

# **New TV Powers Shape Plans** As Post-Freeze Era Nears

# AS D.J., HE'S QUITE A SOLON

WASHINGTON, March I. -Sen. Charles Tobey (R. N. H.), known as "God's An-ger Man" since his participa-tion in the televised Senate Crime Hearing, will turn disk jockey for a hall-hour show. The Senator, who is expected to feature spiritual music over WGNS here; will be one of many celebrities who will play and explain their favor-ite music over the station in a series of J0-minute programs launched today at 3 pm. with book critic Clifton Fadiman.

N. Y. Musicians Loosen Grip on Video Remotes

Local 802 Allows Shows From Three Manhattan Spots

# RADIO GOES TO MARKET FOR "LUCK"

OR "LUCK" DETROIT, March 1.—The corner store becomes an orig-ination point with the new "Good Luck to You" show which opened this week on Win. Chow is being aired fine days a week at 4 p.m., with each day's origination moved be a different grocery of the Big Bear chain. "Luck" is a guiz show, Contestants are picked from the market pa-trons daily. Ralph Freeman is quizmaster. Show is spon-sored by Jelke Good Luck Products.

# **Brokers Now Go** Alfresco

CHICAGO, March 1 .- Broker-

IT'S REVOLUTION!

nouse outlined how it is reaching out to attract new customers (and to sell the capitalistic system) and in its presentation reproduced a three-column picture of the firm's exhibit at the lowa State Fair, Des Moines. Use Billboard Pic

Use Billboard Pic The reproduction was of a three-column cut which ran in The Bill-board's Cavalcade of Fairs Issue and cartied the same caption and cutlines. The cutlines pointed out that the farmers found the exhibit interesting "and the brokerase (Continued on page 56) tomorrow (2) (The Billboard Feb-

# Scripps, Luce Mull **Networking Policy**

Entry of Loew's-M-G-M Seen Possibility As Okay of UPT-ABC Merger Is Awaited

**Liberty Price Cut** 

As Okay of UPT-ABC Merger Is Awaited New YORK, March 1—Tele-ning to clarify itself in at least time respect this week, as indica-time respect this week destines. The serips-Howard interests are as plotal, when and if its mergardea-respect industry are turee and character of these men as personalities. Trice personalities.

By BOB ROLONIZ

# Miami Rakes Dough After Starting Slow

By HILL SMITH MIAMI, March 1. — A season tremhling suddenly bloomed forth with night clubs jammed, hotels full and forecasts now general that everything will come out okay in the end. The pick-up began in mid-February. Hotels which had here tofere offered deals suddenly found themselves with full power

# CROSBY SWEET A TASTY TREAT

INDIANAPOLIS, March 1. -Bing Crosby, thru Bing Crosby Enterprises, Inc., has branched out into still another

branched out into still another new field, with the formation of Bing Crosby Ice Cream. Franchises will be granted for the manufacture and saled of the ice cream and by-prod-uets by the firm. Presentation of the new venture was nade to the American Ice Cream Mer-chandising Council here by Everett Crosby, Enterprises, and Charles Brown, vice-presi-dent.

# **Rest Hold Worthless Pacts**

NEW YORK. March 1.—The here are some types of people and firms on the Masic Performance Trust, the Masic Performance Trust, the merican the trust fund to enter the diskeries or marcinal base of the American Federation of Musicians. Signatories the demonstrations have been been demonstration record. The Billboard at transcription of the American Federation of Musicians. Signatories at the diskeries as matters for combinations the fund that 683 of the signatories or the diskeries are abult to the fast that 683 of the signatories the money to musicians and Individuals with the diskurses the money to musicians for free public performs who have become signatories are abult 300 recording the rowite works of their public performances. The fast that fixes are abult 300 recording the trust fund to present the instrumental work of their public performances agents, radio stations, the signatories with the signatories with the students or student tors. Radio announcers, teachers, music and balance in the signatories with the trust fund to a lass for the public performers and the signatories are abult 300 recording the solutions the fund signatories with the students or student tors. Radio at the signatories with the students or student or public performers and the public performance and the students or student or public performers and the student or public performers and the student or public performers and the student or student

Whirls Disk Trade ruary 23). This sale, the first of its type on all new records by the Liberty chain, will run indefi-nitely and kicked off via five-NEW YORK, March 1.-The via five-lew York

Liberty chain, will run indefi-nitely and kicked off via five-column ads in The New York Herald Tribune. These ads read "Sale of All Records at 30 per cent off. All Makes — All Speeds — All Sizes. Columbia, London, RCA Victor, Decea, Capitol, Mercury, MGM and all others." In discussing the sale. Ben Kaye, Liberty topper, stated: "We believe that the prices of records will come down, and we are an-xilous to clear our inventory be-fore they do. In recent discussions with the powers that be in the record manufacturing industry we are led to believe that the prices of records are too high and if <u>(Continued on non: 15)</u>



The pick-up began in mid-The pick-up began in mid-Fobruary. Hotels which had here-tore offered deals suddenly found themselves with full buses. One week some of the off-beach hotels asked S5 a day for singles: the next week the bite was \$10 and no rooms to be had. Beach-front hotels bindly raised their state and provide the state of the sta

CHICAGO, March 1.—Broker-age firms continue to show mount-ing interest in exhibiting at fairs as a way to interest money-hold-ing rural people in the acquisition of stocks and bonds. Two brokerage firms, one more than last year, had exhibits at the 1952 Florida State Fair at Tampa-More recently still another firm, and the largest in the field. Merrill Lynch, Pierce, Fenner & Beane, paid tribude to fairs as a way of reaching potential customers. In its annual financial report to the firm's partners, employees and customers, the huge brokerage house outlined how it is reaching out to attract new customers (and

# **Billboard Backstage**

"Don't lose another minute," the man urged. "There's no cost, no obligation. Tonight, within minutes after you phone us, you may be watching a million doi-lars' worth of entertainment in the confort of your own home. Tonight, see Arthur Godfray, see Kate Smith, see the great fight between Archie Moore and Jim-my Slade. Tonight, see the full-hour dramatization of the J. P. Marquand novel, "Melville Good-win, U.S.A." starring Paul Kelly. Just phone Piaza 0.0000 and we will deliver a brand new, 20-inch Greatest-Ever Television set into you home within the hour. If you like it you keep it and pay a few cents a day. If you don't there's no obligation. Don't go on missing these great shows." This is not an exponent of television taking. This is a man on the radio, which like other media, has been getting its ears knocked off by television. This is a man on the radio, which is battling to hold audiences against television.

2

This is a man on radio? Nay, this is several hundred men on several hundred, possibly over a thousand radio stations, talking to millions of people who are, at the moment, listening to the radio.

By JOE CSIDA-jockeys on countless stations sponsored by local appliance dealers. The television shows listed are actually shows two different jockeys were touting last Wednesday night as I was driving home. And the fascinating factor in this spectucle, which seems to me somewhat akin to a man cutting bis own throat, is that it seems perfectly proper. Or, at the very le ast, unavoidable. Appliance dealers are among the heaviest advertisers in local radio. They are among the most consistent typosons of disk jockey shows. Television sets are among the major items they have to sell. One of the soundest ways to sell TV sets is to point out to the prospective purchaser that he will get great entertainment, for free, in the comfort of his own home. So there is no way, of course, is which the operator of course.

home. So there is no way, of course, in which the operator of a radio-station may justifiably prevent such an advertiser from touting a fiercely competitive medium on the air. And if be could, and did, there are other advertising media, other merchandlsing de-vices which would sell television sets anyway. Here's Another

propositions, here's another. The disk jockey shows on which these appliance dealers urge radio listeners to buy TV sets and spend their hours watching video are built largely on the talents of singers and bands, whose records, of course, make up these shows. While the radio stations use these recorded talents with no remu-neration whatsoever to the talent, the recording companies, the music publishers and the talent and their managers do everything but wash the disk jockeys' dirty socks to persuade the latter to play their records. Why? Simply because if they play an artist's records long enough he becomes a Johnny Ray or a Tony Bennett or an Eddie Fisher or a Guy Mitchell or a Rosemary Clooney. And Ray, Bennett, Fisher,

Mitchell or a Rosemary Clooney, And Bay, Bennett, Fisher, Mitchell and Miss Clooney have earned large quantities of loot doing guest shots on belevision. Which they would never have been able to earn if the disk jockeys hadn't played them into stardom. Which the disk pockeys wouldn't be able to do if they didn't have sponsors who pay the deejays to sell television sets. Put these wonderfull wacky

several hundred, possibly over a fincula, other merchandising de-thousand radio stations, talking vices which would sel television sets. The moment, listening to the radio. The passage with which I introduced this piece is today of it's - funny - but - what is but which is why I'd rather standard copy read by disk would - you - do - about - it

Warns Vs. Help **To Red Fronts** 

U. S. Chamber

IO KEED FRONTS WASHINGTON, March 1.—In s Mage report on Communism released today, the U. S. Cham-ber of Commerce declared that "entertainers are under great ressure to join worthy causes, and many were merely careless an allowing the use of their names in the promotion of tronts." The report, which does not single out show business, but uuryeys it equally with other in-dustries, and with schools and organizations, recommends that inst, American business should not give "financial support to Communism by employing artists who contribute to Communist cause." As a second point the report stressed that persons who have expudiated Communism "should not be penalized for past mis-takes." The booklet states "we do not want detailed Government cen-sorship of radio and TV," and emphasizes that "everyone con-cerned-radio executives, spon-tors and listeners-should be vig-ilent in excluding Communists from the air, except when speak-ing openly as such." Adding that "this applies, not merely to communiators, but also to atists and writers who other-wise would get prestige and funds for the party" (Communisties that "this is a clear area for private action." Altho explaining that "enter-tainers are under great pressure to join worthy causes," the book

Private action." Altho explaining that "enter-tancers are under great pressure to join worthy causes," the book also insists that, since member-ship lists of the Communist party are not available, "the only al-ternative of those combatting Communism is to list the Com-munist and 'front' affihiations of individuals in the entertainment field who have, wittingly or un-wittingly, aided Communist or-ganizations..." The booklet was prepared by the chamber's Committee on Communism headed by M.K. M. Musphy, president, Boiling Springs Savings and Loan Asso-ciation, Rutherford, N.J.

# Rome **Round-Up**

(This column appears once each month.)

# London **Dispatch** By LEIGH VANCE

By LEIGH VANCE \_\_\_\_\_\_\_\_\_ LONDON, March 1. \_\_\_\_\_\_ Appair ently Gracie Fleids is saylin some hard things about Britiai in answer to one or two sarcasti in answer to one or two sarcasti neutory and the same sarcasti about her romance with the may who has become known over here as "Boris, the radio repair man." Gracie is quoted as saying she'l never play in Britain again, which statement is doing her no good The British forgave and forgot the hasty trip she made to the States during the war when mar-ried to Monty Banks. They are glad she has married the man she loves. But they don't much care for people who entirely lose their sense of humor. W Andience, Now Hit

# **IV** Audiences New Hit Around 4-Mil Hightly .

Around 4-Mil Mighty . . . Television--known here as the Cinderella of radio--is gradually catching up on sound broadcast-ing ilistening fueres. In a speech. TW's Director George Barnes stated that the nightly TV audi-ence is now around 4,000,000, building to twice that figure on peak programs. Official figures for the two British Broadcasting Corporation sound wave lengths -- the Home and Light programs as they are known-give them an average nightly audience of 5,197, 000 and 2,970,000. The dndo of the BBC, the cultural Third Pro-gram, draws around 62,500. The number of listeners has dropped by 1,000,000 in two years. TV viewers have risen by the same number. By the end of the year TV should have an average nightly audience of over 5,000,000. That should give the BBC heads of television a lever for lacking (Continued on page 45)

# Paris Peek

- By ANNE MICHAELS -

PARIS, March 1. — Jean Paul Sartre's play, "The Devil and the Good God," closed this week (at Theatre Antoine) making way for "Profaniteurs," which has been playing at the Theater Anthonee. The Antoine has slated for Oc-tober a new play of Marchel Achard, probably starring Ber-nard Biler and Arletty, followed by one of Marcel Aymes, whose "Head of the Others" is being hailed by Paris critics as one of the better plays of the season. The Theater Atelier has in re-PARIS, March 1. - Jean Paul artre's play, "The Devil and the

the better plays of the season. The Theater Atelier has in re-hearsal a play by a young Aus-trian author, Fritz Hostwalder, on the same them as most of the current season shows, (religious problems) entitled "Sur La Terre Comme au Ciel" (On Earth as in Heaven). This one deals with a young Jesuit priest of the Middle Ages the day he learns that his order is to be banned and made illegal.

# Washington Once-Over

# By BEN ATLAS-

By BEN ATLAS WASHINGTON, March 1.—At the Senate Interstate and Foreign Commerce Committee hearing yesterday (29) on Robert T. Bart-ley's nomination to the Federal Son James Kem (R., Mo.) asked in political campaigns. Sen Charles Tobey (R., N. H.), whose Bartley for his views on TV's used in political campaigns. Sen Charles Tobey (R., N. H.), whose four moths, only 12 per car's costs in political campaigns. Sen Charles Tobey (R., N. H.), whose star role in the televised Senate Crime investigating Committee's interrupted the questioner, "Ind" interrupted the questioner, "Ind" interrupted the questioner, "Ind" interrupted the questioner, "Ind" and Tobey to Senator Kem, "I'd like to comment that television the next campaign will be a great in physical effort, since they'll be seen and heard by more people every time they talk." Son Mener Capehart (R., Ind) provide the question in the previous for necessition physical effort, since they'll be seen and heard by more people every time they talk." Son Mener Capehart (R., Ind) physical effort, since they'll be seen and heard by more people every time they talk." Son Mener Capehart (R., Ind) physical effort, since they'll be seen and heard by more people every time they talk." Son Mener Capehart (R., Ind) seen and heard by more people every time they talk." Son Mener Capehart (R., Ind) seen and heard by more people very time they talk." Son Mener Capehart (R., Ind) seen and heard by more people very time they talk." Son Mener Capehart (R., Ind) set that meth to the served in setsion ital meth to the served in setsio yesterday (29) on Kobert T. Bart-ley's nomination to the Federal Communications Commission, 1 Sen, James Kem (R. Mo.) asked Bartley for his views on TV's use fin political campaigns. Sen Charles Tobey (R. N. H.), whose star role in the televised Senate Crime Investigating Committee's hearings last year brought him heaps of enthusiastic fan mail, interrupted the questioner. "Jim" and Tobey to Senator Kem, "I'd like to comment that television in the next campaign will be a great saving for the candidates, at least in physical effort, since they'll be seen and heard by more people every time they talk." Sen. Homer Capehart (R., Ind.) grinnmigt observed: "Yeah, but that might nat be no good in get-ting the votes."

In physical effort, since they'll be seen and heard by more people every time they talk." Seen Homer Capehart (R. Ind) grinningly observed: "Yeah, but that might not be so good in get-ting the votes." Inflation is Reliefed In TV-Gst Estimates... Inflation signs are showing up to my applications.

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- By SYD STOCEL

# BANG AT BOB AND BING

# **Highlight Reviews**

Sponsor Wants Hope, Crosby at Less Money

# Autry Tour of 1-Day Stands Drew 243,844

HOLLYWOOD, March 1. Gene Autry was back here this reek after a 36-day tour of one-uy stands thru the Middle West, sta and South which saw him poss \$444,782 on attendance of 32 matinee performances. The take set an all-time high of Autry during the five years and 32 matinee performances. The take set an all-time high of Autry during the five years arached in 1951, and this year's our was about 25 per cent better. Total seating capacity of the buses played by Autry and a suppe this year was 1981,64, latinee attendance accounted for 14,658 persons. and night shows the la2,186. Tleket prices were supper this year was 1981,64, latinee attendance accounted for under 12 getting half price. performances was about 30. Tour started January 16 in

9.9. Tour started January 16 in The start

NEW YORK, March 1.—Chesser terfield Cigarettes this week was the pradio properties, Bing Crossby and Bob Hope, to take substantia pronsored on radio under its ban-per next season. Both personali-ter sext season. Both personali-ter current standard of radio programing next season. but should Chesterfield bow out an-one between the price of the package to the potential adver-tiss right mean that the webs ter met. Both Crosby and Hope an make at least as much dough TV as they do in radio. And Chesterfield has first crack at Should Chesterfield not spon-right is believed, a difficult problem would be created for

Variety Clubs

The second bill of the Palace's two-a-day may not have pulled as big as the Judy Garland opener, but the show had one thing that the previous one did not. In the first bill Miss Garland completely dominated everything. This bill gives the other acts a chance to come off with hands equal to or better than the closing act.

VAUDEVILLE

THE BILLBOARD

Considering the obstacles, the show came off a lot better than expected. Andre, Andree and Bonnie fell out at the last minute and were replaced by Fedi Fedi, doubling from the Latin Quarter. The Chandra Kaly Dancers, due to do two spots, could only do one because they were due back at the Copa from where they dou-bled. Jan Minor's sketch. "Long Distance" (since eliminated be-cause of running time) got a poor reading because the script was lost in the shuffle. Considering the fact that Miss Minor ad libbed her way thru, she did a magnifi-cent job. Closer Short The Chandra Kaly Dancers, due to do two spots, could only do one because they were due back at the Copa from where they dou-bled. Jan Minor's sketch. "Long Distance" (since eliminated be-cause of running time) got a poor reading because the script was lost in the shuffle. Considering the fact that Miss Minor ad libbed her way thru, she did a magnifi-cent job. The big name on tap and the show closer was Lauritz Melchoir. The white haired, dignified tenor sang in accomplished manner. He SARANAC LAKE, N. Y., March 1.—In answer to a flood of ques-tions from people in show busi-ness about the view of the in-dustry's TV hospital, Variety Clubs Will Rogers Memoral here, on the wonder cures Rimifon and Nydrazid, Abe Montague, presi-dent of the foundation, issued an official statement today. The hospital has been in close

TELEVISION

# Palace's New Bill, With Melchior, Nicely Balanced; Big Hand for Fall

even managed to get in some audience participation. But as a show closer, apart from, his name, he didn't stack up to some of the other acts that preceded him.

other acts that preceded him. The smasheroos were the Les Compagnons de la Chanson. The fact that the stage blacked out right after them to set up the dramatic sketch to follow, there-by creating a lull, gave them a psychological assist adding to the applause. But the basic reason was talent, and the boys did stop the show cold. The following act couldn't go on until the nine lads came back for another bow. Miss Carroll Hits

# Miss Carroll Hits

straighting job. Miss Martin, as the dance hall hostess, was com-petent.

the dance hall hostess, was com-petent. The show started with Wells and the Four Fays in their stand-ard stumbling act. They worked fast and got off to good hands. Leo De Lyon followed with his trick-voice routine. He picked up after a few minutes and drew laughs, winding up way ahead. Fedi Fedi, doing a double dummy act, almost indentical with that first caught in this country as done by De Matiozzi, registered in okay fashion. Chandra Kaly had probably one of the best lighting jobs of his career. The result was that his East Indian terps sold bigger than ever. Show cutting by Don Albert's ork was right on the button. Dave Bines' production helped every act on the bill.

# Poloce, New York (Tuesday, February 26)

Capacity, 1,700. Price range, \$1-\$4.80. Two shows a day. BKO chain booker. Dan Friendly. Pro-ducer. Dave Bines. Don Albert's house ork.

# McCleery Monkeys With Ibsen in "Peer Gynt"; Result Is Unhappy

By BOB FRANCIS

Since two more installments of is obviously impossible to evaluat Albert McCleery's production of "Peer Gynt" for a while. The Sun day (24) asgment covered the first increases of the play, the period of Gynt's robust youth. Presum ably, the half-hours of Sunday (2) and Sunday (9) will cover the middle and aging years of Ibsen's hero. However, since many view ers perforce will accept or re-iscet each chapter of the production or in more reporter's opinion, meither four de the desire to deal way of saying that reviewed individually on its turit is likewise a dramatic poem, and as such doesn't bend ers' translation may read dated ad stilted in these days, but any is moder of the ledger there were stilt wordernizing intent is apt to thow and wash out its satire fars, say. The same goes for cutting.

rape sequences, and Solveig's coming to Peer's cottage. But a reporter's beefs included: The over build-up of the part of the Button Molder as a sort of Satanic commentator; the department of utter confusion in the direction of Troll court scene, and the complete ineffectuality of Ase's death, the loveliest scene of the play. play.

# Ups and Downs

Ups and Downs Actorwise, also, the production had its ups and downs. Douglass Montgomery had his moments as the blustering, inferiority-com-plexed Peer, but his reading of the beautiful sleigh-ride sequence was enough to make old Ihsen twirl in his grave. Rita Gam's run-a-way bride was excellent, and Frances Reid's Solveig was well conceived. But the cutting gave Lenore Shanewise scant op-portunity to give full characteriza-(Continued on page 11)

"Cameo Theater," reviewed Sunday, February 24, 10:30-11 p.m., EST, via NBC-TV.

dent of the roundation, issueu an official statement today. The hospital has been in close touch with work on the drugs, he said, and not only will the new drugs be used on the pa-tients at the Will Rogers, "but our newly expanded Research Laboratory will advance the re-search and lab work necessary in conjunction with the administer-ing of the drugs to selected pa-tients." In pointing up the part the research lab will play in the future, Montague referred to the work of Dr. Morris Dworsky who has "perfected many important steps in test tube experiments to determine the reaction of the TB bacilli to the various anti-blotics in use at the press announce-

TB bacilli to the various anti-biotics in use at the present time." Calling the press announce-ments premature. M on tague warned people in show business not to be misled by fantastic claims, particularly the feeling engendered that home treatment will now suffice. He emphasized the increased importance of hos-pitalization for careful watching of patients and of the new drugs. He asked that people bear in mind that TB has won more bat-tles over science than vice-versa. Not minimizing the hope in the new drugs, he assured the indus-try that the hospital will do all it can to "hasten the day when m an k in d can be free of this dreaded disease."

# Jests at Royalty Bring Action by Denmark Censor

Denmark Censor COPENHAGEN. March 1.— Stig Lommer's revue. "ABC De-cameron." at the ABC Theater, ran into considerable censor trouble because lytics of one of the show's song numbers, which bore refer-ences to England's royal family and King Farouk of Egypt, drew a protest from the British Ambas-sodor in Copenhagen. While the offending lines were withdrawn some time ago, Lommer's battle with the censors has now shifted to the radio field. Last week it had been tenta-tively arranged to have the Dan-ish State Radio brondcast the ABC revue, but when the show had been caught by an official of the radio department. Lommer was laconjcally notified that after the radio censor had finished snipping unsuitable bits from the revue's script there was not enough material remaining for a broadcast.

