaz, Ala.

Strates, James E.: Plainfield, N. J. Sunset Am. Co.: Hannibal, Mo.; Fort Madison, Ia., 18-23. -Tatham Bros.; Clinton, Ill.

Cal-Ranch, near-by roadside kid Huntingdon Valley-May 30. Foley, 2009 NEW YORK, May 9 .- Following Happy Attrs.: Weirton, W. Va.; Bellaire, park, will debut Saturday (23) featuring an all-Western motif.

The park, under the direction of Juan M. Caloca, sports new rides, refreshment stands and restroom facilities. The park was constructed to conform with building code regulations and is expected to gross well because of its location on a main highway.

Ample parking space has been provided, a necessity these days because of the growing tendency of traffic enforcement officials to frown on any roadside activity that slows traffic.

Wish Gets Concessions At Hamid's White City

SHREWSBURY, Mass., May 9.-Al Wish, owner-operator of Al Wish Amusements, announced that he has closed a deal with George A. Hamid to operate exclusive concessions at White City Park here.

Among his concessions will be milk bottle, punk rack, huckley buck, coke pitch, under and over, tip 'em over, lead gallery, over 12, fish pond, pan game, age and weight guessing, balloon dart, nail game, novelties and turf game.

Wish reported that the park has been completely renovated and that concession buildings have a new color scheme. Added

pavilion at the Village Green Falls Swimming Pool here. The fire was discovered late at night, and firemen fought it for more than two hours. Loss was estimated at \$10,000 by John Holefelder, spot's general

- United States: Coeburn, Va.; (Fair) Richlands 18-23. Veterans United: Worthington, Minn., 14-23 Virginia Greater: Roebling, N. J.; Morris-
- Vivona Bros.: Linden, N. J. Wade, W. G.: Monroe, Mich.; Kalamazoo
- Wallace Bros.; Memphis, Tenn, Wallace Bros of Canada: Brantford, Ont.,

20-24. West Coast Expo.: Angels Camp, Calif.; Yuba City 18-24.

Wilcox, Dick: South Portland, Me, Williams, Ray: Lima, O.; Springfield 18-23. Wilson Famous: Pittsfield, Ill.; Canton 18-23.

Ranstead St., Philadelphia, Washington Tacoma-May 24, Mrs. Helen Maring, Portland, Ore.

West Virginia Wheeling-May 17. Mrs. J. R. Mesgat, Shadyside, O.



We have openings for Stock Concessions for our long route of Celebrations and EIGHT of INDIANA'S best Fairs, including largest 4th of July in State-a full week at LINTON.

Can place LONG RANGE, SHORT RANGE, CUSTARD or ICE CREAM, BALL GAME, HIGH STRIKER, STRING GAME, BUMPER, or what have you? SHOWS-MUST BE GOOD and FLASHY. Reasonable terms and plenty of folks in front of you, HELP-Need WHEEL FOREMAN and other Useful Help. Openings for capable, sober Concession Agents. All replies to

ERNIE ALLEN, BEECH GROVE (INDIANAPOLIS), THIS WEEK. TOM L. BAKER, 2257 MADISON AVE., INDIANAPOLIS. PHONE: CARFIELD 4584.

THE SHOW THAT CAN ALWAYS GO BACK

THE GREAT JOHN ROBINSON SHOWS WANT FOR JUNE 1st OPENING

Want to contact Man with string of Concessions that can handle them all the way. Will book Concessions of all types. Especially Diggers, Mitt, Photo, Candy Floss, Candy Apples; Blackie, contact again. Will book Cookhouse or furnish one complete for capable Operator. Want Girl Shows; Dale Parish, contact. Want Shows of all types, what have you to offer? Ride Help—#5 Ell Foreman, Spitfire Foreman, Octopus Foreman, Second Men on all rides. Quarters now open, come on. WANT ELECTRICIAN, pay salary and cut-ins. Must be able to handle trucks. Want Advance Agent who knows Illinois and South, Must be able to handle promotions. Have A-1 Motordrome complete with machines; will trade for Roll-o-Plane, loads on one truck, Will consider operators for same if sober and ambitious. Address:

JOHN L. ROBINSON IOWA FALLS, IOWA, PH. 9727. NO COLLECTS.

INTERNET REFERENCES IN THE REFERENCES FLAG POLE SITTER—WANTED AT ONCE

For two weeks, starting on May 17 in Winnipeg, Canada, This will be a big thing . . . terrific celebration. Will supply props or you can bring your own. Amateurs, don't apply.

Telephone Collect 3-0407, Winnipeg, and if call is refused, job is taken.

PHONE: Winnipeg 3-0407 Collect

MIGHTY PAGE SHOWS

AMERICAN LEGION CELEBRATION, WINSTON-SALEM, N. C., MAY 18-23. CONCESSIONS-Hanky Panks of all kinds, reasonable privilege. Will sell exclusive on Long Range Gallery. CONCESSION HELP—Want Pin Store Agents. Head of store open to capable man. Want two Agents for Block Concession. RIDE HELP—Foremen for Octopus and Little Dipper, top salaries. Second Men on all Rides to join immediately. A-1 Mechanic to join on wire. SHOWS—Want Girl Show Workers, excellent salary, office paid. All wires to

BILL PAGE, GEN MGR., MARTINSVILLE, VA., MAY 11-16.

WANT—C. A. GOREE SHOWS—WANT

Hanky Pank Concessions of all kinds, also Bingo, Lead and Cork Gallery, Fishpond, Basketball. P.C. Dealers and Agents for Six Cats and other Concessions. All Grind Shows open. Want Side Show People. Any useful Carnival People. Ride Help on Ferris Wheel, Tilt-a-Whirl and Holl-o-Plane,

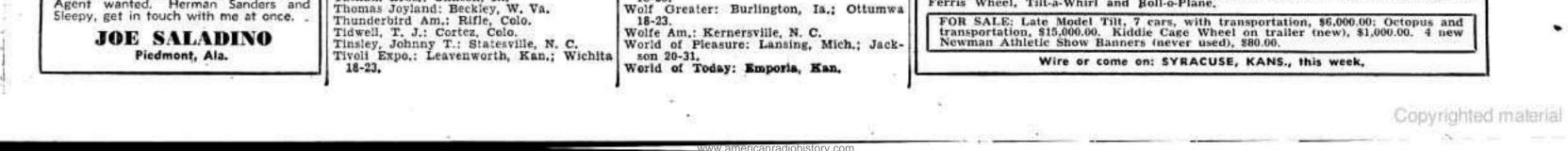
this year is a picnic pavilion. **Fire Destroys Pavilion** CHESTER, Pa., May 9.—Fire last week-end destroyed the dance manager.

20th Century: Columbia, Mo.

town 18-23. Wade's Expo.: Livonia, Mich., Race Track,

18-23.

Can. Wallace, I. K.; Dobson, N. C. West Coast: Alameda, Calif., 12-17; Chico



CARNIVALS

THE BILLBOARD

MAY 16, 1953



2301 31 YAW 用家具的被求教育 医精子 C. 11191.7 265 MAY 16, 1953 THE BILLBOARD MERCHANDISE 63 Astol Astrony Astronautor DISPLAY-CLASSIFIED SECTION Promotile A MARKET PLACE FOR BUYERS AND SELLERS Novetties REGULAR CLASSIFIED ADS Set in usual want-ad style, one **NEW 7 JEWEL Rhinestone** paragraph, no display. First line LADIES' WATCH regular 5 pt. caps, RATE: 15c a BRACELET word - Minimum \$3 CASH WITH COPY. DISPLAY-CLASSIFIED ADS Containing larger type and white **Carnival** Novelties space are charged for by the agate **Tinseled Flying Birds** Box (3 dz.) \$2.40 Gr. \$ 7.75 line, 14 lines to the inch. 4-point Pinwheel No illustrations or cuts can be used. Gr. 9.00 Box (3 dz.) 2.40 **Double Pinwheel** RATE: \$1 a line-Box (3 dz.) 2.40 9.00 Minimum \$6. ULTRA SMART-SIMULATED DIAMONDS COVER FORMS CLOSE ENTIRE BRACELET AND WATCH COVER! THURSDAY NOON IN CINCINNATI Fur Monkeys 2.75 FOR POSTPAID EACH, Plus Postage. 4-inch Box (4 dz.) \$1.60 Gr. \$ 4.50 7-inch High Hat Monk with Pipe Box (3 dz.) 2.40 Gr. 9.00 Send FOR THE FOLLOWING WEEK'S ISSUE IN LOTS OF 3 SAMPLE To insure publication of your advertising in the earliest possible issue arrange to have 10-inch High Hat Monk with Pipe Dz. 1.85 Gr. 21.60 12-inch High Hat Monk with Pipe Dz. 3.60 Gr. 40.00 (UNBOXED) your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week. WATCH ONE-YEAR GUARANTEE SLIP INCLUDED WITH EVERY WATCH! ADD \$1.00 FOR LOVELY GIFT BOX WITH \$92.50 PRICE TAG 9-inch Acrobat Fur Monkey Dz. 1.85 Gr. 21.00 VACUUM CLEANERS-TANKS, UPRIGHTS: all makes; rebuilt like new; guaranteed. Any quantity, all prices; samples on re-quest. Brand new Sewing Machines. Metro-politan. 4143 Third Ave., N.Y.C. CY 9-5960. ACTS, SONGS & PARODIES Celluloid Feather Dolls The BLACK ACTION COMEDY PARODIES, INTRODUCmy16 tions, song titles, MC patter, gimmick gags, stories, single gags; \$1 complete. Sebastian, 10934 Hamlin, North Hollywood, Calif. WALLET-SIZE COMIC CARDS - WONDER-12-inch WALLET-SIZE COMIC CARDS — WONDER-ful novelty advertising gift for discern-ing businessmen. Complete set is 15 cards; 3 different sets, π1, =2, π3. Hathaway Spe-cialties Associates, 145 S. College St., Ak-ron 4, Ohio. Rayon Parasols— Calif. jn20 American Flag Designs "E M C i. E" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Com-edies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B. P O. Box 983, Chicago 90. my30 17-inch Diameter . Dz. \$3.25 Gr. \$36.00 21-inch Diameter . Dz. 4.00 Gr. 44.00 23-inch Diameter . Dz. 5.10 Gr. 57.50 WHOLESALE CATALOG OF FAMOUS brand merchandise. Hundreds of items. MSECA. S-1351 Third Ave., New York 21, MEN'S JEWELED WATCH WITH CLASSY BLACK SUEDE BAND & NONTARNISH YELLOW CASE! 100 COMEDY SONG TITLES, \$1; COMEDY Dictionary, \$1; 100 Introductions. \$1; Stories for the Night Club, \$2; Night Club Patter, \$1; price list with Parody, 10e. Mary's Humor House, 387 29th Ave., San Francisco 21, Calif. **Carnival Supplies** my23 YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65c; Mackinaws, 35c; Shoes, 121/ac; Ladies' Coats, 30c; Dresses, 15c, Enormous profits, Catalog free, Moro, 558-AF Rooseveit, Chicago 7. np Looks terrific, is terrific. Hottest number of all Daisy Cork Gun.... Ea. \$5.75 time for auctioneers, pitchmen, etc. Modern as Cork Gun Corks tomorrow. Order now-you won't be sorry. 1-year guarantee slip incl. with every watch. Per 1000 2.90 Hoops (Hoop-La-Rings), all sizes Dz. .85 Dart Balloons (Oak or Bluebird) Gr. .95 10 Gr. \$ 8.50 EACH, Plus Postage | SMART NEW GIFT ANIMALS, BIRDS, PETS BOX WITH \$49.50 French Feather Darts IN LOTS OF 3 AGENTS & DISTRIBUTORS Dz. 1.20 Gr. 13.50 PRICE TAG, ALLIGATORS, TEGU LIZARDS, BOA CON-strictors, White Face Elack Ringtail and Spider Monkeys, various exotic reptiles, animais and birds, Giant, world's largest, Rattlesnakes, \$15 each, 4 for \$50, 5 for \$60; special snake dens, \$30 to \$100. New and different stock every week. Tropical Im-port Co., Box 402, Slidell, La. Phone 583-M-4, 8 p.m. to 8 a.m. only. Jap Feather Darts Box (3 Dz.) 1.20 Imported Carnival Baseball (UNBOXED) \$1.00 EXTRA Gr. 4.50 AMERICA'S NEWEST SENSATION! Dz. 2.25 Gr. 24.00 Approved by Goodhousekeeping Latex Dipped String Baseball Glowing Nite Signal Mit. Needed by 55 Wood Milk Bottle., Ea. .75 Wood Milk Bottles, 1 lb. load "AIR FORCE TYPE" million Auto, Truck, Bus, Taxi Drivers; Ea. 1.25 Penny Pitch Chart. Ea. 6.50 Knife Rack Rings Per 100 5.50 Motorcycle, Bicycle Riders, Fast sales, Big SUN GLASSES profit. Details free. Sample \$1 postpaid. ANOTHER HUGE BODIED 15-FOOT ANA-ANOTHER HUGE BODIED 15-FOOT ANA-conda for immediate shipment. Spectacled Indian Cobras. 8 ft.; Brazilian False Cobras (non-poironous and wonderful for a bally snake for showmen). Dens of snakes, \$15 and up Complete Reptile Exhibits, \$50 and up, consisting of Chinese Dragons, Tegu Lizards, Tarantulas, den of snakes, various kinds exotic snakes, giant Toads and Tur-tles. This week's special: "Six foot heavy bodied False Cobras. \$22.50." Tarpon Zoo, Tar-pon Springs, Fla. PROTECTION INDUSTRIES Table Tennis Balls. . Dz. .40 MEN'S-No. 100 LADIES'-No. 101 Gr 4.50 Box 385, Whittier, Calif. A MONEY MAKER-FREE CATALOG. SE-lect Shaker Co., 5132 Shattuck, Oakland, Calif. Write for Carnival Catalog. Include postage with order. 25% deposit with c.o.d, orders PER DOZEN \$6.60 INCLUDES AGENTS - ACT NOW! STAMP SOCIAL Security Plates: Stamping Outfits; sample with Name and S. S. Number, 50e; litera-ture free. General Products, 11 N Pearl BB-33, Albany, N. Y. my16 PLASTIC CASES **GUARANTEED LIGHTER FLINTS** Wholesale Distributors Since 1880 BABY, DUCKLINGS FOR PRIZES-LARGE AGENTS, SALESMEN, WAGON-JOBDERS-Sell Balloons, Combs, Novelties, Notions, Billfolds, Watches, Carded Merchandise, Sundries, Carleton House Distributors 240-42 SOUTH MERIDIAN ST.

INDIANAPOLIS 25, INDIANA

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butors my23 B. Zeeland, Mich.

(BB), Texas City, Tex. AGENTS-SELL THE AMAZING NEW 8-Ball Fortune Teller. Sample, \$2; doz., Ball Fortune Teller. Sample, \$2; doz., Horned Owls, Fox Pups, Woodchucks, Parrots, Parrakeets, Ravens, Many other types of Animals, Birds, Charone Animal Ranch. пр



24 10c packs-5 Flints per pack. You get \$2.40 return on a 70c investment. They fit all standard lighters. Guaranteed merchandise. Why

ONLY 70c Per Display CARD!





JIMMY PERFORMS

UNUSUAL STUNT

JIMMY SWINGS

Continued from page 63

SALE—HANDSOME SMALL BLACK TRICK Pony, Rhesus Monkey Bridge Rider. Pamahasika's Studio, 3504 N. Eighth St., Philadelphia 40, Pa, SAgmor 5536.

SHETLAND PONIES AND MIDGET MULES. We cater especially to circuses and shows; purchase stock that will train; home of those pure white ponies and mules. Fred Wilmot, Richards, Mo. my30

ALL SNOWBALL FLAVORS AND SUP-plies. \$7 buys Ice Shaver that shaves into paper cup and enough flavor and cups for thousand snowballs. Electric shaver and flavor and cups, \$75; other out-fits, \$2.50 up. Free illustrated circulars. Snowball Co., \$534-C Lemturner, Jackson-ville 8, Fla.

AUCTIONEERS! JOBBERS! CANVASSERS! We have silverware sets, closeouts! Chests, razor blades, cutlery. American Products, Dept. B, 16 West 23, N, Y.

MAY 16, 1953

RED BAND COATS, \$5; TROUSERS, \$5; Opera Hats, Black Derbies, old style Po-licemen's Helmets, Policemen's Clubs. Les-ser Uniforms, 1210 Jefferson, Chicago. my16

RHINESTONE FASTENER SET — AT-taches rhinestones to dresses, costumes, etc. Complete with 300 brilliant crystal rhinestones, settings, \$3.95. Brilliant crystal rhinestones, settings, 16 size, \$1.75 gross; 20 size, \$2 gross postpaid. Amo-Lite Co., 21 Parsons Ave., Columbus 15, Ohio. RATTLESNAKES—BEST SELECTED FROM hundreds, not milked, fresh, good condi-tion, fixed or hot, under 4 feet, \$1 per foot; over 4 feet, \$1.50 per foot. Small snake dens, large reptile and milked snake dens. No charge for packing or containers on \$25 or up orders. On hand now: 30 boas, pythons, anacondas over 9 feet. Ross Al-len's Reptile Institute. Silver Springs, Fla. Phones: MArion 2-6369, MArion 2-7080. MArion 2-3336 (night). my23

FOOD AND DRINK CONCESSION SUPPLIES

PREMIER QUALITY, PRE-POPPED POP-corn. Specially made, ready to eat; shipped anywhere by express in moisture proof bushel bags, ten to a shipping car-ton. Premier Popcorn Co., Armor Rd., Ham-burg, N. Y. Telephone Emerson 1755. my16

PRE-POPT POPCORN, "READY TO EAT," shipped everywhere. New popcorn Ma-chines, Supplies, Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. my23 WATER BUFFALO BULL - HEALTHY, gentle and halter broke; weight, 1400 lbs. or more; price \$350. Will sell or trade for other livestock. Drum's Lakeside Zoo, Phone Green 163 Cortland, Ohio. SMALL CAL. COACH GRAB JOINT Trailer, almost new; 7' wide, 10' long; bargain for cash. Charles Thompson, 425 Oakwood Blvd., Chicago.

BUSINESS OPPORTUNITIES FORMULAS & PLANS

ALL SNO BALL SUPPLIES-BIG PROFITS, reasonable prices; good flavors, cups, scrapers, etc. Send for prices, information. Stuchbery Mfg., Dept. BS, 1417 Market, Chattanooga, Tenn. my23 ANY FORMULA, \$3. FORMULA CATALOG and Chemical Instruction Sheet, 10c. Jo-seph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

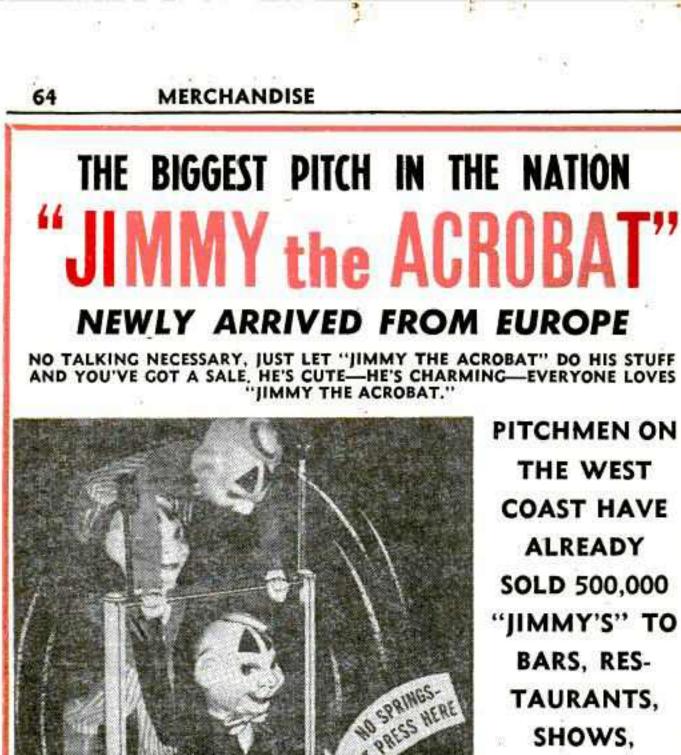
FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS, CARA-mel Corn equipment, Floss Machines, re-placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. jn6

CALUMET COACH CONCESSION TRAILER; all aluminum body, size 15'x8'; serving counters on both sides, \$387; bottle gas pop-corn popper, \$80; Hot Dog and Bun Steamer, 2 Hamilton Beach Milkshake mixers, four hole Frigidaire ice cream cabinet, orange drink dispenser. Trailer and equipment all

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They watch, laugh and buy "JIMMY." It's an automatic puppet show for young and old. Press the lever and "JIMMY" goes into action. This pixie-like daredevil performer keeps everyone thrilled for hours as he whirls thru the air at your bidding. Everyone goes wild. Quality construction, built for years of fun. Ht. overall 16 in. Packed 1 doz. to case; wt. 25 lbs. Each "JIMMY" in gift box.

DEALERS & DISTRIBUTORS WANTED

PITCHMEN ON THE WEST COAST HAVE ALREADY SOLD 500,000 "JIMMY'S" TO BARS, RES-TAURANTS, SHOWS, STANDS, NITERIES **RETAIL PRICE \$3.95** (some localities, \$4.95) in dozen lots F.O.B. Chicago

SAMPLE POSTPAID 53.50 IMMEDIATE

DELIVERY

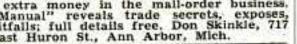


ENGRAVERS with it

DAY and NITE SERVICE

5200 WEST CHICAGO AVENUE, CHICAGO 51, ILLINOIS. COLUMBUS 1-0740







Established 1886

TERRE HAUTE, INDIANA

more when gone. Shipped by Express only.



SEND FOR



14



MERCHANDISE





MERCHANDISE

THE BILLBOARD

MAY 16, 1953



66



THE BILLBOARD

67



www.americanradiohistory.com

MERCHANDISE

MAY 16, 1953



68



COIN MACHINES

MAY 16, 1953

Communications to 188 W. Randolph St., Chicago 1, III.

THE BILLBOARD

Calendar for Coinmen

May 14-Music Operators of Northern Illinois, monthly meeting. Place to be announced.

May 18-Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.

May 25-Central States Music Guild, Inc., monthly meeting, 805 Main Street, Peoria, Ill.

May 26-Western Vending Machine Operators' Association, regular monthly meeting, Unique Restaurant, Los Angeles. June 4-Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

ROUTE TO SUCCESS

Spring Action Gives Wis. Op Jump on Trade

By BEN OLLMAN

BURLINGTON, Wis., May 9 .--Spring is the best time of the year for the coinman to revamp his equipment and put it in peak efficiency for the months of heavy play ahead, according to Roy Subrod, of the Subrod Phonograph Company. Along with the typical housewife busy cleaning up her home each spring, Subrod embarks on an ambitiously planned program of complete on-thespot checkups and minor repairs in all of his locations.

With the cost of new music and games equipment continually climbing, Subrod believes that a definite program involving preventive maintenance should be capped by an extra special once-over every spring. Holding major repairs to a minimum via these precautionary means, he believes, is one of the important factors in keeping the one-man operation out of the red at the end of the year.

Subrod's holdings consist of pproximately 70 pieces of clean, late-model juke boxes and pin games spotted about the Burlington-Lake Geneva area.

Practically all of the music machines are now equipped to spin 45 r.p.m. disks and the next year or two will see the balance of from active use.

Experience

field prior to his own plunge into the business a few years back 998 units for \$144,286, and vendwas as repair man for games and ers-1,048 units for \$30,232. bell machine operator, he now looks upon himself primarily as a music operator.

By checking with location buying of operators and distrib- and Algeria (games).

Value

\$112,189

113,048

44,430

8 473

Country

France

Canada235

Venezuela159

Cuba 89

98% AHEAD OF 1952 January Coin Exports Hit \$866,677; See \$10 Mil Year

Venezuela, consistently the

coin machine products were Peru

(jukes); Israel-Palestine (games),

Tho the January figures of

Emphasizing the rapid increase countries were in this category. compared with a year ago, they in sales to foreign operators The major buyers in the January were consistent with the trend thruout the last half of 1952, coin report were Canada (2,139 unitsmachine exports in January, 1953, \$332,888); Venezuela (324-\$159,totaled \$866,677 for 4,513 amuse- 696); Cuba (144-\$55,005); France \$918,174 (October); \$799,090 (Noment games, venders and jukes, (288-\$44,089); Belgium (372-it was revealed this week by \$31,475); Panama (51-\$30,312); the U. S. Department of Com- Salvador (35-\$24,565); Japan level for the remainder of the merce. The dollar volume was (78-\$23,659); Philippine Repub- year the industry will have its 98 per cent ahead of the same lic (44-\$17,399); Guatemala first \$10,000,000 year. month a year ago when 2,970 (24-\$16,459); Dominican Repubmachines, valued at \$438,957, lic (26-\$13,988); Nicaragua (17-were exported. \$10,922), and The Netherlands

A breakdown, according to (111—\$10,060). classification of equipment, Venezuela, showed that 943 music boxes leading buyer of U. S.-made Judge Rules were sold for \$462,409, while 2,218 games accounted for \$301,chased 159 new and used phonos 919. The vender export division for \$113,048 in January. Meanthe 78 r.p.m. machines retired was also exceptionally active and while, sales to Canada dominated 1,352 automatic merchandisers the game and vending export market. A total of 2,139 games were sold to overseas operators While the bulk of Subrod's for \$102,359. By comparison the were imported by Canadian opexperience in the coin machine January, 1952, totals were: Jukes erators in exchange for \$140,086 -924 units for \$264,439; gamesduring the month. Canadian interests spent \$80,613 for 1,126 merchandising units. Among the occasional buyers of American

Further evidence of the expanded overseas market in January this year was the volume

(Continued on page 87) utors in 14 countries. In the

1,126

. . . .

65

Coin Machine Exports January, 1953

ury, r.			termine the second s			
A 880 A		Am	usement			
ers		6	lames	Total		
Value	X 1	No.	Value	No.	Value	1
\$80,613		778	\$140,086	2,139	\$332,888	
15,214		100	31,434	324	159,696	
10/10/2010/2012		55	10,575	144	55,005	
		400	977 4 477	100	45 000	

WASHINGTON, May 9.- previous January only five \$866,677 were exceptionally high developed in the last three months of 1952. These were vember), and \$853,612 (Decem-ber). If sales continue at this

69

St. John, N. B., **Pins Illegal**

ST. JOHN, N. B., May 9. -Magistrate Earle G. Logan here declared that a pinball machine. seized by police last month in connection with a test case to determine the legality of the device, was illegal. The ruling upheld a similar decision by the Supreme Court of New Brunswick in 1949.

However, it contradicted a decision handed down in Moncton Police Court, March 30, which ruled that the machines were legal, and a like decision here. Magistrate Logan said that the law required the defendant, George Clark, to prove that the unit was not a slot machine.

No Slugs, Prizes

One of the detectives who seized the pinball machine, played it in court. He deposited a 5-cent piece and five balls appeared on the board's raceway. The balls moved by means of a plunger and chalked up scores by means of an electrical contact. The machine emitted no slugs or counters and offered no prizes or merchandise. Witnesses for the defense testified that the machiine was used purely for amusement purposes.

Globe Delivers Change-Maker

CHICAGO, May 9 .- The Globe Distributing Company has started quantity deliveries on the newly developed Johnson portable change-maker, Owner Jimmy Johnson announced.

The unit doles out five pennies, five nickels, five dimes or four quarters in one operation and can be adjusted for single coins. Johnson said that the change-maker is available with any combination of coin barrels.

The new model is finished in black crackeled enamel, with polished nickel barrels and mechanism. Globe also makes coinsorting, counting, wrapping and a wide variety of other changemaking devices.

