

# The Billboard



JULY 4, 1953



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

## Gold Mine Awaits New Idea For Grandstand Attraction

### Lack of Shows Still Hampers Grosses on Arena Circuits

By TOM PARKINSON

CHICAGO, June 27.—Spotty grosses for most but thumping takes for the few solid attractions is the way current business appears to auditorium managers as they await the annual convention of the International Association of Auditorium Managers here July 5-8.

Consensus is that the past year brought a leveling-off so far as most shows on the aud-arena circuits are concerned. But building managers were buoyed by big scores run up by some of the offerings.

There's some optimism regarding the year ahead, but managers continue to complain that there are too few shows and that some often price themselves out of the market. Feeling is that auditoriums and arenas have grown toward a major position in live show business, that the buildings have moved faster than most producers and promoters in realizing capabilities of building dates. This puts the managers in the

market only to find that they can't find enough of the kinds of shows they want.

Promoters at the local level and building managers are certain to demonstrate price resistance in upcoming booking negotiations. They report ticket buyers are ready to go for big entertainment offerings but that public is more and more selective. Skimpy promotion on mediocre packages just won't cut it in future months, they feel.

There's continued pressure for the shows to scale houses at low tops in order to draw volume turnouts rather than high priced half houses. Management points out in this connection that the whole basis of buildings' entry into the show field has been that the big capacity structures can handle today's costly shows at lower admissions.

Executives of the larger buildings note that there always has been too few shows for them and the situation seems to be getting no better. But like the producers they ask, "What can they come up with that the folks will go for?"

Smaller capacity buildings have the same situation in magnified form. Many of them have been drawing a blank in seeking shows within their range. But they insist the demand for live entertainment is growing. Their

major problem is that once a satisfactory show hits the road, it's framed only for the big roofers and won't fit into the smaller spot's budgets. Focal point of this situation is in Canada, where almost every town has an arena that's seeking non-existent shows.

Still kicking up with strength are suggestions for various sorts of over-all organization of the arena-aud field for booking and producing shows. There's wide interest in efforts by a New York

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### TURN CAMERAS AROUND! DRAMA IS BACKSTAGE

SYRACUSE, June 27.—Activities behind the camera at WHEN here last week were more dramatic than the station's regular programming line-up. First Jean Daugherty, director of the "Rudolph Talent Review," tripped over a camera cable during rehearsals and hobbled thru the show with a broken leg. Then stage manager Al Rein was stricken with a severe appendicitis attack while operating a camera during the station's "Mystery Theater" program.

### Daytime Thrill Show Is Crying Need for Fairs

Owners Explore in Vain for Spectacle To Increase Gates

By JIM McHUGH

NEW YORK, June 27.—At least a couple of million dollars is immediately available to a genius who can come up with a new grandstand feature for fairs that would have the initial impact and longevity of the automobile hell driving units which came into their own in the 1930's. And the pot-of-gold promise could be five times that big in as many years or less, since the need for a unique, spectacular and seasonal thrill feature that can bolster daytime grandstand attendance has been voiced by fair men everywhere for a long, long time.

Fair managers, frustrated by a continuing lack of professional talent capable of turning afternoon grandstand performances into winning enterprises, are turning more and more to home-

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### Preserving Royalty Plan Is AFM's Aim

Union Eyes Change in D. C., Gives Board Free Hand on Coming Disk Negotiations

By PAUL ACKERMAN

MONTREAL, June 27.—The preservation of the royalty principle is the American Federation of Musicians' No. 1 task in the months immediately ahead. The AFM's awareness that the legality of the Music Performance Trust Fund might be questioned (exclusively indicated in The Billboard several weeks ago) motivated the delegates attending the 56th annual convention here to give AFM chief James C. Petrillo and his executive board carte blanche in upcoming negotiations with the disk industry.

Petrillo in recent years has been moderate in his negotiations with music users in the various show business fields, and no doubt some of this has been due to the restrictive influence of the Taft-Hartley Act. But the carte blanche accorded the AFM brass is just that—and affirms the possibility that a work stoppage may result in the event a discontinuance of the Music Performance Trust Fund is sought.

A New View

The AFM's contract with the diskeries expires December 31. Union spokesmen admitted that the basis for apprehension is the fact that the Eisenhower Republican administration may view the AFM-diskery trust fund arrangement differently than did the Truman administration.

The trust agreement currently in effect was fashioned with the express purpose of skirting

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### TV TO HELP MOVIES

### Two Studios to Push Features With Spots

HOLLYWOOD, June 27.—Use of TV to advertise motion pictures received an added boost this week with announcement by two studios of plans to use the medium to thump their major features.

Universal International announced that it will use TV on a local level in its advertising of its entire line-up of summer releases. The TV campaign will be composed of spot announcements, made of 60 and 20-second spots on all films being released during July and August. This marks the first time TV spots have been used for an entire group of releases, altho TV has been used previously on selected pictures, according to David A. Lipton, veepee in charge of advertising and publicity. U-I films to be promoted in this manner include "Thunder Bay," "The Men From the Alamo," "The Great Sioux Uprising," "Francis Covers the

Big Town," "All I Desire," "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," and "All-American."

A special TV campaign augmented by radio spots will be used in key cities to promote Allied Artists' 3-D feature, "The Maze." The special TV trailers were filmed with Richard Carlson, one of the picture's stars. The vidpic campaign will be launched tomorrow (28) in Los Angeles. It also will be promoted in St. Louis, Minneapolis, Toledo and Salt Lake City.

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### 'Victory at Sea' Suite for RCA

NEW YORK, June 27.—RCA Victor has scheduled a special recording session for Thursday (2) to wax Richard Rodgers' symphonic suite, "Victory at Sea," based on the background music he wrote for the special NBC-TV film series of the naval actions in the Pacific during World War II. Both the record company and the network will team for a large scale promotion campaign on the album when it is released.

The Rodgers' tone poem runs about 45 minutes and will be recorded by a large orchestra composed of musicians from the NBC Symphony under the baton of Robert Russell Bennett. Rodgers will supervise the date at Manhattan Center here.

### Perry Como's Tenth Anniversary

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#### YOU PROTECT YOUR MONEY

With this amazing, pocket-size check protector. Instantly perforates check, prevents tampering, forgery. Approved by banks, saving an ad in this week's Billboard classified section.

You protect your money, too, when you use The Billboard classified sections—any of three each week—to sell your products, supplies, new and used equipment, services and talents to a big, ready-to-spend cash market. And if you want a bargain, practically any kind of bargain, follow these three useful sections each week!

What Do You Want To Buy or Sell? See pages 50, 81, 101.

# Billboard Backstage

By LEE ZHITO  
West Coast Editor

You can enjoy an occasional but hurried meeting with a guy and then rely on the bonds of long distance communication to better understand the man involved. But it's a lot different to work side by side with the individual, watch him tackle and solve the problems of his department or beat as part of his daily routine. I've worked with a number of the New York staffers and know them well. Others have been too new for me to have met. The past two weeks I've had the pleasure of working with all of them, and, to put it mildly, it has been a stimulating experience.

The warmth and cordial hospitality extended by co-publishers Bill and Rog Littleford and Indoor Division Manager Haps Kemper will be long remembered by this reporter when he returns to his regular Hollywood beat. The late hour bull sessions with Rog at his apartment and with Haps and Rog at the Kemper Long Island home, as well as the pleasant evenings at their yacht club, are highlights of a most enjoyable visit.

## OVER WNBT

### Piel's Mulls 'Orient Exp.' Film Series

NEW YORK, June 27.—Piel's beer this week was considering the purchase of the 10:30-11 p.m. Monday time on WNBT here for airing the "Orient Express" film series. The brew firm currently is bankrolling the series in Philadelphia.

If the deal matures as expected, it will climax a period of negotiations in which Piel's had been bidding for WNBT's new late-evening live variety show, fronted by Steve Allen, which will air for a competitor in the 11:20-midnight slot, Mondays, Wednesdays and Fridays.

The Allen show went to Ruppert, for Knickerbocker beer, thru the Biow agency, after hot bidding in which Young & Rubicam was pitching for Piel's. Finalization by Ruppert's came just before its option ran out, with Y&R thinking the Ruppert time was up and it had the deal sewed up for Piel's.

When I arrived here, I was handed a carefully prepared schedule which was to serve as my timetable during the visit. Since this provided me with innumerable opportunities to kid Haps, sometimes mercilessly, about operating on synchronized watches, I hate to have to admit now that my much-bemoaned schedule actually proved to be an invaluable time saver. It helped budget the time, assuring me of at least another taste of each of the department's operations.

During the first week, I sat in with Paul Ackerman's Music department. One has to work with Ack really to appreciate him. Quiet, unassuming, profound in evaluating facts, human in his understanding of people—and, above all, truly one of the finest reporters I've had the good fortune to watch from the sidelines. The highly skilled crew who have the benefit and pleasure of his soft-pressure guidance is a newsman's delight to watch in action. Such men as Nev Gehman, who masterminds the Music department's intricate research projects that serve as basis for the paper's best-seller charts; Is Horowitz, with whom I've had many an enjoyable bull session on classical music; Joe Martin and Bob Rolontz, experts in their field; Gary Kramer, Gehman's able aide in research, all blend their talents to round out one of the finest, hard-hitting departments in the trade paper field.

Evenings of both the first and second weeks were devoted to seeing the town from Night Club Editor Bill Smith's vantage point. It's invigorating to see a seasoned man like Smith go after his work with his characteristic zest.

During the second week, I worked closely with Radio-TV department head Sam Chase and his aides, J-ne Bundy, a former Californian; Leon Morse; Gene Plotnik, and researcher Charlotte Summers, whose efficient hand is reflected in the accuracy of the department's charts and listings. It was a source of great pleasure to watch Chase in action and to find him expertly continuing the department's expanded coverage of the TV film industry.

And the schedule was sufficiently flexible to provide ample time for a long and enjoyable dinner with former Billboard Editor-in-Chief Joe Csida who permitted himself to be lured away by the music publishing

enterprises of Santly-Joy. Joe and I attended Sammy Kaye's opening at the Astor Roof and then continued to talk over old times far into the night.

While newsmen usually prefer the purity of life found only in their lofty editorial towers, the warm and ingratiating personality of Indoor Advertising Manager Dan Collins forced me to break tradition. One afternoon, I conveniently misplaced my schedule and came under Collins' wing for a short visit to some of the finer shops. One must see Dan to realize that here's a lad who knows clothes and where to buy them. I enjoyed kicking around the old Hollywood days at dinner with Ed Grassick who had spent two years in our Coast office sales department before answering New York's call for help. It was a pleasure to get to know Bert Braun, who was transferred from Chicago to the New York sales operation and to renew an old acquaintance with Andy Csida, who helms his Peerless Promotion department with a knowing hand.

During the second week, also, it was my good fortune to again talk with visitors from The Billboard's other offices attending meetings here. These included Mayn Reuter, head of the Chicago operations and the Outdoor-Coin Machine Division it embraces. A very warm and likable guy whom I've apparently sold on taking his next vacation in Hollywood. Bill Sachs, executive news editor, with whom I'll be spending some time next week at his Cincinnati headquarters. I'll always remember the old show business stories Bill recounted at 3 a.m. at Lindy's to the side-splitting delight of Bill Smith, Cincinnati's composing room foreman Bill Lohman, New York's Frank Luppino Jr. and this reporter. Thoroly enjoyable but all too little time was spent with our Washington Bureau Chief Ben Atlas, Circulation Manager Bernie Bruns, Coin Machine Editor Dick Schreiber and Outdoor Editor Herb Dotten.

It's been a lot of fun experiencing it and a lot of fun retelling it, but I see that Copy Desk Head Dennis McDonald is looking this way, so I better turn this in now.

By the way, I'm happy to report that I'm being held over for a "Third Big Week." I'll be seeing Sam Abbott and the Hollywood crew a little later than had been scheduled.

# Highlight Reviews

## Hecht Has Sure Winner in Video's Summer Stake Race

By LEON MORSE

There should be no question about the success of "Tales of the City." It applies a human interest formula that has titillated readers over the years in the New York newspapers and has won fame and fortune for such typewriter pushers as Walter Winchell, the late Mark Hellinger and others. The myth is of the big heart of the city, how it takes the little folk to its breast and sees to it they get a piece of the big pie called love.

Hecht, who narrated fore and aft, said, "New York is a wasteland with a price tag for a soul." He then proceeded to show how even the most hardened, cynical and debauched went out of their way for two of the disinherited—disinherited because they are not of the city. The story was about a couple from Iowa who came to New York on a visit. The girl, a former actress, had made the mistake of writing home about her success on Broadway. But mama had believed her, and so had her boy friend who later married her when she returned home. Now she was in New York and mortally afraid that hubby would learn of her fantasy.

She got a kindly doctor to play along with her faked illness in the hotel. And then her husband met an actor-playwright who took a shine to him and who realized the game his wife was playing. The actor persuaded friends, both

male and female, to go along with the gag at a dinner in an Italian restaurant. But, in the course of the dinner, the wife suddenly got religion and confessed. The husband forgave her and the commercial took over. It was light, thin, and answered a need people have to believe in their fellowman. But it also was phony, contrived and devoid of reality.

The production, direction and writing were topnotch. The casting and acting gave the story the kind of gloss it needed. Among the outstanding thespes were Barry Nelson, Ann Rutherford, Janis Carter, Garry Merrill, Robert Harris and Olga Baclanova.

The Willys commercials were intelligently conceived. One told of the mileage gotten from the Willys car, and another of the 20 per cent more power its new jeep has.

**TELEVISION**—Reviewed Thursday (25), 8:30-9 p.m., EDT. Presented by Willys-Overland thru Ewell & Thurber via CBS-TV. Producer, William Dozier. Director, Robert Stevens. Script, Ben Hecht. Music, Hank Sylvern and ork. Cast: Barry Nelson, Ann Rutherford, Garry Merrill, Janis Carter, Olga Baclanova, Robert Harris, others.

Ben Hecht has applied his golden touch to video and come up with a winner.

## Simulcast Marks 20th Year In Radio for 'B'kfast Club'

By JUNE BUNDY

Middle-aged disciples of the "you're as young as you feel" philosophy must have received quite a shock when McNeill trotted out 21 living examples of how much time has flown over the ABC airwaves since "Breakfast Club" made its debut back on June 23, 1933. The "examples" were a group of fresh-faced young men and women whose birth dates (year, day and hour) coincided with the show's natal day.

ABC went all out promotion-wise on the anniversary celebration, and for once the event was worthy of its advance ballyhoo. The durable McNeill, who signed another 20-year pact with the network in 1951, wisely retained his ad lib radio format for the simul-

cast. Consequently, the affair reflected all the spontaneity and folksy charm of his morning radio series.

In addition to the interview session with McNeill's "depression babies," the show featured "Breakfast Club" regulars—Fran (Aunt Fanny) Allison, comic Sam Cowling, vocalists Peggy Taylor and Johnny Desmond, and orchestra leader Eddie Ballantine, plus Mrs. McNeill and their three sons, husky six-footers.

Chicago has always exuded  
(Continued on page 11)

# Legit Line-Up

By BOB FRANCIS

Bill Doll has signed Stewart Chaney to design the sets for "Sherlock Holmes," Ouida Rathbone's dramatizing of the Conan Doyle private-eye classics, in which her husband, Basil Rathbone, will star in the title role. The show calls for eight scenes with a particularly tough assignment for the end of the second act which will spotlight the Reichenbach Falls in Switzerland, where Holmes came to grips with his arch-enemy, Professor Moriarty. Chaney will also be responsible for the period costumes. Reginald Denham will have the staging stint, and the melo will open in Boston for a long break-in before coming to the Stem. . . . Due at the Playhouse September 17 is another melo, "A Pin to See the Peepshow," by Britishers H. M. Harwood and F. Tennyson. "Peepshow" is based on the notorious Edith Thompson-Frederick Bywaters case, an intrigue which led to the murder of a husband and a double hanging. Nancy David is the Broadway sponsor. Joan Miller will play the role of Julie Almond, which she created two years ago in London. Rehearsals start August 15 with Peter Cotes, who staged the British original, in the director's seat. Three local previews will precede the official unveiling. Booking of Playhouse may predict a fall jam-up, since the Edward G. Robinson-George Ross production of Janet Green's thriller, "Gently Does It," a hit in London under the title of "Murder Mistaken," has the same house reserved for October 26. **JOAN CRAWFORD** **EYES "TOWN"** . . . Joan Crawford is reported interested in a temporary summer

stint in the lead slot of "Wonderful Town." Obviously, the interest is predicated on when and if Rosalind Russell decides to take a vacation. . . . Richard Waring will play the lead opposite Sono Osato in "The Little Clay Cart," the play from the Hindu which next week is the finale to Terese Hayden's four-week play series at the Theater de Lys. . . . Roy Roberts has replaced Walter Abel in the cast of "Carnival in Flanders" in Philadelphia. . . . Midge Ware, of "The Fifth Season," who was injured recently in a street accident, returned to duty Tuesday (23). Gedda Petry subbed for her during her absence.

It was generally understood that the American Academy of Dramatic Arts moved into the ANTA Playhouse last fall purely as a tenant. It now develops that the acting school owns the title deed to the theater. ANTA holds a second mortgage with an option to recover the property after 1955. The first mortgage is controlled by the Shuberts. . . . Liska March, currently co-producer of the play series at the Theater de Lys, goes sponsoring on her own this fall with a play by Hugh Fellows and Howard Richardson. "Madame 13," adapted from a story by Rex Beach. Richardson has previously collaborated with William Berner on "Dark of the Moon," "Design for a Stained Glass Window" and "Sodom Tennessee."

## TIBBETT TO SING "PORGY" LEAD . . .

Lawrence Tibbett will sing the role of Porgy in the current Ziegfeld revival of "Porgy and Bess" for 10 performances during the summer. His first appearance will be July 15. . . . Management is awaiting a green light from Metro-Goldwyn-Mayer to sign Keenan Wynn to a run-of-the-play contract for the Tom Ewell role in the road company of "Seven Year Itch." Dawn Adams and Howard Freeman will fill the slots originated by Vanessa Brown and Robert Emhardt. Detroit will get the comedy September 7, with a Chicago follow-up two weeks later. . . . Jack Kirkland is adapting Nelson Algren's novel, "The Man With the Golden Arm," for the stage. "Arm" won the National Book Award in 1950. . . . Dance director Robert Alton has been recalled to do a bit of face-lifting on the "Me and Juliet" second-act ballet.

Despite public hearing protests from reps of the city's Protestant churches and the Women's Christian Temperance Union, Mayor Impellitteri has signed the local law permitting the sale of liquor in legit theaters. The Mayor emphasized that the measure did not apply to picture houses and that liquor could be sold in no theater without the permission of the Alcoholic Beverage Control Board.

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## BROADWAY SHOWLOG

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June 27, 1953

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**ABC** **BBB**

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## RADIO CONFAB

### White Agrees To Beat Meet Of NBC Affils

NEW YORK, June 27.—President Frank White of NBC, back in the saddle again after his jaunt to Europe for the Coronation, has agreed to attend the forthcoming meeting of the web's radio affiliates, skedded for July 27 in Chicago. The fact that White personally was asked by the outlets to attend, rather than by Board Chairman David Sarnoff, is regarded as indicating further that no crisis is developing.

It's anticipated that altho there are problems to be ironed out between the web and the stations, it won't come to the boiling point. Basic demands are for increased autonomy of AM from TV; more money to be spent for radio shows; greater integration of web programming into the lives of listeners, as is done on a local basis; and, finally, for a much more aggressive approach to the entire AM problem, harking back to the vital and creative job done before TV became broadcasting's favorite child.

### TV Music Group Meets

NEW YORK, June 27.—The All-Industry Local TV Music License Committee held its first meeting Thursday (25), since the augmentation of its membership last April. This organizational meeting was held primarily for two purposes: (1) To develop plans and procedures for starting negotiations with the American Society of Composers, Authors and Publishers for renewal of blanket license agreements with TV station (present agreements expire at the end of this year), and (2) to discuss the assemblage of statistics and other research information that can be used by the telecasters both in the conduct of the negotiations previously mentioned and in the pending litigation against ASCAP over the per-program licenses that was introduced into the courts in 1950. There are some 70 TV stations now joined in this suit.

In addition to the above, the committee appointed two sub-committees to spearhead the telecasters' activity in these spheres. An executive committee was formed consisting of Paul Andanti, WHEN-TV; Campbell Arnoux, WTAR-TV; Philip Lasky, KPIX; Nathan Lord, WAVE-TV; (Continued on page 16)

### Du M. Program Dept. Shifts Exec Chores

NEW YORK, June 27.—Following the departure of two of its top execs, the Du Mont program department was re-aligned this week so that all operations fall under the command of three assistants to program director Jim Caddigan.

Werner Michel was named exec producer in charge of production. He will supervise all the web's producers, directors and writers and be the contact man with package producers. A. L. Hollander Jr., in charge of program operations, will henceforth supervise announcers, scenic designers, the news department, continuity, acceptance, music clearance and film buying. Dick Geismar will be business manager of the program department.

The re-alignment follows the departure of Leslie Arries Jr., first assistant to Caddigan, to become manager of WTTG, Du Mont's Washington station, where he succeeds Walter Compton, who has resigned. The shift also fills the hole caused by the departure of Paul Rosen, former manager of program and talent procurement, to join CBS.

### NBC SALES ROOM IS 'ELECTRONIC'

NEW YORK, June 27.—An "electronic sales room" here, first of its kind, will be a feature of NBC's new pooled programing, promotion and sales set-up for its owned-and-operated stations. The room is specially set up to enable prospective sponsors to audition local shows produced by any of the web's five o&o's, via closed circuit telecasts. NBC's spot sales department expects it to play an important part in the new push to sell advertisers on buying NBC's new co-ordinated programing by the o&o's.

### B. B. Buys Into Jessel's Show

NEW YORK, June 27.—George Jessel's new ABC-TV show was sold for alternate-week sponsorship to B. B. ballpoint pens. The show will air in the 9:30-10 p.m. Sunday slot.

Jessel also was being considered by Catspaw rubber heels, but that firm decided its budget wasn't big enough and instead bought into NBC-TV's "Show of Shows," picking up one minute on alternate weeks. A similar deal on "Show of Shows" also was made by Johnson & Johnson.

## 'Sold American' ABC's Suasive Serenade to Big Spenders

NEW YORK, June 27.—The sale of the Danny Thomas show by ABC-TV to American Tobacco this week is deemed by traders to be of major significance, insofar as the web's future is concerned. Not only does it bring a top-drawer bankroller into the web's fold, but it gives promise of bringing additional lucrative business to ABC. As a result of this sale, ABC may well be on the way toward closing a deal for its other major film show, featuring Ray Bolger, could very easily wind up the victor in the all-web scramble for the prestige-laden U. S. Steel business.

The Bolger deal, according to

### Lowell Thomas Signs CBS Pact

NEW YORK, June 27.—CBS Radio this week signed Lowell Thomas to a new 10-year contract. The newscaster, a veteran Procter & Gamble property, was under long term contract to P&G, but the pact was canceled when he was dropped.

Kaiser-Frazer has since picked him up, and the network saw fit to add him to its own stable of talent. The contract does not provide for TV, but it is understood he will give CBS-TV first crack at his video services.

trade reports, also is on the verge of being wrapped up with American Tobacco. Each show costs about \$40,000 per week for the film alone. Altho nothing has been confirmed on which product will back what show in what time slot, trade speculation goes something like this: Thomas is apt to be bankrolled by Pall Mall on Tuesdays, 9-9:30 p.m. Luckies then would pick up the tab on Bolger, in a late Thursday evening slot, possibly 10-10:30. The two brands, however, could just as easily be juxtaposed on the shows before the fall season starts.

The U. S. Steel billings come into the act because ABC has offered a Tuesday time, and the billings are handled by one of the two American Tobacco agencies: Batten, Barton, Durstine & Osborn, which works on Luckies (Pall Mall) go thru Sullivan, Stauffer, Colwell & Bayles). Inasmuch as the time slots involved for the American Tobacco buys were cleared thru both agencies, BBD&O obviously thinks highly of ABC's competitive status on Tuesdays, apart from the 8-9 Berle time. This is doubly confirmed, since the agency just recently arranged to switch Du Pont's "Calvacade of America" from NBC to ABC in the 7:30 Tuesday slot.

Since ABC is understood to

have pitched the 9:30-10:30 p.m. Tuesday time, alternate weeks, to U. S. Steel, it seems logical that BBD&O would be inclined to look favorably upon it, with two other agency clients on ABC earlier that evening. Steel seems set to bankroll "Theater Guild" when it finalizes a time slot. NBC, meanwhile, is still pitching hard for the Steel account, latest talks mentioning the 8-9 Monday time. This would be feasible only if Speidel and Firestone could be moved from their respective half hours in that period. Both are understood desirous of remaining.

### Excess Profits Tax Question Still Unsolved

WASHINGTON, June 27.—At press time the excess profits situation was still unresolved, but several alternatives having some bearing on the TV-radio and amusement industries are being considered. Only a vote by Congress could extend the tax for six months beyond Tuesday (30), an emergency urged by President Dwight D. Eisenhower but opposed by Chairman Daniel Reed (R., N. Y.), of the tax-writing House Ways and Means Committee.

If Congress agrees to continue the excess profits tax, it could choose to extend it in its present form, or with amendments to grant relief to entertainment and other industries pleading hardship cases. If Congress adopts an amendment along lines suggested by the Radio-Television Manufacturers' Association and the Television Broadcasters' Tax Committee, it would alter the law to correct current inequities. In application, the trade orgs say, the excess profits law penalizes small, new and growing firms, as so many of those in the TV field are. As interpreted by the Internal Revenue Bureau, a special relief amendment included in the Revenue Act of 1951, permitting those engaged in TV broadcasting prior to January 1, 1951, to reconstruct base period experience by eliminating the impact of TV losses upon radio earnings, failed to give the anticipated relief (The Billboard, June 20).

### FCC Issues 8 TV Grants for Total of 505

WASHINGTON, June 27.—Eight more TV station grants were issued by the Federal Communications Commission this week, raising to 397 the number of post-freeze construction permits and to 505 total authorizations. Two of the new crop went to Midland Broadcasting Company and to WHB Broadcasting Company to share operation on VHF Channel 9, Kansas City, Mo. They will share a transmitter but have separate studios.

Other CP's went to: Connecticut Radio Foundation, Inc., New Haven, UHF Channel 59; Appalachian Television Corporation, Beckley, W. Va., UHF Channel 21; Marshall Television Corporation, Marshall, Tex., UHF Channel 16; Savannah Broadcasting Company, Savannah, VHF Channel 11; Lebanon Television Corporation, Lebanon, Pa., UHF Channel 15, and John Poole Broadcasting Company, Sacramento, Calif., UHF Channel 46.

At the same time, the FCC postponed the effective date of a TV grant to Eugene Television, Inc., Eugene, Ore., to operate on VHF Channel 13, until inquiry is made into a protest filed by W. Gordon Allen, permittee of KTVF-TV, on Channel 20, Eugene. Eugene Television must now go thru hearing, the commission ruled.

## FCC 'Common Carrier' Green Light To Cue Expansion of Theater Tele

WASHINGTON, June 27.—A new expansion wave for theater TV is in the making as aftermath of Federal Communications Commission's action this week granting theater TV a go-ahead to operate as a common carrier on frequencies already allocated for that purpose and leaving the door open for theater TV interests to establish an exclusive carrier if American Telephone & Telegraph fails to render a "reasonable" service. The FCC's finding was hailed by theater interests here as a signal victory even tho the agency closed the door for the present to opening a new portion of the spectrum to theater TV.

The agency's finding was virtually an approval of the petition submitted by National Exhibitors Television Committee and Motion Picture Association of America. Vincent Welch, of the firm of Welch, Mott & Morgan, counsel to MPAA on the theater TV matter, said, "The commission's action makes us very happy—it is what we had propced, and I believe it is in the best interests of the public." The commission's action places theater TV interests on a par with AT&T and other common carriers in vying for frequencies, while a place on the spectrum will be granted for theater TV without hearing in instances where there is no competition. The FCC in a report and order, granted that part of the joint NECTC-MPAA petition filed last February which asked the commission to permit use of existing common carrier frequencies for transmission of TV program material for theater showing.

### Utah Outlets Sold to Time

WASHINGTON, June 27.—Sale of KDYL, KDYL-FM, KDYL-TV and five auxiliary stations in Salt Lake City to TLF Broadcasting Corporation, 80 per cent owned by Time, Inc., for \$2,100,000 "plus or minus certain adjustments," was approved here yesterday (26) by the Federal Communications Commission. Prior to the transfer, license was held by Sidney S. Fox and 15 others doing business as International Broadcasting and Television Corporation.

At the same time, the commission authorized the sale of Birmingham, (Ala.) News stations WSGN and WSGN-FM and the construction permit for WSGN-TV to Jemison Broadcasting Co., Inc., for \$375,000

In terminating the theater TV proceedings, the FCC made clear that it made no attempt to gauge whether there was a sufficient number of frequency allocations to the common carrier service, altho it said it saw no "persuasive evidence" that allocations were inadequate. Should the allocations prove too few for future use, theater TV proponents "are free to take the necessary steps to establish a separate carrier to supply such service or to require existing carriers to render a reasonable service," the commission emphasized.

Also unexplored by the FCC was the whole question of the desirability of theater TV in general. Said the FCC: "We recognize it as an existing service which will continue to expand or not depending upon public acceptance and support thereof."

The necessity for interconnection between common carriers as,

for example, the Western Union-AT&T link-up proposed by WU earlier, was another angle which the commission chose not to examine at this time, explaining that the problem could be better solved when and if it arises.

The FCC was in agreement with an AT&T suggestion that the commission consider the "public interest, convenience and necessity" which would be served in acting on each individual application requesting the use of common carrier frequency for theater TV. The commission said it would determine "whether the limited use proposed constitutes an efficient, economical and otherwise sound utilization of radio frequencies." Also to be considered is whether adequate service at a reasonable cost is contemplated, and whether in instances where conflicts over a frequency can not be resolved easily, a theater TV application "is to be preferred over other applicants or licenses involved."

## CBS in Try to Gum Up Berle-Hope Axis

NEW YORK, June 27.—In a year that has been its most successful to date, CBS-TV this week scored still another number of impressive achievements. Highlight was the decision by Wrigley to move its Gene Autry video film from Sunday, 7-7:30 p.m., into Tuesday evenings, 8-8:30, next season opposite the first half of NBC-TV's Milton Berle and Bob Hope one-two punch.

This allowed CBS-TV to sell Sundays at 7 to Johnson's Wax for "Life With Father," a program which has cost the web, its owner, at least \$250,000 in pilots and other expenses. It also probably will mean the sale of Tuesdays, 8:30-9, a slot as yet not sold, but in which it intends to program Red Skelton, once contract details are ironed out.

The web also sold half of "Pentagon Confidential" to Remington-Rand for Thursdays 10-10:30 p.m., on which it will alternate with Philip Morris. CBS-TV got a firm order from Schick and Carter to alternate on "This Is Show Business," another web package, in the 9-9:30 late Tuesday slot.

The switch of Autry into Tuesdays signifies that CBS-TV has

all but solved both its Saturday and Tuesday sales problems for next season. In the space of about two months, the web therefore has sold practically two and a half hours of time which was unsalable all last season.

The reason Wrigley has decided to take on Berle, the trade feels, is that Berle's change of format this season may have cost him some of his kid audience, and that the advertiser thinks Uncle Miltie has worn himself out.

Wrigley was courageous enough to program "Life With Luigi" on CBS-Radio opposite Bob Hope when the comedian was the top comic in AM. Tho Wrigley was pressured out of Sundays because of Autry's limited net work, he did not have to go Tuesdays.

There is also no question but that the network is eating much of the program costs of "Life With Father," which first had a \$30,000 weekly price tag, but whose price has since gone down considerably. The network, however, has faith in the property's long-run potentialities and feels that it will make its dough back in the future.

# FCC OKAY OF RCA COLOR SEEN LIKELY IN 6 MONTHS

## Green Light Would Pave Way for 1954 Pilot Outfits (\$800-\$1,000)

WASHINGTON, June 27.—Radio Corporation of America's compatible standards for commercial color TV are likely to get Federal Communications Commission's approval in about six months, paving the way for pilot production of high-priced sets (\$800-\$1,000) next year and growing popularization of commercial color in 1955 and 1956. That's the timetable for color TV as a result of filing of the long-expected petition this week by RCA and NBC for rule-making proceedings to adopt compatible standards as evolved by RCA and National Television Systems Committee.

Altho the latest move had been anticipated, the actual filing created a mild sensation inasmuch as it is a perceptible step in the direction of commercial color. The filing has not altered the timetable which long has been conjectured to bring commercial color into its own as an infant prodigy in 1955. There will be plenty of color activity prior to that, for, once the standards are approved, programming will get under way in earnest, even the most reception of color will be on black-white sets at first.

Altho the RCA-NBC petition is likely to get some opposition from industry rivals, such as Allen B.

Du Mont Laboratories, Inc., which is strongly black-white minded, there appears to be no doubt the bid will be granted. The commission will need about five or six months. If the issue gets hotly controversial in the industry, more time will be needed. The agency is expected to issue notice for all interested parties to file written views. The commission has the alternative of inviting oral arguments at this stage as the first step in the rule-making proceedings, but top brass in the agency indicate that written briefs will be sufficient to start with, inasmuch as standards already exist for color TV and there is already a gigantic record of oral and written testimony piled up incidental to the commission's adoption of CBS' mechanical disk standards.

Chances are that the commission's invitation for written briefs will come at an early date. Subsequently, the commission is expected to give opportunity for rebuttal, in oral or written form or both.

RCA and NBC in their 697-page petition filed this week promised that as soon as the FCC adopts the proposed color standards, they would expedite production of color receivers, tricolor tubes and broadcasting and studio equipment for sale to the public, to TV manufacturers and broadcasters. RCA and NBC said that with FCC approval,

pilot production of color receivers would get under way during the spring of 1954, while the RCA pilot plant for tri-color tube production at Lancaster, Pa., could "within a few months . . . attain a production rate of 2,000 tubes a month." This activity, according to Dr. C. B. Jolliffe, RCA vice-president and technical director, should enable broadcasters to start color telecasts "early in 1954." Already 41 NBC affiliated stations have contracted to start color telecasts the moment they are available.

RCA and NBC reminded the commission that adoption of their system won't render obsolete the more than 24,000,000 black-white receivers already in the hands of the American public. They said that field tests which have been under way for months have proven conclusively that these set owners will be able to receive color-transmitted programs in black and white without degradation of the picture.

RCA and NBC said that new 14-inch color TV sets would sell for \$800 to \$1,000, but that the prices would be "substantially reduced" when mass production is achieved. The early 12-inch black-and-white TV sets in 1939 cost \$560 which is comparable to \$1,050 today, they pointed out.

NBC proposes to launch an "introductory year" to give the web's

(Continued on page 7)

# CBS-TV SEES COLOR

## Web Plans Some Hue Segs for Fall

NEW YORK, June 27.—CBS-TV will program some color this fall, according to Hubbell Robinson Jr., veepee in charge of network programming. Robinson said that the program department has constantly been mulling potential program ideas to be developed into color shows.

"We will undoubtedly convert some of the current crop of programs into color shows," the programming exec stated. "We will create ideas specifically designed to take advantage of the new medium." CBS-TV is a pioneer in color programming, having presented several shows after the Federal Communications Commission gave its color system the green light. Among the shows that were seen in CBS-TV color were "Mike and Buff" and "Mel Torme."

The network, however, has not designated any one particular producer to oversee its color programming effort, Robinson said. "We would rather have our entire department keep color uppermost in its minds at this moment."

The probability, because of past performance, is that the network will use a number of its top stars

in color shows, such as Ed Sullivan who was ticketed to do such a program previously. It also will probably use a cartoonist who can display the range that color can present.

Robinson concluded by saying that he would make every effort to see that CBS-TV continues to pace the field in color programming as it has in black and white. "We have fought too hard and too long for programming dominance to let the opposition get the jump on us in this new field," he pointed out.

## Du Mont Gets Thor's 'Flash'

NEW YORK, June 27.—Negotiations this week were all but completed for the Thor Corporation to move its alternate week "Quick as a Flash" show from ABC-TV to the Du Mont network. The program is on ABC-TV alternate Thursdays 10:30-11 p.m.

Its new time period on Du Mont, however, has not been selected. Henri, Hurst & McDonald is the agency.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, June 27. — Is President Eisenhower getting ready to call a confab of key leaders of the TV-radio industry? That's the whispered word at White House. There's no confirmation, but the President has been discussing the possibility with several of his inner crew. Idea would be to stage a succession of closed-door talks with elite representatives of all major industries—industry by industry. Aim would be to do some brain picking for best advice on how to gear national economy for semi-peace.

## GOLD'S THE BIG COLOR IN TV'S NEW RAINBOW

As a result of two dramatic happenings at Federal Communications Commission this week, the TV era moves into a faster pace. Specifically involved in this week's happenings is color TV, but the whole world of entertainment and communications will feel the effects.

Not even the lowliest messenger at FCC was surprised by Radio Corporation of America's petition for compatible color TV standards, but the actual filing of the long-anticipated document packed an emotional wallop. It was as if Gen. David Sarnoff, RCA's jaunty board chairman, personally popped in and said, "I told you so." The general had vowed he'd have the petition in by July 1. The filing meant a lot more than that. Without changing color TV's timetable, it cleared the horizon for a glorious color future. Naturally there'll be no big-scale production of color TV sets next year. Even with an inflated dollar, TV sets at \$1,000 apiece are sure to be luxury items. Nevertheless, vast growth is at hand. It means big new investments. RCA and NBC alone are ready to invest at least \$15 million in the "introductory" year, according to Sarnoff, who says RCA has already spent \$25 million on color so far this year. The new color era will bring some undreamed-of adven-

tures in programming and some revolutionary advertising techniques. Look for 1956 to be the year of miracles. That'll be the year when telecasts of the national political conventions will blossom out in all their hues.

Less dramatic but nevertheless significant was this week's theater TV development. FCC's go-ahead to movie interests to operate on existing common carrier frequencies leaves the way open for film exhibitors to establish a carrier of their own if American Telephone & Telegraph Company doesn't lower its rates. This year will see a lot more TV theaters. Some prophets see TV theaters lighting up practically every sizable main street in America in a couple of years. That prediction is obviously overenthusiastic. However, the count by the end of 1954 will be far beyond the current tally which is already past the 100 mark.

## "BEST-SELLER" AT FCC IS RCA'S "RED BOOK"

FCC staffers are piously referring to RCA's color TV petition as "The Red Book." Nothing subversive; it's just that the 697-page petition is a slick publication on glossy paper bound in an attractive red cover. Predicted a staffer: "It'll probably be a lot more popular than our 'Blue Book.'" Freedom of TV and radio got a powerful but inconspicuous plug this week. It came in the form of a warning packed deeply away in a joint declaration by the American Library Association and American Book Publishers' Council on Current Censorship Trends. The two groups sounded off against growing "pressures" against radio, TV and films as well as the press. "The problem is not only one of actual censorship," they said. "The shadow of fear cast by these pressures leads, we suspect, to an even larger voluntary curtailment of expression by those who seek to avoid controversy."

# MULTI-SET RADIO SURVEYS

## Pulse Finds 100 In Use Hike; Webs Buy Revised NRI Plan

NEW YORK, June 27. — The significance of multi-radio ownership was highlighted this week by a special study by Pulse of the A. C. Nielsen Company to revise its Nielsen Radio Index to give greater weight to multi-radio homes.

The Pulse study revealed that over 52 per cent of the Monday-to-Friday radio audience in the New York area in January was in homes with three or more radios. The Pulse study further revealed that homes with three or more sets accounted for 26.8 per cent of the homes using radio during the average quarter-hour, while single radio homes accounted for only 13 per cent. The advantage of three-or-more set families was greater at night than during the morning or afternoon.

During its January radio survey, Pulse also determined that 38.9 per cent of New York families possessing radios own three or more sets, while 28.2 per cent own two sets, and 32.9 per cent own only one set.

The upshot of these figures, according to Syd Roslow, head of Pulse, is that unless a survey gives full account of listening on all radios in multi-set homes, the survey will underestimate the extent of radio listening.

Nielsen revealed this week that

all four radio networks had subscribed to its revised national NRI service, and that it was about to begin installation of its new Multiple-Receiver Metering, while substantially increasing the proportion of multiple-radio homes in its sample. Nielsen also disclosed that several major sponsors and agencies had subscribed to the new NRI.

## NBC'S 2-MIL

# O&O 'Chain Lightning' Hits Solid Billings

NEW YORK, June 27.—NBC's five owned and operated TV stations racked up \$1,900,000 in combined "Chained Lightning" billings last year. As a result, the web plans to make even more extensive use of the merchandising program for retail grocery chains in its new co-ordinated promotion plans for the o&o's this year. In line with this, NBC's Washington station, WRC, initiated a "Chained Lightning" program of its own this month, in co-operation with the A&P, Food Town and Food Fair grocery chains, representing 51 stores in the metropolitan area.

"Chained Lightning" was originally developed at WNBT here a couple of years ago. More recently, the station's veepee-general manager, Ted Cott, launched a similar promotion-sales drive for the retail drug industry, and it's probable that it will also be picked up by the rest of the web's o&o outlets later this year.

## Esquire TV Kitty \$1.3 Mil.

NEW YORK, June 27.—Esquire Boot polish has \$1,300,000 with which to buy a network video program next season. The budget, however, is not large enough to buy an expensive half hour on a large network.

Indications are that the advertiser will compromise and buy an alternate-week name stanza. Emil Mogul Company is the agency.

# NBC Pacts Keane Sisters

NEW YORK, June 27.—Betty and Jane Keane, nitery comedienne sister act, this week were signed to a five-year exclusive radio-TV contract by NBC.

The deal, which was set by web program chief Bud Parry with Howard Hoyt, the gals' manager, calls for guest shots and possible development of a series for the girls.

# NEW PROBLEM FACING FCC

WASHINGTON, June 27.—Confronting the Federal Communications Commission for the first time is a brand-new problem: Is a microwave relay firm a "vendor of program material" or a "common carrier?" The question arose this week in connection with an application filed by J. E. Belknap & Associates, Poplar Bluff, Mo., for authority to transmit TV programs by microwave relay to community antenna at Kennett and Poplar Bluff, Mo.

Contingent on this answer is another puzzler: Assuming the company is a common carrier, would transmitting a TV station's program without permission "constitute infringement of the property right of the broadcaster or a violation of any State or Federal Law?" If the firm cannot satisfactorily answer these and other novel questions in 30 days, FCC will call a hearing.



**Time for sales**  
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Hundreds of local and national advertisers use WDEL-TV consistently... proof positive of its profit potential. Write for information.

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# Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space

## THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

- |                           |                          |
|---------------------------|--------------------------|
| 1. Song from Moulin Rouge | 5. Ruby                  |
| 2. April in Portugal      | 6. Say You're Mine Again |
| 3. I Believe              | 7. Your Cheatin' Heart   |
| 4. I'm Walking Behind You |                          |

Look for this listing every week.  
We'll be back on TV Sept. 12



Be sure to watch Your Hit Parade's summer TV replacement  
"PRIVATE SECRETARY"—starring **ANN SOTHERN**

Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network



## NEWS CAPSULES—COAST TO COAST

Mutual's Affiliate Board Holds Meet;  
WNBT Skeds Five New July Shows

CAPE COD, Mass., June 27.—Mutual's 14-man network affiliates' Advisory Board met here this week with the web's top execs. Announcement was made of the appointment of Herbert Rice as veepee in charge of programs for Mutual, and Bert Hauser as veepee in charge of co-operative programming. Rice will continue his activities in the General Teleradio TV operation. Hauser has headed up Mutual's co-op department since 1945. The affiliates meet, the group's second quarterly confab this year, was held at the Oyster Bay Country Club.

5 NEW TV SHOWS  
FOR WNBT, N. Y. . . .

NEW YORK — Five new TV shows are scheduled to start over WNBT next month. Beginning July 2, author-lecturer Howard Whitman will take over the 7-7:15 p.m. Thursday slot. Necchi Sewing Machines will sponsor pianist Liberace's new film series on Sundays, 10-10:30 p.m., beginning July 5. That same day, WNBT will launch a new Sunday afternoon feature film program from 2:30 to 4. New kid programs lined up for July include Sherry Leis, a lady magician, 12:15-12:30 across the board, and "Sheriff Bob Dixon's Playhouse" 6-6:30, Monday thru Friday. Latter show replaces "Magic Horseshoe" and Coca-Cola's "Sense and Nonsense." Dixon recently took over the emcee spot from Bob Williams on the "Horseshoe" ailer. In addition to the above five shows, WNBT last week scheduled a nightly live variety seg with Steve Allen as emcee in its 11:20-midnight spot, sponsored by Ruppert Beer.

US HAS 110 MIL.  
RADIO SETS . . .

NEW YORK — This country had 110,000,000 radio sets as of January 1, 1953, according to a joint survey made by the four networks. The total breaks down to 44,800,000 radio homes, plus an extra set in 30,000,000 of them, 26,200,000 sets in passenger cars and 9,000,000 sets in miscellaneous places. This is an increase of 5,000,000 sets over last year at the same time.

BROD CRAWFORD  
FOR NEW SERIES . . .

NEW YORK—Broderick Crawford will star in the new CBS-Radio package, "Big Joe Small," a situation comedy based on the home-life of a cop. Featured with him will be Tim Considine. Hank Garson will produce and direct.

FRANK TELFORD  
JOINS DU MONT . . .

NEW YORK — Frank Telford, former AM-TV director at Young & Rubicam, this week became a producer for the Du Mont network. Telford will concentrate on packages of his own creation after this summer, during which he will produce "Captain Video." He has produced such network properties as the "Schlitz Playhouse of Stars," "Pulitzer Prize Playhouse" and "We The People."

3 IN COMMIE PROBE  
SUSPENDED BY AFTRA . . .

HOLLYWOOD.—Three members of the American Federation of Television and Radio Artists have been suspended by the AFTRA board of directors because of their failure to tell a congressional investigating committee whether they are or ever have been Communists. The action, announced Tuesday (23), came after the board held a five-and-a-half-hour hearing Monday (22).

Suspended were Libby Burke, Shimen Ruskin and Murry Wagner. The suspensions became effective Tuesday and remain in effect for a year unless the trio individually and voluntarily purge themselves before the House Un-American Activities Committee and before the AFTRA directors within that time. Failure to comply will result in automatic expulsion, the board held.

NARTB APPOINTS  
8 COMMITTEES . . .

WASHINGTON.— President Harold E. Fellows, of the National Association of Radio and Television Broadcasters, this week appointed members to serve thru May, 1954, on three NARTB board committees and eight standing committees.

The new committee chairmen are: E. K. Hartenbower, KCMO, Kansas City, Mo., bylaws committee; Harold Essex, WSJS, Winston-Salem, N. C., finance; Henry B. Clay, KWKH, Sheveport, La., membership; G. Richard Shafto, WIS, Columbia, S. C., AM radio; Ben Strouse, WWDC-FM, Washington, FM radio; John F. Meagher, KYSM, Mankato, Minn., standards of practice; Paul Ralibourn, KTLA, Los Angeles, subscription TV; Cambell Arnoux, WTAR-TV, Norfolk, TV finance; Edward Breen, KVFD, Fort Dodge, Ia. copyright; Gilmore N. Nunn, WLAP, Lexington, Ky., insurance, and Fellows, TV information.

ILL. TV LIBEL  
BILL VETOED . . .

CHICAGO.—A bill to make television stations and their owners subject to libel was passed by the Illinois Legislature, but vetoed by Governor Stratton Thursday (25). The governor said the bill was unconstitutional. The Chicago Tribune, which owns WGN-TV, had favored the measure. The bill provided immunity for the station for libel by a candidate for public office. Stratton said he doubted if this was constitutional. The State constitution makes the truth a complete defense for libel if it is prompted by good motives. The vetoed measure did not mention motives, but made truth the defense.

OTHER NEWS  
IN BRIEF . . .

New subscribers to the Nielsen Coverage Service in the past two months include 26 radio stations, a TV station and three ad agencies. . . . Ludens, Inc., has renewed its participating sponsorship of "Howdy Doody" for 52 weeks, and Standard Brands renewed for 13 weeks. . . . WHB and KMBC, Kansas City, were this week authorized to operate

shared time TV stations on Channel 9. . . . Miles Laboratories has signed a 52-week renewal of "Curt Massey Time" on Mutual. . . . NBC Spot Sales has been chosen to represent KSD and KSD-TV, St. Louis, and KGU and KONA-TV, Honolulu. . . . Shwyder Brothers thru Grey Advertising has bought a 10-minute segment of "Your Show of Shows" for next season. Products are Samsonite luggage and Samson folding tables and chairs. . . . Rand McNally will publish a series of books based on "Ding Dong School." . . . The three-city TV network of the Canadian Broadcasting Corporation will be extended later this year to embrace nine private TV stations in Canada. . . . The Illinois State Senate this week tossed out a bill that would have prohibited State-supported institutions from operating educational TV stations. . . . To combat a shortage of TV personnel in Hawaii, KGMB-TV has organized its own TV production school. . . . WATV, Newark, N. J., next week begins a weekly half-hour series in which Governor Driscoll will give non-political talks. . . . The American Council for Better Broadcasts, a national organization of listeners, was formed in Minneapolis this week.

THE RESTLESS PEOPLE AND  
THE REVOLVING DOOR . . .

Paul B. Mowrey, formerly general manager of WABC-TV, has joined WFIL and WFIL-TV as program and sales advisor effective August 1. . . . Alan Sands and Stan Dreben have been repected as writers of the "Fun for All" comedy show, with Arlene Francis and Bill Cullen renewed for the summer run. . . . Jeremy Gury, previously a Donahue & Coe veepee, goes to Benton & Bowles in the same capacity. . . . Burgess Meredith has signed in as master of ceremonies for "Junior Omnibus" on the NBC net, beginning September. . . . Herbert Rice has been appointed as vice-president in charge of programs for the Mutual Broadcasting System, and Bertram J. Hauser has been named vice-president in charge of co-operative programming. . . . C. Nicholas Priaulx, recently resigned vice-president and treasurer of ABC, was feted at the Tavern on the Green by top execs and 200 staffers of the web. . . . Merv Kopelin has been named director of "Fun for All" . . . Dan Jenkins, radio-TV editor of the Hollywood Reporter for past three years, joins the national editorial staff of TV Guide Magazine this week as feature writer and columnist. . . . Mildred Beach exits as executive secretary of the Academy of Television Arts and Sciences, Hollywood, July 1 to devote full time to production of her TV program, "Beauty by Rhythm." She remains on the ATAS board of directors. . . . Eldon Hazard, CBS Radio network sales manager; Joe Reed, account exec at the web, and Harry Feeney, CBS trade press editor, this Sunday entrained for Detroit to confer with Kaiser-Frazer about its sponsorship of Lowell Thomas. . . . Ray J. Mauer has joined the radio-TV creative staff of Cunningham & Walsh to serve on the Liggett & Myers tobacco account. . . . Nelson Case is recuperating at Harkness-Pavillion, following an emergency slipped-disc operation. . . . CBS Radio Spot Sales' account exec, Roy Shults, will retire July 5 to the Eastern coast of Florida. . . . Dr. W. R. G. Baker, vice-president of the General Electric Company, was awarded the 1953 Medal of Honor by the Radio-Television Manufacturers Association. . . . E. P. H. James, former promotion director of NBC and veepee of MBS, has been appointed co-ordinator of television planning and public relations at KVOA, Tucson, Ariz. . . . Bill Lauten, manager of business publicity at NBC, has resigned his post with the web, effective July 2. . . . Bob Fuller, WCBS-TV publicity head, is off on a two-week vacation. . . . John Derr, director of sports, CBS Radio, leaves by plane June 30 for Scotland to cover the British Open for the network. . . . A. Prose Walker, Eastern supervisor of Conelrad for the Federal Communications Commission, was ap-

## TEMPORARY WINNER

CBS Gets Interim OK  
For Chi's Channel 2

WASHINGTON, June 27.—The CBS-Zenith Radio Corporation contest for Channel 2, Chicago, neared conclusion this week when the Federal Communications Commission granted CBS Station WBBM-TV a special temporary authorization to operate on the coveted channel. The ruling, described by the commission as the "most desirable solution for the interim," is good only until the U. S. Court of Appeals for the District of Columbia makes a final determination on the pending CBS-Zenith case, or until the FCC awards a license to either of the two contestants after competitive hearings. In event of a hearing, FCC made clear in a memorandum opinion and order, the commission will not consider as "pertinent to the controversy" any expenditure made by either party while operating under the ruling. In rejecting Zenith's proposal to share with CBS interim operation of Channel 2, the commission said the plan did not seem "feasible or practicable," adding, "Any venture which could hope to provide service to the viewing public requires the mutual good will and co-operation of all the participants." The FCC warned that a joint CBS-Zenith operation "would be ill-fated," in view of the "strong adversary position and the conflicting interests" of the parties.

The Court of Appeals directed the FCC last month to make an interim determination on Channel 2 along one of four lines: CBS operation, Zenith operation, joint CBS-Zenith operation, or CBS operation with leased Zenith

apparatus. Controversy began when CBS bought WBKB (later WBBM-TV) on Channel 4, Chicago, from Balaban & Katz for \$6,000,000. Under a revised TV assignment plan, the FCC allocated Channel 4 to Milwaukee and ordered WBBM-TV to transfer to Channel 2, where Zenith had been operating experimentally.

Commissioner Frieda B. Hennock, in a dissenting opinion, commented, "Had such a (competitive) hearing been held in February, this matter might well have been disposed of by now."

CHICAGO, June 27.—H. Leslie Atlas, vice-president of CBS and head of the local and network TV operations in Chicago, told about plans for WBBM-TV here Friday (26). The station will move out of its tight quarters in the State-Lake Building within a year and will go into a new building within a short distance of the Loop.

Not until the new studios are ready will the station embark on a program of originating network shows. Atlas said CBS still hopes to originate 12 hours a week from Chicago.

Some will be new shows and some may move from New York, he said. "Seven of the eight Garry Moore sponsors were sold thru the Chicago office," Atlas said. "It's natural to put shows where you can service them best."

WBBM-TV will shift from Channel 4 to Channel 2 July 5. The changeover will cost about half a million dollars, including a new antenna and a power boost to 100kw, scheduled for November.

Ct. Edict Vs. Scenery  
Movers Elates Justice

WASHINGTON, June 27.—Justice Department appeared confident this week that it would be able to break up a "virtual monopoly" of scenery and equipment haulers serving TV stations, theaters and motion picture producers in the New York area, following Federal Grand Jury indictment against four corporations, a labor union and five of their officers.

The indictment charged that the Walton Hauling & Warehouse Corporation, Tait Transfer Company, Schumer Theatrical Transfer, Erie Transfer Company and Local 817 of the International Brotherhood of Teamsters Union conspired to fix "high, unreasonable and non-competitive prices"; barred independents from hauling theatrical scenery, and "used the coercive power of Local 817 to compel theater owners, producers and TV stations, by threats of picketing and other means, to abide by the conspiratorial agreements of the defendants." Justice said this group enjoyed a \$2,000,000 annual business.

Such monopolistic practices, the indictment further charged, "af-

fected and restrained" theatrical and commercial productions originating in New York studios and televised over many of the nation's 189 TV stations, a business which Justice estimates runs to "many millions of dollars annually."

Reed Filmery  
Appoints Fox  
Vice-President

HOLLYWOOD, June 27.—M. Bernard Fox on Wednesday (1) took over as vice-president of Roland Reed Productions, Inc., two months after his affiliation with the firm.

Fox joined Roland Reed to produce and sell two new TV series he created—"Waterfront," an adventure series starring Preston Foster, and "Men of Justice," an anthology mystery series starring Gene Lockhart in the first story. He produced both series and also co-authored the screen play of "Waterfront" with Jesse Lasky Jr.

The new vice-president formerly was with the Du Mont network, later forming his own company, Fox Television Productions, which he continues to maintain for creation and development of TV shows. Fox flies to New York the second week in July where he will join Ben Frye, general sales manager of United Television Programs, in the sale of the two shows. The programs are the first two to be sold by the Reed company under its new exclusive sales association with UTP.

Bob Blake to Join  
NBC O&O Dept.

NEW YORK, June 27.—Bob Blake, publicity director of WCBS here and formerly with WOR and WOR-TV, New York, as press director, will resign his post shortly to become part of Ted Cott's new pooled-activities set-up in NBC's o&o department. Blake will handle publicity for the new outfit. Blake worked under Dick Pack, WNBC-WNBT programming chief, and Cott's top o&o aide, when Pack was WOR-TV publicity head, and later took over the job when Pack moved over to WNEW.

## SUNDAY SLOT

B-M Awaits  
CBS-TV on  
'Police Story'

NEW YORK, June 27.—Bristol-Myers this week was awaiting word from CBS-TV as to whether it would accept "Police Story" in the Sunday 9:30-10 p.m. slot the advertiser owns. The sponsor has already given the packager, Bernie Procter, an order for the program.

The program was bought previously by Bristol-Myers early in 1953 when it canceled "Break the Bank." CBS-TV, however, did not accept the order then and sold it Alan Young-Ken Murray alternate-week comedy show to the client. Doherty, Clifford, Steers & Shenfield is the agency.

pointed manager of engineering for the National Association of Radio and Television Broadcasters on July 20, succeeding Neal McNaughten who recently joined the Radio Corporation of America.

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Pre-planned coverage reaches the homes — the people — in this rich market. Write for information.

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# TV FILM PURCHASES

"All Star Theater" has been purchased by Ranier Brewing Company for Spokane viewing over KTNT; Crown Jewelry over WJAR, Providence, and to the Montreal and Wichita, Kan., markets thru Screen Gems, Inc.

CBS Television Film Sales this week chalked up the following sales: "Art Linkletter and the Kids" to Greensboro, N. C., and Las Vegas, Nev.; "Crown Theater" to Green Bay, Wis.; Milwaukee and Santa Barbara, Calif.; "Strange Adventure" to Bloomington, Ind.; Las Vegas, Nev.; Rochester, N. Y.; Rome, Ga., and Sioux City, Ia.; "Files of Jeffrey Jones" to Ann Arbor, Mich.; Detroit, Erie, Pa.; Las Vegas, Nev.; New Orleans and Santa Barbara, Calif.; "Gene Autry" to Bangor, Me.; Dallas; Hutchinson, Kan.; Indianapolis; Las Vegas, Nev.; Oklahoma City, and Santa Barbara, Calif.; "Range Rider" to Bakersfield, Calif.; Cleveland; Fresno, Calif.; Las Vegas, Nev.; Phoenix, Ariz., and Santa Barbara, Calif.

The Guild Films' "Liberace" series is currently showing in 62 markets which include latest sales to: WNBZ, New York for Necchi Sewing Circle starting July 5; WTVJ, Miami, for First Federal Savings & Loan Association; WDTV, Pittsburgh for People's First National Bank & Trust; WJTV, Jackson, Miss., and WJAR, Providence for Citizen's Saving & Trust Company.; KTVH, Hutchinson, Kan., for First National Bank of Wichita; WKOW, Madison, Wis., for the Ford Dealers' Association; KTTS, Springfield, Mo., for the Crank Drug Stores; Cedar Rapids, Ia., and Davenport, Ia., for Sawyer Biscuit Company; York, Pa., for Kiebler-Weyl Biscuit Company; Boston for Omega Watches, and to Station KDYL, Salt Lake City.

WOR-TV, New York, this week purchased from NBC Film Division 26 segments of the "Dangerous Assignment" series which have already been shown in this market. NBC also racked up the following sales: One hour version of "Hopalong Cassidy" to KHQ, Spokane, and Bakersfield, Calif.; "Victory at Sea" to be sponsored by Richfield Oil Company in San Diego, Calif.; Bakersfield, Calif.; Santa Barbara, Calif., and Fresno Calif.; also to WDSU, New Orleans, for Schaefer Pen Company, and WDTV, Pittsburgh for Ford Motor Company; "Dangerous Assignment" to WNCT, Greenville, N. C., for Epting Appliance Company, and KAFY, Bakersfield, Calif.; "Life of Riley" to KSTP, St. Paul, and "Douglas Fairbanks Presents" to KAFY, Bakersfield, Calif.

Consolidated Television Sales' Station Starter Library of nine film series has been sold to WKOW, Madison, Wis.; KAFY, Bakersfield, Calif.; KULA, Honolulu; WSON, Henderson, Ky. KDUB, Lubbock, Tex., has purchased "All American Game of the Week"; WFAA, Dallas, has signed up for "Public Prosecutor"; KTTV, Portland, Ore., will run "Ringside With the Rasslers," and WFBM, Indianapolis, has purchased "Crusader Rabbit."

"Amos 'n' Andy," currently running on the CBS network for the Blatz Brewing Company will start its syndicated run July 1 in 18 markets. They are Amrillo, Tex.; Chicago; Denver; Fresno, Calif.; Houston; Hutchinson, Kan.; Los Angeles; Las Vegas, Nev.; New York; Phoenix, Ariz.; Pueblo, Colo.; Salt Lake City; San Diego, Calif.; San Luis Obispo, Calif.; San Francisco; Santa Barbara, and Spokane.

Du Mont Film Sales' Feature Package of 28 British films has just been sold to KVEC, San Luis Obispo, Calif. KVEC has also purchased Du Mont's mystery series, "Scotland Yard." Another Du Mont series, "Famous Fights From Madison Square Garden," has been sold to KING, Seattle, with a starting date of August 1.

The Lakeside Television Company this week sold its feature package of 11 films to WEWS, Cleveland. Titles in-

clude, "Gay Love," starring Florence Desmond and Sophie Tucker, and "Blind Justice," Geraldine Fitzgerald.

"King Calico," quarter-hour moppet show, has been sold to Springfield, Mo., and Oklahoma City thru Harry S. Goodman Productions.

New sales by Prockter Television Enterprises this week include "Orient Express" for American Home Products to KCOK, Fresno, Calif.; KPTV, Portland, Ore.; KING, Seattle; KAFY, Bakersfield, Calif., and KHQ, Spokane. The Ford Dealers of Lima, O., and Saginaw, Mich., are sponsoring "Orient Express" on WLOK and WKNX in those cities. "Play of the Week" has been sold to the Houston Bank & Trust Company on KPRC, Houston, and "China Smith" to the Madison, Wis., and Rochester, N. Y., markets.

# Picture Business

By LEE ZHITO

NEW YORK, June 27.—ABC-TV has a sure-fire winner in its Danny Thomas telefilm series, if the pilot reel is any indication. Filmed in Hollywood by Desilu Productions ("I Love Lucy," "Our Miss Brooks") for the network, the initial reel, "Make Room for Daddy," successfully projects Thomas' characteristic warmth and down-to-earth human brand of comedy. As one who has seen Danny wow the ringsiders many times, this reporter feels that writer Mel Shavelson and producer Louis Edelman were able to capture the real Thomas for TV. I've enjoyed Danny's numerous previous TV appearances, but always felt that the entertainer on TV for some reason or other was not quite the same guy I've known in live performances.

Possibly live TV restricted the entertainer with the horrors of its

master, the stop-watch, and never let him fully relax to the leisurely pace of a typical Thomas presentation. The simplicity of Thomas' manner and material, so vital a part of his success in other media and highlighted to its fullest extent in this reel, was often overwrought with bedazzling production numbers that filled the TV screen with props, girls and a full orchestra.

The film production is delightfully simple in its structure. Thomas plays the part of a successful entertainer under the name of Danny Williams. Comedy situations result from his family's demands that he stay home and treat them as any normal father should. A rib-tickling line is voiced by his kids who refer to him as "Uncle Daddy," as it's been so long since he's been home.

Danny cancels out a Las Vegas, Nev., engagement and heads for a second honeymoon only to find his youngsters have him booked to play a grade school show. There are plenty of situations ideally suited for the typical Thomas brand of comedy.

Aside from the top talent involved in this film, one of the main reasons why it sparkles with a spontaneous appeal can be found in the manner in which it was filmed. The show required a minimum of retakes. It was rolled virtually straight thru, and trimmed down to size, thereby avoiding the stilted and polished characteristic that can mar a TV film production.

On the basis of this reel, the Thomas filmed series is destined to pay off handsomely in top ratings for the sponsor (American Tobacco Company) and ABC-TV.

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HERE...NOW...TODAY...  
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MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE . . . PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH . . . STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.
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INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.

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THE BILLBOARD TV FILM BUYING GUIDE

ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Table with columns: Adventure, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for CHINA SMITH, DANGEROUS ASSIGNMENT, DICK TRACY, FOREIGN INTRIGUE, RAMAR OF THE JUNGLE, THE UNEXPECTED.

Table with columns: Drama, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for COUNTERPOINT, DOUG FAIRBANKS PRESENTS, FAVORITE STORY, INVITATION PLAYHOUSE, ORIENT EXPRESS, PULSE OF THE CITY.

Table with columns: Miscellaneous, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for KIERAN'S KALEIDOSCOPE, STRANGER THAN FICTION.

Table with columns: Women's, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes entries for FEMININE TOUCH, LILLI PALMER SHOW.

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.

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.

100G Chrysler Pic Pact to Fairbanks
HOLLYWOOD, June 27.—Chrysler Corporation, Detroit, has inked Jerry Fairbanks Productions to produce a 30-minute Technicolor film thumping its 1954 models.

United Snags Coke Contract
HOLLYWOOD, June 27.—A series of 47 TV spot announcements will be made by United World Films, Inc., for the Coca-Cola company, UW Veepee Norman Gluck announced this week.

Arrow Maps Series Of Sports TV Pix
HOLLYWOOD, June 27.—Arrow Productions plans to film a series of 26 sports stories some time late this year titled, "Ringside."

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

- COMEDY: BREWSTER'S MILLIONS (United Artists 1945)...Peerless TV; HENRY THE RAINMAKER (Monogram 1949)...MPTV; JEANNIE (English Films, Inc., 1943)...Sterling TV; SHIPYARD SALLY (20th Century-Fox 1939)...Argyle TV. DRAMA: GUEST IN THE HOUSE (United Artists 1944)...Atlantic TV; GUILTY BYSTANDER (Film Classics 1950)...TV Exploitation; HIGHWAY 13 (Screen Guild 1948)...Tele-Pictures; JIGSAW (United Artists 1949)...Specialty Pictures; KIDNAPPED (Monogram 1948)...MPTV; LURED (United Artists 1947)...Geo. Bagnall; MAN OF CONQUEST (Republic 1939)...Hollywood TV; MANBAIT (Lippert 1952)...Tele-Pictures; MEET JOHN DOE (Warner Bros. 1941)...MPTV; MONTANA MIKE...Geo Bagnall; MOZART STORY (Mozart Films 1940)...Tele-Pictures; OUT OF THE BLUE (Eagle-Lion 1947)...MPTV; SPECTER OF A ROSE (Republic 1946)...Hollywood TV; STRANGE WOMAN (United Artists 1946)...Atlantic; SUNDOWN (United Artists 1941)...MPTV; YOU ONLY LIVE ONCE (United Artists 1937)...MPTV. MUSICAL: KNICKERBOCKER HOLIDAY (United Artists 1944)...Quality Films. MYSTERY: COVER UP (United Artists 1949)...Quality Films; CRIME SMASHER (Monogram 1943)...MPTV; MADONNA OF THE DESERT (Republic 1948)...Hollywood TV; ROSES ARE RED (20th Century-Fox 1947)...Unity TV. WESTERN: KIT CARSON (United Artists 1940)...Peerless TV; LAST OF THE MOHICANS (United Artists 1936)...Peerless TV.

Non-Theatrical Free Films

- EDUCATIONAL: BABOONA (film leased)...Specialty TV Films, 1501 Broadway, N. Y.; DEAR BOSS, UNCLASSIFIED...U. S. Navy, nearest naval base; FABULOUS 500...Association Films, 79 Adams St., Chicago; NATION'S OLDEST CITY...St. Augustine Chamber of Commerce, St. Augustine, Fla.; OUTLAW OF THE CAMERON...Texas Game, Fish & Oyster Dept., Austin, Tex.; THE PEOPLE TOGETHER...Venard Organization, Peoria, Ill.; TEAMED FOR PEACE...U. S. Government. INDUSTRIAL: SKYWAY TO YOSEMITE...United Air Lines, nearest office. RELIGIOUS: THIS IS THE LIFE...Lutheran Church, Missouri Synod, St. Louis.

Quick Takes

Erwin H. Ezses, formerly veepee and sales manager of United World Films, has been elected veepee of Motion Pictures for Television, Inc. Jack Trop, producer associated with original "Hopalong Cassidy" films, has joined Ely Landau, Inc., as associate producer on their new series, "Bill Corum Sports Life." Landau has also signed writers James Truex, Henry Misrock, Bob Wald and R. H. Hays to script "The Passerby," currently in production. "Jump Jump of Holiday House," quarter-hour film series, has been turned over to Harry S. Goodman as sole distributor. Herman Rush, syndication sales chief of Official Films, is the proud papa of a 6 1/2-pound boy named Gene. NBC has obtained radio-TV rights for the coverage of the third American Karakoram Expedition which will attempt to climb K-2, second highest mountain in the world. NBC-TV will report full success or failure of expedition in a series of filmed programs this fall. Jack Gross and Phil Krasne have returned to the Coast but will be back in New York in two weeks on further business. Louis Weiss, of Louis Weiss & Company, Los Angeles distribution firm, returned to Hollywood from the East, where he consummated a deal to distribute "Jim and Judy in Teledand," animated series, in the Western States. Robert McElwaine, publicity-advertising head for Samuel Goldwyn Productions for the past year, this week joined Dena Productions at Paramount in a similar capacity. G. Ralph Branton, Interstate Television Corporation topper, returned to Hollywood this week following New York conferences regarding distribution of "The Ethel Barrymore Theater" and "The Amazing Tales of Hans Christian Andersen" series. Richard H. Rogers this week joined Screen Gems, Inc., in a sales service capacity. He closed his own firm, which repred West Coast TV film companies in the East. Carl Russell, formerly film director of WBBM, Chicago, joins Vitapix Corporation next week as sales rep. Reub Kaufman, Guild Films' chief, in huddle on West Coast with Louis D. Snader for two weeks. Walter C. Colmes, former president of Encyclopedia Britannica Films, elected director

of Rockhill Productions, producers of "Tom Corbett, Space Cadet," etc. Edward Hochhauser Jr. has been named general manager and veepee of Associated Program Service. Sidney Barbet, executive director of Buyers' Associates, appointed as film buyer for WBAL-TV, Baltimore. Midwest sales manager George Fisher transferred to New York to handle Guild Films' New York sales operation with an assist from Sundel Frank, newcomer to the company. Tom Johnston, of Canada's National Film Board, is in New York this week to discuss the TV film distribution picture with Saul Turell, Sterling Television prexy.

AGREEMENT

NBC Gets Five Fairbanks Pix Halts Action

HOLLYWOOD, June 27.—NBC has withdrawn its foreclosure action against Jerry Fairbanks to acquire five TV film properties that Fairbanks produced for the network and which the producer arranged to purchase. The amicable agreement was reached yesterday (26). The network, Fairbanks and Consolidated TV Sales have agreed for the latter to assume the obligation of paying NBC for the series' acquisition. Consolidated will pay the network from sales; it was reported. Deal in effect, clears Fairbanks of his direct financial obligations to the network which bankrolled the five series which he produced. While the distributing firm will eventually acquire ownership of the films, Fairbanks will continue to have an interest thru association with Austin Sherman, his partner. Consolidated will continue to peddle the films, aiming principally at new stations. It is offering the quintet for unlimited use over a year's time. NBC several weeks ago foreclosed when Fairbanks was unable to meet the monthly payments because of slow sales.



**Elliot Murphy's  
Aquashow, Flushing  
Meadow Park, New York**  
(Tuesday, June 23)

Capacity 8,272. Price range 60 cents to \$2.40. One show nightly, closed Mondays. Producer Elliot Murphy. Assistant producer and ice choreographer, Burt Milton. Assistant ice choreographer, Lela Rolontz. Water choreographer, Bobby Knapp. Emcee, John Mc-Knight. Cast: The Impressionaires, The Aquazans, June Earing, Bobby Knapp, Evelyn Chandler, Jo Barnum, Fred Hirschfield, Jack Raffloer, Jerry Mapes, the Crosby Sisters, Nat Cannon, Hazel Barr, Betty Harrison, Harold Coates, Len Carney, Frank Campisi, Walter Cleaver, the Dancing Waters, others. Show played by Max Meth's ork.

Elliot Murphy this year has come up with his most imaginative and lavish outdoor spectacle since he started producing the Aquashow at Flushing Meadow Park here nine years ago. If he continues to add expensive features as he has this season, he may have to consider finding a new name for his outdoor spectacles. He has expanded the regular water show and vaudeville acts with a full scale ice revue and the eye-catching Dancing Waters, the remarkably animated mechanical fountains. It is a lot of show for the money, loaded with talented performers and breathtaking spectacle. With some judicious pruning (the show runs well over two hours) and more rehearsal, Murphy's latest extravaganza should be able to withstand the stiff competition from near-by Jones Beach and pull strongly thruout the summer.

The 1953 version of the Aquashow fuses water acts, ice skating, vaudeville and the colorful fountains into a smooth, entertaining and well-paced show. The scene shifts from the water to the rink  
(Continued on page 51)

**Chicago, Chicago**  
(Friday, June 26)

Capacity, 3,915. Price policy, 30 to 98 cents. Four shows daily. House booker, Harry Levine. Show played by Lou Basil and house band.

Vic Damone, five weeks out of the Army, returns to the fold and shows that hup-two-three did no damage to the voice. His vocals scored heavily with the younger set particularly. "Gypsy in My Soul," "I'm Walking Behind You" and "September Song" demonstrated versatility. While his singing is smooth and lyrics are clear, he seemed a little rusty in stage work this time, with screaming kids in the front rows not helping.

Movie actor Jeff Chandler appeared on the first day only, in connection with the film. He and Damone did "Walkin' My Baby Back Home" to good results and top mittings.

**Judy Solos**

Judy Johnson and Her Dates came on with special lyrics and moved to vocals which had Judy soloing most of the time while the boys danced. Generally, the lads add effect to the act, but their routines are all similar, with much arm-waving, and aim of interpretive stuff with chairs wasn't clear. Gal's numbers include "I Believe" and "Red, Red Robin."

Comic Phil Foster's routines took a beating from youngsters in front who were staying thru several shows, but he got rolling with fresh lines that brought laughs. The Juveleys open the show with good-looking juggling, head balancing and roly-boly routines.

Tom Parkinson.

**RUDENKO BROS.**

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Many thanks to:

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**Night Club-Vaude Reviews**

**The London Palladium**  
(Monday, June 22)

Capacity, 2,200. Price range, 99 cents to \$1.82. Two shows daily. Booker and manager, Val Parnell. Producer, Charles Henry. Show played by the Woolf Phillips Sky-rockets ork.

Every so often when a top name heads the Palladium bill, there's a tenseness among the audience. The smaller acts preceding the headliners pick up this electricity and spark off far bigger reactions than they would do normally.

Such was the case of a young British comic, Joe Church, who worked in the first half of the Martin and Lewis bill. Church proved himself slicker than the majority of his fellow countrymen when it came to selling humor. With a little pruning and some production, this is a boy who could do big things for British vaudeville. Next to him on the bill was Itlao, a Continental jazz-paced juggler who flung himself and his props about in an amiable fury to win the second biggest hand of the night. Even Page and Bray, an average dance team which ended the first half of the show, picked up some of the vibration in the air and earned themselves a better reception than their actual dancing deserved.

**M & L Hour**

The second half—listed as the Martin and Lewis hour—was opened by Dick Stabile, giving the Woolf Phillips band a rest. Stabile introduced the Mayo Brothers and, after them, the first of the team—Jerry Lewis. Lewis is a boy whose true talent seems somehow obscured in motion pictures. As the hour passed and he pulled more and more talents out of the bag, it was evident that here was an artist of the front rank. Love him or hate him—and on his film reputation those are about the only two groups, in Britain anyway, who form his audience—you cannot deny talent. With Dean Martin doing straight, a skillful and by no means secondary role, the team built with each moment they were on.

The result was an hour with far more to offer in sheer humor than many a higher-rated comedian has given in this same house. The lone boo from the circle which greeted Lewis' curtain speech was as wide of the mark as the team's confessed nervousness about their reception in England. Here was the true stuff of vaudeville—talent built upon personality. A fine evening's entertainment.

Leigh Vance.

**Latin Quarter, New York**  
(Monday, June 22)

Capacity, 625. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters. Booking, non-exclusive. Publicity, Bayne-Zussman. Estimated talent cost this show, \$10,000.

The big raucous show with plenty of flesh and flash should make a solid commercial package with particular appeal to the visiting firemen. When it comes to production, Lou Walters' imagination apparently has no limits, so long as it calls for a stage full of girls in all stages of dress and undress. The result is about 30 girls, divided up into show, pony and cancan, all showing off gorgeous costumes or eye-popping chassiss with little costume to get in the way. There's one thing sure—these kids aren't padded!

The new show, entitled "Ca C'est Paris," tees off with a French Moulin Rouge prop, windmill, etc., picturing the Paris of the 1890's. It permits Cass Franklin and Monica Moore to shine in single song spots as well as in duets, doing outstanding jobs in both fields. Flanked by lush productions, the number gets underway segueing into an elaborate cancan. The first single act on is tiny Nejla Ates, Turkish dancer, who showed plenty in the looks, sex appeal and epidermis department. The pint-sized Miss Ates did a series of grinds, accompanying herself with thumb bell-castanets, and drew hypnotized attention for the full five minutes or so she was on.

**Apache Act**

Lucienne and Ashour, on in the deuce, kept up the sight pace  
(Continued on page 51)

**Palace, New York**  
(Friday, June 26)

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

The house spots another stanza of good programing, with Lee Davis' monolog quirks warming up the customers in next to closing to put the temperature well above the cooling-system thermostat—a backward way of saying that Davis scores as usual.

The opener spots a return of George and Ann Oliver in their torrid roller duo, which again includes the always sock cocktail drinking spin. Likewise a repeat on the novelty agenda is the Florida Trio, currently one of the best presented contortionist acts around. Other repeaters are the Three Parks, this time, however, with a new gal in the trio, Betty Vincent. The new triumverate works ever-smoothly together and adds up to one of the outstanding hand-balancing combos to be exhibited locally in a long time—a natural for TV variety slots.

Some of the top moments on the bill are contributed by ventriloquist Hank Siemon. Not only is his standard stint top flight, but use of a pair of audience stooges for a four-way vetro confab and as a duo of harmonizing dummies is an amusing novelty click. TV variety producers could do well to look at Siemon's routines.

**Song Contris**

Chant-wise, British Dorothy Squires makes an auspicious State-side bow-in. The lass has a trick, deep-register delivery and nice sales personality. She is better on ballads than specialties, and her wind-up of "I'm Walking Behind You" draws a sock hand. Also sharp on the vocal side are the Ben Yost group, The New Yorkers (four men and a gal). Harmonizing is excellent and the fivesome has the good sense to stand still and sing to put their wares across. The group scores with a Victor Herbert medley and has a smash wind-up with "I Believe."

In the single terp turn this week, Beau Jenkins, Negro tapster, acquits himself pleasantly. His start is slow via a tepid Bo-jangles imitation, but steps warm up for solid projection and a flash finish.

Pic, "Lone Hand."

Bob Francis.

**Biltmore Bowl, Biltmore Hotel, Los Angeles**  
(Wednesday, June 10)

Capacity, 850. Price policy, \$1-\$1.50 cover. Shows at 8:45 and 11:45. Booking policy, exclusive thru Joe Faber. Producer, Dorothy Dorben. Publicity, Maury Foldare. Estimated budget this show, \$4,000. Estimated budget previous show, \$4,000.

A personable, effervescent young singing blond bombshell is the highlight of the Bowl's new offering for the next six weeks. Dorothy Claire, an alumnaus of "Finnian's Rainbow," brings her stage know-how into play and it pays off from start to finish.

From the time she belts out her opener, "Haven't Got a Worry to My Name," to her reprise, "Birth of the Blues," Miss Claire commands attention and the applause. She displays a freshness and bubbling enthusiasm in both her mannerisms and versatile vocalizing. Tastefully attired in a flowing white gown, singer moves with grace and assurance.

As is to be expected, Miss Claire includes in her repertoire a couple of numbers from "Rainbow." Working without a mike, she scores with "How Are Things in Glocca Morra?" and "The Old Devil Moon," using a slight Irish brogue with ease. Before segueing into those tunes, she gets a heavy mitt for two specialties, a nostalgic old vaudeville song and a laugh provoker, "Hard Hearted Hannah." Her biggest laugh getter is a somewhat risque take-off on "My Man" in which relatives enter the picture.

Bill is well balanced. The Goetschis, three brothers, expertly go thru an unusually exciting  
(Continued on page 51)

**Club Elegante, Brooklyn, N. Y.**  
(Thursday, June 18)

Capacity, 375. Price policy, \$2.50-\$4.50 minimum. Shows at 10 and 12 (extra shows Saturdays). Operator, Joe Scandore. Exclusive bookers, Mercury Artists. Estimated talent cost this show, \$1,150.

This new club is a lush place on Ocean Parkway near Coney Island. Decorated in good taste, the spot draws heavily on the local trade. Week-ends are big. Week-day biz is so-so.

The show caught—all bills are one-week stands—compares favorably with the bills played here since the room opened. The Barry Sisters were on top, with Bob Melvin, comedian, and Joan Kayne, terper, featured. The Barry Sisters have changed their act considerably. They have dropped all of their Yiddish duets and now concentrate entirely on pops, standards and novelties. Two girls have improved their appearance and project as well in the American field as they did in the foreign language field. Their close harmony on pops and novelties makes them a highly listenable pair. The opening show hands forced them to a beg-off that they handled with showmanship for extra hands.

**Melvin Comedy**

Bob Melvin, a tall, lanky lad, showed good timing and better choice of material. The latter was a potpourri of other comedians' acts. But whosoever it was, it sold.

Joan Kayne, an attractive hooper, did three numbers in the opening slot and showed a good act. Much of her choreography was unimaginative, but her good looks overcame it.

The show was cut by Eddy Stone's seven-piece ork in big town fashion. Stone is more than a band leader. He makes a fine emcee and a good man to tie in groups for intros and celebrations that local audiences go in for.

Pepito Alvarez' four-piece Latin outfit relieved.

The room has a nice center stage (band sits upstage) but needs better show lighting. At present, the only lights are fixed spots which limit performers who move around.

Bill Smith.

**Copacabana, New York**  
(Thursday, June 25)

Capacity, 610. Price range \$4-\$5 minimum. Shows at 8:30 and 12:30. Extra shows Saturdays. Owner-operator, Jules Podell. Booking, non-exclusive. Publicity, Dreyfus-DeLynn. Estimated talent cost, \$6,000.

The new show packs an entertainment wallop, even if it doesn't stand up in name value to the shows house has had. The second show, pening night, the room opened its "Burmah Road" (that's left field here) and partially filled it.

There are minor drawbacks to the current package. First, each act runs too long; secondly, the numbers the singer, Joyce Bryant, does, can stand some sharp switching.

Dominique opened slowly with standard card tricks, then went into his king-sized "disappearing pips" card trick. From then on, he built strongly as he went into his pickpocket routines and ended way ahead with his "electric" chair routines.

**Nelson Scores**

Jimmy Nelson, working in the middle slot, again proved himself a remarkable technician. Working with one, two and then a third dummy, Nelson showed excellent material. But the act isn't geared for yocks or speed. On the show caught, Nelson did about 45 minutes. The result was that he lost his audience and hurt himself and the rest of the show. Cutting the act down at least 15 minutes would give it greater impact and furnish the rest of the show a feeling of speed which it can use.

Joyce Bryant continued to display all sorts of exciting potentials. She has looks (her gray hair above young, sharply chiseled features, is magnificent), a chassiss, a voice, and occasionally shows a fiery selling style. On this show, however, she did eight  
(Continued on page 51)

**Paramount, New York**  
(Wednesday, June 25)

Capacity, 3,654. Price range, 70 cents-\$1.50. Four shows daily; five week-ends. Paramount chain booker, Harry Levine. Show played by Bobby Byrne's ork.

This is one of those rare stage shows full of bounce, youthful vigor and exuberance, with every act threatening to break it up. On the night caught, every act was a potential show stopper. From the way the audience reacted, each act could have stayed on for an hour.

The headliner, Don Cornell, came on after Frank Fontaine was forced into a beg-off, and right away he had them in his palms. Starting with a hyped version of "Walking My Baby Back Home," the audience came right in with rhythmic hand-claps to accentuate the beat. Then came a wave of fem shrieks as Cornell followed with his first big record seller, "I Walk Alone." The big male singer worked beautifully, pacing himself well, exchanging chatter with a houseful of teenagers and, all in all, doing a smash job. When he wound up with his big "I'm Yours," it was to yells and whistles such as he seldom got here before. Cornell's "She Loves Me" can stand changing. Jerry Carr, Cornell's pianist, who did "echo" backing, is an excellent musician, but singing or even sing-talking isn't one of his talents. In fact, the whole production idea of "She Loves Me" never came off. It got laughs in the wrong places and heckling from time to time.

Cornell has enough material for theaters and might well consider dropping the number completely, or until he comes up with a better gimmick than the one he used here.

**Fontaine Clicks**

Frank Fontaine had it a little tough following the vitality-packed De Marco Sisters. But once he got started the house was with him all the way. His opener was an eight-bar intro of "When You're Smiling" and then into a Godfrey take-off that drew immediate responses. This segued into a series of carbons of radio and picture names, followed by Winston Churchill and the late FDR. The chances are that heavy applause for the latter was more for the memory of the late President than for Fontaine's act, yet Fontaine was clever enough to build on it for more take-offs, each done remarkably well, and finally into his classic John L. C. Savoni, the sweepstake ticket winner. After that there was no doubt that Fontaine was a smash hit. He had to beg off after two extra bows.

The Five De Marco Sisters came on like a storm and kept whooping it up with five-part melodies, winning big hands for practically every song they did. The kids now sell as much on sight values as they do on voices. This time in they used a mixture of pops, novelties including "Calypso Blues," and ended with their amusing version of "A Little Girl From Little Rock." The fact that one of the kids pranced around bare-footed gave the number added piquancy. The gals also wound it up as big hits.

**Dancers Too**

The show opened with dancing of Bud and Cece Robinson in their always wonderful bobby-sox version of the Charleston, j-bug and soft shoe. The two kids are now a standard act. They project well, look good and work as if they're actually enjoying it. The result is that they are solid winners each time around. This time it was no different. They started fine, kept up the enthusiasm and wound up way on top.

The Bobby Byrne crew, with Byrne on the trombone, cut a fast-paced show in good style.

Pic, "The Beast From 20,000 Fathoms." Bill Smith.

On RCA-Victor Records  
**ELTON BRITT**  
Starred on WOR-MUTUAL Network—Monday to Friday  
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## Managers, Agents Ponder Position in Acts' Bankruptcies

Broder, Goldfarb, Katz Air Views On the Situation; Opinions Vary

NEW YORK, June 27.—The increasing number of bankruptcies among showbiz personalities has started agents and personal managers to wondering and worrying what their rights are and how to protect themselves.

In an effort to get some answers, The Billboard queried several showbiz attorneys, citing specific and hypothetical cases.

Most managers believe firmly that being declared a bankrupt does not wipe out management contracts that still have years to

go. I. Robert Broder, attorney, agrees in that belief. He said that "most of these bankruptcies are ridiculous. Somebody gets a judgment and right away the performer goes into bankruptcy. Maybe the performer can't pay his debts, but it has nothing to do with continuing obligations that he's agreed to, and still has years to run."

"The only thing one can't take away from a bankrupt are the tools of his trade with which he makes a living," said Broder. "But what if the manager paid for the bankrupt's gowns, costumes, material, music, etc., which the performer is continuing to use? These are tools," said Broder, "but the manager, in this case, may attach them as his rightful property."

Herman Goldfarb, of the law firm Goldfarb, Mirensberg & Vallon, which is also in personal management took a different position.

### Goldfarb View

"When a person is adjudged bankrupt, the law says they are freed not only of past debts but also past obligations," said Goldfarb. "And a managerial contract, no matter how long it has to run, is an obligation. If the performer wants to throw the contract into the hopper during a bankruptcy proceeding, the law permits it."

Henry Katz, house attorney for the American Guild of Variety Artists, said that the Guild considers commissions owed and exclusive agency contracts entered into by its members as not subject to bankruptcy proceedings.

"We consider our member has an obligation like a tax bill. Even if he goes thru bankruptcy, he still has to pay his tax or make some kind of settlement. We consider the same thing true of commissions owed. Maybe we will sanction a settlement. Basically, however, the principle holds that commission due is not wiped out by a bankruptcy proceeding."

### Exclusive Pact

Katz also said that an exclusive agency contract between one of AGVA's members and an agent "remains in force for the term previously agreed upon. A release may be obtained for cause, but that will have nothing to do with any bankruptcies."

A number of smaller picture companies, whose films are now being shown on television, took advantage of the California bankruptcy laws. Most of these indie producers had contracts with the American Federation of Musicians, independent stars and Screen Actors Guild, not to make their products available to TV without paying for music rights to the AFM, certain secondary rights to actors, etc. But when these companies went thru the wringer, the receivers sold the flicks to TV and all the contractual rights were negated.

## Flesh Shows In Waterbury

HARTFORD, Conn., June 27.—Only fleshier in Connecticut this summer is Loew's Poli, Waterbury, using two-day stageshows plus a first run picture, getting under way Friday (26).

Opening bill has Sarah Vaughan and revue and Erskine Hawkins and orchestra, with subsequent attractions including Mel Torme, Georgia Gibbs and Patti Page.

Policy will continue indefinitely, according to Harry F. Shaw, Loew's Poli division manager. House, managed by Robert Carney, is running films rest of week.

## N. Y. Moves to Bar Price from AGVA Office

NEW YORK, June 27.—A move to bar Georgie Price from running as a candidate for any office in the American Guild of Variety Artists on a charge of "illegality" was started by members of the New York branch, acting in an unofficial capacity.

If the charge is sustained it is foreseen that Price's election as a delegate to the recent AGVA convention, which in turn led to his nomination to a major office, may be ruled out of order.

The rule under which the action was started says that any "member who fails to pay dues, assessments and fines on a due date is delinquent." If the delinquency lasts more than 30 days the member may be suspended. Delinquent or suspended members may not vote, nominate or function as board members.

Price was nominated by Harry Eaton as a delegate to the convention at a New York branch meeting March 11. Eaton, according to AGVA's records, was seven months behind on an assessment and delinquent as of that date. Therefore, said the AGVA committee, Eaton's nomination of Price was illegal. Later Eaton cleared up the delinquency.

It is further charged that during the February national board meeting Price, sitting as a board member, was also in arrears, thereby forfeiting his right to sit as a board member. Highly placed informants also question whether the board's actions at the February meeting were in order because Price joined the deliberations. According to the AGVA records Price was in arrears from November 1, 1952, until March 30, 1953. Price pays \$60 a year in dues. Committee also claims that Price didn't pay dues until May 22, 1953, when he paid \$15 on the eve of the convention. Union records show that Price is now paid up to August, 1953.

The question of Price's nomination became further confused when a charge of dereliction of duty was leveled at Manny Tyler, AGVA's record custodian. When delegates were seated at the recent convention, it was Tyler's job to notify the credentials committee of the circumstances surrounding Price's nomination. Tyler didn't do so, said the members.

It was at this convention that Price was also voted a life membership. The New York Committee has started machinery to have this card revoked on the initial charge that everything leading up to his attending the confab was out of order.

Georgie Price, a general partner in the firm of Price and Davis, New York Stock Exchange brokers, denied all the charges as "untrue." "I've never been in arrears, to the best of my knowledge, and right now I have a paid-up card in my pocket," said Price.

Tyler admitted that the original nomination of Price was faulty but cited AGVA custom, "We always do that. We give nominees a chance to pay up when we get the records. Price was technically in bad standing. But he cleared up everything at least 12 days before he received his letter of nomination."

Price is now a candidate for AGVA's presidency. Running against him are Danny Thomas, Rajah Raboid and Jackie Bright. An effort to put Wini Shaw into the race is now being made thru a petition.

## Syndicate Backs Jimmy Burryll

PHILADELPHIA, June 27.—A financial syndicate is reported backing Jimmy Burryll, who makes his debut in Warwick Room, Hotel Warwick, Monday (29).

The singer's bow also marks a policy departure for the swank Warwick, which so far has had strictly a band policy and never gone in for presentations.

## Union Liable for Accident Premiums

NEW YORK, June 27.—William F. Brunner, Long Island real estate operator and former sheriff of Queens County, was elected trustee of the Welfare Fund set up by the American Guild of Variety Artists. As AGVA's rep on the board, he will be co-chairman of the Fund with David Katz, managing director of the Roxy Theater. Katz represents the employees on the Fund. AGVA already has turned over \$11,000 to the trustees. Additional sums will be turned over in the immediate future.

The question of booking slips versus accident insurance coverage came in for an exhaustive discussion. Gabriel Galef, attorney for Lloyd's Insurance Company, which issued the group policy, said that the AGVA Welfare Department was responsible for all premiums. "So long as we get a booking slip showing the member has been engaged for a performance, the member is covered," he said, adding that the premiums were AGVA's responsibility.

In effect this meant that if talent buyers file booking slips but

either fail to pay the premiums or are late in paying it (Lloyd's has a 60-day grace period), AGVA will have to pay it out of whatever funds it has. It can then sue the talent buyers for the unpaid premiums they may have agreed to pay.

Galef observed at one time that only about 40 per cent of the premiums due from ops all over the country have been paid. He also said that Lloyd's experience rating so far with the AGVA group policy was "not very good."

It was intimated, however, that if the courts rule in favor of AGVA in the current legal battles, principally in Chicago, collections will improve to such an extent that the present plan will prove profitable to all concerned.

## Toronto Casino Plans to Fold

TORONTO, June 27.—The only vaude house in this city, the Casino, which for the past three years has booked mainly with big-name acts, plans to close September 1, according to Manager Murray Little.

Little said that all the acts booked into the house are booked two months in advance, and in the light of that, notice in writing was given to the stagehands, projectionists and musicians, informing them the house was planning to shutter. Thus far, according to Little, no answer has been received.

"We have been trying to get these unions to submit their new contracts for months. Our present contracts expire September 1, and in fairness to our operation, we feel that we should know now what our costs are going to be. In the light of present circumstances we have no other alternative but to close our doors," said Little.

### 6G Nut

The house now has a basic nut of \$6,000 to \$6,500 a week, without cost of the stageshow. The stageshows run from \$4,000 to \$10,000 a week.

Among the names booked for the summer are Mickey Rooney, Johnnie Ray, Pearl Bailey, Joni James, the Great Morton, Jimmy Boyd and the Four Lads.

NEW YORK, June 27.—Talent agencies doubt the Casino's closing. They point to inquiries received from the theater asking for attractions after September 1. Theater men say if the Casino were to close why wait until September?

## Lewis Appeals 1G AGVA Fine

HOLLYWOOD, June 27.—Comedian Jerry Lewis this week was granted an appeal of a \$1,000 fine imposed on him by the American Guild of Variety Artists for a cuffo performance in a local nitery. The national appeals panel will hear arguments in October.

The appeal was granted, however, subject to a \$5,000 fine and possible suspension from AGVA if he should do another gratis date before the hearing. It is understood this would be the stiffest penalty ever levied by the guild.

MIAMI BEACH—C. D. Ritter, manager of Municipal Auditorium here, has reported a continued shortage of names and package deals, with transportation to Southern Florida being a big factor. He observed that holders of entertainment dollars are doing more shopping before they spend. Ritter said he hoped performers would halt their competition for "prestige fees" and return to prices "that will give the public a chance to discover them again."

### SELLOUT

## La Rosa in SRO Biz, Sans Ads, In Pittsburgh

PITTSBURGH, June 27.—Julius La Rosa, a Godfrey radio show regular, did two nights at the Vogue Terrace Friday and Saturday (19-20) and the club had to get the State Police to control traffic.

La Rosa came in for \$3,750 on a straight deal. Operating on a \$3 cover, the 1,100-seat spot was sold out three nights before the opening, and without a single ad. Column items drew such attention that by the time the club had La Rosa actually signed, and was ready to make the announcement the room had been sold out, so there was no point in running ads.

As a result of this phenomenal business, club is making a drive to line up all the Arthur Godfrey show regulars. It has bought the Chordettes for a week stand, has a deal going with the Mariners and is now trying for the McGuire Sisters, Frank Parker and others.

## Army Club in Talent Market

NEW YORK, June 27.—The Sampson Air Force Base NCO Club in Geneva, N. Y., is moving into the night club field, booking name talent for its members. First name to play a week at the club is Karen Chandler, Coral Records artist, who starts July 1. The Harry James crew is next attraction for the spot.

NCO Club at the base is under the direction of Johnny Krins, Airman Third Class. Club has 2,000 members, who pay dues every month. The club sells food and liquor. There is no admission charge. The loot spent for food and drink is expected to pay the talent nut. If Chandler and James are successful club intends to stay on name talent kick.

### Extra Added

#### Philadelphia

The wedge has turned over its bookings to the Miller Agency, New York. . . . Peggy O'Dea leaves the local scene for the first time to open at the Seville in Montreal.

Vocal coach-pianist Harry Dobbs will go on a Midwest tour with canary Joan Rogers.

Moana, after two straight years at the Hawaiian Cottage on the Jersey side, leaves this week for a two-month visit to her native Hawaii.

## Petrillo Tours To Study World Mechanization

MONTREAL, June 27.—James C. Petrillo, Musicians' Union chief, who returned to New York yesterday to sail for Europe aboard the S. S. United States, will make a study of mechanization the world over, with specific reference to its effect on the livelihood of American musicians. "Our problems," he said, "begin and end with mechanizations."

Petrillo indicated he was greatly interested in the importation into the United States of foreign tapes, and in the exchange of masters. He wishes to ascertain whether the trading in tapes and masters could be construed as evading, thru subterfuge, payments to the Music Performance Trust Fund.

He stated he would confer on these problems with Hardie Radcliffe, chief of the British Musicians' Union and executive head of the Federation Internationale des Musiciens; with Sven Wassmuth, of Sweden, of the board of FIM, and others.

Petrillo, after a brief stay in England, will travel to Stockholm to attend the congress of the International Confederation of Free Trade Unions. He will be accompanied by George Meany, president of the American Federation of Labor. Petrillo's trek will include, in addition to England and Sweden, Denmark, Holland, Belgium and France.

With executives of the International Labor Organization, a subsidiary of the United Nations, the AFM chief will discuss a long range project known as the "Petrillo Plan," which envisages an international trust fund for musicians. This plan centers around the theory that a musician can assign his performance and interpretive rights in a record to an organization set up as a fee collecting agency. ILO proposes to present the plan to the Berne Copyright Convention in 1954.

### SLOGAN

## Disk Ass'n Finally Adopts One

NEW YORK, June 27.—The Record Industry Association of America has finally adopted an official slogan which will be recommended for use by all disk and phonograph manufacturers. Slogan is "Make Friends With Records." It was originated by Wendell Buck, head of a public relations firm here and himself a record enthusiast.

The RIAA's search for an industry slogan started during the Hartford Music Festival, sponsored by the association last September. None of the slogans turned in at that time was

## Mills, Columbia Pictures Sign Pact on Flick Music Rights

NEW YORK, June 27.—Mills Music and Columbia Pictures have signed an agreement awarding the publisher world rights to all background music and songs in the movie firm's films. The only material excluded from terms of the contract are songs penned by writers already under contract to other publishers and old copyrights revived for film use.

The agreement with Columbia further entrenches Mills' solid position in the film music field. The publisher has had a similar arrangement in effect with RKO Pictures since 1950 and has signed for the rights to many independent movies, among them the output of Lippert Productions and Abbott and Costello. The latter's television films are shown widely abroad as regular exhibitor fare. Mills, which has been industriously gathering film mu-

## FUTURE CONFAB SITE PICKED

MONTREAL, June 27.—The American Federation of Musicians will hold its 1954 convention in Milwaukee, the 1955 convention in Cleveland and the 1956 clambake in Atlantic City. This was decided by the committee on locations. Harry Steeper, reporting for the committee, told the delegates of the committee's troubles in securing proper accommodations. Some cities and hotels would provide community bathrooms. "I didn't think that would be compatible to the comforts of the delegates ... knowing how much they drink," Steeper remarked. He added that last year Atlantic City was already booking conventions for as far ahead as 1962.

The necessity for planning convention locations years ahead has put a stop to the oratorical and histrionic exercises indulged in annually by delegates trying to land the convention for their city.

## 53 Resolutions Processed at Union Session

MONTREAL, June 27.—The Federation processed 53 resolutions this year—a somewhat lighter load than ordinarily. Last year, 67 were processed. As is usual, many of the 53 were reported unfavorably by the various committees assigned to study the resolutions. Some were referred to the president's office or to the International Executive Board for additional study. The following resolutions, of considerable trade interest, were referred to the executive board:

- 1). A resolution that diskeries designate on the label the use for which a record is intended.
- 2). A resolution to draw up a legislative program providing for revision of the Copyright Act, so as to secure for musicians a recognition of their rights in recorded music.
- 3). A resolution providing for a hike in wage scales covering fairs was referred to the board with a recommendation that it be adopted. The resolution points out that scale for fairs has not been raised for many years, that under present regulations an employer can call on the band to play as many as three two-hour performances daily for seven days a week for the sum of \$125 per man per week. The resolution states this remuneration is out of line with that received by bands playing other engagements.

deemed suitable by the diskery members of the organization and the search continued until last week when Buck's motto made it. For submitting the winning slogan (Continued on page 37)

# AFM's Main Objective Is Preserving Royalty Plan

## D. C. Questions Give Bd. Rein On Disks Talks

Continued from page 1

around the welfare provisions of the Taft-Hartley Act. These provisions specified that the only recipients of a union's welfare funds could be those workers who had actually created the product—in this case records—which make possible a fund. The MPTF, of course, does not meet these provisions. Rather, the funds go to all the AFM locals and are shared by the indigent thruout the country. However, the nature of the fund, together with the fact that it is administered by a representative of the record companies rather than the AFM, cleared the necessary brass of the Truman administration. These were Labor Secretary Maurice Tobin and Attorney General Howard McGrath.

Their opposite (and Republican) numbers today are Martin Durkin and Herbert Brownell.

### Durkin's Spot

Durkin, who was scheduled to address the convention but was unable to keep the appointment, is regarded by Petrillo as being sympathetic to the AFM's royalty philosophy. Just what Brownell thinks about the matter is a moot point. In any event, a contract negotiated by the AFM and the diskeries would require the blessings of Durkin and Brownell.

To the AFM, the preservation of the royalty principle means more than the \$1,500,000 which it now brings in annually. The royalty principle, when it was first embraced years ago, marked a turning point in AFM strategy.

It marked the end of the federation's head-on fight against canned music. There was substituted instead, a policy of trying to salvage from mechanical music as much money as possible. The plan has worked rather well with regard to disks, but the salvage potential which the AFM sees in the film and television industries has never been realized (see separate story).

Should the AFM be unable to preserve the royalty principle in upcoming negotiations in both the disk and film fields, it will be faced with the specter of unbridled use of mechanical music and no ameliorating MPTF fund.

## Confab Lauds Leyshon, Inc., For Coverage

MONTREAL, June 27.—The public relations firm of Hal Leyshon and Associates, Inc., was commended for its press relations in a resolution drawn up by execs of Local 161, Washington, and passed by the entire convention. Leyshon and his associates, Gene Buzzell and Ruth Greenberg, serviced both the French and English press of Canada in addition to their regular servicing of U. S. papers. This bilingual coverage entailed the services of a translator, separate sets of sten-

(Continued on page 63)

## P. ACKERMAN COVERS CONFAB

NEW YORK, June 27.—The proceedings of the American Federation of Musicians convention in Montreal were covered by Paul Ackerman, music editor of The Billboard. Additional stories about the convention activities will be found on the first page and in the TV film department.

## PATS ON BACK FOR 802 & 47 FROM PETRILLO

MONTREAL, June 27.—For the first time in the memory of many delegates, President James C. Petrillo congratulated the administration of New York Local 802. During the course of his opening address he mentioned by name President Al Manuti and Vice-President Al Knopf. Petrillo promised his support. He referred to the sensitive relationship between the local and the national body which existed prior to the election of the incumbent New York group and which prompted Petrillo, during the 1951 convention at the Commodore Hotel, to threaten to expel from the AFM certain dissident elements. Petrillo also mentioned his satisfaction with the operation of Los Angeles Local 47, headed by John Te Groen and Maury Paul.

## AFL's Meany Is Speaker At Convention

MONTREAL, June 27.—Legislative and political conditions affecting the musician were touched upon by George Meany, president of the American Federation of Labor, and Henry Kaiser, Musicians' Union counsel, both of whom addressed the 56th annual convention here. Meany told the delegates that it was necessary to remain vigilant in the fields of politics and legislation. "These are difficult times," he said. "It is not easy to live in the middle of the 20th Century."

Meany complimented the musicians upon recognizing the need to defend their rights; he praised Petrillo's foresight in creating the (Continued on page 37)

## ADOPT PENSION PLAN

# 82 Officers, Employees Of AFM Will Benefit

MONTREAL, June 27.—Delegates to the 56th annual convention of the American Federation of Musicians on Thursday (25) passed a resolution empowering the executive board to place into operation a pension and retirement plan. Passage of the resolution occurred toward the end of the convention's last day, and was accompanied by much debate before the delegates finally gave it their okay. The pension plan, which has been the subject of study since it was first broached by a delegate at the San Francisco convention in 1949, will cover officers and employees, not members, of the AFM.

Harry Steeper, AFM treasurer, in making a plea that the delegates vote in favor of the plan, stated that the AFM would explore the possibilities of including in the plan all officers of the AFM locals. As envisioned now, the plan provides that the AFM set aside a fund of \$250,000. Officers and employees would contribute 4 per cent of their salaries, with the AFM contributing a sum amounting to 5 per cent of the salaries of those covered.

As the federation is presently constituted, it is estimated that the plan will benefit 82 men and women, nine of whom are officers. The AFM's 5 per cent contribution is expected to amount to about \$20,000 annually. Benefits would begin when a person covered by the plan reached the age of 65 in the employment of the federation. A man would lose his benefits in the event he left

## Execs Air Flat Rate Idea With TV Film Reps

Continued from page 8

asked to formulate what they consider to be an equitable deal. Should the AFM and TV film producers arrive at a new royalty arrangement covering dramatic productions, the formula will probably parallel in some respects the arrangement which now obtains with regard to TV film jingles. Originally, there was a 5 per cent levy on this product. In the fall of 1952, however, the AFM and ad agencies worked out a new contract calling for the MPTF to receive a flat fee of \$100 on each jingle produced instead of a percentage. The new arrangement placed no limitation on the number of performances or the number of stations performing the jingle.

### Less Employment

The AFM switched from a percentage deal to a flat fee when it ascertained that the percentage levy resulted in a lessening of employment—just as in the case of the dramatic shows which are now the subject of negotiations.

It is no secret that royalties derived from TV film have been minicule as compared to royalties derived from disks. Yet the film field—both TV and theatrical film—is very important in the AFM's scheme of things. When the 5 per cent levy was first presented to the delegates of the AFM at the Houston convention three years ago, the prospect was regarded as full of promise. The AFM is still trying to realize the potential. It should be noted, of course, that whatever deal the AFM and the producers work out runs the same risk at the upcoming disk deal. That is, it will ultimately have to clear the execs of the new administration.

the federation prior to attaining the age of 65. Steeper, making an impassioned plea for acceptance by the delegates, pointed out that the AFM execs faced the problem of (Continued on page 63)

## Union Officers Are Re-Elected

MONTREAL, June 27.—James C. Petrillo was re-elected president of the American Federation of Musicians during closing sessions of the convention Thursday (25). It was the AFM chief's 14th renewal. All other execs were re-elected, including Charles L. Bagley, Local 47, Los Angeles, vice-president; Leo Cluesman, Local 16, Newark, N. J., secretary, and Harry J. Steeper, Local 526, Jersey City, N. J., treasurer.

For the first time in six years, there was no contest for positions on the executive board. Re-elected to the board were William Clancy, Detroit; Herman D. Kenin, Portland, Ore.; Stanley Ballard, Minneapolis, and Walter M. Murdoch, Toronto.

Named as delegates to the September Convention of the AFL were Petrillo; Steeper; Bagley; Frank F. Field, of Local 52, South Norwalk, Conn.; Ed Charette, Local 406, Montreal; Ed Ringius, Local 30, St. Paul, and Pete Kleinlauf, Local 140, Wilkes-Barre, Pa.

# Postpone Indefinitely Hearing On Juke Copyright Legislation

## Chance Slight for Reopening Ere Adjournment of Congress

WASHINGTON, June 27.—The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks has once again postponed its hearing on juke box copyright legislation. This time the hearing is off indefinitely. Senate subcommittee officials said that an effort will be made to stage the hearing sometime before Congress winds up, but one high-ranking spokesman indicated that there is barely an even chance to compress the hearing into the time left before the present term is recessed. Congressional leaders are hoping for a recess by the end of this month or sometime during the first week of August at the latest.

Even if a hearing is not held before Congress winds up its pres-

ent term, the subcommittee could stage a hearing any time during the recess. It has been reliably learned that Sen. Pat McCarran (D., Nev.) is urging strongly for a hearing during the recess if the subcommittee fails to find time prior to that. McCarran is author of one of the two juke box copyright bills which have been introduced this session. McCarran's bill proposes to extend the copyright bill to juke boxes but exempts operators of single juke boxes.

Sen. Everett M. Dirksen (R., Ill.), author of the other bill hopped this session, is known to be

indifferent as to whether a hearing is held. Dirksen introduced his bill with a "by request" tag, a designation which usually means that the bill was introduced as a courtesy to some constituent without necessarily committing the

(Continued on page 93)

## C & W WHIZ

### Webb Pierce Consistent Hit Maker

NEW YORK, June 27.—Webb Pierce, who came to Decca from Four Star Records in 1951, has become one of the most consistent hit makers on the label's c.&w. roster. With his waxing of "Wonderin'," he began an unbroken string of six consecutive entries on The Billboard's best-selling charts for the market. This week, his seventh, "It's Been So Long," jumped into the No. 5 spot on the listings. Cumulative sales of Pierce's last six slicings have neared the 2,000,000 mark.

## DON CHERRY ON U. S. GOLF TEAM

NEW YORK, June 27.—Don Cherry, golfdom's gift to the world of records, has been selected as one of the members of the U. S. Walker Cup golf team, which will battle top British golfers in Kittansett, Mass., in September. Cherry will be making his first appearance with the Walker Cup team.

## ALL-INDUSTRY TV MUSIC GROUP MEETS THURSDAY

• Continued from page 3

Roger Clipp, WFIL-TV; Dwight Martin, General Teleradio and also chairman on the TV Music License Committee; Irving Rosenhaus, WATV, and Robert Thompson, WBEN-TV.

The second subcommittee, charged with conducting negotiations with ASCAP for blanket and per-program licenses, consists of all the members of the executive committee with the exception of Arnoux and Martin.

### Want Action Soon

The no date has as yet been set for the start of license negotiations with ASCAP, the feeling of the committee is to embark on them as soon as possible, altho it is realized that it may be difficult to get them underway before Labor Day. Undoubtedly it will be up to this committee of the telecasters to initiate the discussions, since ASCAP has not yet been officially informed that this committee has been given the authority by telecasters to negotiate on the question of the blanket license.

Committee members were loathe to disclose what sort of surveys and statistical compilations would be made, since they feel that this would reveal their procedures for the pending negotiations and litigation. At the Thursday meeting, it was announced that the executive committee would convene in the near future to discuss ways and means of developing such statistics. It is understood that these will include station monitoring.

## ASCAP Eyes Themes Boost

NEW YORK, June 27.—The American Society of Composers, Authors and Publishers, which is now looking into its present logging system (The Billboard, June 20), with an eye toward expansion, is also considering upping the credit on radio performances of theme songs. The reason for the new consideration being given to radio themes is due to the increasing pressure upon the Society from publishers who feel the present credit per theme performance is now too low.

Right now themes which are not "well known and recognized copyrighted musical compositions" receive .1 per cent of a point, irrespective of whether the song is on a commercial rate program or a sustaining program.

(Continued on page 63)

## '53 Jazz Tour Kicks Off in H'ford Nov. 11

HARTFORD, June 27.—Connecticut's capital city will be starting point of a "Jazz at the Philharmonic" tour for the fourth consecutive year, according to Norman Granz, JATP producer. Contracts have been signed with William H. Mortensen, managing director, Bushnell Memorial Auditorium, for a JATP performance on November 11. Granz said, "We've come to consider the city and auditorium lucky for our productions."

"This season," he continued, "we'll have some 20 top personalities, including Ella Fitzgerald, Oscar Peterson, Flip Phillips, Charlie Shavers, Roy Elridge, Benny Carter and others. Negotiations are under way, also, for either Count Basie or Illinois Jacquet.

"We're currently planning to extend the 1953-'54 bookings over into the Far East. But in the meantime, we're setting up appearances in this part of the country, with mail orders opening about September 1 for the November Hartford production."

Granz, recently returned from an extended European tour, leaves this week-end for his Los Angeles home.

## Plans London Concert Swap

NEW YORK, June 27.—Norman Granz returned from Europe this week with a half-approved plan for a one-shot interchange of musicians between the United States and Britain. Plan, which has been approved by the British Musicians Union, is contingent upon the approval of the American Federation of Musicians. It would involve bringing over the full Ted Heath ork for a one-night stand at Carnegie Hall, in exchange for a "Jazz at the Philharmonic" concert in London in the fall.

JATP played England early this year as part of a charity concert, put on to raise money for Britain after the disastrous winter floods. This marked the first time that American musicians had played the U.K. in many years. The B.M.U. has always been amenable to American jazzers playing there as long as English music-makers could play in this country. The AFM, however, has consistently balked at allowing foreign musicians to play dates here except for special occasions.

Granz, who heads west Monday (29) for California, will stop off in Chicago for a meeting with Mercury Records in order to outline future plans for his JATP label. While overseas the jazz promoter set in motion a deal with Imhofs' record chain in England to sell his waxings there. Deal, which needs approval of the British Board of Trade, would call for Imhofs' importing JATP masters, having them pressed and

(Continued on page 63)

## 'NO STONE' STIRS TIN PAN ALLEY

NEW YORK, June 27.—The fever that grips the music fraternity on occasion, a la "Oh, Happy Day," has manifested itself again with a tune that has stirred enough excitement out Indianapolis way to infect Tin Pan Alleyites. The ditty is "No Stone Unturned," and it was recorded with slim guitar backing by Jim Summers on the Hit Parade label. Coral has snapped up the master which it is now rushing out to market, and a spirited bidding for the copyright has sprung up among publishers. At last word, asking price for the left-field opus was over \$2,500, with bargaining still heated.

## Miller to Quit Victor, Return As King Exec

NEW YORK, June 27.—Al Miller, who has served as field representative, sales manager for c.&w. and r.&b. records, and West Coast a.&r. head for RCA Victor during the last three years, will return to King Records in a combination sales-a.&r. capacity. While the date of the shift has been announced as August 1, it could be sooner if RCA Victor can come up with a satisfactory a.&r. replacement on the Coast before then.

According to Syd Nathan, King prexy, Miller will have very broad responsibilities amounting to a carte blanche. The officially titled sales manager (he'll report to Jack Kelly, King sales v.-p.), Nathan said that Miller can operate "as if he owned the company." He'll be able to record, and sign artists at will. This presumably will be mostly in the hillbilly field. In addition, Miller will have the right to dig into controls, production and publicity. Miller originally joined King in its early days and was with them a number of years before leaving for RCA Victor.

Nathan said the firm is readying its initial release of 45 EP's. Consisting mostly of r.&b. catalog items, the first release, due out within a month, will total 70 disks.

## Victor Promotion Plan, Ad Service Extended

NEW YORK, June 27.—RCA Victor has set its plans for disk advertising and sales promotion services for the 1953-'54 period via new or increased activity on EP, pop, Red Seal, children's and packaged disks. Plans call for (1) new and increased usage of pop posters and hangers, (2) a new EP co-operative fund, (3) close ties with ad and promotion plans of the company's Home Instrument Division, (4) large window displays, (5) Red Seal posters, (6) a new Red Seal disk jockey service, and (7) increased radio coverage of the "Story Time" kidisk show.

The label's new poster service on pop disks calls for the issuance of five point-of-sale promotion pieces a month totalling 52 streamers and 12 hangers a year. The weekly pop streamers will be 6x12 inches and in color, while the hangers will be 8x22. In addition, Victor will continue to issue "bonus" streamers thru the year on special disks.

To continue the label's increasing emphasis on the 45 EP packages, Victor has set up a special co-op advertising and promotion fund to be used only for promoting EP merchandise. The fund is effective thru December 31.

### '45' Player

At the same time, the company's Home Instrument Division is prepping a special campaign on 45 r.p.m. record players keyed to the slogan, "The new 45 extended play records make the Victrola 45 a better buy than ever." Disk and Home Instrument divisions will work together for more effective promotions.

Display service being made available will include at least six major window displays a year at reduced costs. Red Seal posters in two or

more colors will measure 10x20. Sixteen posters will be turned out by the diskery under the new plan.

### Red Seals for Jocks

The Red Seal disk jockey service begins July 1 and replaces the "Music You Want" series offered for many years. New plan calls for a minimum shipment of 100 LP albums, valued at \$595, as a basic library for stations signing up for the service. In addition, stations will get semi-monthly script service, new release each

(Continued on page 63)

## 'GRIPES' OF WRATH

### 'Preferential Treatment' For Potter Stirs Dee Jays

HOLLYWOOD, June 27.—The open secret that local deejays are piqued at what has been termed "preferential treatment" accorded radio-TV platter spinner Peter Potter by his being supplied with records in advance of other disk jockeys this week boiled anew.

First accounts reported a solid-front by KFVB deejays who reportedly planned a 30-day ban on any record not simultaneously delivered to all area spinners. The radio station management, however, refuted this, adding that a poll of its disk jockeys disclosed no such plans, with one possible exception.

For some months a few wax spinners voiced concern over favoritism shown Potter on his "Juke Box Jury" over KNXT, a show featuring new releases with guest panelists voting whether they'll be "hits" or "misses." They've previously threatened various action

## S-F Band Is Booked Thru September 15

NEW YORK, June 27.—Willard Alexander has lined up one-nighters and location dates for the Sauter-Finegan band thru mid-September. Included are five days at Old Orchard Pier, Old Orchard, Me., beginning July 1, and two weeks at the Blue Note in Chicago, beginning July 31. Most of the rest of the tour will be promotion dates in ballrooms.

The ork plays Convention Hall, Asbury Park, N. J., tonight and then moves into Connecticut, Massachusetts, Maine, Pennsylvania, Ohio, Indiana, Michigan, Iowa, Wisconsin, Illinois, back thru Ohio and Pennsylvania and a return date at Convention Hall August 29 and 30. First two weeks in September will have the band in Canada.

## Fires Destroys Rosen's Plant

PHILADELPHIA, June 27.—A three-alarm fire on Monday (22) destroyed the phonograph record warehouse and coin machine repair headquarters at 885 N. Broad Street of the David Rosen distributing firm. Feeding on the shellac in thousands of phonograph records, the flames quickly broke thru the roof. Police estimated that more than 7,000 persons were on the scene, crowding firelines and, for a time at least, preventing firemen from hooking their hoses to high-pressure hydrants.

David Rosen, head of the firm, was in New York attending a distributor convention. Altho the extent of damages was not reported, the blaze destroyed much of the stored equipment, records, automatic music machines, shuffboards and other automatic coin equipment.

The fire began in the rear of the building on the second floor, which is used as a warehouse. Burning lacquer from the records and plastic from the jukeboxes made the smoke heavy and oily. The Rosen firm distributes Mercury and Okeh records among other independent labels, and its coin operation is highlighted by the distribution of AMI, Inc., music machines.

## Col's Epic Line Due in August

NEW YORK, June 27.—Epic Records, Columbia Records' forthcoming independently distributed label, will be available some time in August, according to present planning of the firm. The new line will be handled, in most cases, by the same distrib-

(Continued on page 63)

to stop what has been termed preferential treatment for Potter.

While people close to the picture decline to be quoted, it is known there is no professional love between KFVB's Al Jarvis and Potter. Earlier this year Jarvis complained to Mercury that Potter was being given "special consideration" by being supplied with "pre-releases." There were denials then, and the beef died a sudden death.

Potter, meanwhile, said he was "honored" by the attention created among other deejays for his "one-play" teleshows. He explained that his TV-er requires program planning at least by Thursday preceding the Saturday airing. Generally, he said, he gets the records on Saturday afternoon, altho apprised of new releases the previous Thursday. Sometimes, he added,

(Continued on page 63)

MA Swings it  
... and so does PA  
with the **FOUR ACES**  
Decca Record of  
**ORGAN GRINDER'S SWING**  
American Academy of Music

**MARS RECORDS**  
Current Releases  
**WOODY HERMAN and The New Third Herd**  
**NO TRUE LOVE**  
**BLUE LOU** M-700 (45-700)  
... and the new, exciting long-playing record  
**WOODY HERMAN GOES NATIVE**  
A Calypso Song Festival  
MRX-2 (33 1/3 rpm)  
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They Will Take To You  
**MYSTIC GOWN OF BLUE**  
**TWO LITTLE HEARTS WENT DREAMING**  
**FOR ALL THAT I WANT**  
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A Solid Ballad Hit!  
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THE JUKE BOX RECORD OF THE DECADE!  
The Gayest, Live-It-Up, Celebrated Song in a Generation  
**"TELL US WHERE THE GOOD TIMES ARE"**  
Guy Mitchell Mindy Carson  
with MITCH MILLER ORK.  
Columbia Record #3992

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—Get on our Mailing List.  
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.  
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

**KUDOS and THANKS to..**  
**LION MUSIC CO.**  
of  
**ROBBINS-FEIST & MILLER**  
ABE OLMAN—OSCAR ROBBINS—NORMAN FOLEY—HY KANTER—  
EDDIE McCHARG—BARNEY McDEVITT, etc., for making  
**RAMONA**  
the number one most played and performed song in America, as reported in the authentic Dr. Peatman survey this week.  
**L. Wolfe Gilbert**  
I am proud to have written the lyric to this perennial Mabel Wayne melody.  
Great new recordings by The Gaylords, Louis Armstrong, Les Brown, Tony Martin, Gordon McRae, Vic Damone, etc. . . . and NOW  
**THE EXQUISITE "MONTAVANI" RENDITION**  
Thanks to D. J.s—Radio and TV artists and by all means the A. & R. men.

**McKinley and Pastor Sign Decca Pacts**

NEW YORK, June 27.—Orksters Tony Pastor and Ray McKinley have been signed by Decca Records, with their upcoming wax products due to spearhead renewed road activity by the two leaders. Pastor, booked by the General Artists Corporation, formerly recorded for Columbia. McKinley, who has been relatively inactive in recent years, most recently recorded for RCA Victor. Milt Gabler, a.&r. chief at Decca, brought the two band leaders into the diskery fold. Paul Cohen, who heads up Decca's c.&w. department, has pacted chanter Leon Payne to a three-year term. The Texas folk artist, formerly on the Capitol roster, is due to cut his first wax sessions for Decca in Nashville next week.

**Columbia Sets Job Shifts**

NEW YORK, June 27.—A number of high-level personnel changes were made at Columbia Records this week by prexy Jim Conkling. Arnold Berry, formerly director of costs and budget for the firm, was promoted to director of international relations, where he will be in charge of policy between Columbia and its foreign divisions and licensees. Leon Ruyschaert has been promoted to director of export sales for all of the firm's products, including phonographs. Ray Butler was upped to assistant treasurer of Columbia. He was formerly accounting director for the diskery.

**Air Crash Kills 3 In Chesbro Family**

NEW YORK, June 27.—Henry Chesbro, of Chesbro Music Company, Idaho Falls, Idaho, and his wife Mary Jane, and son, Henry, died June 12 in the crash of Chesbro's private plane at Susanville, Calif. Henry Chesbro was one of the largest music jobbers in the Midwest, the firm of Chesbro Music having been started by his father, Horace, in 1911. He assumed the presidency of the company after his father's death in 1951.

**6 Gals in Running As Welk Chirper**

HOLLYWOOD, June 27.—Lawrence Welk's search for a new "Champagne Lady" ends next week when announcement will be made of his selection following weeks of talent scouting. The girl selected, to replace Roberta Linn, will be from among six who have been trial tested at Aragon Ballroom, Santa Monica. More than 1,800 demonstration records from throughout the U. S. were received by Welk and at least 500 personal auditions held to narrow down the number of final contestants. Finalists are Alice Lon, Dallas; Bunny Bishop, New York; Patricia Harding, San Diego; Eileen Stanley Jr. and Vea Jay, both of Los Angeles, and a sixth unnamed singer who is being tried out this evening.

**Decca Phono Line Readied**

NEW YORK, June 27.—Decca's 1953-'54 line of phonographs, now being readied for introduction at the upcoming National Association of Music Merchants' convention, will include 10 new consumer units, in addition to a new store demonstrator. Suggested list prices of the Decca portables range from \$21.95 for a 78 r.p.m. manual machine, to \$99.05 for a three-speed radio-phonograph with changer.

The firm is also considering various approaches to the high-fidelity market, and expects to bow one or more units early next fall. A consumer study is now underway to determine the type or types of hi-fi units the diskery can best promote.

Included in the new line are three-speed manual portables made to sell at \$26.95, \$28.95 and \$32.95, in addition to a hand-wound player that lists at \$23.50, and a three-speed radio-phonograph at \$57.95. Three models for children will also be added to the Decca line, with details to be announced later. All prices are slightly higher in the West.

Decca, which designs all player equipment bearing its label, markets the machines thru its own branches and distributors. Coral will also make about four phonograph models available to its distributors.

**Teen Benefit Palladium Hit**

HOLLYWOOD, June 27.—A teen-age benefit graduation dance in Hollywood Palladium went on as scheduled Tuesday night (23) despite a last-minute snag that nearly canceled out gratis appearances of top name talent. As it turned out, 3,517 teen-agers, at \$2 a ticket, danced to Les Brown's music and saw a show headed by Danny Kaye, Donald O'Connor with Sidney Miller, Frankie Laine, Kay Starr, Jerry Colonna, Jane Wyman, Margaret Whiting, Gloria Wood and Anna May, Hollywood's teen-age queen.

The hop was sponsored by the East Side Boys' Club and was designed to help raise funds for a \$140,000 clubhouse. But all talent was not cleared thru Theater Authority. TA, in turn, notified all talent guilds for notification to their members that appearances had not been cleared.

Sponsors of the event at the last minute asked for TA clearance, explaining the club is basically for the purpose of combating juvenile delinquency. TA gave an eleventh hour approval following a hastily called board meeting.

**Set Clinic on Sheet Music**

NEW YORK, June 27.—The National Association of Music Merchants, which this year for the first time has established a special committee on sheet music, will feature a sheet music clinic July 14 during the association's annual convention in Chicago. Planning the event are the National Association of Sheet Music Dealers and the Music Publishers' Association.

Both groups have sent out questionnaires to their members to elicit data on current problems affecting the profitable sale of sheet music. A survey has also been taken of consumers on how well dealers meet their needs. Information gathered from all three surveys will be used as the basis for discussion at the confab.

**300G Wichita Trig Sets Bow**

WICHITA, Kan., June 27.—The Trig, a new \$300,000 ballroom here, will hold its grand opening July 20-21, featuring Harry James and his orchestra.

The building will be thoroly air conditioned with 200 tons of air circulating continuously in the 1,800-seat auditorium. The policy, according to M. Y. Blum, of United Distributors, operators of the Trig, will be to feature name bands two to three times a month and local bands three times a week. The rest of the week will be reserved for private parties.

**Capitol Sets Sales Confab For July 9**

NEW YORK, June 27.—Capitol Records will stage its first annual sales convention beginning July 9 at the White Face Inn, Lake Placid, N. Y. Over 175 Capitol execs and sales personnel are expected to attend the three-day confab at which the company will unveil its fall anticipation program to the sales reps from eight of the firm's 10 districts.

Sales execs and personnel from Capitol's two West Coast districts were in session this week at Pebble Beach, Calif.

**Col. Releases New Line of Masterworks**

NEW YORK, June 27.—Columbia Records is releasing a new series in its Masterworks line, called the "Special Collectors Series," which will consist of important waxings previously released on 78 r.p.m. disks.

First release includes waxings by Joseph Szigeti, Emanuel Feuerman, Sir Thomas Beecham with the London Philharmonic and Felix Weingartner with the Royal Philharmonic Orchestra.

**Lyres Club Hits a Snag**

NEW YORK, June 27.—Having hit a temporary snag in the formative stages of the music business social group, the Lyres Club, the club's president, Henri Rene, this week notified all members that all checks and payments previously made to the club were being returned to members. The sum involved is \$7,500. Meanwhile, the club has assigned the duty of selecting suitable quarters for it, prior to the new opening date of October 1, to a real estate agent.