 Bartis, John, Marri, West, Consel Division Property and State Consel Partial Property and State Partial P enough material remaining for a broadcast.



Record Reviews Classical Reviews Legit Reviews Night Club Reviews Radio Reviews 19 Television Reviews No. 10 Vaudeville Reviews

# NIGHT CLUBS

# Mercuric Jane Powell Applauded; Voice Brilliant, Poise Piquant

By BILL SMITH

By BILL SMITH By BILL SMITH It more flicker names like Jane rowell were available with the same talent she showed there would be less grumbling about that after finished from the was not ing for a Miss Powell (now a plainum bionde and a mother of a seven-month-old boy) registered inme-diately. Her single was brillian, but it was her poise, humility and but it was her poise, humility and but it was her poise, humility and but it was her poise. Let Her sinal, getting in notes with commendable flashy numbers like "Most Uh-tian and cut for the some songs form past pletures. 10 Palace segueing into a Judy Gar 10 Palace segueing into a Judy Gar

by blet Saint up to a beg-off after belting out ley, and a new girl production the novelly, "How Could You Be-lieve Me When I Said I Loved You." The fact that the latter was a complete switch from the rest of her routine made it that more The Redheads (three boys) showed fine musicianship, good

..., Pres. G Treas. Secy.

Billboard sement Industry's Leading Newsweekly nded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr. William D. Littleford Evans W. Catto Editors

# **TELEVISION-RADIO**

# Shall UHF Hearing Merge With VHF?

FCC's Top Dilemma Casts New Gloom Over Target Date for TV Freeze-Lift

# BARTLEY SMART, WON'T OPEN UP

WON'T OPEN UP WASHINGTON, March I. Controversy over House Speaker Sam Rayburn's blackout of radio-TV at hear-ings crept into the Senate Interstate and Foreign Com-merce Committee's hearing yesterday (29) on nomination of Bobert T. Bartley to the Federal Communications Commission Bartley, nephew of Speaker Rayburn, was asked by Sen. James Kem (R. Mo. 16 comment on his uncle's ruling. Bartley, who has been Rayburn's admini-strative assistant, grinned, but was non-committal.

IT'S A 'FIRST"

Over larget Date for IV Freeze-LiftWASHINGTON, March 1.—The<br/>question whether UHF applica-<br/>ings with VHF bids has emerged<br/>as a top dilemma for the<br/>Federal Communications for the<br/>resolution, easting new gloom over<br/>the agency's target date for the<br/>and other procedural problems,<br/>FCC brass, who last month were<br/>revising their calculations<br/>this week after getting their<br/>staff's first major procedural preso-<br/>metioned for issuance of the new<br/>tioned for issuance of the mewallocations blueprint is March 25,<br/>allocations blueprint is March 26,<br/>allocations blueprint is March 26,<br/>allocations blueprint is March 26,<br/>allocations blueprint is major procedural received that a<br/>break in the freeze could occur if<br/>some of the procedural decisions<br/>issuance of the final city-by-city<br/>allocations plan began.<br/>Earliest possible date now men-<br/>tioned for issuance of the new Thaw Could Occur It is unanimously agreed that a break in the freeze could occur if some of the procedural decisions were held in abeyance until after issuance of the final city-by-city allocations plan. This piecemeal approach, it is argued, would be logical, inasmuch as processing of TV bids will be kept in deep-freeze for two or three months after issuance of the allocations plan. after issuance of the allocations plan. The UHF-VHF procedural is-sue, long troubling the commis-sioners, became all the more vex-ing this week as a staff plan reached commissioners. Complex-ity of the problem, plus last week's precipitate exit of Wayne Coy from the chairmanship, left the FCC revising its timetable to the extent that the theater-TV hearing date was promptly de-ferred for the fifth time, this time to May 5. instead of March 12 (see separate story). While Coy was chairman, a majority of the com-missioners f a v or e d separating UHF bids from VHF so as to give the strongest possible opportunity for UHF development. Howeven, staff recommendations this week took another course, and a conflict has developed.

# PLEASE ASK FOR \$\$, FCC TOLD

WASHINGTON, March 1. -An early Capitol Hill mis-sion to ask for increased agency funds may be in store for Chairman Paul A. Walker of the Federal Communica-tions Commission. Strong en-couragement for the mission came yesterday from the Sen-ate Interstate and Commerce Committee during its hearing on the nomination of Robert T. Bartley to the FCC, when several of the committee members voiced concern over the FCC's delay in lifting the TV freeze. Chairman Edwin C. John-

TV freeze. Thairman Edwin C. John-son (D., Colo.) recalled that former chairman Wayne Coy had predicted at least three different dates for the freeze-end "and all of those pre-dictions proved wrong." "If it's money that the commis-sion needs to increase its manpower and ability to cope with these issues." said John-son, "then I say it's a monu-ment to the Commission's stupidity that it hasn't come up here and asked for the money, and I hope the new chairman will take the proper steps to correct this."

# **FCC Hearings On Theater-TV** Set for May 5

WASHINGTON, March 1. —Hearings on theater-TV were postponed again this week by the Federal Communications Com-mission, this time to May 5, It is still uncertain whether FCC will be able to proceed with hearings then, altho FCC staffers believe chances will be considerably im-proved.

Meanwhile, the Commission is pondering whether to add the question of subscription TV to the issues in the theater-TV proceed-ings, or whether to order separate hearings on subcriptions. The issue was placed squarely before FCC this week by Zenith Radio Corporation, which filed a brief requesting hearings on subscrip-tion TV, and asked authorization to employ its own pay-as-you-go TV plan, Phonevision. The Zenith brief was filed by the firm of Wheeler & Wheeler.

# Sees Help on Resolving Vital Issues WASHINGTON, March 1, As the Federal Communications Com-mission ploughed into TV alloca-under the new helm of Chairman Paul A. Walker, with Robert T. Bartley as new member of the commission Chairman Edwin C. Johnson (D., Colo.) voiced a strong plea to the agency to "dis-pose of its issues as fast as pos-sible." Johnson disclosed that Walker, who was named this mechanisman of the FCC, halled Bartley to the commission as "mecessary manpower" and as a constructive to break a suc-cession of "3 to 3 split decisions on important issues." Johnson said Walker had phoned him, urging swift Senate committe support of President Truman's nomination of Bartley to fill the commission vacancy post left by the resignation of Chairman Wayne Coy. "Mr. Walker told me of funda-mental decisions yet to be made," said Johnson, "in respect to the freeze-lift and other matters, and he said the Commission has been divided 3 to 3 many times, and needs that seventh member." Bartley got a unanimous voto of approval from the Johnson TV Webs, 82 Stations

four of the TV networks and 82 of the nation's 108 TV stations were

**Bartley Needed on** 

FCC, Walker Says

New Chairman Backs Truman's Choice,

Sees Help on Resolving Vital Issues

# Sign "Program Code" WASHINGTON, March 1. -

for membership in NARTB, in ing its total membership to 86

WASHINGTON, March 1, --All
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 Washington of the TV networks and adjust on the stations with the networks and adjust on the stations with the networks on the stations of the National Association for the National Association for the National Association for the television code review
 Washington, March 1, --All and the station of the National Association for the television for the station of the National Association for the television for the station of the National Association for the television for the station of the National Association for the television for the station of the National Association for the television for the station of the National Association for the television for the station of the National Association for the television for the station of the National Association for the television for the station of the National Association for the television for the station of the National Association for the television for the National Association for the Nather National Association for the Nation the National Associa

# Loew's, MGM Pix Buy Felton, on WOR-TV

NEW YORK, March L-Loew's Theaters and MGM Pictures this week signed to sponsor "Happy Felton's Knot-Hole Gang" over WOR-TV here, marking first time that a big movie chain and major film company have assumed full sponsorship of a TV series on a regular basis. The Felton pro-gram, a half-hour remote from Ebbets Field, will precede every Brooklyn Dodger home telecast beginning April 18, and will be seen at 1 p.m. and 8 p.m. preced-ing night games, and at 1:30 p.m. on Sundays.

Deal involves considerable hoopla and cross-promotion aimed at the kid trade, with Fel-ton and big league ball players scheduled to make appearances in Loew's theaters on Saturday in Loew's theaters on Saturday morning. Loew's also plans to link Felton airer with various community groups (PAL, Boy Scouts and sandled baseball or-ganizations) via special events at the ball park and close co-opera-tion with Felton's own "Knot-Hole Gang." which numbers thousands of youngsters as mem-bers. Before the season begins, movie people will film a special newsreel featuring Felton and the

# Lehn & Fink May Nix Show

New YORK, March 1.—Lehn & Fink is believed to be ready to cancel its alternate week sponsor-ship of "Your Show of Shows" on National Broadcasting Company TV after this season. The client sponsors the 10-10:30 segment of the Saturday night program alter-nating with Kaiser-Frazer. If the show is dropped by Lehn & Flak, it will be as a result of tab is currently \$25,000 net por tweek, which is to rise to \$29,500 for the season of 1952-53.

Dodgers at Vero Beach, Fla, Film will be screened in theaters here prior to launching of the show.

If the Loew's-MGM experiment in TV pulls-results at the box of-fice, it's likely they will expand their TV sponsorship activities on a national basis.

Morgan Quits "Fireside," Holm Takes Helm . .

HOLLYWOOD-Brewster Mor-gan, supervisor of "Fireside The-ater" for Compton Advertising, Inc., has resigned from the agency to become an indie film producer. His duties will be taken over by Flord Holm. manager of the agen-cy's Hollywood office.

# NEWS CAPSULES--COAST TO COAST May Limit UHF's to 7; AM Spots Tops; Shows and Sales

WASHINGTON, March 1.-Re-ports here indicate that the Fed-eral Communications Commission is likely to agree to demands from various industry circles that the flive-station ownership limitation not be applied to the UHF band Sources close to the UFF band Sources close to the UFF band Sources close to the UFF band Sources to the UFF band Sou To Any Other Means ... NEW YORK — More national and regional advertisers use spot radio during a month than any other medium, according to a Broadcast Advertising Bureau check on advertisers using the spot AM. The survey proved that 1,100 national and regional ac-counts bought spot radio during January, and that 1951 billings in spot were \$135,000,000, compared to outdoor's national billings of \$101,000,000.

# Ayer Shaping Science Show for AT&T . .

PHILADELPHIA—N. W. Ayer is creating a new science show for the American Telephone & Tele-graph Company, its client. No de-tails are known as to its format.

# Oranges, Chemicals Eye Edwards TV Tab . .

NEW YORK — Dow Chemical and Sunklst Oranges were seri-ously considering taking over all the three weekly Ralph Edwards' TV programs on the National Broadcasting Company web. The network, however, wants a single bankroller for the strip.

# ABSORBED? Y. & R. "Overall" May Negate Radio-TV Loss

NEW YORK, March 1.—Young & Rubicam's radio and TV de partment suffered the loss of an estimated \$8,500,000 in billings in the last two weeks. The major debacle occurred when the Schiltz account left the agency, taking with it its TV dramatie program which eost about \$2,800, 000 in 1951, and "Halls of Ivy," a top-budgeted radio stanza, which M. X. & R. also lost another \$800, 000 in TV billings when Goodyear cancelled its "Paul Whiteman Revue," and approximately \$1,-200,000 when General Foods dropped "Young Mr. Bobbin" on the National Broadcasting Com-

Y, & R. also lost another \$600,-000 in TV billings when Goodyear cancelled its "Paul Whiteman Revue," and approximately \$1,-200,000 when General Foods dropped "Young Mr. Bobbin" on the National Broadcasting Com-

MARCH 8, 1952

CLEANERS AND STREETCAR MEN Congress TV Nix

**Stirs Opposition** 

# 5

# 500 File for TV **Channels at FCC** Westinghouse Wants Philadelphia UHF;

Most Applications From Small Towns

Most Applications From Small Towns
 WASHINGTON, March L—The runther one faile-gue of the particular of applications for TK in the the rend has been towards the south and the submer of applications in the south and the submer of the southwest. Typical are applications for the four merceptide for the south and the submer of the southwest. The dermer filed by applications in the second to solve the part six weeks, pending the could of a file sing of the south and the submer of the souther the solution and the solution and the solution was drawn as the result of a source which indicate in K WHIN in Former, filed by applications for the souther in the solution the souther in the solution the souther in the solution the souther of the south and the submer of the south of a splication so the interests in the bid for for the south of a splication so the interest in the bid for for the south of a splication so the interest in the bid for for the south of a splication so the interest in the bid for for the south of a splication so the interest in the bid for for the south of a splication so the souther week, is from Westing the south of a splication south of the south of a splication south a splication south of a splication south of the south of a splication south of a splication south of a splication southe south of a sp

The part invermonths. Out of this total, 20 VHF bids came in since the year's start, and 35 in flye months. UHF has seen four bids ince January 1, and 17 over the January 1, and 18 over the January 19 over the J

OPERATION O'NEIL

CALL TV VILLAIN NEW YORK. March 1.— Television seems to be slated to continue the number one fall-guy of the nation. Penn-sylvania cleaners and dyers claim that when TV went big-time in 1949, dry cleaning went into a slump. This con-clusion was drawn as the re-sull of a survey which indi-eated that 85 per cent of the business lost in 1949 was in homes that had just put up TV aerials. The Twin City Rapid Tran-sit Company of Minneapolis and St. Paul defended itself in a suit brought by the

Senate Not Bound by Rayburn's Rule; Remedial Legislation Offered in D. C.

WASHINGTON, March 1.--Du Monia "Keep Posted" program. on Tuesday (4) 8:30-9 p.m., will have Senators Maybank (D., S. C.) and Kane (R., Wash.) debating "Should Congressional Hearings Be Televised?" Ouestinning of the debaters will be in the hands of tV network officials and Joe Csida, editor-in-chief of The Bill-brard.

tions for breaking ranks Protested by major networks, (Continued on page 8) individual broadcast stations, and

Remedial Legislation Offered in D. C. WASHINGTON, March 1. Huse leaders see no prospect for intring a radio-TV blackout im-paerings, but sponsors of a rash of resolutions to lift the ban ar-specking a concerted drive for ac-tion on their proposals. Mean-while, Sensite leaders said the up-ber chamber will not follow the flouse example. House speaker Sam Kayburn's historic interpre-tation of the House rules this week resulted in the blackout which affects all House commit-tie hearings as well as House floor proceedings. The blackout applies not only to TV and radio but so to tape recording and film, both TV and movie news reel. Only still photographers ar-"**WASHINGTON. March 1.—DD** Monita "Keep Posted" program on Tuesday 1(1) §:30 sp.m., will be is the hearings as well as House resempted. **WASHINGTON. March 1.—DD** Monita "Keep Posted" program on Tuesday 1(1) §:30 sp.m., will be is the heads of "Should Congressional Hearings" "Broide and freedom of the press." The radio correspondents failery-described the ban as discrimina-tion on the spectral send the up-station of the House rules this week resensions Maybank (B. S. C. and Kane (R., Wash) debating "Should Congressional Hearings Brailerized To useful a and the add the add the outpress of the action of the press." House difficient and Joe

# RADIO DIALS RURAL PHONES

WASHINGTON, March 1. Radio facilities are providing 10 families in isolated Alsop, Va., with dial telephone service and the same kind of telephone equipment in their homes as 'phone owners in settled areas, Department of Agriculture reported this

Boit and Costello, ICA Productions, Bing Crosby Enterprises, Primrose **T**V m Group last week ousted Frank Wis-bar Productions for breaking ranks

**CBS** Dickers for 3 New 1/2-Hour AM Properties



Y2-FIOUR AM PROPERTIES NEW YORK. March 1.—The Columbia Broadcasting System's Todio programing department this week was in the midst of nego-tations for three new radio prop-erties. CBS is trying to package a half-hour musical show around the talents of Doris Day. The deal would give the network skit. CBS also is dealing for a half-hour gag show to feature Frank Fontaine, and for a mystery series based on the Mickey Spillane best still in the dickering stage with

ufacture and distribution, as well as TV. Justice's interest in this field has been known for some time, and on several occasions in recent years, including once during a hearing before the Senate Inter-state and Foreign Commerce Committee, the agency has im-plied that an investigation was in the offing. It is presumed that the department's latest step stems from a complaint based on the color TV battle. A verbal battle has been in a running stage be-tween RCA and the Columbia Broadcasting System. CBS won both the Federal Communications (Continued on page 8) 1 L I

# **TV High on Mutual**

Sales represents New York. At Strong As Any Also up for discussion was earliest blue-printing of the Lee Enterprises' move into video net-working. This probability has long been speculated upon. With the three aforementioned key market stations already under fuil control, of course, from an owned-and-operated cutlet standpoint, the Lee group al-ready is just about as strong as

# TELEVISION-RADIO

THE BILLBOARD

# PLAYWRIGHTS GO TV Video Lures Films' Top Writing Talent

# **BIG PLANS FOR** UNSIGNED TOM NEW YORK, March I.-Two video networks and a packager this week blue-printed program ideas with a rural slant in which they

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NBC-TV HAT IN RING

Plans N. H. Primary,

**Convention Coverage** 

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TV Channels

I V CHUITHEIS NEW YORK, March 1.—A new TV tuner which covers all the 82 prospective television channels in both the UHF and VHF bands was introduced this week by the Standard Coil Products Compa-ny, Inc. The user can select the desired video channel in either band by turning the dial on the tuner until the wanted channel number appears on the dial window.

According to Gien E. Swanson, Standard's president, the new tuner will be supplied with all channels pre-tuned at the factory will not be required to make any tation adjustments. The compa-parts of neither the New York of field tests in the New York area and claims to have picked up signals from as tar distant as ta mules.

NEW YORK, March 1.—The Du Mont Television Network blew elude "Famous Jury Trisis"; col-not and cold saleswise this week. Web dropped three long-time sus-trance, and at the same time an-nounced two commercial cancel. Itations and seven renewais by other sponsors. Cancellations include "Flying "Georgetown University Forum" Tigers" by Powerhouse Candy and "Eloise Salutes the Stars" by Doeskin Products, Inc., effective Sored by Dr. Posner Sheer, Inc., In addition to above, future of will replace former show In its Sunday, 12:30 to 1 p.m. time spot, Weginning March 9. No replace: Start of Doeskin as shaky;





# OF HOT-WEATHER VIDEO **NBC Finds Little Drop** In Summer TV Viewing

In Summer here by the hard of the second with non-TV homes. The studies was used in the second size of the s

# **Reynolds Maps Reshuffle of** Web TV Shows

VYCU IY JIIUTS NEW YORK, March 1.—The R. J. Reynolds Tobacco Company this week was blueprinting a dras tic reshuffling of its various TV properties on the National Broad cating Company and the Colum-bia Broadcasting System. Rey-nolds wants to slot "My Friend TY Tuesdays 10:30-11 p.m., in the Erridgy evening 8:30-9 period on TY Tuesdays 10:30-11 p.m., in the CBS.TV faeillies or the National TY Tuesdays 10:30-11 p.m., in the Rease of its barpressive legit the same web.-"Man Against Crime," which occupies the Fridgy spot on CBS TV, would be moved over to NBC.TV where it would gwednesdays 10:10:30 p.m. "Pan-ionime Quit," which is now on wednesdays on NBC-TV, and was acquired for short-term program-ing, would be cancelled Rey-molds of course, would also give up its Tuesday night 10:30-11 p.m. slot on CBS-TV, William Esty is the agency. Nicklosen Adda Egad

# Nielsen Adds Ford Foundation Account

CHICAGO, March 1. — The Ford Foundation has subscribed to the Radio and Television Niel-sen Reports, it was announced this week by A. C. Nielsen. He said this was probably the first instance of the use of an audience measurement service by an or-ganization of this type. Nietsen also announced that the American Broadcasting Com-pany's television network had be-come the fifth web to take the Nielsen Marketing Service.

Other new clients to Nielsen services are station WJZ - TV, New York, the Arthur Meyerhoff Agency and Carter Products.

# Another conclusion is that the average head of family in a TV home spends 115 minutes per day watching video during the sum-mer. The full results of the study will become available next week.



VIILC I'IUIIIIIY NEW YORK, March 1.—United States Skeel at its board meeting this month will consider the pos-sibility of offering the Theater Guild on TV once a month regu-larly next season. The client was very happy over the reception ac-corded its Christmas video pres-entation of Charles Dickens', "Christmas Carol." "Tresenting an hour-long stanza once a month on TV in a prime time slot will be something of a problem. Few of the sponsors of dramatic programs might care to program three times a month, es-pecially on the Columbia Broad-casting System's TV network, where they would lose their an-nual discount for consecutive weekly programing. The United States Steel, however, is in a strong enough position to be able to presuade the webs to do busi-ness of its own terms because of its Theater Guild radio stanza which is expected to be continued next season. The Theater Guild on TV

# TV Unlawful

DETROIT, March 1.—Attempts to force open telecasting of rams by State-owned colleges are it-legal, according to a ruling the week by Att. Gen. Frank O. Mil-lard. A bill to force putting game on the air was lost in the Legala-ture a few weeks ago, and Millard. The metwork to Mianal. Two major college teams are involved. University of Michigan and Michigan State College. The are independent entitles with a right to enter into agreements on banning telecasting with other col-leges.

leges

# WKYW'S SOUND

LOUISVILLE, March 1, -Daytime indie WKYW here, which sells its "silence" (offair time) to the Sealy Mat-tress Company, has now found a buyer for its "noises." Unique deal was sparked when the bank next door launched an all-out remodellaunched an all-out remodel-ing job, complete with air-hammer, pneumatic stone-breaker, and saw - and-hammer earpentry. Racket raised havoc with WKYW programing and provoked irate telephone calls from lis-teners. Station dilemma was further complicated by fact that the bank is an important local sponsor.

Intrier Empiricated by fact that the bank is an important local sponsor. H. Parker Smith, WKYW commercial manager, finally solved the problem by 'seli-ing" the noise to the party re-sponsible for it. The bank now sponsors a special spot series with copy reading: "Friends, we're sorry about the noise. It's coming from next door, where our good neighbor, the Citizen' Fidel-ity Bank and Trust Company is building a bigger bank to better serve you—so we won't mind the noise of construc-tion."

# TELEVISION-RADIO

# **BIG SALUTE FADES** Marshall Field Cancels 'Pace of Chicago' Show

CHICAGO, March 1.—Marshall Field & Company's "Pace of show ever attempted, is scheduler show ever attempted, is scheduler the show bad originally beck the show had originally beck the show had originally beck week cancellation hamiversa the high method be an avera is the high week cancellation elause. The survey was a major blow to Ch. Two os everal counter, will stand as a cancellation was the terrifice and standard. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been budgeted for \$5,000 by local standards. However, the ind been on the strength of the ind inform the Gariek, and the ind be done from a small stude. WBKB has been making pitchel work the bas been making pitchel by werk. With a bank sponor. Isos a minimum of two daily news. In the abak sponor.