France	20	0.410			420	01,441	400	40,920
Switzerland	13	7,873	100	1,735	175	34,481	288	44,089
Belgium	96	22,800			276	8,675	372	31,475
Panama	36	26,215	12	2,988	13	1,119	51	30,312
Salvador	35	. 24,565	1919-17A				35	24,565
	15	7,115	1.1.1		63	16,541	78 -	
Japan	15	1,115			03	10,541	10	23,659
Philippine	-				10	4 000	513	
Republic	28	13,024			16	4,375	44	17,399
Guatemala	24	16,459					24	16,459
Dominican		1000000000				13		STRAWNSONG -
Republic	26	13,988					26	13,988
Nicaragua	17	10,922					17	10,922
Netherlands		6,725	(라. 한 것 같)		65	3,335	111	10,060
Honduras	14	9,467		A. 6 9 9 9 6 9 9 6		5 1021339	14	9,467
A formation of the second seco	35	8,075					35	
					• • • •			8,075
Colombia	5	4,500				1.005	5	4,500
Australia	12	******			9	4,225	9	4,225
Costa Rica	5	. 3,494					5	3,494
Peru	4	2,870					4	2,870
Union of								10.00.000000000
So. Africa	00212				4	2,702	4	2,702
Algeria					48	2,530	48	2,530
Israel-Palestine .					150	1,500	150	1,500
Ireland		1,447					4	1,447
Netherlands	. .	1,111				*****	. 7	1,227
		1 440						
Antilles	2	1,440			••••	1.002	2	1,440
Canal Zone					2	1,005	2	1,005
Western		2017/2017/10/1					0.000	
Germany	G	1,000					6	1,000
200 P		THE REPORT OF THE						
TOTALS	943	\$462,409	1,352	\$102,359	2,218	\$301,919	4,513	\$866,677
		a second second			Contenances 1	1		

Exhibit Ships New Glo Cards

CHICAGO, May 9. - Exhibit Supply has begun deliveries of its new card series of Glo Cards for vending units, Chester Gore announced.

As its name implies, the cards glow in the dark and feature pin-up-girl subjects. All the patron has to do to make the card glow is expose it to the light from an ordinary light bulb and then take the card to any semi-dark place where the difference in light will give the de-sired effect. The cards list for \$14.95 per 1,000.

N.Y. Coin Union to Quit CIO, Go Independent

learned this week that the Coin independent. Machine Employees' Union, Local Officers of the union already 465, CIO-IUE, soon will leave the have filed non-Communist affi-CIO and operate as an independ- davits, the first step required for ness which is delighting coin ent union, calle i the Industrial setting up a new union. The next machine operators as well as Union of Electrical Machine Work- step will be the filing of an apers.

Union officials would neither Relations Board. confirm nor deny the report. However, a source close to the union said that the members would

NEW YORK ASSN. ADDS 9 MEMBERS

NEW YORK, MAY 9 .--Continuing its steady increase in membership, the Associated Amusement Machine Operators of New York announced the addition of nine new members.

They are John Van Dura and Sal Petillo, Van Nest Amusements; Tom Ebali, New York Vending Company; Sam Sorin, Irving

NEW YORK, May 9. - It was meet this week to approve going

plication with the National Labor

Reason Not Given

Local 465 has been a member of the CIO since its organization 18 months ago. While no reason was given for the union and the CIO parting company, it was understood that the CIO was considering suspending the union. The reason for the proposed alleged suspension was not given.

Many union members said that year. they felt the organization could operate more effectively as an independent union. The union claims business are: (1) A heavier than Street. that 95 per cent of the amuse- usual convention trade, and (2) ment machine servicemen in New increased tempo of "package feet, plus a large basement York are members.

iano, president; Al Gilbert, vice- fered by Delta, National and let a contract which calls for the president; George Kolibash, secre- Eastern Air Lines, which for a complete remodeling of the prem-

Play Steady, Report Miami **Coin Firms**

MIAMI, May 9. - Greater Miami is enjoying a healthy influx of pre-summer tourist busihotelmen, restaurant operators and other businessmen.

True, the huge crowds that choked Flagler Street and Collins Avenue during the winter season have thinned out. One does not have to wait in line at moderate-priced restaurants, and higher-priced eateries are putting up the shutters. But it's a fact that there are many more people here than usual for this time of

Good Trade Factors

Factors in the good tourist tours" over previous seasons. Union officers are James Cag- These are all-expense deals of-

Det. Firm Plans Meter TV in Motels, Trailers

DETROIT, May 9.-Samuel C. Kahn, owner of the Card Coin Meter Manufacturing Company, operators, of coin meters for washers and dryers, announced this week distribution would be enlarged shortly to motel and trailer camps for use on TV sets.

Casola Purchases Hdgtrs. Building

ROCKFORD, Ill., May 9.-Lou Casola, owner of the Midwest Distributing Company, announced the purchase this week of the three-story building which has served as the firm's headquarters the past four years. It is located at 208-212 N. Madison

The building has 12,000 square equipped with a truck driveway and loading platform. Casola has

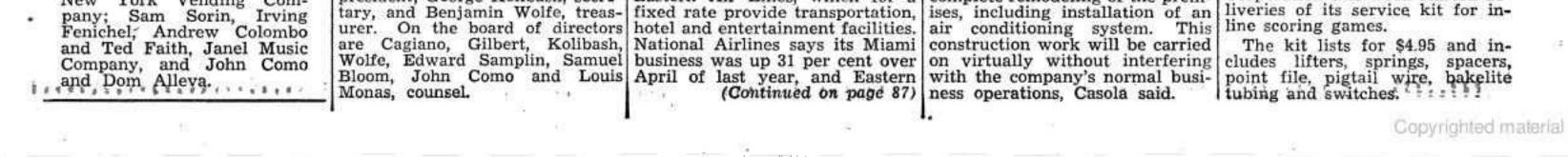
Kahn said the motel owner could buy his own television set and attach the coin meter with a guard. The units are set to allow a 45 minute playing time for 25 cents, with an additional 15 minutes for 10 cents.

Already in use locally and in California, the units will be given nation-wide distribution following promotion thru pamphlets and circulars.

Units will be shipped direct to motels and trailer camps, where the owners can buy their own television sets and place them with coin units attached. On the market for over 15 years, the units have just recently been adapted to television use by the Card Coin Meter Manufacturing Company.

Wico In-Line Kit Set

CHICAGO, May 9.-The Wico Corporation this week started de-





MFRS., DISTRIBS Gov't Plans Aid For Small Firms

ing administrator of the Small De- ing will not be considered a small Ride firm. fense Plants Administration, said that a number of programs had been worked out by SDPA to assure small businesses of an opportunity to "share in the tax amortization benefits of the industrial expansion program and to receive consideration for financial assistance." The program will also assist small concerns in obtaining a "fair share" of government defense contracts.

A new formula for identifying small businesses eligible for this assistance is being readied, Bry-

Write • Wire • Phone GET THE FACTS ON OUR SENSATIONAL **NEW RIDE! Entirely New!** Different! Distributors-Territories Available ALERT

AANUFACTURING CO

MUSIC TO YOUR

the High JJ

Note

WASHINGTON, May 9.-Manu- nildssen reported. Wholesalers, disfacturers and distributors of games, tributors and jobbers considered kiddie rides, jukes and venders are "small" by SDPA are those conamong the small business groups cerns which are independently which the administration is pre- owned and operated and whose paring to help in expanding and total volume of net sales during obtaining defense contracts. In a the latest 12-month period does letter to small businessmen thru- not exceed \$1,000,000. A wholeout the nation, Y. Brynildssen, act- saler also engaged in manufactur-

(Continued on page 87)

Out Partners In Mars Mfg. LINDEN, N. J., May 9. — Sid Mittleman, of the Mars Manufacturing Company here, announced

KIDDIE RIDES

Communications to 188 W. Randolph St., Chicago 1, III.

Mittleman Buys

this week that he had bought out his erstwhile partners, Dave Braun and Dave Stern, and now

FOR KIDDIE RIDES **NAAPPB** Plans Special Coin Area

show of the National Association Hotel Sherman. Older adjacent of Amusement Parks, Pools and space will be devoted to the Beaches here in November will trade show's usual exhibits of have a new addition to its exhibit amusement rides, concession space-a special section for coin- equipment and other supplies for horse, The Champion, on exhibit, operated rides.

Paul Huedepohl, secretary of NAAPPB, said this week that made to locate all coin rides in the area.

The extra space is being made

Ride Distrib Robbed

PORTLAND, Ore., May 9 .-Burglars this week obtained an estimated \$1,500 at the Dunis Distributing Company here. They knocked a hole in a basement wall separating the company from a hotel storage room. Lou Dunis is owner of the company, distributor of games and kiddie rides.

EARS.

CHICAGO. May 9 .- The trade available thru remodeling of the



NEW YORK, May 9 .- In a bld | McKee Sales Company, Glendale, for complete national and Cana- Calif., California and Arizona; dian distribution for its four Kiddie Yund Bros.' Sales Company, Inc., Rides-the Rocket, Flying Saucer, PT-Boat and Pony Boy-Meteor Albany, N. Y., Northern New York Machine Corporation this week an-nounced that 10 new American Himes, Cleveland, Ohio, and E. J. and one Canadian distributor have been appointed to bring the total putlets to 30. J. B. Monier and Carl Pielsticker, partners in Canadian Me-eor Amusements, Ltd., Toronto, will handle sales in all Provinces. The firm has ordered 200 rides as its initial shipment. Al Blendow, Meteor sales manager, said these American firms have been appointed distributors: Ideal Novelty, St. Louis, Missouri; King-Pin Equipment, Kalamázoo, Mich., Michigan; Gardner-Lose Company, Inc., Louisville, Ken-tucky; Superior Sales, Des Moines, Iowa; William Kelley, Springfield, Mass., New England; Vernon L. Spalinger, Seattle, Washington;

KIDDIE RIDES, JUKES Boston Reps Display At Location Show

Statler, April 29-May 1: Attending were over 3,000 hotel, industrial, summer camp, cafe and institutional buyers.

Trimount Automatic Sales Corporation presented for the first time the new Seeburg non-edin line, and Dave Riskin, manning the exhibit, reported high interest in the 200 Library Unit and the 200 console, both of which were on display, along with the See-burg Select-o-Matic 100.

J. J. Golumbo had an exhibit, Sea Skate kiddie ride, on display and reported much interest on the part of summer resort operators, camps and hotels, clubs and restaurants. Also on exhibit was the new Rock-Ola music machine.

Redd Distributing Company, operating the Retail Coin-O-Matic Company, had Bally's (Continued on page 87) and Tom Byrne, manning the

BOSTON, May 9.—Four Hub display, said New England hotel distributors exhibited music ma- and restaurant operators in the chines and kiddie rides at the summer resort areas were evi-28th annual New England Hotel dencing heavy interest. He said and Restaurant Show at Hotel many ice cream stand operators, with large areas, were interested in installing kiddie rides.

MAY 16, 1953

Redd also showed the new AMI 80-selection wall box, which, too, attracted interest, along with the new AMI music machine.

Harry Poole, of Poole Distributors Inc., showed the new Wurlitzer music machine and a kiddie ride.



has full control of the Kiddie (Continued on page 87)

227 Wood St. Philadelphia 6, Pa. Tel.: LOmbard 3-0694 Willoughby Jr., Eastern Pennsylvania, Delaware and Maryland.

INSURANCE

LIABILITY & FIRE

For the Amusement

& Entertainment Field

BROADWAY

BROKERS CORP. 150 Broadway. New York 38

REctor 2-2195

More Profits

The Only Ride where

The Child is the Pilot

5 ride movements from 3 control

levers. Air operated. Safer, less

maintenance. Ply-A-Mold body,

Super Market locations. Train goes thru all of the motions of a real locomotive. Foot accelerator operates variable speed control. Device has seven flashing lights and realistic bell. Terms: Payments arranged for established operators. Write today for comalate information.



e Aluminum Horse Weather-Proof



Only terms available MIDWEST ENTERPRISES Bloomington, III. Box 264

DISTRIBUTING

COMPANY, INC.



REDD

kiddie rides is METEOR!

The CLANG of \$50 in your cash box is a richer tone than the tinkle of \$15 - so why settle for less?

Operators report from all over the country that they triple their earnings when replacing **METEOR** rides on locations!

Meteor Rides' all-steel construction assures they are SAFE -RUGGED - LASTING!

No straps to keep kids from falling off or out.

PAT. PEND.

METEOR FLYING SAUCER

is the proven outstanding ridehead over hecls above any on the market! Its imaginative design and thrilling 3-Way ride movement places it far ahead of the field. This is the big kiddle ride money makerlocations demand it!

SPECIFICATIONS:

Top is removable-easily portable in two sections. Overall length 52"-Width 42"-Height 38". Weight approx. 272 lbs. Heavy Duty ½ H.P. Motor. Plex-Tone Indestruc-tible Paint. 110V AC Current. 10c National Rejector.



Attention Distributors

Choice territories still open. Fast service and delivery. Free literature - National ad backing. Many operator inquiries ready to process direct to you.



 Roy Rogers Trigger
 Sea Skate
 Rawhide • Buzz Coreys Space Patrol • Pete the Robbit . Big Bronco . Rudolph the Red-Nosed Reindeer . El Toro the Bull . Ferdy the Bull . Space Gun.

EXHIBIT SUPPLY, 4218-30 W. Lake St.



PROVEN

QUALITY

RIDES

ARMY JEEP

DETHE

National kiddie rides presents THE MOST COMPLETE LINE IN THE COUNTRY!

KIDDLE KAROUSEL

THE BILLBOARD

Introducing the most sensational attraction ever offered in any location . . . National's New . . . New

CASH IN THIS SUMMER WITH NATIONAL'S KIDDIE KAROUSEL AND THE GREATEST, MOST COMPLETE KIDDIE RIDE LINE IN THE WORLD!

KIDDIE RIDES

RACER

FIRE CHIEF

In Space Patro

BUNN

1

71

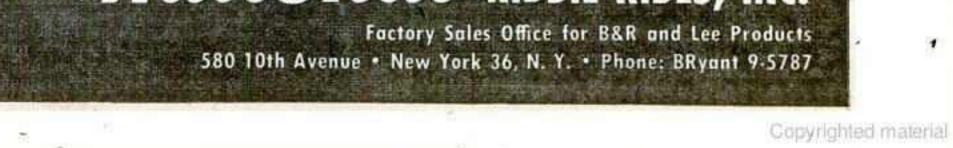
You don't dare miss the fabulous profits offered by our. Kiddie Karousel. It's built like the "Rock of Gibraltar," yet gives the most gentle, child-thrilling ride ever devised. The carousel has always been the kiddies' favorite-and we have it-with MUSIC . . . with COLOR . . . with LIGHTS. . . with fibre glass horses that ride up and down just like on the big ones. HORSES ARE INTERCHANGEABLE WITH ALL OTHER NATIONAL KIDDIE RIDES BODIES. Our Kiddie Karousel rides one or two children for a dime-occupies a minimum of floor space and will make more money -FASTER-per square inch than any merchandise counter.

SPECIFICA TIONS: 49"x53" HEIGHT: 7

National kiddie Rides, inc.



DISTRIBUTORS



MUSIC MACHINES

THE BILLBOARD

72

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 16, 1953

Oregon Music Ops Plan to Celebrate 65th Anniversary

Dime Play Sentiment Growing, **One Route Ups Gross 32 Per Cent**

Wednesday (6) night, laid the the anniversary. groundwork for a State-wide promotion of the 65th Anniversary of the Juke Box Industry. Members also voted to resume participation in the program of the the MOA after the members re-Music Operators of America.

versary campaign will be drafted Bryson Bill in Congress. The by the association's State board latter would have taxed operaat a meeting called by President tors on a basis of record play. Budge Wright for Tuesday (12). The discussion also opened con-The campaign will follow sugges- sideration of the new threat in Each operator is to be supplied Bill. The seriousness of the situwith literature, prepared by The ation brought unanimous support Billboard, stressing ways for the

PORTLAND, Ore., May 9.—The development of local publicity Oregon Music Association, meet- campaigns. Members also will ing at the Multnomah Hotel here receive AMI stickers publicizing

Rejoins MOA

The association, reactivated after a lapse of several months, voted a \$100 membership fee in called the vital role that organ-Details of the juke box anni- ization played in sidetracking the tions outlined in The Billboard. Congress reposing in the Dirksen

(Continued on page 78)

SEEBURG GROUP **ORDERS 75,000** 65th BOOKLETS

CHICAGO, May 9.-J. P. Seeburg Corporation distributors will shortly have on hand 75,000 copies of the History of the Music Machine Industry prepared and pub-lished by The Billboard in commemoration of the 65th Anniversary of the juke box business.

Vice-President C. T. Mc-Kelvy, and director of sales for Seeburg, said the booklets would be made available to the company's customers thru distributors. Operators in turn can use the material as part of the national public relations drive the week of May 24.

(Editor's Note: Single copies of the booklet can be obtained by mailing in the coupon found in the Music Machines Section.)

June Hit Party To Fete 65th Juke **Box Anniversary**

21 Artists and Acts to Appear; Show to Be Broadcast Over WGAR

CLEVELAND, May 9 .- The week of May 24, at which time Cleveland Hit Tune Party, dedi- a nation-wide public relations cated to the 65th Anniversary of program will be launched, utilizthe Juke Box Industry, was in ing press, radio, television, and readiness for tomorrow. Twenty- personal appearances of operators one artists and acts were lined thruout the nation. up as well as a few guest speakers. The party is co-sponsored by the Phonograph Merchants' Association of Cleveland.

WASHINGTON TO SEE PIONEER JUKES ON TV

WASHINGTON, May 9.— Two of the original Ediphone juke boxes, dating back to 1889, will be flown here from Chicago, May 25, by Capital Airlines to provide a background for the Mark Evans show, 7-7:30 p.m. over CBS-TV with Hirsh de la Viez, president of the Hirsh Coin Machine Company, as the guest.

The juke boxes will come from Valente's House of Nickelodeons in Chicago, which houses one of the finest private collections of early juke boxes. A brand new, multiple selection box will also be displayed on the show to demonstrate the progress of the industry. One of the early coinoperated phonographs, built in 1889, plays a single cylinder, measures 10 by 10 by 18 inches. The other, built in 1896, is housed in a four and one-half foot high wooden cabinet with a glass top and plays six cylinders.

The Hit Tune Party will again be staged in the Public Music The Cleveland Press and Hall and will commence at 2:30 p.m. Formerly the audience voted the Hit Tune from a selec-The actual anniversary tion of 10 unreleased records, but celebration is scheduled for the it was the decision of the committee in charge of the affair to lower the number to seven. Members of the judging committee are Dorothy Heron, feature writer for The Cleveland Press; Jack Cohen, president of the Ohio State Phonograph Owners' Association and chairman of the Hit Tune Party and the master of ceremonies (in this case, Bill Mayer and Hal Morgan, WGAR deejays).

> Records picked by the judges for inclusion in the show were: "In The Mood," M-G-M, by the Elliott Brothers; "Diga Diga Doo," Milmar, by Kay Malone; "Wedding Day," Decca, by Joe Marine; "Tell Us Where the Good Times Are," Columbia, by Mindy Carson and Guy Mitchell; "Send My Baby Back to Me," Victor, by Sunny Gale; "Honey Jump," Victor, by the Sauter-Finegan orchestra and "That's My Weakness Now," Capitol, by Ray Anthony. The tunes will be played on a Rock-Ola Fireball 120-selection phonograph. Last month the tunes were played on an AMI D-80 loaned by the Cleveland Coin Machine Exchange. This month's Fireball is thru the courtesy of Lake City Amusement Company. The Hit Tune Party will have a one-half hour segment broadcast over radio Station WGAR. (Continued on page 77)

DISK JOCKEY NETWORK

DJ's Cross Country Promote Anniversary

CHICAGO, May 9.-Station May 26, over WNOK. Handy managers, disk jockeys, and Andy's "Hillbilly House Party" program directors from all parts will feature the top country and of the country are joining the western All-Time Juke Box facelebration of the 65th Anniver- vorites on May 27, over WNOK. sary of the Juke Box Industry

ATLANTA-The "Bill Lowery views, and juke box record hits. Show" over WGST from 8:45-9 of the anniversary. p.m. featured pop juke favorites on May 6, 7 and 8. The "Uncle Eb Brown Show" on WGST will feature top country and western juke favorites on a 15-minute show for the entire week of May 18. The same show will do an interview with a local juke box operator on May 16.

SOLID AIR TIME Chicago DJ's Promote 65th Anniversary

CHICAGO, May 9.—Chicago disk jockeys have literally gone "all out" for publicizing the 65th Anniversary of the Juke Box In-dustry. TV shows originating in Chicago are also giving generous time to plugging the celebration

Several of the Chicago operators and association heads will appear on radio shows and TV to inform the listeners of the progress of the industry and the benefits of "music you want, when you want it." Radio shows and jockeys assenting participation follow: WIND — "Record Shop," 10 to 11 a.m. the week of May 24, Jay Trompeter. "Chicago's Top Tunes," 8 to 9 a.m. the entire Music Room" show aired over week, Jay Trompeter. "Bright WMID from 4:05 till 4:30 p.m. and Blue," 9:05 to 9:20 a.m. the entire week, Kyle Kimbrough and Betty Bryan. A live song show. "A Guy, A Gal, and a Song," 11:15 to 11:30 a.m., the Anniversary of the Juke Box In- entire week, Kyle Kimbrough Anniversary of the Juke Box In-dustry by playing juke hits on three shows over WOAY. They were "Juke Box Revue," a two-hour show, 3 p.m., May 6 and "Howard Miller Show," 7-8 a.m., all week, Howard Miller. Miller has numerous other shows on WIND and other stations which he will program on the juke box theme. WJJD - "Al Parker Show," 1 to 1:30 p.m., during the week of May 24. "Eddie Hubbard aimed at a concerted drive to pub-Show," noon to 1 p.m., entire licize the industry to the lay week, Eddie Hubbard. "Listen to public. Lounsberry," 1:30 to 2:30 p.m., en.... week, Jim Lounsberry. "Rosemary Wayne Spins," 6:45-7 tact with the Westchester and p.m., all week, Rosemary Wayne. Connecticut operator groups to 'Bellairs Ballroom," 4-5 p.m., all week, Mal Bellairs. WCFL-"Bill O'Connor Show." Bill O'Connor has approximately detailing ways of tying in with 20 record shows on WCFL and the National Juke Box Week. The other stations in town at vary-local association has already

Towns from Opp, Ala., to Moncton, N. B., and from Pasadena, Calif., to Hamilton, Ont., have been heard from. All types of programs are ready. Pop shows, country and western, rhythm and blues, and straight interviews are being based on the history of the juke box.

Following is a list of programs by cities, and what the deejays intend to do:

COLUMBIA, S. C.—Jack Cook's "Melody Madhouse," which is aired from 8:05 till 9:10 a.m., will

program the All-Time Juke Box Favorites. The show goes on

Jersey Guild Hails 65th Juke Campaign

NEWARK, N. J., May 9.-Dick Steinberg, executive director of the Music Guild of New Jersey, lauded plans for the celebration the booklet sent out by The Billof National Juke Box Week.

"Public relations-wise, the anniversary promotion is a constructive step that can focus public attention on our industry, presenting it in a good light,' he said. "It's a terrific idea.'

Steinberg also is editor of the Music Guild, a weekly bulletin issued to members of the industry. The latest issue praised the anniversary promotion program, stating, "There is a need for more of this type of effort to be conceived and planned. Each seg-ment of the industry can make its contribution, in its own way, that would increase the impact on the public."

The bulletin further stated, "There is unfounded, but still lingering, criticism of the industry. There is a myth of big profits that must be refuted and there still are restrictive local laws and taxes to be curbed. There are many ways to advance the sale of selective entertainment with merchandising and relation techniques."

ATLANTIC CITY-Al Owen spotlights top pop favorites of juke boxes on his "Al Owen's Music Room" show aired over May 25.

OAK HILL, W. Va .- Chuck Balding spotlighted the 65th May 8, and "Alarm Clock Club," 8 a.m.; May 8.

FRONT ROYAL, Va .- Tom Gibson featured top juke box pop hits on his "Tom Gibson Show" over WFTR from 8:30 to 9 a.m., May 8.

HAMILTON, Ont.-R. Paul Fitzsimons, of radio Station CKOC, is backing the 65th Anniversary to the hilt in his area. A special show was inspired by board. The new show is titled "Eleven-Fifty Spotlight" and airs nightly from 7:30 to 8:30. Besides this, Fitzsimons lists the following shows as participating in the

(Continued on page 78)

NY Juke Box Ops Plan 65th Anniv. Promotion

NEW YORK, May 9 .- The local party co-operative event (see Automatic Coin Machine Opera- separate story).

full head of steam for its drive to placement on music machines and promote the 65th Anniversary of in other spots at locations is being the Music Machine Industry. Tho considered as one of the major many plans are still in the forma- moves by the group. Meanwhile tive stage, the ops here have all operators are contacting disk started rolling on several projects jockeys, retail dealers, location aimed at a concerted drive to pub- owners, record manufacturers, dis-

According to Al Denver, the local association is making conwork out the final program for the celebration and is sending a special letter to all operator members (Continued on page 77) worked out a special juke box

tors' Association is getting up a A specially designed poster for tributors and the daily press for additional publicity and exploitation.

Blatt All Out On Promotion Of Juke Week

MIAMI, May 9 .- Willie Blatt, president of the Amusement Machine Operators' Association here, reports steady progress on efforts to promote the 65th Anniversary of the Juke Box Industry.

WQAM disk jockey Harry Burge is co-operating wholeheartedly with the association by giving liberal plugs on his two shows, "Juke Box Serenade" and "The Burge Cage."

Plans have been formulated to have all disk jockeys in the area play the top five tunes on Friday, May 29, and give information and d la to their listeners on the history of the juke box. Several TV shows are being contacted for similar efforts.

Blatt is contacting Mayor Chelsie Senerchia in an effort get the week of May 24 proclaimed "Juke Box Week."

Promotion Pace Quickens For Juke Box Anniversary

Continued from page 1

and Washington operators made burg's distributors will make the planning special window displays juke boxes (built in 1889-1896) their operator customers. from Chicago for a half-hour TV show.

The J. P. Seeburg Corporation and its distributors arranged for an additional printing of 75,000 copies of the History of the Music Machine Industry, prepared and their boxes. published by The Eillboard. Seestores.

Support for the 65th Anniversary celebration came from record companies, artists and program directors for TV and radio stations as the entire music industry prepared to mark the birthday of "the music you want, t were when you want it."

Stickers, Displays

out 100,000 specially prepared

stickers, celebrating the Anni-

versary, for operators to put on

executives

Wurlitzer

AMI distributors were ha..ding

arrangements to fly two pioneer booklets available in quantity to fc. each of the company's retail





*These "Kleen-Stik" stickers can be attached and removed from your juke boxes without muss or fuss. Get them FREE at your AMI distributors.



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

. .



MUSIC MACHINES

74

MAY 16, 1953

NJ Ops Convert at 100-a-Week Rate Paterson 85% Dime Play; Drive on

To Explain Advantages to Locations

NEWARK, N. J., May 9 .- Juke from The Billboard telling of conversions and proposed conversions box operators in Northern New in California, Florida and the Jersey are converting to dime play District of Columbia. at the rate of 100 locations a week, The copy reads: "Economics dicwith 85 per cent of locations in tates it, good business demands it Paterson now on a 10-cent basis, . . That's why 10-cent play is according to Dick Steinberg, ex- desirable."

ecutive director of the Music Guild of New Jersey. -

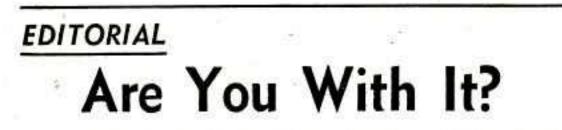
However, most operators in the explaining to the public why it area believe that the region will costs a dime for a tune. The copy not be thoroly converted until the points out that since 1934, in the Juke Box Week, devoting space on end of 1953 at the earliest. While juke box industry, salaries have all window streamers being printed most operators are convinced that gone up 150 per cent, transporation for retailers to the same basic mesthe drive for dime play will be successful, they see the need for a cent, equipment 200 per cent, recstrong public relations effort to ords 210 per cent and parts 200 per cent. carry this conviction to the location owners.