Rene also told members that an upward revision of initiation fees or dues was "inevitable." Officers and committee members are now scheduled to meet at two-week intervals to formulate a new charter for the club. Meanwhile, the Lyres Club incorporation papers were announced as "in effect." To aid the officers and committee members on future procedures, Rene has sent out a questionnaire seeking answers to such questions as location, type of housing, facilities, initiation fees, annual dues and management.

**Sacks Drops NBC-Pub Idea**

NEW YORK, June 27.—Manie Sacks, RCA Victor topper, announced before leaving Thursday (25) for the annual meeting of Radio Corporation of America officials at White Sulphur Springs, W. Va., that as far as he was concerned the projected plan to showcase publisher tunes on an NBC program was a closed issue. He said he was in favor of the idea as a means of pre-testing new material only if all publishers were willing to go along. Because of the mixed reaction and the fact that the publishers have not been able to come to a single accord on the idea he said he was dropping the whole thing. Sacks will return from the RCA meet on July 2.

**First Bruce Disk Release by RCA**

HOLLYWOOD, June 27.—Victor Records launches its latest thrush, Mary Rose Bruce, next week with release of her first recorded songs, both written by vet composer Buck Ram.

The 21-year-old blonde's first disks are "Friends and Neighbors" backed with "Ain't Heard Nothin' Yet." In addition to writing the tunes, Ram also is Miss Bruce's vocal coach and musical director. Victor also's set to release two other sides cut by the singer.

Miss Bruce, a native of Knoxville, Tenn., is managed by Herb and Max Lutz, who have been prepping her for several months.

**COMPARE!**  
**"LOVE EVERY MOMENT YOU LIVE"**  
Mike Pedicin TC 5009 Quartet  
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Manufactured by GOTHAM RECORD CORP.

Watch Us Grow!  
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...  
**SCRAP OF PAPER**  
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**ANOTHER BMI "PIN-UP" HIT**  
**ALL I DESIRE**  
Recorded by  
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DAVID ROSE—(MGM)  
BOB MANNING—(Capitol)  
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• and •  
• "Rainbow in the Valley" • Dot 1168 •  
•••••

**"GIGI"**  
Recorded by ...  
**LES BAXTER—Capitol**  
**PAUL WESTON—Columbia**



★ ★ ★ ★ ★



★ ★ ★ ★ ★

# Perry Como's 10th Anniversary

This was Perry Como during his early radio days. Ten years ago he started a sustaining show on CBS which a year later was picked up by Chesterfield cigarettes. Como and Chesterfield have remained together thru the years and thru the show's conversion to TV. The switch from radio to TV took place in 1950.

... A special section devoted to Perry Como, who this week celebrates his 10th anniversary as an RCA Victor artist.

## A Lot of "Ifs" Alter Como's Life, Send Him to the Top

Fate Gives Him Song for Scissors;  
10 Yrs. in Business Give Him Fame

By LEE ZHITO

Ten years and 35,000,000 records ago, Perry Como was convinced that the music business was not for him and that he should return to the barber's trade in Canonsburg, Pa. Perry had been vocalist with the Ted Weems band and had had his fill of one-night stands. The Weems band had broken up, and Como felt it was time to return to the normal life where he could stay at home with his wife and their two-year-old baby. Como had decided upon a good location for his Canonsburg barbershop and was on the verge of signing the lease for the store when General Artists Corporation called, offering him a Victor recording contract and a CBS sustaining radio show. If the GAC call had been delayed a few hours, the American record industry would have been denied one of its foremost attractions.

But "if" has been a big word in Como's career. Not only is it the title of one of his best-selling records, but his entry into the music business altogether hinges upon an "if" that skyrocketed him to fame and fortune.

### Turning Point

In 1933, Como had his own barbershop in Canonsburg. He was well liked by the coal miners who patronized his shop. He sang as he sheared and was considered by the customers to be quite talented

vocally in addition to being an accomplished hand at his chosen craft. Business was good, despite the economic depression that gripped the nation. Perry's shop netted him \$125 per week. He had worked hard that year, and having enjoyed comparative prosperity, decided to take a well-earned two-week vacation in Cleveland. Here's where the first big "if" came in.

While in Cleveland, his friends insisted that he audition for a small local band quite popular in that territory. More to satisfy his friends than his personal ambitions, Como auditioned for Freddy Carlone, the band's leader, and then returned to Canonsburg. A few weeks went by, and Como was back at work in his shop, his vacation and the audition part of the pleasant past. He then received a wire from Carlone urging that he join the band immediately. The job as band vocalist offered a full \$28 per week. It was hard for Como to decide. At home, he had a going business that brought him \$125 per week among people he knew and liked. The band job offered little more than a fifth of his earnings, but it promised success in a field he loved. Como chose the song instead of the scissors, and the substantial drop in earnings that went with it.

In fact, 1933 was a big year for Como. He had turned 21, started to sing for a living and got married. His bride was his childhood sweetheart, Roselle Belline.

### Learning Years

During the next two years, he eagerly learned the fundamentals of his new profession. He learned poise, how to be relaxed in front of a crowd. He learned how to expand his repertoire rapidly with new tunes from sheet music. He learned how to adjust himself to the later hours of the music business. And best of all, he learned how to please the patrons that crowded around the Carlone bandstand.

By 1936, the band business had reached a new crest. Benny Goodman, Tommy and Jimmy Dorsey, Glenn Miller, Artie Shaw and Ted Weems were top attractions. For a vocalist to grab the public ear, he had to be with one of the name bands. Como caught Weems' eye and ear in 1936 and was offered a job. The Weems band was in its prime in those days, and Como was tempted to make the move by the importance of the band and the impressive salary it offered—an overwhelming \$50 per week.

### Weems' Wing

Under the Weems wing, Como

got the first taste of the music business big-time. Of course, there was the high salary (\$50 a week,) radio broadcasts with the band and recordings which listed him as "vocalist." There was the grind of one-nighters and appearances at Broadway's great presentation houses.

It was in 1942 that Como was set to leave these blessings of the big-time to return to the barber's life. The Weems aggregation had disbanded, and Como headed home to Canonsburg. Phone calls and wires from various agents, managers and band leaders offering new opportunities in the music business were turned down by the young singer while he continued negotiating for a new barber shop's location. But the GAC offer was just too good to turn down. It lured Como with an RCA Victor recording contract that promised to spotlight his talents as a solo singer, and not merely part of a band package. Furthermore, it offered a CBS radio show that paid well, \$100 per week. His first recording, made exactly 10 years ago, was "Goodbye, Sue." His first radio series was a sustaining show.

### Singer Craze

Those were the years that the singer craze was moving toward a new pitch. Bing Crosby was reigning in full force on the

### WHO IS THIS GUY?

## People in the Business Like To Tell Stories About Him

To the people in show business who know and work with Perry Como, several anecdotes about him and his career in the entertainment industry are legion. To the millions of people who buy his records, however, he is somewhat of an enigma. He's anything but publicity hungry, makes few personal appearances and generally sticks to doing the best possible job as an entertainer. The rest of the time Como is a family man and a golfer.

He is at times, however, a worrier. For example, not so long ago he communicated to Henri Rene a fear that the public was hearing too much of Como and records and might get sick of his voice. Como had just learned

screen and on records. Shrieks, sighs and swoons greeted Frank Sinatra. The bobbysox brigade was a new force to be reckoned with in the music business.

Como was booked into the Versailles and the Copacabana and proved his worth. He attracted the teen-agers in block-circling lines when he opened at New York's Paramount Theater. Perry Como, the ex-band vocalist, was now a new star on the show business horizon.

### Film Debut

In 1944, Perry went to Hollywood to make his movie debut in 20th Century-Fox's "Something" *(Continued on page 19)*

that there are an average of 70 Perry Como disk shows being aired every day around the country in addition to his own TV show and the Como singles played on deejay shows. Three weeks after Como spoke to Rene about what seemed to be a problem, RCA Victor released "Don't Let the Stars Get in Your Eyes."

That Como is a "top plug" to the music business is standard knowledge. The boys worry about his health too. At one of Como's golf tournaments it started to rain while he was on his second nine. A few of the publishers and song pluggers began to worry about Como's catching a cold, playing in the rain. They commandeered a jeep and drove out to the middle of the links to get him back to the club house.

### "Ave Maria"

When recording "Ave Maria," Como brought his local parish priest along to the session to make sure that the recording would be properly reverent.

When asked about the clothes he'd wear at a special affair one night, Como is reported to have said, "I don't own a tux—you'd be surprised at the number of shindigs it gets me out of."

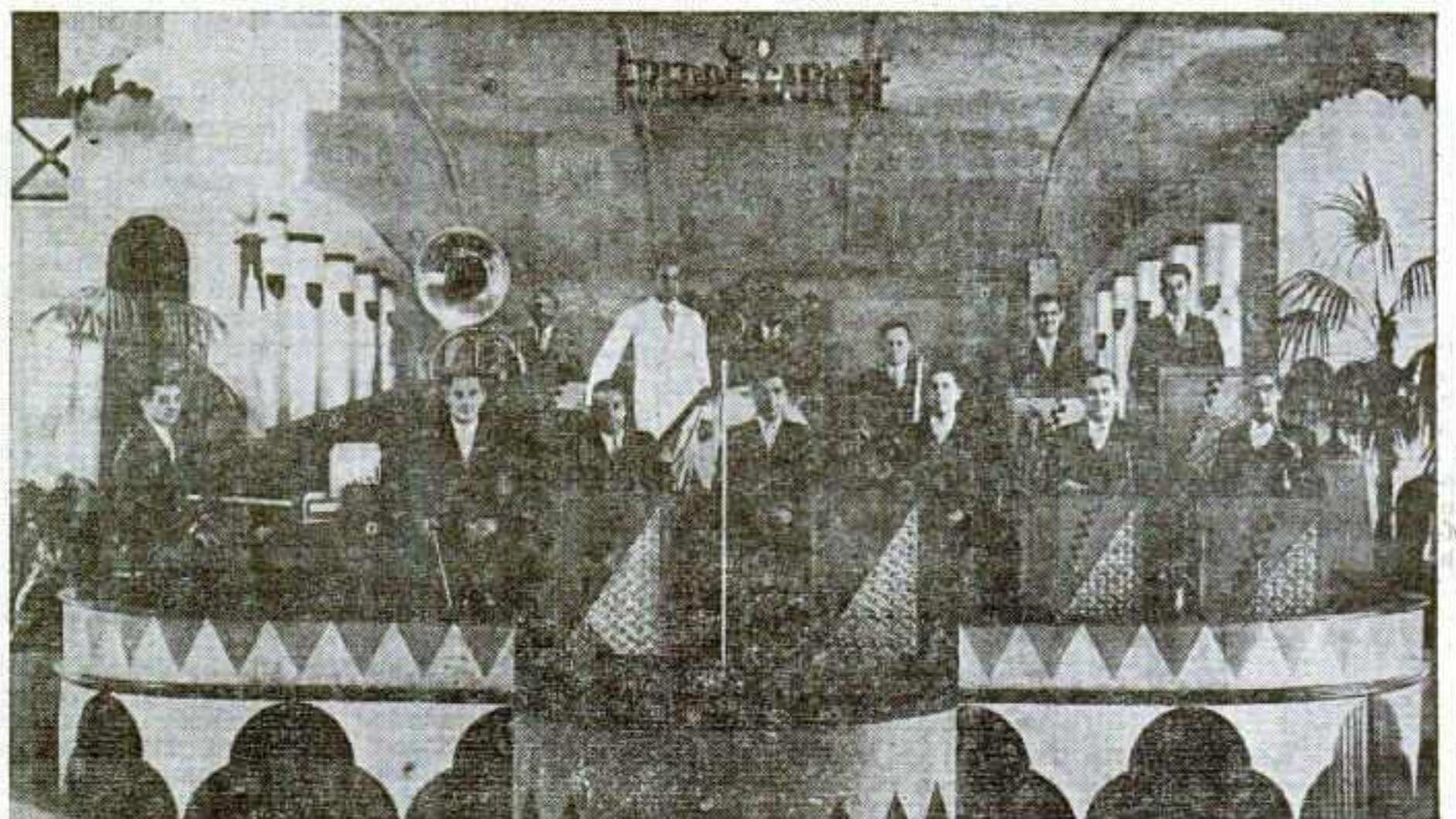
In response to a question about his extremely few appearances in night clubs, Como remarked that he'd rather stay home evenings, and, besides, he didn't like the idea of hanging around a night club absorbing drinks he didn't want in the first place.

## COLUMBO FILM WOULD BE 5TH COMO STARRER

Recent Hollywood attempts to get Perry Como to play the lead in the projected film musical story of the life of Russ Columbo, if successful, would have Como starring in his fifth motion picture.

Como first went to Hollywood in 1944 for 20th Century-Fox. He was filmed with Vivian Blaine, Phil Silvers and Carmen Miranda in "Something for the Boys." In 1946 Como did "Doll Face" with Vivian Blaine, Dennis O'Keefe and Carmen Miranda, and "If I'm Lucky" with Vivian Blaine, Harry James, Carmen Miranda and Phil Silvers.

In 1948 he was chosen to appear in the all-star cast of Metro-Goldwyn-Mayer's "Words and Music."



Taken almost 20 years ago, this photo of the Freddie Carlone band is the earliest show-business shot known of Perry Como. The band's vocalist, Como, is seated in the first row directly in front of the drums and behind the microphone. Carlone is the one in the white jacket. Photo was taken at Canonsburg Lake Park, Ohio.

WORD FROM MANIE SACKS

# RCA Victor Exec Recalls History Of Friend, Cohort and Gold Mine

By MANIE SACKS

Vice-president & general manager, RCA Victor Record Department

A little over 10 years ago, the telephone at RCA Victor rang for a call that has kept bells ringing all over the world ever since.

Thirty-five million bells, as a matter of fact, have rung on cash registers for sales of Perry Como records in the last decade.

The phone call that started the clamor for Como disks came from Tom Rockwell, genial impresario of General Artists Corporation. Tom informed Jim Murray, then head of RCA Victor Records, that he had two young male vocalists that he thought should be heard. One of them was Como.

On the basis of a test pressing Perry had made, Victor signed him to a short-term contract, and Perry cut his first side, "Goodbye, Sue." It was done with a vocal background because of the recording ban on at the time, and it's safe to say that not many people ever heard that record.

But very soon afterwards, a Como rendition of "Prisoner of Love" came along, and the music world had a new star.

Ten years and 35,000,000 disks after "Goodbye, Sue," Como still spells s-a-l-e-s to Victor and dealers. He's busted all the records and made all of the axioms look foolish in a field where artists regularly zoom up like meteors and then drop back into obscurity.

But not Como. His records are like a "blue chip" security, they're always favored by the public and are always in demand.

All told, he's had 43 disks in the hit class (that's a 200,000-seller or over). And in the span of 10 short years he's had seven disks that

have been super-hits, registering sales of more than 1,000,000.

But with Como there's no such thing as a high-water mark. The 41-year-old artist keeps breaking his own records, and in the last six months his platters have been more popular than at any time in the 10-year span of Como recording.

"Stars" Ringer

Today his version of "Don't Let the Stars Get in Your Eyes" has already moved up over the 1,500,000-mark in sales.

Success in the music field can be slow in coming. In Como's case, it was a long, tough climb to the top.

Perry hit New York after a decade of bouncing around the band business. He was the seventh of 15 children in a Pennsylvania mining town family. In his teens, he was a barber in Canonsburg, Pa., a small town near Pittsburgh. Then, in 1933, three big things happened, he got married, he turned 21 and he started singing for a living.

The singing came about when Freddy Carlone's band came thru town and needed a vocalist. Como got the job for \$28 a week and went on the road. Perry, his wife Roselle, and later, son Ronnie, toured for 10 years, most of which time he was with Ted Weems' band.

His big break came when he decided that living out of a second-hand car was no life for a man with a family, and he returned to Canonsburg to resume his barbering career. It was then that Tom Rockwell heard a test recording of Como and sent for him.

The music industry regards Como in a unique way, they like him—chiefly because of his sin-

cerity and his ever-present good humor.

Anecdotes abound concerning the considerate things Como is continually doing for others. He hates to wear a tuxedo, and seldom does. He was trapped into it last year, however, at an award banquet held in his honor by fellow entertainers in Washington. During the ceremony he took off the suit and offered it at auction, raising \$2,000 for a crippled children's hospital he had visited that afternoon.

Como is regarded as a sound businessman. As his lawyer puts it, "Perry's right as much as he's wrong—which in this business is as rare as batting .500 in baseball."

Como's audience is as large as it is loyal. For 10 years the bobby-soxers have "ooed" and "aahed" over his crooning. But the strange thing is that so do the bobby-soxers' parents. He can do any type of tune well, from "Hubba Hubba" to "The Lord's Prayer," and his list of record successes runs the entire gamut.

Currently, Como also has the top-rated 15-minute show in television. The nation's disk jockeys, in The Billboard's annual poll, have placed Como at the top for so long that hardly anyone recalls who preceded him. The Michael (radio and TV) Award, the Martin Block (disk jockey) Award, the Hit Parade Award and countless others attest to his primacy.

Dealers who sell the Como records don't wait to hear them before ordering. They have a standing order—now the highest in the singer's career—for every disk he cuts.

How about a birthday cake for Como—lit up by 35,000,000 candles?



Perry Como pictured during an early recording session for RCA Victor. This week Como marks his 10th anniversary as a recording artist. During the decade, he proved to be one of the top-selling artists.

## Perry Como's Single Records

- 1 - Easter Time
- One Little Candle (With ork)
- Childhood Is a Meadow To Know You
- My Lady Loves to Dance (With ork)
- Ave Maria (With ork and chorus)
- Don't Let the Stars Get in Your Eyes
- Lies (With ork)
- Wild Horses
- I Confess (With ork)
- My One and Only Heart
- Say You're Mine Again (With ork)
- No Other Love
- Keep It Gay (With ork)
- Easter Parade (With Lloyd Shaffer ork)
- Blue Room
- With a Song in My Heart (With Henri Rene's ork and chorus)
- Far Away Places
- Missouri Waltz (With Henri Rene's ork)
- A Bushel and a Peck
- She's a Lady (Duet with Betty Hutton)
- You're Just in Love
- It's a Lovely Day Today (With Fontane Sisters)
- If
- Zing Zing, Zoom Zoom (With Mitchell Ayres and Sig-mund Romberg orks)
- Tumbling Tumbleweeds
- You Don't Know What Lonesome Is (With Sons of the Pioneers)
- Hello, Young Lovers
- We Kiss in a Shadow (With Mitchell Ayres' ork)
- Rollin' Stone
- With All My Heart and Soul (With Fontane Sisters)
- It's Beginning to Look Like Christmas
- There Is No Christmas Like Home Christmas (With Fontane Sisters)
- Here's to My Lady
- I Wish Were Kisses (With Fontane Sisters)
- A Garden in the Rain
- Oh, How I Miss You Tonight (With ork)
- Tulips and Heather
- Please, Mr. Sun (With ork)
- Noodlin' Rag
- Play Me a Hurtin' Tune (With Fontane Sisters)
- Why Did You Leave Me? Lonesome—That's All (With Mitchell Ayres' ork)
- Maybe
- Watermelon Weather (Duet with Eddie Fisher)
- Sweetheart's Holiday
- My Love and Devotion (With ork)
- Forever and Ever
- I Don't See Me in your Eyes Any more (With ork)

## A Lot of "Ifs"

Continued from page 18

for the Boys," with Vivian Blaine, Phil Silvers and Carmen Miranda. Other films followed, including "Doll Face" (1946) with the same cast, with the exception of Dennis O'Keefe replacing Silvers, and "If I'm Lucky," again featuring the Blaine-Silvers-Miranda line-up, and this time adding Harry James. In 1948, he returned to Hollywood to appear in M-G-M's all-star musical, "Words and Music."

In 1945, Como hit his first home-run in records. His recording of "Till the End of Time" hit the 1,000,000-sales mark. Since then, he added other entries into the coveted million bracket, in-

cluding "Prisoner of Love," "Hubba, Hubba," "When You Were Sw et Sixteen," "Because," "Temptation" and "Don't Let the Stars Get in Your Eyes." Como, of course, has remained loyal to the firm that gave him his first record break.

Loyal Guy

Similarly, Como's affiliation with his first radio sponsor has remained unimpaired thru the years. Chesterfield cigarettes and Como are currently celebrating their ninth anniversary. Como switched to TV for Chesterfield in 1950 after seven years on radio for the same sponsor. Today, surveys show the Como-Chesterfield TV series enjoys a wide following.

There have been a lot of "ifs" that altered the course of Como's life and sent it climbing to the top rung of the show business ladder. All who know Como will agree that it has taken more than lucky breaks to send him to the top and hold him there thru the years. It has taken talent and hard work, and above all, that certain personality that makes him beloved by his audiences and those who work with him in the business.

## BALTIMORE HONORS COMO

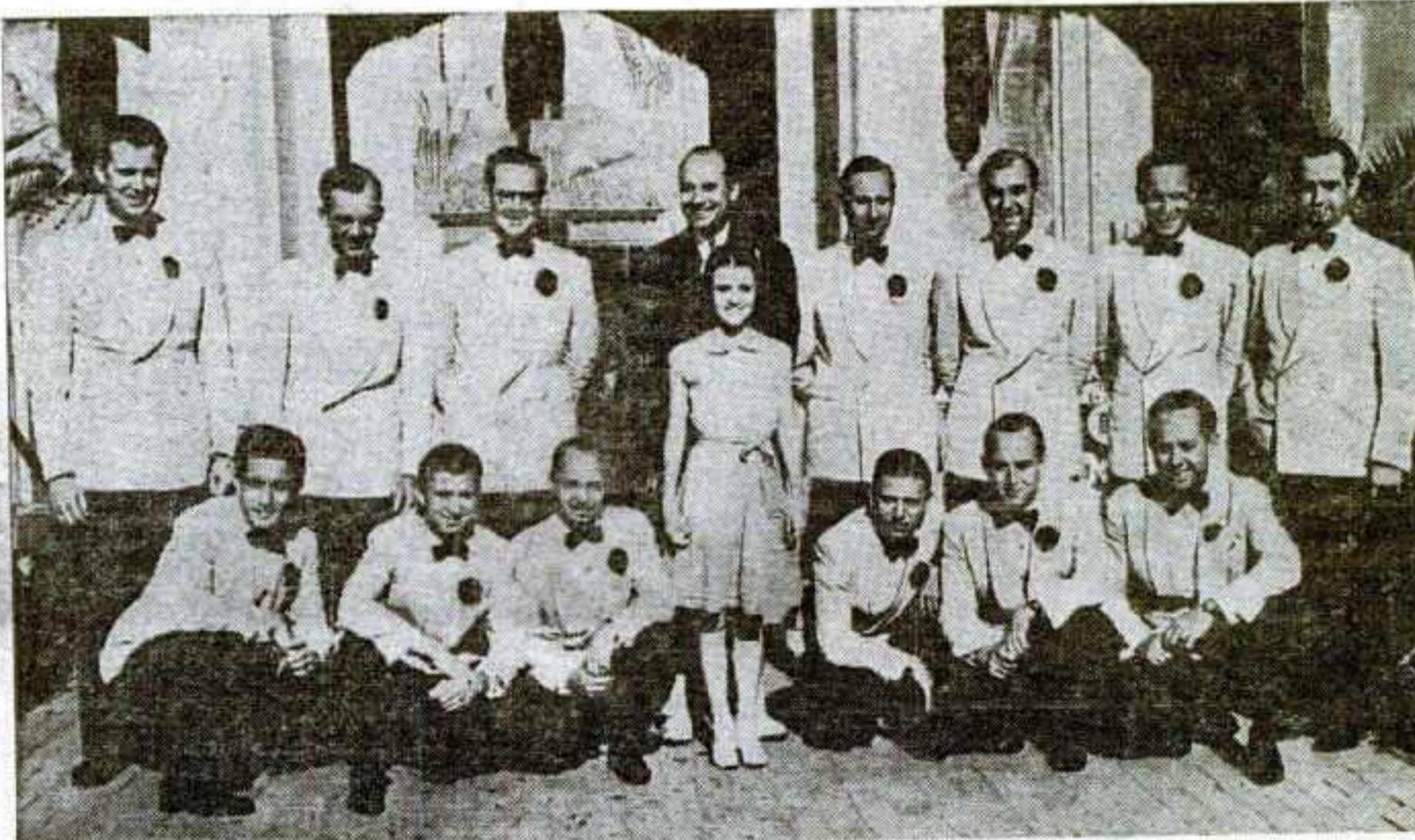
BALTIMORE, June 27.—Most recent honor bestowed on Perry Como took place this week when he received the Interfaith Award at Baltimore's Annual Interfaith Baseball Game. Como appeared before 25,000 people at the city's Memorial Stadium.

At a luncheon on the same day, he received the key to the city from Acting Mayor Arthur Price, and was guest of honor at a special cocktail party for dealers and disk jockeys. Affair was handled by the Victor distributor, D. & H. Distributing Company.

Arrangements for Como's appearance here were made by D. & H. president, David Schwab, and the distributorship's disk sales manager, Lee Schapiro.

## Perry Como's Album Tally

- These are the albums by Perry Como currently available in the RCA Victor catalog. Some of the records listed as contained in these albums are also available as singles either thruout the year or only seasonally. Also within the album listings are several single selections which sold over 1,000,000 copies.
- A Sentimental Date With Perry Como** (Perry Como, the Satisfiers and Russ Case's ork)
  - When Day Is Done
  - When Your Hair Has Turned to Silver
  - Carolina Moon
  - Body and Soul
  - If We Can't Be the Same Old Sweethearts (We'll Just Be the Same Old Friends)
  - I'm Always Chasing Rainbows
- Supper Club Favorites** (Perry Como (the Satisfiers and Russ Case, Ted Steele and Lloyd Shaffer ork.)
  - Prisoner of Love
  - Temptation
  - Because
  - Till the End of Time
  - When You Were Sweet Sixteen
  - Song of Songs
- Perry Como Sings Merry Christmas Music** (Perry Como, the Satisfiers, and Russ Case's ork and chorus)
  - That Christmas Feeling
  - Winter Wonderland
  - I'll Be Home for Christmas
  - Santa Claus Is Coming to Town
  - Silent Night
  - White Christmas
  - O Come, All Ye Faithful (Adeste Fideles)
  - Jingle Bells
- Perry Como Sings His Favorite Song of Worship** (Perry Como, chorus conducted by Mitchell Ayres and organ)
  - Bless Thi Hou
  - The Rosary
  - Mother Dear, Pray for Me
  - Holy God We Praise Thy Name
  - Prayer of Thanksgiving
  - Rock of Ages
- TV Favorites** (Perry Como with Mitchell Ayres' ork)
  - You'll Never Walk Alone
  - Over the Rainbow
  - Black Moonlight
  - I Concentrate on You
  - If There Is Someone Lovelier Than You
  - My Heart Stood Still
  - Summertime
  - While We're Young



Perry Como (left, front row) in the mid-'30's while vocalist with the Ted Weems band. Picture was taken during a California tour. That's Weems in the dark jacket behind child singer Mary Lee. During Como's years with the Weems crew, the orkster also featured fem vocalist Marilyn Maxwell and whistler Elmo Tanner.

# Dear Perry:

June 20th marked your tenth anniversary on the RCA Victor label.

It's been a long time since your first record, "Goodbye Sue." These have been ten very happy years, not only because we have been especially proud to be associated with you, Perry, but because of the way all of us feel about working with you:

We don't think there is a finer guy in the entire music industry, in the entire entertainment world--or anywhere else, for that matter.

With all our respect and deep affection,

Ben Kasper  
 Herb Donald  
 Ametto Sordeli  
 Leonard Raphael  
 J. Bruce Harkett  
 J. Williams  
 Robert Blase  
 Helen D. Peterson  
 Menie Jacobs  
 Joe Carlson  
 Fay Whitelatta  
 Alvin Reiss  
 Maud Howard  
 Jan Dinegar  
 Tony Dunge  
 Michael Long Nathan  
 Kate Friedman  
 George H. Ulask  
 Ed Silverstein  
 Alex Kaye  
 Tom Pass  
 Richard Weddell  
 Harry Lee Apts  
 J. P. Hill  
 Annie J. Hill  
 Dick Zeitung

Laura Long  
 Audrey Trains  
 Irwin Tarr  
 Denise D. Sweeney  
 Marydella Pierce  
 Ann T. Thomas  
 D.D. Oxt  
 A.P. Kendrick  
 James P. Morrison  
 M. B. Taheny  
 Ed Dodglin  
 August Hebl  
 Gold Mann  
 Vera Flickman  
 Doty Schiss  
 Bernie Miller  
 Ed Kelly  
 Adelaide DeLoza  
 Alice Kliban  
 Jo Mangravate  
 Steve Kurek  
 Lawrence Gray  
 Betty Gray  
 Fran Yoffee  
 James Wells  
 Saul Tartar  
 Paula Leroy  
 Fred Crumbacker  
 Ann C. Bakins  
 Minnie  
 Capt. Lehman

Harriet Charon  
 L. Castellano  
 Mary Furlong  
 H. Coleman Tily  
 H. Coleman Tily  
 J. J. McKinley  
 J. J. McKinley  
 Henry Hing  
 Frank S. Amara  
 Rose Dames  
 Joan Diether  
 Steve Sides  
 Doris Sellers  
 Helen O'Keefe  
 Steve Carlin  
 Barbara Campbell  
 Margaret Cassidy  
 Helen Daymond  
 Peggy Hale  
 Phyllis Kierman  
 Susan Toth  
 Lee Woods  
 Ethel Kaye  
 Sam DeLoza  
 Rosie Fink  
 C. Gross

Phyllis Bell  
 Joan Diamond  
 Harriet Fiedler  
 Bob Wehrhald  
 Raphaela Weissman  
 D. J. Finnan  
 Peggy Bellonky  
 Elmer Sandely  
 Richard Mohr  
 Al Letto  
 Joan D. Thomas  
 Jim Davis  
 Maria Libares  
 Joan Deary  
 Sally Lerner  
 Grace Kaiser  
 Gracie B. Farrant  
 Billy C. Schille  
 Julie Reiley  
 Marilyn Half  
 Scottie Knier  
 Ben Deliumi  
 George Field  
 Peggy Pickens  
 J. B. Boat  
 R. B. Lambrook  
 Pat Romney  
 Wally Seifert

Sam Stapp  
 Betty Ross  
 Bill Alexander  
 Dorothy Gorden  
 Ben Romer  
 Edith Fagan  
 Roy McElroy  
 Jay Engler  
 Jack Benjamin  
 Charles Smith  
 George Froyen  
 Lee Libowitz  
 Marilyn Miller  
 Louise Viana  
 Leon Korman  
 Jim Halpin  
 M. JONES  
 Linda Fleissman  
 John Hill  
 Peggy F. Tache  
 Lou Fof  
 Marie Fisher  
 Joyce A. Heuch  
 Waltraud Wachtigall  
 Lennie Klein

UOY 40



UOY 40



**\*PERRY COMO  
RCA VICTOR  
RECORDS**

- A FELLOW NEEDS A GIRL
- ALL THROUGH THE DAY
- BALI H'AI
- BECAUSE
- HAUNTED HEART
- HELLO YOUNG LOVERS
- I CONCENTRATE ON YOU
- I LOVE YOU
- I WISH I HAD A RECORD
- IF I LOVED YOU
- KEEP IT GAY
- LILI MARLENE
- LITTLE MAN, YOU'VE HAD A BUSY DAY
- LONG AGO (AND FAR AWAY)
- LOVE OF MY LIFE
- MORE AND MORE
- NO OTHER LOVE
- ROSES OF PICARDY
- SO FAR
- SOME ENCHANTED EVENING
- SONG OF SONGS
- SUMMERTIME
- TUMBLING TUMBLEWEEDS
- WE KISS IN A SHADOW
- YOU WON'T BE SATISFIED
- YOU'LL NEVER WALK ALONE

**CHAPPELL & Co., Inc.**  
**T. B. HARMS Co.**  
**WILLIAMSON MUSIC, Inc.**  
**DE SYLVA, BROWN & HENDERSON, Inc.**  
 and  
**BUXTON HILL MUSIC Corp.**

Salute . . .

**PERRY  
COMO**

*on his 10th anniversary with . . .*

**RCA VICTOR**

CURRENTLY:

**RODGERS & HAMMERSTEIN'S**

**NO OTHER LOVE**

and . . .

**KEEP IT GAY**

From

**"Me and Juliet"**

RCA 20/47-5317

\*Published by  
Chappell & Co., Inc.  
and its affiliates

*Congratulations Perry  
on your  
10th Anniversary*



**GENERAL ARTISTS CORPORATION**

NEW YORK • CHICAGO • BEVERLY HILLS  
CINCINNATI • DALLAS • LONDON

# sound off for...



## *Congratulations*

and thanks for these  
million record sellers

### SHAPIRO BERNSTEIN & CO., INC.

1270 SIXTH AVENUE, NEW YORK 20, N. Y.

# King size . . . Congratulations Perry



From . . .

## RAY ANTHONY

and His Chesterfield  
Orchestra

CBS-TV Network

7:45 to 8:00 P.M., EST.

Monday—Wednesday—Friday



P.S.: Happy Vacation

### STADIUM CONCERTS START

## Francescatti Thrills 12,000; Bernstein Conducts Ork

NEW YORK, June 27.—Some 12,000 New Yorkers turned out to welcome the start of the Stadium Concerts' 36th season Tuesday (23) and applauded heartily the efforts of conductor Leonard Bernstein. But they reserved their most enthusiastic response for Zino Francescatti, who turned in a stunning performance of the Mendelssohn Violin Concerto, one that was remarkable for its rhythmic and technical clarity.

Bernstein, who returned to the annual outdoor event after a five-year hiatus, led the ork carefully thru the massive "Eroica" symphony. If the Beethoven score did not reveal all its beauties under his direction, some of the failure can be written off as first-night rustiness. More, tho, was perhaps due to Bernstein's conscious striving after a greater effect than he could deliver.

With the opening concert delayed one night by rain, the Stadium management will watch weather reports this year with their usual close attention. Operating budget for the season continues at about \$300,000, and too many rained-out nights will undercut the nut by more than the anticipated \$40,000. The difference is made up by a public appeal for funds, and so far donations have come to within \$11,000 of the expected deficit.

#### 6 Sponsors

This season, six industrial sponsors have kicked in with \$1,000 each, in a program begun last year, that will help ease the financial strain. As yet, the summer institution has not noted any benefits from its recording contract with Decca Records. The

diskery so far has released three LP's featuring the ork. The pact, however, apparently calls for royalty payments to be made only after recording costs have been amortized, and this happy state has still to be reached.

Decca, meanwhile, plans an extensive recording program with the Stadium ork, composed largely of New York Philharmonic instrumentalists. Bernstein, who until recently was under contract to Columbia Records, will be featured on most of the disks.

Is Horowitz.

### JOINT ROCKS

## Hampton Ork Scores Sock At Bandbox

NEW YORK, June 27.—Lionel Hampton and his ork opened a two-week engagement at the Bandbox here Tuesday (23) and started the joint rocking and doing business from the word go. Perhaps the business was due to the fact that this is the Hamp's first location engagement in the city for nearly two years, or it might be that the kids welcome an ork that can swing, but under any circumstances, the club is enjoying its best crowds since the Billy Eckstine show and the Jazz Philharmonic unit played here.

Hamp is still the master showman. His bright personality while leading the band or on the vibes, lend a warmth and friendliness to all the ork's proceedings. Hamp enjoys his work, and the crowds enjoy Hamp.

Quite naturally, Hamp played his specialties, a wild, lengthy performance of "Flying Home" and "Ali Ali." The crowd's reaction on the former was fantastic; as the music got wilder and wilder, a number of kids jumped up on stage and swung with Hamp till the tune was over.

#### Versatile Crew

The Hampton ork is a most versatile crew. They can play jump swing with a frenetic air, or smooth danceable music at the drop of a hat. When they played the latter, the kids, of whom there were many, crowded the small stage. The Hampton crew is a big one, more than 20 pieces, and they give out with a lot of music on every arrangement.

After the Bandbox date, the Hampton crew plays a location in Wildwood, N. J., from July 5 to 19. The ork will go out with a package in the summer, and plans a six to seven-week trip to Europe on a one-nighter trek. Last Friday (19), the Hampton crew played a charity date at the Uline Arena, Washington, for the Police Boys' Club and drew a gross of \$7,000. If he keeps pulling crowds at the Bandbox the way he did this week, he could break some records here too.

Bob Rolontz.

## Press to Hear 'Musical Sounds'

NEW YORK, June 27.—At a private audition scheduled to be held Tuesday (30), trade and consumer press will hear excerpts from a comprehensive educational library, "Musical Sound Books for Young Listeners," which consists of three books and seven hours of recorded music on tape and on disks. The entire package will be handled thru the Audio-Video Products Corporation's A-V Tape Libraries, Silver Burdett Company and Sound Book Press Society. The deal for A-V tape libraries was handled by Joe Hards.

The package of three books and 14 reels of tape will be available in August thru audio-video outlets for \$99.50. Recordings were cut in Germany by the Philharmonic Orchestra of Hamburg. A-V Tape Libraries has also announced the acquisition of a 10-hour French teaching course which will retail for \$75. The lessons were prepared by Professor Fernand Marty, of Middlebury College in Vermont.

## 1-Stops Snap Up Half-Price 45 Albums

NEW YORK, June 27.—One-stops, catering largely to juke box operators, have splurged heavily and snapped up large quantities of the 45 r.p.m. albums offered at half price by Decca and Coral Records (The Billboard, June 27). The close-out sale is being held by the diskeries to make way for new and duplicating EP merchandise.

One-stops figure to break up the 45 packages and sell the singles to operators. Since many of the albums contain standard ditties cut by name artists and bands, the disks will be pushed to route owners programing "old favorites" panels, as well as to purchasers of new phonographs requiring a basic set of "tested" tunes in addition to the current pop clicks.

## Jacobs Joins Coral A.&R.

NEW YORK, June 27.—Bob Thiele, Coral's recently-appointed a.&r. topper, has taken on arranger-conductor Dick Jacobs as assistant. Formerly associated with Sy Oliver and Tommy Dorsey, Jacobs will serve as artist with the label, in addition to handling regular a.&r. chores.

Phil Rose will continue as Brunswick a.&r. exec. George Cates remains in charge of the Coral's West Coast a.&r. operations.

It is considered likely that the label will bolster its creative department with yet another staffer in the fall.

## Negro Press Honor Awards

NEW YORK, June 27.—Frank B. Walker, general manager of M-G-M Records, and Fred Waring were honored last night by the Global News Syndicate as part of the Negro press three-day conference held here. Both received the Syndicate's press award for distinguished community service.

Other show business people honored by the group as guests were Tex McCrary, NBC veepee Ted Cott, and CBS-Radio press chief George Crandall.

# Capitol Buyboard

**TOP SELLERS—**

**POPULAR**

Based on Actual Capitol Sales Reports

1. YAYA CON DIOS  
JOHNNY (IS THE BOY FOR ME) ..... L. Paul & M. Ford ..... 2486
2. APRIL IN PORTUGAL  
SUDDENLY ..... L. Baxter ..... 2374
3. HALF A PHOTOGRAPH  
ALLEZ-VOUS-EN ..... K. Sfarr ..... 2464
4. PRETEND  
DON'T LET YOUR EYES GO SHOPPING ..... N. Cole ..... 2346
5. OH!  
SAN ..... P. Hunt ..... 2442
6. RUBY  
A LITTLE LOVE ..... L. Baxter ..... 2457
7. GIGI  
I LOVE PARIS ..... L. Baxter ..... 2479
8. RETURN TO PARADISE  
ANGEL EYES ..... N. Cole ..... 2498
9. I AM IN LOVE  
MY FLAMING HEART ..... N. Cole ..... 2459
10. TERRY'S THEME FROM "LIMELIGHT"  
PEG O' MY HEART ..... J. Gleason ..... 2507
11. MY ONE AND ONLY LOVE  
I'VE GOT THE WORLD ON A STRING ..... F. Sinatra ..... 2505
12. LOVE ME, LOVE ME  
'TIL I FIND YOU ..... D. Martin ..... 2485
13. I LOVE YOU SO MUCH  
LET ME HEAR YOU SAY ..... V. Young ..... 2478
14. I BELIEVE  
THE GHOST OF A ROSE ..... J. Froman ..... 2332
15. IT'S ALL RIGHT WITH ME  
ALL I DESIRE ..... B. Manning ..... 2493
16. DON'T START COURTIN' IN A HOT RCD  
WE'RE A-GROWIN' UP ..... T. Ernie & M. Bee ..... 2473
17. BLUE GARDENIA  
CAN'T I ..... N. Cole ..... 2389

**TOP SELLERS—**

**COUNTRY & HILLBILLY**

Based on Actual Capitol Sales Reports

1. RUB-A-DUB-DUB  
I'LL SIGN MY HEART AWAY  
H. Thompson ..... 2445
2. MINNI-HA-CHA  
I LOST MY HEART TODAY  
F. Huskey ..... 2495
3. I CAN'T WAIT  
WHAT'S THE USE TO LOVE  
F. Young ..... 2461
4. THE MAR'HAL'S DAUGHTER  
THE SAN ANTOINE STORY  
T. Riffler ..... 2475
5. OKEE-FI-NO-YEE  
UNDECIDED HEART  
L. Bonds ..... 2499
6. I FORGOT MORE THAN YOU'LL  
EVER KNOW  
POOR BOY, RICH LOVIN'  
S. James ..... 2508
7. I HAVE BUT ONE GOAL  
THE SINNER'S DREAM  
Smith Brothers ..... 2492
8. THE BELLS OF MONTERREY  
SWEET BUNCH OF BITTERWEEDS  
D. Dickerson ..... 2504
9. I'VE GOT TO WIN YOUR LOVE AGAIN  
I CAN'T LAST LONG  
S. McDonald ..... 2434
10. I'LL STOP LOVING YOU  
I DON'T WANT YOUR KISSES  
G. O'Quin ..... 2490

**BEST SELLING—**

**POPULAR ALBUMS**

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY  
Jackie Gleason ..... 352
2. CAN-CAN  
Original Broadway Cast ..... 452
3. LOVER'S RHAPSODY & SONGS  
FROM LOVER'S RHAPSODY  
Jackie Gleason ..... 366
4. SKETCHES ON STANDARDS  
Stan Kenton ..... 426
5. THE HIT MAKERS!  
Les Paul & Mary Ford ..... 416
6. BY THE LIGHT OF THE SILVERY MOON  
Gordon MacRae & June Hutton ..... 422
7. JANE FROMAN FAVORITES  
Jane Froman ..... 429
8. NEW CONCEPTS OF ARTISTRY  
IN RHYTHM  
Stan Kenton ..... 383
9. MEMORY SONGS  
Jo Stafford & Gordon MacRae ..... 428
10. THE BILLY MAY BAND  
Billy May ..... 412
11. PARTY PANIC!  
Mel Blanc ..... 436
12. TEX RITTER SINGS  
Tex Ritter ..... 431
13. UNFORGETTABLE  
Nat "King" Cole ..... 357

**BEST SELLING—**

**"1600 SERIES"**

Based on Actual Capitol Sales Reports

1. TWELFTH STREET RAG  
THE CHARLESTON  
P. Hunt ..... 1638
2. TENNESSEE WALTZ  
MOCKIN' BIRD HILL  
L. Paul & M. Ford ..... 1676
3. SEPTEMBER SONG  
LAURA  
S. Kenton ..... 1680
4. SO TIRED  
WABASH CANNON BALL  
K. Sfarr ..... 1660
5. WHEEL OF FORTUNE  
ANGRY  
K. Sfarr ..... 1677
6. RAMONA  
SO IN LOVE  
G. MacRae ..... 1684
7. HOW HIGH THE MOON  
JOSEPHINE  
L. Paul & M. Ford ..... 1675
8. WUNDERBAR  
BEYOND THE SUNSET  
J. Stafford & G. MacRae ..... 1659
9. SHOT GUN BOOGIE  
ANTICIPATION BLUES  
T. Ernie ..... 1626
10. I'LL NEVER BE FREE  
AIN'T NOBODY'S BUSINESS  
BUT MY OWN  
K. Sfarr & T. Ernie ..... 1623
11. WHISPERING HOPE  
I'LL STRING ALONG WITH YOU  
J. Stafford & G. MacRae ..... 1642
12. SLIPPING AROUND  
WEDDING BELLS  
M. Whiting & J. Wakely ..... 1634
13. NOLA  
JEALOUS  
L. Paul & M. Ford ..... 1621

**LATEST RELEASE**

No. 375

- |                                                                                           |                                       |      |
|-------------------------------------------------------------------------------------------|---------------------------------------|------|
| YAYA CON DIOS<br>I WONDER WHERE YOU ARE TONIGHT                                           | Wesley & Mari'yn<br>Tuffe             | 2514 |
| NISHIMOTO AT THE BAT<br>THE LOVE BUG WILL BITE YOU                                        | Harry Kari                            | 2516 |
| TENNESSEE TRAIN<br>BABY DOLL                                                              | The Four Knights                      | 2517 |
| RELEASE ME<br>JUST TO BE WITH YOU                                                         | Jimmy Heap                            | 2518 |
| SPEEDIN' WEST<br>SKIDDLE-DEE-BOO                                                          | Speedy West &<br>Jimmy Bryant         | 2519 |
| THE GANG THAT SANG "HEART OF MY HEART"<br>SING HIGH, SING LOW                             | Jerry Shard                           | 2520 |
| GIVE ME THE NAME, AGE, HEIGHT AND SIZE<br>WHEN THE HANDS OF THE CLOCK<br>PRAY AT MIDNIGHT | Helen O'Connell &<br>Gisela MacKenzie | 2521 |

# KENTON'S LATEST

bound to be BIG!

## "Baia"

—the great Latin-American standard

## "All About Ronnie"

VOCAL BY

**CHRIS CONNORS**

RECORD NO. 2511



**HARRY KARI**

strikes back!

—with

**"NISHIMOTO AT THE BAT"**

and

**"THE LOVE BUG WILL BITE YOU"**

on Record No. 2516

**"IT'S YOUR LIFE"**

and

**"BABY I'M COUNTIN'"**

—2 new hits sung by

**SKEETS McDONALD**

No. 2523

**130,000  
SHIPPED  
1st WEEK! \***

**The MILLS  
BROTHERS**

**PRETTY  
BUTTERFLY**

DECCA 28736 and 9-28736

\* Sorry, but we didn't have time to prepare a pretty ad . . . received these figures just before the Billboard went to press . . . of course you know this was picked "New Record to Watch" last week.



**The Billboard's Music Popularity Charts**

**Favorite Tunes**

. . . For Week Ending June 27

**Best Selling Sheet Music**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout 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.

Week This	Last Week	Chart	Weeks on Chart
1.		SONG FROM MOULIN ROUGE (R) (F)—Broadcast	2 12
2.		APRIL IN PORTUGAL (R)—Chappell	3 12
3.		I'M WALKING BEHIND YOU (R)—Leeds	1 8
4.		I BELIEVE (R)—Leeds	4 8
5.		RUBY (R) (F)—Miller	5 9
6.		YOUR CHEATIN' HEART (R)—Acuff-Rose	6 18
7.		PRETEND (R)—Brandom	6 22
8.		JUST ANOTHER POLKA (R)—Frank	10 3
9.		SAY YOU'RE MINE AGAIN (R)—Meridian	8 9
10.		SEVEN LONELY DAYS (R)—Jefferson	9 12
11.		NO OTHER LOVE (R) (M)—Williamson	— 1
12.		LIMELIGHT (Terry's Theme) (R) (F)—Bourne	14 2
13.		ANNA (R) (F)—Hollis	12 8
14.		DOGGIE IN THE WINDOW (R)—Santly-Joy	10 20
15.		VAYA CON DIOS (R)—Ardmore-Harms	— 1

**Tunes with Greatest Radio and Television Audiences**

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

**Top 31 in Radio**

All by Myself (R)—Lion—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Allez Vous En (R) (M)—Chappell—ASCAP	Pretend (R)—Brandom—ASCAP
Anna (R) (F)—Hollis—BMI	Ramona (R)—Lion—ASCAP
April in Portugal (R)—Chappell—ASCAP	Return to Paradise (R) (F)—ASCAP
Big Mamou (R)—Peer—BMI	Ruby (R) (F)—Miller—ASCAP
Breeze (R)—Leeds—ASCAP	Say Si Si (R)—E. B. Marks—BMI
Call of the Faraway Hills (R)—Famous—ASCAP	Say You're Mine Again (R)—Blue River—BMI
C'Est Magnifique (R) (M)—Chappell—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
Doggie in the Window (R)—Santly-Joy—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Honey in the Horn (R)—Alamo—ASCAP	Somebody Stole My Gal (R)—Robbins—ASCAP
I Believe (R)—Cromwell—ASCAP	Something Wonderful Happens (R)—Johnstone-Monte—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Just Another Polka (R)—Frank—ASCAP	Terry's Theme (R) (F)—Bourne—ASCAP
Keep It Gay (R) (M)—Williamson—ASCAP	Wedding Day (R)—Bregman, Vocco & Conn—ASCAP
My Flaming Heart (R)—Robbins—ASCAP	Your Cheatin' Heart (R)—Acuff-Rose—BMI
My One and Only Heart (R)—Roncom—ASCAP	

**Top 10 in Television**

Congratulations (R)—United—ASCAP	Send My Baby Back to Me (R)—E. M. Morris—ASCAP
It's All Right With Me (R)—Chappell—ASCAP	Somebody Stole My Gal (R)—Robbins—ASCAP
Just Another Polka (R)—Frank—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
My One and Only Heart (R)—Roncom—ASCAP	That Fresh Little Jones Boy (R)—Commercial—ASCAP
Nearness of You (R)—Famous—ASCAP	
Ooh! What You Do to Me (R)—Hawthorne—ASCAP	

**England's Top Twenty**

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

1. Moulin Rouge Theme—Connelly (Broadcast)	11. Tell Me You're Mine—Chappell (Capri)
2. I'm Walking Behind You—Peter Maurice (Leeds)	12. Wonderful Copenhagen—Morris (Frank)
3. I Believe—Cinephonic (Cromwell)	13. I Talk to the Trees—Chappell (Chappell)
4. Theme From Limelight—Bourne (Bourne)	14. April in Portugal—Sterling (Chappell)
5. In a Golden Coach—Box & Cox (Box & Cox)	15. Oh! Happy Day—Chappell (Bregman, Vocco & Conn)
6. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	16. Celebration Rag—Bradbury Wood (Chappell)
7. Downhearted—New World (Paxton)	17. Coronation Rag—Francis Day (Jefferson)
8. Pretend—Leeds (Brandom)	18. Doggie in the Window—Connelly (Santly-Joy)
9. Windsor Waltz—Michael Reine (E. B. Marks)	19. Hot Toddy—Aberbach (Cocciella-Alamo)
10. Pretty Little Black Eyed Susie—Cinephonic (Santly-Joy)	20. Little Red Monkey—Robbins (Miller)

# THE PERFECT COMBINATION

*the swing and sway music of*

# Sammy Kaye

and his  
Orch.



plus

*a great new jivey tune...*

*a great standard...*

# "MIDNIGHT RIDE"

# "Let Me Be the One in Your Heart"

The great Isham Jones standard done with strings for the first time since "YOU"

COLUMBIA 40025; 4-40025

Personal Management  
**DAVID KRENGEL**



Currently  
**ASTOR ROOF**  
ASTOR HOTEL, NEW YORK CITY, N. Y.



The Billboard Music Popularity Charts

... for Week Ending June 27

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

**PATTI PAGE**  
*Butterflies* ..... 89  
 MERCURY 70183—This figure to be another big one for Patti. Ditty sports some slick writing, and, of course, la Page dresses it up for a strong and commercial hunk of wax. Could be the big thing this summer. (Santley Jay, ASCAP)

*This Is My Song* ..... 85  
 Good for many spins and maybe even a potential break-thru for a two-sided hit is Patti's theme. It's been getting exposure via her TV show this season. It's a lovely ballad. (Lear, ASCAP)

**MILLS BROTHERS**  
*Pretty Butterfly* ..... 87  
 DECCA 28736—In the same groove as "Glow Worm," the Mills Brothers have another powerful slicing that seems due for a long and profitable ride. Tune is the familiar "Humoresque," but it's modernized with a bright set of lyrics. Should earn much loot. (George Paxton, ASCAP)

*Don't Let Me Dream* ..... 75  
 The group has another good slicing here. Many will like their combined warble of the romantic ditty. (Schwartz, ASCAP)

**THE GAYLORDS**  
*Coquette* ..... 85  
 MERCURY 70170—The Gaylords are out for their third hit in a row with this one. They sing the oldie in their own special style with Ronnie Gaylord banging out the tune like a Johnnie Ray, and the boys adding a wild beat. Should grab coins and move steadily across the counters. (Feist, ASCAP)

*Tell Me That You Love Me* ..... 80  
 Ronnie Gaylord sings this one with all the stops out, handing the ever-green an emotion-packed vocal over a warm arrangement by the ork. The boys sing it in Italian in the second chorus. Not as strong as the flip, but headed for spins. It's corny, but commercial. (T. B. Harms, ASCAP)

**DORIS DAY**  
*Kiss Me Again, Stranger* ..... 82  
 COLUMBIA 40020—Miss Day is liable to make a lot of hearts go pitter patter with her very personal rendition of this ballad. Her voice is packed with appeal, and the whole presentation is very intimate, including the Paul Weston muted ork. Could catch a lot of action. (Blackwood, BMI)

*A Purple Cow* ..... 77  
 Upside down in love, thrush is seeing purple cows and lots more. Cute and well done by all hands. (Artists, ASCAP)

**JO STAFFORD**  
*Someone's Been Reading My Mail* ..... 82  
 COLUMBIA 40021—This could be a big one for the thrush, for the combination of a strong tune, a sock ork performance and a mighty effective vocal by Miss Stafford add up to a solid piece of wax. The chantress sings it with her usual feeling, and the arrangement is very catchy. Watch this one; it could end up with a lot of coins.

*I'm Your Girl* ..... 77  
 One of the tunes from the new Rodgers and Hammerstein musical, "Me and Juliet," is handed a wonderful vocal by Jo Stafford over a lovely arrangement by the Paul Weston ork. Tune is fragile and delicate, but it should grab bundles of spins. (WH-Hanson, ASCAP)

**MONTY KELLY**  
*Tropicana* ..... 82  
 ESSEX 325—Strong potential in the current swing to lush instrumentals via this string-full performance of a fine Bernie Wayne piece of material. (Eastwick, BMI)

*Life in New York* ..... 70  
 Less commercial possibility on this Wayne instrumental now being used as a TV theme of a show of the same title. It is, perhaps, a bit too obvious. (Duchess, BMI)

**ELMO TANNER**  
*Whispering* ..... 80  
 DOT 15086—Tanner whistled this one to a big hit some years ago. Now he's making another bid, and it could happen. Fine backing by the Billy Vaughn (of the Hilltoppers) ork is of the shuffle variety and adds to the sparkle. Bears watching. (ASCAP)

*The Whistler and His Dog* ..... 76  
 Another oldie revived with Tanner's whistling. Backing by Vaughn's ork has the flavor of a dance band, and a good one. (ASCAP)

**FRANKIE LAINE**  
*Where the Winds Blow* ..... 80  
 COLUMBIA 40022—A big, big tune about the wide open spaces, a man on the run and the gal he left behind him is handed a strong vocal by Laine over a large chorus and Laine's waxings, tho not as strong as previous efforts in this style. Since it's Laine, it should pull spins and coin. (Montclare, BMI)

*Te Amo* ..... 76  
 "Te Amo" means I Love You, says Laine, as he sings this slight effort in a soft, intimate style. Bobby Hackett backs him on trumpet, which should please many. Deejays should spin. (Fran-Nan, BMI)

**JUNE VALLI**  
*Crying in the Chapel* ..... 80  
 VICTOR 20-5368—Quick and effective pop coverage of the country and western item could be the best thing that happened to Miss Valli on wax for some time. She sells this from note one for a well-projected ballad reading, albeit, at times, a little forced. This one could move out. (Valley, BMI)

*Love Every Moment You Live* ..... 71  
 Okay material and an okay performance for an above-average second side for the thrush. Joe Reisman's backing on both sides is smartly handled. (Meridian, BMI)

**PEARL BAILEY**  
*Nothin' Nothin' Baby* ..... 77  
 CORAL 61016—The Duke Ellington song gets a fine vocal by Pearl Bailey. Latter's reading is relaxed and expertly phrased. A nice side. (World BMI)

*As Long as I Live* ..... 76  
 A smart side, production-wise. The Harold Arlen-Ted Koehler song receives a fine vocal by Miss Bailey, with solid backing by ork under Don Redman. (Mills, ASCAP)

**ELLA FITZGERALD**  
*Crying in the Chapel* ..... 76  
 DECCA 28762—The new, inspirational ballad is delivered with warmth and gentleness in a beautiful rendition by Miss Fitzgerald. If the song makes it, this entry should come in for its share of the loot. (Valley, ASCAP)

*When the Hands of the Clock Pray at Midnight* ..... 75  
 Another beautiful ballad, sung with great expression by the chantress. Plenty of air spins here. (Shapiro-Bernstein, ASCAP)

**LOUIS JORDAN ORK**  
*House Party* ..... 76  
 DECCA 28756—A boogie beat and a free-swinging instrumental work are featured on this side. Could get action in pop and r.&b. fields. (Mills, ASCAP)

*Hog Wash* ..... 70  
 Another boogie, with novelty lyrics and strong beat. (Mills, ASCAP)

**RALPH FLANAGAN**  
*Rub-a-Dub-Dub* ..... 76  
 VICTOR 20-5361—The Hank Thompson nursery-rhyme novelty is trotted forcefully by the ork, with the sidemen contributing a gang-sing try at lyrics. Deejays should award the entry plenty of exposure. (Hill & Range, BMI)

*The Stop and Kiss Dance* ..... 70  
 Okay dance effort by the big ork containing a hesitation gimmick that the kids might go for. (Coachella, ASCAP)

(Continued on page 42)

Jazz

**JOHNNY HODGES ORK**  
*Wham!* ..... 76  
 MERCURY 89058—A swingy riff receives a pounding performance from the Hodges all-star aggregation. Side has a beat and excitement. It could pull spins, and even some juke loot, in both the jazz and r.&b. field.

*Come Sunday* ..... 74  
 The smooth alto of Hodges is featured on this new slicing of the Ellington effort by the big ork. Good instrumental performance of the tune, and first-rate sax work by Hodges. (Tempo, ASCAP)

**COUNT BASIE QUINTET**  
*Royal Garden Blues* ..... 76  
 MERCURY 89061—The old jazz standard receives an old-fashioned swing reading from the Basie group, but it's none the less listenable for all that. With Basie and Buddy Rich kicking up a storm on piano and drums, Joe Newman on trumpet and Paul Quinichette on tenor really go. Side should interest jazz aficionados. (Shapiro-Bernstein)

*Song of the Islands* ..... 70  
 The lovely oldie receives a good performance from the Count on organ, with Paul Quinichette on tenor and Buddy Rich on drums also featured. Okay jazz side. (Charles E. King, ASCAP)

**DAVE BRUBECK QUARTET**  
*All the Things You Are* ..... 75  
 FANTASY 526—Modern jazz fans will like this side, etched by four fine instrumentalists including Dave Brubeck, piano; Paul Desmond, alto sax; Bull Ruther, bass, and Lloyd Davis, drums.

*Alice in Wonderland* ..... 74  
 Interesting harmonies and moods mark the quartet's work on this side. Will appeal to same limited market as the flip.

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
ABBOTT	1	1	1
ALLIED	1	1	1
ATLANTIC	1	1	4
BRUNSWICK	1	1	2
CAPITOL	3	2	1
COLUMBIA	6	3	1
CORAL	2	1	1
DANA	1	1	1
DECCA	6	1	1
DERBY	1	1	1
DOT	3	1	1
ESSEX	1	1	1
FEDERAL	1	1	2
GEM	1	1	1
HERALD	1	1	1
KING	1	1	3
MERCURY	3	1	1
M-G-M	1	1	3
RCA VICTOR	2	4	1
RIALTO	1	1	1
SOUVENIR	1	1	1
STARDAV	1	2	1
STYLETONE	1	1	1
UNITED	1	1	1
VANITY	2	1	1
TOTAL	37	16	17

Rhythm & Blues

**THE CLOVERS**  
*Good Lovin'* ..... 85  
 ATLANTIC 1000—The group figures to break thru again with a rocking blues for another big side. It's strong all the way. Looks like the seventh hit in a row for the Clovers. (Borin-hill, BMI)

*Here Goes a Fool* ..... 80  
 Smooth ballad backing for the flip could make noise on its own, too. This one should grab bundles of spins and some loot. (Progressive, BMI)

**RAY CHARLES**  
*Mess Around* ..... 79  
 ATLANTIC 999—Charles sounds as if he's got one of his best sides here in some time. Guy works in front of a big-beat background for a solid waxing. This could happen; watch it. (Progressive, BMI)

*Funny* ..... 76  
 Blues ballad gives Charles a chance to prove again that he's a first-rate chanter on the slow stuff. Good mood etching. (Progressive, BMI)

**EVA FOSTER**  
*You'll Never Know* ..... 78  
 ATLANTIC 997—Eva Foster, new thrush on the label, comes thru with a bright answer to the smash "I Wanna Know" as she tells her baby that he'll never know what goes on around there. The thrush sings it with meaning, the lyrics are forceful and the ork backs her with a beat. Backed by the Van Perry Quintet. Something could happen with this disk. (Progressive, BMI)

**VAN PERRY QUINTET**  
*Waxie for Maxie* ..... 74  
 A snappy riff is played with spirit by the combo, with a good sax solo by Frank West. The Maxie to whom the tune is dedicated is Waxie Maxie from Washington way. (Progressive, BMI)

**THE BLENDERS**  
*Please Take Me Back* ..... 77  
 M-G-M 11531—A smooth and sincere job by The Blenders on a warm ballad, sung strongly by the lead singer over fine support by the group. A good side for r.&b. jocks, and one that could also pull some coin.

*Isn't It a Shame?* ..... 75  
 The boys turn in another good job here, this time as well on a sincere ballad. Jocks will spin this one too. The group again shows off some first-rate harmony on this disk.

**CECIL (COUNT) CARTER**  
*Ginger Bread* ..... 77  
 FEDERAL 12135—It's not the first time but it's unusual to find a violin in an r.&b. band. On this instrumental the fiddle carries a whole chorus. No holds barred on this side, with everybody blowing his brains out. Could stir some interest as a result of the excitement it generates. (Cal-Car, BMI)

*I Know, I Know* ..... 63  
 Slow ballad is projected warmly by Carter, but there's little else of interest. (Cal-Car, BMI)

(Continued on page 46)

Spiritual

**MAHALIA JACKSON**  
*I'm Going Down to the River* ..... 78  
 APOLLO 273—Phrasing by Miss Jackson keeps to her high standard as she sings the slow spiritual with convincing warmth. A good side. (Bess, BMI)

*Do You Know Him?* ..... 72  
 Another good effort by Miss Jackson, which should also get action in the field. (Bess, BMI)

**REV. A. JOHNSON**  
*Death in the Morning* ..... 75  
 GLORY 4025—The original opus by Reverend Johnson is inventive and projected convincingly for a fresh-sounding spiritual waxing. (Lois, BMI)

*I Don't Know How to Get Along Without the Lord* ..... 70  
 Happy spiritual tells of the superiority of faith over things material. Rendition is pleasant. (Lois, BMI)

**SONS OF CALVARY**  
*A Man Taking Names* ..... 73  
 GLORY 4014—Lead chanter in a persuasive performance of the interesting opus, to good support by the other voices. (Lois, BMI)

*Trust in the Lord* ..... 67  
 A forthright rendition of the spiritual, presented with sincerity by the cappella group. (Lois, BMI)

**THE MELODY ECHOES**  
*Dip Your Fingers in Some Water* ..... 71  
 APOLLO 274—The male group projects the rhythmic selection with infectious appeal. Many should like the waxing. (Bess, BMI)

*When I've Done the Best I Can* ..... 64  
 Group reads this slow opus with gentleness. Flip, tho, has greater impact. (Bess, BMI)

**MYRTLE JACKSON**  
*God Answers Prayers* ..... 67  
 BRUNSWICK 84013—The thrush sings up a storm in a moody way on this original gospel item. (Myrtle Jackson)

*Precious Lord, Hold My Hand* ..... 67  
 More good chanting on another good piece of material. (Hill & Range, BMI)

Sacred

**STUART HAMBLEN**  
*Teach Me, Lord, to Wait* ..... 75  
 COLUMBIA 21124—Stuart Hamblen gives a strong vocal reading to this sacred song. The style is sincere and moving. Should please his fans. (Stuart Hamblen, BMI)

*I Believe* ..... 71  
 The powerful song gets still another record. A fair reading, but late. (Cromwell, ASCAP)

**BLACKWOOD BROTHERS QUARTET**  
*Someone to Care* ..... 73  
 V 20-5354—Full-throated reading of the sacred ballad carries conviction. Fans of the group should reach for the side eagerly. (Jimmy Davis, BMI)

*He Knows Just How Much You Can Bear* ..... 73  
 Same comment. (Hill & Range, BMI)

**THE LOUVIN BROTHERS**  
*Born Again* ..... 73  
 CAPITOL 2510—The Brothers have a distinctive sound and have made a fair etching here. Their fans in the sacred and country fields will like it. (Acuff-Rose, BMI)

*From Mother's Arms to Korea* ..... 69  
 A sad and gory story, with the lad finally reaching a mansion on high. (Acuff-Rose, BMI)

**TRACE FAMILY TRIO**  
*I've Got a Longing to Go* ..... 72  
 KING 1239—The desire to leave worldly things behind is expressed by the group. Should snare regional sales. (Lois, BMI)

*I'll Be No Stranger There* ..... 70  
 Religious ballad is sung in close harmony by the family group. They project its meaning with sincerity. (Lois, BMI)

**THE JOHNSON FAMILY SINGERS**  
*I Need the Prayers* ..... 70  
 COLUMBIA 21126—The mixed-voice vocal group has some strong material here and should catch some good sales. (Sesac, Inc.)

*Pass Me Not* ..... 65  
 Family type reading by the Johnson family on an attractive sacred item.

International

**KENNY BASS**  
*Fender-Bender Polka* ..... 65  
 CORAL 61015—Pop polka instrumental should do well in Bass' Mid-western territory. (Lake Erie, BMI)

*Flirt With the Girls Polka* ..... 65  
 Ditto. (Rouson, BMI)

Country & Western

**PEE WEE KING ORK**  
*Your Kisses Aren't Kisses Anymore* ..... 79  
 V 20-5344—Pee Wee King has a good side here, one of his best in a long time, and one that could cull coins. It's a melodic weeper, and Redd Stewart hands it a good vocal, while the ork backs him with tick-tock gimmicks. Good wax.

*If and When* ..... 75  
 Redd Stewart sings this plaintive melody with appropriate feeling over smooth support by the King ork. The flip side has more power, this one, too, could get deejay attention. (Blue River, BMI)

**SONNY JAMES**  
*I Forgot More Than You'll Ever Know* ..... 76  
 CAPITOL 2508—Tune is already out by the Davis Sisters on Victor. In this one James has just the right amount of contempt mixed with sorrow as he pours out his advice to his successor. Should do okay. (Fairway, BMI)

*Poor Boy, Rich Lovin'* ..... 74  
 A real sorrowful side, telling about running around with a gal, who's a little hard on his pocketbook. Even the instrumentation, reeks with sadness. (Acuff-Rose, BMI)

**JOHNNY RAGSDALE**  
*Engineer's Song* ..... 75  
 COLUMBIA 21123—A train song with a lot of drive. Ragdale works hard and comes up with a good presentation. Backing is a good one. Label should work on this. It could happen. (Ellis Company)

*Calamity Jane* ..... 68  
 A very enthusiastic rendition by Ragdale on this rhythmic bouncy item. Might be some juke box interest here. (Ellis Company)

**CHUCK MURPHY**  
*A 2-D Gal in a 3-D Town* ..... 74  
 CORAL 61014—Another novelty on this side. Quite a hit to the ditty. Backing is interesting—a cross between boogie and Dixieland. Another for the boxes. (Peer, BMI)

*One Beer* ..... 73  
 Lively Dixieland arrangement on this novelty ditty makes a fetching side. Chuck Murphy's vocal is backed by Pee Wee Erwin's band. Will catch some juke box loot. (Penn, ASCAP)

**HAL LONE PINE**  
*From One o'Clock to Midnight* ..... 74  
 V 20-5331—Idea on this one is cute, but it never quite comes off, in spite of a powerful reading by the country warbler. Should get spins in the field. (Hill & Range, BMI)

*From Paroo to Tennessee* ..... 72  
 Rhythm tune has a chance to grab some spins, but due more to Lone Pine's performance than the material. Should please his fans. (Hill & Range, BMI)

**GRANDPA JONES**  
*You Ain't Seen Nothin' Yet* ..... 72  
 V 20-5357—Cute ditty built around a musical prediction of technological advances to come will set many listeners to chuckling happily. Jocks and jukes could use with profit. (Tannen, BMI)

*You're Never Too Old for Love* ..... 70  
 Another funny side, delivered with the same infectious spirit. (Deimora, ASCAP)

**LESTER FLATT-EARL SCRUGGS**  
*If I Should Wander Back Tonight* ..... 73  
 COLUMBIA 21125—Would you be waiting if I should wander back tonight? Lester Flatt asks the question in a lively vocal rendition. (Peer, BMI)

*Dear Old Dixie* ..... 72  
 An instrumental, featuring the banjo work of Earl Scruggs, with backing by the Foggy Mountain Boys. (Peer, BMI)

**CURTIS GORDON**  
*Rompin' and Stompin'* ..... 72  
 V 20-5356—Country boogie, taken at an engaging beat, has a liberal sprinkling of r.&b. flavor. Sung and played brightly, the side should do right well on the coin boxes. (Fairway, BMI)

*Rocky Road of Love* ..... 60  
 Only Gordon fans will probably go for this so-so warble of the ballad. (Acuff-Rose, BMI)

**MERLE (RED) TAYLOR**  
*Suppose We Try* ..... 71  
 DECCA 28741—Suppose we try to make up, pleads the country swain. Taylor's performance of the weeper is sincere. (Old Charter, ASCAP)

*Imagine a Little Sugar* ..... 70  
 Country love song has some novelty appeal in the lyrics. Merle (Red) Taylor gives an adequate vocal reading. (Old Charter, ASCAP)

(Continued on page 45)

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 on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

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



# Columbia Best Buys

## BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending June 27.

THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
CANDY LIPS LET'S WALK THAT-A-WAY	Doris Day and Johnnie Ray	40001 • 4-40001
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981
GIGI SHAME	Paul Weston	40014 • 4-40014
PLAYMATES SHOO-FLY PIE AND APPLE PAN DOWDY	Jimmy Boyd	40007 • 4-40007
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
TELL ME A STORY THE LITTLE BOY AND THE OLD MAN	Frankie Laine and Jimmy Boyd	39945 • 4-39945
TELL US WHERE THE GOOD TIMES ARE THERE'S NOTHING AS SWEET AS MY BABY	Guy Mitchell and Mindy Carson	39992 • 4-39992
LOOK AT THAT GIRL HANNAH LEE	Guy Mitchell	40008 • 4-40008
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
ALPINE CLIMBER'S BALL SKYLARK POLKA	Frankie Yankovic	40012 • 4-40012
SOMEONE TURNED THE MOON UPSIDE DOWN I'LL GO	Tony Bennet	40004 • 4-40004
WITH THESE HANDS SATISFIED	Johnnie Ray	40006 • 4-40006
WHEN I SEE YOU IT JUST HAPPENED TO HAPPEN TO ME	Rosemary Clooney	40003 • 4-40003

## BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending June 27.

TRADEMARK DO I LIKE IT?	Carl Smith	21119 • 4-21119
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
I'D RATHER DIE YOUNG THE NIGHTINGALE SONG	Rose Maddox	21127 • 4-21127
IF I SHOULD WANDER BACK TONIGHT DEAR OLD DIXIE	Lester Flatt and Earl Scruggs	21125 • 4-21125
I PASSED BY YOUR WINDOW HALF-HEARTED	George Morgan	21108 • 4-21108
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
WE CRUCIFIED OUR JESUS WHEN IT COMES TO MEASURING LOVE	Lefty Frizzell	21118-s • 4-21118-s
CALAMITY JANE ENGINEER'S SONG	Johnny Ragsdale	21123 • 4-21123

## BEST SELLING POPULAR ALBUMS

BY THE LIGHT OF THE SILVERY MOON. Doris Day. "LP" CL 6248\*45 Set B-334\*78 Set C-334  
MUSIC FROM HOLLYWOOD. Percy Faith. "LP" CL 6255\*45 Extended Play Set B-1692, B-1693  
LIBERACE BY CANDLELIGHT. "LP" CL 6251\*45 Set B-336\*78 Set C-336  
ARTHUR GODFREY'S TV CALENDAR SHOW. "LP" GL 521\*45 Set G-4-18\*78 Set G-18  
BENNY GOODMAN PLAYS EDDIE SAUTER ARRANGEMENTS. "LP" GL 523\*45 Set G-4-19

## BEST SELLING MASTERWORKS ALBUMS

PUCCINI: LA BOHEME for Orchestra. Andre Kostelanetz and his Orchestra. "LP" ML 4655  
GERSHWIN. Selections from PORGY AND BESS. "LP" AAL 31\*45 Set A-1045  
VICTOR HERBERT: Orchestral Selections from "NAUGHTY MARIETTA" and "THE FORTUNE  
TELLER." The Philadelphia Orchestra, Eugene Ormandy, Conductor. "LP" AAL 29  
MASCAGNI: CAVALLERIA RUSTICANA and LEON CAVALLLO: PAGLIACCI. Metropolitan Opera  
Association Productions. "LP" Set SL-124, or individually SL-123 and SL-113  
RODGERS-HART: ON YOUR TOES. Portia Nelson, Jack Cassidy, others.  
"LP" ML-4645\*45 Set A-1043

Something really new!  
Really different!

Jimmy Carroll's great versions of

TIPTOE THRU THE TULIPS WITH ME  
CLARINET POLKA

J I M M Y C A R R O L L  
J I M M Y C A R R O L  
J I M M Y C A R R O  
J I M M Y C A R R  
J I M M Y C A R  
J I M M Y C A  
J I M M Y C  
J I M M Y  
J I M M  
J I M  
J C

Jimmy Carroll  
40028 • 4-40028

### New Folk Music Releases

"LITTLE" JIMMY DICKENS

I'LL DANCE AT YOUR WEDDING  
I'M MAKING LOVE TO A STRANGER  
21132 • 4-21132

THE CHUCK WAGON GANG

HIDE ME, ROCK OF AGES  
THERE'S GLORY ON THE WINNING SIDE  
21133 • 4-21133-s

## NEW POPULAR RELEASES

ROSEMARY CLOONEY

CHEEGAN CHOONEM (I Haven't  
Got It)  
STICK WITH ME  
40024 • 4-40024

JUDY GARLAND with  
Paul Weston

HEARTBROKEN  
GO HOME, JOE  
40023 • 4-40023

MINDY CARSON

FREE HOME DEMONSTRATION  
HONEY-DARLIN'  
40033 • 4-40033

SAMMY KAYE

Let Me Be THE ONE IN  
YOUR HEART  
THE MIDNIGHT RIDE  
40025 • 4-40025

MARION MARLOWE and  
FRANK PARKER

THE MELBA WALTZ  
AN OLD FASHIONED PICTURE  
40032 • 4-40032

### BEST SELLING POPULAR EXTENDED PLAY RECORDS

MUSIC FROM HOLLYWOOD—Percy Faith. B-1692  
MUSIC FROM HOLLYWOOD, Vol. 2—Percy Faith. B-1693  
HARRY JAMES IN PERSON, Vol. 2. B-1675  
THE THREE BELLS—Les Compagnons de la Chanson. B-1676  
RHUMBA WITH CUGAT. B-1668

### BEST SELLING MASTERWORKS EXTENDED PLAY RECORDS

GERSHWIN: RHAPSODY IN BLUE. Oscar Levant with The Philadelphia Orchestra,  
Eugene Ormandy, Conductor. A-1643  
RAVEL: BOLERO. Andre Kostelanetz conducting the Robin Hood Dell Orchestra  
of Philadelphia. A-1642  
JEROME KERN HITS. Andre Kostelanetz and his Orchestra. A-1531  
WALTZES BY KOSTELANETZ. Andre Kostelanetz and his Orchestra. A-1558  
COLE PORTER HITS. Andre Kostelanetz and his Orchestra. A-1506

Another smash  
for the HIT-MAKER!

# Frankie Laine

sings

## WHERE THE WINDS BLOW TE AMO

40022 • 4-40022

COLUMBIA  
RECORDS

Trade Marks "Columbia," "Masterworks," "Entre". © Reg. U.S. Pat. Off. Marks Registered

## The Billboard Music Popularity Charts

... for Week Ending June 27

## NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

## Popular

## MONTY KELLY

**Tropicana** (Eastwick, BMI) — Essex 325  
Instrumental is already showing considerable strength in Boston and Chicago. Could break. Flip is "Life in New York" (Duchess, BMI).

## VIC DAMONE

**Eternally** (Bourne, ASCAP)—Mercury 70186  
This is "Limelight" with a lyric and Damone belts it for all he's worth. Of interest is the fact that Dick Hayman who has the second best instrumental of "Limelight" back on this. Could be a good one for Damone. Flip is "Simonetta" (Irving Caesar, ASCAP)

## DINAH SHORE

**Blue Canary** (Valando, ASCAP) — RCA Victor 20-5390 — Just about everything happens on this one. It's different enough to get a lot of play and center some attention

on the thrush again. Could happen fast. Flip is "Eternally" (Bourne, ASCAP).

## FRANKIE LAINE

**Where the Winds Blow** (Montclare, BMI)—Columbia 40022—A dramatic type of number sparked by a fine Laine vocal has already been getting initial activity in the field. Flip is "Te Amo" (Fran-Nan, BMI).

## Country &amp; Western

## CARL SMITH

**Darlin' Am I the One?** (Valley, BMI)  
**Hey, Joe** (Tannen, BMI)—Columbia 21120—A surprisingly fast follow-up record to "Trademark" which is just building steam, but it's a good one, particularly the "Darlin'" side.

## HANK WILLIAMS

**I Won't Be Home No More**  
**My Love for You** — M-G-M 11533 — Tunes

don't shape up as having the potential of some of the late singer's efforts, but nevertheless it's a new Hank Williams release and should do okay.

## KITTY WELLS

**The Life They Live in Songs** (Acuff-Rose, BMI)—Decca 28753—A very clever tune idea and a solid performance by the thrush should keep her at the top with this one. Flip is "I Don't Claim to Be an Angel." (Hill & Range, BMI)

## Rhythm &amp; Blues

## RAY CHARLES

**Mess Around** (Progressive, BMI)—Atlantic 999—A solid effort by Charles which shapes up as his most potential side in some time. Flip is "Funny" (Progressive, BMI)

## THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

## Popular

## WITH THESE HANDS (Ben Bloom, ASCAP)—Eddie Fisher—RCA Victor 20-5365

Strong kick-off in New York, Philadelphia, Durham and the West Coast. Also good in Cleveland and Pittsburgh. Flip is "When I Was Young" (Hawthorne, ASCAP) A previous "New Record to Watch."

## BUTTERFLIES (Santly-Joy, ASCAP)

## THIS IS MY SONG (Lear, ASCAP) — Patti Page—Mercury 70183

Off a-winging with good to strong reports from all over the East and wherever it had been received in the Midwest. Most action on "Butterflies." A previous "New Record to Watch."

## RETURN TO PARADISE (Remick, ASCAP)—Nat (King) Cole—Capitol 2498

Off to a strong start, particularly in Philadelphia, Buffalo, Cleveland, Pittsburgh and L.A. The Percy Faith record is leading among the instrumental entries on this tune. Flip of the Cole is "Angel Eyes" (Bradshaw, BMI)

## PRETTY BUTTERFLY (Paxton, ASCAP)—Mills Brothers—Decca 28736

Reports indicate initial good acceptance in

all territories surveyed except for two where disk had not yet been received. Flip is "Don't Let Me Dream" (Schwartz, ASCAP). A previous "New Record to Watch."

## SORTA ON THE BORDER (E. H. Morris, ASCAP)

## UNFAIR (Paul, BMI) — Tony Martin — RCA Victor 20-5352

Good start noted on this record in New York, Philadelphia, Pittsburgh, Buffalo and Cleveland. Side preference is pretty equal. A previous "New Record to Watch."

## Country &amp; Western

## DANNY BOY

## THERE'S A RAINBOW

## IN EVERY TEARDROP—Slim Whitman—Imperial 8201

Good reports from L. A., Dallas, Pittsburgh and St. Louis. Most action on "Danny Boy."

## THE LONG WAY (Hill &amp; Range, BMI)—Hawkshaw Hawkins — RCA Victor 20-5333

Good reports from Durham, Dallas, St.

Louis, Chicago and Pittsburgh on this record. Flip is "I'll Trade Yours for Mine." (RFD, ASCAP).

## Rhythm &amp; Blues

## PLEASE DON'T LEAVE ME (Commodore, BMI)

## THE GIRL I LOVE (Commodore, BMI)—Fats Domino—Imperial 5240

Off to good start with advancing reports from New York, Dallas, L.A., Durham and Chicago. A previous "New Record to Watch."

## MY LEAN BABY

## NEVER, NEVER — Dinah Washington — Mercury 70175

Very good reports on this one, with a fine geographic spread showing up.

## EARLY IN THE MORNING — Roy Milton—Specialty 464

On the St. Louis and L.A. territorials and showed up on juke box chart this week. Flip is "Let Me Give You All My Love." A previous "New Record to Watch."

## COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

## Popular

## CANDY LIPS

**LET'S WALK THAT-A-WAY**  
Doris Day-Johnnie Ray—Columbia 40001

## COQUETTE

**TELL ME THAT YOU LOVE ME**  
The Gaylords—Mercury 70170

## DON'T CALL MY NAME

**THE BREEZE**  
Helene Dixon—Okeh 6964

## DOWN BY THE RIVER SIDE

Four Lads—Columbia 40005

## FOR ME, FOR ME

**THUNDER AND LIGHTNING**  
Georgia Gibbs—Mercury 70172

## GIG:

## I LOVE PARIS

Les Baxter Ork—Capitol 2479

## HE LOVES ME

Jenny Barrett—Vogue 1024

## HELP ME MEND

## A BROKEN HEART

Pete Hanley—Okeh 6980

## LEARNING

## EIGHT BEAT BOOGIE

Johnny Maddox—Dot 15090

## LOVE ME, LOVE ME

Dean Martin—Capitol 2485

## LOVE ME, LOVE ME

Bobby Wayne—Mercury 70148

## SEND MY BABY BACK TO ME

## I LAUGH TO KEEP

**FROM CRYING**  
Billy Eckstine—M-G-M 11511

## TOO MUCH MUSTARD

## INTO EACH LIFE

**SOME RAIN MUST FALL**  
Teresa Brewer—Coral 60994

## YOU'RE DRIVING ME CRAZY

Buddy Greco—Coral 60979

## SHANE (EYES OF BLUE)

## LIMELIGHT

Richard Hayman—Mercury 70168

## Country &amp; Western

## BUTTERFLY LOVE

## LET ME LOVE YOU

## JUST A LITTLE

Jim Reeves—Abbott 137

## CRYING IN THE CHAPEL

Darrell Glenn—Valley 105

## DON'T CALL MY NAME

## HEY, MR. COTTON PICKER

Roberta Lee-Tex Williams—Decca 28721

## A HALF-WAY CHANCE

## WITH YOU

## A CASTLE IN THE SKY

Marty Robbins—Columbia 21111

## RESTLESS HEART

Slim Whitman—Imperial 8190

## THAT'S ALL RIGHT

## UH HUH, HONEY

Autry Inman—Decca 28629

## Rhythm &amp; Blues

## AFTER HOUR JOINT

## BABY, I'M GONE

Jimmy Coe—States 118

## CHEROKEE

Earl Bostic—King 4623

## HEAVY JUICE

Tiny Bradshaw—King 4621

## I WANNA KNOW

Dolly Cooper—Savoy 891

## I'LL CRY NO MORE

## FOR YOU I HAVE EYES

The Crickets—M-G-M 11507

## IF I CAN'T HAVE YOU

The Flamingos—Chance 1133

## MERCY, MR. PERCY

Varetta Dillard—Savoy 897

## MY DEAR, DEAREST DARLING

The Five Willows—Allen 100

## CURRENT TOP RECORDS

See page 34 for the current top pop records.  
See page 44 for the current top c.&w. records.  
See page 46 for the current top r.&b. records.



# LEADS THE FIELD AGAIN

## WITH MORE TOP NEW POPS!

Reprinted from Billboard June 27th Issue

### Billboard Music Popularity Chart

## NEW RECORDS TO WATCH

#### PATTI PAGE

Butterflies

This Is My Song—Mercury 70183

Switching from the canine family Patti turns in a sensitive tribute to the Rhopalocera division of the Lepidoptera order—the stomach variety, that is. Flip is her TV theme. Could be a big record.

## THIS WEEK'S BEST BUYS

SHANE (Eyes of Blue)

LIMELIGHT (Terry's Theme)—Richard Hayman—Mercury 70168

The strongest of this week's selections. Rated as good to strong and building in Philadelphia, Cleveland, Chicago, L. A. and Dallas. Most action on "Shane."

TELL ME THAT YOU LOVE ME

COQUETTE—Gaylords—Mercury 70170

A toss-up between these two sides. Good building action in Boston, New York, Cleveland, Buffalo and Chicago.

## COMING UP IN THE TRADE

Listed Alphabetically

CRAZY, MAN, CRAZY

Ralph Marterie Ork—Mercury 70153

FOR ME, FOR ME

THUNDER AND LIGHTNING  
Georgia Gibbs—Mercury 70172

GAMBLER'S GUITAR

Rusty Draper—Mercury 70167

LOVE ME, LOVE ME

Bobby Wayne—Mercury 70148

### BEST SELLERS

\*DENOTES AVAILABLE ON 45 RPM

1. RUBY  
Dansero ..... RICHARD HAYMAN... No. 70146\*
2. GAMBLER'S GUITAR  
Free Home Demonstration.... RUSTY DRAPER... No. 70167\*
3. FOR ME, FOR ME  
Thunder And Lightning..... GEORGIA GIBBS... No. 70172\*
4. BUTTERFLIES  
This Is My Song..... PATTI PAGE... No. 70183\*
5. APRIL IN PORTUGAL  
Anna ..... RICHARD HAYMAN... No. 70114\*
6. SEVEN LONELY DAYS  
If You Take My Heart Away.. GEORGIA GIBBS... No. 70095\*
7. APRIL IN PORTUGAL  
I'm Walking Behind You..... VIC DAMONE... No. 70128\*
8. TELL ME THAT YOU LOVE ME  
Coquette ..... THE GAYLORDS... No. 70170\*
9. SHANE  
Limelight ..... RICHARD HAYMAN... No. 70168\*
10. LOVE ME, LOVE ME  
More Than I..... BOBBY WAYNE... No. 70148\*
11. CRAZY, MAN, CRAZY  
Go Away ..... RALPH MARGERIE... No. 70153\*
12. DOGGIE IN THE WINDOW  
My Jealous Eyes..... PATTI PAGE... No. 70070\*
13. LOVE EVERY MOMENT YOU LIVE  
The Right Way..... EDDY HOWARD... No. 70176\*
14. GAMBLER'S GUITAR  
The Martins And The Coys..... JIM LOWE... No. 70163\*
15. MY HEART HAS MANY DREAMS  
I'll Wait For You..... BERNICE PARKS... No. 70161\*

### RHYTHM and BLUES

1. MY LEAN BABY  
Never, Never ..... DINAH WASHINGTON... No. 70175\*
2. JIT, JIT  
Feel About You..... BUDDY JOHNSON... No. 70173\*
3. MY MAMA TOLD ME  
What's The Matter Now.. LIGHTNING HOPKINS... No. 70191\*
4. FEELIN' LOW  
Wail Bait..... JAMES MOODY... No. 70185\*

## NEW RELEASES



# DORIS DREW

From the Motion Picture "The Moon Is Blue"

## 'THE MOON IS BLUE'

AND

## 'GUMBO YA YA'

MERCURY 70194 • 70194X45



# LOLA AMECHE

## 'VOLCANO'

From the Motion Picture "Volcano"

AND

## 'STICKY APPLE AND BUBBLE GUM'

MERCURY 70193 • 70193X45

### COUNTRY and WESTERN

1. IS ZAT YOU, MYRTLE  
Something Different ..... THE CARLISLES... No. 70174\*
2. HONOLULU MARCH  
Gold Coast ..... JERRY BYRD... No. 70184\*
3. COME ON CHERE  
Why Can't You Be Mine..... TIBBY EDWARDS... No. 70189\*
4. ROCK-A-BYE BOOGIE  
Lonesome Childhood..... ROCKY STARR... No. 70192\*
5. HIGH, WIDE AND HANDSOME  
Hit And Run Lover..... EDDIE HILL... No. 70195\*



# Vic Damone

SINGS AND HOW!

THE THEME SONG FROM LIMELIGHT

## "ETERNALLY"

COUPLED WITH

## "SIMONETTA"

MERCURY 70186 • 70186X45



The Billboard Music Popularity Charts

... for Week Ending June 27

TOP POPULAR RECORDS

Best Selling Singles

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

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 singles including 'SONG FROM MOULIN ROUGE' and 'I'M WALKING BEHIND YOU'.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in 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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 juke box records including 'I'M WALKING BEHIND YOU' and 'SONG FROM MOULIN ROUGE'.

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.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 20 jockey records including 'SONG OF MOULIN ROUGE' and 'I'M WALKING BEHIND YOU'.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/2 r.p.m. and 45 r.p.m. records.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 10 popular albums for 33 1/2 R.P.M. and 45 R.P.M. including 'MUSIC FOR LOVERS ONLY'.

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 15 children's records including 'PETER PAN (2)' and 'DOGGIE IN THE WINDOW (1)'.



**NEW RELEASES**

RCA VICTOR—RELEASE #53-27

**POPULAR**

- CRYING IN THE CHAPEL**  
LOVE EVERY MOMENT YOU LIVE  
June Valli with Orch. directed by Joe Reisman... 20-5368 (47-5368)\*
- THE LOVERS' WALTZ**  
MUSIC BOX IN BLUE  
Hugo Winterhalter and his Orch., Vocal refrain by Bud Dee and Sally Sweetland... 20-5369 (47-5369)\*
- THE HARMONICA POLKA**  
BEER BARREL POLKA (Roll Out the Barrel)  
Milton Kraus and his Gang... 20-5366 (47-5366)\*
- ANNA—Baiao (El N. Zumbon)**  
(from the film "Anna")
- SILVANA MANGANO—Seby**  
Perez Prado "The King of the Mambo and his Orch. Vocal refrain by Carmencita Pernet and Tony Camargo... 20-5367 (47-5367)\*

**COUNTRY/WESTERN**

- THIS HEART BELONGS TO YOU**  
BETTER THAN WALKIN' HOME  
Joyce Moore... 20-5355 (47-5355)\*
- PLEASE**  
THEY GOT ME SINGIN' THAT WAY  
Red Garrett... 20-5363 (47-5363)\*
- GAMBLER'S GUITAR**  
BUTTERFLY LOVE  
Jack Turner and his Granger County Gang... 20-5384 (47-5384)\*

**ALBUMS**

- MUSIC FROM HOLLYWOOD**  
Theme Music from Great Motion Pictures. Al Goodman and his Orch. .... LPM-1007\*\* EPB-1007\*
- ROMANIAN MELODIES**  
Gregore Dinicu and his Roumanian Gypsy Orch. (Recorded in Roumania) ..... EPAT-419\*
- CONTINENTAL TANGOS**  
Will Glabe and his Orch. (Recorded in Europe) ..... EPAT-420
- LILLO—MARIANO**  
Lilo and Luis Mariano with Orchestra directed by J. H. Rys (Recorded in France)..... EPA-506\*  
\* 45 rpm cat. nos.  
\*\* 33 1/2 rpm cat. nos.



**BEST SELLERS**

THIS WEEK'S RCA VICTOR BEST SELLERS

**POPULAR**

- I'M WALKING BEHIND YOU/JUST ANOTHER POLKA**  
Eddie Fisher... 20-5293 (47-5293)
- NO OTHER LOVE/KEEP IT GAY**  
Perry Como... 20-5317 (47-5317)
- LOVE EVERY MOMENT YOU LIVE/CRYING IN THE CHAPEL**  
June Valli... 20-5368 (47-5368)
- YOU, YOU, YOU/ONCE UPON A TUNE**  
Ames Bros... 20-5325 (47-5325)
- WITH THESE HANDS/WHEN I WAS YOUNG**  
Eddie Fisher... 20-5365 (47-5365)
- SAY YOU'RE MINE AGAIN/MY ONE AND ONLY HEART**  
Perry Como... 20-5277 (47-5277)
- SORTA ON THE BORDER/UNFAIR**  
Tony Martin... 20-5352 (47-5352)
- C'EST SI BON/AFRICAN LULLABY**  
Eartha Kitt... 20-5358 (47-5358)
- USKA DARA/TWO LOVERS**  
Eartha Kitt... 20-5284 (47-5284)
- THE TERRY THEME/SYMPHONY OF A STARRY NIGHT**  
Hugo Winterhalter... 20-5326 (47-5326)
- THAT HOUND DOG IN THE WINDOW/PURE OL' KOO-LIGER**  
Homer & Jethro... 20-5280 (47-5280)
- DON'T TAKE YOUR LOVE FROM ME/UNDER PARIS SKIES**  
The Three Suns... 20-5347 (47-5347)
- APRIL IN PORTUGAL/NOW HEAR THIS**  
Tony Martin... 20-5279 (47-5279)
- MARRIAGE TYPE LOVE/I'M YOUR GIRL**  
Dinah Shore... 20-5335 (47-5335)
- HOT TODDY/SERENADE**  
Ralph Flanagan... 20-5095 (47-5095)

**COUNTRY/WESTERN**

- NOW'S THE WORLD TREATING YOU/FREE HOME DEMONSTRATION**  
Eddy Arnold... 20-5305 (47-5305)
- THE LONG WAY/I'LL TRADE YOURS FOR MINE**  
Hawshaw Hawkins... 20-5333 (47-5333)
- ROCK-A-BYE BOOGIE/I FORGOT MORE THAN YOU'LL EVER KNOW**  
The Davis Sisters... 20-5345 (47-5345)
- TOO YOUNG TO TANGO/HEARTS WEREN'T MEANT TO BE BROKEN**  
Sunshine Ruby... 20-5250 (47-5250)
- SIXTEEN CHICKENS AND A TAMBOURINE/ONE ROOM APARTMENT**  
Jerry Glenn... 20-5323 (47-5323)
- SOMEONE TO CARE/HE KNOWS JUST HOW MUCH YOU CAN BEAR**  
Blackwood Bros. Quartet... 20-5354 (47-5354)
- ROMPIN' AND STOMPIN'/ROCKY ROAD OF LOVE**  
Curtis Gordon... 20-5356 (47-5356)
- SPANISH FIRE BALL/BETWEEN FIRE AND WATER**  
Hank Snow... 20-5296 (47-5296)
- BROKEN WINGS/THE CANNONBALL YODEL**  
Elton Britt... 20-5251 (47-5251)
- FROM PAREE TO TENNESSEE/FROM ONE O'CLOCK TO MIDNIGHT**  
Hal "Lone" Pine... 20-5331 (47-5331)

**RHYTHM/BLUES**

- YOUR MOUTH'S GOT A HOLE IN IT/DECATUR STREET BOOGIE**  
Piano Red... 20-5337 (47-5337)
- I WANNA KNOW/LAUGHING BLUES**  
The Du Droppers... 20-5229 (47-5229)
- I FOUND OUT/LITTLE GIRL, LITTLE GIRL**  
The Du Droppers... 20-5321 (47-5321)



**SALES GROW WHEN YOU GO "45"**

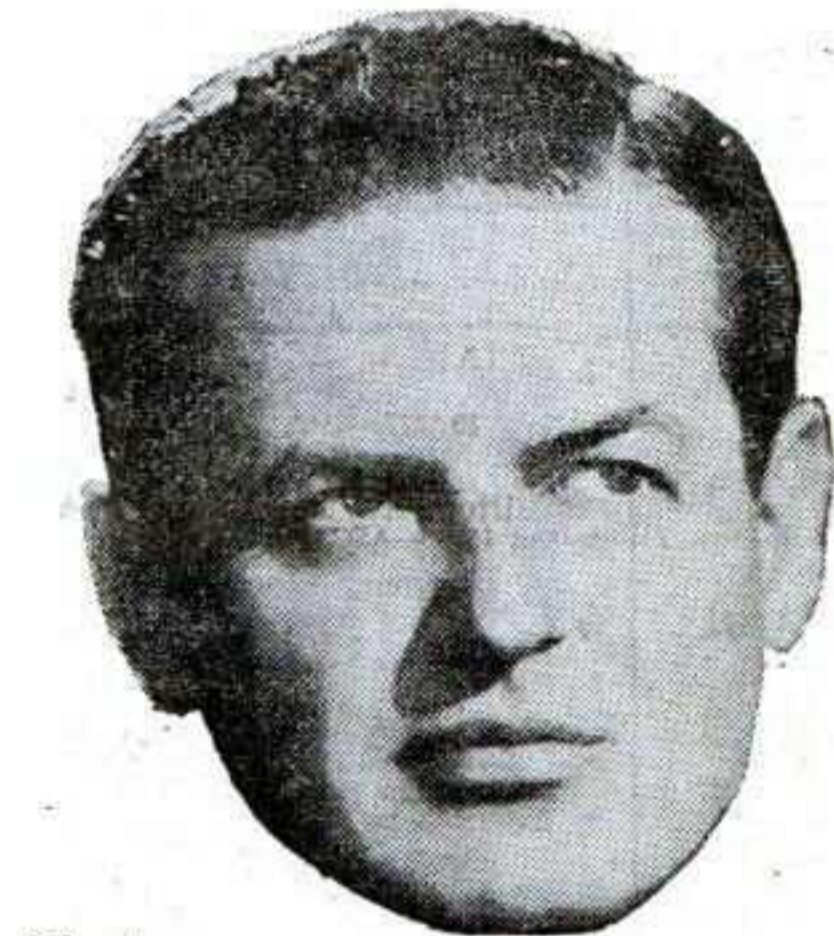


*Singing*

HER GREATEST SINCE "BUTTONS AND BOWS"!



C/W



*Playing*

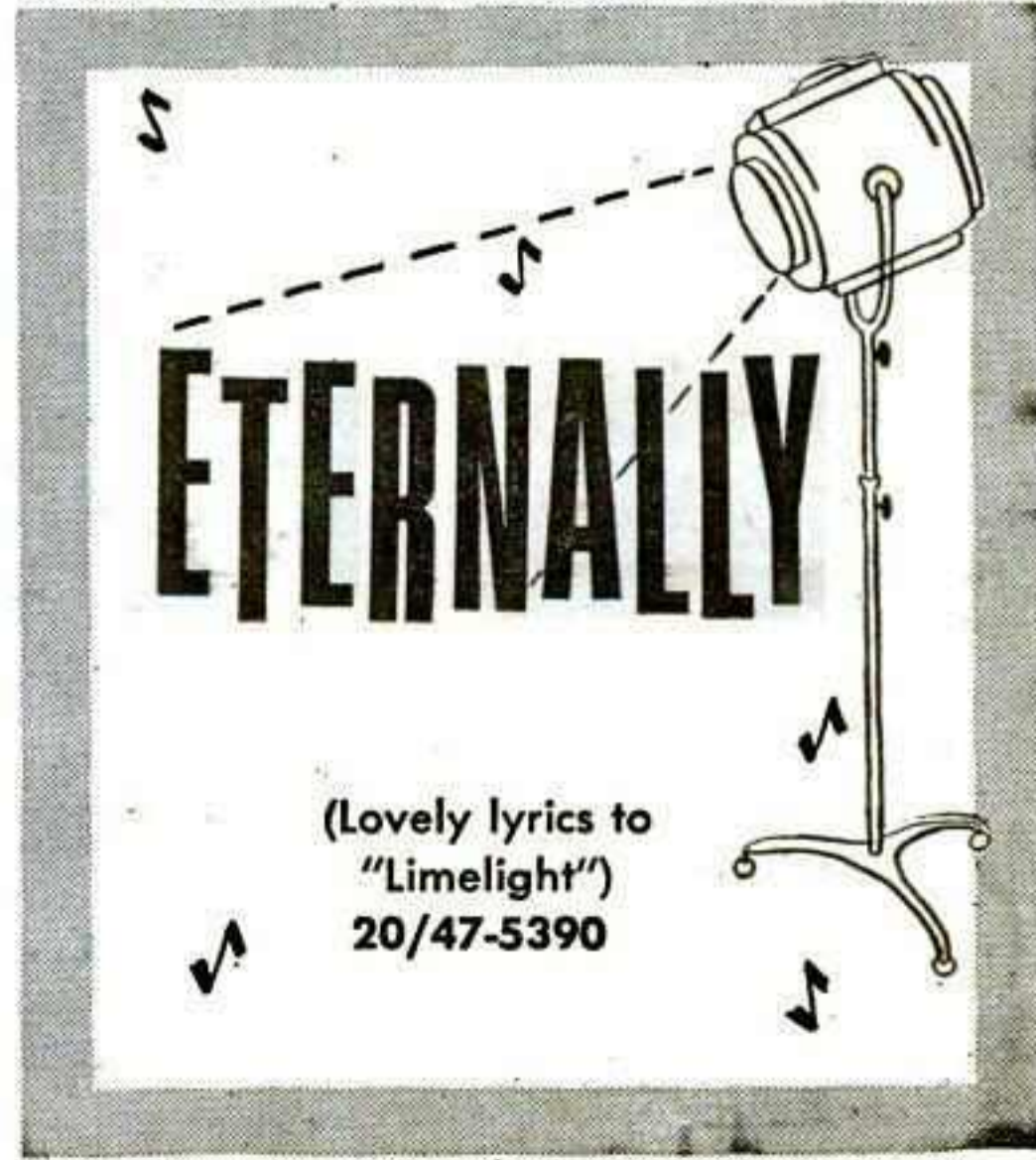
THE LAST TUNE FROM THE PEN OF PETER DE ROSE  
CREATOR OF "DEEP PURPLE"



C/W



20/47-5369



(Lovely lyrics to "Limelight")  
20/47-5390



# RICHARD HAYES

WITH

**RICHARD HAYMAN ORCHESTRA**

# 'MIDNIGHT IN PARIS'

AND

**"MATILDA, MATILDA"**

MERCURY 70169 • 70169X45



## The Billboard's Music Popularity Charts

# Territorial Best

## This Week's Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Washington, D. C.  
Seattle... **RETURN TO PARADISE** Nat (King) Cole, Capitol 2498

Pittsburgh... **TAKE ME BACK** Four Lads, Columbia 40005

St. Louis... **EIGHT BEAT BOOGIE** J. Maddox, Dot 15090

## Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

### New York

1. **Song From Moulin Rouge**  
P. Faith, Columbia
2. **I'm Walking Behind You**  
E. Fisher-H. Winterhalter, Victor
3. **Anna**  
S. Mangano, M-G-M
4. **Limelight (Terry's Theme)**  
F. Chacksfield, London
5. **April in Portugal**  
L. Baxter, Capitol
6. **No Other Love**  
P. Como, Victor
7. **Ruby**  
R. Hayman, Mercury
8. **Pretend**  
Nat (King) Cole, Capitol
9. **I Believe**  
F. Laine, Columbia
10. **Allez Vous En**  
K. Starr, Capitol

### Detroit

1. **Song From Moulin Rouge**  
P. Faith, Columbia
2. **I'm Walking Behind You**  
E. Fisher-H. Winterhalter, Victor
3. **Ruby**  
R. Hayman, Mercury
4. **April in Portugal**  
L. Baxter, Capitol
5. **Oh**  
P. W. Hunt, Capitol
6. **No Other Love**  
P. Como, Victor
7. **April in Portugal**  
R. Hayman, Mercury
8. **Vaya Con Dios**  
L. Paul & M. Ford, Capitol
9. **Crazy, Man, Crazy**  
B. Haley, Essex
10. **Allez Vous En**  
K. Starr, Capitol

### Chicago

1. **Limelight (Terry's Theme)**  
F. Chacksfield, London
2. **Ruby**  
R. Hayman, Mercury
3. **Song From Moulin Rouge**  
P. Faith, Columbia
4. **I'm Walking Behind You**  
E. Fisher-H. Winterhalter, Victor
5. **Vaya Con Dios**  
L. Paul & M. Ford, Capitol
6. **No Other Love**  
P. Como, Victor
7. **Gambler's Guitar**  
R. Draper, Mercury
8. **Allez Vous En**  
K. Starr, Capitol
9. **Uska Dara**  
E. Kitt, Victor
10. **Ruby**  
L. Baxter, Capitol

### Boston

1. **Song From Moulin Rouge**  
P. Faith, Columbia
2. **Limelight (Terry's Theme)**  
F. Chacksfield, London
3. **I'm Walking Behind You**  
E. Fisher-H. Winterhalter, Victor
4. **Gambler's Guitar**  
R. Draper, Mercury
5. **No Other Love**  
P. Como, Victor
6. **Ruby**  
R. Hayman, Mercury
7. **Allez Vous En**  
K. Starr, Capitol
8. **Say You're Mine Again**  
P. Como, Victor
9. **Song From Moulin Rouge**  
Mantovani, London
10. **Down by the River Side**  
Four Lads, Columbia

### Los Angeles

1. **Song From Moulin Rouge**  
P. Faith, Columbia
2. **I'm Walking Behind You**  
E. Fisher-H. Winterhalter, Victor
3. **Ruby**  
R. Hayman, Mercury
4. **April in Portugal**  
L. Baxter, Capitol
5. **Say You're Mine Again**  
P. Como, Victor
6. **I Believe**  
F. Laine, Columbia
7. **I Believe**  
J. Froman, Capitol
8. **No Other Love**  
P. Como, Victor
9. **April in Portugal**  
R. Hayman, Mercury
10. **Limelight (Terry's Theme)**  
V. Young, Decca

### Pittsburgh

1. **P.S.: I Love You**  
Hilltoppers, Dot
2. **You, You, You**  
Ames Brothers, Victor
3. **I'm Walking Behind You**  
E. Fisher-H. Winterhalter, Victor
4. **Song From Moulin Rouge**  
P. Faith, Columbia
5. **Vaya Con Dios**  
L. Paul & M. Ford, Capitol
6. **Take Me Back**  
Four Lads, Columbia
7. **Gambler's Guitar**  
R. Draper, Mercury
8. **April in Portugal**  
V. Damone, Mercury
9. **Ruby**  
R. Hayman, Mercury
10. **Shane**  
R. Hayman, Mercury

### Philadelphia

1. **Song From Moulin Rouge**  
P. Faith, Columbia
2. **I'm Walking Behind You**  
E. Fisher-H. Winterhalter, Victor
3. **Ruby**  
R. Hayman, Mercury
4. **April in Portugal**  
L. Baxter, Capitol
5. **Say You're Mine Again**  
P. Como, Victor
6. **No Other Love**  
P. Como, Victor
7. **Gambler's Guitar**  
R. Draper, Mercury
8. **Organ Grinder's Swing**  
Four Aces, Decca
9. **April in Portugal**  
R. Hayman, Mercury
10. **I Believe**  
F. Laine, Columbia

### Atlanta

1. **Limelight (Terry's Theme)**  
R. Hayman, Mercury
2. **For Me, For Me**  
G. Gibbs, Mercury
3. **Song From Moulin Rouge**  
P. Faith, Columbia
4. **I'm Walking Behind You**  
E. Fisher-H. Winterhalter, Victor
5. **I Believe**  
F. Laine, Columbia
6. **I'd Rather Die Young**  
Hilltoppers, Dot
7. **Say You're Mine Again**  
P. Como, Victor
8. **Ruby**  
L. Baxter, Capitol
9. **Shane**  
P. Weston, Columbia
10. **No Other Love**  
P. Como, Victor

For Week Ending June 27

# Sellers (Popular)

## St. Louis

1. P.S.: I Love You  
Hilltoppers, Dot
2. Vaya Con Dios  
L. Paul & M. Ford, Capitol
3. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor
4. Limelight (Terry's Theme)  
F. Chacksfield, London
5. Breeze  
T. Richards, Derby
6. Eight Beat Boogie  
J. Maddox, Dot
7. April in Portugal  
L. Baxter, Capitol
8. No Other Love  
P. Como, Victor
9. Allez Vous En  
K. Starr, Capitol
10. Return to Paradise  
P. Faith, Columbia

## Washington-Baltimore

1. Song From Moulin Rouge  
P. Faith, Columbia
2. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor
3. April in Portugal  
L. Baxter, Capitol
4. No Other Love  
P. Como, Victor
5. Limelight (Terry's Theme)  
F. Chacksfield, London
6. Ruby  
R. Hayman, Mercury
7. Vaya Con Dios  
L. Paul & M. Ford
8. Say You're Mine Again  
P. Como, Victor
9. Return to Paradise  
Nat (King) Cole, Capitol

## Seattle

1. Song From Moulin Rouge  
P. Faith, Columbia
2. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor
3. April in Portugal  
L. Baxter, Capitol
4. Crazy, Man, Crazy  
B. Haley, Essex
5. You, You, You  
Ames Brothers, Victor
6. If I Were King  
Hilltoppers, Dot
7. Doggie in the Window  
P. Page, Mercury
8. I Believe  
F. Laine, Columbia
9. Return to Paradise  
Nat (King) Cole, Capitol
10. Vaya Con Dios  
L. Paul & M. Ford, Capitol

## New Orleans

1. I'd Rather Die Young  
Hilltoppers, Dot
2. Limelight (Terry's Theme)  
F. Chacksfield, London
3. Song From Moulin Rouge  
P. Faith, Columbia
4. Big Mamou  
D. Gray, Decca
5. Half a Photograph  
K. Starr, Capitol
6. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor
7. Ruby  
V. Young, Decca
8. I Believe  
F. Laine, Columbia
9. Almost Always  
J. James, M-G-M

## Dallas-Ft. Worth

1. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor
2. Gambler's Guitar  
R. Draper, Mercury
3. For Me, For Me  
G. Gibbs, Mercury
4. April in Portugal  
L. Baxter, Capitol
5. Anna  
S. Mangano, M-G-M
6. I Believe  
F. Laine, Columbia
7. P.S.: I Love You  
Hilltoppers, Dot
8. Song From Moulin Rouge  
P. Faith, Columbia
9. Song From Moulin Rouge  
V. Young, Decca
10. Shane  
R. Hayman, Mercury

## Denver

1. April in Portugal  
L. Baxter, Capitol
2. Song From Moulin Rouge  
P. Faith, Columbia
3. Ruby  
L. Baxter, Capitol
4. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor
5. Song From Moulin Rouge  
Mantovani, London
6. Ruby  
R. Hayman, Mercury
7. Doggie in the Window  
P. Page, Mercury
8. Limelight (Terry's Theme)  
F. Chacksfield, London
9. Anna  
S. Mangano, M-G-M
10. Say You're Mine Again  
P. Como, Victor

## Cincinnati

1. Song From Moulin Rouge  
P. Faith, Columbia
2. I'm Walking Behind You  
E. Fisher-H. Winterhalter, Victor
3. No Other Love  
P. Como, Victor
4. Vaya Con Dios  
L. Paul & M. Ford, Capitol
5. April in Portugal  
R. Hayman, Mercury
6. Say You're Mine Again  
P. Como, Victor
7. Ruby  
R. Hayman, Mercury
8. April in Portugal  
V. Damone, Mercury
9. Allez Vous En  
K. Starr, Capitol

## Disk Association

Continued from page 15

gan Buck will receive a library of classical disks.

The RIAA is also going ahead with its big phonograph push and survey, which are skedded for the city of Buffalo in the early fall. "Operation Phonograph," which is being worked out by Henry Onorati, will run for about three weeks. Object will be to stimulate sales of phonographs during this period, of all types, makes and prices. Names of all buyers of phonos over this period will be sent to the RIAA. After a period of 90 days or so, RIAA will check on these phono buyers to determine use of phono, purchase of records since phono was bought, etc. Facts drawn from this research will be used to try to determine how phono sales stimulate record purchases.

## AFL's Meany

Continued from page 15

Music Performance Trust Fund to ease unemployment, and he added that the membership and the public are beginning to realize the true merits of the MPTF. The AFL, Meany said, was seeking to have removed the legislative restrictions that now apply to union supervision of the fund (the fund is administered by an appointee of the record companies). Meany complimented Petrillo on his fight to curtail the competition of service bands.

Kaiser predicted there would be no new labor legislation adopted by the present Congress. "The silence that pervades the White House on this subject probably is well for labor," he said, adding that management spokesmen are continuing their push for a tightening of labor legislation.



FIRST BAND VERSION WITH LYRICS BY

DANCIN' SHOES

# JIMMY PALMER

AND HIS ORCHESTRA

FLIP SIDE

"BY THE BEAUTIFUL SEA"

MERCURY 70182 • 70182X45

PERSONAL MANAGEMENT: HOWARD CHRISTENSON  
AGENCY: ASSOCIATED BOOKING CORPORATION



JIMMY PALMER AND HIS ORCHESTRA  
NOW ON TOUR

OVER 100  
INDIE LABELS  
DO BIZ WITH  
RCA VICTOR

WHY?

Flip to "Market Place"  
PAGE 50

# ... SELLS MORE OF EVERYTHING THAT RECORD DEALERS BUY!

## NAMM CONVENTION NUMBER The Billboard

### A BONUS ADVERTISING BUY because . . .

. . . it sells twice—first to the full Billboard 52,000 weekly ABC-paid circulation, and again to the complete attendance at the convention via hand-distribution from The Billboard's own centrally-located booth—whether you exhibit or not.

. . . it is backed by high-volume Billboard promotion—a 50,000-piece direct mail campaign, plus scores of trade messages right in The Billboard itself.

. . . it delivers more buyers . . . brings actual inquiries and sales from a highly-responsive market—and all at regular weekly advertising rates!

### IF YOU EXHIBIT AT THE NAMM CONVENTION



. . . Billboard advertising delivers your sales story to its full 52,000 ABC-paid circulation—including over 20,000 record dealers, distributors, disk jockeys and juke box operators—then sells again to the FULL ATTENDANCE right at the convention itself! It spotlights your exhibit . . . supports your convention sales activities.

### IF YOU ARE A RECORD MANUFACTURER



. . . your Billboard ad works at its powerful best—sells the "stay-at-homes" as well as the complete convention attendance . . . supports distributor sales efforts, promotes the value of your facilities, services and personnel . . . helps increase sales of current records . . . pushes your entire record line.

### IF YOU ARE NOT AN EXHIBITOR



. . . The Billboard IS your "EXHIBIT-IN-PRINT"! Your ad in the NAMM Convention Number sells to all of the Billboard's highly-responsive regular weekly buyers—and then, via full convention distribution, goes on to sell them again right from the convention floor!

### IF YOU ARE A RECORDING ARTIST



. . . dealer sales of your records are an important part of your earnings . . . have a direct bearing on your popularity . . . are a strong influence on the amount of money you make in other entertainment media. Now is the time to tell the dealer you appreciate the job he is doing, and at the same time, sell him on your current and coming record releases.

### IF YOU ARE A MUSIC PUBLISHER



. . . make the most of this sound opportunity to push hard on the most promising current recordings of your tunes. And remember—13% of all Billboard-dealers sell sheet music, too! Dealers are important to music publishing profits. The Billboard NAMM Convention Number is a "natural" to deliver your strongest exploitation and sales story to dealers.

### IF YOU ARE A HOME INSTRUMENT MANUFACTURER



. . . an important part of your sales volume depends on Billboard's 8,000 record dealers. More than 80% of all Billboard dealers also sell Players and Changers; 65% sell Radio and Radio-Phono Consoles; 41% sell TV Sets; 44% sell Recorders. You sell these important dealers strongest when you sell thru The Billboard's Big NAMM Convention Number.

### IF YOU MANUFACTURE ACCESSORIES



Just about every one (97.4%) of Billboard's 8,000 dealers sell record accessories. Their orders represent a major part of your annual sales. And The Billboard NAMM Convention Number is the prime medium to get your strongest sales story across to this important, highly-responsive group of record accessory buyers.

## VOX JOX

By GENE PLOTNIK

### Chatter

Howie Leonard, formerly with WLAJ, Boston, has moved to WPOR, Portland, Me. . . Jim Travis, after three years of disk spinning on WJLM, Lewisburg, Tenn., has moved to WFIN, Findlay, O., with an every evening "Show Time." . . Bill Silbert, WABD and WMGM, New York, gave away 150 copies of King Cole's "Pretend" to the first patrons at the opening of the 3-D "It Came From Outer Space" last week at Loew's State. With the movie was a short in which Cole starred. . . Ted Work, who used to work at WBTM, Danville, Va., and WUST, Bethesda, Md., is now at WISP, Kinston, N. C. . . Bill Granville has joined KFAB, Omaha, as music librarian. . . Virginia Graham, star of Du Mont TV Network's "Food for Thought" show, starts an 11:15 p.m. to midnight disk and gab show

new week-end shows, "Saturday With Sy," a half hour, and "Hour of Music," sponsored by Central Auto Exchange, 11 a.m. to noon, Sundays. . . Harry Gaines, WORZ, Orlando, Fla., has started an early morning show, 5 to 6 a.m., called "RFD 740." . . Bob (the Robin) Martin is leaving WKBR, Manchester, N. H., after two years to join Boston's newest station, WVDA, with a two and a half hour afternoon show. . . Three jocks at WFGM, Fitchburg, Mass., held a record hop at City Hall, with the entire proceeds, \$750, going to tornado victims in the Worcester area. . . Jerry Kay, WVEZ, New Orleans, is having his tonsils out. . . WHOK, Lancaster, O., has two new disk spinners, both graduates of Ohio State University's radio department. One is Les Spencer on the station's "A. M. Mayhem" wake-up show. The other is Bill Zimmerman on the afternoon "Rumpus Room." Allen Evans, WHOK's program director, has a new Saturday morning show called "The Housewife Reviews the Records."

### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- JULY 3, 1943:
1. Comin' In on a Wing and a Prayer
  2. Taking a Chance on Love
  3. All or Nothing at All
  4. Let's Get Lost
  5. Velvet Moon
  6. You'll Never Know
  7. Don't Get Around Much Anymore
  8. As Time Goes By
  9. It Can't Be Wrong

- JULY 3, 1948:
1. You Can't Be True, Dear
  2. Woody Woodpecker
  3. Nature Boy
  4. My Happiness
  5. Little White Lies
  6. Toolie Oolie Doolie (The Yodel Polka)
  7. Now Is the Hour
  8. The Dickey-Bird Song
  9. Baby Face
  10. Love Somebody

via WABC, New York, this week. It originates from the Hotel Piccadilly. . . Al Ross, WBAL and WBAL-TV, Baltimore, was crowned "King of the Disk Jockeys" by Coronet magazine. . . WMFD, Wilmington, N. C., has expanded its Saturday night "Turntable Terrace" from 30 minutes to a full hour, 8:30 to 9:30 p.m. . . In addition to his "Sandman Serenade," Sy Levy, KVER, Albuquerque, N. M., has two

### Beefs and Boosts

Bert Harber, WVLK, Lexington, Ky.: "We've found here that the instrumental tune is seemingly shoving the vocal out the window. They make better shows and apparently cross the listeners' threshold more easily." . . Steve Evans, W L D Y, Ladysmith, Wis.: "Why do some of the jox rear up and say that the trend is definitely to good music and songs like 'Song From Moulin Rouge' and 'Ruby,' when they'll turn around and slap out another 'Doggie' two weeks from now and forget 'music'?" . . Joe Ryan, WALL, Middletown, N. Y.: "Some publishers are missing out on spins by jox by not checking them to see if they are getting recordings of their songs. Can't play a publicity release on a turntable." . . Bob Lloyd, WAVZ, New Haven, Conn.: "Have other jox experienced any trend to requests for rhythm and blues records in recent months? I'd been playing an occasional r.&b. side, but lately response to jazz sides has increased, not tremendously, but very noticeably." . . Jay Giles, WSOY, Decatur, Ill.: "Have had a sudden influx of requests for Lombardo tunes in the past two weeks. Perhaps the younger folks are getting to like the Guy."

## DEALER DOINGS

By JOE MARTIN

### CRUISE RETURNEES

Returning from a Bermuda cruise last week were 170 retail record dealers who were winners in the RCA Victor "101 best seller" contest. The group numbers over 200, including dealers' guests and RCA Victor brass. All-expenses were picked up by RCA Victor for those dealers who made the highest percentage of sales quota on the label's 101 catalog of best sellers. Victor brass on the trip were Joseph B. Elliott, veepee in charge of consumer products and Larry Kanaga, diskery's sales manager.

Dealers due back from the seven-day cruise were the following: Mrs. Jeanne Alvarez, Outlet Company, Providence; Phyllis Crawford, Martings Department Store, Portsmouth, O.; Ted Wallace, Van Zandt Supply, Huntington, W. Va.; Betty Samson, Great Falls, Mont.; Jimmy Buckingham, TV and Appliance Center, Brownsville, Tex.; Mrs. R. C. Durham, Durham Sales, Kingsville, Tex.; Emily McFerran, Reidem's, Inc., San Antonio, Tex.; Fred Silvey, Silvey Music, San Antonio; George J. Fiehmman, Coast Radio, San Jose, Calif.; Kathleen Miller, Home Appliance, Susanville, Calif.; Mrs. Frank Alcade, Alcade's, Hayward, Calif.; James D. Owen, Owen's Electric, Auburn, Calif.; Nestor Freitas, House of Music, Stockton, Calif.; Carroll Williams, Bakersfield, Calif.; Harvey Howard, Grinnell Bros., Detroit; Thomas G. Mutter, Detroit; Herbert Strong, Brooklyn Radio, De-

troit; Walter Drake, Drake Records, Detroit; Leroy Woodward, Waxworks, Owensboro, Ky.; Ray Bingham, Bingham Radio, Morganfield, Ky.; George McKenzie, Rocky Ford, Colo.; J. Ray Bradfield, Newkirk Radio, Rapid City, S. D. and David Donnel, Pino's Record Shop, Lansing, Mich.

Also Mrs. Barbara Stapleton, Wurzburg Company, Grand Rapids, Mich.; Less Peters, State Record Shop, East Lansing, Mich.; David Rothfield, Heins & Bolet, New York; David Strasser, Airline Radio, New York City; Aaron Wall, Radio City Music, New York; Nat Byhoff, Brooklyn, N. Y.; J. M. Johannesen, Huntington, L. I., N. Y.; Ralph Elefante, Elite Music, Brooklyn, N. Y. Josephine Camiso, Stern Bros., New York; Nat Hoff, Hoffmart Radio, Peekskill, N. Y.; Sol Kessler, York, Pa.; Helen Whitcomb, Lancaster, Pa.; Michael Collucci, Mattatuck Music, Waterbury, Conn.; Joseph Crosson, Crosson's Music, Torrington, Conn.; Jack Bowman, Bowman Record Shop, Bridgeport, Conn.; Mildred Smart, Schmidt Music, Williamsburg, Va.; Mrs. Leonard Eddelstein, Suburban Appliance, Norfolk, Mrs. S. C. Moses, Moses Melody Shop, Pine Bluff, Ark.; Virginia Guglietta, Hollywood, Fla.; Edith Voss, Cocoa, Fla.; Thelma Schneider, St. Louis; Frieda Easterwood, St. Louis; Catherine Tyre, St. Louis, and Roy Auger, Cleveland.