**NPA Rule Set** 

For Color TV

WASHINGTON, March 1.—The long overdue National Production Authority clarification of the color-TV ban is expected next week, according to the agency. NPA's latest interpretation of the ban will include mild revisions, but in effect the freeze on manu-facturing color-TV sets for home use will continue. Modification may permit mak-ing color sets within the materials allocations presently made for black-and-while set production. Some modification to assure color theater-TV a green light is also expected.

Jan, TV Sets

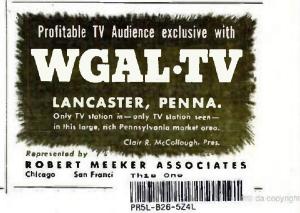
8% Over Dec. **8%** Over Dec. WASHINGTON, March 1.—The average weekly production of tel-evision receivers in January showed an increase of 8 per cent over December but a drop of 38 per cent under the weekly average of the corresponding 1951 month, the Radio Television Manufactur-res' Association reported today. Radio production was 7 per cent under the December weekly aver-age, and 47 per cent under the average of January of last year. January TV production was es-timated at 4632,455 sets, compared with 463,927 sets in December and 645,716 sets in January, 1951. The January radio output was esti-mated at 632,455 sets, compared with 851,1185 radios produced in December. The December report covered a five-week period, while the January estimates covered four weeks.

covered a bonanza in television. Three programs pay newsmen a total of \$310 every weck. "Press Conference," sponsored by Chicago Motor Club on WGN-TV, pays four reporters \$56 each. "City Desk," new WNBQ sustainer, pays four men \$50 each." Impact, "produced by WENR-TV and The Daily News, with a bank sponsor. All three shows use beat men and general reporters primarily. All three shows use beat men and general reporters primarily. It's a new and pleasant experience for the working staffs who used to watch the specialists grab most of the gravy.

# Set Radio-TV Institute Plans

COLUMBUS, O., March I.--More than 30 sessions are now being set up for the 22d annual Institute for Education by Radio-Television which will convene at the Deshler-Walike Hotel hore April 17-20. Topping off the sessions will be the coverage of "The Cultural and educational Possibilities of Tele-vision," which will be handled by Burr Tillstrom and the "Kukla, Fran and Olile" cast, at the April 19 banquet. Over-all emphasis at the In-stitute will be placed on the grow-ing importance of television as a medium for education on school, college and adult level. A special panel on education thru commer-cial TV outlets will be directed by Arnold L. Wilkes, WBAL-TV, director of public affairs and edu-cation for Hearst Corp.

attor for floarst Corp. Other discussions on tap for the IERT Include: "Simple TV Techniques for Education," Ed-ward Stasheff, WNYE; "News by Radio and TV," James Bormann, WCCO, "Broadcasts by National Organizations," Charles R. Ster-ritt, Red Cross; "Building and Holding Audiences," Allen Miller, KWSC: "Broadcasting to Foreign Countries," Gerald Kean, acting director for United Nations Radio; "Broadcasting in Public Rela-tions," Lynn Poole, Johns Hopking University, and Alleen M. Wetter, Philadelphia public school exec.



Four CBS Sponsors **To Cancel Programs** 





THE BILLBOARD

TV GIVES HAND

**TO PUSH RADIO** 

CHICAGO, March 1.—Use of TV to promote an audition of a new radio series was at-tempted here this weck. with excellent results. Tom Dug-gan. WNBQ sports commen-tator, was selected as quiz muster for a program which would originate from grocery martis and feature interviews with house wives. Duggan and a mobile crew were sched-uled to appear at a local super-market on Wednesday (27) to tape an audition for the Rutherford Company, a Kansas City food manufac-ture.

Duggan plugged the audi-tion on his TV sports show, asking fems to appear at the store at noon on Wednesday. Result was an overflow crowd.

# GLOOM CHASER Chi WENR-TV Maintains Sked; **Eyes Sustainers**

CHICAGO, March 1.—The deep gloom and wild rumors that per-vaded the American Broadcasting Company studios here in the wake of the ABC billing loss was light-ened somewhat today with the re-turn from New York of Vecpee John Norton. Norton immediately spiked the rumor that WENR-TV wouldn't go on the air until 2 pm. cach day. The present schedule, starting around noon, probably will be maintained. be maintained.

De mancaned. However, the ABC execs were carefully scrutinizing all sustainers, including Barbara Moro, Trade Inn, King Calico and Mary Hart-line, and those that weren't on the brink of a sale were expected to be slashed.

A general tightening in all de-partments was hoped to enable the company to minimize the num-ber of dismissals. Actual cuts in programs and personnel were to be decided next week.

# OK to Bell to Build New TV Facilities

WASHINGTON, March 1. —Federal Communications Com-mission this week authorized Bell System telephone companies to construct a \$60,000,000 project for additional TV and telephone in-staliations. Project will include a new coaxial cable system between Orlando and Tampa. Fla: Knox-ville and Chatanooga. Tenn, and Memphis, Tenn, and Little Rock, Ark, as well as extension of the TV network to Miami. New Or-leans. Texas and Oklahoma.

THE BILLBOARD

MARCH 8. 1952

Radio-TV Show Charts For Reviews and Rasings of Songs and Records See The Billboard Music Popalgrity Charts (Music Section).

National Interests Plan TV As FCC's Go-Ahead Nears

Commission's Ending of "Freeze" Will Spark Spurt in Networking

· Continued from page I

THE BILLBOARD

8 -

recommendations. His acquisition of Cay to mastermind the theory into action is regarded as making direct moves imminent. The exact details of the plan have not gone beyond Luce's in-ner circle to date. But past rec-ords indicate that Luce is more interested in TV as a communica-tions medium capable of molding public opinion than as merely a profitable investment. He is re-ported to be convinced now that video is the most influential of Time, Inc. as a public force may very well be as much or more in TV as in the printed field in the years to come. As a result, while Luce doubt-tess will seek additional stations beyond the projected acquisition of KOB-TV. Albuquerque, his ul-tion therefore, is that Luce may very well the up with a going network, rather than attempt to set up a web of his own. Already, insiders are linking Luce's name with two webs. One is Mutual, the other the Ameri-can Broadesting Company Tora O'Neil, the headman at MBs, is a strong and dominant personality in his own right, one who is bring-ing new vicor to the operations of the radio web and who is known to visualize a considerable TV future for it. (See Mutual board meeting story this issue.) Whether two such potent forces could be many. O'Neil, far his part, is ANY OLD IRON!

ANY OLD IRON?

# WLS "Dance" Aids U.S. in Scrap Drives

# 500 File for TV

· Continued from page 5 seeks a Philadelphia channel. Altho blds still roll in for such large metropolitan areas as Phil-adelphia, the bulk of applications are for smaller cities such as Clarksburg, W. Va., Owensburo, Ky, and Johnson City, Tenn. Tenn.

Continued from page 1
 Continued from page 1
 That Luce has a definite video constance plan, and his pacting of Coy as TV consultant is regarded as the starter's gun setting of Coldenson and Robert Goldenson and Rober Goldenson and Robert Golden

# **TV High on Mutual Plans**

• Continued from page 5

maximum of five owned-and-operated video outles. ONell's negotiations for WOR and WOR-TV, and his move into control of Mutual has been ac-complished with such smoothness that his present relationship with key Mutual stockholders (notably WGN-TV in Chicago) is on a ayery friendly and solid basis. Trade observers, therefore, are considering it a distinct possibi-ity that WGN-TV may sometime in the future be acquired as a Lee owned - and -operated video outlet. This despite the interlock-ing ownership of WGN with the New York Daily News station, WPIX, in New York. It is also reported that O'Neil has connec-tions in the San Francisco mar-ket, which may eventually result in his acquiring a station there. Other major cities, of course, are also still in the Operation O'Neil blueprint. It was also learned at the Board sessions here that O'Neil, personally, was largely responsible for the Metro Goldwyn. May er. Mutual pro-graming tic-up. This has given rise to the speculation that some-rise in the future the Lee inter-

# U. S. Probes TV

# **SWG Strike**

# • Continued from page 5

and independently negotiating with International Alliance of Theatrical Stage Employees to pper Roy Brewer when the IA chief issued a strike edict. strike edict. RWG board will determine the extent of its co-operation with SWG and seek a means whereby its own membership will enjoy any points to be won by SWG.

• Continued from page 5 plus Chicago, when, as and if, the Federal Communications Commission clears up the present American Broadcasting Compa-ny-Unitder Paramount Tocater arrangement); and not too far behind either National Broadcast ing Company or ABC, both of which webs have the full present maximum of five owned-and-operated video outlets. O'Neil's negotiations for WOR and WOR-TV, and his move into control of Mutual has been as-complished with such smoothness that his present relationship with key Mutual stockholders (notably WGN-TV in Chicago) is on agery friendly and solid basis. Trade observers, therefore, and considering it a distinct possbil-

# Radio Beats All Other Media in Study by ARB

NEW YORK, March 1.— Seventy-seven per cent of all ra-dlo listening in TV homes takes place in "other room" radio sets, portables and car radios. accord-ing to an American Research Bu-reau radio survey to be released homes with three or more radios. The report also shows that 51 per cent of all listening takes place outside the Ulving room, even in homes with radio only. ARB data also shows that the

ARB data also shows that the average individual spends two and a balf times as many hours listening to radio as he does view-ing TV; three times as many hours bours with radio than with news-pupers and six times as many pupers, and six times as many pupers and six times as many nours with radio than with maga-zines. In other words, he or she spends more time with radio than with all other media combined. Spelling it out, the media au-diences spend 108 minutes daily with radio, 43 minutes with TV, 34 minutes with magazines.

# BLESSED EVENT FOR FELIX CAT

WASHINGTON, March 1.— Disk jockey Felix Grant was having trouble during his all-night show, the "Yawn Pa-trol," over WWDC Wednes-day (27) because his cat "Muscles" kept following him around meowing. Suddenly during a routine news broad-east "Muscles" gave birth to kittens. Grant bulletined the event immediately.

 Top 25 TV Shows NATIONALLY (Fabruary 1-7)

# ... According to American Research Bureau

Trucks ratings below are based on countrywide, county by county, urban and rural sampling sovering all 63 TV markets. They are obtained from disriss placed for the week in 2.00 TV house. Completing new samples are used for each set of raines. The rating for a pasticular show is based only on the sample in these areas where that show can be seen. When, riseing for five minutes or more is reported, credit for the quarter hour is given. Built-hour and hear ratings are areases of the quarter hour is given. Built-hour and hear ratings are areases of the quarter hour is given. Built-hour strange number of viewes per set. All line given is how York line.

	average number of viewers per set. At	l lime giv	en is Ne	W Yor	time.		
	Program	AR9 Rating	Horses (000's)	No.	Women		Newers Per Set
I.	GODFREY'S TALENT SCOUTS	5.500	24	33	46	21	2.8
2.	NED SKELTON	7,400	59	42	42	16	2.8
3.	YOU SET YOUR LIFE	7.880	62	35	45	20	2.8
3.	TERACO STAR THEATER	7.690	61	32	42	26	3.8
5.	1 LOVE LUCY	7.700	62	33	45	22	3.5
6.	GODFREY AND FRIENDS	7.180	52	32	45	13	3.0
1.	YOUR SHOW OF SHOWS	7.000	59	37	43	20	3.3
8.	MAMA	5.680	39	26	40	34	3.2
9.	PHILED TY PLAYHOUSE	6,270	58	39	47	14	2.9
0.	FIRESIDE THEATER	6,300	58	33	50	11	2.7
1.	CAVALCADE OF SPORTS	5,630	45	54	37	9	2.6
2.	KRAFT TV THEATER	5,010	43	36	52	12	2.6
	COMEDY HOUR (Denaid D'Conner)	6,000	60	33	39	28	3.4
4.	WHAT'S MY LINE!	4,900	37	39	49	12 -	2.7
5.	PARST BLUE RIBBON BOUTS	4.950	43	56	38		2.3
6.	CINCLE THEATER	5.100	47	34	54	12	2.4
7.	ROBERT MONTGOMERY PRESENTS 35.6 NBC, Monday, 9:30-10:30	5.400	56	37	53	10	2.4
8.	TOAST OF THE TOWN	4,050	60	39	45	16	3.2
9.	PLAYHOUSE OF STARS	5,100	54	33	50	17	2.6
	816 TOWN	4,160	31	36	48	16	2.5
	AHOS 'N' ANDY	4,400	42	32	43	25	3.1
	KEN MURRAY	4,750	50	36	43	21	3.3
	MAII AGAINST CRIME	4.600	50	33	41	24	2.9
	BACKET SQUAD	4.500	46	41	50	9	2.3
5.	SUPER CIRCUS	4.590	42	27	21	45	3.3

# Comparative Ratings of SITUATION COMEDIES

... According to Videodex Reports

LISTED below are the situation comedies that were on the television networks in the beginning of January. The five that were on the Columbia Broadcasting System received the top Videodex ratings. National Broadcasting Company and American Broadcasting Company each had four shows of this type at that time.

A TER PERSON AND A TERRET AND A TERRET

	Homes
	Re. of Reacted Videodes Cities 1000's) Rating
f. I LOVE LUCY	
2. MAMA	
3. AMOS 'N' ANDY	
4. HY FRIEND INHA	
5. SURNS AND ALLEN	
6. ONE MAN'S FAMILY	
7. ALDRICH FAMILY	
<ol> <li>IWE ERWINS</li></ol>	
9. CLAUDIA	
10. BEULAN	32
11. YOUNG MR. BOBBIN	
12. DATE WITH JUDY	

THE BILLBOARD

TELEVISION-RADIO

9



Each Day of the Week in CHICAGO (1.547,900 Families\*)

# ... According to Pulse Reports

WAAF	WGES
WAIT	WGN
WB6M	WIND 5,000 Watts
WCFL	WJJD
WCRW	WLS
WEDC 250 Walls	WMAQ
WENR	WSBC

Pulse radio surveys are conducted monthly in LB markets, and reports are issued bi-monthly gt for New York, which is monthly. Information is obtained by the price are particle unmentioned of the price es in earst market. Monday-Friday days-me wratings are based on 1.000 homes

COLUMBIA BROADCASTING SYSTEM'S WBBM was the strongest station in Chicago during November and December 1951, the Pulse study shows. On Friday even in Decem-ter 1951, the Pulse study shows. On Friday even in however, the station did not get a high enough rating to place among the toppers in that bracket. Not shown in this chart is the fact that indie WIND was the strongest station in the Sunday morning period.

7 P.M. to Midnight High	
SUNDAT Rat	He.
BERGEN MICARTHY	73
NORACE HEIDT	7.0
NEET CORLISS ARCHER	7.0
WALTER WINCHELL	2.0
HARRIS FAYE SHOW	
MONDAY	1
LUX RADIO THEATER	0 9
. 803 NAWK	
GOOFREY'S TALENT SCOUTS	7.5
VOICE OF FIRESTONE	7.5 5
BAILROAD HOUR	75
TUESDAY	
LUFE WITH LUIGI	
2 HR & MRS. NORTH	
PORSUIT	
L NEET MILLIE, MISC	
PEOPLE ARE FUNNY	
WEBNELLY	
TOU BET YOUR LIFE	00
BIG STORY	
MARIE CRAIG	
09. CHRISTIAN	
RD SKELTON	
BING CROSBY	
THIPCOAT	
BI IN PEACE AND WAR	8
DRAGNET	55 -
NUR HIT PARADE	13
COUNTERSPY	5.3
INSPECTOR HEARTHSTONE	.3
FRIDAY	-
- DZIE & HARRIET	1
ME DISTRICT ATTORNEY	- s
This is your FBI	0
RCHARD DIAMONO	
NARTIN & LEWIS	181
KOPALONG CASSIDY         CBS.         7:30-         8:00.         7	
GundBusters	.0
GRE AUTRYCBS7:00- 7:30WBBM6	.0
BROADWAY IS MY BEAT	.8
GRAND OLE OPRY	.0
	.8
6 A.M. to 7 P.M.	
ARTHUR COOLDEN	
ARTHUR COOFREY	.1
ROSEMARY	4
AUNT JENNY	.8 5
WELEN TRENT         CBS         11:15-11:30         WBBM         10           CBS         11:30-11:45         WBBM         10	6
the second se	
STARS OVER HOLLYWOOD	5 h
AND TAKE	- 0

Sales Management 1951 estimate for Chicago Metropolitan Area

THE BIG SHOW

# FOR FULL INFORMATION

NFURMATION shows - rating, audience composition and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organiza-tions featured on these pages. For full details of the PULSE, INC., 15 West 46th Street, New York, For full details of the Video-dex service write to IAY 6

for full details of the Video-dex service write to JAY G GRAHAM RESEARCH, INC., 342 Madison Avenue, New York. For the ARB service write to AMERICAN RESEARCH BU-PEALI National Drose Ruilding

REAU, National Press Building. Washington.

# Share of Total Audience Radio vs. TV CHICAGO

. . According to Pulse Reports Nov.-Dec., 1951 7 P.M. I. Millich

4 F.M. to Mi	dnight	
Television %6 of Total Aud	Radio % of Fotal Aud.	fotal Aud Sets in Use Radio & TV
SUNDAY		.43.0
MONDAY		
TUESDAY		
WEDNESDAY 57.6		
THURSDAY	. 40.6	43.2
FRIDAY		
SATURDAY 57.7		
6 A.M. to 6	6.P.M.	
MON .: FRI 20.0	80.0	27.8
6 A.M. to Mi	Inight	
ENTIRE WEEK 40.3	59.7	

# NEXT WEEK Videodex and **Pulse Studies of CINCINNA TI**

Top 10 TV Shows Each Day

. . . According to Videodex **Top 5 Radio Shows** Each Day

. . . According to Pulse

Share of Total Audience RADIO vs. TV

. According to Pulse

# Seabrook First Net Buy Is MBS's 'Bell'

 SATURDAY

 SATURDAY

 Diversion of the second secon

buy in network radio. The program will feature motion job picture actor Joseph Cotten in the title role of police Sergeant Bell. Slotting of the show in the Sunday 6.0 afternoon time spot gives addi-tional strength to Mutual's already high-rated Sunday block of mys-tery airers. 
 ACK BENKY
 CBS
 6:30- 3:00
 WoBH
 9.5

 RODIRALL
 CBS
 6:00- 6:30
 WGR
 9.5

 INDE DETECTIVE MYCISCHER
 1:30- 3:45
 WCR
 .6.3

 Top 10 TV Shows Each Day of the Week in CHICAGO (1,090,000 TV Sets;\* Panel Size 450)

... According to Videodex Reports

WBKB	Company ARC
WGN, Inc	Di Mont
WNBQNational Broadcasting	CompanyNBC

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

Columbia Broadcasting System edged out the National Broadcasting Company in the number of top evening TV shows Broacessing Company in the number of top evening 1 v snows each had in Chicago in the beginning of January. But the NBC station, WNBQ had as many shows as WBKB, the difference being its local 10 p.m. strip with Dorsey Connors and the "Weatherman." WGN scores nine times in this chart, five of them with feature films and the rest with Du Mont shows.

Red Skelton was the top rated show in Chicago at the time, with "I Love Lucy" and "Godfrey's Talent Scouts" run-ning second and third. Those were the only shows with ratings above 50, the next highest being "Your Hit Parade" with a 39.5.