The pattern seems to be to conraised a special fund for public centrate on conversion in one community, then move on to another relations and plan to run advertown after the conversion effort tisements explaining their position in local newspapers. is successful.

Paterson Success

an area which has a population of Ten-cent play was initiated in some Paterson locations three nearly 4,000,000, some 76 per cent weeks ago. Eighty-five per cent of of New Jersey's population. the locations now operate on a dime basis, and it is expected that yet been launched in the two the city will be virtually completely largest counties in the area-Essex and Hudson. Passaic County converted in a couple of weeks.

Meanwhile, the MGNJ is send- has been the focal point for the ing circulars to location owners ex- | conversion activity, with some conplaining the advantages of 10-cent version already started in neighplay. The circulars depict clippings boring Bergen County.



The week of May 24 the Juke networks and the giant dailies. Box Industry will mark the 65th Operator associations and

M-G-M Details **Plans to Aid** Juke Box Week

NEW YORK, May 9.-M-G-M Records this week detailed its plans for helping the promotion of the 65th Anniversary of the Juke Box Industry via advertising, window streamers, disk jockey contacts and the label's artists.

Plans devised by Sol Handwer-In Paterson, cards are placed ger, diskery advertising and proin locations which have converted, motion chief, include slugging all ads from now until the end of May with reminders about National 200 per cent, maintenance 100 per sage and including the story about the anniversary celebration in all printed material and news releases sent to newspapers, reviewers and disk jockeys.

Yesterday (8) the label sent letters to all artists asking them to promote Juke Box Week to audiences during all personal appearances on radio and television and in clubs, theaters and ballrooms.

Neb. Music Org **Backs Anniversary**

OMAHA, May 9.-Howard N. Ellis, secretary-treasurer of the Music Guild of Nebraska, announced that a meeting of the Guild would be held next week to map a campaign for the promotion of the 65th Anniversary of the Juke Box Industry. He stated that the campaign would benefit the entire industry.

The next regular meeting of the Guild will be held at the Pathfinder Hotel, Fremont, Neb., May 23-24. Election of officers for the new year will be held and a record attendance is



Here are some practical suggestions music operators can use in promoting the 65th Anniversary of the Juke Box Industry. Most of them can be done with little or no money-all of them can be effective in telling the juke box industry's story to your customer, the public.

Remember: The promotional material mentioned in this check-list can be obtained free by writing Coin Machine Department, The Billboard, 188 West Randolph Street, Chicago 1. Use the coupon below.

- 1. Write now for your copy of the model press release for use with your home-town newspaper.
- 2. Contact the editor of your local newspaper and/or any columnist who uses entertainment items. Give him a press release prepared from the model you secure by writing The Billboard.
- 3. Contact your local disk jockeys urging them to build programs around the 65th Juke Box Anniversary theme.
- 4. Make yourself available for interviews with disk jockeys. Use fact sheet, which is yours for the asking from The Billboard, for industry data.
- 5. Set aside five or 10 selections on each of your phonographs to play the All-Time Juke Box Favorites you will find listed in the Anniversary Booklet,
- 6. Contact the program chairman of your local Chamber of Commerce, Rotary, Kiwanis, Lions or any similar organization, suggest a speech on the Anniversary which will enable you to tell your fellow-members of the growth and value of your industry and the musical tastes of your community. Speech material will be found in The Billboard promotional kit.
- 7. Suggest a juke box display for your local theater or hotel lobby. If you have some old-time juke boxes on hand, dust them off and work them into a display.
- 8. If there are civic, church or school dances scheduled for the week of May 24, consider donating services of a juke box stocked with All-Time Juke Box favorites. Ask that the chairman of the event publicize the box and mention the Anniversary in his news releases.
- 9. Have your local printer prepare table and bar cards promoting the Anniversary and calling attention to All-Time Favorites to be found on the phonograph.

Anniversary of its founding.

Across the nation, radio and TV programs, newspapers and sary that they recognize the value magazines will join the nation's of good public relations and music operators, distributors and that they are willing to work manufacturers in celebrating the hard to tell the story of their manufacturers in celebrating the event.

By any measure, the 65th Anniversary of the Music Machine Industry will be the greatest single public relations effort the industry has ever seen.

Grass-Roots Relations

It is grass-roots-public relations because it will be marked as effectively in small towns as in great cities, by small stations and newspapers as well as the you by.

individual operators are proving by their response to the Anniversary that they recognize the value business to the public.

PR Fund

The Paterson operators have

The MGNJ covers locations in

The drive for dime play has not

Last Opportunity

This is your last opportunity to make certain the Anniversary is properly noted in your city or town. Take another look at the "25 Ways" box in this issue. If you haven't done so already, clip out and return the coupon you find at the bottom of that box. Don't let the Anniversary pass

anticipated.

A board of directors meeting will go into session at 8 p.m., Saturday, May 23, and the business meeting will be held at 1:30 p.m., Sunday, May 24. Ted Nichols will act as host.

Suggestions on how the entire State can change over to dime play will be called for at the meeting. A plan for changing to dime play will be laid out at this meeting.

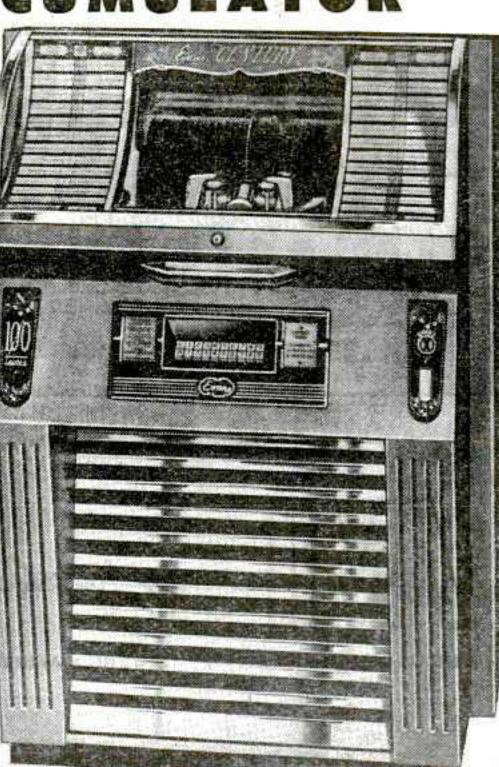
Location contracts have been prepared and are now available to members of MGN. They were made up in tablet form with 25 sets of contracts per tablet. Cost of the contracts is \$2.50 per pad.

Another EVANS QUALITY Feature! COIN ACCUMULATOR

Permits more than 1 coin to be deposited before making selections! Prevents player dissatisfaction by eliminating loss of coins . . . assures proper number of selections for coins deposited.

COIN ACCUMULATOR is just one of many features that make Evans' Phonographs your dependable profit accumulator!

ON DISPLAY AT YOUR EVANS DISTRIBUTORS **100-SELECTION** CENTURY **50 RECORDS 45 RPM 40-SELECTION** JUBILEE 20 RECORDS 78 or 45 RPM



- 10. Contact your Mayor with suggestion he proclaim May 24 "Juke Box Week." Use historical material in The Billboard promotional kit to tell him the story of your business.
- 11. Sponsor an Anniversary Party for the teen-agers in your town with juke box entertainment and free soft drinks. Arrange tie-in with your leading local soft drink bottler.
- 12. Ask for and make use of promotional material manufacturers will make available thru their distributors.
- 13. Make a mailing to your locations informing them of the Anniversary. Use the occasion to "re-sell" locations on the importance of the juke box.
- 14. Make tie-up with leading local record store. Offer to place a box in the store during week of May 24, stocked with All-Time favorites which can be played free.
- 15. Stage contest with retail record store's co-operation. Place box in store window or on floor and offer prize of a record album for anyone who guesses total number of times the box has been played.
- 16. Make certain suburban and outlying newspapers receive copies of any press r lease material you mail out. Same goes for fraternal house organs.
- 17. Offer your local TV station use of a juke box for any programs they wish during Anniversary Week.
- 18. Place juke box to run free in high school recreation room. Stock it with All-Time Favorites. Make certain newspaper knows what you are doing.
- 19. If there is a Veterans' Hospital near by, donate a set of All-Time Favorite records for the hospital's record library.
- 20. Suggest to local high school or college editor that he conduct a poll of student body to determine their favorite "juke box singer," "juke box band," etc., as part of Anniversary Week program.
- 21. Consider running a display ad in your local newspaper to list your locations and invite people to play the All-Time Favorites during Anniversary Week.
- 22. Make certain your route men, servicemen know all details on the Anniversary Week. Ask them to tell location owners, bartenders, waitresses, etc., to promote play on boxes during Anniversary Week.
- 23. Contact the display manager of your local department or fashion store. Offer to loan a juke box for a special "anniversary window display" to promote the record or teen-age clothing departments.
- 24. Put a sign on your trucks and in your office window highlighting the 65th anniversary of your business.
- 25. Fill out the coupon below for the promotion material you want sent to you. Also, be sure to send in a report of what you are doing in your community to The Billboard so that i. can be published in the May 23 Anniversary issue.

To The Billboard 188 W. Randolph St. Chicago 1, Ill.

Please send me material checked below:

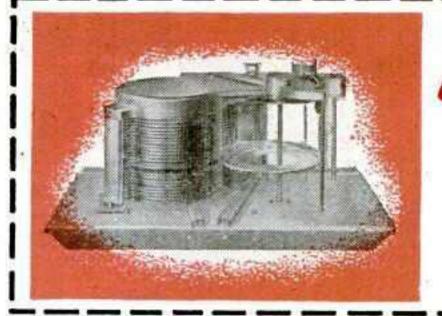
Anniversary Booklet

(16-page history of music machine industry, list of all-time juke box favorite records, etc.)

- Special Speech
 - (suitable for use before Rotary Club, Chamber of Commerce, etc.)
- **Special Press Release**
 - (for you to release to your local paper)
- **Industry Fact Sheet**
 - (for interview use on disk jockey interviews, press



Designed for Locations with Limited Space



75

The famous Wurlitzer 48-selection mechanism has been adapted to straight 45 RPM play by the use of new smaller Deep-Indent Trays and a compact chassis ideal for locations with limited space.

Incorporated into Wurlitzer's famous sound amplifier—a builtin, automatic volume control assuring an even sound level for all records.





A High Earning Phonograph **Priced to Pay Greater Operator** Profits

STRADOME

glass AstraDome provides picture window view of record

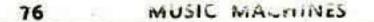


1650 ON STRAIG



See your Wurlitzer Distributor







Model 1436

Available in models for either 78 or 45 RPM records

State of the state

See, Play, Hear—Order—Your ROCK-OLA FIREBALL at any of the following Showrooms:

EASTERN

BAILIE DISTRIBUTING CO. 647 South West St., Syracuse, N. Y.

EASTERN VENDING SALES CO., INC. 940-42 Linden Ave., Baltimore, Md.

HACOLA DISTRIBUTING CORP. 265 Franklin, Buffalo, New York

B. D. LAZAR COMPANY 1635 Fifth Avenue, Pittsburgh 19, Penn.

> MUSIC & TELEVISION CORP. 1119 Commonwealth Avenue Boston 15, Massachusetts

S & K DISTRIBUTING CO. 2014 Fairmount Avenue Philadelphia 30, Pennsylvania

SEACOAST DISTRIBUTORS, INC. 1200 North Ave., Elizabeth, New Jersey

MIDWEST

BADGER NOVELTY COMPANY 2546 North 30th Street, Milwoukee, Wis.

BRILLIANT MUSIC COMPANY 19963 Livernois A.e., Detroit 21, Mich.

450 Massachusetts Ave., Indianapolis, Ind.

S25 S. High St., Columbus, Ohio

J. WESTERHAUS 3726 Kessen Ave., Cincinnati 11, Ohio

DIXON DISTRIBUTORS 3808 Southern Blvd., Youngstown, Ohio

FABIANO AMUSEMENT CO. 208 E. Dewey Ave., Buchanan, Michigan

J. ROSENFELD COMPANY 3218 Olive St., St. Louis, Missouri

LA BEAU NOVELTY SALES CO. 1946 University Ave., St. Paul 4, Minn.

LAKE CITY AMUSEMENT CO. 4533 Payne Avenue, Cleveland, Ohio

628 Third Street, Belait, Wisconsin

SUPERIOR SALES COMPANY 1337 Second Ave., Des Moines, Iowa

TOLEDO COIN MACHINE EXCHANGE 814 Summit St., Toledo, Ohio

UNI-CON DISTRIBUTING CO. 3410 Main Street, Kansas City 2, Missouri WORLD WIDE DISTRIBUTORS, INC.

2330 N. Western Ave., Chicago 47; III.

NORTHWEST

PUGET SOUND NOVELTY CO. 114 Elliott Ave., West, Seattle, Wash.

SOUTHERN

A. M. & F. DISTRIBUTING CO. 3118 Tulane Ave., New Orleans, Louisiana

H. M. BRANSON DISTRIBUTING CO. 811 E. Broadway, Louisville, Kentucky

CAPITOL MUSIC COMPANY 135 E. Amite Street, Jackson, Mississippi

241 W. Main St., Johnson City, Tennessee

FRANCO DISTRIBUTING CO. 24 North Perry, Montgomery, Alabama

ROBINSON DISTRIBUTING CO. 301 Edgewood Ave., S. E., Atlanta, Ga.

5 & M SALES COMPANY, INC. 1074 Union Avenue, Memphis, Tennessee

2828 So. Blvd., Charlotte, North Carolina

SOUTHERN MUSIC DIST. CO. 418 Margaret St., Jacksonville 6, Florida

SOUTHERN MUSIC DIST. CO. 503 W. Central Ave., Orlando, Florida

FRANK SWARTZ SALES COMPANY 515-A Fourth Ave., So., Nashville, Tenn.

WERTZ MUSIC SUPPLY CO. 1013 E. Cary St., Richmond 19, Virginia

SOUTHWEST AUTOMATIC MUSIC CO. 1214 W. Archer, Julsa, Oklahoma

BORDER SUNSHINE NOVELTY 2919 N. Fourth Street Albuquerque, New Mexico

522 North West Third Oklahoma City, Oklahoma

FT. WORTH AMUSEMENT COMPANY 1210 S. Main Street, Ft. Worth, Texas

FRONTIER AMUSEMENT 2020 Myrtle Avenue, El Paso, Texas

PAUL W. HAWKINS 329 East 7th Street, Tucson, Arizona

RUTHERFORD ENTERPRISES 608 Johnson Street, Amarillo, Texas

UNITED AMUSEMENT CO. 446 N. Main St., San Antonio, Texas

WESTERN

H. B. BRINCK 825 East Front Street, Butte, Montana

DAN STEWART COMPANY, INC. 2667 West Pico, Los Angeles, California

DAN STEWART COMPANY, INC. 140 E. Second, South, Salt Lake City, Utah

MODERN DISTRIBUTING CO. 3222 Tejon Street, Denver 11, Colorado

OSBORN DISTRIBUTING COMPANY 2647 Thirty-Eighth Avenue Son Francisco, California



THE BILLBOARD

MUSIC MACHINES

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

MILLS EXPANDS IN R&B AND HILLBILLY FIELDS. Mills Music has set up a hillbilly firm, Ranger Music, and is organizing a firm to hold r.&b, copyrights (Music department).

RCA BUYS RIGHTS TO MILLER AIR CHECKS. RCA Victor will press and sell from air checks of the late Glenn Miller band (Music department).

'HOUND DOG,' 'KOO-LIGER' DISK LEADS. RCA's best selling disk currently is the coupling of "That Hound Dog in the Window" and "Pore Ol' Koo-Liger" (Music department).

DISKERIES SEEK NEAR-PERFECT OC. At the behest of the Record Industry Association of America, engineers from the major diskeries are doing research on an efficient and foolproof optional center for big-hole platters (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

Central Music Names Harris As Sales Rep

KANSAS CITY, Mo., May 9 .-W. J. Mashek, president of Central Music Distributing Company, Kansas City, Mo., announced the appointment of Jerry R. Harris as sales representative for Iowa and Nebraska, working out of the Omaha office.

Harris has been in the coin machine business for seven years as a sales representative, and is well known thruout the Middle West. He is 43 years old, married and has five children. His home is in Omaha.

"The appointment of Harris is another step in the expansion NBC to Pay Tribute to Juke Industry

NEW YORK, May 9. - NBC's radio and television networks are planning several commemorative bows to the music machine industry's 65th anniversary as part of the general exploitation activities that surround National Juke Box Week.

At this moment, the largest amount of time on a single show scheduled to be devoted to the celebration is a segment during the network's early morning television program, "Today," which features former Chicago disk jockey, Dave Garroway.

Mort Werner, producer of the program, is working out details for a filmed and live presentation of the history of the juke box. Werner hopes to show a series of ancient machines along with recorded selections of the music emanating from these early devices. He will wind up the segment by showing the latest equipment.

Also planned by the network is a salute on the "Bob and Ray" midnight to 1 a.m. radio show, and a portion of one of the new Rosemary Clooney radio show series. Other shows trying to work in plugs or routines are the "Hit Parade," "Eddie Fisher Show," "Texaco Star Theater" and the "Dennis Day Show."

Telephone Music Boxes Profitable in Portland

PORTLAND, Ore., May 9. - came evident. Telephone music is proving to be a profitable enterprise here, uti- several advantages to telephone lizing the necessary know-how of music. There are avenues of coin-phonograph operation economy open to the operator in and a required skill in location that he is spared a heavy investselection.

juke-box operation, especially location problems, are well employed in this phase of music, and careful location analysis are vital if trial-and-error installations are to be avoided.

Portland with Phonotele equipment, whereby insertion of a coin between the location and a broadcasting studio. An operator obtains the customer's request, which is played on one of a battery of turntables.

Welch finds that club locations are most responsive to the appeal of telephone music, altho the service includes a few taverns. The business has settled down to a stable basis without many additions or losses. Virtually all the suitable locations are now being served. When this type of new locations, notably taverns,

For suitable locations, there are ment in phonographs, altho the Tactics learned in standard studio equipment is considerable. His record inventory can be of wider variety owing to elimination of duplication of hits on separate juke boxes. Maintenance costs are sharply reduced, as the location mechanism that opens The John Welch Music the wire circuit is relatively Company serves 28 locations in simple. Less highly trained personnel also is required. Welch employs five girls who take opens a telephone line circuit orders and play the requests. This staff substitutes for the record changers the juke boxes require.

77

The appeal to the customer, tho, is thru the personal contact with the operator. Voices of the operators are known to many of the patrons, altho most of them never see one another. Also, the almost unlimited choice of selection appeals to these music fans. Telephone music is a pioneer in the dime-play field. Even when a nickel was the standard music was first developed before price, customers accepted the 10the war, its novelty inspired many cent, three-for-a-quarter play without a murmer. The operation but as its newness wore off the is almost 'round the clock, Welch unsatisfactory locations soon be- running from 9 a.m. to 2 a.m.



NOW AVAILABLE Star Issues Anniversary **Title Strips**

PITTSBURGH, May 9 .- Dal E. Haun, president of the Star Title Strip Company, Inc., announced last week that a special package of "anniversary strips" was available and ready for shipment.

The title strips are composed of All-Time Juke Box Favorites listed in The Billboard's booklet, which is part of a kit available to operators simply by sending in Machine section.

Any operator, who orders any program of Central Music Dis-tributing Company," Mashek said. "He will enable Central to of the strips in this category, will

Ray Anthony will appear on this the coupon which will be found portion of the show. The radio on the first page of the Music portion is being broadcast as a public service feature and as a salute to the Green Cross and the National Safety Council.

June Hit Party Continued from page 72

work closer with the operator.'

Bush Holds 3 Juke Schools

MIAMI, May 9. - Service schools for music machine operators and their mechanics have been conducted in three Key Florida cities in the past 10 days by the Bush Distributing Com-pany, Wurlitzer distributors for Florida, Cuba and South Georgia.

Besides explaining the workings of the Wurlitzer 1500, the distributor used the occasion to unveil the Wurlitzer 1650 and 1600 in Tampa and Jacksonville.

Harry D. Gregg, Wurlitzer field engineer, was on hand to explain the mechanism and an-swer questions at the service schools—in Miami on April 29 at ing "Juke Box Week." "Top-Bush Distributing headquarters; at the Hudson Manor Hotel, Tampa, May 1, assisted by Bush Midnight," Midnight to 3 a.m., Distributing executives, Ozzie Truppman and Ken Willis, and today at the company's Jackson-ville office, 60 Riverside, assisted interviews as well as top juke hits. WAIT - "The Daddy-O Show," ("BIG MAMOU" by President Ted Bush. Gregg was also accompanied at the Tampa school by Ed Hancock, head service mechanic for Bush.

Among operators and mechanics who attended the Miami school were Morris Marder M & M Amusement, Miami; Walter Wheeler and Walter Zarzycki, Supreme Distributors, Miami; Arnold Rogan, Juke Box Com-pany, Miami; Ware Daniel, Ideal Music, Tampa; Oscar Garcia, Key West; Red Gurkin, Belle Glade; Ed Connelly, Clewiston; two representatives from American Operating Company, Miami, and two from Deale Music, Miami.

etc.) for use in the new Wurlitzer Decca; Ken Remo, M-G-M;

10 cards to be placed inside the glass domes on other models than those mentioned.

Any operator desiring more than the amount of cards and classification strips than mentioned above may receive them free simply by asking for the correct amount at the time of placement of the original order.

Solid Air Time

House and will feature operator

6:30-8:30 a.m., and 4:30-5 p.m., Daddy-O Dalie, during Juke Box

Week. "Coughlin and Company,"

1-2 p.m., John Coughlin, during

will be interviewed on this

10:15-11 a.m., -Saturday, May 23,

WMAQ - "Jim Lowe Show,"

WENR-"Hits With Hubbard,"

4:30-6 p.m., Eddie Hubbard. Also

will interview an operator on

May 26 and play top juke hits

WBBM-TV - "Our Song,"

during Juke Box Week.

WGN - "Saxie Dowell Show,"

juke week.

program.

30, Jim Lowe.

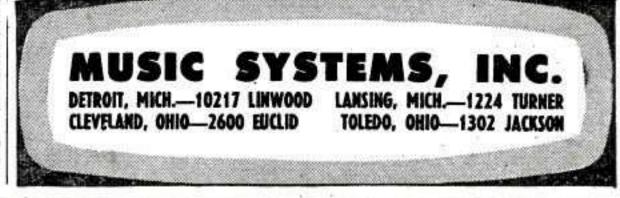
• Continued from page 72

fit at the top of the selector bank the Gaylords, Mercury; Connee and read Classical, Hit Tunes, Boswell, Decca; Hamish Menzies, and Seeburg machines. These strips will be in color and will commemorate the 65th anniver-sary. Also free to operators ordering title strips will be a package of 10 cards to be placed inside the Anthony Choir, Capitol; Gene LaMarca; Sharon Leslie; Johnny Pecon; Sammy Watkins and Heights Glee Club.

> The Hit Tune selected at the last party was Buddy Greco's Coral recording of "You're Driving Me Crazy." It is the Hit Tune for May and is being featured in the No. 1 spot on all juke boxes in the Cleveland area. Location cards are placed on juke boxes in each location, bearing a picture of the winner and a description of the affair.

> Sam Abrams, of the Ohio Advertising Agency, is in charge of public relations.

Uldo mumur	146M 0	r 5	99.00
Hideaways	anno ana an	Wall Boxes	
H148M\$1	79.00		
H146M	75.00	3W7-L56 (5-10-25# 3-wire)	\$34.50
AMI Model A \$2	25.00	3W2-L56	12.50
ROCK-OLA 1432 (50	10000000	W1-L56	5.00
	95.00	W6-L56	29.50
	79.00	(5-10-25e wireless)	29.50
ROCK-OLA 1426 1	19.00	Packard Chrome Wall	
WURLITZER 1015 1	19.00	Boxes	5.00
WURLITZER 1100 2	29.00	4820 WURLITZER WA BOX (like new)	44.50
WURLITZER 1250 3	59.00	Export Inquiries inv	



How Was Your Timing on ... all week, Linn Burton. This show emanates from the Steak

PETE HANLEY **Okeh** 6956

791

"Most Played in Juke Boxes" Chart

Start foday to 9-10:30 p.m., all week, Saxie disk jockey pr Dowell. "Chicago at Night," 11:30 1 a.m., during juke box week, Danny O'Neil. Several operators strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding

only the winners for top play the year around!

Yermie Stern. 2 E. 45th St., New York 17 Date_____ Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost

\$_____ for 3 full months. Payment is enclosed.

Name _

B & CRUE E

Address _





Title Strips Ready for Top Juke Profits

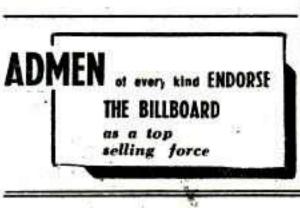




CONVENIENT ORDER FORM

There are 20 title strips on each card-10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records -20 cards) delivered weekly for a period of 3 months.

Cards	Cost Cards (for 3 (per	Cost
(per week)	months) week)	(for 3 months)
20 (400 st	rips)\$ 9.00 70 (1400 strips) \$29.00



10:45-11 p.m., Danny O'Neil and Caroline Gilbert, will sing songs made hits by juke boxes. Other Chicago stations and jockeys, as well as TV shows, were formulating plans for participation in the celebration.

North . . . south . . . east . . . west . . . every-where RIFLE SPORT and the CHALLENGER attracting customers, old and young, therefore making more profits . . . write for

				Not	D	on	1	Bi	llb	oar
•	time	your	record	buying	to	cash	in	on	the	hoavies
•	motic	n and	l strong	est deal	er	merch	and	lisin	g. B	illboarď



MUSIC MACHINES

78



It's the Juke Box Operator's **BUSINESS GUIDE**

It's the Juke Box Operator's PROGRAMING MANUAL

It's the Juke Box Operator's **PROFIT IDEA-LOG**

It's The Billboard's Big, Valuable 65th JUKE BOX ANNIVERSARY NUMBER

and it's

OUT NEXT WEEK in the May 23 Issue includes **RECORD DISTRIBUTOR LIST**

Jockeys Gross Country

Continued from page 72

celebration: "All Time Hit Pa- naire was returned from this rade," a one hour show, May town and listed the "860 Club" 24; "Let's Get Together With Rec- as going along with the drive. ords," a one and a half hour However, no station call letters show May 23, and "Eleven-Bar-Fifty Range Round Up," a one hour show on May 23. were included. At any rate the show will air the top juke favorites on May 26.

CEDAR RAPIDS, Ia.—Stations the following as their contribu-tion to the celebration of Juke Box Week. "Sandy Singer, the Melody Merchant" will feature pop juke box favorites on his 2:30 till 5 p.m. show. The "Kenny Hoeffer Show" will feature an entire week of c&w favorites. MADISON

MADISON, Ind.-Blake Tabor, of WORX, said the following shows were going to take part in the celebration: "Open House," 3:30 p.m., May 8, and "Kernel Korn," 6 to 7:30 a.m., May 7.

TOPEKA, Kan.-Bob Rich-mond Show" from 10:50 p.m. till midnight.