Also Mrs. Evelyn De Long, Akron, Harry Fry, Rittman, (Continued on page 48)

ISSUE DISTRIBUTED JULY 13 — DATED JULY 18 — ADVERTISING DEADLINE JULY 9 —

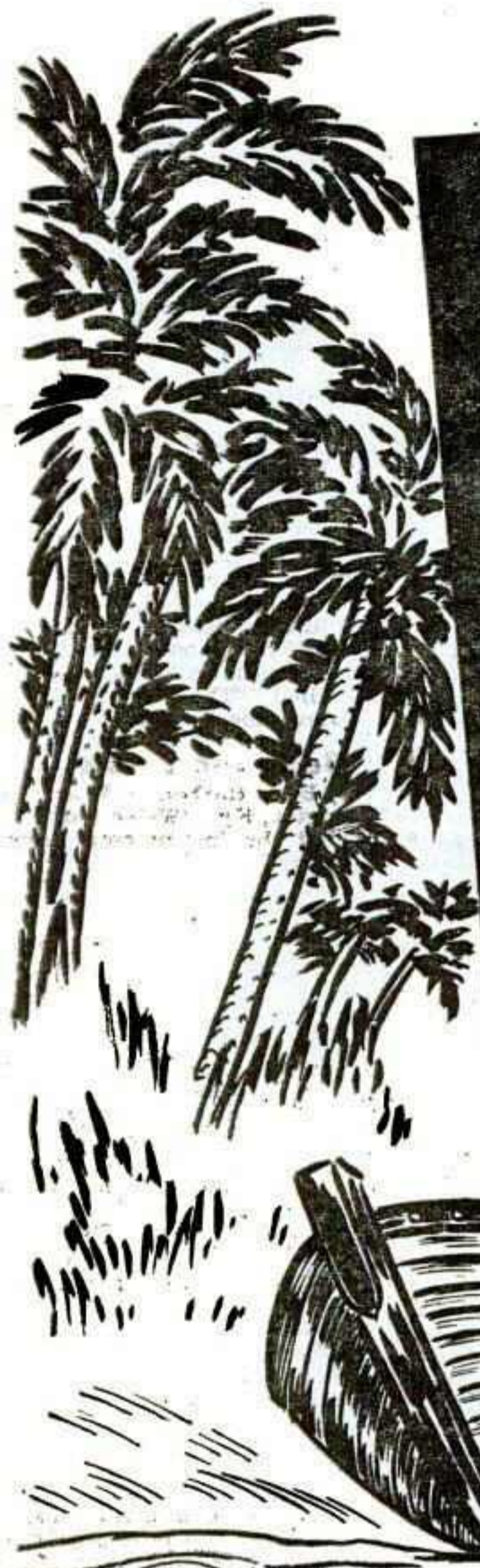
## The Billboard

The Amusement Industry's Leading Newsweekly

Head Office: 1275 Avenue of the Americas, New York 10, N.Y. Phone: MU 2-1200

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# RETURN TO PARADISE

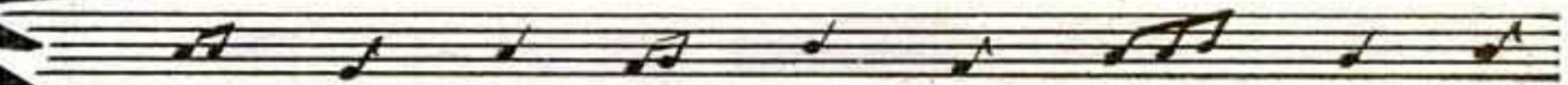
RECORDED BY:

NAT "KING" COLE ...	CAPITOL	DAVID ROSE .....	MGM
PERCY FAITH, .....	COLUMBIA	ALAN DALE .....	CORAL
	(2 sides)	SILVER STRINGS .....	VICTOR
TUTTI CAMARATA .....	DECCA	LITA ROZA .....	LONDON

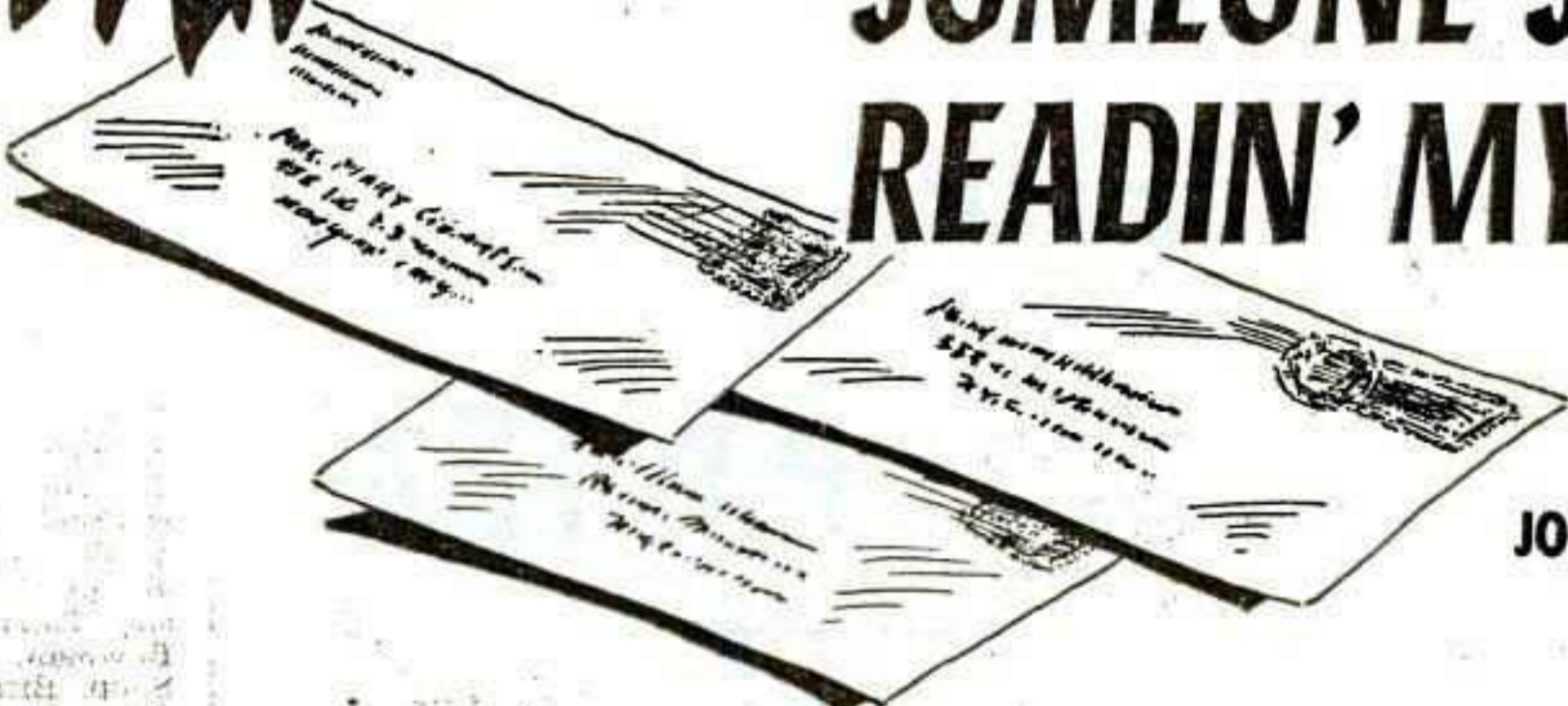
Theme song of the Aspen Picture  
"RETURN TO PARADISE"  
starring GARY COOPER

Music by Dimitri Tiomkin

Words by Ned Washington



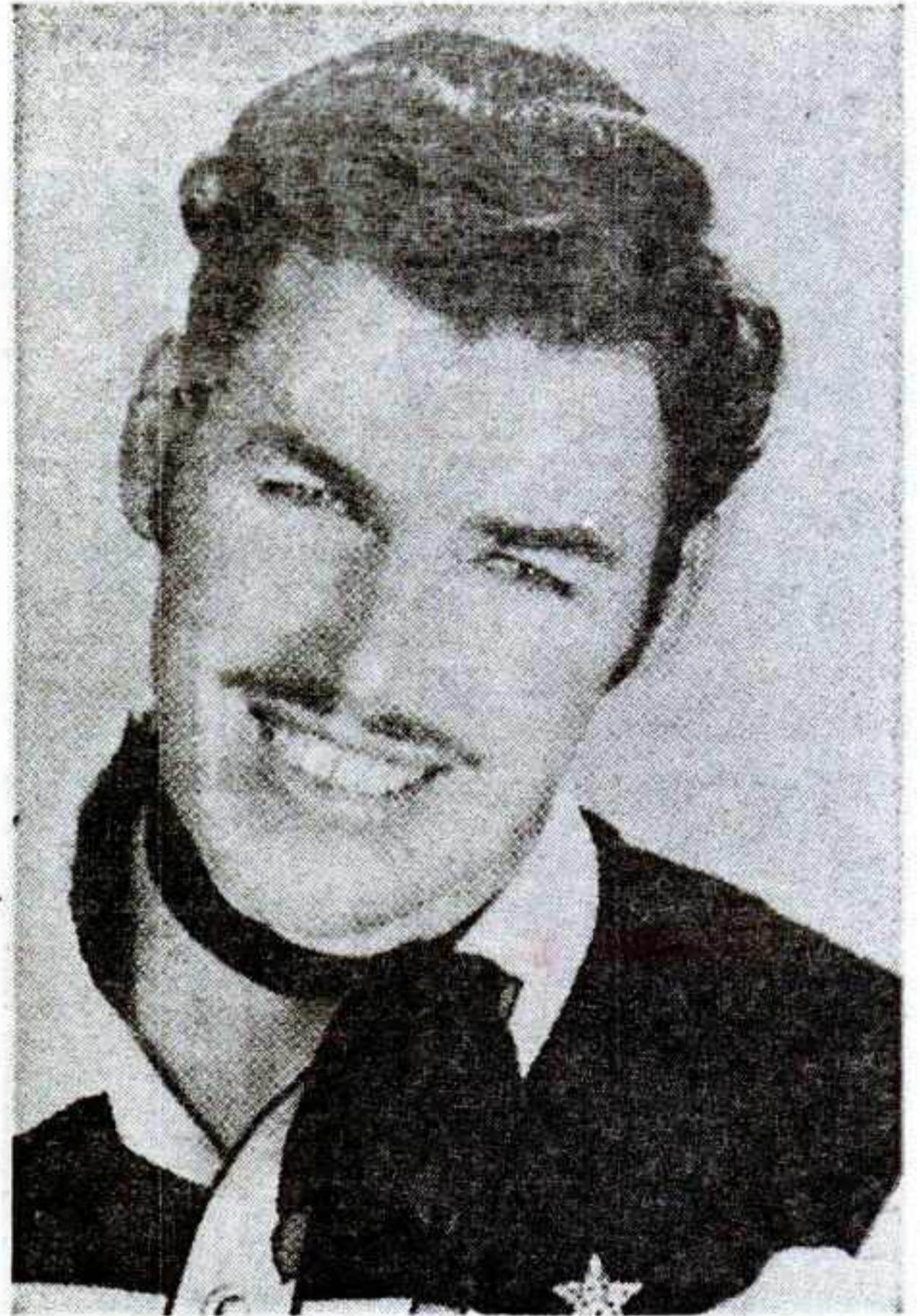
## SOMEONE'S BEEN READIN' MY MAIL



RECORDED BY:  
JO STAFFORD.....COLUMBIA

**REMICK MUSIC CORP. - M. WITMARK & SONS**  
**WARNER BROS. MUSIC DIVISION**  
**488 MADISON AVE., NEW YORK 22, N. Y**

Another  
*Smash Hit,*  
 by America's  
 favorite  
 folk artist



Star of the Louisiana Hayride

**SLIM WHITMAN**

sings

**DANNY BOY**

b/w

**THERE'S A RAINBOW  
 IN EVERY TEARDROP**

Exclusive Management

**O. K. MAKELA**

1801 Federal St., Dallas, Tex.

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Hollywood 28, Calif.

KWKH's

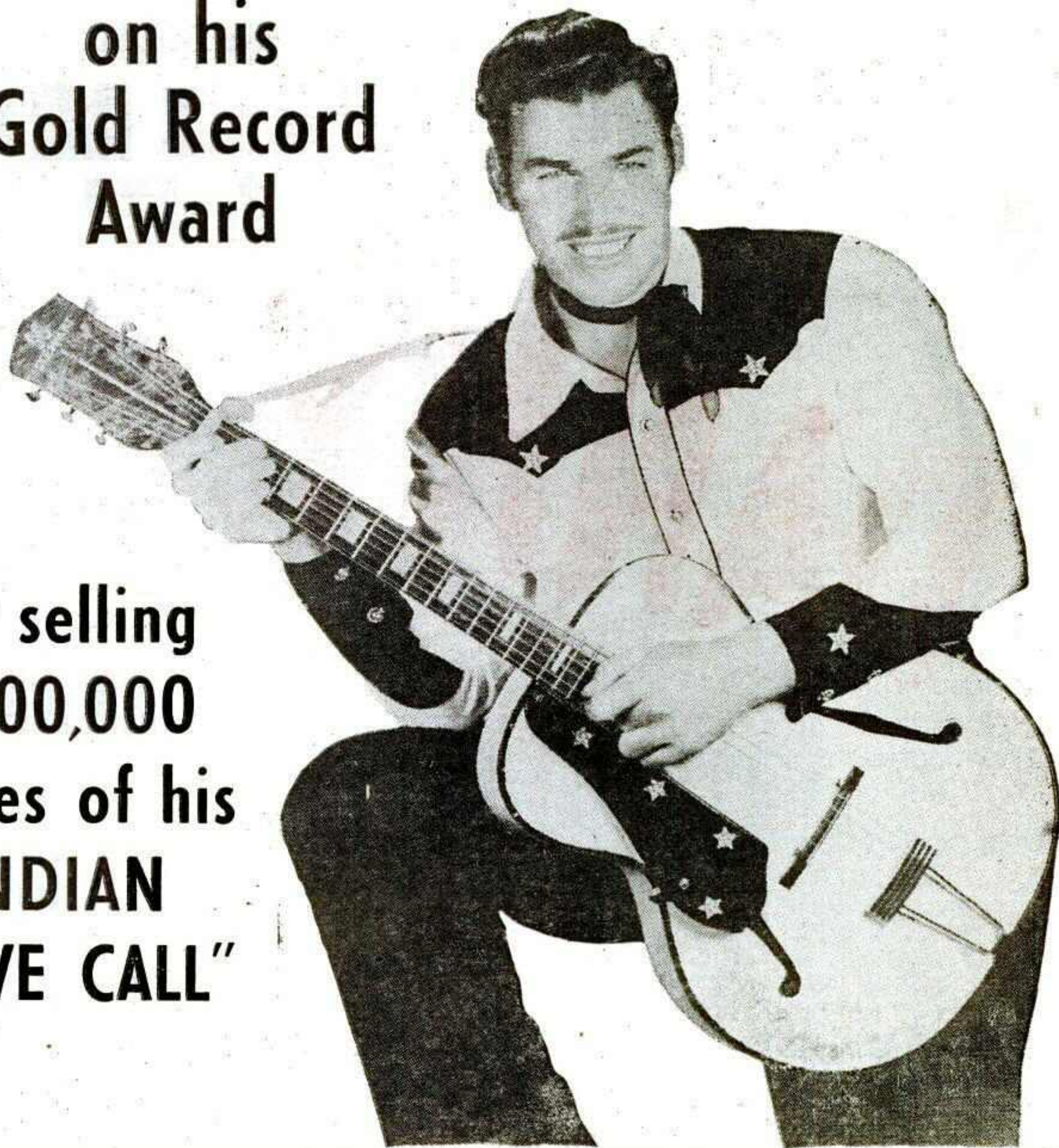
# Louisiana Hayride

is proud to  
congratulate its own

# SLIM WHITMAN

on his  
Gold Record  
Award

for selling  
1,000,000  
copies of his  
"INDIAN  
LOVE CALL"



# Popular Record Reviews

Continued from page 30

**B CARROLL**  
**Tell Her for Me** .....74  
 DERBY 827—Good ballad material for Carroll makes for a neat follow-up to his recent click. Should do well in sales. (Paxton, ASCAP)  
**Mama Don't Want No Peas an' Rice an' Coconut Oil** .....72  
 The oldie is done up in G.I. fashion via lyrics, "sound-off" intro and march tempo. It's a spirited performance thruout. (E. B. Marks, BMI)

**TOMMY PRISCO**  
**Gone (Are the Thousand Thrills)** .....74  
 KING 1240—Musical exposition of a romantic memory is tastefully presented by the warm-voiced chanter. Backing by the ork is lavish and features an attractive Latin beat. Should earn spins. (Veronique, ASCAP)  
**Paradise** .....70  
 The evergreen is handed a novel in-

terpretation. Prisco sings it with conviction, giving his strong pipes full play. (Feist, ASCAP)

**STAN KENTON**  
**Baja** .....74  
 CAPITOL 2511—This, of course, is the standard Latin-American item which starts off like one of Kenton's most commercial sides in some time, but winds up in typical Kenton fashion. (Peer, BMI)  
**All About Ronnie** .....70  
 Again Kenton gives his new chirp. Chris Connors, a chance to show off her vocal ability—and it's considerable. Could catch on in some spots. (Anton, ASCAP)

**RICKY HALE**  
**Moonlight Tango** .....74  
 DANA 2106—Ricky Hale, possessor of a fine set of pipes, awards the new ballad a most sympathetic reading. If the side is given enough exposure, it

stands a chance of breaking into the money. (BMI)  
**Donkey Serenade** .....65  
 The Rudolph Friml classic is sung resonantly by Hale. (ASCAP)

**AL HIBBLER-JOHNNY HODGES ORK**  
**There Is No Greater Love** .....73  
 MERCURY 89046—The fine old standard receives a warm and meaningful vocal from Al Hibbler, with Johnny Hodges' ork supporting him with a big arrangement. Hibbler's fans will want this slicing, and it could get spins. (Isham Jones, ASCAP)

**It Must Be True** .....72  
 Another standard is sold with feeling by the warbler with Hodges soloing now and then and the ork supporting the singer with a good performance. Hibbler's vocal is in the groove. Should appeal to jazz fans. (MBIs, ASCAP)

**LAWRENCE WELK**  
**"O"** .....73  
 CORAL 61017—Pleasant reading of ditty by Lawrence Welk and ork, with vocal by Larry Hooper. (Feist, ASCAP)

(Continued on page 45)

## The Billboard's Music Popularity Charts

# Classical Records

For Week Ending June 27

## Best Selling Classics

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

Week This	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	<b>BEETHOVEN SYMPHONY NO. 9</b> —E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Sym-phony Ork, A. Toscanini, conductor.....V(33)LM-6009	1	38
2.	<b>MUSIC OF VICTOR HERBERT</b> —Mantovani Ork .....London(33)LL-746	2	8
3.	<b>RACHMANINOFF CONCERTO NO. 2</b> —A. Rubinstein, piano; NBC Symphony Ork, Golschman, conductor.....V(33)LM-1005	3	21
4.	<b>HIMSKY-KORSAKOV: SCHEHERAZADE</b> —Minneapolis Symphony Ork, Dorati, conductor. Mercury(33)MG-50009	5	14
5.	<b>OFFENBACH: Gaite Parisienne</b> —Boston Pops Ork, A. Fiedler, conductor.....V(33)LM-1001	4	23
<b>45 R.P.M.</b>			
1.	<b>ROSSINI: WILLIAM TELL OVERTURE</b> —NBC Sym-phony Ork, A. Toscanini, conductor.....V(45)WDM-605	1	41
1.	<b>GERSHWIN: RHAPSODY IN BLUE</b> —O. Levant, Philadel-phia Symphony Ork, E. Ormandy, conductor.....Col(45)A-251; Col(45)A-1643	1	9
3.	<b>OFFENBACH: GAITE PARISIENNE</b> —Boston Pops Ork, A. Fiedler, conductor.....V(45)WDM-1147	3	16
4.	<b>TCHAIKOVSKY: NUTCRACKER SUITE</b> —E. Ormandy, conductor, Philadelphia Ork.....V(45)WDM-1020	4	21
4.	<b>MUSIC OF JOHANN STRAUSS</b> —Minneapolis Symphony Ork, E. Ormandy, conductor.....V(45)WDM-262	4	46



# ABBOTT'S ORIGINALS

TOP THE LISTS...



**JIM REEVES**  
 HITTING AGAIN  
 BUTTERFLY LOVE

b/w

LET ME LOVE YOU JUST A LITTLE

Abbott 137

# MITCHELL TOROK

b/w

LITTLE HOO-WEE  
 JUDALINA

Abbott 136



# BOB STEGALL

RESTLESS ONE

b/w

STRONG COFFEE

Abbott 139



# CURTIS KIRK

OH, SO LONESOME  
 BLUES

b/w

MARRIAGE WAS  
 MEANT FOR TWO

Abbott 138

## ALSO GOING STRONG...

**MEXICAN JOE**  
**I COULD CRY**

Abbott 116

**WHAT WERE YOU DOING (Last night)**  
**WAGON LOAD OF LOVE**

Abbott 115

# ABBOTT RECORDS

(A FABOR ROBISON PRODUCTION)

1653 No. Argyle Ave.

Phone: Hollywood 7-7780

Hollywood 28, Calif.

## DISTRIBUTORS

**CALIFORNIA**  
 Allied Music Sales Co.  
 2542 W. Pico  
 Los Angeles  
 Chatton Distributing Co.  
 1921 Grove Street  
 Oakland

**COLORADO**  
 Davis Sales Co.  
 1724 Arapahoe Street  
 Denver

**FLORIDA**  
 Binkley Distributing Co.  
 504 Delwood Ave.  
 Jacksonville

**GEORGIA**  
 Southland Distributing Co.  
 441 Edgewood Ave.  
 Atlanta

**ILLINOIS**  
 Frumkin Sales Co.  
 2007 S. Michigan Ave.  
 Chicago

**INDIANA**  
 Indiana State Record Distributing Co.  
 509 E. Washington Street  
 Indianapolis

**LOUISIANA**  
 A-1 Record Distributing Co.  
 640 Barrone  
 New Orleans

**MARYLAND**  
 Mangold Distributing Co.  
 211 S. Eutaw Street  
 Baltimore

**MASSACHUSETTS**  
 Records, Inc.  
 255 Huntingdon Ave.  
 Boston

**MICHIGAN**  
 Cadet Distributing Co.  
 3766 Woodward Ave.  
 Detroit

**MINNESOTA**  
 Lieberman Music Co.  
 257 N. Plymouth  
 Minneapolis

**MISSOURI**  
 Roberts Record Distributing Co.  
 1518 Pine Street  
 St. Louis

**MONTANA**  
 Music Service Co.  
 204 Fourth Street  
 Great Falls

**NEBRASKA**  
 Murphy Sales Co.  
 711 S. 16 Street  
 Omaha

**NEW JERSEY**  
 Essex Record Shop  
 114 Springfield Ave.  
 Newark

**NEW YORK**  
 Cosnat Distributing Corp.  
 315 W. 47th Street  
 New York City

**NORTH CAROLINA**  
 Mangold Distributing Co.  
 913 S. Charleston  
 Charlotte

**OHIO**  
 Benart Distributing Co.  
 327 Frankfort Ave.  
 Cleveland

**Coral Records, Inc.**  
 920 Race Street  
 Cincinnati

**OKLAHOMA**  
 Gramophone Enterprises  
 1011 Northwest 5 Street  
 Oklahoma City

**OREGON**  
 B.C. Record Service  
 1132 Northwest Glisan  
 Portland

**PENNSYLVANIA**  
 Cosnat Distributing Co.  
 1710 North Street  
 Philadelphia

**TENNESSEE**  
 Music Sales Co.  
 1082 Union Ave.  
 Memphis  
 Music City Record Distributing Co.  
 403 Lea Ave.  
 Nashville

**TEXAS**  
 Big State Distributing Co.  
 137 Glass Street  
 Dallas  
 M.B. Krupp Distributing Co.  
 309 E. Santa Fe  
 El Paso  
 Southeast Amusement  
 314 E. 11 Street  
 Houston

**VIRGINIA**  
 Allen Distributing Co.  
 420 Broad Street  
 Richmond

**WASHINGTON**  
 C & C Distributing Co.  
 2414 Third Ave.  
 Seattle

## Reviews of the Current Classical Releases

**SCHONBERG: A SURVIVOR FROM WARSAW, OP. 46; KOL NIDRE; SECOND CHAMBER SYMPHONY**—(1-12") ..... 74  
 Columbia (33) ML 4664

Three significant works by Schonberg, all new to LP listings, add up to a release of much more than passing interest. For the growing band of followers of the late composer, this entry will be a library must. Strong nerves are needed to take the harrowing "Survivor From Warsaw," narrated in English, as is "Kol Nidre," with overpowering intensity by Hans Jaray. A rare musical experience sure to earn valuable word-of-mouth promotion.

**SHOSTAKOVITCH: BALLET RUSSE; TCHAIKOVSKY: SERENADE MELANCOLIQUE; ANDANTE**—Columbia Symphony Orchestra, Efreim Kurtz, Cond. (1-12") ..... 72  
 Columbia (33) ML 4671

This is the second waxing of the recent (1950) Shostakovitch ballet work. Under the title "Ballet Suite No.1, this "Ballet Russe" was issued on Vanguard early in 1953. Tho the titles of the individual parts are different and they are played in different order, each waxing contains the entire ballet spoof by the Russian composer. This Columbia release with Kurtz is a good one, equally as good as the Vanguard set which was waxed in the U.S.S.R., tho it is played with more brassiness and less of a light touch. The flip side of the LP, which appears to be an afterthought, contains Tchaikovsky's "Serenade Melancolique" and the andante from his First Symphony. Biggest appeal will be with ballet fans.

**DEEP RIVER**—William Warfield, Baritone with Lehman Engel Conducting the Columbia Symphony Orchestra (1-10") ..... 71  
 Columbia (33) AAL 32

This recital by baritone William Warfield is one of his best on wax yet released by the diskery. His rich, sonorous voice is captured with true fidelity on a group of folk tunes and ballads, including rousing performances of "Water Boy," "Without a Song," "Mah Lindy Lou" and "Dusty Road." His fans should enjoy this slicing.

**THE PIANO FROM MOZART TO BARTOK**—Beveridge Webster, Pianist (1-12") ..... 70  
 Perspective (33) PR-2

This disk has many values, and if promoted properly, should eke out more than fair sales. It brings to LP for the first time the sensitive artistry of Beveridge Webster in a piano recording (engineered by Peter Bartok) of unusual fidelity. The programming is excellent and offers the Mozart C-Minor Fantasia, a Beethoven sonata and 10 other well-known piano selections in a selective survey of keyboard literature. Disk is tagged "A Salute to the Steinway Centennial," and will undoubtedly receive a push by the piano manufacturer. Add also a distinguished commentary by Douglas Moore for a package that almost any enterprising dealer can stock with profit.

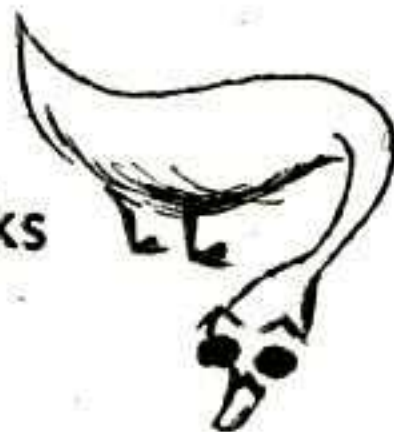
**RATINGS:** 90-100 Tops; 80-89 Excellent; 70-79 Good; 60-69 Satisfactory; 50-59 Poor.  
**HOW RATINGS ARE DETERMINED:** Each record is reviewed and rated according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.



... dogs



... ducks



... and butterflies



LOOK OUT!!

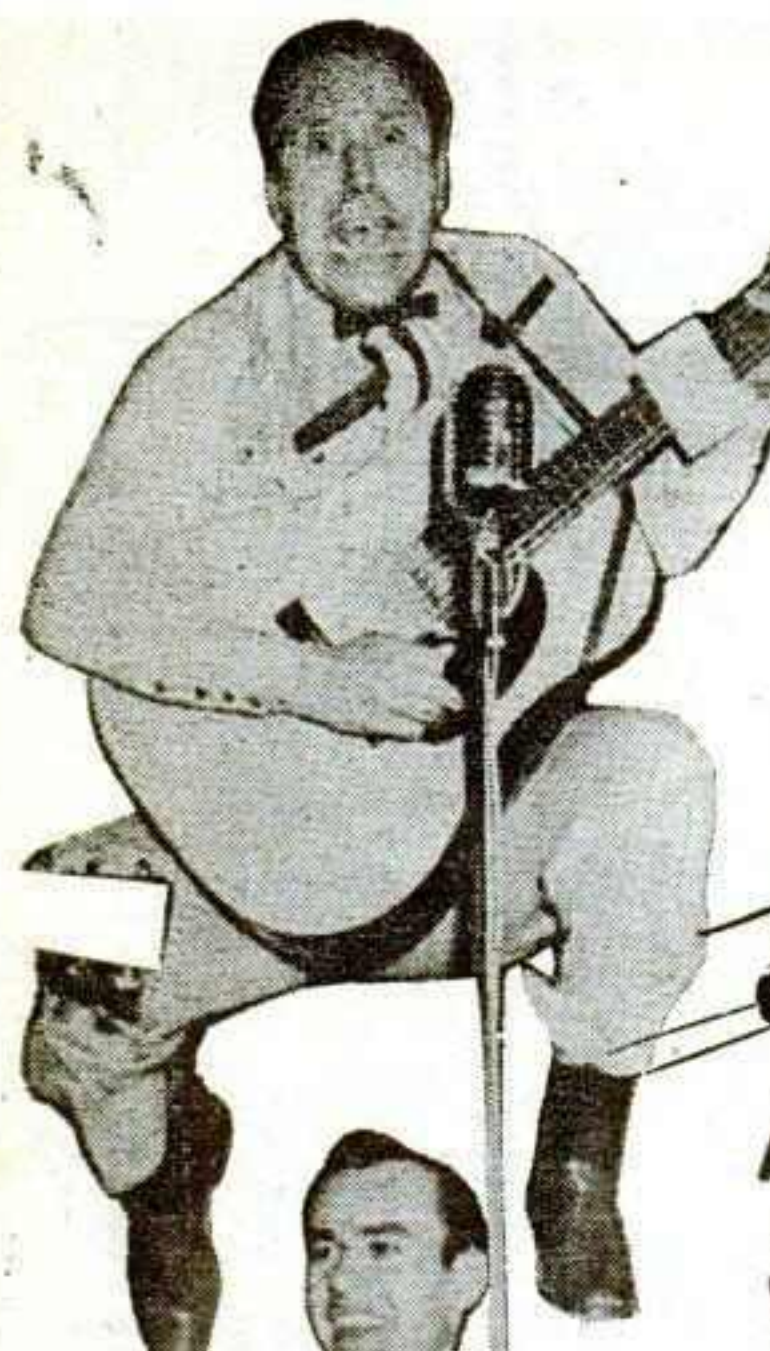
# DINAH SHORE has a 1,000,000-seller record



and ETERNALLY  
(lovely lyrics to "Limelight")

**DINAH'S GREATEST SINCE "BUTTONS AND BOWS"**

20/47-5390



A  
**DOUBLE  
 SMASH**  
 NOT ONE, BUT—  
**2 HITS!**  
 THE  
**REB HOT**

**CARLISLES**

"IS ZAT YOU MYRTLE?"  
 and  
 "SOMETHING DIFFERENT"

Mercury RECORDS —70174

The Billboard's Music Popularity Charts

TOP C&W RECORDS

... For Week Ending June 27

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. TAKE THESE CHAINS FROM MY HEART— H. Williams.....	1	8
M-G-M 11479—BMI		
2. YOUR CHEATIN' HEART—H. Williams.....	3	20
Kaw-Liga—M-G-M 11416—BMI		
3. MEXICAN JOE—J. Reeves.....	3	13
I Could Cry—Abbott 116—BMI		
4. FREE HOME DEMONSTRATION—E. Arnold.....	6	3
How's the World Treating You?—V 20-5305		
5. IT'S BEEN SO LONG—W. Pierce.....	—	1
Don't Throw Your Life Away—Dec 28725—BMI		
6. THAT HOUND DOG IN THE WINDOW— Homer & Jethro.....	2	7
Pore O' Koo-Liger—V 20-5280—ASCAP		
7. RUB-A-DUB-DUB—H. Thompson.....	6	6
I'll Sign My Heart Away—Cap 2445—BMI		
8. SPANISH FIRE BALL—H. Snow.....	5	5
Between Fire and Water—V 20-5296—BMI		
9. TRADEMARK—Carl Smith.....	—	1
Do I Like It?—Col 21119—ASCAP		
10. LAST WALTZ—W. Pierce.....	—	13
I Haven't Got the Heart—Dec 28594—BMI		

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.

This Week	Last Week	Weeks on Chart
1. MEXICAN JOE—J. Reeves.....	1	14
Abbott 116—BMI		
2. RUB-A-DUB-DUB—H. Thompson.....	6	6
Cap 2445—BMI		
3. TAKE THESE CHAINS FROM MY HEART— H. Williams.....	3	6
M-G-M 11479—BMI		
4. YOUR CHEATIN' HEART—H. Williams.....	2	17
M-G-M 11416—BMI		
5. FREE HOME DEMONSTRATION—E. Arnold.....	—	1
V 20-5296—ASCAP		
6. SPANISH FIRE BALL—H. Snow.....	6	2
V 20-5296—BMI		
7. THIS ORCHID MEANS GOOD-BYE—Carl Smith.....	10	4
Col 21087—BMI		
7. IT'S BEEN SO LONG—W. Pierce.....	—	1
Dec 28725—BMI		
9. I CAN'T WAIT—F. Young.....	5	4
Cap 2461—BMI		
10. LAST WALTZ—W. Pierce.....	9	12
Dec 28594—BMI		

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. MEXICAN JOE—J. Reeves.....	1	14
Abbott 116—BMI		
2. RUB-A-DUB-DUB—H. Thompson.....	3	5
Cap 2445—BMI		
3. TAKE THESE CHAINS FROM MY HEART— H. Williams.....	2	8
M-G-M 11479—BMI		
4. THAT HOUND DOG IN THE WINDOW— Homer & Jethro.....	5	5
V 20-5280—ASCAP		
5. YOUR CHEATIN' HEART—H. Williams.....	4	19
M-G-M 11416—BMI		
6. NO HELP WANTED—Carlisle's s.....	6	21
Mercury 70028—BMI		
6. BUMMING AROUND—T. T. Tyler.....	7	8
Dec 28579—BMI		
8. HEY, MR. COTTON PICKER—Tenn. Ernie.....	9	3
Cap 2443—ASCAP		
9. DON'T THROW YOUR LIFE AWAY—W. Pierce.....	—	1
Dec 28725—BMI		
9. IT'S BEEN SO LONG—W. Pierce.....	—	1
Dec 28725—BMI		

The Billboard Music Popularity Charts

... for Week Ending June 27

# TOP COUNTRY & WESTERN RECORDS

## This Week's Territorial Best Sellers to Watch

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

- Memphis**  
Nashville... DO I LIKE IT  
Carl Smith, Columbia 21119
- Nashville**... HOW'S THE WORLD TREATING YOU?  
E. Arnold, Victor 20-5305
- New Orleans**... WAGON LOAD OF LOVE  
J. Reeves, Abbott 115

## Territorial Best Sellers

City-by-city listings are based on late reports secured via Western Union messenger service from top country and western dealers and juke box operators in each of the markets listed.

- ### Houston
- Your Cheatin' Heart  
H. Williams, M-G-M
  - It's Been So Long  
W. Pierce, Decca
  - Let Me Love You Just a Little  
J. Reeves, Abbott
  - Take These Chains From My Heart  
H. Williams, M-G-M
  - Don't Throw Your Life Away  
W. Pierce, Decca
  - Mexican Joe  
J. Reeves, Abbott
  - Trademark  
Carl Smith, Columbia
  - That's All Right  
A. Inman, Decca
  - Too Young to Tango  
S. Ruby, Victor
  - Castle in the Sky  
M. Robbins, Columbia

- ### Cincinnati
- Take These Chains From My Heart  
H. Williams, M-G-M
  - Rub-a-Dub-Dub  
H. Thompson, Capitol
  - Treasure Untold  
R. Foley, Decca
  - Restless Heart  
S. Whitman, Imperial
  - Knot Hole  
Carlises, Mercury
  - This Orchid Means Good-Bye  
Carl Smith, Columbia
  - Help Me Find My Broken Heart  
J. Skinner, Capitol
  - Free Home Demonstration  
E. Arnold, Victor
  - No Help Wanted  
Carlises, Mercury
  - Spanish Fire Ball  
H. Snow, Victor

- ### Memphis
- Rub-a-Dub-Dub  
H. Thompson, Capitol
  - Seven Lonely Days  
B. Lou, King

**Newest Novelty Release!**  
"YOUR KISSES AREN'T KISSES ANYMORE"  
b/w  
"IF AND WHEN"  
(waltz)  
Pee Wee King  
RCA Victor 20-5344  
**Ridgeway Music, Inc.**  
6087 Sunset Blvd., Hollywood 28, Calif.

**EDDY ARNOLD'S**  
LATEST AND BEST  
"How's the World Treating You"  
RCA #20-5305  
**TANNEN MUSIC, INC.**  
146 W. 54th Street New York, N. Y.

- Too Young to Tango  
S. Ruby, Victor
- Trademark  
Carl Smith, Columbia
- Your Cheatin' Heart  
H. Williams, M-G-M
- Take These Chains From My Heart  
H. Williams, M-G-M
- Knothole  
Carlises, Mercury
- It's Been So Long  
W. Pierce, Decca
- Do I Like You  
Carl Smith, Columbia
- Half-Hearted  
G. Morgan, Columbia

- ### Nashville
- It's Been So Long  
W. Pierce, Decca
  - Trademark  
Carl Smith, Columbia
  - Don't Throw Your Life Away  
W. Pierce, Decca
  - Free Home Demonstration  
E. Arnold, Victor
  - Half Way Chance With You  
M. Robbins, Columbia
  - Do I Like It?  
Carl Smith, Columbia
  - Seven Lonely Days  
B. Lou, King
  - Spanish Fire Ball  
H. Snow, Victor
  - Kaw Liga  
H. Williams, M-G-M
  - How's the World Treating You?  
E. Arnold, Victor

- ### New Orleans
- Take These Chains From My Heart  
H. Williams, M-G-M
  - Rub-a-Dub-Dub  
H. Thompson, Capitol
  - Mexican Joe  
J. Reeves, Abbott
  - No Help Wanted  
Carlises, Mercury
  - Uh Huh, Honey  
A. Inman, Decca
  - Your Cheatin' Heart  
H. Williams, M-G-M
  - This Orchid Means Good-Bye  
Carl Smith, Columbia
  - Bumming Around  
T. T. Tyler, Decca
  - Too Young to Tango  
S. Ruby, Victor
  - Wagon Load of Love  
J. Reeves, Abbott

- ### Dallas-Ft. Worth
- It's Been So Long  
W. Pierce, Decca
  - Take These Chains From My Heart  
H. Williams, M-G-M
  - Mexican Joe  
J. Reeves, Abbott
  - Trademark  
Carl Smith, Columbia
  - Crying in the Chapel  
D. Glenn, Valley
  - Castle in the Sky  
M. Robbins, Columbia
  - Butterfly Love  
J. Reeves, Abbott
  - That Howl Dog in the Window  
Homer & Jethro, Victor
  - Spanish Fire Ball  
H. Snow, Victor
  - Last Waltz  
W. Pierce, Decca

## FOLK TALENT AND TUNES

**Nashville**  
The Maryville, Tenn., "Hillbilly Homecoming" exhibits of antique furnishings and Tennessee craft material for the week of June 29-July 4 will headline **Homer and Jethro** from WLS in Chicago all week, with other State musicians, singers and songwriters providing special entertainment nightly.

**Roy Acuff, Chet Atkins, the Carter Sisters**, of WSM, and **Grace Creswell**, currently at KPRC in Houston, will be featured on alternating nights.

The WLS "Nation Barn Dance" from Chicago took advantage of Father's Day to program all songs about Father available. The "Barn Dance" itself is in its 30th year as a Saturday night feature on WLS.

**Chet Atkins**, set with a new Monday, Wednesday, Friday afternoon from WSM with only bass accompaniment, is also doing a solo Sunday afternoon show during summer. ... **Faron Young**, with his new Army stripe at "Grand Ole Opry" June 20, has transcribed initial pressings of Army recruiting shows, with 1,800 stations already on the list for airing. The Capitol singer's first show is set to broadcast August 1. ... Decca's up-and-comer, **Autry Inman**, set for Army induction July 28, will make final appearances at Louisville's Fair Ground Pavilion July 12. ... **Hank Snow** has already passed the 4,000-mark on letters written to relatives of G.I.'s he visited while on recent Korean entertainment tour. ... Armed Forces Radio Service deejays in Japan and Korea request their mail be sent airmail because of regular mail delay. They are on many publisher and artist mailing lists and appreciate all news from State-side music circles.

WSM's public relations head, **Bill McDaniel**, is asking all disk jockeys and listeners to mail their choice for Prince Albert "Grand Ole Opry" emcee'er. The station has been auditioning top names on the show each Saturday night and requests votes by July 4. ... **Tex Williams** was top man June 20, with **Marty Robbins** as guest. Decca's new name, **Ricky Riddle**, is doing the June 27 spot, with **Anita Carter** guesting. **Carl Smith** will head the July 4 NBC'er, with **Leon Payne** from Houston as guest.

Hollywood promotion couple, **Bea Terry** and **Del Roy**, held a shindig in honor of **Hank Thompson** at their home June 8. The party had all country personalities available in attendance. ... **Wade Ray** is being heard on NBC's Western net Wednesday and Sunday nights from Hollywood Riverside Rancho. ... The **Carlises**, with manager **Tillman Franks**, are currently on a California tour. ... **Pe. Wee King** and family are vacationing on the West Coast, heading back to Louisville in early July. ... **Carolina Cotton**, in Coronado, Calif., for Coronado Days, will crown the queen and guest at the Village Theater on the bill with her picture, "Apache Country." ... **Joe Maphis** and **Rose Lee**, new Okeh recorders, did a 25-minute interview with **Hank Travis** on KNX-Mutual from Hollywood last week. The couple is busy with personal appearances and deejay calls in the California area. ... Western sales on **Snuffy Smith's** Vogue platter are continuing strong and moving eastward, while **Smith** holds forth at his Hobbs, N. M., Club Morrice. The singer is an ex. ob Wills vocalist.

New York vet **pubber, Bob Miller**, and **Nita Crabb**, Charlotte, N. C., attorney and civil engineer, were married June 1. The couple, currently honeymooning, will be at Miller's New York estate by July 1. ... **Tex (Cousin Jody) Summey** will undergo surgery at Nashville Vet's Hospital June 29 for amputation of another finger from the hand injured in a trailer accident months ago. Doctors say he will retain the use of three fingers of his hand, which shouldn't impede his guitar playing with the **Lonzo and Oscar** team.

Columbia's **Don Law** was in  
(Continued on page 47)

## C & W Record Reviews

Continued from page 30

- TOMMY JACKSON**  
**Draggin' the Bow** ..... 69  
DOT 1169—Jackson's fiddlin' figures to get spins and make for good catalog material for the label. Melody is quite familiar.
- Orange Blossom Special**... 69  
More oldie fiddle solo stuff, with Jackson making train sounds with his violin.
- JIMMIE SKINNER**  
**By Degrees** ..... 68  
CAPITOL 2513 — Skinner-penned ballad is a good one, but his chanting is only fair. (Meridian, BMI)
- I've Got a Lot of Love, Baby**... 68  
More good material from Skinner, but the result is the same. (Acuff-Rose, BMI)
- BOB STEGALL**  
**Restless One** ..... 68  
ABBOTT 139—Singer is on the move trying to find a girl. Stegall has a big interesting voice. (American, BMI)
- Singer is suffering from weak nerves —thus the need for strong coffee. Good rhythmic accompaniment. (American, BMI)

- THE WESTERN CHEROKEES**  
**Cherokee Steel Guitar** ..... 67  
STARDAY 102—Good instrumental, played brightly by the group, could attract fair juke coin.
- BLACKIE CRAWFORD**  
**Marion**... 62  
Novelty ditty in rural Italian dialect is warbled pleasantly by Blackie Crawford.
- EDDIE SMITH ORK**  
**Eddie's Blues** ..... 62  
KING 1238 — Standard blues in boogie tempo shows off the steel guitar and hoked-up piano. Ops should listen. Could be of interest to c.&w. and r.&b. locations. (Lois, BMI)
- Red Suspender Blues**... 62  
Slow blues here could also make a little coin in both markets. Spots guitar, piano, rhythm and saxophone. (Lois, BMI)
- MARY JO CHELETTE**  
**Cat Fishing** ..... 58  
STARDAY 101 — Young songstress sings the novelty, one she penned, with youthful energy.
- Gee, It's Tough to Be Thirteen**... 53  
Adolescent urgings are expressed differently in a poor slicing by the young thrush.

## Popular Record Reviews

Continued from page 42

- Hallelujah! Brother** .... 71  
Larry Hooper and chorus chant a rousing vocal on this religious tune. Lawrence Welk backing, with banjo prominent, is smart. Will get some deejay action. (Southwest, ASCAP)
- LOUIS PRIMA ORK**  
**Paul Revere** ..... 73  
COLUMBIA 40015 — Louis Prima mounts his horse to tell the story of Paul Revere. The ork plays it with spirit, the hoof-beat gimmicks are there, and Prima sells it brightly. Should get spins and some loot. (Odette, ASCAP)
- It's Good as New** .... 70  
Novelty effort, about an unknown object that now looks as good as new, is handed one of the orkster's usual warbles over a bouncy ork arrangement. It is in the style of "The Thing." (Shawnee, ASCAP)

- Truly Yours**... 67  
Retentive type of ballad gives Miss Kelly a chance to set mood and sex. Again it gets a lush treatment. (Random, ASCAP)
- REGINALD KELL-CAMARATA ORK**  
**Ecstasy** ..... 70  
DECCA 16048 — The impressionistic opus is superbly played by clarinetist Kell, but melody and treatment is probably too subtle to award it much opportunity in the pop market. (Englewood, BMI)
- Dance of the Three Old Maids**... 70  
Kell, one of the top clarinetists around, here or abroad, plays the fanciful item with bright charm. Label has lifted the disks from a longhair album. Effort, tho, is in the light genre and might win spins here and there. (Promenade, ASCAP)

- JUNE HUTTON**  
**Oh! These Lonely Nights** ..... 73  
CAPITOL 2512—Very pleasant side, with Miss Hutton being backed by the smooth harmonizing of the Boys Next Door and the Alex Stordahl ork. A good sentimentalizer for the summer months. (Milene, ASCAP)
- I'll Forget You** .... 68  
Another summer tune, this one carried alone by the songstress with a subdued ork backing. (M. Witmark, ASCAP)

- AMBY HUGHES**  
**That Old Black Magic** ..... 70  
SOUVENIR 1002 — Hughes, a musicianly and personality-loaded entertainer from New England, makes his wax bow here with a powerful performance on the standard. While this may not hit a sales jackpot, it should establish the boy as potentially strong disk talent. The arrangement lends strong support. (Famous, ASCAP)
- Im in the Mood for Love**... 69  
More slick lyric handling by Hughes here. This time he inserts ad-lib sounding lyric re-writes for some unusual passages. Jocks will like both sides. (Robbins, ASCAP)

- TONI ARDEN-FOUR LADS**  
**All I Desire** ..... 72  
COLUMBIA 40019 — There are a couple of versions of this around. Nothing startling has yet happened to the tune. This is a really quiet side, with Miss Arden whispering and the Four Lads doing likewise. Pleasant background for a hot summer night. (Broadcast, BMI)
- The Lovers' Waltz** .... 72  
Thrush warbles this waltz in an intimate style with a big assist from a lot of Percy Faith's fiddles. Pretty but that probably won't be enough. (Shapiro-Bernstein, ASCAP)

- ART LOWRY ORK**  
**Shanri-La** ..... 70  
COLUMBIA 40017—The Lowry crew performs the standard with some spirit, with the pianist carrying most of the load. The switch in rhythm doesn't help the platter tho, and the ponderous approach to the tune doesn't help either. (Robbins, ASCAP)
- Pale Moon**... 68  
The Art Lowry ork does an effective job on the evergreen, playing the oldie in pounding style, with Lowry featured. The disk sounds quite old-fashioned, perhaps due to the heaviness of the ork's attack. (Forster, ASCAP)

- GLORIA CRAIG**  
**Why Did You Kiss Me?** ..... 72  
GEM 7001—Gloria Craig, a thrush with a good voice, turns in a warm reading of a melodic new ballad, helped by a vocal group and a good ork arrangement. The gal knows how to sell a song, and the material is better than average. Side could have a chance with enough exposure. It's an impressive debut by the thrush on the label. (Blue River, BMI)
- Bahshairt** .... 65  
A Hebraic melody with a rather silly lyric is dressed up in a pretentious arrangement on this new dishing and sung by Gloria Craig and a vocal group. The ork backs the vocalists with a lot of drums and, of course, the inevitable trumpet solo for the fralich. In spite of the material, the thrush hands it a strong vocal. Title means fate. (Presto, BMI)

- FRANK AMATO**  
**Dearest One of Mine** ..... 70  
DOT 15087 — Amato shows a good sound via his reading of this attractive new waltz ballad. Vocal group assists in the background for an okay side. (Randy-Smith, ASCAP)
- Beautiful Dreamer**... 65  
The Stephen Foster ballad is delightfully rendered by Amato and the ork for good catalog material.
- PAUL HARVEY**  
**Night Lingers On** ..... 69  
ALLIED 5003—Pretty tune is sung with warmth and charm by Harvey. He's given interesting backing by ork and chorus. Deejay spins should be in the offing.
- My Unlucky Heart**... 64  
Harvey etches a listenable side here as he smoothly pipes the lyrics of the romantic ballad.

- CARMEN LOMBARDO**  
**GRADY MARTIN ORK**  
**Coquette** ..... 71  
DECCA 28722 — Lombardo's thin voice should bring back many memories to old-time listeners. His piping of the evergreen is set against pleasant backing by the Grady Martin ork. Jocks should be generous in their spins. (Feist, ASCAP)
- Sweethearts on Parade**... 70  
More of the same out of a past generation. (Mayfair, ASCAP)
- JANE KELLY**  
**Love Me Now** ..... 71  
DOT 15095 — Big-sounding performance and orking, plus Spanish-guitar leading the rhythm in the lush ork, add up to a better than average waxing. Gal sings well. (Cadillac, ASCAP)

- TIMMIE ROGERS**  
**Oh, Yeah!** ..... 67  
CAPITOL 2509—Rogers' writing and performance here are akin to the stuff Louis Jordan was most successful in doing on wax. Talk-sing lyric is on topical material. Should do okay in the same markets which Jordan hit. (Dart, BMI)
- Nothin' Wrong With Nothin'**... 62  
Rogers, well-known night club comic, had a hand in writing this. Sounds more like in-person than disk material. (Dart, BMI)
- (Continued on page 47)

The Billboard Music Popularity Charts

... for Week Ending June 27

# TOP RHYTHM & BLUES RECORDS

## Rhythm & Blues Record Reviews

Continued from page 30

**WILLIS (GATOR TAIL) JACKSON**  
Shake Dance .....76  
ATLANTIC 998 — The title and the sound on this wild instrumental effort adds up to a good chance for the disk in the market. It's a swinging riff, and it's played by the ork with all the stops out. Good juke wax for many locations.  
Walking Home...74  
Another riff effort is handed a good reading by the ork. It's a good dance side, tho the flip will probably catch more coin. (Progressive, BMI)

**PAULA WATSON**  
Chick-Chick-Chick-a-Dee ..... 75  
M-G-M 11530 — Cute rhythm effort with a zany lyric is sung stylishly by the thrush over good backing from the combo. Gal's performance could help this one, and jocks should use.  
Tennessee Walk...72  
This is less an r.&b. disk than an old-time jazz platter, but it provides some pleasant listening. The chanteuse sings it in her usual capable style, and the combo lends a beat. Listenable wax.

**CHRIS WOODS**  
Brazil ..... 75  
UNITED 151 — Wild Latin backing sends this oldie off on a good ride that builds nicely before an ending fade. (Peer, BMI)  
Blues for Lew...67  
Bluesy instrumental sets a nice mood but nothing much happens. (Pamlee, BMI)

**SONNY THOMPSON**  
Low Flame .....74  
KING 4639—Mood instrumental features some pleasant moments. (Jay & Cee, BMI)  
Waiting to Be Loved by You...73  
Slow rhythmic orking backs a searching vocal by Lulu Reed. (Jay & Cee, BMI)

**EARL BOSTIC ORK**  
Melancholy Serenade .....74  
KING 4644—A growly sax takes the lead in an effective reading of the Jackie Gleason original. Sinuous rhythm and bluesy interpretation make the side a natural for late-hour play. (Jaglea, BMI)  
What, No Pearls?...70  
The ork turns in a good instru-

mental reading of a Bostic original. Beat is steady, tho unexciting. Dancers should like. (Lois, BMI)

**LITTLE WILLIE LITTLEFIELD**  
The Midnight Hour Was Shining .....74  
FEDERAL 12137 — Little Willie has penned a routine blues ditty, but sings it strongly enough to lift the slicing a couple of notches in potential. (Armo, BMI)

**My Best Wishes and Regards...69**  
Weeper blues is sung persuasively. A quiet reading on the sophisticated side that should win air spins. (Armo, BMI)

**LEM JOHNSON**  
Never Love Anybody Better Than You Do Yourself .....73  
M-G-M 11532—Lem Johnson delivers the warning implicit in the title. It's a relaxed blues, with good lyrics.

**Eatin' and Sleepin' Blues...73**  
Another blues, this one with a passable set of lyrics and an insistent beat. Lem Johnson goes a good vocal.

**THE FOUR BELLS**  
Please Tell It to Me .....72  
GEM 207 — The group blends its individual voices in attractive combination in this slow and smooth reading of the tuncful ballad. (BMI)

**Long Way to Go...71**  
Okay reading by the group of a so-so jump opus. Good juke filler wax. (BMI)

(Continued on page 47)

## 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.

- Atlanta...TURN THE LAMP DOWN LOW M. Waters, Chess 1542  
St. Louis...DON'T DECEIVE ME C. Willis, Okeh 6985

## Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

1. Please Love Me B. B. King, RPM
2. I Found Out Du Droppers, Victor
3. Lucy Mae Blues F. L. Sims, Specialty
4. Turn the Lamp Down Low M. Waters, Chess
5. Third Degree E. Boyd, Chess
6. Help Me, Somebody Five Royales, Apollo
7. I Wanna Know Du Droppers, Victor
8. Goin' to the River Fats Domino, Imperial
9. Hound Dog W. M. Thornton, Peacock
10. Shirley, Come Back to Me Shirley & Lee, Aladdin

### St. Louis

1. Please, Love Me B. B. King, RPM
2. Help Me, Somebody Five Royales, Apollo
3. I Found Out Du Droppers, Victor
4. I Wanna Know Du Droppers, Victor
5. Is It a Dream? Vocaleers, Robin
6. These Foolish Things Dominoes, Federal
7. Hittin' on Me B. Johnson, Mercury
8. Clock J. Ace, Duke
9. Early in the Morning R. Milton, Specialty
10. Don't Deceive Me C. Willis, Okeh

### Detroit

1. Help Me, Somebody Five Royales, Apollo
2. These Foolish Things Dominoes, Federal
3. I Found Out Du Droppers, Victor
4. Wild, Wild, Young Men Ruth Brown, Atlantic
5. I Wanna Know Du Droppers, Victor
6. Mercy, Mr. Percy V. Dillard, Savoy
7. Is It a Dream? Vocaleers, Robin
8. Lean Baby D. Washington, Mercury
9. Crazy, Crazy, Crazy Five Royales, Apollo
10. If I Can't Have You Flamingos, Chance

### Charlotte

1. Goin' to the River Fats Domino, Imperial
2. Don't Leave Me This Way Dominoes, Federal
3. Let Me Go Home Whiskey A. Milburn, Aladdin
4. Cherokee E. Bostic, King
5. So Long L. Price, Specialty
6. Help Me, Somebody Five Royales, Apollo
7. I Wanna Know Du Droppers, Victor
8. Crawlin' Clovers, Atlantic
9. Baby, Don't Do It Five Royales, Apollo
10. Nobody Loves Me Fats Domino, Imperial

### New Orleans

1. Please, Love Me B. B. King, RPM
2. Clock J. Ace, Duke

3. Third Degree E. Boyd, Chess
4. Goin' to the River Fats Domino, Imperial
5. One Room Country Shack Mercy Dee, Specialty
6. Red Top King Pleasure, Prestige
7. These Foolish Things Dominoes, Federal
8. Help Me, Somebody Five Royales, Apollo
9. Wild, Wild, Young Men Ruth Brown, Atlantic
10. Lucy Mae Blues F. L. Sims, Specialty

### Cincinnati

1. Help Me, Somebody Five Royales, Apollo
2. Tin Pan Alley J. Wilson, Big Town
3. Clock J. Ace, Duke
4. Wild, Wild, Young Men Ruth Brown, Atlantic
5. Heavy Juice T. Bradshaw, King
6. Goin' to the River Fats Domino, Imperial
7. I Wanna Know D. Cooper, Savoy
8. I Wanna Know Du Droppers, Victor
9. Way Back Home Big Maybelle, Okeh
10. These Foolish Things Dominoes, Federal

### Washington—Baltimore

1. Help Me, Somebody Five Royales, Apollo
2. Is It a Dream? Vocaleers, Robin
3. My Dear, Dearest Darling Five Willows, Allen
4. Heavy Juice T. Bradshaw, King
5. These Foolish Things Dominoes, Federal
6. Goin' to the River Fats Domino, Imperial
7. I Found Out Du Droppers, Victor
8. Wild, Wild, Young Men Ruth Brown, Atlantic
9. I'm Mad W. Mabon, Chess
10. Hound Dog W. M. Thornton, Peacock

### Chicago

1. Help Me, Somebody Five Royales, Apollo
2. I Found Out Du Droppers, Victor
3. Is It a Dream? Vocaleers, Robin
4. I Wanna Know Du Droppers, Victor
5. Mend Your Ways Ruth Brown, Atlantic
6. Wild, Wild, Young Men Ruth Brown, Atlantic
7. Soft T. Bradshaw, King
8. Please Love Me B. B. King, RPM
9. Cherokee E. Bostic, King
10. Clock J. Ace, Duke

### Philadelphia

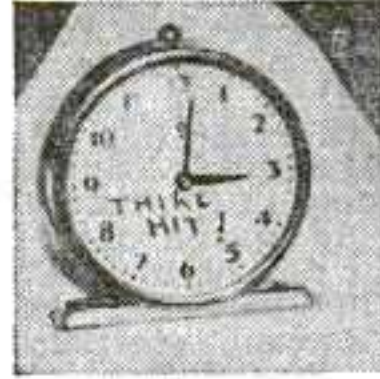
1. Help Me, Somebody Five Royales, Apollo
2. Goin' to the River Fats Domino, Imperial
3. She's Got to G Ravens, Mercury
4. I'm Mad W. Mabon, Chess
5. Clock J. Ace, Duke
3. Found Out Du Droppers, Victor

(Continued on page 47)

## ACCLAIMED! THIRD SMASH HIT!



# "THE CLOCK"



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# JOHNNY ACE

This new release backed by ACES WILD will strike \$ \$ \$ \$ on your cash register

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The Billboard's Music Popularity Charts

For Week Ending June 27

# TOP R & B RECORDS

## National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1	1	8	HELP ME, SOMEBODY—Five Royales Crazy, Crazy, Crazy—Apollo 446—BMI
2	5	2	PLEASE LOVE ME—B. B. King Highway Bound—RPM 386—BMI
3	6	2	I FOUND OUT—Du Droppers Little Girl, Little Girl—V 20-5321—BMI
4	2	11	GOIN' TO THE RIVER—Fats Domino Come to the Mardi Gras—Imperial 5231—BMI
5	3	12	I WANNA KNOW—Du Droppers Laughing Blues—V 20-5229—BMI
6	3	3	WILD, WILD, YOUNG MEN—Ruth Brown Mend Your Ways—Atlantic 993—BMI
7	—	1	THIRD DEGREE—E. Boyd Back Beat—Chess 1541—BMI
8	7	5	THESE FOOLISH THINGS—Dominoes Don't Leave This Way—Federal 12129—BMI
9	—	1	CLOCK—J. Ace Aces Wild—Duke 112—BMI
10	9	6	IS IT A DREAM?—Vocaleers Hurry, Hurry Home—Robln 114—BMI

## Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart	Record
1	3	2	PLEASE LOVE ME—B. B. King RPM 386—BMI
2	1	7	HELP ME, SOMEBODY—Five Royales Apollo 446—BMI
3	—	1	THIRD DEGREE—E. Boyd Chess 1541—BMI
4	3	9	RED TOP—King Pleasure Prestige 821—BMI
5	4	3	I WANNA KNOW—Du Droppers V 20-5229—BMI
6	5	2	THESE FOOLISH THINGS—Dominoes Federal 12129—BMI
7	8	2	CAN'T I?—Nat (King) Cole Cap 2389—BMI
8	2	11	I'M MAD—W. Mabon Chess 1538—BMI
9	—	1	EARLY IN THE MORNING—R. Milton Specialty 464—BMI
10	—	1	YOU'RE MINE—Crickets M-G-M 11428—BMI
11	—	1	TIN PAN ALLEY—J. Wilson Big Town 101—BMI

## RHYTHM AND BLUES NOTES

The drive of the majors into the r.&b. field, which has been related in some detail in The Billboard over the past few months, is beginning to show some results. RCA Victor, for instance, has come up with two best-sellers in a row, with the Du Droppers' "I Wanna Know" and "I Found Out." This is the first time in many a year that Victor has had two records on the r.&b. charts at the same time. Okeh Records, the Columbia r.&b. subsidiary, has made the charts with three platters, two by Chuck Willis and one by Big Maybelle, since it started its push six months ago. And M-G-M's group, the Crickets, made the charts on their first waxing for the label. One swallow does not make a summer, but it indicates the majors are back in the r.&b. business to stay.

Charlie (Little Jazz) Ferguson, and an all-girl ork, is now out on tour with the Five Royales, Apollo Records artists. The trek opened in Parksley, Va., and will one-night to the West Coast in tour running thru September. . . . Chess Records has pacted Alberta Adams, blues singer, to a waxing contract. Thrush recently finished an engagement at the Flame Club in Detroit.

Herald Records, new New York based label, has created a stir in a number of cities, including Philadelphia, Chicago and L.A. with the dishing "Paradise Hill," sung by a new vocal group, the Embers. . . . Lionel Hampton and ork are now at the Bandbox in New York. This is the first location engagement on Broadway for the Hamp in nearly 10 years.

## Rhythm & Blues Record Reviews

Continued from page 46

**CHARLIE BRANTLEY**  
Think About Me, Baby . . . 70  
KING 4640—Whiskey Sheffield works hard selling this blues vocal. Tinkling piano in the background adds interest. (Jay & Cee, BMI)  
Look at Me . . . 69  
More of the same with the ork waiting away behind Sheffield. (Jay & Cee, BMI)

**BILLY MAXTED TRIO**  
Black Bear Bash . . . 65  
BRUNSWICK 80221—Maxted plays good piano, and with the aid of slick drum breaks and good bass accompaniment, he has a good side here. (Maxted, BMI)  
Cowbell Strut . . . 64  
More gimmicks on this one—via water glass thnkle for the cowbell sound. It's still musicianly. (Maxted, BMI)

**JACK TETER TRIO**  
Twelfth Street Rag . . . 63  
BRUNSWICK 80222—The Teter Trio makes the oldie a little different via using the little heard lyrics. Could be of interest to ops. (Shapiro-Bernstein, ASCAP)  
In the Mood . . . 63  
Same treatment is handed another standard. (Shapiro-Bernstein, ASCAP)

**THE ROCKETEERS**  
Foolish One . . . 62  
HERALD 415—The group gets off a nice blend on some okay material for a listenable ballad etching. (Ember, BMI)  
Gonna Feed My Baby Poison . . . 62  
Good beat performance by the group on some more okay r.&b. material. Idea, tho, is stronger than the resultant lyric. (Ember, BMI)

(Vanity, BMI)  
**(I Have a Song)**  
Locked Up in My Heart . . . 58  
Cal Cala is adequate on this new effort, backed quietly by the combo. Arrangement is for the country market, tho the tune is pop. (Vanity, BMI)

**RAY RIVERA**  
Mem'ries of Arizona . . . 60  
STYLETONE 100—Ray Rivera is adequate on this new slicing backed closely by the Simmons Twins. In fact, the gals support the warbler too closely, sometimes taking away from his vocal. (Chas. Wyan, ASCAP)

**A Kiss Always Helps . . . 55**  
Another so-so reading from Rivera, once again backed the gals. The material is of no help to the singer. (Chas. Wyan, ASCAP)

## R & B Territorial Best Sellers

Continued from page 46

- Mend Your Ways  
Ruth Brown, Atlantic
- These Foolish Things  
Dominoes, Federal
- I Wanna Know  
D. Cooper, Savoy
- Mercy, Mr. Percy  
V. Dillard, Savoy

### Los Angeles

- Help Me, Somebody  
Five Royales, Apollo
- Goin' to the River  
Fats Domino, Imperial
- I Wanna Know  
Du Droppers, Victor
- Early in the Morning  
R. Milton, Specialty
- Clock  
J. Ace, Duke
- I'm Mad  
W. Mabon, Chess
- Red Top  
King Pleasure, Prestige
- Is It a Dream?  
Vocaleers, Robin
- Third Degree  
E. Boyd, Chess
- Cherokee  
E. Bostic, King

### New York

- Goin' to the River  
Fats Domino, Imperial
- I Wanna Know  
Du Droppers, Victor
- I Found Out  
Du Droppers, Victor
- I Am in Love  
Nat (King) Cole, Capitol
- Help Me, Somebody  
Five Royales, Apollo
- Pretend  
Nat (King) Cole, Capitol
- Soft  
T. Bradshaw, King
- Heavy Juice  
T. Bradshaw, King
- Wild, Wild, Young Men  
Ruth Brown, Atlantic
- Anna  
S. Mangano, M-G-M

## FOLK TALENT AND TUNES

Continued from page 45

Nashville for sessions with Ray Price and other Nashville talent last week. Decca's Paul Cohen is due in. . . . Roy Acuff waxed another Capitol session in Nashville June 25. . . . Acuff-Rose pubbery was spread wide last week, with Fred Rose in New York, Wesley Rose on the West Coast and Mel Foree completing a New England junket. . . . Howie Richmond was in Richmond, Va., this past week-end recording sides with WRVA's Sunshine Sue Workman. Richmond continued on to Nashville before returning to New York June 25. . . . Capitol Records' Denver branch manager, Ivan Conwell, was in Nashville this past week on label business. Niagara Falls, N. Y.'s Lou Schriver is taking a vacation early this year between leaving WJL and taking up at 5-kw'er, WHLD. . . . E. C. McCarty, country ditty penner, is doing deejay work at WCTT in Corbin, Ky. . . . John Eisenberger is doing straight country record airer at WBN in Buffalo. Clint Buehman adds country wax to his pop spinner from the same station. . . .

(Continued on page 48)

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A New Hit  
FATS DOMINO  
"PLEASE DON'T LEAVE ME"  
"THE GIRL I LOVE"  
Imperial 5240  
Imperial Records  
Hollywood 28, Calif. 5425 Hollywood Blvd.

## Popular Record Reviews

Continued from page 45

**JANE WYMAN**  
It Was Great While It Lasted . . . 65  
DECCA 28757—The flick tune—from the Columbia pic, "Let's Do It Again"—does not impress on this side. (Mills, ASCAP)  
I'm Takin a Slow Burn . . . 65  
Ditty has too much of the stamp of special material to create much impression on wax. (Mills, ASCAP)

**BOB DONLON**  
Solano . . . 63  
RIALTO 401—Tuneful ditty has a gentle Latin beat and is sung smoothly for a listenable effort. (M. & C., ASCAP)  
Ask a Rose . . . 62  
Imaginative ballad is neatly showcased by the chanter. (Fifth Avenue, BMI)

**JOYCE AIMEE**  
Two of a Kind . . . 60  
RIALTO 402—Gal has a big voice which she handles well on this tango-type ballad. (M. & C., ASCAP)  
You're a Dream . . . 60  
Another fairly good piece of material in waltz tempo is capably done by Miss Aimee and the group. (M. & C., ASCAP)

**JO ANN LEAR**  
I'll Never Believe It . . . 60  
VANITY 513—Jo Ann Lear, who has a lot of the Rosemary Clooney quality in her voice, sings this ditty with expression, but the material is weak. With the right tune, the thrush might happen. (Vanity, BMI)  
Never Again . . . 60  
Same comment. (Vanity, BMI)

**CAL CALA**  
It Could Be You . . . 60  
VANITY 518—Warm job by the singer on a new ballad over listenable backing by the ensemble. Stronger material would help the warbler.

Another Atlantic  
**RUTH BROWN**  
Smash . . .  
National Best Sellers  
This Week Last Week Weeks on Chart  
3. WILD, WILD, YOUNG MEN—Ruth Brown . . . 5 2  
Mend Your Ways—Atlantic 993—BMI  
ATLANTIC RECORDING CORP.  
234 WEST 56th St. NEW YORK 19, N. Y. Billboard June 27, 1953



LOVE  
ME  
LOVE  
ME



with the Herman McCoy Singers  
and orchestra conducted by DICK STABILE

PUBLISHER: **BRANDOM MUSIC CO.**  
2134 South Wabash Avenue  
Chicago, Illinois

B/W

"TIL I FIND YOU"



Record No. 2485

# DEALER DOINGS

Continued from page 38

O.: Oscar Olson, Olson Music, Windom, Wis.; Alice E. Fuller, Downers Grove, Ill.; Charles Swartz, Chicago.; Wilbur W. Templin Sr., Elkhart, Ind.; Edith Jung, Chicago; Charles R. McNatt, Warsaw, Ind.; Inez Rodighier, Chicago; Ann Neiman, South Bend, Ind.; Rollie Izenstark, Chicago; R. E. Nossett, Chicago; Evelyn Almqvist, Chicago; Leon Ferguson, Ferguson's Record Shop, Memphis; E. A. Cornelius, Dixie Music Shop, Columbus, Miss.; Mrs. Ella Cole, Woolworths, Minneapolis; Dick McGowan, McGowan's St. Paul; Chester Crippa, Crippa Music, Hibbing, Minn.; William J. Arntz, Engel Music, Aberdeen, S. D.; Bill Holland, Big Stone Gap, Va.; Reeda Mae Benton, Nashville; Mary Welling, Steubenville, O.; George Habers, Pittsburgh; Hazel O. Trader, Butler, Pa.; Harry Warner, Youngstown, O.; Charles G. Blanton, Jr., Aliquippa, Pa.; Pauline Cook, Cook's Music Shop, Davenport, Ia.; William Collins, Portland, Me.

Also Rita Martin, Presque Isle, Me.; R. W. Hille, Independence, Kan.; Charlyn Ropp, Carthage, Mo.; Mrs. O. D. Edgington, Salina, Kan.; Shirley James, Spartanburg, S. C.; Mrs. D. W. Payne, Greenville, S. C.; Maurice Fox, Charleston, S. C.; Sammy Vincent, Pittsfield, Mass.; Alice Bourguignon, Van Curler Music, Albany, N. Y.; John Pommer, Troy, N. Y.; Lillian Flato, Dorchester, Mass.; John Waugh, Arlington, Mass.; Simon Sandler, Gloucester, Mass.; Louis Gould, Bonded Radio, Baltimore; Lorine Flaskrud, W. C. Stripling Department Store, Fort Worth; Mrs. J. G. Murray, Varsity Record Shop, Dallas; June Young, Leonard's Department Store, Fort Worth; William Bird, Gregory Music, Plainfield, N. J.; Louis Lerner, Community Radio, Rutherford, N. J.; Robert Perrone, Perrone Electric, Fort Lee, N. J.; Gerald Le Winters, Jersey City, N. J.; Mrs. Ann Giello, Community Appliance, Hillside, N. J.; Dinty Moore, Rich's Inc., Atlanta, and Lawrence Alnutt, Alnutt Music, Savannah, Ga.

Also Mrs. Fred Ingram, Melody Music, LaGrange, Ga.; Miss Lee Rhodes, Hardy Suggs Music, Lawton, Okla.; Jewel Murray, Katz Drug Company, Oklahoma City; Julian Rice, Washington; Sydney Swiller, Arlington, Va.; Ben Blackman, Blackmans, Philadelphia; Louis Peralman, Doylestown, Pa.; Mrs. Eleanor Oswald, McCoy's Music, Norristown, Pa.; Rose Phillips, Bethlehem, Pa.; Charles Boyer, Lit Brothers, Philadelphia; Harvey Cohen, Broadway Music, Bridgeton, N. J.; Charles R. Cole, Toledo; Ronald Vetter, Seligman Brothers, Toledo; B. B. Rhodes, Shreveport, La.; Tess Kelly, Salt Lake City; Dell R. Holbrook, Bountiful, Utah; Barbara Horton, Younkers, Des Moines; Mary Rutledge, Des Moines Music, Des Moines; La Verne Harrison, McCook, Kenosha, Wis.; Frank Plischounig, Plischounig's, West Bend, Wis.; Harold Rice, Good Housekeeping Shop, Dayton, O.; Martha Bell, Wilmington, O.; Kathleen Sellers, Mt. Vernon, O. and Kathleen Lent, Lent's, Ithaca, N. Y.

Also Joseph Calipari, Potsdam, N. Y.; Marco Ratner, La Mesa, Calif.; Oscar Wallich, Sherman Oaks, Calif.; Kathleen Orman, Los Angeles; Robert De Caprio, Los Angeles; Natilie Woods, Los Angeles; Gene Lier, San Bernardino, Calif.; Thora Snadmeyer, Northridge, Calif.; Russ Hudson, Music and Hobby Shop, Anderson, Ind.; Bernie Vance, Music Center, Bloomington, Ind.; Helen Forsythe, Thompson's, Eugene, Ore.; John E. Strong, Purucker Piano House, Medford, Ore.; Alice Adams, Decatur, Ill.; Don Schlosser, Pontiac, Ill.; Mary Jane Coffas, J. N. Adam Company, Buffalo; Lou Dozoretz, Dell Music, Kenmore, N. Y.; Marion Luce, Crescent Department Store, Spokane; Russ Johnson, Johnson Brothers Record Shop, Seattle; Bob Shimek, Record Shop, Anchorage, Alaska; Vera Joebe, Culver's, Phoenix, Ariz.; Betty Carr, A. S. Mehargian, Phoenix, Ariz.; J. Mallory Forbes, Birmingham, and Glen T. Bashore, Tuscaloosa, Ala.

# FOLK TALENT AND TUNES

Continued from page 47

... Bud Vinson, program director at KGKO in Dallas, was formerly at WOAI in San Antonio. ... Christine Peterson has replaced Barbara Whitmore as librarian at WSUR in Syracuse, and can use new country platters. ... Frank Hayden, drawing 200 letters a day with country records from WTCO in Campbellsville, Ky., can use more new releases. ... Tom Bradshaw, Lee Beauchamp and Uncle Ted Tatar, doing the country wax spinning at WHYU in Newport News, also emceeding live airers of Pat Patterson and The Showboys, Les Newell and The Missourians, Danny Pate and The Rhythm Playboys and Hudge Woolard and the Blue Steel Boys. Salty Holmes and Mattie O'Neil have left the Martha Carson troupe to take summer jobs for WSM's, Gatlinburg, Tenn., auditorium promotion. ... Mac Wisem... headlines WRVA's "Old Dominion Barn Dance" from Richmond, Va., each Saturday

night. ... Jimmie Skinner will be in Nashville from Cincinnati next week-end and to headline at Roy Acuff's Dunbar Cave June 28. ... Uncle Joe Johnson, of WPAQ in Mount Airy, N. C., is staging the "Merry-Go-Round" show from the Pick Theater Saturday mornings with the Johnson Brothers, Arnold Terry and Benny Jarrell, Kentucky Slim Frazer, Esker Hutchins, the Mayo River Boys and the Carolina Girls. ... Rex Allen is set for a week's Canadian tour following his current Miles City, Mont., Rodeo stand. ... Chick Hurt, Jack Taylor, Rusty Gill and Wally Moore—The Prairie Ramblers—are guesting on their old WLS "Barn Dance" show June 20 and 27. The group is now on staff at WHIO-TV in Dayton, O.

Hank... now is set for Connie B. Gay's Washington boat trips August 12, 13 and 14 with plans on making a European tour with Gay for March c next year.

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# Album and LP Reviews

## Popular

**MUSIC FROM HOLLYWOOD** ..... 82  
Percy Faith Orchestra (1-10")  
Columbia (33) CL 6255

This new set features the Percy Faith ork in four tunes from the flicks, including his current big hit "Moulin Rouge," as well as "Return to Paradise," "Ruby" and "The Bad and the Beautiful." All of them run five or six minutes, or twice as long as a regular 78 slicing, and they are performed instrumentally by the lush Faith ensemble. The set is one that could be a money-maker for dealers, and should be a big seller for the next few months. Recording is excellent.

**MANTOVANI PLAYS TANGOS** ..... 80  
(1-12")  
London (33) LL 768

Here are impeccable performances of over a dozen well-known tangos by the rich, fiddle-filled Mantovani ork. All of the tangos are performed instrumentally, and they are all perfect for either dancing or listening. Mantovani's appeal has been demonstrated by his fast-moving Victor Herbert set, and this one too should be a good seller.

**STARRING JO STAFFORD** ..... 75  
With Paul Weston Ork (1-10")  
Capitol (33) H453

Jo Stafford has had such a sensational career with Columbia Records over the past two years that many have forgotten that she first hit the top on Capitol Records. Of course, Capitol hasn't, which is the reason for this new LP featuring the thrush in some of her big hits while with the label. Tunes include "On the Alamo," "No Other Love," "Sunday Kind of Love" and "Tumbling Tumbleweeds." They all show off the wonderful Stafford pipes, spotlighted in fine style by the Paul Weston ork performances. Stafford fans, both new and old, will want this collection.

**PORTRAIT OF A FLIRT** ..... 70

David Rose Ork

**DEDICATED TO YOU**

Billy Eckstine and Sarah Vaughan

**ALL IN THE GAME**

Tommy Edwards

**DOWN YONDER**

Frank Petty Trio

**THE ANGELS SING**

Ziggy Elman Ork

**FOR YOU**

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**MAM'ELLE**

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Arthur Smith

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Woody Herman Ork

**MY FOOLISH HEART**

Billy Eckstine

**CRUISING DOWN THE RIVER**

Blue Barron Ork

**CRAZY HEART**

Hank Williams

**MOTION PICTURE THEMES**

David Rose Ork

**A-RAZZ-A-MA-TAZZ**

Jimmy Durante

**THE MAN I LOVE**

Sarah Vaughan

**FANTACIA MEXICANA**

Macklin Marrow

**M-G-M (45-EP) 7" X1001 thru 1021**

The diskery herewith enters the EP field with the release of 17 packages of material previously issued in other forms. Most packages are titled according to the selection contained in them which figures to draw the customers' attention. Packaging is smart in that several basic designs are used for variety. For the most part selections chosen are strong enough to carry good sales. In some cases, tho, two strong tunes have been backed with two so-so items. In all, the diskery figures to rack up some good catalog sales with this kind of material.

## Show Album

**CAN-CAN** ..... 80  
Original Broadway Cast (1-12")  
Capitol (33) S 452

Altho this album figures to rack up healthy sales, it won't be because the show is one of Porter's best efforts.

In all too many instances he has too evidently lifted material from his own repertoire. This is particularly evident on "Come Along With Me." Album contains 15 selections from the show, including the material now making the rounds on singles. Most salable features, however, could be the double-entendre show material not available on singles. Packaging is a strong asset.

**THE DESERT SONG** ..... 75  
Nelson Eddy; Chorus and Orchestra conducted by Lehman Engel. (1-12")  
Columbia (33) ML 4636

This is another in the series of show re-creations produced by Columbia exec Goddard Lieberson for the diskery, of which "Pal Joey" and "The Merry Widow" were standouts. Like others in the same series, it features a strong cast singing all of the music from the show, in plot order. The evergreen tunes from the musical, such as "The Desert Song," "One Alone" and "The Riff Song" are handled well by Nelson Eddy and Doretta Morrow, with Wesley Dalton, Lee Cass, David Atkinson and Milton Clary supporting the stars brightly. The chorus is exceptional, and the Lehman Engel ork is fine. This set should appeal to the older folks, and it will be helped by the current appearances of Nelson Eddy on the night club circuit.

## Jazz

**JAZZ AT STORYVILLE** ..... 70  
Brubeck-Desmond (1-10")  
Fantasy (33) 3-8

There are some great kicks available for jazz collectors in this package of jazz meanderings by Dave Brubeck, Paul Desmond, with hefty assists from Lloyd Davis on drums and Ron Crotty on bass. Material was cut early this year and last fall in Boston's Storyville. Most of the album is sans the group bassist of last season, Bull Ruther. Music ranges from moody, fugue-like material to out-and-out bop. Packaging and recordings are strong assets.

**SHELLY MANNE AND HIS MEN** ..... 65  
Contemporary (45-EP) 4001

**HOWARD RUMSEY'S LIGHTHOUSE ALL-STARS**

Volume 1, 2, 3, 4

Contemporary (45 EP) 4002, thru 4005

Contemporary, new West Coast label, has moved into the EP field with five new releases, one featuring drummer Shelly Manne and the others led by bassist Howard Rumsey, in concert performances of his group at the Lighthouse Cafe in Hermosa Beach, Calif. Shelly Manne gets a chance to show off his technique on "La Mucura" and "Mallets," both arranged by Shorty Rogers. On the Rumsey platters, best sides are "Viva Zapata" (written and arranged by Rogers), "Morgan Davis" and "Bernie's Tune." Instrumentalists with the Rumsey group include Rogers on trumpet, Milt Bernhart on trom, Jim Guilfré on tenor, Frank Patchen at the piano, Manne on drums and Rumsey on bass. Music is cool and will attract those who enjoy progressive stylings. Disks can be purchased singly.

**BATTLE OF JAZZ** ..... 75  
Volume No. 3

Adrah Rollini Ork; Joe Venuti-Eddie Lang Ork (1-10")

Brunswick (33) BL 58039

A lot of jazz fans will be in the market for this new set, one of the best in the "Battle of Jazz" series issued on the label to date. Both orks, the Rollini crew and the Venuti-Lang outfit, play the type of jazz that pre-dated the emergence of the large swing orks of the late 1930's, and the sides in this set have become collector's items. The Venuti-Lang ork sides, which were made in 1931, feature such sidemen as the two Teagardens, Benny Goodman and Frank Signorelli on piano, in addition to the leaders. Tunes are "Beale Street Bicycles," "Someday Sweetheart" and "Farewell Blues." The Rollini crew features Mannie Klein and Berrigan on trumpet, Teagarden (Jack), Goodman, George Van Eps and Artie Bernstein, playing "Davenport Blues" and "Riverboat Shuffle." Disk should be a steady seller among the jazz clientele.

# Mills, Columbia Sign Pact

Continued from page 15

Italy. In September, Irving Mills junkets to Japan to survey the possibility of establishing an office there.

The firm's diskery activities, a regular and continuing function of the Mills professional departments, will be called upon increasingly to help promote film music. This has long been the firm's policy, but the tempo will be increased markedly, according to Irving Mills.

Company practice is to wax equitable film works and, if possible, sell the masters to diskeries for exploitation. In many cases, Mills prints up copies itself for deejay use, tying in its efforts with picture company advance men for maximum promotional effect.

## Foreign Loot

Here again, the foreign pay-off is often more attractive due to platter use. Mills masters are often sold to foreign diskeries, where they are pressed and sold at the time movies are released. Irving Mills said the plan is to hold off record promotion until films actually bow.

This requires close co-ordination of the pubber's foreign offices with local film distributor outlets, since there is often a time lag of a year or more between the American release of any particular movie and its release abroad. Sometimes titles of waxed ditties are changed to conform with altered movie titles as the movie travels from country to country.

Over and above the obvious film tie-in, Mills recording activities are consistently used to plug the firm's product to domestic diskeries. Many of their masters, featuring Mills copyrights, are sold to record manufacturers. Like other publishers with large catalogs of oft-revived standards, Mills is meeting the a.&r. man's objection to new material with a completed waxing ready for marketing by large or small diskeries. Said Irving Mills:

## New Material

"We use the records we make to embellish our catalog with new material." The firm exerts constant effort to enlarge its list-

ings with fresh ditties, he asserted.

The publisher said there is no present intention on his firm's part to set up a complete record operation, engaging in pressing and selling, and all the manifold facets of disk manufacture. Some months ago such a plan was entertained by Mills brass.

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ING DOWN  
4621 and 45-4621

**JACK DUPREE**  
TONGUE-TIED BLUES  
THE BLUES GOT ME  
ROCKIN'  
4633 and 45-4633

**LULA REED**  
I'M LOSING YOU  
MY POOR HEART  
4630 and 45-4630

**THE SWALLOWS**  
BICYCLE TILLIE  
NOBODY'S LOVIN' ME  
4632 and 45-4632

**UGAR RAY ROBINSON**  
KNOCK HIM DOWN  
WHISKEY  
SHOULDA BEEN ON MY  
MERRY WAY  
4641 and 45-4641

**Federal**

**BILLY WARD**  
AND HIS DOMINOES  
THESE FOOLISH THINGS  
REMINDE ME OF YOU  
DON'T LEAVE ME THIS  
WAY  
12129 and 45-12129

**THE ROYALS**  
LET IT  
BE IT AIN'T  
12133 and 45-12133

**ETHEL ESTHER**  
BRIGHT LIGHTS  
DU TOOK MY LOVE TOO  
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# Music as Written

## JAMES PLAYS FOR COMPANY DANCE . . .

Harry James and His Music Makers provided dance music for the Aetna Life Insurance Company's 100th Anniversary party Sunday night (21), in Hartford, Conn., with some 8,000 employees and friends in attendance for activities on company grounds. Other entertainers included Eileen Barton and comic Henny Youngman.

## DON GILLIS SIGNED BY MILLS MUSIC . . .

Mills Music has signed Don Gilles to an exclusive publishing pact. The composer, who has written many extended scores is currently the director of the NBC Symphony Orchestra. His addition to the Mills roster highlights the pubbery's increased stress on educational and standard music.

## COLUMBIA NAMES BILL O'BOYLE . . .

Bill O'Boyle, formerly regional sales manager of Columbia Records in the New York area, has been appointed national sales manager for the phonograph division of the diskery. O'Boyle will work under James Sparling, who is general manager of the phonograph division.

## CONKLING HEADS KENNEY FUND . . .

Jim Conkling, head of Columbia Records, is serving again this week as the chairman of the music division in the Sister Elizabeth Kenney Foundation appeal for funds. Conkling has headed the music section of the fund drive ever since he started at Columbia.

## VALLEE REVIEW TO HIT ROAD . . .

A new package, the "Rudy Vallee Review," will go out on a series of one-nighter performances this fall, booked by the National Concert Bureau. Show is being produced by Charles Peterson and will consist of Vallee, and a cast of 60, including a big choral group and ork.

## 'PAPER' CONTEST WINNERS NAMED . . .

The "Scrap of Paper" contest run by Sid Prosen, of Village Music Company, ended this week. Winning record selected by the deejays is the Bigs Howard recording of the tune on RCA Victor. First prize a \$100 bond, was won by Rex Dale, of WCKY, Cincinnati; second and third prize, \$50 bond, were won by George Carroll, of KSOK, Arkansas City, Ark., and Bill Brown of WJAC, Johnstown, Pa. The following jocks won \$25 bonds: Jerry Kreeger, WHPA, Williamsport, Pa.; Evelyn Curry, WMGA, Moultrie, Ga.; Clara Peters, WKIC, Hazard, Ky.; Jack Lowell, KWBG, Perry, Ia.; Ray Helgesun, KSUN, Bisbee, Ariz.; Doc Dougherty, WNOW, York, Pa., and Ross Smitherman, WALA, Mobile, Ala.

## VICTOR TO SHIP 45 EP CATALOG . . .

RCA Victor will start shipping a 45 EP catalog to distributors July 3. Originally scheduled to be mailed out earlier, the diskery has delayed shipments in order to list all EP releases thru September.

## HEFTY KENTON DRAW AT CINCY'S CONEY . . .

Stan Kenton's ork, playing a week's engagement (19-25) in Moonlite Gardens, Coney Island, Cincinnati, racked up 3,813 paid admissions Saturday (20) night. Admission was \$1.75 per person. A barbecue buffet supper in Kenton's honor was held Monday (22) at the home of Jean Lucas, secretary of the Cincinnati branch of Capitol Records. In attendance were Joe Deters and Roger Karshner, Capitol reps in Cincinnati, Dayton and Columbus, O.; Leo Underhill and Rex Dale, WCKY disk jockeys; Fay Hauer, Jan Korte and Essie Rupp, WCKY record librarians; Gil Sheppard, WCPO jock; Don Davis and Walter Phillips, WLW deejays; Danny Engel, Chappel Music; Gray Gordon, manager of Les Paul and Mary Ford, and Bernie Bruns, Bill Schutte, Kathleen Austing and

Ruth Spinnenweber, of The Billboard's Cincinnati office.

## New York

Billy Shaw, head of Shaw Artists, left for a two-week trip to Europe this week. . . . E. H. Morris is handling "I Saw Mommy Kissing Santa Claus" for England, Canada and the British Empire. The song is published by Harmon Music. . . . Jerry Vale opens at the Copa in Pittsburgh on July 6. . . . Rainbow Records has pacted a new singing group, the Dimensionals. It is assumed that there are three of them. The firm has also signed Boston engineer Milton Yakkas as a sound consultant. . . . Mercury Artists this week pacted the Billy Taylor Trio, thrush Ann Hathaway and the Three Strings. . . . A son, Glenn Edward, was born on May 29 to Mr. and Mrs. Edward Welker. Welker is the field representative for RCA Victor in Western Pennsylvania and Washington. . . . Thrush Betty Cox will be featured on the Rudy Vallee show, which will go out on the road in the fall. . . . Pine Ridge Music, the Big Three's c.&w. firm, picked up the tune "Fais Do Do," a Cajun ditty written by Pinky Vidacovich, music director of WWL in New Orleans. The tune has been cut by Vidacovich on Pelican Records. . . . Ted Black has been appointed professional manager of the Pine Ridge firm. . . . The Ray Anthony ork pulled a total gross of \$6,600 for a two-night stand at the Lagoon Ballroom in Salt Lake City last Friday and Saturday nights, June 19 and 20.

Miklos Rozsa, who wrote the music for such films as "Quo Vadis" and "Julius Caesar," leaves for Europe for a series of concert appearances. He'll do one for the British Broadcasting Corporation, July 4, and one in Rome later on. . . . Bill Farrell opens at the Blue Crystal Club, Gerard, O., July 5. . . . The George Shear-

## King, Juke Union Sign

CINCINNATI, June 27.—King Records and its manufacturing affiliate, the Royal Plastics Corporation, this week signed a contract with the Vending Machine Service Employees Union, Local 122. The union is affiliated with the International Brotherhood of Teamsters, AFL, the juke box union. Heretofore, the King pressing plant employees were represented by an independent union. This marks the first time that the juke box union has set a contract with any of the record companies, according to Sydney Nathan, president of King. The contract runs for one year with automatic renewal, unless either side requests a review within 90 days of the expiration date.

## Capone Asks 28G From Damone

NEW YORK, June 27.—A summons and complaint has been served against Vic Damone by his former manager, Lou Capone, seeking a sum reputed to be \$28,000. The hassle stems from the management break between Damone and Capone which took place prior to Damone's entry into the Army two years ago. The singer is currently managed by Marvin Cane.

Thus far, Damone's legal adviser, Halsey Cowan of Wilzen and Halpern, has not filed a reply to the complaint. Harold L. Fisher represents Capone.

## Welk Aragon Benefit For Teen-Agers Only

HOLLYWOOD, June 27.—For the first time since the Lawrence Welk band has been playing the Aragon Ballroom, teen-agers will get a chance to dance to his "champagne music." Occasion is a benefit Sunday (28) for the Boys Town of the West in Chatsworth, Calif., open only to the younger set.

Aragon Ballroom policy does not permit persons under 21 to dance. All proceeds from tomorrow's matinee event, at \$1 per ticket, will go to the home for boys. No adults will be permitted to dance, according to W. Kenneth Lange, general manager.

ing combo returns to the Band-box here on July 21. . . . Fred Lowery is now cutting musical jingles for ad agencies using his whistling technique. . . . Bobby Wayne opened a two-week stand last night (26) at Fazio's, Milwaukee. . . . M-G-M Records is tossing a cocktail party for dealers, jockeys, operators, trade press, etc., when Billy Eckstine opens at Birdland here, July 2.

Singer Richard Hayes and the Kenny Sheldon ork played this week-end at the Rustic Cabin, Englewood Cliffs, N. J. . . . Music attorney Harold Ornstein off for a month's vacation in Maine. . . . "Doc" Berger, disk exploiter, is in the Brooklyn Veterans' Hospital. Paul Siegel, of Symphony House, has snagged his first waxing of "Volcano," theme song of United Artists movie of the same name. The tune was cut by Tony Craig on Vogue. . . . Chanter Mark Stuart opens at Buffalo's Glen Park Casino for a week on Monday (29).

## Chicago

Herb Jefferies closed at the Black Orchid Monday (22) and leaves for Europe July 5 after making several personal appearances on the way East. . . . June Valli in town pushing her latest RCA Victor recording of "Crying in the Chapel." . . . Snooky Lanson, singing star of TV's "Your Hit Parade," closed last week at the Chicago Theater and heads west. He has a tentative engagement in Las Vegas before hitting the Coast.

The Bell Tones, currently at the Old Heidelberg on an extended engagement, close July 4, heading west to play the summer season in the national parks area at Jackson Hole, Wyo. . . . Johnny Maddox, Dot recording pianist, current at the Preview. He is visiting deejays, plugging his latest recording, "Eight Beat Boogie." . . . Patti Page closed at the Edgewater Beach Hotel Friday (26). She was backed by Charlie Spivak and his orchestra during the engagement.

Clyde McCoy into the Aragon ballroom Tuesday (23), following Chuck Foster. . . . Rumor has it that Howard Miller, local disk jockey, may get another TV show due to his success with his current disk jockey show over WGN-TV, "Miller at Midnight." . . . Coral songbird Peggy Taylor is exiting "Don McNeill's Breakfast Club" to try her luck on Broadway. Rumor has it that another Coral thrush, Eydie Gorme, may replace Peggy. If so, it would keep the singing chores in the Coral stable, as Johnny Desmond heads the male end of the vocals. . . . Peggy Mann, Another Coral artist, was in town last week pushing her latest waxing with the local deejays. . . . Archie Levington in town after a trip to New York. He stayed only a day or so and then left for New York again. . . . Eartha Kitt, in contrast to rumors, is definitely staying with the cast of "New Faces." She will appear in Leonard Sillman's next production skedded for fall, and probably right here in Chicago.

## Hartford

The Landerman Brothers ork, of Hartford, Conn., has started a summer engagement at the Light-house Inn, New London, Conn. Jean Valz, French pianist, appears nightly in the inn's lounge. . . . Sy Quinto's Musical Men, a local unit, is playing dance music in the lounge and the Turquoise Room of the Hotel Garde, Wednesday thru Saturday nights. . . . The Riverside Amusement Park, Agawam, Mass., opened a new dance policy Saturday night (27), with dancing every night. The opening unit, the Nu-Tones, will be at the amusement park ballroom for two weeks, with bands to change every two weeks, according to Harry Storin. The unit will also play for entertainment Sundays in Riverside Gardens. . . . Eddie Zack, TV-recording star, was on hand for the opening of the Joyland Ballroom, Brooklyn, Conn.

## Hollywood

Frankie Remley and his ork open Tuesday (30) in Hollywood Roosevelt Hotel's Cinegrill. Deal was set by Reuel Freeman, of Artists Booking Corporation. Lynn Marshall, vocalist, and pianist-arranger Peter Lance are featured. Band will alternate with Alfredo Garmo and His Cabal-

(Continued on page 63)



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# Burlesque Bits

By UNO

**Johnny Barry Jr.**, son of **Evelyn Brooks**, former soubrette, and **John Barry**, the late comic and partner of **James Barton**, has been awarded a full scholarship at the law school of Harvard University. Johnny was graduated last year with honors in economics from the College of William and Mary in Williamsburg, Va. He also received the commission of 2d lieutenant in the Army upon completing his Reserve Officers Training Corps course in college. He is now a specialist with the Westinghouse Company in East Orange, N. J. . . . **Comic Milt Douglas** moves from the Globe, Atlantic City, to the Palace, New York, July 3 thru the Miller-Kaplan Agency. Two weeks before, the Palace also had **Harry Savoy** and **Joe Morris**, two other comics from Brooklyn. . . . **Jack LaMont** and **Jack Hayes** are closing the season at the Roxy, Cleveland, along with **Stan Stanley**, **Chalimar**, **Joan Merrick** and **Rita Grable**. . . . **Sally** and her monkey bow at the Palace, Buffalo, July 9 and the Casino, Boston, July 20, thru **Jack Montgomery**. . . . **Bill Bachen**, son of the late comic **Sam Bachen**, was a visitor last week in New York from Baltimore, where he operates the Ringside bar and grille and the Copa nitery. While in Manhattan he attended the high school graduation of his 17-year-old daughter, **Barbara Gay**. Current at the Copa are **Jessica Rogers**; **Ronald Bassey**, singing emcee, and **Sol Laurie's** four-piece

ork, plus local talent. **Bachen** himself used to tour the burly circuits as a concessionaire and in other off-stage capacities. . . . **Hermie Rose** replaced **Harry Vine** as manager and comic at the **Berretania**, Honolulu. . . . **Rita Ravell** started a two-week engagement last week at the **Gilded Cage** nitery in Phoenix, Ariz., thru the **Joe Prenskey** agency in El Paso, Tex., following which she goes home to Mexico for a month's vacation. . . . **Natch Davis** replaces **Al Paris Green** over the July 4 week-end at the **Kentucky Club**, Woodridge, N. Y., thru **Maurice Kurtz**. Another **Kurtz** placement is **Tommy Spencer** for the **Rosemont Hotel**, Woodridge, N. Y. **Spencer** is a substitute for **Abie Gore**, originally set for the spot but forced to cancel because of a return of a heart condition. Still another **Kurtz** booking is **Belle Baker** for a first appearance on the **Borscht Circuit** to double between **Kiamasha Lodge**, Kiamasha Lake, N. Y., and the **Carmel Hotel**, Loch Sheldrake, N. Y. . . . **Tirza** and her **Wine Bath** began a four-week engagement June 19 at the **Harem Club**, New York, thru **Mickey Owens**. . . . The rebuilt \$200,000 **Tropics** nitery operated by **Warren St. Thomas**, opened in Denver last week in time for a big tourist season. **Maureen the Spider Lady** and **Skinny Stroud** headline hourly shows sharing the spotlight with **Jasmine**, vocalist. **Jerry Bryant**, at the keyboard, and **Joel Cowan**, at the electric Gibson, fill in between shows. . . . **Wayne Kirk**, for many years straight man on the circuits, returned after a year in Anchorage, Alaska, and opened June 28 as emcee at **Colletti's Supper Club**, Phoenix, Ariz. . . . **Clarita**, the Cuban Cyclone, late of the **President**, San Francisco, joined her husband at the **Anchorage, Alaska**. New at the **President** is **Sharron Miller**. Continuing as feature strip is **Cherrie Lee**, the **Pepper Pot** of New Orleans. . . . **Al Murray** opens July 1 for the summer at the **Bel-Air Country Club**, Glen Spey, N. Y.

## Copacabana

Continued from page 13

songs, and even if some were superb, the over-all effect was just too much Bryant (as there was too much Nelson ahead of her). Her best numbers oddly enough were oldies, "You Made Me Love You" and "After You've Gone," sung straight the too slowly.

She has a delightful legit voice, plus various vocal tricks, a la Yma Sumac, plus some strange sounds — growlish effects that might interest a record company. She used all the tricks, including a **Carrie Finnell** bit on "Tzena, Tzena" that seemed incongruous even if it was fascinating. She finally closed with her "Love for Sale" to fair mitting. In retrospect, it seems if the girl would switch some of her numbers around, drop others, and perhaps get new musical arrangements for the oldies — perhaps a Dixieland arrangement — she'd move up quicker.

### Barrett and Kane

The rest of the **Copa** show is mostly a holdover. Production singers, **Mace Barrett** and **Lee Kane**, look good and sing excellently. Production dancers, **Danii** and **Genii Prior**, continue exciting. The lines are beautifully costumed, work well, and look good enough to make any magazine cover. **Mike Durso's** band still plays a whale of a show, and **Frank Marti's** rumba rhythms fill the dance floor.

It's an inexpensive show, but it probably won't do terrific business. However, it is doubtful if it will lose money — it might even make some. In any event, it should hold up until **Julie Podell** gets his big names coming in again in the fall. **Bill Smith**.

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# NIGHT CLUB REVIEWS

## Towne Room, Milwaukee

(Friday, June 19)

Capacity, 150. Price policy, \$1.50 per person minimum. Three shows nightly. Manager-operator-publicity, **Jerry Grossman**. Booking, non-exclusive. Estimated budget this show, \$1,000.

As the result of an experimental booking, the club is racking up two of the best weeks it has had in a long while. Long regarded as a showcase for upcoming disk talent, the room took a flyer and added a local disk jockey, **Bob (Coffeehead) Larsen**, to the bill consisting of singer **Al Wallis**, and **Jack Richards** and **The Nightwinds**. Normally, this room uses only one or two acts, vocalists and combos.

Making his first nitery bow, **Larsen** impressed fairly well. A brash, breezy record twirler by day, he handled the intros nicely and managed to project a pleasing personality thru some not too strong comedy material. He opened the show with a blackout take-off on the "Dragnet" radio format; was clever but didn't gain too much attention. He received a nice mitt when he closed with his radio signature gimmick. Owner **Grossman** reports picking up his option for the next two-weeker on the strength of initial reactions.

Handsome **Al Wallis** made a big hit with the fem trade. A smooth, rich voice and easy floor style evidenced lots of know-how. Renditions of "Song From Moulin Rouge," "Somebody Loves Me" and "Birth of the Blues" were all top notch. He encored with a clever calypso tune, "History."

The headliners, **Jack Richards** and **The Nightwinds** musical group, are big winners in this room. All four lads are instrumentalists, and their vocal blending is delightful to hear. Personable **Jack Richards** takes the lead on most of the singing numbers, doing a fine selling job. Keen audience appreciation was shown for their mellow arrangement of "La" and their "Chance of a Lifetime" winning number, "Northwind." The group also backs the other acts and turns out excellent music between shows.

Benn Ollman.

## Aquashow

Continued from page 13

(set back about 20 feet above the large pool) and to the stage without a hitch, and the penultimate spectacle, featuring the skaters on the ice, the **Dancing Waters** a few feet below, and a water ballet in the pool all at the same time, drew "ohs" and "ahs" from the appreciative audience. The spectacle includes a large cast of performers, with a 24-girl swimming line, an eight-girl skating line, scores of featured swimmers and skaters and a 22-piece ork. The set for the blade show was excellent and the use of the revolve to segue from ice to water was well handled for opening night.

### Swimmers Score

Opening routine, "Key to the City," had the swimmers walking on with huge keys and parading along the runway before diving into the water for their first aqua ballet. The **Aquazaries**, still one of the funniest comedy acts in the field, had the audience in hysterics; their uninhibited comedy and diving bits drew continual yocks. **June Earing** and **Bobby Knapp** sold their artistic water routines with easy smoothness, and the **Aquadorables** come thru neatly with some tricky water ballets. The diving champs impressed the crowd with difficult gainers and somersaults, **Nat Cannon** contributing his standard **Superman** bit.

The ice show, which was choreographed by **Burt Milton**, is one of the best of its type seen by this reviewer in a long time. The **Aquablades'** chorus routines were smart and clever, and were beautifully paced. **Evelyn Chandler** was socko with her exciting routine, selling her speed skating and cartwheels to a big hand. **Petite Jo Barnum** scored with a tricky number to **LeRoy Anderson's** "Belle of the Ball," tho the condition of the ice precluded her pair with **Fred Hirschfeld**, which was skedded at the end of the show. **Jack Raffler** and **Jerry Mapes**

# Hocus-Pocus

By BILL SACHS

**THE DUVALS**, **Ade** and **True**, left New York last week on a four-week trek for **USO Camp Show** to the **Northeast Air Command**, which includes **Iceland**, **Greenland** and points north. . . . **Paul Duke** began a two-weeker Monday (29) at the **Mount Royal Hotel**, Montreal, with his **Three-Dimensional Magic**. On July 13 he is engaged to appear at the **University of Delaware** as a concert magician in one of a series of their summer session programs under the direction of the **Columbia Lecture Bureau**, of which **Arthur Judson** is president. **Duke** will give a recital of legerdemain to music entitled "Magic Ballet D'Extasse." . . . After 40 years of trouping in virtually every branch of show business, the last nine years with the **Olsen** and **Johnson** unit, **Billy Young** has planted himself in the **Mysto Magic Shop** in the **Times Building**, New York. **Young** did a magic turn many years ago and some 18 years ago operated a magic shop at 53d and **Broadway**, New York. . . . **George Schindler** opened Friday (26) at the **Top Hat Club** in **Franklin Square**, New York. . . . **The Lippincotts**, **Mal B.** and **Maxine**, after a string of one-nighters for the **Stein Theaters** in **South Georgia**, resumed for the **Martin Theaters** at **Dublin, Ga.**, last Thursday (25). They previously played two weeks for the latter circuit. "We hit a new low recently at **Washington, Ga.**, when we took in barely enough to crack the nut. We had a bad rain and strong wind about show time. After leaving the theater I learned that the strong wind had blown roofs off of houses and turned cars topsy-turvy. A twister hit **Douglas, Ga.**, the day after we left there recently. The week preceding that, our assistant, **Millie Gaye**, was caught in a tornado while on a visit to her home in **Louisiana**. We recently spent 10 days with our daughter, **Francine**, and her husband, **Hack Rightor**, in **Fort Myers, Fla.**, where they are musicians."

of the public shows. . . . **Frances R. Francis (Lady Francis)** has placed her wand in storage to take up a permanent position as director and producer of television at **WLW-T** in **Cincinnati**. . . . **Martin Sunshine (Kismet)**, who opened his 14th summer season at the **Northern Hotel**, **Three Lakes, Wis.**, May 14, is carded to remain there until late October. He invites magi passing thru to stop off for a session. . . . **L. E. (Roba) Collins**, still engaged in commercial pursuits in **St. Louis**, posts that **Assembly No. 8, Society of American Magicians**, recently netted a substantial sum for the **Houdini Hospital Fund** with a show staged recently at the **Artist Guild Theater** in the **Mound City**. Among those who appeared in the show were **Joe Scott**, **Paul LePaul**, **Don Lawton**, **John Sizemore**, **Bob Cole** and **Ray Mayer**. . . . **Landrus the Magician** is still on tour with the **Greater Zarlinton Players**, who have just opened in **Wichita Falls, Tex.**, for a month's stay. **Landrus** will again play his established territory in **New York** and **New England** next winter. . . . **Bobby May**, juggler, well known to the magic fraternity, is a happy lad these days since his young son, **Bobby Jr.**, is on the mend following an attack of polio. . . . **Thomas Hendricks (Thomas the Magician)** shoots us a copy of **The Magnet**, which he claims is "the only magic newspaper in the world" and which he recently launched with publishing offices in **Birmingham**. The monthly eight-page newspaper of tabloid size is devoted entirely to news of magic and magicians and sells for 10 cents, or \$1 year on subscription.

## Biltmore Bowl

Continued from page 13

bit of balancing on unicycles. A particularly receptive bit is a rhythmic cycling to "Dinah."

Sharing top billing is comic **George DeWitt**, personable young man from television who tries hard to please but somehow doesn't quite reach the crowd. With better material **DeWitt** could develop into one of the better nitery comics. He has a pleasing personality, good appearance and passable singing voice.

**Chorines** do their usually accomplished work, this time embellished in colorful costumes. General theme is "Let's Take a Holiday," with **Jack** and **Bonnie Brooks** featured as a dancing team.

Fine orchestral backing is supplied by **Hal Derwin ork** (12) which alternates with the **Gene Bari Trio** for dancing.

Ed Velarde.

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## Semi-Public Set-Up Clears Way For Milwaukee Profit Sharing

By BEN OLLMAN

**K**EEN INTEREST among auditorium and arena managers throught the nation in the switch at the helm of the Milwaukee Auditorium-Arena hinges primarily on the announcement that the new manager will take over soon with a profit-sharing contract in his pocket.

The bonus approach bears a strong appeal for building managers. Like the rest of the citizenry, they are looking for ways to increase income. Many managers want to know whether the mechanics of Milwaukee's offer to share the take with the director can be duplicated, whether the same proposition could be applied to their own situations.

In most cases, however, it is believed that the set-up does not lend itself to duplication. It can be used in Milwaukee because the auditorium-arena there is a quasi-public institution. The only legal function of the city is the actual bookkeeping. No tax money is used in running the plant. With no control of the purse strings, the city government is not a dominant force in making decisions for the building's operation.

Most auditoriums and arenas, being municipally owned and operated, probably would find their governing laws too stringent to permit use of the plan. But in Milwaukee, the controlling board is made up of 10 persons, five private citizens and five city officials. The municipality owns 27 per cent of the stock and private individuals own the remainder. So while it is partly public owned, the building company manages to retain the flexi-

bility more frequently found in privately operated enterprises. This flexibility clears the way for the profit-sharing plan.

Elmer Krahn, now president of the Auditorium-Arena board, will succeed William C. Maas as manager. Krahn is starting July 1 on a part-time basis and will ease into the position gradually, taking over upon Maas' retirement September 1.

Uppermost in the minds of other board members when they selected Krahn was that if he were responsible for a healthy increase in earnings he would be granted a share of the additional profits. Past records show average annual profits for the buildings to be about \$15,000. He is to participate in any profits above that figure. Actual details of the percentages upon which Krahn's bonus will be computed are being worked out at present, and all pertinent angles are expected to be ironed out by September.

### Aids Share, Too

Basic salary will bring Krahn \$12,000, plus expenses,

yearly. The profit-sharing plan is expected to boost this considerably over \$15,000. Included, too, is a half-pay retirement plan.

Not only the manager, but also his top assistants are to be included in the profit percentage arrangement. Krahn's assistant will draw \$8,000 in basic salary, and a full-time publicity man, who also will be concerned with booking, is to be added to the staff.

In the words of one of the board members, "We don't care how much money Elmer Krahn makes thru this bonus system. The more he makes, the more we make, too."

During practically all of its half century, the Milwaukee auditorium-arena has had a relatively profitable operation. To increase those profits, Krahn expects to book more events, filling normally quiet periods of the year.

"We are planning a very aggressive campaign to line up bookings, especially for the summer months," he said. An attempt will be made to (Continued on page 59)

### EDITORIAL:

## Arena Doors Are Open

For the third straight year, The Billboard salutes the Auditorium-Arena field.

At a time when live talent urgently needs places to work, the many Auditoriums and Arenas offer tremendous possibilities. Unfortunately, talent—or, more precisely, bookers and packagers of talent avail themselves of only a small part of the potentials inherent in the big buildings.

There is a paucity of good shows, properly priced. Auditorium managers and promoters, who spot shows into buildings, are eager to obtain such packages. They know that there is almost a crying need for them. They are well aware that public support can be had, providing that seats do not bear too high price tags.

### Aud. Mgrs. Meet

As members of the International Association of Auditorium Managers prepare to convene in Chicago, July 5-8, for the exchange of ideas and problems, it might be well for them to ponder ways and means by which the movement of live talent into buildings can be spurred.

A concerted drive by the association might spark an influx of package shows into the field. An intensive selling job to booking agencies, talent reps and talent itself would be of great value.

Alert showmen should study the possibilities that are presented by the many large and small capacity buildings. They might well take a cue from the successes that have been chalked up by some touring attractions.

## Saginaw's WKNX Points Way to TV Expositions

**M**ORE than 250 new television stations are scheduled to go into operation this year, and many of them will

bring TV to their areas for the first time. With that market in mind, exposition and trade show producers are cocking an eye toward Saginaw, Mich.

About 15,000 persons jammed Saginaw Municipal Auditorium in February, when WKNX-TV prepared to go on the air. They saw the WKNX-TV Exposition, designed to herald the station's debut and to display TV distributors' lines. Fifteen distributors took part and covered most of the expo's \$18,000 staging expense thru booth rental.

Television sets have played important parts in many expositions, particularly home shows, but the large number of new stations and new additions to TV - covered areas scheduled for coming months would appear to make this the time to consider all - television expositions.

Saginaw distributors were enthusiastic about the show. After the opening night and the next day's two shows, several announced they had cleared their show expenses. At the close of the exposition, completed and probable sales of sets indicated a sell-out of all-channel equipment.

The Saginaw exhibition was produced by the station management. Plans were revealed to distributors by telegrams sent several months before the event. Within 24 hours all available space was committed and a waiting list had been started. Station officials termed the show a big-time promotion and reported that it outdrew two spring shows which were established events at the building.

Most of the publicity was carried by WKNX - Radio, with supplementary material in newspapers of Saginaw, Bay City and Midland. Window cards also were used.

Admission was 50 cents for adults and free to children with their parents. Give-away attraction involved 14 TV consoles. Eleven performers, several of them from network television shows, were on hand as a stage event in the auditorium, and thousands watched the acts from the balcony.

Television itself was the big draw, however. WKNX cameras were trained on the stagemore and carried on a closed circuit to exhibitors' TV sets on the expo floor, where thousands more watched the screens. Films were shown on the circuit between stagemore. WKNX - TV equipment, installed for the closed circuit, attracted much attention.

## Buildings Must Prepare for, Seek Out New Types of Events

By CLARENCE B. HOFF

President

International Association of Auditorium Managers

"**A**LL I know is what I read in the papers," were the words of Will Rogers in his syndicated columns. My lo-

cal newspaper quotes the Department of Commerce as saying the boom surges on but at a more cautious pace.

Competition in all businesses will become keener. Auditoriums and arenas will need to seek out more business. Convention bureau managers in the large cities will compete against each other for the best in conventions by agreeing to furnish more and better service and building accommoda-

facilities for all purposes such as plenty of electrical power, water, gas, drains, compressed air and steam.

It might be worth our while to re-check the various activities we now serve to see if we are not overlooking some that may be new to us but building good business elsewhere. A new role for large exhibition halls, especially for privately owned buildings, is to have gigantic sales by a large retailer for a special type of merchandise over a period of several days. Such sales have been successful in Chicago, but the municipal auditorium management may find opposition to such an event from other local retailers.

The growth of television thru the increase in number of stations and color broadcasts will continue to interfere with some sports and most outdoor entertainment. It is definitely inadvisable for a promoter of local sport events to operate on the same night that a major boxing match is scheduled on television. The Harlem Globetrotters had a basketball game booked at Kansas City's Municipal Auditorium on the first date of the recent heavyweight championship match. Ticket sales were slow until the announcement was made that the Marciano-Walcott match was postponed. Then the Globetrotters sold out in just a few days.

Movies and road shows are having business difficulties, and any successful answer to their problems may bring back more business volume than we have had for the past few years. History proves that competition is the foundation of all progress.

In all business conventions, the members and visitors come to learn more about their own business thru personal contact with their fellow associates. Altho the International Association of Auditorium Managers members of necessity must compete with one another for business reasons, there are no success formulas withheld at our meetings and all suggestions are invited.

## Dual-Purpose Ticket Form Wins Louisville Accolade

By HERMAN J. PENN

**A**SPECIAL ticket design with the dual features of providing a daily audit of advance sales and simplifying the handling of half-price ducats has been perfected and used with success by the Louisville Armory management.

Numerous building managers have requested details of the design which permits use of a single ticket form for both child and adult sales. It is our belief that managers, who are not using the audit stub feature of these tickets, are missing one of the best methods for keeping tab on advance sales.

One of the three sections of the basic ticket design is a half-inch perforated stub. Printed on it is a bold face code designation for the date and price. Snapped off at the time of sale, this stub is retained by the seller and placed in a container labeled for that performance.

At the close of the day's business, the seller separates the stubs in each container according to price and with them computes totals for his report. For management, these totals give a daily audit of advance sales, and to the seller they afford a cash proof.

### 3 Seat Designations

After the audit stub is removed, the ticket consists of two sections. Buyer of an adult ticket is given both, but buyer of a child's ticket is given only half.

The two parts are perforated crosswise at the center. Key to the design is that the seat designation appears not only at each end of the full ticket but also next to the center perforation so that when only the child's half

is issued the seat identification still appears at each end of the delivered ticket.

And here is how the convertible form is usable for either of two prices. The child's portion is to the right of the center perforation. This carries the building's name, show date and hour, plus price data for a child's admission. Thus, with this information, plus the seat designations, it is a complete ticket by itself.

However, the adult's portion to the left of the center perforation bears the price data for the full rate and a notation that if that portion is attached the holder has paid the higher price.

When a ticket is sold at the child's rate, the other half is retained for records and tax purposes. When it is used as an adult's ticket, the buyer receives the entire form, less only the audit stub.

### Has Bureau Okay

This form has been in use at the Louisville Armory for more than two years. It has been approved by local representatives of the Bureau of Internal Revenue. So well has it worked out this season that in no case has an adult worked the door with a child's ticket.

Further use of the ticket form has been made at Louisville in connection with taxable passes. In such a case, the cashier keeps three-quarters of the form and staples the other fourth, bearing the seat location, to the holder's pass. For free press and radio passes, however, a separate admission piece is used and marked with the seat location while the full original ticket is punched and retained as deadwood.



CLARENCE B. HOFF

tions. With several new buildings being built or in the planning stage, the old buildings will require top maintenance, modern improvements and equipment and retain good labor and public relations to hold their own in the future.

Conventions and trade shows thrive on competition among exhibitors. When national business conditions gradually change from a seller's market to a buyer's market, which appears to be happening, it is extremely important that all manufacturers and dealers display and demonstrate their products to as many buyers as possible at one time and place in order to keep abreast of their competitors.

### Need All Facilities

Conventions and trade shows in Kansas City have attracted more exhibitors than usual so far this year, and the attendance has exceeded the most optimistic expectations of the show managements. Exhibition halls must be well-lighted, comfortably ventilated or air-conditioned with

In the San Francisco Bay Area, it's the

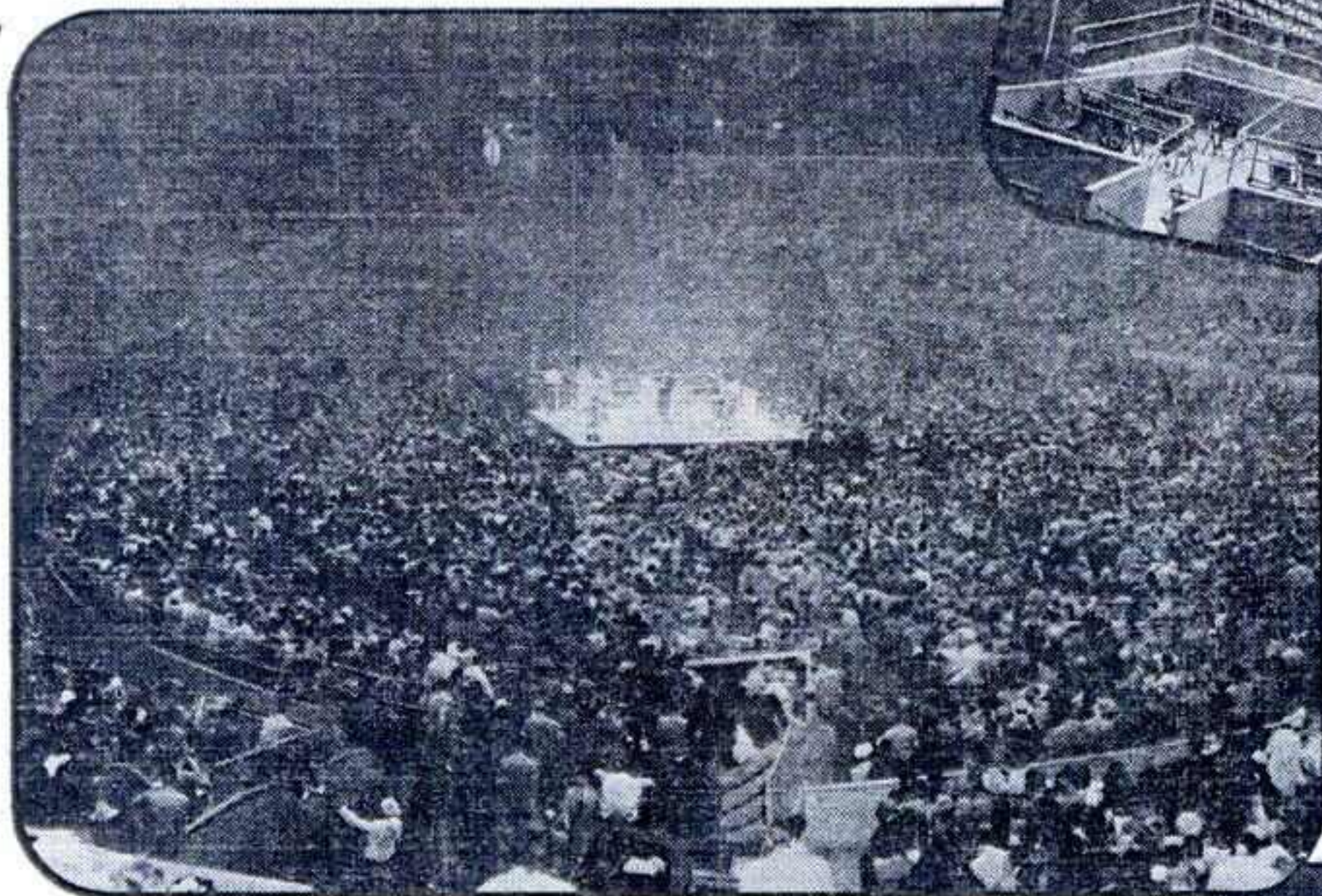
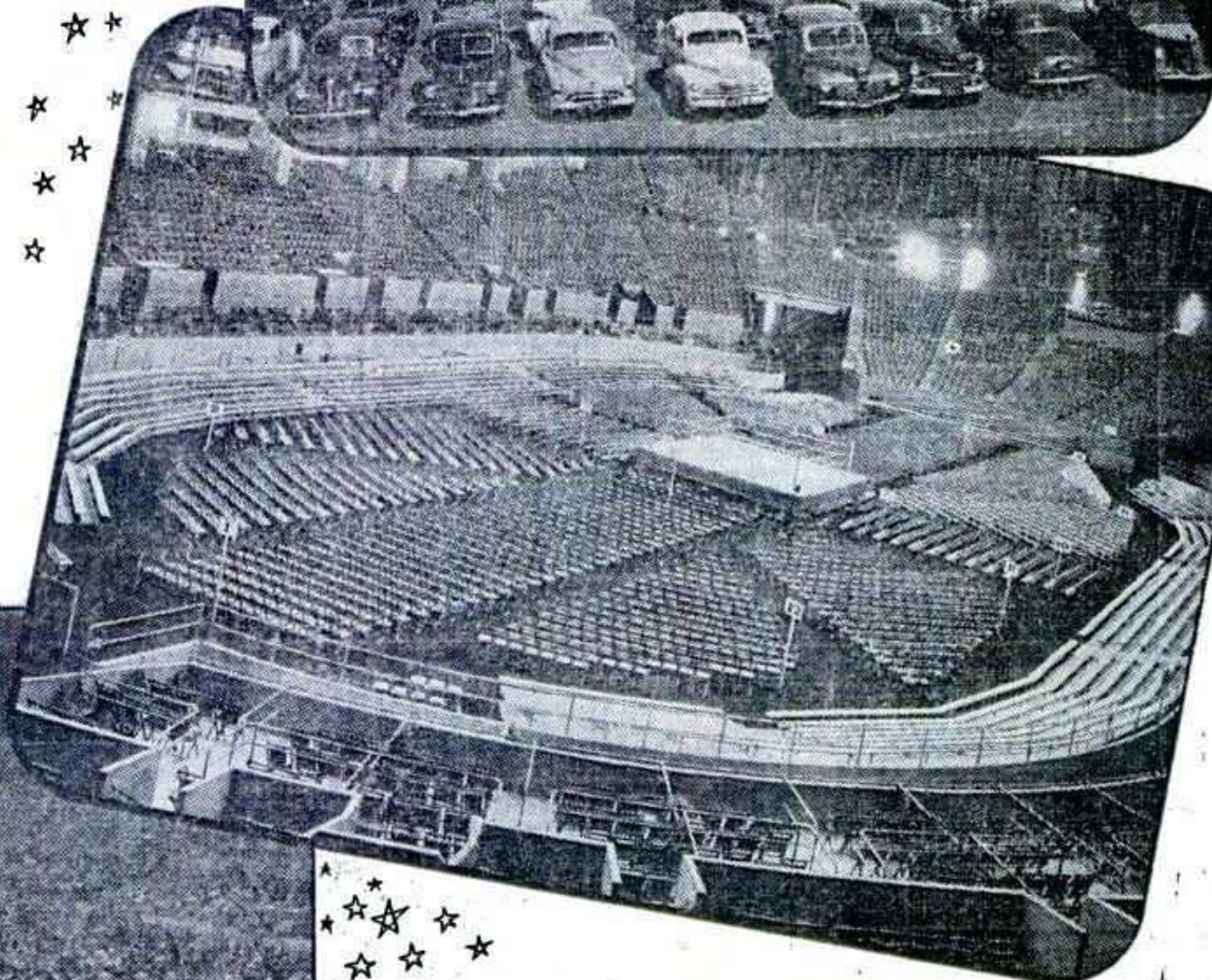
# COW PALACE

**Greatest Show Place  
in the West**

**16,000 COMFORTABLE SEATS**—10,927 fixed and 5,000 arena portable—make the Cow Palace ideal for circuses, ice shows, sports events and extravaganzas of all kinds!

**168,000 SQUARE FEET OF FLOOR SPACE** provide dramatic exhibition facilities for trade shows, industrial exhibits and conventions of all kinds. The Main Arena Floor—30,100 square feet—is newly paved with a ten-inch concrete slab.

**PARKING FOR 3,000 CARS!** The convenient and well arranged parking area, immediately adjacent to the Cow Palace, is paved and lighted.



**QUICK TRANSPORTATION.** By private automobile, taxicab or any of three Bus Lines, the Cow Palace is only a few minutes away from downtown San Francisco and the heavily populated Peninsula areas.

**SUPPLEMENTARY SPACE.** Storage space is almost unlimited. Dormitories accommodate 300—with ample dressing rooms, offices, etc.

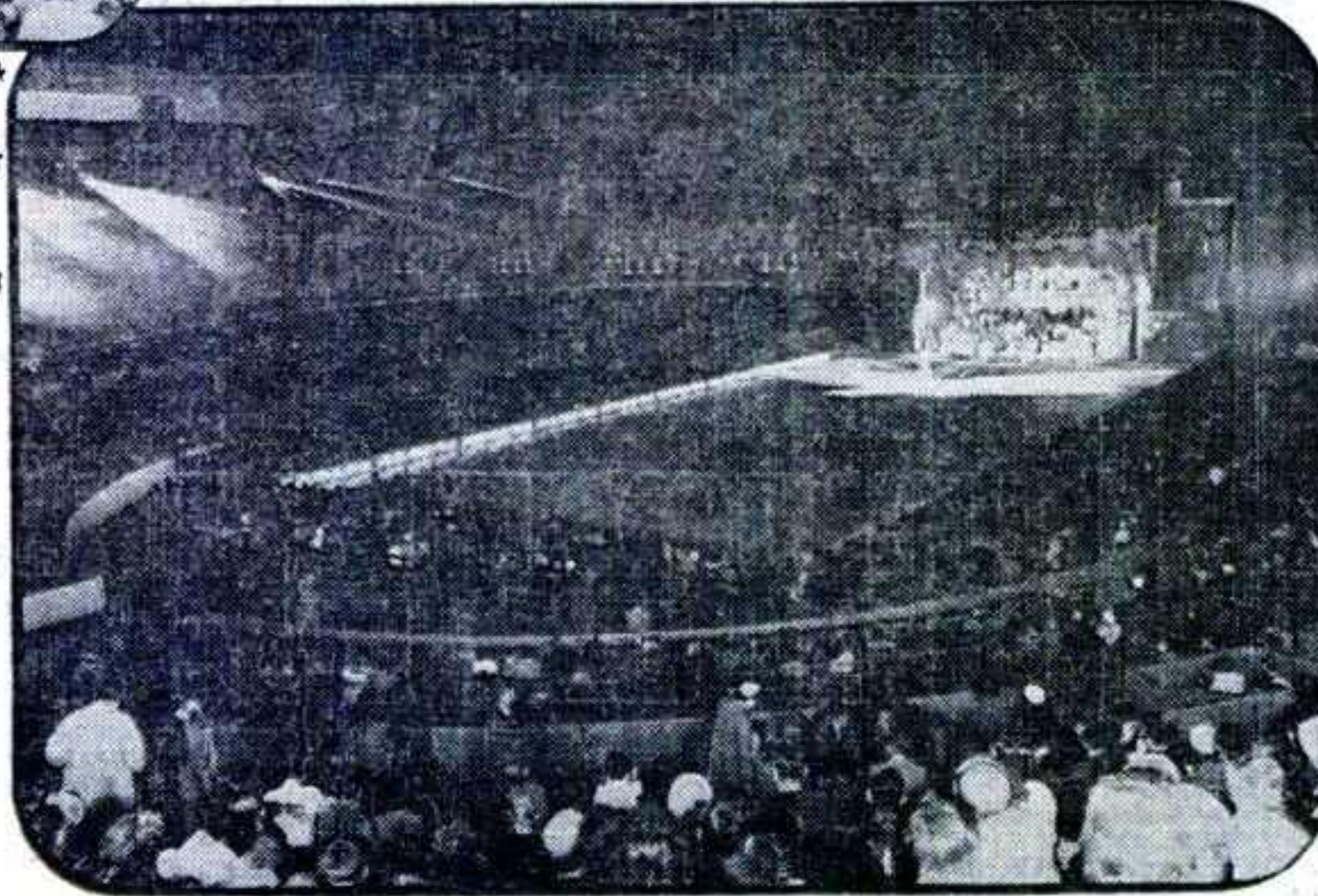
## A Few Famous Cow Palace Events

- |                                           |                                            |                                                   |
|-------------------------------------------|--------------------------------------------|---------------------------------------------------|
| Ringling Bros. and Barnum & Bailey Circus | Ted Mack's Original Amateur Hour           | Truck and Automobile Shows                        |
| Sonja Henie Ice Revue                     | Grand National Livestock Exposition        | Seventh Day Adventist Convention                  |
| Harlem Globetrotters                      | Grand National Junior Livestock Exposition | Watch Tower Convention                            |
| Intercollegiate Basketball                | Spanish Fiesta and Rodeo                   | Sports Shows, Trade Shows and Exhibits            |
| Boy Scout Exposition                      | Eisenhower Rally                           | World's Championship Boxing and Wrestling Matches |
| Boy Scout-o-Rama                          | Stevenson Rally                            |                                                   |
| All Arabian Horse Show                    |                                            |                                                   |
| Ice Cycles                                |                                            |                                                   |

FOR FULL DETAILS, WRITE, WIRE OR PHONE  
Nye Wilson, Secretary-Manager

# COW PALACE

GENEVA AVENUE, SAN FRANCISCO, CALIFORNIA



# DIRECTORY OF AUDS-ARENAS

## Alabama

**Municipal Auditorium, Birmingham**  
MANAGER: Fred McCallum, member IAAM.  
SEATING CAPACITY: 5,000 (Including 2,000 Temporary Seats.) Arena Floor: 100x150 feet. Ice Rink: None. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Martel Brett, Walker Mattison, Early Maxwell. Annual Shows: "Holiday on Ice," Home Show, Antique Dealer's Show, Food Show, Auto Shows, Commercial Shows. Only major building in greater Birmingham.  
**Fort Whiting Armory, Mobile**  
MANAGER: Lt. Col. C. H. Jones.  
SEATING CAPACITY: 2,900 (Including 2,400 Temporary Seats.) Arena Floor: 102x125 feet. Ice Rink: None. Permanent Theater-type Stage. Concessions operated by National Guard.  
**Local Promoters:** Theater Associates, varied; National Guard, amateur boxing. Shows: National Home Show; Wally Fowler All-Nite Gospel Singers.  
**The State Coliseum, Montgomery**  
MANAGER: A. H. Fleming.  
SEATING CAPACITY: 13,500 (Including 4,300 Temporary Seats.) Arena Floor: 130x260 feet. Ice Rink: None. Temporary Platform Stage. Concessions operated by Lessee.

**LOCAL PROMOTERS:** James Rushin, American Legion, Jaycees. Annual Shows: "Holiday on Ice." This building will be completed and ready for bookings after Nov. 1st 1953.

## Arkansas

**Boys' Club, Hot Springs**  
MANAGER: Ira Lollis.  
SEATING CAPACITY: 3,200 (Including 1,200 Temporary Seats.) Arena Floor: 70x112 feet. Ice Rink, None. Permanent Theater-type Stage. Concession operation optional.  
**LOCAL PROMOTERS:** Lewis Goltz, wrestling; Phillip Back, varied. Building has been open only since January; have no regular bookings yet.  
**Robinson Memorial Auditorium, Little Rock**  
MANAGER: A. W. Harville.  
SEATING CAPACITY: Arena, 2,500, Music Hall, 2,986. Arena Floor: 114x96 feet. Ice Rink, None. Permanent Theater-type Stage. Concessions operated by Building.  
**PROMOTERS:** Phillip Back, Early Maxwell, Coulet-Lea Inc.