# 7 P.M. to Sign-Off

	SUNDAY
	1. RED SKELTON NBC 9:00-9:30 WNBO 58.1 2. WHAT'S MY LINE? CBS 9:30-10:00 WBKB 36.1
	2. WHAT'S MY LINE?
	3. COMEDY HOUR (O'Conner)
1	3 COMEDY HOUR (O'Conner)
)	
2	6. COURTESY THEATER
2	8 THE PLAINFLOTHESMAN
2	8 THE PLAINCLOTHESMAN
5	10. CAMEO THEATER
\$	
•	MONDAY
	1. ) LOVE LUCY
3	2. COUPRET'S TALENT SCUOTS
	WHAT'S MY NAME?         KBC         7:00-7:30         WW80         24.0
ς.	S. ROBERT MONTGOMERY NBC 8:30-9:30 WF80 23.3 6. RRUSADE IN THE PACIFIC (Tim) Non-Net. 8:30-9:00 WFNR 21.1 7. MUTUD UFLYIDE ADALEMY
1	6. CRUSADE IN THE PACIFIC (film) Non-Net 8-30, 9-00 WEND 28.1
	S. LUA VIDEU INEAIER ISS 7.00. 7.30 WOYD (0.5
	10. IT'S NEWS TO ME
	THEY A M
	1. FIRESIDE THEATER HBC B.OO B.OO WHEN DE T
1	J. ICAALU JIAK INCAILK
	4. LIKULE INFAILE NRC 9.20.0.00 WHOO SCO
	5. THEATER OF ROMANCE
	6. DANGER
	6. DANGER
	8. FRANK SINATRA         CBS         7:00         8:00         werg         17:6           9. ORIGINAL AMATEUR HOUR         NBC         9:00         9:45         wung         15:5           10. WEATHERMAN_D, Connors         Non-Net         10:00-10:15         WKBO         14.7
1	10. WEATHERMAN D. Connors
1	
1	WEDNESDAY           1. GODFREY AND FRIENDS         CBS.         7:00- 8:00.         W8KB         34.9           2. PABST BLUE RIBBON BOUTS         CBS.         9:00- 9:45.         W8KB         32.3           3. STRIKE IT RICH         CBS.         8:00- 8:30.         W8KB         26.3
1	2. PABST BLUE RIBBON BOUTS CRS 0.00 0.45 WEEB
1	3. STRIKE IT RICK
4	4. THE WEB
1	5. SPORTS SPOT
	6. KATE SMITH SHOW
1	7. KRAFI IV THEATER
4	9. WEATHERMAN_D. Connors Non Net
ļ	4. HR WEB         CBS         8:30-9:00         WEKB         26.1           5. SPORTS SPOT         CBS         9:45-10:00         WRYB         21.4           6. KATE SMITH SHOW         MBC         7:00-8:00         WHBQ         21.5           7. KRAFT IV THEATER         MBC         8:00-9:00         WHBQ         21.5           8. FEATURE FILM         Non-Net         10:00-10:30         WGM         19.2           9. WEATHREMAN_D.         Connors         Non-Net         10:00-10:15         WHBQ         13.0           10. CELAWESE THEATER         ABC         9:00-10:00         WEKR         11.5
1	
1	1, BIG TOWN
	2. YOU BET YOUR LIFE
1	4. RACKET SOLIAD (RS 0.00 0.30 WERE 32.7
1	5. WAYNE KING
	6. TREASURY MEN IN ACTION
1	7. BURNS AND ALLEN
I	9. HERB SHRINER
ł	I. BIG TOWN         CBS         8:30-9:00         WBK8         .36.1           2. YOU BET YOUR LIFE         NBC         7:00-7:30         WNB0         34.9           3. AMOS W ANDY         CBS         7:30-8:00         WBK8         .36.1           2. YOU BET YOUR LIFE         NBC         7:00-7:30         WNB0         34.9           3. AMOS W ANDY         CBS         7:30-8:00         WBK8         22.7           4. RAKET SOUAD         CBS         9:00-9:30         WH80         26.3           5. WAYNE KING         MBC         9:30-10:00         WH80         26.3           6. TREASUPT MEN TH ACTION         MBC         7:30-8:00         WH80         22.6           7. BURNS ANO ALLEN         CBS         7:00-7:30         WBK8         20.5           8. DRAGNET         MBC         8:00-8:30         WH80         19.4           9. HE28 SHRINER         ABC         8:00-8:30         WH80         19.4           10. MARTIN KANE         MBC         9:00-9:30         WH80         17.1
ł	FRIDAY
ł	1. MAMA
ł	2. MAN ADAINSI LIKIME
1	4. PLAYHOUSE OF STARS CBS. 8:00 9:00. WBKB 24.1
ŧ	S. GREATEST FIGHTS
I	0. LAVALLADE UF STAKS
ł	8. BIG STORY
ſ	9. COMMUNITY THEATER
ł	FRIDAY           1. MAMA         CBS         7:00         7:30         WBKB         36.1           2. MAM AGAINST CRIME         CBS         7:30         8:00         WBKB         34.4           3. BOXING         MBC         9:00-         9:45         WMBO         26.5           4. PLAYHOUSE OF STARS         CBS         8:00-         9:45         WMBO         26.5           6. CAVALCADE OF STARS         MBC         9:45.10.00         WMBO         23.4           6. CAVALCADE OF STARS         DLM         9:45.10.00         WMBO         23.4           6. CAVALCADE OF STARS         DLM         9:001-000         WGN         21.3           7. STU ERWIN SHOW         ABC         7:30-         8:00         WENP         18.3           8. SIG STORY         MBC         8:00-         8:30         WINDO         17.4           9. COMMUNITY THEATER         Non-Net         10:001-11.45         WCM         15.9           10. ALDRICH FAMILY         NBC         8:30-9:00         WMBO         14.8
ŀ	SATURDAY
L	1. YOUR HIT PARADE
ł	3. ALL STAR REVUE
	4. KEN MURRAY
I	5. DRAND MARUULE
ſ	7. TELEMOVIE TIME
	8. WRESTLING
I	SATURD AY           1. YOUR HIT PARADE         NBC         9:30:10:00         WNBO         39.5           2. YOUR SHOW OF SHOWS         NBC         9:30:10:00         WNBO         33.1           3. ALL STAR REVUE         NBC         7:00:8:00         WNBO         33.1           4. KEN MURRAY         CBS         7:00:8:00         WKBO         25.1           4. KEN MURRAY         CBS         7:00:8:00         WKB         23.8           5. GRAND MARDUEE         Non Met         10:00:12:00         WKB         19.7           6. CRIME PHOTOGRAPHER (kine)         CBS         9:00:9:30         WBKB         11.9           7. TELEMOVIE TIME         Non Net         10:00:11:30         WBKB         9.8           8. WRESTLING         Du/M         8:30:11:00         WGH         9.0           9. TV TEEN CLUB         ABC         7:00         WGH         8.0           10. WONDERFUL TOWN         CBS         8:00         8:30         WBKB         7.3
I	PHEC actionale (or house (ACS)
l	•NBC estimate for January, 1952

## It's a Problem

**Robert Montgomery** 

Presents

TELEVISION-Reviewed Mon-day (25). 9:30-10:30 p.m., EST. Sponsored by American Tobacco Company thru Batten, Barton, Durstine & Osborn via National Broadcasting Company, Producer, Robert Montgómery. Producer Robert Montgómery. Production supervisor, Joseph Bailey. Writer this show. Christopher Mayhew. TV adaptation by Norman Felton. Cast:

Director, Norman Felton, Cast: Raymond Massey, Herbert Berg-hof, Robert Emhardt, Martin Brandt, Guy Sorel, Curt Katch,

Will Hussing, Stuart MacIntosh.

TELEVISION-Reviewed Mon-day-Friday (25.29), 12:30-1 p.m., EST. Sustaining via National Broadcasting Company, Producer, Phyllis Adams. director. Howard Davis, Technical director. Tom Smiley. Moderator. Ben Grauer, Permanent panelists. Helen Park-hurst and Fannie Hurst.

After several months on WNBT, New York. "It's a Problem" went on the network last week. It's a victory for virtue. For "Prob-lem," the work of one of the youngest producers in the indus-inty, is certainly one of the most mature public service shows on video today. It is madc so pri-marily by the nature of the per-sons who serve as panelists, all of whom are professionally involved with the problems treated. None of them are avowed TV personali-ties, but they are all adult enough to handle the job on hand with complete ease, sincerity, and good sense. This does not mean to neglect the fact that the basic idea of the program, to bring on experts to discuss basic family and personal problems, is a sound one. Ben Grauer continues to serve

and personal problems, is a sound one. Ben Grauer continues to serve as moderator in his usual poised and cheerful way. Grauer, of course, does not pretend to be one of the experts. He is, in effect, the emissary of the laymen. He puts the questions, sent in by viewers, up to the panelisis, and underlines and paraphrases points they make. As moderator Grauer continu-

make. As moderator Grauer continu-ally reminds the audience that it is not the aim of the program to hand out the final solution to each of the problems considered, but only to give a few opinions of some of the experts. This is fur-ther evidence of the soundness of the program, for the problems discussed are complex, and there is certainly no pat formula that would serve to answer any of them.

## Suggestion

would serve to answer any of them. Suggestion Without intending to detract from the manifest merit of the program. This reviewer would like to express two slight misgivings about its handling. On the one hand, the presence of a lay mod-erator might conceivably make the average viewer feel that the content of the show is being watered down for his or her bene-fit. Might It not be more effec-tive, and wouldn't the show carry agreater air of authority, if one of the experts served as moderator and contributed to the discussion at the same time? On the other hand, the panelist with their understandable reluc-tance to lay down any sweeping generalities, sometimes seem to fail to come to grips with the is-sue. Afraid that the linjudicious viewer might seize one of their nuggets and drive it home with avengeance, they may on occasion fail to bold on to. But these are minor points. The show is a must for intelligent housewives. Now that it is on the web, it's slotting has been im-proved so that it has a good chance to boost its per-city rating over what it was in New York when it was on two hours carlier.

Gene Plotnik. refrained from overmuch patter. Joe Basile, rotund circus bands-man, supplied the proper musical background and with his sidemen-led the customary opening parade that included the usual contin-inglight of the supplication of the inglight of the supplication of the led clever liberty routine opened the show. Dalton & Bailey, a three-girl web routine with one of the fems stooging from the addence in the fashion of the Herzogs and Nora Toomey fol-lowed. Con Colleano next per-formed on the tight wire, fol-lowed by Rolondo, one -finger equilibrist. The Scnsational Davers, who live up to their name with a thrilling knife and axe routine are made to order for the video cameras. Sock finish has the male member outlining his partners body, which is hidden from view by a paper screen, with axes thrown from a distance of sev-eral yards. The six-member S. Leon Troupe, teeterboard act. concluded the show. Show Well Integrated Fixtures, including the emset.

concluded the show. Show Well Integrated Fixtures, including the emset, Ed Meshon and Chris Keegan, clowns, and Sealtest Dan (Bob Russell), the strongman, are well placed and help to maintain the smooth action. They also fit interly into the mouth-watering commercials plugging Sealtest ice cream and dairy products. Jim McHugh

Hollywood Star

TELEVISION-Reviewed Sun-day (24), 8-9 p.m. Sponsored by Lincoln-Mercury Division, Ford Motor Company, via Columbia Broadcasting System TV thru Kenyon & Eckhardt. Producer. Marlo Lewis. Director-choregra-pher, John Wray. Music. Ray Bloch. Emsee. Ed Sullivan. Guests: Monity Woolley. Mimi Benzell, Dolores Gray, William Gaaton, Brian Sullivan. Helen Wood, Pierre D'Angelo and Anna.

Toast of the Town

10 \*\*

Gaston. Brian Sullivan. Helen Wood, Pierre D'Angelo and Anna. On Sunday (24) Ed Sullivan presented Part I of the Cole Por-ter story. Porter was there in person — shy. unassuming and laking a few modest bows. Inter-preling some of the notable com-positions of Porter were Mimi Benzell and Brian Sullivan of the Met, and an exceptionally notable list of Broadway stars. Including Monty Woolley. Lisa Kirk, Dolores Gray, William Gaxton. Pierre D'Angelo and Anna and others. plus the Toasteties. a dance line which for this show had been augmented to 12-twice its normal size. Ed Sullivan tied up the lush melange, delivering much more han a routine emsee perform-ance. The columnist-showman is both knowledgeable and artful in his handling of this type of layout. Thru the use of aneçdote, brief bits of showbusiness history, he touched the high spots in Porter's career. This was all given point, finally, by the performances of the aforementioned artists.

the aforementioned artists. Sullivan uses the formula ex-pertly. He's done in the Helen Hayes story, the George White story and a number of other simi-lar presentations. The ingredi-ents are nostalgia, top personali-ties, top talent-and, as often as possible — the presentation of a motable scene or tune by the original performer. For instance, on the program reviewed, Wil-liam Gaxton sang "You're the slayed years ago in the Broad-way musical, "Anything Goes." There's little point in consider-

way musical, "Anything Goes." There's little point in consider-ing the individual performances of the talent on this show. Per-formers of this caliber rarely de-liver bad or mediocre perform-ances. Couple them with Cole Porter material, put it all in the hands of an artful emsee who has a flair for story values, and you are bound to come up with in-gratiating entertainment. Paul Ackerman.

# Winner Take All

TELEVISION — Reviewed Wednesday (27), 10:30-11 a.m., EST. Sustaining Monday thru Friday via National Broadcasting Company TV, New York. Pro-ducer, Peter Arnel. Director, Frank Jacoby. Questions by Ted Behr, Allan Wallace. Cast: Bill Cullen, guest contestants.

Behr, Allan Wallace. Casi: Bill Cullen, guest contestants. "Winner Take All," originally a radio quiz show and previously on TV for a long stay, does not blaze any new trails in video give-away programing. But it con-tinues an entertaining show due to the affability and friendliness of emsee Bill Cullen and the show caught. The program is subtitled the "battle of the buzzer and the bell." This merely means that when either contestant is prepared to answer a question he can signal on his mechanical equipment. The first of the two contenders to an-swer there queries correctly wins a round, picks up a lucrative prize and faces another challenger. The format is effective on TV because the camera records the son the show, their tenseness, anx-iety and elation during the quiz means a cuestions and the son the show, their tenseness, any berowice the camera records the son the show, their tenseness, any berowice the camera records the son the show, their tenseness, any berowice the camera records the son the show, their tenseness, any berowice the camera records the son the show, their tenseness, any berowice the camera records the son the show, their tenseness, any berowice the camera records the son the show, their tenseness, any berowice the camera records the son the show, their tenseness, any berowice the camera records the son the show, their tenseness, any berowice the camera records the son the

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# **Television**—Radio Reviews

# Playhouse

RADIO — Reviewed Sunday (24), 5-5:30 p.m., EST. Sponsored by the American Bakers' Associa-tion, thru Foote, Cone & Belding via National Broadcasting Com-pany network. Director, Jack Johnstone. Writer, Les Crutch-field. Host. Wendell Niles. Cast: Janc Wyman, Harry Bartell. Stan Waxman. Lois Corbet, D. J. Thompson and John Dehner.

"Hollywood Star Playhouse" got off to a good start on NBC's radio web Sunday (24). The opening starred Jane Wyman in a half-hour suspense seg that pack-ed plenty of punch as well as a good twist on its pay-off. Scripter Les Crutchfield "Hollywood Star Playhouse

plenty of judget as we has a gind twist on its pay-off. Scripter Les Crutchfield came up with a tidy psycho-melo sequence with somewhat the at-mosphere of "Angel Street." a wife driven to virtual distraction via fear of a predatory husband. The yarn was called "A Letter From Laura," because the dis-covery of a postnumous missive from the lad's first wife opens the eyes of No. 2 to friend hus-band's capacity for murder. The meat of the yarn was her despair-ing inability to make anyone be-inaviginary. Her slick husband saw to that. The whole was tailored lieve that her suspicions were not imaginary. Her slick husband saw to that. The whole was tailored to mounting suspense which was logically developed to a surprise denouement. Much of this was due to excellent direction which com-pletely red-herringed the motiva-tions of a couple of the principal characters. Up to the last mo-ment it was impossible to tell just who was on whose side, and that is solid suspense writing and staging. staging.

## Cast Solid

Cast Solid Jane Wyman created a fine oral picture of the tortured wife who wasn't quite sure herself whether or not she was off the mental beam. Harry Bartell gave her sound backing as a slick husband with a happy faculty for putting her in the wrong. In fact, the en-tire cast obviously knew what was required of them for this sort of melo tonic and responded the proceedings agreeably, and the proceedings agreeably, and the proceedings agreeably, and the proceedings agreeably, and the brong intrusive. Program's format calls for use

out being intrusive. Program's format calls for use of a Hollywood name each week in dramatic, suspense and adven-ture scripts by various writers. If future shows rate up to this sample, the series should take on hefty weight in listener interest. Bob Francis.

## **City Desk**

TELEVISION — Reviewed Sat-urday (23), 3:30.4 p.m. CST. Sus-taining, via WNBO, Chicago. Pro-ducer, Bill Ray. Director, Len Salvo.

# CAPSULE COMMENT

This Is the Story (TV), WGN-TV, Sunday (24), 5:45-6 p.m.

TV, Sunday (24), 5:45-6 p.m. CST. TV counterpart of AM series of same name embodies similar format, still drawings and good narration to provide an in-teresting quarter-hour of view-ing. Initial program hurt by too-lengthy commercial which killed punch of second vig-nette used.

Robert Monigomery Presents (TV), NBC-TV, Monday (25), 9:30-10:30 p.m., EST.

9:30-10:30 p.m. EST. "Those in Favor" was a well written script that dramatically set forth some of the difficul-ties involved in current U. S.-So viet relations. Raymond Massey as the American dele-gate to a UN conference on human rights, and Herbert Berghof, as the Russian dele-gate, were both quite good. The telecasting was skillful on the whole. (See full review this issue.)

Cameo Theater (TV), NBC-TV, Sunday (24), 10:30-11 p.m., FST EST.

Sunday (24). 10:30-11 p.m., EST. Judging the first installment of Albert McCleery's "Peer Gynt" production on its indi-vidual merits, the project left much to be desired, as to adap-tation, cutting and direction. Obviously, it is impossible to judge the over-all quality. un-til the other two segments — Sunday (2) and Sunday (9) — have passed in review. Acting also had its ups and downs, but faults appeared to lay in direction rather than in indi-review this issue.) .

# Hollywood Star Playhouse (Ra-dio), NBC, Sunday (24), 5-5:30 p.m., EST.

5:30 p.m., EST. First seg on NBC series spot-lighted Jane Wyman in a tidy suspense psycho-melo. Script was both excellently written and produced. If the series for-mat can hold up to this sample, solid listening interest should be assured. (See full review this issue.)

this issue.) Chicagoland Civil Defense (TV) WGN-TV, Chicago, Saturday (23). 2:45-3 p.m. CST. Civil defense is, at the mo-ment, an unexciting topic, and one that needs plenty of sales-manship. It is particularly static in the middle of a Sat-urday afternoon, when this 15-minute segment was presented. Announcer Carl Greyson in-terviewed two experts on atom bombs, and covered plenty of pround in danger of attack and potential bomb damage. There were several pictures showing bomb damage in Japan, and over-all the subject was well handled. However, little at-tempt was made to dramatize the danger and need for alert-ness. The progem probably was pleasing to Civil Defense offi-cials, but meeds more punch-to attract a general audience. City Desk (TV), WNBO. Chi-

City Desk (TV), WNBO. Chi-cago, Saturday (23), 3:30-4 p.m., CST. NBC has turned tables and

NBC has turned tables and had four newspapermen being interviewed by NBC news di-rector Bill Ray on current political situation. Program would be strengthened by in-jecting fresh opinions and some kind of fresh news, and paying more attention to questions phoned in by viewers during the show.

Man of the Week (TV), CBS-TV, Sunday (24), 5-5:30 p.m., EST.

Appearance of Sen. Robert A Taft on this show was in di-Appearance of Sen. Robert A. Taft on this show was in di-rect contrast with his last video guester, when he got into a bruising verbal battle with Tex McCrary. On this show, every-thing went smoothly almost to the point of boredom, with even a liberal Democfatic con-gressman, Sam Yorty, agreeing with the senator more often than not. Taft may be labeled a "me-too" Republican if he makes more appearances along makes more appearances along this line. (See full review this

**Big Top** 

TELEVISION-Reviewed Sai-urday (23), 12 to 1 p.m., EST. Sponsored by National Dairy Products via Celumbia Broad-casting System thru N. W. Ayer A gon cy. Producer, Charles Vanda. Directors, Paul Ritts. Casl: Jack Sterling, Con Coll-eano, Josh Kitchen, Dalton & Bailey, Rolondo, The Sensational Davers. St. Leon Troupe. Ed McMahon, Chris Keegan, Bob Russell. Russell.

Russell. A sparkling sawdust-and-span-gles format that accents the half dozen standard acts used weekly makes Big Top one of the best of video's several current circus-type offerings. Longevity of the seg is probably attributable in part to the fact that astute pro-graming makes for the unusual bridging of a mythical dividing line existing between live and adult audiences. Show caught Saturday (23) was a facsimile of previous offerings, tho smoother, with the acts ap-parently working their usual well rehearsed routines without inter-ruption, as Jack Sterling, emsee,

might have in Feaching end ing this line. Raymond Massey as the Amer-ican and Herbert Berghof as the Russian were both quite good. The telecasting was skillful on the whole, as it usually is on this show. But continually tense mu-sical bridges tended to throw the viewer off as to just when the climax was due. Gene Plotnik.

Brandt, Guy Sorel, Curt Katch, Will Hussing, Stuart MacIntosh. "Those in Favor" was a well-written script that dramatically set forth some of the difficulties involved in current U. S. Soviet relations. Its two main characters were the American and the Soviet delegates attending a United Na-tions conference on human rights. At the beginning, the American had been taking a tolerant atti-tude toward the Russian's political tactics in the council and toward the Russian as a person. But in the decided that his charity was useless. And in the end he resolved to use firmer methods. The development of the plot was via a letter the Russian rep-resentative had written his wife frankly complaining about the MVD, the Soviet secret police. The letter accidentally fell into the hands of the American diplo-mat. He could have used it to ruin the Russian personally and destroy his propaganda on the human-rights issue. But Instead he kindly helped the Russian con-ceal the whole thing from the MVD agent on the scene. Using a letter to carry out a plot is not new, but it is a handy device. The author of "Those in Favor," Christopher Mayhew, used it well. The development of character and situation up to the climax was subtle but never de-ceiving. Russian Caught The U. S. delegate hoped his russian weight in the consite would convert the

ceiving. The U. S. delegate hoped his generosity would convert the Communist to democratic ways. But the Russian did not give in so easily. Tho the system got him down personally, he stuck to his principles like a good Marxian. What's more, he thought the American was silly to have gone to the trouble of saving him the embarrassment. And in the end the MVD caught up with him anyhow and "accidentally' ran him down. A play set on the international scene is so apt to turn into stark melodrama that it is a pleasure to find one handled with some subtlety. Mayhew's theme is "get tough with the Russians," but he does not underestimate the diffi-culty a conscientious diplomating the line. Raymond Massey as the Amer-

# The Grenadiers

TELEVISION—Reviewed Sun-tar (24), 1:30-2:30 p.m., CST. Via wTMJ-TV, Milwaukee, Producer and director, Alan Beaumont, Smsee-announcer, Al Buettner, vasical director, Maurice Kipen, noor director, John Sigrist, Stage nanager. Arthur Birmingham. Artlicipating sponsors.

Judged strictly via big-time deo standards, this show would are badly. But you can't dispute excess too strenuously, and yTMJ-TV, the nation's outstand-gindie TV money maker (ac-ording to a recent issue of For-me mag), apparently is con-med that they are accurately puging Milwaukee audience

spents This show is a weekly version (the daily radio shindig put on the studio musical aggrega-m. "The Grenadlers--the Band nh a Million Friends." A unique oup of veteran musicians, this aff organization has built a tre-produs stage following over methan a decade of continuous madasts and personal appear-

medicasts and personal appear-sets. Their popularity is evidenced the fact that there is a backlog potential sponsors, and audi-reducats for the show are cur-the being doled out on a two mhs' waiting list basis. While The Grenadiers, directed Maurice Kipen, are the back-or of this hour stanza, they a very little sight value to the preedings. The musicians are peted in the middle of the stage and their music stands, and the out a few marches and the acts.

the source of the second secon

wide acts. Participating commercials are sandwiched have and Russell, duo terp doubing from a local night displayed some fine rou-ettat would have lensed with detter effect if performed as a background other than music stands. Inept camera a turing a piano duo of the better effect if performed as a background other than music stands. Inept camera a turing a piano duo of the haif of the team from the haif of the team from the haif of the general catch-all music stands. Inept camera during to the general catch-all music stand the introduced by presidents of the Twins auton of America, who were the town for the forthcom-annual convention of the 5 annual convention of the 5 annual convention of the Standard Standard

to of planning, low budget asyfficient rehearsal time aly are the obstacles this fould hurdle before a cou-tould hurdle before a come to new channels come to Benn Ollman.

# Comeo Theater

IFVISION-Reviewed Sun-IFVISION-Reviewed Sun-124, 10:30-11 p.m. EST. Brocks. Smith. French & Brocks. Smith. French & al via National Broadcasting iny TV. Producer-director. McCleory. Writer. Guy de Music. Edward Griegis "Peer Suite with additions by Saercrud. Cast: Douglass Former, Luconcer Shanewise. Luce. Frances Reid. Wesley Rin Gam. Humphrey Davis ther.