BENNETTSVILLE, S. C.-Neil Terrell reports a 15-minute show will be 'aired sometime May 10, giving full details of the Music Machine Industry. It will be an all-talk show. Al Bonaparte will feature juke box pop favorites on his "Bonaparte's Retreat" May 8. All on WBSC.

WALNUT RIDGE, Ark .- Bill Thornton joined the celebration by playing Top Juke Box Favorites on his "Billy Club" show, May 5. This is a one hour show.

LITTLE ROCK-Mary H. Strope and KARK going along with the anniversary celebration. "Saturday Pop Session," May 30, will feature 30 minutes of favorites. "Roundup Time" will play 15 minutes of c&w hits May 25.

RED WING, Minn.—Peter Ly-man, of KAAA, is placing the following shows on the celebra-following shows on the celebration roster: "Spinner's Circle" will air favorites from 3 to 4 p.m. on

NORFOLK, Neb. - Glen

week by May 24: "Revuing the Tops in Pops," "Pop Time Hits of Yesteryear" at 5 p.m., and "Race and Blues Revue-Music for You."

LADYSMITH, Wis. - Steve Evans, WLDY, has programed five shows on the juke box theme: "Nite Special," May 25, 9-11 p.m; "Noon Roundup," May 26, 11:30 a.m.; "1340 Club," May 27, 2-4 p.m; "Nite Special," May 28, 9-11 p.m., and the same show on May 29 will be a special on May 29 will be a special taped program. WLDY also will have five-minute interviews of operators and location owners.

JACKSONVILLE, III. - Rex Stein, WLDS, used all material in the anniversary booklet issued to disk jockeys by The Billboard.

PASADENA, Calif.-Bill Garr, KWKW, will push the anniversary of the juke box on his "Bill Garr Show," Monday, May 25, from 1 to 2:30 p.m. He will play all the million-seller records.

MONCTON, N. B. - Michael Wood, CKCW, will air 60 minutes of juke hits on his "Michael Wood Show" May 26.

in Recordings," 3-5 p.m., May 23.

M ore than a dozen special features and directories that all operators will use now and in the months to come-to help them win new locations ... serve present locations better . . . save money through greater operating efficiency . . . MAKE MORE JUKE BOX PROFITS! Be sure to get your copy of May 23 Billboard-the Big, Valuable Juke Box Anniversary Number -out May 19!

Use the Convenient MONEY-SAVING Subscription Coupon TODAY!

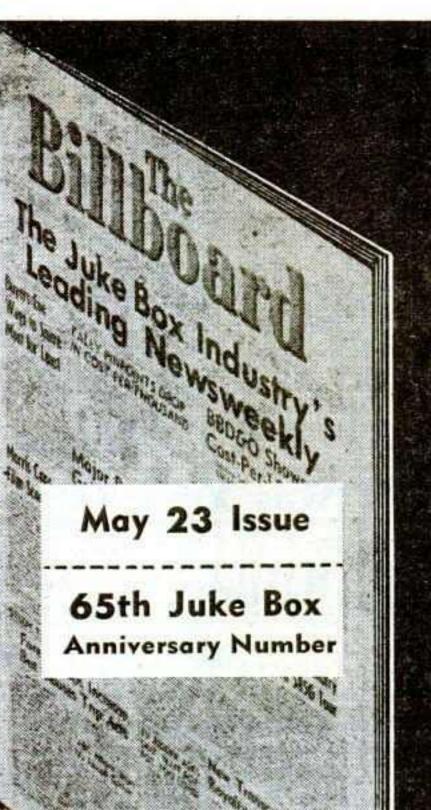
The **Billboard** 2160 Patterson St. Cincinnati 22, Ohio

> Enter my subscription to The Billboard for the next full year (52 issues), beginning with the May 23 Juke Box Anniversary Number. \$10 payment enclosed (a saving of \$3 over single copy price). Foreign rate, \$20.

Name

Occupation

Address



May 26, and "All Request Time" will play 30 minutes of c&w top tunes on May 30.

OSCEOLA, Ark .- A question-

Badger Named AMI Distrib

gional manager of AMI, Inc., announced the appointment of the Badger Sales Company, Inc., 2251 West Pico Boulevard, Los Angeles, as a distributor of AMI in that area.

The firm is one of the oldest coin machine companies in Southern California. Between 30 and 40 persons are employed by the new AMI distributor.

William R. Happel Jr., is Gaunt is sales manager. All three are well known in coin machine circles in the area.

Oregon Ops Continued from page 72

for the motion to reaffiliate with MOA. Consensus of members was that they might well sell their equipment to location owners should the Dirksen Bill pass.

Success after four weeks of dime-play operation was reported by Elton Clemens, of La Grande, who operates in 30 locations in Union and Baker counties. His new rate is a dime or four for a quarter, except in clubs, where jukes are adjusted to three plays for a quarter. Clemens said his four weeks on dime play brought a 32 per cent increase in revenue compared with the four weeks immediately prior to the changeover. He reported that while none of his location owners were reconciled to dime play at the time, the revenue increase for the locations convinced them of the wisdom of the move.

"This points up," Clemens said, "the necessity of selling taverns as well as all location owners on the fairness of the increase. This is missionary work that should be done before the changeover is

TEXARKANSAS, Tex. - Roy Mitchell, KCMC, used the May 6 "1230 Club" to air material and recordings covering the 65th Anniversary.

MIAMI-Harry Burge, WQAM, will air juke hits and interviews with ops on "Juke Box Serenade" May 27.

FORT PAYNE, Ala .- Al Bowling, WZOB, "1250 Club" at 3 p.m. for the entire week.

PARKERSBURG, W. Va. -Sherman Grimm, WPAR, "Ses-GRAND RAPIDS, Mich., May 9.—E. R. Ratajack, Western re- sion With Sherman" on May 12, from 11:15 till noon.

> JACKSONVILLE, N. C. - Mike Zabner, WJNC, "Morning Musical Clock," May 11, at 6:40 a.m.; "Top Ten Tunes of the Week," May 9, and "Platter Parade," May 8.

MADISON, Wis.—Bill Leppeen, WMFM, "Juke Box Jamboree" daily.

DALLAS - Dan Valentino, president of Badger; Ray Powers WFAA, "Saturday Night Shin-is general manager, and Fred dig," May 30, a four-hour show starting at 8 p.m.

> CHARLOTTE, N. C.-M. Clark, WAYS, "Juke Box Jamboree," entire week of May 24, 5:30 p.m. "Carolina Jamboree," entire week, 3:45 p.m.

> DOTHAN, Ala .- Lamar Trammell, WAGF, "Coffee Club," en-tire week, 8:45 a.m. "Early Bird Varities," entire week, at 5 a.m.

> TORRINGTON, Wyo. - Bob Verdon, KGOS, a full week of juke box hits on "Dance Time."

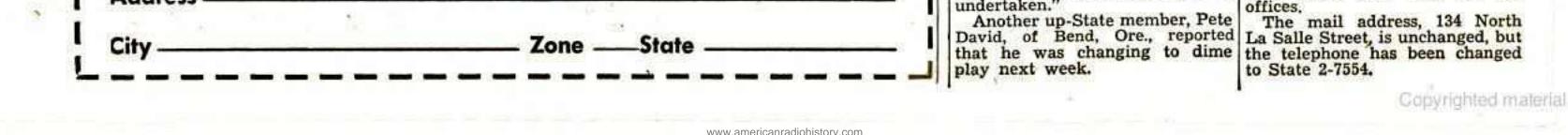
McPHERSON, Kan. - Hank Davis, KNEX, entire week of May 24 will be used to play juke box favorites on all records shows.

AMI's Regional Office Expanded

CHICAGO, May 9. - The regional offices of AMI, Inc., were being expanded this week with acquisition of space formerly occupied by CMI.

The offices serve as headquarters for Ed Ratajack, regional representative for the juke box manufacturing company.

When the new quarters are completed, S. J. Allie, Chicago attorney and a director of AMI, will move into one of the



793

VENDING MACHINES

MAY 16, 1953

Communications to 188 W. Randolph St., Chicago 1, Ill,

THE BILLBOARD

COFFEE BREAK BENEFITS Management, Employees Gain; Consumption Up

breaks in U.S. industry are now common practice among 54 per cent of the nation's employed persons, compared with 49 per cent in 1950. A recently completed survey for the Pan-American Coffee Bureau by the Psychological Corporation investi-gated coffee-drinking habits of 8,000 people thruout the country.

Growth of on-the-job and/or coffee break consumption indicates the high potential for coffee vending equipment in industry. That this potential has been tapped and is being constantly broadened, however, is proven by almost the year-by-year doubling in coffee vender placement.

Biggest gains in on-the-job



LOS ANGELES, May 9.-Western Union has announced it will make weather forecasting services available to business on a nationas sales agent for the private weather forecasting services of the National Weather Institute of Los Angeles.

CHICAGO, May 9. - Coffee consumption during the past two years was chalked up by office and store employees, according to the survey. Coffee drinking at office breaks climbed 33.3 per cent since 1950, while the store increase was 27.8 per cent. The over-all increase, for workers generally, was 19.3 per cent. This breaks down to a rate of .37 cups per person a day, compared with .20 cups per day in 1950, an increase of over 80 per cent.

Record Consumption

Coffee consumption is even higher when only workers, who have the beverage available on the job, are considered. In such spots, consumption is .53 cups per person per day.

The .53 cup-a-day figure was computed on the basis of a sevenday work week; consumption is greater when applied to people who work a five-day week: .74 cups per person a day.

The survey pointed up the fact that thise out of every four working Americans, who are per-mitted to take coffee breaks on the job, drink at least one cup a day.

The study bore out earlier coffee surveys made during the past two years. A 1951 study noted that consumption "at the place of work" increased 55 per cent (Continued on page 83)



CANDY VENDERS **BACK IN LONDON** SUBWAY; RUSHED

LONDON, May 9 .- For the first time in more than 10 years candy venders appeared in subway stations here this week. Tho the price of chocolate bars in the venders has risen from a penny to three pence (3.5 cents) in the interim, the venders were reported doing a rushing business.

The recent government decision to take candy off the ration list prompted the return of the venders to the subways. For many boys and girls, the experience of buying candy was entirely new, and harassed parents were busy explaining to their charges that one trip thru the queue was enough.

Grown-ups, too, vied for places in line with the youngsters.



NEWARK, N. J., May 9 .- The formation of a Canadian subsidiary, the Ajax Distributing Company of Canada Corporation, was announced this week by Al Cohen, president of the Ajax Distributing Company here.

The new subsidiary will have headquarters in Montreal and will handle Canadian distribution of the Ajax Hot Nut Vendor and the Ajax Hot Nut Vendor and is housed in a plywood cabinet, CHICAGO, May 9.—Continu-other equipment sold by the 17 feet long and 7 feet high. The ing to expand its nickel gum parent company..

Cohen has a 50 per cent interest battery uniformity, is sectionalized its elevated and subway locations, in the subsidiary, with the other on casters so that parts can be Transit Sales, Inc., predicted this 50 per cent owned by Joseph easily wheeled out when it is week that the 5-cent packs would Henrico, who will manage the necessary to restock or service account for over half of the operindividual units. Waste receptacles ation's total gum dollar volume Canadian division.

Square Garden.

the job of serving customers.

Vending Not New

Altho battery vender installa-tions are new to Nedicks, the use

of venders themselves is not. The

some spots, primarily as plus profit builders. Also, several years

back, it used specially built cup

venders to broaden the avail-

The new Nedicks vender battery

ability of its orange drink.

chocolate.

of Pepsi-Cola.

NEDICKS FOOD BAR Venders Prové Aid In Peak Periods

NEW YORK, May 9.—Seeking to are bracketed at intervals along reduce "turn-away" trade during the cabinet. peak rush hours and at the same The venders used in the experitime provide top customer conment have been loaned to Nedicks venience. Nedicks has added an

by their respective manufacturers automatic food bar to its counter for the duration of the test. quick-snack store near Madison Current plans call for the addi-

tion of hot dog and ice cream vending equipment. Present units The battery-type vending service is centered in an integrated are serviced by a specially trained group of machines, offering cold employee, and reserve stocks of sandwiches, pastry, candy, ciga- supplies a rettes, juices, coffee and hot storeroom. supplies are kept in a rear

79

Based on results obtained by the initial battery installation, a con-When manual counter service closes, usually at 8 p.m. on days tract with Jack Cross, executive when the Garden is not featuring vice-president of Spacarb, Inc., makes provision for possible future some event, the venders take over automatic merchandising opera-Nedicks, which has a chain of tions thru the creation of an 100-plus similar counter-type food independent vending concern. The outlets along the Atlantic seaboard, new organization could handle is a 40-year-old pioneer in the additional batteries of venders in quick-snack field. Since 1951, it other Nedicks stores, in independhas been a subsidiary of National ent outlets where they might Phoenix Industries, Inc., a man- function as automatic stores or in agement concern headed by Walstores franchised to licensees. ter S. Mack Jr., former president



outer shell, designed to give the operation started last year thru

The forecasts, prepared by the institute's meteorological staff, cover long and short-range pre-dictions for all or any part of the U. S. Forecasts will apply to particular geographical areas designated by the subscriber and will CHICAGO, May 9.-A new deal with specific weather factors National Automatic Merchandisaffecting business.

Short-range forecasts, seven days in advance, will be telegraphed to clients; sudden developments of critical or emergency conditions will also be wired.

Harry Golden, **Pioneer** Cig **Operator**, **Dies**

CLEVELAND, May 9.-Harry Golden, pioneer cigarette vender operator who headed Golden Cigarette Service Company until two years ago, died Thursday (7) at University Hospital here. He was president of A. D. Goodman-Golden Company, a tobacco jobber.

Golden, who was born in Kiev, Russia, and brought to the U.S. as a child, was in some phase of the tobacco industry since he was 16 years old. He was a graduate attorney from the Cleveland Law School, 1921.

daughter, Mrs. Fae Ann Kass; his mother, Sarah Golden.

Services were held at Cleve-(8).

ing Association project announced as being readied by President Aaron Goldman at a recent area meeting (The Billboard, April 25) was reported this week to be a new industry film.

directors had approved of the in such public relations occurred outside installation (bulk of the project which involves a special over a decade ago when a popular route appeared to be outdoors), movie based on vending. The movie actor of that period played dialog had Oakie announce that purpose of the movie would be the role of a vender operator. he took \$5 a week out of the two-fold: An industry aid in "selling" prospective accounts and to get the industry's story across to the public thru television shows.

According to Goldman, the project "will have far-reaching influences in expanding the horizon of the automatic merchandising industry, and in obtaining and equipment information on the understanding and support of Oakie's ball gum and candy bar vending by the public."

VENDING STARS IN MOVIE

23-Year-Old Film Features Hero as Ball Gum, Candy Op

The movie, "Uptown New York," starred Jack Oakie as the operator. It has been revived for a series of television showings, especially on late evening shows. The film originally appeared in 1930.

Interesting operational, profit route of 23 years ago were part

CHICAGO, May 9.-Automatic and parcel of the movie. For merchandising is the subject of instance, one scene showed him While full details were not much favorable publicity cur-available, it was reported NAMA rently, but perhaps one highlight Following the servicing of one machine.

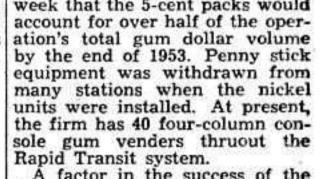
In other scenes, it was announced that the profit on each penny ball gum sales was .25 cent, 2.5, cents on each nickel chocolate bar.

When, in the course of the story plot, the operator found himself in financial difficulties (due to the need of funds to pay a hospital bill) he agreed to sell the route to a competing firm. chocolate bar venders.

To make a fast sale, the route was sold for \$1,400, instead of the \$2,000 "it was worth," according to a friend of Oakie's. "And it took you three years to build up," the friend lamented.

At various points thruout the The points of action to be film, vending was given plugs as "being a good business." It ended on an optimistic note when Oakie, after selling his ball gumcandy route, decided to re-enter the vending field with a brand new idea, "A dime machine, to spray perfume."

Name 4 New



A factor in the success of the 5-cent gum units, which are said to be doing 10 per cent more volume on a per-machine basis at present than a year ago, is the increase in transit fare last year. Formerly, it was 17 cents, with the penny change serving to build up single stick demand. Now, with straight 20-cent fare, the absence of penny change has adversely effected this phase of gum operation.

Transit Sales officials declared that their penny units were down 35 per cent in volume, compared with that prior to the raise in fares in June, 1952.

Pepsi Bottler At this point, it was revealed that Oakie's operation included 185 ball gum and 65 nickel Bows Schweppes Drink May 18

NEW YORK, May 9 .--Metropolitan Bottling Company, wholly owned subsidiary of Pepsi-Cola Company, announced it will start distribution of Schweppes Quinine Water Mon-day (18), followed shortly by Schweppes Club Soda.

The Quinine Water will-be marketed in 10-ounce and 6ounce bottles at popular price levels. It will be manufactured by ingredients imported from England in stainless steel containers.

(Continued on page 83)

Copyrighted material

Rule Conn. Slugger ation announced four additional Guilty; Fined \$300

tion August 23-26 at the Conrad BRIDGEPORT, Conn. May 9 .--Paul C. Devan, an employee of Hilton Hotel here. Total number 5. Wide distribution of the of firms to show now number the Bridgeport Brass Company 105, with available exhibit space who was arrested April 1 after business, consumer, trade and 94 per cent sold. company officials reported over media groups thruout the The new additions are machine 4,000 slugs were found in their manufacturers, the Wright Mavending machines, pleaded country. 6. Preparation of a publicity chinery Company, Durham, N. C.; guilty this week in the United package on bait advertising and Andrew Gorretta & Company, States District Court, New Haven. States District Court, New Haven. Cleveland; Niagara of Chicago, He was fined \$300. bureau use to protect consumers Inc., and a sirup firm, Northwest- Over 40 pounds of slugs were ern Extract Company, Milwaukee. found in his home. from such practices.

Business Bureaus Act To Hit Bait Advertising

strong resolution against bait advertising and selling practices Golden is survived by his was adopted by the 39th annual widow, Minnie; a son, Daniel; a conference of the Association of conference of the Association of Better Business Bureaus here. four brothers and two sisters and Specific points of action to be taken by the bureaus to curb further growth of such advertisland Temple Memorial Friday ing and practices, of the type employed by promoters of some

PALM BEACH, Fla., May 9.- A vending equipment in classified columns, were incorporated in the resolution.

followed are:

1. Reaffirmation of all previous general condemnation of all insincere or bait advertising and selling practices wherever exist-

2. Present a specific appeal to manufacturers (whose products are the subject of such advertising and practices) to work with Better Business Bureaus to discourage and eliminate such prac-

relating to such advertising and amendment to the advertising law be urged by each bureau. 4. Referral of all findings of the committee to appropriate agencies for suitable action. findings of the committee to all

COFFEE, CUP SOFT DRINK UNITS KEY USED MARKET

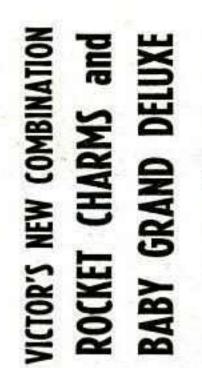
CHICAGO, May 9 .- Coffee venders, which have occupied first place as "most wanted" on the used machine market for almost two years, continue to take precedence over all other types of vending equipment. Cup beverage machines are a close second, followed by candy bar units. Cigarette and ice cream venders tie for fourth spot as most wanted equipment, while penny bulk units are fifth in demand on the used market.

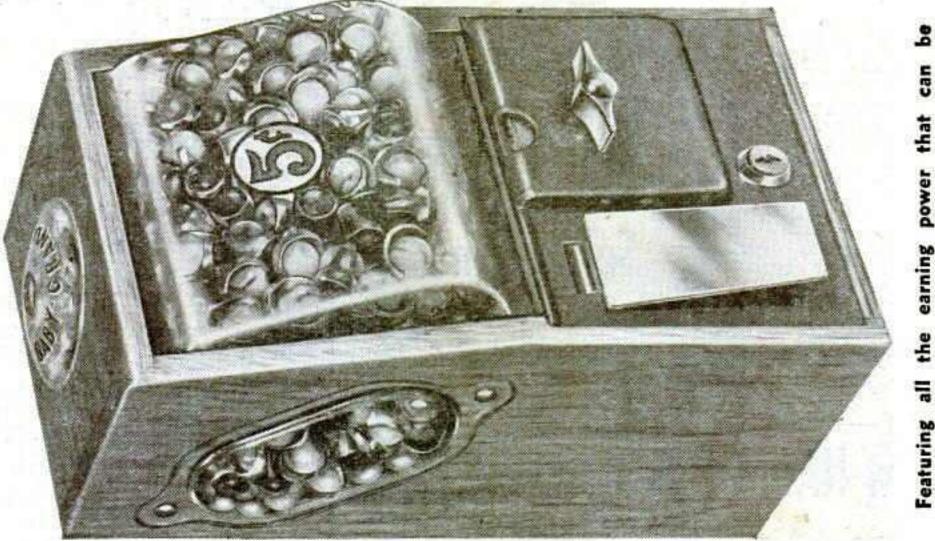
A check of Market Place advertisements during recent months in The Billboard and its sister publication, Vend, also

ing. tices in their fields.

NAMA Exhibs 3. The question of legislation CHICAGO, May 9. - National Automatic Merchandising Associ-

showed that in the "for sale" columns, cup beverage venders replaced bulk units as most offered (bulk machines fell to fifth position). Coffee machines are second, followed by ice cream and cigarette machines. In sixth spot, following bulk machines, candy venders tie with cookie units.



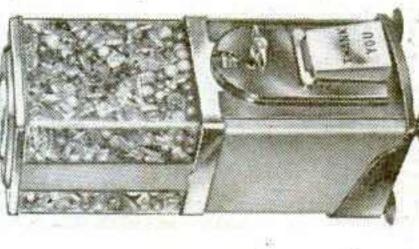


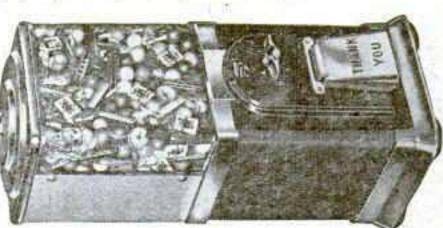
packed into a Bulk Vendor.

BABY CRAND empty in 4 to 5 days. BABY CRAND holds 500 ROCKET CHARMS.

can earning power that

DELUXI OPPER

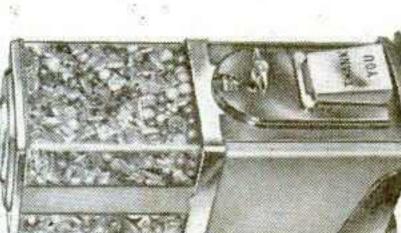




DELUXE HALF-CABINET STYLE TOPPER

abination of steel red. black and ye Approx. and sold The

THE BILLBOARD



VENDING MACHINES

80

MAY 16, 1953

. GRAND AVENUE

5701-13-W

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T

CHICAGO 39,

SEE . . . The most complete line of Bulk Venders! BUY... The Finest Mechanisms in the World! VICTOR . . . Manufacturers of the Finest Bulk Vending Equipment

5

You can DEPEND on



Always..

BIGGEST MONEY-MAKERS FOR THE LATEST AND IN BULK VENDING

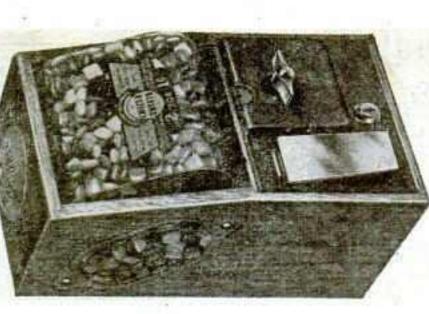
most profitable equipment offered to the Bulk . . . Attractive Appearance . . . Consistently the Vending Trade . . . Featuring the utmost in World-Famous for Durability . . . Dependability economical operation.

SOLD EXCLUSIVELY THRU VICTOR DISTRIBUTORS



TOPPER DELUXE GLOBE STYLE

Rugged, durable Clobe Style vender finished in red and black, trimmed with chrome. Chrome top and bottom available at small carome top and bottom available at small extra cost. Capacity: Approx. 7 to 8 lbs. of Ball Cum. Packed and sold 4 to the case. Chrome



BABY GRAND DELUXE and CHICLE TREETS

Featuring Victor's Project-O-View Window of transparent Lucite . . . shatter-proof for safety Two locks . . . one for fast loading . . . one for money compartment. Cabinet of solid Oak

4 for 5¢ when equipped with Mer-chandise Wheel (part No. 50). 5 di 19 Capacity te case 250 *





www.americanradiohistory.com

Chocolate Sales Up

WASHINGTON, May 9 .-Manufacturers' sales of confectionery and competitive chocolate products in March were 2 per cent higher than sales in March, 1952, in terms of both poundage and dollar value, the **Commerce Department announced** last week. Bar goods sales were actually up 5 per cent by poundage and 5 per cent by dollar value, and tended to counteract a decline in 5 and 10-cent specialty sales of 6 per cent by pounds and 5 per cent by dollar value. Bulk goods, including penny items, fell 10 and 7 per cent respectively in the two catagories, a prelimi-nary survey of large chocolate manufacturers revealed. Biggest gains were recorded in the division of package goods, made to retail at \$1 or more per pound, with 16 per cent more pounds sold and 9 per cent more income derived in March than in March, 1952, Commerce pointed out.

Fla. Kills Loss Leader

TALLAHASSEE, Fla., May 9. -The Florida Senate last week passed, 26 to 9, and sent to the house a bill which would prohibit a dealer from selling cigarettes for less than he paid for them.

Senator John Branch, of Tampa, said the bill was designed to prevent unfair competition. He said some merchants offer cigarettes for sale at less than cost with the object of attracting customers to their stores at the expense of competitors.

Coke Income Increases

ATLANTA, May 9.-Coca-Cola Company earned a net income of \$4,552,785 for the first 1953 guarter ended March 31. For the like period in 1952, net income was \$4,122,982.

Diamond-Tinsel Charms NEW YORK, May 9.-Samuel



Cigar Inst. Debuts \$250,000 Ad Drive

EXHIBIT VENDERS

CHICAGO, May 9 .--

Vender operating, supplier

and manufacturing firms will

be among the exhibitors at

the 12th annual convention

of the National Industrial

Recreational Association, May

17-20, at the Carter Hotel in

The firms are the Vendo

Company, Automatic Can-

teen Company of America

and Coca-Cola. Américan

Shuffleboard also will

John W. Fulton, NIRA sec-

retary, stated the association

is a non-profit organization

formed solely to present in-

dustrial recreation activity

and development information

Pepsi Income Increases

NEW YORK, May 9 .- Net in-

come of Pepsi-Cola Company and

its, consolidated subsidiaries for

the first three months of 1953 was estimated at \$595,000, or .104 cent

per share, A. N. Steele, president,

comparable period last year. Esti-

in the same 1952 period.

Cleveland.

exhibit.

to employees.

stated this week.

AT INDUSTRIAL

ASSN. MEETING

NEW YORK, May 9.—A \$250,-000 newspaper advertising campaign will be launched soon by Cigar Institute of America, according to Warren E. Bragg, group supervisor in the Bureau of Advertising of the American Newspaper than in the nation as a whole. Publishers' Association.

Advertisements will be placed in the sports sections of 97 newspapers.

Glass Containers

Production of returnable beverage bottles in March reached 774,469 gross to top February output of 687,433 gross, the Commerce Department reported last week. Shipments of returnable beverage bottles in March totaled 687,771 gross, compared to 459,282 gross in February and 636,915 gross in March, 1952, a Commerce survey revealed. The gains recorded for the returnable beverage bottle industry reflected the trend for the entire glass container industry, which enjoyed in March, according to Commerce "the highest monthly shipments since the record high previously established in August, 1952."