## California

**Berkeley High School Community Theater, Berkeley**  
MANAGER: Herold A. Buettner.  
SEATING CAPACITY: 3,497. Theater-type Stage. No Concessions.  
**PROMOTERS:** Ware-Hazleton, theatrical; Columbia Artists, concerts; Paul Posz, concerts. Building limited to Roadshows—Musicals, Legit, Chorus, Symphonies and Singles.  
**Veterans' Memorial Auditorium, Culver City**  
MANAGER: Arthur J. Lund, member IAAM.  
SEATING CAPACITY: 1800 (Including 600 Temporary Seats.) Arena Floor: 100x75 feet. Ice Rink, None. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTER:** Bob Fowler. Accommodations for all types of road shows. Full facilities stage, spots, dressing rooms.  
**Glendale Civic Auditorium, Glendale**  
MANAGER: Donald Bourrette.  
SEATING CAPACITY: 2,000. Arena Floor: 150x90 feet. Ice Rink, none. Permanent Theater-type Stage. Concessions operated by Building.  
**LOCAL PROMOTER:** Jack Bradshaw. A basement, 150x90, for exhibits, also.  
**Fresno Memorial Auditorium, Fresno**  
MANAGER: Gordon Hewson, member IAAM.  
SEATING CAPACITY: 3,500 (Including 2,500 Temporary Seats.) Arena Floor: 130x108 feet. Ice Rink, none. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Ware Hazleton, musicals, plays; Van Tonkins, dances. Annual Shows: Polack Bros. Circus, Trade Shows, Home Show, Fashion Shows, Conventions.  
**Fan Pacific Auditorium, Los Angeles**  
PRESIDENT: Charles E. Cord, member AMA, IAAM.  
SEATING CAPACITY: 6,500. Arena Floor: 250x400 feet. Ice Rink. Platform Stage. Concessions operated by building.  
Annual Ice Shows: "Ice Follies," "Ice Capades;" Circuses: none; Expositions: Auto, Home, Sports.  
**Oakland Exposition Building, Oakland**  
MANAGER: Lindsley C. Lueddeke, member IAAM.  
FLOOR: 48,400 sq. ft. Temporary Platform Stage, 50x90 feet. Concessions operated by Lessee. Annual Expositions: Calif. Spring Garden Show, International Home Show, East Bay Auto Show.  
**Oakland Municipal Auditorium, Oakland**  
MANAGER: Lindsley C. Lueddeke, member IAAM.  
SEATING CAPACITY: 6,736; 7,216. Arena Floor: 83' 4" x 117' 6". Ice Rink, none. Permanent Theater-type Stage. Temporary Platform Stage. Concessions operated by Lessee.  
ANNUAL SHOWS: Polack Bros. Circus, Calif. Spring Garden Show, International Home Show, East Bay Auto Show.  
**Civic Auditorium, Pasadena**  
MANAGER: Edward J. Allen, member IAAM.  
SEATING CAPACITY: 3,000. Arena Floor: 100x150 feet. No Ice Rink. Concessions operated by Building.  
**Memorial Auditorium, Richmond**  
MANAGER: John J. Garvey Jr., member IAAM.  
SEATING CAPACITY: 3,800. Arena Floor: 87x122 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**Swing Auditorium, San Bernardino**  
MEMBER: AMA.  
SEATING CAPACITY: 10,000. Arena Floor: 180x80 feet. Ice Rink, Permanent stage. Concessions operated by building.  
ANNUAL SHOWS: "Ice Cycles."  
**San Auditorium, San Diego**  
MANAGER: San Diego City Schools.

SEATING CAPACITY: 2,402. Permanent Theater-type Stage. Concessions not permitted.  
**LOCAL PROMOTERS:** L. Palmer, Ware-Hazleton, Road Shows.  
**Cow Palace, San Francisco**  
MANAGER: Nye Wilson.  
SEATING CAPACITY: 17,619 (Including 6,692 Temporary Seats.) Oval Arena Floor: 237x142 feet, 30,100 sq. ft. Ice Rink, none. Temporary Platform Stage. Concessions operated by Lessee.  
ANNUAL ICE SHOW: Sonja Henie; Circuses: Ringling Bros and Barnum & Bailey; Boxing and wrestling. Main Building Exhibit space & aisles—70,154 sq. ft. Adjacent Building 2, including aisles—98,000 sq. ft. New concrete floor in arena.  
**Civic Auditorium, San Jose**  
MANAGER: Jay McCabe, member IAAM.  
SEATING CAPACITY: 3,330 (Including 1,330 Temporary Seats.) Arena Floor: 80x116 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Hal Moore, Wrestling; Frank Davilla, Dances; Denny Watrous, Road Shows & Concerts. Annual Shows: Polack Bros. Circus; Home Show.

## Colorado

**Denver Coliseum, Denver**  
MANAGER: Tom L. Seymour, member IAAM, AMA.  
SEATING CAPACITY: 10,000. Arena Floor: 232x112 feet. Ice Rink. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Follies," "Ice Capades," Polack Bros. Circus.  
**Mammoth Garden, Denver**  
MANAGER: Harry Sigman.  
SEATING CAPACITY: 6,000. Floor area: 16,000 square feet.  
**Pueblo Sports Arena, Pueblo**  
MANAGER: Mike Burnell.  
SEATING CAPACITY: 3,000 (Including 600 Temporary Seats.) Arena Floor: 60x100 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
**LOCAL PROMOTERS:** Babe Shosky, boxing; Tom Valencia, Spanish-Mexican bands.  
Arena now under construction. Available for events about Sept. 1.

## Connecticut

**Bushnell Memorial Hall, Hartford**  
MANAGER: William H. Mortensen.  
CAPACITY: 3,277 Stage. Concessions operated by Lessee.  
ANNUAL SHOW: "Ice Vogues."  
**New Haven Arena, New Haven**  
MANAGER: Nathan Podoloff, member IAAM, AMA.  
SEATING CAPACITY: 5,500. Arena Floor: 80x200 feet. Ice Rink. Concessions operated by Lessee.  
ANNUAL SHOWS: Ice shows: "Ice Follies," "Ice Capades;" Circuses: Hamid-Morton, Frank Wirth.  
Set 15 point X-line DISTRICT OF COLUMBIA

## District of Columbia

**Armory, Washington, D. C.**  
MANAGER: Arthur J. Bergman, member IAAM.  
SEATING CAPACITY: 5,310 (Including 2,076 Temporary Seats.) Arena Floor: 400x200 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Super Attractions, Name Bands & Performers; Connie B. Gay, Town & Country Time, Hillbilly Bands & Dances.  
**Uline Arena, Washington D. C.**  
SEATING CAPACITY: 3,000 (Including 2,500 Temporary Seats.) Arena Floor: 187x87 feet. Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Shrine Circus, Shrine Temple; Boxing, Goldie Ahearn; Basketball, Geo. Washington University.  
ANNUAL SHOWS: "Ice Capades," "Ice Follies," Shrine Circus, Auto Shows, Ice Hockey, Roller Derby, Globetrotters.

## Florida

**Peabody Auditorium, Daytona Beach**  
MANAGER: Henry De Verner, member IAAM, ICM.  
SEATING CAPACITY: 2,560. No Ice Rink. Permanent Theater-type Stage plus portable extension stage for ice shows, dances & fights. Concessions operated by Auditorium.  
ANNUAL SHOWS: "Ice Vogues," Beauty Pageant, Legit, etc. Building completely air-conditioned.  
**Miami Beach Auditorium, Miami Beach**  
MANAGER: Claude D. Ritter, member IAAM.  
SEATING CAPACITY: 3,534. Arena Floor: 100x130 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Claude Ritter (for City), General; Chris Dundee, Sports; University of Miami, Concerts.  
ANNUAL EXPOSITIONS: Home, Food, Sports.  
**Municipal Auditorium, Sarasota**  
MANAGER: T. F. Wilson, member IAAM.  
SEATING CAPACITY: 1,800. Arena Floor: 100x100 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**Fort Homer Hesterly Armory, Tampa**  
MANAGER: Joe Givens, member IAAM.  
SEATING CAPACITY: 6,500. Arena Floor: 120x220 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Lessee. The building handles most of the promotions itself.  
ANNUAL ICE SHOW: "Holiday on Ice," Circuses: None. Expositions: Home Shows; Others: Biggest Show; Gene Autry and all types of one nighters. Ample free parking; bus service to door.

## Georgia

**Atlanta Municipal Auditorium, Atlanta**  
MANAGER: H. H. Niebrugge, member IAAM.  
SEATING CAPACITY: 5,200. Arena Floor: 95x151 1/2 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by local lessee on contract.  
**LOCAL PROMOTERS:** J. Lee Friedman, Holiday on Ice;" Paul Jones, Wrestling; Marvin McDonald.  
ANNUAL SHOWS: "Holiday on Ice,"

Hamid-Morton Circus, Home Show, Trade Shows.  
Building completely air conditioned.  
**Municipal Auditorium, Macon**  
MANAGER: Harry Willis Sr.  
SEATING CAPACITY: 3,000. Arena Floor: 65x100 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Y. E. King, Hillbilly, Quartets, Ice Shows; J. H. Waits Jr., Road Shows, Dances, Ice Shows; Clint Brantley, Colored attractions, Dances.  
ANNUAL SHOWS: "Ice Vogues," Shrine Circus.

## Illinois

**Chicago Arena, Chicago**  
MEMBER: IAAM, AMA.  
SEATING CAPACITY: 5,500. Arena Floor: 100x265 feet. Ice Rink. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Follies," "Ice Capades," Booked by AMA.  
**Civic Opera House, Chicago**  
MANAGER: J. Charles Gilbert.  
SEATING CAPACITY: 3,600. Large Permanent Theater-type Stage. Concessions operated by Lessee. Opera, Ballet, and large musical shows; conventions, dealer meetings, and trade shows of every description. Stage is 125 ft. wide, wall to wall, by 75 ft. deep with a 50 ft. proscenium opening.  
**International Amphitheatre, Chicago**  
MANAGER: Merton E. Thayer, member IAAM.  
SEATING CAPACITY: 9,000. Arena Floor: 123x238 feet. Concessions operated by Building.  
ANNUAL SHOWS: "Holiday on Ice," Sonja Henie.  
**Almad Shrine Temple, East St. Louis**  
MANAGER: Tom Potts, Recorder.  
SEATING CAPACITY: 3,000. (Including 1,500 Temporary Seats.) Permanent Theater-type Stage. Concessions operated by Lessee.  
**Shrine Mosque, Peoria**  
MANAGER: Leonard B. Potter.  
SEATING CAPACITY: 1,828. Permanent Theater-type Stage. Concessions, None.  
Local Promoters: Various, Orchestras, Stage Shows.  
ANNUAL SHOWS: None.

## Indiana

**Indiana University Auditorium, Bloomington**  
MANAGER: Donald H. Horton.  
SEATING CAPACITY: 3,788. Permanent Theater-type Stage. Concessions operated by Building. All productions booked thru H. W. Jordan, Director of Auditorium Programs, Indiana University.  
ANNUAL SHOWS: 2 or 3 legit shows, Ballet, Concerts in University series.  
**Allen County Memorial Coliseum, Fort Wayne**  
MANAGER: Don Myers, member IAAM.  
SEATING CAPACITY: 10,000 (Including 2,500 Temporary Seats.) Arena Floor: 223x108 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee. Local Promoters: Zollner Productions, Inc., Pro Basketball; Ft. Wayne Enterprises, Inc., Hockey.  
ANNUAL SHOWS: "Holiday on Ice," Polack Bros. Shrine Circus, Home Show, Auto Show, Food Show.  
**Butler Univ. Field House, Indianapolis**  
SEATING CAPACITY: 15,052 (Including 6,052 Temporary Seats.) Arena Floor: 250x175 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building.  
**Indiana State Fair Coliseum, Indianapolis**  
MANAGER: October-May, R. D. Miller; other time, Indiana State Fair.  
SEATING CAPACITY: 7,839. Arena Floor: 120x300 feet. Ice Rink, 70x200 feet. Portable stage. Concessions operated by Lessee.  
ANNUAL SHOW: "Hollywood Ice Revue."

## Iowa

**Masonic Auditorium, Davenport**  
MANAGER: Art Peirce, member IAAM.  
SEATING CAPACITY: 2,700. Arena Floor: 60x80 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building and Lessee.  
ANNUAL SHOWS: Shrine Circus.  
**KRNT Theater, Des Moines**  
MANAGER: D. C. Peterson, member IAAM.  
SEATING CAPACITY: 4,139. Permanent Theater-type Stage. Concessions operated by Lessee. Theater handles its own promotions.  
ANNUAL SHOWS: "Holiday on Ice."  
**Ottumwa Coliseum, Ottumwa**  
MANAGER: M. J. Rogers.  
SEATING CAPACITY: 2,000 (Including 1,300 Temporary Seats.) Arena Floor: 80x120 feet. Ice Rink, none. Permanent Theater-type Stage. Concessions operated by Lessee. Local Promoter using the facilities: Jerry Meeker, Wrestling.  
ANNUAL ICE SHOWS: None recently; Circuses: Clyde Bros.; Gil Gray; Expositions: None. Name Bands from MCA, About 10 "Grand Ole Opry" shows each season.  
**Sioux City Municipal Auditorium, Sioux City**  
MANAGER: Robert D. Hinchman, member IAAM.  
SEATING CAPACITY: 4,405. (Including 1,920 Temporary Seats.) Arena Floor: 61x110 feet. Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee. Local Promoter: Robert D. Hinchman, all attractions.  
ANNUAL ICE SHOWS: "Holiday on Ice," "Ice Cycles;" Circuses: Shrine; Expositions. Completed in 1950, equipped for all types of attractions.  
**Hippodrome Auditorium, Waterloo**  
MANAGER: Win. F. Hansen, member IAAM.  
SEATING CAPACITY: 7,969 (Including 1,000 Temporary Seats.) Arena Floor: 100x200 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building. Local Promoters: C. L. Nixon and Waterloo Entertainment Enterprises.  
ANNUAL SHOWS: "Holiday on Ice," Hagen Bros. Circus, Home Show, Dog Show, National Stillton Show. Dressing rooms and shower facilities available.

## Kansas

**Convention Hall, Hutchinson**  
MANAGER: Curley Miller.  
SEATING CAPACITY: 3,100 (Including 1,784 Temporary Seats.) Arena Floor:

54x118 feet. Ice Rink, none. Permanent Theater-type Stage. Concessions operated by Lessee. Local Promoters: Vern Hamilton, Hap Prebles.  
ANNUAL SHOWS: "Ice Capades," Gil Gray Circus.

**Sports Arena, Hutchinson**  
MANAGER: Curley Miller.  
SEATING CAPACITY: 3,927 (Including 2,072 Temporary Seats.) Arena Floor: 138x160 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Lessee. Local Promoters: Vern Hamilton, Hap Prebles.  
ANNUAL SHOWS: "Ice Vogues," Clyde Bros' Circus, Home Show, Hobby Show.  
**Municipal Auditorium, Topeka**  
MANAGER: H. C. Snyder, member IAAM.  
SEATING CAPACITY: 4,200. Arena Floor: 100x130 feet. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Vogues," "Ice-landia," Clyde Bros. Circus, "Skating Vanities."

## Kentucky

**Hazard Memorial Gymnasium**  
MANAGER: James Caudill.  
SEATING CAPACITY: 2,700 (Including 200 Temporary Seats.) Arena Floor: 90x60 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building. Local Promoter A. V. Bamford.  
ANNUAL SHOWS: Ice Shows; None; Circuses: All-American; Expositions: Home Show.  
**Louisville Memorial Auditorium**  
MANAGER: Maurice W. Settle.  
SEATING CAPACITY: 2,349. Permanent Theater-type Stage. Concessions operated by Building. Local Promoters: J. H. Thumon, UBO Attractions; Wm. G. Meyer, Concerts, Ballet, Opera.

## Louisiana

**New Orleans Municipal Auditorium**  
MANAGER: William A. Coker, member IAAM.  
SEATING CAPACITY: Arena, 10,000; Auditorium, 5,000; Concert Hall, 3,000. Arena Floor: 32,250 square feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
**LOCAL PROMOTERS:** Salvador Mancuso, Gar Moore, Stage Shows.  
ANNUAL SHOWS: "Holiday on Ice," Tom Pack's Circus, Home Show.  
**Shreveport Municipal Memorial**  
MANAGER: E. P. Allison, member IAAM.  
SEATING CAPACITY: 3,740. Arena Floor: 76x90 feet. Concessions operated by Lessee.  
ANNUAL SHOWS: "Holiday on Ice," "Ice Vogues," Shrine Circus.

## Massachusetts

**Boston Garden**  
MANAGER: Walter A. Brown, member IAAM, AMA.  
SEATING CAPACITY: 13,750. Arena Floor: 100x225. Ice Rink, Portable Stage. Concessions operated by building.  
ANNUAL SHOWS: "Ice Capades," "Ice Follies," Ringling-Barnum Circus, Hamid-Morton Shrine Circus.  
**Rex Arena, Lowell**  
MANAGER: Charles Dauceuse.  
SEATING CAPACITY: 2,000. Arena Floor: 280x65 feet. Concessions operated by Building.  
**North Shore Sports Center, Lynn**  
MANAGER: Larz J. Anderson.  
SEATING CAPACITY: 5,000 (Including 3,000 Temporary Seats.) Arena Floor: 124x190 feet. Ice Rink, Temporary Platform Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Lynn Chamber of Commerce, Home Show; Various, Dances, Banquets, Meetings; Paul Bowser, Wrestling. Operates as Ice Rink 9 months of year.

## Michigan

**Masonic Temple, Detroit**  
MANAGER: C. W. VanLopik, member IAAM.  
SEATING CAPACITY: 4,600. Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
ANNUAL SHOWS: "Holiday on Ice."  
**Civic Auditorium, Grand Rapids**  
MANAGER: Fred J. Barr Jr., member IAAM.  
SEATING CAPACITY: 6,000. Arena Floor: 15x110 feet. Permanent Theater-type Stage. Concessions operated by Building.  
ANNUAL SHOWS: Orrin Davenport Circus, Home Show, Sports Show, Flower Show.  
**Palestra Ice Palace, Marquette**  
MANAGER: Morgan J. Gingrass.  
SEATING CAPACITY: 2,500 (Including 2,000 Temporary Seats.) Arena Floor: 197x83 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
ANNUAL SHOWS: Local Ice Show, Shrine Circus.  
**Saginaw Auditorium**  
MANAGER: Kenneth B. Forbes.  
SEATING CAPACITY: 2,750 (Including 1,220 Temporary Seats.) Arena Floor: 85x75 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
**LOCAL PROMOTERS:** Phil Simon, Shows; C. A. Scidel, Wrestling; Henry Steiert, Boxing.  
ANNUAL CIRCUSES: Orrin Davenport; Expositions: Homes Show, Outdoor Show.

## Minnesota

**Hippodrome, Eveleth**  
MANAGER: Frank Urbina.  
SEATING CAPACITY: 3,080. Arena Floor: 85x190 feet. Ice Rink, 190x85 feet. Portable stage, 16x24 feet. Concessions operated by Lessee.  
ANNUAL SHOWS: "Minneapolis Ice Follies," Sportsmen's Shows Inc.

**Hibbing Memorial Building**  
MANAGER: Jess T. Porteous.  
SEATING CAPACITY: 5,000 (Including 2,600 Temporary Seats.) Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
ANNUAL SHOWS: Amateur Ice; Shrine Circus, American Legion Exposition.  
**Municipal Auditorium, Minneapolis**  
CO-MANAGERS: Atwood R. Olson, Melvin A. Dahl, Member IAAM.  
SEATING CAPACITY: 9,501. Arena Floor: 120x210 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
ANNUAL SHOW: Shrine Circus.  
**Mayo Civic Auditorium, Rochester**  
MANAGER: Axel H. Reed, Member IAAM.  
SEATING CAPACITY: 3,800. Arena Floor: 130x70 feet. Ice Rink. Concessions operated by Building.  
ANNUAL SHOW: "Ice Cycles."  
**Auditorium, St. Paul**  
MANAGER: Edward A. Furni, Member IAAM.  
SEATING CAPACITY: 15,000. Arena Floor: 100x200 feet. Ice Rink. Concessions operated by Building.  
ANNUAL SHOWS: "Ice Capades," Orrin Davenport Circus.

## Mississippi

**City Auditorium, Columbus**  
MANAGER: J. E. Land.  
SEATING CAPACITY: 2,500. Arena Floor: 60x90 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building.  
**LOCAL PROMOTERS:** Early Maxwell Associates, Orchestras, Concert, Dance; Shrimers, Junior Chamber of Commerce, Minstrels, Grand Ole Opry; Local Gospel Singers, Gospel Singers, Quartets, Conventions.  
ANNUAL ICE SHOWS: Symphony on Ice.

## Missouri

**Municipal Auditorium, Kansas City**  
DIRECTOR: Clarence B. Hoff, member IAAM.  
SEATING CAPACITY: 11,000 (Including 2,500 Temporary Seats.) Arena Floor: 127x220 feet. No Ice Rink. Permanent Theater-type Stage in Music Hall. Temporary Platform Stage in Arena. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** John Antonello, Roadshows, Concerts, Dances; George Simpson, Wrestling; David Booker, Dances; Ruth Seufert, Concerts.  
ANNUAL ICE SHOW: "Holiday on Ice;" Circuses: Hamid-Morton; Orrin Davenport. Expositions: Home Show.  
**City Auditorium, St. Joseph**  
MANAGER: Lewis Wallace.  
SEATING CAPACITY: 3,000. Arena Floor: 140x70 feet. No Ice Rink. Stage. Concessions operated by Building.  
ANNUAL SHOWS: Clyde Bros. Circus, Better Homes Show, Food Show, Farm Implement Show.  
**Arena, St. Louis**  
MANAGER: Emory D. Jones, member IAAM, AMA.  
SEATING CAPACITY: 16,500. Arena Floor, 254x100 feet. Ice Rink, Concessions operated by Building.  
ANNUAL SHOWS: "Ice Capades," "Hollywood Ice Revue," Tom Packs and Police Circuses.

**Kiel Auditorium, St. Louis**  
MANAGER: Louis J. Gualdoni, Member IAAM.  
SEATING CAPACITY: 10,500 (including 2,875 Temporary Seats.) Arena Floor, 114x169 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Entertainment Enterprises, Concerts; American Theatrical Co., Musicals.  
ANNUAL EXPOSITIONS: Auto Show, Home Show, Sportsmen Show. Other Trade Shows and Conventions.

## Montana

**Shrine Auditorium, Billings**  
MANAGER: Don Jewell.  
SEATING CAPACITY: 3,000 (Including 1,300 Temporary Seats.) Arena Floor: 70x120 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
ANNUAL SHOWS: Horace Heidt, GH Gray Circus, Auto Show, Home Exposition.

## Nebraska

**Municipal Gym, Grand Island**  
MANAGER: William E. Dauer.  
SEATING CAPACITY: 3,500 (Including 700 Temporary Seats.) No Ice Rink. Temporary Platform Stage. Concessions operated by Building.  
ANNUAL CIRCUSES: Shrine.  
**Memorial Auditorium, McCook**  
MANAGER: Leland Nelson.  
SEATING CAPACITY: 1,816 (Including 900 Temporary Seats.) Arena Floor: 92x54 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** Vernon Westkamp, Dances; Frank Hamilton, Community Concert.  
ANNUAL CIRCUSES: Gil Gray.  
**Ak-Sar-Ben Coliseum, Omaha**  
MANAGER: J. J. Isaacson, member IAAM.  
SEATING CAPACITY: 10,000. Arena Floor 100x240 feet. Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Capades," "Hollywood Ice Revue," Home Show, Livestock Show  
**City Auditorium, Omaha**  
MANAGER: C. W. Stevenson.  
SEATING CAPACITY: 3,850. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**LOCAL PROMOTERS:** World-Herald, Road Shows; Max Clayton, Wrestling, Boxing.  
ANNUAL CIRCUSES: Shrine, Auto Shows, Atlantic City Auditorium & Convention Hall, Atlantic City  
MANAGER: P. E. M. Thompson, member IAAM.  
SEATING CAPACITY: 40,000. Arena Floor: 288x488 feet. Ice Rink. Permanent Theater-type Stages. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Capades" for six weeks in summer. Various Conventions and Expositions.



**Convention Hall Camden**  
 MANAGER: William C. Gotshalk.  
 SEATING CAPACITY: 6,000. Arena Floor: 125x240 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
 PROMOTERS: Columbia Broadcasting System, "Big Top" Circus; Athletic Club, Wrestling.

**New Mexico**

**Ice Arena, Albuquerque**  
 MANAGER: W. C. Snelson.  
 SEATING CAPACITY: 5,200 (Including 2,000 Temporary Seats.) Arena Floor: 80x180 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building.  
 ANNUAL SHOWS: "Ice Cycles," American Legion Circus; Sports Show; Southwest Folk Festival.

**Kleinhans Music Hall, Buffalo**  
 MANAGER: Mrs. Winifred E. Corey, member IAAM.  
 SEATING CAPACITY: 3,000. Permanent Theater-type Stage. Concessions operated by Lessee.

**Grand Central Palace, New York**  
 MANAGER: James F. Walsh, member IAAM.  
 EXHIBIT SPACE: 57,000 square feet in main room; 136,000 in other rooms. Concessions operated by Lessee.

**RPI Field House, Troy**  
 MANAGING DIRECTOR: H. L. (Jack) Garren.  
 SEATING CAPACITY: 9,000 (Including 4,000 Permanent Seats and 5,000 Temporary Seats.) Arena Floor: 100x217, 83x200, all on same level, T shaped. Ice Rink. Temporary Theater-type Stage. Concessions operated by RPI. All attractions handled direct by building which is owned and operated by Rensselaer Polytechnic Institute. Stage is sectional up to 40x72 feet. Equipped with removable box shell, lines, footlights, dimmer board and some overhead lighting and curtains, including draw curtain 60 feet wide.

**Troy Arena**  
 MANAGER: T. C. Bayly.  
 SEATING CAPACITY: 5,000. Arena Floor: 125x200 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building. Annual Rodeos.

**Onondaga County War Memorial, Syracuse**  
 MANAGER: W. B. Stark, member IAAM, AMA.  
 SEATING CAPACITY: 9,000. Arena Floor: 30,000 square feet. Ice Rink. Concessions operated by Lessee.  
 ANNUAL SHOWS: "Ice Follies," "Ice Capades," Frank Wirth and Orrin Davenport Circuses.

**Westchester County Center, White Plains**  
 MANAGER: John J. Brown, member IAAM.  
 SEATING CAPACITY: 4,129. Arena Floor: 90x146 feet. No Ice Rink. Concessions operated by Building.  
 ANNUAL SHOWS: "Holiday on Ice," "Ice Vogues," Polack Bros. Circus, Frank Wirth Circus, "Skating Vanities."

**North Carolina**

**Charlotte Armory-Auditorium**  
 MANAGER: F. M. Diehl.  
 SEATING CAPACITY: 2,800. Arena Floor: 100x200 feet. No Ice Rink. Stage, 35x50 feet. Concessions operated by Building.

**William Neal Reynolds Coliseum, Raleigh**  
 MEMBER: AMA.  
 SEATING CAPACITY: 12,700. Arena Floor: 108x311.5 feet. Ice Rink. Portable Stage. Concessions operated by Building.  
 ANNUAL SHOWS: "Ice Cycles," "Ice Capades."

**Ohio**

**Akron Armory, Akron**  
 MANAGER: Col. E. C. Woolf.  
 SEATING CAPACITY: 2,510. Arena Floor: 75x150 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.

LOCAL PROMOTER: Walter Moore.  
 ANNUAL SHOWS: Polack Bros. Shrine Circus, Auto Shows.

**Canton Memorial Auditorium**  
 MANAGER: Ralph D. Smith, member IAAM.

SEATING CAPACITY: 6,000 (Including 2,400 temporary seats.) Arena Floor: 85x185 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.

LOCAL PROMOTERS: L. C. L. Presentations, Albert Gill, Vince Risko, Auditorium-Arena-Attractions, Junior Chamber of Commerce.

ANNUAL SHOWS: "Holiday on Ice"; Polack Bros. Circus; Flower Show, Food Show, Home Show, Auto Show, Sportsmen's Show; Al Tansor's Rodeo.

**Cincinnati Garden**  
 MANAGER: Alex Sinclair, member AMA.

SEATING CAPACITY: 12,000. Arena Floor: 200x85. Ice Rink. Portable Stage. Concessions operated by Lessee.  
 ANNUAL SHOWS: "Ice Follies," "Ice Capades."

**Cincinnati Music Hall, Cincinnati**  
 MANAGER: Chas. W. Bauer Jr., member IAAM.

SEATING CAPACITY: 11,500 (Including 91x200 feet, 70,000 square feet exhibit space. Permanent Theater-type Stage. Temporary Platform Stage. Concessions operated by Lessee.

**Taft Auditorium, Cincinnati**  
 MANAGER: Fred G. Flatt  
 SEATING CAPACITY: 2,510. Permanent Stage. Concessions operated by Building.

**Cleveland Arena**  
 MANAGER: James C. Hendy, member IAAM, AMA.

SEATING CAPACITY: 12,500. Arena Floor: 190x85 feet. Ice Rink. Concessions operated by Lessee.  
 ANNUAL SHOWS: "Ice Capades," "Ice Follies."

**Sports Arena, Toledo**  
 MANAGER: Andy Mulligan, member IAAM, AMA.

SEATING CAPACITY: 7,500. Arena Floor: 20,000 square feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

ANNUAL SHOWS: Holiday on Ice; Grotto Circus; Home and Food Shows; Harlem Globetrotters; Biggest Show.

**The Arena, Youngstown**  
 MANAGER: Lou Iroff.

SEATING CAPACITY: 5,500 (Including 2,500 Temporary Seats.) Arena Floor: 122x180 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

ANNUAL SHOWS: Ice Show; Al Tansor's Rodeo; Grand Ole Opry.

**Oklahoma**

**Civic Auditorium, Ardmore**  
 MANAGER: Tom Kyle.  
 SEATING CAPACITY: 2,101 (Including 1,000 Temporary Seats.) Arena Floor: 75x200 feet. No Ice Rink. Permanent Theater-type Stage. Temporary Platform Stage. Concessions operated by Building.  
 ANNUAL SHOWS: Circus and Exhibitions.

**Municipal Auditorium, Oklahoma City**  
 MANAGER: Dee Fuller, member IAAM, IAAM.

SEATING CAPACITY: 6,000. Exhibition hall 38,000 square feet. Floor 100x120 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.

ANNUAL SHOWS: Skating Vanities, Metropolitan Opera, Polack Bros. Circus, Home Show; Food Show; Garden Show; Dog Show.

**Avey's Tulsa Coliseum, Tulsa**  
 MANAGER: E. J. Quigley, member IAAM, IAAM.

SEATING CAPACITY: 4,385. Arena Floor: 90x215 feet. Ice Rink. Concessions operated by Lessee.

ANNUAL SHOWS: "Ice Cycles," Shrine Circus.

**Oregon**

**Public Auditorium, Portland**  
 MANAGER: Sidney W. Isaacs.  
 SEATING CAPACITY: 4,428. Permanent Theater-type Stage. Concessions operated by Lessee.

LOCAL PROMOTERS: Ellison White Bureau, Concerts and Name Bands, Stage Shows; Wm. Duggan Attractions, Road Shows.

**Pennsylvania**

**Hershey Sports Arena, Hershey**  
 MANAGER: G. W. Bartels, member IAAM.

SEATING CAPACITY: 8,400. Arena Floor: 200x85 feet. Ice Rink. Concessions operated by Building.

ANNUAL SHOWS: "Ice Follies," "Ice Capades."

**Cambria County War Memorial, Johnstown**  
 MANAGER: Charles F. Kramer, member AMA.

SEATING CAPACITY: 6,300 (Including 2,250 Temporary Seats.) Arena Floor: 200x85 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

ANNUAL SHOWS: Ice Cycles; Home Show; Industrial Show.

**The Arena, Philadelphia**  
 MANAGER: Peter A. Tyrrell, member IAAM, AMA.

SEATING CAPACITY: 7,800. Arena Floor: 80x180 feet. Ice Rink. Concessions operated by Building.

ANNUAL SHOWS: "Ice Follies," "Ice Capades," Hamid-Morton Shrine Circus.

**The Gardens, Pittsburgh**  
 MANAGER: John H. Harris, member IAAM, AMA.

SEATING CAPACITY: 5,500. Arena Floor: 110x235. Ice Rink. Portable Stage. Concessions operated by Lessee.

ANNUAL SHOWS: "Ice Capades," "Ice Follies," Wilkes-Barre State Armory, Wilkes-Barre  
 MANAGER: Col. W. H. Smith.  
 SEATING CAPACITY: 6,000 (Including 5,000 Temporary Seats.) Arena Floor: 110x260 feet. No Ice Rink. Concessions operated by Lessee.

ANNUAL SHOWS: Polack Bros. Circus; All over 843 seats must be provided by Lessee. Building now undergoing major repairs. Not available for public use until late 1953 or early 1954.

**South Carolina**

**Spartanburg Memorial Auditorium, Spartanburg**  
 MANAGER: Van C. Ivey, member IAAM.

SEATING CAPACITY: Auditorium, 3,400; Arena, 2,800. Arena Floor: 120x85 feet. No Ice Rink. Permanent Theater-type Stage, Auditorium. Temporary Platform Stage, Arena. Concessions operated by Building.

LOCAL PROMOTER: R. E. Tukey.  
 ANNUAL SHOWS: Ice Vogues; Better Living Show; Sport Show; Antique Show; Flower Show.

**South Dakota**

**Corn Palace, Mitchell**  
 MANAGER: H. N. Noble.

SEATING CAPACITY: 3,500. Arena Floor: 130x70 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.

LOCAL PROMOTER: H. N. Noble.  
 ANNUAL SHOWS: Ice Show; Exhibitions.

**Tennessee**

**Ellis Auditorium, Memphis**  
 MANAGER: Chauncey Barbour, member IAAM.

SEATING CAPACITY: North Hall—5,409; South Hall—2,449. Floors: 96x120 feet and 60x212 feet. Permanent Theater-type Stage. Concessions operated by Building.

LOCAL PROMOTERS: C. A. McElravy Attractions, Maxwell Associates, Les Wolf.  
 ANNUAL SHOWS: Ice Shows; Circus; Automobile Show.

**The Arena, Nashville**

MANAGER: H. Ralph Jackson.  
 SEATING CAPACITY: 2,000. Arena floor 150x90 feet. Temporary Platform Stage. Concessions operated by building.

LOCAL PROMOTERS: K & M Amusements, Dance & Concerts; W. M. Anderson, Gospel Singing; Loyce Patrick, Trade Show.

**Ryman Auditorium, Nashville**

MANAGER: Mrs. L. C. Naff.  
 SEATING CAPACITY: 4,000. Permanent Theater-type Stage. Concessions operated by Building and Lessee.

ANNUAL SHOWS: "Grand Ole Opry" every Saturday night. All Night Singing each month. Road Shows; Concerts; Ballets; Orchestras; promoted by the Ryman Corp.; Concerts and Orchestras promoted by Harry Draper, Assistant Manager.

**Texas**

**City Coliseum, Austin**  
 MANAGER: Beverly S. Sheffield.  
 SEATING CAPACITY: 4,000. Arena Floor: 108x140 feet. No Ice Rink. Stage, 35x50 feet. Concessions operated by Building.

**Municipal Auditorium, Amarillo**  
 MANAGER: David O. De Wald, member IAAM.

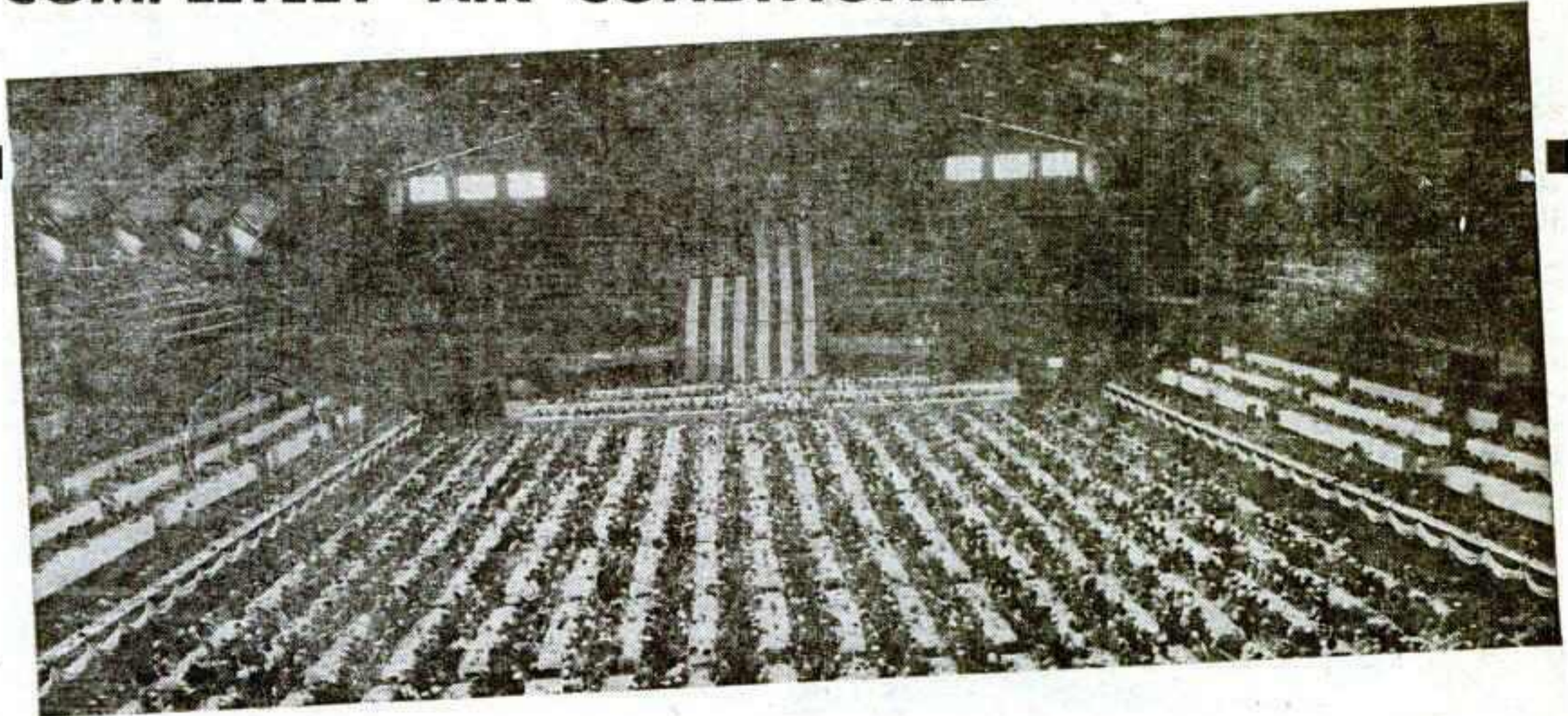
SEATING CAPACITY: 2,553. Permanent Theater-type Stage. Concessions operated by Lessee.  
 LOCAL PROMOTERS: Dolly Lynch, H. A. Shaw.

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**Dallas Ice Arena, Dallas**  
 MANAGER: Clarence E. Linz, president, Ice Sports Inc., member AMA.  
 SEATING CAPACITY: 8,900. Arena Floor: 92x198. Ice Rink. Concessions operated by Lessee.  
 ANNUAL SHOWS: "Ice Cycles," Sonja Henie.

**Will Rogers Memorial Coliseum & Auditorium, Fort Worth**  
 MANAGER: E. M. Race, member IAAM.  
 SEATING CAPACITY: Coliseum, 10,147; Auditorium, 2,993. Coliseum Floor: 250x125 feet. Ice Rink. Permanent Theater-type Stage. Auditorium. Temporary Platform Stage. Coliseum. Concessions operated by Lessee.

**LOCAL PROMOTERS:** Texas Ice Events; W. B. Nowlin, quartets.  
 ANNUAL SHOWS: Ice Capades; Shrine Circus; Stock Show, Farm-Ranch Show, Home Show.

**Sam Houston Coliseum, Houston**  
 MANAGER: Francis R. Deering, member IAAM.

SEATING CAPACITY: 12,000 (Including 3,500 Temporary Seats.) Arena Floor: 90x190 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
 ANNUAL SHOWS: Ice Capades; Sonja Henie; Shrine Circus, Home Show; Sport Show; Metropolitan Opera; Grand Ole Opry.

Also, Auditorium, 4,232 capacity, theater stage; and Music Hall, 2,216 capacity.

**High School Auditorium, McAllen**  
 SEATING CAPACITY: 10,000.  
 ANNUAL SHOWS: Ice Vogues; Sports and Hobby Show.

**Municipal Auditorium, San Angelo**  
 MANAGER: C. E. Starkle.  
 SEATING CAPACITY: 1,860. No Arena Floor. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.

**Municipal Auditorium, San Antonio**  
 MEMBER: IAAM.  
 SEATING CAPACITY: 5,793. Arena Floor: 87x97 feet. Ice Rink. Concessions operated by Lessee.

ANNUAL SHOWS: "Holiday on Ice," Polack Bros. Circus.  
**Heart o' Texas Coliseum, Waco**  
 MANAGER: M. D. Corbin, member IAAM.

SEATING CAPACITY: 10,500 (Including Arena Floor: 125x325 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

ANNUAL SHOWS: "Ice Vogues," "Holiday on Ice," Gil Gray Circus; National Home Shows, Inc. Coliseum has been open only 46 days and the building has been in use 34.

**Vermont**

**Rutland Memorial Armory, Rutland**  
 CUSTODIAN: Capt. William R. Martin.  
 SEATING CAPACITY: 1,200. Arena Floor: 80x120 feet. No Ice Rink. Permanent Theater-type Stage. National Guard units housed in building have full use of hall. Any events scheduled outside of local affairs are tied in with one or more of the units.

**Virginia**

**City Auditorium, Danville**  
 MANAGER: Stover Morris.  
 SEATING CAPACITY: 2,057. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.

**Municipal Auditorium, Norfolk**  
 MANAGER: E. M. French, member IAAM.

SEATING CAPACITY: 3,400 (Including 948 Temporary Seats.) Arena Floor: 90x90 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.

**LOCAL PROMOTERS:** Irvin Field, Jazz Concerts; Harry Lashinsky, Legit Theater.  
 ANNUAL SHOWS: "Holiday on Ice," Polack Bros. Circus.

**Mosque, Richmond**  
 MANAGER: Marshall Rotella.  
 SEATING CAPACITY: 4,676. Stage.

Concessions operated by Building.  
 ANNUAL SHOWS: "Ice Vogues," Polack Bros. Circus.

**Washington**

**Memorial Fieldhouse (College of Puget Sound), Tacoma**  
 MANAGER: Ted Droetboom.  
 SEATING CAPACITY: 6,000 (Including bleachers and 3,000 Temporary Seats.) Arena Floor: 200x80 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

ANNUAL SHOWS: Horace Heidt; Alfi Shrine Circus; Spike Jones; National Home Show.

**West Virginia**

**Municipal Auditorium, Charleston**  
 MANAGER: D. C. Richardson.  
 SEATING CAPACITY: 3,500. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.

**LOCAL PROMOTERS:** Lashinsky Bros. Stage Productions; Shrine Circus; Ralph Winberg, Colored Attractions.  
 ANNUAL SHOWS: "Holiday on Ice," Polack Bros. Circus.

**Fayette County Memorial Auditorium, Fayetteville**  
 MANAGER: Robert H. Kent, member IAAM.

SEATING CAPACITY: 3,106 (Including 896 Temporary Seats.) Arena Floor: 80x103 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.

ANNUAL SHOWS: "Ice Vogues." In first full year of operation. Most shows booked and promoted by building manager.

**Memorial Field House, Huntington**  
 MANAGER: Mike Lewis, member IAAM.  
 SEATING CAPACITY: 8,000 (Including 1,500 Temporary Seats.) Arena Floor: 110x220 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

Building Manager handles all local promotions including Home, Food and Auto Shows. Harry Lashinsky brings "Holiday on Ice."

ANNUAL SHOWS: "Holiday on Ice," Polack Bros. Circus. Field House subsidized by County yearly for free dancing and free ice skating.

**Wisconsin**

**Auditorium Arena, Milwaukee**  
 MANAGER: W. C. Maas, member IAAM, AMA.

SEATING CAPACITY: 12,500. Arena Floor: 105x226 feet. Ice Rink. Concessions operated by Lessee.

ANNUAL SHOWS: "Holiday on Ice," "Hollywood Ice Revue," "Ice Follies," Hamid-Morton Circus, Home Show, Sports Show.

**Memorial Hall, Racine**  
 MANAGER: W. L. Peterson, member IAAM.

SEATING CAPACITY: 1,700. Arena Floor: 50x90 feet. Concessions operated by Lessee.

ANNUAL SHOW: Clyde Bros. Circus. **Sheboygan Municipal Auditorium and Armory Building**  
 MANAGER: Department of Public Works.

SEATING CAPACITY: 4,000 (Including 910 Temporary Seats.) Arena Floor: 55x97 feet. (With bleachers removed—89x97 feet.) No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.

**British Columbia**

**Cranbrook Memorial Centre, Cranbrook**  
 SEATING CAPACITY: 1,500. Arena Floor: 80x191 feet. Ice Rink. Temporary Platform Stage. Concessions operated by city. Ice Arena. Half floor to be laid in 1954.

**Memorial Arena, Kamloops**  
 MANAGER: Huntley Corkle, member BCAMA.

SEATING CAPACITY: 2,368. Arena Floor: 80x100 feet. Ice Rink. Concessions operated by Lessee.

**Memorial Arena, Kelowna**  
 MANAGER: Percy Downton, member BCAMA, Western Canada Assn.

SEATING CAPACITY: 3,500. Arena Floor: 190x80 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building.

**Civic Arena, Kimberly**  
 MANAGER: W. Heaton, member BCAMA.

SEATING CAPACITY: 3,200. Arena Floor: 80x190 feet. Ice Rink. Concessions operated by building.

**Nanaimo Civic Arena, Nanaimo**

MANAGER: Harry J. Porter, member BCAMA.

SEATING CAPACITY: 3,600. Arena Floor: 80x180 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

ANNUAL SHOWS: Polack Bros. Circus. **Civic Center, Nelson**  
 MANAGER: Jack Morgan, member BCAMA.

SEATING CAPACITY: 3,000. Arena Floor: 180x80 feet. Ice Rink. Stage. Concessions operated by Building.

**Queen's Park Arena, New Westminster**  
 MANAGER: Bill Phillips, member BCAMA.

SEATING CAPACITY: 4,477. Arena Floor: 80x180 feet. Ice Rink. Stage. Concessions operated by Park Board.

**Penticton Memorial Arena, Penticton**  
 MANAGER: F. G. Madden, member BCAMA.

SEATING CAPACITY: 2,211. Arena Floor: 180x80 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building.

**Trail Memorial Center, Trail**  
 MANAGER: Reg Stone, member BCAMA.

SEATING CAPACITY: 2,560 (Including 1,000 Temporary Seats.) Arena Floor: 200x85 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building.

**Forum, Vancouver**  
 MANAGER: David Dauphinee, member IAAM, BCAMA, Western Canada Arena Association.

SEATING CAPACITY: 7,080 (Including 2,000 Temporary Seats.) Arena Floor: 195x80 feet. Additional Exhibit area: 132x122 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

**LOCAL PROMOTERS:** Cliff Parker, Wrestling; Earl Kalani, Boxing; Coleman E. Hall, Western Professional Hockey League.

ANNUAL SHOWS: Ice Cycles; Polack Bros. Circus; Sports & Vacation Show; Motor Show; Roy Ward Dickson's "Fun Parade;" "Horace Heidt Show."

**Kerrisdale Memorial Arena, Vancouver**  
 MANAGER: Jack Elliott, member BCAMA.

SEATING CAPACITY: 4,365. Ice Rink. Stage. Concessions operated by Lessee.

**Civic Arena, Vernon**  
 MANAGER: Reg Reader, member BCAMA.

SEATING CAPACITY: 3,400. Arena Floor: 80x180. Ice Rink. Stage. Concessions operated by Building.

**Memorial Arena, Victoria**  
 MANAGER: Joseph E. Dukowski, member BCAMA.

SEATING CAPACITY: 6,000. Arena Floor: 85x200 feet. Ice Rink. Stage. Concessions operated by Building.

**Manitoba**

**Winnipeg Auditorium, Winnipeg**  
 MANAGER: E. G. Parker, member IAAM.

SEATING CAPACITY: 4,100. No Ice Rink. Concessions operated by Lessee.

**Barrie Municipal Arena, Barrie**  
 MANAGER: W. H. Allsopp, member Ontario Arenas Assn.

SEATING CAPACITY: 5,000 (Including 1,200 Temporary Seats.) Arena Floor: 180x80 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

**Belleville Arena, Belleville**  
 MANAGER: Walter Gerow, member Ontario Arenas Assn.

SEATING CAPACITY: 2,400.  
**Memorial Arena, Braceville**  
 MANAGER: James Webb, member Ontario Arenas Assn.

SEATING CAPACITY: 1,800.  
**Bramton Memorial Arena, Bramton**  
 MANAGER: Stan Barbour, member Ontario Arenas Assn.

SEATING CAPACITY: 2,100.  
**Brockville Memorial Civic Centre, Brockville**  
 MANAGER: Arch Miller, member Ontario Arenas Association.

SEATING CAPACITY: 4,000 (Including 2,000 Temporary Seats.) Arena Floor: 90x190 feet. Ice Rink. Platform Stage.

**LOCAL PROMOTERS:** Don Messer, Will Carter, Earl Heywood.

ANNUAL SHOWS: Ice Fantasy, Minto Follies, Garden Brothers, Circus, Motor Shows.

**Burlington Community Centre, Burlington**

MANAGER: T. V. Lambert, member Ontario Arenas Assn.

SEATING CAPACITY: 7,000 (Including 1,800 Temporary Seats.) Arena Floor: 80x180 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building.

Permanent stage in adjoining Community Centre Auditorium, which seats 450.

**Memorial Arena, Chatham**  
 MANAGER: K. G. Kaulkner, member Ontario Arenas Assn.

SEATING CAPACITY: 4,500. Ice Rink, 190x80 feet. Concessions operated by Building.

**Memorial Arena, Collingwood**  
 MANAGER: W. J. MacDermont, member Ontario Arenas Assn.

SEATING CAPACITY: 1,600.  
**Community Arena, Cornwall**  
 MANAGER: Ray Miron, member Ontario Arenas Assn.

SEATING CAPACITY: 1,666.  
**Dundas Arena, Dundas**  
 MANAGER: Frank C. Westoby, member Ontario Arenas Assn.

SEATING CAPACITY: 3,576 (Including 2,000 Temporary Seats.) Arena Floor: 185x90 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building.

**LOCAL PROMOTERS:** Harold Kudlitz, C. H. M. L.

**Elmira Memorial Arena Gardens, Elmira**  
 MANAGER: Harold Dunk, member Ontario Arenas Assn.

SEATING CAPACITY: 3,500 (Including 1,700 Temporary Seats.) Arena Floor: 185x85 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

**LOCAL PROMOTERS:** Leslie & Dunk.  
**Memorial Arena, Fort Erie**  
 MANAGER: Sigmund Smith, member Ontario Arenas Assn.

SEATING CAPACITY: 2,000.  
**Galt Arenas Gardens, Galt**  
 MANAGER: A. E. Lamond, member Ontario Arenas Assn.

SEATING CAPACITY: 4,000. (Including 1,500 Temporary Seats.) Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

**Goderich Memorial Arena, Goderich**  
 MANAGER: L. D. Wakelin, member Ontario Arenas Assn.

SEATING CAPACITY: 1,037 (Including 4,037 Temporary Seats.) Arena Floor: 180x80 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building.

**Guelph Memorial Gardens, Guelph**  
 MANAGER: Howard E. Radford, member Ontario Arenas Association.

SEATING CAPACITY: 6,226 (Including 2,000 Temporary Seats.) Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

ANNUAL SHOWS: Garden Bros. Circus.  
**Memorial Arena, Hespler**  
 MANAGER: Thomas Watkins, member Ontario Arenas Assn.

SEATING CAPACITY: 2,500.  
**Community Memorial Centre, Kingston**  
 MANAGER: Jas. B. McCormick, member Ontario Arenas Association.

SEATING CAPACITY: 5,000 for shows, 3,340 for hockey. Arena Floor: 200x90 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building.

ANNUAL SHOWS: Sonja Henie; Polack Bros. Circus; Springtime Fair; Fall Agriculture Fair.

**Kirkland Community Centre Arena, Kirkland Lake**  
 MANAGER: W. B. Ring, member Ontario Arenas Assn.

SEATING CAPACITY: 2,400 (Including 1,150 Temporary Seats.) Arena Floor: 176x77 feet. Ice Rink. Temporary Platform Stage, 60x24 feet. Concessions operated by Building.

**LOCAL PROMOTER:** L. Kasaboski, wrestling. Municipally owned, used mostly for local events.

**Kitchener Memorial Auditorium, Kitchener**  
 MANAGER: H. M. (Bob) Crosby, member Ontario Arenas Assn.

SEATING CAPACITY: 7,500 (Including 1,200 Temporary Seats.) Arena Floor: 190x85 feet. Ice Rink. Temporary Platform Stage, 60x24 feet. Concessions operated by Building.

**LOCAL PROMOTER:** John Wayan.

ANNUAL SHOWS: Ice Cycles; Circus; Frank Wirth & Hamid-Morton; Gene Autry; Louis Armstrong; Symphony Concerts. The Auditorium is primarily a hockey arena but is treated acoustically for musical presentations.

**Lindsay Kiwanis Community Arena, Lindsay**  
 MANAGER: William Mitchell, member Ontario Arenas Assn.

SEATING CAPACITY: 1,600 (Including

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400 Temporary Seats.) Arena Floor: 195x85 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Arena Committee. ANNUAL SHOWS: Various ice shows.

**London Arena, London**  
MANAGER: W. D. Jackson, member Ontario Arenas Assn.  
CAPACITY: 1,500.

**Midland Arena, Midland**  
MANAGER: R. W. Wilson, member Ontario Arenas Assn.  
CAPACITY: 1,800.

**Milton Arena, Milton**  
MANAGER: J. K. Kinsella, member Ontario Arenas Assn.  
CAPACITY: 2,500.

**Memorial Arena, Newmarket**  
MANAGER: W. J. Geer, member Ontario Arenas Assn.  
CAPACITY: 1,200.

**Lions Lakeshore Memorial Arena, New Toronto**  
MANAGER: S. J. Churchill, member Ontario Arenas Assn.  
SEATING CAPACITY: 1,400. Will be 3,200 permanent when completed (including 400 temporary seats). Arena Floor: 85x200 feet and 80x20 feet. Ice Rink. Temporary Platform Stage. Concessions operated by building. Local Promoters: Red Garner, pro wrestling; Mr. Stollza, roller skating.

**Memorial Arena, Niagara Falls**  
MANAGER: N. R. Tustin, member Ontario Arena Association.  
SEATING CAPACITY: 3,052 (including 1,500 temporary seats). Arena Floor: 185x85 feet. Ice Rink. Temporary Platform Stage. Concessions operated by building. Local Promoters: Sam Sobel, wrestling and boxing. **North Bay Memorial Gardens, North Bay**  
MANAGER: S. Turner, member, Ontario Arenas Assn. Capacity: 2,540.

**Oshawa Arena, Oshawa**  
MANAGER: Albert W. Hamby, Member, Ontario Arenas Assn. Capacity: 3,650.

**Auditorium, Ottawa**  
MANAGER: T. P. Gorman, Member, AMA, Ontario Arenas Assn.  
SEATING CAPACITY: 6,000. Arena floor, 100x200. Ice Rink. Portable Stage. Concessions operated by building.  
ANNUAL SHOW: "Ice Cycles."

**Owen Sound Arena, Owen Sound**  
MANAGER: Ted Steadman, member, Ontario Arenas Assn.  
SEATING CAPACITY: 3,500 (including 1,400 temporary seats). Arena Floor: 80x185 feet. Ice Rink. Temporary Platform Stage. Concessions operated by building.  
ANNUAL SHOWS: Wm. Garden Bros. Circus. Arena used for all types of sporting events, winter and summer.

**Pembroke Memorial Arena, Pembroke**  
MANAGER: Morris Snyder, member Ontario Arenas Assn.  
SEATING CAPACITY: 2,800. Concrete floor.

**Civic Arena, Peterborough**  
MANAGER: Walter Smillie, member Ontario Arenas Assn.  
SEATING CAPACITY: 2,800. Concrete floor.

**Port Arthur Arena, Port Arthur**  
MANAGER: Earle C. Kelly, member Ontario Arenas Assn.  
SEATING CAPACITY: 4,100.

**Garden City Arena, St. Catharines**  
MANAGER: L. F. Blank, member Ontario Arenas Assn.  
SEATING CAPACITY: 2,913.

**Sarnia Civic Arena, Sarnia**  
MANAGER: Murray Philpott, member Ontario Arenas Assn.  
SEATING CAPACITY: 2,800.

**Sault Memorial Gardens, Sault Ste. Marie**  
MANAGER: Harold W. J. Barnett, member Ontario Arenas Assn.  
SEATING CAPACITY: 5,602 (including 1,800 temporary seats). Arena Floor: 200x85 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building.  
LOCAL PROMOTERS: Larry Kasaboski, Professional Wrestling; Tupper Toombs, Boxing.  
ANNUAL SHOW: "Ice Cycles."

**McIntyre Arena, Schumacher-Timmins**  
MANAGER: Ted Lister, member Ontario Arenas Assn.  
SEATING CAPACITY: 3,600. Wooden floor.

**Seaforth Memorial Community Center, Seaforth**  
MANAGER: Leo Stephenson, member Ontario Arena Assn.  
SEATING CAPACITY: 1,000. Arena Floor: 75x180 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building. New Traprock floor being installed for shows and dancing.

**Simcoe Arena, Simcoe**  
MANAGER: Harry W. MacLeod.  
SEATING CAPACITY: 3,145 (including 1,600 temporary seats). Arena Floor: 185x80 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Building. Excellent terraza floor.

**Memorial Community Center, Smith Falls**  
MANAGER: William Garbutt, member Ontario Arenas Assn.  
SEATING CAPACITY: 3,500. Ice Rink. 80x180. Concessions operated by Building.

**Memorial Arena, Stamford**  
MANAGER: Clarence Dahmer, member, Ontario Arenas Assn.  
SEATING CAPACITY: 2,000.

**Classic City Arena, Stratford**  
MANAGEMENT: City of Stratford, member Ontario Arenas Assn.  
SEATING CAPACITY: 2,913.

**Sunbury Arena, Sunbury**  
MANAGER: George Panter, member Ontario Arenas Assn., AMA.  
SEATING CAPACITY: 7,500. Ice Rink.

**Tillsonburg Memorial Arena, Tillsonburg**  
MANAGER: Oscar (Scurry) Lee, member Ontario Arenas Assn.  
SEATING CAPACITY: 2,600 (including 1,000 standing and 1,520 temporary seats). Arena Floor: 187x80 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

**Maple Leaf Gardens, Toronto**  
MEMBER: AMA.  
SEATING CAPACITY: 14,300. Arena Floor: 200x85. Ice Rink. Portable Stage. Concessions operated by Building.  
ANNUAL SHOWS: "Ice Follies," "Ice Capades," Bob Morton Shrine Circus.

**Mutual Arena, Toronto**  
MANAGER: E. J. Dickson, member Ontario Arenas Assn.  
SEATING CAPACITY: 6,500 (including 2,300 temporary seats). Arena Floor: 230x98 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building. Greater part of time given to roller skating, but facilities made available for most other attractions on request.

**Walkerton Arena, Walkerton**  
MANAGER: Earl Gray, member Ontario Arenas Assn.

SEATING CAPACITY: 2,400.

**Memorial Arena, Wallaceburg**  
MANAGER: Frank Mabey, member Ontario Arenas Assn. Concrete floor.

**Waterloo Memorial Arena, Waterloo**  
MANAGER: Norman "Bun" Cooke, member Ontario Arenas Assn.  
SEATING CAPACITY: 3,000 (including 1,000 temporary seats). Arena Floor: 180x80 feet. Ice Rink. Temporary Platform Stage. 36x16 feet. Concessions operated by Lessee.

**Welland-Crowland Arena, Welland**  
MANAGER: W. J. Dahmer, member Ontario Arenas Assn.  
SEATING CAPACITY: 2,924 (including 500 temporary seats). Arena Floor: 190x80 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.

**Woodbridge Community Arena, Woodbridge**  
MANAGER: Ed Bishop, member Ontario Arenas Assn.  
SEATING CAPACITY: 1,600.

**Community Arena, Woodstock**  
MANAGER: J. Nelson, member Ontario Arenas Assn.  
SEATING CAPACITY: 2,200.

**Windsor Arena, Windsor**  
MANAGER: Leslie Butcher, member Ontario Arenas Assn.  
SEATING CAPACITY: 4,500.

**Weston Arena, Weston**  
MANAGER: Harry Wilson, member Ontario Arenas Assn.

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**The Forum, Montreal**  
MEMBER: AMA.  
SEATING CAPACITY: 13,000. Arena Floor: 200x85 feet. Ice Rink. Portable stage. Concessions operated by Arena Owners.  
ANNUAL SHOWS: "Ice Follies," "Ice Capades," "Skating Vanities," "Hamid-Morton Shrine Circus."

**Noranda Recreation Centre, Noranda**  
MANAGER: E. M. Orlick, member Ontario Arenas Assn.  
SEATING CAPACITY: 3,200 (including 1,100 temporary seats). Arena Floor: 190x85 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
ANNUAL SHOWS: Garden Brothers Circus. Centre was built by Noranda Mines Ltd., cost estimated at approximately \$1,500,000. It includes Arena, Curling Rink, Gymnasium, Social Rooms, Meeting Areas, etc.

**Le Colisee (Coliseum), Quebec**  
MANAGER: Emery Boucher, member IAAM.  
SEATING CAPACITY: 10,038 (including 3,000 temporary seats). Arena Floor: 85x200 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Jacques LaRoche, Name Bands & Dancing; Nap. Cote, Hamid Morton Circus.  
ANNUAL SHOWS: "Ice Cycles," Hamid-Morton Circus, Exposition Provinciale de Quebec.

**Palais Montcalm Civic Center and Municipal Auditorium, Quebec**  
MANAGER: Theo. Genest, Adm.-Dir., member IAAM.  
SEATING CAPACITY: 1,389. Permanent Theater-type Stage. Concessions operated by Building.  
LOCAL PROMOTERS: Emile Caouette, Ed. Lepine, Jacques Laroche. Stage attractions only.

## 14 Arena Dates Are Set for '54 Hippodrome

NEW YORK, June 27.—A solid route of 14 dates for the new arena spectacle, Hippodrome of 1954, was announced this week by producers Harold Steinman and Sam Shayon.

After a month's rehearsal at the County Center, White Plains, N. Y., the show will preem September 4 and run thru September 13 at Quebec. Other dates are: Montreal, September 15-20; Springfield, Mass., (Fair), September 21-27; Boston, September 29-October 4; Providence, October 5-11; Milwaukee, October 14-18; Des Moines, October 20-25; Flint, Mich., October 27-November 1; Johnstown, Pa., November 3-8; Pittsburgh, November 10-14; Cleveland, November 16-22; Oklahoma City, November 24-29; I. Juston, December 1-8, and Kansas City, Mo., December 9-13.

A schedule of dates beginning after Christmas is now being formulated.

## Jacobsens Sign Jerry Colonna

VAIL, Ia., June 27. — Charles Jacobsen, co-owner of Hollywood Circus Corporation, announced here this week that the firm had signed Jerry Colonna as the feature of a package show to be called "Night at the Mardi Gras." Unit will play Middle Western auditoriums and arenas.

Colonna, now represented by Associated Booking Corporation, Chicago, was sought earlier by Jacobsen for his circus-revue package which toured recently with Bob Crosby as the headliner.

Jacobsen will play under local auspices and most of the booking has been completed, he said.

# Dixie Rocks to All-Night Sings; Shreveport Annual Shows Way

**A**CROSS the South all-night gospel sings continue as a thriving activity for both promoters and auditorium management. Commercial type religious sings have been operated for less than a half dozen years, yet there are active circuits in almost all the Dixie States and sings that draw thousands of persons are monthly events in Atlanta, Fort Worth, Mobile and many other Southern cities.

Quartets which specialize in spirituals and religious folks songs make up the programs. Crowds of 6,000 and more are frequent, even in medium sized cities, when groups like the Statesmen quartet, Blackwood Brothers, Harmoneers, Jordanaires and Speer Family combine to make up the program for an all-night sing. Largely responsible for the growth and success of the business are three promoters, Loy McCormick of Tallahassee, Fla.; W. B. Neyland of Fort Worth, and Wally Fowler, of Nashville. Several others also operate sing circuits.

F. M. Smith, of WFOR, Hattiesburg, Miss., tells that a few years ago gospel quartets often found it difficult to stay in business. Then the promoters became aware of the potential of spirituals and gospel singing. Religious music of the quartets was added to other types of programs. The number of gospels on the programs was increased, and finally they grew into the present sing format.

**Payees Won't Quit**  
Customers didn't want to leave after standard length programs, so the hours were extended until they reached the "all-night" classification. Now Smith recounts that it's not unusual to have several sings within 100 miles of each other on a single night, with each drawing a full

house that stays until 4 a.m. Sings in major cities require facilities of the largest auditoriums, and during summer months some are transferred to ball parks and stadiums, where seating capacities again are taxed.

Some observers credit the popularity of the sings to a renewal of religious feeling because of world conditions. More often the consensus is that they click because they not only carry a religious touch but also provide shows

Whether one or a combination of reasons is behind the success, it remains that love for old gospel songs always has been strong in the South. Furthermore, sings are a Southern institution of some years' standing. Promoters, who have built the business, have tapped the long-standing current of religious feeling and added show business trimmings.

**Shreveport Sing Starts**  
An outcropping of the same interest which predates all-night sings is the Tri-State Singing Convention at Shreveport, La. This annual has few or none of the commercial aspects of the promoted circuits. It came into being spontaneously 17 years ago. Before that, "eparate groups in Louisiana, Arkansas and Texas gathered periodically for singing sessions. There was no promotion and little organization, but great enthusiasm. These groups hit upon the idea of combining once a year for a huge gospel singing session.

Arrangements were made to use the Shreveport Municipal Auditorium and spokesmen obtained backing of the Shreveport Chamber of Commerce. Each April the loosely-organized throng converges on the Auditorium for a two-day stand. They come from the country, small towns and cities.

There's no advertising, only a few newspaper announcements, and admission is free.

The thousands come not as an audience but as participants. From morning to midnight on Saturday and all day Sunday they crowd into the building to "sing the old songs." Those early enough to get seats are reluctant to surrender them and so they skip meals or bring lunches. Friends reserve one's seats while he goes to a concession stand. And always they are singing.

**Quartets Join In**  
Volunteers take turns at the stage to call out the hymn numbers and lead the enthusiastic audience. Many don't need to refer to the books for words to the multiple verses of chosen favorites. Hour after hour the sing rocks on.

Punctuating the routine of mass singing are the appearances of professional singing groups, mostly quartets. These include the Stamps-Baxter Melody Boys, Harley Lester Quartet, Stamps Harmoneers, Tru-Tone Quartet, Hartford Harmoneers, Neches Valley Quartet and Haskel-Mitchell Quartet.

Several of these groups follow their close-harmony numbers by moving thru the audience with armful of song books for sale, since they represent music publishing houses. Some of the publishers sending quartets, selling books or otherwise participating at Shreveport are Stamps-Baxter Music Company, and Stamps Quartet Music Company, Dallas; Hartford Music Company, Hartford, Ark.; Vaughn Music Company, Lawrenceburg, Tenn.; Thompson Music Company, Lake Charles, La., J. H. Henson Music Company Atlanta.

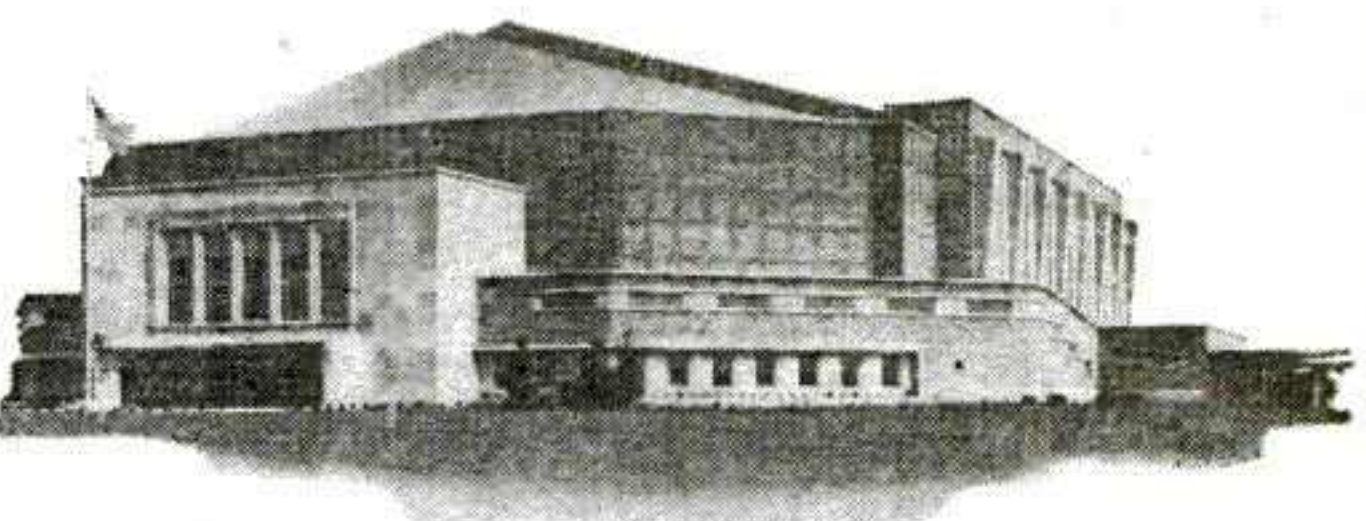
**Radio, Film Coverage**  
As in the case of sings (Continued on page 61)

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# Indoor Circus Field Develops Shows for 1,000-Seat Arenas

THE past 20 years have brought growth and stability to the indoor circus business, and in that time most of the larger auditoriums and arenas have developed arrangements for annual engagements by one or more of the major shows. The big arenas generally are set so far as circuses are concerned.

But smaller arenas have not always been able to find the circuses they want. The bigger indoor shows are not interested in limited seating capacity. Circus needs among small buildings are large, and many buildings are in the market for elephant-and-acrobat concoctions.

Now, however, there are well established circuses scaled to fit smaller arenas, a situation which permits them to play these buildings but does not necessarily mean that they are "little shows," performance-wise. Several hire large and leading acts. Each offers a program that includes the traditional circus features.

Circuses for small buildings are a newer development than the indoor show field as a whole. Most of the minors have been active only a few years. But they are meeting the needs of their customers and adding regularly to their routes. While big arenas in major cities are playing Polack Bros., Hamid-Morton or Orrin Davenport, the smaller buildings are making their connections, too.

Such organizations and pro-

ducers as Clyde Bros., Hollywood Circus Corporation, Gil Gray, Byron Gosh, J. C. Patterson, Rudy Bros. and others appear to be in the field to stay with the kind of shows small arenas want.

Most important, these organizations are framed to succeed financially, in buildings of limited capacity. An arena with 1,000 seats, or even less, can play a pleasing circus profitably.

Some of these producers desire only a few dates and play a limited schedule of engagements each year. Others are year-around enterprises, playing 40-week seasons. All of them have built up a string of annual repeat dates as the nucleus of their tours.

The usual procedure with these, as with other indoor circuses, is to play under sponsorship of local lodges or clubs. They operate with advance promotion by telephone crews in most cases, or with special contracts to come in for flat fees. The shows provide advance advertising material and call upon the auspices to assist in its circulation and placement. Many engagements are for one, two or three days, and they are most active in the winter months.

#### Ring Space Important

Howard Suesz is the owner of Clyde Bros' Indoor Circus and also operates Hagen Bros' Circus under canvas during the summers. Clyde Bros. can play profitably in a building seating 1,200 or more persons. But, as in the case

of many smaller shows the seating capacity is less of a problem than the ring space. This show is framed to use three rings and can work satisfactorily with one. It needs stage or arena space of about 40 by 40 feet for a single ring set-up. In some cases, it plays three days in 1,200-seat buildings. It often plays major buildings.

Clyde Bros. uses telephone promotion and advance sale of tickets and advertising to merchants. It charges \$1,000 a day to cover costs of operation. Its arrangement with auspices usually calls for a 50-50 split after all expenses, including the \$1,000 taxes and commissions to the advance promotion men, have been taken off the top.

This show starts its indoor season about October 15 and runs thru December 6, then resumes for January thru March. It is planning considerable expansion and a branch-out into more territory for its 1954 January-March route. Usually this show plays Kansas, Iowa and surrounding States.

#### Uses Auspices Title

Playing much of the same area is the Hollywood Circus Corporation, with Charles Jacobsen as prime mover. Jacobsen states that from 1,000 to 1,200 seats is the minimum with which his organization can work profitably. It also holds a house record for KRNT Theater, Des Moines, with 5,100 attendance for a single show during a five-performance stand. This organization is unusual in that it uses no circus title of its own. The auspices selects the name under which the show is to be billed.

The Hollywood organization works with a contract which gives auspices a choice in methods for settling up. The sponsor may take 14 per cent of the gross, less tax, or it may elect to make a 50-50 split on the profits. Jacobsen states that at the time of the settlement the auspices may select whichever method wins it the most money.

His company's present plans call for playing a circus season of from 30 to 35 one-day stands in Iowa, Wisconsin, Minnesota and near-by States starting October 1. There are tentative plans for opening a separate show, a circus-revue featuring a name attraction, for a September tour. The Hollywood show makes several brief tours each year, and recently completed a circus-revue tour with Bob Crosby as the feature.

#### West Coast Shows

On the West Coast, the John Strong Circus has been active for several years. Its indoor winter dates have been staged successfully in buildings seating 500 and 3,200.

# ACTS, PRODUCTIONS ADD TO BIGGEST AUTO EXPO

By EDWARD L. CLEARY

THE policy of the Chicago Auto Show always has been that top billing goes to the automobiles. But live talent and production-style presentations play an increasingly important role in ushering in the new cars at the nation's largest automobile exposition.

We have found that when a musical show with genuine entertainment is blended with the new automobiles, color and life are added to otherwise static demonstrations. And the action builds both car sales and trade show attendance.

"Stars of Motordom," the production at our 1953 show, was viewed by a large majority of the 481,000 persons who paid their way into the auto show, and it was an illustration of the trend toward live entertainment.

Three colorful production

It uses no telephone promotion, leaving advance sale up to the auspices members. The Strong show, like most others, frequently sells outright for a flat fee. Usually, its sponsors are Parent-Teachers Associations or church groups. Rudy Bros' Circus, another West Coast product, operates in a similar manner.

A Tennessee organization, which also plays West Virginia and surrounding States is the All-American Circus, produced by Byron Gosh, of the Auditorium and Fair Booking Company. He has successfully played auditoriums with 500 seats and some with 6,000, but the average is 2,000. Percentages and admission charges vary according to the seating capacity. He plans to have two units playing small auditoriums for 12 weeks starting in September.

The Gil Gray show, which also appears in some major buildings, plays a number of small - capacity arenas in Western States. J. C. Patterson frames indoor circuses for a limited number of stands in Ohio and Michigan. E. R. Gray, a veteran in the field, handles auspices dates in Indiana and Kentucky. J. C. Admire plans to play an Eastern route this fall with a miniature unit making three school auditoriums daily. Other indoor circuses include winter units of such under-canvas shows as Al G. Kelly & Miller Bros.

There is variance in the size and quality of performances among indoor shows, but many of the smaller-scale units include well-balanced offerings of elephants, horses, dogs and ponies, wild animals or seals, wire walkers, clowns and aerialists. Some have included well-known bare-back riding troupes and other leading circus acts, and many of the programs include performers who have appeared on television circus shows.

numbers, variety acts and community beauty queens were combined with the presentation of the all-important cars to comprise the glamorized and entertaining package.

#### Arena Set

Setting for the two-day show was the arena of the Chicago Convention Building and International Amphitheatre. This was apart from the regular auto exhibits in the Amphitheatre's exhibition halls. A large stage equipped with a turntable, side ramps and colorful scenery served as the backdrop for the presentation.

Running time is all-important. Of the 60 minutes, 38 were devoted to the cars and 22 to production numbers and acts. The two ingredients were blended in a manner that resulted in a fast-paced production.

Featured automobiles were presented on the stage singly. Each carried one of the beauty queens, who represented Chicago neighborhoods and suburbs. In each case, the queen alighted and was introduced. Then the spotlight switched back to the car, and while it was rotated on the turntable, an announcer described the outstanding features of the particular model and also the entire line of automobiles it represented. After each series of five cars represented in this manner, the show shifted to a production number.

#### Variety Acts

Variety acts and production numbers this year were selected with an eye toward their tie-in value with the automotive theme. One of the ensembles carried a speedway theme which was climaxed by a clown-car routine. And one of the variety acts was a juggling number utilizing automobile wheels and entitled "Wheels in Motion."

The beauty queens served a two-fold purpose. In addition to their decorative value during the performance, they were invaluable in publicizing the exposition thruout the city and suburban areas. Neighborhood and outlying newspapers which conducted the contests by which the queens were chosen, began publicity campaigns two months before the show and continued them thru opening day and the presentation of their winners. The publicity built widespread interest for the auto show thruout the Chicago metropolitan area, and this was reflected at the ticket wickets.

#### NEWS NUGGETS

## 'Opry' Units Tour Canada; Calgary Big

LETHBRIDGE, Alta., June 27.—Hank Snow and his "Grand Ole Opry" troupe played the Lethbridge Arena Saturday (13) and drew 1,602 paid admissions at 75 cents, \$1.50 and \$1.75. Previous night in Calgary the unit played to 7,000 in Stampede Corral.

Another "Grand Ole Opry" show with Ernest Tubb or Carl Smith is scheduled for the Lethbridge Arena in July.

#### LAPRADE, PERCIANTE BUY PT. ARTHUR ARENA . . .

PORT ARTHUR, Ont.—Edgar Laprade, member of the New York Ranger hockey team, and Guy Perciante have purchased controlling interest in the Port Arthur Arena. The building has seating capacity of 3,400 persons for rodeos and other types of entertainment that require the complete floor. The new owners, who completed negotiations for the building about two weeks ago, plan a wide variety of attractions for the arena.

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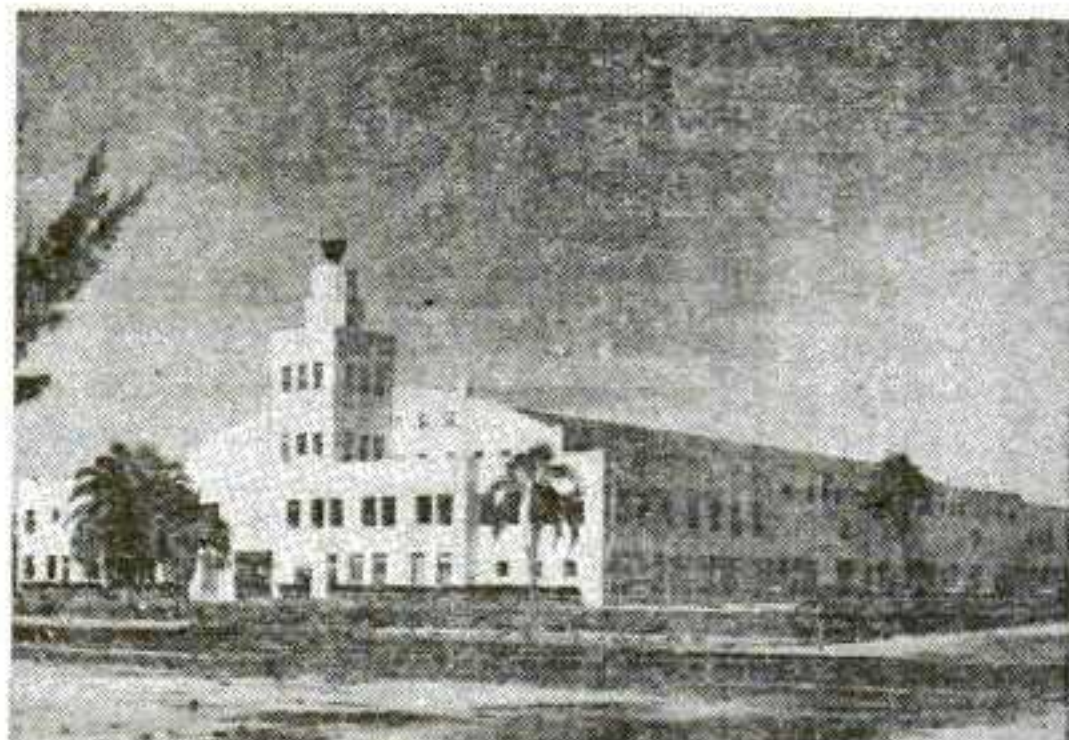
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ATTRACTIONS

# Ontario Arenas Want Properly Priced Shows

By WES ALLSOPP  
President  
Ontario Arenas' Association

THE Ontario Arenas' Association has passed from the formative stage to one of permanence. Our record of membership is ample proof of this claim. We have built well with high ethics and our policy of community service augurs well for the continuance of our success.

Six years ago our association was in its infancy. From a meagre membership of five it has grown to embrace over 90 arenas, nearly all of them municipally owned and operated. Most municipal councils appoint a commission to create and carry out a suitable policy of operation. The manager and his staff are responsible to this board. I know of no other group of men who are more enterprising and loyal to their work than our arena managers.

Situated in a climate which embraces approximately five months of winter temperatures, naturally our promotional trend is toward hockey, pleasure and figure skating, ice carnivals and similar events. Our summer activities cover a wide range of promotional effort. The smaller arenas endeavor to allow the local service clubs to promote community concerts, automotive and home furnishings shows, circuses, etc. These are intermingled with a suitable professional show.

**Shows Over-Priced.**  
I do not wish to seem critical; however, I feel that



WES ALLSOPP

a goodly number of the professional units have overpriced their attraction as far as the average Ontario arena is concerned. We would be very happy to accommodate professional artists, but at a price at which the arena people have an opportunity to make a dollar also. This is offered as constructive criticism and is something for American show people to consider.

Officers of the Ontario Arenas' Association for the present year are: Wes Allsopp, Barrie, president; Harry McLeod, Simcoe, vice-president; James B. McCormick, Kingston, secretary-treasurers, and Ray Miron, Cornwall, Larry O'Brien, of Oakville, James Webb, of Bracebridge, Bob Crosby, of Kitchener, Howard Radford, of Guelph, and Ted Steadman, of Owen Sound, executive members.

# Low-Priced Ticket Policies Broaden Arena Field—Hickey

By JOHN HICKEY  
Booking Manager  
Arena Managers' Association



JOHN HICKEY

ORIGINALLY built mainly for the exhibition of sporting events, the arenas of this country are rapidly branching out to the point where their programs are so completely diversified they can easily say they now present every kind of entertainment.

This evolution from a sports arena to an all-around entertainment center has not come quickly. It is the result of many years experimentation by the trial and error system. Now it is a known fact that the arenas can house almost any kind of attraction and that there is an audience for every type of entertainment.

Some 20 years ago the program of an arena consisted of hockey, basketball, boxing, wrestling and an occasional indoor circus or rodeo. These were considered the "natural" events for large capacity buildings, and there was a minimum of other activity.

The first break in this routine came with the advent of the big ice extravaganzas, which had a very rocky road to travel before they attained success. However, they proved it could be done, and their pioneering has helped not only the arenas and the shows themselves, but also the innumerable attractions which are being operated successfully in the arenas all over the country.

Last year the Metropolitan Opera Company played several arenas. Next year the Siller's Wells Ballet joins the ever-increasing list of arena attractions which already has included Bob Hope, Jack Benny, Gene Autry, Roy Rogers, Nat (King) Cole, Frankie Laine, Louis Armstrong, Guy Lombardo, Horace Heidt, Cisco Kid and Pancho, the Victor Herbert concert, Lauritz Melchior and many others.

Besides hockey, basketball, boxing, wrestling and circuses, the average arena now has an annual program that includes ice shows, rodeos, name bands, dances, name variety shows, opera, ballet, exhibitions of many kinds, conventions, home shows, auto shows, tennis matches, and almost everything conceivably coming under the heading of entertainment.

The schedules of almost all the arenas are now so full that the first thing a producer must do is to ascertain if it is possible to secure dates in the buildings. There is usually only one arena in a city, and this automatically reduces the risk producers formerly had in their theater routes, since it is hardly possible for a similar attraction to be playing against them in any given city at the same time.

## Semi-Public

Continued from page 52

lure musical stage productions, and encouragement of sports events already has shown progress thru a professional basketball team's decision to remain in Milwaukee and in the building. Krahn also hopes to sell local industry on even more widespread use of the auditorium-arena.

Arenas are finally realizing their potentials. Their great seating capacities are the answer to the present economical problems of show business. Big shows are expensive to operate and they are possible only where great numbers of people can patronize them at a price they can afford to pay. This is the secret of the success story of the arena.

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# Canton Acoustics Go From "Worst to Best"

WHEN the \$1,200,000 Memorial Auditorium at Canton, O., opened two seasons ago, initial enthusiasm was quickly curtailed by realization that acoustics were poor. But a \$22,000 expenditure has reduced echoes and reverberations to a minimum.

"Just to say the building was unsatisfactory before it was acoustically treated would be an understatement," says Mayor Carl F. Wise, of Canton. "It was simply not suitable for any kind of a stageman."

Building manager Ralph Smith reports that the acoustics went from "the worst to the best," asserting that now no similar building has better acoustics.

Show executives state that acoustics were improved so much that the building is back on their lists of acceptable locations. Legit agents have indicated restored interest in the Auditorium, and "Holiday on Ice" representatives compared the present acoustics with those of Purdue University Music Hall.

Two main problems were faced when the remodeling was undertaken. Long-delayed reflections or echoes from the rear of the arena had to be suppressed and excessive reverberation time had to be reduced.

**Repairs Are Simple**  
The treatment was comparatively simple. Consultants recommended a "restrained" installation, which

called for changes in the back wall and part of the ceiling. The wall was covered with a layer of fiberglas white wool, and superimposed upon that was a surface of perforated transite. Sound penetrated the transite to be absorbed by the wool.

Much of the central forward portion of Canton's V-shaped ceiling was left unchanged. However, all of the rear half and each side of the forward part were covered.

This was accomplished when seven-foot sections of fiberglas form board were laid on the flanges of roof purlins. Metal T-strips were placed between purlins to support the boards. Approximately 25,000 square feet of the boards were required, and 2,000 square feet of white wool with 1,650 square feet of perforated tile for the 16-foot back wall strip completed the materials needs.

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# In-the-Round 'Show Boat' Troupe Organized for Arenas by Terrell

By FRANK LUPPINO JR.

ARENA audiences and those of similar large capacity buildings in many States will have the opportunity to share the experience of an intimate "in-the-round" presentation of a musical show this fall, an experience heretofore limited to patrons in a few select sections of the country.

The musical "Show Boat" will be presented by a company of some 40 persons, known officially as the Motor

Music Circus, which will tour most of the South beginning in October.

St. John Terrell, a pioneer in the presentation of the "in-the-round" performances, decided that there were many arenas and other large places of assembly thruout the country that were dark many nights of the year. His idea, which comes to life this year, is to present first-rate productions, comparable to those appearing on Broadway, to audiences around the country at a cost comparable to other attractions in these various sections of the nation, and at an admission charge which would not price such a presentation out of the market.

### Strong Reputation

Terrell, who has been presenting such "in-the-round" musical productions as "Show Boat," "High Button Shoes" and "Sweethearts," at his Music Circus in Lambertville, N. J., has built up a strong reputation since his first such musical was presented there in 1949. At the New Jersey theater, Terrell's shows are presented in a tent, the center of which is occupied by the stage, with seats completely surrounding it. Action takes place in the aisles, and among the audience, as well as on the stage.

The "in-the-round" method of doing a show, according to Terrell, permits the audience unconsciously to become a part of the performance, since they closely surround the stage as well as have players moving among them and thru the aisles during the show. This air of intimacy, Terrell says, enables the patrons to enjoy the performance much more and removes the barrier which is omnipresent when the audience sits in the conventional-type theater, separated by a considerable distance from the stage where the action takes place.

The Motor Music Circus, which Terrell is sending on the road this year, will travel via truck and bus. All necessary equipment, such as the stage, lighting equipment,

costumes and sound systems, will be carried via trucks which Terrell owns, and the orchestra, technicians and performers will travel via bus. The stage has been constructed so that it may be varied in size, depending upon the size of the building in which the show is presented. Novel third-dimensional props are utilized for such shows, and many of the pieces are made of wire. Thus, the illusions are created without impairing the vision of patrons.

### Air of Intimacy

Seats also will be placed in front of existing seating facilities in the large arenas and buildings with fixed seating. This will enable patrons to sit around and next to the special stage, thus creating the air of intimacy for which Terrell is striving. In addition to width and length, the stage can also be varied in height to suit each specific location.

The show will carry its own special lighting equipment, inasmuch as conventional-type spot and floodlights are not suitable to any great degree for this type of presentation and only serve to distract the audience and partly eliminate the degree of intimacy Terrell's special lighting equipment obtains.

Special sound equipment is also utilized for such presentations and has been developed for Terrell who has previously presented such shows in Miami and at the Texas State Fair, Dallas.

### No Grueling Pace

By making short jumps during the tour, Terrell explained that the show would not subject its cast to a grueling pace. The short jumps will enable the company to play smaller cities and also to present a musical show to new smaller-city audiences. One-night stands will comprise the majority of the tour.

The tour will start in Trenton, N. J., October 12, at the armory there, and will play under auspices at times during the tour. One of the early tour cities, Altoona, Pa., will find the "Show Boat" company playing under the Jaffa Shrine auspices there. The production will be presented in the Shrine Mosque, Johnstown, Pa.; Little Rock; Shreveport, La.; Oklahoma City; Austin, and San Antonio, Tex., are some of the cities to be played on the tour. Contracting for additional showing sites and dates is currently being carried on by Motor Circus officials.

While Terrell expects to run into some limitations as his production tours the country, he feels certain that he can overcome them thru the special staging, lighting and equipment he utilizes. He is also confident that the novel method of presentation will win as much favor in the cities where he will play as he has enjoyed with his Lambertville, N. J., op-

# Managers Complain Of Show Shortage

Closing Season Marked by Spotty Takes for Most, Clicks for Some

Continued from page 1

office in this direction, and building managers, bookers, promoters and interested citizens are among those who have pitched for some type of show circuit for small and medium class auditoriums. One booker-producer sees revival of the old vaude-style circuit as the answer, with a latter-day Albee running an A circuit and a new Sun coming out for the small spots.

Continued trend of cities to

build new, larger buildings has been spirited with New York, Chicago and Detroit entering the picture with legislation and plans for new structures.

## Atlanta Installs Air Conditioning; Sets July 1 Start

ATLANTA, June 27.—Atlanta Municipal Auditorium will join the ranks of air-conditioned auds on Wednesday (1), date set for completion of installation of a \$256,000 cooling system.

H. H. Niebruegge, manager of the building, announced that the entire structure will be fully air conditioned. A 550-ton chilled water compressor from the Carrier Corporation is being used.

The Municipal Auditorium's main hall seats 5,143 persons.

### MANHATTAN, KAN. MULLS NEW AUD . . .

MANHATTAN, Kan. — Plans are being considered here for the construction of a new auditorium. Tentative schedule calls for construction to start this fall. The Manhattan Memorial Building is being used by the city recreation commission rather than as an auditorium.

## Fialkoff Starts Booking French Singing Group

NEW YORK, June 27.—Herman Fialkoff, of Herman Fialkoff Theatrical Attractions here, has booked appearances of the Little Singers from Paris, an acapella group, at stands between New York and Montreal for this fall.

He announced he planned to route the presentation from Montreal and Toronto into major cities of the Middle West and East. The show will return to the States about October 20, he said.

Presently contracted dates are with the Schine Circuit. Fialkoff plans to book the show into large capacity auditoriums and arenas in subsequent stands. The singing group is scheduled to arrive in this country about October 1.

## B.C. GROUP SHIFTS ACCENT FROM MGRS. TO ARENAS

A MAJOR change-over in organization of arena management in British Columbia has been completed, with the former British Columbia Arena Managers' Association becoming the Arenas Association of British Columbia.

The Switch makes the group an organization of arenas rather than one of arena managers. Member arenas now may be represented by their managers or commissioners or both, while in the past only the managers belonged. The previous form of organization was found to be unsatisfactory since managers' decisions are subject to review or approval by the boards and in some cases managers' decisions affecting lessees had been reversed by commissioners.

Primary among lessees at most British Columbia

arenas are the hockey teams, with about one-third of the revenue coming from this source. In recent years the cost of senior amateur hockey has increased so greatly that arenas have been forced to share in the costs of club operations, according to the association's secretary, Harry J. Porter, of Nanaimo. Under this set-up, an arena's only chance for sharing in operation profits came in the play-off games promoted by provincial or dominion hockey organizations.

To alleviate the situation, Porter reports, the arenas association has proposed a minimum scale under which the arena would receive 35 per cent of the gate for senior play-offs and half of the gate for play-offs in other classifications. The association also is discussing revisions of rules governing the location of play-off games, the secretary states.

Another operational factor of current interest to many members of the association is that of concession ownership. Several are considering self-operation as a replacement for leasing the refreshment rights, and several others have been reviewing their building-operated concessions with respect to what items should be handled for maximum profit. Most arenas in the association now serve drinks with dispensers, with the minority selling bottled items.

The British Columbia group also has been considering several proposals for becoming allied with the new Western Canada Arena Association.

Officers of the Arena Association of British Columbia are Joseph Dukowski, Victoria, president; Reg Stone, Trail, vice-president for the Kootenay zone; Percy Downton, Kelowna, vice-president for the Okanagan zone; J. H. Elliott, Kerrisdale, vice-president for the Pacific Coast Mainland zone, and Harry J. Porter, secretary-treasurer.

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# "Follies" '54 Make-Ready Overlaps Final '53 Stand

SAN FRANCISCO, June 27.—Shipstads & Johnson's "Ice Follies" opens its final stand of the season, at Winterland here Wednesday (1). The engagement will continue thru September 10. Meanwhile, rehearsals for the 1954 "Follies," 18th edition, will get underway Monday (6). The new show will open at Pan-Pacific Auditorium, Los Angeles, September 17. It will play the new Denver Coliseum, October 14-20, and open at the Chicago Arena on October 22.

For the past six weeks, the show has been on annual vacation. The 127 people are to report at Winterland Monday (29) for rehearsal. "Follies" offices at Winterland will be opened at the same time, while the carpenter shop there will start work July 6 on new props. Other props and special effects are being built in Hollywood.

During the vacation, which followed the Portland, Ore., engagement, personnel scattered, with Werner (Frick) Groebli going to Switzerland and Bill and Jean Jack and Colin and Molly Beatty going to England for the coronation.

The 1953 road tour, according

to Bob Hickey, advance representative, was among the best for the show. New high marks were set, he said, at Hershey, Pa.; Philadelphia, Cleveland, Montreal, Boston and Minneapolis. On a par with or better than last year were Los Angeles, Chicago, Cincinnati, New Haven, Conn.; Pittsburgh, Toronto, Providence; Buffalo; Syracuse, and Seattle, Hickey reported.

During the year, Frick and Frack were out of the show for the first eight weeks because Frack fractured a knee cap, and Eyy Scotvold Jr. has been out of the show since the Boston run because of a brain concussion received while rehearsing a somersault. His injury came a few days after his sister, Joanne, returned following an appendectomy.

The San Francisco engagement will include no Sunday night shows. But two matinees are scheduled for each Sunday during the run. This schedule was tried in Cleveland with success and was repeated at Seattle and Portland. In each case, it was reported, the second matinee drew more than corresponding Sunday night shows had drawn.

# Icers Occupy New Quarters

HOLLYWOOD, June 27.—For the first time "Ice Capades" and its younger sister show, "Ice Cycles," are in permanent quarters here. A new \$500,000 two-story building has been built to serve needs of all phases of the shows. The modern structure is the focal point from which both ice shows are produced. All properties, costumes and all sets are created and constructed in the Hollywood shop.

Also housed in the local building is the director's office of the Arena Managers' Association.

Norman Frescott, general manager, has set up offices here after being transferred from the New York office by President-Producer John H. Harris, who also maintains quarters in New York, Chicago and Pittsburgh. The West Coast prop and cos-

# 26 WEEKS BOOKED BY CANADIAN ICER

Lisogar Unit Has New Headquarters; Usually Plays on Natural Ice Rinks

EDMONTON, Alta., June 27.—Roy Lisogar's "Canadian Ice Fantasy" has completed construction of a new permanent base here. Building includes offices, prop shop, wardrobe department and press department.

The show, which made its first tour last season, will open in September and has booked 26 weeks in Canada. The icer, which overcomes Canadian winter travel problems by operating a snow-plow as part of its own motorize equipment, has all new

tume shop for the past 10 years occupied a rented building in Beverly Hills. Key personnel occupying the new quarters here include Cliff Lewis, advertising and public relations director; Henry Weiss, manager costume shop; Celine Faur, costume creator; Billy Livingston, chief costume designer and creator; Floyd Parrish, prop shop manager; Ernest Fegte, set designer, and Ed Ralph, accounting supervisor and cost co-ordinator.

"Ice Capades" also maintains a transportation office in Chicago, with Marshall C. Alderson in charge.

trucks and busses. First dates of the second season will be in Ontario.

Last season, the show closed in Brockville, Ont., after traveling 14,000 miles and playing to about 250,000 persons at 84 arenas. In 16 weeks. Show's set-up is unique since it usually plays on natural ice.

**1-Day Stands**

Equipment includes new sets which are 80 feet wide and built for setting up in three hours. Speedy set-up and tear-down is necessary since the show plays many one and two-day stands. Since some of the buildings played have inadequate dressing room facilities for the cast, Lisogar's unit carries its own portable dressing rooms.

Lisogar, 30, has been in show business 10 years. He operated rodeos at the outset and later switched to operation of a circus revue in theaters of Southern United States. After four years, he returned to Canada and for two seasons produced grandstand attractions of the C circuit of Western Canadian fairs. He took out the icer after two years in business at Edmonton.

# Spartanburg Season Draws 250,000 Payees

SPARTANBURG, S. C., June 27—Spartanburg Memorial Auditorium, operating since December, 1951, has drawn some 250,000 patrons since its current season got underway last October 1.

Because of the numerous attractions presented, the auditorium management is currently involved in trying to find open time for additional desired presentations.

Presented at the auditorium during a season were "John Brown's Body," "Guys and Dolls," "South Pacific," the Spartanburg Civic Music Association presenting Roberta Peters, Mairis and Miranda, Detroit Symphony and Lanny Ross; a Christ-

mas Music Festival, "Ice Vogues," Gene Autry, Boston Pops Orchestra, "Oklahoma!" Fred Waring, Better Living Show, Flower Show, a cooking school, a dance recital, high school commencements, nine automobile dealers' shows, James Melton, "The Mikdao," Vienna Boys' Choir, Duke Ellington, Mata and Hari, "The Hank Snow Show" and the Harlem Globetrotters.

Gene Autry drew the largest crowd of any attraction this season. A matinee and evening show attracted 6,500. The largest crowd for a single performance was drawn by "Oklahoma!" with Fred Waring and his Pennsylvanians running second.

# Ft. Wayne Building Draws More than Million in Year

Allen County Memorial Auditorium, now completing its first year, played to 1,170,680 persons in that time, including 897,781 paid, Manager Don Myers announced this week. The non-paid admissions were in mostly for free events such as a 4-H Club show.

Top attraction was Bob Hope, who drew 10,725 paid attendance in February. The building hosted 54,000 persons in two days, with the Hope show, auto show, hockey game and basketball game booked in that time. Polack Bros.' Circus drew 55,000 persons in five performances. Basketball tournaments attracted 126,128 paid admissions.

Myers said that 234 events were presented in the 243 days between October 1 and May 1. Gross sales in the building amounted to approximately \$1,285,000, he said.

Prize future booking knocked off by the new building was the American Bowling Congress tournament for 1955. The upcoming season will get underway on August 8 with the Allen County 4-H Club Fair. The audi-

torium is the home of the Zollner Pistons, pro basketball team, and Comets Hockey Club.

## Dixie Rocks

• Continued from page 57

elsewhere, radio stations usually broadcast from the Shreveport event. Early in its history the Tri-State Singing Convention was filmed by a major moving picture outfit.

The basic interest in gospels that showed at Shreveport also existed in other Southern communities. So when the promotion of all-night sings provided this interest, expansion was rapid. They started in the Carolinas, and Tennessee, spread to Georgia, Alabama, Mississippi, Florida, Texas, Virginia, Kentucky, Missouri and Illinois. Some of the promoters have run up more than a million paid attendance apiece and chances are the totals will be much larger before lights are turned down at the all-night sings.

## Dramatic & Musical Roules

Carnival in Flanders: (Forrest) Philadelphia.  
Guys and Dolls: (Fox Arlington) Santa Barbara, Calif., 29-July 1; (Biltmore) Los Angeles 2-4.  
Good Night, Ladies: (Auditorium) Denver 28-July 1; (Capitol) Salt Lake City 3-4.  
Maid of the Ozarks: (Selwyn) Chicago.  
New Faces: (Great Northern) Chicago.  
Pal Joey: (Shubert) Chicago.  
South Pacific: (Shubert) Detroit.

## Skating Shows

Ice Follies of 1953: (Winterland) San Francisco 29-July 4.



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## Seattlites Take Honors In RSROA's Northwest

PORTLAND, Ore., June 27.—S.r.o. crowds all three nights and high quality skating characterized the 1953 RSROA Northwest Pacific regional amateur rolling skating championships, which closed at Imperial Rink here Wednesday (17).

Entries from Southgate Rink, Seattle, carried away most of the first-place honors, followed by skaters from Imperial and Oaks, both of Portland. Winners, who came from 24 rinks in Washington, Oregon, Idaho and British Columbia, will be eligible to compete in the nationals at Cleveland, July 26-August 1.

In winning the senior men's singles, 17-year-old Arthur Kerwin, Southgate, thrilled with his numerous double jumps. He won the intermediate championship in the nationals at Denver last year. Fans were disappointed in not seeing a performance in this event by Joe Juchemich, Oaks, who is now in the Marines. Also outstanding was

Edward Grill, Oaks, who placed first in the novice men's singles.

Speed skating events were thrilling and difficult because of floor bleachers reducing the track size so that 16 laps were required for the five-mile senior men's event.

Elected queen of the tournament on the first day was Carol Purkeypule, sponsored by Center Rink, Gresham, Ore.

In arranging details of the tournament, William T. (Pop) Brown, Imperial, obtained advance newspaper publicity and daily stories or pictures. He was assisted by his son, Roy, and Al Schafer, professional at Imperial.

Judges were Paul Poettgen, St. Louis, Eugene Forcuici, Milwaukee, and Alice Sorensen, San Francisco.

Results:  
Dancing: Senior, Arthur Kerwin and Jeannette Fincher, Southgate, Seattle; Jerry Bruland and Marlene Kastner, Roller Arena, Ferndale, Wash.; Phillip Noble and Marilyn Eddie, Roller Frolic, Burlington, Wash. Intermediate, Neal Kidd and Phyllis Johnson, Imperial, Portland; Manley Mahlon Jr. and Rosemary Cluzel, Roller-drome, Centralia, Wash.; James Fell and Carol Ann Crosslin, Ferndale, Novice, Therlyn Brady and Betty Brandon, D & D Bowl, Wenatchee, Wash.; John Chadwick and Shirley Ann Rudig, Centralia; Forrest Hillyer and Mildred Terry, Centralia. Juvenile, Terry Wallen and Susan Birch, Imperial, Portland; John Gustafson and Linda Gowen, Oaks, Portland; Billy Boyd and Mary Ann Oakes, Ferndale, Wash.

Singles—Senior men, Arthur Kerwin, Southgate, Seattle; Jerry Bruland, Ferndale, Wash.; Donald Norien, Imperial, Portland. Senior ladies, Donna Whitehead, Oaks, Portland; Marlene Kastner, Ferndale; Phyllis Johnson, Imperial, Portland. Intermediate men, Arthur Springer, Rolloway, New Westminster, B. C.; Dale Wilson, Imperial, Portland; Duane Walto, Imperial, Portland. Intermediate ladies, Jeannette Fincher, Seattle; Karen Bowscher, Ferndale;

Joyce Mikelson, Imperial, Portland. Novice men, Edward Grill, Oaks, Portland; Byron Klannam, Imperial, Portland; Roger Samel, Imperial, Portland. Novice ladies, Carol Ann Crosslin, Ferndale; Velma Turgeon, Seattle; Jean Ashbaugh, Portland. Junior boys, Raymond Jaren, Oaks, Portland; James Fell, Ferndale; Ronald Butler, Seattle. Junior girls, Norma Lee Bennett, Imperial, Portland; Charlene Dauenhauer, Wenatchee; Patricia Ann Bowen, Seattle. Juvenile boys, Frank Hackmann, Seattle; Terry Wallen, Imperial, Portland; Ronnie Hansen, Pacific Palace, Newport, Ore. Juvenile girls, Lanette Adams, Roller Bowl, Tacoma, Wash.; Susan Birch, Imperial, Portland; Geraldine Borsch, Seattle. Diaper division (under six years), mixed, Richard Gustafson, Oaks, Portland; Larry Blackman, Seattle; Susan Eagle, Burlington, Wash. Diaper showmanship, Larry Blackman, Seattle.

Figure Skating—Intermediate men, Roger Prasher, Imperial, Portland; Arthur Springer, Rolloway, New Westminster, B. C. Senior men, Jerry Bruland, Ferndale; Arthur Kerwin, Seattle. Senior ladies, Karen Bowscher, Ferndale. Intermediate ladies, Melba Bennett, Imperial, Portland; Jeannette Minaglia, Imperial, Portland. Novice men, Jack Hurschman, Seattle; Kenneth Hads, Center Rink, Gresham, Ore.; Ardell Jacobs, Oaks, Portland. Novice ladies, Ruth Madgen, Oaks, Portland; Carol L. Miller, Centralia; Jeannette Fincher, Seattle. Junior boys, Raymond Jaren, Oaks, Portland; Ronald Butler, Seattle; James Fell, Ferndale. Junior girls, Darlene Barber, Gresham; Patricia Ann Bowen, Seattle; Norma Lee Bennett, Imperial, Portland. Juvenile boys, Ronnie Hansen, Newport; Frank Hackmann, Seattle; Ronald Cogdill, Gresham. Juvenile girls, Susan Birch, Imperial, Portland; Lanette Adams, Tavoca; Coral Lee Kastner, Ferndale.

Speed Skating—Senior men, Ardell Jacobs, Oaks, Portland; Jack Hurschman, Seattle; Don Vallenga, Oaks, Portland. Senior ladies, Velma Turgeon, Seattle; Intermediate men, Evan Mills, Burlington; Ronald Brehm, Roller-drome, Grants Pass, Ore.; John Rosch, Ferndale. Intermediate ladies, Virginia Perkins, Newport; Anna May Walters, Grants Pass; Delores Diaz, Seattle. Junior boys, Robert Schneider, Newport; Bob Couber, Cocks Rink, Spokane; Gerald Bennett, Seattle. Junior girls, Patsy Byrum, Grants Pass; Bette Ullian, Grants Pass; Dolores Adams, Tacoma. Juvenile "A" boys, Donald McLeod, Tacoma; Richard Rockstad, Pattison Roller-drome, Spokane; William Crabtree, Ferndale. Juvenile "A" girls, Winette Hackmann, Seattle; Gloria Ebert, Oaks, Portland. Juvenile "B" boys, Joe Swallow, Grants Pass; Ronnie Hansen, Newport; John Gould, Oaks, Portland. Juvenile "B" girls, Jean Byrum, Grants Pass; Bonnie Hall, Newport; Geraldine Borsch, Seattle. Juvenile "C" boys, Frank Hackmann, Seattle; Danny Beard, Ferndale; Michael Short, Cocks, Spokane. Juvenile "C" girls, Donna Knaak, Newport; Lanette Adams, Tacoma; Cathie Quinn, Wenatchee.

Relays—Men's, Weldon Teetz, Roland Grins, Ardell Jacobs and Don Vallenga, Oaks, Portland; Jack Hurschman, Herbert Gobel, Gerald Bennett and Ed Vitt, Seattle. Mixed, Jack Hurschman, Herbert Gobel, Velma Turgeon and Delores Diaz, Seattle.

Pair Skating—Juvenile, Terry Wallen and Susan Birch, Imperial, Portland; Danny Beard and Coral Lee Kastner, Ferndale. Novice, Neal Kidd and Phyllis Johnson, Imperial, Portland; Robert Schneider and Virginia Perkins, Newport; Therlyn Brady and Betty Brandon, Wenatchee. Senior, Jerry Bruland and Marlene Kastner, Ferndale. Intermediate, Jeannette Fincher and Arthur Kerwin, Seattle; Darlene Barber and Kenneth Hads, Gresham. Novice men's, Neal Kidd and Duane Walto, Imperial, Portland. Novice ladies, Mildred Bruggman and Charlene Dauenhauer, Wenatchee; Martha Dodge and Joanne Rich, Imperial, Portland; Donna Whitehead and Ruth Madgen, Oaks, Portland. Intermediate ladies, Melba Bennett and Joyce Mikelson, Imperial, Portland; Barbara Bayrs and Dolores Douglas, Oaks, Portland.

## Roadshow Rep

"A RECENT Rep Ripples column had two requests for the roster of Billroy's Comedians in the early '40s," writes Al Pitcaithley, Carlsbad, N. M. "The years 1940 and '41 were the last years of Billroy's Comedians as such. In 1942 Billy Wehle had the Renfro Valley show under canvas with John Lair and in 1943 he had the WSM show under canvas with Bill Monroe and His Blue Grass Boys. He then went into the insurance business in Miami, where he is now located. Billroy's Comedians opened in Valdosta, Ga., April 5, 1940, and closed in Dania, Fla., November 29, 1941. With the show were Billy, Marion and Winona Wehle; Jim Heffner and Jim Jr.; Bea Heffner, Mother Vinson, George Bartlett, Jerry Dexter, Eddie Mixon, Madlyn Bent, Al Pitcaithley, Kaye Turner, Norrie Fisk, Johnny and Kay Rupee, Vickie Amiro, Sarah Siebert, Ralph and Rhea Herbert, Bobbie Anderson, Emmett Miller, Jack Carter, Calvin and Dorothy Gwinn. The late Syd Lovett was ahead of the show with John W. Foster and James Gephart. Zack Mathers was stage manager. A few changes in the cast in 1941

found Jack Hutchinson, Bobby and Dorothy Greer and Hal and Grace Crider in the line-up. Luana and Her Savagettes were the 1940 concert feature and Ming Toy headlined the 1941 after show. Ralph Herbert had the orchestra.

THE Los Angeles Times of June 6 reported that Capt. Billy Bryant's book, "Children of Ol' Man River," based on the life of the noted river showman, has been purchased by Walter Richards for television. It will be produced weekly as a serial. Each chapter will be based on an episode in the careers of the Bryant family. The TV shows kick off in November over Station KECA, Hollywood. Bryant and his wife, Josephine, are currently on Jimmy Heizer's "Pharaoh and Moses" company, a pageant with dialog. Bryant reports that business has been big for the show which opened June 12 in Point Pleasant, W. Va. The show received fine notices in the local press. "I am sure old minstrel men would like to feast their eyes on the following list of minstrel shows that were en route in November, 1904, culled from the route list of The Billboard, writes C. E. Doble, Jeffersonville, Ind.: Barlow's, J. A. Coburn, manager; Barlow & Wilson, Lawrence Barlow, manager; Beach & Bowers, M. C. Cookston, manager; Culhane, Chase & Weston, William Culhane, manager; Christy Bros.; Lew Dockstader, Charles D. Wilson, manager; Al G. Field, Doc Quigley, manager; Gordon's, C. C. Pearl, manager; Hayler's Minstrels; Billy Kersand's, C. J. Smith, manager; Mahara's, Jack Mahara, manager; Frank Mahara's Minstrels; McDermott & Diamond Bros., Charles E. Rose, manager; Gus Sun's American Minstrels; Oliver Scott's Big Minstrel Jubilee; J. M. J. Kane, manager; John W. Vogel Minstrels; William H. West Minstrels, Sanford Ricaby, manager, and Quinlan & Wall Minstrels."

## Segregation Out in Philly; 6 Spots Sign

PHILADELPHIA, June 27.—Segregation in Philadelphia roller rinks will shortly be a thing of the past as a result of an agreement entered into by six of the rinks, according to the Philadelphia Commission on Human Relations.

The agreement, which was reached thru negotiations with the commission, binds operators of the rinks to "operate the facilities of their respective skating rinks without discrimination in any form against any person because of color, race or religion." The signers agreed to post the agreement in a conspicuous place in their respective places of business. They further agreed that "if, in the operation of any of our respective skating rinks, there shall occur discrimination against any person because of color, race or religion, such discrimination shall constitute a violation of the provisions of this agreement."

The signing of the agreement climaxed a series of meetings with representatives of the rinks and the commission. The matter was brought to the commission's attention by the American Civil Liberties Union, which, armed with complaints from Negro skaters who were denied admittance to the rinks, sought assistance of the commission in invoking the law of 1939 which prohibits discrimination in places of public accommodations based on color, religion or ancestry.

The commission, as the city's official agency to administer anti-discrimination laws, has the authority to invoke the law and its penalties. The ACLU threatened court action against the rink owners, but withheld action until the commission had an opportunity to settle the situation by "conference, conciliation and persuasion."

## New Waterford Skatery

NEW WATERFORD, N. S., June 27.—A roller skating rink has been opened here under sponsorship of the Army and Navy Club. In addition to nightly sessions from 6:30 to 10:30, for adults, an afternoon clientele has been built up from boys and girls. Afternoon sessions are from 3 to 5:30, with individual groups taking over the rink one afternoon per week.

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Pension Plan

Continued from page 15

insecurity. "To the victor belongs the spoils," he noted, remarking that in the event Petrillo would be defeated, or should one day step down, many execs would be replaced.

Petrillo Is Chairman

Petrillo conducted the debate with great delicacy, permitting delegates free expression. Some opined that the AFM execs were well-paid, and pointed out that those retiring had always been taken care of well.

A. Anthony Tomei, Philadelphia Local 77 addressing Henry Kaiser, AFM attorney, asked whether the disk industry could be asked to provide a retirement plan for musicians.

When all delegates had their say, the resolution passed easily. The outlines of the plan had been sent to all locals for study one year ago.

Col's Epic Line

Continued from page 16

utors who are now handling the Okeh label.

It is understood that the firm has decided to put Okeh's pop artists on the Epic label, as well as classical imports made by the Philips label in Europe.

The first classical waxings, which will total about a dozen, will feature such orks as the Hague Philharmonic Orchestra playing works by Greig, Berlioz and other well-known composers.

The Okeh line will revert to r.&b. and c.&w. diskings in the main.

Victor Promotion

Continued from page 16

month, and a series of contests for listeners. Stations will be charged \$50 a year for the service. Entire program will be handled by local Victor distributors and the stations within their territory.

Victor's half-hour kiddie show "Story Time" will be serviced as heretofore but additional stations will be serviced.

RCA Victor is currently servicing some 3,500 individual deejays and radio stations covering pop, c.&w., r.&b., pop specialty and selected Red Seal singles.

'Gripes' of Wrath

Continued from page 16

he's lucky enough to get the platters then.

Potter didn't mind being quoted: "If anybody hears in advance on the radio any of the records I've scheduled for 'Juke Box Jury,' it won't hurt me," he said.

In addition to his tele show, Potter also has a regular platter program on radio Station KLAC.

Not the least disturbed by the ruckus was Station KBIG. Operations Manager Cliff Gill declared that "we discourage our disk jockeys from playing new releases just because they are new.

This point was made, Gill explained, because KBIG's program policy is built around the theory that people like "familiar music," whether it be standards or hits.

Meanwhile, from Seattle came word that no such problem exists or is likely to form there. Radio Station KING has a new program, "Turntable Roundtable," which permits equal "plug-time" to each Seattle record promoter.

ASCAP Eyes

Continued from page 16

and irrespective of the time such program is given. A "well-known and recognized copyrighted musical composition" is a tune that has become well-known thru media other than the simple use of the song as a theme, such as records.

At the .1 per cent pay-off, publishers are complaining they only get paid off in mills. There are many ASCAP firms with large catalogs of radio themes who have been petitioning for an increase in credit for performances on these tunes for a long time.

Confab Lauds

Continued from page 15

cils, etc. In Montreal alone, for instance, coverage called for service to eight French language newspapers, four English newspapers and both French and English language radio stations.

Local press gave generous coverage and Montreal's officialdom, including Mayor Camilien Houde; the Hon. Paul Emile Cote, representing Canada's Federal Ministry of Labor, and Percy R. Bengough, president of the Canadian Trades and Labor Conference, joined in welcoming the delegates.

London Concert

Continued from page 16

packaged in England, and selling them thru its string of stores.

The JATP label is now distributed in France, Germany, Italy, Holland, Belgium and Scandinavia. B. Munni Kendam was appointed to handle the line in Holland. Granz also added Japan to his line-up of overseas countries with the pacting of Tahai to handle his disks there.

Music—As Written

Continued from page 50

leros. . . . Over 60 performers who appear on KNXT's "You're Never Too Old" TV-er now are using the show to sell original tunes. Eve Samler's recent appearance on the show during which she sang her "I Ain't Got a Man" resulted in its being picked up by publisher Jose Granson after he and Les Baxter heard it.

BOYD—James M., 67, violinist and former vaudeville musical director, June 24 in his home in South Gate, Calif. Boyd from youth was a musician and worked various vaudeville circuits. He was an active member of the American Federation of Musicians and had been a member of the board of directors of Local 47, Los Angeles, for 10 years.

BRUSH—Arthur T., 44, commercial manager of radio Station WHDN, June 21 in Boston.

CAESAE—Arthur, 61, Broadway playwright and screen writer, June 20 in Beverly Hills, Calif. Among his film credits are "Northwest Ranger," "Manhattan Melodrama," "The Star Maker" and "Heart of New York."

CARTER—Ernest Trow, 86, in Stamford, Conn., June 21. He was the composer of many operas, his most famous being "The White Bird," written in 1924, which won the David Bispham Memorial medal in that year.

CHESBRO—Henry, 51, president of the Chesbro Music Company, June 12 in a plane crash near Susanville, Calif. (See Music Department for details.)

CHESBRO—Mary Jane, 49, wife of Henry Chesbro, president of the Chesbro Music Company and assistant in the business, June 12 in a plane crash near Susanville, Calif. (See Music Department for details.)

CHESBRO—Paul, 20, son of Mr. and Mrs. Henry Chesbro, of the Chesbro Music Company, June 12 in a plane crash near Susanville, Calif. (See Music Department for details.)

COBURN—Mrs. Nettie Alice, 84, widow of J. A. Coburn, well-known minstrel man who died in 1943, June 20 at her home in Daytona Beach, Fla. The former Nettie Alice Linvell, she was born in Urbanna, O., but had lived in Daytona Beach for the past 49 years.

CRIPPEN—Jack, 42, circus clown and calliope player, at an Oskaloosa, Ia., hospital June 19. In recent years he was with indoor circuses and was to have been with Tom Packer Circus this season.

DUBBS—Harry, 42, a member of the first violin section of the Boston Symphony Orchestra, June 20 in Boston. He joined the Boston Symphony 14 years ago. He was founder and conductor of the Boston Symphonette and a noted guest conductor at Boston Pops and Esplanade concerts.

GASSEL—Albert, husband of the late Anna Gassel and brother-in-law of Pio Carlson and Dot Blackhall, fat girls, June 1. Survived by a daughter, Irene. Burial in Philadelphia.

GEISE—Harry (Pop), 53, the "How Do You Do Man" of radio and father of actress Tanya (Sugar) Geise, June 22 in his home in Burbank, Calif. He formerly was known as "The Golden Voice of Midwestern Radio" and wrote the song, "How Do You Do." He was born in Chicago and was one of the early figures in radio.

HARDING—William, 44, ABC radio director and producer and TV producer in Hollywood, June 22 in Burlington, Ia., of cancer after an illness of several months. He had been previously associated with the Ted Bates Agency in New York as a radio producer-director.

HILL—Al F., 66, operator of the Hill Hotel, Mobile, Ala., and for many years a concessionaire with carnivals, June 21 in that city. Prior to entering the hotel business 10 years ago Hill had teamed with such

The Final Curtain

orgs as Foley & Burke, Rubin & Cherry, Pinfold's Greater, Buckeye State and Wallace Bros. Survived by his widow and one daughter, Mary, of Bessemer, Ala. Interment at Montgomery, Ala.

HUTTO—W. Ben Jr., 40, radio station executive, June 24 at his home, James Island, Charleston, S. C. In 1938 he and Walter P. Speight formed the Charleston Broadcasting Company. In 1950 he became general manager of Station WHAN.

KEITH—Orla D., 68, wife of Doc Frank C. Keith, veteran med showman, recently in Fort Smith, Ark. She had been in ill health for several years. Survived by her husband. Burial in Fort Smith.

KELLEY—Mrs. Ida Hall, in Bridgeport, Conn., June 19. She was an executive of the Hawley Schools of Radio and Television in that city. Survived by five brothers, Harry, former actor and dramatic director; Edward C. George, William and Wallace, all of that city; and three sisters, Mrs. Amy Crowe, Bridgeport; Mrs. John J. Gaffney, New Haven, Conn.; and Mrs. William C. Lewis, Dorchester, Mass. Burial in Park Cemetery June 22.

LANG—Esther, 56, veteran burlesque performer, June 16 of cancer in Buffalo. Interment in Concordia Cemetery, Buffalo.

LIBBET—Hervey W. Sr., 52, one of Hollywood's foremost set designers during the silent picture era, June 23 in Glendale, Calif., after a 10-year illness. He was a native of Richmond, Ind., and had lived in the Hollywood area for 44 years.

MACMURRAY—Mrs. Lillian, 45, wife of film star Fred MacMurray, in St. John's Hospital, Santa Monica, Calif., June 22 after a long illness. She formerly was Lillian Lamont, stage actress and model.

O'DAY—William, about 80, veteran circus department boss, at Trenton, N. J., Sunday (21). He was an usher with Sells Bros., prop man on John Robinson, trainmaster on Sells Photo, Side Show canvas boss on Barnum & Bailey and Hagenbeck-Wallace, and boss canvasser on Allen King's show, Haag Bros. and others.

O'HEARN—Margaret, 70, former concert and radio singer, June 22 in New York. Three sisters and three brothers survive.

PFLUGEL—Henry C., June 21 in Ventura, Calif. He formerly was associated with the Jam Handy Pictures organization in Detroit and had lived in Los Angeles about four years. Survived by two daughters, Mrs. Phyllis Mancini and Mrs. Gloria Figler. Interment in Ventura.

PLASTIC—John, father-in-law of Phil Lemay, owner of the Chesterfield Bar, Tampa, June 19 in that city.

FREISCH—Frank E., 82, retired concert singer, June 16 in Philadelphia General Hospital. He was a bass soloist for the Royal Carl Rosa English Opera Company in London at the turn of the century; a soloist for the Philadelphia-Chicago Opera Company from 1910 to 1913, and in later years opened a studio for voice training which he maintained in Philadelphia until his retirement five years ago.

PRIVETT—E. Lillian, (Aunt Mose) 72, March 22 at her home in Cedar Rapids, Ia., of complications resulting from a broken hip. For many years she and her husband, Mose, who survives her, toured the United States and Canada with their own vaude act. In recent years they have been connected with various carnivals. Burial in Cedar Rapids.

In Loving Memory of ELISHA RAIKES Who Passed Away JUNE 11, 1953 His Granddaughter

STUDEBAKER—Paul (Lefty), 37, concessionaire formerly with the Royal American, Cavalcade of Amusements and World of Today Shows, June 19 in Veterans' Hospital, Houston.

TEXIS—Tommy, 55, one-time wrestler and showman who had operated Augustine Beach Hotel and Amusement Park near Delaware City, Del., for the past eight years, on Tuesday (23) in the Delaware Hospital, Wilmington. Texis came to Delaware in 1941 and four years later he took over the Augustine Beach property.

THOMAS—William S., 79, former concessionaire, June 20 in Detroit following a heart attack. He was with various parks and carnivals, retiring a number of years ago. Survived by his widow, Odessa; a son, Harry; a daughter, Mrs. Peggy Arnold, and a stepson, William Graham, manager of the "National" Theater, Detroit. Interment in Restland Park Cemetery.

TODD—C. H., 66, in Gill Memorial Hospital, Steubenville, O., May 4 of cancer of the lungs. Born in Richmond, Ind., he entered show business at the age of 16. He later teamed up with Lee Barton Evans and played the Trolley Circuit in Indiana. Later he toured with a number of carnivals and in 1914 formed the Fraternal Producing Company with the late Edward D. Hutchinson. After the death of Hutchinson, he specialized in home talent shows, carnivals and fairs. Survived by a brother and sister in Richmond. Burial in Richmond.

In Memory of Our Friend and Pal MELVIN H. VAUGHT Who passed away June 27, 1948 MARGARET PUGI and JOE and SALLY MURPHY

VILLEPIGUE—Paul F. Jr., 33, musician, June 20 in Northridge, Calif. He had served as arranger for a number of leading bands, including Harry James' ork. Surviving are his widow, Maxine; two daughters, Janette and Desner, and his mother, Mrs. Mattie Villepigue.

WEBER—Bonnie, 30, a television reporter and production assistant, June 22 in Chicago. She had appeared on the TV program "Back Stage Diary" and had recently been office manager of Kiling Studios, Inc. Her mother, a sister and a brother survive.

WHITNEY—Leon P., 74, formerly of the original Whitney Family Shows, a wagon circus working out of Imlay City, Mich., June 2 at

In Loving Memory of Melvin H. Vaught DIED JUNE 27, 1948 SADLY MISSED BY PEARL VAUGHT

Barstow, Calif. He was a trumpeter and organized the Barstow (Calif.) Band. Survived by his widow, Clara M.; two sons, four daughters and a sister, Mrs. Lou Whitney Weber, Wyandotte, Mich., formerly with the show. Interment at Mount View Cemetery, Barstow.

WIMBERLY—Herbert Livingston, 26, concessionaire on Diane Bros.' Circus, June 13 in Fort Worth of injuries suffered in an auto accident. Survived by his parents. Burial in Fort Worth Cemetery.

WOODLEY—Floyd Jacques (Jack), 62, June 10 at Fort Worth after a long illness. He was a comedian on med shows, having toured with the Universal Road Show and the Oos Comedy Company on the West Coast. He later joined Rhodes Midway Attractions as a concessionaire. Survived by his widow, Ethel, and a sister, Clara Barney. Interment in the Garden of Memories, Fort Worth.

Marriages

BURKE-BRYERTON—Johnny Burke, Philadelphia pianist, and Edith Bryerton, of the Tabu Supper Club, that city, June 30 in Philadelphia.

HAYDEN-ROGERS—Benny Hayden, of the comedy team of Haller and Hayden, and Ruth Rogers, vocalist, June 30 in Philadelphia.

McLAUGHLIN-BARRETT—Robert A. McLaughlin, KLAC disk jockey, and Jenny Barrett, singer, June 27 in Los Angeles.

MILLER-MORROW—Frederick A. Miller, 36, and Doreta Morrow, 36, June 19 in Los Angeles. He is president of United States Airlines; she is singing actress.

SCOTT-FITTS—Francis M. Scott II, head of Capitol Records' album department, and Margaret F. Fitts June 26 in Los Angeles.

SHAPIRO-BANKS—Shep Shapiro, attorney and advertising promotion counselor in Chicago, and Dolly Banks, general manager of WHAT, Philadelphia, recently in the latter city.

VANDERSCHUITT-BENDER—Warren Vanderschuit, non-pro, and Dawn Bender, radio actress, who portrays Margaret in "One Man's Family," June 26 in Pasadena, Calif.

Births

CHARLES—A daughter to Mr. and Mrs. Bobby Charles June 20 in Philadelphia. Father is an emcee. Mother, the former Edna Graham, is the daughter of Steve Graham, who heads the theatrical agency bearing his name in Philadelphia.

McLAIN—To Mr. and Mrs. John T. McLain at Queen of Angels Hospital, Los Angeles, June 22 a son, Jan. Mother is pianist Dorothy Donagan. Father is Los Angeles businessman.

## SPICE, RICE, MICE

# Multiple Problems Buffalo Novice Beast Importers

NEW YORK, June 27.—In recent years, newcomers have entered the highly involved business of importing animals because of varied reasons. A newcomer fails, another takes his place. Yet despite the new competition, the established dealer continues in business, altho increasing costs and problems constantly face him.

A few years back, a local concern, the Circus Equipment Corporation, entered the animal importing business. Dealing primarily in Indian elephants, the company took the animals as payment for goods it had delivered to a client in India. The client, unable to obtain currency clearance from Indian authorities, and unable to supply pledged rice shipments from that country because of war damage and losses, offered elephants in payment.

The Circus Equipment Corporation, which widely advertised the elephants for sale or rent, is no longer even listed in the telephone directory. Efforts to locate firm were of no avail. Even the parent firm, which set up the separate entity to handle the importation, sale and rental of the pachyderms, is not to be located.