# ttinued from page 3

Annued from page 3 Ase, and Claire Luce's troll as made more of sex than y. Wesley Addy was obvi-forced to managed to rise the howling confusion of the total of the second the second of the second the second of the second of the second of the second the second of the second of the second of the second of the second the second of the se

for Regents cigarettes o their wall well-ordered the may be that the next salaments will prove some-meal classics. But af they distance, it will just show it hot smart to try to im-malben.

The Author Meets the Critics

TELEVISION — Reviewed Thursday (28) 10-10:30 p.m. EST. Sustaining, via Du Mont Tele-vision Network. Produced by Kagran Corp. (Martin Stone). Production supervisor. Jero me Coopersmith. Director. Harry Coyle. Moderator, Faye Emerson. Author: Sen. Estes Kefauver. Critics: Senators Homer Capehart and Blair Moody.

Author: Sen. Estes Keisaver, Critics: Sonators Homer Capehart and Blair Moody. Affording a startling contrast to last week's Taft-MecCrary fire-works, Tennessee Senator, Estes Kefauver guested on "Author Meets the Critics" Thursday (28) and conducted a gentlemanly de-fense of his five-year-old book. "A Twentieth Century Congress." Homer capehart and Blair Moody were also on hand to present pro and con views of the book (in reverse order). Beaming happily, moderator Beaming happily, moderator excessive display of good man-ners. Kefauver had a once-in-a-political-lifetime chance to show up a potential opponent for the presidency, and he made the most of it. With serene tolerance, he listened to Capehart's complaints, and even managed a slight smile when the Indiana Republican asked pointedly, "Senator Kefau ver, in your book you said there are too many probes and headling hunters in Congress. Do you still feel that way today?" Utilizing the proverbial pre-scription for turning away wrath. Kefauver had a gentle, fairly rea-sonable answer to every accusa-tion, and Senator Moody backed him all the way. Some viewers may have taken a dim view of his totally unruffed, almost un-natural composure, then again, it's possible that in these harried times, Kefauver's fatherly air of calm confidence may have more appeal for voters than the ex-plosive personalities of other can-didates. At any rate, Miss Emerson

didates. At any rate, Miss Emerson fairly bloomed In his presence, and even Capehart (usually a hard-driving, touch political fig-ure) didn't seem to have his heart in the carping routine. In latter case, of course, the Sen-ator's determined good nature may have been partially sparked by the memory of Senator Taft's unfortunate experience the week before. June Bundy.

# The Correct Thing

TELEVISION-Reviewed Sun-day (24), 2-2:30 p.m. EST. Spon-sored by Acme Shear Company vie WPIX, New York. thru Albert, Frank. Guenther Law, Inc. Direct, Frank. Guenther Law, Inc. Direct, for. Al Hartigan. Writer, Joe Cross. Cast: Elinor Ames. Wyn Elliot. Panel this show: Diana Donnepwirth. Ronny Liss. Peggy O'Neill, Biff Elliot.

This stanza is an extension of the Elinor Ames column of the same name, which appears in the New York Daily News, operator of WPIX. Miss Ames appears on the stanza briefly to tell what is "the correct thing" to do about each of several social or etiquette problems, which first are put to a teen-age panel to discuss. Emsee Wyn Elliot runs thru the banter with the panelists prior to enlisting Miss Ames' aid in getting the correct answer.

The panelists all are show biz The panelists all are show biz kids, and they not only were self-assured in kicking around the sub-jects, but actually were working a little too hard, if anything. Each problem was shown via a huge blown-up still photo, with Elliot posing the questions. Extra Features

# Extra Features

Extre Features The show sought to Introduce a couple of extra features, in the Interest of variety, but these did not come off too well and wound up rather pointless. One was an interview feature, in this case with the doorman of a Rockefeller Plaza restaurant, and the other a "how it began" bit, showing the origin of drinking toasts. Both could be dispensed with at no loss to the show.

to the show. A strange anomaly is the ap-parent aiming of this show at the teen-age audience by the sponsor, a manufacturer of shears. Per-haps the current teen-age crop of females stays home and sews, but that is not the impression com-monly held. The sponsor should find out quickly via a contest hook, whereby teen-age lassies are being offered a Bernuda va-cation as prize for ripping off a piece of sewing.

# THE BILLBOARD

# CAPSULE COMMENT

Toast of the Town (TV). CBS-TV. Sunday (24), 8-9 p.m. EST.

EST. Ed Sullivan presented Part 1 of the Cole Porter story. Great tunces, great talent, nostalgia, all artfully presented. This is a wonderful formula. Sullivan has done it before via the Helen Hayes story, George White story, etc. (See full re-view this issue.)

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It's a Problem (TV), NBC.TV, Magon a y - Friday (25-29). 1:30-1 p.m. 2:30-1 p.

Winner Take All (TV), NBC-TV, Monday thru Friday, 10:30-11 a.m., EST. "Winner Take All," former radio quiz show back on TV for the second time, does not set any new styles for video give-away programs. However, it is entertaining, due to emsee Bill Cullen and the telegenic gualities of the quiz contest-ants. (See full review this is-sue.)

# .

Big Top (TV), CBS-TV, Satur-day (23), 12-1 p.m., EST.

day (23), 12-1 p.m. EST. Circus format utilizing about six new acts each week pro-vides solid entertainment for parents as well as their off-spring. Knowledgeable han-dling of talent makes it one of the best of current sawdust and spangles sets. (See full review this issue.)

The Author Meets the Critics (20, 10, 10, 30 pm, EST. Affording a startling con-former faits of the start week's Taits Me construction of the start of the start

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The Correct Thing (TV): WP1X: Sunday (24), 2-2:30 p.m. EST. This show is an extension of the Ellinor Ames etiquette col-umn in The New York Dally News. and features Miss Ames answering problems after they answering problems after they are kicked around by a teen-age showbiz panel. The teen-age showbiz panel. The teen-age showbiz pitch is at which could be elimi-nated. Sponsor's pitch is at teen-age gals who are inter-ested in sewing. (See full re-view this issue.)

he Grenadiers (TV), WTMJ-TV, Milwaukee, Sunday (24), 1:30-2:30 p.m., EST.

1:30-2:30 p.m., EST. By big-time standards, show would fare badly, but station's success indicates this must be local taste. Show is popular despite loose format, NSG cam-era handling and staging. Lack of planning, budget and re-hearsals is obstacle the show should hurdle before competi-tion channels move in. (See full review this issue.)

# Paul Dixon Show (TV), ABC-TV. Monday (25), 11:30-11:45 a.m., EST.

a.m., EST. Diron's show, emanating from WCPO-TV, Cincinnati, is more appealing than most pro-grams of the disk jock genre. It is informal, has engaging personalities and is modestly-budgeted. (See full review this issue.)

# THE VOTE CHASERS---5 All Sweetness, Light **Twixt Taft and Yorty**

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TELEVISION-Reviewed Mon-day (25), 11:30-45 am., EST. Sut-taining via the American Broad-casting Company. Monday thru Friday. Cast: Paul Dixon. Wanda Lewis and Dotty Mack. Producer. Dick Perry. Producer-director. Len Goorian. Director. Lee Horn-back. Script. Dick Perry.

back. Script. Dick Perry. Paul Dixon's show originates at WCPO, Cincinnati. It's a new series, replacing the Dennis James program. Dixon also has a regu-lar Wednesday night TV series over ABC-TV. This show has several advan-tages as an advertising buy. This show has several advan-tages as an advertising buy. Firstly, it would seem to be very economical. The sets-and they are attractive — are often made of paper. At other times Dixon takes the show outdoors, camera and all, and gives the viewers a shot of the Cincinnati skyline, etc. The talent bill is probably very modest, there be-ing, in addition to Dixon, the Misses Wanda Lewis and Dotty Mack. The girls do pantomfine while the disks are spinning. their connotation of the tunes being played. The girls are personable, their

They also draw their connotation of the tunes being played. The girls are personable, their mimicking is artful and their chat-ter engaging. Dixon, we would say, tries a bit too hard to be clever. He should relax more and calm down a bit. The lines at that hour do not have to be packed with gags. Pleasant verb-iage should be enough. And Dixon quite rightly slants it at the housewife. Generally, this disk jock pro-gram is fresher and more appeal-ing than most of the type. -Paul Ackerman.

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a quarter-hour in length, ready to go in the markets already set by Snader, following somewhat the same formula used on radio -that is, featuring two vignettes on each show.

Offered on a twice-weekly basis to sponsors, this series should prove an interesting feashould prove an interesting fea-ture for all types of viewers, kids and adults alike. Jacobson has used stories concerned with major names and/or events, some dating back to pre-Revolutionary

dating back to pre-Revolutionary War days, and, as a result, has a perpetual source to call upon for future shows. Still drawings are used to il-lustrate the stories related by Ed Prentiss, and the drawings and narrations are excellent. On the first show, the story of "Custer's Last Stand." and a second, of an actor who became a baseball star, were used. A mid-commer-cial is used, as are opening and closing spots. Because one of the three was too long, the viewers did not find but the baseball player was Johnny Vandermeer, with the sponsor cutting in just as the story reached its climax to get in the closing pltch. Thus, despite some 12 or 13 minutes of excellent programing, the series may suffer because of one slip.

Every conceivable kind at WHAT DO YOU MAVE TO SELLI EQUIPMENT SUPPLIES AND SERVICES Write BOX 066 2160 Patterson Street Cinclinati, Ohio has been sold in The Billboard . . .

Nielsen Launches

New AM-TV Survey

All-Around Coverage Signed by NBC at Reported 250G; ABC, Too, Mulls Service

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# THE BILLBOARD

# **RCA** Grosses \$598,955,000; NBC Sales Up

NBC Sales up New YORK. March 1.—Radio Corporation of America grossed an all-time record high of 5598,-955,000 from sales of products and services in 1951, as compared with \$586,393,000 in 1950, accord-ing to RCA's 32nd annual report. During this period. National Broadcasting Company sales rose 48 per cent to a total of \$137,156. 000, with TV accounting for all the increase. RCA's net profits, however, were \$31,193,000 in 1950, for all taxes profits for the year. Dividends paid by corporation were \$62,-389,000, more than double the net spaid by corporation were \$62,-389,000, more than double the net spaid in 1951, total taxes paid in 1951 totaled \$17,100,000, with \$31,53,000 of this amount going to preferred stockholders not remainder to common stock-holders. RCA's plant expansion program continued in 1951 with \$26,069, providing corporation with the greatest production potential in its 32-year history. Total current assets of RCA at December 31, 1951 amounted to \$255,993,000, at the 1950.

# is applying for other stations in Pittsburgh, Portland, Ore, and Fort Wayne, Ind., where it already op-erates radio stations.

to the Federal Communication Commission for permission to op-erate a commercial TV station here on ultra-high-frequency channel 17. Westinghouse now op-erates such a station in Boston and WPTZ, Phileo TV station.

# Affil Group Keeps On Fighting Vs. AM Cuts

NEW YORK, March 1. — The All-Industry Affiliates' Commit-tee, already generally credited with having been the single most important factor in slowing down the various drives to reduce radio, meets hare March 10 and 11 to mull steps to combat latest radio race-valuation" efforts, and to finalize plans for statistical studies to fully sell radio as a medium. Meet will be chaired, as usual, by Paul W. (Fritz) Morency. Among the subjects up for discussion will be the frecent ef-forts of major national adver-tisers (Procter & Gamble, Gen-

# WNBC, WCBS and WMBT · Continued from page

Continued from page 6
 expanded their staffs recently with department operations undergoing considerable remodeling. New staffers at WCBS include: Dick Stahlenberger, ex-American Broadeasting Company promotion exec, as new assistant promotion director; and three new salesmen. Tom Gorman, John Crandell and Clem Lowden, giving WCBS a total of six salesmen reporting to the sales manager.
 Expansion at WNCB and WNBT has been even greater. Now that station's upped-salary budget has received go ahead by NBC's Charles Denny and Jim Gaines, staff lines up as follows: Post of assistant general manager held by Charles Phillips has been abolished and exee has been apointed sales manager and general administrator of WNBT, which now has WNEW's exprogram director Dick Pack as program director Dick Pack as program director Dick Pack as prochandising manager.
 Jay Smolim, formerly with N. W. Ayer, has joined station as ager of both WNBC and WNBT,

\$25 0 .550 0 .\$3.00

supervising two promotion direc-tors, Les Wineles for WNBT and Wini Schaefer for WNBC. Miss Schaefer was recently promoted from publicity. Phil Dean for-merly in charge of exploitation for NBC, has assumed her post as publicity director and will han-dle exploitation as well. Young Dick Firestone (the lad who ap-plied for a job by sending station manager Ted Cott a live carrier pigeon) has also joined depart-ment as a promotion writer.

ment as a promotion writer. Station's advertising and pro-motion manager J. Hirsch, has been switched to WNBT, where he will serve as special account exec in charge of developing new business. News and special events man George Wallach has assumed title of WNBC production man-ager for WNBT. New salcsmen include Norman Chester, formerly time-buyer for Batten, Barton, Durstine & Osborn, Inc., and ex-Daily News man John Barry. Three new jobs are as yet un-

Daily News man John Barry. Three new jobs are as yet un-filled—news and special events director; WNBC sales manager, and an assistant to Cott. Stepped up merchandising operations will be under direct supervision of a special exec board, including Smolin, Wallach, Phillips, Dean, and both radio and TV sales man-agers.



# · Continued from page 4

rics now being programed on the American Brondcasting Company. Young & Rubicam, its agency, will begin screening prospective film stanzas next week to use for the summer. **ABC Signs Kathi Norris** 

WFDR Granted 60-Dav

Quiet for Revamp . .

WASHINGTON-WFDR. New WASHINGTON-WFDR, New York this week was granted au-thority by the Federal Communi-cations Commission to remain si-lent 60 days beyond February 25, pending possible financial reor-ganization. FCC said the station may not resume broadcasting, if control of the station is trans-ferred in any reorganization.

# Co-Op, Sales on MBS' MGM P'kges 561 ...

NEW YORK—Local co-op sales on the Mutual Broadcasting Sys-tem's MGM packages now total 561. The network is more than gratified with the results.

# WGAR's Point-of-Purchase

Plan to Kick Off ...

Plan to Kick Off ... CLEVELAND-A new promo-tion plan, "Merchandising." blue-printed by WGAR, here, gets un-der way this month. Participants with the station in this point-of-purchase display plan will be na-tional chain outlets and all quali-fying WGAR advertisers. Clients qualify to receive in-store promo-tions such as "end" or "dimp" displays for one week in each of 197 co-operating stores by fulfill-ing the following requirements: 1) If their products are stocked by store; 2) if their products are ac-ceptable for display by retailers, and 3) if they contract for mini-mum net expenditure to support point-of-purchase displays with on-the-air coverage. Vim Adds 10 Short News

Vim Adds 10 Short News Shows on WPIX ....

NEW YORK—Vim Stores this week purchased 10 five-minute news shows on WPIX, here, be-ginning March 17. Vim will con-tinute its sponsorship of the 30-minute video news show, "City Hall," over the station.

# CBS-TV Hunts "Husband" Fem, Original Scripts . .

Fem, Uriginal Xripts . . . NEW YORK — The Columbia Broadcasting System's TV pro-graming department is looking for a top comedienne for the lead-ing role in its old radio property, "My Favorite Husband." which is to be turned into a TV show, Richard Denning, the male half of the duo on radio, will be used on TV. CBS-TV is also looking for

CBS-TV is also looking for CBS-1V is also looking for more experimental scripts for its "Workshop," which is on the web Sunday afternoons. The network wants more original scripts, rather than the adaptations it has been getting.

# Colgate Options "Brooks"

Film for Video . . .

Film for Video ... NEW\_YORK — Colgate this week took a 30-day option on "Our Miss Brooks" which dates from the time it views the TV film. The situation comedy is now in the cutting room and will be submitted to Colgate next week. The show stars Eve Arden.

## **UA to Spot Salesmen** In Major TV Cities . .

In Major IV (fities ... NEW YORK — United Artists TV Syndicated Sales is building up its sales staff to enable it to have a representative in each video city. National sales man-ager John Mitchell is in the midst of a two-month swing around the country to add new personnel. Six salesmen have already been hired by him. Hope is that with com-plete sales coverage UA will be able to acquire even better prod-ucts.

## Powell, Kessler, Kratokvil Named to FCC Posts . . .

and an assistant to cott. Stepped up merchandising operations will be under direct supervision of special exec board, including Smolin, Wallach, Phillips, Dean, and both radio and TV sales man-agers. Jackie Robinson will take part in board discussions when he takes up his new duties April 20.

For Comedy Series . . NEW YORK-Kathi Norris the

NEW YORK—Kain Norrist week was signed to headling a new dramatic radio series by the American Broadcasting Company, She will act as hostess on the family-type comedy show which tentatively is titled the Kath Norris show.

MARCH 8, 1952

# WOPA, Liberty Net Fuss

Goes to the Courts . . .

CHICAGO—The hassle between WOPA, suburban Oak Park radio station, and the Liberty Broad casting System went to the count this week. WOPA sought a me this weeks WOPA sought a me straining order which would not state LBS service. The strain wants the network to live up to an affiliation contract signed Marci 14, 1951.

## Wrather's Agent to Buy Properties for TV ...

NEW YORK — Texas oil mil lionaire and movie producer Jad Wrather has his agent, Bob Man here to buy up properties for hi plunge into TV film. Wrather i dickering for the "Blandings" ries and for several stor scripted by John Steinbeck an Bellamy Partridge.

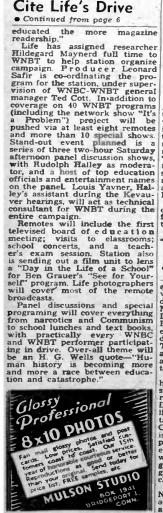
# **BB's Uno Featured Guest** On "B'way to H'wood" ....

On "B'way to H wood"... NEW YORK—The Billboard' burlesque editor, Charlie Ung guested on "Broadway to Holly wood" over the Du Mont Tele-sion Network Thursday (28). Un traced history of burlesque fran its carly beginnings and discusse the value of burlesque as a train ing ground for many of TV's to comics.

# The Restless People,

The Revolving Door . . .





with Nielsen in Chicago at the weekend. The NCS data will be offered to agencies and advertisers, as well as webs. Individual stations also will be able to secure local data from NCS at a proportionate rate. This move projects Nielsen into the local picture for the first time in a major way, altho he has done a local radio study in each of four cities (New York, Chicago, Cincinnati, Los Angeles) in the

**Cite Life's Drive** 

• Continued from page 6



PAULA SMITH, 200 W. 54th SL, N. Y. C. 19, N. Y. DEPT. BB. CIRCLE 7-1130

Reported 250G; ABC, Too, Mulls Service NEW YORK. March 1.—A new omnibus radio and TV coverage service. embracing the size, com-position and network's audience, has been launched by A. C. Nie-sen Company, and the first sub-service to be called the Niel-sen Coverage Service, will not touch on ratings, but will be-along the lines of the data gath ered by Broadcast Measurement Bureau, last issued in 1949. Nielsen stated. however, thay NCS will go far beyond BMB's efforts, first by using the inter-riew rather than ballot technique A staff of 200 full-time workers will coorer a cross-section of typ-ical families in 48 States and about 30.00 countes. The report is planned as a onc-shot, with with in a few months. A second contract is believed in negotia-tion with the American Broad-casting Company, whose research-tie, Otiver Trevz, was meeting with Nielsen in Chicago at the Weekend. The NCS data will be offered

which operates KYW here, applied

the

Federal Communication

# Westinghouse Asks UHF OK

Latin Casino. Philadelphia (Wednesday, February 26)

(wednesday, reordary 20) Capacity, 530. Price, poller, \$3.50 minimum, food or beverage, Shows at 8:30 and 12; Saturday matinee at 2:15. Owners-mana-ger, Dallas Gerson and Dave Dusheff, Publicity, Jarry Kata, Booking, non-exclusive. Estil-mated budget this show, \$3,700.

The current show makes up in entertainment what it lacks in marquee value. Offering an array of performers for the most part new here, it's by far one of the most-taiened afferings here in a long time.

long time. In the top slot is Jay Marshall, dead-pan salirist who builds to sock proportions with his subtle and intelligent humor interwoven with sleight-of-hand stuff. While not new to the sphere, it's been a long time since Marshall has been around these parts. And from the great response, he's been away too long.

In the top slot is Jay Marshall dead-pan satirist who builds to ook proportions with his subtle and Intelligent humor interwork interwor

Thrush is New Entirely new to these parts is tall and attractive Jen Nelson, a captivaling chanleuse with well-trained and lusty pipes plus a personality which projects words and music in top drawer fashion. Her selling is entirely in the class register, selling extra big with a "Munhattan Towers" song solilo-duy.

Mannattan Awers quy. The Harmonica Masters, also new, please with their mouth organ talent which exceeds their sense of showmanship. Also stronger on the talent than the selling is the tuneful toe-tapping of youthful Oriental Paddy Wing, male member also new to these narts.

parts. In a more familiar frame, and as effective as ever, is the build singing of Jack Curtis, who em-sees the show, and the eye appeal of the cight La Veda Moret danc-ers. Joe Frasetto's music for show and dance, plus Freddy Baker Quartet for lulls, is on the strong side. Maurice H Orodenker.

## Saddle and Sirloin, Studio City, Calif. (Tuesday, February 26)

Capacity: 150. Operator: Arthur Lyon, Shows every hour, starting at 9 pm. Price policy: no cover or minimum. Publicity Bill Wat-ters. Booking policy: non-exclu-sive. Talent budget. \$750.

Arthur Lyon is instituting a show policy at this smart eatery with the Duncan Sisters. The famed sister team of the '20s have everything to make a smash nitery act. Working behind a plano around which all tables are grouped, the former stars of legit did 40 minutes of top entertam-ment. While working in such close proximity to customers would stymic many acts, it seemed to stimulate the veteran team.

close proatmity to tubint suppor club crutin and while stimulate the veteran team understatement to a fine art. His durate the veteran team material is full of little jabs that fair-haired Eva, while Rosetta below the punkish Topy role. The Duncans showed their mettle by switching swiftly and easily from a nostalgic tear-jerker into a rolleking novelly comedy further with his ballads of the into a rolleking novelly comedy hills, plains and rivers than comsong. While their vocalizing is pering with the Ecksumes. Tail of heart and voice. The buncans their nor solleking novelly comedy solution and their state between that's the topper. Showed a lot of heart and voice comedience currently working to a goof. It's a state to be a guitar-playing as Rosetta, who's as funny as any sistent. Belafonte did four songs to a bog-off. Rosetta, who's as funny as any comedienne currently working, does the punch lines. As a closer, they bring on 21-year old Evelyn Asther, Vivian's daughter, who does trio harmony with them. Gal is a fresh-looking youngster, whose shy approach is aplendid contrast to her animated mother and aunt. Their material is such that they could have worked an hour.