Peter Paul Appointments

NAUGATUCK, Conn., May 9. -Peter Paul, Inc., appointed four Figure compares with \$175,000 new officials in its local plant. net or 3 cents per share for the Lloyd Elston was named plant manager; G. M. Poverud, director mated consolidated income be- of coconut research; Kazar fore taxes for the January-March Tatoian, superintendent of properiod this year was \$1,385,000, duction, and William Krueger, compared with \$535,000 earned assistant superintendent of production.

VENDING MACHINES

Conn. Cig Demand

BRIDGEPORT, Conn., May 9. -State Tax Department records Beer Company added two franshow that enough cigarettes were chised bottlers last week as part sold in Connecticut during 1952 of its expansion program. to provide 3,775 smokes for every individual above the age of 15. ettes was higher in Connecticut Bottling Company of Lakeland,

Dad's Adds Bottlers

CHICAGO, May 9.-Dad's Root

The new firms are Dad's Root Beer Bottling Company of Keno-Average consumption of cigar- sha, Wis., and Dad's Root Beer Fla.



Eppy & Company, Inc., an-nounced this week it was making a series of low-cost fill charms in diamond-tinsel colors.



Unparalleled in the History of COIN VENDING!

OPERATORS! Here is a Peerless Opportunity

We are the largest penny weighing machine business in the world. We have extensive weighing machine routes available in important population centers throughout the country. This year we are reorganizing our Structure, and so we are in a position to offer you . . .

Our own weighing machine routes — that are operating profitably this very minute in top stores, chains, supermarkets, department stores, railroad and air stations, bus terminals, theatres, etc., etc., etc!

We have such routes all set and ready for you to incorporate immediately into your present operations!

Weighing machines are the ANNUITY OF THE VENDING INDUSTRY! Such an opportunity has never

appeared before - it may never happen again-take the step that will vastly increase your earnings!



For Top Locations! Look at these LOW Prices! Reconditioned PEERLESS TICKET MACHINES-equal to new!



Model SS .. \$200.00 Model S 175.00 Model SO 150.00 Model Q 130.00

IMMEDIATE DELIVERY!



- Give you complete information
- Show you actual records on earnings
- Continue to supply you with parts and supplies
- Offer you a sincerely equitable deal
- Provide you with most convenient and easy terms

This offer demands immediate attention—ACT AT ONCE! Fill out coupon and MAIL NOW!

29-28 For	Weighting & Vending M rty First Avenue-L. I. am interested in a weig me full particulars.	achine Corp. City, New York hting machine route.
NAME -		1000
Address —	Zone -	State
City		
phone (please fill	i in blanks)	Territory



The second the state of VENDING MACHINES





NEW YORK, May 9.—Diet-type soft drinks are making real gains in the beverage field in spite of two factors tending to restrict their use.

Indicative of the increase in consumer acceptance of sugar-free diet beverages is this fact: a year ago only four bottlers sold colas or ginger ales with 1.5 calories in each 8-ounce bottle; today, at least 50 low-calorie brands are available. Such beverages now account for about 3 per cent of total soft drink volume here.

Another significant fact: Pepsi-Cola Company now advertises its drink as "calorie reduced."

A major reason in the increase Advance No. 11..... of diet-drink popularity is the Alkuna Cracker Machine. development of cyclamate calcium Asco Hot Nut, Sc..... to replace sugar. It does not have the metallic taste of saccharine. Atlas Deluxe Nut Vendor

The two factors restricting the volume of diet beverages: retail prices about 50 per cent more than sugar-based drinks, and the ban on beverages using synthetic sweeteners in all retail outlets except drugstores in 26 States.



NEW YORK, May 9 .- Joseph J. Blacknall this week was elected Kleenix 5c or 10c..... vice-president and Harold F. Tem-Leigh PX ple was named to the board of directors of the P. Lorillard Com-

Marion Scale Master 1c & 5c pany. Blacknall is director of Master. le..... manufacturing and Temple direc- Master, 5c..... tor of brand development. Mills Adams Gum Vendo

Blacknall has been in the to- Mills Candy (5 col.)....

THE BILLBOARD

MAY 16, 1953

1215

THE BILLBOARD Index Brands Show of Advertised Used **Machine Prices**

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, ferritory and other related factors.

ud Mariji Rej		ssue of		Issue of		ssue of		Issue of
ABT Guess Your Weight		May 9		May 2	- 2	pril 25		April 18
Scale		100.00		\$100.00	5	100.00	- 9	100.00
Acorn, 1c or 5c	6 î î	8.95	0	8.95		8.95		
Ace Shoe Shine	104000			- Can (5)				49.50
Advance Model D Rall Gum	6.50	6.95 7.45	6.95	7.45	6.95	7.45	S 51	7.45
Advance No. 11	A	5.95(2)	- P - 3	5.95(2)	100	5.95(2)		5.95
Alkuna Cracker Machine		37.50		37.50		37.50	· 2	37.50
Asco Hot Nut, Sc	10.00	7.50(2)	100	7.50	o 33	1.50(2)		7.50
Atlas Deluxe		7.95		7.95		1002400		- ²⁰⁰
Atlas Deluxe Nut Vendor		1.	1.1		1.2	7.95		,7.95
Cebco Nut, 5c (2 col.)	•	14.50	coloron.	14.50	Contraction A	14.50		1000
Columbus. 1c	0	7.45(2)	6.45	7.45(2)	7.45(2)	8.00	7.45	8.00
Totumbus Se	5 16 1	7.45		7.45	7.45	8.50		8.50
Columbus, Model 46G,					2. Coaste	- 28.		
Ball Gum		6.95			34 - 5			
DuGrenier Adams Gum,								1242150
(4 col.) 1c	- B				-	17.50		17.50
Du Grenier Candyman	45.00	49.50	45.00	49.50	45.00	49.50	45.00	49.50
DuGrenier V		82.50	0.000	82.50		82.50		82.50
DuGrenier VD	A. C	82.50		82.50		82.50		82.50
DuGrenier S (7 col.)	58 - XSD	77.50		77.50		77.50		77.50
DuGrenier Champion (9 col.).		97.50		SODEWIER				
DuGrenier Champion (11 col.).	- Q - 2	97.50						and the second second
Eastern Electric C-8	10170350	2225222	anantaal	125.00		111111111		125.00
Exhibit Card Vendor, 1c	14.50	15.00	14.50	15.00	14.50 15			5.00(2)
Foot Ease (Exhibit)				95.00	2 E	85.00	85.00	
Jewel, 5c		NO MARKET		1423010435		10.00		10.00
Kirk Astrology Scale		90.00		90.00		90.00	1.1	90.00
Kleenix 5c or 10c		49.50		49.50		49.50	262	49.50
Leigh PX		149.50		1000526		an a		2622
Marion Scale		89.50		89.50		89.50		89.50
Master lc & Sc	- 19	7.95	1)2782	7.95	100000	7.95	7.95	
Master. 1c		7.45	6.45	7.45	7.45	8.50	7.45	
Master, 5c		7.45	6.45			7.45	*	7.45
Mills Adams Gum Vendor		122112120		16.50	16.50	17.50	0.	17.50
Mills Candy (5 col.)		89.50		89.50		89.50		89.50
Mills Tab Gum	0 E	16.50		16.50	- E.	16.50		16.50



Lc or 5c Silver-King Nut Vendors (Best bet for bars) Vendors for All Foreign Coins Immediate Delivery at Best -**Dealers** Everywhere SILVER-KING CORP. 622 Diversey Parkway, Chicago 14, Ill. **BIGGER THAN EVER!** VICTOR'S NEW COMBI-NATION ROCKET CHARMS AND BABY GRAND DELUXE

> 1 Baby Grand Deluxe\$14.50 500 Rocket Charms 10,00

THE NATION'S FINEST

CIGARETTE VENDOR!

COLUMN TY I

........

LALAPPERS

SMOKESHOD CORD

(AUTOMATIC PRODUCTS CO.)

250 West 57th Street, New York 19, N. Y.

Greatest Time-Saving

CAPACITY \$10.00

SPRINGS ARE PRE-CISIONED CALI-

HEAVY SHEET METAL BASE.

TIN SCOOP. DIAL IS GLASS COVERED WHICH PROTECTS POINT-ER WHEN IN USE.

accuracy. There is sturdiness

of construction more

durable than is gen-erally found in scales. Finish is black crinkle. Carry-ing case is made of

string black fibre to meet the hard

and constant use that it is subjected

1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

ORDER TODAY

SCHOENBACH

Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y.

BRATED.

Skilled hand-

workmanship

is employed in

building this scale to assure

reliability and

Y WEIGHING

.50

486

PACK

CAPACITY

Tear Out

and Mail

This Ad

for

Details



white dots.

\$5.75 per M





VICTOR'S

Victor Models. Time Payment Plan Available. Trade-ins Accepted. Write for our complete charm and merchandise list. Prices subject to change without notice.

Pioneer Vending Service 590 Albany Avenue Brooklyn 3, N. Y. Phone: PResident 4-5358



fatigue as a result of their coffee breaks; 75 per cent found such

Canteen Company of America declared a 25 cents per share divi-



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MAY 16 1052

84 CO	IN MACH	INES			THE BILLBOARD	it in the second			MAY 16	5, 1953
THE BI	0202020303000000000000	74959998949971ALADAA		10200100000000000000	WE EXPORT	Four Horsemen (Gottlieb)	Issue of May 9 79.50 129.50 139.50	Issue of May 2 79.50 129.50 139.50 169.50	Issue of April 25 129.50 139.50 . 169.50	Issue of April 18 139.50
		6 R	STOPPING STOP	100	CO-C-V. PIN	Freshie (Williams). Frolic (Bally).	49.50 415.00 425.00(3) 435.00	69.50 395.00 399.00 415.00 425.00(3)	399.00 415.00 425.00(3) 435.00	69.00 395.00 399.00 400.00 415.00(2)
of Ad					MUSIC MACHINES	Feturity (Bally)	220.00 240.00 265.00	435.00 220.00 225.00(2) 240.00 265.00	225.00 240.00	425.00(3) 435.00 225.00 240.00 265.00
		e P			Joe Ash	Georgia (Williams)	95.00 99.50 49.50	65.00 95.00 99.50 49.50	\$50.00 95.00 99.50 49.50	95.00 99.50 35.00 49.50
			22273355555555555		We are one of the leading exporters of coin-operated	Globe Trotter (Gottlieb) Gold Cup (Bally)	59.50	145.00 59.50	145.00 50.00 59.50	145.00 59.50
• Amuse Equipment and prices li			Contraction of the second second	Ilhaard Issuas as	equipment. Our reputation was EARNED—by honest effort—by delivering only guality equip-	Golden Gloves (Chicago Coin) Grand Award (Chicago Coin).	75.00	69.50 75.00	69.50 75.00	69.50 75.00 35.00
dicated below. All advertis vertised the same equipm	sed used machines ent at the same	s and prices are li price, frequency	isted. Where mor with which the p	the than one firm	ment—by virtue of the fact that our experience in the field en- ables us to pack, route and ship in the most economical and safe	Happy Days. Happy Go Lucky (Gottlieb). Harvest Time (Genco)	195.00 109.50	79.50 109.50	100.00 139.50 65.00 109.50	65.00 79.50
dicated in parentheses. Wh ly the single machine price e, time on location, territ	is listed. Any pri	ice abviously depen	d, as in the case nds on condition o	of bulk venders, f the equipment,	methods. Contact us for your needs. We'll give your require- ments our very best attention	Hayburner (Williams)	2,420,025,252	99.50 125.00(2)	99.50 125.00 150.00 155.00 165.00	109.50 124.50 125.00 150.00 155.00 165.00
	Issue of May 9	Issue of May 2	Issue of April 25	Issue of April 18	We are exclusive WURLITZER	Hit-a-Homer Hits and Runs (Genco) Hit 'N' Run (Gottlieb)	22.50 24.50 65.00	22.50 65.00 150.00 155.00	22.50 50.00 65.00 150.00 155.00	22.50 65.00
C (United)	A LONG THE DESCRIPTION OF A DESCRIPTION OF A DESCRIPTION OF A DESCRIPTIONO	\$85.00 125.00 135.00 145.00	\$125.00 135.00 145.00 149.50 150.00	\$95.00 99.50 145.00(2)	DISTRIBUTORS	Hit Parade (Gottlieb) Holiday (Chicago Coin) Holiday (Keeney)	29.50 39.50 250.00 259.50	29.50	29.50 39.50 259.50 265.00	29.50 39.50 259.50
cross-the-Board (United)	225.00	149 50(2) 150 00 175 00 225 00	175.00	149.50 150.00 175.00 225.00	in Délaware—5. Jersey— S. E. Pennsylvania	Hong Kong (Williams) Horseshoes (Williams)	265.00 220.00 159.50	195.00 139.50 159.50	195.00 139.50 159.50	199.50 159.50
ivançe Roll (Genco) i Baba (Gottlieb) wacade (United)	34.50	34.50 39.00 39.50	25.00 20.00 34.50 30.00 39.00	34.50 39.00 39.50		Horseshoes (Williams) Hot Rod (Bally)	40.00 99.50	40.00 99.50	20.00	99.50
vizona (United)	390.00	79.50 99.50 345.00 385.00	39.50 99.50 395.00 410.00	79.50 99.50 375.00 389.50	ATC. T.T. A TR	Jalopy (Williams)	145.00 54.50	150.00 175.00 15.00 54.50	125.00 150.00 175.00 54.50	175.00 54.50
WHERE ALL INGUIST	395.00(2) 400.00 410.00 425.00	390.00 395.00(3) 400.00 410.00	425.00	375.00 389.50 395.00 400.00 410.00 425.00	AMUSEMENT MACHINES CO. 666 N. Broad Street Philadelphia 30, Pa Phone: FRemont 7-4495	Joker (Gottlieb) Judy (Exhibit). Jumping Jack (Genco)	99.50 265.00 285.00	99.50 285.00 295.00	60.00 119.50 99.50 285.00	99.50 285.00
the Face (Halled)	123.00	425.00	20.00		"You can ALWAYS depend on Active 'ALL WAYS!"	Just 21 (Gottlieb)	265.00 285.00 295.00(2) 325.00	325.00	295.00(2)	295.00(2) 325.00 49.50 69.50
allerina (Bally) enk-a-Ball (Gottlieb)	49.50 25.00 34.50	34.50	30.00 74.50 34.50	74.50		King Cole (Gottlieb) King Pin (Chicago Coin)	49.50 124.50	49.50 69.50 49.50 124.50	20.00 69.50 49.50 75.00 99.50	49.50 69.50 49.50 95.00 124.50
arnacle Bill (Gottlieb) aseball (Genco) asketball (Gottlieb)	25.00 54.50 95.00	95.00	34.50 49.00 75.00 95.00	34.50 95.00	ARCADE and LOCATION EQUIPMENT	K. C. Jones (Gottlieb)	1122/124 1440/035	129.50	124.50 129.50	129.50
(Chicago Coin)	195.00 250.00	195.00 225.00 250.00 250.00	250.00	250.00	Astroscope, new	Knock Out (Gottlieb)	69.50 75.00 99.50	69.50 75.00 79.00 79.50 99.50	30.00 69.50 79.00 79.50 99.50	69.50 75.00 79.00 99.50
asket Ball (Chicago Coin) asket Ball (Scientific) at-a-Score (Evans)	250.00 275.00	250.00 145.00 69.50 89.50	250.00	250.00 75.00	Vendor, new (2,000 cards free)	Leader (United)	250.00 269.50 275.00(2) 285.00 310.00	225.00(2) 250.00 275.00 285.00 295.00	250.00 269.50 285.00 295.00	250.00 269.50 275.00 285.00 295.00
auty (Baily)	69.50 89.50 499.00	69.50 89.50 499.00 525.00 545.00	39.00 69.50 85.00 89.50	59.50 89.50	flippers, new	Lite-a-Line (Keeney)	95.00 99.50 105.00 159.50	310.00 70.00 95.00(2) 105.00 159.50	95.00(2) 99.50 159.50	95.00 99.50 159.50
Bop (Exhibit)	525.00(2) 545.00 94.50	545.00 69.00 94.50	69.00 94.50	69.00 94.50	Bally Big Inning	.ong Beach (Williams)	_275.00 35.00 84.50	275.00(2) 35.00 69.50	275.00 35.00 84.50	185.00 195.00 275.00 35.00 69.50
a Hit (Exhibit) Top (Genco) ng-a-Roll (Genco)	165.00 64.50 44.50	165.00 64.50	165.00 64.50	165.00 64.50	Flash Hockey, console model 75.00 Photomatic Muto, late model, factory rebuilt	Majors (Chicago Coin)	74.50	84.50 74.50	59.50 74.50	84.50 74.50
ngo Bango ack Gold (Genco) lero (United)	59.50 175.00	59.50 175.00	69.50 40.00 59.50 175.00 215.00	59.50 195.00 215.00	Scientific Batting Practice 95.00 Silver Gloves, Muto 250.00 Texas Leaguer Baseball 50.00 Vendo Automatic Coin	Majors of '49 (Chicago Coin). Majorette Mardi Gras	145.00 29.50	45.00 145.00 29.50	30.00 45.00 145.00 20.00 29.50	45.00 145.00 29.50
oston (Williams)	215.00(2) 220.00 225.00 89.50	215.00(2) 220.00 250.00 69.50 89.50	220.00 250.00 55.00 89.50	220.00 250.00 55.00 69.50	Vendo Automatic Coin Changer, slightly used 75.00 Voice-o-Graph Muto.; factory rebuilt	Maryland (Williams)	49.50 84.50 59.50	49.50 84.50	35.00 49.50 55.00 84.50 59.50	49.50 55.00 84.50 59.50
wling Champ (Gottlieb)	50.00(2) 74.50	50.00	30.00 50.00(2) 59.00	89.50 50.00(2) 59.00(2)	Munves Factory Rebuilt Machines Look and Work Like New.	Merry Widow (Genco) Minstrel Man (Gottlieb)	29.50 95.00 159.50	29.50 159.50	29.50 125.00 159.50	29.50 159.50
ight Lights (Bally)	175.00 185.00 200.00 215.00(2)	175.00 190.00 215.00(2) 225.00(2)	175.00 215.00(2) 219.50 225.00	195.00 215.00 219.50 225.00 250.00	Complete Line of Parts and Supplies Flash! just off the press. Kiddie	Niagara (Gottlieb) Nifty (Williams)	175.00 89.50 95.00	150.00 175.00 89.50 95.00	150.00 175.00 60.00 89.50(2) 95.00	95.00
ight Spot (Bally)	219.50 225.00 250.00 275.00	250.00 265.00 275.00	250.00	275.00	Ride Supplement with recap of 1953 games illustrated, priced Send for it and you will save money.	Oklahoma (United) Old Faithful (Gottlieb)	64.50 65.00 85.00	64.50 65.00 69.50 85.00 129.50	64.50 69.50 85.00 129.50	64.50 69.50(2) 85.00 89.50
and apprentice and a second se	295.00(2) 300.00 315.00(2)	295.00(2) 300.00 315.00 325.00(2)	315 00(2) 325 00	295.00(2) 310.00 315.00(2)	MIKE MUNYES	One. Two. Three (Genco) Oasis (Exhibit)	34,50(2)	31.50 109.50	34.50(2) 49.50 45.00 109.50	129.50 34.50(2) 45.00 109.50
ccaneer (Gottlieb)	325.00 25.00 34.50 59.50	34.50 59.50	34.50 59.50	325.00 34.50 59.50	577 Tenth Ave. (at 42nd St.) New York 36 N Y BRyant 9-6573 40 YEARS SERVICE • EST. 1912	Palm Beach (Bally)	440.00 450.00(2)	375.00 440.00(2)	450.00 455.00 465.00	+50.00(2) 455.00 460.00
ffalo Bill (Gottlieb) ttons & Bows (Gottlieb)	74.50 47.50 69.50	74.50 79.50 25.00 47.50 69.50	74.50 -9.00 69.50	74.50 79.50 59.50 69.50			455.00 465.00 475.00	450.00(2) 455.00 465.00 475.00	Sachaind	465.00
mpus (Exhibit)	65.00 94.50 89.50	65.00 94.50 69.50 89.50	65.00 94.50 30.00 89.50	65.00 94.50 69.50 99.50	CLOSE-OUTS	Paratrooper (Williams) Phoenix (Williams) Photo Finish (Universal)	185.00 39.00 40.00	39.00 40.00	20.00 39.00	35.00 39.00 40.00
ravan (Williams) rolina (United)	195.00 34.50 49.50	49.50	34.50 49.50	34.50 49.50	ATLANTIC CITYS	Pin Bowler (Chicago Coin) Pinky (Williams)	80.00 99.50 95.00	80.00 95.00	40.00 80.00 75.00 95.00	80.00 95.00
rnival (Bally) talina (Chicago Coin) ampion (Bally)	25.00 37.50 40.00 45.00	37.50 40.00 45.00 49.50	30.00 37.50 40.00 45.00	35.00 37.50 40.00 59.50 89.50	CONEY ISLANDS	Playland (Exhibit)	65.00 89.50	65.00 89.50	65.00 89.50 45.00	65.00 74.50 89.50 45.00
ampian (Chicago Coin)	49.50 75.00 89.50 40.00 69.50	75.00 89.50 40.00 69.50	59.50 69.50 79.50 40.00 69.50	64.00 69.50	HOLIDAYS	Pop Up Puddinn' Head (Genco) Punchy (Chicago Coin)	22.50 39.50 75.00	22.50 39.50 75.00	22.50 39.50 60.00 75.00	22.50 39.00 39.50 75.00
ampion (Chicago Com) inatown (Gottlieb) nderella (Gottlieb) reus (United)	40.00 69.50 225.00 29.50 49.50 395.00	195.00 29.50 395.00	195.00 20.00 29.50 395.00	29.50 349.00 395.00	HOT RODS 40	Quarterback (Williams)	34.50 85.00 89.50 185.00	65.00 85.00 89.50	_65.00 85.00 89.50	55.00 85.00 89.50
ation (Bally)	19.00 29.50 30.00(2) 65.00 79.50	29.50 30.00(2) 65.00 79.50	20.00 29.50 30.00 50.00 79.50	30.00 79.50	GENCO 400's (see below) 225	Queen of Hearts	95.00	235.00 95.00	95.00	240.00 95.00
llege Daze (Gottlieb)	265.00	75.00 89.50 275.00(3)	50.00(2) 75.00 89.50 275.00(2)	50.00 75.00 89.50 225.00	The Genco 400's revamped now better than Jumpin' Jacks, Golden Nugget or latest Bingos. You try three weeks.	Rainbow (Williams) Red Shoes (United) Rip Snorter (Genco)	75.00 69.50	75.00 35.00	75.00	35.00 75.00
ney Island (Bally)	275.00(2) 300.00 315.00(3)	315.00(2) 322.50 325.00	- 300.00 315.00 322.50 325.00	225.00 275.00(2) 295.00 300.00 315.00 322.50	Return if not satisfied. We refund full purchase price. 1/3 deposit, balance C.O.D.	Rocket Rockette Rose Bowl	85.00 139.50	45.00 85.00 139.50	85.00 125.00	85.00
ntrol Tower (Williams)	322.50 95.00 119.50	95.00 119.50	75.00 95.00 119.50	315.00 322.50 325.00 95.00 119.50	W. E. KEENEY MFG. CO. 5229 So. Kedzie Ave. Chicago. III.	Round Up			139.50(2) 25.00	
unty Fair (United) azy Ball (Chicago Coin) oss Roads		125.00 175.00	20.00	175.00	Tel.: HEmlock 4-3844	St Louis (Williams) Samba (Exhibit) Saratoga	44.50 49.50 25.00 39.50	44.50 69.50 39.50	30.00 44.50 39.50	44.50 69.50 3 9.50
llas (Williams)	44.50 60.00	44.50 60.00 74.50	44.50 60.00 74.50	44.50 60.00 74.50	SAM SOLOMONS'	Screwball (Genco) Sea Jockeys (Williams)	49.50 34.50	34.50	34.50 125.00	34.50 35.00 125.00
ncing Dan -Icer (Williams)	29.50 75.00 99.50	29.50 75.00 79.50 99.50	29.50 75.00 79.50 99.50	29.50 75.00 79.50 99.50	BUYS	Select-a-Card (Gottlieb) Serenade (United) Set Shot (Basketball)	59.50 34.50	79.50 34.50	34.50	55.00 79.50 34.50
Luxe World Series (Williams) w-Wa-Ditty (Williams)	34.50 49.50	245.00(2) 34.50	34.50	34.50	All Games Reconditioned FROLICS	(Munver Shanghai (Chicago Coin) Shantytown (Exhibit)	84.50	295.00 49.50 84.50 85.00	49.50 84.50 85.00	49.50 84.50 85.00
c Jockey mino (Williams) able Action	225.00	215.00 225.00 65.00 75.00	215.00 75.00 95.00	215.00 169.50 75.00 95.00	ATLANTIC CITY	Sharpshooters (Gottlieb) Shoot the Moon	49.50 65.00 159.50	49.50 65.00 159.50	49.50 65.00(2) 159.50	49.50 59.50 65.00 159.50
ble Feature ble Shuffle (Gottlieb)	74.50	95.00 74.50 49.50 65.00	75.00 99.50 49.50 65.00	49.50 65.00	PALM BEACH	Shoo Shoo (Williams)	99.00(2) 119.50 235.00		75.00 90.00(2) 119.50	90.00(2) 119.50
	69.50 79.50 74.50 75.00	69.50 79.50 74.50(2) 75.00	69.50 75.00 79.50 75.00 79.50	49.50 65.00 69.50 75.00 79.50 64.00 75.00	TURF KINGS	Skill Pool (Gattlieb) Slugfest South Pacific (Genco)	135.00 79.50	195.00 135.00 139.50 40.00 69.00	195.00 135.00 69.00 79.50	195.00 200.00 135.00 139.50 60.00 69.50
Pase (Williams)	74.50 75.00 89.50 39.50	74.50(2) 75.00 89.50 39.50 69.50	89.50 39.50 49.50	64.00 75.00 89.50 39.50 69.50	UNIVERSITY COIN	Spark Plug (Williams)	145.00	69.50 79.50 145.00	145.00 150.00 175.00	79.50 145.00
hting Irish (Chicago Coln)	75.00	45.00 69.50 75.00	69.50 50.00 75.00	59.50 75.00	MACHINE EXCHANGE 854 N. High St. Columbus 8, Ohio	Special Entry (Bally) Spinball (Chicago Coin) Sportsman (Williams)	49.50	49.50 110.00	49.50(2) 25.00	49.50 110.00
e Star (Universal)	95.00(2) 99.50 135.00 140.00	75.00 90.00 95.00(2) 135.00 140.00	75.00 95.00(2) 99.50 125.00 140.00	75.00 95.00 99.50 140.00	Tel.: UNiversity 6900	Spot Bowler (Gottlieb)	119.50(2) 250.00 260.00	89.50 119.50(2) 225.00 260.00	75.00 85.00 119.50(2) 260.00 275.00	85.00 89.50 119.50 95.00 260.00
Skill ating Power (Genco) ing High (Gottlieb)	29.50 69.50 44.50 235.00	29.50 69.50 44.50	29.50 69.50 44.50 49.50	29.50 69.50 44.50	CORDA CADIDIDGEC	operate (Bally)	275.00 260.00 275.00 295.00 300.00 310.00 315.00(2)	275.00 295.00 310.00	300.00 315.00(3) 325.00 335.00	284.50 300.00 315.00(2)
ring Saucers (Genco) atball (Chicago Coin)	59.50 195.00 215.00	79.50 195.00 215.00	100.00 59.50 195.00 215.00	59.50 79.50 195.00 215.00	LUDKA LAKIKIUULJ Realigned and Resurfaced, 75¢ each. ORIGINAL PERFORMANCE GUAR- ANTEED, 10 Days' Service Via	Springtime (Genco)	315.00(2) 325.00 275.00 295.00	315.00(3) 325.00 75.00 95.00 275.00(3)	95.00 95.00 275.00 295.00	· 335.00 95.00 295.00 209.50
0 (Genco)	225.00(3)	220.00 225.00(3) 269.50	220.00 225.00(3)	220.00 225.00(2)	Air Mail. This ed worth 75¢ on first order. ELECTRONIC INDUSTRIES	Stars (United)	275.00 295.00 325.00 795.00 89.50	275.00(3) 295.00 325.00 350.00 50.00 70.00	275.00 295.00 325.00 60.00 75.00	295.00 299.50 325.00 75.00 79.50



Chicago

Paul Crisman, King & Company, called attention to an error in last week's report on his firm. The item cited King distributed Spacarb-Juice Bar equipment. "Not so," says Paul. King & Company does distribute a fourfirm line: Northwestern Corporation bulk, stamp and gum equipment; U-Select-It units by Coan Manufacturing, cup drink machines made by SuperVend and PX cigarette venders by Lehigh Foundries. Paul added that for the first time in his company's is a partner of Johnny Como in a history it has appointed a traveling sales representative. He is Bill Punton, covering Illinois. Punton was added to the staff only a few weeks ago.