**Spice and Monkeys**  
A more recent instance of a similar entry into the animal importation business is that of the International Fertilizer & Chemi-

cal Corporation, also a local firm. About 18 months ago, its spice department received an offer of monkeys and snakes from a shipper in Zanzibar, East Africa. Officials of the firm decided to take the matter under consideration, and based upon their findings, entered the animal importing business. As an example of their scope, a ship arrived this week from Australia bringing some 550 specimens for their firm.

Only some 20 animals died on the voyage, which according to IF&C officials, is an extremely low percentage, especially in view of the length of the ocean trip, some six weeks. They pay high tribute to their supplier, John Skipper, Adelaide, South Australia, for keeping losses down. He accompanied the shipment to the U. S.

The major part of the shipment is consigned to the Catskill (N. Y.) Game Farm. Other specimens are sold to zoological gardens in Boca Raton, Fla.; Cleveland, New Orleans, Salt Lake City, Cincinnati, St. Louis, Quebec, Toledo, Fresno, Calif.; Lexington, Ky., and Boston. The insured value of the shipment was placed at \$50,000.

Frederik J. Zeehandelaar is president of the firm; Dick Speyer is manager of the animal department set up by the corporation.

**Guarantee Policy**  
Henry Trefflich, an animal importer for 25 years, recently pointed out the invasion staged by some foreign animal dealers. According to him, however, their threat is diminishing since they do not guarantee the condition or health  
*(Continued on page 73)*

# Packs Opens Strong; Adds 2 More Stands

NASHVILLE, June 27.—Tom Packs Circus, with two weeks of the new season under its belt, has been scoring strong business in Tennessee, Illinois and Indiana, according to staffer Jack Leontini. He also announced the signing of two new dates for August.

Show opened at Cairo, Ill., Monday (15) and the 9,000 draw was said to be the town's biggest show crowd. Terre Haute, Ind., on Tuesday (16) included a matinee after a 240-mile jump. Special 16-car train from Brazil, Ind., boosted afternoon attendance to about 5,000, and the night business doubled last year's Leontini stated.

Sparta, Harrisburg and Mount Vernon, Ill., all among Packs' string of Southern Illinois Shrine Club dates, were up, with Mount Vernon in the lead. Paris, Saturday (20), and Murfreesboro, Tenn. (22), were satisfactory. First two days in Nashville (23-24), were a hefty 20 per cent above last year, and Leontini said advance sale promised capacity crowds for remainder of the stand.

New stands booked include Cleveland, August 4-5, at the Cleveland Stadium, and Paterson, N. J., August 7-8, with a possibility of a third day. Both are under police auspices.

**Cisco Recovering**  
Leontini said late reports were that the Cisco Kid (Duncan Rinaldo) may be able to appear

# Hwd. Dare Devils Get 2 Big Houses At Yarmouth, N. S.

YARMOUTH, N. S., June 27.—Altho the show has encountered much rain and cold weather since opening May 16, Charles Lajoie's Hollywood Dare Devils stunt attraction has been doing some good business in the Canadian provinces, according to John E. McLean, sound car man. At the local two-day stand the show played to capacity houses.

The show is traveling on a fleet of 1953 Fords and trucks and carries its own light plant. Johnny Thompson, a driver who was injured in Cornwall, Ont., is back on the show. Buddy Young, who had also been on the injured list, is again doing ramp-to-ramp jumps. McLean visited with his friend, Harry Thomas, of the King-Cristiani Circus, when that show played Brantford, Ont.

Other show personnel includes Tex Saxon, track manager; Johnny Thompson, unit manager; John Lajoie and Jean Hammond, tickets; Paul Boivin, concession manager; Buddy Young, road manager; Speedy Mote and Boots Orban, drivers; Leo Perron and Roy Reynolds, slide for life; Paul Smith, Red Barbier, Leo Perron, Roy Reynolds, Andre Coutre, Jack Hayes, Harry Cook and Thomas Moore, ramp men, and Bo Bo King and the Nelson brothers, clowns.

at the Packs show's Pittsburgh date, despite the performer's recent accident. Rinaldo received a fractured neck during film work and was forced to skip the Packs rodeo, which was under Grotto auspices there June 12-14.

The Lone Ranger, who also is appearing with the Packs circus at Nashville, stepped into the vacancy at New Orleans. Leontini said the date, a first timer, was satisfactory.

Show's St. Louis date, opening June 30, will be preceded by a parade on Monday night (29), with circus units joining in with Shrine contingents from several major cities.

# Rogers Moves As Scheduled After Blowdown

KOKOMO, Ind., June 27.—Rogers Bros. Circus had a blowdown midway thru the matinee here Thursday (25), and about 1,000 persons escaped with only three requiring hospitalization for minor injuries. The show pulled out for its next stand early Friday.

Owner Si Ruben and Shrine auspices chairman Tom Tomlinson were among those who held fallen canvas off of children until show people cut holes in the top. William Swearingen, circus worker, leaped under a quarter pole and diverted it from a section of seats. He received a head injury.

Strong wind came up as aerialists were working. They were replaced by a juggling display and the audience was requested to move for exits. There was no panic and no serious injury.

Ruben estimated damage at \$15,000, almost all of it to the canvas.

At Connersville, Ind. (22), the show had a half house for the matinee and near-capacity at night. Lions Club made about \$350, it reported.

In Wellston, O. (18), the Rogers show had two half houses a week behind Kelly-Miller. Rogers elephants are making daily trips to local auto agencies.

# Odyson in Sask.

MAPLE CREEK, Sask., June 27.—The new Odyson Circus, framed in Canada, drew a three-quarter house of about 1,200 persons here Tuesday (23). High wind caused no damage except that a loud speaker wire was blown down, causing a short circuit. Date was sponsored. Tom and Betty Waters' perch act scored. No matinee was scheduled.

# OPERATORS HOPE FOR 4th BOOM

## Losses Caused by Bad Weather Add Importance to Big Holiday

NEW YORK, June 27.—One of the nation's three principal holidays for outdoor show business, the Fourth of July, this year is being credited with even more importance than usual due to an extremely rocky and unprofitable spring season.

Since the lack of earnings to date has been traceable in almost all instances to adverse weather conditions, operators are hopeful that the holiday, given good weather, will provide a bonanza period that will lift the spirits of personnel and the profits of their business.

There have been indications everywhere that the public is flush enough to make for a good business. Moreover, operators believe that the public is anxious to spend for fun, since there have been a number of occasions when good per capita takes have been reported.

### Many Celebrations

Celebrations are at least as numerous as last year, it is said, and the outdoor acts and pyro manufacturers will also be experiencing their first big day. Some fireworks firms report more bookings available than they can handle, thus providing one of the few occasions during the season when they are in a position to pick and choose, with final decisions always governed by the earnings involved.

The demand for talent is also great, and a number of highly mobile turns will be able to play in two localities on the same day. Additional features have been added by many resorts in an effort to lure from their neighbors and competitors the best share of crowds.

Many carnivals have turned inland to escape the direct and overpowering competition of beaches should the holiday weather be clean and hot. They'll stand to gain if threatening weather or bad

forecasts hold up the mass exodus to the watering spots.

With the holiday falling on a Saturday, operators will have only that day and the following Sunday to reap the mid-season bonanza. Last year the holiday fell on Friday, and a three-day week-end ensued. Few firms in the East are giving employees an extra day off in view of the holiday falling on Saturday. However, many operators believe that they can harvest the potential in a two-day period as well as in three days, unless they get a bad break in the weather, in which case an extra day would provide for an insurance factor.

# Strong Starts 70-Town Tour; 35 Dates Sold

HOLLYWOOD, June 27.—John A. Strong One-Ring Circus opened Thursday (25) in Victorville, first stop on a tour covering 70 towns and about 3,500 miles. The show, owned and operated by John A. Strong Jr., and Ruth Olsen Strong, has half its 1953 route sold out to committees with the remaining portion to be under auspices, particularly the Church of the Latter Day Saints in Utah.

Personnel includes Strong, magic and ringmaster; Mrs. Strong, dogs and pickout pony; Felix Valle, rope spinner; Hugh Wellington, trained Pomeranians; Dave Tooney, boss canvasser and juggler, and Jack Bennett, who was with Kelly-Miller for two years, doing bull whip, trapeze and knife panel jump.

The Strongs will feature a pit show this year in a 20 by 30 top with a Gibbon ape, mouse circus, shrunken head exhibit, and Punch and Judy. Three banners were made especially for the attraction.

The show moves on two trucks, two trailers and an automobile. Equipment and animals acquired for the tour include, in addition to the pit show top, ring props, seats, public address system, horse trailer, pony, riding dog, and complete new line of costumes made specially by Jack's of Hollywood. Last year the circus acquired a truck, house trailer, two light plants, 40 by 60 big top, magic, and a dog act. Seating capacity in the top remains 400.

Upon their return to Hollywood about October 4, the Strongs will play indoor dates for schools.

On the tour that will take the show as far north as the Pocatella, Idaho, region and east to a point near Boise, Strong's will play only smaller towns. The route consists of one-night stands except two. No Sunday dates are played and the route calls for few matinees. In Utah, most of the dates will be sponsored by the Mormon church and were booked by Fred C. Graham, who has a lyceum and concert booking agency. On percentage dates booked, the committee gets 25 per cent on tickets they sell as well as 15 per cent on concessions. Where the date is sold outright, the Strongs retain the concession privileges. Admission on the outright dates is set by the committee. On others it will be 65 cents for adults and 30 cents for children, including tax, for the one hour show. In schools, the performance runs 45 minutes.

# Shipley Leaves AGVA

CHICAGO, June 27.—Earl Shipley has resigned as outdoor representative of AGVA, effective July 4, and will return to the Earl Newberry thrill shows. He was with AGVA for 21 months. He will handle press for Newberry's No. 1 unit until June 24, when he will become manager of the No. 2 unit.

### N. E. GOOD

# 12,000 See RB Kid Show At Bridgeport

NEW YORK, June 27.—The Ringling Bros. and Barnum & Bailey Circus Side Show racked up its biggest week of the season during the recent one-week swing thru New England, June 15-20.

Altho good business was enjoyed in Springfield, Mass.; Manchester, N. H., and Portland, Bangor and Lewiston, Me., the big assist came from the Monday (15) stand at Bridgeport, Conn. There some 12,000 persons traipsed thru the kid show gate to give it the biggest one-day-stand gross of the last four years.

The Bridgeport patrons were handled with ease, however, without running concurrent shows for their benefit, a practice which was followed in the past. Cagey spotting of amplifiers was the secret used to good advantage by Dick Slayton, manager of the show.

# Beatty, AGVA Sign New Pact

HOLLYWOOD, June 27.—Clyde Beatty Circus and AGVA have signed a two-year contract covering performers' pay, according to Jimmy Kelly, AGVA representative here. The contract replaces one signed in 1951, and the new one runs until the opening of the 1955 season.

Kelly said it sets a minimum of \$45 weekly for ballet girls, \$15 extra for aerial ballet, \$25 extra for iron jaw; \$93.50 for single acts; \$110 for producing clown, and \$50 for assisting clowns.

# Revere Ops Seek to Stop Scare Rumor

REVERE BEACH, Mass., June 27.—Funspot ops and Chamber of Commerce and health officials are doing their utmost to stop the spread of a fantastic story that a child was fatally bitten by a cobra. The false report has spread with such incredible speed over a four-week interval that hundreds of Greater Boston parents are telephoning inquiries to police and other authorities, it was revealed by Dr. Harry R. Schwartz, health board chairman.

"The original rumor," Schwartz said, "had it that a child was bitten by a cobra while riding a horse on a kiddie Merry-Go-Round. The cobra was supposed to have darted out of a 'nest' inside the horse.

"The crazy rumor has gotten entirely out of bounds. Nobody ever saw a cobra at Revere Beach; moreover a snake-bite is a venom case and reportable," the health official stated.

In the interest of Revere Beach boulevard business establishments, it was decided by officials to spike the story as "wildly imaginative" thru all possible sources. Newspapers were asked to publish stories to the effect that "rumor of 'killer cobra' is derided."

# Local Firms Aid Giveaway Program At Troy Hills, N. J.

TROY HILLS, N. J., June 27.—Morris County Fair will give away five electric ranges this year during its run here. The arrangement was made thru the Jersey Central Power & Light Company, the New Jersey Power & Light Company and the Better Homes Committee of the fair.

At the Better Homes center of the fair, daily demonstrations will be held with electrical cooking equipment, and Kelvinator, Hot Point, Westinghouse, General Electric and Crosley ranges will be given away, one on each of the five days that the demonstrations are to be staged.

The fair is also sponsoring a crochet design contest for local entrants. In conjunction with the 1953 national crochet contest and Woman's Day magazine, the fair will award prizes to winners as well as submit winning entries for the national contest.

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## ACTIVE VETERAN

### Gus Sun Orbit Still Undimmed in 84th Yr.

NEW YORK, June 27.—If John Ringling North, head of the Ringling circus; Frank Bergen and Bucky Allen, of the World of Mirth Shows; James E. Strates, of the show bearing his name, or the Carl Sedlmayrs, Senior and Junior, of the Royal American Shows, were told that they could learn about railroad moves that would only cost them \$50 to \$250, they would beat a path to the door of the man who could tell them how it was done.

If any member of show business would like to learn how to be active for 64 years in the business, attain the age of 84, keep a spring in his step and a twinkle in his eye, own a summer home on an island in Lake Erie, maintain a winter home in Miami Beach and another in Ohio to boot, he would have to turn to the same individual.

The source of all this wonderful information would be a grand gentleman, Gus Sun, who motored in from Springfield, O., this week to attend the christening of one of his grandchildren. In this case, it's the offspring of Gus' son, Robert, who is an executive of the J. Walter Thompson advertising agency here.

#### \$50 Railroad Moves

Sun, in company with his brothers, organized the Sun Bros.' Great United Shows and Trained Animal Exhibition. It had a lowly start in a 50-foot round top, but prospered to where it could advertise itself as "The Largest Wagon Show on Earth." It then graduated to the railroad class, and Gus Sun relates that the railroads not only moved their show for \$50 to \$250, but fought for their business, promised them free water along the way for the stock and stopped trains to permit animals to graze on company right-of-way, but also would refuse to move other shows to towns ahead of the Sun Bros.' show in return for promises of business, present and future.

Altho North, Bergen, Allen, Strates and the Sedlmayrs would learn that these inexpensive moves all took place back in the 1890's, they might feel badly about learning that Gus Sun couldn't arrange such inexpensive moves for them today. But they would be well rewarded for a visit with him, for his stories of show business, both outdoor and indoor, would be certain to give them food for thought and an idea or two that would save them money, even today.

And as Gus Sun would talk to these men, it would be pleasant to see the look of relief that would come over the faces of owners of truck shows and circuses, orchestra leaders who make one-nighter jumps via bus, and any act or show business individual who might be privileged to hear this man relate the early days of the business. For he would tell them that the 60-mile-per-hour toll roads of today that enable them to move so freely from city to city are a far cry from the roads that he used when he toured with film star Charley Grapewin. They were both performers with the Sells-Foley Circus in the days when shows had to take a gravel toll road to make any distance, because the regular roads were impossible to traverse. And the mileage covered in those days of the toll roads was only 12 to 15 miles per day.

#### Tours Minstrel Show

And if Gus Sun took bookers like Frank Wirth, Al Martin, Charles Zemater, George Hamid or any other such impresarios and told them the fairs of the U. S. would not operate at night this year, those suppliers of attractions to the leading fairs would perhaps be personally unhappy, and their coffers would provide them with a bit less income at the end of the year. Yet when Gus Sun operated the Gus Sun American Minstrel Show, he obtained his biggest nights in towns where the fair was in progress only during the day. For, as Gus relates, his was the only night entertainment available for the townspeople, as well as for the farmers who had come to the fair town by horse and buggy.

Taking advantage of the situation would be one of the lessons Gus Sun would teach show business students of today. He would also tell them to work hard but to be sure to always allow time for recreation. Altho he would like people to think that he has retired, Gus was found this week

actively talking over the booking business with Nick Falzone, a local booker and long-time friend and admirer of Sun. One wouldn't be too far wrong if he said that Gus still has a finger in the booking activities of his numerous offices that bear his name. He took pride in pointing out that his offices are currently supplying over 200 fairs with their attractions this year.

Gus pays high tribute to the healing and rejuvenating powers of Hot Springs. Many a showman, says Gus, visits Hot Springs, but too many of them fail to follow his policy of diet, regular bathing in and the drinking of the waters there. Gus said that it is all right to have a drink or two of stronger stimulants as well. He does, but he says he knows how to stop after the second or third one. He also strongly suggests that card games and other activities cease at 9:30 p.m. to permit one to get to bed and a full night's sleep.

#### Likes Hot Springs

Gus is a regular visitor to Hot Springs. A club, named in his honor, has been meeting there for 45 years. Besides trips there, he divides his time between his summer residence on Kelley's Island in Lake Erie, another home in Springfield, O., and his winter home in Miami Beach. He also spends time visiting his children, his six grandchildren and his five great-grandchildren, and in his travels finds time to visit the offices of his organization. He visits with his hosts of acquaintances and friends whenever he is in their locality.

Gus is an avid fisherman and plys the sport both in Florida in the winter and from his yacht, based at his summer home on Lake Erie. He also is no stranger to trans-Atlantic liners. Despite a nationwide recession following World War I, at a time when he had just finished building a theater and was involved in the building of several others, Gus didn't hesitate to take a trip to Europe, where he and his wife enjoyed a tour of the Continent to the tune of \$15,000.

His policy of frequently disregarding business cares and substituting relaxation and recreation in their stead evidently has its merits as witnessed by the activeness of this gentleman of 84. His myriads of friends, while perhaps envious of his attainments, certainly wish him no change in the pattern which has brought these to him thru his 64 years of show business activity, and are unanimous in the extension of their wishes for his enjoyment of many more years of relaxed, youthful living.

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## Eddie Fisher In for Two Days At Detroit Fair

DETROIT, June 27.—Singer Eddie Fisher has been booked as the Coliseum headliner at the Michigan State Fair here for the fair's last two days (September 12-13), Don Ridler, director of entertainment, announced this week.

Negotiations are under way for two other headliners to play the Coliseum on the five other days it will be used for shows. The building will be used for livestock judging on three other days of the fair. Already set for the full seven days of shows are Billy Ward and His Dominoes, and The Four Freshmen, with Kirby Stone penciled in.

The auto race contract has been awarded to Sam Nunis Speedways. Andy Barto, of Motor City Speedways, formerly had staged the event. Program this year will include a 100-mile race on the first Saturday, September 5, and a 150-mile midget car race on the final Sunday, September 13.

James M. Hare, fair manager, and Dick Frederick, director of publicity, Tuesday (23) trekked to Toledo to review the current Sesquicentennial show being held there.

Jimmy Jamison, who performed his 100-foot-high fire dives at the Winnipeg Red River Exhibition, staged three shows daily there, the first time that number of dives in a day had been performed by him since he appeared at the Century of Progress Streets of Paris in Chicago in 1934. He was set at the week-long date thru Charles Zemater. Jamison will appear at the Pasadena, Calif., Rose Bowl on July 4 and will follow up with an engagement at the Vallejo, Calif., Fair.

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10,000 ..... 7.80  
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**KANSAS CITY TICKET CO.**  
Dept. 109 West 18th St. Kansas City 8, Mo.

**get IMMEDIATE DELIVERY**  
**SAVE \$500.00**

**KORN KING**  
POPCORN MACHINE

BUILT TO SELL NOW **\$175.00**  
FOR \$675.00 ONLY F.O.B., N.Y.

An eye popping value, proved by 70 years of experience. Produces 30 lbs. delicious buttered and salted popcorn per hour. All year round money maker. BECAUSE OF REMARKABLE SAVINGS GET YOUR ORDERS IN NOW WHILE THEY ARE STILL AVAILABLE.

Write for Catalog on Complete Line Of Popcorn Machines and Supplies.



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CORN & EQUIPMENT Co., Inc.  
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CIRCLE 6-1293

**KING OF THEM ALL**

**Multiplex Faucet Co. Serving the Trade 49 Years**


a **3 1/2%** Profit on a **5%** Sale!  
with a **"MULTIPLEX"**  
**ROOT BEER BARREL**

FOUR 8 GAL. 17 GAL. 45 GAL. 60 GAL. SIZES.

Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit. Capture volume business and profits with Multiplex.

**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side. Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.

Also Dispensers for Coca-Cola, other Drinks



VARNISHED STURDY OAK STAINLESS STEEL HOOPS

Manufacturers: **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.

**Cheese-Bacon**  
**"FLAV-R-CHIPS"**

Novel Deep Fry Operation  
**TWO SECONDS!—POP!—READY TO SELL**  
Taste and Flash Appeal

A Red-Hot Seller at  
**CARNIVAL, CIRCUSES, FIREMEN'S BAZAARS, CHURCH SOCIALS—AUCTIONS**  
The concessioner's natural

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**THE BIG FAIRS... ..OF AUGUST, SEPTEMBER and OCTOBER**

MAKE THE BIG PROFITS FOR ALL OUTDOOR SHOWBUSINESS!



The Billboard July List Number contains complete U. S. and Canadian Fair Lists and Celebration Dates.

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**The Billboard JULY LIST NUMBER**  
Dated July 25 — Ad Deadline, July 15

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NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800  
ST. LOUIS 1, MO. 390 Arcade Bldg. CHEstnut 0-443

**July 4th Celebrations**

**Arkansas**  
Corning—Frank Johnson, Young Men's Civic Club.

**California**  
Watsonville—July 3-5. John W. Sheffield, Box 470.

**Colorado**  
Greeley—July 3-4. C. J. Mayer, Chamber of Commerce.

**Florida**  
Live Oak—Suwannee Valley Reunion. July 3-5. Mahone Reese.

**Illinois**  
Chicago (Soldier Field)—July 4. Girard—D. E. Putman, Girard, Ill. Hardin—July 3-4. Am. Legion. Art Kamp. Hoopston—July 3-4. Paul McCreary, Am. Legion. Iroquois—July 3-4. Tommy Saeco, 203 N. Wabash Ave., Chicago. Madison—E. J. Miller, City Hall. Olney—Am. Legion, Phil H. Heyde. Pana—July 3-5. Harold Gallmeier, Am. Legion. Potomac—July 4-5. AMVETS. Sterling—Paul Phillip, Business Men's Assn. Waukega—July 3-5. Alfred Wall. White Hall—July 1-4. Robert Waller, Lions Club.

**Indiana**  
Brazil—Rotary Club. Freetown—July 2-4. Wayne Gobie, Odd Fellows. Linton.—

**COMING EVENTS**

**California**  
Salinas—Salinas Big Week. July 14-19. R. J. Wallace, Box 1848.

**Colorado**  
Durango—Spanish Trails Fiesta. July 31-Aug. 2. Franklin McKelvey. Gunnison—Cattlemen's Days. July 17-19. M. J. Verzuh.

**Georgia**  
Atlanta—Southeastern Gift Show. July 19-22. F. B. Steward, 1036 Peachtree St., W.E.

**Illinois**  
Bunker Hill—Home-Coming. July 10-11. R. E. Bigg. Chicago—Int'l Assn. of Auditorium Managers. Congress Hotel, July 5-8. Clarence B. Hoff, Kansas City (Mo.) Auditorium. Chrisman—Home-Coming. July 6-11. Stanley R. Kent. Davis—Celebration. July 30-Aug. 1. William Brault. East Dundee—Firemen's Festival. July 22-25. Max C. Freeman, Dundee. Kansas—Kansas Centennial. July 15-19. Clayton Ankerman. Morrisonville—Home-Coming & Picnic. July 15-16. Keith Kastelein. Mount Vernon—Veterans' Reunion. June 28-July 4. G. G. Purcell. Olney—Am. Legion Celebration. June 20-July 5. Phil H. Heyde, Box 229. Salem—Soldiers-Sailors Reunion. July 27-Aug. 1. Omar J. McMackin, 310 N. Broadway. Stockton—Lions Club Celebration. July 16-18. Frank C. Niemeyer. Shelbyville—Civie Assn. Celebration. July 30-July 5. Wm. Wilson. Victorville—Celebration. July 15-17. Wenona—Wenona Centennial. July 26-Aug. 2. Alyce Holmstrom.

**Indiana**  
Hymera—Old Soldiers Reunion. July 9-11. Charles Davis, Shepherd Russell Post. Marshall—Home-Coming & Fish Fry. July 8-11. Louis F. Jackson. Orleans—Am. Legion Home-Coming. July 6-11. Gene Compton. Rensselaer—Am. Legion Celebration. Week of July 4. E. C. Henry. West Baden Springs—Am. Legion Celebration. June 30-July 4. C. H. Radcliff.

**Iowa**  
Clinton—Lyons Comm. Birthday Party. July 15-18. Stanley Mayer, Ia. State Bank Bldg.

**Kansas**  
Chanute—VPW Annual Celebration. Week of July 4. Cash Wagner. Downs—Downs Celebration. July 22-25. Paul R. Gorey.

**Kentucky**  
Lexington—Junior League Horse Show. July 13-18. Mrs. Lawrence Crump, 458 W. 3d St.

**Massachusetts**  
Gloucester—Am. Legion Centennial Celebration. June 29-July 4. Paul Ruddock, Jamaica Plain, Boston.

**Michigan**  
Baroda—Berry Festival. July 6-11. Am. Legion. Perrinton—Firemen's Home-Coming. July 24-25. George Cutler. Port Huron—Blue Water Festival. July 14-19. Floyd B. Walters. Sebawaing—Centennial Celebration. July 2-5. Fred C. Martini. Waterford—Annual C.A.L. Fair. July 17-19. B. W. Martin, Box 5.

**Minnesota**  
Henderson—Sauer Kraut Days. July 31-Aug. 2. Elmer E. Deahs. Minneapolis—Minneapolis Aquatennial. July 17-26. Emerson N. Townsend, 116 Times Bldg.

**Missouri**  
Albany—Old Soldiers & Sailors' Reunion. July 7-11. Junior Clark. Canton—Lewis Co. 4-H Show. July 24-25. Jesse Franks. Craig—Annual Reunion. July 23-26. Don Whetsel. Eldorado Springs—Picnic & Celebration. July 20-22. George W. Nafus, 206 S. Main St. Hillsboro—Horse Show & Festival. July 31-Aug. 2. D. A. Parkman. Humansville—Reunion. July 29-Aug. 1. Ralph Burnett. Huntsville—Horse Show. July 6-7. John T. Sutliff. Louisburg—Old Settlers Reunion. July 23-24. Harry W. Atchley. Macon—Junior Fair. July 23-24. O. E. Alspaugh. Maryville—Northwest Mo. Horse Show. July 22-23. Mrs. Lester Swaney.

**Montana**  
Whitefish—Golden Anniversary & Gala Days. July 23-25. A. P. Evey.

**New York**  
Danville—Firemen's Carnival. June 29-July 4. Karl Middleton, Hotel Danville. (Continued on page 85)

**Roachdale**—July 2-4. Wm. E. Etcheson, Lions Club.

**Iowa**  
Audubon—Morma Jensen. Oelwein—July 3-5. Am. Legion, Paul Scholer. Independence—W. J. Campbell, Buchanan Co. Fair Assn.

**Kansas**  
Dodge City—July 4-5. Dodge City Speedway, Box 954. Shawnee—July 1-5. Jimmie Stepena, Am. Legion. Wamego—July 2-4. Lester Fowkes.

**Massachusetts**  
Lowell—July 3-4. VPW on the Common. Jeff Harris, Box 88, Revere, Mass.

**Michigan**  
Manistee—July 3-4. National Forest Festival. Eugene D. Emunson. Sebawaing—July 2-5. Centennial Celebration, Fred C. Martini.

**Minnesota**  
Blue Earth—Duluth—July 4-5. Bruce Smith, Am. Legion. Montevideo—July 3-5. Fiesta Days, Howard E. Gamble, Chamber of Commerce. Park Rapids—July 3-5. Am. Legion, G. L. Hewitt, Dorset, Minn.

**Missouri**  
Carthage—July 1-4. Ross Ryan, Jr. Chamber of Commerce. Eminence—July 3-4. Charles C. Swiney. Green City—July 2-4. Vincent Gasper, Am. Legion. Houston—July 2-4. Am. Legion, Paul Nelson. Licking—July 2-4. Chamber of Commerce G. E. Derickson. Owensville—July 4-5. V.F.W. Picnic, Armin Rutz.

**Montana**  
Red Lodge—July 3-5. Red Lodge Rodeo. Harley W. Weydt.

**Nebraska**  
Schuyler—July 3-4. V.F.W., Frank E. Stibal.

**New York**  
Lyons Falls—July 3-4. J. E. Farney, Firemen's Assn. Moravia—James Mulberry, Am. Legion. (Continued on page 85)

**3000 BINGO**

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75; Wood Calling Numbers, \$1; Printed Tally Card, 15; Colored Heavy Cards, 23, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers... \$3.50

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow Cards, postcard thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00  
Replacements, Numbered Balls... \$3.00  
3,000 Jack Pot Silks (strips of 7 numbers). Per 100... 1.25  
Middletown Cards, 5 1/2 x 7 1/2, Yellow, Green, Red, Salmon, White... 1.00  
Per 100  
3,000 Small, Thin "Brown" BINGO Sheets, 5 colors, loose only, no pads, size 4x5. M... 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50  
Scalloped Edge, Green only... 1.00  
Smaller Size, 3/4" diam., Red or Green Plastics, M... 1.50  
Adv. Display Posters, size 24x36. Ea... .15  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00  
Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M... 1.00  
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... 2.25  
Round white N.J. Cardboard Markers, 2 sizes; 1/2 inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb... .45  
Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100#. Send for illustrated circular for 160.00  
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Write Today  
**BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE**  
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BALL PITCHING MACHINES  
\$250.00  
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FORT SMITH, ARKANSAS

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Occupation .....



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CHICAGO, ILLINOIS

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Alamo Expo.: Dodge City, Kan.  
American Beauty: Osceola, Ia., 2-4; Fort Madison 6-11.  
American Eagle: Red Boiling Springs, Tenn.  
American Midway: Ennis, Tex.  
Amusement Co. of America: Sault Ste. Marie, Mich.  
A.M.P.: Oakland, Md.  
Badger State: Gilbert, Minn.; International Falls 6-11.  
Baker United: Linton, Ind.; (Fair) Franklin 6-11.  
Beam's Attrs.: Masontown, Pa.  
Becht, Lee: Norwood, O.; Gristown, North Bend Road, Cincinnati, 6-12.  
Bee's Old Reliable: Greenup, Ky.  
Belle City: Evansville, Wis., 30-July 5; Madison 6-12.  
Bernard & Barry: (Adelaide St. P.O.) Toronto, Ont., Can., 29-July 8.  
B. & H.: Hampton, S. C.  
Big Four Am.: Oconomowoc, Wis.; Kenosha 8-12.  
Blue Grass: Oiney, Ill.  
Blue State: Cherokee, Okla.  
Blue Ribbon: Madison, Wis., 1-5.  
Blue Valley: Smithville, Mo.  
Bogle, F. C.: Manhattan, Kan., 29-July 2; Wango, Kan., 2-4; Salina 6-11.  
Bohn & Sons United: Woodward, Okla.  
Boone Valley: Adel, Iowa, 29-July 1; Gowrie 3-4; Dubuque 7-12.  
Borderland: Presidio, Tex.  
Brewer's United: Wright City, Okla.  
Brodbek & Schrader: Lewellen, Neb.  
Brown & Wallace: Franklin, Va.  
Buck, O. C.-Model: Keene, N. H.  
Burdick's Greater: Bridgeport, Tex.  
Burke, Harry: Delcambre, La.  
Burkhardt: Henry, Ill.; Colfax 6-11.  
Byers Bros.: International Falls, Minn., 30-July 5.  
Capital City: Stearns, Ky.  
Cavalcade of Amusements: Loves Park, Rockford, Ill.  
Carpenter Bros.: Columbus Grove, O.; Republic 6-11.  
Casey, E. J.: Swan River, Man., Can., 30-July 1; (Fair) Morris 3-4; (Fair) Dominion City 6-7; (Fair) Melita 8-9; (Fair) Carberry 10-11.  
Central States: Columbus, Neb., 29-July 1; Leigh 3-4.  
Cetlin & Wilson: Springfield, O.  
Chanos, Jimmie: Greenville, O.  
Cherokee, Am. Co.: Pittsburg, Kan.; Greenleaf 8-11.  
Coleman Bros.: Kingston, N. Y.  
Collins, Wm. T., No. 1: (Fair) Rugby, N. D., 2-4; (Fair) Passendun 7-10.  
Collins, Wm. T., No. 2: St. Cloud, Minn., 29-July 5; Red Wing 9-11.  
Continental: Newport, Vt.  
Crafts Expo.: Oakland, Calif., 1-5.  
Crafts 20 Big: Manhattan Beach, Calif.  
Cross Road: School Section Lake, Mecosta, Mich.  
Cumberland Valley: Tullahoma, Tenn.  
Dan-Louis: Cloverport, Ky.  
Del Flor: Negley, O.; Salina, Pa., 6-11.  
Desbro: Phelps, N. Y.  
Dobson's United: Elmwood, Wis., 29-July 1; Wisconsin Rapids 2-4.  
Down River Am. Co.: Ecorse, Mich.  
Drago, No. 1: Rochester, Ind.  
Drago, No. 2: Walkerton, Ind.  
Drew, James H.: Point Pleasant, W. Va.; Olive Hill, Ky., 6-11.  
Douglas Greater: Toppish, Wash.  
Dumont: Coatesville, Pa.  
Dyer's Greater: Oelwein, Ia., 3-5.  
Eddie's Expo.: Clarion, Pa., Reynoldsville 6-11.  
Empire State: Metropolis, Ill.  
Emshoff: Sparta, Wis., 2-5; Capron, Ill., 9-11.  
Evans United: Lyndon, Kan., 3-4.  
Ferris, Carl D.: Wellsville, N. Y.; Belfast 6-11.  
Festival of Fun: Saranac, Mich., 29-July 1; White Cloud 3-4.  
Fleming, Mad Cody: Cordele, Ga.  
F. & M. Am. Co.: DeSoto, Mo.; Minonk, Ill., 6-11.  
Foley & Burk: Pleasanton, Calif., 29-July 11.  
Franklin, Don, No. 1: Red Oak, Ia.; Barnesville, Minn., 9-11.  
Franklin, Don, No. 2: Austin, Tex.  
Garden State Rides: Frenchtown, N. J.; Trenton 6-15.  
G. & B.: Terra Alta, W. Va.  
Gem City: Danville, Ill.  
Gentsch, J. A.: Martin, Tenn.  
Georgia Am. Co.: Griffin, Ga.  
Gladstone Expo.: Eminence, Ky.; Warsaw 6-11.  
Gold Medal: Peoria, Ill.  
Golden West: Coleraine, Minn., 2-4.  
Gooding Am. Co. No. 1: Sesquicentennial, Xenia, O.  
Gooding Am. Co. No. 2: Chillicothe, O.  
Gooding Am. Co. No. 3: Sesquicentennial, Indiana, Pa.  
Gooding Am. Co. No. 4: Martins Ferry, O.  
Gooding Am. Co. No. 5: Hillsdale, Mich.  
Gooding Am. Co. No. 6: Wellsville, O.  
Gooding Am. Co. No. 7: Greensburg, Ind.  
Gooding Am. Co. No. 8: Woodville, O.  
Gooding Am. Co. No. 9: Granville, O.  
Grand American: Waterloo, Ia.; Toledo 7-11.  
Greater Dixieland: Carthage, Mo.  
Hale's Shows of Tomorrow: Sheriton, Ia., 4; Albany, Mo., 8-11.  
Hammond, Bob: Belton, Tex.; San Angelo 6-11.  
Hannum, Morris: Levittown, Pa.  
Happy Attrs.: Marietta, O.; New Washington 6-11.  
Happyland: Ypsilanti, Mich.  
Harrison Greater: Pocomoke, Md.  
Hartsock Bros.: Hurland, Mo., 4.  
Helman United: Tallulah, La.  
Heth, L. J.: Connersville, Ind.  
Hiawatha: Bowling Green, O.; (Dorr & Secor Sts.) Toledo 6-11.  
Hill's Greater: Lander, Wyo.  
Holly Am. Co.: Eastman, Ga.  
Hottle, Buff: Pana, Ill.  
Imperial: State Line, Mich.; Niles 6-11.  
Interstate: (Fair) Mount Vernon, Ill.; Chrisman 6-11.  
Johnny's United: Hoopston, Ill.; Delphi, Ind., 6-11.  
Joyland Midway Attrs.: Port Sanilac, Mich.; Pigeon 7-12.

Key City: Rushville, Ill.  
Keystone Attrs.: Herndon, Pa.; Milton 6-11.  
Kile, Floyd O.: Aurora, Mo., 1-4.  
Klenka Am. Co.: Pineville, W. Va.; Amesburydale 6-11.  
Lee United: Sand Lake, Mich., 3-5.  
Lone Star Am.: Hale Center, Tex.  
Maddox Bros.: Peabody, Kan., 4.  
Majestic Greater: Covington, O.  
Manning, Ross: Ridgewood, N. J.  
Marion Greater: Leesville, S. C.  
Marks, John E.: Hazelton, Pa.  
Marvel: Geneseo, Ill., 2-4; Streator 8-11.  
Meeker: Butte, Mont.; Helena 6-11.  
Merriam's Midway: Cannon Falls, Minn., 2-4; Grand Meadow 6-8; Blooming Prairie 10-12.  
Merry Midway: Chatsworth, Ill.  
Metropolitan: Clarksburg, W. Va.; E. Liverpool, O., 6-11.  
Midway of Mirth: McLeansboro, Ill.  
Mighty Hamontree: Mount Sterling, Ky.  
Mighty Hoosier State: West Baden, Ind.; Kokomo 6-11.  
Mighty Page: Galax, Va.  
Milliken Bros.: Alma, Ga.  
Model of Canada: Drummondville, Que., Can.  
Moore's Modern: Mount Vernon, Ill.; Hillsboro 6-11.  
Moser-Rundle: Independence, Ia., 3-4.  
Mosher Am. Co.: Sebawing, Mich.; Marlette 6-8; Kinde 9-11.  
Motor State: Durand, Mich.; Paulding, O., 6-11.  
Motor State No. 2: Centerline, Mich.  
Mound City: Marceline, Mo.  
Nelson: Grantsburg, Wis., 2-5.  
Nelson, George W.: Vinton, Ia., 4-5; Corwith 8-9.  
Nolan: Ashville, O.  
Northern Expo.: Garrison, N. D., 29-July 1; Sanish 3-5; Wolf Point, Mont., 10-12.  
Oklahoma Expo.: Salina, Okla.  
Page Bros.: LaGrange, Ky.  
Parada: Coffeyville, Kan.  
Park Am.: Salem, Mo.; Tecumseh 6-11.  
Paul's Am. Co.: Rich Hill, Mo.  
Penn Premier: Alleghany, N. Y.  
Peppers: Aliceville, Ala.  
Pioneer: Picture Rocks, Pa.; Muncy 6-11.  
Playtime: Bristol, E. I.  
Powelson Greater: Centerville, O.; Mount Vernon 6-11.  
Prel's Broadway: Riverhead, L. I., N. Y.; Huntington Station 6-11.  
Ralnes Am.: Greenwood, Ark.  
Reiner: Sedro Wooley, Wash.; Lynnwood 6-11.  
Reid, King: Charlottetown, P. E. I., Canada.  
Reithoffer's: Phoenixville, Pa.  
Rogers Bros.: Cooperstown, N. D., 29-July 1; Bemidji, Minn., 2-5; Ironton 7-8; Cambridge 10-11.  
Robinson, John L.: Newton, Ia.  
Rockwell, Mike: Alva, Okla.  
Rose City Rides: Cape Girardeau, Mo., 2-4.  
Royal American: (Exhn.) Brandon, Man., Can., 29-July 3; (Exhn.) Calgary, Alta., 6-11.  
Royal Crown: Anderson, Ind.  
Royal Midwest: Rensselaer, Ind., 2-5; Williamsport 8-11.  
Royal United: Chatfield, Minn., 1-5; Bellevue, Ia., 7-8; Anamosa 9-11.  
Rumble Greater: Loogootee, Ind.; Orleans 6-11.  
Schafer's Just for Fun: La Porte, Ind.  
Shan Bros.: Louisa, Ky.  
Shepard Bros.: Cheyenne, Wyo.  
Skerbeck's: Marquette, Mich.  
Smith, George Clyde: Martinsburg, Pa.; Boswell 6-11.  
Smith, Roland: Lawton, Okla.  
Snapp Greater: Clinton, Ia.  
Southern Valley: Memphis, Tenn.  
Standard: Glendive, Mont., 1-5.  
Star Am. Co.: Fortia, Ark.  
State Fair & Great Western: Rupert, Idaho.  
Stephens, C. A.: Haysi, Va.  
Sterling Crown: Waverly, O.  
Stipes: Forest Lake, Minn., 3-5; Woodville, Wis., 9-11.  
Strates, James E.: Albany, N. Y., 29-July 11.  
Sunny Am.: South Amherst, O.; Campbell 6-11.  
Sunset Am. Co.: Montevideo, Minn.; Winona 6-12.  
Superior: Willits, Calif.  
Tatham Bros.: Sullivan, Ill.  
Tennessee Valley: Sweetwater, Tenn.; Lenoir City 6-11.  
Thomas, Art B.: Gregory, S. D., 3-4; Laurens, Ia., 6-7; Canistota, S. D., 8-9; Tyndell 10-11.  
Thomas Joyland: Logan, W. Va.  
Tidwell, T. J.: Brush, Colo.  
Tinsley, Johnny T.: Atlanta, Ga.  
Tip Top: Casey, Ill.; (Fair) Sparta 6-11.  
Tivoli: Casey, Ill.; (Fair) Sparta 6-11.  
Thunderbird: Red Lodge, Mont., 1-6.  
20th Century: Jamestown, N. D.  
United Expo.: Chicago Heights, Ill., 29-July 3; Crown Point, Ind., 4; Gary 6-11.  
Victory Expo.: Amarillo, Tex.  
Virginia Greater: Aberdeen, Md.; Annapolis 6-11.  
Vivona Bros.: Dover, N. J.; Bennington, Vt., 6-11.  
Wade, W. O.: Wausau, Wis.; Two Rivers 8-19.  
Wade's Expo.: Mount Pleasant, Mich.  
Wallace Bros.: Centerville, Ill.  
Wallace Bros.: (Fair) Moose Jaw, Sask., Can., 29-July 1; (Fair) Estevan 2-4; (Fair) Portage la Prairie, Man., 5-8; (Fair) Carman 9-11.  
West Coast: Klamath Falls, Ore.

West Coast Expo.: Stockton, Calif.; Modesto 6-12.  
Western: Arlington, Wash.  
Wilber's Wolverine: Lake Odessa, Mich., 3-5.  
Wilcox, Dick: Limestone, Me.  
Williams, Ray: Brighton, Mich.  
Wilson Famous: (Fair) Griggsville, Ill.; Vermont 6-11.  
Wilson Greater: Flagstaff, Ariz.  
Wolf Greater: Blue Earth, Minn.; Des Moines, Ia., 6-11.  
Wolfe Am. Co.: Crisfield, Md.  
World of Mirth: Lowell, Mass.  
World of Pleasure: Manistee, Mich.  
World of Today: (Fair) Hallock, Minn., 1-5; (Fair) Fosston 7-12.  
Young, Monte: Provo, Utah; Nephi 6-12.

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Beatty, Clyde: Eugene, Ore., 30; Corvallis July 1; Salem 2; Portland 3-5; Astoria 6; Vancouver, Wash., 7; Longview 8; Centralia 9; Hoquiam-Aberdeen 10; Bremerton 11-12.  
Cole & Walters: Bryant, S. D., 2.  
Diano Bros.: Waverly, Ia., 30.  
Gainesville: Dallas, Tex., 3-4; Denison-Sherman 8-9.  
Hagen Bros.: Batavia, N. Y., 30; Rochester July 1; Canandaigua 2; Penn Yan 3; Watkins Glen 4-5.  
Hagan-Wallace: Outlook, Sask., Can., 3.  
Hunt Bros.: E. Northport, L. I., N. Y., 30; Huntington Station July 1; Amityville 2; Lyndonhurst 3; Mastic 4; Greenport 6; Riverhead 7; Easthampton 8; Westhampton 9; Rocky Point 10; Port Jefferson 11.  
Kelly-Miller: St. Marys, W. Va., 30; New Martinsville July 1; Moundsville 2; Waynesburg, Pa., 3; Washington 4; Weilsburg, W. Va., 5; E. Liverpool, O., 6; Beaver Falls, Pa., 7; Butler 8; Oil City 9; Titusville 10; Corry 11.  
King Bros. & Christian: Val D'Or, Que., Can., 30; Maniwaki July 1; Arnprior, Ont., 2; Pembroke 3; Brockville 4; Sherbrooke, Que., 6; Richmond 7; Shawinigan Falls 8; Thetford Mines 9; Drummondville 10; Levis 11.  
Mills Bros.: New Britain, Conn., 30; Wilimantic July 1; New London 2; Cranston, R. I., 3; Middletown, Conn., 4; Worcester, Mass., 6.  
Odyson: Tisdale, Sask., Can., 30; Nipipwin July 1.  
Packs, Tom: St. Louis, Mo., 30-July 5.  
Polack Bros. (Eastern): (Ball Park) Odgen, Utah, 3-4; (Univ. Fieldhouse) Laramie, Wyo., 6-7; (Fairgrounds) Rapid City, S. D., 10-12.  
Polack Bros. (Western): (Stadium) Long Beach, Calif., 30-July 2.  
Ringing Bros. and Barnum & Bailey: Kingston, Ont., Can., 30; Belleville July 1; Guelph 2; Oshawa 3; Hamilton 4; St. Catharines 6; Brantford 7; London 8; Windsor 9; Detroit, Mich., 10-12.  
Rogers Bros.: Monmouth, Ill.  
Strong, John A.: Beaver, Utah, 30; Milford July 1; Payson 2; Delta 3; Salt Lake City 4-6; Granger 7; Willard 8; Snowville 9; Malta, Idaho, 10.  
Von Bros.: Williamson, N. Y., 30; Wolcott July 1; Phoenix 2; Clyde 3; Lyons 4; Waterloo 6; Trumansburg 7; Moravia 8.

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## Diano Route, Staff Shift; 50% Houses

Harvey Lindemann, Snyder Leave; Winters, Smith Join; Lose Town

SHELDON, Ia., June 27.—Diano Bros. Circus has been playing to half houses while undergoing multiple changes in staff and route. Show has given up its planned tour of West Canada and now is heading eastward.

R. M. Harvey, press agent for the show, resigned this week and returned to Chicago and Perry, Ia. Pete Lindemann, general agent, quit the show and returned to Sheboygan, Wis., after a two-week stay. He had joined Diano after leaving Cole & Walters a few weeks ago. Leon (Tiger Bill) Snyder, who had the concert and parade duties, left. Meanwhile, James Allen Winters left the Tommy Scott hillbilly show to return to the Ben Davenport ban-

ner and C. C. Smith, wagon man, joined Diano after leaving Hagan-Wallace, where he started the season.

### Lot Change Fails

Sisseton, S. D., gave half houses Thursday (18). Milbank, S. D. (19), was lost entirely. Show was to use a park lot but moved onto a railroad lot when the first place was found to be flooded. Second lot had not been contracted and owners refused permission for showings. Diano Bros. parade was given there in rain prior to the cancellations.

At Luverne, Minn., the Monday (22) stand, both performances had half houses, according to owner Tony Diano. First cutting of alfalfa was underway so some farmers stayed away from the show. Parade was well received.

Sheldon was played on Tuesday (23), with two one-third houses on the boards. Farmers in this area also were busy. Parade scored. Two fans, Paul Hoy and Zane Hudson, sat in with the band.

These towns were among a string of 10 in two weeks which are being played without local auspices. Probability is that the show will return to a full-time auspices policy after it makes up for recent route changes.

## DIRT FLOOR OUT, IN FOR RINGLING

SAN FRANCISCO, June 27.—Cow Palace here announced plans to replace its earth floor with concrete in part for Ringling-Barnum appearances in the building. But the show arranged to save the dirt which is being removed so that it can be spread on the new concrete for the upcoming circus stand in the building.

Real help to the show, however, is the Cow Palace's installation of hardware and beams custom-designed to accommodate Ringling rigging.

## Farmers Pick Ia. Fields Over Cole-Walters

SIoux RAPIDS, Ia., June 27.—Continuing its long stay in Iowa, Cole & Walters' Circus played to one-quarter houses here and drew a light matinee and half house at night in Laurens (17). Most blame for light turnouts was placed on the fact that farmers were busy in the fields and reluctant to lose time. Weather was hot. Four elephants make downtown appearance daily.

In Sioux Rapids, the show changed lots at the last minute because a recent flood left the original site too muddy. Show is moving rapidly but heat and field work have killed business.

## Maine Light for RB; Night Big at Quebec

Konyot Clawed by Cat; Returns; Kelly Making Store Appearances

QUEBEC, Que., June 27.—Ringling Bros. and Barnum & Bailey Circus played to generally light business as it moved across Maine to start its three weeks in Canada. And Quebec, the first Canadian stop, was only fair.

Oscar Konyot, animal trainer, was severely clawed while practicing between shows at Portland (18). Twenty-eight stitches were taken in his right arm. He was out of the night show there and matinee at Bangor the following day.

Portland had a half house for the matinee and three-quarter take at night. Bangor gave three-quarter business in the afternoon and somewhat less at night on Friday (19). Lewiston (20) was light. Quebec had a one-quarter matinee and near-capacity at night on Monday (22).

### Chicago Dates Set

Meanwhile, Ringling has changed its Chicago dates to July 23-26 and, after an all-out search for a new lot, has succeeded in contracting the site at Roosevelt Road and Cicero Avenue, which it used last year. Earlier, there had been plans for construction of a building there. Show probably will use the same auspices as it had last year in the Windy City, but this was not yet definite.

This year will see a change in Ringling railroading at Chicago. For years, while it played the lakefront, show came in from the east, usually an Indiana town. Same route was followed last year, first time the show made the West Side lot. This year, Ringling will play downstate Illinois spots first and enter Chicago from the west after playing La Salle-Peru. From Chicago, it will go west again to Sterling, Ill.

### Top Hurts Quebec

Back with the show, clown Emmett Kelly has been making appearances in grocery stores at many stands.

At Springfield, Mass., (16), the circus had a half matinee and near-full night, while the local baseball team drew another crowd of 8,000 from the town. The lot was adjacent to the ball park.

Light start at Quebec was in part blamed on the fact that Canadian schools had not yet been recessed for summer. Also,

this was Ringling's first stand in the city since 1931, and locals were unaccustomed to seeing a circus under canvas. Hamid-Morton plays indoors here annually. This was seen as a reversal of the usual situation, in which indoor shows have had trouble selling themselves on occasion without a tent.

## Weak Publicity Rips Business For Hunt Bros.

POUGHKEEPSIE, N. Y., June 27.—Hunt Bros. Circus hit a business snag, with two New York stands turning out small crowds. Owner Charles T. Hunt said here Tuesday (23) that takes had been weak.

At Middletown on Saturday (20), the show had two one-quarter houses under Jaycee auspices. Temperature was 94 degrees, advance publicity had been light and a new lot was broken in.

Hunt said the matinee here was 40 per cent and the night house drew 35 per cent. Advertising was light and it failed to give show times or location. Lot was two miles out of town, and while special busses were on hand to carry patrons to the lot, the service had not been advertised. Local feeling was that the show could have used a better-known downtown lot. Both towns were under auspices, with the latter making lot arrangements and handling advertising.

## Most N.Y. Dates Okay for Von; Attica Flops

ATTICA, N. Y., June 27.—Von Bros. Circus, under management of Henry Vonderheid, did well in Dansville and Mount Morris, N. Y., but played a bloomer here Saturday (20).

Dansville (19) gave a three-quarter matinee and near-full night in good weather. Charles Weisbord was hospitalized for the week-end because of injuries received while unloading the show.

At Attica, matinee was delayed about two hours because two trucks broke down. Delay plus 96-degree heat killed business. School activities also interfered. Night house was about one-quarter filled. Show has been short-handed.

## 2 Toledo Days Put Half Houses At Hagen Bros.

TOLEDO, June 27.—Hagen Bros. Circus made a two-day stand here and played to half houses thruout, altho it was bucking the celebration of Ohio's sesquicentennial on the second day.

Auspices was VFW, which asked for a 1954 contract. Weather was good. The date was another in Hagen Bros.' invasion of major cities in this area. It had played Indianapolis to good takes and was headed for Akron. Show also has played large cities west of the Mississippi for several years.

Springfield, O. (18), came thru with two three-quarter houses. Blues were packed but vacancies remained in reserves. Sertoma Club sponsored.

## Bary Zoo Wins In Saskatoon

SASKATOON, Sask., June 27.—Howard Y. Bary's three-car British Africa Zoo Train played to excellent business for its second annual stand here under Shrine auspices and moved out with a '54 contract, Bary reported.

Location, a block from the city center, was better this year. Train moved on to Watrous and Melville, Sask., before opening in Winnipeg, Man., (22). Floods in Southern Alberta forced Bary to reschedule his route in recent weeks.

Press coverage continues good for the show, with many papers using art on the featured 31-foot python.

## 4 Wins for Beatty At Spokane Stand

SPOKANE, June 27.—Clyde Beatty Circus ran up a top score here Monday and Tuesday (22-23) with two full houses and two turnaways.

Show was ready in good time and had cool weather. Spokane Interstate Fair Association was the auspices. Frank Orman, general manager, said Monday (22) brought a full matinee and turnaway night while Tuesday had a turnaway afternoon and full evening show.

## LIONS IGNORE REAL LIONESS

MOOSE JAW, Sask., June 27.—A lioness ran loose for 15 minutes at a Lions International convention picnic here, and the human Lions didn't budge. They thought the warning announcement was a gag. Cat was the same one which clawed a woman two years ago, injured a child last year and mangled a trainer's arm this year. There were no incidents, however, while keepers drove the animal back to a cage at the wild animal park here Monday (15).

Colfax, Wash., a Sunday (21) stand, had two half houses. Walla Walla, Thursday (18), had two near-capacity houses in good weather. Show hit town at peak of season for the local food processing industry, and was ahead of the Shrine show set for July 8-9. Part of the show personnel participated in a downtown parade of Jaycees and children.

Pendleton, Ore., (17) had a two-thirds matinee and full night house. Date was sponsored by the Lions Club.

Announcer Bob White has left the show and Tommy Hanneford has taken over the chores.

## Kelly-Miller Hits Pace In Fresh West Virginia

ELKINS, W. Va., June 27.—Al G. Kelly & Miller Bros. Circus hit its stride this week. The opera played to big business all along its West Virginia route, which is fresh territory for it.

Ripley had a strong matinee and turnaway of 500 at night for Thursday (18). Spencer followed with a half house matinee but an overflow at night. Fan Phil Phillips ran paid ads locally urging attendance. Ring Bros. had made the town earlier.

Glenville was a Sunday stand, but it was reported the show gave two performances. Matinee was near-full and night was packed. Ring Bros. was there earlier.

On Tuesday (23), Kelly-Miller had a near-full matinee and strong turnaway at night, local newsmen reported. Downtown

## Three-Fourths for Mills

ASBURY PARK, N. J., June 27.—Two three-quarter houses turned out for performances of Mills Bros. Circus at this resort center Saturday (20). Exchange club was the auspices.

## Morris Weak in Ohio

AUSTINTOWN, O., June 27.—Kelly-Morris Circus had 110 persons for the matinee and a half house for the night performance here Monday (22), where it was under Legion auspices.

bally features drew attention here and elsewhere on the route. It was the old story of Kelly-Miller making towns that hadn't had a major show in years, and in spots like Weston the downtown area seemed deserted during the matinee, it was reported.

Elkins kept up the pace. Matinee was nearly filled and the night show drew a straw. Two-hour traffic tangle followed break-up of the evening crowd.

## King Straws Canadians But Skips Extra Shows

NORTH BAY, Ont., June 27.—King Bros. & Cristiani Circus played to more big crowds as it continued its Canadian tour, but this week there were no reports of extra performances.

Guelph, Ont. (16), gave a good matinee and full night. On Friday (19), Barrie came up with two near-capacity crowds, according to Co-Owner Floyd King.

Owen Sound turned out a full-scale straw house for the matinee, with rain and wind holding off until 3 p.m. Another big straw house was on hand at night. The circus parade in Owen Sound drew a crowd 50 per cent larger than the big Coronation parade

there recently, according to local estimators.

North Bay strawed them in the afternoon and scored a night turnaway, with the ticket windows shutting down before show time. There were no reports from Peterboro, Lindsay or Sudbury.

King said the show's time in Canada was proving highly successful. Five more weeks remain before the show returns to the States, and it will go as far east in Canada as Halifax. In many spots the show was said to be the first big one in years, and the parade was drawing large crowds that included many who had not previously seen a show procession.

## Wallace & Clark Tabs Best Week; Meets H-W

DELORAIN, Man., June 27.—Wallace & Clark Circus has been playing to top business since entering Canada. The show scored two full houses here Monday (22) and almost all Manitoba stands have been strong. Crowds of up to 5,000 have been on the lot regularly for the morning feeding of animals, which is advertised.

First days in Manitoba added up to the best week Wallace & Clark has had since present management took over three years ago. This is the show's first trek into Canada.

Opposition with Hagan-Wallace Circus has been experienced at several stands. First was Steinbach, where Wallace & Clark was the first show ever to play the town and was a day ahead of

Hagan-Wallace. The Clark show played to twin packed houses.

There was an altercation when towners, not familiar with circus admission charges, complained because litho passes were good only for blues and a tax was charged. Show ended difficulties with an announcement that passes would be honored tax free.

### H-W Blow Day

Hagan-Wallace, due the second day, blew the town. That show is reported to be making jumps with difficulty.

Wallace & Clark has added three elephants from Cole Bros. to bring its present number to four. The show is making street parades in most stands. Moves are being made on time, with Bill Mitchell in charge of the mechanical department and Shorty Lynn as superintendent.

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Paul Kelly, of Chicago, pulled his animals away from Kelly-Morris Circus some time ago and now is booking them at drive-in theaters and other dates. Worked out of Cole Bros.' quarters at Peru, Ind., they include one elephant, a hippo, camel and other lead stock. . . . **Capt. Eugene Christy's** lion act and Kelly's elephant worked an Omaha date this week.

King-Cristiani in Canadian towns which both shows are making.

**Scotty**, the clown, while working Carlin's Park, Baltimore, caught the Mills Bros.' Circus and was entertained by Jack Mills and Paul Nelson of the George W. Nelson Shows. . . . **Dan and Bobbie Stewart**, cookhouse managers, have left Hagen Bros.' Circus. . . . **Al G. Kelly** and Miller Bros.' Circus played Parkersburg, W. Va., June 23, the first appearance of a major circus in that city in 18 years. Last in was the Al G. Barnes Circus.

two 20 by 100 tops for exhibit booths and a 30 by 60 motion picture exhibit. There also is a kiddie ride and concession stand. Two semi-trailer trucks and a stake driver truck move the show, which opened June 16 and is booked thru September 8 as a free attraction.

**Bob King**, CHS of Richmond, Ind., was on hand at Wilmington, O., when K-M had a blow-down and he reports all hands got with it at once and had things ready to go on schedule at night. . . . **Tom Buchanan's** indoor show played Baraboo, Wis., (16) under auspices. Publicity and business were weak. **Kenneth Buchanan** and **Dolly Smith**, member of the Victoria Troupe, were married in Baraboo.

**Mrs. Maude Hocum**, former equestrienne and daughter of the late **Jack Gollmar**, is confined to St. Mary's-Ringling Hospital, Baraboo, with a fractured hip. **Robert H. Gollmar**, son of Fred C. Gollmar, last of the Gollmar Bros.' Circus founders, was elected Grand Master of Masons in Wisconsin. . . . **Joe Simon**, Memphis theater executive and former Ringling musician, will catch R-B in Chicago and visit with **Merle Evans**.

The **Dick Conover** family, Zenia, O., fans, caught Hagen Bros. at Dayton and hosted **Jack LaPearl**, the **Jack Bantas** and the **Bob Kings** at their home. . . . The **Melvi-Olsons** entertained **Jack LaPearl** while Hagen was in Indianapolis. . . . **Jerry Lipko** and **Eddie Grady** caught Hagen at Ohio stands.

Visitors from **Frederickton, N. B.**, to the Big One during its recent stand at Bangor, Me., included **Ray Crewdson**, secretary-manager of the Frederickton Exhibition; **Hal Limerick**, postmas-

ter and attractions superintendent of the Exhibition; **Major T. C. Barker**, aide-de-camp to the Lieutenant Governor, and **W. P. Edwards**, taxi-fleet owner and circus fan.

**Ray Brison**, now with Hagen Bros.' Circus, reports his father-in-law, veteran trouper **Sam Dock**, is ill. . . . **Fans O. C. Wallace**, **Lloyd Bender**, **F. L. McClintock**, **Ralph Stevenson**, **Jim McLinden**, and **Bob and Norm Senhauser** caught King-Cristiani at Ohio, West Virginia and Pennsylvania stands. . . . **Robert Zimmerman**, Wisconsin official and circus fan, (Continued on page 84)

**Joe Tracy Emerling**, talker, was in Chicago this week. . . . **Clint Finney**, former general agent, looked in on the Atwell Club at Chicago this week after a seige of hospitalization and reported he's on the mend. . . . Some of Cole Bros.' stock is to be used on a unit framed by **Jinx Hoagland** for dates in Wisconsin.

**Capt. George Clancy**, former Ringling man, caught the show in Maine along with **Squeak Grindle**. Both are from Camden, Me. Grindle furnished lobsters for **Felix Adler**, **Otto Griebing**, **Frankie Saluto**, **Emmett Kelly**, **Mel Hamlin**, **Red Sonnenberg** and **Pete Grace**.

Mills Bros.' Circus is attempting to locate relatives of the **Bill O'Day**, sailmaker, who died Sunday (21). . . . **Johnny Lower**, bass drummer, closed with Mills Bros.' Circus and is at Chambersburg, Pa., because of illness in his family. . . . **Miss Heidi**, aerialist, has joined the **Three Fearless Stars** with Tom Packs Circus. . . . **Toni Scott**, wife of **Arky Scott**, Ringling elephant superintendent, has entered Sacred Heart Hospital, Manchester, N. H., for surgery.

In advance of **Diano Bros.**' stand in Rochester, Minn., the Diano newspaper ad was flanked by another saying Ringling-Barnum was coming. Ringling staffers confirmed they expected to make the town but declared they did not know who placed the ad. Meanwhile, large R-B ads were running in opposition to

A recent visitor on Ring Bros.' Circus was **Mike C. Piccolo**, Uniontown, Pa. He was entertained by **Franco Richards**, **Jimmy Douglas**, **Joe and Martha Smiga**. . . . **Rogers Bros.**' Circus played to slam crowds at Logan, W. Va., under auspices of the Deputy Sheriff's Fund. **Leonard R. Simons**, former general manager of Circus Enterprises, and now secretary and treasurer of the Rogers' Bros.' Show, reports that a healthy advance sale proved good rain insurance against the bad weather in Charleston, W. Va.

**Eddie Jackson**, former press agent and recently on the Ringling advance, is off the road temporarily because of ill health. . . . **H. R. (Rube) Ray** is handling a tented exhibition sponsored by the Texas Power Reserve Electric Co-Op. Outfit uses an 80 by 160 top with a stage and 2,000 chairs,

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**LEO MURPHY**  
Harrison Hotel, Indianapolis, Ind.  
**T. C. TERRELL**  
Hotel Onesto, Canton, Ohio

## Dressing Room Gossip

**Bailey Bros.**  
Despite cold and rain, show has done exceptional business. Tillamuck and Port Angeles gave us turnaway houses at both shows.

**Tom Kennedy's** car, wrecked in Utah, has been in the shop for a long time awaiting a door from the factory.

The Guitartous added their trampoline act to the program. **Rose Marie Rojas** and **Linda**, of Lin and Linda, are now working in the Spanish Web number. **Linda**, who joined in Vancouver, Wash., also does high act and sway pole. Another new act is **Bill Deitrick** and his ponies and dogs.

**Bob (Big Bob) Stevens** was back on the show for a few days. Other visitors included **Bill Moore** and **Archie Gayor**, of the Beatty show; **Frances Wallace** and **Charles Milroy**, of the Tacoma CFA, and **Sherman (Jeri) A. Worstell**, stationed at Portland, Ore.—**BUCK LEAHY**.

**King-Cristiani** is making some long jumps in Canada. Tops was that of 321 miles to Sudbury, Ont., (22). Others are 207 miles to Maniwaki, Que., (1) and 242 miles to Sherbrooke, Que., (6).

**Clyde Beatty**  
The Snake River ran high at Lewiston, Idaho, nearly flooding the big top and dressing room. A bad situation was avoided when a truck-mounted scoop dug ditches to drain water out of the tops.

**Henry Bedow**, midget clown, is still in a critical condition at St. Alphonsus Hospital, Boise, Idaho. **Bob Weybourne's** right foot was injured when one of the Liberty horses stepped on him.

**Mrs. Clyde Beatty**, **Floyd Humeston** and his lion cub, **Fagan Jr.**, **Jrnie Burch**, and **Laurence Cross** appeared on several television and radio shows in Spokane. The lion cub stole the show on one program by planting a kiss on **Floyd's** face at the close.

Visitors this week included **Fred Walker**, **Harper Joy** and **Jerry Dewayne**.—**EDDIE DULLUM**.

**Polack Eastern**  
At Boise, Idaho, a special box was ready when the governor and mayor attended. The entire show (Continued on page 71)

## Rodeo Dates

**ARKANSAS**  
Little Rock—Rodeo Oct 5-10. Cityd. E. Byrd.  
Magnolia—Rodeo Aug. 4-8.  
Pine Bluff—Rodeo. Sept. 14-18.  
Springdale—Springdale Rodeo July 1-4.

**CALIFORNIA**  
Eureka—Eureka Rodeo. June 26-28.  
Portuna—Rodeo Aug 1-2. R. E. Stewart.  
Los Angeles—Sheriff's Rodeo Aug 23.  
Frank D. Grace.  
Salinas—California Rodeo. July 16-19.  
R. J. Wallace.  
Willits—Willits Rodeo July 4-5. W D Ford

**COLORADO**  
Boulder—Boulder Rodeo. July 26-27.  
Colorado Springs—Pikes Peak or Bust Rodeo. Aug. 4-8. R. J. Watson.

Durango—Spanish Trails Fiesta. July 31-Aug. 2. J. Franklin McKelvey  
Greeley—Greeley Rodeo. July 3-4.  
Littleton—Junior Rodeo Aug. 21-22. Forrest F. Hammes.  
Monte Vista—Monte Vista Rodeo. July 29-31. F. H. Beatty

**IDAHO**  
Boise—Boise Rodeo. July 2-5.  
Burley—Burley Rodeo. Aug. 20-22.  
Caldwell—Night Rodeo Aug 4-8. Telpher E. Wright.  
Filler—Filler Rodeo. Sept. 2-5  
Grangeville—Rodeo. July 3-5.  
Gooding—Gooding Rodeo. Aug. 13-15  
Idaho Falls—Idaho Falls Rodeo Aug 12-15.  
Jerome—Jerome Rodeo. Aug. 27-29

(Continued on page 85)

**VON BROS.' CIRCUS WANTS**  
Agent who can book under auspices, one good Family Act, Clowns, Side Show Manager, Man to work stock, Groom, Seat Man, Concession People, Calliope Player, Canvas Man. Will book, buy or lease Elephant. State all in first letter. **Manurd Visingard**, Jimmy the Rat, came on. **HENRY L. VONDERHEID**, June 30, Williams, N. Y.; July 1, Wolcott, N. Y.; July 2, Phoenix, N. Y.; July 3, Clyde, N. Y.; July 4, Lyons, N. Y.; July 5-6, Waterloo, N. Y.; July 7, Trumanburg, N. Y.

**MEARL N. JOHNSON WANTS 3 PHONEMEN**  
For Milwaukee, Wis., Mills Bros.' Circus Date, for YMCA Boys' Benefit. This is a good one, plenty of taps. Start Mon., July 6th; more towns to follow. Work steady until November. **W. F. Myers**, answer Call Columbus, Indiana, Phone 22200 from 9-5 up until Friday, July 3rd.

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**3—PHONEMEN—3**  
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Phone PEKIN, ILL., 3128, Circus Office, 269 Pekin Finance Bldg  
**EDDIE DE BOLD**

## NEW SHOWS NEEDED

# Multi-Million \$ Jackpot Awaits New Fair Feature

Continued from page 1

grown features to fill in the show hours, both because the amateurs can do a fair-to-middling job when properly exploited and because the costs involved are negligible.

But, at best, these area artists—firemen's parades and competitions, the massing of school bands, folk dancing competitions—are mostly poor substitutes for the thrillers of the past—the balloon ascensions which left the earthbound populace with mouths agape and a catch in their throats; the hedge-hopping and house-crashing of airplanes in the early days of winged flight; the head-on crash of real steam locomotives with its almost instant hissing and clacking away of more than \$50,000 in costs, and the present-day roaring excitement of the hell drivers, and the racing cars, big, stock and midget.

### Search Continues

These, to name just a few, trace the never ending search for the spectacular. While the search has been diligent, the creation of such features has proceeded at a snail's pace, and for this reason, as much as any other, the continent's 2,800 fairs stand ready to inflate their entertainment budgets in an effort to revive daytime interest and attendance.

Outdoor bookers, long aware of the golden melon awaiting the introduction of some new feature, have explored all of the known incubating grounds for likely prospects. Many operators of large fairs with money to spend have constantly charged the specialist bookers with the responsibility for developing some such feature. But, while the bookers are not adverse to toting their money shares away in bushel baskets, they have so far been stymied in their efforts to come up with even a facsimile offering of a winner.

The literally hundreds of persons aware of the need and the almost certain rewards are perhaps too close to the subject to come up with a solution. Knowledge of the success of the auto thrill show—the greatest in the history of fair entertainment—naturally has most of them thinking in terms of adaptations or innovations for the hell drivers. But the refinements have all been made before and immediately after the war.

### Invest New Thrills

Instead of the comparatively simple ramp leaps, drivers maneuvered their vehicles from ramp to ramp and over the length of a highway bus. Instead of one roll-over, the shows now present these thrill stunts in multiples of cars and turns. The big leap was further enhanced by the building of a simulated cannon, just wide

enough for a car to pass or be "shot" thru. The protective steel tops of sedans were discarded in favor of topless convertibles. From this point on any further thrills incorporated in the auto units seemingly would have to call for the gaily uniformed personnel to line up in formation and shoot themselves thru the heads with real bullets.

But suicide and murder won't do, despite the value of these descriptive terms in the promoting of such daredevil activities. However, on the basis of success patterns in the past, thrills seem to be the one necessary ingredient. To convey the proper thrill quotient successfully, the perform-

## Memphis Pacts 'Rhythm on Ice' For Sports Show

MEMPHIS, June 27.—The Mid-South Fair has contracted George Arnold's "Rhythm on Ice" as the top feature for its 1953 Sports Show, G. W. (Bill) Wynne, fair manager, announced this week.

Icer was booked thru the Gus Sun Agency, with Gus Sun Jr., closing for that organization. The Sun office, in addition, also will supply the "Shooting Mansfields," rifle act; J. J. Lynch, archery act, and Klara and Eugene, comedy juggling-olating spin act, for the sports show.

Offering the icer and acts, the show will be presented twice daily during the fair's 10-day run. Show will be presented under a 90 by 130 foot top to be furnished by Armbruster Manufacturing Company, Springfield, Ill.

## Eastern States Adds 2 Acres For Exhibits

WEST SPRINGFIELD, Mass., June 27.—Two additional acres for the showing of farm machinery has been provided for the 1953 Eastern States Exposition, September 20-27, according to Jack Reynolds, general manager of the annual.

Last year, some five acres were utilized for farm machinery exhibits, but increased demands by manufacturers has resulted in the upping of space provisions for this purpose, thus providing a total of seven acres this year for this type of exhibit. The added area will enable 10 additional manufacturers and distributors to show their products.

Construction has also begun to provide some 15 new concessions for the fair. Many of these will be food concessions, altho space has also been provided for a few attractions and for firms with unique items for sale.

## Add Improvements To St. John Ex

SAINT JOHN, N. B., June 27.—The construction of a new roof over the grandstand at Exhibition Park here is progressing favorably. Also being added to the grandstand facilities is a new entrance and exit stairway, now under construction.

A fourth stable building, which will accommodate an additional 12 horses, is also being erected. With the new addition, some 100 stalls will be available for both winter and summer use.

ance must create the impression that death lurks in every move. But to be a profitable and continuing venture, the death aspect must be no more real than it is in the current thrill extravaganzas where the mortality rate is unbelievably low in view of the stunts performed.

The decline of harness racing at fairs and the rapid elimination of this largely non-profit sport-attraction has left many day vacancies in grandstand show schedules. A six-day fair has only 12 performances to fill. The long established night revues adequately take care of the evening shows. Thrill shows will do the job on at least one, and often two or more days at many events, and auto racing is almost invariably good for the closing Saturday. That would leave at least two, and most three, empty afternoons staring most of the nation's fair operators in the face.

### Days Go Begging

With anywhere from 9,000 to 40,000 seats going begging on dull days, the fair operator, who has to bundle his earnings in only a week in most instances, continues to hope for something new that will bolster his show earnings by many thousands of dollars.

Some fair managers and bookers aren't sure that the answer is in thrills alone. But if it is, the solution then must lie in jet propulsion or atom chemistry. The harnessing of these modern implements of speed and destruction and their adaptation for show purposes could, some day, be the answer to filling the grandstands which have a ready-made on-the-scene potential audience numbering in the hundreds of millions.

## STRONG FILM PLUG

# 27-Min. Color, Sound Films Bally Tampa

TAMPA, June 27.—Florida State Fair is getting a big build-up thru a 27-minute sound and color film taken of the 1953 fair.

Completed recently by the Ball Film Productions, Miami, two prints have been viewed by service organizations in the Tampa area within recent weeks and after further showings in the section will be distributed thruout the State.

The film, produced for the fair, the Gasparilla Association and the State of Florida, has drawn rave notices from viewers and from the press. Distribution thruout the State will be handled by the fair, with the State Advertising Commission responsible for TV showings.

## MUSICIANS EYE BETTER WAGES FOR FAIR DATES

MONTREAL, June 27.—A resolution calling for an increase in wage scales covering fairs was referred to the board of the American Federation of Musicians, which held its annual convention here this week, with the recommendation that it be adopted. The resolution points out that the scale for fairs has not been raised for many years; that under present regulations an employer can call on a band to play as many as three two-hour performances daily for seven days a week for the sum of \$125 per man per week. This remuneration is out of line with that received by bands playing other engagements, it was said.

## Fair Dates

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The following corrections and additions to the list of Fair Dates were received during the week ended June 26.

The complete list of Fair Dates was published in the issue dated June 27. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for corrections and additions.

### Alabama

Opelika—East Ala. Fair, Sept. 21-26, Frank Culpepper.

### Mississippi

Cornith—Tri-State Fair, Sept. 28-Oct. 3, R. M. Penny Jr.  
Delta—Delta Fair, Sept. 1-7, John T. Gibson.

### Missouri

Hamilton—Hamilton Fair, July 24-27, Tom Drake.

### Nevada

Reno—Washoe Co. Agr. Fair, Sept. 17-20, C. J. Thornton.

### North Carolina

Albemarle—Stanly Co. Fair Assn. Oct. 5-10, Bailey Gullledge.  
Drexel—Drexel Community Fair, Aug. 27-29, Dr. Wm. M. Riggs.  
Leaksville—Tri-City Agr. Fair, Sept. 14-19, C. W. Roberts.  
Lumberton—Farmers' Festival, Oct. 19-24, W. G. Hall.  
Morganton—Burke Co. Fair, Sept. 28-Oct. 3, Mrs. Gene Bollier.  
Mount Airy—Mount Airy Fair, Sept. 21-26, James R. McNeil.  
Williamston—Martin Co. Agr. Fair, Oct. 26-31, Fletcher Thomas.

### Tennessee

Newport—Cocke Co. Fair Assn. Sept. 21-26, Jack Vinson.

### Virginia

Covington—Alleghany Co. Fair, Aug. 17-22, Harry C. Grafton.

### Pennsylvania

Ebensburg—Cambria Co. Fair, Sept. 7-12, Walter Good.  
Edinboro—Edinboro Community Fair, Sept. 16-19, A. A. Adams Jr.

### CANADA

### Alberta

Benalto—Benalto Agr. Soc. July 22-23, G. R. Sterling.  
Battle River (Manning)—Battle River Agr. Soc. Aug. 6-7, J. A. Nichols.  
Grande Prairie—Grande Prairie Agr. Soc. Aug. 4-5, A. E. Galway.  
Lamont—Lamont Agr. Soc. Aug. 10-11, W. F. Ross.  
Olds—Olds Agr. Soc. Aug. 7-8, W. M. Galloway.  
Pincher Creek—Pincher Creek Agr. Soc. Aug. 11-12, Joe Mandeloff.  
Westlock—Westlock Agr. Soc. Aug. 12-13, R. L. Beirsto.  
Wetaskiwin—Wetaskiwin Agr. Soc. July 28-29, Mrs. Doris Kirkwood.

## Yakima to Run Despite Loss Of Grandstand

### Execs to Seek State Aid to Replace Stand Destroyed by Fire

YAKIMA, Wash., June 27.—The 1953 Central Washington Fair will be held September 9-13 as scheduled despite destruction of the \$400,000 grandstand at the fairgrounds here June 18, according to J. Hugh King, manager of the fair association.

Fair board members said they would seek State aid in replacing the stands with a \$1,000,000 steel and concrete structure. The State carried no insurance on the grandstand. The board also said it would investigate possibility of setting up temporary bleachers if a new grandstand cannot be constructed in time for the fair.

## Bloomsburg Orders Canvas Stage Cover

NEW YORK, June 27.—Arthur E. Campfield, Inc., has been commissioned to build a canvas cover for the grandstand stage at the Bloomsburg (Pa.) Fair. The cover will measure 80 by 90 feet and be hung on cables. It will be designed to afford complete protection from the weather during the staging of extravaganzas.

Two others major Pennsylvania fairs have used stage covers for several years. York was the first to adopt the method of outwitting the weather. Its set-up, however, is unique since its steel framework gives it a permanency that no other fair has yet duplicated. The Allentown Fair also added a cover to its grandstand stage. All were built by Campfield.

The stage covers are credited with saving grandstand shows in all but the very worst weather. The saving of one show often equals the entire installation cost.

## New Sanitary Code On Food, Drink Adopted in Conn.

BRIDGEPORT, Conn., June 27.—The Connecticut Public Health Council has announced adoption of a stringent new sanitary code covering food and beverage sales from trucks and other conveyances in the State.

The State health department revealed that the exact number of such mobile canteens were not known, but said that scores of special trucks are currently servicing industrial plants thruout the State, while others seek more latitude in their scope of operations.

The new regulations are designed to control the activities of these mobile food and drink stands in the interest of public health. The necessary authority to enforce the adopted code falls to local health officers. Violators would be subject to fines up to \$100 and three months in jail, or both.

In general, the code requires that food and drink must be protected against dust, flies, vermin, rodents, unnecessary handling and other possible means of contamination, and also, when feasible, should be served from original containers.

## Spokane Picks McCann To Head Concessions

SPOKANE, June 27.—Robert A. McCann has been named chairman of concessions for the Spokane Interstate Fair here.

girls, and 200 head of stock, for the event. Five evening performances are scheduled, with matinees set for Saturday (11) and Sunday (12) afternoons.

## BIG TV BREAK

# Texas-Okla. Football Game To Be Telecast

DALLAS, June 27.—State Fair of Texas will get a nation-wide television break on the opening day of the 1953 exposition, Saturday, October 10.

On that day the traditional Texas-Oklahoma football classic will be telecast as the "game of the day" over the nation-wide hookup. Game is played in the Cotton Bowl, smack in the middle of the fairgrounds.

Fair execs indicate they won't object if TV folks want to swing their cameras around for a fine view of the fairgrounds between the halves, but even without such a break, the telecast will benefit the expo since the football game is so firmly entrenched as one of the fair's annual features.



# Dressing Room Gossip

Continued from page 69

was entertained at the Shrine Temple. Henry Kyes and Loni Harrison played for dancing, and Tiny Sheridan helped with the entertainment.

At Twin Falls, Pete Ivanov entertained Gene Randow and Bob Lorraine at dinner in his trailer. Al Antanucio now has his two chimps working without leads or chain. Now that we are in Indian country, Billy Sheridan is learning how they do bead work in order to make wardrobe.

Harold and Eilene Voise plan to spend a few days in Yellowstone National Park before going to Butte, Mont. Gene Randow, Henry Kyes and the Boyds also plan a trip thru Yellowstone.

Mr. and Mrs. Eugene Slick are spending their vacation with friends on the show. Mrs. Mildred E. Heughan and George Bronaugh Jr. flew in from San Francisco to visit George and Lexi Bronaugh. Another visitor was Stuffy McDaniels.—BOB LORRAINE.

## Mills Bros.

Everyone misses Bill O'Day, whose career covered half a century of circus business.

Myrtle Le Boeuf and Mauricio Droguette celebrated birthdays. The clowns made a hospital show at East Orange. Lisette Antonette and Annie Dobas came on at Pleasantville. Lisette is spending three weeks with her parents, the Antonettes. Mr. and Mrs. Jack Mills' daughter, Arlene, is making spec.

Mr. and Mrs. Fred Timon, Oswego, N. Y., trouped with us thru Jersey. Connecticut fans who motored to Asbury Park included Steve Hill, Bill Donahue, Stan Woodard and Ernie Novak. George Strongman's family was on the lot while show was near his home town, Morris Plains, and Bandmaster Joe Rossi's mother and sister visited.

The Charles Steinsapir family, Cleveland, dropped in for a visit. Other visitors included Dixie Willson, Toby the Clown, Rudy Conway, Tony Gudanowski, Sam Chapman, Sam Brown, Jim and Harry Hassan, Jim Dugan, Ed Reed, Paul Bowers, Charley Geiger, Dick McConnell, Elmer Kemp, the Zaccinis and Poodles Hanneford family.—PROCTOR BAUGHMAN.

## Siebrand Bros.

Mrs. Clark, the Hodgins and Bob Emerico were caught in a snowstorm atop Pike's Peak, and Harry and Herta Froebess went thru ghost towns and a gold mine on their camera expeditions.

High winds and cloudy skies preceded nearly every night performance and held down crowds in Colorado Springs. Show garnered good reviews and several feature pictures in local newspapers. Linda Kay Hodgini made her radio debut when Pancho Roche grabbed her parents for an unexpected interview.

Charlie Hilderra celebrated his birthday with refreshments for all. Rudy Mueller, with elephants Rosie and Judy, played the local supermarket. The VFW, sponsoring the show, was most cooperative.

Foster and Harris, who were with the show last year, visited while playing near-by Camp Carson.—JOE HODGES HODGINI.

## Polack Western

Two semitrailers were used for dressing rooms at Bakersfield, Calif. The Wong troupe cooked delicious Chinese dinners in their motel. The Ward-Bell girls debuted new warm weather wardrobe of metallic nylon.

Joe Sherman's sudden service taxi is again accommodating the clowns on outdoor dates. Sonny and Jean Moore give their pouches a cooling dunk before each matinee. Betty Bell lost her stamp book. Wally Newbury envies his son, Dean, who went riding in the cab of a Southern Pacific locomotive.

Pink and June Madison have a new house trailer. June's sister, Mrs. E. L. Messner, and aunt, Mrs. Frank Woods, visited along with Mr. and Mrs. Materry. Sis Madison and Joyce Ward drove up from Los Angeles.

Ruggera Zoppe is practicing iron jaw under Barbette's direction. Fred and Jean Merkle visited with friends and relatives at Bakersfield, and Janice Voise's son, Joey, returned for a visit.—HARRY DANN.

## Hagen-Wallace

Our Canadian tour so far has been gravel roads with lots of dust. We were joined at the border by two additional troupes, Tom and Tiny Twist with their performing chimp, and the Arlene troupe of aerialists. Visits were exchanged with the Wallace & Clark Circus when we played near by.

Richard Spencer, concessionaire, purchased a new house trailer just before we entered Canada. Bill and Dorothy Hill's oldest son, Billy, flew from Pennsylvania to join us at Yorkton, Sask.

Schools in Canada, which have much longer sessions than in the U. S., are still in progress. Our Sundays off are certainly quiet, since no theaters or even juke boxes operate.—BEVERLY ALLEN.

## Tommy Scott

Shortly after our recent stand in Denver, Jimmy Winters and Sammy Barnhart left the show. They have been replaced by Ray Whitley and Rich Collins. Little Sandra, who does a swinging-ladder act, fell and broke three ribs in Denver but refused to give up. She worked the highest this season on that particular performance. Rich Collins was hospitalized for 10 days before the Denver stand but is now back with the show. Jimmy Wayne and Clarabel bought new wardrobes while in Denver. Gaines Blevins has a new electric guitar, Floyd Arnold has a new Packard, and Tommy Scott had a new paint job done on his Cadillac.—FLOYD ARNOLD.

## Hagen Bros.

Mr. and Mrs. Frank Francois replaced Dan Stewart, chef, who retired because of ill health. Blackie Martin and his troupe of Dalmatian dogs joined at Springfield.

At Indianapolis, Mr. and Mrs. Melvin Olson, CHS fans, gave a birthday party for Jack La-Pearl. During the long pants clown gag Harry Allen, general manager, paid tribute to La-Pearl's 50 years in show business.

Donna Pyle, daughter of Mr. and Mrs. Paul Pyle, is show's candidate for queen of Outdoor Show Business. Jack Banta cut an artery in his leg at Dayton. During Banta's absence, Bert Wallace, equestrian director, is working his Liberty act alone.

Fancher Pierce has a new house trailer. Mrs. Maxine Allen has added a hand-tooled, cut glass bowl to her collection of antiques.

Visitors included Bob King, Mr. and Mrs. Leo Francis, J. O. Goodrich, personnel of Bakers United Shows, A. J. Barlost, Mr. and Mrs. Vern Smith, Mr. and Mrs. Earl Fisher, George Piercy, Chalmer Condon, James O'Conner, Paul Bowers, Mr. and Mrs. Don Smith, John Fulgum, Eddie Woekner, Mr. and Mrs. Doc Pyle, Cal and Torchy Townsend, Ross Engles, Buster Helen and Helen Haag Hayes and the Conover family.—JACK LAPEARL.

## Ringling-Barnum

For our Canadian tour we have the Canadian flag in our finale and also Canadian flags fly over the big top, cook house and menageries. Justin Jr. went over big in Quebec, speaking French to the audience.

Prince Paul had a big day when we played his home town, Bangor, Me. At Springfield, Mass., the Mary Jane Miller Tent, CFA, honored Mary Jane with dinner and a gift. Jeanette (Mousie) Rix, 3, and Felix Adler celebrated birthdays with parties.

Mr. McElwee has been touring with us, and Father Ed Sullivan was a daily visitor in New England. Toni Scott has been ill. Lou Jacobs closed the season.

Visitors included Mrs. Paul Alpert, Mickey King, Mr. and Mrs. Paul Jerome, Mr. Pringle, Mr. and Mrs. Ireland, Mr. and Mrs. Tomer, Bobbie Heyman, Joseph McCarthy's brother and family, Mr. and Mrs. Tomlinson, Bette Davis, Mr. and Mrs. Joe Carberry, Mr. and Mrs. Harry Howard, Albert P. Roach, Joseph S. Bourgeois, Allen E. McCarthy, Mr. and Mrs. John Wagner, Mr. and Mrs. Sam Cossin, James McKenna, Mr. and Mrs. Everett M. Smith.—MARY JANE MILLER.

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# JOAN BRANDON

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## CORRECTION

In the BONNIE LOU personal appearance ad on Page 81, June 27 Summer Special Issue, one of the telephone numbers of KEN SMITH, Mgr., WLW Talent Promotions, was listed incorrectly. These numbers should be DUbar 5288 or 1926

Miss BeBe Says

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## SEARLE MARKS 29TH YEAR

### Suburban Looks to Good Season Despite Growth of Competition

By FRANK LUPPINO JR.

MANLIUS, N. Y., June 27.—Altho optimistic about the outlook for the current season, Fred W. Searle, owner-manager of Suburban Park, said here this week that many problems which make the operation of an amusement park an increasingly difficult task, now beset the park operator.

Drawn upon his 29 years of experience in running Suburban Park, which is 11 miles from the heart of Syracuse, Searle pointed out that many other outdoor attractions vie for the business which heretofore normally came unsolicited to the park operator's door. As an example, he cited the large number of drive-in theatres which are springing up near every city, town and village. Many of these, he explained, have added kiddie rides, free attractions, stagershow and fireworks in an attempt to increase their patronage. All these extras now provided by the drive-in, he said,

are attractions previously associated almost 100 per cent with amusement parks.

Searle also pointed out that the up-State area is also seeing the birth of a number of groves which are drawing picnics and outings, both small and large. The majority of them, according to Searle, provide no rides or entertainment for the groups. Picnic tables, benches, fireplaces and a ball field usually comprise the facilities provided outside of the usual refreshment stand.

#### Groves' Competition

These picnic groves, he said, do not operate, in most cases, with anything that would be called a full-time staff. They are almost invariably a part-time enterprise, owned and operated by individuals who enjoy full-time jobs and who spot their family members in the refreshment stand, supplying supervisory employees either in the picnic groves or in the parking areas.

Additional park patrons will be attracted, he said, to the Vernon Downs race track near Utica, N. Y., which will open in July and feature pari-mutuel betting.

Searle also pointed out the little increases that constantly occur in the food and refreshment buying for the park. "You just can't keep passing these increases on to the customers," he said, "or you'll price yourself right out of the market and create the impression that you're a high-priced place of amusement."

#### Undecided on Acts

The park will probably not use any free acts this year, Searle said. He has used free acts in the past from both the Al Martin Agency, Boston, and the George A. Hamid firm, New York. Searle said that he may reverse his decision later in the season, but that the added expense of free acts was not now normally justified by the additional patronage that could be attributed to the appearance of such free acts.

The funspot owner also related his experiences with name bands last year, the use of which failed to justify their expense. Altho poor weather caused an expected decline in attendance, Searle said that he was discouraged with the use of name bands as a drawing power. Last year he used such bands as Buddy Rich, Woody Herman and Stan Kenton. Ken-

ton, who has been touring the country on one-nighters and enjoying great success in a package show along with Nat King Cole and other top talent only drew some 300 persons last year when he appeared at Suburban Park with his orchestra.

Searle uses his ballroom for dancing on Friday and Saturday nights only. The other nights are devoted to roller skating. A 60-cent rink admission price prevails, with an additional 25-cent charge made for skates. Round and square dancing has proven the best draw. The Ozark Mountain Boys provide the music on Friday nights, with the Rural Rhythm Boys taking over the stand on Saturdays. No name bands will be used this summer.

#### Kiddie Rides Nine Cents

Searle's rides and attractions are moderately priced. As an example, the park's kiddie rides are priced at nine cents, three rides for 25 cents. The Merry-Go-Round cost is seven cents for children under 12, with four rides priced at 25 cents. The adult price is 12 cents, including tax. The Coaster, Skooter, Pretzel and similar rides are priced at 20 cents. The Miniature Train, powered by a Cagney coal-burning locomotive, runs thruout the park's extensive acreage, and the better-than-quarter-mile ride costs 15 cents. Posted on the ticket box for the train ride is the following listing: Train, 13 cents; tax, 3 cents; total 16 cents. Beneath the 16-cent figure is the wording showing a reduced price of one cent, thus bringing the total cost of the train ride to the 15 cents mentioned above.

Picnic bookings for the park look good for the summer, according to Searle. Several large Syracuse companies are holding their annual picnics and outings at the park. Some 2,500 members of the Brown-Lipe-Chapin Company will picnic at the park, as will some 1,000 members of the Baker's Union and their families.

Searle has had his park for sale, but to date he has not concluded any negotiations. He said that he had been running the park for 29 years and would like to retire if he can find a buyer who will continue operating the park in the same manner of community responsibility that has marked his direction of the funspot.

### Dallas Sets Low Admissions As Pitch for July 4 Volume

DALLAS, June 27.—State Fair of Texas will present fireworks in the Cotton Bowl Friday (3) and Saturday (4) but will omit acts which have accompanied fireworks shows in past years.

Idea is to try for volume with the inducement of free pink lemonade and snow cones inside the stadium. Ticket prices are 50 and 25 cents. With low nut and big volume, theory is that show will do as well if not better than in previous years. Adjacent State Fair Midway gets benefit of the low-off.

Program is being sold as an "old-fashioned Fourth" with good size ads scheduled in Dallas dailies utilizing old-fashioned type and copy approach of the Gay '90's.

Thearle-Duffield, Inc., of Chicago, is furnishing the pyro display for both nights, with Jimmie Marchetta scheduled to do the firing. R. G. McElyea, of Fort Worth, has contracted to furnish the pink lemonade and snow cones. Brass band led by Ralph Beck will furnish music.

Last year, one-night show sponsored by Dallas Variety Club drew about 30,000 into the bowl. Show was headed by Mickey Rooney. In 1951 "Grand Ole Opry" was featured and in 1950 the fair presented five-night show with a bevy of clowns and circus acts.

#### Kids' Day Pushed

On Saturday (27), the Dallas Times Herald along with its radio and TV stations sponsored by Kids'

Day on the midway behind exceptionally strong publicity. Paper carried coupons and pictures of rides daily. Each coupon was good for a particular ride when presented with 5 cents. On Friday (26), the fair bought a three-quarter page ad to print one coupon for each of thirty rides on the midway. Promotion was set up by Fred McFalls Sr., president of Fair Park Amusement Owners' Association, and Joe Rucker, special events director of the fair.

June 19, traditional holiday for Negroes in Texas, was as big as ever so far as attendance was concerned, midway superintendent Fred Tennant, reported. However, money was a little off, he said.

Midway advertising schedule has been re-framed to eliminate small amusement page ads and replace them with periodic big space selling free acts hard.

### Detroit Spots Get 1st Week-End Break

DETROIT, June 27.—Local parks enjoyed their first entirely satisfactory week-end of the season, combining good weather and good crowd turnouts both major days (20-21). The temperature hit close to 100 Saturday, a little cooler on Sunday, and made beaches and outdoor attractions popular.

Despite the long procession of partly rainy week-ends, spending has been good, and parks in the city area have been a little ahead of last year.

## SEEKS OUTINGS

### New Eng. Group Aims Ad Series at Industry

HAMPTON BEACH, N. H., June 27.—A series of ads directed to New England's industrial recreational and personnel managers has been launched by the New England Association of Amusement Parks and Beaches.

Association President John J. Dineen, operator of the Hampton Beach Casino properties here, said that the ads, running in The New Englander, official organ of the New England Council, a promotional group for the area's business, were designed to get to the persons responsible for the formulating of outing plans involving a big percentage of the working forces.

In addition to offering help in the planning of outings and picnics, the ads remind executives that the facilities operated by members of the association cover a six-state area and are ideal sites for the holding of sales meetings and other business conclaves.

#### Progressive Approach

Dineen and other members of the association have long demonstrated a progressive approach in selling, and operational matters. The use of film clips on television was inaugurated a year ago. The message was designed to sell the recreational opportunities offered by the parks and beaches generally, while the promotion of individual spots remained the job of the local operators.

According to Dineen, the association can best function by creating a general awareness of the low-cost family-type recreational outlets provided by the member units. There has been little effort along these lines in the past.

### 12 Pyro Displays Are Skedded For Rockaways

NEW YORK, June 27.—Fireworks will again be a weekly feature at Rockaway Beach, it was announced this week by the Chamber of Commerce of the Rockaways.

The first display will be held offshore on a barge Wednesday (1), and on every Wednesday night during July and August. No fireworks were used last year, due to the lack of a sponsor, but public pressure induced the Chamber of Commerce to renew the weekly presentations this year.

Special subscriptions from concessionaires and business interests of the community will cover the costs of the displays. The International Fireworks Company will provide the shows.

The first display will salute Mayor Impellitteri for his efforts in obtaining approval for the extension of the city's subway system to the Rockaways thru the purchase of the Rockaway Division of the Long Island Railroad. Construction work in readying the line for subway use is now underway.

### Coronation Starts Ont. Spot Strongly; New Train Scores

ORILLA, Ont., June 27.—Hugh Grant opened his Couchiching Park Pavilion, adjacent to a city park, here on Coronation Day (2) and got the season off to a good start. Layout includes a new Kiddie Train ride bought from the Miniature Train Company, Rensselaer, Ind. It carried 1,200 passengers in the first three hours.

Fireworks show was given for the coronation, and the mayor cut a ribbon to open the spot. The pavilion has been redecorated and the ballroom has been modernized. Remodeling includes a fountain with colored lights in the center of the dance floor.

with individual enterprises having to rely entirely on their own resources to create this awareness and to sell their facilities.

The New England group has worked closely with the New England Council in the past and with other organizations designed to publicize nationally the recreational facilities offered in their area.

### Rye to Begin Free Acts on July 6

RYE, N. Y., June 27.—Playland Park will start its free act presentations on Monday (6). First bill will present Gautier's Steeplechase and the Sky High Alcidos. Acts will play one-week stands and will give two performances daily, at 3 p.m. and 9 p.m.

On Saturday (3), the park will present a special fireworks display for children and will have a special patriotic pyro display Saturday, the Fourth of July.

The Meseck Line, which runs daily trips to the park from Jersey City and Manhattan, will inaugurate a new service tomorrow (28) when it begins sightseeing trips from the park around Manhattan and return. The trips, which will run daily except Mondays, will afford Westchester County residents their first opportunity to make the sightseeing tour around Manhattan and the New York harbor without traveling to Manhattan to board sightseeing boats there.

#### Crabbe to Appear

On two Fridays, July 10 and August 14, Buster Crabbe will appear at the park with his horse, Tarzan. Crabbe has been plugging his Playland appearance via his TV program to members of his Buddies Club. Thru the medium of his show, Crabbe is offering combination low-cost tickets for the moppets to use in traveling to the park via the Meseck Line. The tickets will also entitle them to refreshments and attractions at the park.

### Radio Quiz Aids Willow Grove

PHILADELPHIA, June 27.—One of the major attractions at Willow Grove Park this summer will be WIP's radio quiz show, "Kitchen Kapers," every Wednesday night at 8 in the park's pavilion. Mac Maguire, who is also known for his "Start the Day Right" record program on WIP every morning, will emcee the program, assisted by announcer Johnny Wilcox.

Contestants, drawn from the park audience, will hear themselves on the air, as it is planned to record each evening's proceedings as two separate shows and to air them over WIP the following mornings.

"Kitchen Kapers," which has been touring the Philadelphia area for the past several years, will be playing its first park engagement at Willow Grove.

### Conn. Ops Get 1st Red One of Season

WEST HAVEN, Conn., June 27.—The first real weather break of the season brought capacity crowds Friday, Saturday and Sunday (19-21) to this resort, and most of the 38 rides did big business, according to Charles Kyle, of Kyle Productions, New Haven.

Lighthouse Point, owned by the city of New Haven, also drew record crowds, and amusement operators are looking for big business over the July Fourth week-end, given good weather, said Kyle.

### Operator, City Clash; St. Paul Spot to Shutter

ST. PAUL, June 27.—After less than two months' operation, Rocco Schiavone, operator of Rocco Shows, will close his Harriet Island Amusement Park in the heart of downtown St. Paul and alongside the Mississippi River.

While his letter to the city council Friday (19) only said he was taking advantage of the 15-day cancellation clause and that he could not set a definite shut-down date, it was understood Schiavone would close Monday (29).

The Harriet Island project was dreamed up by city officials with Schiavone's co-operation. It has run into snag after snag since signing for a one-year contract with a five-year option. Some councilmen frowned on the city operation at the outset and later tried to block beer sales. Then came a hassle about whether the city parks department was to provide clean-up service at the funspot. Playground, picnic and lighting equipment promised by the city was not forthcoming. City also failed to provide police protection, Schiavone said.

#### One Big Picnic

Promise of picnic business brought only one major outing, with Schiavone charging that the city parks department failed to steer prospects to his place as arranged.

By Friday only four of the original 12 concessions remained, and two of them were office owned. Schiavone operated five major and five kiddie rides. He offered to continue running the kiddie devices and pavilion, but the city parks executive opposed partial operation.

City was to get 10 per cent of the spot's take. Schiavone figures his loss would be about \$1,000 exclusive of contracts lost when he took his carnival off the road to handle the St. Paul deal.

### Bob-Lo Picnic Booking Heavy

DETROIT, June 27.—Business has been running about even with last year at Bob-Lo Park. Picnic business is heavy, with a number of big excursions booked for the next two months. Accessible only by excursion boat, Bob-Lo is largely dependent upon these special events. Major picnic to date was held by the Detroit Shriners, who paraded thru downtown Detroit to the dock. Both church and school picnics are being heavily booked currently, according to Ray Scheetz, general passenger agent.

Park was host to the cast of "South Pacific" for a day.

COAST TO COAST

3 Unit Funspot Operation Keeps Harry Illions Busy

JAMESTOWN, N. Y., June 27.—Park owners, solid citizens of the cities where they operate their funspots, usually are on hand for the annual opening of their amusement operations. Their tasks are doubly complicated when they own two parks, and when the owner of two parks is not in attendance at the opening of either of them, it is interesting to learn why.

But when the owner of two parks is 3,000 miles away supervising a third funzone installation, amusement operators can easily understand his absence. However, they are probably anxious to know who has three such operations.

The individual in this case is Harry A. Illions, who paid his first visit of the season to his Celeron Park here and to New Liberty Park, Buffalo, after returning from the West Coast.

His purpose in visiting the West Coast was to inspect the progress being made in construction and refurbishing work of the funzone of the Los Angeles County Fair, Pomona, Calif. Illions is currently endeavoring to build the amusement segments of the fair to a point where they will compare favorably with a world's fair fun area. A sizable crew is working toward that end

at the fairgrounds, where the annual will be held September 18-October 4.

But Illions, whose staffs carry on in an efficient manner during his absences, reported that he was more than pleasantly pleased when he returned East and noted the excellent work his park managers, Ella Swank at Celeron, and Carl Rothfuss and W. B. Davis at New Liberty, had done in preparing the two parks for the current season.

The parks had been completely refurbished, and at Celeron an avenue of flags had been erected. Located along the main avenue inside the park, poles have been erected which fly 8-by-12-foot American flags at a height of 28 feet.

Celeron Park boasts 22 rides; New Liberty has 20. The task of preparing the rides, as well as other park attractions and equipment, was a difficult one, according to Illions, but was handled expertly by the park staffs.

He feels extremely optimistic about the current season. He says his feelings are buoyed by the large crowds currently visiting his Western New York State parks, a high percentage of them motoring considerable distances to satisfy their amusement leanings.

Coney Island, N. Y.

By UNO

Chie's of the Coney Island Carnival Company, a group in charge of the arrangements for the Mardi Gras to be held Labor Day week starting with a fireworks display, were named by the Chamber of Commerce at a meeting last week. W. Kenneth Bourke, manager of Feltman's, was appointed president; Murray Handwerker, of Nathan's Famous, first vice-president; Harold Kirsch, of Kirsch's eatery, second vice-president; Leonard Tria, treasurer; Edwin Watson, assistant treasurer, and William A. Nicholson, secretary. Committee heads are C. J. Hilbert, floats; Fred Moran, baby parade; Alfred Garms, prizes; John Ward, music; Daniel Lane, decorations; Louis Molinas, permits; George C. Tilyou, parade; Alfred Shaw, participating organizations; I. J. Klein, finance; Thomas Tesaura, entertainment; Harry Novins, parking and traffic; Leonard McCullough, special features, and Monroe Ehrman, publicity. The fete, discontinued for four years, will tie in with New York City's 300th Anniversary celebration. Several floats will be built to depict important events in the history of the municipality. No parade is skedded for Saturday night, September 12, in order to allow for continuous revelry.

Added to Steeplechase Park's curios last week is an interesting "crazy clock" erected just outside Television Hall and thrilling constant spectators. It stands 22 feet high, just half the size of the original now on view at Festival Gardens, London, and first shown at the Festival of Britain in 1951. Bells chime and animated action starts every 15 minutes when, on one side up pops a male bell ringer, a zoo keeper. Then on the other side, Uncle Sam yanks up four fish on a rod. Next a pair of folding doors in the middle open to reveal numerous clock dials lettered "Guinness," revolving over a moving parade of toucans. Topping the entire is a group of monkeys suspended from a circular set of trapeze. The entire is a sort of advertisement for Guinness Stout. Mechanics in charge are Albert

Tashjian and Phillip Scherer. Cost of its manufacture in England was \$10,000, and it took \$,000 more to transport it here. The two-ton-odd timekeeper will remain in the park until September when it will begin a coast-to-coast tour. Other appealing oddities are on exhibit this season in a corner of Television Hall where are a lot of oil paintings surrounding four locomotive replicas under glass on tables.

Promoted by Frank Garto and operated by Bill Astle in a site leased by Phil Kravitz on Surf is a new underwater show, via a tank featuring Eileen Dawn as Neptune, a former chorine in niteries and once of the Buddy Thomas dancers of Boston. The apparatus came here from Lynn, Mass. Also in the spot is Walter Lenz, magician. Garto is now associated with the Garroway's Walking Charlie on the Bowery.

Scotty MacLean, a nitery performer in Atlantic City, has written the words and music of a song labeled "Summertime in Coney," now being featured on the Million-Dollar Pier Merry-Go-Round. Edith Purdin, inside lecturer at the Palace of Wonders celebrated the first anniversary of her grandson, Van Allen, June 20, at the home of the youngster's parents, Mr. and Mrs. Victor Milana, New York. Dad is a TV engineer, and grandfather is Ajax, former sword swallower.

Harold Macklin manages Gus Wolff's refreshment concession at the McCullough Bros' kiddie p. Surf and W. 15th.

Moe S. Silberman, this year's proxy of the Chamber of Commerce, has remodeled his entire 5-Star Final game on the Boardwalk. A new glass front is one of the features. With Moe himself managing as proxy of the operating company, his wife, Sadie, is assistant manager and vice-president. On the staff are Irving Silberman, Alfred Klopfer and Abe Rose, mike men, and Frank Fariano, Harry Richter, Louis Bunis and Allen Miller attendants. This game started in California 22 years ago. Its Coney existence now totals 20 years.

Ase Raven, a Norwegian miss by birth, and well versed in four languages, is the new assistant to Frank Tilyou and Milton Berger in Steeplechase Park's publicity department. On June 30, a memorable event was the ground-breaking ceremony of the New Cone, 17th and Memorial Hospital at Ocean Parkway and Avenue Z, with the backing of the Mayor and commissioners of the New York City departments of hospitals and public works.

Overhead lighting on Surf Avenue from W. 5th to W. 23rd and on all of Stillwell Avenue, on this season's list of promotional activities, expected to be completed by July 3. Mack Goldman is the inventor and

FIRST ONE

N. E. Ops Get Big Week-End In Heat Wave

BOSTON, June 27.—After waiting for three week-ends, beach resort funspots, parks and lake and roadside ops in the area finally got their red one. A heat wave wafted into the Hub Friday (19), and the mercury went to 85. Saturday (20) it hit 98, breaking a record and topping the temperature high for the year. Sunday (21), came thru for the first time this season with a welcome 81 for the worrying ops.

The Hub's famed east wind broke up the three-day heat wave, which sent thousands scurrying to the beaches, most for the first time this season. Saturday was the big day, however. Most of Greater Boston's population, basted by Friday's heat, headed for the beaches early in the a.m. on Saturday. Police estimated 100,000 at Revere; 75,000 at Nantasket and Paragon Park; 50,000 at Hampton Beach, N. H., and 40,000 at Salisbury. Parks and lakes drew heavily, too. Figures on Sunday were not as high, but pleasing enough.

Heat Wave Booms Eastern Business

NEW YORK, June 27.—A long overdue hot week-end gave many Eastern operators their best grosses of the season when 90-degree temperatures held in clear weather on Saturday and Sunday (21-22).

For many it was only the second clear week-end they have encountered since they began operations on Memorial Day, May 30, or before. The losses to rain and cold on the all-important Saturdays and Sundays have been tremendous and, while earnings last week-end were reported good by everyone, it will take many more such sessions for grosses to catch up with figures tabulated last year for the same period.

While the weather a year ago was regarded as particularly bad by many operators, the bad breaks experienced this season are reported the worst in history from many quarters.

No Picnic Stimulant Actually, the weather was far from perfect for inland operations depending to a large degree on picnic trade. It was too hot, and the transition from the wet, cold week-ends of the past apparently was too much for many of the usual picnickers to cope with.

Operators of such resorts bemoaned the fact that the spring was just about entirely lost. The extreme hot weather that is likely

thru the next couple of months will bring out different crowds with different spending habits.

The beaches got the biggest crowds, as expected, with Coney Island and Rockaway Beach reporting their first million totals for a single day this season. Shore spots from New England all the way south thru Virginia, where amusement rides and other operations are very much a part of the picture, all reported big turnouts and good business.

The hot weather has continued thru the week, and early reports are that the clear, hot weather will continue thru this week-end, making for another bonanza stimulant.

WANT TO BOOK MAJOR RIDES

PLAYLAND PARK

Plattsburg, N. Y.

70 million dollar air base starts here this season. Ground floor proposition for the coming boom.

CHARLES F. LAMERE, MGR. Phone: Plattsburg 2474

WANT RIDE SUPERINTENDENT

For small Midwest Amusement Park. Experience and references required. Year around salary. Living quarters for couple, all utilities furnished.

Box 740

c/o The Billboard, St. Louis 1, Mo.

EVER DREAMED OF OWNING YOUR OWN LAKE

Sure you have—and now you can own a beautiful estate with one of the few private lakes in Illinois. 35 acres of clear spring-fed water. Glorious 105-foot brick ranch home. Located on hill-top peninsula with inspiring view of lake and country side for miles. Write, wire or call for details.

L. E. HELLEM

Grant Park, Illinois Phone: Grant Park 3791

FOR SALE

1949 Le Roi motor for Ferris Wheel. 1951 Le Roi motor for tilt. Both in A-1 condition.

WONDERLAND PARK

W. Fort & Pennsylvania, Wyandotte, Michigan

PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Spice, Rice and Mice

Continued from page 64

of animals upon Stateside arrival. He was frank to admit that his standing unconditional guarantee policy on animals he sells has proven its merit.

Trefflich keeps two animal stations manned the year round for the acquisition and shipping of specimens. He has one station in India and another in Freetown, B. F. A., as well as monkey collectors in the Philippine Islands.

Trefflich is a leading supplier of animals for research purposes, some 75 per cent of his business being of that type. He imported some 1,800 rhesus monkeys from India in April to take care of normal research demand during the April 1-August 31 period when an embargo is imposed on the export of simians by the Indian government.

Import Problems

The regulations concerning the importation of certain animals also should be a stumbling block to the uninitiated and should be a prime source of investigation by those contemplating entry into the business. Camels, for instance, are ruminants, and because of their cud-chewing habits, are susceptible to foot and mouth disease. The U. S., Australia, Ireland, New Zealand and Canada are the only countries free from such disease. Despite the fact the IF&C corporation is bringing camels from Australia, they still have to place their animals in quarantine for at least 30 days in Clifton, N. J.

The acquisition of specimens is not the end of the job for any importer. He must acquire a sufficiently large quantity of specimens to make a shipment profitable. While this period transpires, the cost of feeding and maintaining animal health goes on. Once a consignment is ready for shipment, it must be carefully supervised during loading. It must be carefully attended during shipment, especially on long voyages, and the necessary food must be provided. Protection also has to be provided for large animals that are caged on deck of the ship. Then after the transportation cost has been paid, the unloading and subsequent handling - to - quarantine cost enters the picture. Then, after quarantine, in applicable instances, the animals can be delivered.

Trefflich employs cargo planes to move many of his specimens. He once used cargo planes to fly baby elephants to this country. Upon arrival in the U. S. from Europe, he was presented with a bill for food. The elephants had preferred to eat the cabin insulating material in lieu of the fare provided for them.

Trefflich, despite his 25 years of

experience in the business, still frequently runs into headaches. From his New York Fulton Street headquarters, monkeys manage to escape on occasion, with firemen, policemen and the general public aiding or attempting to aid in the recovery of the elusive animals. The resultant publicity favors Trefflich despite the aggravation the monkey escapes cause him. The police and fire departments however, are not in search of publicity in monkey-recovery rescues. Spokesmen for these municipal departments have advised Trefflich that repeated escapes of the monkeys might make him liable under some ancient city ordinance which might put him behind bars instead of his monkeys.

But Trefflich says that he certainly doesn't release animals for publicity. Changing regulations thruout the world governing animals, rising transportation costs and supplying established clients more than fill his time. In addition, he is authoring a book, "They Never Talk Back," which is being readied for fall release.

If the few hindrances to animal importation mentioned here are not sufficient to deter a prospective importer to think twice, the Bureau of Animal Industry, a division of the U. S. Department of Agriculture in Washington, can supply information detailing animal importation requirements, as can the U. S. Department of the Interior and U. S. Public Health Service, not to mention the Customs Department.

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## Poor Starts, Lack of Big Ones Worries Stymied Show Managers

NEW YORK, June 27. — With the season one-third over, show owners and operators find themselves facing pretty much the same problems they started with. In many instances, the problems and the concern they cause have been multiplied. While the solutions must, of course, lie in the future, there are some who are beginning to wonder if they would relish a revealing look into the crystal ball.

No regular pattern of booming business has been formed anywhere in the Eastern sector. If the potential is there, the weather has pretty much ruled against it so far. Naturally, the piling up of lean and unprofitable days provides a formidable mental block when looking into the future. Although born optimists, there are now impressarios who admit that their bouncy, jaunty manner has been deflated and that the needed mythical inflationary dollar pump doesn't seem to be anywhere near.

The ageless old-timers, whose tranquility has carried them so far in life, know that the mental depression apparent now is a usual thing at the usual time after a muddy spring. They hold that the future is bright. But to some of them it makes little difference either way since their status is constant. The guy faced with putting together a payroll and moving costs can't conjure up the money out of dreams and prospects.

### Help Problem Acute

The help situation which has remained an acute problem thru all the years of high employment is often reported worse, only rarely a little better, than it was at the start of the season. The claim of full working crews and complete satisfaction with the muscle forces in one week has often been

followed by frantic ads for replacements the next.

Normally, the scarcity of working men means full employment and a booming economy and, while the job of moving and operating is harder, the rewards are considerably greater. The foregoing formula is fine when it works out, that is when the profits are forthcoming, but when the dollar balm is lacking, the work load seems even heavier and harder than it is.

Unfortunately, some shows have blanked out at still dates which followed long periods of rainy weather. They had hinged their hopes on clear weather. When big earnings didn't immediately materialize, they wondered if they were faced with a dismal season.

A year ago the story was just about the same for many operators. But many of the problems were solved at the fairs, as the annuals came thru in grand style. Most organizations got well, with only a few hobbling into winter quarters.

While it takes good business virtually from the start to make for a truly big season, the fact remains that a good season can be put together in only half of the working weeks, and there is still ample time for the fashioning of a winning tour.

## RAS in Record Run to Brandon From Peoria

### Sedlmayr, Exhibition Executives Schedule Saturday Preview

BRANDON, Man., June 27.—The first section of the Royal American Shows train arrived here Monday (24) in mid-afternoon, with the second section running about one hour behind. The trains had left Peoria about noon Monday (22).

Carl J. Sedlmayr Sr., RAS owner, conferred immediately upon arrival with execs of the Brandon Exhibition and as a result a preview of the midway was skedded for tonight, opening up the opportunity for additional income. The exhibition officially opens Monday (29).

Record-breaking run in here was credited in part to the effective work of Trainmaster Wallace Cobb and to the intensive make-readiness of Secretary-Treasurer Walter Devoyne in preparing the show's manifest and immigration papers for presentation at the Canadian border.

The Brandon Shrine Club will give its annual breakfast to the Royal American Shrine Club Sunday (28) at the Flyer's Club here.

While in Peoria, Sedlmayr purchased two new Diesel light plants and two new Caterpillar tractors from the Peoria Tractor and Equipment Company. All four pieces were immediately put into use.

## Wade Greater Business Edges Ahead of 1952

DETROIT, June 27.—The Wade Greater Shows, originally the W. G. Wade No. 2 Unit, have enjoyed business a little ahead of 1952 to date, playing entirely in the vicinity of Detroit and suburbs. The show opened in the city at Russell and Erskine streets on April 6, and has moved at one and two-week intervals since. The stand last week at East Detroit was reported among the best for the season.

The show will open its fair (Continued on page 76)

## NSA Okays W. 56th Clubroom Location

### End to Long Search for Space Seen; Lease Signing Expected Within Week

NEW YORK, June 27.—The obtaining of new clubrooms neared realization here this week when it was learned that a binding deposit had been made on space in a West 56th Street building suitable for use by the National Showmen's Association.

The lease-signing is expected to take place during the next few

days and has only been held up pending the settling of one minor point and agreement thereto by the building's owner.

The acquisition of suitable space for clubroom purposes for both the parent organization and the Ladies' Auxiliary has long been a matter of discussion and exploration. In the past, several suitable accommodations seemed a certainty, but were nixed in last-minute negotiations because of some minor points. The club last year almost bought the Sharon Hotel building, but unforeseen difficulties precluded acquisition of the property.

### Deal Falls Thru

More recently, suitable space in another building was under consideration and would have involved buying the lease of the present tenant whose lease had reported three years to run. Investigation by members of the building committee disclosed the term-to-run of the lease was little over one year, and they decided against moving into space with such short lease protection.

The task of obtaining clubroom space has been a difficult one for members of the building committee and the officers and directors of the organization. Most of them are actively engaged in the pursuit of their businesses, which requires their presence, in most cases, in locales far removed from the New York area.

Their labors, on behalf of the club and its members, appear fruitful in the latest move, and it appears evident that the deal will go thru. The space involved in the current negotiations is located on the street level on West 56th (Continued on page 76)

## Weather Aids World of Mirth At Pawtucket

PAWTUCKET, R. I., June 27.—Good weather thruout the run here and the promise that it will continue fair thru tonight should give the World of Mirth Shows a fair earning in its first appearance here in a number of years.

While its long-time absence means that no norm for judging the date is available, the crowds have been reported good and spending brisk on occasions.

Originally set for the usual week period, the date has been extended to run thru next Tuesday (30). This was done to make it possible for the show to entrain on Wednesday (1) for Lowell, Mass., where it will set up for a two-day holiday run.

The move into Lowell will be a comparatively simple one, and all units are expected to be in readiness there on Thursday (2).

## Bad Weather Dogs Sullivan's Show In Canada Swing

### Rain Cuts Regina Business 20%; Unit Moves Into Class B Fairs

REGINA, Sask., June 27.—Harassed by bad weather since the start of the season, James P. Sullivan's Wallace Brothers Shows, from Simcoe, Ont., had another week of the same here before moving on to Lethbridge, Alta., where the org opened its annual tour of the 14-town Western Canadian Class B Fairs circuit Monday (22).

Until Friday (19), Sullivan's outfit was about 15 per cent ahead of last year on the Regina date and then rain and cold knocked the gain for a loop. Outcome was 20 per cent below last year, according to Sullivan.

Org, which stops here each year under Canadian Legion auspices, played its second season on the machinery exhibit site at the fairgrounds. Weather, tho not as cold as for the 1952 stand, was unsettled. Rain cut into the opening night, a storm threat fouled up the Wednesday children's day and rain on the final day washed out the second children's day.

### Top Grossers

Top grossers to date have been Alfie Phillips' water show, with Corky Kellam manager, and Ollie Mae Bishop's Cherry Blossom Revue, a fast-moving Negro revue out of Washington, D. C. Latter had the edge in Regina as the water show was hampered by the cold.

G. N. Burns' Horror Show holds up well, if and when the weather is good, according to Sullivan. Other shows are the "Lord's Last Supper," operated by Sandy McKague, and the Carbo Sanders reptile show.

## S. E. Michigan Dates Are Down For Lee United

DETROIT, June 27.—Business has been considerably under 1952 for the Lee United Shows in Southeastern Michigan. Best week was Fenton, opening May 4, which was the tee-off stand.

Six rides are being carried, plus an average of three shows and about 20 concessions.

### Personnel follows:

Charles H. Lee, owner-manager; Lon (Slim) Bishop, general agent; Glen Preston, electrician; Earl Rickey, superintendent.

Rides—Merry-Go-Round, Ulysses Flower and Harry Schilk; Ferris Wheel, Franklin Corder and Fred Baughman; Tilt-a-Whirl, Jimmie Wells and Ted Tedhames; kiddie rides, 3. Wayne Weeks and W. M. Childers.

Concessionaires—John (Sheik) Hennesse, cookhouse; Alice Patterson, helper, and fish pond, with Kenneth Roney, agent; Mr. and Mrs. Curley Stevens, 2; Joe Miller and family, scales and mitt camp; Mrs. Louise Preston, photo gallery; Kenneth and Lella Chamberlain, 2; Jim Flanigan, 3; Tim Ayotte, Funhouse; Whitley Nolte, Uncle Josh Mechanical Show, Marie Nolte, 2; Mr. and Mrs. Ed Delbert Jr., string game; Mrs. Lella Nelson, 5; Jerry and Marion Fish, jewelry; Annabel Lee, popcorn and candy floss, with Arlene Patterson, helper; Bob Crawford, bingo, with Mrs. Dorothy Crawford, agent.

Hellzapoppin', a dark ride, and the Scooter have been the top money rides so far, and Sullivan's impressive Kiddieland layout has been clicking with the moppet trade and drawing favorable comment from parents.

### Weather Bad

Business on the whole has been way down because of the weather (Continued on page 76)

## Erlanger Good To Met; Fourth At Clarksburg

PORTSMOUTH, O., June 27.—Located on heavily traveled U. S. Highway 25, between Covington and Erlanger, Ky., Sam and Shirley Levy's Metropolitan Shows drew fair crowds and racked up okay business at the show's Erlanger stand last week. The date continued the streak of good weather which has favored the show since it made a late start about six weeks ago from Florence, S. C., quarters.

Converted to rail transportation this year, the show train consists of 30 cars painted orange and silver. All were thoroughly overhauled before leaving quarters at a cost of \$12,000. Show equipment consists of 14 major rides, a kiddieland of 11 devices and a line-up of shows, all ready for a string of fairs beginning in two weeks at Butler, Pa. The show's next stop is Clarksburg, W. Va., where it is booked for a big July Fourth celebration.

Visitors on the lot here were Eddie Cole, Martin Irving, J. C. Weer; E. W. Evans and C. J. Latscha, The Billboard; Casey Sems and Johnny Denton.

## Ohio-Pa. Cele Promoters Map New Midway Unit

LOWELLVILLE, O., June 27.—Lou Thompson and George Lockhart, promoters of celebrations in Ohio and Pennsylvania, have organized a new show to be known as the Sunset Rides and Amusements.

The unit, according to Lockhart, who is special agent, has been booked solidly to September 5. It will carry 3 major rides, 2 kiddie rides, 2 shows and about 20 concessions.

Rides are owned and will be operated by Carl Poline, of Erie, Pa. Shows and concessions are owned by Thompson, who will handle special promotions. Mrs. Poline will serve as secretary, and Richard Sanders will handle publicity.



INTEREST IN THE CONTEST BY THE SHOWMEN'S LEAGUE OF AMERICA to select a Miss Outdoor Show Business continues to soar. Five additional entries were received this week. Shown are, left to right: Armita, the candidate of the Boyle Woolfolk Agency, Chicago; Mrs. Sol (Mom) Wasserman entry of Riverview Park, Chicago; Josephine Haywood, representing the Thomas Joyland Shows; June Tate, entered by the Wallace Bros. Shows of Canada, and Virginia Hustrei, the candidate of Barnes-Carruthers Theatrical Enterprises, Inc., Chicago.

# Midway Confab

Hale's Shows of Tomorrow have signed to supply the midway for the Old Soldiers & Sailors' Reunion, Albany, Mo., July 7-11, and the Hamilton (Mo.) Fair, July 24-27.

Andy White Sr., owner of the International Crime Museum with the O. C. Buck-Model Shows, came up Saturday (20) with wax death masks of Julius and Ethel Rosenberg, convicted atom-bomb spies, who were electrocuted at Sing Sing Friday (19). White featured a box-office panel with copies of New York newspapers and a crowd-stopping sign in lieu of his usual bally. Inside he rigged up a coffin-like display of the masks, backgrounded by news stories and photos superimposed on black and white striped cloth and illuminated by baby spots.

Robi DelMar, after singing engagements at Club 26, Milwaukee, and the Playhouse, Calumet City, Ill., recently visited Claude Bentley and Geraldine Gerald, who were playing North Chicago with the 20th Century Shows. Mr. and Mrs. Louis A. Bell have taken delivery on a 35-foot Vagabond house trailer from T. W. Kelly, of Selhorn's, Sarasota, Fla. Shanghia Synrex recently opened a two-week date at the Gypsy Room, Clermont Hotel, Atlanta.

Lisa DelMar, annex attraction on the United Exposition Shows, recently bought a house trailer in Chicago Heights, Ill. Verna Loy has been her guest. William X. Reno and wife, Alta, are now located in Los Angeles, where the former is in the paper business. He is a former member of the Reno Begar Troupe of wire walkers and in recent years has been a banner man and concession manager with circuses and carnivals. For the last couple of years he was with Glen Hockett on the American Eagle Shows.

Earl M. Jones, concessionaire with the Drago Shows, will be confined to the Veterans' Administration Hospital, Ward 6, 2601 Cold Springs Road, Indianapolis, for a year and would like to hear from friends. Mrs. Jack Bezzotte and her daughter, Jeannine, of Fort Worth, recently visited Mrs. Bezzotte's parents, Mr. and Mrs. Snippy Kolb, cookhouse operators on the Central States Shows.

Mr. and Mrs. Charles A. Lenz were up from their St. Petersburg home to attend the graduation of their son, Sonny, from the University of Illinois. Sonny is scheduled to join the Air Force this fall. While in Illinois Mr. and Mrs. Lenz spent several days visiting Mr. and Mrs. Sam Solomon. Louis W. (Speedy) Babbs, "The Man from Mars" and "Globe of Death" rider, is in the New York Polyclinic Medical School and Hospital, New York City, following an internal hemorrhage.

Orville N. Crafts and Mrs. Crafts, of Crafts 20 Big Shows

**WANTED**  
Pin Store, Count Store and Skillo Agents. Contact  
**CHARLEY MCCARTHY or C. A. VERNON**  
c/o United Exposition Shows  
Chicago Heights, Ill., this week; Crown Point, Ind., for Fourth of July.

**ADD A SEA LION TO YOUR SHOW**  
The cost is little, the increase in your take will be large. We have healthy, select specimens, small, medium or large, males and females, available for immediate shipment. Write, wire or phone your wants to **MARINE AQUARIUM**, Municipal Pier, Santa Monica, Calif. EXbrook 3-4666.

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24x36 Bingo, new blower, seats 105; complete with 1948 Kingham Tractor, 28 ft., ready to go. Address:  
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**WANTED for TIP TOP SHOWS**  
Couple to take over show-owned Cookhouse. Also GILBERT CORNELIUS wants Talker for well-framed Snake Show, two Hunky Pank Agents For Safe-Young Chimpanzee.  
Thorp, Wis., July 4th; then as per route.

in North Hollywood, Calif., are now on a tour of Europe. They saw the Coronation Parade and reported it a "wonderful show." The following day they continued their travels by leaving for Cologne, Germany.

Mrs. Ethel Reid, wife of John F. Reid, owner of the Happyland Shows, recently hosted women of the show at the Reid home in Detroit. Included among those in attendance were Mesdames Merle Lamson, Ethel Stager, Valdene Dickey, Nan Rankin, June Miller, Pat Anderson, Grace Walker, Josephine Garner, Marie Marks, Mary Kelly, Dolly Yorty, Lillian Norman, Marge Danton and Olive Sprague. Mrs. Reid was assisted by her daughter, Betty Williams. Mrs. Verna J. Avery is one of few fem carnival owners in the country. Her unit is operating in Michigan. Max Kahn has recuperated in Detroit from a heart attack and has been a recent visitor to the clubrooms of the Michigan Showmen's Association. He had been hospitalized for six weeks.

The house trailer of Jean Knight, of the No. 1 William T. Collins Shows, turned over on a recent run from Crosby to Botineau, N. D., but no one was seriously injured. Ben Blickus' foot long hot dog truck and trailer were damaged when involved in an auto crash near Crosby. Charles Hubert was injured recently while working with the show's Tilt-a-Whirl.

Carol Kay Fleming, daughter of Luella and Tom Fleming, of Central American Show, celebrated her ninth birthday while the show played Manhattan, Kan. Mr. and Mrs. McCoy, owners of Central American Shows, have installed an air-conditioning system in their trailer home. While playing Tulsa, Okla., for two weeks with the Parada Shows, Mr. and Mrs. Luke Bolenbarker and sons were entertained by Mr. and Mrs. E. E. Moody, concessionaires at Lakeview Park, Tulsa. Midget (Colonel) Casper is still at Riverview Park, Chicago. American Eagle Shows suffered little damage during the recent storm at Erin, Tenn. The Hockett stands and Stanley's Photos were the only things hit. Noell's Gorilla Show has rejoined and business is reported good. Velda Noell celebrated a birthday while show played Erin.