Last ney could gave worked an hour. Paramount is currently ready, ing their biopic, "Topsy and Eva, which should further project their. The outside room has Portia show was their wonderful enar-ther steir and the spot of their show was their wonderful enar-ther spot in 1923. Johnny Sippel. The spot in legit in 1923. The spot in legit in 1923. The spot in legit in 1923. The spot is their wonderful enar-ther spot is the spot of their the spot is the spot in 1923. Johnny Sippel.

# Night Club-Vaude Reviews

# Marine Dining Room, Edgewater Beach Hotel Chicago

(Friday, February 22)

Cepacity, 500. Price policy, cover charge 75 cents-51. Shows at 8:39 and 10:30, Monday thru Triday: 8:30 and 12 Saturday, Publicity, Margery Winston, Booking policy, non-exclusive. Estimated budget this show, 55, 000. 000

shows a night. Preceding Brisson on stage are Ricardo and Norma, a good-look-ing young ballroom team with some of the snartest terp turns seen. Duo set the stage for the sophisticated meter of Brisson's act, opening with a tango, then following with a ballet, "Warsaw Concerto," a musical comedy turn done to "Ma, He's Making Eyes at Me," and close with a Portu-gese peasant dance, getting a large round of applause at the conclusion of their closer. Benny Strong, Chicago band

to a beg-oit. Martha Stevens. looking more like a society deb than a per-former, offered a pleasing voice with material ranging from stand-ards to special. This pretty blonde shows a lot of confidence and does a competent job of stand-up war-bling. Ellis Larkin outfit backed and

Towne Club, Milwaukee (Monday, February 25)

Capacity, 140. Shows, 9, 11 and 1. Price policy, \$1.50 minimum, Operator-manager, Jerry Gross-man, Booking, non-exclusive.

With a background of nitery credits all over the country as an ork fronter rather than an act. Bill Snyder, Decea recorder new steps out as a solo with this book-ing. Jerry Grossman, who is using a semi-name policy, which con-centrates on record names, is hav-ing much success with the test. He's also finding that Snyder can keep the ropes up here seven nights a week, three shows a night

keep the ropes up here soven hight a week, three shows a c night. Snyder's act has been carefully built. He uses his skill on the 88 to its full advantage and displays a pleasing manner with his be-tween-tunes chatter. His book ranges from the classics—"War-saw Concerto," "Chicago Con-certo" and "Ciare de Lune" to his current top-selling platter, "Flying Fingers," "12th Street Rag" and a bit of George Gersh-win. A "visual" planist, Snyder keeps the room silent while he plays and gets heavy hands for each selection. Snyder also plans to give the act a whirl on the vaude circuit, having already signed to play the Sevill, Toronto, and a second house in Montreal. Norman Weiser.

# Ciro's, Hollywood

# (Wednesday, February 27)

Capacity: 460. Price policy: \$1.50 cover week-days \$2 Satur-days. Shows at 9:30 and 12. Owner-operator: H. D. Hover: Publicity: Jim Byron. Estimated budget this show, \$4.000. Esti-mated budget last show, \$4.000.

(THUTSERY, FCD. 21) Capacity, 700. Two shows nightly, 9 and 12. Price policy, 33 beverage minimum with dinner. Owners-operators. Ned Schuyler and Murray Weinger. Booking non-exclusive. Publicity, Irving Mandell. Estimated talent budget current show. S14,000.

current show. S14.000. After nearly a half-century in show business. Sophie Tucker is still killing them. She seidom gave a belter performance than in her current stint here, heading a bill which includes Tony Ben-nett, Jack Carter and the Step Brothera. It's a big show, with La Tucker emerging buger than ever. Lav-ishiy gowind as usual, she opened with a thyming autobiography stressing an "always stay young theme, followed with a humorous offering. "The Sophie Tucker School for Red Hot Mamas." ex-(C-ntinued on page 48)

# Paramount, New York (Wednesday, February 26)

Capacity, 3.654 seats. Price range 55 cents.51.60. Five shows daily. Chain booker. Herry Le-vine. Show played by Jarry Wald's ork.

Here's a bill loaded with potential talent, each act knows its way around a stage, but it missed because of pacing and dull production.

The hit of the show was the Billy Williams Quartet, one of the

The Dunning precise nootology was slick as ever, earning a jus-tifiable sock mitt. The Jerry Wald band was off on timing and combo organization, indicating necessity for more rehearsals. Wald's clar-inet was smootb and warm, but he

**Charley Foy's Supper** Club, Sherman Oaks, Calif. (Wednesday, February 27)

13

Capacity: 300. Price policy: no cover or minimum. Ownerop-erator: Charley Foy. Shows at 9:30 and 12:30. Booking: non-exclusive. Press: Charotte Rogers. E stim at ed budget this show, 82.000. Estimated budget last show, \$2,000.

Nostalgia is an important factor Nostalgia is an important factor in a show, but it's not substantial enough as sole basis for an entire offering. The show started strong for the first 10 minutes with some hoary but good blackouts. Cast deserves eredit for working out these and other succeeding bits in the show, where they work as a team for it gave the show con-tlinuity.

Billy Williams Quartet, one of the precise vocal groups around to day. They gave a slick and exeit. ing performance as the closing act. Led by tenor Billy Williams. The group scored solidly with its novel and strong impressions of "Ride, Ride Ride" and "Wimo weh." In addition to their singin ability, the group moved around for added sight values, much of which they picked up on their TV shots. Buddy Lester drew chuckles when he should have pulled yocks, stint, and Owner Charley Foy, This first few minutes were great first first few minutes were great differ the seemed to become tired Finally wound up with a big hand for his trumpet routine. Georgia Gibbs has picked up a rew style. She's now a fem she waxed for Mercury, was full should bay. Her "Cry," while she waxed for Mercury, was full band backing left much to be de-sired. The Dunhills' precise hoofology was slick as ever, earning a jus-tifiable sock mitt The Jerry Wai band was off on timing and combo

y Waid combo recessity scelar-this week, does well strolling and but he doing songs from the stage at intermission. Abbey Browne's Dan-boys did an excellent backing job. tontz.

Merb Rau. MOC A M BO, HOLLYWOOD: Billy Daniel and Lita Baron shape up with the outstanding new terp-song act of the year. Daniel, the movie studio choreg-rapher, and his smart, cute part-ner have 30 of the fastest minutes on the boards currently, for they shrewdly mix up single and duo singing and dancing of every type. They have added lots of new material to an already meaty rou-tine, with Miss Baron sparkling in a song, Tm As Ready As 1'll Ever Be," and a "Lady Is a Tramp" number, in which she wears a \$12,000 emine coat and carries a tiny white poodle.









# THE BILLBOARD

# Miami: A Flashy Finish to a Slow Season's Kick-Off Early Blight Bursts Full \$ Bloom,

**Only Trouble Is Getting Attractions** 

breaks Hackelt should happen. Some beach clubs are not doing too well, tho their first-show biz is big. But with many having sustained huge early season losses, they're now a bit wobbly. To make up for bad previous biz, the present tariffs are unusually high. Food minimums of \$5 plus an-other \$4 liquor minimum is the only club on the beach that has na all inclusive minimum-\$5-\$6 food or liquor. The Beachcomber is hanging

The Beachromber is hanging on the ropes. It has tried a num-(Continued on page 46)

**MH Signs New** 

**AGVA** Pact for

**134 Employees** 

**Combo Grosses** 

**Big for Week** 

# · Continued from page 1

 Continued from page 1
 Darvis and Julia, who do tricks that are well nigh impossible. Copa at 30G
 The 5 a.m. closing is compara-tively new to the beach. In the past it was felt that vacationers wouldn't stay out beyond 1 or 2 an. because they wanted the sun next day. Apparently the belief budget shows of top names at sophie Tucker, Jack Carter and Tony Bennett. But unlike the Five Otock Club which now LQ, Murray Weinger's operation cells for two room has gen shows, the lounge room has gen-nett doubling and the Red Caps blasting out in their own spot and backing Bennett. The comboi is enough to make tables go for Cope at 90G The Copa's operation is good for about \$20,000 a week with big budget shows of top names at top prices. The current bill has Sophie Tucker, Jack Carter and Tony Bennett. But unlike the LQ, Murray Weinger's operation calls for two rooms going full blast. The main room has set shows; the lounge room has Ben-net! doubling and the Red Caps blasting out in their own spot and backing Bennett. The combo is enough to make tables go for premlums; that, plus the bar, keeps the joint jammed and jumping until 5 a.m.

WARREN FUSS

# **Everyone** in Act Over Pitt **Theater Date**

NEW YORK, March I. — A hassie involving the Warner book-ing office, the William Morris of-lice, Fran Warner and her man-ager Barbara Belle, with the American Guild of Variety Artists as mediator, blew up late last wcek. Warner booker Harry Mayer threatened Miss Belle with legal action for what he called a violation of a contract.

NEW YORK, March 1.—Radio City Music Hail and the American Guid of Variety Artists have fi-nally signed a contract, involving 134 people in the cast, which will up scales of the chorus and give them one week's vacation a year. General terms were agreed upon some week's ago, but weren't for-malized into a contract until late pesterday. Under the new terms all chorus starting salaries will be \$70 (oid \$60), with step-ups to \$75, op er week. After the first six months the first raise will be \$5, with \$2.50 per six-month period thereafter. A second second

# **Owner Not Closing Big Bill's in Philly**

PHILADELPHIA. March 1.— Reports that Big BUI's nitery in the downtown zone has shuttered or contemplates closing are er-roneous, said Ben Cossrow, owner of the room. Cossrow purchased the spot from Bill Rodstein about six months ago and has been op-erating it himself under the same policy, featuring novelty and gim-mick attractions.

mick attractions. Cossrow is an old hand in the cafe field, having formerly oper-ated the Showboat here. In buy-ing out Rodstein, Cossrow also purchased the Big Bill's name. As Big Bill's, room has had a fabu-lous following and has enjoyed good business because of the un-usual show policy when other rooms went begging for cus-tomers.

# Switch in Sweden,

Switch in Sweden, Movies to Shows STOCKHOLM, March 1.—China Theater, home of big-time vaude ville during the summer season and tilms during the winter season the stare, home of big-time vaude ville during the summer season stoom, with a partopy of Coil stoom, switched from pix to shows, with a partopy of Coil Stoom, and Coil in Every of Phil Foster, Four Aces, Gene months, switched from pix to shows, with a partopy of Coil Stoom, and Coil in Every port with St4000, opened with Stoom, New bill has Buddy Lester, Billy Williams Quartet, ing a long run at the Oscars Thea-ter State and the stare season starts Me, Katie' and is expected to hold the stage until vaude season starts big Lommer, of Copenhagen, is bringing a vaude show, headed by sodran next week.

NIGHT CLUBS-VAUDE

# A SUGGESTION: SOPHIE ON FLIPS

MIAMI BEACH, March 1. Nick and Julia Darvas, a European terp team that's become a show-stopper in the Latin Quarter here, have a routine in which Julia stands on Nick's outstretched arm and somersaults to the floor. Eddic Cantor, here on a United Jewish Appeal cam-paign, got up on the Latin Quarter floor the other night and flipped: "That's a slick act, but I'd love to see you do it with Sophie Tucker!"

# Johnnie Ray Is 4th GAC

for the Atlantic City Steel Pier. Nat (King) Cole will also do theaters, tho different packages will be put around him in differ-ent theaters, depending on the conditions in the areas. Les Paul and Mary Ford will also do thea-ters in four-week cycles. It will be four of theaters and four for recording dates. The team will start April 3. Patti Page will repeat her 15.

Patti Page will repeat her 15 weeks of theaters after she gets off her concert tours with Frankic Laine.

# Stem's Warner **Books Vaude**

NEW YORK. March 1.—Flesh will come back to the Warner (ex-Strand) on April 7. Its start-ing bill will headline Louis Jor-dan. The house is now dickering for attractions in the hope of com-ing up with something that will permit it to stay open for more than sporadic periods. thereafter. The contract will run from De-cember 6, 1951, to December 31, 1953. All Increases, however, will have to be approved by the Wage Stabilization Board and will be-come retroactive to December 6.

tuan sporadic periods. Its straight flicker policy has been only so-so. But it has no strong pictures coming up, and its return to stage shows became in-evitable.

# Chi Theaters, Union in Pact

NEW YORK, March 1. — The Roxy and the Music Hall were the big earners last week, tho the latter was in the sixth werek of its current bill. The Palace ended its long run with Judy Garland with a juicy 350,000 for its final frame, which run only 11 performances. Rodio City Music Hall (6,200 seats; average \$132,000) took in \$130,000 for the sixth week of "Grentest Show on Earth" plus its house cast stagement (no out-siders on the bill), against \$120,-000 for the fifth week. Roxy (6,000 scats; average \$87,-

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appears on page 46. Radio-Television Reviews on pages 10, 11 and 12.

# London Will Hail **U.S. Disk Greats** Frankie Laine, Jo Stafford Signed For Palladium; D-J's Built Demand

NEW YORK, March 1.—Ameri-can record names will headline at the Palladium Theater, London, next season in a field which here tofore was limited to picture The first singers to be set were Frankie Laine and Jo Stafford, both on the Columbia label and both andled by General Artists made by Lew and Leslie Grade Agency. The popularity of record names in England, said Lew Grade, was due in a large part to disk jock.

Agency. The popularity of record names in England, said Lew Grade, was due in a large part to disk jock-les, with Joe Jaekson as the top spinner in the field. Laine's sale of "Jczebel" and "Jealousy" in England is "enormous," said Grade. "With that kind of sales in a country that has never seen him, we are sure he'll be a hit at the Paliadium and in the Prov-inces."

**Talent Policy** 

As Patron Luce CHICAGO, March 1. — Stith taggering under the publicity it the Blackhawk is undertaking heavy promotion program. plus a heavy promotion program. plus to draw customers back into the stepped up entertainment policy. to draw customers back into the includes the addition of Bobby Wayne, Mercury recording artist, as a solo at all almost, the bringht march 7, and the origination of new two-hour Division of Blackhawk reopened after being shuttered for 48 hours by health autorities. A new routine, "Six profestion of a name attraction to head three or four-act bill openia march 7, and the origination of new two-hour Division of Blackhawk reopened after being shuttered for 48 hours by health autorities. A new routine, "Six on a Honeymoon," is already in shuttered for 48 hours by health autorities. A new routine, "Six on a Honeymoon," is already in the the take (Liw) Springfield, III, will move in here April 9. Spot closes Haly Week Wayne opened his stint at the As Patron Lure

# Wayne Opens Stint

Union in Pact Wayne opena Stint Wayne opena Stint

All in Year It has only been during the past year that big-name Negro per-formers have been booked into this area and then mostly in niteries. Josephine Baker's stint (Construed on page 46)

# nue, Potti Page, Paul-Ford All Set New YORK, March 1. — The Best for the eaters in the next will have the Four Lads and Billy May's ork around him. He is set for theters, the different packagers will be put around him. He is set for theters, the different packagers will be put around him. He is set for theters, the different packagers may will be put around him. He is set for theters, the different packagers may will be put around him. He is set for theters, the different packagers may will be put around him. He is set for theters, the different packagers may will be put around him. He is set for theters, the different packagers may will be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for theters, the different packagers may be put around him. He is set for the set around him. He is set for the set around him. He is set for the set around him. He is set for the s

To Fight Measure Framed by Crump

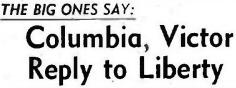
Pramed Dy Crump NEW YORK, March 1. — Per-sonal managers as well as agents will be regulated if the Crump Bill introduced in the State As-sembly last week becomes law, a reading of the bill disclosed. At present, personal managers are not ruled by any regulating body. State Assemblyman Elijah H. Crump, of Manhattan, said he in-troduced the bill at the request of "various performer constituents who have been swindled by agents and personal managers in the past." The Artists' Representatives'

MIAMI BEACH, Fla., March 1. —More and more Negro enter-tainers are invading the South each year, and the latest pair of performers to be booked are Bility Eckstine and Count Basie, who will present combined concerts next Monday (3) and Tucsday (4). The Monday performance will be held at the Dade County Audi-torium in Miami, and Tucsday's will be at the Miami Beach Audi-torium. For both Eckstine and The Count, it's their first Florida performances.

performances.



MUSIC munications to 1564 Broadway, New York 19, N. Y



NEW YORK, March 4.—Colum-bia Records and RCA Victor, phonograph record industry who apropos Liberty's decision to cut disk prices and in answer to Liberty Music Shops but we erty's remarks anent the present disk industry price structure, reducing prices at this time, additionally, Columbia Records reducing by the present and the structure. The full Co-lumbia statement follows: "It has hean called to ur attem

# **Liberty Has** All Excited, Some Say OK

PRICE CUTS

# **Liberty Price Cut Tosses Disk Trade** Into Consternation Speculation Rife on Meaning of

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A "Virtually silt if not silt of the major elassical record composition to the second situation of the major elastical record so the igner than Columbia's records "We do not know the identity" **McConkey Grabs, Plum in 10-Wrk. A Morgan 10-Wrk. A Morgan State** The State of the board of the American society of Composers, Author weeks the classification committee, pre-the arbitration panel which or the arbitration panel which the arbitration panel which the society of Composers, Author weeks the the rating society of Composers, Author argument a society of Composers, Author and pointed out that major publishers society of Composers, Author and pointed out that major publisher society of Composers, Author and pointed out that angle publisher society of Composers, Author and pointed out that angle publisher society of Composers, Author and pointed out that angle publisher society of Composers, Author and pointed out that angle publisher society of Composers, Author and pointed out that angle publisher society of Composers, Author and pointed out that angle publisher society of Composers, Author and pointed out that angle publisher society of Composers, Author and pointed out that angle publisher society of Composers, Author and pointed out that angle publisher society of a publisher members, it was stated will an argument and southern Music to 450 points, and southern figure action and the band southern figure action and the band southern figure action and the band southern availability and the souther atter that the small bises in the society and the publisher member of the bises of the society him by the classification records and the point of the society and the publisher member of the publisher for four weeks along the Cost and thru the Northwesi before the cheation of the band for her weeks and per cert privilegy for point a socit Will Obores the mole and the society

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# Yellen Puts Finger **On ASCAP Agitators**

Harbach Sees \$5 Mil Juke Toll for Society if Bryson Bill Becomes Law

Index for the second straight prevery of the Second straight prevery which will second the so-called on the so-c

# THE BILLBOARD

# MUSIC

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THE BILLBOARD

Continued from page 1
 There agents have signed Trust Fund agreements in order to be table to present their talents via recorded demonstration records. Music Publishing, and Heording Company, and Erne Luther, Jack Yellen, Jack March 1, – The
 Among the publishers, Pat Ballard Index Company, and Erne Luther, Jack Yellen, Jack Merenson, Les Paul, Led Scalzi, Ted Shapiro, Inc. Tommy Thompson of being able to reserve the licenses are held but not used.
 Laine-and-Page Package Is Set For 42 Dates
 New YORK, March 1, – The

# IVES RECORDING IN NASHVILLE

NEW YORK, March 1.— The Burl Ives has always been known as a folk singer, he cut his first records this week in Nashville, folk music center of the country. Under his new waxing pact with Decca, Ives flew to the Ten-nessee city this week for a recording session. Disks are scheduled for early release by the label. Handling the date for Decca was Paul Cohen, who heads the label's country and Western a.&r. sct-up.

# LIFE-STORY

# Ballad Had Ups, Downs



DILEMMA 'Gag'' Record Sounds Better Than Straight

NEW YORK, March 1.—Prob-ably the most significant com-mentary on the continuing tend-ency of slightly weird and gimmicked records to turn out smash hits developed this week from a gag incident at the MGM waxworks. A.dr. Chief Harry Meyerson and associate Dick Lyons cut a date with singer Rickue Vallo in which they had about a half-hour left over. Strictly for laughs they decided to make another one of the tunes, Larry Spiers' "Beware." Take was made with Vallo deep in an echo chamber, and outray-ing Johnnie Ray for wild, tor-tured vocalistics.

tured vocalistics. Meyerson decided it would be funny to have Lyons call Spier, tell him they'd just made a sen-sational record of "Beware." then play the burlesque version, rath-er than the straight take. Spier came and listened to the satirical platter. "That," he exclaimed with the restraint common to publishera, "Is the greatest record I ever heard."

Lyons, reporting Spier's action to Meyerson, was sober mood. s re-

"Harry," he said, "maybe Larry's right. Maybe it is great. Maybe we ought to put it out instead of the straight take."

Meyerson is now in the dilem-ma of fearing to put out the straight take lest Spier accuse him of sabotage...and is just about half convinced that maybe the funny take could be a big hit.