Stoner Manufacturing Corporation placed its new seven-column manual cigarette vender. It has 321-pack capacity and four dual columns. Handles both king and regular size. Bip Glassgold reports initial operator reaction more than satisfactory. . . . Herbert Chadwick, vice-president of the Bert Mills Corporation, states firm's new plant going up near suburban St. Charles is progressing on schedule. Should be ready to roll in July.

New York

Al Ferber bought the Queen Music Company from Jack Scully. . . . Frank Calland, president of Local 786, is recovering from a recent illness. . . . Bob Jacobs says he is selling many conversions to local operators. . . . Al Schlesinger, Square Music, Poughkeepsie, N. Y.; Gertrude Brown, Beacon, N. Y., and Earl Backe, National Nov-

Miss Juke Box To Visit Radio And TV Segs

Coinmen You Know

THE BILLBOARD

elty, Merrick, N. Y., were recent | er, the Rocket, at Pleasure, visitors on 10th Avenue.

The New York Licensing Board has approved the Williams Baseball Game, which is distributed by Meyer Parkoff, Atlantic - New York. . . . Dominic Alleva, CPA, game route. . . . Harry Shoenfeld, Universal Tackle Company, Chicago, was a visitor on 10th Ave-nue. . . Al Gilbert is kept busy evenings installing his doublescore conversion.

Junior Gilliam, Brooklyn Dodger infielder, was on hand at the recent opening of the High-way Amusement Center, a coin- Matalice James, bookkeeper, who operated baseball batting range hails from Lyons, Ga., and owned by Phil and Mac Greitzer, Anne Seidenberg, secretary, ex-Philmac Music, Brooklyn. . . Sandy Moore's Penninsular Vending Company last week merged routes with Seaboard Sales to Usiskin, treasurer.

Madden, Old Reliable Music, is a husband is away on business. . . . of John Benfari, local operator, a recent graduate of Colby College, is now with the Naval Air Corps in Pensacola, Fla. . . . Mel Rapp, vice-president of Apco, left last week on a 10-day trip to visit the factory in Minneapolis and the branch offices in Chicago and Miami.

New members of the Associated Amusement Machine Operators of New York are Andrew Colombo, Ted Faith and Sam Sorin, Irving Fenichel (Janel Music Company Tom Ebali (New York Vendi Company), John Van Dura a Sal Petillo (Van Nest Amus ments) and John Como and Do Alleva.

Beach Park, Bridgeport, Conn., May 23.... Nick Tozza, who formerly operated under his own name, is now the N. S. Vending Corporation, with offices at 139 Wood Oak Drive, Westbury, L. I.

Charley Katz, National Kiddie Rides sales manager, left Friday (8) for a five-week sales trip thru the Midwest.

Miami

Two comely young women have joined the office force at Philadelphian.

The first shipment of the new Williams pin game, Times form the Hampshire Trading Square, moved out quickly, says Company, Inc. New officers are Ken Willis, and Bush Distribut-Moore, president; Bernard Lev- ing Company already has placed ing, vice-president, and Isadore additional orders. Willis states Marge Madden, wife of Joe Coin's new Crown Bowler which includes a number of new feapart-time servicewoman when her tures. A sample arrived recently. Willis, returned from a selling Irwin (Bill) Pines, Cyclomatic trip thru Central Florida, reporthe added.

Help Wanted

Jean Powers, record clerk at Florida Record and Appliance Company, distributor of Capitol records, believes Frank Sinatra is off to a good start with his "I'm Walking Behind You." She says he is getting a good play on juke boxes. Beatrice White, a feels she's been in the movies

after visiting Key West and watching a movie company filming scenes for "Twelve Mile Reef," a story of underwater adventure in South Florida waters. Terry Moore and Robert Wagner, co-stars of the 20th Century-Fox film, were doing their stuff before the cameras as Beatrice watched.

Harry Burge, disk jockey of Station WQAM; President Willie Blatt, of the Amusement Machine Operators' Association, and The Billboard correspondent, Al Denny, are working out some promotional ideas for the local celebration of the juke box inthere is much advance interest dustry's 65th anniversary. Burge among operators in Chicago has extended the facilities of his "Juke Box Serenade," daily radio program, to the observance.

The raging controversy over whether to convert Greater Music, has been at home ill for several weeks, but is feeling bet-ter now. ... Robert Benfari, son among operators is especially at least. Majority of the memhigh in the new Wurlitzer 1600, bers, who belong to the Amusement Machine Operators' Associa-

COIN MACHINES

ation, decided to table this hot potato until fall, after failing in repeated attempts to reach a general agreement on the changeover. With the summer season now under way and a decline in grosses anticipated, the operators have decided to shelve the issue for reopening in the fall. Two plays for a dime may be decided upon as a first step in the fall.

85

Mrs. Jo Hiller, formerly a record clerk with Distributors, Inc., is now employed in the same capacity with the Binkley Dis-Juke boxes. Beatrice White, a tributing Company here. Dis-stenographer in the same office, tributors, Inc., which handles the Columbia record line on a Statewide basis, maintained a branch office in Miami for several months but closed it recently and now ship from its Jacksonville office and maintains road salesmen. Binkley Distributing handles the M-G-M label in Florida.

> Observed making the rounds of coin machine and record distributors was Red Gurkin, Glades

(Continued on page 87)

Vital Statistics Deaths

Harry Golden, at University Hospital, Cleveland, Thursday 7. President of A. D. Goodman-Golden Company, tobacco jobber, and head of Golden Cigarette Service Company until its sale two years ago. Survived by his widow, Minnie; a son, Daniel; a daughter, Mrs. Fae Ann Kass; four brothers and two sisters and his mother, Sarah Golden.



NEW YORK, May 9. - Local music machine operators have worked out a special promotion centering around the naming of a Miss Juke Box who will visit local radio and TV programs to help promote the 65th anniversary of the music machine industry. Named as Miss Juke Box is Nancy Reed, recording artist, songwriter and TV performer.

Co-operating to get the widest possible amount of publicity for H Miss Juke Box are the New York | to Operators Association and the Du of Mont Television Network. Miss Reed is a regular performer on the TV net's Bill Silbert Show m telecast nightly from here.

On Tuesday (12), the network p publicity department will start M cominor

J. Pinelas bought out Sterlin Enterprises. . . . John Con bought out Nat Goros' Electr matic Music Company. . . . N Cohn, who returned this we from a sales trip to Knoxville, A lanta and Philadelphia, repor that Boat Ride calor

116 sending out a series of press re- County route of Harry Koster. leases and photo stories to local ... Steve Lake, Excel Music, innewspapers, syndicates and wire vites local operators to attend the

hat Boat Ride sales are high	
Hymie Rosenberg, National Kid- lie Rides, returned this week from	*****
a five-week nationwide trip and reports signing 36 distributors	Business Opportu
Harry Berger, West Side Distribu- tors, reports that he has ceased	••••••
offering premiums.	Coin Radios and Television; buy manufacturer and save; steel cat
Dominic Trapanotto, Audio- natic Music Company, is conva-	ern design, coin rejector. Write and full story. Coin Radio & Telev 190A Duane St., New York City
escing at home after a siege of oneumonia Bob Meltzer, Ace	••••••
Music, has bought the Nassau	Halm Wanted

*********************** grand opening of his Roller Coast-Arcade Mechanic wanted for Jersey seashore resort: good pay for right man. Box 621. The Billboard, Chicago 1, III

services.		grand ope	ning of his R	oner Coast-	resort: good pay for right man. Box 621. The Billboard, Chicago 1. III
	Issue of May 9	Issue of May 2	Issue of April 25	Issue of April 18	Wanted-Phonograph Mechanic, \$85 week: no boozers: must be good mechanic. McGee
Summer Time (Gottlieb)	34.50	34.50	20.00 34.50 59.50	34.50 59.50	Novelty, Buffalo, Texas.
Sunshine Park (Bally)	335.00	335.00 350.00	325.00 350.00 35.00 59.50	350.00 59.50	************************
Super Hockey Super Deluxe World Series (Williams)	59.50	59.50 225.00 250.00	33.00 34.50	37.50	Parts, Supplies & Services
Super World Series		1			
(Williams)	195.00 225.00	195.00	195.00 250.00	195.00 250.00	**********************
Sweepstakes (Williams)		225.00	225.00	225.00	16-56 CANDY, CIGARETTE, NUTS, TAB
Sweetheart (Williams)		99.50	79.50 99.50	99.50	GUM, BALL GUM VENDERS
Tampico (United)	64.50 79.50	64.50 79.50	50.00 59.50	59.50 64.50 79.50	BOUCHT AND SOLD.
		10.00	64.50 79.50 50.00	69.50	Cast Iron Stands, \$4.25 ea.; 6 or more,
Tahiti (Chicago Coln)	-	69.50	25.00	49.00	\$4 ea. Top Plates for 2 Venders, \$1 ea.
Telecard (Gottlieb)	29.50	29.50	20.00 29.50	29.50	3 Venders, \$1.35 ea. Aluminum Coin
Tennessee (Williams)	49.50 50.00	49.50 50.00	49.50 50.00	49.50 50.00	Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ to 50¢, 85¢ per
Texas Leaguer (Keeney)	69.50	69.50	69.50	69.50	M; 10,000 or more, 80¢ per M.
Thing (Chicago Coin)	89.50	45.00 89.50	45.00 89.50	45.00 89.50	
Three Feathers (Genco)	64.50(2)	64.50	64.50	64.50	ALL SMALL PAN CANDIES AND JELLY
Three Musketeers (Gottlieb)	74.50	74.50 85.00	85.00	85.00	BEANS AT NEW LOW PRICES.
3-4-5 (United)	135.00	125.00 135.00	125.00 135.00	125.00 135.00	
Thrill (Chicago Coin)	29.50	29.50	29.50	29.50 35.00	TAB GUM-MIN. 25 BOXES.
Touchdown (United)	165.00	165.00	165.00	165.00	TAB GOM-MIN. 25 BOARS.
Trade Winds (Genco)	29.50	29.50 49.50	29.50 49.50	29.50 49.50	All Wrigley, 47¢; All American Chicle,
Trigger (Exhibit)		99.50	99.50	99.50	42¢; Teaberry, 42¢; Chloro Tab (200
Trinidad (Chicago Coln) Triple Action		49.50 35.00	20.00 49.50	35.00 49.50	ct.), 90¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20.
Triplets (Gottlieb)	74.50 95.00(2)	74.50 95.00(3)	89.50 95.00(3)	95.00	Almond or Milk (200 ct., 1¢), \$1.20.
Tri-Score (Genco)	89.50	89.50	20.00 69.00 69.50 89.50	69.00 ~9.50	Ball Gum: 210, 170, 140-25 lb, cases,
Tumbleweed (Exhibit)	65.00 75.00	65.00 75.00(2)	65.00 75.00(2)	65.00 75.00(2)	26¢ per lb. Chloro Ball Gum, 210, 170,
Turf King (Bally)	75.00(3) 95.00	75.00(3) 85.00	75.00(2)	75.00 95.00	140-25 lb, cases, 43¢ per lb. Asst'd
	125.00 149.50	95.00 125.00 149.50	95.00(2) 100.00 145.00 149.50	99.50 145.00 149.50	Candy Coated Gum Chicks, 320 ct30 Ib. cases, 37¢ per Ib. Chloro Candy
Tucson (Williams)	44.50	44.50	44.50	44.50	Coated Cum Chicks, '320 ct30 lb.
Twenty Grand (Williams)	13408720	210.00	225.00		cases, 46¢ per lb. King's Hard Shell
Utah (United)	84.50	59.00 84.50	59.00 69.50 84.50	59.00 84.50	Coated Choc's., 500 ct22 lb. cases, 38¢ per lb. All prices-F.O.B. Chicago -1/2 Dep., Bal. C.O.D.
Virginia (Williams)			25.00	25.00	
Watch My Line (Gottlieb)	85.00	85.00	70.00 85.00	85.00(2)	KING & CO.
Wild West (Gottlieb)	114.50	114.50	165.00		Direct Factory Distributors for North-

ADVERTIS	ING RATES	•
Se- om REGULAR CLASSIFIED (Minimum \$3) Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light. Per word	DISPLAY CLASSIFIED (Minimum 56) Any advertisement using display make- up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more. Per agate line	ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL I 25¢ for each insertion for the use of a of your mail.
Business Opportunities	"THE CHARM CENTER" Introducing and Supplying the Latest in Charms. Write for FREE Price List of many new items never before advertised. Order	For Sale—10 clean Rock-Ola 1428: Photo matic, triple loader, like new, \$650. Idea Novelty Co., 2823 Locust St., St. Louis 3, Mo
Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, mod-	ALL your Charms from one place—we have them at lowest prices. Also Stands, Brackets and Vending Supplies. LOCAN DISTRIBUTORS 627 Milwaukee Chicago 22, 111.	For Sale—86 Victor Topper 1¢ Cumbal Machines; mechanically perfect. Write P. C Box 136, Corbin, Ky.
io- and full story. Coin Radio & Television Corp.,	Stamp Folders, direct from manufacturer:	

Folders, direct from manufacturer unlimited quantities, immediate delivery write for prices. Veedco Sales Co., 2124 Market St. Philadelphia 3, Pa LOcust 7 - 1448

Stamp Folders, direct from manufacturer, at lowest price. City Distributors, 145 Ainslie St., Brooklyn, N. Y.

20 Like New 5¢ Hot Nut Machines, slug proof, white enamel finish, 6 lb. capacity, \$10 each; terms, 1/3 deposit, balance sight draft. Seacoast Distributors, 1200 North Ave., Elizabeth, N. J.

Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, III.

Bulk Vender Bargains - 20 Northwestern Model 49, 1¢, like new, \$16 ea.; 20 Northwestern Model 49, used, excellent condition, \$11 ea.: 4 Silver King 1¢ B.G., \$6.50 ea. 4 Lucky Boy 1¢ B.G., \$4.50 ea.: 2 ABT Skill Guns, like new, \$24 ea. Paul Wasburn, 933 Victoria, Abilene, Tex.

Cigarette Machine, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa, EV 6-4244 and BA 2-8710

FOR ONLY \$10

You Can PROFITABLY Sell Used Machines. This Space Is 10 Lines ... Display Style. SEND US A LIST OF YOUR USED EQUIP-MENT AND LET US MAKE UP AN ATTRAC TIVE AD FOR YOU, TOO!

Cigarette Machines, quarter operation; Uneeda, latest model, \$55; Counter Model, \$22.50; U-Select-It 72-Bar Candy Vender, \$27.50; 0-Select-IT 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Mills Candy Bar Machines, 5 columns, \$45; Statler 9-Col. Cookie Machine, \$35; Nabs 5-Col., \$20 ea.; Shipman 3-Col. like new Candy Bar, \$25 ea. —cost \$69.50; Hershey Bar Machines, like new, \$20. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa.

Keeney Air Raider, \$79.50; Bally Undersea Raider, \$79.50; Wurlitzer Skee Balls, \$79.50; Genco Bankrolls, 14', \$69.50; Q.T. Belgian Pool Tables, \$79.50. S. J. Weisser, 3465 Atkinson, Detroit 6, Mich. TYler 8-1664.

Pokerino 29 Games for sale-Part Textolite playing field, polished, stainless steel trim, lifetime nickeled contacts, push button shut-off: look and operate better than new; a real buy. Alex Elowitz, 1923 Mermaid Ave., Brooklyn 24, N. Y.

Sell, trade 9 like new Stamp Machines for best offer; radios considered Box 626, The Billboard, Chicago 1, Ill.

Watling Scales, late model Fortune, extra clean, \$100 ea. Glenco Sales, P. O. 835, Bluefield, W. Va.

25 modern console type Radios, good condition; make offer Box 623, The Billboard, Chicago 1, III.

Wanted to Buy

Want 500 all types Five Ball Flipper Games: send list, state names, quantity, condition and quote lowest price in first letter. Badger Sales Co., 2251 W. Pico Blvd., Los Angeles, Calif.

Want Northwestern-Model 33 Peanut, 40's DeLuxe, Silver King, 1¢ and 5¢ Bulk and Charm King, Victor Model V, Universal, Toppers, Acorn and other Bulk and Ball Gum Vendors; send list and lowest prices. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

Wanted - Advance 4-Column Cigarette Vendors; state quantity and price. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky.

Wanted to buy, any condition: Acorn Venders, Mills 6-Column Cum Machines, DuGrenier 4-Column Gum Machines, Northwestern 49, Toppers Cigarette Machines; state condition, quantity and price. Arrow Vending Machine Co., 102-17 Roosevelt Ave., Corona 68, Queens, New York City.



COIN MACHINES

86

MAY 16, 1953

	- T			· · · · ·	trens of	2 PIKES PEAK	• Shuffle	Game	15		
		Issue of May 9	Issue of May 2 \$195.00	April 25 \$195.00	April 18 \$195.00	GR. METAL TYPER, Refinished in Mahogany, Better Than New	C199323299929	Issue of	Issue of May 2	Issue of April 25	Issue of April 18
	Ace Bomber (Mutoscope) Air Mail Letter (Exhibit) Air Raider (Keeney)	\$195.00 115.00 125.00	175.00 115.00 125.00	119.00 125.00	119.00 125.00	PITCH 'EM & BAT 'EM 100	ABC Bowler	May 9 25.00 \$75.00	25.00 \$75.00 79.50	25.00 \$79.00 79.50	25.00
	All Stars (Williams) All Star Hockey	69.50	69.50	100.00 69.50	69.50	ZODI FORTUNE TELLER, Like New	Baseball (Bally) Baseball (Williams) Baseball, 2 player	49.50	13.00 11.50		49.50
	Astroscope, 10c Atomic Bomber (Mutoscope).	125.00	125.00	125.00	125.00	SCIENTIFIC Q-BALL	(Chicago Coin) Big League Bowler (Keeney).	69.50 195.00	195.00		
	Automobile Kiddie Rides	395.00	1223-222	000/2210	85.00	SCIENTIFIC Q-Ball, New, in Crate 150 MUTO, DROP KICK	Bowl-A-Ball, 6 player (Chicago Coin)	390.00	390.00		22/22/
	Ball Grip Bangaway (Mutoscope)	85.00	85.00 225.00	85.00 275.00	85.00	Reconditioned 100 LOVE-O-METER 40 GOALEE 40	Bowlette (Gottlieb)	25.00 40.00	29.50 39.50 40.00		39.50
	Bank Shots (American) Baseball (Scientific)	79.50	275.00	79.50 130.00 149.50	75.00 79.50 149.50	JET GUN, Exh	Bowling Alley, 6 player (Chicago Coin)	225.00w/p	235.00		215.00 250.00 275.00w/p
	Big Inning (Bałły) Bolascore (Supreme)	149.50 95.00	149.50 95.00 65.00	95.00	95.00	EXH. PONY EXPRESS, Refin 200 HUMPTY DUMPTY SCALE,		250.00 295.00	250.00(2) 275.00w/p	255.00w/p 295.00	295.00(2)
	Bomber Boomerang	65.00 45.00(2) 59.50 24.50	45.00 59.50 24.50	45.00 59.50	45.00 59.50	Floor Sample	Bowling Champ (Keeney)	59.50 89.50	295.00 75.00 59.50 75.00	75.00 59.50 89.50	75.00 59.50 79.50
	Bomb Hit	100.00	100.00	100.00	100.00	Sell ENTIRE LOT FOR \$4,840	Bowling Classic (Chicago Coin) Bowling League (Genco)	25.00	89.50 25.00	25.00 -	89.50 25.00
	Challenger (ABT)	20.00 24.50 29.50	20.00 24.50 29.50	20.00 24.50 29.50	20.00 29.50	B. W. LANGFORD BII Capitol Ave.	Bowling League , 4 player (Keeney)		50.00		425078-2
	Chicken Sam (Seeburg)	75.00 105.00(2) 150.00	75.00 105.00(2) 150.00	75.00 105.00(2) 150.00 34.50	110.00 150.00 34.50	Ph.: CA 7881	De Luxe League Bowler				255.00(2)
	Counter Grip (Mercury) Dale Gun (Exhibt)	65 00(7) 75.00	45.00 65.00(3)	40.00 49.00	59.00 65.00(3)		(Keeney)	255.00	255.00(2) 295.00(2)	255.00(2) 295.00	295.00
•		94.50	75.00 94.50	59.00 65.00(3) 75.00 94.50	75.00 94.50		Deluxe Match Bowler (Keeney) Deluxe Bowler (Williams)	295.00 39.00	39.00	39.00	39.00
	Defender (Bally) Deluxe Athletic Scale	125.00	125.00	125.00	125.00	/ 1933 \	Deluxe 6 player (Chicago Coin)	250.00	250.00	250.00	250.00
2	(Mercury) Derby, 4 Player	79.50	79.50	79.50	79.50		Double Bowler (Keeney) Double Bowler, 2 player	79.50	79.50	79.50	79.50
	(Chicago Coin)	295.00	155.00 195.00 295.00	135.00 195.00 295.00	155.00 195.00 295.00	DAVID ROSEN	(Keeney) Double Header (Williams)	99.50 45.00 75.00	99.50 45.00 75.00	99.50 30.00 45.00	99.50 45.00 69.50
	Drivemobile Drop Picture Machine	175.00 42.50	175.00 42.50	175.00 42.50 15.00	175.00 42.50	20th ANNIVERSARY	Double Header Shuffle Alley			49.00	
	Duck Hunter	79.50	79.50	79.50	79.50	1953 /	Express (United) Double Header, 2 player	10.00	10.50	100.00	40 50 40 50
ĝ	Electric and Grip Test Electricity Is Life Fist Striker	129.50 125.00	129.50 125.00	129.50 125.00	129.50 125.00	1933	(Williams) Double Shuffle Alley Express	49.50	49.50 139.50	49.50 69.50 79.50w/p	49.50 69.50 79.50w/p
	Flash Hockey (Coinex) Flying Saucer (Mutoscope)	75.00	75.00	75.00 150.00	75.00(2) 150.00	FOR	Rebound (United)	79.50w/p 119.50	137.30	139.50	139.50
Ì	Field Goal (Scientific) Glider	175.00	175.00	175.00 45.00	125.00 175.00 45.00	REAL BUYS	8 Player (Genco)	125.00	125.00	125.00	125.00
	Goalee (Chicago Coin)	95.00 115.00 119.50 125.00	95.00 110.00 115.00 119.50	69.50 85.00 115.00 119.50 125.00	69.50 85.00 110.00 115.00 119.50 125.00	Send Today for Our	(United)	160.00 179.00 180.00w/p	160.00 180.00w/p	150.00 160.00 179.00w/p	160.00 180.00w/p
10	Gun Patrol (Exhibit)	175.00	125.00 175.00 210.00	160.00 175.00 185.00 195.00	175.00 185.00 195.00	Complete Price Lists		185.00 195.00 225.00	185.00 195.00 200.00 245.00	180.00w/p 185.00w/p 195.00 200.00	185.00w/p 189.00 195.00 200.00 245.00
	Uters (Paths)	49.50 65.00	49.50 65.00	49.50 65.00	49.50 65.00					245.00	249.50w/p
	Heavy Hitter (Bally)	69.50	69.50	69.50	69.50 95.00	DAVID ROSEN Exclusive A M I Dist. Ea. Pa.	Four Player Rebound			150.00	150.00
	Hockey Chicago Coin)	49.50 75.00	49.50	49.50 65.00 75.00	49.50 65.00 75.00	855 N. BROAD STREET, PHILA. 23, PA.	(Keeney) Four Way Bowler (Keeney) Four Player Rebound	111	215.00	215.00	215.00
	Hockey (Exhibit) Hockey (Mutoscope)			190	125.00 85.00	PHONE: STEVENSON 2-2903	(United) Four Player Shuffle Alley	annes subtrate		100.00	100.00
	Jack Rabbit	95.00	95.00	95.00	- 95.00	MERCURY	(United)	135.00 150.00 169.00w/p	135.00 150.00 175.00 220.00	135.00w/p 169.00w/p	169.00w/p 175.00 220.00
	(Amusement Corp.) Jeep and Fire Engine	195.00	195.00	185.00 195.00	249.50 185.00 195.00	12 3 1 A 10	Hi-Score Bowler (Universal).	175.00 195.00 115.00	115.00 95.00 100.00	175.00 220.00 59.00 95.00 99.00	239.50w/p 95.00 100.00
15	let Gun (Exhibit)	225.00(2) 125.00	225.00(2) 125.00	225.00 125.00	225.00 249.50 125.00	ATHLETIC	Hook Bowler (Bally)	95.00 149.50	149.50 35.00	100.00 149.50 35.00	149.50 35.00
	Jitters (Exhibit) Kicker & Catcher	18.50	18.50 22.50	15.00 18.50 29.50	18.50 29.50	The second secon	King Pin (Keeney)	125.00(2)		79.00 125.00(3)	125.00(2)
	Keep Punching		175.00		75.00	COUNTER	League Bowler, 4 player	139.50	139.50	139.50	139.50
	K 0 Fighter	150.00	150.00 175.00 75.00	150.00	175.00 95.00		(Keeney)	125.00 159.50	159.50	125.00 159.50	125.00(2) 149) 159.50
	Lite League	90.00 99.50 39.50	90.00 99.50 39.50	90.00 99.50 39.50	90.00 99.50 39.50	This sensa-	League Bowler, 6 player (Keeney)	185.00	185.00		
	Merry-Go-Round	375.00	375.00		550.00	tional Penny Athletic Scale is a na tional hit. Completely redesigned and	League Bowler, 10 player (Keeney)	325.00	325.00	50.00	50.00
	Metal Typer, 10c (Harvard). Midget Movies	225.00(3) 295.00	225.00(2) 295.00	225.00 295.00	225.00 295.00	a variety of colors. Write for prices.	Lucky Strike (Keeney) Manhattan 6 player (United) Matched Bowler, 6 player	325.00w/p		325.00w/p	325.00w/p
	Midget Ski Ball (Chi Coin)	165.00 199.50	199.50	125.00 165.00 199.50	125.00 165.00 199.50	GREAT LAKES SYSTEM Phone: OWen 4-6331 G-5274 S. Dort Hwy. Flint, Mich.	(United)		345.00	345.00	345.00
	Model E (ABTJ Monkeylift (Mutoscope)	20.00	20.00	20.00	20.00	G-32/4 3. DOIT HWY.	(Chicago Coln) Official Shuffle Alley		345.00 375.00	345.00 375.00	345.00
	Maving Pictures Mutoscope)	65.00	65.00			SACRIFICE!	(United)	335.00	335.00 340.00	335.00 340.00	335.00 340.00 79.50w/p
	Paim Reader	275.00(2)	100.00 275.00(2)	275.00(2)	275.00(2)	LOWEST PRICES IN COUNTRY	Shuffle Alley (Chicago Coln). Shuffle Alley (United) Shuffle Alley (Universal)	72	45.00	45.00	45.00 69.50w/p
	Panorams	90.00		90.00		United Deluxe Six Player Alley.\$199.50	Shuffle Alley DeLuxe 6 player (United)	249.00w/p	250.00 275.00	225.00w/p	249.00w/p
	Photomatic (Mutoscope)	625.00(late)	250.00(early)	250.00(early) 250.00	250.00 250.00(early) 625.00(late)	United Supers		250.00 275.00 295.00 315.00	295.00 345.00	249.00w/p 250.00 275.00 295.00 345.00	250.00 275.00 295.00 345.00
		650.00(late)	625.00(late) 650.00(late) 750.00	625.00(late) 650.00(late)	650.00(late)	United Six Player Shuffle Alley	Shuffle Alley Express (United)		45.00 79.50	45.00	39.50 45.00 79.50
	Pikes Peak	29.50 75.00 90.00	29.50	29.50 75.00 90.00		(Plain) 125.00 United Six Player Alley 169.50	Shuffle Alley Express	139.50	139.50	139.50	139.50
	Pistol Pete (Chicago Coin) Pitch 'Em & Bat 'Em	115.00 119.50	and the second second second second		10.00	(Formica—Big Pins) One-Third Deposit—Balance C.O.D.	2 player (United) Shuffle Alley, 6 player	199.00 250.00	255.00	012012000000	215.00 255.00
	(Scientific)	185.00	185.00 195.00	Bonnier weiße	75.00	REX DISTRIBUTING	(Keeney)	265.00(2)	265.00(2)	265.00	265.00(2)
	Pokerino (Scientific) Pony Express (Exhibit)	85.00 99.50		245.00	245.00	CORP.	(United)	190.00 200.00w/p	174.50 190.00 200.00w/p	190.00 200.00w/p	190.00 200.00w/p
	Pool Table (Edelco) Punch-A-Ball (Genco)	75.00		75.00 15.00	75.00	821 S. Salina St. Syracuse, N. Y. Wire or Phone 2-8255		215.00 219.00w/p	215.00 225.00w/p	215.00w/p 219.00w/p	215.00w/p 225.00
	Q-Ball (Scientific) Quizzer	0.25555920	95.00(3)	95.00(2)	79.50 95.00(2)		(4)	225.00 245.00 260.00	225.00 235.00	225.00 235.00	229.00w/p 235.00 275.00(2)w/p
	Rapid Fire (Bally)	105.00 125.00(2)	105.00 125.00(2)	125.00	125.00	FOR THE FINEST	Shuffle Cade (United)			79.00w/p 39.00	275.00(2)w/p
	Recordio (Wilcox-Gay) Rifle Range Ray Gun		125.00 165.00	105.00	105.00	Coin Machines at the	Shuffle Champs (Baily) Shuffle Horseshoe	99.00 100.00	99 00 100.00	N NG229-223	99.50 129.50
	Rocket Patrol	295.00	100005702	395.00			(Chicago Coin)	44.00 100.00	129.50		29.50
	Shipman Art Show Shocker (Acme)			49.50 24.50 200.00	49.50 59.50 24.50 225.00(2)	LOWEST PRICES	Shuffle Line (Bally)	95.00 109.50	95.00 110.00	110.00	95.00 109.50 110.00
	Shoot the Bear (Seeburg)	225.00 235.00 249.50 269.50			229.50 235.00	See Us First	Shuffle Slugger (United)	65.00	65.00	65.00	65.00
			250.00(2) 269.50	249.50 250.00 269.50	250.00 269.50	PURVEYOR	Shuffle Target (Genco) Single Shuffle Alley	74.50 95.00	95.00		95.00 99.50
	Silver Bullet (Exhibit)		125.00 250.00	110.00 125.00	125.00	DISTRIBUTING COMPANY	Rebound (United) Six Player, 5th frame	89.50	89.50	89.50 425.00	89.50 425.00
	And the second sec			THE REPORT OF THE REPORT OF THE PARTY OF THE	the second se					Mar. 1. 194	- 1. UU