En route to Ashland, Kan., the personnel of the Maddox Shows stopped over night at Kinsley, Kan., and visited with Mrs. Ruth Brodbeck, manager of Brodbeck & Schrader Shows. Joe Edwards has the cookhouse on the American Eagle Shows. A. C. Hockett, Chuck Bates and Slick Bicket, of American Eagle Shows, have dressed up their concessions with new canvas and paint for the coming celebrations and fairs.

Dennis Silber, son of concession supplier Fred Silber, received severe injuries when his bicycle collided with a police car in Detroit. Mrs. Josephine Quinn, with Wonderland Park, Wyandotte, Mich., for the past two seasons, is making plans to go back on the road with a show.

Riverview Park, Chicago, notes: Elmer W. Trimpler, assisted by Ray Eads, is managing the Miniature Train. Teddy Waite, aided by Ed Albue, handles the Cuddle-Up. Frank Gabauer, with assistant, John Rychlock, manages the Whip. Joe Kosex, assisted by his brother, Bob, manages Jungle Town. Dorothy Nickels is operating her pan game again this year with the assistance of Carol Buchner. Augie Rizzo, of Eddie Lazar's Bowling Game, was slated to fly to New York June 27 to be best man at his brother's wedding.

Mrs. and Mrs. Neal Hampton, operators of the photo gallery on the Borderland Shows, purchased a new pick-up truck recently in Marfa, Tex. Howard Deason, of the Borderland aggregation, was host June 20 at a birthday party for his son, Jerry Wayne, at Marfa. Guests included Switzer Deason; Marilyn, Betty and James Bryan; I. Daken, Bill and Lee Roy Mosley, Florence Hinds, Joe Bennett, Loretta and Deliene Bennett. A birthday party for the Chalkies' (Continued on page 77)

<b>RIDE OPERATORS</b>	<b>CONCESSIONAIRES GAMES &amp; SALES</b>	<b>SHOW OPERATORS</b>
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If you are doing GOOD or NOT SO GOOD

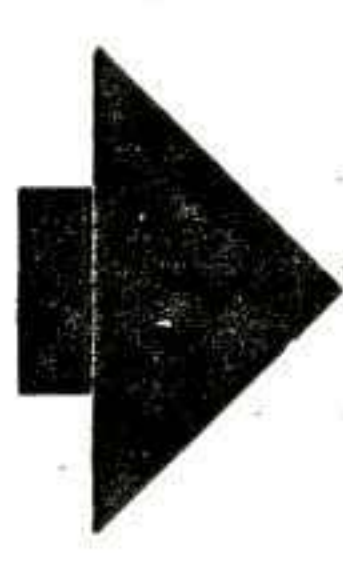
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DELAWARE COUNTY FAIR, Muncie, Ind., July 26-Aug. 1. One of the largest County Fairs in the Nation.  
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MICHIGAN STATE FAIR, Detroit, Mich., Sept. 4-13. One of the BIG-10 Fairs of the Nation.  
NORTHEASTERN INDIANA FAIR, Fort Wayne, Ind., Sept. 16-20. Played by Railroad Shows all its past years' history.  
MID-SOUTH FAIR, Memphis, Tenn., Sept. 24-Oct. 3. Another Top-List Fair. Draws from 5 States.  
NORTHWESTERN ALABAMA FAIR, Jasper, Ala., Oct. 5-10.  
COVINGTON COUNTY FAIR, Andalusia, Ala., Oct. 12-17.  
Then into FLORIDA!

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CATERPILLAR FLYING SCOOTER LOOPER SPITFIRE MOON ROCKET ROTO-WHIRL KIDDIE WHIP BULGY THE WHALE SKY FIGHTER KIDDIE MERRY-GO-ROUND KIDDIE BUGGY

GAMES OF ALL TYPES: FISH PONDS, DARTS, BALLGAMES, HOOP-LAS AND ALL OTHERS.  
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PERCENTAGE RATES ON RIDES & SHOWS AND PRIVILEGE RATES FOR CONCESSION SPACE IS SET FAIR & EQUITABLE ACCORDING TO THE CALIBRE OF EACH OF THESE OUTSTANDING FAIRS.

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Edie Young's

CAN PLACE FOR BALANCE OF SEASON INCLUDING A STRING OF SOUTHERN FAIRS


<b>CONCESSIONS</b>	Bingo, Cookhouse, Novelties, Jewelry, Ball Games, Fish Ponds, Darts or any Hunky Panks.	<b>SHOWS</b>	10-in-1, Drome or any well framed Grind Show not conflicting.
<b>SHOWMEN</b>	Operator for office-owned Girl Show, well framed and flashy front. Also Operator for Colored Show Both must have People and Costumes and P.-A. Sets. Do not need a big show, have complete outfit for same. Long season in South. Can place experienced Help for Monkey and Snake Shows.	<b>RIDE HELP</b>	Foreman and Second Men who drive. No drunks.
		<b>TRUCK MECHANIC</b>	Must have Carnival Experience and Tools to work with and keep fleet rolling. No drunks.

ALL REPLIES TO: E. L. YOUNG, MGR., Waverly, Ohio, This Week

# SHAFER Just For Fun SHOWS

WANT FOR LA PORTE, IND., THIS WEEK AND THREE BIG WEEKS EAST CHICAGO, ILL. (Chicago Ave. and 14th St.) in the Heart of Refineries and Steel Mills, Three Million Dollar Pay Days; then 9 BIG WISCONSIN FAIRS, All Money Proven Spots.

Can place a few good, clean Concessions. Also want Ride Help and Working Men in all departments, must drive semis. Good treatment and good salaries. Join now. Will book for Wisconsin Fairs—Wild West Show with complete outfits. Also want Hillbilly Shows, will furnish wagon front and tent. Want Minstrel Show, have complete outfit. Good proposition for all Shows. Address:  
La Porte, Ind., June 29-July 4; then per route.



**MEEKER'S SHOWS**  
"IN THE WEST IT'S THE BEST"

Now booking for Central Washington Fair, Yakima, Wash., Sept. 9-13. One of the biggest in the Northwest.  
WANT Rides, Shows and Concessions for balance of season.

**RALPH MEEKER**  
Butte, Montana, 4th of July; Helena, Mont., July 6-11.

**FOR SALE**

125 KVA General Motors Diesel Light Plant, Twin Motors three phase system, bought new and used 900 hours in two seasons on unit, not over 450 hours on each motor. Can use 250 KVA generator with the two motors. This Plant is mounted on a 24' Fruehauf trailer equipped with air brakes with a 21' tower mounted on top and specially built for the plant. Will send pictures. Located at Annapolis, Md., and can be seen there. Call Russell Harms at Maryland Hotel, Annapolis, Md., before 10 a.m. for appointment. For Sale—30' office trailer low boy built by Fruehauf with two complete offices each equipped with safe, large filing cabinet and desk, plus secretary's work desk behind a cage. Nine train windows heavily screened from outside and steel shutters inside. A real office for small or large show. Equipped with air brakes and in fair condition with 1941 Chev tractor with '46 motor equipped with air brakes and in fair condition very cheap. For Sale—5 horse power three phase motor, like new. One electric converter used on sound system. Changes current from car battery to 110 volts. 5 small compact amplifiers less than 12 Watt. For Sale—Set of three roll down tables with box set of three Banzies. Wheel laydowns for 14 & 18' outfits. Masonite counters for center outfits 10x10 or 12x12 either pans or one dice. Stock trunks in good shape without locks \$15 each. Fish Pond complete with or without top and frame. This above equipment is located in Annapolis, Md., and can be picked up there. Call for appointment before 10 A.M. Russell Harms, Maryland Hotel, Annapolis, Md., or George Harms, Murphy Hotel at North Beach, Md.

**RIDE FOREMEN WANTED**

Big Eli Wheel and Loper only. Can use Helpers on all rides. Good references required. Semi Drivers preferred. Wages tops, if you can produce. Good treatment. Fine equipment. Long season—until November and year around employment at Winter Quarters if capable. Drunks, drifters, agitators, walking delegates have been eliminated. Enough said. Address inquiries.

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**FRENCH FRY POTATO MACHINE**

CRISPUDES MODEL 400, conveyor type, with stainless steel cabinet, main drive motor, Master Motor Co. 115/230 volt. Geared for variable production. All motors, contactors and heating elements in excellent condition. Priced at \$1,000 for quick sale. THIS MACHINE HAS TREMENDOUS VISUAL SALES APPEAL.

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**Want... 4 BIG DAYS—4... Want**

**ARKANSAS' BIG GRAPE FESTIVAL, AUGUST 13-14-15-16**

Independent Rides, Merry-Go-Round, Ferris Wheel, Tilt, Mix-Up and two or more Major Rides, four or five Kiddie Rides. Hunky Panks of all kinds, will give Ex. Ball Games, Fish Pond, String Game, Balloon Dart, Bumper, etc. Will book one or two Grand Stores. Juice, Grab, Cotton Candy, Popcorn sold. Would consider small Carnival with three or more Major Rides and four or five Kid Rides and Concessions. Joe Starr, Alvin Van Dyke or any one who knows me, contact immediately.

Phone or Wire, Central 2-8401  
**H. J. (MACK) McKAY**  
1000 W. Park Oklahoma City 4, Okla.

**PERCELL'S AMUSEMENT PARK, INC., presents**

**PIONEER SHOWS**

MUNCY, PA., JULY 6 TO 11, FIREMEN'S OLD HOME WEEK; BEECH CREEK, PA., JULY 13 TO 18, 150TH ANNIVERSARY; PARADES, SPECIAL EVENTS NIGHTLY.

Want legitimate Concessions—Pop Corn, Age and Scales, Novelties. Shows of merit. Space limited. All replies: This week, Picture Rocks, Pennsylvania  
**MICHAEL PERCELL, President**

**VETERANS UNITED SHOWS**

**WANT WANT WANT**

For all Fairs and Celebrations in North Dakota, Minnesota and Nebraska.

CONCESSIONS: Fishpond, Glass Pitch, Hoop-La, Watch-La, Slum Spindles, Ball Games, Duck Ponds, Add-Em-Up Darts or any Hunky Panks that do not conflict. Need Agent for office-owned Pill Pool. Also need Diggers. SHOWS: Athletic, Mechanical, Girl, Big Snake, Illusion or any worth-while Show with own equipment. All answer as per route in Billboard. Need Ride Help who drive Semis. Top wages.

**BYERS BROS.' SHOWS**

Want Ride Foremen for Merry-Go-Round and Ferris Wheel. Second Men on all rides. Want to book one or two Kiddie Rides, low percentage. Want Operator for Norman Smith combination Glass House-Fun House. Also Operator for Snake Show. Both well framed. Will book Concessions, Scales, Age, High Striker, Candy Floss, Short Range, Basket Ball, Ice Cream and Novelties.

ADDRESS: International Falls, June 20-July 5; Cook, July 7-9; Tower, 11-12; Buhl, 14-19; Calumet, 22-26. All Minnesota.

P.S.: Jesse Armstrong, contact Leonard Higgs.

**ROYAL CROWN SHOWS**

WANT Bingo to join week starting July 6 and for balance of season. Want only choice —to winner—Bingo. Good proposition to right party. Long season. Want Tilt Foreman and General Ride Help.

**All answer Dolly Young, Mgr., Royal Crown Shows**  
Anderson Hotel, Anderson, Indiana

**MOTOR STATE SHOWS**

Want for Paulding, Ohio, and Other Ohio Celebrations

Want for all Celebrations and Fairs—Hanky Panks not conflicting. We book two of a kind. Wheel Foreman and Second Men who drive. Kid Ride Men, also Man for beautiful Monkey Circus. Long season south. All replies: Durand, Mich., July 1-4; then Paulding, Ohio, follows.

**JOE FREDERICK, Owner-Mgr.**

**Bad Weather Dogs Sullivan**

Continued from page 74

er, Sullivan reports, but he is hopeful of a break on the Class B-circuit.

Org opened the season in Windsor, Ont., April 13 and got three good days, including two Saturdays, out of its nine-day stand. It was rainy and cold during most of the stay and business was down from last year.

One week at London, Ont., was practically a blank because of rain and cold. Business and weather were about the same as last year.

Sarnia, Ont., was played the week before the city was lashed by a tornado. No days were lost and business was way up, Sullivan said. The Cherry Blossom Revue joined here.

At Brantford, Ont., weather was good except for one night of rain and cold, but the week's business was the same as last year, only fair.

**Best Still Date**

Hamilton, Ont., was one of the best still dates, with receipts up 100 per cent because the date had been rained out for the last two years. Biggest day was May 18, a national holiday. Horror Show joined here.

Winnipeg was played for three weeks, one in St. James and two in West Kildonan. Original plans were for two weeks in Winnipeg and one in Edmonton, Alta., but the Edmonton date was blown at the last minute because five shows had already played the same lot before Sullivan's scheduled appearance.

First two nights at Winnipeg were lost because of the show's late arrival. Delay was caused by a ruling that all wagons be chained to the flats, which necessitated the installation of hooks and 2,000 feet of chain before the run was made from Hamilton.

**Receipts Down**

Weather during the first week was bad and receipts were down considerably. The second week got under way with a good opener and on Coronation Day, a holiday, rain gave the org a blank. It was rainy and cold the rest of the week, with the lot and the parking facilities under water. Business was nil and the next week's business was only fair. All told, receipts for the three weeks did not compare with last year's two-week total.

A Winnipeg visitor was R. L. (Bob) Lohmar, Royal American Shows general agent, who was impressed with the org's p.a. system. Operated from the office wagon and linked to the light towers, the system provides continuous recorded music and can be used for lost children announcements, calls for personnel, etc.

Lohmar was also intrigued with the personalized Dixie cups used thruout the midway. Cups carry the show's title and sketches of the main entrance, an elephant, clowns and a Roller Coaster.

**Visitors**

Visitors in Regina included J. P. Rae, secretary-manager of the Estevan, Sask., fair, and Mrs. Rae; Verna Hyland, secretary-manager of the Moose Jaw Exhibition, and Mr. Hyland; J. C. Poston and Cecil Brown, of the Moose Jaw fair; Phil Maus, of the Weyburn Exhibition; Gerry Crawshaw, co-manager of Royal Canadian Shows, and J. McAllister, general agent; T. H. McLeod, manager of the Regina Exhibition.

Al Brown, general agent, was in a week ahead of the show and saw that the date was well publicized via newspaper, radio and display cards.

Personnel line-up follows:

**Staff**

Owner-manager, J. P. Sullivan; concession secretary, M. F. Sullivan; assistant manager, Hank Blade; secretary-treasurer, Tim Jordan; concession manager, Pat Marco; assistant concession manager, Phil Cronin; contracting agent, Al Brown; ticket takers, Fred Charette; chief of police, Charles O'Brien; diesel light plants, Slim LaLamoure; cables, Fred Negrey; front gate, Peter Grouchillo; trainmaster and maintenance, Tiny Jamieson; porters, F. Smith, W. Thomas, G. Russnick; dining car, P. Litwin, manager; F. Roy, J. Hood; entertainment car, C. O'Brien, manager, C. Linteau, F. Charette.

**Concessions**

Derby, Mackie, Eastman and Miller, agents, F. Eastman, F. Allan, A. Lindgars; potato chips, W. Adams; Juice, W. Adams, agents, A. Zajac, D. Sterana; popcorn, J. Perkazas, agents, T. Popunia, J. Popunia, F. Verols, E. Theriault, F. Mistlams, F. Mathews, agents, S. Sigelacis; floss, J. Perkazas, agent, Mrs. C. Sigelacis; scale, novelties, age, G. Zaitchek, agents, Sol Brickman, S. Kaiman, D. Hebscher, H. Sweet, P. Lorenz; cookiehouse, R. Marleau and Tex King, agents, H. Aspinall, G. Clark, R. Swayze, J. Armstrong, F. Britton, W. Pawell; cashier, Marjorie Johnstone.

**Wade Greater**

Continued from page 74

season at Carleton, and is tentatively booked thru September 19, with possibility of some later dates to be set. Eight rides and about 35 concessions are being carried.

Roster follows:

W. Glenn Wade, owner; Cameron D. Murray, general manager; Mrs. Gladys Schaum, secretary; ride superintendent, Buster Croglund; electrician, David Gray; superintendent of transportation, William Rowan; searchlight operator, Vase (Whitey) Bunnell.

Ride Operators — Merry-Go-Round, Frank Wilnot and Charles Crossland; Ferris Wheel, Cecil Mitton; Tilt-a-Whirl, Ted (Goofus) Haberek and Jimmie Lopez; Little Dipper, Albert Meyers; Funhouse, Coldwater Blackie; Boat Ride, Sam Hansen; Train, Irene Crossland; Auto Ride, Helen Smith.

Concessionaires — Benny Merritt, fish pond and cigarette shooting gallery; Frank Clark, toy wheel; George Moyer, buckley buck; Rod Link, 5 games; Winnie Wozniak, 2 games; Frank Cook, 2 games; Charles Loper, cookiehouse; Charles Carl, popcorn; Charles Whitlington, long range shooting gallery; Russell Whitehurst, 5 games; Frank Greenberg, novelties, and Martha Moore, cotton candy.

**Kiddie rides—Phil Cronin:** foreman, John Bunk; little Merry-Go-Round, F. Pelletier, A. Faulkner; autos, G. Grant, W. Perry; tanks, L. Lang, K. Parker; bomber, J. Fisher; horse and buggy, F. Palmer; train, Al Deverney, H. Bryce; boat ride, Neil Webb; foreman, F. Hall, S. Campbell; pony track, Suede Johnson, B. Scotter foreman, Scotty MacMillan, W. Bouchard, R. Allan, E. Rowe, L. Grubboche; Fly-O-Plane, foreman, W. McNab, K. Morgan, G. Marcot; ghost ride, foreman, J. Didrick, H. Demers, M. Knight, J. Scott; Rock-O-Plane, foreman, S. Haggarty, M. Lapointe, R. Cameron; hi-ball, foreman, G. Gerant, R. Lemay, A. Payne; octopus, foreman, H. Roy, J. Price, C. Lysoff; Tilt-a-Whirl, foreman, L. Lalonde, Ed Schaefer, J. O. Sullivan, H. Dureau; ferris wheel, foreman, L. Mellor, D. Sanderson, C. W. Godon; Rolloplane, foreman, V. Lalonde, R. Ferguson, J. Lizotte; Merry-Go-Round, foreman, W. Pruski, L. Peterson, R. Wheatley, F. Senluk; coaster, Neil Webb; foreman, Al Plume, D. Mitchell, W. Spak.

**Shows**

Glass house—Neil Webb; foreman, N. Sarjent, R. Cobb, W. Richmond; "Last Supper," Hank Blade and Sandy McKague, agent, Lil Nun; reptiles, Carbo Sanders, Alex Findlay, Peggy Findlay, G. Pelletier; torture show, Mr. and Mrs. G. N. Burns, Francis Mitter, G. Davies, Fred Harvey, Swimcade, Alfie Phillips, Corky Kellam, B. Brettingham, Molly Midwid, Kay O'Malley, Mitzi Lester, G. Nelson, Zane McKague; Cherry Blossom Revue, Olla Mae Bishop, manager; cast, Ed Nicholson, drums, Russ Mannes, trombone, Isaac Goodwin, piano, Norm Rich, saxophone, Ev Moss, bass and leader; L. Diggs; ticket seller and wardrobe mistress, Alice H. Ashby; props, Boyd Hill, Alton A. Meredith, Nick Lezete.

Truck drivers—E. Volume, G. Rose, J. Johnston, G. Gosen, T. Murphy, G. Fraser; tiremen, G. Gosen, R. Gosen; towers, A. Kaufman, P. Grouchillo, C. Gee, J. Bonder, Abe Levy, L. Tate, Sr., G. Selmar, H. Hesch, F. Hall; train crew, Charles Gee, D. Bennett, A. Hill, R. West, W. Pasich, R. Dichone, G. Rose, C. O'Brien, R. Gosen, G. Labelle; welding shop and maintenance, Tiny Jamieson, F. Hall, H. Blade, H. Roy.

**NSA Okays**

Continued from page 74

Street, just off Broadway. It consists of some 4,000 square feet of floor space.

**\$4,000 Rental**

Annual rental of the property would be \$4,000 for the first two years of the lease under consideration, with the rental increasing to \$4,500 per annum for the remaining three years of the five-year lease. A portion of the rental would be borne by the Ladies' Auxiliary, with an additional \$1,000 income per year anticipated from food concessions in the club-rooms.

Also this acquisition would solve the immediate need for adequate space for the club and auxiliary requirements, the securing of this space for the club will not nix the long considered plans to acquire a building specifically for the club's utilization.

The organization is currently engaged in kick-off activities, in conjunction with the auxiliary, of a five-year plan. Various projects during the five-year period of the fund-raising drive would start the ball rolling toward acquisition of the club's own building. The drive, if the new clubroom lease goes thru, would expire at the same time as the lease, thus clearing the way for the club to acquire its own building should suitable accommodations be available for purchase and necessary funds be on tap for that purpose.

**NOTICE TO CARNIVAL OWNERS IN GEORGIA AND FLORIDA**

I AM STILL OWNER & MANAGER OF SOUTHERN STATES SHOWS

Am now operating in two parks in Florida. Have no intention of retiring. Advise agents to refrain from using unethical tactics in trying to secure dates. If you are hard-pressed for dates, I will help you.

**JOHN B. DAVIS**  
Summer Address, Long Beach Resort, Panama City, Fla., Winter Quarters, Route 3, Box 1136, Tampa, Fla.

**WANTED**

**Candy Butchers for JIM ESKEW'S RODEO**

Trenton, N. J., week of July 7

Also Scale and Age Agents for 16 weeks' work... ALL BIG STATE FAIRS. Only sober and reliable Agents considered. Have exclusive Custard for rent on independent Midway at West Virginia State Fair, Roncoverte. Good proposition.

**A. HYMES**  
455 Schenectady Ave., Brooklyn, N.Y.  
Phone: PResident 4-5961

**WANT**

Wheel Foreman and other useful Ride Help. Bill Nelson, Jimmie Lane, answer. Want small Grab, Coke Bottle, Cork Gallery, Photos, Fish Pond, Balloon Darts, or any other Hunky Panks. Come on, will place you. Also Hunky Pank Agents for our Celebrations and Fairs. Big Wright City, Okla., 4th Celebration, June 29-July 4th; then Naples, and Atlanta, Tex., Watermelon Festivals, both on Streets, then our Arkansas Fairs.

**HELEN BREWER**  
Brewer's United Shows

**WANTED**

For Western Pennsylvania's Biggest Gala Italian Street Celebration

Bingo, Rides and Concessions of all kinds. Week of July 26th to August 1st. Write, wire or phone

**NANCY MULLEN**  
4630 Bayard St. Pittsburgh 13, Pa.  
Phone Museum 2-5978  
P.S.: ANGELO INTONTO, please contact.

**WANT CARNIVAL**

With two Kiddie Rides, three Major Rides and a minimum of Concessions for August 27-29. Must be a clean show. State where showing in June-July close to our town. Contact

**ROBT. W. CAPPS, Sec.-Treas.**  
Lions Club of Canton  
902 Clark St. Canton, Missouri

**WANTED**

Fun House Operator, join on wire. Carpenter Helper, combination Truck Mechanic and Ride Man. Have limited space here on beach for Hunky Panks. Until Labor Day, then 10 Fairs.

**LEO LANE SHOWS**  
SAVANNAH BEACH, GA.  
P.S.: For Sale, 1949 Roll-o-Whirl, \$500.00. Come and get it.

**BILL CHALKIAS WANTS**

A-1 Inside Man and other Side Show Acts. Jack Rogers, contact Bill Sylvan immediately. Want Man and Wife Hawaiian Troupe or other Musical Act.

**GOLD MEDAL SHOWS**  
Wire BILL CHALKIAS  
Peoria, Ill.—18 bona fide Fairs

**FOR SALE**

Screw Ball Ride, excellent condition, new in '49. Top money maker.

**A. J. SUNNY AMUSEMENTS**  
3006 E. 130 St. Cleveland 20, Ohio  
WA 14679

**RIDE HELP WANTED**

Foreman and Second Man for 8 Tub Octopus. Second Man for Merry-Go-Round and Ferris Wheel. Can place one all around Ride Man, best wages, long season and all winter work in Florida to good sober, reliable Men. Can use wives on Concessions.

Contact: **JOHN HANSEN**  
2807 W. Irving Park Blvd. Chicago, Ill.  
Phone: INDEPENDENCE 3-9614

**WHEEL FOREMAN SCREW BALL FOREMAN**

Top wages to sober, reliable Help. Short moves.

**SUNNY AMUSEMENTS**  
South Amherst, Ohio, this week; next week, Campbell, Ohio

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

# Midway Confab

• Continued from page 75

children, Nicky Lee, Susan, Kathleen and Bambi, was held in Bill Chalkias' cookhouse on the Gold Medal Shows at Paducah, Ky. Among those in attendance were Brenda Cox, Margaret Diana and Karen Ackley, Shan Lee Harris, Johnny Campi Jr., Joe and Donny Anderson, and Terri and Maryann Drain. Mary Joe, Sally Lee and Bessie Rose Allen, Joe and Cecilia Denton, Francis Ann Jackson, Billy Stevens, and Charles and Stella Jean Newberry.

J. C. McCaffery, general agent and co-owner of the Amusement Company of America, left his Chicago headquarters last weekend to spend a week in Birmingham on business. . . . Bill (Candy) Kelly, with the E. J. Casey Shows, infos that Joe Sciortino's Desira Show with the Casey organization is managed by Harold Laughon, who also serves as talker. Skip Ryan, Mary Belle and Jeanette comprise the show. Kelly handles inside sales. . . . Frank Shortridge recently visited the Sunset Amusement Company, Al Merriam's Midway Shows, the Royal United Shows and the Diano Bros.' Circus. Shortridge, who headquarters in Des Moines, writes that the Wolf Carnival Company has contracted to show for a week on the Iowa Statehouse mall for a week in July.

Mr. and Mrs. Owen Jones recently joined Hill's Greater Shows with three concessions. Other recent additions to the Hill line-up were Andy and Tillie Widmer with ice cream and malt concessions and Art Spencer with his lion motordrome. . . . A surprise stork shower in honor of Mrs. Donna Stansell, daughter of Mr. and Mrs. Harold Van Housen, owners-operators of the World of Pleasure Shows, was held June 18 in the Van Housen cookhouse. In attendance were Mrs. Betty Postlewaite, Mrs. Lois Hansen, Mrs. Ruth Stewart, Mrs. Lou White, Mrs. Rose Diamond, Mrs. Rose Bevans, Mrs. Eleanore Winnie, Mrs. Barbara Wheeler, Mrs. Inez Williams, Mrs. Ray Chick, Mrs. Gladys Parsons, Mrs. Betty Pick, Mrs. Beatrice Fee, Mrs. Ella Stophel, Nancy Lewis, Mrs. Birdie Bray, Mrs. Helen Henneman, Kitty Massey, and Mrs. Van Mousen.

Tom Parker, personal manager of Eddie Arnold, visited the Royal American Shows at Davenport, Ia., and donated a radio set to the Royal American Shrine Club for use in its money-raising activities.

Ralph Lipsky, concessionaire with the Sunset Amusement Company, is sporting a new Cadillac coupe with air-conditioning. He claims the season is the best he has ever had. . . . Chuck and Dolly Naramore have the Cover Girl Revue on the Virginia Greater Shows and have Eleanor Bixler and Irene English as dancers. Dolly also works in the show as a dancer. . . . Mr. and Mrs. Sewell and son, who were with the Tivoli Shows since April 13, also left that organization recently to join the Don Franklin Shows. Mrs. Sewell writes to thank all who extended kindnesses to her during her recent illness from food poisoning.

Glenn Orborn, of Genches Shows, recently visited Mr. and Mrs. Stanley Schmidt, of the Southern Valley Shows, while at Greenville, Miss. The Orborns previously had spent several weeks in New Mexico visiting their daughter. . . . Mr. and Mrs. Pete Masucci are in charge of the cookhouse on the Virginia Greater Shows. Johnny (Red) Underwood is working the front griddle for them. . . . Mr. and Mrs. Earl Carpenter, concessionaires with the Page Bros.' Shows, recently made a trip to Louisville to purchase stock. . . . James Schaffer, free act with Page Bros. Shows, has added a sit-down eating concession, giving him three concessions on the Page show.

Mrs. Cora Lee Kirbyson have joined the Tennessee Valley Shows with a grab joint. . . . Mr. and Mrs. C. Shootis recently joined the L. J. Heth Shows with their cookhouse. . . . Mrs. Libby Miller, wife of Jack Miller, concessionaire with the Central States Shows, entered St. Mary's Hospital, North Platte, Neb., to undergo surgery. . . . Ruth (Jinx Lane) Wieland was honored recently at a birthday party given by the Crafts Exposition Shows at Delano, Calif. . . . James Carl Weaver, son of Mr. and Mrs. Carl Weaver, popcorn concession with the Page Bros.' Shows, recently had the plaster cast removed from his hip after being confined for three months.

Norman Prather, neon man with Crafts Exposition Shows, recently completed a patio and barbeque pit at his daughter's ranch at Roseda, Calif. . . . Mr. and Mrs. Walton Mays have joined the Page Bros.' Shows as concession agents. Mr. and Mrs. Fred Fitzpatrick also recently joined concession row on the Page unit.

The Leesville (S. C.) fire department tossed a barbeque party for the personnel of the Marion Greater Shows at the wind-up of the shows' recent engagement under the sponsorship of the fire-fighters. . . . After playing several weeks with the Thomas Joyland Shows and the James H. Drew Shows, George Vogstadt's Sid Show, with Bobby Kork as annex attraction, now is with the Royal Crown Slows. Wesley Blair continues as inside lecturer-magician for the Vogstadt show.



# JAMES E. STRATES SHOWS

## CAN PLACE NOW AND FOR LONG, SOLID ROUTE OF FAIRS

Nate Eagle wants best Talker in America for America's best Midget Show. Will book Illusion Sit-Down Show. We have front, top and seats. On account of enlarging for fairs, Jack Norman can place Talker, Chorus Girls, Exotic Dancers and Workingmen. George Murray wants Motordrome Riders. Can place non-conflicting Rides for fair dates. Want Searchlight Men, assistant Electricians, Ride Help, Canvasmen and General Help. Want Truck and Tractor Drivers. Also Carpenters, Welders and Train Hands. Will book well-framed Torture Show.

**CLEARFIELD CO. FAIR**  
Clearfield, Pa., August 3 thru 8  
**STEBEN CO. FAIR**  
Bath, N. Y., August 10 thru 15  
**ERIE CO. FAIR**  
Hamburg, N. Y., August 17 thru 22  
**CORTLAND CO. FAIR**  
Cortland, N. Y., August 24 thru 29

**N. Y. STATE FAIR**  
Syracuse, N. Y., September 5 thru 12  
**YORK INTERSTATE FAIR**  
York, Pa., September 15 thru 19  
**CLEVELAND CO. FAIR**  
Shelby, N. C., September 22-26  
**DANVILLE FAIR**  
Danville, Va., Sept. 29-Oct. 3

**SOUTHERN STATES FAIR**  
Charlotte, N. C., October 6 thru 10  
**GREENVILLE FAIR**  
Greenville, S. C., October 12 thru 17  
**NORTH CAROLINA STATE FAIR**  
Raleigh, N. C., October 20 thru 24  
**ORANGEBURG CO. FAIR**  
Orangeburg, S. C., October 26 thru 31

**CHARLESTON AGRI. & IND. FAIR, CHARLESTON, S. C., NOVEMBER 2 THRU 7**  
**NO. FLORIDA STATE FAIR, JACKSONVILLE, FLA., NOVEMBER 9 THRU 14**  
**JAMES E. STRATES, James E. Strates Shows, Albany, N. Y., until July 11**



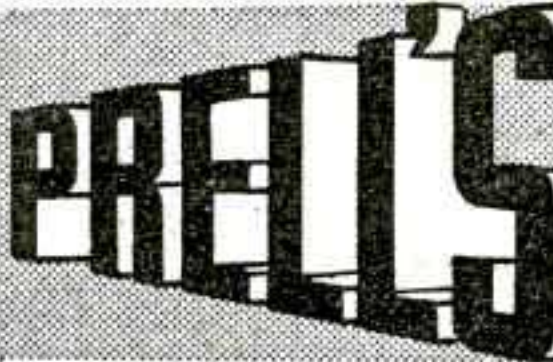
## WANT FOR BALANCE OF SEASON

### OPEN MIDWAY

#### CONCESSIONS RIDES SHOWS

Age and Scales, Cigarette Shooting Gallery, Candy Floss, any Water Concession, Frozen Custard, 6-Cats, Glass Pitch and all Concessions. Good opening for Bingo.  
Train Ride and Live Ponies. Want experienced Tilt Foreman, also Spitfire Foreman. Good Second Men on all rides. Prefer semi drivers. Top salary.  
Have complete Wagon Front for Minstrel Show. Want Manager with Performers for same. Nathaniel Gray and Johnny Williams, contact. Cliff Osteen wants Girls for Girl Show. Doc Dixon can place any useful Side Show Attractions. Can use good Half-and-Half who can behave properly.

All answers to Roanoke Rapids, N. C., this week



## BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for Harrington, Delaware State Fair, July 27th; Huntington, Long Island, July 6th-13th; Oceanside, Long Island on the Streets to Follow

Side Show—We have all equipment except banners; Midget Show, Hill Billy Show, for radio and television appearance. Sally Montana, please reply.

Eating and Drinking Stands, Hanky Panks, Age and Scales, Palmistry, Novelties, P. C. Agents, Moon Rocket, Octopus, Scooter or any rides not conflicting.

WANT Ride Men, semi drivers preferred. No agitators or drunks.

All Answer: SAM PRELL, River Head, Long Island

Don't forget the Big One, Harrington, Delaware.

W. R. GEREN, Presents

## MIGHTY

# HOOSIER STATE

## SHOWS

### WANT FOR DELTA KAPPA FESTIVAL, KOKOMO, INDIANA, JULY 7th TO 11th, AND BALANCE OF SEASON

Hanky Panks, Ball Games, Milk Bottles, Punks, Basket Ball, Pitch-Till-U-Win, Fish Pond, Fish Bowl, Live Ducks, Jewelry Direct Sales, Pitchmen, Demonstrators. No flats or gypsies. Cotton Candy will be open starting Veedersburg Street Fair, July 13.

Shows all open except Girl and Fun House; all others wire.

This show is booked with Fairs and Celebrations until October 10.

All replies wire Western Union. Wires will be answered. NO PHONE CALLS.

W. R. GEREN

This week West Baden, Indiana; next week, July 6th to 11th, Kokomo, Ind.

### FOR SALE #5 ELI FERRIS WHEEL

Perfect condition, with both gas and electric motors. Can be seen in operation now through the Fourth of July at North Beach, Md., on the main street. Buy with or without transportation.

Ask for **GEORGE HARMS** or phone Murphy Hotel before 10 a.m. North Beach, Md.

## BELLE CITY SHOWS

Can Place for 8th Annual 4th of G. I. July 3-4-5 Celebration, Evansville, Wisconsin

Concessions—Skill and Science, no flats or gypsies. Following this date Italian Celebration, Madison; then North Fond du Lac and Pewaukee Midsummer Fair. Have for Sale—Model C-12 Miniature Streamlined Train with trailer to haul same, \$2,500.00 cash.

Contact **CHARLES G. PANACEK, Mgr.**

## WANT FOR LONG SEASON AROUND NEW YORK CITY

FOREMEN AND SECOND MEN FOR FERRIS WHEEL AND OTHER RIDES

Those who worked for me before get in touch. ALSO WANT CONCESSION HELP ON PERCENTAGE BASIS. GOOD PROPOSITION FOR MAN AND WIFE. NOW SHOWING—165TH STREET AND PARK AVE., BRONX, NEW YORK CITY.

SEE **JIMMY ZABRESKI** ON LOCATION or PHONE **JOHN A. BASS** FIELDSTONE 7-0457 BETWEEN 12:00 and 1:00 P.M.

### Merriam's Midway Shows

Want Concessions that do not conflict Cannon Falls, Minn., July 2-3-4. Booked solid until Oct. 1st, Fairs and Celebrations.

**ALVA MERRIAM**

## HANKY PANKS

### NOW IS THE TIME TO GET READY FOR FAIRS

Let us know your troubles. We have money-making games if you are not afraid to throw out a little of that stuff.

Others do it. Why don't you wake up and have a good season.

**BASEBALLS** by the case—\$40.00 for 15 dozen. Covered type or string type.

**ALUMINUM BOTTLES**, heavy cast 1 1/2" weight, \$2.00 each—3" weight, \$3.50 each.

**PUNKS** for CAT RACKS ready for immediate delivery.

**SIX CATS**—two various types, both with finest wool.

**HUCKLEY BUCK KEGS**—a real money maker for hustlers.

**DAM FAMILY BALL GAME.**

We have 59 other money makers—write for our catalogue.

### RAY OAKES & SONS

7731 OGDEN AVE LYONS, ILL.  
Day Phone: Lyons 3-4372  
Nite Phone: Brookfield 8860

## (TOPPER)

Royal Crown Shows' mascot

went to Happy Hunting Grounds

June 20, 1953

at Owensboro, Ky.

**DOLLY YOUNG**

### RIDES WANTED

Merry-Go-Round, Ferris Wheel and several Kiddie Rides or will book

### COMPLETE CARNIVAL

Home Coming Celebration,

Winsted, Minn., Aug. 1 & 2

JOHN M. LEXCEN, Chairman

### FOR SALE

Following Kiddie Rides—M-T Train made in Rensselaer, Indiana; Allan Herschell Ten Car Auto Ride and Smith & Smith Chairplane with propellers. All can be seen in operation in Newington, Conn. Write or Phone 60288

ROBERT GLOTH

P. O. Box 24 Newington, Conn.

## AT LIBERTY LARGE FLASHY BINGO

PAUL BOTWIN

4001 Hickory St. Columbia, S. C.

### MARVEL SHOWS

Geneseo, Ill., Annual V.F.W. Celebration

July 2-3-4; Streator, Ill., 7-8-9-10-11

Can use Photos, Caramel Corn, Novelties, Scales, Glass Pitch, Fish Bowl, Hi-Striker, Balloon Darts, Short or Long Range Gallery. Want Pony Ride, Shows, Ride Help who drive. No gypsies. Contact **LEW REESE**, as per route.

# Morris Hannum Shows

One of the Great Eastern Shows

## Spring Mill Fair of Conshohocken, Pa. 10 Terrific Nights

George Hamid Acts, Nightly Cash Prizes, Car Giveaway. Another Big One just like this to follow.

Want Rides—Comet, Ridee-O, Rock-a-Plane, Shows—Mechanical City, Illusion, Penny Arcade, Fun House, Glass House. Want Riders for Motordrome or will book one. Harry Roth, telephone me. Concessions: Photos, Jewelry, Straight Sales and Hanky Panks. Help—Sam Murphy wants Help on Tilt, Wheels and Chairplane. Drivers preferred. Long season, good treatment, top wages.

This show plays Cambri County Fair, Ebensburg, Pa. . . Biggest Labor Day Fair in Pennsylvania.

934 Murdock Road

All replies to **MORRIS HANNUM**  
Phone Phila. Chestnut Hill 7-8176

Philadelphia, Pa.

# VIVONA BROS. Combined SHOWS

WANT FOR BENNINGTON, VT., JULY 6-11, MAIN ST. LOCATION, THEN 6 OTHER OUTSTANDING NEW ENGLAND DATES AND OUR LONG LIST OF FAIRS TO FOLLOW. CONCESSIONS—Hanky Panks of all descriptions, Custard, Hats, Novelities, Basket Ball, Long and Short Range Galleries, High-Striker and Penny Pitch. Will sell ex on 2 choice wheels.

RIDES—Will book 1 more Flat Ride, Live Pony Ride.

SHOWS—Any good Grind Show, Girls for Tina Show and Parisian Nights. Terry Bennett, contact Tony Masiello.

HELP—Foreman for Fly-o-Plane, Second Men on all Rides, who can drive semis. Contact Dover, N. J., this week.

# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

LAST CALL FOR HOPESTON, ILLINOIS, 4TH OF JULY CELEBRATION—Opening July 3, Delphi, Indiana, follows.

CONCESSIONS WANTED: Ice Cream, Snow Cone, Candy Floss, Lemonade Shake, Ball Game, Hi Striker, Cork Gallery, Bumper, Slum Spindle, Hit and Miss, Pea Pool, Pan Game, Rat Game, Penny Pitch and Beat the Dealer. SHOWS WANTED: Monkey, Snake, Fat or any clean Show. HELP WANTED: Second Man on Tilt. Must drive. Caterpillar Foreman and Second Man.

All replies to **JOHN PORTEMONT, Hoopeston, Illinois**

## WANTED MECHANIC AND RIDE MEN

**MECHANIC:** Can place sober, reliable Mechanic who can keep fleet of good trucks repaired. No junkers. Must have own tools and be a show mechanic. Top salary, plus bonus. Byrd or Batchelor, phone me.

**RIDE MEN:** Can place Foremen for Ferris Wheels who can have them up for Monday night, also Tilt and Merry-Go-Round. Top salaries every week, plus bonus. Semi drivers given preference. The following men contact me: Red McGee, Gerry, Lee Cross, Frank Goodale, Cramm, Cokley. Phone or wire me.

Address all wires to Lloyd D. Serfass, Gen. Mgr.

**PENN PREMIER SHOWS**

Allegheny, New York, this week, or phone Allegheny, N. Y., 271.

## CARL D. FERRIS SHOWS

BELFAST, N. Y., JULY 6-11, FIREMEN'S CONVENTION AND CENTENNIAL, FOLLOWED BY A LONG ROUTE OF CELEBRATIONS AND FAIRS

Want all kinds of Hanky Panks. Want all kinds of Shows. Tex White wants Girls for Girl Show. \$60.00 and hotel.

**CARL D. FERRIS** Wellsville, New York

## UNITED EXPOSITION SHOWS

WANT FOR THE BIGGEST JULY 4 IN INDIANA—CROWN POINT

Want a few more Hanky Panks. Also Ice Cream or Custard. Can place Agents for Count Store, Clothes Pins, Skillos. Positively will work, have worked all season. Also Agent for Ball Games and Percentage. Want Countermen for Bingo. Want Ride Help for all Rides, must drive. Top salary and bonus. Wire or come on. Address:

Crown Point, Ind., now; Gary, Ind., next; then into Fairs.

## ART B. THOMAS SHOWS

WANT

Side Shows not conflicting, able to move three times a week. All street celebrations—free acts twice daily. Can also place Long Range, Novelities and Basketball for entire season. Wire or call as per route.

**Bernard Thomas, Art B. Thomas Shows**

Phillip, S. D., June 29-30; Gregory, S. D., July 3-4; Laurens, Iowa, 6-7; Canistota, S. D., 8-9; Tyndall, S. D., 10-11.

## FESTIVAL OF FUN SHOWS

WANT FOR BIG 4TH OF JULY, WHITE CLOUD, MICH.

Hanky Panks, Fish Pond, Scales, Ice Cream, Shooting Gallery and Percentage open. WANT FREE ACT, TRAPEZE, HIGH POLE, HILLBILLY. Want Show: Ten-in-One. Book or buy Tilt-a-Whirl. What have you?

Saranac, Mich., June 29, 30 and July 1, Phone Saranac 4411; then White Cloud, Mich.

## LEE UNITED SHOWS

WANTED

Concessions and Shows. Tilt Men who drive. Positively no drunks. Sand Lake, Mich., July 3-4-5.

## BEAM'S ATTRACTIONS

Want Concessions for our Virginia celebrations, including Winchester, Farmville, Martinsville and Front Royal. Ride Help who can drive. Talker for Side Show. Walter Marks wants Straight Rider for Drome. Contact

**M. A. BEAM or STEVE DECKER**  
MASON TOWN, PA., THIS WEEK

## GARDEN STATE RIDES

WANTED

Hanky Panks of all kinds and Ball Games for two weeks, Trenton, N. J., July 6-18. This is a big one and Trenton is closed for Carnivals. Address:

**R. H. MINER SR.**

Frenchtown, New Jer., June 28-July 4.

## WANT AGENTS

Buckets and Six Cats. Wire

**CHAS. WRIGHT**

Mighty Hoosier State Shows  
This week, West Baden, Ind.; Kokomo, Ind., July 6-11.

## WANT AGENTS

For two sets of Scales and Age, also Cotton Candy. Wire

**D. F. MURPHY**

Mighty Hoosier State Shows  
This week, West Baden, Ind.; next week, Kokomo, Ind., July 6-11.

## WANT BINGO CALLER

Ride Man for Spitfire, must drive.

**CASEY SENS**

Mighty Hoosier State Shows  
This week, West Baden, Ind.; next week, Kokomo, Ind., July 6-11.

## WANT ELECTRICIAN

That is capable of handling G.M. Diesel Light Plants to join on wire. Replies:

**H. B. ROSEN**

**INTERSTATE SHOWS**  
Mt. Vernon, Ill., State Fair

## BOONE VALLEY SHOWS, INC.

Want Funhouse, Mechanical Show, 10-in-1 or any Show of merit. Want experienced Ride Help who drives. Don Fowlen wants 6 Cat Agents; Tiny Chapman, Spot, Bill Boswell, call me collect. Iowa's largest 4th of July at Gowrie; Adel, June 28-29-30-July 1. Solid route of Fairs and Celebrations.

## WANTED AT ONCE

A-1 Talker, Side Show People for Fairs.

**CARL J. LAUTHER**

World of Mirth Shows  
Lowell, Mass.

## WANT CONCESSIONS

Hanky Panks only for Annual 4th of July Celebration, Onarga, June 30, July 1, 2, 3 and 4. Five big nights and two big days. Free Acts and Fireworks. Need experienced Ride Help. Contact

**D. J. ROHR**  
CHEBAUSE, ILLINOIS  
Phone: Chebause 11

## WANTED

Tilt Foreman and Second Men. Also Ferris Wheel Foreman. Must drive Semis. Good salary.

**WES SCHUMACHER**

Rt. 2, O'Fallon, Ill.

## GIRLS—WANT—GIRLS

Join now. Pay each night. Phone or wire

**RUBY LEONARD**

Ventura Hotel, Ashland, Ky.

Cherokee, Johnny Belli, Herb, Patricia and Jerri, Toni, contact the BOSS care of me. Getting ready for the big one.

## THOMAS JOYLAND SHOWS

Can place Cookhouse for Osgood, Lawrenceburg, Scottsburg, Warsaw, Crown Point, Kentland, Booneville, Montpelier Fairs (all Indiana). Also want Girl Show with complete outfit for these Fair dates (Torchy, wire). Address:

**L. I. THOMAS, Mgr.**  
LOGAN, W. VA., THIS WEEK

## Big Dates Shy Altho Marks Escapes Rain

ALLENTOWN, Pa., June 27.—Altho the John H. Marks Shows has been out of the rain for a couple of weeks big business has continued to elude that organization. Officials report that the winnings are only fair and below expectations. However, they feel that business will soon be okay as long as the weather remains clear during sufficient working hours.

Up until last week, the Marks Shows had been drenched by rain at nine stands. The elements made it pretty near impossible to package winning weeks no matter how willing the public was to participate.

The show will probably turn south after a couple of more weeks in Pennsylvania, where it will start its early fairs.

RIVERHEAD, L. I., N. Y., June 27.—Long Island is again proving okay for Prell's Broadway Shows, officials reported here this week.

Good weather thru the run, and the forecast for more of the same thru tonight's closing, has aided considerably. Sultry nights have brought out good crowds, and spending has held up to expectations.

## NELSON SHOWS

OPEN DATES

MINNEAPOLIS, NORTH DAKOTA

Need Concessions, Shows and Rides.

Grantsburg, Wisconsin, July 2-5

## WANT FOR BIG

4TH OF JULY CELEBRATIONS  
FIREWORKS, BOAT RACING, ETC.

HARDIN, ILL., JULY 3-4-5

Will place Concessions of all kinds. Especially want Candy Floss and Popcorn. Also want 2 Percentage Games.

**JOHN FRANCIS**

Hardin, Ill., this week

## FOR SALE

Eli #5 Wheel, steel base, A-1 condition, \$4,000.00; with A-1 transportation, \$4,750.00. Motor Speedway, 4 gas cars, factory made, new motors, new platforms, kid and adult ride, \$700, or will trade for kid cars, train, or what have you? Will buy Kid Car or Train. Help Wanted—Bingo Help, Wheel Foreman, Red, Tex, John Woolsey, answer. Jenny Foreman, Agents for Six Cats, Buckets, Ball Game.

**B. NESSLER**

c/o Motor State Shows #2  
Center Line, Mich.

## ADVANCE AGENT

WANTED AT ONCE

WHO CAN PRODUCE SPOTS. Michigan, Ohio and some Southern Fairs. Nice truck show.

**BOX 48, The Billboard**  
Cincinnati 22, Ohio

## WANTED

Good Ride Help. Can place Balloon Darts and other Concessions.

**MOUND CITY SHOWS**

Marceline, Mo., this week

## WANT

String Game, Cork Gun, Balloon Darts, Photos or other Concessions not conflicting.

**Klein Amusement Co.**

Madelia, Minn., July 1-2; New Prague, Minn., July 3, 4, 5.  
No Mitt Camp, no Girl Shows, no Rackets.

## W. G. WADE SHOWS

Two Rivers, Wis., Wednesday, July 8 to Sunday, July 19.

**FIRST SHOW  
IN FOUR YEARS**

Can place Concessions of all kinds, Games and selling privileges. Will sell "X" on Age and Scales.

Can use good, experienced Tilt Foreman. Write or Wire

**W. G. WADE SHOWS**

Wausau, Wis., all this week

## WANTED

Foreman and Second Man for Tilt-a-Whirl, Foreman and Second Man for Ferris Wheel. General Help for office-owned Concession Stands. Good pay for people who know their business and are willing.

## CAN PLACE

For Celebrations and Fairs in Illinois and Indiana: Hanky Panks that work for stock. Long season ahead.

## SAM MENCHIN

Chesterton, Ind., July 1-5; South Chicago Hqts., Ill., July 9-12.

All write:

11 W. Division St., Chicago, Ill.  
Phone: Superior 7-7243

## FOR SALE CARNIVAL

Booked with solid route of Fairs from now into Sept. Routed in Midwest.

4 MAJOR RIDES

3 KIDDIE RIDES

Office, Trucks, Wire. Everything ready to go as it is now in operation. Reason for offer of sale:

Help Sittion and Health!

All replies:

**SHOW OWNER, Box D-47**

Billboard Publ. Co.

2160 Patterson Cincinnati, Ohio

## T. J. TIDWELL SHOWS

WANT FOR FOURTH OF JULY, BRUSH, COLO., AND BALANCE OF SEASON

Hanky Panks of all kinds, especially Photo, Long or Short Range Shooting Gallery, Jewelry. Have openings for experienced Ride Men who drive semis. Yawger, come on. Will book Shows with or without own outfits. Have long route of Fairs and Celebrations, out till middle of November. All answers:

**T. J. TIDWELL, Mgr.**  
BRUSH, COLO.

## Del Flore Amusements

WANTS

Rides that don't conflict, Concessions of all kinds.

Negley, Ohio, July 1, 2, 3, 4; Salina, Pa., week of July 6-11. P.S.: Have 2 Rides for sale—Smith & Smith Airplane and Mangels Roto-Whip.

## JACKIE COLEMAN

Can place two more Girls, must be neat and attractive, good salary plus 50 per cent of tips. Pay guaranteed every night, no promises. Any girls working for me before contact. Jimmie, who worked for me on Gold Medal last year, come on at once, have good proposition for you, as I have both Shows over here. All replies: c/o Grand American Shows, Waterloo, Ia., June 30-July 5; Toledo, Ia., July 7-11.

CAN PLACE

## Capable Trainmaster

who can handle men

**AL WAGNER**

Cavalcade of Amusements  
Rockford, Ill., this week

## WANT

COLORED MUSICIANS AND PERFORMERS  
One more Trombone, A-1 Sax. Eat and sleep on lot.

**JIMMIE SIMPSON**  
616 N. 1st Street Richmond, Va.

WANT

EXPERIENCED BINGO CALLER

**LEWIS PERRY**

New Liberty Park, William St. & Union Rd., Buffalo 25, N. Y.  
Telephone: Bailey 2445

WANT

TWO (2) MAIL STORE AGENTS  
**BILL HARRIS**  
ROYAL MIDWEST SHOWS  
Rensselaer, Indiana



**METROPOLITAN SHOWS**  
AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Playing Big 4th of July Celebration—CLARKSBURG, W. VA., followed by EAST LIVERPOOL, OHIO. Then Fairs starting at Butler, Pa.

**WANT**  
CONCESSIONS: Custard, Long and Short Range, Hanky Panks, one more Wheel and Coupon Store. Legitimate Concessions, \$40 per week.  
SHOWS: Wild Life, Posing, Arcade, organized Minstrel. Can use Manager for our Drome and Riders or will book complete Drome. Bob Perry, I answered your wire. Want Talker and Grinder for Monkey Show.  
WANT BILLPOSTER with or without truck.

**RIDES:** Little Dipper and Dark Ride.  
**RIDE HELP:** Ridee-O or Rocket Foreman, Ferris Wheel Foreman, Second Men on all Rides. Salary and bonus, and you don't drive trucks.  
WANT SPECIAL AGENT who can put on matinees and knows duties on a Railroad Show.  
CANVASMAN for Minstrel and Girl Show Big Tops.  
I. J. McCall can use Train Help.

All address **SHIRLEY LEVY**  
STONEWALL JACKSON HOTEL CLARKSBURG, W. VA.

**SHOW**  
**T-E-N-T-S**  
Concession—Circus—Carnival  
**AMERICAN TENT & AWNING CORP.**  
132-4 W. Main St. Norfolk 10, Va.  
**BILL SANDERS**

**PEPPERS ALL STATES SHOWS**

**WE CLOSE DECEMBER 12**  
RIDE HELP WANTED  
NO GATE NO GATE  
WE PAY EVERY NITE RAIN OR SHINE

For Ferris Wheel, top wages, James Short, Andrew Underhill, Slim Baker, "Whity" Britton, Slim & Wife, who were with me in 1949 at New Orleans, wire me at once. Foreman for Smith & Smith Chairplanes, Merry-Go-Round, Topus, Wheel, Merry-Go-Round, Chairplane, Kid Rides; Wives to sell Tickets or work office Concessions. Ride Men must have drivers' licenses. This show will not stand for drinking on the job.

SHOWS: Harvey Willson Jr., F. W. Miller, Buttons and Bows, have three new Fairs in the fall. Let me hear from you. Frankie Pernetto, have news for you; call me.

**F. W. PEPPERS, Aliceville, Ala.**

**INTERSTATE SHOWS**  
Want for Chrisman, Ill., Homecoming on the Streets Around the Square, July 6-11, Fairs and Celebrations Until November 14

SHOWS—Side Show with own equipment or will furnish equipment for same. Col. Lew Alter, get in touch. Have opening for Unborn, Mechanical, Motordrome, Penny Arcade, Fun House, Glass House, any Grind Show not conflicting with that we have. Want Organized Minstrel Show.  
RIDE HELP—Foremen for Wheel, Tilt, Flyoplane, Dark Ride, Second men on all rides. Want Foreman for Merry-Go-Round.  
CONCESSIONS—All Concessions open, all Hanky Panks open. Eating and Drinking stands open, Novelties, High Striker, Age and Weight, Jewelry, Hats. Want experienced Billposter with car or truck to join on wire. Want Lot Man and Builder to join on wire. Replies to

**H. B. ROSEN, Mt. Vernon, Ill., State Fair**

**Hobart (H. W.) Thomas**  
**\$150 CASH REWARD**  
For information as to present whereabouts. Formerly French Fry Concession; Heller's Acme, Virginia Greater, C. A. Stephens in 1952. Call collect.  
**GEORGE TURNER**  
OKLAHOMA CITY, OKLA.  
Phone: Trinity 8-2136

**F. C. BOGLE SHOWS, INC.**  
NOW BOOKING FOR 14 FAIRS, INCLUDING WAKEENEY, COLBY, DODGE CITY AND LIBERAL, KANSAS. SHOW WILL BE OUT TILL NOVEMBER.

CONCESSIONS: All open, legitimate only. Booking two of a kind for Fairs. No "Ex" except Cookhouse, Grab, Bingo, and we have those. Burr is right. SHOWS with own equipment. Write for route and better deal than you have ever had before. HELP: Can always use capable Ride Men. Glen Edwards is ride supt. (Our pay is above average.) Want capable Man for office-owned Fun House. 40% of gross. Must drive.

**Wire or write F. C. BOGLE, Mgr.**  
Manhattan, Kansas, until July 2; Wamego, Kansas, July 3 & 4; Salina, Kansas, week of July 6.

**MARION GREATER SHOWS**  
WANT FOR BETTIS ACADEMY BIG 4TH OF JULY CELEBRATION. THE LARGEST 4TH OF JULY CELEBRATION IN THE SOUTH. JULY 3 & 4 AT ACADEMY GROUNDS ON U.S. HIGHWAY 25. BETWEEN EDGEFIELD, S. C. AND AUGUSTA

Will book legitimate Concessions of all kinds. Eats and Drinks open. Will book large Bingo for the season. Attention, Ride Help: Enlarging Show for season, can place Ride Help of all kinds; salaries, all you are worth. Join at once. Minstrel and Plantation Show People, join. Will book organized Minstrel Troupe. Will book Shows of all kinds. We have everything complete including front, top, etc. Concession Agents, join, can place you.  
This date followed by Pageland, S. C., Annual Watermelon Festival, six big days and six nights in the heart of the city, week of July 6-11. All replies to Marion Greater Shows, Leesville, S. C., until July 1; then all replies Trenton, S. C.; then Bettis Academy, P.S.: Following people contact: H. Ethridge, Douglas (Six) Rigby, Jimmy O'Brien, Anna Lee King and Arthur Austin.

**FOR SALE**  
**LITTLE CHIEF FIRE ENGINE**  
(1950 Crosley)  
A-1 condition, complete with special advertising sign standards. Hauls 16 children.

**VIRGINIA GREATER SHOWS**  
The Show With The Proud Reputation  
**WANT**

Balloon Concessions, Pitch-Tilt-U-Win, Block Pitch, Bottle Ball Games, Custard, American Camp and Cigarette Shooting Gallery, Pea Pool and Over-and-Under Dealers wanted; Murphy, answer. Also want Short Range and Cigarette Pitches. Also Seven Color Cigarette Concession. Pan Game Dealers wanted, Man and Wife. Will be open first week in August for these three Concessions: Punk Racks, Long Range Gallery and Basketball. Want Wild Life, Monkey and Unborn Shows at once.  
Aberdeen, Md., this week; followed by Annapolis, Md.; then the big one, Dover, Del.  
All mail and wires to  
**WM. C. (BILL) MURRAY**

**MIGHTY HAMMONTREE MIDWAY**  
Wants Legitimate Concessions of All Kinds

Good proposition for Flashy Bingo and Grab. Also want Age and Scales, High Striker, Glass Pitch, Hoop-La, Ball Games, Jewelry, Bowling Alley. Some Count Stores open. Want Foremen for Ferris Wheel and Spitfire, Second Men on all Rides, top salary. Also want A-1 Truck Mechanic with own tools. All wires and replies to

**WILLIAM O. HAMMONTREE, General Manager**  
MT. STERLING, KENTUCKY, THIS WEEK

**ABY RIFLE RANGE**  
5 Rifles — 2 Machine Guns  
Mounted on 30-Ft. Trailer  
Both of these can be seen in operation at  
**PLAYLAND PARK**  
Council Bluffs, Iowa

**AMUSEMENT CO OF AMERICA**  
WANTS WANTS WANTS  
**FOR STRONG ROUTE OF STATE FAIRS**

**RIDES:** Will book any Major Ride not conflicting.  
**SHOWS:** Will book Monkey Show of merit for balance of season starting Chip-pewa Falls Aug. 4th; also suitable Grind Shows. No Dings.  
**CONCESSIONS:** Hanky Panks of all kinds for Springfield, Chattanooga, Laurel, Birmingham and Beaumont.  
**HELP:** Place two Boss Canvasmen for large Shows starting Milwaukee, July 20th.  
**FOR SALE:** Miniature Train and Allan Herschell Two-Abreast Kiddie Auto Ride. Can be seen at Danville, Ill., Fairgrounds. Will sell cheap.  
All Replies to **PAUL OLSON, Mgr.**  
Amusement Co. of America, Sault Ste. Marie, Mich.

**DRAGO AMUSEMENTS**  
Want for North Judson and Knox, Ind., July 6-11

All Concessions working stock. Need two Girl Shows for same and rest of season. Will sell X on Derby and Frozen Custard. Will book any Show with own outfit for small percentage. Call or wire  
**PAUL DRAGO**, #1 Unit, Rochester, Mo., or **CHET PIERCE**, #2 Unit, Walkerton, Ind. P.S.: Like to book Free Acts for Carrol Co. 4-H Fair, July 27-Aug. 1. Booked solid for rest of season with Fairs, Celebrations and Centennials, so come on. Get in on the big ones.

**FOR SALE**  
Bowling Alley complete for 14 ft. concession; Duck Pond tank and motor with pump for 12 ft. stand; Mechanical Cat Rack with motor for 14 ft. stand.  
**WONDERLAND PARK**  
W. Fort St. & Pennsylvania  
Wyandotte, Michigan

**NOLAN AMUSEMENT CO.**  
WANT CONCESSIONS AND SHOWS, ASHVILLE, OHIO, July 2, 3 AND 4

Parades, Acts, Fireworks, etc. Twenty-First Annual Fourth of July Celebration. West Liberty, Ohio, Sesquicentennial Celebration, July 7-11, Streets, High Acts, Parades, etc.  
Lisbon, Ohio, Sesquicentennial, Streets, July 20-25.  
Want for balance of season—Percentage Games, Beat Dealer, Color Pan, Mouse Game, Pill Pool, Floss, Snow, Popcorn, French Fries, Waffles.  
Want Photo, Age, Lead Gallery, Buckets, Fish Bowl and Stock Concessions of all kinds. Want Ride Help and Concession Agents.

**MOTOR STATE SHOWS**  
#2 SHOW

**WANT** All celebrations Ohio, Indiana and long season south. Hanky Panks. Can place 2 Kid Rides. Want Merry-Go-Round Foreman.  
**WANT** Centerline, Mich., July 1-5; then as per route.  
**JOE FREDERICK, owner — LEO SCHULTZ, mgr.**

**WANTED**  
CALLER AND COUNTER MEN  
For Bingo. Can use two Percentage Dealers. Address  
**GUY WEST**  
Care Cavalcade of Amusements  
Rockford, Ill., June 29 to July 4.

**ROLAND SMITH'S SHOWS**  
LAWTON, OKLA.—DOWNTOWN LOCATION—ONE BLOCK FROM MAIN STREET

**WANT** Two Men for Pin Show, Man and Wife for small Sit Down Grab, Man and Wife to take over completely framed Bingo, also Pan Game Worker. Want Man to run Train who knows what to do and help run Kid Park. (Jim Kelly, Candy Adams, call me.) Will book Candy Floss, Popcorn, Scales, High Striker. Good openings for Mug Outfit and Snow Cones.  
**ROLAND SMITH, Mgr.**  
Address: 2103 Gore Blvd., Lawton, Okla. (Phone: 4623-W)

**THE BIG FAIRS ...**

**...OF AUGUST, SEPTEMBER and OCTOBER**  
MAKE THE BIG PROFITS FOR ALL OUTDOOR SHOWBUSINESS!

The Billboard July List Number contains complete U. S. and Canadian Fair Lists and Celebration Dates.  
It's the top reference guide for your prime customers serving outdoor showbusiness — as they stock up BIG for the biggest Fairs just ahead.  
You can Cash in on this huge last-minute demand with a hard-selling ad in

**The Billboard JULY LIST NUMBER**  
Dated July 25 — Ad Deadline, July 15

**FOR SALE**  
20x30 Cookhouse with floor. Strictly modern kitchen in 30-ft. semi; A-1 Tractor and 14-ft. Van Stock Truck with deep freezes. Booked on  
**WORLD OF PLEASURE SHOWS**  
In action this week at Manistee, Mich., or per route.

**PAGE BROS.' SHOWS**  
Want Cookhouse, Custard, Ice Cream, Arcade, Lead Gallery, Hanky Panks. Operator for office-owned Funhouse. Dick Palmer wants Girls for Girl Show, \$75.00 a week. Nat Gray wants Trumpet, Sax, Trombone for Jig Show. Want live Pony Ride.  
LaGrange, Ky., now.

**WANTED**  
Novelty Acts, Character and Exotic Dancers and Freaks. All you performers that have been with me are welcome.  
**FRANK'S THEATRICAL AGENCY**  
**FRANK MINNECI**  
Write or phone:  
Grand American Shows  
Waterloo, Iowa, June 30 to July 5.  
Follow up.

**SUNSET AMUSEMENT COMPANY**  
**CAN PLACE**  
Custard or Ice Cream, Ducks, Hats, Derby exclusive. Want Hanky Panks, including Country Store, Bumper, String Game, Duck Pond, Basketball and Ball Games. Will book any Show that can set on streets.  
Montevideo, Minnesota, this week; Winona, Minnesota, Steamboat Days next.

**The Billboard**  
CINCINNATI 22, O. 2160 Patterson St. DUnbar 6450  
CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761  
HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. Hollywood 9-5831  
NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800  
ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 0443

**ARCADE FOR SALE**  
33 machines in 20-foot Trailer in very good condition. Plenty of flash. Sickness reason for selling.  
**R. E. GRONINGER**  
N. Main and Vandyke Drive  
Canton, Illinois

**BINGO WANTED**  
Must join Winona, Minnesota, Steamboat Days, July 8th, with six more spots where you work in Minnesota, Illinois and Missouri. Montevideo, Minnesota, this week; Winona, next.  
**SUNSET AMUSEMENT COMPANY**

**WANTED TO BUY**  
Number 5 Ell; Merry-Go-Round, center poles all iron and bearings, two or three abreast.  
**S. B. RHODES**  
1701 Harrison Amarillo, Texas

**ROLL TICKETS**  
PRINTED TO YOUR ORDER  
**Keystone Ticket Co.** SHAMOKIN, PA. DEPT. B  
Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

100,000	\$29.50
10,000	\$ 9.50
20,000	12.00
50,000	18.50

**WANT**  
All kinds of Rides and Concessions for  
**NEMAHA'S OLD SETTLERS PICNIC**  
August 6-7.  
**BILL ANDERSON, Concession Mgr.**  
Nemaha, Neb.



**EVANS'**  
**HIGH STRIKER**

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

**SEND FOR CATALOG**

**H. C. EVANS & CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

**I. T. SHOWS**

**SHOW PEOPLE WANTED**

Side Show Operator, Magician and Wife for Illusion Show.  
Boss Canvasman, useful Show Help; place immediately.

**CONCESSIONS WANTED**

Short Range Gallery, Age, Scale, Photo Gallery and Custard, Balloon Game and Bottle Game for No. 1 Unit, Brooklyn, playing Sundays.

**OUR FAIRS START AUGUST 10, MIDDLETOWN, N. Y. WHAT HAVE YOU!**

**PHIL ISSER, Gen. Mgr.**  
Patchogue Hotel, Patchogue, L. I., or 1539 East 29th St.,  
Brooklyn, N. Y. Phone: NAvarre 8-8960.

**LAST CALL June 12 to July 5 Inclusive LAST CALL**

**SESQUICENTENNIAL CELEBRATION**

**LAST WEEK—June 28 thru July 5—LAST WEEK**

Including most people for Biggest 4th of July you ever worked to

**WANT SHOWS (No Girls).** **WANT CONCESSIONS:** Hanky Panks  
**WANT RIDE HELP:** Foremen for Big of all kind, French Fries, Snow  
Eli and Octopus. Cones. What have you?  
Other Ride Help come on. Space limited.  
12 Rides booked.

Wire deposit, tell footage. Then come in on answer. Time is short. Others have got theirs. . . . You can still get the last and best week. All contact **CONCESSION MANAGER, 810 Broadway, Toledo, Ohio. Phone Ad 7512**

**Cavalcade of Amusements**

Can place Ferris Wheel Foreman capable handling two Wheels; salary \$100.00 weekly; must be sober and dependable. Want Wagon Builder and Welder for shop. Can place Neon Man. We have our own equipment. Must be good Glass Blower; salary \$125.00 weekly (Willie Cain, answer.) Want Diesel Electrician who understands Caterpillar equipment; must be capable handling railroad show and be well recommended. Can place Custard Wagon. Also photos and all Hanky Panks. Want Floss Operator, man or woman. Can place Tower Men and Workingmen for Girl Show. Can place Waiters and Second Cook for Cookhouse. Sleeping accommodations furnished. Address

**AL WAGNER**  
Rockford, Ill., this week.

**GEORGE CLYDE SMITH**  
*Shows*

Want Ball Games, Fish Pond, String Game, Hoop-La, Penny Pitch, Balloon Darts, Long Range Lead Gallery, Spot the Spot, Pitch Till You Win, Cork Gallery, Novelities, Age & Scales. Mack's Bingo wants Counter Man. Want Wheel Foreman, Chairplane Foreman, Spitfire Foreman, General Ride Help, Truck and Tractor Drivers. Want Monkey Show, Crime Show, Jig Show, Acts for Side Show, Wild Life. All replies to

**GEORGE CLYDE SMITH SHOWS**  
Martinsburg, Penna., this week; Boswell, Penna., next week.

**KLENKE AMUSEMENTS**

**WANT FOR HUNTINGTON, FIRST CARNIVAL IN CITY LIMITS IN SIX YEARS**  
**GUARANTEED DOWNTOWN LOCATOR**

CONCESSIONS: Water Concessions, Photos, Age and Scales, Ball Games, Hoop-La, Cork Gallery, High Striker. SHOWS: Monkey, Snake, Mechanical and other Grind Shows. RIDES: Will book Flat Rides and Kid Rides not conflicting. Floyd Matter, contact. Pineville, W. Va., June 29-July 4; Amherstdale, W. Va., July 6 thru 11; Huntington, W. Va., July 12 thru 18, and other gold dollar engagements to follow. Address all communications to

**FRANK GRIFFITH, Gen. Mgr.**  
GENERAL DELIVERY, PINEVILLE, W. VA.

**ROYAL MIDWEST SHOWS**

The biggest 4th of July Celebration in Indiana (Rensselaer)—Indiana Annual 4th—July 2, 3, 4, 5. 4 Big Days, 4 Big Nights. Free Acts, Queen Contest, Drawings, followed by 10 County Fairs.

Want Photos, Coke, Pitch-Till-You-Win, Ball Game, Basketball, Novelities, Watch-La, Short or Long Range, Heart Pitch. Can place Minstrel Show, Wild Life, Monkey Show, 10-in-1, Walk Thru attraction on low percentage. Nolan and Fraker, contact. Want Man to take charge of Snake Show.

**Wire ROXIE HARRIS, Rensselaer, Indiana**

**WANTED—AGENTS—WANTED**

**This is It—MASSAC COUNTY FAIR—Metropolis, Ill.**

Join at once. Capable Boys for Count, Peek, Buckets, Skillo, Six Cats, Wheels. Also Hanky Pank Agents, Ball Game Agents and General Concession Help.

**Contact EMMETT BUFKIN or VINCE McCABE**  
c/o Empire State Shows (Fairgrounds), Metropolis, Ill., this week.

**Club Activities**

**Miami Showmen's Association**  
3170 S.W. Eighth St., Miami

MIAMI, June 27. — President William Cowan announced this week that a special drive will be conducted to raise funds for new furniture for the meeting room, television room, men's lounge and the office, as well as kitchen supplies. Cowan said that the Buck-Model shows will set a fast pace in raising funds, and a gross of books has been ordered for the show, with a huge jamboree to be staged at the Norfolk Fair.

Six gross of books have already been ordered, according to Ep Glosser and Shep Blumberg, co-chairmen of the ways and means committee, and all in need of books are asked to inform the secretary. The committee reports that Paul Prell has raised almost \$2,000 and Maxie Sharp \$1,000 from the sale of books to date. Reports coming in are encouraging and indicate that it will be a big year for the organization.

Tommy Carson and Blumberg, co-chairmen of the membership committee, report 187 new members have been signed so far this year. This is the standing of those in the race for gold life membership cards: Max Sharp, 41; Shep Blumberg, 35; Ben Glass, 34; Paul Prell, 23; Tommy Carson, 18; Buster Westbrook, 7, and Ed Horwitz, 7.

The following applications have been received: Joe Moore, Harry Moore, Eugene Pelz, John Lee Bain, Morton Kukoff, Joe Weiss, Boots Serreco, Robert Serico, Mathew Hemphill, Russell H. Rice, William F. Warker, Louis L. Barta, Bernard C. Cunningham, Andrew C. Starr, Charles B. Cummings, Steve Weston, Rudolph B. Jones and a re-instatement for Howard Boyd, all submitted by Ben Glass; Daniel Mann, Peter J. Balsewiec, Charles Goldfine, Darby Rathman, Samuel E. Abraham, Isa G. Maimon, Sam Deoma and Thomas A. O'Neill, all proposed by Shep Blumberg; Art Converse, James G. Hunter, Jack W. Gates and Bruce M. Smallwood, proposed by Charlie Wright and Tommy Carson.

Richard J. Cloeman, James H. Barnes, Larry R. Ewen and William I. Storey, proposed by Eddie Horwitz; Jack Stern, Sam J. Valenti, Martin P. Kurdziel, Elmer Larney, Robert D. Pierson, Ralph R. Ryan, John W. McCarthy, Ermond E. Swain, Nelson R. Benfield, Gordon Wright, William McClister, Dominick P. Senna, Stanley Stern, Woodrow S. Hill, Frank C. Hooper, Wallace R. Fritts and Jack Allen, proposed by Max Sharp; Bill Bauchowski, Anthony Palvino and William R. Austin, proposed by Paul Prell, and Lester B. De May, proposed by George Ritch.

The year book committee urges

all members to get working on the ads and forward them on to the office now.

Recent visitors included Ed Perls, Eddie Coachman, Alton Pierson, Bert Rosenberger, Dutch Holtzman, Cliff Wilson, Mickey Gallo, Al Beck, Sam Solomon and Harry Lewiston.

On the sick list are William Red Hicks, Veterans' Hospital, Coral Gables, Fla.; Jack Rose at the same hospital; Steve Homan, Tuberculosis Hospital, Lantana, Fla.; Spot Cooper, Rex Hospital, Raleigh, N. C., and Max Kimerer, at home.

The late Mrs. Florence Fishman, wife of brother Moe Fishman, was buried in our plot at the Miami Showmen's Rest.

Mail has been received from Ben Glass, Benny Renn, Mel Dodson, Eddie Horwitz, Bob Mallet, Daniel Festa, Claude Sechrest, Charles Schwachs, Ep Glosser, Max Sharp, Stretch Rice, Shep Blumberg, William Cowan, George Ritch, Harry Modele and Donald C. Jeffrey.

Mail is being held for Sam Barrett, Sam Spielman, A. J. Romanaskis, Louis Kramer, Johnny Cramer, Johnny Ciaburri, Joe Farley, Al Gerand, Robert Guaydinino, Michael Karr, Ted Lewis, Harry Modele, Kenny Meyers, Joseph Motola, George Langley, Frank Blyden, Joseph Borgia, Anthony Iachoni and James Sakobie, Jr.

**Ladies' Auxiliary**  
Mrs. Eva Daniels and Mrs. Rebecca Castle gave a fund-raising party for the club at the home of Mrs. Castle, assisted by Myrtle Brooks, Caesara Buzzella, Freda Wilson and Ethel Johnson. Prizes were won by Rose Hicks, Edna Lockhart, Millie Finn, Ethel Weer, Freda Wilson, Audrey Fineberg, Florence Badanes, Elsie Keeler and Germaine Cabrera.

Others attending were Irene Moore, Theresa Brand, Pearl Schultz, Margie Rosenstein, Marcella Silver, Kate Sandow, Billie Palitz, Eva Houdik, Fay Spellman, Judith Solomon, Ann Whitehead, Elsie Bryant, Hilda Roman, Bea Truesdale, Alberta Mack, Louise Endy, Clarice Dunn, Gussie Libowitz, Bea Gerson, Helen Dubin, Fay Stewpel, Marian Newman, Dora Pearson, Bea Johnson, Mae Levine, Jeanne Lampell and Florence Badanes.

**Park Amusement Shows**

Want Ride Help: Ferris Wheel, Octopus, Merry-Go-Round; Men who can handle Rides. Concessions of all kinds, especially want Bingo, Cookhouse and all kinds of Hanky Panks. Hanky Pank and Grind Store Agents, come on. Any Show with own transportation. Want Electrician. Ray Smith, Bob Grubbs, wire or come on. Salem, Mo., this week; Tecumseh, Mo., next. Fairs and Celebrations from now on till fall, then the cotton country.

**BILL PIKE, Manager**

**WANT**

For Illinois' biggest 4th of July Celebration, Henry.

Stock Concessions of all kinds. Will sell X on Custard, Novelities, Short Range, Glass Pitch, Hoop-La, Watch-La, Heart Pitch, Fish Bowl. No flats or zypsies.

**BURKHART SHOWS**  
Henry, Ill., this week; Colfax next; then all Illinois Fairs to follow.

**CARNIVAL WANTED**

August 6-8 or August 27-29  
**GIBSON SOY BEAN FAIR**

Held on Main Street. Sponsored by VFW. Write

**DOUG HAGER**  
Gibson City, Illinois

**TILT-A-WHIRL**

**FOR SALE**

WITH TRANSPORTATION

**ERMIL BRODBECK**  
Kinsley, Kansas

**ALL TYPES OF WHEELS**



Mds. Wheels Big Sixes Double Wheels Laydowns Ask for 1953 Catalogue

**CARDINAL MFG. CORP.**  
430 Keap Street Brooklyn, N. Y.  
Evergreen 7-5027

**MARKS SHOWS**

WANT Concessions: Grab Stand open, Long and Short Range Gallery, Duck Pond, Hanky Panks.

FRANK SPINA wants Count and Pin Store Agents.

SHOWS: Wild Life and others that do not conflict. What have you?

HELP: Ride Help of all kinds—prefer semi-drivers.

**Art Lewis, Gen. Mgr.**  
June 29-July 4, Hazleton, Pa., Altamont Hotel; July 6-11, Pottsville, Pa.

**WANTED**

**SIX CAT AGENTS**

Contact:

**CARL HANSON**  
or  
**BOB PARKER**  
c/o William T. Collins Shows,  
Rugby, N. Dak., June 28-July 4

**NOTICE**

Will the

**MOTOR DRONE**

please contact Arcadia Exposition, Upperco, Md., or any other similar Motor Cycle Act who is interested in 8-day stand. Address:

A. E. STOCKSDALE, Chairman  
Arcadia Exposition Upperco, Md.

**37th ANNUAL MINERS' PICNIC**

**MEMORIAL STADIUM**  
**TERRE HAUTE, INDIANA**  
**AUGUST 7-8-9, 1953**

Concessions wanted. Contact

**Concession Chairman**  
2323 N. 13th St. Phone: H-8181

**CARNIVAL WANTED**

**For 7TH ANNUAL HOMECOMING**

July 30-31-Aug. 1

Sponsored by Lions' Club, Rod & Gun Club and American Legion. Free Acts and Gate.

**WILFRED WARDOWSKI**  
Leslie, Michigan

**AL BROWN WANTS**

Six Cat and Bucket Agents. Also Hanky Panks.

c/o Royal United Shows as per route.

**FOR SALE**

CASH TALKS

7 Car Tilt, 8 Tub Octopus, Super Roll-o-Plane, Fun House, Kid Cage Wheel, built on trailer, Texas built. All has transportation. Cheap for cash.

**WANT**

Help on all Rides. Also Concessions and Shows for Longmont, Colo., 4th of July and balance of season.

**WIRE: C. A. GOREE, Longmont, Colo.**

**BIGGEST 4TH OF JULY CELEBRATION**

in Northern Indiana at Ossian, sponsored by Conservation Club. 10 Free Acts—2 Dances—Fireworks.

Can use Caramel Corn, one Milt Camp, Hanky Pank—only one of a kind. Rides. If you want to make money, this is it: on the lake from 9 a.m. till midnight; \$10.00 all day. Let me know at once. Call Bluffton, Indiana, 1594.

**D. LANE**

**WANTED**

**High Class Press Agent**

Must understand kiddie matinee promotion. Long season until November. Address:

**AL WAGNER**  
Cavalcade of Amusements  
Rockford, Ill., this week

**COOKHOUSE HELP**

**WANTED**

Need Griddle Man to join at Red Oak, Iowa. Also Countermen and a Cook. Party who was with Bill Chalkas last year and known in Denver, come on in. Have 22 Fairs. Good salary to all.

**SAMMY CALDWELL**  
c/o Don Franklin Shows, Red Oak, Iowa

**Thank You**

**MR. & MRS. JAMES FLAKE**

Derby Owners-Operators, Ken Penn Shows, for your Buick Riviera purchase.

**JOHNNY CANOLE**  
Canole Buick  
Monessona, Pa. Phone 2500.  
Altosona, Pa. Phone 9347.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH

OUR PRICES TALK !!!

#999-N. Set with 12 brilliant cut stones. Chain and cross in beautiful white finish, soldered links.

\$4.25 Doz. \$48.00 Gross

#999-G. Same as above, heavier chain, in beautiful gold finish.

\$6.00 Doz. \$66.00 Gross

Sensational Profits !! EVERY DAY !!



No. 185 Full of Life! First Brilliant \$3.85 doz. \$45.00 gross



No. 877 A Real Money Maker \$2.75 doz. \$30.00 Gross



No. 1098 NEW FLASH! Copy of a \$500.00 Ring \$3.25 doz. \$36.00 gr.

Providence Ring Co. 49 Westminster St., Providence, R. I.

Bulova • Waltham Elgin • Benrus Gruen Watches \$9.95 EA.

SPECIAL \$50 DEAL 4 asst. above Watches & 6 Exp. Bands to match. You save an extra \$15.40.

Joseph Bros. 55 Wabash Av. Dept. B-4 Chicago 10, Ill. "The Watch and Diamond House"

SIGN ON THE LINE With our NEW RETRACTABLE BALL PEN At the lowest price \$27 per gross \$2.50 Assorted Colors A CHILD CAN WRITE WITH IT! Ask for FREE Catalog of Tremendous Bargains BURKE 10 W. 27 ST., N. Y. C.

TABLES & STEEL OR WOOD CHAIRS Folding or Non-Folding Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed ADIRONDACK CHAIR CO. 1140 R'way, N.Y. (27 St.), Dept. X-42, MU 3-1383

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word - Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line - Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

EMCEE MAGAZINE-CONTAINING BAND Novelties, Parodies, Monologs, Comedies. Jokes; subscription \$3; add \$2 for four gag-packed back issues and collection of heekee stoppers and comic song titles. Emcee-B, Box 963, Chicago 90. Jy4

WANTED-SHORT STAGE PLAY SCRIPTS with part for male midset actor. Write Director, Billboard, Box A144, 6000 Sunset Hollywood 28, Calif. Jy4

AGENTS & DISTRIBUTORS

ABALONE PEARL SEA SHELL JEWELRY. Italian Moral Jewelry, Italian Sea Coral Jewelry, Chinese, Iran, Indian Jewelry, Butterfly Wings Jewelry, Novelty Dangling Earrings, Tropical Novelties featuring unusual items. Send for price list. Tropical Gifts and Curios, Lewis Levine, Owner, successor to Joseph Fleischman, 906 Tampa St., Tampa, Fla. Jy4

AGENTS DISTRIBUTORS SALESMEN Sea Shell and Starfish Lamps RELIGIOUS and TROPICAL Styles SPECIAL DISCOUNT FOR JULY Sample Assortment: 14 Lamps, \$67. Ret. Value, for \$27.50 (F.O.B. Miami, Fla.) FREE Samples included 1/3 Deposit on all C.O.D. orders WRITE TODAY FOR CATALOG "B" LOS TROPICALS Established 1927 940 N. Miami Ave., Miami, Fla. Jy18

AGENTS ARE NEEDED FOR BAXTONE Postcards in the following States: Connecticut, Massachusetts, Colorado, Michigan, Delaware, Montana, New Jersey, Maine, New York, Pennsylvania, North Dakota, Rhode Island, South Dakota, South Carolina, Vermont, West Virginia, Wisconsin, Wyoming, Hawaii, Alaska, Puerto Rico, Washington. Write today for catalog and sales data. Baxter Lane Co., Box 175, Amarillo, Tex. Jy18

AGENTS - ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; sample with Name and S. S. Number, \$9; literature free. General Products, 11 N Pearl BB-35, Albany, N. Y. Jy18

AGENTS, SALESMEN, DISTRIBUTORS - Real money every day. Give auto windshield 1953 look. No more glare from sun, headlights, etc. Auto owners buying now. The newest rage; tinted windshields for all cars, trucks. One minute demonstration sells new miracle Spray-a-Tint; last for years, season just starting; thousands satisfied customers. Enormous profits. Sample free. Write Spray-a-Tint Co., Consumers Bldg., Dept. B, Chicago 4, Ill. Jy18

ATTENTION SALESMEN, WAGON JOBBERS, demonstrators, organizations, advertising jobbers. Free catalog. Select Shaker, 16147 Segundo, San Lorenzo, Calif. Jy25

BASKET EARRINGS, WOVEN STRAW Baskets, Hat Baskets, Crystal-Glass Baskets, colorful Shell Baskets, Chignon, Mobile, Dead Hoop Earrings, 36 J. J. Lasturka Dist., Box 10248, Tampa, Fla. Jy4

BUY AT SPECIAL FACTORY PRICES! Price Lists Free! Rosaries, \$2 dozen, boxed; Religious Novelties, \$4.25 dozen; 4-pc. Stimulated Pearl Sets, \$10.50 dozen. CUSTOMCRAFT JEWELRY MFG. CO. 24 Custom House St. Providence, R. I. Jy4

COMIC POST CARDS-CONTAINING LATEST gags, printed in colors on krome stock; 5¢ retail; price to trade, \$25 per 1000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 705 Fifth St., Sioux City, Iowa. Jy4

BEAUTIFUL PINS AND EARRINGS CLOSE-OUTS. Many styles in tailored and stoned earrings, \$1.25 and \$1.50 per assorted dozen respectively. Also attractive tailored and stoned pins at \$1.25 and \$1.50 respectively per assorted dozen; men's gold-plated 3-stone rings, \$3 per dozen; men's and ladies' aluminum idols, \$12 per gross. Sample dozen regular price, 25¢ deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. Jy4

BILLFOLDS Personalized, tooled, hand made in prison; \$2.25 postpaid; emblems, designs, \$21 doz.; gross, \$250; popular sellers, stamped, \$2; dozen, \$18; gross, \$175. Handbags; haircalf; leather, etc. 25¢ deposit, balance c.o.d. S. W. HOBBS Box 23A Aheskie, N. C. Jy4

DECALOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. Jy4

GOING BROKE FAST NICKELS TO PENNIES TRICK \$6 per doz.; samples, \$1 each. Cash with order, shipped prepaid. 25¢ deposit on c.o.d. orders. TUDOR ENGINEERING PRODUCTS Trenton & Susquehanna Ave. Philadelphia 25, Pa. Jy4

JOBBERS, SPECIAL SALESMAN-NEW big Six Weiner Roaster, retails 50¢; 3 samples and deal postpaid, \$1. Stephens Products, Coldwater, Mich. Jy4

JOKERS FUN SHOPS-FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. Jy4

MAKE 80¢ PROFIT ON \$1 SALES. AMAZING Cleaner for automobiles, metal, glass. Free sample. Kolman Mfr., P.O. Box 572, Dayton 1, Ohio. Jy4

MEXICAN RESURRECTION PLANTS - (The Rose of Jericho), 1000 nice large plants, \$20. Can supply any quantity National Products Co., Laredo, Tex. Jy4

MONEY FOR XMAS-MAKE AT LEAST \$50 showing beautiful Elvira Christmas and All-Occasion Greeting Card Assortments; Name Imprinted Christmas Cards, Stationery, Napkins, Book Matches, Playing Cards, Gift Wraps, Books, Games, Household, Hostess Items. All unbeatable values. Make money while you make friends. No experience necessary, no risk, send no money. Free samples, catalog, Bonus plan, display assortments on approval. Write today! Elvira Greeting Card Co., Dept. C-224, Elmira, N. Y. Jy4

OIL PAINTINGS Popular prices, all kinds, all sizes. ALSO LESSONS or course in practical oil painting. Write MARRIGOLD, 267 No. Poplar, Merrill, Wis. Jy4

OVER 1000 ITEMS-FAST SERVICE, LOW prices; Cards, Mse., Agents' Supplies, Aspirins, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades, Nylon, Novelties. Free price lists. Maloney & Sons, Dept. BB, 1063 W. Broad, Columbus 8, Ohio. Jy4

PENNANTS DO YOU USE THEM? If so you need our price list and illustrated booklet and a sample pennant. HART PROCESSING Marine City, Mich. Jy4

SELL OUR BEAUTIFULLY MOUNTED Texas Long Horns on rodeo grounds and fairs; these are mounted with hand-tooled leather, 6 feet spread, \$60; 7 feet spread, \$75 pair; special price in dozen pairs. National Products Co., Laredo, Tex. Jy4

SELLING OUT! ELECTRIC BINGO BLOWERS, \$49.50 complete with balls. Lipka Mfr. Co., 617 E. 11th St., New York 9, N. Y. Jy25

SIDELINE SALESMEN - FREE WHOLESALE catalog, jewelry, auctioneer, pitchman merchandise. Casey Hoffer Corp., Dept. 40, 618 Jackson, Chicago 6 (Chronograph Watch, \$3.88.) Jy11

VACUUM CLEANERS-TANKS, UPRIGHTS; all makes, rebuilt like new, guaranteed. Any quantity, all prices; samples on request. Brand New Sewing Machines. Metropolitan, 4143 Third Ave., N.Y.C. CY 9-5960. Jy4

3, 4 AND 5 PIECE SETS-LOVELY SATIN lined boxes from \$14.50 per doz. prepaid; Earrings from \$2.50 per doz. S & E Sales Co., 2007 So. K, Tacoma 3, Wash. Jy4

10c COMIC BOOKS-OFF SALE COPIES JUST TO ADVERTISE COMPLETE FULL COPIES A LARGE VARIETY WITH EACH ORDER WRITE-WIRE-OR CALL FOR DETAILS GRODDY SALES COMPANY 1338-42 FORBES STREET PITTSBURGH 19, PA. Jy4

200% PROFIT - AGENTS, FITCHMEN, Demonstrators. Sta-Polish, a thorough cleaner and auto waxer, washes as it polishes. Brings out old metallic maroons and blues where other compounds have failed. Deep penetration instead of abrasive action. Penetrates rust on chromium, old and new autos and furniture. The only polish that leaves a chemically hard finish. Sample pint, \$1; dozen, \$7.20; gross, \$72. Bridges Industries, 270 E. Park, Mansfield, Ohio. Jy4

ANIMALS, BIRDS, PETS

A RED-HOT FOURTH OF JULY SPECIAL - A complete super Reptile Exhibit, consisting of one brightly colored exotic Emerald Tree Boa, one sizzling nonpoisonous hooding False Cobra, one giant Tropical Rat Snake, one extra large iridescent Rainbow Boa, two very large Emerald Green Brazilian Tree Snakes, one seven foot heavy bodied South American Boa Constrictor, two giant lizards, one Tarantula Spider, tropical Birds, Monkeys, Foxes, \$22.50 and variety of at least 15 colorful Florida Snakes, all for \$150. We also have on hand a very large variety of animals, birds and monkeys. Contact us for quality stock at the most reasonable prices. This week's special: "Baby Squirrel Monkeys" for pets, \$22.50 and Baby Brazilian Capuchin Monkeys, \$35. Tarpon Zoo, Tarpon Springs, Fla. Jy4

ABSOLUTELY ONLY ONE WAY LEFT to start profitable mail-order business on small capital. Others have! You, too! Dime brings booklet explaining everything. Ford Publications, Box 205, Rahway, N. J. Jy4

Add a Sea Lion to Your Show The cost is little, the increase in your take will be large. We have healthy, select specimens, small, medium or large, males and females, available for immediate shipment. Write, wire or phone your wants to MARINE AQUARIUM, Municipal Pier, Santa Monica, Calif. EXbrook 34068. Jy4

ALLEN HAS ON HAND FOR SALE-AUSTRIAN blue-tongued Skink, Mexican beaded Lizard, large green Iguanas. Black and yellow Tegus, \$10 each. Red-footed and tropical Tortoises, Terrapins, Box Turtles, Rainbow Boas, emerald tree Boas, Cook's tree Boas, red-tailed Boa Constrictors to 11 feet, Indian Rock Pythons to 8 feet, Anacondas to 13 feet, Eastern and Western Diamondback, timber, pygmy and tropical Rattlesnakes, Copperheads, Moacans, Corals, Fer-de-lance, Red-bellied, banded, green and brown Water Snakes; Florida, Brooks, speckled, chain King Snakes; Florida Indigos, yellow-tailed cribos. Common and Southern Hog-Nose, Ribbon Snakes, Everglades, yellow, Coachwhips, Blue Racers, Black-snakes, Garters, Ribbon Snakes, Everglades, yellow, red, gray, black, tropical and Mahogany Rat Snakes. (Mahogany Rat Snakes are sometimes erroneously called false cobras.) Florida and Western Bulls, keeled green, rainbow, red-bellied Mud Snakes; giant Toads, Horned Lizards. Also tanned Snake Skins and preserved specimens. Price list on request. Ross Allen's Reptile Institute, Silver Springs, Fla. Phones: Marion 2-6369, Marion 2-7080. Jy4

BRAD BRADFORD "Zoo Town" - Fairyland Park 3647 N.W. 36th St. (64-8841) Miami, Florida

Please don't wire when in a jam for "SNAKES" at fairs. I have them now and will have them then for my Regular Customers only "DENS" from \$10. The Biggest Value Show Business Ever Knew Light weight shipping boxes save you money WRITE FOR DETAILS (Continued on page 82)

IT'S NEW! WOW! WHAT A HONEY!

CUDDLE BEAR

PUT HIM ON YOUR SHELVES AND WATCH THE ACTION YOU'LL GET!

ORDER A SAMPLE DOZEN TO BE FIRST WITH IT!

F.O.B. East \$39 DOZ.

F.O.B. Milwaukee \$44 DOZ.

SAMPLES \$5 EA.

27 INCHES HIGH



The most adorable cuddly bear we've ever handled, every child, woman and even the men will want to cuddle it in their arms. Vinyl rubber feet and paws.

"I'm going out on a limb with this one by predicting it will be the hottest money maker of the season."-Ned.

WISCONSIN DELUXE CO.

1902 N. Third Street Milwaukee, Wisconsin Phone: Locust 2-5431

CORRECTION NOTICE!

Due to error in prices in our Summer Special ad, the No. 51 Electrified Show Lamp is \$1.50 ea. instead of \$1.00 and \$17.50 a doz. instead of \$10.80.

No. 51 ELECTRIFIED SHOW LAMP

Ten 6" cut plastic prisms. All metal parts nickel plated. Frosted 6" glass ball. Fired on colors: pink or frosted white. Height 14". Individually boxed - 6 lamps to carton. Weight per lamp 2 1/2 lbs.

\$1.50 ea. \$17.50 doz.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOncroe 6-9520 In Business in Chicago for 37 Years

ENGRAVERS with it since 1907 DAY and NITE SERVICE

Complete with No. 102 \$13.00 gr. No. 100 Men's All-Aluminum Idents. \$7.50 gr. No. 14 All-Aluminum Crab Bag Idents (not seconds) \$7.50 gr. WATCH for Sensationally LOW-PRICED Grab Bag Bracelet! FREE SAMPLES TO CONCESSIONERS "Originators of the All-Aluminum Ident" 7739 Avalon Chicago, Ill. Phone: WATERfall 8-8855

ENGRAVERS-CONCESSIONAIRES AND OPERATORS

SEND FOR OUR GENERAL CATALOG LISTING IDENTS-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS-ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up HAND POLISHED IDENTS \$7.50 Per Gross and up

NO. 2400, assorted styles-per gross \$5.50 NO. 2000, aluminum Idents-per gross \$7.50

WE PAY POSTAGE ON ALL PREPAID ORDERS WITH THE EXCEPTION OF AIR MAIL

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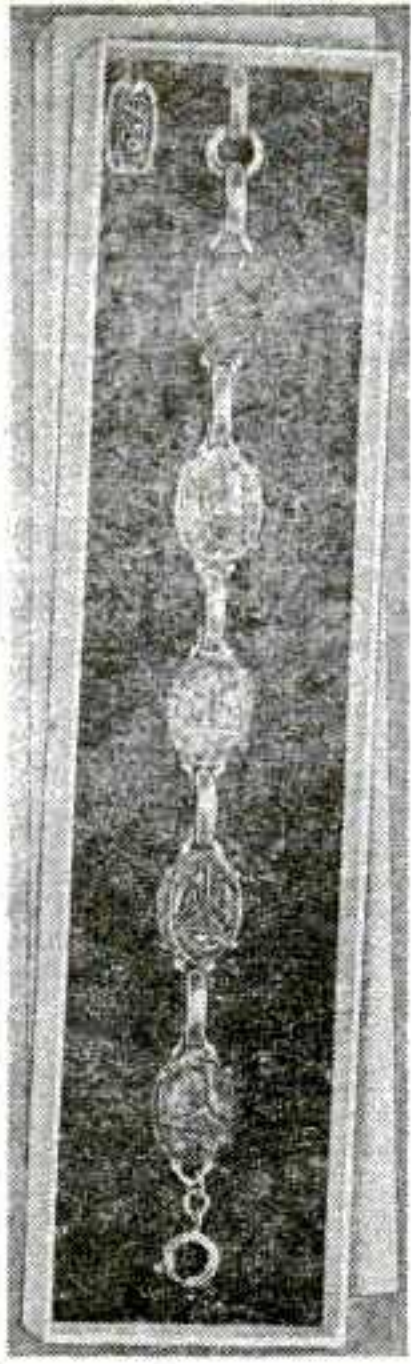
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Continued from page 81

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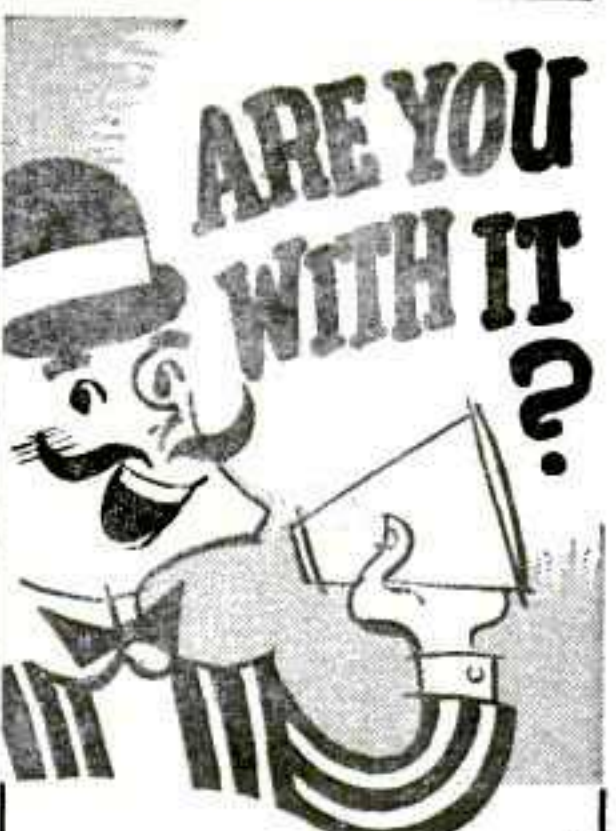
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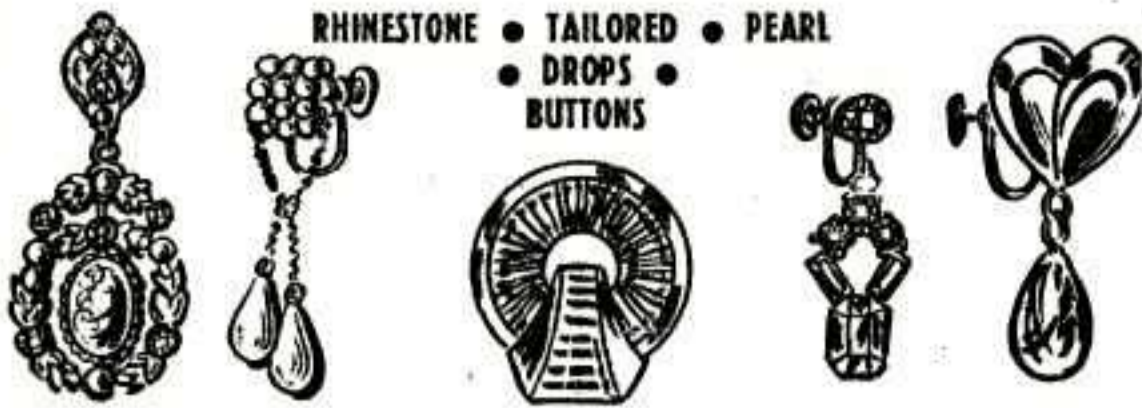
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PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Jy18

### PRINTING

ALWAYS SPEEDY, RELIABLE SERVICE. Lowest prices, 1x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper cards, Tribune Press, Dept. BB-J2, Earl Park, Ind. Jy25

BUSINESS CARDS AND OTHERS, \$2.50 1,000 postpaid. Free use cuts. Black, blue or red. Samples free. Signal, 927Q, Los Altos, Calif. Jy11

Cash In On  
**BIGGER RETURNS**  
Try a Lucrative  
DISPLAY CLASSIFIED  
style of ad  
see 1st page this  
section

JULY SPECIAL! ADVERTISING CUTS UP to 10 square inches and 25 newspaper mats, only \$15, including artwork. Send 8x10 photo, 1/3 cash, balance c.o.d. Waco Advertising Service, 20 Victory Drive, Hamilton, Ohio.

THERMOGRAPHED BUSINESS CARDS—Distinctive, top quality; 1000, \$5.50. Free sample folder Diehl Imprints, Box 64, Glenolden, Pa. Jy11



### Quick Photo Invention! PHOTOMASTER

PDQ CHAMPION  
Makes finished  
photos in 2  
minutes. Takes  
and finishes 30 to 40  
everlasting black  
and white or sepia  
photos an hour. No  
dark room. Guar-  
anteed not to fade  
Photos taken on  
"SUPER SPEED"  
direct positive  
paper. Picture size  
2 1/2 x 3 1/4 in. Com-  
plete, easy to op-  
erate portable photo studio. 700% PROFIT  
Write quick, get details about the great  
PHOTOMASTER. Dept. 88  
**PDQ CAMERA CO.**  
1161 N. Cleveland Ave. Chicago 16, Ill.

Finished Photos  
in 2 Minutes

### SALESMEN WANTED

ANYONE CAN SELL HOOVER DuPONT Nylon Uniforms for beauty shops, waitresses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low priced. Exceptional income. Real future. Equipment free! Write fully. Hoover, Dept. P-109, New York 11, N. Y. Jy25

NAVY MAGAZINE, 26 YEARS OLD, wants reliable representatives. Exclusive territory open; 6 specials annually. California territory open. Liberal commissions. Geo. L. Carlin, USN., Retired, Finance Building, Philadelphia, Pa. Phone Locust 4-4380.

### SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. Jy14

### TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 63rd St., Los Angeles 3. Jy14

LEARN TATTOOING—15 BASIC LESSON course, \$25. Illustrated brochures of course and tattooing supplies. Zeis Studio, 728 Lesley, Rockford, Ill. au15

### WANTED TO BUY

INTERESTED IN RIDE FOR 1 TO 4 YEAR olds; Train, Car, Airplane, or what have you? When writing give location, condition and price. Dalry Treet, F. Martel, Magnolia, Ark.

WANTED — SPECIALTY ITEMS AND gadgets to be sold by street salesmen and demonstrators. Also items for mail-order sales. Universal, Box 2446-A, San Francisco 26, Calif. Jy14

WANTED — GENERATORS, 16.5 KW. DC Generators. We also want 60 inch Searchlights. Publicity Searchlight Co., 52 West 53 St., New York 19, N. Y. Plaza 5-6980. Jy11

WANTED—PORTABLE SKATING RINK to rent or lease. Have good location. Contact C. D. Adkins, R. #1, Mount Olivet, Ky.

16-INCH TRANSCRIPTIONS, ELECTRIC Organ, Pipe Organ, Instrumental, Band; no vocals. Also same on tape. Dick Carpenter, Tama, Iowa.

**3 WAY SAW**  
1-14" 8 pl.  
Compass Saw Blade  
1-12" 8 pl.  
Compass Saw Blade  
1-10" 8 pl.  
Keyhole Blade  
For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles.  
**\$5.00** Per Doz. Sets  
No Less Sold  
**HACK SAW FRAMES**  
Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.  
**\$6.00** Per Dozen  
No Less Sold  
16-Inch Hack Saw Blades . . \$3.60 Per Gr  
Sold in gross lots only.

**REGULATION SIZE HAND SAW**  
24 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 to a carton. No less sold . . . **\$1.00 ea.**

**5 WAY CABINET SAW SET**  
1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw. Packed 6 to a carton—no less sold. \$1.25 Per Set.  
6 Pc. MAGNETIZED Screw Driver Set Self-display individual box unit. Overall lengths ranging from 11 1/2" to 3 1/2"—includes stubby recess and square shank. \$1.00 Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades.  
25% deposit with order, balance C.O.D., F.O.B. Chicago.

**COOK BROS.** 916 So. Halsted St. Chicago 7, Ill.

### ATTENTION: MR. CARNIVALMAN, PITCHMAN, CONCESSIONAIRE

Welcome!  
When you are in or near the city of Atlanta, Ga., it will pay you to visit us. We carry a complete line of premium gifts and glassware.

• Ash Trays • Oval Dishes • Salad Plates • Bon-Bon Dishes • Compotes • Nappys • Fruit Bowls • Other inexpensive items.  
It's easy to buy or order from us because (1) Central location; (2) Free parking space; (3) Large and complete stock always on hand; (4) Ship anywhere in the South; (5) Catalogs available.  
It will be a genuine pleasure to serve you. The price is always right

**H. SMITH BOTTLE SUPPLY CO.**  
250 Decatur St., S. E. Atlanta 3, Ga.

**SPECIAL!**  
Full Size, 17/4"x11 1/4"  
**HORSE CLOCKS**  
In Two-Toned Bronze or Gold Finish with popular electric movement  
**\$5.60** Ea. in Lots of 6  
Sample, \$6.25.  
With 40-hour wind movement  
**\$5.00** Ea. in Lots of 6  
Sample, \$5.50.  
**NEW LOW PRICE ON BRONZE HORSES**  
Send for free 1953 catalog. 25% deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale add federal tax.  
**HOUSE OF BRONZE**  
1497 Myrtle Ave., Brooklyn 37, N. Y.  
Glenmore 6-1840

### SETTING THE PACE and Leading the Field

With these outstanding ring values offered at the very lowest prices possible.



#035  
\$2.00  
doz.  
\$21.00  
gross

ARROWHEAD sim. 1 Carat Diamond center. Heavy, will sell on sight. Don't miss out. 16 kt. gold fin. Order now!



#99  
\$2.50  
doz.  
\$27.00  
gross

Massive 1 Carat center sim. DIAMOND. Fiery 38 facets. 16 kt. gold fin. A sensational ring buy.



#169  
\$3.25  
doz.  
\$33.00  
gross

Ever-popular 1 Carat CENTERSTONE plus 2 square cut side sim. DIAMONDS. May be had with white or red side stones. 16 kt. gold fin. Terrific buy.

You may see similar rings, IMITATIONS, advertised at lower prices, but all we ask is that you COMPARE. Samples will remove all doubts. (Sample Us!)



#M-01  
\$3.75  
doz.  
\$42.00  
gross

FIVE BRILLIANT. Giant sim. diamond, four side stones. (Comes all white or red sides.)



#M-191 (H)  
\$3.25  
doz.  
\$33.00  
gross

KNIGHTS RING with gleaming sim. silver insert. Also in hematite or double-headed Cameo.



#M-019  
\$3.25  
doz.  
\$33.00  
gross

25% deposit with all orders, balance C.O.D. To avoid confusion, order by number, please. \$20 minimum on all orders from Canada and other foreign countries.

**\$10 MIN. ON ALL ORDERS**  
**STERLING JEWELERS**  
PHONE ROOM 4-21 64 1 ONE STREET CHICAGO, ILL.

### SI-FUN

\$1.50 Sample and catalogue.

\$9.50 Dozen P.P. Paid

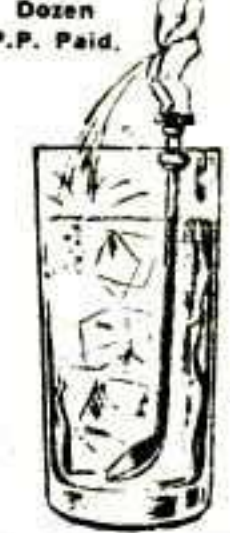


Fits all gin per ale and soft bottles.

### MANNEKEN MIXER

\$1.00 for sample and catalogue.

\$6.50 Dozen P.P. Paid.



## Bubble Boy FOR YOUR BAR

NEW! NEW! NEW!

Brussels Boy Fountain comes to "Automatic" Life!

**MYSTERIOUS-MAGIC-ACTION**  
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.

Confuse Your Friends with a phony Action Hi-ball.  
Greatest Bar Gadget ever invented.

Send \$1 for sample 10 day Money Back Guarantee

1 doz. \$6.50—Gross \$78 P.P. Prepaid

HOLLYWOOD HOUSE, Mfg. 2762 Norwalk Pl. Altadena, Calif.



#### SPECIAL OFFER

All 3 samples \$2.00 P.P. Paid, Cash, Check or Money Order.



### DIRECT FROM MANUFACTURER

\$6.00 PER DOZEN BOXED SPECIAL INTRODUCTORY OFFER OTHER SENSATIONAL ITEMS!

**MEN'S & LADIES' IDENTIFICATIONS WITH EXPANSION WATCH BAND (rhodium), \$5.75; (gold-plated) \$4.50 per doz. DISPLAY BOX \$1.00 per doz. Triple Strand, \$4.20 per doz. Sunburst Sets, \$8.50 per doz. Pin and Earrings Sets, \$4.50 per doz. Expansion Watch Bands, \$3.35 per doz. (chrome) and \$4.10 per doz. (gold plate). Necklace and Earrings Sets, \$7.50 per doz.**

Beautifully engraved Heart Lockets, \$5.50 per doz. Necklace, Bracelet, Earring Sets, \$1.00, \$1.25 and \$1.50 each. Single Strand Simulated Pearl Necklace (filigree clasp), \$1.40 per doz. Double Strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. 4-pc. Pearl Sets with rhinestone clasps, \$1.25 and \$2.75 each. 3 and 4-piece. All Rhinestone Rhodium Sets, \$2.00 and \$2.75 each. Ladies' and Men's Watches, Rhinestone and Plain Crosses on chains, Earrings, \$2.50, \$3.50 and \$6.00 per doz. Adjustable Ladies' Rhinestone Rings, \$3.30 per doz. Men's Large Rhinestone Rings, \$3.30 per doz. Ass'd. boxed, Scatter Pins, \$3.50 per doz. ALL SETS HANDSOMELY GIFT BOXED. Send for latest GIANT 1953-4 CATALOG!

PACKARD JEWELRY CO. 220 Fifth Ave., New York, N. Y.

### MAGNIFICENT WATCH BRACELET

Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order — balance C.O.D.  
**Only \$12.50 each**  
in lots of three.  
\$13.95 for sample.

NATIONAL DIST. CO. 222 Calumet Bldg. Miami, Fla. Phone: 82-6473

### Full Steam Ahead!

with sales on the Pop-Pop Boat! Stock this popular, fast selling novelty. To operate, fill the boiler with water, light the candle and the boat takes off! 3 colors, 4 1/2" long, boxed with 2 candles.  
Dz. \$2.00 Gr. \$22.00  
**ANIMATED RUBBER MONKEY**  
Dz. \$2.00 Gr. \$22.00  
Include postage with order. 25% deposit with C.O.D. orders.

KIPP BROTHERS Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

## To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD—15c a word. Minimum \$3.00.  
 DISPLAY-CLASSIFIED AD—\$1 per agate line. Minimum \$6.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2150 Patterson St. Cincinnati 22, Ohio  
Please insert the above ad in..... issue  
I enclose remittance of \$.....  
Name.....  
Address.....  
City..... State.....

## HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

AVAILABLE? SEND \$1 FOR LATEST listing of Theatrical Agencies who have work! World Wide Theatrical Guide, P.O. Box 59, Chicago 90.

GIRL VOCALIST FOR CRACK UNIT. Send record, photos first letter. Must be good. Glenn Tomlinson Orchestra, 233 Wyoming Ave., Billings, Mont.

MUSICIANS—COMMERCIAL EXPERIENCE; Working Midwest now; Southern locations starting Sept. Write all. Buddy Blair, Box 136, Colome, S. D.

GIRL VOCALIST AND MUSICIANS FOR traveling commercial territory band; all chairs; sleeper bus; guaranteed salary. Little John Beecher, 1811 City National Bank Bldg., Omaha, Neb.

MUSICIANS—ALL INSTRUMENTS; MUST be good comedians and good singers; read locations and high salaries. Enclose pictures and qualifications in first letter. Bill Lang, 1922 Rapides St., Alexandria, La.

## AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

### AGENTS & MANAGERS

AGENT-MANAGER—30 YEARS' EXPERIENCE all branches of show business. Summer circus, Wild West, stadium attractions; winter revues, magic, minstrels, personal appearances, dramatic theaters, auditoriums. Have car. State your proposition. J. S. Ramsey, Southern Pines, N. C.

### BANDS & ORCHESTRAS

AVAILABLE—TEN PIECE (INTER-RACIAL) orchestra. Prefer society club, country club or hotel week-ends near New Haven, Conn. Girl leader, sax player. Marion Freeman, 98 Elliott St., New Haven, Conn. jn27

CIRCUS STYLE BAND—UNIFORMS, Experienced. Fairs, celebrations, shows. For prices, open dates, write Bandleader, Box 197, Lebanon, Tenn.

### CIRCUS & CARNIVAL

AVAILABLE — INSIDE LECTURER, MC, magician; wife, ticket box daughter, electric chair and assistance. Have blade box, electric outfit, sword ladder, gimmicks for fish bowl and other useful items for either 10-in-1 or illusion show. Make your best offer. Wallace, Route #1, Box 276, Greenwood, Ind. j94

GIRL LEAPER WITH 5 YEARS' EXPERIENCE, formerly with R.B.B. Circus, Skee Matuschak, 8815 N.W. 34th Ave., Miami, Fla. j94

### MISCELLANEOUS

AVAILABLE DOG ACT AND TRICK ROPING Attraction; suitable for rodeo, circus, night club, fair. Have good transportation. Rose Washington, 3107 West Place, Sarasota, Fla.

GLAMOUR GALS! BEAUTIFUL, PERSONALITY. Very talented actresses, singers, musician. Desires manager with good connections and or money to further theatrical career. Box 866, The Billboard, N.Y.C.

HARVEY THOMAS, 162 NORTH STATE, Chicago, Illinois. Dearborn 2-2735, white and colored singers, dancers, musicians. acts. All occasions, will travel. j94

### MUSICIANS

ALL-ROUND TRUMPET MAN—32; Married, with family; prefer location or home almost every night; no lush on job; available July 1st. Julius Logghe, 602 James Blvd., Worthington, Minn.

AVAILABLE — 2 ATTRACTIVE GIRLS; tenor sax, clarinet, drums, vocals. Wish to join commercial unit; union; prefer resort or location. Box C-353, c/o Billboard, Cincinnati 22, Ohio. j94

AVAILABLE JULY 6—BASS MAN, DOUBLING vocals and trumpet. Prefer combo work. Tommy Lane, c/o 715 Grand Ave., Owosso, Mich. j94

COLORED DRUMMER—UNION; WANTS job with name dance band. Write to William A. Burden, 421 Catherine St., Anokisk, N. C.

HAMMOND ORGANIST WITH VIBRA-harp wants restaurant, dining room, lounge or dept. store position, nice town; experienced conscientious; I'll boost your profits! Box C-383, c/o Billboard, Cincinnati 22, Ohio. j911

ORGANIST, PIANIST — NOW PLAYING, wishes change; nine months on present position. Union; prefer hotel job. 37 years' experience; library classic and modern. Can furnish organ if necessary, also references. Box C-397, c/o Billboard, Cincinnati 22, O.

OUTSTANDING BASS PLAYER, COMEDIAN, vocalist, desires change. Prefer joining good instrumental and vocal group needing a personality, or will organize a top comedy group with qualified musicians. Write Box C-364, c/o Billboard, Cincinnati 22, Ohio.

PIANIST—UNION; PROFESSIONAL, MALE, single, gentle. Desires hotel lounge alone; go anywhere; played best hotels; references. Box C-362, c/o Billboard, Cincinnati 22, Ohio. j911

## You Can't Beat B R O D Y for Merchandise...

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—TOYS—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—Noise makers—PREMIUM GOODS—Decorations—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—HATS—Lamps.

72-PAGE 1953 CATALOG AVAILABLE FREE. Send for Your Copy Today. Complete line of items

M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOonroe 6-9520 In Business in Chicago for 37 Years

## Mdse. Topics

### New York

Thousands of giftware items never before displayed in this country are expected to be shown by foreign manufacturers and importers at the first United States International Gift and Fancy Good Show to be held August 24-30 at the Hotel Astor. Products to be displayed in the four exhibition halls at the Astor will include silverware, cutlery, glassware, pottery, ceramics and china, antiques, jewelry, perfume, clocks, watches, leather goods, straw and basketware, chandeliers, lamps, pictures, home furnishings and small furniture, needlework, linens, handicrafts, vanity cases, smokers' requisites, stationery and gourmet specialties. Trade visitors may register for the show in advance by writing to the International Gift and Fancy Goods Show, 331 Madison Avenue, New York 17, N. Y., for credentials which will admit accredited trade representatives to the show without delay at registration booths.

### Chicago

Latest premium and gift item introduced by Alba Art Studios is the aqua-glow lamp. For the first time, the company says, the popular floral bowl is now illuminated. The water carries light thru the flowers, creating a lovely all-over glow and magnifying and accenting a person's favorite floral arrangements. It comes filled with artificial flowers, but the owner can create his own arrangement with fresh cut flowers. The bowl is simple to remove and has a patent pending lid. The bowl is made of clear molded glass. The base is a combination of plastic and metal, coming in assorted colors. Over-all height is 12 inches. Diameter of the bowl is six inches. Retail price is \$7.95.

### From All Around

The Power Car Special, children's electric automobile, is now in production at the Mystic, Conn., plant of Mystic River Sales Company. The streamlined sports cars, up to six feet in length, are driven by electric motor and include streamlined fiber-glass reinforced plastic body, electric horn, sealed beam headlights, tail light, fused de luxe light switch, built-in battery charger, chrome front and rear bumpers, heavy duty semi-pneumatic puncture proof tires, electric reversing controls, hand brake, foam rubber cushioned seat and back finished in leatherette. The car runs only while the driver holds his foot on the pressure switch, and stops within a few feet when pressure is released. Gearing is such that the car runs no faster than a brisk walk.

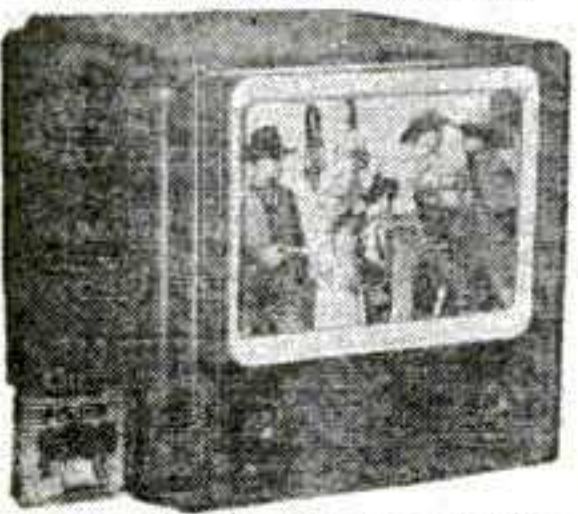
The "Top-O-Car" fishing pole and rod carrier is the latest item introduced by Progressive Enterprises, Hollywood. It fastens securely by clamping with swing and lock nuts to the rain trough of the car and will carry from three to five rods, laced to channels on the brackets. All parts are lined with coprene, a protective covering to prevent scratching of rods or cars. They retail at \$1.49 per pair. Slide-A-Note is a musical gadget placed on the market by Musicaid Company, Sarasota, Fla., designed to help anyone learn to read music in as little as seven days. The device is a handy pocket-size facsimile of the piano keyboard. A sliding panel allows one to frame notes in the viewing window showing both treble and bass clefs. At the same time, an indicator locates the exact key of the keyboard for that note. Then flip the device over, and the name of the note and key, as set up, is framed in another miniature window.

N. H. to enter Sacred Heart Hospital for an operation.

J. S. Ramsey, veteran agent who was injured in an auto wreck in West Virginia during April, has returned to his home in Southern Pines, N. C.

Red and Janie Hovious, who closed recently with the Clyde Beatty Circus concert, are remaining in the Hollywood area to work rodeos and do stunt work in pictures. Marck's Miniature Circus was displayed in the Claremont Hotel, Berkeley, Calif., June 24-27. James McKenna reports he caught the R-B show at Springfield, Mass., June 16. Another fan visiting the show that day was Anthony Olobri.

EXCEPTIONAL OFFER



A TOY TELEVISION SET FOR THE KIDS Real Motion Picture Projector in cabinet shows clear and bright pictures on 7" screen just like real TV. Westerns, Comedies, Cartoons, Black and white, and color. 50 ft. reel Western included without charge. Simple and safe to operate. U.I. Approved.

Retail \$24.95 6 or more \$5.80 Sample order \$6.25

Write for special price list and flyer on closeouts and regular line merchandise. Name brands included.

STEINBERG-ROSS COMPANY 628 W. Roosevelt Road CY Chicago 16, Illinois

The gross price on this ring was incorrectly quoted in our ad in the June 27 issue of The Billboard, page 103. The correct price is

\$3.25 Doz. \$33 Gross



EVER-POPULAR 1 CARAT CENTER-STONE, PLUS 2 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous, Terrific buy. 14kt. gold finish. Minimum order \$10. 25% dep., bal. C.O.D. \$20 minimum on all orders from Canada and other foreign countries.

STERLING JEWELERS

44 E. Long St. Columbus, Ohio

SUMMER SPECIALS! Rubber Monkeys



\$2.00 Per Doz. \$21.00 Per Gross

BRAND NEW IDENT. BRACELETS Closing out below cost. Write for prices and full description. 1/3 deposit required with all orders. Write for new wholesale catalog.

Heath Distributing Co. 3253 Vineville Ave. Macon, Ga.

Sell Ultra-Blue SIGNS

\$7 BRINGS BACK \$55 100 Signs, 7"x11", \$7 (Cash With Order)

THANK YOU CALL AGAIN! Take in orders for these fast selling "Eye Catcher" Display Signs from every kind of retail store - large or small - in big towns or small city. More than 2000 different, snappy COMEDY, GENERAL, RELIGIOUS SLOGANS Marvellous full or spare time money-maker OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 50c EACH!

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00 15 Samples Ultra-Blue Retail Signs, 7x11 \$1.00 15 Samples Ultra-Blue Comedy Signs, 7x11 \$1.00 Above Samples Mailed Postpaid. 812 Broadway, Dept. 750 New York 3, N. Y.

L. LOWY

CLOSING OUT Punchboards

Way below cost. Our loss, your gain. Write for list.

GALENTINE NOVELTY CO. P. O. Box 802, South Bend, Ind.

MIDGET BIBLE Big Profit From a Little Item

New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (2 1/2" x 3 1/2"). Yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFITS! Novelty Dealer's Prices 90c doz., \$6.75 per 100. F. O. B. Detroit; add postage; C.O.D. or cash. Special low (wholesale) quantity prices. Send for WHOLESALE CATALOG of 3000 novelties. JOHNSON-SMITH & CO., Detroit 7, Mich. Publishers of 100 Low Priced Paper Covered Bibles on Music, Hygiene, Hobbies, Girls, etc., etc.

Pipes for Pitchmen

By BILL BAKER

"IT'S OLD HOME WEEK... in Frisco," pens Betty Braun. She reports further that many Los Angeles demonstrators are taking in the green in Woolworth's, San Francisco, with Betty Braun on braiders; Rose Rosenstein, with Carbotet; Myrtle Sanford, with Glorion; Muriel Shaw, under the Dome in the Emporium, with Bar-bete. "We all congregate at the

Casa Nova Hotel, owned by Lillian Hauser, former demonstrator," Miss Braun writes.

BIG AL WILSON... pipes from Peoria, Ill., that he intends working the fair there with combs. Al is on the mend after breaking an ankle in a wreck on an elevated stairs. "Ward is here on rad; hello to Hosberg," Wilson postals.

Rodeo Dates

Continued from page 69

Lewislon-Lewislon Roundup. Aug. 28-30. Joe M. Skok. Nampa-Snake River Stampede. July 14-18. Virginia Smith. Pocatello-Frontier Days. July 16-18. Mrs. Muriel Ruggles. Preston-Preston Rodeo. July 30-Aug. 1. Rexburg-Rexburg Rodeo. July 3-4. Soda Springs-Soda Springs Rodeo. Aug. 8-9. Weiser-Weiser Rodeo. July 30-Aug. 1.

IOWA

Sidney-Rodeo. Aug. 18-22. KANSAS Abilene-Abilene Rodeo. Aug. 24-27. Phillipsburg-Phillipsburg Rodeo. July 30-Aug. 2. Pretty Prairie-Rodeo. Aug. 4-8.

LOUISIANA

Alexandria-Rodeo. Aug. 25-28. MISSOURI Brookfield-Rodeo. Sept. 5-7. Camdenton-Camdenton Rodeo. July 9-12.

MONTANA

Billings-Midland Fair Rodeo. Aug. 11-15. H. L. Fitton. Butte-Butte Rodeo. July 15-18. Lewistown-Lewistown Rodeo. July 30-Aug. 1. Henry J. Otten. Livingston-Livingston Rodeo. July 4-5. Red Lodge-Red Lodge Rodeo. July 3-5. Shelby-Rodeo. July 23-26 (tentative). Clifford R. Coover.

NEBRASKA

Burwell-Burwell Rodeo. Aug. 12-15. Omaha-Ak-Sar-Ben Rodeo. Sept. 25-Oct. 4. J. J. Isaacson. Valentine-Fair Rodeo. Aug. 23-24. Hugh Potter.

NEVADA

Elko-Elko Rodeo. July 26-28. Reno-Reno Rodeo. July 3-5. Ray Peterson.

NEW MEXICO

Deming-Deming Rodeo. Oct. 8-11. Gallup-Gallup Rodeo. June 27-28. Santa Fe-July 9-12.

NORTH DAKOTA

Mandan-July 3-5. J. I. Rovig. Sanish-Sanish Rodeo. July 3-5. Doug McGrady.

OKLAHOMA

Ada-Ada Rodeo. Aug. 11-15. Chickasha-Chickasha Rodeo. July 15-18. Hinton-Hinton Rodeo. Aug. 3-6. Vinita-Vinita Rodeo. Aug. 26-30.

OREGON

Klamath Falls-Klamath Roundup. July 2-4. Dick Kenny. Molalla-Molalla Buckaroo. July 3-5. Ernest W. Clark. Pendleton-Pendleton Roundup. Sept. 10-12. Charles Erwin. Prineville-Crooked River Roundup. Aug. 7-9. J. A. Cain. St. Paul-St. Paul Rodeo. July 3-5. Gene Smith.

SOUTH DAKOTA

Deadwood-Days of '76. July 31-Aug. 2. Nell Ferrigoue.

Huron-Huron Rodeo. July 3-5. Moberg-Moberg Rodeo. July 3-5. Bob Brown. Rapid City-Black Hills Frontier Days. Aug. 13-16. Paul Brzua.

TEXAS

Amarillo-Amarillo Rodeo. July 2-5. Clarksville-Clarksville Rodeo. July 30-Aug. 2. Coleman-Coleman Rodeo. July 8-11. Kerrville-Jaycee Rodeo. July 1-4. Ed Honea. Lamesa-Lamesa Rodeo. July 23-26. Llano-Llano Rodeo. June 4-6. Raymond Winkel. Pecos-Pecos Rodeo. July 2-5. Pampa-Top o' Texas Rodeo. Aug. 4-8. E. O. Wedgeworth. Ranger-Ranger Rodeo. July 22-25. Rock Springs-American Legion Rodeo. July 3-5. S. L. Guthrie.

UTAH

Lehi-Lehi Rodeo. June 24-27. Logan-Logan Rodeo. Aug. 20-22. Nephi-Nephi Rodeo. July 9-11. Vernal-Vernal Rodeo. June 26-27.