'Shoe Shine" **Hassle Settled** 

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THE BILLBOARD

MUSIC 17

MARCH 8, 1952	_	THE BILLBO	DARD		MUSIC 17
FORECAST BORECAST BORE NOT WORTH BATEANS BATEA	AMER	YOUR WEEKE	Y GUIDE SELLING REC	ORDS	TEN DERLY Bandy Toools 2181
TO BUILD SALES	) Published	l in the Interests of Decca D	ealers and Music Ope	erators (	No. TO BUILD PROFITS
TOP SELLERS based on this week's actual sales		BEST E coming hits as indic these fast-moving POPULA	ated by actual s Decca Records		TOP SELLERS based on this week's actual sales
COUNTRY	2. 1.	MILE SUCHES BOOGIE SALTY DOG RAG	Red Faley	27981*	POPULAR
14 WONDERING 46364* NEW SILVER BELLS Wobb Placea	4. 2.	NOOGLIN' BAG	Guy Lombardo	27971.	6 BLVE TANGO 27875" Belle of the Boll Loray Anderson
A MISSING IN ACTION 40389"	3. 3. 5. é.	Play Them Sones	Francis Craig	27937*	13 TELL ME WHY 27860"
Ernest Tubb	7. 5.	Til All The Stors Fall in The Ocean WISHIN	Arthur Prysock	27975*	A GARDEN IN THE BAIN FOUR Ares
2 TOO OLD TO CUT THE MUSTARD 46387*	0. 6.	GOODEVE SWEETNEART TULIPS AND HEATNER You'll Never Walk Alane	Fred Waring	27964*	7 BE MY LIFE'S COMPANION 27889" Lave Lies Mills Brothers with Sy Oliver
Ernest Tubb and Red Foley 7 PEACE IN THE VALLEY 14573*	- 7.	BLVE TANGO AT LAST, AT LAST	Guy Lombardo	28031*	2 STOLEN LOVE 27962*
Where Could I Go But To The Lord Red Palay	12. 0.	WONDERING	Andrews Sisters	27979*	MARSHMALLOW MOON Guy Lomburdo
Y YOU KNOW I'M STILL IN LOVE WITH TOU 40383" I'M GONNA SEE MY BABY Webb Plarce	- 9.	HIGH AND DRY	Mills Brothers	28021*	** YOU BROUGHT ME LOVE 27987*
JUST & CLOSER WALK WITH THE 14505* STEAL AWAY Red Foley	13. 10.	ANY TIME	Sy Oliver with Trudy Richards	27972*	PERFIDIA Four Acus
I AIN'T GONNA GIVE NOEDDY 46396*	6. 12.	EVERY HOUR THY ME ONE MORE TIME	Gordon Jenkins	27933*	4 OLO PAINT 27928° WIMOWEN
NONE O' THIS JELLY BOLL FOREVER'S & CONG, LONG TIME	10. 13.	BABY, WE'RE REALLY IN LOVE BEGIN THE BEGUINE	Roberta Lee	27936*	Oordan Jenkins and The Weavers
Jimmie Duvia IT IS NO SECRET 14566*	11. 14.	ALLECHENY FIDOLER	Cannee Boswell	27945-	PLEASE, MR. SUN 27946*     If   Parget You
Ne Bought My Soul"At Calvary Andraws Sisters and Bed Folgy	15. 15.	MOUNTAIN LAUREL	Alon Date	27949.	Bill Kenny of The Ink Sputs
* "SOMEDNE YO CARE 14396"		Broken Hearled			25 A KISS TO BUILD & DREAM ON 27720" I Get Idens Louis Armstrang
I WON'T NAVE TO CROSS JORDAN ALONE	3. 1.	IS HE SATISFIED	Rez Allen with	46390.	26 PEACE IN THE VALLEY 27256*
LETTER FROM MY DARLIN' 46392* RAW HIDE Bill Monroe	6. 2.	L'VE GOT SO MANY MILLION YEARS THEY LOCKED GOD OUTSIDE THE IRON CO L CREED AGAIN	Anito Kerr Singers VRTAIN	46403*	Say A Little Player Bed Foloy
SEPIA	- 3.	AS LONG AS THE RIVER FLOWS ON	Rex Allen with		WHISPERING SNADOWS 27888* CRAZY NEART Guy Lombardo
LOUISVILLE LODGE MEETING 27969"	- 4.	THE WALTE OF THE ROSES	Anita Kerr Singers Rex Allen	27952*	
WORK, BARY, WORK Louis Jordon	2. 5.	HIGH HEELS	Lonzo and Oscar	-46399*	B WHEN IT'S SLEEPY TIME DOWN SOUTH 27899" IT'S ALL IN THE GAME
A MAN AIN'T SUPPOSED TO CRY 27875" I DIDN'T SLEEP & WINK LAST NIGHT	5. 6.	THE SEMATOR FROM TENNESSEE	Hardrock Gunter Jark Rowe	46398*	Louis Armstrony and Gordon Jenkins
Arthur Prysock		SEPIA		40398*	18 ALABAMA JUSILEE 27010" Dinie Red Foley
Am 1 To Blome Arthur Prysack	3. 1.	I'M GONNA JUMP IN THE RIVER			14 CHARMAINE 27885*
**PEACE IN THE VALLET 48279* NEAR THE CROSS	- 2.	THE MY BABY COMES BACK	Buddy Johnson Elio Fitzgerald with	27947*	When I Grew Too Old To Dream Gordan Jonking
Bistor Resolts Thurps with Anita Karr Singers		I DON'T WANT TO TAKE & CHANCE	Roy Charles Singers Ella Filzgerald	27948*	4 FLYING FINGERS 27907*
SMOBTH SAILING 27693* Lave You Modly Ella Fitzgereid	- 3.	E HEAR & PHAPSODY YOU PLAYED ON MY PIANO	Helen Numes with Gerold Wiggins	48282*	DIZZY FINGERS Bill Sneder
available in 45 8761 (and prefix '9-' to record number) sher Docca 'Best Bet' makes the 'Best Suller' list this work!	4 5	WHEN YOU SURRENDER MY SAVORITE CHICK WHEEL OF FORTUNE	Lorry Cummings Holen Numes with	48281*	"Also excliption do RPM (and profet '9-' to record number) ""Arother Decen Hest Bet' makes the 'Best Seller' Net this mark."
		Alt Night Long	Gerald Wiggins	48280*	
SHITE IS NOT THE		*Also evailable in 45 RPM (rid pretie	the second s		Contraction of the Section and
		SINGLES	EASES	1.11.11	
nest And Yeuly Guy Lombardo	Thought Of You	tast Nighi Jeri Bouthern Pa	n Going Bock to Bismingham	Drval Prophet	ALBUMS MILDRED BAILEY
ns Little Word 27955 ness And Truly Ink Spots	Samething I Dres I Ban't Believe In	Tomorrow Junic Keegan He	n'l Trade Your Love For Gold Nest And Truly Ro	46101*	The Rockin' Chair Lady Eight of Her Greatest Performances
II My Life 27996* Il Wolk Alone Patty Andrews Featured in 20th Century Fox Picture	Alf 1 Nave Te Giv The Monkey Song	Hoagy Carmichael Ho	HALF HILE HEATY	46105* na Hightower	A-105-54.35 + 3-210-53.75 + DL 5387-53.00
"With A Song In My Heart" at's The Chance You Yake 28038"	Dip Orap	Lanny Harman	Found A New Loty lever Loved Anyone But You	48284+ Joe Mediin 48283+	Trampet Solos Extraordinary RAFAEL MENDEZ The World's Grantest Trampet Vistage
istokes Al Slorgan and Frankie Proba 7 Castle in Spain (Iz & Shock in The Lone) 280409	Would You Dance (Sollo Un Cie	With & Stronger? 280-11"	orried Over Tou Ito evailable in 45 2216 (add prefix "9."		With Officientra Directed by Victor Young 9-274-51-70 + DL 3343-53.00
	J	ERI	SO/ GIVE MI	a.a.	UERN VOIL DETTED
the second se		T OF YOU			YOU BETTER
A ALL ALL	IST NIC		TIME and		GUNUW
SOMETHING I DREAMED WHAT GOOD AM					
SOME	TTUTU				Gnu Alan Az
SOME	LAST I		WITHOUT		DID YOU HEAR?

# Wisconsin Disk **Retailers Rack Up Record Biz**

MILWAUKEE, March 1—Rack-ing up the highest grosses in years retail record dealers here and thru most of Wisconsin this week re-ported January and February receipts, which established new records, showed no signs of slackening with the advent of March. Among the factors be-lieved responsible for the excel-lent biz were the sales of phonos during December; 45 r.p.m. and LP availability has been increased sharply, and record promotions have been hypoed considerably by the rash of names playing here in recent weeks.

The been hypoed considerably in here and in Chicago that is pays marked dealer-contacts have advised have

# **RECORD CHIDES** TARDY AT MASS PHILADELPHIA, March 1. —A new use of recorded music was reported by Chick Kelly, public relations chief for WPT2, local Phileo video station, as he explains how the Rev. Francis McGinty, pastor of the new St. Joseph's Church, is warring on late arrivals to Sunday Mass. Each Sunday, just as Mass begins, Father McGinty uses the church's outside p.a. sys-tem to play a recording of "Slow Poke". He replays it three times, and the sheepish grins of late arrivals indicate war much longer. However, as far as Kelly is concerned, he's not taken in as casily. "I, too," says the TV flack, "have been hearing 'Stow Poke' while walking into the church the last two weeks. Probably isn't doing much for my tardiness, but Freend." TARDY AT MASS

Latin Disk A Sleeper In the USA

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# "MI CAFETAL"

Committees
 FARGO, N. D., March I.—With the executive board set to meet a to discuss current and upcom-ing affairs of the National Ball room Operators' Association. Doe Chinn, president, this week an nounced the following committees.
 Music Likensing — Tom Archer Bes Moires, chairman; Kenteh Moore, Chicago, and Herb Mar. Lake City, chairman; T. F. Cash wingard, Fremont. O.
 Membership — Vie Sloan, Lin on, Neb, chairman; V. C. Sperty Topeka, Kan.; Sylvester Esler Monte, Chicago, T. E. Spackman, Monte, Contand. Calif, chairman; Larred Monte, Chicago, T. E. Spackman, Monte, J. Haba, J. Setter, H. H. Monte, Chicago, T. E. Spackman, Monte, J. Haba, J. Setter, Haba, Monte, Chicago, T. E. Spackman, Monte, J. Haba, J. Setter, Haba, Monte, Chicago, T. E. Spackman, Monte, J. Haba, J. Setter, Haba, Mark, Status, Status, Satter, Haba, Monte, J. Haba, Status, Satter, Haba, Pala Monte, Mark, Satter, Haba, Mark, Mark,

# More Requests For New Rule **On TV Stations**

For Niteries HOLLYWOOD, March 1.-Rex Allen, Republic's Arizona cowboy proval for what may be the first of a series of nitry engagements. Allen, whose pix are pointed at the kid trade, thus far has drawn a blank when attempting to make nitery engagements, but the stu-dio city firm oknyed a two-week engagement at the Thunderbird May 15. Allen, reportedly in for the highest stipend paid a West-ern entertainer at the spot, will neadline the Heldorado Week festivities at the hostelry. It's his first nitery engagement in 10 years in show business. Both MCA and the William Morris office have been pitching Allen for contracts, and it fulliam Morris office have been pitching his first pop-type pic, "Jeannik," the life of com-poser Stephen Foster, In which he plays a featured role. He will probably cut duels to Decca with-n the next month with Roberta Lec.

Chinn Names

1952 NBOA

Committees



THE BILLBOARD

MUSIC

19



-		NTITY	1
	78	45	
"WHEEL OF FORTUNE." "I WANNA LOVE YOU" Kay Starr			"I HEAR & RHAPSODY," "FOR DANCERS ONLY" Ray Anthony
"THE BLACKSWITH BLUES." "LOVE ME OR LEAVE ME" Ella Mae Morse	1		"DON'T PUT OFF CHASING WOMEN" "YA SURE, PLEASE EKCUSE ME"
"TIGER RAC," "IT'S A LONESOME	_	-	Yogi Yorgesson
OLD TOWN" Les Paul and Many Ford 1920	-		"JUST ONE MORE CHANGE." "JAZZ
"AT LASY," "TEL SEE YOU IN MY DREAMS" Ray Anthony			ME BLUES" Les Paul and Mary Ford 1821
"WHEN YOU'RE SMILING." "MUSIC MARIN" MAMA FROM MEMPHIS"			"WEIGHED IN THE BALANCE" Martha Carson
OF "Fingers" Carr			"WHEN YOU'RE SMILING." "ALL I HAVE TO GIVE YOU" Dean Martin
Nat "King" Cole	-		"SIN," "THE GLORY OF LOVE"
"UNFORCETTABLE," MY FIRST AND MY LAST LOVE" Nat "King" Cole 1808			The Four Knights
"HERRING BOATS." "SIN" Mickey Kata			"I'M HURTIN'," "WAERIN"" Nat "King" Cole
"LET OLD MOTHER NATURE MAYE MER WAY," "GIVE ME MORE, MORE, MORE" Magazet Whiting and limmy Wakey 1965			"BOCK CITY BOOCIE," "STREAMLINED CANNON BALL" Tennessee Ernie and the Dinning Sisters 1911
"BLUE TANCO," "PLEASE, MR. SUH" Las Baxter			"TRA-LA-LA-LA WALTZ," "OLD VIMEB'S POLKA" Johnny Pecon
"UNFORCETTABLE," "SILVER AND COLD" BINY May			"MARSHMALLOW MOON," "FIVE FOOT TWO, EYES OF BLUE" The Four Knights 191
"SUGAR BLUES BOOCHE," "I JUST LOVE AFFECTION" Clyde McCoy 1937			"LE FIACRE," "TUH POCKET, TUH POCKET" Gisele MacKenzie
"DOWN YONDER," IVORY RAG"		-	"WHEN MY BEUE MOON TURNS TO COLD AGAIN," "AS LONG AS THE RIVER FLOWS ON" Tex Ritter and Les Baxter, 197
"BERMUDA," "BROKEN HEARTED" Ray Anthony			"CRY," "CHARMAINE" The Four Knights
"SYINGY," "THERE'S BEEN A CHANGE IN ME" Helan O'Connell			"BE MY LIFE'S COMPANION," "TELL ME WHY" Skeels McDonald
"WHEN I TAKE MY SUCAR TO TEA," "CHARMAINE" Billy May			"SAILOR'S POLKA" "NEVER BEFORE" Dean Martin

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78 45

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## "MUSIC MAKIN' TOP COUNTRY MAMA from MEMPHIS" 76 1 45 "THE WILD SIDE OF LIFE." "GRYIN" IN THE DEEP BLUE SEA" Hank Thompson 1942 RECORD NO. 1974 "SATISFIED," HIDE ME, ROCK OF AGES" Martha Carson ..... ..... 1900 use this RUSH FORM "LET YOUR PENDULUM SWING." "MEAN, MEAN WOMAN" Roy Hogsed 1987 to place your order "TNEY LOCKED GOD OUYSIDE THE IROH CURTAIN." "CALL OF THE MOUNTAINS" Wesley Turtle 1992 "TIME," "I WANT YOU SO" Terry Preston .... 1947 "TRUCK ORIVERS BOOGIE," "MY MAIL ORDER MAMA" Jess Willard", 1963 Newark 4, New Jersey Capitol Records Distr. Corp. 83 Lock St. Les Angeles 15, California Capitol Records Digtr. Corp. 316 W. 15th St. TOMORROW'S HITS-TODAY . Capitol Records Distr. Corp. 512 Brannan St.

TUMUKKUW J TIIIJ-IUUAT	78	45	INEV
"EASTER SUNDAY MORNING" "SUMMER IS A-COMIN' IN" Nat "King" Cole			"I COULD
"THE DOLL WITH THE SAWDUST HEART," "THE MORE I CO OUT WITH SOMEBOOY ELSE" The Four Knights., 1998			WONT Y
A HOME NOW" Dean Martin			MOONLIC
"ALWAYS," THERE IS NO CREATER LOVE" Billy May	-		"HOW CAN
"WALKIN' IN THE SUNSHINE" "THERE ARE TWO SIDES TO EVER MEART-ACHE" The Four Knights			TEARS IN
"ECCBERT, THE EASTER ECG"	-		WHATSA
Gisele MacKenzie	-	-	"FESTIVAL
REALLY IN LOVE" Helen O'Connell., 1944			"THERE'S
"CALL HEE YOUR SWEETHEART," "NINE HUNDRED MILES" Cordon MacRam			¥OU" Ram
"FOCCT RIVER" "YRY ME ONE MORE TIME" Margaret Whiting 1984	-	-	"IT'S OUR BEWARE"
"WISHIN," "COODEYE, SWEETNEARY" Ginele MacKenzie 1983	-		HEICH-H WORK" Ja

		"MISSING IN ACTION," "JUST A LIT- The More WAITING" Jimmy Wakely 1936		
		"CAROLINA WALTZ," DEAD END STREET" Cliffle Stone		
		"POSYAGE BUE," "ALL & DO IS SIT AND CRV" Jack Hunt		
		"TEAEDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETNEART" Hank Thompson		
		"ROA DSIDE RAG." "CRACKER JACK" Speedy West		
		"CALM. COOL AND COLLECTED," "HUNCOVER" Deuce Spragers		
	45	NEW RELEASES	78	45
		"I COULD WRITE A BOOK." "I'LL WALK ALONE" Margaret Whiting		
		WONT YOU SUBBENDER." "PRETTY AS A PICTURE Dean Martin		
_		MOONLIGHT SAVING TIME." "THERE ARE SUCH THINGS" Ray Anthony 2002		
-		"HOW CAH I LIE TO MY HEARY," "TEARS IN YOUR EYES" Jack Hant 2003		
_		"THE LITTLE BROWN GAL." "WHATSA MALLA U" Dinning Sisters 2004		
_	-	"FESTIVAL" "INVITATION"		
-		"THIRE'S A FLUT SKY "WAY OUY YONDER." "GOY MY HEART SET ON YOU" Remblin' Jimmie Dolan		
-	-	"IT'S OUR COODBYE." "WOMEN BEWARE" Jimmie Skinner		
-		HEIGH-HO," "WHISTLE WHILE YOU WORK" Jan Garber	-	]

MAIL TO YOUR NEAREST

antol DISTRIBUTOR

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NAME ADDRESS

CITY

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Bottale 9, New York Capitol Records Distr. Corp. 1066 Main St. New York 28, New York Capitol Records Distr. Corp. 108 E. 116th St.

Philadelphia 22, Pesnsylvania Cepitol Records Distr. Corp. 1327 N. Broad St. Pittsburgh 19, Peensylvania Capitol Records Distr. Corp. 1007 Forbes St.

Scranten 3, Pennsylvania Capitol Records Distr. Corp. 500 Wyoming Ave

Knozville 2, Tenessee Chapman Drag Co., 516 518 State St. Memphis B, Tennessee Glen Allen Co., 1146 Union Ave.

Dalias 2, Texas Capitol Records Distr. Corp. 1801 M. Industrial Bird.

Seattle 8, Washington Capitol Records Distr. Corp. 620 Eastlake Ave. Milwaukes 2, Wiscowsin Capitol Records Distr. Corp. 1434 N. Farvel Ave.

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**"WHEN YOU'RE** 

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Benver 4, Colorada Boyd Distr. Co., Inc., 20 W. 13th Avr. Boyd Distr. Consecticut Bartfard S, Consecticut Capitol Records Distr. Corp. 25 Pieasant St. Syracuse 3, New York L. Gordon Distr. Ca., Inc. 1710 Erie Blvd. E. Charlotte 2, Morth Carolino Capitol Records Distr. Corp. 614 W. Morehead St.

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Nemeluly 2, T.H. Ryten Bres. & Co., Ltd P. O. Box 2958 Cit veland 13, Ohie Cepitol Records Distr. Corp. 104 SL Clair Ave. Oklahoma City 3, Oklahoma Capitol Records Distr. Corp. § 416 N. Lee St.

Chicago S, Illinois CP, O. Box 2958 Chicago S, Illinois Corp. 1448 S. Michigan Ave. Indianspelit B, Indigan Radio Distr. Co., P. O. Bax 1258 Secth Beed 4, Indiana Secth Beed Distr. Co., A32 Carroll St. Section Brees Section 2015 - 2

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St. Lowis 3, Missouri Capitol Records Distr. Corp. 1407 Ping St.

MUSIC 20

# Key Pubbers May Seek Southern Case Reopening

• Continued from page 15

trators, in writing up their re-placed executive of the Society port, clearly stated that their de-termination of the Southern case. Southern could very well apply was not to be construed as a to any other publisher. "What's precedent whereby the ratings of good for one is good for the other. termination of the Southern case was not to be construed as a precedent whereby the ratings of all publishers should be resolved. The panel, presumably, was just interested in solving Southern's problem. However, a very highly

delincation of the material in the panel's report, on the Southern case. It was interesting in many ways. The panel, for instance,

THE BILLBOARD

philosophically entered into a consideration of the term "avail-ability." and quoted definitions, thus: "Availability"—the quality or state of being available, utility, for a purpose, usable, profitable, filtness for a special purpose."

Factors Defined

This poses what around is the factors entering into the traditional concept of availability, in-tion on the basis of the after the factors entering into the tradi-tional concept of availability, in-the event the publisher members of the factor entering into the tradi-tional concept of availability, in-the event the publisher members of the ASCAP board deviate the southern case, events may alide along quidtly for awhile. In the history of availability and the southern case, events may alide along quidtly for awhile. In the history of availability bers, large and small, will either to arrive at a perform-formed in a re-evaluation. The bouthern decision is a just one bers, large and small, will either to arrive at a perform-formed as a syst been no clear. There has as yet been no clear. There has there have been at least three years of there been have been at least three years of the have been at least three years of there beas been at least there years of there beas the

Fisher Case

Fisher Case Not generally known is the fact that the Southern case is not the only one to have gone Into arbi-tration. Pred Fisher, back in ap-proximately October. asked the publishers classification commit-tee for a hike in availability. The case went lo the board of appeals. Fisher was offered a raise, but re-jected it and went into arbitra-tion-just as did Southern. Fisher expects to get a decision "in about one week." The chairman of the panel handling the case is National Broadcasting Company music exec Tom Belviso, who chaired for a hike. Southern asked for much more: an explanation of the philosophy of availability. South-ern's Ralph Peer also suggested that a formula be created. Belvino, in other words, has lergedy had source losses under

that a formula be created. Belviso, in other words, has already had several cases under consideration. In some quarters it was considered that his post-that of impartial chairman might that of impartial charman might become more or less permanent. However, since the impact of the Southern decision, much agita-tion has been created among top pubbers, together with the feel-ing that perhaps it would be vise to overturn the decision if it can be legally accomplished.