86 CON	N MACHI	NES		72	THE BILLBUARD	The second states and second				
					NEVER AGAIN A SALE LIKE THIS!	C1.00 1.000	Issue of May 9	Issue of May 2	April 25 Issue of	Issue of April 18 49.50
THE BIL	IDAA	on In	day	- I	EX JET GUN, New in Crate		25.00 195.00	125.00 195.00	59.50 125.00 195.00	59.50 125.00 195.00
INE DIL	LDUAI		uex		MAGIC HAND, Refinished, 25.000 Cards	Solar Horoscope	.00(2) 100.00	75.00 100.00	65.00 75.00 89.50 100.00	110.00 69.50 75.00 100.00 139.50
1 1		•	1 11.		MAGIC HEART, Refinished, Like New 100 EX. FIST STRIKER 50	Sub Gun (Keeney)	139.50 125.00(2)	139.50	139.50 125.00(2)	125.00(2)
of Ad	vert	isea	I US	sea	MUTO, HOROSCOPE 50 2 AIR RAIDERS, Like New@ 50	Target Skill (Genco)	95.00	95.00	125.00	125.00
	10000 000				SHOOT TO TOKYO	Team Hockey (United)	85.00 125.00(2) 169.50	85.00 95.00 125.00(2) 169.50	125.00 169.50	125.00 169.50
Mac	chin	e P	rices	S	BLOW BALL	Ten Pins (Rock-Ola) Ten Strike (Evans)	99.50 75.00	99.50 75.00	99.50 75.00	99.50 75.00
					2 TEXAS LEAGUERS@ 20 TEN STRIKE, Refinished 50 CHICOIN HOCKEY 40	13-Way Athletic Scale (Mercury)	12		79.00(2)	79.50(2)
• Arcade	Faui	nment	ŧ.		GOTT, SKEE-BALL-ETTE,	Thunderbolt (Merry-Go- Round Sales)			and the second second	450.00
			· · · · · · · · · · · · · · · · · · ·		Refinished 50 EX. AUTO RACES, Refinished, Rare Piece 100	Tommy Gun (Evans) Undersea Raider (Bally)	99.50 95.00 125.00	99.50 95.00 125.00	99.50 95.00 125.00 9	99.50 95.00(2) 125.00 39.50
Equipment and prices list ndicated below. All advertised	d used machines	and prices are lis	ted. Where more	fhan one firm	HOOT MON GOLF, Refinished 50 SKY FIGHTER, Refinished, Perfect	View-A-Scope Voice-p-Graph (Mutoscope)		39.50 425.00 525.00 550.00 595.00	39.50 425.00 525.00 595.00	425.00 525.00 550.00
dvertised the same equipmen adicated in parentheses. When	t at the same provide t	price, frequency w ints are advertised	with which the pri I, as in the case of	ce occurred is bulk venders,	BALLY RAPID FIRE	Wishing Letter (Exhibit)	75.00 85.00	85.00(2) 175.00	85.00	85.00 24.50
only the single machine price is uge, time on location, territor	s listed. Any pric	e obviously depend	ds on condition of t	the equipment,	KNOTTY PEEK	Zoom, 1c				24.50
ge, mae on location, retriev	17 and oner 194		1		THREE GLAMOUR RATING 50 2 PIKES PEAK @ 10 2 KICKER & CATCHER@ 10	• Shuffle	Game	S		
* 	Issue of May 9	Issue of May 2	Issue of April 25 \$195.00	April 18 \$195.00	2 CANNON SHOCKERS, Refinished	••••••	Issue of	Issue of	Issue of	Issue of April 18
ice Bomber (Mutoscope) ir Mail Letter (Exhibit) lir Raider (Keeney)	\$195.00	\$195.00 175.00 115.00 125.00	119.00 125.00	CARCESTOTIC C	From Factory	ABC Bowler	May 9 25.00 \$75.00	May 2 25.00 \$75.00 79.50	April 25 25.00 \$79.00 79.50	25.00 \$79.50
II Stars (Williams)	69.50	69.50	100.00 69.50	69.50	ZODI FORTUNE TELLER, Like New	Baseball (Williams) Baseball, 2 player	49.50	CARENGU - 6 Merce	5.050050 (2.55550)	49.50
troscope, 10c tomic Bomber (Mutoscope). atomobile Kiddie Rides	125.00	125.00 125.00	125.00	125.00	SCIENTIFIC Q-BALL 50 SCIENTIFIC Q-Ball, New, in Crate 150	(Chicago Coin) Big League Bowler (Keeney).	69.50 195.00	195.00		
11 Grip	85.00	85.00	85.00	85.00	MUTO, DROP KICK	Bowl-A-Ball, 6 player (Chicago Coin) Bowlette (Gottlieb)	390.00 25.00 40.00	390.00 29.50 39.50		39.50
ingaway (Mutoscope) ink Shots (American)	79.50	225.00 275.00 79.50	275.00 79.50	75.00 79.50	GOALEE 40 MERC. ATHLETIC SCALE 40	Bowling Alley, 6 player		40.00	215.00 250.00	215.00 250.00
aseball (Scientific) ig Inning (Bałły) olascore (Supreme)	79.50 149.50 95.00	149.50 95.00	130.00 149.50 95.00	149.50 95.00	JET GUN, Exh. 100 3 MILLS PANORAMS	(Chicago Coin)	225.00w/p 250.00 295.00	235.00 250.00(2) 275.00w/p	215.00 250.00 255.00w/p 295.00	215.00 250.00 275.00w/p 295.00(2)
mber	65.00 45.00(2) 59.50	65.00 · 45.00 59.50	65.00 45.00 59.50	45.00 59.50	Floor Sample	Bowling Champ (Keeney)		295.00 75.00	75.00	75.00
mb Hit	24.50 100.00	24.50 100.00	100.00	100.00	So% Deposit SE Extra Crating SELL ENTIRE LOT FOR \$4,540	Bowling Classic (Chicago Coin) Bowling League (Genco)	59.50 89.50 25.00	59.50 75.00 89.50 25.00	59.50 89.50 25.00	59.50 79.50 89.50 25.00
allenger (ABT)	20.00 24.50 29.50	20.00 24.50 29.50	20.00 24.50 29.50 75.00 105.00(2) 7	20.00 29.50	B. W. LANGFORD Houston, Texas	Bowling League , 4 player (Keeney)	23.00	50.00		anite)
unter Grip (Mercury)	150.00 105.00(2)	150.00 105.00(2)		110.00 150.00 34.50	Ph.: CA 7881	De Luxe League Bowler	255.00	255.00(2)	255.00(2)	255.00(2)
server and the server of the	65.00(2) 75.00 94.50	45.00 65.00(3) 75.00 94.50	40.00 49.00 59.00 65.00(3)	59.00 65.00(3) 75.00 94.50		(Keeney) Deluxe Match Bowier		295.00(2)	295.00	295.00
efender (Bally)	125.00	125.00	75.00 94.50 125.00	125.00	1933	(Keeney) Deluxe Bowler (Williams)	295.00 39.00	39.00	39.00	39.00
eluxe Athletic Scale (Mercury)	79.50	79.50	79.50	79.50	1933	Chicago Coin) Double Bowler (Keeney)	250.00 79.50	250.00 79.50	250.00 79.50	250.00 79.50
rby, 4 Player (Chicago Coin)	155.00 195.00 295.00	155.00 195.00 295.00	135.00 195.00 295.00	155.00 195.00 295.00	DAVID ROSEN	Double Bowier, 2 player (Keeney)	99.50 45.00 75.00	99.50 45.00 75.00	99.50 30.00 45.00	99.50 45.00 69.50
wemobile	175.00 42.50	175.00 42.50	175.00 42.50	175.00 42.50	20th ANNIVERSARY	Double Header (Williams) Double Header Shuffle Alley	45.00 75.00	45.00 75.00	49.00	
uck Hunter	79.50	79.50	15.00 79.50	79.50	1953	Express (United) Double Header, 2 player	40 50	49.50	100.00 49.50 69.50	49.50 69.50
ectricity Is Life	129.50 125.00	129.50 125.00	129.50 125.00	129.50 125.00	1735	(Williams) Double Shuffle Alley Express Rebound (United)	49.50 79.50w/p	139.50	79.50w/p	79.50w/p
ash Hockey (Coinex) ying Saucer (Mutoscope)	75.00 150.00 175.00	75.00 150.00 175.00	75.00 150.00 175.00	75.00(2) 150.00 125.00 175.00	FOR	5 F	119.50 125.00	125.00	139.50 125.00	139.50 125.00
eld Goal (Scientific) ider malee (Chicago Coin)	95.00 115.00	95.00 110.00	45.00 69.50 85.00	45.00 69.50 85.00	REAL BUYS	8 Player (Genco). Five Player Shuffle Alley (United)	160.00 179.00	160.00	150.00 160.00	160.00
	119.50 125.00	115.00 119.50 125.00 175.00 210.00	115.00 119.50 125.00 160.00 175.00	110.00 115.00 119.50 125.00 175.00 185.00	Send Today for Our	(United)	180.00w/p 185.00 195.00 225.00	180.00w/p 185.00 195.00 200.00 245.00	179.00w/p 180.00w/p 185.00w/p	180.00w/p 185.00w/p 189.00 195.00
n Patrol (Exhibit)			185.00 195.00	195.00	Complete Price Lists		223.00	200.00 245.00	195.00 200.00 245.00	200.00 245.00 249.50w/p
eavy Hitter (Bally)	49.50 65.00 69.50	49.50 65.00 €9.50	49.50 65.00 69.50	49.50 65.00 69.50 95.00	DAVID ROSEN Exclusive A M I Dist. Ea. Pa.	Four Player Rebound			150.00	150.00
i-Ball Striker (Exhibit) ockey Chicago Coin)	49.50 75.00	49.50	49.50 65.00 75.00	49.50 65.00 75.00	855 N. BROAD STREET, PHILA. 23, PA.	(Keeney) Four Way Bowler (Keeney) Four Player Rebound	211	215.00	215.00	215.00
ckey (Exhibit)			682	125.00 85.00	PHONE: STEVENSON 2-2903	(United) Four Player Shuffle Alley	har on 150.00	135.00 150.00	100.00 135.00w/p	100.00 169.00w/p
ck Rabbit (Amusement Corp.)	95.00	95.00	95.00	95.00	MERCURY	(United)	135.00 150.00 169.00w/p 175.00 195.00	175.00 220.00	169.00w/p 175.00 220.00	175.00 220.00 239.50w/p
ep and Fire Engine	195.00 225.00(2)	195.00 225.00(2)	185.00 195.00 225.00	249.50 185.00 195.00 225.00 249.50	ATHLETIC	Hi-Score Bowler (Universal). Hook Bowler (Bally)	115.00 95.00 149.50	95.00 100.00	59.00 95.00 99.00 100.00 149.50	95.C0 100.00 149.50
tters (Exhibit)	125.00 18.50	125.00 18.50 22.50	125.00 15.00 18.50	125.00 18.50 29.50	SCALES	King Pin (Keeney)		149.50 35.00	35.00	35.00
ep Punching		175.00	29.50	75.00	COUNTER	League Bowler (Keeney)	125.00(2) 139.50	125.00(3) 139.50	79.00 125.00(3) 139.50	125.00(2) 139.50
ssometer (Exhibit)	150.00	150.00 175.00 75.00	150.00	175.00 95.00	MODEI	League Bowler, 4 player (Keeney)	125.00 159.50	159.50	125.00 159.50	125.00(2) 149) 159.50
ite League	90.00 99.50 39.50	90.00 99.50 39.50	90.00 99.50 39.50	90.00 99.50 39.50	This sensa-	League Bowler, 6 player (Keeney)	185.00	185.00		
erry-Go-Round letal Typer, 10c (Harvard).	375.00	375.00		550.00	tional Penny Athletic Scale is a na tional hit Completely redesigned and	League Bowler, 10 player (Keeney) Lucky Strike (Keeney)	325.00	325.00	50.00	50.00
lidget Movies	225.00(3) 295.00	225.00(2) 295.00 *65.00 195.00	225.00 295.00 125.00 165.00	225.00 295.00 125.00 165.00	selling at a new low piwe. Finished in a variety of colors. Write for prices. GREAT LAKES SYSTEM	Manhattan 6 player (United) Matched Bowler, 6 player	325.00w/p	345.00	325.00w/p 345.00	325.00w/p 345.00
Nidget Ski Ball (Chi Coin)	165.00 199.50 20.00	199.50 20.00	125.00 165.00 199.50 20.00	125.00 165.00 199.50 20.00	G-5274 S. Dort Hwy. Flint, Mich.	(United) Matched Bowler, 6 player (Chicago Coin)	345.00 375.00	345.00 345.00 375.00	345.00 375.00	345.00
Ionkeylift (Mutoscope) Ioving Pictures	65.00	145.00				Official Shuffle Alley (United)	335.00	335.00 340.00	335.00 340.00	335.00 340.00
Mutoscope)		100.00		1212272222	SACRIFICE!	Shuffle Alley (Chicago Coln). Shuffle Alley (United)		45.00	45.00	79.50w/p 45.00
anorams	275.00(2)	295.00		275.00(2) 90.00 95.00	LOWEST PRICES IN COUNTRY United Deluxe Six Player Alley.\$199.50	Shuffle Alley (Universal) Shuffle Alley DeLuxe		250.00 275.00	225.00w/p	69.50w/p 249.00w/p
notomatic (Mutoscope)	90.00 250.00 625.00(late)		250.00(early) 250.00	250.00 250.00(early)	United Supers	6 player (United)	249.00w/p 250.00 275.00 295.00 315.00	295.00 345.00	249.00w/p 250.00 275.00	250.00 275.00 295.00 345.00
	650.00(late)	625.00(late) 650.00(late)	625.00(late) 650.00(late)	625.00(late) 650.00(late)	United Six Player Shuffle Alley	Shuffle Alley Express (United)	100000000000000000000000000000000000000	45.00 79.50	295.00 345.00 45.00	
ikes Peak istol Pete (Chicago Coin)	29.50 75.00 90.00	75 66 66 66	29.50	29.50 75.00 90.00	(Plain)	Shuffle Alley Express	139.50	139.50	139.50	79.50 139.50
itch 'Em & Bat 'Em	115.00 119.50	115.00 119.50	0.02735	185.00 195.00	(Formica—Big Pins) One-Third Deposit—Balance C.O.D.	2 player (United) Shuffle Alley, 6 player (Keeney)	199.00 250.00	255.00	199.00 255.00	215.00 255.00
(Scientific)	185.00 85.00 99.50	185.00 195.00 85.00 99.50	85.00 99.50	75.00 85.00 99.50	REX DISTRIBUTING	Shuffle Alley, 6 player	265.00(2)	265.00(2) 174.50 190.00	265.00	265.00(2)
Pony Express (Exhibit)	75.00	75.00	245.00 75.00	245.00	CORP. 821 S. Salina St. Syracuse, N. Y. Wire or Phone 2-8255	(United)	200.00w/p 215.00	200.00w/p 215.00	200.00w/p 215.00w/p	200.00w/p 215.00w/p
unch-A-Ball (Genco)	15.00 95.00(3)		15.00 95.00(2)	15.00 79.50 95.00(2)	L	1	219.00w/p 225.00 245.00 260.00	225.00w/p 225.00 235.00	219.00w/p 225.00 235.00	225.00 229.00w/p 235.00
uizzerapid Fire (Bally)	105.00	105.00	125.00	125.00	FOR THE FINEST	Shuffle Cade (United)	200.00		79.00w/p	275.00(2)w/p
ecordio (Wilcox-Gay) ifle Range Ray Gun	125.00(2) 125.00 165.00 105.00	125.00(2) 125.00 165.00 105.00	105.00	105.00	Coin Machines at the	Shuffle Champs (Bally) Shuffle Horseshoe	00.00 100.00	00 00 100 00	39.00	1 diamagnet (source)
ocket Patrol	295.00	1000575	395.00 49.50	450.0C 49.50 59.5L		(Chicago Coin)	99.00 100.00	99 00 100.00 129.50	n andre a Na andre a	29.50
Shipman Art Show Shocker (Acme) Shoot the Bear (Seeburg)	59.50 225.00 235.00		24.50 200.00	24.50 225.00(2)	LOWEST PRICES	Shuffle Line (Bally)	95.00 109.50		110.00	95.00 109.50 110.00
nout the bear (becourg)	249.50 269.50	249.50 250.00(2)	225.00(2) 229.50 235.00	229.50 235.00 249.50(2)	See Us First	Shuffle Slugger (United) Shuffle Target (Genco)	65.00 74.50 95.00		65.00	(intervention)
Silver Bullet (Exhibit)	125.00	269.50 125.00	249.50 250.00 269.50 110.00 125.00	250.00 269.50 125.00	PURVEYOR	Single Shuffle Alley Rebound (United)	89.50			
Silver Gloves				145 00/2	DISTRIBUTING COMPANY	Six Player, 5th frame (Chicago Coin)			425.00	425.00

			101.71	
	Issue of	Issue of	April 25	Issue of
	May 9	May 2	Issue of	April 18
till Jump				49.50
ill Test (Groetchen)			59.50	59.50
y Fighter (Mutoscope)	125.00 195.00	125.00 195.00	125.00 195.00	125.00 195.00
lar Horoscope				110.00
ar Series (Williams)	75 00(2) 100.00	75.00 100.00	65.00 75.00	69.50 75.00
ar benes (minimums	139.50	139.50	89.50 100.00	100.00 139.50
			139.50	
ib Gun (Keeney)	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Chill (Create)	95.00	95.00	125.00	125.00
arget Skill (Genco)	85.00	85.00 95.00	Concepte:	
am Hockey (United)	125.00(2)	125.00(2)	125.00 169.50	125.00 169.50
lequiz		169.50	123.00 107.30	100100
AND PROVIDE AND ADDRESS OF ADDRESS ADDR	169.50	99.50	99.50	99.50
en Pins (Rock-Ola)	99.50	75.00	75.00	
n Strike (Evans)	75.00	12.00	15.00	10.00
3-Way Athletic Scale	· · · · ·		70 00/01	30 20/31
(Mercury)			79.00(2)	79.50(2)
underbolt (Merry-Go-			10 m	4.2
Round Sales)				450.00
ommy Gun (Evans)	99.50	99.50	99.50	99.50
ndersea Raider (Bally)	95.00 125.00	95.00 125.00	95.00 125.00	95.00(2) 125.00
iew-A-Scope	39.50	39.50	39.50	39.50
nice-o-Graph (Mutoscope)	and the second sec	425.00 525.00	425.00 525.00	425.00 525.00
St. 57	595.00	550.00 595.00	595.00	550.00
estern Baseball		85.00(2)	85.00	85.00
lishing Letter (Exhibit)	0.565.571.05555.542	175.00		
nom, 1c				24.50
• Shuffle	Gam	00		
<i>Jnuiiic</i>	, vum	C J		
	Issue of	Issue of	Issue of	
	May 9	May 2	April 25	
BC Bowler	25.00	25.00	25.00	25.00
aseball (Bally)	\$75.00	\$75.00 79.50	\$79.00 79.50	
aseball (Williams)	49.50			49.50
aseball, 2 player				
(Chicago Coin)	69.50			
ig League Bowler (Keeney). owl-A-Ball, 6 player	195.00	195.00		
(Chicago Coin)	390.00	390.00		
owlette (Gottlieb)	2015/D00107	29.50 39.50		39.50
owiette toutlieuv		40.00		
owling Alley, 6 player		0.110.06592		
(Chicago Coin)	225.00w/p	235.00	215.00 250.00	215.00 250.00

	(Chicago Coin)	250.00	295.00	the second se	0.00(2) .00w/p 295.00		.00w/p 295.00		.00w/p 5.00(2)	
1	Bowling Champ (Keeney)				75.00	000000	75.00	748728	75.00	
	Bowling Classic (Chicago Coin)	59.50	89.50	59.50	75.00 89.50	59.50	89.50	59.50	79.50 89.50	
	Bowling League (Genco)		25.00		25.00		25.00		25.00	
	Bowling League , 4 player (Keeney)				50.00					
-	De Luxe League Bowler		255.00	25	5.00(2)	25	5.00(2)	25	5.00(2)	
I	(Keeney)		255.00		5.00(2)	-	295.00	-	295.00	
l	Deluxe Match Bowier		205 20							
L	(Keeney)		295.00				39.00		39.00	
l	Deluxe Bowler (Williams)		39.00		39.00		39.00		39.00	
l	Chicago Coin)	250.00		250.00		250.00		250.00		
l	(Chicago Com/		79.50	- 8	79.50		79.50		79.50	
ł	Double Bowler (Keeney)		13.50		17.50				1. C.	
l	Double Bowler, 2 player		99.50		99.50		99.50		99.50	
ł	(Keeney)	45.00	75.00	45.00	75.00	30.00	45.00	45.00		
	Double Header (Williams)	-13.00	13.00	13.00			49.00	10000	N920N023	
	Double Header Shuffle Alley									



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THE BILLBOARD

COIN MACHINES

1000 Deg + 0. 8 -

87

Coinmen You Know

Continued from page 85

Music Company, Belle Glade. . . . | game route und Another record buyer was Arnie | Marvel Vending. Schorr, in charge of the record library at radio Station WFEC, which in the past eight months has converted its operation to an all-Negro audience. . . . Harold Carson, Juke Box Company, returned from New Orleans where he and his wife spent their vacation. The food, atmosphere and night life of the Louisiana city is hard to beat, says Carson.

Taran Distributing has acquired a number of new, modernistic pieces of furniture. Diane Taran, whose husband, Sam, owns the firm, celebrates her birthday May 25. The company is taking orders for the new Gottlieb game, Grand Slam.

Al Soke, A & S Amusement, sold his game route to W. J. Herring, a newcomer to the coin machine business. Soke had been operating locally for about a year and a half and at the last AMOA election was named vice-president. Herring has been voted into the AMOA, along with Lucian Scholz, who operates a

Kiddie Rides

Continued from page 70

amusement parks, Kiddielands and carnivals.

Exhibit rooms have had 133 booths. The addition has space for 36 booths. Other changes will make the new total 156 booths, Huedepohl said. Sales pitch to previous exhibitors will start Friday (15) and new exhibitors will be solicited after June 15. Last year a large number of coin the racing contingent is reduced owners for patrons' requests and rides were shown and more drastically by the end of the racmakers applied after all space ing season. But Gulfstream Billboard music charts, Subrod

Doris and Raoul Shapiro are planning to visit family and friends in New York on their vacation early in June. . . . Laura Nilson is the new record clerk at Southland Record Shop. . . . Top Tune Distributors has opened a branch office in Jacksonville, reports Vincent Klobe. Vivian Stuart is office manager and Norman Dupree, salesman. Top Tune is now Coral distributor for Florida.

Jose Ramon Ortiz, of Venezuela, and his wife spent a few days in Miami on a combination business-pleasure trip. Ortiz conferred with President Ted Bush, Bush Distributing Company, and the firm's export manager, Ken Willis, regarding future shipments of coin machines. . . Ozzie Truppman returned from a business trip to Minneapolis, his old home town, on behalf of Bush Distributing Company.

Willie and Sydelle Blatt celebrated their 12th wedding anniversary on May 6. . . . Henry Stone, who is developing talent and making recordings for King

Play Steady

reports volume at Miami is run-

ning 50 per cent above this time

the tourist business hasn't ta-

stream Park race track. Normally,

• Continued from page 69

last year.

weeks.