WASHINGTON

Ellensburg-Ellensburg Rodeo. Sept. 5-7. George Prescott. Omak-Omak Stampede. Aug. 8-9. R. C. Rader. Spokane-Spokane Rodeo. July 16-18. Clayton Kauffman. Toppenish-Toppenish Rodeo. July 3-5. Walla Walla-Southeastern Wash. Rodeo. Sept. 5-7. Leslie L. Stewart.

WYOMING

Buffalo-Buffalo Rodeo. Aug. 19-21. Tud Smith. Cody-Cody Stampede. July 3-4. D. R. Stout. Casper-Casper Rodeo. Aug. 12-15. R. S. Latta. Cheyenne-Cheyenne Frontier Days. July 21-25. Willard Murfin. Douglas-Wyoming State Fair Rodeo. Sept. 2-5. Gordon L. Roush. Evanston-Cowboy Day. Sept. 6-7. A. C. Williams. Gillette-Gillette Rodeo. Aug. 27-29. Fred Oedekoren. Guernsey-Old-Timers' Rodeo. July 4-5. Carroll J. Schard. Jackson-Jackson Rodeo. July 25. J. E. Amschel. Lander-Lander Rodeo. July 4-5. Bertha L. Norman. Newcastle-Newcastle Rodeo. Aug. 21-23. Clarence E. Nagus. Wheatland-Wheatland Rodeo. Aug. 29-30. John Ballard.

CANADA

Calgary, Alta.-Calgary Stampede. July 6-11. I. W. Parsons. Cardston, Alta.-Cardston Rodeo. July 14-15. Bert Gibb. Medicine Hat, Alta.-Rodeo. July 16-18. E. V. Elford.

July 4th Celebrations

Continued from page 66

North Dakota Golden Valley-July 3-4 G. V. Civic Club. E. E. Wegum.

Ohio

Ashville-July 2-4. Edwin W. Irwin, 277 E. Main St. Antwerp-July 4-5. P. S. Rockefeller. Covington-July 4th Celebration & Street Fair. J. E. Turner. Germanatown-July 2-4. Booster Club Festival, Dick Egan. Grafton-July 1-4. Homer Konezal, Firemen's Assn. Troy-Chamber of Commerce. Woodville-July 1-4. Peter J. Schnoor. Firemen & Am. Legion.

Oklahoma

Pawnee-July 2-4. Chamber of Commerce

Pennsylvania

Indiana-J. M. Butterbaugh, Lions Club. Edinboro-July 1-4. Fire Dept., Al Adama. Martinsburg-July 1-4. Melvin G. Hartman, 405 E. Allegheny St. Phoenixville-Firemen's Fair. July 4.

South Dakota

Edgemont-American Legion. Gregory-July 3-4. Moberg-July 3-5. Moberg Rodeo Assn. W. S. Morrison. Scotland-B. L. Farus.

Tennessee

Harriman-July 1-4. W. B. Stout.

Texas

Brady-July 2-4. Brady Jubilee, Joe T. Ogden. Fredericksburg-July 3-5. Horse Races Wm. M. Peimecky. Navasota-July 3-4. Watermelon Festival M. S. Croft.

Virginia

Tazewell-July 3-4. Horse Show, H. S. Kinsler.

Wisconsin

East Troy-July 3-5. Howard Mitchell. Legion and Lions. Evansville-July 3-5. John Wyse.

Hudson-July 3-5. Jr. Chamber of Commerce, J. J. Bauernfeind. Menasha-July 2-5. H. J. Berro, Centennial & Home-Coming Corp. Merrill-July 2-5. Am. Legion. Address Box 1, Waukesha, Wis. Sparta-July 3-5. A. C. Roberts, 146 N. Water St. Waukesha-July 2-5. M. T. Gordon and John Erickson. Wausau-July 3-5. Mike Geum Jr., Chamber of Commerce.

Wyoming

Guernsey-July 4-5. Old-Timers Celebration, Carroll J. Schard.

COMING EVENTS

Continued from page 66

Limestone-Old Home Week Celebration July 27-Aug. 1. Circus Saints & Sinners Bradford, Pa. Livingston Manor-Fire Dept. Celebration & Old Home Week. July 6-11. Leonard Sherwood. Narrowsburg-Tusten Centennial. July 26-Aug. 1. Jim Purcell. New York-Furniture Show, 71st Regt. Armory, July 6-10. Orkin Expo., 8 W. 40th St.

Ohio

East Canton-Lions Club Home-Coming. July 8-11. George Marlow. Fairport Harbor-Mardi Gras. June 30-July 4. Mrs. Olive Hunyadi, 222 High St. Port Recovery-Harvest Jubilee. July 6-11. B. B. Burke, Box 175. Gibsonburg-Vol. Fire Dept. Home-Coming. July 24-27. Clarence E. Mathna. North Industry-Vol. Fire Dept. Home-Coming. July 21-25. George Mario, Canton, O. Wellsville-Firemen's Home-Coming. June 29-July 4. Jack E. Phillips, 837 Main St.

Oklahoma

Pawhuska-Intl. Round-Up Clubs Cavalcade. July 24-26. Frank I. Raley.

Pennsylvania

Barnesboro-Am. Legion Celebration. June 29-July 4. Fritz Morley. Beach Creek-150th Anni. Celebration. July 12-18. Farrell-Am. Legion Celebration. July 6-11. Ray Young. Indiana-Sequel Centennial Celebration. June 28-July 4. Harold W. Thomas. Malvern-Fire Co. Fair. July 4-18. Chas. Hartshorne, 159 Woodland Ave. Munoy-Firemen's Celebration. July 6-11. New Galilee-Firemen's Carnival. July 27-Aug. 1. J. A. Pusetti, Box 67. Phoenixville-Friendship Fire Co. Celebration. June 24-July 4. Ben Stevens. Pittsburgh-Police Circus, Forbes Field. July 30-Aug. 1. Chester B. Morley, 332 City-County Bldg. Picture Rocks-Firemen's Celebration. June 29-July 4. Punxsutawney-Old Home Week & Firemen's Celebration. June 29-July 4. Fred E. Smith. Salisbury-Firemen's Celebration. July 19-25. George E. Bowersox Jr. Saxenburg-Vol. Firemen's Carnival. July 20-25. George K. Smith. Shade Gap-Soldiers & Sailors Fair. July 27-Aug. 1. A. L. Blackmon. Tremont-Firemen's Diamond Jubilee Celebration. June 29-July 4. Al Kutzer. Troy-Am. Legion Celebration. June 29-July 4. H. C. Morris.

South Dakota

Custer-Gold Discovery Days. July 24-26. W. J. McCracken. Deadwood-Days of '76. July 31-Aug. 2. Nell Ferrigoue. Dell Rapids-Cootie Days. July 31-Aug. 1. Madison-Yankee Doodle Days. July 31-Aug. 1.

Texas

Valley Mills-Annual Reunion. July 8-11. J. C. Howard.

Vermont

Hartland-Sportmen Show. July 2-5. Mrs. Morgan Adams, White River Junction.

Virginia

Galax-Annual Carnival. June 29-July 4. Albert L. Lundy, Box 124. Lively-Firemen's Carnival. July 13-18. G. A. Saunders. Louisa-Firemen's Fair. July 4-11. L. S. Key, Charlottesville, Va.

Wisconsin

Neillsville-Centennial Celebration. July 1-4. John R. Bergemann.

Wyoming

Laramie-Jubilee Days. July 10-12. Skip Stimpson, Chamber of Commerce.

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To bars, stores, restaurants. New! Brilliant Ra-Glo signs. 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 25¢ each, 25% deposit required on C.O.D. orders. Send for free literature. ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 6, Ill.

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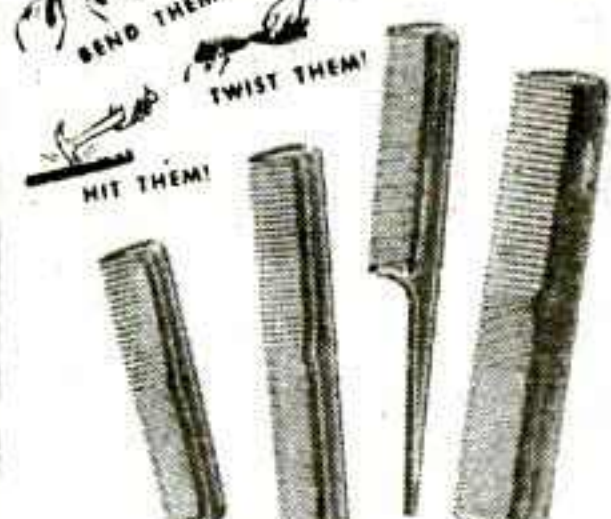
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BRONZE WESTERN SADDLE HORSES

Height and Dozen Price: 10 1/2" \$16.80 8 1/2" \$13.80 5 1/2" \$6.00 4 1/2" \$3.60 SPECIAL! Key Chain Charms, asstd. 1 gr. to box @ \$1.75 per gross. Palomino-Style Hand-Painted 2 1/2" Western Horses ..... \$9.00 Gr. 25% dep. with order, F.O.B. Chicago. COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

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Made of ALUMINUM CASTINGS 30" high and enameled flamingo red. \$2.90 pair; doz. lots, \$2.50 pair. Money back guarantee. NO C.O.D.'s. Send remittance to CERTIFIED PRODUCTS CO. Dept. 31, Louisville, Ky.

IDENTIFICATION BRACELETS

Aluminum, gold plated and nickel silver. 5 styles of chrome expansion Ident Bracelets; girls', boys', men's. Heavy-weight Mexican Rings, gold-plated Anklets. Rings for grab bags from \$6.00 to \$15.00 a gross. Send \$2.00 or \$5.00 for samples. MILWAUKEE NOVELTY CO. 1012 N. 3rd St. Milwaukee 3, Wis.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- List of names and addresses for parcel post, including Adams, Alfred Burl; Adams, Don; Adams, E. J. (Eddie); Adams, Ed; Adams, Ned; Adams, George; Albert, Mrs. E. J.; Albann, Maurice; Allison, J. B.; Allen, Henry; Amantines, Rev. Raymond; Anderson, Arthur E.; Archer, Beverly; Archer, Joseph; Argus, John; Ayers, Homer C.; Backer, Earl Dewey; Bacon, Wm.; Baird, Joe Alabama; Baker, Walter; Balmer, Brice; Barb, O. G.; Barbetta, J. C. (Rusty); Barfield, Helen Rev.; Barnes, Charles; Barnes, Basil W.; Barnes, James Shirley; Barrett, Martin; Rayron Freddie; Barry, Martin E.; Barry, Mike (Shows); Batchelor, Mary; Rauman, R. A.; Best, Joe; Beck, Don; Beck, Robert E.; Beckwith, Gerard L.; Bell, Mrs. Estelle; Bell, Mrs. Paul; Bellows, Alan; Benator, Nickolas; Bennett, Brice; Be-all, Ronnie; Bernard, Joe & Billie; Berryman, Bill; Bezdold, Marjorie; Bible, Dr. Overt R.; Bible, Roy; Birdell, Marion; Bishop, Lou; Blanton, J. W.; Blough, Mrs. F. E.; Blumenthal, Bernita; Borcia, Sherry; Boudreau, Pete; Boun, Elzie; Boyd, Audie; Bratcher, C. O.; Bray, White Big Boy; Brightwell, Tennie; Brink, Arthur Ernest; Brink, Floyd & Mrs.; Broadway, Asla; Brooks, E. L.; Brooks, Robt. E.; Brown, Earl C. & Mrs.; Brown, Mrs. Edna; Bruce Greater Shows; Budd, A. G.; Budd, Charlie; Buffington, R. S.; Burdick, Mrs. Ermalee; Burnett, Sonny (White); Burton, Preston; Butts, Paul B.; Campbell, Levi; Canady, Jack; Cantwell, Chas.; Capell, Mrs. Norma; Carille, H.; Carlisle, Henry & Mrs.; Carlock, Jo; Carrell, Mrs. Doty; Carrell, Leo C.; Carter, Mildred Anita; Carver, Ella; Chambers, Larry; Chambers, Mrs. Patsy; Champton, Ivan J.; Chastain, William & Mrs.; Chisolm, Angus C.; Christy, Capt. Eugene; Church, C.

Advertisement for 'FIZZEST' and 'G & S Mfg. Co.' featuring a product image and text about 'BRAND NEW!' and 'JOBBER, DISTRIBUTORS:'.

Advertisement for 'LITTLE ATOM' World's Smallest Pistol, featuring an image of the pistol and text about 'Biggest Profit Producer Ever Offered!'.

Advertisement for 'SMASHING SALES' featuring 'THE FLASHIEST LITTLE ITEM ON THE MARKET TODAY' with an image of a ring.

Advertisement for 'STERLING JEWELERS' with contact information for phone, address, and location.

Advertisement for 'NEW-FAST SELLERS for Men & Women-BIG Profit' offering a 'FREE CATALOG'.

Advertisement for 'JOBBER AND WAGON MEN' from JEANETTE HOSIERY MILLS, Chattanooga, Tennessee.

Advertisement for 'FLORIDA FLAMINGOS' featuring 'Cast Aluminum' and 'True life colors'.

Large advertisement for 'THE BIG FAIRS... SEPTEMBER and OCTOBER' featuring 'The Billboard JULY LIST NUMBER' and 'Dated July 25 - Ad Deadline, July 15'.

- Continuation of the letter list, including names like Price, R. M.; Price, Mimi Stormy; Pringle, Mary; Push, Mrs. Sheila; Rankin, Staah; Ravelli, E. D.; Sawyer, Harry; Ray, L. W.; Read, Frank; Ream, Mrs. Penny; Remley, S. V. & Mrs.; Renfro, Jack; Reynolds, Norman H.; Rice, Ernest (Shorty); Roach, C. M.; Roberts, Nicholas; Rodgers, Red (Talker); Roder, Geo.; Rogers, Martin; Rooks, Harry; Rooney, R. L.; Rountree, Miss Jackie; Rowley, Mrs. Foster; Russell, James A.; Sabott, Mrs. Lorraine; Saffers, C. N.; Sawyer, R. F.; Schaffner, Neil & Caroline; Schallibo, Joe; Schultheis, Grover; Schultz, E. O. & Mrs.; Schultz, Thos. A.; Scotterday, R. O.; Seavers, Roy; Seitzler, Mrs. Helen; Shadwell, Roscoe E.; Shaffer, Carl Fred; Shamshak, Nick; Shay, Dorothy; Shay, Robert; Shelby, Mrs. R. W.; Sherman, J. B.; Sherman, Leon; Sibley, A. F.; Sickle, Bobby; Singleton, Mrs. Jewel; Smith, Clarence W.; Smith, Harry; Smith, John; Smith, John P.; Smith, Marie; Sorrow, Edward L.; South, Mrs. Lutie; Speers, Mrs. Cecil; Spitzer, H.; Standwith, Johnny; Stanley, Annie; Stantex, Joe Carl; Steere, Roy; Steep, Nick; Steffen, J. E.; Stephens, Mrs. May; Stewart, James; Stock, Rosemary; Flynn, Joe; Gerard, L. H.; Jabara, E. L.; Jutras, Barbara; Miller, Richard R.; Nabb, Landis; Nye, Thomas P.; Sullivan, L. A.; Wright, Will A.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

- List of names for New York office, including Boardman, Lillian; Brunson, Evelyn; Carlson, P.; Casey, Jean; Clark, Vaughn S.; Conlon, P. F.; Cooper, Mary E.; Commo, Leslie; Epstein, Jean; Flynn, Joe; Gerard, L. H.; Jabara, E. L.; Jutras, Barbara; Miller, Richard R.; Nabb, Landis; Nye, Thomas P.; Sullivan, L. A.; Wright, Will A.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St Chicago 1, Ill.

- List of names for Chicago office, including Barfield, Willie; BeCar, Harry; Berry, J.; Bixler, Walter; Connos, Bertha; Cucco, John; Demster, Wenonah; Edwards, J. J.; Ewer, Frank; Gagne, Roy; Gordon, Dixie; Hanson, Carl; Hall, Eddie; Heiman, H.; Hopkins, R. B.; Highlower, H. D.; Hinda, George; Kirby, Jesse James; Kiemperer, Miriam; Lachman & Carson; McMan, Don; Philbert, E. H.; Powers, Babe; Rieoff, Mr. & Mrs.; Rod; Smith, Joseph; Sienberg, S.; Suggs, Joe; Teague, Jimmie; Valiant, Vera; Zapato, Mary Jo; Zimmer, Florence.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg St. Louis 1, Mo.

- List of names for St. Louis office, including Ackley, J. W.; Anfinson, Gene Lyle; Alexander, Frank; Allen, Mr. & Mrs.; Ayers, Homer C.; Bell, Adran E.; Bell, Louis & Estelle; Bennett, Charles; Berryhill, J. W.; Breeden, Claude; Briggs, Albert A.; Brown, Royal T.; Brumbough, Pretty Boy; Burns, Williams J.; Carey, Thos. P. Jr.; Carl, Robert E.; Carpenter, Clifford; Carpenter, Earl A. Jr.; Carpenter, Keith or Helene; Chafin, Cecil; Chaney, Floella; Chidester, Wm. J.; Chilcott, Ed.; Cissom, Floyd; Coe, Carlton C.; Conti, Alfred; Cooper, Floyd E.; Cummings, Chuck or Ted; Dale, Jackie; Davies, Mr. & Mrs.; Davies, William; Davis, Mr. & Mrs.; Davis, Woodrow; Dennison, Norman; DePazio, Vincent; Dick's Greater Shows; Dillon, Virgle; Dorrell, James V.; Downey, Mr. & Mrs.; Dunann, H. D.; Duprave, Pamela; Dyer, Blackie; Eades, Robert Lee; Eagle, Chief Ed.; Eddington, Mrs. Billy; Edwards, Marlon; Erwin, E. H.; Falbo, Mrs. Vivian; Fantz, Eddie; Pink, Harry W.; Foss, J. D.; Franklin, C. W.; Freeman, Harold and Mike; Fuller, Howard; Fulton, James Luther; Gowdy, Maurice; Graham, Alfred F.; Gray, Robert R.; Hall, Mrs. Ruth; Hardesty, Mrs. Lulu; Hartwick, H. D.; Head, Robert L.; Herrington, Lawrence; Heller, Kelly; Highlower, H. D.; Hurton, Allen V.; Ingalls Amusement Co.; Jacobs, Charles; Jennings, Harold; Jennings, Mrs.; Johnson, Mary Jane; Kadler, Edwin; Keeler, Charles; Kingsley, Ralph; Kelly, Michael; Knipe, Walter; Krieger, Albert; LaBlance, Bernard; Lenard, Mickey; Leverett, Robert T.; Lewis, Robert; Lewis, Sammy; Lippe, William (Bill); Little, Rosie & Geracie; Livesay, Jeanne; Lot, Lee W.; MacEachern; McEachern, Rodrick Alan; McBride, Donald; McCormick, James; McDaniel, Norman; McKinnon, John D.; McLendon, Leon; Magid, Charles; Marba, Curly; Mattox, Mrs. Georgia; Miller, C. M.; Miller, James E.; Miller, Roy; Miller, W. A.; Moore, Mrs. Irene; Moorehead, Mr. & Mrs. C. J.

- Continuation of the letter list, including names like Stoltz, Lloyd & Pauline; Stone, R. E. & Mrs.; Stoppel, Mrs. Ella; Striegel, R. P.; Stringer, Eddie; Stroud, Rita; Stubbs, Frances; Sullivan, Jas. C.; Sutherland, John Geo.; Sweet, Joseph A.; Sylan, H. C.; Sylan, Hank; Taylor, Charlie; Taylor, Joseph Milton; Taylor, Robert; Teer, J. A.; Tenney, A. A.; Thomas, John; Thompson, George; Thornton, Geoffrey; Torrelis, Mike; Turner, Paul; Turney, W. H.; Ulanowich, John; Ulanowich, Lee C.; Ullmarie, Jos. R. & C.; Vincent, Mrs. Jack; Wach, Mrs. Emma; Wach, Joan Ann; Waite, Kenneth; Walker, Dorothy J.; Walsh, Earl & J.; Walters, Guy; Waycaster, Paul H.; Wayman, Wm.; Wayne, Miss Ginger; Weintraub, Hazel; Weise, Conn & Mrs.; Wendell, Max; Weiss, Whitey; Westover, W. E. or Patricia; White, Mrs. Pat; Wiley, Oscar (Concessions); William, Cliff; Wilson, Harry; Wilson, Jimmie; Wilson, Lawrence; Wilson, Mrs. Tex; Winship, Blanton & Hazel L. McCran; Wise, Donald A.; Wolfe, Herman (Slim); Wood, Norman; Woody, Arch; Woodall, W. E.; Worthly, Harry; Wright, James & Mrs.; Yancey, Geo. Beaman; Young, J. K. (Photocopy); Ziemia, John H.

Advertisement for 'REDUCED PRICES ON ALL TOYS' featuring an image of a child with a toy and a list of items and prices.

Advertisement for 'ACE TOY MANUFACTURING CO.' featuring 'No extra charge for Sample' and '27 pieces (all sizes) . . . \$17.46'.

Advertisement for 'bingo SUPPLIES and EQUIPMENT' featuring '7 & 10 Color Specials' and 'JOHN A. ROBERTS CO INC.'.

Advertisement for 'jobbers Distributors Wholesalers Sub-Mfrs. ONLY' listing various items like 'Aluminum and Brass Plaques'.

Advertisement for '1000 PIECES OF SLUM' featuring 'NOVELTIES AT DEEP CUT PRICES' and 'OPTICAL BROTHERS'.



## NEED SPANISH MANUALS

### Puerto Rican Operator Tells Service Problem

MIAMI, June 27.—A Puerto Rican coin machine operator visiting Miami this week said he believed manufacturers could eliminate a major barrier to training mechanics in the Latin American countries simply by printing their service manuals in Spanish.

Jose Romero, who owns Metropolitan Music, Inc., in San Juan, pointed out that most operators in Central and South America understand only their native tongue.

Romero says a number of his coin machine friends in Peru had

called upon him to translate servicing instructions which they received either from the factory or from a distributor. He believes that if the plants would issue such literature in Spanish it would not only help their customers in Latin America to overcome the present shortage of trained mechanics, but would also speed the growth of the industry there.

Here on a brief business trip, Romero reported that Puerto Rico was now enjoying a high level of prosperity brought about principally by the addition of some 500 new industries in the past 10 years. These industries such as textiles, cement, china-ware and bottle making have given employment to thousands and have gone a long way toward solving the job problem. The sugar industry, always a mainstay, also is riding along in good shape, Romero said.

Perhaps more than the inhabitants of any other country in the world, Puerto Ricans love music, Romero, who operates about 60 machines, which return him an average of \$11 a week, pointed out. In addition, he imports other products for sale throughout the island. On a per capita basis, Romero believes that his country ranks first in coin machine imports from the United States but agrees this probably couldn't be verified by the records because Puerto Rico, as a United States possession, is never treated statistically as a foreign country.

"It was The Billboard which actually put me in the coin machine business," Romero laughed. "It happened in 1940 when I was Collector of Internal Revenue at Abaucoa, Puerto Rico. I picked up a copy of The Billboard and noticed some coin machines for sale. I bought a Seeburg Chicken Sam shooting machine from the Atlas Novelty Company of Chicago and opened my first Arcade. I made \$75 the first week which I thought was phenomenal so I left my job, bought 10 more arcade pieces and eventually got into the juke box business."

During World War II, Romero operated 17 Arcades.

### Stiebel Named Chi Coin Rep In Nashville

CHICAGO, June 27.—The appointment of S. L. Stiebel Games, Inc., as distributor in the Nashville trading area was announced by Ed Levin, sales manager of Chicago Coin.

Stiebel has headquarters at 313 Seventh Avenue South, Nashville, and Leighton H. Smith is the firm's manager. Crown Bowler is the initial Chicago Coin product to be displayed by Stiebel.

### Miami Beach Game Tax Case to Supreme Court

MIAMI BEACH, June 27.—J. P. Morgan, Beach Amusement Company, is still fighting in the courts to force Miami Beach to lower its tax on amusement games on the ground the present scale of levies discriminates against the small operator.

After being rebuffed in the lower courts, Morgan carried to the Florida Supreme Court the issue of whether Miami Beach is within its constitutional rights to compel an operator to take out a minimum of 40 licenses to operate pin games, even if he actually operates only 10. Morgan already has paid the minimum license fee (good up to 40 pieces) to Miami Beach under protest pending a ruling by the high court.

The Beach operator compares what he calls the "exorbitant fee" charged by the resort city to the city of Miami levy on the same number of games: \$375.

## Coin Industry Honors Sugarman At UJA Dinner in New York

500 Attend Affair; Recording Stars Perform; Runyon Head Gets Plaques

NEW YORK, June 27.—More than 500 representatives of all phases and at all levels of the coin machine industry gathered at the ballroom of the Plaza Hotel here Tuesday night (23) to pay tribute to Barney Sugarman, president of the Runyon Sales Corporation, at the industry's dinner for the United Jewish Appeal.

Sugarman received an engraved bronze plaque for "his leadership in the industry" from his colleagues, as well as a UJA laminated plaque attesting to his "constant and devoted service to UJA and other great humanitarian causes."

Introducing the industry leaders on the dais and presiding over the meeting was Jack Mitnick, also of Runyon. Pledges ran 30 per cent over the 1952 total.

#### Dais Guests

Seated on the dais were John Stanley Grauel, speaker; Sidney Levine, New York Automatic Music Operators' Association counsel; Al Denver, NYAMOA president; Rabbi Julius Eidenbaum, Newark, N. J.; Mitnick; Mr. and Mrs. Sugarman; Jack Nelson, Bally Manufacturing Company, Chicago; Meyer Parkoff, Atlantic-New York Corporation; John Haddock, president of AMI; Joe Young, local Wurlitzer distributor; Al (Senator) Bodkin; Buddy Hackett; Abe Green; Carl Pavesi, president of the Westchester Operators' Guild, and Dick Steinberg, president of the Music Guild of New Jersey.

Also on the dais were Louis

Hirsch, Harry Wasserman, Charles Bernoff, Sal Trella, Joe Connors, Mac Pollay, George Miller, James Tollisano, Mike Munves, Harry Rosen, Jack Gordon and Sam Walder.

Heading the recording stars who appeared were Vic Damone, Richard Hayman and Tony Martin. Others who entertained were Georgia Carr, Vince Massey, Bernice Parks, Trudy Richards, Bob Carroll, Pat Terry, Rodger Coleman, Danny Winchell, Verne Leeds, Tommy Edwards, Steve Lawrence and Lennie Forrest.

#### Hackett Scores

Comic Buddy Hackett, TV and radio performer, acted as emcee in introducing the talent. Hackett's machine-gun delivery style of patter scored heavily with the coinmen.

Art Stanley and his ork provided the accompaniment for the singers.

Theme of the evening's addresses was the tribute to Sugarman. Each speaker took occasion to laud Sugarman and his wife, Molly, for their personal and general devotion to the industry and for their efforts on behalf of UJA. Honorary Chairman Denver declared that "no man can receive a better tribute to his career than Barney—that tribute is your presence here tonight."

Rabbi Eidenbaum, who delivered the invocation, urged Sugarman to "continue your fine work in the service of those who need our aid today."

Others who spoke and paid trib-

ute to Sugarman were Sid Levine, Meyer Parkoff, Jack Nelson, Al Bodkin, John Haddock and Joe Young.

Mrs. Lorraine Kohn, daughter of Mr. and Mrs. Sugarman, presented her mother with a bouquet of roses. Denver made the presentation of the industry plaque, and Mitnick presented the testimonial scroll.

John Stanley Grauel, the guest speaker, a Methodist minister, is a co-founder of the American Christian Palestine Committee and a former volunteer crew member of the ill-fated Exodus '47.

He told how he left school, where he was studying for the ministry, to aid refugees, by both legal and illegal means, to escape from behind the Iron Curtain.

Nash Gordon, NYAMOA managing director, handled the evening's arrangements.

## United Ships Olympic, New Shuffle Alley

CHICAGO, June 27.—Quantity deliveries on Olympic Shuffle Alley were started this week by United Manufacturing Company, it was announced by Billy DeSelm, sales manager. Last week the firm introduced Classic Shuffle Alley.

Olympic is a six-player and scores like regulation bowling, except that all scoring in the fifth frame automatically triples and scores made in third, seventh and 10th frames double. It has a Formica playfield, strike and spare flasher lights, provisions for the 7-10 split and a 10th frame feature. It is available in both eight and nine-foot lengths.

Classic also is six-player bowler and features triple match play. United also is in production on Tropics, an in-line scoring game.

## Midget Movies Now Primarily Operator Run

NEW YORK, June 27.—Sam Goldsmith, head of Capitol Projectors, said this week that chain stores, department stores and supermarkets have stepped up their purchases of Midget Movies to the point where the devices, once primarily Arcade pieces, are now essentially location pieces.

Goldsmith attributed the operator boom in midget movies to the fact that retail outlets realize the importance of the moppet market and are tying in retail promotions with kiddie rides and midget movies.

He said the firm is two weeks behind in orders of its D-D Movie Machine and is currently turning them out at the rate of 100 a week.

The firm expects to add another shift soon.

## Deliver New Globe Changer

CHICAGO, June 27.—The Globe Distributing Company has started deliveries on its Triple-Play coin changer.

President Jimmy Johnson stressed that every barrel on changer is interchangeable and replaceable and will pay out any coin combination desired by locations—such as two nickels for a dime or two quarters for a half dollar. He added that operators may order barrels in any combination and they have funnel tops for quick loading.

The changer comes in 1, 2, 3, 4 or 6 barrels. It is adaptable also to foreign coins.

## ROUTE TO SUCCESS

### Claims Philosophy Key To Operating

By ALLEN M. WIDEM

HARTFORD, June 27.—"Anyone who wants to get ahead in the coin machine industry must adopt this philosophy: Rise early, be on the ball and be receptive to constructive criticism from older and more experienced coin operators."

That's the view of Paul Rechtsafer, public relations director of the Connecticut State Coin Association and associated with his uncle, Abe, in Reliable Coin Machines of Hartford. The firm handles juke boxes, shuffle alleys and other amusement devices in the coin machine field in the Hartford area.

"It's not enough to realize that you're making a living in a growing industry," observes this veteran. "You have to take the bad with the good, and some times when a location just doesn't pay off, you have to be a good enough businessman to re-evaluate the location and find out why the situation didn't bring in enough trade to pay for service calls, for example."

"I've found in actual practice, in winter, spring or summer, that a fellow coin operator is not an actual enemy, waiting to grab your locations, but rather a businessman like yourself wanting to make good in a competitive market. Treat your fellow operator the way you want to be treated—a direct application of the golden rule—and you'll find trade jumping. Explanation of trade shifts and progress from another coin operator many times has shown me a clearer way of operation—and that's definitely paid off in better grosses."

## Rules Against Idaho Bells

BOISE, Idaho, June 27.—District Judge M. Oliver Koelsch June 16 ruled that bell machines—as lotteries—are illegal in the State of Idaho. He made this decision in overruling a demurrer filed by attorneys for the village of Garden City and various club owners, defendants in a "nuisance" complaint filed by Lester F. and Anne Marie Anderson, of Garden City, Idaho.

His ruling held that Idaho's local option bell machine licensing law, to go off the statute books January 1, was unconstitutional. He also ruled that altho the 1947 Legislature legalized bell machines, the constitution outlaws them and thus court action could be brought to close bell machine establishments as public nuisances.

## Play Outlook Good

HARTFORD, Conn. June 27.—One of the main reasons why operators in this State have had steady play in past several weeks and are optimistic about the future was an announcement made by the State Labor Department, pointing out that non-agricultural employment in May totaled 872,290. This was a gain of 3,140 over April figures. Most of the seasonal gain was attributed to construction jobs.

## GAME FACTORY ON VACATION

CHICAGO, June 27.—The D. Gottlieb & Company production line was shut down Friday (26) so that all personnel could have simultaneous vacation periods, President Dave Gottlieb announced. Full-scale output will be resumed Monday, July 13.

As in the past several years, a skeleton crew will be on hand in the office to handle emergency requests for parts.

## Keeney Sets 9-ft. Models On 2 Bowlers

CHICAGO, June 27.—J. H. Keeney & Company is now delivering both its Carnival and Domino Bowlers in nine as well as eight-foot models, Paul Huebsch, sales manager, announced Friday (26). Previously both were available in the shorter length only but distributor demand resulted in the addition of a second model.

Both Carnival and Domino are six-player games and both have such proven bowler features as 20-30 scoring, direct dial scoreboards, jumbo disappearing pins and silent "Plastok" playfields. Carnival features straight bowling play while Domino has triple match play.

## First to Hold Keeney School

CHICAGO, June 27.—A service school on Keeney games will be conducted at the headquarters of First Distributors, 1750 W. North Avenue, Monday (29) and also July 6 for operators and servicemen. A heavy representation from Northern Illinois, Southern Wisconsin and Northern Indiana is anticipated on both dates.

Keeney engineers assigned to the school are Chester Biezad, Dick Bukowski, Pete Sagan and Al Ostrowski. First Distributors' entire service staff will be on hand to assist the Keeney engineers. Wally Finke and Joe Kline, First owners, will be on hand to welcome visiting coinmen.

Biezad stated that the program would begin at 7 p.m. on both Mondays and would last approximately three hours. The high points of the school will be simplified servicing; trouble shooting, preventative maintenance and familiarization with circuits.

## BANKER FINDS NEW INTEREST

MIAMI, June 27.—It happened during the combination Open House—AMI Model E showing at Taran Distributing.

A number of guests drifted over to the pin games on the showroom floor. Among them was dignified E. C. Lutz, an official of the Mercantile National Bank, and wife. Mrs. Lutz persuaded her husband to try his hand at the Gottlieb pin game, Guys Dolls, despite his fervent objections that he had never played one in his life and moreover considered it a waste of time.

In a matter of minutes the banker's face lit up as the score on the game he was playing. "Say," he exulted, "I never knew this could be so much fun!"

## SEASONAL BIZ AID

# Beach, Kiddieland Arcades Prove Key Summer Ride Area

CHICAGO, June 27.—Arcades in both areas and Kiddielands are rapidly moving to the front as top seasonal locations for coin-operated rides. This fact was clearly indicated in a survey of ride operators on the East and West Coasts and also in resort

areas near such key cities as Chicago, Cleveland and New Orleans.

Most operators readily pointed out that in the past few summers they had been overlooking the potential of beach and inland resort locations. In the case of

Kiddielands, they stated it did not seem a good risk to put up the coin-operated rides against the conventional kiddie rides. However, they had not realized the emphasis the rides would have if they were situated in or near Arcades in the kiddie fun parks.

### Current Trends

Currently, the trend is to locate batteries of both similar and different rides in close proximity to the Arcades at the beaches and in Kiddielands. The idea seems to be that when some youngsters see others riding they become customers quickly. Thus far operators report that while the horses, jet planes and boat rides have proven the most popular, other novelty units have had good receipts recently. One of these—the two rider Merry-Go-

*(Continued on page 102)*

# Exhibit Supply Names Weinand Sales Mgr.

CHICAGO, June 27.—Art Weinand has been appointed sales manager of Exhibit Supply, Ford Sebastian, executive vice-president announced. He succeeds Frank Mencuri, who resigned.

Weinand joined Exhibit Supply last August. From 1936 until that time he was with the Rock-Ola Manufacturing Company. He

started as a sales correspondent for Rock-Ola and while there but a short time was chosen by President Dave Rockola as assistant sales manager of the phonograph division. In this capacity he established the firm's distributor network and was a key factor

*(Continued on page 102)*

## KIDDIE RIDE OPERATORS!!

Get EXTRA INCOME from your present locations with

Factory Guaranteed  
Factory Rebuilt

# MIDGET MOVIES

Note: We can assist operators in many territories in securing MIDGET MOVIE locations with nationally known chain stores. Write, wire or phone Leo Willens or Sam Goldsmith at PLaxa 7-8725.

\$199.50 F.O.B. N.Y.C.

(when new, \$349.50)  
Quantities limited!!  
Subject to prior sale!!

### CAPITOL PROJECTOR CORPORATION

Manufacturers of Midget Movies and Kiddie Rides  
556 West 52nd Street New York 19, N. Y.

## WILL TRADE

Drum Equipment Co. Space Rangers, Miss America Boats for Bally Champion Horses. Will also trade above for Kiddie Electric Train to operate on track, interior use.

Write or Phone

### SOUTHERN

KIDDIE RIDES, Inc.  
735 South Brook St. Louisville, Ky.  
Wabash 5839

## I'M ON MY WAY TO DISTRIBUTORS OF EXHIBIT SUPPLY'S

• Roy Rogers Trigger • Sea Skate • Rawhide • Buzz Corey's Space Patrol • Pete the Rabbit • Big Bronco • Rudolph the Red-Nosed Reindeer • El Toro the Bull • Ferdy the Bull • Space Gun.  
EXHIBIT SUPPLY 4218-30 W. Lake St., Chicago 24, Ill. Est. 1901



## QUALITY DURABILITY APPEARANCE

That is what Kiddy-Ride operators must have, and that's what they get with Bally SPACE-SHIP and THE CHAMPION. Big profits, too!

Write for Prices  
Terms Available

## DONAN

DISTRIBUTING COMPANY  
5007 N. Kedzie Chicago 25, Ill.  
Phone: JUniper 8-5211

Bally Distributors for  
Wisconsin and Northern Illinois

# Bally SPACE-SHIP

new exclusive DIVE-DIP-ROLL-SWING action captures biggest play, insures biggest profit

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 Kiddie-Rides with a small cash investment.

- ★ 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



FINANCE PLAN  
NOW AVAILABLE THROUGH BALLY DISTRIBUTORS

# Ride THE CHAMPION

TO BIGGEST PROFITS IN HOBBY-HORSE CLASS

Cash-box records prove that THE CHAMPION... the deluxe hobby-horse... is the champion money-maker in hobby-horse field. Why be satisfied with so-so earnings when you can easily be in THE CHAMPION class?



IT TROTS!  
IT GALLOPS!

# Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

## Nat'l Rejectors Canadian Office

ST. LOUIS, June 27.—National Rejectors, Inc., announced a new Canadian branch office will be opened Wednesday (1) in Toronto. It will be located at 551 Eglinton Avenue, West. Quicker service and personal contact for Canadian operators will result, officials stated. The branch will be equipped to handle repairs, have a full stock of parts and will enable complete training of servicemen in the maintenance of coin rejectors and change makers.

## Dari-O-Matic To Be Shown in New York

NEW YORK, June 27.—Bob Sherman, head of Fairmount Fruit-O-Matic here, said this week that his firm would have the Dari-O-Matic canned juice vender ready for delivery in two weeks. The unit, made by the Fruit-O-Matic Manufacturing Company, Los Angeles, will be priced at \$895. Fairmount plans a showing of the machine to local operators in downtown hotel in a few weeks. The four-column unit has the following capacities: Canco half pints, 200 pre-cooled, 500 capacity; Canco third quarts, 152 pre-cooled, 462 capacity; Sealrite half pints, 160 pre-cooled, 360 capacity; Selrite third quarts, 50 pre-cooled, 350 capacity; Sealrite pints, 75 pre-cooled, 350 capacity; Purepak half pints, 160 pre-cooled, 360 capacity, and Purepak third quarts, 150 pre-cooled, 350 capacity. Dimensions are 75 inches high, 19 inches wide and 27 inches deep; weight is 700 pounds. The vender has a refrigeration package unit made by Tecumseh. The four columns individual national coin mechanisms will take either two nickels or dime. A National changemaker, which will take either 10, 11 or 12 cents, is optional.

## Candyman Site Vending As Sales Aid

BOSTON, June 27.—A big bar in vended confections was recast at the annual meeting of the New England Manufacturing Confectioners' Association. Walter L. Guild, managing director, said that candy bar sales thru venders were up and expanding. New automatic mass feeding venders were being installed in outlets thruout the six-State area. The association represents 21 manufacturers, 20 in Massachusetts and one in Connecticut. Elected president was William O. Millburg, assistant general manager of W. F. Schraft & Sons Corporation. Harry Gilson, president of F. B. Washburn Candy Corporation, Brockton, was elected vice-president. Carl E. Nelson, assistant treasurer, Brigham's, Inc., Cambridge, was elected treasurer; Lawrence Lovett, assistant treasurer, Confectionery Company, Cambridge, secretary.

## HART DEMAND, AVAILABILITY OF USED VENDING EQUIPMENT

CHICAGO, June 27.—Changing pattern of the used equipment market became more evident this month following a check of Market Place advertising in The Billboard and its sister publication, Vend. The following table shows the present "demand" and "for sale" rating of the major types of equipment compared with that of one year and two months ago respectively. Venders are listed in order of demand and availability.

"WANTED TO BUY"		
June, 1953	April, 1953	June, 1952
Cigarette	Coffee	Cup Drink
Cup Drink-Coffee	Cup Drink	Candy
Candy	Cigarette-Ice Cream	Coffee
Ice Cream-Gum-Juice	Penny Bulk	Ice Cream
	"FOR SALE"	Cigarette
"FOR SALE"		
June, 1953	April, 1953	June, 1952
Cup Drink	Cup Drink	Candy
Cigarette	Coffee	Cup Drink
Coffee	Ice Cream	Ice Cream
Ice Cream	Cigarette	Cigarette-Milk-Popcorn
Candy-Penny Bulk	Penny Bulk	Coffee
Juice	Candy-Cookie	Juice
Milk-Cookie-Perfume		

## THIRSTY SIPPERS RAID MACHINE

NAMPA, Idaho, June 27.—Armed with a bottle opener and several straws, thirsty burglars syphoned several days' profit from a reach-in type drink vender here.

The theft was discovered when the location, a service station, found 11 dry bottles still in the vending racks. A couple of bedraggled straws were still inserted in the bottles.

## VENDING AID?

### Home Milk Service Cut In 9 Cities

CHICAGO, June 27.—With home milk deliveries now eliminated on Sundays in nine major cities, the 24-hour convenience of vended milk takes on added importance. Vender installations, especially in multiple family apartment buildings, may receive new impetus as a result of such curtailed dairy delivery schedules.

Sunday delivery is now discontinued here, in Philadelphia, Buffalo, Cincinnati, Kansas City, Pittsburgh, Denver, Baltimore and Seattle. In San Francisco, Houston and Milwaukee a number of local dairies also have eliminated Sunday deliveries. In Boston one dairy attempted the no-Sunday service but drivers protested.

On the whole, dairies report they prefer to drop Sunday deliveries; it saves them premium payments to drivers and eliminates the necessity for some plant shifts.

## Set Internat'l Assn. at '53 Popcorn Meet

CHICAGO, June 27.—National Association of Popcorn Manufacturers announced this week that a new trade group, called the International Popcorn Association, would be launched at the 1953 Popcorn Industries Convention October 11-14 at the Conrad Hilton here.

Under the new organization, all segments of the popcorn industry will be consolidated into a single trade group. The constitution and bylaws of the proposed association will offer active, voting membership to the seven segments of the industry: processor, wholesale manufacturer, theater and/or concession operator, retailers, jobber of popcorn and supplies and equipment manufacturers.

## Predict 2,000 Attendance At '53 NCWA Convention

WASHINGTON, June 27.—More than 2,000 wholesalers, manufacturers and salesmen, including buyers for the country's 6,000 confectionery wholesalers, are expected to view 100 lines of confectionery and allied merchandise August 2 thru 6 at the eighth annual convention and

# In-Office Vending: N. Y. Ops Tell Problems, Potential

## Manhattan Operating Pattern Guide For Do's, Don't's in Other Cities

By AARON STERNFIELD

NEW YORK, June 27.—On the surface, Gotham's concrete canyons housing thousands of offices seem to offer unlimited opportunity to the operator who can place his equipment where it may be used by millions, five days a week, between 9 a.m. and 5 p.m. Actually, the types of venders that may be placed in these buildings and the volume of business that these venders may do is limited.

Manhattan has relatively little industry, most of the people work in the 1,172 office buildings, with many buildings containing hundreds of office suites. Yet the total number of buildings or the number of offices per building are relatively unimportant factors as far as the operator of vending equipment is concerned. What the operator wants is a large number of employees or a great amount of traffic in one office before he places a vender. It is this requirement that the vast majority of New York offices fail to meet.

### 10 to 50 Employees

The great bulk of Manhattan offices, employing from 10 to 50 persons, will not do the volume to make feasible the installation of vending machines.

However bleak this picture may sound, there are operating firms

in New York which have profitable office building routes, and keep them profitable by understanding the limitations of such routes and working within these limitations. Two typical examples are the City Milk Corporation and the Rowe Operating Division, the former handling only food and the latter limiting its operation to cigarettes.

Both firms have one route principle in common—they compensate for the comparative lack of traffic in any one location by having their locations so close together that the routeman has at least two locations in each building whenever possible. In many cases a routeman can park his truck on a business block and service a dozen buildings with up to 30 locations without moving his truck.

### Elevator Problem

In the case of City Milk, the elevator problem causes a few headaches. The service elevators operate only between 8 a.m. and 5 p.m. in many buildings, and much time is lost in waiting for the elevator. In some cases, if the routeman arrives early in the morning, he can use the passenger elevator, but it's impossible for him to be early at all places on his route.

There are relatively few automatic cafeterias in New York

office buildings. However, John Shelton, City Milk vice-president, believes that there is an opportunity for semi-automatic systems, run by a combination of operators and caterers, in Gotham buildings.

According to Shelton, an office building operator, specializing in foods, must know the food business as well as the vending business. He believes that vending equipment should be used only when it will turn out at least as good a product as may be dispensed over the counter.

Shelton predicts even semi-automatic office feeding set-up will not replace the cafeteria. He bases this assumption on the fact that the average office worker has a choice of too many restaurants and that the automatic or semi-automatic cafeteria can not compete with these eating places in the matter of variety.

Any office in Manhattan with 200 or more employees is considered a good prospect by City Milk. In attempting to sell a location, a City Milk salesman will check the larger buildings in the area, determine which

(Continued on Page 90)

## Mills Schedules Vacation Closing

LOMBARD, Ill., June 27.—The Bert Mills Corporation will close its plant from July 4 thru July 19 for a group vacation, Herbert Chadwick, vice-president, announced this week. Production of the firm's Coffee Bar will be resumed Monday (20).

Chadwick said that the new 40,000-square-foot plant being constructed outside St. Charles, Ill., will be initially opened in early August. Previously, it was hoped to start pilot production in the new facilities by mid-July.

Walls, roofing and some exterior trim has been completed on the new building. The concrete subfloor will be poured this week, he said.

## Plastic Covering For Vended Items Placed on Market

NEW YORK, June 27.—The Merit Displays Company here has developed a plastic covering which it says may be used in merchandising vending.

The covering is called the Blister Pak. It completely envelops the product to be vended, preventing damage from handling and providing constant visibility.

According to the manufacturer, the Blister-Pak can be made to fit any product, regardless of shape or size. It may also be used for displaying products.

## Announce NAMA Clinic, Special Session Topics

CHICAGO, June 27.—Subjects for "Brass Tack" clinics and three special business sessions during the National Automatic Merchandising Association's convention August 23-26 at the Conrad Hilton here were announced this week. The clinic, under the group title "Meeting Management Challenge," will be moderated by John W. Mock, business consultant. With the special sessions, they will be held concurrently each of three evenings (August 23, 24, 25) starting at 8 p.m.

Mock will moderate panel discussion on the following subjects during the three clinics: effective buying; servicing; inventory control; cost reduction; record keeping; personnel; insurance; taxes; maintenance; selling locations and customer relations.

The first special session, Sunday (23), will cover "Problems and Opportunities for Penny

Bulk Venders." Monday (24), the subject will be "Problems and Opportunities for Bottlers in Vending," with the final session, Tuesday (25), dealing with "Problems and Opportunities of Dairy Product Vending."

During the Wednesday (26) morning business session, Andrew J. Gariepy, president of Sales Training International, Barre, Mass., will talk on sales problems. He will discuss successful selling techniques which can be applied by the operator.

## R-M Producing General Mchs.

PHILADELPHIA, June 27.—General Vending Machine Corporation bottle venders are now being produced under contract by Rudd-Melikian, Inc., at the same plant here in which latter's coffee machines are manufactured.

General Vending, which moved to new headquarters here in the latter part of 1952, markets a line of selective bottle venders under the Vendmor and Bevmart trade names.

## Fall Showings in 20 Cities Planned for Video Vender

MILLDALE, Conn., June 27.—The Barth Engineering and Sales Corporation here plans to show its Video Vender to operators in 20 cities thruout the nation in October or November, according to Charles Russell, firm head. The unit is designed to vend either ice cream, frozen foods or dairy products.

Barth engineers and designers are said to be completing the final design details for 20 pilot models for the showing.

Two models are currently on industrial locations, one on the West Coast and one in Connecticut. However, these models, which are dispensing ice cream bars, have 120-unit capacities, while the capacities of the production models are to be increased substantially.

Franchised Distributors The cost, dimensions, and ca-

pacities of the vender have not yet been determined, Russell indicated. While the method of distribution has not yet been settled, he said that it would probably be thru franchised distributors.

By the adjustment of the cam mechanism and the removal of shelves, a unit set up to handle ice cream bars can dispense packages of frozen foods, pints of ice cream and other dairy products.

Barth was purchased early this year by eight engineers. The firm has been a manufacturer of sheet metal forming and cutting equipment, which it still produces.

It has also begun the manufacture of electronic equipment for the Armed Forces. However, Russell said that the firm's main effort would be directed to the manufacture of the vender.

## L. A. Union Goes Natl., Skeds Meets

LOS ANGELES, June 27.—The independent International Union of Mechanics and Electrical Repairmen for vending equipment is launching plans to go national. H. O. Chapman, business manager for Local 10 here and also

(Continued on page 92)

**IT'S NEW! IT'S A BEAUTY! IT'S A MONEY HONEY!**

*New*  
**CHAMPION BULK VENDOR**

- VENDS CHARMS AND MERCHANDISE LIKE MAGIC!
- MOST PRACTICAL BRUSH HOUSING EVER DESIGNED FOR BULK VENDING
- LARGER OPENING IN GLOBE MAKES PACKING CHARMS FAR EASIER
- SIMPLE, FOOL PROOF COIN MECHANISM ELIMINATES COSTLY SERVICE CALLS
- GLOBE ASSEMBLY BREAKS DOWN FROM BODY FOR QUICK "SERVICE HEAD" SERVICING!

DISTRIBUTORSHIPS AVAILABLE  
**CHAMPION VENDORS SUPPLY CO.**  
EASILY THE BEST  
1119 EAST HOUSTON ST. SAN ANTONIO, TEXAS

**Ball Gum or Merchandise Wheel**

<b>EAST OF MISSISSIPPI CONTACT</b> <b>LEO F. LEARY</b> <b>H. K. HART CONFECTIONS</b> 540 39th St. Union City, N. J.	<b>WEST OF MISSISSIPPI CONTACT</b> <b>ISH KIMBRIEL</b> <b>AMERICAN BULK CONFECTIONS</b> 4932 Beeman Ave. Dallas, Texas
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# Ops Tell Problems, Potential Of In-Office Vending in N. Y.

Continued from page 89

tenant has the largest number of employees, and find out if there are enough employees to warrant an installation.

If the salesman figures there are enough employees or traffic to gross the \$90 weekly minimum expected on the average three-unit installation, he will make an appointment with the personnel director or office manager.

The salesman will stress the service angle and emphasize the importance of vending machines on employee morale. Commission is secondary as far as the office manager is concerned, altho the usual commissions are paid.

The average location will have a milk machine, either a juice or sandwich machine, and either a candy, cookie or pastry vender.

As the items are perishables, daily service is required, with some locations visited two and three times a day.

The location of other large companies in the same building or even on the same floor as an office which has a vending operation is of little aid to the operator. Most companies don't like to mix their employees and hence the business transacted must be, in most cases, from the employees of the one firm. This reluctance of business firms to mix their employees is also a contributing factor to the dearth of cafeterias in Manhattan office buildings.

An important consideration in office building vending is the lobby cigar stand, which in most cases is in the building on an exclusive store-lease arrangement. This means that the cigar stand has final say on whether

or not an operator can set up in the building.

The operator usually works a sublease or commission agreement with the cigar stand concession, with the location, in many cases, getting only service. In most instances, the money involved fails to interest the location, which is concerned primarily with the service offered its employees.

The largest cigarette operator in Manhattan office buildings, the Rowe Operating Division, works mainly with cigar stand concessions.

According to Herb Greenberg, Rowe vice-president, the firm has units in more than 100 Manhattan office buildings. Cigarettes don't pose the same problems as food in an office building. For one thing, they're not bulky and may be carried up the passenger elevator. Secondly, they're not perishable, and most vendors are serviced only once weekly.

Greenberg says that of his Greater New York locations, Manhattan office buildings are among the lowest as far as volume per location is concerned.

### Examples

For example, he explains, a man working in a Queens factory usually goes to the vender when he is out of cigarettes. A Manhattan office employee generally works within a block of several chain and drug stores which sell cigarettes by the carton at cut prices. He'll buy a much smaller portion of his cigarettes from vendors than will the worker in Queens.

If it weren't for the fact that a serviceman can often handle a dozen or so locations without leaving the block, Greenberg doesn't think cigarette vending in Manhattan office buildings would amount to much.

Very few machines are placed in lobbies. The obvious reason is that the cigar stand operator wouldn't allow them there. But, even where there is no cigar stand, Greenberg doesn't like lobby installations.

He points out that, tho many New York office buildings are open 24 hours a day, comparatively few of them have 24-hour supervision. After 5 p.m., he maintains, the possibility of theft and vandalism is strong. Hence, with the small margin in cigarettes, he feels lobby locations won't usually pay.

**Concessionaire Benefits**  
Both Greenberg and Shelton report that once a cafeteria or cigar stand concessionaire allows a vending operator in on a sublease or commission basis, he usually asks for additional vendors.

Initially, the concessionaire will regard the operator as a potential competitor, and grudgingly allow him to install his equipment. Later, he is apt to discover that vendors bring him in additional revenue without cutting into his previous volume.

In summation, Manhattan office building vending is not for the small operator. Because of the limited volume which any single location can expect, it is necessary to have a large number of vendors on location to make a fair profit. The small operator doesn't have that much equipment.

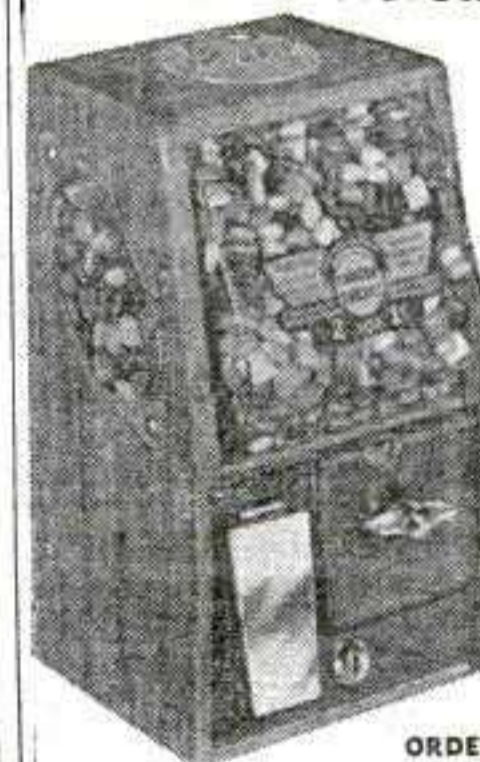
Hence the pattern seems to be set. Firms like City Milk, Rowe and Automatic Canteen of New York, the latter with extensive candy and drink locations, will probably continue to dominate the field.

## More Nickel Alloy For Vender Mfrs.

FLUSHING, N. Y., June 27.—The Industrial Division of the American Silver Company, Inc., here, announced increased availability of high nickel alloy strip for vender components. Such alloys include those used for temperature compensation, low expansion, low permeability, glass sealing and electrical resistors.

American Silver noted that the alloys were specially used in vending equipment for temperature control instruments, thermo switches and contacts, motor and generator parts, recording instruments, circuit breakers and transformer parts.

## IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETS VENDOR

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

**COMP. RECOND. AND REFINISHED**

**5c CHLOROPHYLL TAB GUM VENDOR**  
... with special attachment to vend 3 or 4 pcs Chlorophyll Tab Gum for 5c.

**STARTING DEAL**  
1 Mach. & 5 Lbs. Chloro. Tab Gum \$17.75

1 Mach. Alone ..... \$14.75  
5 or More Machines, Ea. .... 12.50  
Chlorophyll Tab Gum, 25 Lb. Ctns. Lb. .... .55

**RECONDITIONED VENDING MACHINES**

N.W. Model 39 1/2 Bulks ..... \$ 8.50  
N.W. Model 33 1/2 Peanut ..... 7.50  
N.W. Model 33 1/2 Ball Gum ..... 7.50  
N.W. Deluxe 1/2 & 5c Comb. .... 8.50  
SK 1/2 or 5c Bulks ..... 8.50  
SK 1/2 Charm King Ball Gum ..... 8.50  
SK 5/8 Hot Nut Bulks ..... 15.00  
Acorn 5c Bulks ..... 10.00  
Master 1/2 Bulks ..... 8.50  
#2 Master 1/2 & 5c Bulks ..... 10.00  
Master No. 3 5c Bulks ..... 8.50  
Columbus 1/2 or 5c Bulks ..... 8.00  
Columbus 1/2 Ball Gum ..... 6.95  
Columbus Tri-Mors 1/2, 3 comp. Victor Model V Globe 1/2 ..... 8.95  
Victor Model V Cab 1/2 ..... 9.50  
Advance Model D Ball Gum 1/2 ..... 6.95  
Asco Hot Nut 5c ..... 7.50  
Ajax Hot Nut 5c, 3 Comp w/std. 39.50  
Jewel Vendors 5c, 2 comp. .... 10.00  
Lucky Boy's 1/2 Bulks ..... 6.95  
Cash Tray 5c tray ..... 4.95  
4-in-1 Bulks 1/2, 4 Comp. (New) .. 10.00  
Mills Adams Gum, 6-col. 1/2 ..... 17.50  
DuGrrr Adams Gum, 4-col. 1/2 ..... 17.50  
DuGrrr Adams Gum, 6-col. 1/2 ..... 17.50

**MERCHANDISE**

Salted Spanish Peanuts ..... 27c lb.  
Salted Virginia Peanuts ..... 31c lb.  
Deluxe Nut Mix ..... 50c lb.  
Cashews, 400-450 Count ..... 45c lb.  
Rainbow Peanuts ..... 23c lb.  
Boston Baked Beans ..... 23c lb.  
Licorice Lozenges ..... 23c lb.  
Candy Mix ..... 23c lb.  
Baby Chics, 500 Count ..... 35c lb.  
All Above Packed in 30 Lb. Cartons.

210 Leaf Ball Gum ..... 28c lb.  
170 Leaf Ball Gum ..... 28c lb.  
140 Leaf Ball Gum ..... 28c lb.  
100 Count Leaf Jumbo Ball Gum ..... 28c lb.  
M & M Candies ..... 45c lb.  
All Above Packed in 25 Lb. Cartons.

**SUPPLIES & ACCESSORIES**

Heavy Iron Stands ..... \$ 4.25  
Double Cross Bars ..... 1.40  
Triple Cross Bars ..... 1.75  
1/2 & 5c Coin Counters ..... 1.75  
1/2 & 5c Weighing Scales ..... 19.50

**CHARMS**  
Take special deluxe mix — Feature Series Special Items — all hand picked, \$8.50 per M.

1/3 dep., bal. C.O.D., F.O.B. Phila. Full cash with orders under \$20.00.

**NEW AND RECONDITIONED VENDORS**  
\* PARTS, SUPPLIES, ACCESSORIES  
\* BALL GUM, CHARMS, NUTS  
\* EVERYTHING FOR THE OPERATOR

Send for Your Free Copy of Our New 1953 Catalog!

**RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Phila. 22, Pa. Lombard 3-2676

**KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!**

**SPECIAL**  
Uneda Monarch—Vends All King or Regular Size, 6 cols., 380 pack cap. .... \$87.50

**ALL MACHINES LISTED BELOW WILL VEND KING SIZE OR REGULAR SIZE CIGARETTES IN ALL COLUMNS**

Rowe Crusader, 10 col., 475 cap. .... \$155.00  
National 9-A, 9 col., 350 cap. .... 115.00  
DuGrenier V, 7 col., 210 cap. .... 82.50  
DuGrenier S, 7 col., 210 cap. .... 77.50  
Add \$5.00 to Above Prices for 30¢ Vending.

**CANDY MACHINES**

DuGrenier Candyman (with base), 72 Bar Cap. \$49.50  
Uneda Candy Vendor (wall model), 5 Col., 102 Cap. 65.00  
WE HAVE A FINE STOCK OF 6 & 8 COL. NEW CANDY VENDORS—WRITE!

**SPECIAL!**  
DuGrenier Champion, 9-11 Cols., includes 6 king size cols., 380 pack cap. \$97.50

Our Paints Are VENERIZED Prevents Peeling, Flaking & Rusting

All Equipment Unconditionally Guaranteed Trade Prices 1/3 Dep., Bal. C.O.D.

**UNEEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N.Y. • Evergreen 7-4568

**YOUR Once-In-A-Lifetime OPPORTUNITY!**

- ★ The most profitable, stable and consistent money makers in the coin operated field are personal weighing machines!
- ★ We are the largest penny weighing machine business in the world!
- ★ In process of reorganization we are THROWING OPEN OUR OWN ROUTES TO YOU — this will not happen again!

1. Finest, latest models, all types of machines.
2. All machines are within YOUR TERRITORY.
3. Every machine is in active, profitable operation right now.
4. Locations include: chains, super markets, department stores, railroad and airline stations, bus terminals, theaters, etc.

Write, Wire or Phone for Full Particulars — TODAY!

**PEERLESS Weighing & Vending Machine Corp.**  
29 28-41st Avenue • Long Island City 1, N. Y. • Phone: STILLwell 4-1620

**WE HAVE NEWER CHARMS!**  
NEW IDEAS — NEW DESIGNS — NEW FINISHES

We take pride in producing the finest and most complete line of charms in the country.  
**IMMEDIATE DELIVERY!**

Send 35c for complete samples and low, low prices.  
**FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS**

**PENNY KING CO.** 2538 MISSION STREET PITTSBURGH 3, PA.

**MAKE MORE MONEY IN VENDING!**  
**Read The Billboard Every Week**

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now!  
Fill out this coupon and mail today.  
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20)

Name ..... 763  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**Greatest Time-Saving PENNY WEIGHING SCALE**

**CAPACITY \$10.00**  
SPRINGS ARE PRECISION CALIBRATED.  
HEAVY SHEET METAL SHEET.  
TIN SCOOP.  
DIAL IS GLASS COVERED WITH PROTECTIVE POINT-ER WHEN IN USE.  
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**New! Plastic Police Whistle**

Empty your machines faster! Sounds like real police whistle. Made of two-tone color combination.

Everyone will want one!

**\$15 per M (FOB, NYC)**  
**New JET SERIES 120 ASSORTED CHARMS**

Includes crosses, skulls, animals, etc. This is the largest assortment in the charm field!

Plastic ..... \$2.00 Per M  
Copper ..... 3.00 Per M  
Silver ..... 3.25 Per M  
Dominoes, Sirens, etc. (minimum order \$10)  
Complete line of charms.

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**Bulletin on Humidity**

JAMAICA, N. Y., June 27.—A bulletin on dehumidification problems and equipment has been issued by the Abbeon Supply Company. Moisture removing units for offices, warehouses, stock rooms, etc., are covered in the bulletin, No. 374, which is available without charge.

**Depend on Pioneer for Profits**



**VICTOR'S Topper Deluxe Globe Style** (also available in Half-Cabinet Style)  
 4 to 20, \$14.20 ea.  
 24 to 44, \$14.00 ea.  
 48 to 96, \$13.75 ea.  
 100 or more, \$13.20 ea.

**VICTOR'S Baby Grand Rocket Style (5c)**

4 to 99, \$14.25 ea.  
 100 or more, \$13.25 ea.



**ROCKET BULBS**  
 Large bulbs that glow in the dark.  
 \$20 per 1000.

**PIONEER'S SPECIAL CHARM MIX!**

Consists of 21 different items, approx. 370 pcs. per bag. \$2.65 per bag (Minimum shipment, 10 bags)

All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.

**Pioneer Vending Service**  
 590 Albany Ave. Brooklyn 3, N. Y.  
 Phone: PResident 4-5358

**THE BILLBOARD Index of Advertised Used Machine Prices**

**• Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 27	Issue of June 20	Issue of June 13	Issue of June 6
Acorn, 5c.....	\$10.00	\$10.00	\$10.00	\$10.00
Advance Model D Ball Gum.....	6.95 7.45	6.95 7.45	6.95 7.45	6.95 7.45
Advance No. 11.....	5.95	5.95	5.95	5.95
Ajax Hot Nut, 5c.....	39.50	39.50	39.50	39.50
Alkuna Cracker Machine.....	27.50	27.50	27.50	27.50
Almond Vendor, 5c.....				4.95
Asco Hot Nut, 5c.....	7.50	7.50	7.50	7.50
Atlas Bantam, 5c.....	10.00	10.00	10.00	10.00
Bonanza Pop Corn Vendor.....	75.00	75.00	75.00	75.00
Cash Tray, 5c.....	4.95	4.95	4.95	4.95
Chlorophyll 5c Tab Gum.....	14.75	14.75	14.75	14.75
Columbus, 1c.....	7.45 8.00	6.95 7.45	7.45 8.00	6.95 7.45
Columbus, 5c.....	8.00	8.00	8.00	8.00
Columbus Ball Gum, 1c.....	6.95	6.95	6.95	6.95
Columbus Tri-Mors, 1c (3 col.).....	22.50	22.50	22.50	22.50
Craig Ice Cream Vendor.....		250.00	250.00	250.00
DuGrenier Adams Gum, 1c (6 col.).....	17.50	17.50	17.50	17.50
DuGrenier Adams Gum, (4 col.) 1c.....	17.50	17.50	17.50	17.50
DuGrenier Candyman.....	49.50	49.50	49.50	49.50
DuGrenier V (7 col.).....	82.50	82.50	82.50	82.50
DuGrenier S (7 col.).....	77.50	77.50	77.50	77.50
DuGrenier Champion (9 col.).....	125.00	125.00	125.00	125.00
DuGrenier Model W (9 col.).....	115.00	115.00	115.00	115.00
Eastern Electric C-8.....	129.00	129.00	129.00	129.00
Exhibit Card Vendor, 1c.....	15.00	15.00(2)	15.00(2)	15.00(2)
Jewel 5c (2 col.).....	10.00	10.00	10.00	10.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Lucky Boy's 1c.....	6.95	6.95	6.95	6.95
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95 10.00	7.95 10.00	7.95 10.00	7.95 12.50
Master, 1c.....	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Master, 5c.....	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Mills Adam Gum, 1c (6 col.).....	17.50	17.50	17.50	17.50
Mills Candy (5 col.).....	89.50	89.50	89.50	65.00 89.50
Mills Tab Gum.....	16.50	16.50	16.50	16.50 17.50
National 9 E.....	75.00	75.00	75.00	75.00
National Candy (9 col.).....		89.00	89.00	100.00
National King Ball Gum.....	9.95	9.95	9.95	9.95
National King Candy.....	19.50	19.50	19.50	19.50
National Electric.....	99.50	99.50	99.50	99.50
National 750.....	85.00	85.00	85.00	85.00
National 930.....	130.00	130.00	130.00	130.00
National 950.....	145.00	145.00	145.00	145.00
New York Stamp, 1c & 3c.....		15.00	15.00	15.00
Northwestern 33 Ball Gum.....	7.50 7.95	7.50 7.95	7.50 7.95	7.50 7.95
Northwestern 33 Peanuts, 1c.....	7.50	7.50	7.50	7.50
Northwestern Deluxe 1c and 5c.....	8.50 13.95	8.50 13.95	8.50 13.95	8.50 13.95
Northwestern Model 39, 1c.....	7.95 8.50	7.95 8.50	7.95 8.50	7.95 8.50
Northwestern Stamp.....	69.00	45.00 69.00	45.00 69.00	45.00 69.00
Phillies Cigar, 10c.....	69.00 69.50	49.50 69.00	49.50 69.00	49.50 69.00
Pop Corn Sez.....		69.50	69.50	149.50
PX 10 col, 25c.....				155.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.).....	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....	90.00	90.00	90.00	90.00
Rowe Royal (10 col.).....	95.00	95.00	95.00	95.00
Silver King Charm King, 1c.....	8.50	8.50	8.50	8.50
Silver King Hunter.....				19.50
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King, 1c or 5c.....	8.50	8.50	8.50	8.50
Silver King 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut, 5c.....	15.00	15.00	15.00	15.00
Siros Brush Up.....	50.00	50.00	50.00	50.00
Stamp Vendor, 1c & 3c.....				15.00
Stamp Vendor (4 col.).....	18.50	18.50	18.50	18.50
Star Candy.....	10.95	10.95	10.95	10.95
Stick Gum.....	9.95	9.95	9.95	9.95
Stoner Candy, 6 col., 5c.....				125.00
Uneeda Candy, 5 col., 5c.....	65.00	65.00	65.00	65.00 89.50
Uneeda Model A (6 col.).....	87.50	87.50	87.50	87.50
Uneeda Model E (8 col.).....			80.00	80.00
Uneeda Electric (9 col.).....	125.00	125.00	125.00	125.00
Uneeda Model 500 (9 col.).....	135.00	135.00	135.00	135.00
Uneeda Monarch (6 col.).....	87.50	87.50	87.50	87.50
U-Select-It.....	49.50	49.50	49.50	49.50
Victor Model V Cabinet, 1c.....	9.50	9.50	9.50	9.50
Victor Model V Globe, 1c.....	8.95	8.95	8.95	8.95
Watling Fortune Scale.....		119.50	119.50	119.50

**Charter New Calif. Vending Operations**

SACRAMENTO, June 27.—Plains Distributors, Inc., has been granted a charter by the State to sell and operate vending machines in Los Angeles County. Authorized capital is 2,500 shares no par. Directors are M. L. Barton, Altadena; Eugene Bronski and Mabel E. Schanafelt, Los Angeles.

Pittack Bros., Inc., was chartered as a distributor and manufacturers' agent for "coin-operated, electrically controlled apparatus" in Los Angeles County. Authorized capital is \$25,000. Directors are Robert W., Doris H. and Juanita U. Pittack, of Los Angeles.

Allied Vending Products of San Diego, Inc., has been formed to operate in San Diego County. Directors are Davre J. Davidson, Nathan E. Gillin and Douglas Moore, of Los Angeles.

Universal Vending Inc., was chartered to operate vending machines and coin-operated amusement games in Los Angeles County. Authorized capital is 2,000 shares no par value. Maynard B. Henry, of Redondo Beach; Paul S. Sherman and Dorothy Kallestad, Los Angeles, are the directors.

Leet, Inc., has been granted a charter to distribute vending machines in Los Angeles County. Authorized capital is 250 shares no par. Directors are C. J. and Rosemary A. Corley and Nancy S. Leet, Beverly Hills.

**Alden James Named P. Lorillard V-P**

NEW YORK, June 27.—P. Lorillard Company elected Alden James vice-president effective Wednesday (1). James, a board member since 1950, fills the vacancy left by the retirement of Todd Wool who was also secretary and treasurer. James was director of advertising.

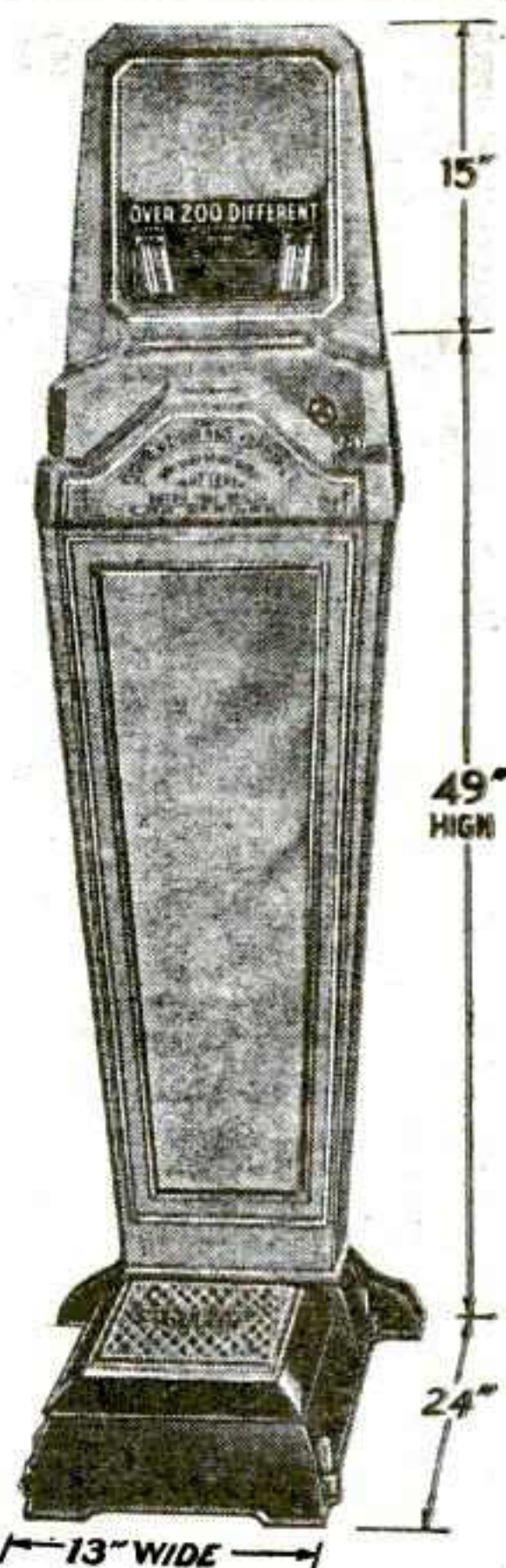
Also elected were Frederick M. Walson as a member of the board and Anna F. Woessner as secretary. Walson joined the firm in 1930 and has been director of purchasing since 1950. Miss Woessner was assistant secretary since 1951. Her new post makes her the first woman officer with Lorillard.

**Carbonation Equipment Mfrs. in Court Action**

CANFIELD, O., June 27.—Carbonic Dispenser, Inc., here has filed a charge of patent infringement against Selmix Dispensers, Inc., Long Island City, N. Y., in the U. S. District Court in New York.

The complaint charges that Selmix infringed on Carbonic Dispenser's patent No. 2,588,677 for carbonating equipment by manufacturing and selling such units employing the latter's design.

Both firms manufacture carbonation equipment for soft drink companies and soda fountains.



**WEIGHT 165 LBS.**  
**\$25 DOWN**  
**Balance \$10 Monthly**  
**400 DE LUXE**  
**PENNY FORTUNE SCALE**  
 NO SPRINGS  
*Invented and made only by*  
**WATLING**  
 Manufacturing Company  
 4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago

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

**"Smokeshop Lo-Boy"**  
 THE NATION'S FINEST CIGARETTE VENDOR!  
 486 PACK CAPACITY  
 Tear Out and Mail This Ad for Details

**SMOKESHOP CORP.**  
 (AUTOMATIC PRODUCTS CO.)  
 250 West 57th Street, New York 19, N. Y.

**SPECIAL!**

- ★ Whole Cashews, 450 count, 30 lb. .... 62c
- ★ Jordan Almonds, 600 count, 30 lb. .... 82c
- ★ Virginia Peanuts, 30 lb. .... 32c
- ★ Spanish Peanuts, 30 lb. .... 26c

Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chicla Treats, Chloro Treats. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit. bal. C.O.D., F.O.B. Boston.

**CHAMPION NUT CO.**  
 1194 Tremont St. Boston 20, Mass.

**VEND—PUBLISHED BY THE BILLBOARD**  
**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES  
 Candy, Gum & Nuts  
 Beverages  
 Tobacco  
 New Products  
 Trends  
 Industry News  
 Market Place  
 Articles  
 Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!  
 Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50.  
 Foreign rate, one year, \$6

Name.....  
 Address.....  
 City.....Zone.....State.....  
 Occupation.....

**BALL & VENDING GUMS**  
**BUBBLE, CHICLE & CHLOROPHYLL**  
**New LOW factory prices**

Bubble Ball Gum, 140-170 & 210 ct. .... 24c lb  
 Chlor-a-Vend Ball Gum, 140 & 210 ct. .... 40c lb  
 Chlor-a-Vend Chicks, 275 & 320 ct. .... 45c lb  
 Chicle Chicks, 320 & 520 ct. .... 36c lb  
 Bubble Chicks, 320 & 520 ct. .... 30c lb

These LOW prices F.O.B. factory 150 lb. lots.

**AMERICAN CHEWING PRODUCTS CORP.**  
 Mt. Pleasant & Fourth Aves.  
 Newark 4, N. J.

There's a **SMALL FORTUNE** in it... for You!

**PAYS 50% TO 200% STEADY PROFITS**

**Outdraws, Outearns and Outperforms All Others!** Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1 . . . Fortune and Weight  
 ★ Fully Automatic & Patented  
 ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25 DEPOSIT**

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

**AMERICAN SCALE MFG. CO.**  
 3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:  
 Attached find check for \$25 payment on one model 403 scale. Ship at once.  
 Please send further details immediately.

NAME.....  
 ADDRESS.....  
 CITY.....ZONE.....STATE.....

"EASY TO SPOT"



MODEL 49

Northwestern

"Of all my machines, the Northwestern Model 49s are the top money-makers. I think it's because they're so good looking that makes them easy to locate in the best spots. Also I can service them in half the time my old models take."

THE NORTHWESTERN CORPORATION 2453 East Armstrong St. Morris, Illinois

SOLD AND SERVICED BY AUTHORIZED

Northwestern

DISTRIBUTORS

- Badger Novelty Company 2546 North 30th Street Milwaukee 10, Wisconsin
Badger Sales Company 2251 West Pico Blvd. Los Angeles 6, California
Fisher Brown 2213 South Harwood, Dallas, Texas
King & Company 2790 West Lake Street, Chicago 12, Illinois
Maddox Sales & Service 8314 Kensington Parkway Chevy Chase 15, Maryland
Northwestern Sales & Service 440 West 42nd Street New York 18, New York
Northwestern Sales & Service 1198 Tremont Street Boston 20, Massachusetts
Parkway Machine Corporation 715 Ensor St., Baltimore 12, Maryland
Peanut Products Company 801 Second Avenue, Des Moines, Iowa
Peanut Products Company 1123 West 21st Street Indianapolis, Indiana
Peanut Products Company 910 Harney Street, Omaha, Nebraska
Rake Coin Machine Exchange 609 Spring Garden Street Philadelphia 23, Pa.
J. Rosenfeld Company 3218 Olive Street, St. Louis, Mo.
Viking Specialty Company 530 Golden Gate Avenue San Francisco, California
Vend-All Company 816 West 36th Street Minneapolis 8, Minnesota

MANDELL GUARANTEED USED MACHINES

Table listing various machine models and prices, such as N.W. DeLuxe 1c & 5c Comb. for \$13.95.

MERCHANDISE & SUPPLIES

Table listing various supplies like Pistachio Nuts, Cashew Whole, and other items with prices.

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL 446 W. 36th St. New York 18, N. Y. L'ongacre 4-6467

SAVE MORE MONEY- MAKE MORE MONEY Subscribe to The Billboard TODAY!

Gives Pointers On Do's, Don'ts For Harmony

WOBURN, Mass., June 27.—With in-plant feeding becoming a major factor in automatic merchandising operations during the last decade, operators in an increasing number have had occasion to work with catering firms.

"Specialists in both fields can and should enjoy friendly relations," Covin declared. He pointed out that vending installations in many plants supplement other forms of in-plant feeding, and often mean the difference between the caterer's profit and loss.

Do:

- 1. Keep all equipment on location clean and sanitary.
2. Use cleanly uniformed servicemen.
3. Try to understand the problems facing the feeding contractor and work with him.
4. Have a fair commission schedule in print.

Don't:

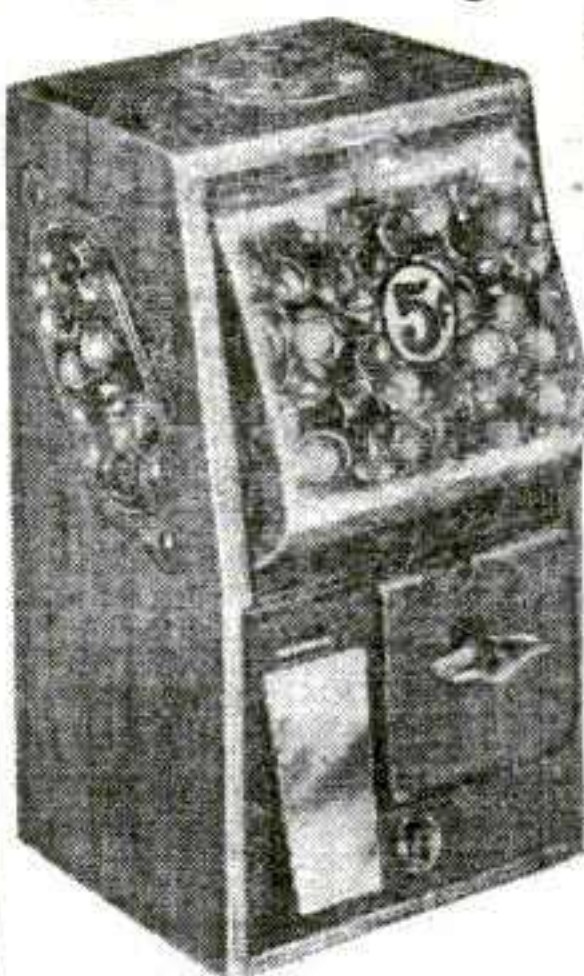
- 1. Attempt to buy locations with high commissions.
2. Operate on the premise that after you have secured the account you can adjust the commission rates.
3. Gossip to the feeding contractor about his competitors; he usually doesn't care.
4. Attempt to short-circuit the feeding contractor by going over his head to management.

Indict 8 Airmen For Defrauding Base Drink Units

TAMPA, June 27.—Eight airmen from Pincastle Air Force Base have been indicted on a charge of trimming pennies to the size of dimes and using them in soft drink venders.

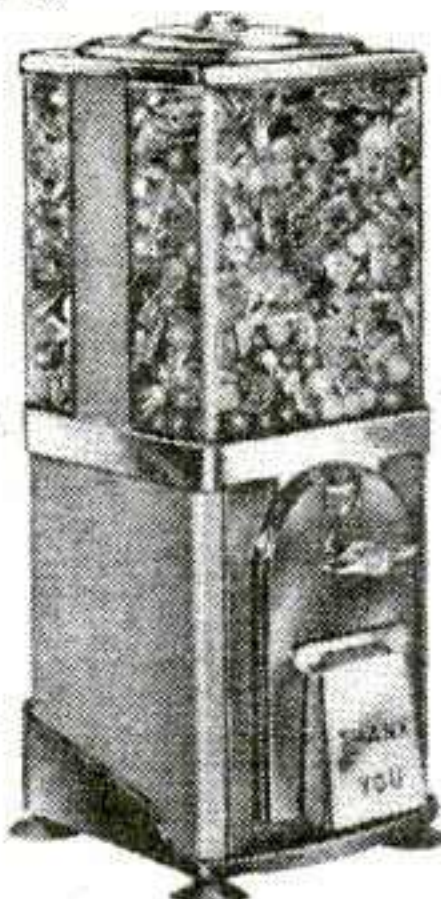
U. S. District Attorney Herbert S. Phillips said that several hundred of the mutilated coins were found in the drink machines at the air base. The filed pennies would vend a drink and return a nickel change.

They're All VICTORS The Finest in Bulk Vending



BABY GRAND DELUXE and ROCKET CHARMS (TRADEMARK)

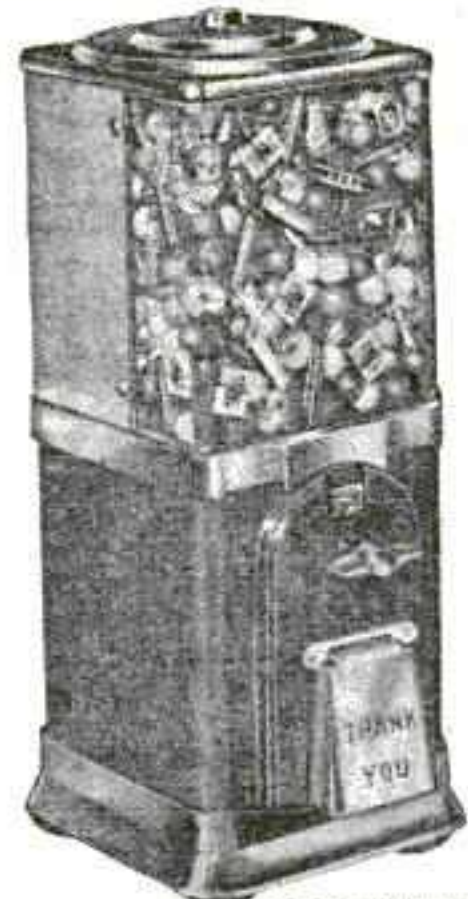
That fabulous money maker... vending Rocket Charms with the special wheel at 5c per play... featuring all the earning power that can be built into a bulk vender.



TOPPER DELUXE Twin Window Style



TOPPER DELUXE GLOBE STYLE



TOPPER DELUXE HALF-CABINET STYLE

TOPPER DELUXE... ALL 3 MODELS The perfect combination of steel and lucite... finished in brilliant colors and trimmed with glistening chrome.

VICTOR VENDING CORPORATION 5701-13 W. GRAND AVE. CHICAGO 39, ILLINOIS

L. A. Union

Continued from page 89

an officer of the International staff, said this week. An organizer, unnamed at press time, will make a tour of 34 cities during the next two months to contact groups that have indicated an interest in becoming affiliated.

Chapman said that a definite selection of the representative had not been made but would be done within the next 24 hours. The representative selected will register under the name of the union at the cities visited.

"We are organized solely for the vending machine business and incorporated for the protection of each and every member," Chapman said. "We know the servicemen's and owner-operators problems, having come up from the ranks ourselves. It is on the basis of these problems that we have set up our working rules and conditions."

Chapman stated that the man named as the organizer will be thoroughly acquainted with the coin machine industry and union procedure.

IUMER was organized here the first of the year and is incorporated in the United States and Canada, Chapman said.

Sees Big Turnout

Continued from page 89

convention will be noon August 3 when President Peter Kramer, Somerville, Mass., will speak on "Partners for Profit."

The August 4 morning session will feature a panel discussion on "Wholesaler-Retailer Partnership for Profit," presided over by Vice-President Clarence E. Morgan, Morgan Bros., Inc., Asheville, N. C.

The president's report, secretary's report and election of officers will take place at noon August 4. Also at noon, Sydney Hoffman Jr., Chicago, will preside at a luncheon of the Western Confectionery Salesmen's Association.

Panel Discussions

The August 5 business session will feature panel discussions on wholesaler-traveling men and wholesaler-manufacturer relationships. The former will be chaired by E. J. McCoy, Canton, O., NCWA board chairman.

The convention will close August 6 with the annual banquet and ball. Robert H. W. Welch, Jr., James O. Welch Company, Cambridge, Mass., will be toastmaster.

LOVING CUP TROPHIES



These are Metal-Plated Loving Cups mounted on plastic bases

When Loving Cups are mounted on bases, they are called TROPHIES.

TROPHIES are awarded to Winners and Champions. Very few people ever win a real Trophy. Only Champions do.

NOW—EVERYBODY and Everyone can have their own TROPHIES at your machines. They will be keen to get them.

COPPER-PLATED TROPHIES... \$ 9.50 per 1,000

SILVER-PLATED TROPHIES... 10.00 per 1,000

GOLD-PLATED TROPHIES... 12.00 per 1,000

f.o.b. Jamaica, New York Or: At Your Distributor.

This is a GIMMICK ITEM. It's a "winner and champion" in machines.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 2, New York

VICTOR'S



DELUXE MODEL BABY GRAND \$14.25 Ea. less than 100 \$13.25 Ea. 100 or more Available with 1c or 5c slot

Write for lowest prices on gum and Charms

H. B. Hutchinson Jr. 860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

EXPERIENCED Vending Machine Maintenance Man

Salary Open

Should have Basic Electrical knowledge

See MR. ROBERT FAG'N

GOOD HUMOR CORP. 2736 W. Armitage Ave. Chicago, Illinois

From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
Polished, easy-to-clean merchandise chute.
Tamperproof! Held by top lock, body clamp only.
Guaranteed mechanically—weighs less than 7 lbs.

NEW!

SILVER STREAK BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, Calif.

Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

## Wurlitzer Files \$232,088 Damage Suit Against Union

### Charges Organization With Breach Of Arbitration Provision Contract

NORTH TONAWANDA, N. Y., June 27.—The Rudolph Wurlitzer Company Thursday afternoon filed suit in the United States Court in Buffalo against the International Union of Radio and Machine Workers and its Local 350, claiming damages under the breach of collective bargaining contract.

The company seeks damages of \$232,088 thru June 22, plus more than \$29,000 daily as long as the strike continues.

The company's complaint alleges that the union violated the contract, which bars work stoppages and strikes, and stipulates that all grievances be settled by arbitration.

E. D. MacDonald, manager of the Industrial Relations depart-

ment for the company, said that production stopped at the company's North Tonawanda plant on June 11, when an employee was discharged for sleeping on the job, following which union offices called 2,000 production and maintenance employees away from their jobs.

MacDonald further stated that legal action had been commenced only after representatives of the union had rejected the company's repeated request that employees be permitted to return to work and that all disputes be resolved in accordance with the arbitration provision of the contract. MacDonald also pointed out that a substantial part of the plant's production is for the defense program of the United States.

The strike was the first in the 45 years operation of the plant.

NORTH TONAWANDA, N. Y., June 27.—Officials of the Rudolph Wurlitzer Company, declined this week to meet with union representatives and State mediators in an effort to settle the now 17-day-old strike at the plant here.

The district director of the State Mediation Service, Joseph B. English, had requested the company and the union to meet in his office at 10 a.m. Wednesday (24). It was reported that the union, Local 350, International Union of Electrical Workers, CIO, agreed to the meeting.

Wurlitzer sent a telegram to English stating the company would not meet under State sponsorship. Wurlitzer said its refusal was based on "unforeseen developments."

## Dixie Coin Shows AMI E

NEW ORLEANS, June 27.—Showings of the new AMI Model E's were held at the offices of the Dixie Coin Machine Company June 14. Dozens of operators and their families were in the showrooms to get a first-hand look at the showing which was later scheduled for the entire week.

Dixie announced that area showings were held thruout the territory as follows: Jackson, Friday and Saturday, June 19-20; Mobile, Wednesday, June 25; Baton Rouge, LaFayette, Lake Charles, Alexandria, Shreveport, and Monroe.

## Rural and Urban Split on Dime Play

PORTLAND, Ore., June 27.—The movement for dime play continues to gain in locations in Oregon outside of Portland, but it appeared this week to have lost momentum.

Vern Raw and Happy Ross, who operate in Seaside and Astoria, reported their recent conversions

## SEEBURG GIVES JUKE TO DAMON RUNYON FUND

NEW YORK, June 27.—J. P. Seeburg Corporation comes in for a heavy plug over Jackie Gleason's CBS-TV show here tonight. The firm is donating a Seeburg 200 to the Damon Runyon Fund, the juke box going to the highest bidder, with the money donated to the fund. Gleason conducts for Capitol Records.

## Postpone Indefinitely Hearing On Juke Copyright Legislation

### Chance Slight for Reopening Ere Adjournment of Congress

Continued from page 16

lawmaker to press for action on the bill. Dirksen's bill proposes to amend the Copyright Act so as to wipe out the juke box exemption, but does not specify how the royalties would be collected or what the royalties would be.

Sen. Alexander Wiley (R., Wis.), chairman of the subcommittee, reportedly is unconvinced that the legislation warrants a hearing this year, particularly inasmuch as Dirksen is not pushing for action on his bill. McCarran's strong request for a hearing, however, is figured likely to produce results. Sens. William E. Jenner (R., Ind.) and James O. Eastland (D., Miss.), reportedly share Wiley's attitude

toward the legislation.

The Wiley subcommittee in announcing the latest postponement of the hearing this week gave no official reason, but a subcommittee member explained that the chairman has decided to avoid scheduling a hearing at least until all appropriation matters are cleared away in the Senate. All such matters are expected to be disposed of by the end of this week, theoretically making it possible for Wiley to set a new date at any time after that. The latest postponement was the third since the hearing was originally slated for early this month. The last previous postponement brought the hearing

date to last Tuesday (30). Opponents of the legislation had strongly urged a delay.

American Society of Composers, Authors and Publishers and other proponents of the legislation are known to be urging the subcommittee to set a new date for the hearing.

## HOT PLATTERS

### Fire Destroys David Rosen, Inc., Distrib

PHILADELPHIA, June 27.—A 3-alarm fire Tuesday night (24) destroyed the offices and warehouse of David Rosen, Inc., 855 North Broad Street, here, local distributor of AMI juke boxes and Mercury Records.

According to firemen, the blaze started in a second-floor repair shop of the two-story building, and quickly spread to records that were stored on that floor. The shellac fed the flames which quickly engulfed the entire building.

Rosen's was the scene last week of an "E Week" showing of the new AMI line of automatic phonographs.

David Rosen, owner of the firm, was in New York at the time of the fire, attending a distributors convention. No estimate of the amount of damage was available.

## FURNITURE SHOW

### Bendix Bows Coin-Operated Video Sets

CHICAGO, June 27.—The first public showing of the Bendix line of coin-operated television sets was held here this week at the American Furniture Mart Show.

The line consists of 19 models in 17, 21, or 27 inch screens, and all types, including table, console or table models with bases. All are housed in wood cabinets.

The feature of the coin-operated line is that each set is the regular production model to which has been added the coin mechanism. There is no difference between the coin-operated model and the home unit, except for the addition of a housing which is added to the back of the regular cabinet. The housing (Continued on page 94)

### Golf Field Day Delayed July 28

CHICAGO, June 27.—Phil Levin, secretary of the Recorded Music Service Association here, announced that the fourth annual Golf Field Day had been postponed from July 16 to July 28.

The affair is scheduled for the Southmoor Country Club on Chicago's Southwest Side. The club has facilities for a guest list of 500 or more persons.

Ray Cunliffe, president of the association, expressed a hope that the same co-operation would be afforded the event as was displayed at last year's affair. Stars from various recording companies are scheduled to attend the all day affair. Dancing will follow dinner in the evening.

## Los Angeles Group Mulls Music Guild Entry Into County

### One Faction Claims CMG Beneficial, Other Says It May Cause Rivalry

BURBANK, Calif., June 27.—Discussion of the pros and cons of having George Miller extend the jurisdiction of his California Music Guild to include Los Angeles County highlighted the semi-monthly meeting of the Co-operative Music Operators in the Skyroom of Lockheed Air Terminal here Tuesday night (23). Four new members were added to the committee to meet with the CMG president when possible. A report on the proposed conference with Miller will be made at the next meeting, July 7, by Walter Hemple.

Mrs. E. G. Bryant conducted the session as the temporary chairman. An open discussion followed on the Miller leadership with Mrs. Dolores Wykoff, Nick Carter, Walter Hemple, Clayton Ballard and others pointing out that CMG is nearly 20 years old. Carter said that his firm in the Visalia area was a member of the group and that the organization could accomplish many benefits on a State and national level.

C. C. Wilcox, a member of the local Vending Machine Owners' Trade Group, questioned the extent of the Miller organization's help, pointing out that his remote direction from Oakland would not assist in keeping locations.

Al Hanlin asked the group if sufficient support could be mustered to make Miller's move into the territory worthwhile. He emphasized that some time ago a move was on foot to obtain 40 members at \$35 each but that it fell thru when only five or six came up with actual memberships accompanied by checks. He added that introduction of the CMG into the county might bring about two rival groups with neither accomplishing too much.

Carter pointed out that Miller would never ask to come into the area but would have to be invited. He cited the juke box party in Fresno at which 6,000 teen-agers were present and 2,000, mostly from Merced County where Carter operates, were turned away. "It is all right," Carter added, "it did a lot of good."

E. F. Benjamin, Al Reisz and Herman Brugger, of the Beach Operators' Association, were present and joined in the discussion. Benjamin said the trio's purpose at the session was mainly to listen with a report to be made to their group. They were named (Continued on page 94)

## RIVER FOREST HAS NEW TWIST ON JUKE PLAY

RIVER FOREST, Ill., June 27.—Adolph Raymond, of A & M Music here, recently placed three juke boxes on location in River Forest in spite of a ban on such coin-operated equipment in that Chicago suburb.

Raymond figured the only technicality in the ban was the phrase "coin-operated." He decided to put in juke boxes that were not coin-operated, still maintaining the same locations and the same commission for the location owner.

The boxes now on location have plugged coin chutes and are activated by the proprietor. A control mechanism was placed behind the counter with the wires running to the juke box. When a customer desires to play the juke he pays the proprietor either a dime or a quarter. The owner then presses the button behind the counter. The customer makes his own selections.

Raymond uses the play-meters as a check against receipts.

## VACATION TIME

### Plants Set Up Schedules for Shut Downs

CHICAGO, June 27.—With summer officially here, automatic phonograph manufacturers made plans for vacation schedules. Some will close down, while others will remain at half capacity level.

The J. P. Seeburg Corporation has not completed its vacation plans and is considering these alternatives: To run a staggered schedule, or fix a two-week period beginning the last week of July.

The Rudolph Wurlitzer Company in North Tonawanda, N. Y., is currently tied up by a strike.

AMI, Inc., will shut down operations on the night of August 14 and return to production on the morning of August 31. A skeleton receiving and maintenance crew will be on hand.

The Rock-Ola Manufacturing Company will shut down its plant July 3 and will resume production July 20.

The H. C. Evans Company will vacation for the same period—July 3-20. Approximately 50 per cent of the force will be eligible for the full two weeks.

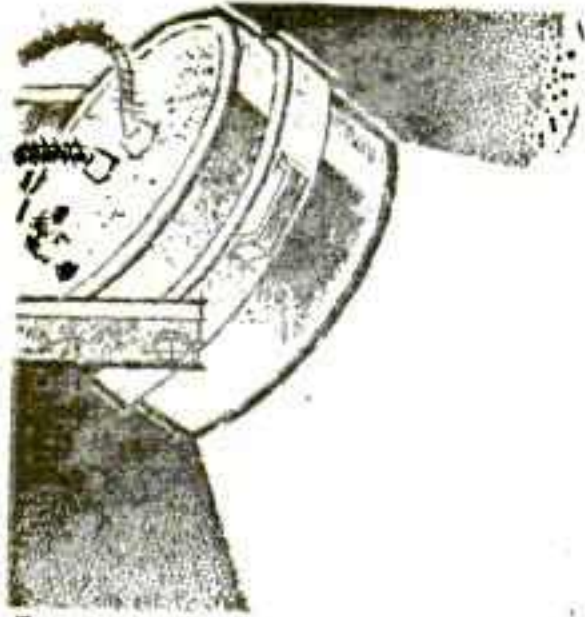
## NEXT JULY 18

### Members Vote To Continue Hit Tune Day

CLEVELAND, June 27.—From the standpoint of interest and votes cast, Cleveland's first summer Hit Tune Day was a successful operation.

Representatives of the Cleveland Press, record distributors, and the phonograph merchants, in a meeting Monday (22), decided to continue the radio-play-newspaper-ballot promotion in lieu of live parties thruout the hot summer months. The next Hit Tune Day was scheduled by the representatives for Saturday July 18—with a special pre-selection meeting Wednesday, July 15.

Special thanks was given by the juke box operators, the distributors, deejays, the Cleveland press, to all concerned with the success of the affair. The tune chosen by the July audience was "Why, Daddy, Why" by June Anthony on Okeh.



# SEE 'n' HEAR EVANS' 100 SELECTION CENTURY

50 RECORDS • 45 R.P.M.

40-SELECTION JUBILEE

20 RECORDS • 78 OR 45 R.P.M.

... THE MOST **DEPENDABLE**  
PHONOGRAPHS YOU CAN OWN

**SEE 'EM HERE!**

**MIDWEST**  
AUTOMATIC GAMES SUPPLY CO.  
302 University Ave.  
St. Paul 3, Minnesota

EMPIRE COIN MACHINE EXCH.  
1012-14 N. Milwaukee Ave.  
Chicago 22, Illinois

JOE'S PHONOGRAPH SERVICE  
2334-36 Olive St.  
St. Louis 3, Missouri

LIEF MUSIC DIST. CO.  
1640-42 Payne Ave.  
Cleveland 14, Ohio

VIC MANHARDT CO., INC.  
1705 W. Clybourne St.  
Milwaukee 3, Wisconsin

A. P. SAUVE & SON  
7525 Grand River Ave.  
Detroit 4, Michigan

**CANADA**  
REGENT VENDING MACHINES, LTD.  
779 Bank St.  
Ottawa, Ontario, Canada

**EAST**  
HERMAN DISTRIBUTING CO., INC.  
1505 Coney Island Ave.  
Brooklyn 30, New York  
SCOTT-CROSSE CO.  
1423 Spring Garden St.  
Philadelphia 30, Pennsylvania  
WILLIAMSPORT AMUSEMENT CO.  
233 West Third St.  
Williamsport, Pennsylvania

**WEST**  
ADVANCE AUTOMATIC SALES CO.  
1350 Howard St.  
San Francisco 3, California  
DENVER AMUSEMENT CO.  
1865 Arapahoe St.  
Denver, Colorado  
WESTERN DISTRIBUTORS  
3126 Elliot Ave.  
Seattle, Washington

**SOUTH**  
ALL COIN AMUSEMENTS CO.  
1303 N. Bayshore Drive  
Miami 36, Florida  
BISHOP MUSIC CO.  
2003 Wake Forest Rd.  
Raleigh, North Carolina  
SOUTH COAST AMUSEMENT CO.  
314 E. 11th St.  
Houston 8, Texas

... YOUR **DEPENDABLE**  
EVANS DISTRIBUTORS!

**H. C. EVANS & CO.**

1556 W. Carroll Ave., Chicago 7, Illinois

OPERATORS: Ask your Distributor  
for your free copy of the new, full-  
color Brochure on Evans' Century,  
or write Factory direct.



AD MEN OF EVERY KIND ENDORSE THE BILLBOARD AS A  
**TOP SELLING FORCE**

**How Was Your Timing on...**

# "You, You, You"

AMES BROTHERS  
RCA VICTOR 20-5325

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest  
disk jockey promotion and strongest dealer merchandising. Billboard's  
weekly BEST BUYS are the answer. Arrange now to have title  
strips at 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!

Spotted as a  
**Billboard  
BEST BUY**

JUNE  
9

Title Strips  
Ready for Top  
Juke Profits

JUNE  
9

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A  
and 10 on side B. The minimum package includes 2  
cards of each record selected (average 10 records  
—20 cards) delivered weekly for a period of 3 months

Cards (per week)	Cost (for 3 months)	Cards (per week)	Cost (for 3 months)
20 (400 strips)...	\$ 9.00	70 (1400 strips)...	\$29.00
30 (600 strips)...	13.00	80 (1600 strips)...	33.00
40 (800 strips)...	17.00	90 (1800 strips)...	36.00
50 (1000 strips)...	21.00	100 (2000 strips)...	39.00
60 (1200 strips)...	25.00		

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. 821

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Furniture Show

Continued from page 93

is in the same matching wood  
which conceals the TV apparatus  
as well as the coin unit.

J. L. Berggren, general manager  
National Telco Ltd., national dis-  
tributors for the Bendix line,  
explained he was highly inter-  
ested in having coin machine  
operators locating the coin-oper-  
ated Bendix line in such places  
as hotels, motels, hospitals, etc.  
He added that ear phones and  
hearing aids can be used with  
the sets so that hospital patients  
can view without disturbing other  
patients. The hearing aid device  
is similarly used. There is also  
a system whereby more than one  
person can listen on separate  
earphones.

Berggren announced he planned  
to establish sub-distributorships  
in local areas for a better cover-  
age of the territory on a national  
basis. He also stated that oper-  
ators interested in the line could  
receive financing arrangements  
from National Telco direct.

During this week's showing,  
many out of town coin machine  
operators joined with local  
operators in viewing the line.

Telco along with Bendix is  
advertising the complete line of  
receivers in national magazines  
including Life and The Saturday  
Evening Post. Berggren stated,  
"Bendix is one of the top ten  
manufacturers of TV sets, and  
we at Telco feel that the quality  
of the sets will be evident to the  
viewers at this showing."

## L. A. Group

Continued from page 93

on the committee to meet with  
Miller, who is now in Washington,  
when it was convenient for him  
to visit here. Glenn (Red) Catlin,  
Pasadena operator, also was  
named to the group. Wilcox re-  
jected his appointment because of  
his directorship in the Vending  
Machine Operators' Trade Group.

The general discussion touched  
lightly on dime play with the  
general report that it was making  
progress. A brief time was given,  
also, to sales-to-locations.

Jim Healy, of Allied Records,  
was present and told of his  
company's recent launching into  
the manufacturing field. Healy  
explained that it was his aim to  
learn how his firm could best  
serve operators.

J. D. Fjerdinstad was appointed  
temporary chairman to conduct  
the next meeting. It will be held  
in the Skyroom here July 7.

## Atlas Music on 5-Day Week During Summer

CHICAGO, June 27. — Atlas  
Music Company, distributors for  
Seeburg phonographs, will con-  
tinue a policy of closing on Satur-  
days during the months of July  
and August, according to Harold  
Schwartz, Atlas executive.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of June 27	Issue of June 20	Issue of June 13	Issue of June 6
Hideaway .....	\$199.50	\$199.50	\$295.00	\$295.00
Model A .....	225.00(2)	219.50	219.50	225.00(2)
	239.00 325.00	225.00(2)	275.00	275.00 325.00
		239.00 275.00		
		325.00		
Model B .....	325.00 375.00	319.50	375.00	375.00 395.00
		375.00(2)		
Model C .....	375.00(2)	350.00	350.00 375.00	350.00 375.00
	379.50 395.00	375.00(2)	425.00 450.00	
		395.00		
<b>MILLS</b>				
Constellation .....		150.00 169.50	150.00 169.50	169.50
Empress .....	39.50			
Throne .....	39.50			
<b>PACKARD</b>				
Manhattan .....	79.50	79.50	79.50	79.50
<b>RISTAUCRAT</b>				
Ristaucrat .....	65.00	65.00		
<b>ROCK-OLA</b>				
46 .....		125.00	125.00	
48 Magic Glow Blonde .....		295.00	295.00	
52-50 Rocket .....			419.50	
52 Rocket .....	550.00			
1422 .....	79.00(2) 119.50	79.00(2) 119.50	79.50(2) 119.50	79.00(2) 119.50
				125.00
1426 .....	99.00 149.50	99.00 149.50	99.00 149.50	99.00 119.00
		150.00		149.50 150.00
1928 .....			209.50	250.00
1428 Blonde .....		250.00		225.00
1432 .....	395.00	395.00	395.00	395.00
1434 .....			419.50	
<b>SEEBURG</b>				
H-146 M Hideaway .....	75.00	75.00	75.00	75.00
H-148 M Hideaway .....	179.00	179.00	179.00	179.00
H-148 M .....	199.50	199.50	199.50	199.50
H-148 M .....	565.00 589.50	564.00 585.00	564.00 585.00	564.00
M-100-A 78 RPM .....	595.00(2)	589.50	595.00(3)	595.00(2)
	650.00	595.00(2)		650.00
		650.00		
M-100-B 45 RPM .....	695.00	795.00	795.00(2)	
46 .....		125.00	125.00	75.00
47 .....		150.00	150.00	90.00
146 .....	150.00	99.50 150.00	99.50	150.00
146 .....	125.00			125.00
146 Hideaway .....	125.00			125.00
146 .....	99.00(2)	99.00(2)	99.00(2)	99.00(2)
146 .....	99.00(2)	99.00(2)	99.00(2)	99.00(2)
146 S .....	175.00	175.00	175.00	175.00
147 .....	159.50 175.00		159.50	175.00
147 M .....	115.00 139.00	115.00 139.00	115.00 139.00	115.00 139.00
				159.50
147 S .....	115.00	115.00	115.00	115.00
148 Hideaway .....	185.00	185.00		
148 Blonde .....	250.00	250.00		250.00
148 ML .....	199.00		199.00	199.00
148 ML Blonde .....			209.50	209.50
148 SL .....	199.00	199.00	199.00	
1941 Hideaway .....	49.00	49.00	49.00	49.00
1946 Hideaway .....			89.50	89.50
1947 .....	175.00	175.00	175.00	175.00
1948 Blonde .....			245.00	245.00
<b>WILLIAMS</b>				
Music Mite .....	110.00	110.00		110.00
<b>WURLITZER</b>				
Hideaway .....			295.00	295.00
500 K .....			35.00	
750 .....				49.50
850 .....		25.00	25.00	25.00
950 .....		25.00	25.00	25.00
1015 .....	115.00 119.00	109.50 115.00	119.00	97.50 109.50
	125.00 135.00	119.00 125.00	125.00(2)	119.00 125.00
	150.00	135.00	150.00	150.00(2)
		150.00(2)		
1017 Hideaway .....		99.00	99.00	99.00 115.00
1080 .....	125.00(2)	99.50 125.00(2)	125.00 150.00	92.50 125.00(2)
		150.00		
1100 .....	225.00	225.00	249.50	229.00
	250.00(2)	250.00(2)	250.00(2)	250.00(3)
	275.00	275.00 395.00	395.00	275.00
1217 Hideaway .....	249.00	249.00	249.00	249.00
1250 .....	345.00	319.50	350.00 359.00	329.50 350.00
	350.00(2)	350.00(2)	365.00	359.00 365.00
	359.00 395.00	359.00 365.00		

## 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:

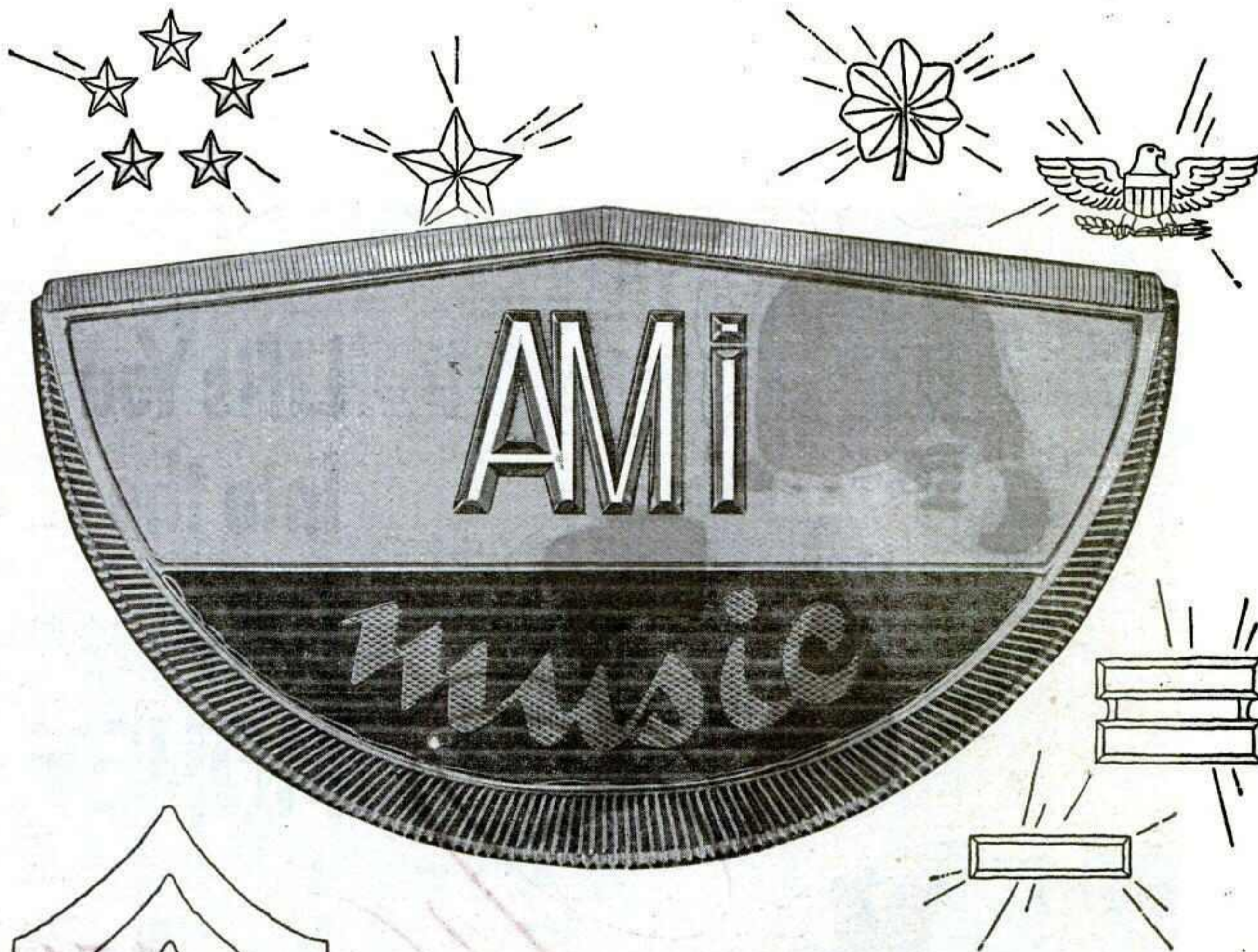
**1-STOPS SNAP UP HALF-PRICE 45 ALBUMS.** One-stops, catering largely to juke box operators, have splurged heavily and snapped up large quantities of the 45 r.p.m. albums offered at half price by Decca and Coral Records (Music department).

**FIRE DESTROYS ROSEN'S PLANT.** A three-alarm fire on Monday (22) destroyed the phonograph record warehouse and coin machine repair headquarters at 885 N. Broad Street, Philadelphia, of the David Rosen Distributing firm (Music department).

**KING, JUKE UNION SIGN.** King Records and its manufacturing affiliate, the Royal Plastics Corporation, this week signed a contract with the Vending Machine Service Employees Union, Local 122 (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.





**attention!**

Emblems, badges, symbols and insignia — all, like the medallion which crowns the new Model "E", are designed to command attention.

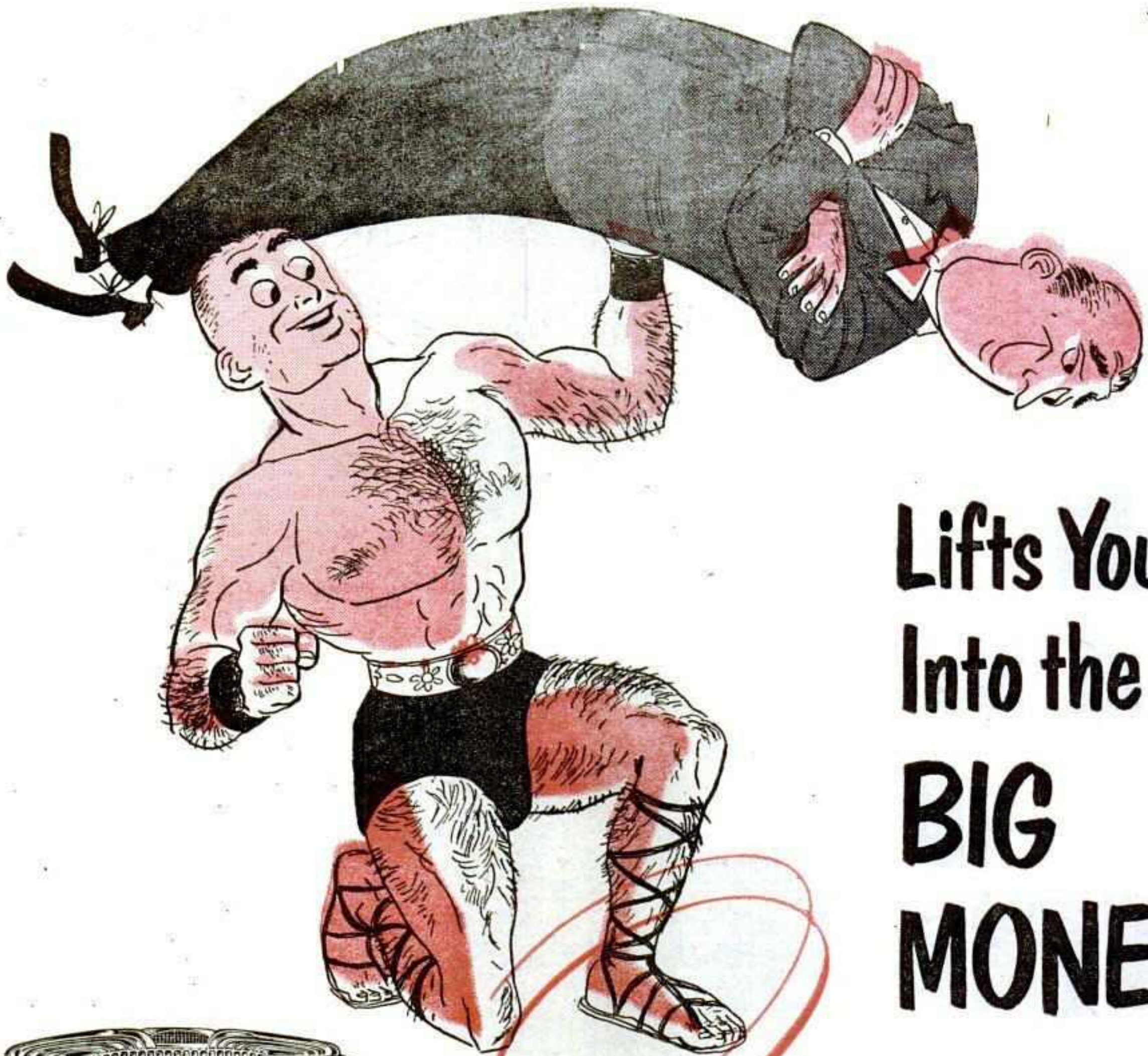
Operators recognize this hallmark of AMI quality as a medal of merit for music merchandising.

It's a magnetic focal point that can't be overlooked.

*Join the parade to your AMI distributor*

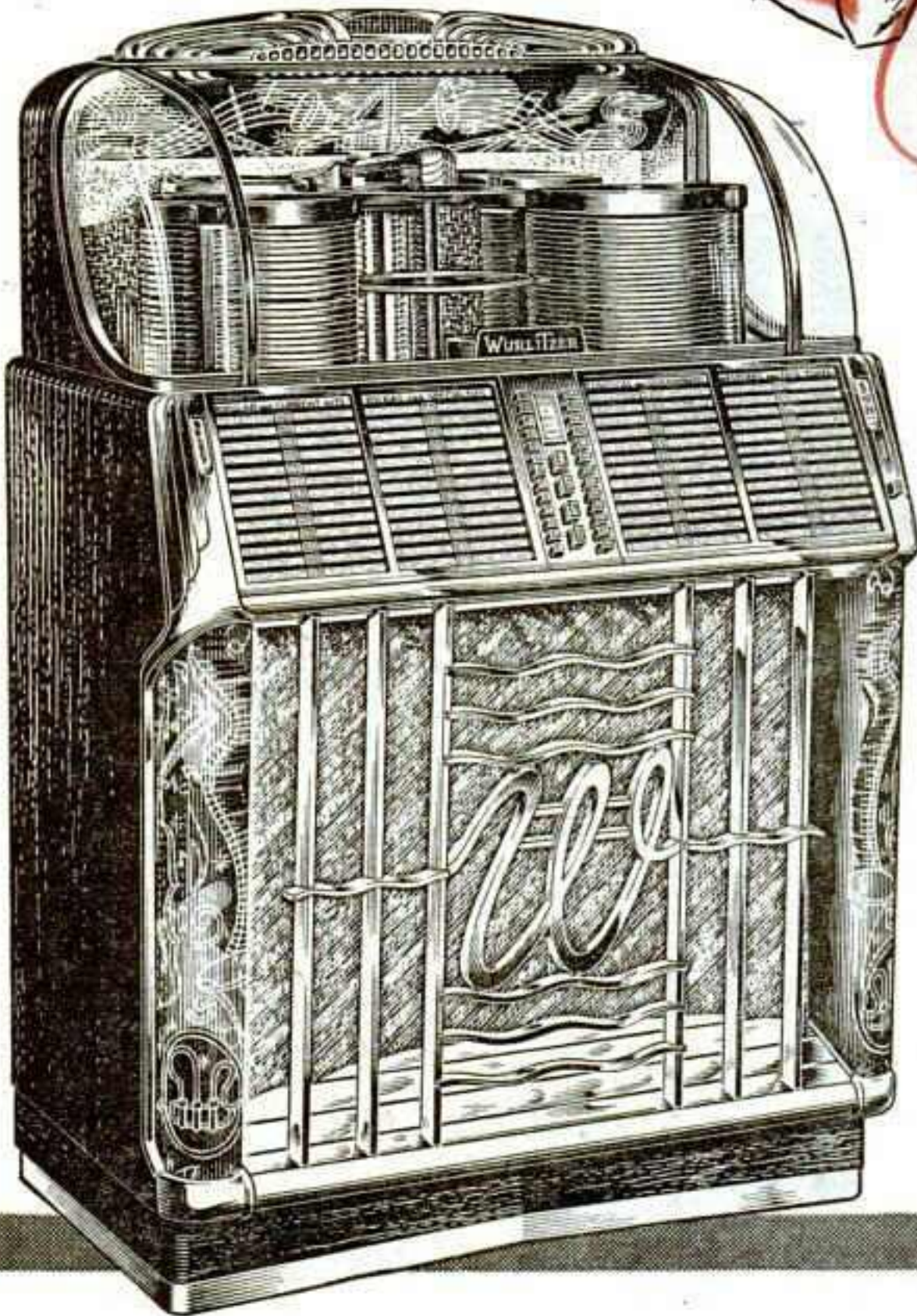
**AMi** *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



Lifts You  
Into the  
**BIG  
MONEY**

*Wurlitzer 1500*



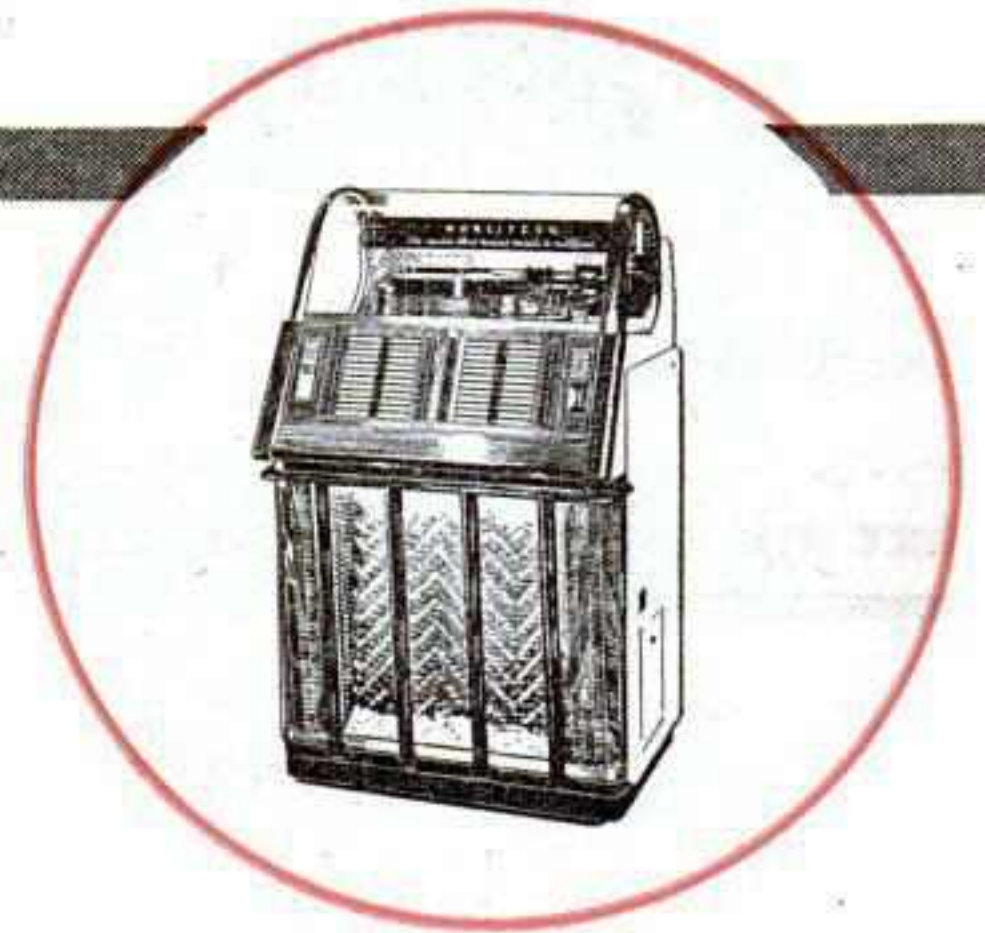
In its ability to play 45 and 78 RPM records intermixed, the 104-selection Wurlitzer 1500 offers one of the strongest location-getting, play-stimulating features ever incorporated into a phonograph. It will lift the take in any location and continue to hold it high.

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You're sure to pick a winner at the new low price.



**The Rudolph Wurlitzer Company**  
North Tonawanda, New York

# AMI Model E In Full Scale Production

GRAND RAPIDS, Mich., June 27.—William E. FitzGerald, advertising manager of AMI, Inc., announced that production of the three new Model E phonographs is continuing in high gear to meet the demand created by last week's "E Week" showings held in distributors' showrooms throughout the country.

FitzGerald said, "We were in production before we unveiled the new line in order to keep pace with the market demands. Having seen the results of the showing, it is very fortunate that we did so."

"However, it will be quite a while before we catch up on delivery of back orders," FitzGerald stated.

# Universal Chartered To Operate Jukes

SACRAMENTO, June 27.—Universal Music Company has been granted a charter by the State for the operation of coin-operated phonographs in San Francisco. Authorized capital was given as \$75,000. Incorporation papers were filed by Alan A. Dougherty, 512 Mills Bldg., 220 Montgomery Street, San Francisco. Directors are Ernest I. Spiegel, 308 La Espiral, Orinda; Thomas J. Pope, 3933 Moraga, and Barbara Shepardson, 1051A Broadway, San Francisco.

# OPEN DOOR POLICY HURTS COLLECTIONS

HOBOKEN, N. J., June 27.—Juke box operators here prefer air conditioned locations, and not just because they are comfortable. It seems as tho the non-air conditioned taverns have been depending on the open door policy of ventilation. As a result, police have warned the locations that juke boxes may no longer be played after 11 p.m., as persons living near the taverns don't appreciate music at that hour. As a result, collections have fallen off in the non-air conditioned spots.

## GRAND JURY

# Detroit Juke Investigation Launched

DETROIT, June 27.—The first interrogatory session of the one-man grand jury called to investigate the juke box, vending and other businesses here was held Monday (22) with William E. Bufalino, president of the Teamster's Local 985 and head of Nickelodeon Records, as a principal witness.

Bufalino, who had been unable to appear earlier before the Congressional committee here because of illness, told reporters he had lost 35 pounds, and indicated, according to one reporter, that he had been shocked by the sudden death of a friend.

According to reports, some 50 witnesses were subpoenaed, to appear before the grand jury, among them Roy W. Clason, executive, of the Michigan Automatic Phonograph Owners' Association.

Sessions were halted Wednesday (24), when Judge Miles N. Culehan, the one-man jury, left for a scheduled week's vacation. An attorney, Joseph W. Louisell, claimed that his clients had the right to legal counsel while before the jury—a point disputed under present Michigan practice.

# Skolnick Buys Stern's Interest In Miami Route

NEW YORK, June 27.—Lucky Skolnick, local game operator, leaves next week for Miami where he will operate a music route in partnership with Milton Green, Brooklyn operator. Skolnick bought out Dave Stern's interest in the route. Dan Korman, Pen-Mar Music, bought Skolnick's New York route.

George Ponser, head of the Associated Machine Operators of New York, and Claire Morano, Ponser's secretary, presented Skolnick with a Longines watch Friday (26) on behalf of the Association.

## Chicago

W. S. Deree, president of Alco-Deree Company, is still sitting on the details of the new vender his firm is to contract-produce for another company. Deree's own refrigerated candy machine, W. S. says, is going nicely "down South" where cold chocolate is a taste delight, and a practical answer, in the summer months.

Transit Sales, Inc., is continuing to expand its dime candy operation thru the Rapid Transit system. Some dozen seven and eight-column machines are now installed thru subway and el stations. . . . A. Garrick Alex, head of Vendall Service Corporation, makes a big splash in the current Red Book, listing his diversified operation for industrial locations. Cites one firm, serviceman, insurance coverage and phone number as a big advantage and convenience for plant management.

Several of Victor Vending Corporation's oak cabinet Baby Grand bulk venders have made Loop section. The blond cabinets stand out to advantage and are attracting good patronage in their outdoor spots. They are stocked with chlorophyll tabs, four pieces for a nickel.

Adolph Raymond, A & M Music Company, says dime play in the suburbs is garnering good returns. A & M has jukes thru city spots also, and the 10-cent peg is setting well there also, Ray says. . . . Elvin Angell, Ball-Gum, Inc., reports that firm's warehouse outlets are going great guns. Operators are getting faster delivery of ball gum at savings, he states. . . . The new run of J. H. Keeney & Company's electric cigarette vender is going out to customers at record pace, says Paul Hubisch.