Issue of

75.00 79.00

45.00 50.00(2)

375.00 395.00

May 2

375.00

350.00

Issue of

May 9

79.00

50.00

350.00

375.00

325.00w/p

game route under the name of | records, returned from a business trip to Cincinnati, home office of

King. . . . Bob Jones has joined American Distributors, Mercury distributors, as a record clerk. Steve Brookmire, of the same company, returned from a trip to Tampa calling on Mercury record dealers. . . "Doggie in the Window," by Patti Page, is drawing the heaviest play on the juke box route of Jimmy (Moon) Mullins, of the Mullins Amusement Company.

Manny Brookmire, Brooke Distributors, is swelling with pride these days-and well he might. In March, the first full month in which his company handled the distribution for Decca records in Central and South Florida, it ranked No. 3 among Decca distributors thruout the country. It was topped only by Indianapolis and Birmingham. Brooke Distributors racked up a whopping 131.9 per cent of its quota. Brookmire says his firm would take over the entire State of Florida for Decca on June 1, and hopes to vault to No. 1 position in sales.

Marvin Novak, King record distributor, finds business has improved since the office was moved to 410 SW 8th Avenue, next door to the Decca distributor. The larger quarters include a new soundproof recording studio for Henry Stone, who is also connected with King records. Novak would like to see other (Continued on page 88)





was sold. The trade show runs played host to 14,943 customers, keeps his music takes consistentconcurrently with the annual who dropped an impressive \$1,conventions of organizations representing outdoor show business.

Elkay Mails Catalog

NEW YORK, May 9 .--- The Elkay Products Company, Manufacturers of a wide variety of moving equipment and supplies devote most of its manufacturing for the coin machine as well as facilities to making re-inforced other industries, this week mailed its spring and summer catolog.

interest to operators and distributors of games, venders and juke that four new rides would be anboxes are hand, package and nounced within the next two tray trucks.

Skee Alley (United).....

Speed Bowler (Bally).....

Star Bowler (United).....

Star, 6 player (United)

Star Bowler, 2 player

119,091 thru the mutuel windows, on its final day, April 21.

ly high. He uses few Western platters and, surprisingly, almost no polkas. Most of his machines carry the same array of pop tunes found in near-by Milwaukee and Racine.

"One thing that I discovered long ago was that premiums can be a big help in building play for pinball games," he says. "In the resort areas people are quite anxious to play for prizes and I use lots of premiums."

In his formative years as an operator, Subrod adds, he soon found that it was unprofitable to move a lot of equipment out to resorts open only during the warm summer months. Now, while he boasts a fair share of lake locations, they are yearround spots.

79.00 A final must for the successful 50.00(2) operator, Subrod points out, is 375.00 an accurate accounting system. 350.00 His method of keeping records 325.00w/p of coin box takes is an effective, 375.00(2) yet simple procedure. Locations are always handed a receipt along with their share of the 275.00 take. To keep himself properly posted, his routebook is set up to show the dates and receipts covering a two-year period. Thus, at a glance, Subrod can quickly spot a downward trend in the 59.50 making and take steps to remedy unprofitable situations. 395.00

> Mfrs., Distribs Continued from page 70

business unless he qualifies under both the manufacturing and wholesaling standards. Meanwhile kiddie ride, vending machine and juke box manufac-

turers as well as amusement builders stood to benefit this week by a further relaxation of controls by the National Production Authority. The new NPA ruling authorizes manufacturers of civilian products and builders to acquire and use foreign and used copper and aluminum, as well as steel, without charging the materials against their quarterly allotments. At the same time, Under Secretary of Commerce Walter Williams told the National Small Businessmen's Association here that "abandonment of direct controls by government should be relieving you of the highly onerous and, particularly to the small businessman, the

WINIST CHAN, CIGHTS INVE

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes [] Please send me The Billboard for one year at \$10.

(Foreign rate, one year, \$20)

788 =

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A COLOR

395.00 Super Deluxe League Bowler (Keeney) 275.00 275.00 275.00 Super Six Shuffle Alley (United) 295.00 295.00 315.00 299.00w/p 299.00w/p 299.00w/p 315.00 325.00 335.00 340.00 315.00 325.00 315.00 350.00 335.00 340.00 335.00 340.00 335.00(2) 350.00 350.00(2) super Twin Bowler (Universal) 69.00 69.00 59.50(2) 69.00 59.50 69.00 Super Twin Bowler (United). 59.50 Super Twin Rotation (Exhibit) Team Bowler, 10 player (Keeney) 10th Frame Bowler 450.00 400.00 400.00 (Chicago Coin)..... 425.00 10th Frame Star Shuffle Alley (United)..... 485.00 Ten Strike Shuffle 99.50 Trophy Bowl (Chicago Coin) 59.50 75.00 59.50 40.00 59.50 75.00 59.50 99.50 99.50 99.50 99.50 fwin Bowler (Universal).... 49.00 49.50 49.00 49.50(2) 49.00 49.50 49.00 49.50 69.50 59.00 Twin Rotation (Exhibit).... 275.00 395.00 275.00 395.00 199.00 225.00 fwin Shuffle Twin Shuffle Alley Rebound (United) 125.00 129.50 125.00 145.00 129.50w/p 129.50 145.00 145.00 165.00 145.00 165.00 Twin Shuffle-Cade (United). 150.00 150.00 150.00 wo Player Rebound (United) 100.00 Two Player (United)..... 110.00 110.00 ELECTRIC **One National Shuffleboard**

Got. Bowl. Champ. \$50,00 Genco Mercury. \$9.50 Genco 1-2-3 34.50 C.C. Holiday ... 39.50 C.C. Football \$9.50 Un. Carolina 34.50 Un. Summertime .. \$9.50 SCOREBOARDS Co. Wall Model Score-Overhead, 15-21 pts. board (used) \$65.00 Horsecollar \$125 ea. 15-21-50 pts. \$125 ea. Wall Model 15-21 pts. 8' New Side Cushion Shufbd., crated ... 89.50 and 15-21 \$95.00 ea. 22' Maple Tops, brand 50 pts. 373.00 Shuffleboard Adjusnew, crated 90.00 BINGO GAMES Keeney 4-P. Leag. Bowler, 9 ft. 125.00 Bally Shuffle Line. 109.50 Genco Shuf. Target 74.50 Jumpin' Jacks 295.00 ACE Pin Game Locks, Wax, dozen 3 00



Mittleman said the firm would plastic ride bodies for other manufacturers. However, he added Among the items of particular that the firm would continue to make its line of Kiddie Rides and

Issue of

April 25

79.00

40.00

50.00

375.00

350.00

325.00w/p

375.00(2)

50.00 75.00

29.00

Issue of

April 18

400.00

69.50

199.00

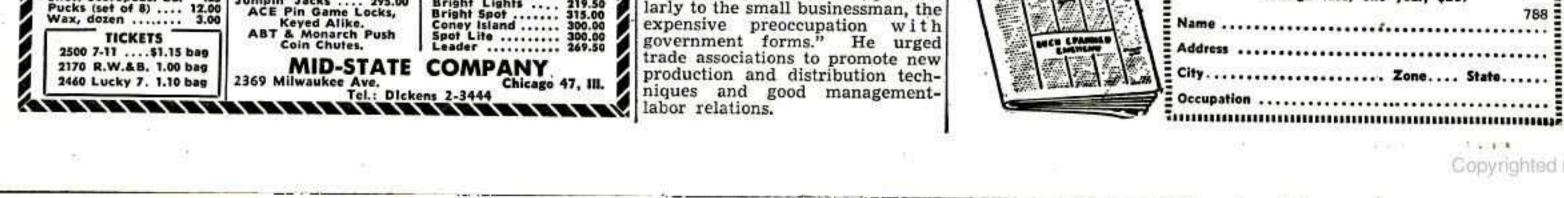
29.50

165.00

150.00

100.00

69.50 75.00



88

MAY 16, 1953



THAN ORDINARY PIN TABLE	Manhattan Model 7	79.50	79.50	79.50	79.50 99.50 69.50
★ Sensationally new Replay AMUSEMENT MACHINE. Fast- colorful! Flashing lights and high speed action attract and hold players as well as spectators.	ROCK-OLA Commando Deluxe Playmaster Hideaway	-	545 1		39.50 39.50 49.50
★ High scores possible with single coin for top play incentive!	Premier Rocket 50-51 Blonde			98	39.50 375.00 39.50
★ As many as 7 players can deposit coins. ★ LOCATION TESTED AND OK'd for mechanical perfection	Standard 1948 Blonde 1422	295.00 79.00(2) 119.50 125.00	295.00 79.00(2) 119.50 125.00	295.00 79.00 94.00 119.50 125.00	295.00 79.00 94.00 119.50 125.00 129.50
 and top earnings. ★ Single coin drop with slug rejector, for 5c or 10c play. Available without coin drop. 	1424 Hideaway	119.00 134.50 149.50 150.00	119.00 134.50 149.50 150.00	100.00 119.00(2) 134.50 149.50 150.00	114.50 119.00 149.50 150.00 169.00
SEE YOUR DISTRIBUTOR QUICK!	.429 1428 Blonde 1432 1434	249.00 250.00 395.00	249.00 250.00 395.00	249.00 250.00 395.00	199.50 249.00 250.00 395.00 449.50
H. C. EVANS & CO.	SEEBURG				39.50
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS	Casino H 146 Hideaway H-146 M Hideaway H-147 Hideaway	79.00 75.00 99.00	79.00 75.00	39.00 75.00 100.00 115.00	89.00 75.00 115.00
COIN OPERATED	H-147 M Hideaway H-148 M Hideaway H 148 M Hi Tone Lo Tone	179.00 199.50	99.00 179.00 199.50	110.00 179.00 200.00 199.50	179.00 199.50 39.50 39.50
EASILY ADAPTABLE TO THE	M-100 B 45 RPM	550.00 574.50 595.00(2) 650.00	565.00 574.50 595.00(2) 675.00	550.00 574.50 595.00(3) 675.00	774.50 574.50 595.00(4) 675.00 39.50
APPLIANCE OF YOUR CHOICE	Plaza Pre-War R C 46 47	75.00 90.00		29.50	
WASHERS OT, V. SETS OIRONERS, ETC. Available settings seconds to hours. Slotted for both dimes and guarters. Dust proof-rust proof-tamper proof. MONROE COIN MACHINE EXCHANGE 2423 PAYNE AVE., CLEVELAND 14, OHIO Write-Wire-Phone	47 M 146 Hideaway 146 M 146 S 147 M 147 S 148	129.50 150.00 125.00 99.00(2) 99.00(2) 124.50 159.50 175.00 115.00 139.00 115.00 139.50	129.50 150.00 125.00 99.00(2) 99.00(2) 124.50 159.50 175.00 115.00 139.00 115.00 139.50	135.00 129.50 150.00 125.00 99.00 125.00 99.00 125.00 124.50 159.50 175.00 139 00 140.00 140.00 139.50	125.00 129.50 89.50 125.00 99.00 125.00 99.00 125.00 124.50 159.50 175.00 139.00 140.00 140.00 139.50
when answering ads	148 Hideaway 148 Blonde 148 ML. 148 ML Blonde	250.00 199.00 209.50	185.00 250.00 199.00 209.50 229.50	185.00 250.00 225.00 209.50	185.00 - 250.00 225.00 209.50 229.00
SAY YOU SAW IT IN THE BILLBOARD!	148 SL 1941 Hideaway	199.00 49.00	N 10440002910.44	199.00 49.00	199.00 49.00 129.50
0 Cliffy	- 1946 Hideaway 1947 1947 Hideaway	175 00		89.50 175.00	149.50 129.50 175.00
Clef Says: RECONDITIONED	1947 M 1948 Blonde 1948 Hideaway Vogue	245.00		245.00	245.00 129.50 39.50
PHONOGRAPH ANYWHERE!	WILLIAMS Music Mite	125.00	125.00	125.00	49.50 125.00
MONEY BACK GUARANTEE	WURLITZER 500 700 750	a 2 10		л З	39.50 49.50 69.50
ROCK-OLA 1100 265.00 C 394.50 1426 \$134.50 1250 394.50 SEEBURG WMS. HAY- Two-Wheel Heavy 147 \$124.50 PUIDNED 99.50 Duty Coven Cart 148 139.50	950	97.50 109.50 119.00 125.00 139.50 150.00	109.50 119.00 135.00 139.50 150.00	109.50 19.00 135.00 139.50 150.00	39.50 109.50 119.00 135.00 149.50 150.00 169.50 129.50
BURNER 99.50 Duty Coven Cart Sted (Lite Wt.) \$38.50 M100A 574.50	1017 Hideaway 1080	99.00 92.50 125.00		100.00 115.00 125.00 140.00	115.00 125.00 140.00
Man V/5 V distributing company	1100	140.00 229.00 265.00	229.00 229.50	229.00 229.50	149.50 229.00 229.50 275.00 294.50

50 confee sales. Collections have 50 steadily increased since the firm started.

Meyer Gelfand, of the G. B. Macke Corporation, disclosed his firm recently installed a complete vending service in the White House for use of the capitol staff. (See separate story)... Mrs. G. L. Sinclair, head of Northern Virginia Music Company, reports business slow, but she looks forward to a sizable increase soon.

Westway Vending, headed by Sid Lotenberg, is working on a contract involving a large location. Business has been exceptionally good at Westway for the past year.

Los Angeles

Ivan Wilcox passed away in
 Visalia...Mr. and Mrs. William
 R. Happel Jr. are on the high
 seas aboard the S. S. America
 bound for Germany. While in
 Europe, Happel will survey the
 field for his export department
 at Badger Sales Company here.
 The Happels will return aboard
 the S. S. United States... Preston
 Coombs. local vending machine
 operator, leaves soon for a trip
 to the Orient. He will be gone

M. I. Slater, who recently sold his operation, Slater Vending Service, and Mrs. Slater recently returned from their vacation in San Francisco area. They also visited friends at Fort Ord.

HOW ABOUT THIS CO-INCIDENCE

LONDON, May 9. — Gil Kitt, owner of Empire Coin Machine Exchange, Chicago, was made to feel at home this week when on his first day here he happened on a Manhattan game. This is a late model game produced by United Manufacturing Company, the Chicago factory for which Kitt's firm distributes.

The Empire Coin executive left for Paris today (9), the second phase of his five weeks export business trip. He is not only handling his own export trade while on the sojourn but is empowered



MAY 16, 1953	9	THE BILLBOARD	COIN MACHINES 8
Shaff	19 19	BETTER BUY from BANNER BANNER	
s better qu	ecials uality buys	Where you get The Best NEW and REnewed MECHANICAL HORSES	Williams TIMES SQUARE
Like New!	POST WAR	ROCKETS and SPACE SHIPS at	
SEEBURG	WALL BOXES	Market's Lowest Prices	Mew!
M-100-A	Wurlitzer 3020 (24) 17.50 Wurlitzer 3020 (48) 39.50	Used KEENEY CIGARETTE MACHINES MIGHTY Attractive Prices	Exciting!
78 rpm-100 selections	A.M.I. Stepper 24.50	Write-Wire-Phone	
\$595.00	SPRING SPECIAL	BANNER SPECIALTY COMPANY Endorsing Only the Best	Wy ARE BELLEV
Mechanism cleaned, rebuilt,	A.M.I. Model "A"\$239.50	Home Office 199 W. Girard Ave., Phila, 23, Pa.	
hecked. <u>Cabinet</u> refinished.	Wurlitzer 1015 107.50 Seeburg 1946 Hideaway. 89.50	Branch 1508 Fifth Ave., Pittsburgh 19, Pa.	Deluxe in every
djusted. <u>New Pick-Up Car-</u>	Wurlitzer 1017 Hideaway 99.50	CLOSE QUES	detail!
ridge. Solenoid Assembly	Packard Marhattan 79.50	CLOSE-OUTS	Beautiful playfield!
leaned and rebuilt.	Pack:rd Hi Chrome WOM. 3.95	5 UNITED STAR, 6 Player Shuffle Alleys \$300.00 4 United Super, 6 Player	PLENTY
Terms: 25% Depos	it, Balance C.O.D.	Shuffle Alleys 295.00 3 United Shuffle Strggers 49.00 1 United Skee Alley 49.00	OF ACTION!
Write for Illustrated Catalog	of Late Model Phonographs	5 Universal Hi-Score Bowlers 49.00 3 Universal Twin Rebounds 49.00	TRAP HOLES
	1	10 Genco Shuffle Targets (like new) 49.00 3 Genco Baseballs 49.00 4 Bally Hook Bowlers (very clean) 89.00	Trapping balls in holes 4-5 and 2
Shaffer	Riseis Pa	3 Baily Baseballs 49.00 30 Baily Sneed Bowlers 29.00	Lite top side rollovers for replays!
maijei i	rigisic co.	20 Bally Shuffle Champs	SPLAY ITH Trapping balls in holes 1-5 and 3 lit
Columbus, Ohio Cincinnat		5 Keeney League Bowlers	



COIN MACHINES

90

THE BILLBOARD

MAY 16, 1953

THE MOST EXCITING PLAYFIELD in the industry!



 3 to 400 Replay Combinations . In line and sequence scoring
Popular new Mystery Spot • Extra ball feature -6 extra balls for 6 extra coins • Special " Skill Shot" gives player free game

> · AVAILABLE IN CHOICE OF 5c-10c-25c COIN CHUTES

IT'S A FACT ...

All step up units, relay assemblies, trip banks and counting motors are specially designed. They can be easily and completely removed in seconds from their brackets for inspection without distorting any adjustments. Only Genco provides this convenience on all its operating units.

SEE IT ON GENCO'S

TV, Radio and Press In Washington Drive

WASHINGTON, May 9.- "The juke boxes. Hirsh will make a Washington Music Guild," said personal appearance on the pro-Hirsh de La Viez, president, "has gram, representing the operators. started on an all-out promo-tional push to commemorate the CBS-TV is also set for a personal 65th Anniversary of the Juke Box Industry."

A committee was formed to handle the public relations program of the anniversary in the Washington area. Members of the committee are Ted Keve, Charles Bowles, Evan Griffith, and Hirsh de La Viez.

"The committee will contact Commissioner Samuel Spencer in an effort to have him proclaim the week of May 24 National Juke Box Week in the Washington area," said Hirsh.

Programs already set up by the Guild include the Mark Evans Show on CBS, Channel 9, on which the Guild will dramatize both the old and the new

Decca Wins Op Bowling Championship

CHICAGO, May 9. - Decca Records emerged the winner of the Automatic Phonograph Bowling League championship Monday night (4) in what developed into a last-ditch stand by Gillette Distributing.

The teams entered the final night of the bowling season with a tie of 59 won and 40 lost. Both had been running close for the most part of the season and several times were in a see-saw position during regular encounters. The deciding match proved a

thriller when the teams went into a last-frame deadlock. Two portunity to tie in with the 65th bad breaks in the form of rail- Anniversary of the Juke Box." roads on Gillette's part gave the first nod to Decca. The same turn of events during the second game gave Decca the last frame, 30 pins under. Gillette again tallied one rail and two cherries while Gillette seemed to spark with two men running the last frame for full counts. That gave Decca the second victory for the evening and the League graphs will be numbered and championship. Needless to say, the third game was a let down for both sides with scores running ridiculously low. Both teams relaxed after the pressure and for the most part bowling was secondary to congratulations. Members of the championship team included Norb Delort, Dom Rodasta, Bill O'Brien, Tony Ignoffo and Frank Tutomase. Members of Gillette Distributing included Jerry Shuman, George Holl, Bob Holl, Hank Leonarczyk and Don Baxter. Mrs. Mary Gillette presented an orchid to Margaret Kraft, of Decca, representing the victors. Sellmann Schulz, of Decca, toasted the victors by presenting each man with a \$25 bonus. Trophies and awards will be presented at the bowling banquet May 16 at the Casa Nova restaurant, 7230 West North Avenue.

appearance. The Art Lamb Show on Du Mont TV will also be utilized. Lamb does a record pantomime program and will build his show around the juke box theme for the week of the celebration. The Milt Grant Record Show, airing over WOL, will also interview an operator and play up the juke box event.

Hirsh announced that all local hewspapers were tying in with the program. The Evening Star was to use a feature article in its Sunday edition based on the juke box industry. Other newspapers participating are The Washington Post, Daily News, and The Times-Herald.

"The Washington Music Guild," explained Hirsh, "is going to try and make this the best promotion possible."

To Coronate Queen at Juke Week Climax

CHICAGO, May 9.- A Queen of Music will be crowned and her Prince Consort will be appointed at a coronation ceremony climaxing Juke Box Week by the Gillette Distributing Company in observing the 65th Anniversary of the Juke Box Industry.

Mary Gillette, head of the Gillette Distributing Company, said, "The coronation is timed to tie in with the coronation of Queen Elizabeth in England, and at the same time affords a good op-The coronation contest is being publicized in local newspapers for the three weeks prior to the event. The ceremony will be held Monday, June 1, at the Belmont-Central Record Shop. Entrants must be between 2 and 6 years identified with the youngster's name, and displayed in the shop window. Votes will be based on sales. Each dollar purchase will give the customer five votes, or ballots. The ballots will be numbered and customers voting for a queen will also be eligible for prizes. First prize is an RCA Victor 45 r.p.m. record player. Both the queen and her consort will receive a portrait and other prizes besides their robes and crowns. A celebrity will be on hand to crown the royal couple.



MINN. DISTRIB?

Rumors Hint Sandler New Wurlitzer Rep

MINNEAPOLIS, May 9. -Rumors here this week had it that Irv Sandler, of the Sandler Distributing Company, Des Moines, would be awarded the Wurlitzer distributorship in this area and would shortly open an office in the Twin Cities.

Sandler, headquartered at 110 Eleventh Street, Des Moines, has the Wurlitzer line in that territory. It was understood his company was already servicing Wurlitzer operators with parts for to the music machine industry.

Webs Prep Plugs for Juke Week

NEW YORK, May 9.-Both the ABC and CBS radio and television networks and owned-andoperated stations are preparing special plugs and programs for the 65th anniversary of the music machine industry. In addition, local stations like WMGM are getting in on the hoopla sur-rounding National Juke Box Week.

The ABC net is setting up plugs on the two-hour "Saturday Night Dancing Party" radio program and on the Martha Lou Harp show the same evening. CBS is planning a special juke box segment on the Margaret Arlen women's show telecast over WCBS-TV and plugs on the Jane Froman, Jackie Gleason, Ed Sullivan and Red Buttons shows. While much of the planning is still in the early stages, it is expected that the networks will come thru with plenty of air time.

On WCBS, the network's local radio outlet, work is now underway on a special half-hour tribute the Minnesota-Dakotas territory. WMGM disk jockey Bill Silbert





92 COIN MACHINES

500220 6002

10 BUNS

THE BILLBOARD

MAY 16, 1953

YOU'RE IN THE "CLEAN-UP SPOT" WHEN YOU GO TO BAT

with GOTTLIEB'S

12:11

ACTION

PACKED

The Hardest Hitting, Most Colorful Performance Ever on a Playing Field!

GRAND SLAM EARNINGS WILL MAKE IT YOUR ALL-TIME "GAME OF FAME"!

 ROTATION SEQUENCE 1 to 9: when numbers 1 to 9 are hit in rotation, one of six numbers RE-LIGHTS for REPLAYS! As play continues, REPLAY LIGHT TRAVELS TO ANY ONE OF THE OTHER BUMPERS!

- When "A"-"B"-"C" ROLL-OVERS are made, TWO BOTTOM, "HOME RUN" ROLL-OVERS LIGHT UP for REPLAYS. ROLL-OVERS "A" and "C" LIGHT AD-DITIONAL CONTACTS FOR SUPER-HIGH SCORE!
- 4 HOME RUN TARGETS!
- BALL IN KICKOUT HOLE awards HIGH
 SCORE and puts a MAN ON BASE.
 Hitting any of the HOME RUN TAR-GETS brings in men on base for additional runs.
- Men on any two bases light up
 SPECIAL ROLL-OVER for REPLAYS!

SUPER-HIGH SCORE TO 7 MILLION!

- 3 "POP" BUMPERS!
 - 2 SUPER-POWER





FLIPPERS!



ORDER FROM YOUR DISTRIBUTOR NOW





THE BILLBOARD

1 10

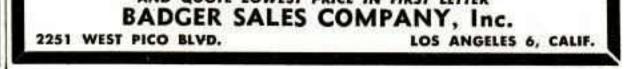
COIN MACHINES

93



STATE QUANTITY, CONDITION AND QUOTE LOWEST PRICE IN FIRST LETTER









HCIUB

000000000

OPERATORS FROM COAST TO COAST AGREE THAT IS Bally B GREATEST "IN-LINE" GAME

From coast to coast the cash-box verdict is unanimous: "Better than BEAUTY ... greatest in-line money-maker ... only PALM BEACH came close to terrific earning power of BEACH CLUB!" In fact, BEACH CLUB includes all the greatest features of PALM BEACH plus added extra-coins attractions...new 7-Choice Select-A-Spot ... and the flash and eye-appeal of advancing scores dramatized in a bathing-beautified beach-scene! Get your share of the big BEACH CLUB profits! Get BEACH CLUB now!

Attractive ADVANCING SCORES · IN-LINE and CORNER Scores 3-in-line on SUPER CARD Scores 4-in-line score Improved SELECT-A-SPOT feature . New EXTRA-TIME feature TRIPLE-SPOTS Roll-over feature · Up to 3 EXTRA BALLS per game

7-CHOICE SELECT-A-SPOT FEATURE

Ride THE

NEW

Player turns knob to select choice of 10, 16, 19, 20, 21, 22, 25 (when lit)

new exclusive DIVE-DIP_ROLL-SWING action captures biggest play, insures biggest profit

FULTU

See the Bally SPACE-SHIP in action ... surging forward, gliding backward . . . dipping and rising ... rolling from side to side ... swinging and banking like a jet-fighter . . . and you will see why junior space-pilots prefer the Bally SPACE-SHIP ... why kids coax their parents to patronize the store with the Bally SPACE-SHIP. And remember ... you can build a big-profit route of Bally Kiddy-Rides with a small cash investment.

PACE-SHIP

SPACE-SHIP

Balli

- * Variable speed controlled by pilot
- * Colorful Eye-Appeal attracts attention on location
- * Colored lights flash in nose, tail, wings and dials of realistic instrument panel
- ★ Twin Ray-Guns with exciting sound-effects
- * Airblast blows from blower
- * Safe, sturdy construction
- ★ Simple mechanism
- ★ National Rejector

BIGGEST PROFITS HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION ... the deluxe hobby-horse ... is the champion money-maker in hobbyhorse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?





PLAN

THROUGH

THE BILLBOARD

COIN MACHINES





√ 10TH FRAME FEATURE **STRIKE OR SPARE FLASHER LIGHTS** CAN PICK UP 7-10 SPLIT FORMICA PLAYBOARD

> SEE YOUR DISTRIBUTOR

8 FT. BY 2 FT. 9 FT. BY 2 FT.

SIZES



UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILUNOIS

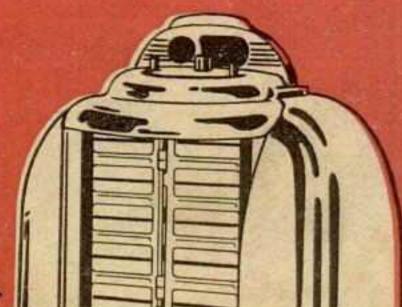
96

FOR A BETTER MUSIC SERVICE REMOTE CONTROL

IN EVERY LOCATION

100 selections at the phonograph . . . or anywhere in the location . . . with The Wall-O-Matic "100" the finest remote selection system ever developed.





AND IN REMOTE ROOMS

THE Wallo matic FOR BRACKET MOUNTING



INSTALLATIONS



THE MOST WIDELY FUELICIZED MECHANISM FOR THE FLAVING OF RECORDED MUSIC



P. SEEBURG CORPORATION Chicago, Illinois

America's finest and most complete music systems