# Holds Rock-Ola Workshop in St. Paul

ST. PAUL, Minn., June 27.—Frank Schulz, service supervisor of the Rock-Ola Manufacturing Company, held a Rock-Ola service workshop here Wednesday (24) for local operators, to acquaint them with the Fireball 120-selection phonograph. Schulz spent the remaining days of the week visiting with the local operators.

# Coinmen You Know

Alvin Kantor, president of National Association of Bulk Vendors, said this week that the speakers for the group's 1953 convention, August 22-23 at the Congress Hotel, would be named shortly. . . . Richard H. Adair, Adair & Company, is now doing business comfortably from his new corner headquarters in Oak Park. Adair continues to stress bulk vending equipment.

Ray Cunliffe, head of the Recorded Music Service Association here, just returned from a short stay in the East. He spent two days at the Philco convention in Atlantic City, and spent two days in New York where he attended a board meeting of the Association.

Recent visitors at the Rock-Ola Manufacturing Company plant were Wesley Von Dusen, of the

Sun Specialty Company in Edmonton, Canada; Earl Montgomery and Gil Brawner, of S and M Sales, Memphis, and Jack Rosenfeld, of J. Rosenfeld and Company, St. Louis. J. R. Bacon, executive vice-president of the Rock-Ola Manufacturing Company, returns to the office this week after a vacation.

Jimmy Martin left last week for San Francisco, Dallas, and Montgomery, Ala., on a tour to set up distributorships for his candy vender, Martin's Little Candy Store

Jack Webb, sales manager for American Vending Corporation, is keyed up over the new three-model line of hot food venders. Following the hot dog unit now being produced, a St. Charles, Ill., plant will shortly start output of

(Continued on page 98)

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**The Billboard Summer Coin Machine Export Quarterly**

# Coinmen You Know

Continued from page 97

the all-hot sandwich unit and the hot-cold sandwich vender.

Harold F. Burt, head of Silver-King Corporation, continues to make almost daily trips to the firm's Aurora, Ill., plant. In addition to the bulk machines now highlighting the firm's production, he says a new coffee vender may be coming off the production lines this fall. Since its announcement of carton milk venders a few years back, Braun

Manufacturing Company has not resumed production of the unit. W. Collier, official, said the first pilot models have been incorporated as test units in the firm's own operation.

J. H. Keeney & Company, Inc., reports thru John Conroe, vice-president, that the Keeney Deluxe electric cigarette machine is garnering more sales activity. The new run, now coming off the lines, offers the unit in a three

standard color choice: Maroon, gold hammerloid and grey hammerloid.

Herbert Chadwick, vice-president of the Bert Mills Corporation, Lombard, Ill., reported that the new plant near St. Charles, Ill., should be in pilot operation by early August. Meanwhile, the present factory will be closed for a group employee vacation July 4 thru July 19.

Dave Hampton, Midwest sales and service manager for Spacarb-Juice Bar Corporation, is keeping busy in the new Chicago facilities at 4415 North Clark Street. He pointed out that a full complement of parts are kept on hand for the Juice Bar unit, the Spacarb soft drink machine and the Hebel ice cream and Bert Mills coffee venders.

James Martin, James H. Martin, Inc., continues to enthuse over the rising activity in the Midwestern cigarette vender market. Calls now are stressing the models offering the most selectivity, he stated. . . . Announcement regarding skit presentations at the forthcoming National Automatic Merchandising Association convention at the Conrad Hilton here August 23-26 will be made shortly, according to NAMA public relations director O. Glenn Leach.

A combination of circumstances has caused virtually all game factories in this area to stagger vacation programs for production workers. One of the biggest reasons is the recent licensing of shuffle games in Chicago which has caused the plants to step up output schedules. . . . Al Simon,

New York, was a visitor at Chicago Coin Machine Company this week. Ed Levin, sales manager, reports good repeat orders coming in for Crown Bowler, Triple-Score Bowler and the Super Jet ride.

Herb Perkins, Purveyor Distributing Company, says that the added volume of business coming from the Chicago area has caused him to forego plans to close on Saturdays in July and August. Dorothy Johnson, office manager, is starting a two-week vacation in California. Purveyor added two shipping expeditors this week, James Hicks and James Forbes.

Over at World Wide Distributors, Al Stern, Len Micon and Fred Skor have been extra busy handling game sales and requests for the Rock-Ola music line. . . . Woolf Solomon, Central Ohio Coin Machine Exchange, Columbus, was in for conferences with Herb Oettinger, Billy DeSelm and Ray Riehl, of United. . . . Paul Luebsch, Keeney sales manager, reports sales on Carnival and Domino shuffle games brisk. . . . Joe Kline and Wally Finke, First Distributors, report heavy reservations for the service school on Keeney games. It will be held Monday (29) and repeated Monday, June 6. . . . Alvin Gottlieb plans to do a lot of boating out of Belmont Harbor this summer.

## Washington

Kwik-Kafe, of Washington, Inc., headed by Jim Bowen, continues doing a steady business despite warm weather. Bowen expects to bring out a counter model coffee vender, which has never before been used in the Washington area. He believes it may revolutionize the industry.

The Washington Music Guild, which was scheduled to meet last week postponed its meeting because of heavy rain. President Leonard Abrams says the date of

the meeting will be announced later. Aaron Goldman, president and general manager of G. B. Macke, is in Chicago for a few days. Joe McDonald, who operates in near-by Virginia, continues to reap good collections from his kiddie rides.

Automatic Merchandising Corporation, finds one unique way of selling penny gum is to notice what the radio commercials are plugging and to what particular groups the stations sales message is directed.

Early hour of 5 a.m. seems to have been too early for operators to be up to listen to the Coronation of the Queen of England.

Those with machines in restaurants and buildings downtown seemed unable to tell whether the recent Golden Triangle Festival had any affect on sales. Harry Rosen, for example, noticed an increase in sales that week, but it might have been caused by summer-like weather, the addition of new machines, or new products placed in some of the venders that particular week.

Coin machine operators are anticipating results when Pittsburgh's Bureau of Traffic Planning and the Department of Public Safety close the Boulevard of the Allies for the summer and route this U. S. 22-30 24-hour traffic onto Fifth Avenue, within a block of some operators' establishments.

Norman Hayter, key man at Dr. Pepper Bottling Company, is pleased with the increase of sales since warm weather hit Washington. . . . Evan Griffith, owner of Pioneer Novelty, says business is a little slow. Dime play has been favorably accepted, Griffith adds.

Hirsh de la Vies, owner of Hirsh Coin, now operates 750 music machines, and says business is good. . . . Kwik Kafe of Washington is still reaping good collections, despite the warm

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weather, says **James Bowen**. Bowen is still waiting for the counter model machine to arrive. . . . **Lucas Michos**, of District Cigarette Vending, and **Meyer Gelfand**, of G. B. Macke, both report business steady. . . . **Joe McDonald** is doing well with his kiddie rides.

Westway Vending, headed by **Sid Lotenberg**, is booming. Sid says he has more orders than he can fill. On an experimental basis, his firm is installing cigarette machines in High Ice Cream Stores in Washington and near-by Virginia and Maryland. Lotenberg feels the summer season will prove good.

**Jack A. Spittler**, who operates in near-by Virginia, says business is picking up. He plans to place more electric cigarette machines. Spittler has also installed many AMI 120's along with the 80's complete overhaul on his car.

**Miami**

**J & M Vending Company** is placing more and more Rowe milk vending machines in Greater Miami. The half-pint carton at a dime is proving a magnet for employees and visitors at such places as the Dade County courthouse, The Miami Herald and the Opa-locka Marine Base. The approximately 20 venders now on location, revealed that chocolate milk outsells the regular product, and the one-pint carton, at 15 cents, moves much more slowly than the half-pint for 10 cents.

Awaiting a visit from the stork in August are **Sammy Marino**, of the Marino Music Company, and his wife, **Anne**, who already are the parents of two sons. This time they're rooting for a girl. **Sammy** is one of the most popular operators in town—an alert, aggressive fellow with a sense of humor. **Walter Zarzycki** is expanding his juke box route. **Walter** keeps his boxes in tip-top condition and gives prompt service to complaints and out-of-order calls. In addition to having his own route, he works for Supreme Distributors as a mechanic.

One of the most ardent boosters of the AMOA and a man who never fails to attend meetings is **X. Zeverly**, Radio Center. Besides being a member of the association's executive board, **Zeverly** goes out of his way to build good relations between the AMOA and the public.

**Joe Mangone**, All Coin Amusements, is building a new home. Completion date will be about October 1, says **Mangone**, who expects to leave this week to exhibit the new Gottlieb pin game, Guys and Dolls, in All Coin's territory of Florida, Georgia and South Carolina. **Mangone** has placed on location a few Grand Slams, another Gottlieb game, containing two vertical aluminum rails on each side, to test the reaction to the new rails which add a few dollars to the cost of the game. So far, says **Mangone**, the operators are all in favor of it on the ground that the equipment will last longer and more than pay for the difference involved.

Coin machine operators in the area generally agree that business was off during May, a normally slow month, but expect a big improvement in June when summer vacationers start pouring in. **Jimmy Lowrance** purchased a music route from **Dave Engel**, Dade Vending Company, in line with his plans to expand his operation.

**Patricia Hamill**, a former record clerk with Wholesale Appliances when that company had the Decca franchise, is pinch-hitting for **Doris Shapiro** as secretary at the business office of the Amusement Machine Operators' Association. **Doris** and her hubby, **Raoul**, who is a routeman for Supreme Distributors, are vacationing in Brooklyn.

Newest members of the AMOA are **Lucian Scholz**, Marvel Vending Company, operator of games, and **J. M. Herring**, A&S Amusement company. Joining the AMOA ranks as an associate member was **Ron Rood**, Southern Music Distributing Company, who handles the Rock-Ola music machine in Florida. . . . Snappy decals have been placed on the juke boxes of several operators, who are trying two plays for a dime, six-for-a-quarter, on a voluntary basis. The experiment is designed to condition the public for a possible rise to straight dime play in the fall, as well as break the ice on eliminating use of the nickel.

AMOA members are watching the test closely. Seven operators are trying the changeover, and the decals announce that the machine will not take nickels, only dimes or quarters. Most coin operators here believe an increase from nickel play is inevitable but can't agree on how to go about upping the tariff.

Two games which are going over big with operators, says **Ken Willis**, of Bush Distributing Company, are the Williams Time Square pin game and the Chicago Coin Crown Bowler. . . . Teaming up for a vacation motor trip to Minneapolis are the wives of three executives of Bush Distributing Company. They are **Leona Bush**, whose husband **Ted** is president of the firm; **La Verna Truppman**, wife of **Ozzie**, and **Evelyn Willis**, wife of **Ken**. The wives plan to drive up for a month's stay in Mrs. Bush's new convertible.

**F. W. McBride** has joined the Bush Distributing Company as an internal auditor in the bookkeeping department. . . . **Frances Goetz** is back at her bookkeeping desk at Bush Distributing after a pleasant vacation. . . . **Isadore Truppman** says business is pretty good at his Playland Arcade. **Truppman** notes an increase in the number of servicemen patronizing the Arcade, which reflects the steady growth of military personnel in the area. Reactivation of Homestead air base, a few miles south of Miami, should prove another shot in the arm to the Arcade business here. Congress has approved the re-opening of the base. . . . Two of Miami's "big men" in weight as well as business activities have decided to go on a diet together. They are **Joe Mangone**, All Coin Amusements, and **Eli Ross**, sales manager at Taran Distributing, Sea Coast Distributors, which

**Erasmus U. Ramos**, export clerk at Bush Distributing Company, is sporting a 1951 Ford convertible which he purchased the other day. . . . **Roberto Ros**, of Santiago, Cuba, who is associated with **Joe Mangone** in the Havana Amusement Company, is in town for two weeks. **Mangone** says that deliveries of the Evans Century, 100-selection juke box, are slow and the ones that come thru are going to Cuba.

Sales Manager **Eli Ross**, Taran Distributing, announced that the firm is jobbing the latest Gottlieb pin game—Guys and Dolls—as it has been doing with other Gottlieb games. **Ross** says the new United alley, Classic, should prove to be a popular game considering its novel feature of a triple in the seventh frame. **Ross**, president **Sam Taran**, and **Maynard Ross**, who manages the company's Havana operation of the North American Music Company, returned from the AMI factory in Grand Rapids, Mich., where they got an advance peek at the new Model E juke box.

**Sam Benson**, who has a background in the export business, is the new export manager for Taran Distributing. **Benson** will travel the Central and South American countries, said **Taran**, and will launch a concerted campaign to increase the firm's export business. **Lona Lee**, receptionist at Taran Distributing, spent part of her vacation at Tampa, and the rest enjoying the Miami sunshine. . . . **John F. Saxon**, president of Ace-Saxon, returned from a trip to Alabama. . . . **Jimmie Bonnie**, business manager of the AMOA, and his wife, **Angie**, plan to motor to Ocala, Fla., to see **Al Soke**, who recently sold his coin machine route and purchased the West Virginia Motel in Ocala.

**Ozzie Truppman**, Bush Distributing Company, passed up the chance to get a free ride to Minneapolis in the company of three lovely women, one of them his wife, and decided to fly instead. The wives of **Truppman**, **Ted Bush** and **Ken Willis** are driving to the Minnesota city on June 22. The increase in summer tourist activity is already being felt in the area, especially at Miami Beach, says **Sammy Lano**, who operates music and games.

The Open House staged by Taran Distributing on June 16-17 to unveil the new AMI Model E phonographs will be long remembered. From 10 a.m. to 10 p.m., crowds kept coming. Congratulatory telegrams were received by President **Sam Taran** from **Eva Sue** and **Sid Mednick**, of Miami; **Randy Polansky**, Miami Beach; the Atlantic-New York Corporation; **Abe Green**

and **Barney Sugarman**, Newark, N. J.; **Dave Simon**, New York City; **Sara Salitan** and Associates, New York City; **Mr. and Mrs. Joseph L. Kroll**, Los Angeles, and **Paul Bennett**, Chicago. The occasion marked not only display of the new AMI but also the official opening of Taran's spacious, air-conditioned new building at 3402 NW 36th Street, where the affair was held.

Operator **Harry Silverman** says the Amusement Machine Operators' Association and the juke box industry at large received "a million dollars' worth of publicity" during Juke Box Week in Miami alone, thru the medium of newspapers and radio. **Silverman** believes an even better celebration can be arranged next year if advance planning begins early.

Joining the happy family at Bush Distributing Company is **Mrs. Betty Elizabeth Hagan**, recently of Waterbury, Conn., whose father, **Mark L. Harmed**, is a Miami builder. **Mrs. Hagan** is in the bookkeeping department. . . . **Violet Pagan**, who heads the inventory department at Bush Distributing, returned from a vacation in Tampa, where she visited her brother, **Sgt. David Pagan**, and his wife **Evelyn**.

**John Grunewald**, record clerk at Pan American Distributing Corporation, reports that addition of the Okeh line is keeping him considerably busier these days. Mail orders from various parts of the State are rolling in, he said, and the company's outside salesmen, **Morty Marks**, is also booking orders on his periodic trips to West Palm Beach, Key West and other cities. Pan American also handles many other labels in the rhythm and blues, country and western, popular and classical categories.

Newly arrived on the floor of Taran Distributing are Genco's Sky Gunner and United's Classic Shuffle Alley. **Sam Taran** had two reasons to celebrate in June—he and his wife, **Diane**, marked their 20th wedding anniversary June 7 and Taran had a birthday June 15.

**Harry Steinberg** and his brother, **Moe**, who operate Sterling Music Company in Hialeah, are building plenty of good will for themselves and their industry by giving away used phonograph records with a lavish hand and servicing the juke box at the Benny Babcock Memorial Park, which includes a recreation center for teen-agers. At Christmas time, the Steinberg brothers step up their generosity with extra gifts to the needy and free phonograph records to those that need them.

**Milwaukee**

Most operators who switched to dime music play several months back are reportedly soft pedaling the price change now. The agreement to give the dime play a 90 day whirl has apparently foundered, altho good reports still come in.

**Doug Opitz**, Hilltop Coin, is heaving sighs of relief over the fine way that **Ed Dowe**, of Beaver Dam, is handling **Doug's** old job as secretary of the Wisconsin Phonograph Operators' Association. **Doug** held down that post for eight years before surrendering it to **Dowe**.

**Schiller & Wright Company**, cigarette vending firm, was the victim of a burglar the night of June 10. Looted from their warehouse was \$775 worth of cigarettes, according to their estimate. . . . Picnic goods and small household appliances seem to be highest on the lists of operators buying premium goods, according to **Jerry Groll** at FASTER Distributors. **Groll** is readying his premiere displays for the big crowds expected to stop in to view the new line of AMI music boxes this week.

**Detroit**

**Maurice J. Feldman**, of the Central Coin Machine Exchange, is being ribbed by his business colleagues these days following selection of his new headquarters on Purtain Avenue. It is only a couple of blocks from the home of his daughter and infant granddaughter. They come by almost daily en route to the neighborhood grocery, paying **Grandfather Feldman** a short visit. **Feldman**, is making plans for a summer vacation.

**Hazel Riddle** is in charge of office matters for the Music Operators' Guild has just opened

headquarters in the Fox Theater Building. . . . **Mark Linkner**, veteran head of Linkner Amusement Company, and now a shuffleboard operator, is the proud father of a doctor now. His son, **Larry**, is starting his internship at Receiving Hospital here. **Al Siegel**, Canadian music operator, is rumored as negotiating to buy the Prince Edward Hotel in Windsor.

**Los Angeles**

**William R. Happel Jr.**, Badger Sales Company, is due back at his desk Monday (22) following a lengthy trip to Europe. While on the Continent, he looked into the export situation. . . . **Homer Ra Zor**, San Fernando Valley music machine operator, left by plane the first of the week for New York, where he and **Mrs. Ra Zor** took the Cunard liner, Georgian, for Germany. They will be back in September. . . . **Ed Ratajack**, Western sales representative for AMI left here for San Francisco and points in the Northwest.

**Aubrey Stemler**, sales representative for Electro cigarette machines, left for San Francisco and the Northwest on a sales trip. He recently returned from a business trip to Arizona. . . . **Britt Adelman** joined the Paul Laymon Company office force. . . . **Don Gilbertson**, Laymon serviceman, on vacation and **Red Creswell**, of the repair department, back on the job following his vacation. . . . **Jimmy Wilkins**, in charge of the phonograph parts department at Laymon's, on the road in the interest of the Wurliizer line. He is touring the area with several models on a truck to show the operators in the outlying areas the new models. . . . **Mrs. and Mrs. Sal Campagna** were in from Fontana, where he operates phonographs and games. While **Campagna** shopped along West Pico, **Mrs. Campagna** looked around the downtown stores.

**Dorothy and Jack Leonard** recently observed their 13th wedding anniversary. He is with **Badger Sales**. . . . **Bud Parr** in town from La Paz, Mex., and stopping in at **Badger** to view the new AMI models. **Parr** had General Music Company for years. . . . **Mrs. Russell Early** and daughter off on a two-month visit with friends and relatives in Minnesota. **Russell Early** is a Laymon Company staffer.

**Pittsburgh**

**John A. Paulus**, Victory Vending Company, is seeking the cooperation of local citizens in Mount Lebanon's clean up drive to make the community "safer, healthier, and more beautiful." . . . **Harry Hersch's** "Coast Lines" column in the Squirrel Hill News tells of an inebriate in Hollywood who pushed nickels into a vending machine and stood around for three hours waiting for his reward. The judge dismissed the charges when it was revealed that the "vending" machine in particular was a parking meter.

**James Thompson**, of the Thompson Music Company, reports that in the North Side area the buyers market is keeping people out of the taverns. . . . The doctor told **Leon Paschales**, operator, to take things easy for a spell. . . . **Raymond Watts**, of Mills

Tavern owners in some locations seem to leave their television sets on continually giving music machine decidedly tough competition. . . . **Joe and Jake Dobkin**, of Dobkin Bros. in Wheeling, W. Va., are moving new Seeburg boxes in and out of their Market Street offices. . . . Mills Automatic Merchandising Corporation has purchased the Peerless correct weighing machines, and **Raymond Watts**, district sales manager, says this business has picked up quite a bit.

**Howard Friedman**, who was killed a few days ago when the car in which he was a passenger rammed a utility pole, was known to coin operators thru selling their tubes at Hamburg Brothers. . . . Soft drink machines are being installed in the new North Side post office thru the employees' committee. . . . **Sidmor Vending Company's** new wheel is proving an asset to some operators.

**A. B. C. Vending Company** says better movies are not doing the drink machines in theaters any harm. . . . Allegheny Amusement believes that if every juke box went to dime play now with telephones at a dime, most locations would give the upped rate a thought. . . . **Harry Wyner**, owner of Automatic Vending Ma-

chine Exchange, saw 13 of his machines broken when an auto smashed thru the plate glass window of his display room.

**M. J. Abelson**, general sales manager, Oak Manufacturing Company, says Canada is busy with many new industries of all types, including many American firms. . . . **James Thompson**, of Thompson Music Company, has been able to sell a considerable number of machines to people with game rooms in their basements.

**Art Vowinkel** reports **Fred Vowinkel** has been extending his routes in the last two months, soliciting new business. . . . **Sal LaScola** reports locations say that their business has hit its slow season.

**New York**

**Lou Boasberg**, New Orleans Novelty, visited 10th Avenue this week en route home after a European trip. . . . **Johnny Bilotta**, Newark, N. Y., operator, was a 10th Avenue visitor. . . . **Johnny Como** is home sick. . . . New members of the Associated Amusement Machine Operators of New York are **Larry** and **Tony Magro** and **Joe Hahnhan**, the latter with Gordon Amusement Company.

**Frank Broccoli**, Braddock Music Company, sailed Wednesday (3) for Italy on the Andrea Doria. He will visit relatives. . . . **Morty Brinn**, who runs a telephone answering service for local juke box operators, has moved to larger quarters. . . . **Lucky Skolnick**, who recently sold his route to **Dan Korman**, Pen-Mar Amusement Corporation, has moved to Miami, where he may buy a route.

**Charley Brinkman**, vice-president of the Rowe Manufacturing Company, is in Chicago for a couple of days. **Brinkman** is chairman for the New York Sales Executives' Club Annual Outing and Golf Tournament at the Westchester Country Club, Rye, N. Y., June 25. **Pat Mahoney**, Rowe executive, is on vacation.

**Morris Peskin**, Char-Mor Enterprises Corporation, bought out **George Ponsor's** game route. . . . **Al Gilbert**, executive secretary of the servicemen's union, is busy doing double conversions on locations. . . . **Johnny Como** bought a summer home on the Hudson.

**Moe Bloom**, local operator, has moved to Monticello, N. Y., for the summer, where he will combine a resort route and a vacation.

**Abe Bernstein**, who operates in Nassau County from East Meadow, was on 10th Avenue buying equipment. **Abe** is in the process of adding a music route to his game operation. . . . **Dick Dicicco**, Westchester Amusement Company, Yonkers, was a 10th Avenue visitor.

Most of the music operators in the area visited **Barney Sugarman**, Runyon Sales, to view the new AMI line. **Runyon's** renovation job is expected to be completed by the end of the month.

The father of **Sandy Moore**, Peninsular Vending, died this week. . . . The wife of **Toby Halpern**, Tobern Music, is recuperating from a recent illness in Belmar, N. J.

New members of the Associated Amusement Machine Operators of New York are **Charles Morrell**, **Fred W. Mueller**, **Sam Kramer** and **Morris Peskin**. Executive Secretary **George Ponsor** says the organization now has 115 members representing about 2,800 machines, some 350 more machines than it had six months ago.

Foreign operators were busy buying equipment on 10th Avenue for Arcades and locations. They included **Juan Lopez**, Ojiciana, Bolivia; **John Donis**, Havana, and **Mrs. A. Eames**, Leicester, England. . . . **Charlie Katz**, National Kiddie Rides, is back from a five-week sales tour which took him to all sections of the country. He added 15 distributors on the trip. **Charlie** reports that the Detroit and Grand Rapids, Mich., areas appear to be coming the strongest Kiddie Ride spots in the nation.

**Al Blendow**, sales manager of the Meteor Machine Corporation, announced that **Ken Wilson** has been appointed the firm's Midwest sales representative. **Ken**, who was formerly connected with International Microscope, will operate out of Chicago. . . . **Madeline Gelford**, daughter of **Boris Gelford**, head of Elma Music, is engaged to **Julius Goldberg**, who will be graduated from the College of the City of New York this month and will become an officer in the United States Air Forces.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 27	Issue of June 20	Issue of June 13	Issue of June 6
ABC (United)	85.00(2) 95.00 125.00 150.00	\$85.00 95.00 110.00 125.00(2) 175.00	\$85.00 90.00 95.00(2) 110.00 135.00 175.00	\$90.00 125.00 149.50 175.00
Across-the-Board (United)	225.00	225.00	225.00	
All Baba (Gottlieb)	34.50	34.50	34.50	34.50
Alice in Wonderland (Gottlieb)	49.50	49.50	49.50	49.50
All Star Basketball (Gottlieb)	49.50	49.50	49.50	49.50
Aquacade (United)	39.50 59.50	39.50 59.50	39.50 59.50	25.00 39.50 59.50 29.50
Arizona (United)				
Atlantic City (Bally)	300.00(3) 325.00(2) 335.00 339.50 339.50 340.00 350.00(2) 365.00(3) 375.00(3)	300.00(2) 335.00 339.50 349.50 350.00(2) 365.00(2) 375.00(3) 385.00 395.00 415.00	325.00(2) 330.00 335.00 339.50 350.00 365.00(2) 374.50 375.00(3) 385.00 395.00 415.00	330.00 350.00 365.00(2) 375.00 385.00 390.00 395.00 400.00 415.00
Baby Face (United)	49.50	49.50	49.50	49.50
Ballerina (Bally)	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb)				
Barnacle Bill (Gottlieb)	34.50	34.50	34.50	25.00 34.50
Basketball Champ (Chicago Coin)	175.00 195.00 250.00	195.00 250.00 235.00	195.00 235.00 250.00	195.00(2) 235.00 250.00
Basket Ball (Chicago Coin)	235.00	235.00	275.00	275.00
Bar-a-Score (Evans)	275.00	275.00	275.00	275.00
Batting Practice	69.50 89.50	69.50 89.50	69.50 89.50	69.50 89.50
Beauty (Bally)	425.00 450.00(2) 475.00(2) 485.00(2) 495.00(2)	425.00 450.00 459.50 475.00(2) 485.00(2) 495.00(3)	465.00 474.50 475.00(4) 485.00 495.00(3) 515.00	475.00 485.00 495.00(2) 499.00 500.00 515.00
Be Bop (Exhibit)	84.50	84.50	84.50	84.50
Bermuda (Chicago Coin)	49.50	49.50	49.50	49.50
Big Hit (Exhibit)				
Big Top (Genco)	54.50 64.50	54.50 64.50	54.50 64.50	54.50 64.50
Big-a-Roll (Genco)	45.00			
Black Gold (Genco)	59.50(2)	59.50	59.50(2)	59.50(2)
Black Gold (Genco)	150.00	150.00 165.00	165.00(2)	165.00
Boilers (United)	165.00(2) 175.00(2) 195.00	175.00(2) 195.00 200.00	175.00(3) 195.00	175.00(3) 195.00 215.00
Boston (Williams)	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb)	50.00 74.50	50.00(2) 74.50	49.00 50.00 55.00 74.50	29.50 50.00(2) 74.50
Bright Lights (Bally)	135.00 150.00(2) 164.50 165.00(2) 175.00(2) 190.00(3) 195.00 225.00(2)	135.00 149.50 150.00(2) 164.50 165.00 175.00(4) 190.00(3) 195.00	149.50 150.00 165.00 175.00(3) 185.00(3) 190.00 195.00 225.00	150.00 165.00 175.00(2) 185.00(3) 190.00 215.00 225.00
Bright Spot (Bally)	200.00 215.00 239.50 245.00 250.00(3) 275.00(2) 290.00	200.00 225.00 239.50 250.00(4) 275.00 285.00 290.00 295.00	200.00 225.00(2) 240.00 245.00 250.00(3) 255.00 275.00(2) 285.00 295.00	225.00 245.00 250.00(2) 265.00 275.00 290.00 295.00(2) 300.00
Buccaneer (Gottlieb)	34.50 59.50	34.50 59.50	34.50 59.50	34.50 59.50
Buffalo Bill (Gottlieb)	74.50	74.50	74.50	74.50
Buttons & Bows (Gottlieb)	69.50	69.50	69.50	69.50
Campus (Exhibit)	84.50	84.50	84.50	84.50
Canasta (Genco)	89.50	89.50	89.50	89.50
Caravan (Williams)				
Caroline (United)	34.50	34.50	34.50	34.50
Carnival (Bally)	49.50	49.50	49.50	49.50
Carnival (Williams)	40.00 45.00	40.00 45.00	40.00 45.00	40.00 45.00
Champion (Bally)	89.50	75.00 89.50	89.50	89.50
Champion (Chicago Coin)	40.00 65.00	40.00 65.00	40.00 64.00	65.00
Chinatown (Gottlieb)	190.00 195.00	195.00(2)	195.00 210.00	185.00 195.00 210.00
Cinderella (Gottlieb)	29.50	29.50 49.50	29.50 49.50	29.50 49.50
Circus (United)	250.00 275.00 350.00	375.00 395.00	375.00 395.00	375.00 395.00
Citation (Bally)	30.00 79.50	30.00 55.00 79.50	25.00 30.00 79.50	19.00 25.00 30.00 55.00 65.00 79.50
College Daze (Gottlieb)	84.50	89.50	89.50	50.00 65.00 89.50
Coney Island (Bally)	200.00(3) 229.50 240.00 245.00 250.00(2) 275.00(2) 290.00	195.00 220.00(2) 229.50 240.00 250.00 275.00(2) 285.00 290.00 295.00	200.00 225.00 239.50 240.00(2) 250.00(3) 255.00 275.00(2) 285.00 295.00 305.00	225.00 240.00(2) 250.00 265.00 275.00(3) 290.00 295.00(3) 305.00
Control Tower (Williams)	95.00 119.50	100.00 119.50	100.00 119.50	100.00 119.00
Coronation (Gottlieb)	200.00 210.00	210.00(2)	210.00 220.00	210.00 220.00
Cross Roads	159.50	159.50	175.00 185.00(2)	175.00(2) 185.00(2)
Cyclone (Gottlieb)	140.00 150.00 159.50	140.00 150.00 159.50	140.00 150.00 159.50	140.00 150.00
Dallas (Williams)	44.50 69.50	44.50 69.50	44.50 69.50	44.50 69.50
De-Icer (Williams)	99.50	99.50	99.50	99.50
Deluxe World Series				
Dew-Wa-Ditty (Williams)	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Disc Jockey	220.00	220.00	225.00	200.00 225.00
Domino (Williams)	165.00	165.00	165.00	165.00
Double Feature	95.00	100.00	100.00	99.50 100.00
Double Shuffle (Gottlieb)	49.50 60.00	49.50 65.00	49.50 65.00	49.50(2) 65.00 75.00
Dreamy (Williams)	89.50	89.50	69.00 89.50	75.00 89.50
El Paso (Williams)	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Fighting Irish (Chicago Coin)	74.50 75.00	74.50 79.50	74.50 75.00	79.50 125.00
Five Star (Universal)	85.00	85.00	85.00	135.00 140.00
Flip Skill	29.50 69.50	29.50 69.50	29.50 69.50	29.50 69.50
Floating Power (Genco)	44.50 49.50	44.50 49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb)	225.00	200.00 235.00	235.00	225.00 235.00
Football (Chicago Coin)	49.50	49.50	75.00	49.50 50.00 75.00
400 (Genco)	145.00 150.00 185.00 195.00(3) 225.00	145.00 165.00 175.00 195.00(3)	170.00 175.00 175.00(2) 195.00(3) 225.00	170.00 175.00 195.00 225.00

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Shuffle Line	\$109.50
Shuffle Alley Express	45.00
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Wurlitzer 1100	225.00
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Globe Trotter	129.50
Harvey	109.50
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Three Musketeers	54.50
Four Horsemen	59.50

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**B AND B NOVELTY CO., INC.**  
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	Issue of June 27	Issue of June 20	Issue of June 13	Issue of June 6
400, Sc arloc (Genco)	195.00	5195.00	\$220.00	\$195.00
Four Corners (Williams)			124.50 129.50	220.00
Four Horsemen (Gottlieb)	124.50 129.50	124.50 129.50	124.50 129.50	75.00(2) 115.00
Four Stars (Gottlieb)	160.00 185.00	185.00(2)	185.00 195.00	169.50 185.00 195.00
Freshie (Williams)	55.00	60.00	60.00	35.00 42.50 60.00
Frolic (Bally)	325.00(2) 329.50 335.00 340.00 350.00	325.00 350.00(2) 360.00 365.00	340.00(2) 350.00(3) 360.00	335.00 340.00 350.00(2) 375.00(2)
Futurity (Bally)	355.00 360.00(2) 365.00(2) 375.00(3)	375.00(3) 385.00 395.00(3)	2375.00(3) 385.00 390.00 395.00(3)	390.00 395.00(3) 425.00
Georgia (Williams)	99.50	99.50	99.50	75.00 99.50
Glamour (Bally)	159.50	175.00	175.00	175.00 140.00
Globe Trotter (Gottlieb)				
Gold Cup (Bally)	59.50	45.00 59.50	59.50	45.00 59.50
Golden Gloves (Chicago Coin)	75.00	75.00	75.00	50.00 75.00
Golden Nugget (Genco)	235.00 335.00	235.00 335.00	235.00 300.00	335.00
Happy Days	200.00	200.00 215.00 220.00	215.00 225.00	215.00 225.00
Happy Go Lucky (Gottlieb)	159.50 220.00	159.50	159.50	159.50
Jayburner (Williams)	65.00 99.50	65.00 79.50 100.00 105.00 115.00 149.50	79.50 105.00 129.50 149.50	105.00 115.00 149.50 150.00
Hit-a-Homer	20.00 24.50	24.50	24.50	24.50
Hit and Run (Genco)	59.50			
Hit 'N' Run (Gottlieb)	145.00	145.00	145.00	145.00
Hit Parade (Gottlieb)	29.50	29.50	29.50	29.50
Holiday (Chicago Coin)	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Holiday (Keeney)	195.00 215.00	215.00 235.00	215.00	235.00(2)
Hong Kong (Williams)	235.00 259.50	259.50	235.00(2)	245.00 259.50
Horseshoes (Williams)	165.00 180.00	165.00 180.00	175.00 180.00	175.00 180.00(3)
Hot Rod (Bally)	99.50	99.50	40.00 99.50	40.00 99.50
Humpty Dumpty (Gottlieb)	49.50	49.50	49.50	49.50
Jalopy (Williams)	65.00 144.50	94.50	94.50	135.00 94.50
Jeanie (Exhibit)	94.50	94.50	94.50	94.50
Jockey Special (Bally)	54.50	45.00 54.50	54.50	45.00 54.50
Joker (Gottlieb)	90.00	94.50	94.50	95.00 99.50 94.50
Judy (Exhibit)	225.00(2)	225.00(2)	225.00 250.00	225.00 260.00
Jumping Jack (Genco)	240.00 250.00 275.00(2)	250.00 275.00(2)	260.00 275.00 295.00	275.00 295.00
Just 21 (Gottlieb)	295.00	295.00	59.50	59.50
King Arthur (Gottlieb)	59.50			35.00 59.50 90.00
King Cole (Gottlieb)	49.50	49.50	49.50	49.50
King Pin (Chicago Coin)	124.50	124.50	124.50 145.00	124.50 145.00
K. C. Jones (Gottlieb)	95.00	100.00	100.00	100.00
Knock Out (Gottlieb)	65.00	65.00	65.00 75.00	39.50 40.00 50.00 60.00 69.50 75.00
Leader (United)	195.00 215.00 269.50	195.00(2) 250.00 269.50	215.00(2) 300.00	215.00

### DISTAFF PILOT SPICES SPACE

MIAMI, June 27.—The recent open house held by Taran Distributing to celebrate the official opening of its new building and also to unveil the new AMI Model E phonographs, produced at least one guest with a sense of humor.

Along with the new E models on the company's showroom floor were several kiddie rides and pin games for which Taran is distributor in this area.

In signing the guest book which called for name, address and company affiliation, one feminine visitor wrote: "Margie Hunt, test pilot for Space Ship."

## Illinois House Okays 2 Key Coin Measures

SPRINGFIELD, Ill., June 27.—The Illinois House of Representatives passed two coin machine bills—Senate Bill 453, which establishes taxes on amusement equipment, and Senate Bill 454 amending an old Illinois law to specifically legalize free-play pin games. They now go to Governor Stratton for his approval.

Both bills were introduced in the Senate by William G. Knox but were pushed in his absence by Sen. William J. Walsh. Knox was sidelined by a heart attack several weeks ago.

The revenue proposal sets the following tax scale:

- \$50 for free play pin games.
- \$10 for guns and ray machines.
- \$25 for shuffle and other types of bowlers.

Previous to the bill's passage in the Senate, June 15, an amendment to tax juke boxes \$5 each and also set a levy on penny scales was defeated. Vending equipment was exempted from the revenue bill from the outset.

Senate Bill 454 specifically legalizes free-play games which do not return coins, tokens or entitle the winner of a game to merchandise prizes. Since 1895 the State has had a law entitled "an act to prohibit clock, tape, slot or other gambling machines or devices for gambling purposes." Under this law, courts in Illinois have ruled free play illegal altho many of the State's principalities have held that free play does not constitute gambling.

Many operators in the State have considered the proposed tax rate on pin and shuffle games as high but no organized opposition appeared to speak against the bill. Both measures were similar to bills passed by the Senate and House during Governor Stevenson's administration. Both, however, were vetoed by Stevenson.

## First Photomats To France Are Being Shipped

NEW YORK, June 27.—The first shipment of International Mutoscope's six-picture Photomat left this week for France where the three units will be placed on location in Marseilles and Paris.

The Photomats were shipped by the Mondial Commercial Corporation, which this week was named exclusive Mutoscope distributor for France and her Colonies. According to Suren D. Fesdjian, Mondial president, this marks the first time that the Photomat has been shipped directly to France as new equipment.

Fesdjian plans to run Mutoscope advertisements in French daily newspapers and trade journals to stimulate interest in the photo machine. Current plans are to export 100 units in the next two years to France, the bulk of them for Riviera locations.

Fesdjian leaves July 18 for a seven-week European and North African trip to promote the Photomats.

## PLUTO, DONALD OK'D FOR NAT'L

NEW YORK, June 27.—Two of National Kiddie Rides, which are dead ringers for Walt Disney characters, Pluto and Donald Duck, may now be called by their proper names. According to Charlie Katz, National sales executive, Disney has given National permission to use the names on his rides.

### MORE AHEAD

## Survey Shows Miami Ops Biz Good

MIAMI, June 27.—The steady business reported by kiddie ride and other coin machine operators during the 1952-53 tourist season was not an accident, according to a survey just completed by the University of Miami.

Dr. Reinhold P. Wolff, head of the university's Bureau of Business and Economic Research, announced that the survey revealed that the season was the biggest in the city's history in terms of traffic and spending per capita. He added that prospects for the summer were excellent, the Miami Beach Chamber of Commerce reporting an all time high of 13,329 inquiries for tourist accommodations last month.

Local operators were also encouraged by reports from hotel and motel owners that advance reservations for July and August were well above any similar period in history. In addition one airline predicts it will sell 50 per cent more package vacation trips this summer than it did a year ago.

	Issue of June 27	Issue of June 20	Issue of June 13	Issue of June 6
Spot-Lite (Bally).....	180.00 199.50	185.00 190.00	185.00 200.00	195.00 210.00
	200.00(2)	200.00(2)	205.00 210.00	225.00
	205.00	225.00 229.50	225.00 245.00	250.00(4)
	225.00(3)	245.00 249.50	249.50	275.00(3)
	229.50	250.00(2)	250.00(4)	295.00(2)
	250.00(2)	275.00(3)	265.00	310.00
	265.00	275.00(2)	275.00(2)	
	275.00(2)	295.00	295.00	
Starlite .....	220.00	220.00	220.00	220.00
Stars (United).....	225.00 235.00	235.00 250.00	225.00 235.00	250.00 260.00
	245.00	275.00(3)	250.00 265.00	275.00(4)
	250.00(2)		275.00(3)	279.50
	275.00			
Steeple Chase (United).....		150.00		119.50
Stop and Go (Genco).....	59.50	70.00	70.00	70.00
Summer Time (Gottlieb)....	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Sunshine Park (Bally).....	195.00	239.00	239.50 260.00	300.00 335.00
	260.00(2)		319.50	
Super Hockey .....	59.50	59.50	59.50	59.50
Super World Series (Williams).....	125.00 225.00	125.00(2)	195.00 225.00	175.00 200.00
		225.00	225.00	225.00
Sweetheart (Williams).....	89.50	89.50	89.50	89.50
Tampico (United).....	64.50 79.50	64.50 79.50	64.50 79.50	64.50 79.50
Yahiti (Chicago Coin).....				60.00
Telecard (Gottlieb).....	69.50	69.50	69.00 69.50	25.00 69.00
				69.50
Tennessee (Williams).....	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Texas Leaguer (Keeney).....	39.50 49.50	49.50 50.00(2)	49.50 50.00	49.50 69.50
	50.00 69.50	69.50	69.50	
Thing (Chicago Coin).....	69.50	89.50	45.00 89.50	45.00 89.50
Three Feathers (Genco).....	64.50(2)	64.50(2)	64.50(2)	64.50(2)
Three Musketeers (Gottlieb)...				85.00
3-4-5 (United).....				75.00
Thrill (Chicago Coin).....	29.50	29.50	29.50	29.50
Trade Winds (Genco).....	29.50	29.50	29.50	29.50
Triplets (Gottlieb).....	95.00 109.50	95.00 109.50	95.00 100.00	100.00(2)
			109.50	100.00(2)
Tri-Score (Genco).....	89.50	89.50	89.50	89.50
Tumbleweed (Exhibit).....	69.50 74.50	74.50 75.00	74.50 75.00	74.50 75.00
Turf King (Bally).....	40.00 50.00	40.00 69.50(2)	69.50(2) 74.50	49.50 65.00
	69.50(2)	74.50 75.00(3)	75.00(3) 90.00	75.00 90.00
	75.00(3)	85.00 149.50	95.00 149.50	125.00 149.50
	85.00 95.00			
	149.50			
Tucson (Williams).....	44.50	44.50	44.50	44.50
Twenty Grand.....	195.00	195.00	195.00	195.00-210.00
Utah (United).....	84.50	84.50	89.50	84.50
Virginia (Williams).....	49.50	49.50	49.50	49.50
Whizz Kid (Chicago Coin).....	149.50			
Wild West (Gottlieb).....	169.50	169.50	169.50	
Winner (Universal Industries).....	49.00 50.00	49.00 60.00	49.00 60.00	60.00 99.50
	60.00 99.50	99.50	99.50	
Wisconsin (United).....	34.50	34.50	34.50	34.50
Wants (Williams).....	49.50	49.50	49.50	49.50
Wage (United).....	125.00 175.00	125.00 175.00	125.00 175.00	175.00

**SPECIAL-PANORAMS**  
Guaranteed Reconditioned  
WRITE  
YES! WE HAVE ALL SHUFFLE GAMES, NEW AND USED!

**BINGO BUYS**  
Frotche ..... \$350  
Zingo ..... 175  
Stars ..... 250  
Solero ..... 175

**NEW! Write for Prices!**  
C.C. Crown Bowler, United Cascade, Keeney  
Domino Bowler, Bally Beach Club.

**SPECIAL!**  
"POP" CORN SEZ  
10c VENDORS  
RECONDITIONED  
LIKE NEW  
WRITE

**CLAYT NEMEROFF • CHARLEY PIERI**  
**Monarch Coin Machine, Inc.**  
2257-59 N. Lincoln Ave.  
Chicago 14, Ill.  
Phone: LIncoln 9-3996-8

**Mr. Operator of METAL TYPER MACHINES**

**SPEED UP YOUR LOADING OPERATION!**

Buy Your ALUMINUM DISCS in Rolls of 100.  
Small Extra Charge. Bulk Also Available.

**STANDARD METAL TYPER CO.**  
1318 N. Western Ave. Chicago 22, Ill.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

**THE MARKET PLACE**  
for the  
**COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

**ADVERTISING RATES**

**REGULAR CLASSIFIED** (Minimum \$3)  
Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 4 pt. light.  
Per word ..... \$ .30  
3 or more CONSECUTIVE or 24 insertions, per word ..... .18  
52 CONSECUTIVE insertions, per word ..... .16

**DISPLAY CLASSIFIED** (Minimum \$4)  
Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 24 lines or more.  
Per agate line ..... \$1.00  
3 or more CONSECUTIVE or 24 insertions, per agate line ..... .98  
52 CONSECUTIVE insertions, per agate line ..... .90  
1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

### Business Opportunities

**ARCADE FULLY EQUIPPED**  
With two apartments upstairs. Large lot, 150'x500', fronting on main highway and bay; riparian rights included. \$44,000.00 full price. Located in one of New Jersey's fastest growing Seashore Resorts.

**ARCADE AMUSEMENTS**  
3408 S. Long Beach Blvd., Brant Beach, N. J.

### Help Wanted

Vending Machine Salesman; something new and sensational; \$25,000 yearly possible. Write California Dispenser Co., 8134 W. 3rd St., Los Angeles 48, Cal.

### Parts, Supplies & Services

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448

### Routes for Sale

Route for Sale—Central Ohio; 45 pieces, including Juke Boxes, Shuffle Alleys, etc.; arcade will pay out in less than a year. This is below Billboard prices; \$12,000 cash. Box M-37, The Billboard, Cincinnati 22, O.

### Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill.

If You Want  
**MORE SALES & PROFITS**  
Take a Tip—  
Use this standout  
**DISPLAY CLASSIFIED**  
style of ad  
See rates above

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.

**ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.**

For Sale—Ten 1¢ used Gottlieb Triple Grippers, \$5 ea.; 20 1¢ ABT Challenger, \$15 ea.; 2 used Chicoin Goalee, \$50 ea.; 5 Duck Hunter, \$15 ea.; 1 5¢ Quizzer, condition guaranteed. 1/2 deposit. Birmingham Vending Co., 540 2nd Ave., N., Birmingham, Ala.

Free Gum Venders, almost all makes, like new; buy contents only. R. Westmoreland, Box 1016, Jackson, Tenn.

33 M-200 Double R Vending Machines, cabinet type; excellent condition; thoroughly cleaned; ready for location. Selling because of other activities; best offer takes one or all. Verne Daehler, Box 278, Tempe, Ariz.

4 Craig Ice Cream Vendors, \$250 each; 2 Super Vend selected cold drink machines, \$300 each; 25 Victor V's, globe type, \$6.50 each. Half deposit, balance either sight draft or C.O.D. Cleveland Coin Machine Exchange, Inc., 2029 Prospect, Cleveland, O. Tower 1-6715.

100 1¢ Universal Victors with cabinets, \$8.50 ea.; 10 Cash Trays, \$3 ea.; 100 capacity Candy Bar Machines, \$25. Al Hoff, 1920 Rose, Baltimore 13, Md.

### Wanted to Buy

Wanted—Coin Operated Radios and TV Sets, new or used. Box 114, c/o Billboard, 1564 Broadway, New York 36, N. Y.

**To Order Your Market Place Ad USE THIS HANDY FORM TODAY**

**1:** First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

**2:** Now check off the classification you want your advertisement to appear under:

Agents and Distributors Wanted  
 Help Wanted  
 Parts, Supplies and Services  
 Positions Wanted  
 Routes for Sale  
 Used Coin-Operated Equipment  
 Want to Buy

**3:** Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

Display Classified  
 Regular Classified

**4:** And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$ \_\_\_\_\_ Payment enclosed  Bill me on 3 or more issues only!

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of June 27	Issue of June 20	Issue of June 13	Issue of June 6
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$125.00	\$195.00
Air Raider (Keeney).....	125.00	125.00	100.00	125.00
All Star Baseball (Williams).	49.50	95.00		
Art Show.....	125.00	125.00	125.00	
Astracope, 10c.....			125.00	
Atomic Bomber (Mutoscope)...			325.00	495.00
Auto-Shoot.....			75.00	75.00
Ball Grip.....	75.00	75.00	75.00	75.00
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Inning (Bally).....	149.50	150.00	149.50	150.00
Bolascope (Supreme).....	95.00	95.00	95.00	95.00
Blew Ball.....	75.00	75.00	75.00	75.00
Bomber.....	65.00	65.00	65.00	65.00
Boomerang.....	40.00	45.00	40.00	45.00
Challenger (ABT).....	20.00	27.00	27.00	29.50
Chicken Sam (Seeburg)....	105.00(2)	105.00(2)	105.00(2)	105.00
	150.00	150.00	110.00	150.00
Dale Gun (Exhibit).....	59.00	65.00(3)	59.00	65.00(3)
	94.50	94.50	65.00(3)	94.50
Derby, 4 Player (Chicago Coin).....	155.00	195.00	155.00	195.00
	240.00	240.00	295.00	295.00
Drop Picture Machine (Mills).	42.50	42.50	42.50	42.50
Electric and Grip Tests.....	79.50	79.50	79.50	79.50
Electricity Is Life.....	129.50	129.50	129.50	129.50
Fiats Striker.....	125.00	125.00	125.00(2)	125.00
Flash Hockey (Colnex).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)...	150.00	150.00	150.00	150.00
Field Goal (Scientific).....	175.00	175.00	175.00	175.00(2)
Glider.....	45.00	45.00		
Goalie (Chicago Coin).....	85.00	95.00	95.00	115.00
	115.00	119.50	119.50	125.00
	125.00(2)			119.50
Grip Tester (Gottlieb).....	15.00			
Gun Patrol (Exhibit).....	175.00	175.00(2)	175.00(2)	175.00(2)
			184.50	
Heavy Hitter (Bally).....	39.50	49.50	49.50	65.00
	65.00	69.50	69.50	69.50
Hi Ball Striker (Exhibit)....	89.50	89.50		
Hockey (Chicago Coin).....	49.50	75.00	49.50	75.00
Hockey (Mutoscope).....				85.00
Hockey (Seeburg).....				85.00
Hot Rods.....	425.00	425.00	425.00	
Jack Rabbit.....		100.00		
Jet Gun (Exhibit).....	185.00(2)	185.00	195.00	220.00
	195.00	200.00	225.00	200.00
	225.00			
Jitters (Exhibit).....		125.00		
K O Fighter.....			140.00	140.00
Leaping Lena.....	425.00	425.00	425.00	
Lite League.....	90.00	99.50	75.00	90.00
			90.00	99.50
			99.50	
Low Meter (Exhibit).....	39.50	39.50	39.50	39.50
Low Pilot (Mutoscope).....	75.00			
Midget Movies.....	225.00	295.00	225.00	295.00
Midget Ski Ball (Chi Coin)...	165.00	195.00	165.00	195.00
	225.00			
Midget Racer.....	425.00	425.00	425.00	
Miss America (Lane).....	575.00	575.00	575.00	
Night Bomber (Success).....			145.00	145.00
Panorama.....	250.00	275.00	250.00	275.00
Photomatic (Mutoscope)....	250.00	250.00	250.00	250.00
	250.00(early)	250.00(early)	250.00(early)	250.00(early)
	625.00(early)	625.00(early)	625.00(early)	625.00(early)
	650.00(early)	650.00(early)	650.00(early)	650.00(early)
Pikes Peak.....	20.00	29.50	29.50	29.50
Pistol Pete (Chicago Coin)...	75.00	90.00	75.00	90.00
	119.50	115.00	119.50	119.50
			90.00	115.00
			119.50	
Pitch 'Em & Bat 'Em (Scientific).....	185.00	95.00	185.00	185.00
Pokerino (Scientific).....	85.00	99.50	85.00	99.50
Pokerino J.....	75.00	75.00	75.00	75.00
Pony Express (Exhibit).....	175.00			
Pool (Scientific).....			75.00	75.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Quizzer.....	95.00(2)	85.00	95.00(2)	95.00(2)
Rapid Fire (Bally).....	105.00	125.00(2)	105.00	125.00
	125.00(2)		125.00(2)	
Recordia (Wilcox-Gay).....	125.00	125.00	125.00	165.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Rocket Patrol.....	375.00			
Shoot the Bear (Seeburg)....	209.50	224.00	219.50	235.00
	225.00(2)	235.00	249.50	250.00
	235.00	249.50	269.50	269.50
	269.50			50.00
Shoot the Monk Rifle Range				
Silver Bullet (Exhibit).....	125.00	125.00	125.00	175.00
Silver Gloves.....	125.00	175.00	175.00	175.00
Six Shooter (Exhibit).....	135.00(2)	135.00(2)	135.00(2)	135.00
	155.00	165.00	165.00	175.00
	175.00			
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	85.00
Skill Gun (ABT).....	39.50	39.50	39.50	39.50
Sky Fighter (Mutoscope).....	195.00	195.00	195.00	195.00
Space Rangers (Dea).....	545.00	545.00		
Star Series (Williams).....	75.00	100.00	75.00	139.50
	139.50	139.50	75.00(2)	139.50
Sub Gun (Keeney).....	125.00	120.00	95.00	120.00
Super Bomber.....		125.00		
Target Skill (Genco).....	95.00	95.00	95.00	
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz.....	125.00	145.00	125.00	165.00
	165.00	169.50	169.50	169.50
Ten Pins (Rock-Ola).....	99.50	99.50	99.50	99.50
Ten Strike (Evans).....	75.00	75.00	75.00(2)	
13-Way Athletic Scale (Mercury).....	79.00	79.00		
Tommy Gun (Evans).....			125.00	
Torpedo (Bally).....			95.00	
Undersea Raider (Bally)....	95.00	95.00	95.00	125.00
View-A-Scope.....	39.50	39.50	39.50	39.50
Voice-a-Graph (Mutoscope)...	525.00	525.00	525.00	525.00
Western Baseball.....	85.00	85.00	75.00	85.00(2)

## Genco to Speed Gun Deliveries

CHICAGO, June 27. — Genco Manufacturing & Sales Company will step up its deliveries on Sky Gunner within the next few weeks, Owners Aaron Gensburg and Sam Lewis announced. Because of the heavy demand for the gun game and Silver Chest, the firm will stagger its vacation schedule so that high production will be maintained thruout the summer.

Gensburg also pointed out production difficulties on Sky Gunner have been ironed out. The bottleneck was caused by slow delivery of cabinets. To speed immediate output, the firm has added scores of experienced line personnel.

Lewis disclosed that demand was not only heavy on the home front for Sky Gunner but response from foreign countries—particularly Germany, Venezuela and Australia—was also at a high level.

## Art Weinand

• Continued from page 88

in setting up productive sales campaigns.

During the war years, Weinand was assistant director of the Rock-Ola industrial relations department when that branch grew from 500 to 3,000 in personnel. At the same time he headed the manufacturer's safety department and for his successful methods was awarded citations from both



ART WEINAND

the National Safety Council and the United States Department of Labor

### Promoted

In 1944, Weinand was appointed sales manager at Rock-Ola and five years later he was elected vice-president in charge of sales for all Rock-Ola divisions. In addition from 1945 thru 1952 he headed the advertising department.

Weinand also has enjoyed rapid success at Exhibit Supply. Working closely with Mencuri he has been an important link in factory-operator liaison. He has also compiled much valuable data on the traffic habits of such key ride locations as chain, department and variety stores and supermarkets. One of his recent important assignments came at the National Store Modernization, Building and Maintenance Show in Madison Square Garden June 9 (The Billboard, June 20). There he gave an address, "At the Drop of a Coin," which was widely acclaimed as one of the finest on good public relations for the coin-operated ride industry.

## Seasonal Biz

• Continued from page 88

Round type—has had notable success in Kiddieland Arcades.

One of the developments, which has surprised many operators since the warm weather arrived, is that trade has not fallen off in market districts. Several ride men expected this style of business to decline. Now many of them realize that most of the modern chain, variety and department stores and supermarkets have some type of air conditioning and the youngsters like to go shopping with their parents to cool off while they are enjoying their rides.

## • Shuffle Games

	Issue of June 27	Issue of June 20	Issue of June 13	Issue of June 6
Ace Bowler (Chicago Coin)...				
Back Shot (American).....	\$265.00	275.00	\$275.00	\$50.00
Baseball (Bally).....	75.00	75.00	75.00	275.00
Baseball (Chicago Coin).....			45.00	
Baseball, 2 player (Chicago Coin).....	69.50	69.50	69.50	69.50
Baseball, 2 player (Bally)...			49.50	
Big League Bowler (Keeney)...	185.00	145.00	185.00	185.00
Bowl-A-Ball (Chicago Coin)...	395.00		380.00	145.00
Bowl-A-Ball, 6 player (Chicago Coin).....			275.00	380.00
Bowlette (Gottlieb).....	40.00	40.00	25.00	40.00
Bowling Alley (Chicago Coin).		65.00		
Bowling Alley, 2 player (Chicago Coin).....	10.00	35.00		
Bowling Alley, 6 player (Chicago Coin).....	220.00	225.00	220.00	225.00
	255.00	295.00	245.00	255.00
			225.00	255.00
Bowling Champ (Keeney)....	55.00	75.00	75.00	75.00
Bowling Classic (Chicago Coin)	59.50	70.00	59.50	70.00
	75.00	89.50	75.00	89.50
			59.50	75.00
			89.50	89.50
Deluxe Bowler, 6 player (Williams).....				125.00
De Luxe League Bowler (Keeney).....	245.00	250.00	245.00	245.00
Deluxe League Bowler, 4 player.....				275.00
Deluxe 6 player (Chicago Coin).....	299.50			
Double Bowler (Keeney).....	79.50	79.50	79.50	79.50
Double Bowler, 2 player (Keeney).....	29.50	79.50	79.50	79.50
Double Header, 2 player (Williams).....	49.50	69.50	49.50	69.50
Double Shuffle Alley Express Rebound (United).....	119.50	119.50	119.50	119.50
8 Player (Genco).....	125.00	125.00	125.00	125.00
Five Player Shuffle Alley (United).....	159.50(2)	160.00(2)	160.00	175.00
	160.00(2)	185.00(2)	185.00(2)	185.00
	175.00	185.00	195.00	210.00
	190.00	195.00	225.00	225.00
	225.00			
	215.00	215.00		
Four Way Bowler (Keeney)...				
Four Player Shuffle Alley (United).....	125.00	195.00	175.00	195.00
			150.00	175.00
			195.00	195.00
			115.00	115.00
Hi-Score Bowler (Universal)...	115.00	115.00		
Hi-Score Bowler, 2 player (Universal).....			49.50	
Hook Bowler (Bally).....	99.00	149.50	115.00	149.50
King Pin (Keeney).....	35.00	35.00		
League Bowler (Keeney)....	125.00	139.50	115.00	125.00
			125.00(2)	139.50
League Bowler, 4 player (Keeney).....	95.00	125.00(2)	125.00(2)	110.00
	149.50	149.50	149.50	149.50
League Bowler, 6 player (Keeney).....			225.00	
Match Bowler, 4 player (Keeney).....			185.00	
Match Bowl-a-Ball, 6 player (United).....	260.00	260.00	275.00	275.00
Matched Bowler, 4 player (Chicago Coin).....	295.00(2)	295.00	360.00	295.00
	360.00		365.00	365.00
Name Bowler, 6 player (Chicago Coin).....				450.00
Official 4 player (United)...				375.00
Official Shuffle Alley (United).....	325.00	325.00	325.00	325.00
Shuffle Alley (United).....	10.00	45.00	45.00	
Shuffle Alley DeLuxe, 6 player (United).....	220.00	245.00	220.00	245.00
	259.00w/p	295.00	315.00	240.00
	295.00	315.00	295.00	315.00
Shuffle Alley Express (United) Shuffle Alley Express 2 player (United).....	45.00	45.00		79.50
Shuffle Alley, 6 player (Keeney).....	250.00(2)	250.00	265.00	250.00
			265.00	210.00
Shuffle Alley, 6 player (United).....	185.00	190.00	185.00	190.00
	195.00	215.00	215.00	215.00
	225.00(2)	225		



# Meteor Purchases Telecoin's Factory

To Make Pitching Ace, Bendix Washer  
Parts, and Continue Kiddie Ride Line

NEW YORK, June 27. — After several weeks of negotiation, the Meteor Machine Corporation and the Telecoin Corporation last Saturday (20) concluded a deal whereby Meteor will occupy the Telecoin plant at 68 Imlay Street, Brooklyn, manufacturing its line of kiddie rides there, and making parts and coin-operated equipment for Telecoin as well.

Meteor is now in the process of moving into the three-story, 27,000-square-foot plant. The move is expected to be completed by July 10. Adjoining the building is a railroad siding from which domestic shipments may be loaded, and a dock for export shipments.

Included in the purchase is all the equipment, machines and tools the Meteor Machine Corporation has been using for the manufacture of Pitching Ace, baseball pitching machine, and its coin-adaptation of the Bendix Washing Machine.

In addition to making the Pitching Ace, Meteor will produce steel platforms, gravity drain valves and Telecoin Meters for the coin-operated Bendix Washing Machine. A trade source estimated that the volume of work Meteor would turn out for Telecoin under this arrangement would be well over \$2,000,000 annually.

Telecoin, of course, will act as national sales agent for the Pitching Ace and the Bendix Coin-Operated Washing Machine, with Meteor selling these units to Telecoin.

### Negotiation History

Negotiations were started between Sam Zeoli and Bill Doherty, both of Telecoin, and Al Blendow, Meteor sales manager. John Hess, Meteor president, and Arthur W. Percival, Telecoin head, got together on final arrangements.

Meteor, which is currently operating from two smaller Brooklyn plants, will continue to manufacture its Meteor Rocket, Flying Saucer, PT-Boat and Pony Boy rides.

## Set New Det. Ride Route

DETROIT, June 27.—A new kiddie ride and music machine operation has been established here under the trade name Arton Music by Arthur L. Hebert. He also plans to branch out in the arcade equipment field within a month.

Hebert's rides thus far consist of the miniature Merry-Go-Rounds on which two youngsters ride simultaneously for one dime. Presently, his locations include the five supermarkets owned by Fair Food Markets and several in downtown shopping centers.

## TEAM PLAY GETS RESULTS

DETROIT, June 27.—Team play by Joe Auton, manager of King Pin Distributing Company here, and Jack Nelson, general sales manager of Bally Manufacturing Company, Chicago, proved profitable for both organizations during a recent visit to this area by Nelson.

The pair visited several chain store and resort locations in the interest of Bally's The Champion, and Space-Ship and easily acquired several.

## Coven Summer Schedule

CHICAGO, June 27. — The Coven Distributing Company will be closed on Saturdays during July and August, President Ben Coven announced Thursday (25).

## Conn. Assn. Head Ill

HARTFORD, June 27.—Abe Fish, president of the Connecticut State Coin Association, is ill and confined to Mount Sinai Hospital here.

## KID RIDES SCORE AT WEB PARTY

NEW YORK, June 27.—Some 175 youngsters, sons and daughters of radio and television time buyers, lined up to ride the four Meteor kiddie rides, Meteor Rocket, Flying Saucer, PT-Boat and Pony Boy, Saturday (20) at a party given by WNBT-WNBC. Ted Cott, the network vice-president, arranged the affair at the Capitol Hotel Carnival Room. While the moppets were served ice cream, candy, cake and popcorn, the rides proved the biggest favorite.

### CANADIAN OPERATORS

Lowest Prices on  
CHARMS, GUM, CANDIES, NUTS,  
ACORN VENDORS and PARTS!

Name Stamps, the new sensation (works on any ink pad) \$7.50 M  
Rainbow colored movie lockets 6.00 M  
Beautiful new plastic mix 2.50 M  
Special Operators' Mix 5.00 M

FREE INTRODUCTORY OFFER  
1000 latest charms FREE with every order for 100 lbs. of International Ball Gum (210 count) @ 38¢ per lb.  
INTERNATIONAL VENDING CO., LTD.  
940 Gerrard St. E., Toronto, Ontario  
Phone: Hargrave 2179

### BEST BUY THIS WEEK SEEBURG—USED

H146 R.C. Special ..... \$ 40.00  
Model 146 M or S ..... 75.00  
H147 R.C. Special (Metal Cab.) 125.00  
Model 147 M or S ..... 90.00  
H148 R.C. Special (Metal Cab.) 175.00  
Model 148 (Cab. Light Finish) 200.00

W. B. Distributors, Inc.  
1012 MARKET STREET  
ST. LOUIS 1, MISSOURI

## MUSIC Money Makers

SEEBURG 1-46 ..... \$150  
SEEBURG 1-46 HIDEAWAY ..... 125  
SEEBURG 1-47 ..... 175  
SEEBURG 1-48 BLOND ..... 225  
SEEBURG M-100A ..... 450  
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- Keeney BIG LEAGUE BOWLER ..... 115
- Keeney SIX PLAYER ..... 225
- Keeney DELUXE BOWLER ..... 265
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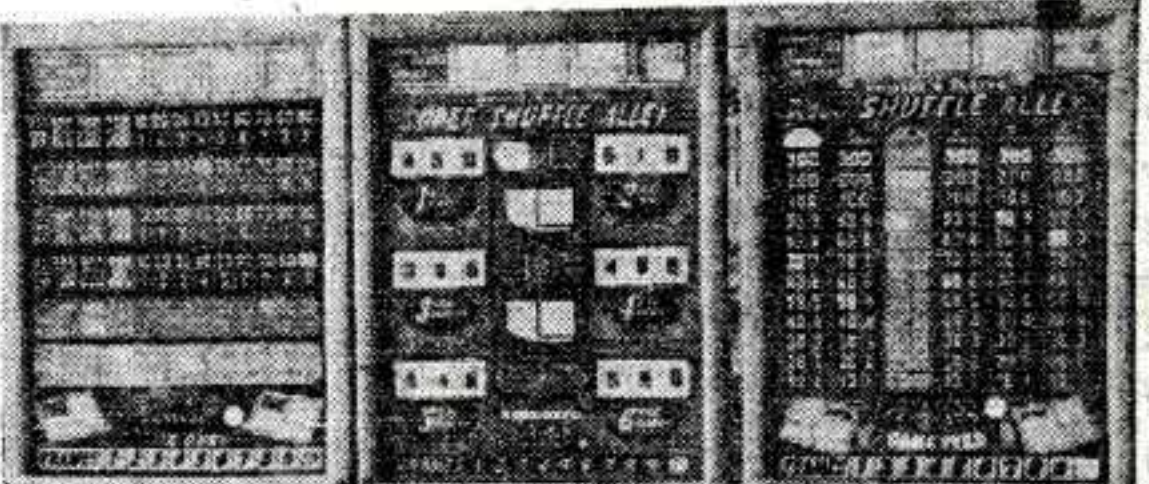


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- Beauty ..... \$475
- Palm Beach ..... 375
- Frolics ..... 365
- Atlantic City ..... 365
- Bright Spot ..... 275
- Coney Island ..... 275
- Spot Lite ..... 235
- Bright Lights ..... 175

#### United Shuffle Alleys

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1953 Catalog, 200 Illustrations, FREE  
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- Spotlite ..... 179.50
- Bright Lights ..... 124.50

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Mills, Jennings, Pace, new or used; 1946 and up.  
**V. MANCINI**  
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**Calendar for Coinmen**

- July 2—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.
- July 16—Recorded Music Service Association, annual golf party, Southmoor Club, Palos Park, Ill.
- August 2-6—National Candy Wholesalers' Association annual convention, exhibit, Conrad Hilton Hotel, Chicago.
- August 22-23—National Association of Bulk Vendors, annual convention, exhibit, Congress Hotel, Chicago.
- August 23-26—National Automatic Merchandising Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

**DENMARK TRADE**

**Arcade Units, Venders Strong in Copenhagen**

By **TED WOLFRAM**  
COPENHAGEN, June 27—Coin machines are gaining considerable ground in Copenhagen this year. For the first time, Tivoli amusement park, in the center of the city, has installed standard coin-operated venders, including two of the Wittenborg-made stocking venders and a wall-box Samson perfume vender. All three are in the Midway section of the park. Tivoli also has several small "prize package" venders in its coin-machine Arcades, but these are old model machines catering to the young.

In the Central Railway Station, directly across the street from Tivoli, the number of merchandise venders has been more than doubled in the past month. There are now two large stocking venders—one of the Soren Wistoft and the other of Wittenborg construction—and two Samson perfume venders. In addition, three photo machines, which have been empty for at least two years, are now being regularly serviced with Kodak film in standard sizes.

The non-operation period was due to difficulty in getting regular delivery of imported films. The station also has postage stamp venders, numerous scales, and two coin-operated model locomotives, as well as standard coin-operated baggage lockers.

**Other Locations**

A few additional fruit, bakery goods and sandwich venders have been set out on store-front sidewalk locations in mid-town, and new models of cigarette-cigar venders have replaced most of the former side-walk machines which were out-moded.

A recent novelty is an American-made Manley Aristocrat Popcorn Machine in the lobby of the Scala Bio mid-town movie theater. This is not coin-operated, but it indicates that there should be a market here for coin-vended popcorn as soon as dollar restriction regulations ease up.

**2 July Weddings Set**

CHICAGO, June 27.—Two members of the First Distributors staff will be married next month. Ben Michaels, co-manager of the firm's merchandise division, will marry Paula Gray, July 26, at the Beth Israel Temple, Bangor, Me. Another member of this division, Flora Callory, will exchange wedding vows with Andrew Stemple in St. Genevieve's Catholic Church, Chicago, July 11.

It is interesting to note that the Coca-Cola firm has gained good footholds in Norway and Sweden, thru arrangements with well-established brewery and bottling concerns of those countries, and is also making a bid to enter the Danish market. There are few, if any, coin-operated beverage or ice cream vending machines in the Scandinavian countries—all of which should be good fields.

There is a tendency in some European countries to turn out copies of American machines. Copies of juke boxes, games, photo machines and other coin-operated machines are much in evidence. Practically none of them bear a visible name plate of the maker, and it is difficult to get any information as to their origin.

**Charter Conn. Op Firm**

HARTFORD, June 27.—Universal Automatic Sales Company, Inc., Bristol, a new Connecticut operating firm, filed a certificate of incorporation with the secretary of state, listing authorized capital, \$100,000, with 2,000 shares valued at \$50 par; commencing business, \$41,000. Incorporators listed were Charles Noveck, New Britain; Nathan J. Noveck, and Milton Schollossberg, Bristol.

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**NEW**  
Chi Coin CROWN BOWLER  
Chi Coin 10TH FRAME TRIPLE SCORE BOWLER

**KEENEY DOMINO BOWLER**  
• TRIPLE MATCH FEATURE • MAGIC DIAL—Selects 4 ways to play.

**CARNIVAL BOWLER**  
Magic Dial—4 ways to play; 6 Players; Quick Dial Scoring; Fast, Silent Rebound.

**"First-Conditioned" KEENEY**  
SIX PLAYER ..... \$250  
SUPER DELUXE LEAGUE BOWLER 265  
LEAGUE BOWLER . 125

**UNITED**  
STAR 6 PLAYER ..... \$375  
SUPER 6 PLAYER ..... 325  
OFFICIAL S.A. .... 310  
DELUXE SIX PLAYER ..... 285  
SIX PLAYER ..... 215  
FIVE PLAYER ..... 185  
SKEE ALLEY ..... 85

**CHICAGO COIN**  
SIX PLAYER ..... \$255  
TROPHY BOWL ..... 75

**UNIVERSAL**  
HIGH SCORE BOWLER ..... \$115  
BALLY HOOK BOWLER ..... 95

**GOTTLIEB**  
Coronation ..... \$205  
Skill Pool ..... 195  
Chinatown ..... 190  
Crossroads ..... 175  
All Star Basketball ..... 145  
Globe Trotter ..... 145  
Mermaid ..... 125  
Madison Sq. Garden ..... 95  
Triplets ..... 95  
Spot Bowler ..... 95

**WILLIAMS**  
Sweepstakes ..... \$195  
Jalopy ..... 165  
Shoo-Shoo ..... 95  
Maryland ..... 49  
Gizmo ..... 35

**BINGO 5 BALLS**  
Bally YACHT CLUB United TROPICS Genco SILVER CHEST  
**"First-Conditioned"**

**BALLY**  
BEAUTY ..... \$485  
PALM BEACH ..... 385  
FROLIES ..... 350  
ATLANTIC CITY ..... 365  
SPOT LIGHT ..... 275  
BRIGHT SPOT ..... 245  
CONEY ISLAND ..... 245  
BRIGHT LIGHTS ..... 195

**UNITED**  
SHOWBOAT ..... \$325  
STARS ..... 215  
A.B.C. .... 95

**GENCO**  
JUMPING JACKS ..... \$250  
GOLDEN NUGGET .. 250

**NEW EXHIBIT SPACE GUN**  
GENCO SKY GUNNER  
ABT RIFLE SPORT  
EVANS BAT-A-SCORE  
ABT CHALLENGER

**"First-Conditioned" SEEBURG SHOOT**  
THE BEAR ..... \$235  
WMS. SUPER WORLD SERIES ..... 225  
EXHIBIT JET GUN ..... 195  
CHI COIN BAS KETBALL CHAMP ..... 195  
EX. SIX SHOOTER ..... 175  
EX. GUN PATROL ..... 175  
CHI COIN 4 PLAYER DERBY ..... 155  
TELEQUIZ ..... 165  
CHICKEN EAM RIFLE RANGE ..... 105  
RAY GUN ..... 105  
CHI COIN GOALEE ..... 95  
UN. TEAM HOCKEY ..... 85  
EXHIBIT DALE GUN 65

**5 BALLS**  
**"First-Conditioned" and Refinished**  
Bank-a-Ball ..... \$85  
Knockout ..... 75  
Dble. Shuffle. 65  
Select a Card. 55  
Telecard ..... 49

**CHICAGO COIN**  
King Pin, F.S. \$135  
Majors of 49  
Grand Award. 35  
Trinidad ..... 35  
Catalina ..... 35  
Thrill ..... 35

**GENCO**  
Double Action \$95

**CONVERSIONS**  
IT PAYS TO BUY THE BEST! GENUINE SUPER DELUXE FORMICA TOPS

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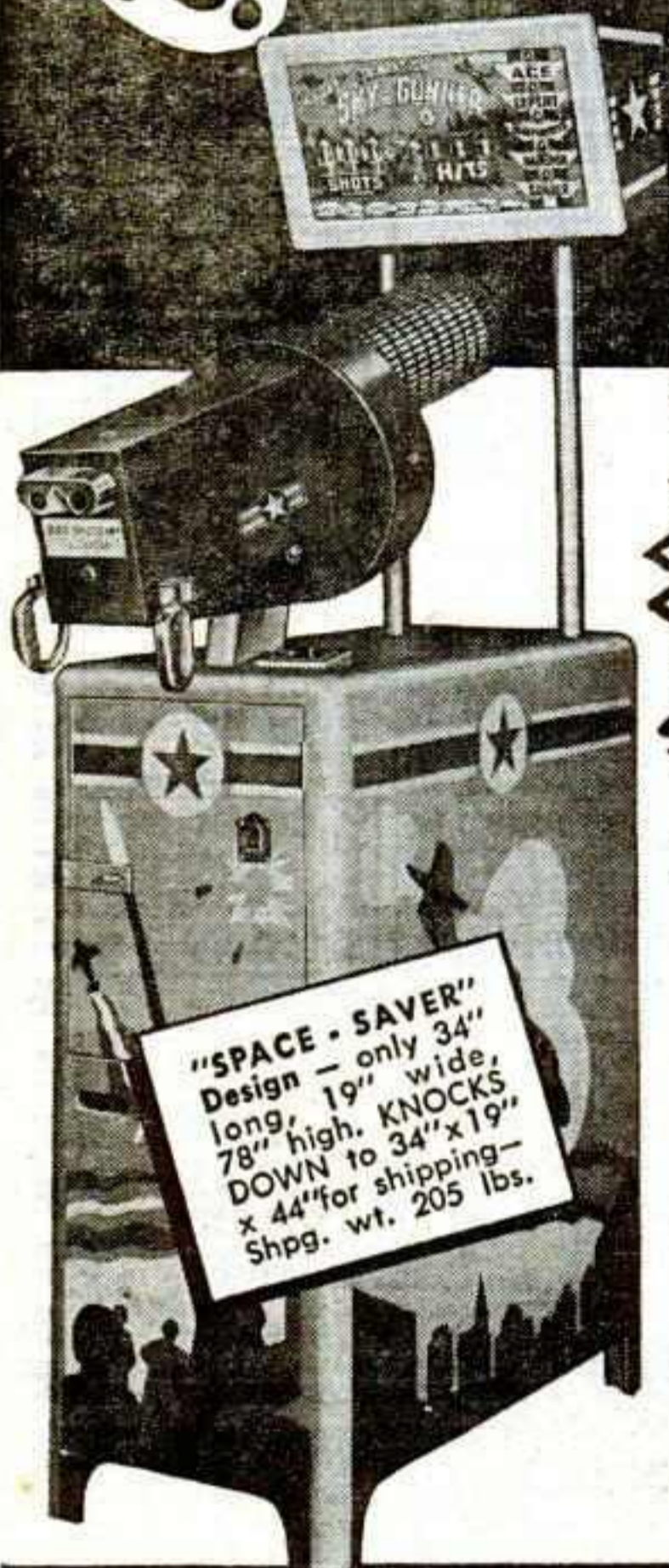
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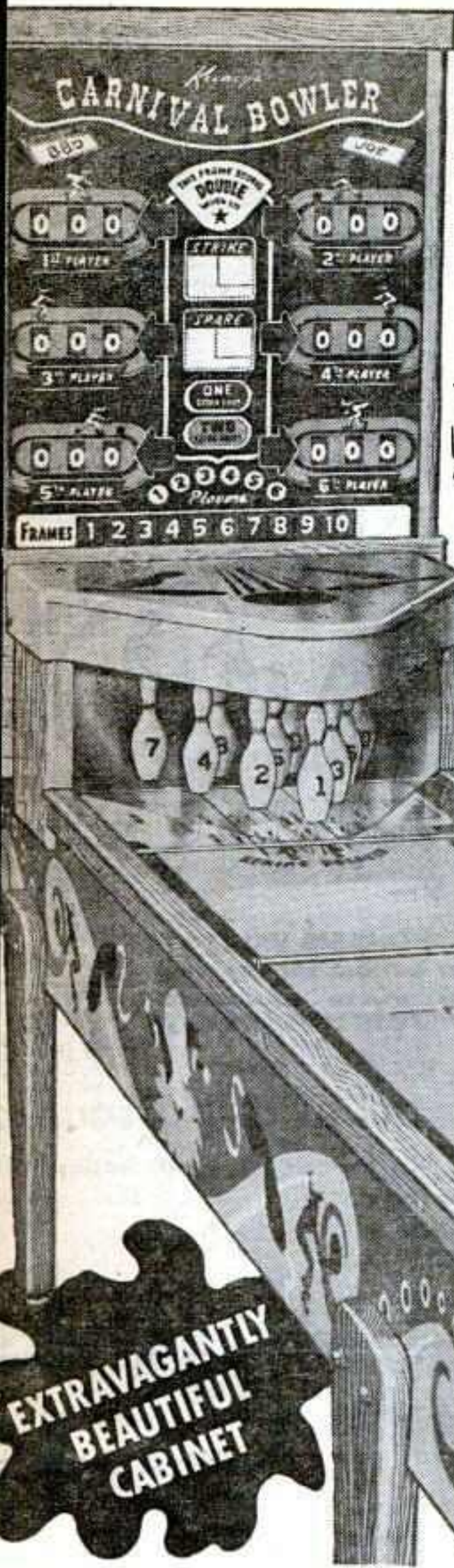
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**OPERATE**  
*Keeney's* **CARNIVAL BOWLER**

**GIANT**  
*disappearing*  
**PINS**  
**FAST SILENT REBOUND!**

**Magic Dial**  
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- 20-30 Scoring
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- Double in 3-5-7 plus 10th Frame

Meets Every Location Requirement by Adjusting MAGIC DIAL Inside the Cabinet



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**6-PLAYERS!**  
 Keeney's Carnival Bowler stimulates steady repeat play because the player's name and highest score can be written on the backglass. Designed and built for long run, dependable and profitable operation.

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 2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

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 \$15.95 ea.  
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 Minimum Order 5 Tops

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THE "The Amusement Industry's BILLBOARD Leading Newsweekly"  
 ... with Audited Paid Circulation to match!

**AUDITED PAID CIRCULATION**



*Definitely  
Tops!*  
Gottlieb's  
**GUYS AND DOLLS**

**PLAY THAT SPARKLES  
WITH SPECTACULAR  
THRILLS!**

**RESETTING SEQUENCE FROM 1 TO 9—**

**ADVANCES BONUS** for high score . . . **INCREASES VALUE** of point lanes . . . **LIGHTS ROLL-OVERS** at bottom for replays . . . **AWARDS REPLAYS** for spelling out "DOLLS" . . . **EACH RE-SET** lights one letter . . . **MYSTERY "SPOT-EM"** spots one letter intermittently at start of game.

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creates dazzling ball action . . . marvelous recovery shots . . . induces repeat play.

Lights bonus hold for replay

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**BRAND NEW!  
HIGH POWERED  
POP-UP POSTS**

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IN LOW INCOME LOCATIONS !**

There are hundreds of pre-war Phonographs still on location. These should be replaced with post-war Seeburg equipment operating from wall and counter boxes for a boost in income.

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5c-10c-25c-50c-\$1.00  
Also made for many foreign coins



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20-24-32  
Record Selections  
5c or 10c Play

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Size  
8 ft. x 2 ft.

*A Sure Winner!*  
**CHICAGO COIN'S**  
*New*  
**CROWN BOWLER**  
*Triple Match Feature*

**1** Match A  
**NUMBER**  
0-9

**2** Match A  
**NUMBER**  
and **STAR**

**3** Match A  
**NUMBER--**  
**STAR and**  
**CROWN**

**FAST ACTION!... FAST PLAY!**

**Plus! 5th Frame Score DOUBLES!**  
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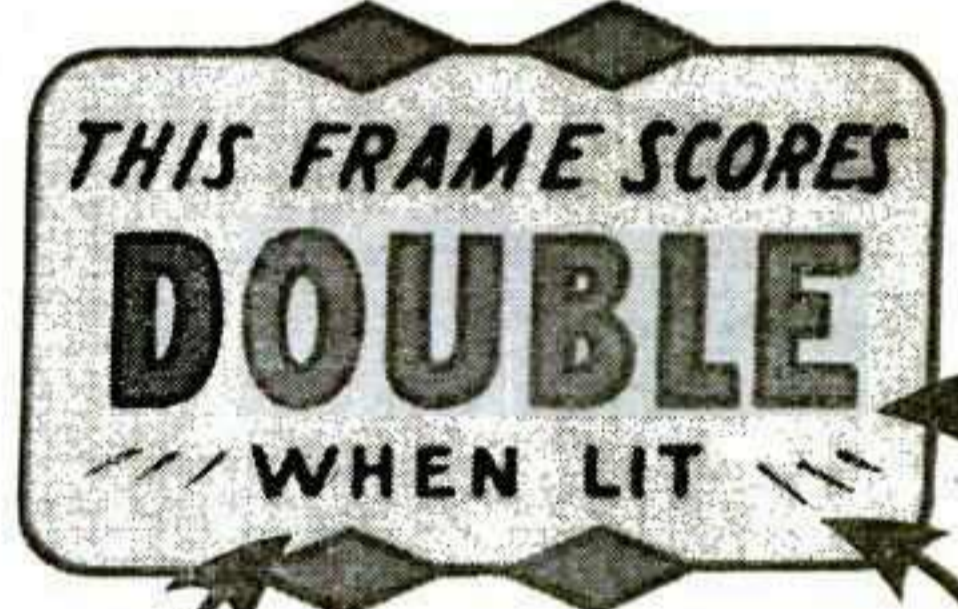
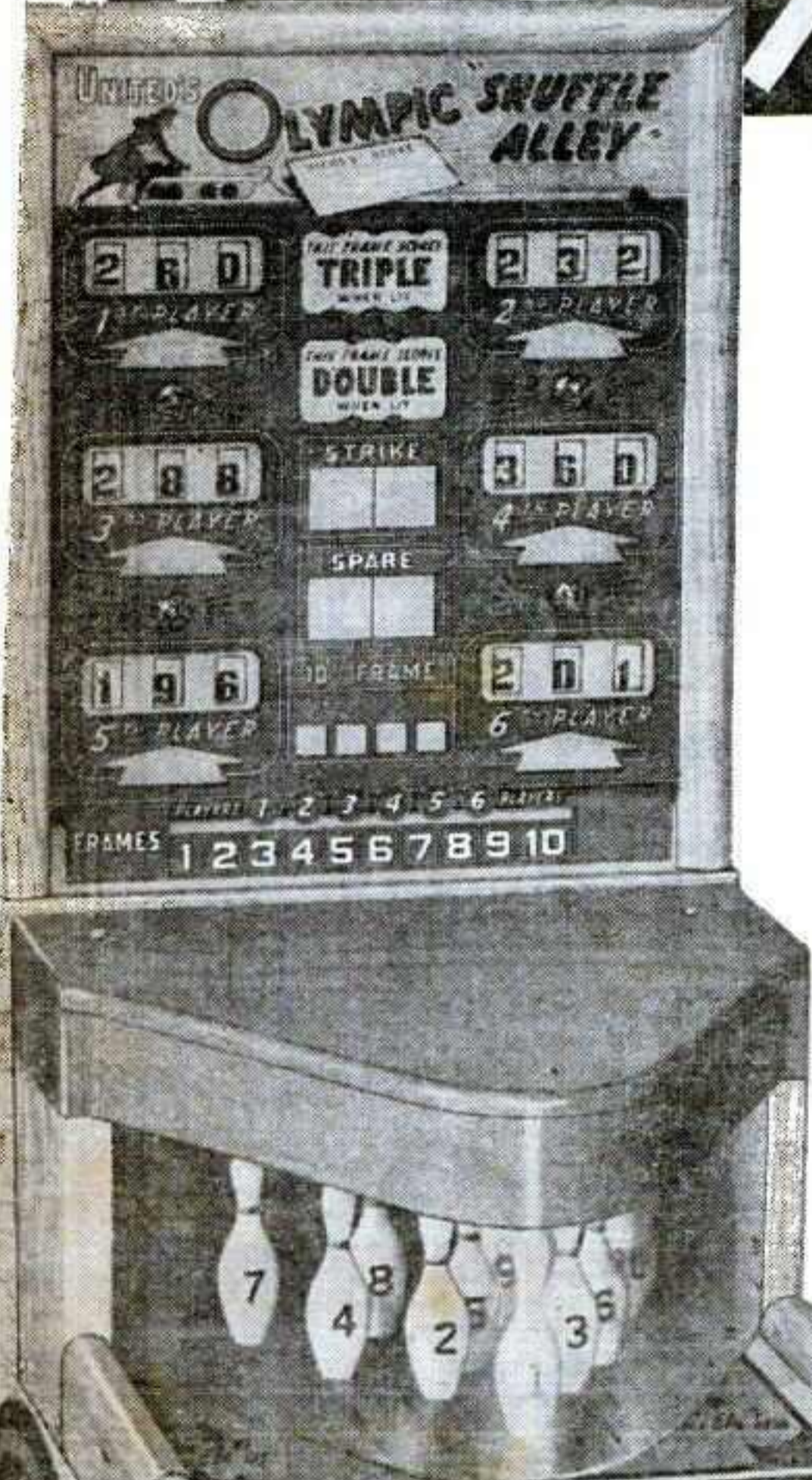
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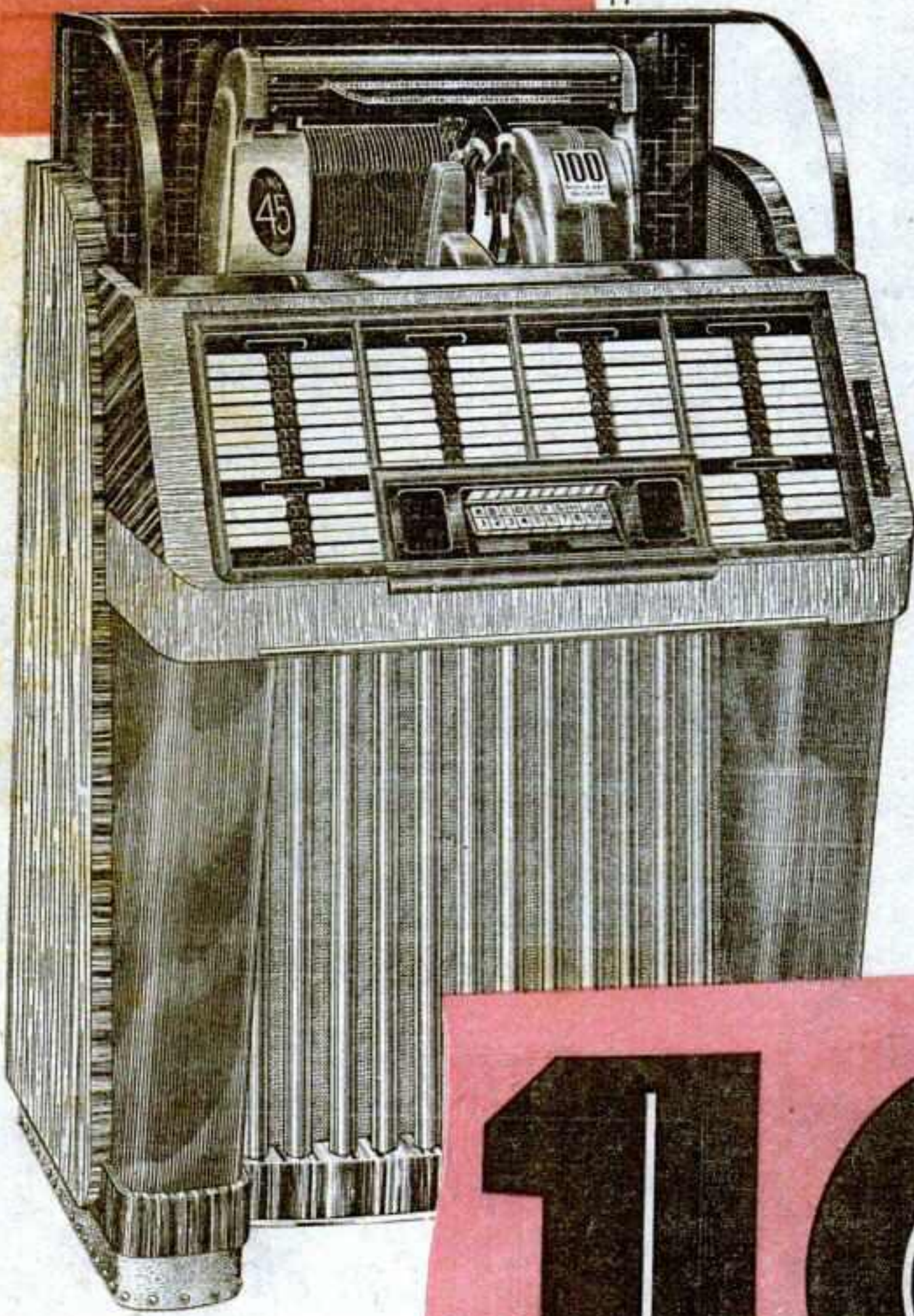
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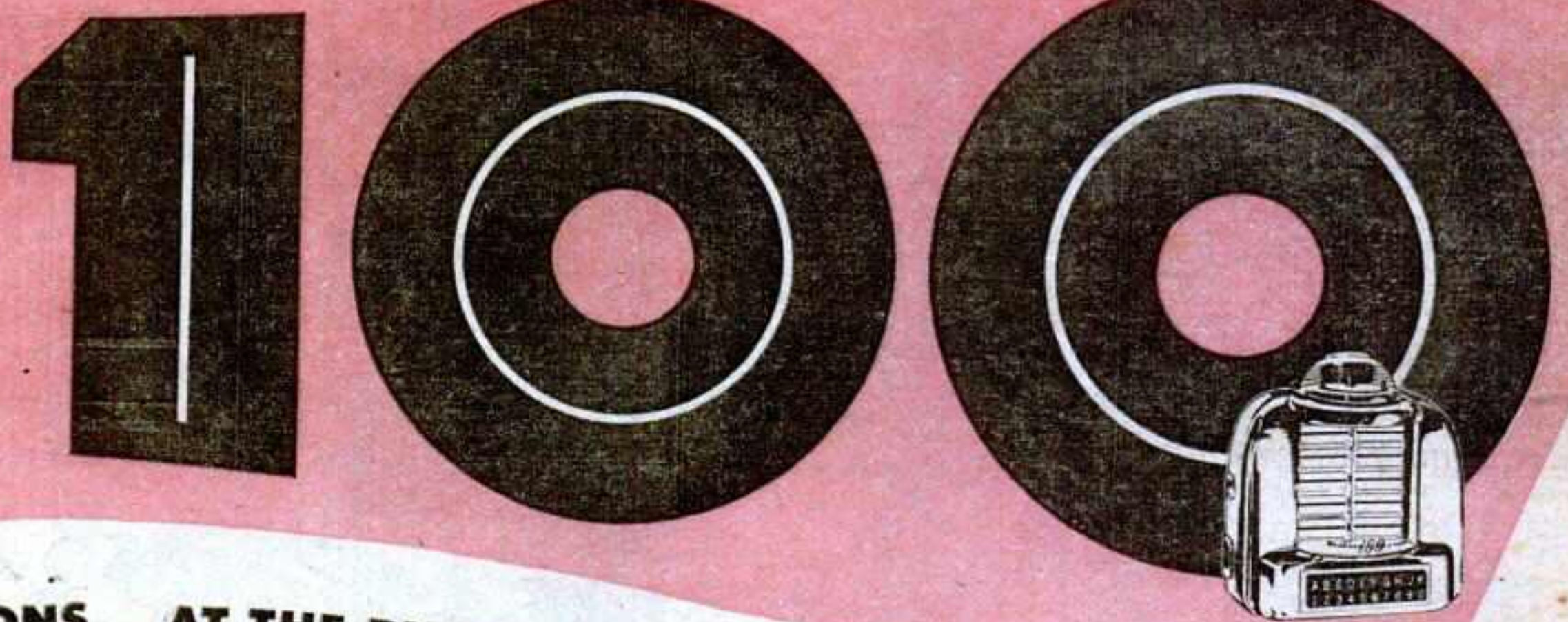
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## Alabama

**Municipal Auditorium, Birmingham**  
MANAGER: Fred McCallum, member IAAM.  
SEATING CAPACITY: 5,000 (Including 2,000 Temporary Seats.) Arena Floor: 100x150 feet. Ice Rink: None. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Martel Brett, Walker Mattison, Early Maxwell. Annual Shows: "Holiday on Ice," Home Show, Antique Dealer's Show, Food Show, Auto Shows, Commercial Shows. Only major building in greater Birmingham.  
**Fort Whiting Armory, Mobile**  
MANAGER: Lt. Col. C. H. Jones.  
SEATING CAPACITY: 2,900 (Including 2,400 Temporary Seats.) Arena Floor: 102x125 feet. Ice Rink: None. Permanent Theater-type Stage. Concessions operated by National Guard.  
Local Promoters: Theater Associates, varied; National Guard, amateur boxing. Shows: National Home Show; Wally Fowler All-Nite Gospel Singers.  
**The State Coliseum, Montgomery**  
MANAGER: A. H. Fleming.  
SEATING CAPACITY: 13,500 (Including 4,300 Temporary Seats.) Arena Floor: 130x260 feet. Ice Rink: None. Temporary Platform Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: James Rushin, American Legion, Jaycees. Annual Shows: "Holiday on Ice." This building will be completed and ready for bookings after Nov. 1st 1953.

## Arkansas

**Boys' Club, Hot Springs**  
MANAGER: Ira Lollis.  
SEATING CAPACITY: 3,200 (Including 1,200 Temporary Seats.) Arena Floor: 76x112 feet. Ice Rink, None. Permanent Theater-type Stage. Concession operation optional.  
LOCAL PROMOTERS: Lewis Goltz, wrestling; Phillip Back, varied. Building has been open only since January; have no regular bookings yet.  
**Robinson Memorial Auditorium, Little Rock**  
MANAGER: A. W. Harville.  
SEATING CAPACITY: Arena, 2,500, Music Hall, 2,986. Arena Floor: 114x96 feet. Ice Rink, None. Permanent Theater-type Stage. Concessions operated by Building.  
PROMOTERS: Phillip Back, Early Maxwell, Coulet-Lea Inc.

## California

**Berkeley High School Community Theater, Berkeley**  
MANAGER: Herold A. Buettner.  
SEATING CAPACITY: 3,497. Theater-type Stage. No Concessions.  
PROMOTERS: Ware-Hazelton, theatrical; Columbia Artists, concerts; Paul Posz, concerts. Building limited to Roadshows—Musicals, Legit, Chorus, Symphonies and Singles.  
**Veterans' Memorial Auditorium, Culver City**  
MANAGER: Arthur J. Lund, member IAAM.  
SEATING CAPACITY: 1,800 (Including 600 Temporary Seats.) Arena Floor: 100x75 feet. Ice Rink, None. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTER: Bob Fowler. Accommodations for all types of road shows. Full facilities stage, spots, dressing rooms.  
**Glendale Civic Auditorium, Glendale**  
MANAGER: Donald Bourrette.  
SEATING CAPACITY: 2,000. Arena Floor: 150x90 feet. Ice Rink, none. Permanent Theater-type Stage. Concessions operated by Building.  
LOCAL PROMOTER: Jack Bradshaw. A basement, 150x90, for exhibits, also.  
**Fresno Memorial Auditorium, Fresno**  
MANAGER: Gordon Hewson, member IAAM.  
SEATING CAPACITY: 3,500 (Including 2,500 Temporary Seats.) Arena Floor: 130x108 feet. Ice Rink, none. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Ware Hazelton, musicals, plays; Van Tonkins, dances. Annual Shows: Polack Bros. Circus, Trade Shows, Home Show, Fashion Shows, Conventions.  
**Fan Pacific Auditorium, Los Angeles**  
PRESIDENT: Charles E. Cord, member AMA, IAAM.  
SEATING CAPACITY: 6,500. Arena Floor: 250x400 feet. Ice Rink. Platform Stage. Concessions operated by building. Annual Ice Shows: "Ice Follies," "Ice Capades;" Circuses: none; Expositions: Auto, Home, Sports.  
**Oakland Exposition Building, Oakland**  
MANAGER: Lindsley C. Lueddeke, member IAAM.  
FLOOR: 48,400 sq. ft. Temporary Platform Stage, 50x90 feet. Concessions operated by Lessee. Annual Expositions: Calif. Spring Garden Show, International Home Show, East Bay Auto Show.  
**Oakland Municipal Auditorium, Oakland**  
MANAGER: Lindsley C. Lueddeke, member IAAM.  
SEATING CAPACITY: 6,736; 7,216. Arena Floor: 83' 4" x 117' 6". Ice Rink, none. Permanent Theater-type Stage. Temporary Platform Stage. Concessions operated by Lessee.  
ANNUAL SHOWS: Polack Bros. Circus, Calif. Spring Garden Show, International Home Show, East Bay Auto Show.  
**Civic Auditorium, Pasadena**  
MANAGER: Edward J. Allen, member IAAM.  
SEATING CAPACITY: 3,000. Arena Floor: 100x150 feet. No Ice Rink. Concessions operated by Building.  
**Memorial Auditorium, Richmond**  
MANAGER: John J. Garvey Jr., member IAAM.  
SEATING CAPACITY: 3,800. Arena Floor: 87x122 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**Swing Auditorium, San Bernardino**  
MEMBER: AMA.  
SEATING CAPACITY: 10,000. Arena Floor: 180x80 feet. Ice Rink, Permanent Stage. Concessions operated by building.  
ANNUAL SHOWS: "Ice Cycles."  
**Rain Auditorium, San Diego**  
MANAGER: San Diego City Schools.

SEATING CAPACITY: 2,402. Permanent Theater-type Stage. Concessions not permitted.  
LOCAL PROMOTERS: L. Palmer, Ware-Hazelton, Road Shows.  
**Cow Palace, San Francisco**  
MANAGER: Nye Wilson.  
SEATING CAPACITY: 17,619 (Including 6,692 Temporary Seats.) Oval Arena Floor: 237x142 feet, 30,100 sq. ft. Ice Rink, none. Temporary Platform Stage. Concessions operated by Lessee.  
ANNUAL ICE SHOW: Sonja Henie; Circuses: Ringling Bros and Barnum & Bailey; Boxing and wrestling. Main Building Exhibit space & aisles—70,154 sq. ft. Adjacent Building 2, including aisles—98,000 sq. ft. New concrete floor in arena.  
**Civic Auditorium, San Jose**  
MANAGER: Jay McCabe, member IAAM.  
SEATING CAPACITY: 3,330 (Including 1,330 Temporary Seats.) Arena Floor: 80x116 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Hal Moore, Wrestling; Frank Davilla, Dances; Denny Watrous, Road Shows & Concerts. Annual Shows: Polack Bros. Circus; Home Show.

## Colorado

**Denver Coliseum, Denver**  
MANAGER: Tom L. Seymour, member IAAM, AMA.  
SEATING CAPACITY: 10,000. Arena Floor: 232x112 feet. Ice Rink. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Follies," "Ice Capades," Polack Bros. Circus.  
**Mammoth Garden, Denver**  
MANAGER: Harry Shyman.  
SEATING CAPACITY: 6,000. Floor area: 16,000 square feet.  
**Pueblo Sports Arena, Pueblo**  
MANAGER: Mike Burnell.  
SEATING CAPACITY: 3,000 (Including 600 Temporary Seats.) Arena Floor: 60x100 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
LOCAL PROMOTERS: Babe Shosky, boxing; Tom Valencia, Spanish-Mexican bands.  
Arena now under construction. Available for events about Sept. 1.

## Connecticut

**Bushnell Memorial Hall, Hartford**  
MANAGER: William H. Mortensen.  
CAPACITY: 3,277. Stage. Concessions operated by Lessee.  
ANNUAL SHOW: "Ice Vogues."  
**New Haven Arena, New Haven**  
MANAGER: Nathan Podoloff, member IAAM, AMA.  
SEATING CAPACITY: 5,500. Arena Floor: 80x200 feet. Ice Rink. Concessions operated by Lessee.  
ANNUAL SHOWS: Ice shows: "Ice Follies," "Ice Capades." Circuses: Hamid-Morton, Frank Wirth.  
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## District of Columbia

**Armory, Washington, D. C.**  
MANAGER: Arthur J. Bergman, member IAAM.  
SEATING CAPACITY: 5,310 (Including 2,076 Temporary Seats.) Arena Floor: 400x200 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Super Attractions, Name Bands & Performers; Connie B. Gay, Town & Country Time, Hillbilly Bands & Dances.  
**Uline Arena, Washington D. C.**  
SEATING CAPACITY: 8,000 (Including 2,500 Temporary Seats.) Arena Floor: 187x87 feet. Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Shrine Circus, Shrine Temple; Boxing, Goldie Ahearn; Basketball, Geo. Washington University.  
ANNUAL SHOWS: "Ice Capades," "Ice Follies," Shrine Circus, Auto Shows, Ice Hockey, Roller Derby, Globetrotters.

## Florida

**Peabody Auditorium, Daytona Beach**  
MANAGER: Henry De Verner, member IAAM, ICM.  
SEATING CAPACITY: 2,560. No Ice Rink. Permanent Theater-type Stage plus portable extension stage for Ice shows, dances & fights. Concessions operated by Auditorium.  
ANNUAL SHOWS: "Ice Vogues," Beauty Pageant, Legit, etc. Building completely air-conditioned.  
**Miami Beach Auditorium, Miami Beach**  
MANAGER: Claude D. Ritter, member IAAM.  
SEATING CAPACITY: 3,534. Arena Floor: 100x130 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Claude Ritter (for City), General; Chris Dundee, Sports; University of Miami, Concerts.  
ANNUAL EXPOSITIONS: Home, Food, Sports.

**Municipal Auditorium, Sarasota**  
MANAGER: T. F. Wilson, member IAAM.  
SEATING CAPACITY: 1,800. Arena Floor: 100x100 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
**Fort Homer Hesterly Armory, Tampa**  
MANAGER: Joe Givens, member IAAM.  
SEATING CAPACITY: 6,500. Arena Floor: 120x220 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Lessee. The building handles most of the promotions itself.  
ANNUAL ICE SHOW: "Holiday on Ice." Circuses: None. Expositions: Home Shows; Others: Biggest Show; Gene Autry and all types of one nighters. Ample free parking; bus service to door.

## Georgia

**Atlanta Municipal Auditorium, Atlanta**  
MANAGER: H. H. Niebruegge, member IAAM.  
SEATING CAPACITY: 5,200. Arena Floor: 95x151½ feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by local lessee on contract.  
LOCAL PROMOTERS: J. Lee Friedman, Holiday on Ice; Paul Jones, Wrestling; Marvin McDonald.  
ANNUAL SHOWS: "Holiday on Ice,"

Hamid-Morton Circus, Home Show, Trade Shows.  
Building completely air conditioned.  
**Municipal Auditorium, Macon**  
MANAGER: Harry Willis Sr.  
SEATING CAPACITY: 3,000. Arena Floor: 65x100 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: V. E. King, Hillbilly, Quartets, Ice Shows; J. H. Waits Jr., Road Shows, Dances, Ice Shows; Clint Brantley, Colored attractions, Dances.  
ANNUAL SHOWS: "Ice Vogues," Shrine Circus.

## Illinois

**Chicago Arena, Chicago**  
MEMBER: IAAM, AMA.  
SEATING CAPACITY: 5,500. Arena Floor: 100x265 feet. Ice Rink. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Follies," "Ice Capades." Booked by AMA.  
**Civic Opera House, Chicago**  
MANAGER: J. Charles Gilbert.  
SEATING CAPACITY: 3,600. Large Permanent Theater-type Stage. Concessions operated by Lessee. Opera, Ballet, and large musical shows; conventions, dealer meetings, and trade shows of every description. Stage is 125 ft. wide, wall to wall, by 75 ft. deep with a 50 ft. proscenium opening.  
**International Amphitheatre, Chicago**  
MANAGER: Merton E. Thayer, member IAAM.  
SEATING CAPACITY: 9,000. Arena Floor: 123x238 feet. Concessions operated by Building.  
ANNUAL SHOWS: "Holiday on Ice," Sonja Henie.  
**Almad Shrine Temple, East St. Louis**  
MANAGER: Tom Potts, Recorder.  
SEATING CAPACITY: 3,000. (Including 1,500 Temporary Seats.) Permanent Theater-type Stage. Concessions operated by Lessee.  
**Shrine Mosque, Peoria**  
MANAGER: Leonard B. Potter.  
SEATING CAPACITY: 1,828. Permanent Theater-type Stage. Concessions, None.  
Local Promoters: Various, Orchestras, Stage Shows.  
ANNUAL SHOWS: None.

## Indiana

**Indiana University Auditorium, Bloomington**  
MANAGER: Donald H. Horton.  
SEATING CAPACITY: 3,788. Permanent Theater-type Stage. Concessions operated by Building. All productions booked thru H. W. Jordan, Director of Auditorium Programs, Indiana University.  
ANNUAL SHOWS: 2 or 3 legit shows, Ballet, Concerts in University series.  
**Allen County Memorial Coliseum, Fort Wayne**  
MANAGER: Don Myers, member IAAM.  
SEATING CAPACITY: 10,000 (Including 2,500 Temporary Seats.) Arena Floor: 223x108 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
Local Promoters: Zollner Productions, Inc., Pro Basketball; Ft. Wayne Enterprises, Inc., Hockey.  
ANNUAL SHOWS: "Holiday on Ice," Polack Bros. Shrine Circus, Home Show, Auto Show, Food Show.  
**Butler Univ. Field House, Indianapolis**  
SEATING CAPACITY: 15,052 (Including 6,052 Temporary Seats.) Arena Floor: 250x175 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building.  
**Indiana State Fair Coliseum, Indianapolis**  
MANAGER: October-May, R. D. Miller; other time, Indiana State Fair.  
SEATING CAPACITY 7,839. Arena Floor: 120x300 feet. Ice Rink, 70x200 feet. Portable stage. Concessions operated by Lessee.  
ANNUAL SHOW: "Hollywood Ice Revue."

## Iowa

**Mason Auditorium, Davenport**  
MANAGER: Art Pearce, member IAAM.  
SEATING CAPACITY: 2,700. Arena Floor: 60x80 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building and Lessee.  
ANNUAL SHOWS: Shrine Circus, KRNT Theater, Des Moines  
MANAGER: D. C. Peterson, member IAAM.  
SEATING CAPACITY: 4,139. Permanent Theater-type Stage. Concessions operated by Lessee. Theater handles its own promotions.  
ANNUAL SHOWS: "Holiday on Ice."  
**Ottumwa Coliseum, Ottumwa**  
MANAGER: M. J. Rogers.  
SEATING CAPACITY: 2,000 (Including 1,300 Temporary Seats.) Arena Floor: 80x120 feet. Ice Rink, none. Permanent Theater-type Stage. Concessions operated by Lessee. Local Promoter using the facilities: Jerry Meeker, Wrestling.  
ANNUAL ICE SHOWS: None recently; Circuses: Clyde Bros.; Gil Gray; Expositions: None. Name Bands from MCA. About 10 "Grand Ole Opry" shows each season.  
**Sioux City Municipal Auditorium, Sioux City**  
MANAGER: Robert D. Hinchman, member IAAM.  
SEATING CAPACITY: 4,405. (Including 1,920 Temporary Seats.) Arena Floor: 61x110 feet. Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee. Local Promoter: Robert D. Hinchman, all attractions.  
ANNUAL ICE SHOWS: "Holiday on Ice," "Ice Cycles;" Circuses: Shrine; Expositions: Completed in 1950, equipped for all types of attractions.  
**Hippodrome Auditorium, Waterloo**  
MANAGER: Win. F. Hansen, member IAAM.  
SEATING CAPACITY: 7,969 (Including 1,000 Temporary Seats.) Arena Floor: 100x200 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building. Local Promoters: C. L. Nixon and Waterloo Entertainment Enterprises.  
ANNUAL SHOWS: "Holiday on Ice," Hagen Bros. Circus, Home Show, Dog Show, National Stallion Show. Dressing rooms and shower facilities available.

## Kansas

**Convention Hall, Hutchinson**  
MANAGER: Curley Miller.  
SEATING CAPACITY: 3,100 (Including 1,784 Temporary Seats.) Arena Floor:

54x118 feet. Ice Rink, none. Permanent Theater-type Stage. Concessions operated by Lessee. Local Promoters: Vern Hamilton, Hap Preerles.  
ANNUAL SHOWS: "Ice Capades," Gil Gray Circus.  
**Sports Arena, Hutchinson**  
MANAGER: Curley Miller.  
SEATING CAPACITY: 3,927 (Including 2,072 Temporary Seats.) Arena Floor: 138x160 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Lessee. Local Promoters: Vern Hamilton, Hap Preerles.  
ANNUAL SHOWS: "Ice Vogues," Clyde Bros' Circus, Home Show, Hobby Show.  
**Municipal Auditorium, Topeka**  
MANAGER: H. C. Snyder, member IAAM.  
SEATING CAPACITY: 4,200. Arena Floor: 100x130 feet. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Vogues," "Ice-landia," Clyde Bros. Circus, "Skating Vanities."

## Kentucky

**Hazard Memorial Gymnasium**  
MANAGER: James Caudill.  
SEATING CAPACITY: 2,700 (Including 200 Temporary Seats.) Arena Floor: 90x60 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building. Local Promoter A. V. Bamford.  
ANNUAL SHOWS: Ice Shows: None; Circuses: All-American; Expositions: Home Show.  
**Louisville Memorial Auditorium**  
MANAGER: Maurice W. Settle.  
SEATING CAPACITY: 2,349. Permanent Theater-type Stage. Concessions operated by Building. Local Promoters: J. H. Thumon, UBO Attractions; Wm. G. Meyer, Concerts, Ballet, Opera.

## Louisiana

**New Orleans Municipal Auditorium**  
MANAGER: William A. Coker, member IAAM.  
SEATING CAPACITY: Arena, 10,000; Auditorium, 5,000; Concert Hall, 3,000. Arena Floor: 32,250 square feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
LOCAL PROMOTERS: Salvador Mancuso, Gar Moore, Stage Shows.  
ANNUAL SHOWS: "Holiday on Ice," Tom Pack's Circus, Home Show.  
**Shreveport Municipal Memorial Auditorium**  
MANAGER: E. P. Allison, member IAAM.  
SEATING CAPACITY: 3,740. Arena Floor: 76x90 feet. Concessions operated by Lessee.  
ANNUAL SHOWS: "Holiday on Ice," "Ice Vogues," Shrine Circus.

## Massachusetts

**Boston Garden**  
MANAGER: Walter A. Brown. Member IAAM, AMA.  
SEATING CAPACITY: 13,750. Arena Floor: 100x225. Ice Rink, Portable Stage. Concessions operated by building.  
ANNUAL SHOWS: "Ice Capades," "Ice Follies," Ringling-Barnum Circus, Hamid-Morton Shrine Circus.  
**Rex Arena, Lowell**  
MANAGER: Charles Daucesse.  
SEATING CAPACITY: 2,000. Arena Floor: 280x65 feet. Concessions operated by Building.  
**North Shore Sports Center, Lynn**  
MANAGER: Larz J. Anderson.  
SEATING CAPACITY: 5,000 (Including 3,000 Temporary Seats.) Arena Floor: 124x190 feet. Ice Rink, Temporary Platform Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Lynn Chamber of Commerce, Home Show; Various, Dances, Banquets, Meetings; Paul Bowser, Wrestling. Operates as Ice Rink 9 months of year.  
**Coliseum, Springfield**  
MANAGER: Eddie W. Shore. Member IAAM.  
SEATING CAPACITY: 6,000. Arena Floor: 115x200. Ice Rink. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Follies," "Ice Capades."  
**Worcester Memorial Auditorium**  
MANAGER: Frank G. Kronoff.  
SEATING CAPACITY: 3,446. Arena Floor: 157x116 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.

## Michigan

**Masonic Temple, Detroit**  
MANAGER: C. W. VanLopik. Member IAAM.  
SEATING CAPACITY: 4,600. Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
ANNUAL SHOWS: "Holiday on Ice."  
**Civic Auditorium, Grand Rapids**  
MANAGER: Fred J. Barr Jr. Member IAAM.  
SEATING CAPACITY: 6,000. Arena Floor: 15x110 feet. Permanent Theater-type Stage. Concessions operated by Building.  
ANNUAL SHOWS: Orrin Davenport Circus, Home Show, Sports Show, Flower Show.  
**Palestra Ice Palace, Marquette**  
MANAGER: Morgan J. Gingrass.  
SEATING CAPACITY: 2,500 (Including 2,000 Temporary Seats.) Arena Floor: 197x83 feet. Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
ANNUAL SHOWS: Local Ice Show, Shrine Circus.  
**Saginaw Auditorium**  
MANAGER: Kenneth B. Forbes.  
SEATING CAPACITY: 2,750 (Including 1,220 Temporary Seats.) Arena Floor: 85x75 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
LOCAL PROMOTERS: Phil Simon, Shows; C. A. Seidel, Wrestling; Henry Steiert, Boxing.  
ANNUAL CIRCUSES: Orrin Davenport; Expositions: Home Show, Outdoor Show.

## Minnesota

**Hippodrome, Eveleth**  
MANAGER: Frank Urbina.  
SEATING CAPACITY: 3,080. Arena Floor: 85x190 feet. Ice Rink, 190x85 feet. Portable stage, 16x24 feet. Concessions operated by Lessee.  
ANNUAL SHOWS: "Minneapolis Ice Follies," Sportsman's Shows Inc.

**Hibbing Memorial Building**  
MANAGER: Jess T. Porteous.  
SEATING CAPACITY: 5,000 (Including 2,600 Temporary Seats.) Ice Rink. Temporary Platform Stage. Concessions operated by Lessee.  
ANNUAL SHOWS: Amateur Icer; Shrine Circus, American Legion Exposition.  
**Municipal Auditorium, Minneapolis**  
CO-MANAGERS: Atwood R. Olson, Melvin A. Dahl. Member IAAM.  
SEATING CAPACITY: 9,501. Arena Floor: 120x210 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
ANNUAL SHOW: Shrine Circus.  
**Mayo Civic Auditorium, Rochester**  
MANAGER: Axel H. Reed. Member IAAM.  
SEATING CAPACITY: 3,800. Arena Floor: 130x70 feet. Ice Rink. Concessions operated by Building.  
ANNUAL SHOW: "Ice Cycles."  
**Auditorium, St. Paul**  
MANAGER: Edward A. Furni. Member IAAM.  
SEATING CAPACITY: 15,000. Arena Floor: 100x200 feet. Ice Rink. Concessions operated by Building.  
ANNUAL SHOWS: "Ice Capades," Orrin Davenport Circus.

## Mississippi

**City Auditorium, Columbus**  
MANAGER: J. E. Land.  
SEATING CAPACITY: 2,500. Arena Floor: 60x90 feet. No Ice Rink. Temporary Platform Stage. Concessions operated by Building.  
LOCAL PROMOTERS: Early Maxwell Associates, Orchestra, Concert, Dance; Shriners, Junior Chamber of Commerce, Minstrels, Grand Ole Opry; Local Gospel Singers, Gospel Singers, Quartets, Conventions.  
ANNUAL ICE SHOWS: Symphony on Ice.

## Missouri

**Municipal Auditorium, Kansas City**  
DIRECTOR: Clarence B. Hoff, member IAAM.  
SEATING CAPACITY: 11,000 (Including 2,500 Temporary Seats.) Arena Floor: 127x220 feet. No Ice Rink. Permanent Theater-type Stage in Music Hall. Temporary Platform Stage in Arena. Concessions operated by Lessee.  
LOCAL PROMOTERS: John Antonello, Roadshows, Concerts, Dances; George Simpson, Wrestling; David Booker, Dances; Ruth Seufert, Concerts.  
ANNUAL ICE SHOW: "Holiday on Ice;" Circuses: Hamid-Morton; Orrin Davenport; Expositions: Home Show.  
**City Auditorium, St. Joseph**  
MANAGER: Lewis Wallace.  
SEATING CAPACITY: 3,000. Arena Floor: 140x70 feet. No Ice Rink. Stage. Concessions operated by Building.  
ANNUAL SHOWS: Clyde Bros. Circus, Better Homes Show, Food Show, Farm Implement Show.  
**Arena, St. Louis**  
MANAGER: Emory D. Jones, member IAAM, AMA.  
SEATING CAPACITY: 16,500. Arena Floor: 254x100 feet. Ice Rink, Concessions operated by Building.  
ANNUAL SHOWS: "Ice Capades," "Hollywood Ice Revue," Tom Packs and Police Circuses.  
**Kiel Auditorium, St. Louis**  
MANAGER: Louis J. Gualdoni. Member IAAM.  
SEATING CAPACITY: 10,500 (including 2,875 Temporary Seats.) Arena Floor, 114x169 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Entertainment Enterprises, Concerts; American Theatrical Co., Musicals.  
ANNUAL EXPOSITIONS: Auto Show, Home Show, Sportsman Show. Other Trade Shows and Conventions.

## Montana

**Shrine Auditorium, Billings**  
MANAGER: Don Jewell.  
SEATING CAPACITY: 3,000 (Including 1,300 Temporary Seats.) Arena Floor: 70x120 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Building.  
ANNUAL SHOWS: Horace Heidt, Gil Gray Circus, Auto Show, Home Exposition.  
**Municipal Gym, Grand Island**  
MANAGER: William E. Dauer.  
SEATING CAPACITY: 3,500 (Including 700 Temporary Seats.) No Ice Rink. Temporary Platform Stage. Concessions operated by Building.  
ANNUAL CIRCUS: Shrine.  
**Memorial Auditorium, McCook**  
MANAGER: Leland Nelson.  
SEATING CAPACITY: 1,816 (Including 900 Temporary Seats.) Arena Floor: 92x54 feet. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: Vernon Westkamp, Dances; Frank Hamilton, Community Concert.  
ANNUAL CIRCUS: Gil Gray.  
**Ak-Sar-Ben Coliseum, Omaha**  
MANAGER: J. J. Isaacson, member IAAM.  
SEATING CAPACITY: 10,000. Arena Floor 100x240 feet. Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Capades," "Hollywood Ice Revue," Home Show, Livestock Show.

## Nebraska

**City Auditorium, Omaha**  
MANAGER: C. W. Stevenson.  
SEATING CAPACITY: 3,850. No Ice Rink. Permanent Theater-type Stage. Concessions operated by Lessee.  
LOCAL PROMOTERS: World-Herald, Road Shows; Max Clayton, Wrestling, Boxing.  
ANNUAL CIRCUS: Shrine. Auto Shows.  
**Atlantic City Auditorium & Convention Hall, Atlantic City**  
MANAGER: P. E. M. Thompson, member IAAM.  
SEATING CAPACITY: 40,000. Arena Floor: 288x488 feet. Ice Rink. Permanent Theater-type Stages. Concessions operated by Lessee.  
ANNUAL SHOWS: "Ice Capades" for six weeks in summer. Various Conventions and Expositions.

In the San Francisco Bay Area, it's the

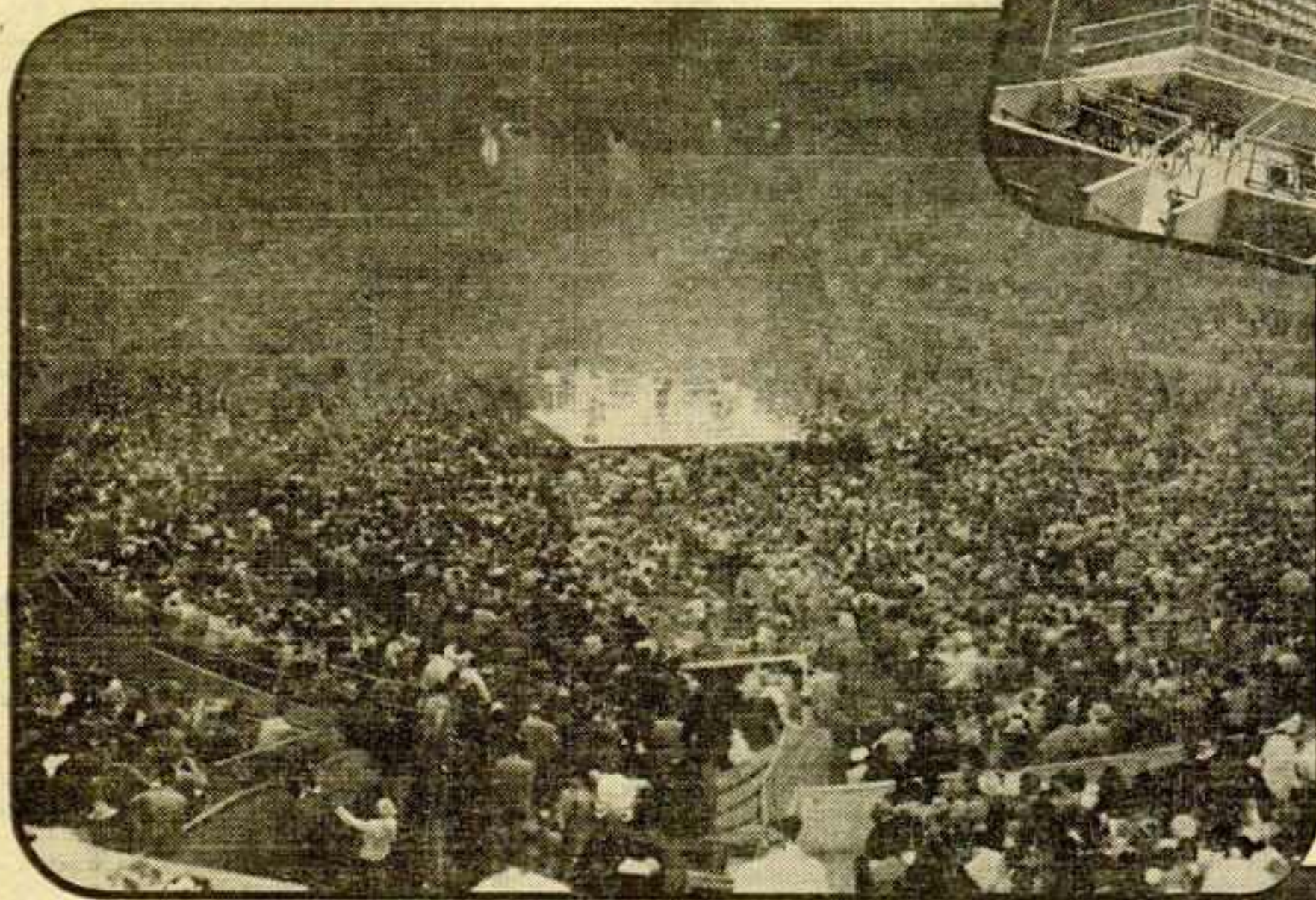
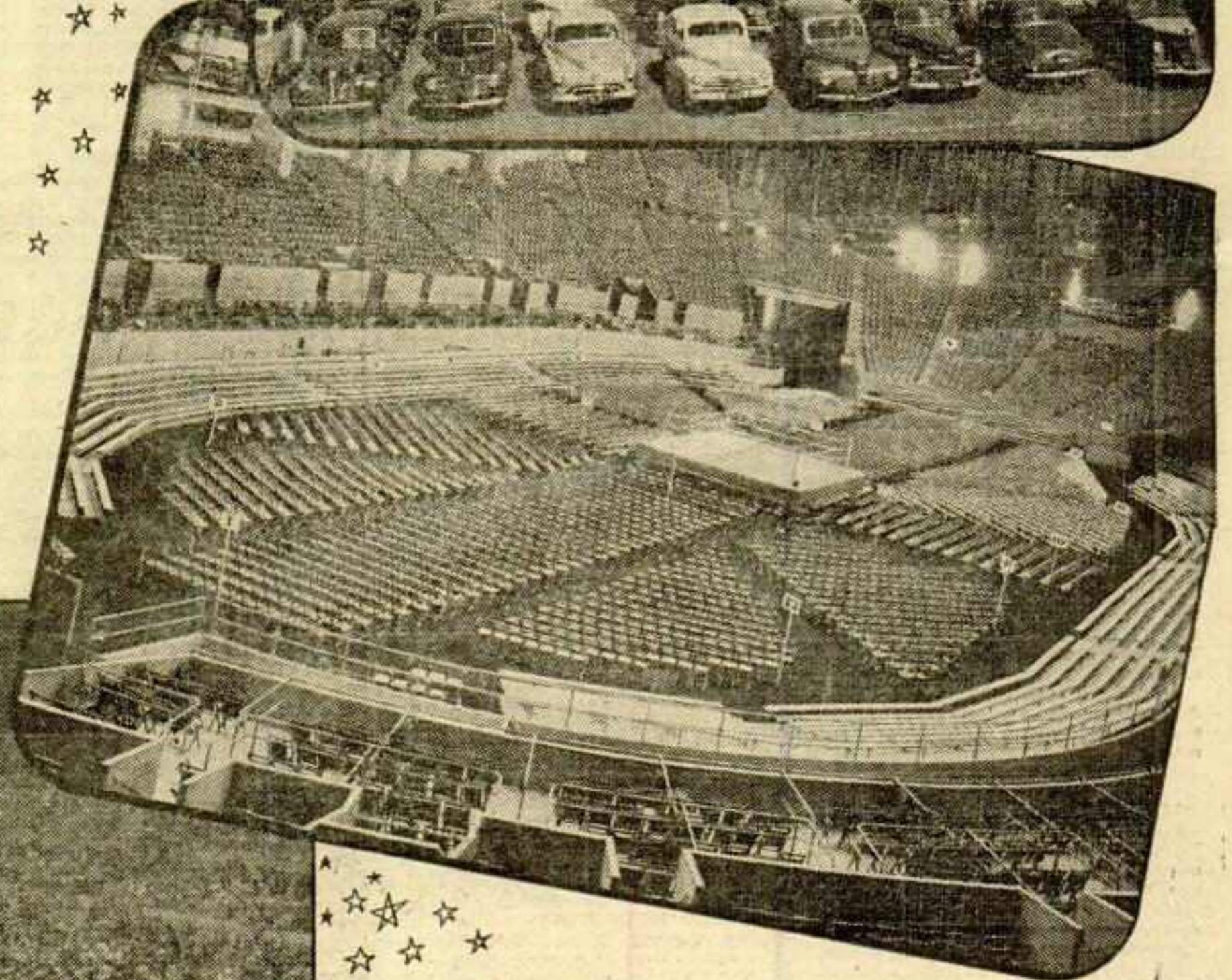
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| Intercollegiate Basketball                | Spanish Fiesta and Rodeo                   | Sports Shows, Trade Shows and Exhibits            |
| Boy Scout Exposition                      | Eisenhower Rally                           | World's Championship Boxing and Wrestling Matches |
| Boy Scout-o-Rama                          | Stevenson Rally                            |                                                   |
| All Arabian Horse Show                    |                                            |                                                   |
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# COW PALACE

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