ADVANCE Can make the grade.
ADVANCE A CUY IS A CUY (Ludlow)—Advance reports indicate this time is break.
TIP reports indicate this time is break.
Top and Ella Fitzgerald (Dec.) received with special enthusiasm by deejays.
Solio A REST MY BONES (Spitzer) — Lorry Raine (Coral), always a capable perform.
Solio A REST MY BONES (Spitzer) — Lorry Raine (Coral), always a capable perform.
Top A I'LL ALWAYS BE FOLLOWINC YOU (Weridian) — Tune merits general pool of interpretation . . . should draw spins."
"Top A I'LL ALWAYS BE FOLLOWINC YOU (Weridian) — Tune merits general pool of interpretation as "a top-flight tochoral workcover." Billboard says Jim wy Dorsey (Col.) "punches this one thru in solid style." The Sonny Burke (Dec.) disk is also commended for a "top-flight job." (Workerlaufe BMI)
MATES SINCERE (Spitzer) — Voriety gives a dormarce, availability argues boost to "small labels and obscure vocalists" in recommending the Johany Dee Trio (Jubilee) disk as a "highy listenable" tune with a solid chance to break through."
"DYNAMIC" A ROCK CITY BOOGIE (Central).
STANDOUT A BABALU (Peer) — Richard Hayes and the Kavier Cugat orch. (Mer.) bring number." Tune and disk rate o Billboard "pick" in the country dept.
STANDOUT A BABALU (Peer) — Richard Hayes and the Kavier Cugat orch. (Mer.) bring out the bost in this standout Lating ravorite. Billboard lists the disk as

# This publisher, one of the fore-most men in the Society's avail-ability decisions, concelves of this one-third of the pie as "painting a picture." In other words, avail-ability must be full of intangible qualities, as nature, vogue, etc. one of the prospered." Tradesters have varying opin-

Liberty Has 'Em All in Dither Continued from page 15

• Continued from page 15 for the Liberty management and their judgment." A major department store buy-er: "This pushes the whole prob-lem to the front. Many dealers will drop out of the business un-less manufacturers and distribu-tors stop price cutting. Reducing the list price and dealer discount on records will not work. The selling cost is too high and the unit sale is too low. We may just size we don't depend on it any more for either profiles or store traffic."

traffie." Frank Walker, president of MGM Records: "No comment." Harry Kruse, executive vice-president of London Records: "No

Harry Kruse, executive vice-president of London Records: "No comment at this time." "About Time" Harry Sultan, local distributor and a record retail shop owner for many years: "I give Liberty lols of credit for fighting back. It's about time someone did something about the situation." Bernard Simon, owner of the Music House chain, Buffalo: "Tve always had the greatest admira-tion for Liberty. They are doing this with due provocation. Fm sorry to see it happen, but I can understand why Ben Kaye made this move, and I don't biame him. It's the manufacturers' fault They provoked it, and they can still stop it." Doubleday Stores exec: "We will not lower our prices." Jerry Newman, Esoleric Rec-ords topper, pointed to the closing up this week of the Martin Ben-nett distributing firm in Boston. Bennett handled such independ-ent lines as Esoleric, Bartok, Con-cert Hall, Dial, Period. Occanic. etc. According to Newman, Ben

nett attributed the folding of his firm to the price cutting practice which had recently sprung up in New England, and the mail order business being done in that area by New York price cutting burger by Ne houses.

by New Yolk pitce tutting houses. Deep Thought These comments were typical of the immediate reaction by tradesters. One of this city's largest department stores held an immediate conference attended by top store brass, the record buyer and the merchandiser for the department. This store, well-known for its anti Fair Trade Laws stand, only recently started to maintain larger disk inven-tories by switching from a two-week stock turnover figure to a six-week figure.

# 802 Lowers Ban

· Continued from pa. 15

• Continued from pa, 13 feels it is making some headway against films or disks, inasmuch as live music is being promoted. Lifting of the ban by Local 802 —even tho such pick-ups are lim-ited to certain hours — makes available a cheap type of com-mercial programing. Lopez ex-plained to the 802 board that sponsors are interested in "the tinkling of glasses." It was also pointed out that the audience, nat-ural setting, etc., all make good TV fare.

# Liberty Price Cut • Continued from page 15

Contiserd from page 15
 ord discount houses here, when asked for a statement on the Liberty move, said cryptically.
 "When you play with matends you can get burnt." When asked if the Liberty sale would cause any fur-ther and deeper price cuts by his store, Goody stated: "If the con-tingency arises, we can cut fur-ther." In the same edition of The New York Times (2) in which the Liberty ad is being run, Goody's and reads. "Up to 66 per cent off on LP Records."
 A statement issued by the Lib-erty Shops said: "We are com-pelled to meet competition but, based on sound business princi-ples, we realize that it is neces-sary to make a fair profit.
 There is no valid reason for the current list prices of records. Ma-terials are plentiful and there are no shortages.
 In 1940 the list prices of records were reduced by one-half.
 and all prospered.
 In fact, the record business, the entire record industry, re-recived such a lift from this stimu-lant that many new manufactur-ers entered the field and have prospered."
 Tradesters have varying opin-



ions on the latest Liberty move, some claiming that the shop is trying to do two things: (1) To take away some of the business that the well-known price-cutters now enjoy; (2) Put pressure on the manufacturers to either cut their suggested list prices or stop price-cutting.





PICK

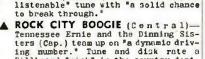
**HAMBONE** (Rush)—<u>Billboard</u> awards "PICK" honors to each of the three disks released to date. The Jo Stafford-Frankie Laine team (Col.) gives a "top performance" and "should score big—and fast." <u>Billboard</u> also likes the original Red Saunders' ver-sion (Okeh) which "has the most drive POWERFUL and spirit . . . a powerful wax item." No less a standout is the Phil Harris-Bell Sisters (Vic.) platter which also rates a "PICK." Deejays will have a rates a "PICK." Deejays will field day with these records.

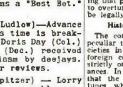
record repor

"DISK PERFIDIA (Peer)-Four Aces and Al OF THE Alberts (Dec.) come through with an-other "Disk of the Week." Report says, WEEK' "another waxing that should climb to the top . . . a wonderful performance." <u>Billboard</u> gives it a "PICK," rates it at 90 points (tops) and says, "Should be a big winner and the sequel to 'Tell We Why' on the hit lists."

- "BEST A BRIGHT EYES (Johnstone-Montei) Lively, happy sound is delivered by the Knightingales (Skylark) and Dick Baldwin with the Dick Taylor orch. on this ditty which earns a "Best Bet." Can make the grade.
- ADVANCE A GUY IS A GUY (Ludlow)-
- the Xavier Cugat orch. (Ner.) bring out the bost in this standout Latin favorite. <u>Billboard</u> lists the disk as an "operator's pick."

New York · Chicago Hollywood · Toronto BROADCAST MUSIC, INC.







THE BILLBOARD

MUSIC

21

MARCH 8, 1952

Alk Ari Ber Ber Big Cer Chi Cos

# Played by JOHNNY MADDOX and the RHYTHMASTERS

DOT RECORD 15008 (78)-45-15008 (45)

# **DOT DISTRIBUTORS**

llen Distributing Co.	420 Brazd St.	Richmond, Vs.	Dotta Music Sales	704 Baronne St.	New Orleans, La.	Pan American Distributing Co.	2820 N. W. 7m St.	Miami, Fla.
ristocret Distributing Co. Inc.	750 E. 49th St.	Chicago 15, Ill	Essex Record Distributing Co.	91 Springfield Ave.	Newark, N. J.	Pan American Distributing Co.	90 W Blueride Am	Inchematite dia
stist Record Distributors	2416 Third Ave.	Seattin, Wash	Cotham Record Corp.	1626 Federal	Philadelphia, Pa.			Incustore and Lear
. C. Record Service	1132 N. W. Glison	Portland, Ore.	Hit Records Distributors	1043 Central Ave.		Pan American Distributing Co.	3731 Weedward	Detroit, Mich.
ienart Distributing Co.	327 Frankfort Are.	Cleveland, Ohio	Indiana State Distributing Co.	505 E. Washington	Indianapolis, Ind.	Roberts Record Distributing Co.	1518 Pine SC	St. Louis, Mo.
urns Distributing Co.	828 N. Wainut St.	Oklahama City, Okla.	M. B. Krupp	309 5. Santa Fe St.	El Paso, Tex.	Recorder Supplies		Vancouver, B. C.
lig State Distributing Co.	137 Glass St.	Delfas, Texas	Mangold Distributing Co.	215 S. Euraw St.	Bairimore, Md.	Southland Distributing Co.	441 Edgewood, S.E.	Atlanta, Ca.
entral Record Sales Co.	4528 West Pice	Les Angeles. Calif.	Mangold Distributing Co.	913 S. Clarkson St.	Charlotte, N. C.			
hatton Distributing Co.	1921 Grave 5t.	Oakland, Calif.	James H. Martin	2641 N. North Ave.	Chicage, Ill.	South Coast Distributing Co.	314 E. 11th 50.	Houston, Tox.
oseat Distributing Corp.	315 W. 47th St.	New York 19, N. Y.	Music Sales Co.	1117 Union Ave.	Mamphis, Tenn.	Lou Sowa Records, Inc.	711 Bigley Ave.	Charleston, W. V
coastine Distributing Co.	535 Fourth Ave., Se.	Nashville, Tenn.	Pan American Distributing Co.	1228 E: Commerce	San Antonio, Tes.	Lou Sawa Records, Inc.	1628 Fifth Ave.	Pritsburgh 19, P.



MUSIC 22

THE BILLBOARD

MARCH 8, 1952

# THE BILLBOARD Music FOLLOWING HIS GREAT HIT ... "SIN" **Popularity Charts**

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

# HONOR ROLL OF <u>HITS</u>

# The Nation's Top Tunes

The matican's 10-ten tunes, THE NONDR ROLL OF HITS, in determined scentific tablicities of trackon deverse of racks series popularity as measured by fractors of The Billboard's Pocularity Chart Sened on reports of February 27, 28 and 29.

# Last | This Week | Week 1. Cry 1.

By Churchill Robinson-Published by Wellow (BM11 RECORDS AVAILABLE: E. Barran Corrai (4059): R. Cherg, Caellice (19): R. Charvon, On. 21997): S. Farraill, MCM, 111129; Faur Knichte: Cae (1879): S. Franklin, Hernardinual (10); C. Ciblan, Morcory 3784; S. Corp, Dr. 2794b; (18114) O. Hishimary, Drc. 49254; A. Holmer, King (1513); Les Tras Diamontes, V 255-3242; Y. Lynn, London, Diori, B. Hickanin, Derby 730; J. Ling, Othe Acolo, C. Singeline, Allas (100); C. Taylar, Mercury 5262; J. Valli & H. Wieterhatter, V 284-308; B. Williamy, V 26-466. ELECTRICAL TRANSCRIPTION LIBRARIES Dolly Dawn, Thesaurus, Glean Ouser,

## 2 2. Tell Me Why

By Al Alberts and Marty Gold—Published by Sineel Music Co. (8481) RECORDS AVAILABLE: H. Balley, Courl Goa25; F. Guino, V. 20-4556; E. Faber & H. Winischwiter, V. 20-4443; Faur Activit, Alberts, Dec 27800; Four Sinee, V. 20-427; T. Game, Faur Sour Sour Sour Sour Single, H. Kare, Gas 27904; R. Mayreie, Mercury 372; S. Hochonald, Can 3163; Samilanee, Kim, 45155 B. Washington, Mercury 472; A. Hochonald, Can 3163; Samilanee, Kim, 45155 B. Mashington, Mercury 472.

## 6. 3. Wheel of Fortune

By Brank Benjamis and George Weist-Published by Levert IASCAP) RECORDS AVAILABLE: Deti Street-in Bare, V. 20-4520, Carenays, Allanck 59; B. Carle, V. 20-459; A. Guztighov, Scott, Crescends C-106; Faur Flumar, Sercially 42); J. Harrison V. 20-458; H. Humm, Dec 48706; S. Kayl, Gil 371647; S. McCowi, G. 69; POS3, A. Prycolo Oc 62 2796; J. Secti, Carl 10696; K. Slawr, Car 1940; J. Thomasto, King 1051; D. Washington, Mercury B267; B. Wesne, Mercury 519; E. Wilcaws, Carle, Orberty 271; Multimore, McMar 1172; ELECTRICAL TRANSCOIPTION LIBRARIES: Care Terry, Associated.

# 4. Any Time

4.

5.

7.

By Horbert Hassey Langue-Pacifishes by Hill & Range (BMT) HPC0BDS AVAILABLE E. Arobid, V 30-2700; F. Carle, V 30-4530; E. Fisher A. WHIMPHINEY V 20-4559; A. Maley, Mercy Social, D. Hayen, Dec 24506; Los A. Tria, Tacus 6000; H. O'Connell, Can 1895; S. Olher, 27972. RECTRICAL TRANSCRIPTION LIBRARIES Sile denses new Wild Cole, Temanus: Lever Hermer, LanguiVerth, false Holmer, Associated

# 5. Little White Cloud That Cried

By Januarie Rav-Published by Larry Spier (ASCAP) RECORD AVAILABLE: L. Dirving, Cen 1985, T. Garn, Royal Reat 545; R. Lance, Merrury 3741; R. Lee, Dec 22835; J. 44); Okek 6646. FLECTRICAL TRANSCRIPTION LIBRARIES: George Basunan, Associated; Delhy Dan, Artsanzar

## 3. 6. Slow Poke

JIUW FUNC By Prv. Wrv. King, Redd Steverst and Sheltan Prige-Published by Regenery (IMI) RECORDS AVAILABLE: R. Flanspan, V 20-4375; A. Godfrey Charoetten, Du-humble 29532; J. Gody Senteller, Shoek, Guilet J.Over, H. Namila, Hing Weit, Troy Hill, Mercury 3740; Pre Wes King, V 21-0449; R. Lee, Der 37792; A. Shoerey, Kick 2013; H. O'Comell, Cp. 1997; J. Wathon, Hilder-Tores 1025; B. VHA, Ioand 270; B. VHIa & Rovita & Larra, Ional Arg. ELECTRICIA: FRANSCIP/FUNCH. (EBRARIES Scoke Goles, Standard: Pee Wee Hing, Standard; Viacent Loyer Dr., Hammarus: Gen Disar, Atsociated.

# 7. Please, Mr. Sun

B. Ray Genes and Sill Franks-Published by Weins and Barry, Inc. 18801 RECOMDS AVAILABLE: G. Auid. Caral SOLAT, L. Banter, Can J.Wals, F. Carle, V. 20, 4339; P. Camo, V. 20, 4453; T. Edwards, M.G.M. 1134; B. Korrey, Der 27446; J. Ray, 19836. ELECTRICAL TRANSCRIPTION LIBRARIES: Cruck Folder, Lang Werk, Coorego Simon, Ansociated

## 8. Blue Tango 10.

By Leven Anderson Published by Mills Maske (ASCAP) BF(DRDS AVAILABLE: L. Anderson, Dec 27875; L. Baster, Cao 1966; F. Carle, V. 20-4511; D. Nayman, Mercury 5780; G. Loncardo, Dec 26031; A. Tamana, Mercury 5240; H. Winterkiller, V. 204518. ELECTRICAL TRANSCRIPTION LIBRARIES: Julian Gould, Lang-Warth.

## 9. 9. Bermuda

B) Dywinia Stretter--Published by Goday (Billi) RECORDS AvaiLABLE: R. Autowy, Cap 1956; Bill Satteriolit. Rene. V 20-6422; II Lee Dec 27893; a Palmer, Marceny 3774 ELECTRICAL TRANSCRIPTION LIBRARIES: Alam Heiness Dri, Assecteded, Henry Jerome On, Long-Warth.

# **10. Shrimp Boats**

... By Paul Maton, Neward and Paul Wester-Published by Watt Disary (ASCAP) IASCAPI RECORDS AVAILABLE: D. Beavers-L. Barter, Cap 2873; D. Breen, King 23131; B. Farrell, MGM 1313; D. Gray, Orc 27832; D. Schell, V 20-4405; J. Stafford/P, Weslon Drk. Col 39583; Tes Williams, V 20-4409.

## Materiale protetto da copyright

**Continues to Steal** His Way Into The Public's Heart With

# **'STOLEN** LOVE'

# COUPLED WITH

An Up and Coming Hit That Will Make This Record A **Double-Barreled** Smash!



MERCURY IN COMPS. CHICAGO, ALPHON

A .

404 130. 1080NTO. C.

MERCURY 5784•5784X45

lercury?

ECOEDS/



24 MUSIC

Records Most Played

Popularity Chart, Part 1. (F) Indicates ture is from a flim; 150 indicates tune is from a logit musical.

by Disk Jockeys

# THE BILLBOARD

MARCH 8, 1952

For Reviews and Ratings of Radia and TV Shows See The Billboard For Reviews and Ratings of Radia THE BILLBOARD Music Popularity Charts

> Best Selling Sheet Music **XOX JOX**

> > ... Based as reports received Fabruary 27, 28 and 29

Cimmix

.... Based on reports received February 27, 28 and 29 Records listed bare in numerical order are played over the greatest number of record numer. List is based on replan from weekly servey anding dis jackeys throad the country. Unless shown in this shard, other abailable records or tunes listed here will be bound in the Norme Roll of Nits, Music

weeks	OSITIC   Last e:Weet	1 This	
16	1	ſ.	CRY
13	3	2.	TELL ME WHY
3	8	3.	Dec(78127860; (45)9-27860841
			ANY TIME
13	6	4.	
5	5	5.	AT LAST
15	7	6.	LITTLE WHITE CLOUD THAT CRIEDJ. Ray
9	4	7.	
			V(78)20-4427; (45)47-4427—BM1
8	2	8.	TIGER RAGL. Paul-M. Ford
5	14	9.	BLUE TANGO
9	10	10.	BERMUDA
5	12	11.	PLEASE, MR. SUN
	14	13	PLEASE. MR. SUN
4	16	12.	PLEASE. MR. SUN
7	15	13.	(Here Am I) BROKEN HEARTED. J. Ray
4	18	14.	BLACKSMITH BLUES
5	9	15.	COME WHAT MAY
8	11	16.	BE MY LIFE'S COMPANION Mills Brothers
3	13	17.	WHEEL OF FORTUNE
5	17	18.	Weecury (78)5779; (45)5779; 445)57779; 445)5779; 445)5779; 445)5779; 445)5779; 445)5779; 445)57779; 445)57779; 445)57779; 445)57779; 445)57779; 445)57779; 445)57779; 445)57779; 445)57779; 445)57779; 44500000000000000000000000000000000000
14	21	19.	V178120-4455; 145147-4455—ASCAP SLOW POKE
			V178)20-4373; [A5)47-4373—8M1
6	19	20.	STOLEN LOVE
4	21	20.	WIMOWEH
1	-	22.	MOUNTAIN LAUREL
1	-	23.	AY-ROUND THE CORNER J. Stafford
15	20	24.	LOW POKE
2	27	25.	
			Cop(7613837; (451F-1837-800)
W	23	28.	SHRIMP BOATS
-	_	29.	TRUST IN ME E. Fisher-H. Winterhalter
2			

coming in the March 15 issue . . .

The 30 Best Juke Standards and Records Available one of more than a dozen valuable features and lists i THE BILLBOARD'S 1952 JUKE BOX SPECIAL

# By JUNE BUNDY-

# Ad Lib Cuttings

Ad Lib Cuttings Fred Lewis, WJNO, West Palm Beach, Fia, interviewedt the following last week: Nor-man Kaye. Capitol Record star; TV's Eve Gabor. and tune-smith Les Greer. Ex-sportaster Fred Wolf. WXYZ, Detroit, is still wondering if he picked the wrong career. Returning to bowling (after several years absence following a back injury) he rolled a nine-game average of 237. ...George Bannister. WBUD, Morrisville, Pa, now has one full hour of program time daily. 'more than any other deciay in the Trenton area.'...Ed Carter. Bob Boulay and Chie O'Malley. WACE, Chicopes. Mass., col-lected close to SS.000 for the "March of Dimes" campaign, via listener pledges. Veteran female impersonator Francis Renault guested on Ed (Jack the Bellboy) McKenzis's show over WJAC, Johnstown, Pa, has penned the tune "Risk My Boncs" which Lorry Raines has recorded for Coral.

## **Trend Talk**

(Continued on page 43)



-			-	_	_		_			_				_	
-	1h	teri	-	the	NI	lenal	best	sheet	music	Feller	۶.	Lat	u	Danel	i
									Serve						

Turies listed from all the na (F) Indicates to an exercise on reports received each used to protect number of sales; b) Indicates tune is excitable

# POSITION Weeks | Last | This

17	1	1.	SLOW POKE (R)	Ridgeway
11	2	Ζ.	LITTLE WHITE CLOUD THAT CRIED (R)	Larry Spier
12	3	3.	(RY (R)	Mellow
8	4	4.	ANY TIME (R)	
10	6	5.	TELL ME WHY (R)	
2	9	6.	WHEEL OF FORTUNE (R)	
24	- 5	7.	DOWN YONDER (R)	La Salle
4	10	8.	PLEASE, MR. SUN (R).	Weiss Barry
4	13	9.	BE MY LIFE'S COMPANION (R)	E. H. Morris
8	11	10.	OANCE ME LOOSE (R)	Erwin Howard
13	7	11.	SHRIMP BOATS (R)	
1	_	12.	TULIPS AND, HEATHER (R)	. Shapiro-Bernstein
1	_	13.	COME WHAT MAY (R)	. Shapiro Bernstein
7	14	14.	BERMUDA (R)	Goday
2	-	15.	KISS TO BUILD A OREAM ON (R) (F)	

# Songs With Greatest ۲ Radio Audiences (ACI)

Tunes listed Nove the geneticit audiences on pregname Neard on network stations in the Yank, Chicago and Lia Anortes. List is hands upon John G. Pestman's Judience Caverage Labors. The hears is projected usen nucle legs made and allow to Pestman's Addience Caverage Labors. The hears here York, Radio Deaking Service in Chicago, Radio Capecing Service in Los Anores. Listed are like legs 30 inners in the cove of taind tarves alphabelizing. This music checked is prepriore antiport of per cover lands. (F) Indicates sever from a film; (M) indicates tarve is from a legitimate municate (R) indicates tarve is basilines or encode. In each instance the licencing agency controlling performance rights on the tarve landsched.

no monovenno. The feature is comprighted 1947 by the Office of Research, inc.<sub>10</sub> 5470 Broadway, New Yers 33, Y. No reference may be mixed to any of dbis maxetal accost in timbe capery; no other was by military an analy benearch statisting this information may be aired. Entringements will be processive.

A Garden m the Rais (Rt.	Wilrow-ASCAP
Aberts (R)	Hubert-ASCAP
Any Time (R)	
At Last, At Last (R)	Declass-BMJ
Br My Life's Companion (R).	
Bermuda (R)	Castary-Bild
Charmaine (F)	Line_ASCAP
Qry (R)	Mallen ASEAP
Dance Me Loore (IR)	Frain, Nrs and ASCAP
Dewn Yorder (B)	La Salle-ASCAP
Glorita (III)	Life_BMI
Grand Central Station (80	Marrie ASTAR
How Close (IP)	1.No. BLSI
I Could Write & Bret IR)	T B Manna ACCAR
1 Hear & Rhapspdy (R)	
I Talk to the Trees (R) (M).	
1 Wanta Say Helia (R)	
Life is a Berntiful Thing (B)	Comment of the state of the sta
Little white Cloud That Cried (R).	Partie Aller
Manhatian (R).	P B Martin Burt
Marshmallow Moce (B).	Pamous Blank ASCAP
My Love (R).	
Never (R).	
Bopt (R)	
Please, Mr. San (P).	
Shrime Bcatt (R).	ASCAP
Slompoke (R)	
Take Me Home (R)	
Tell Me Why (R)	
Thest in Ne (R)	
Talips and Heather (B).	
Until (Avenue-E-Core) (R).	Lenen-ASCAP

## Top 10 in Television

Be My Life's Companies.	E. H. Morris-ASCAP
Crp (R)	
Domino (R)	
I'll See You in My Drame (R).	
Little White Cloup That Erled (R).	Soier ASCAP
Manhensas (R)	
Platte, Mr. Son (III).	Weiss - B arry B MB
Shrimp Bcats (R)	
Signpohe (R)	
Tell life Why URD	

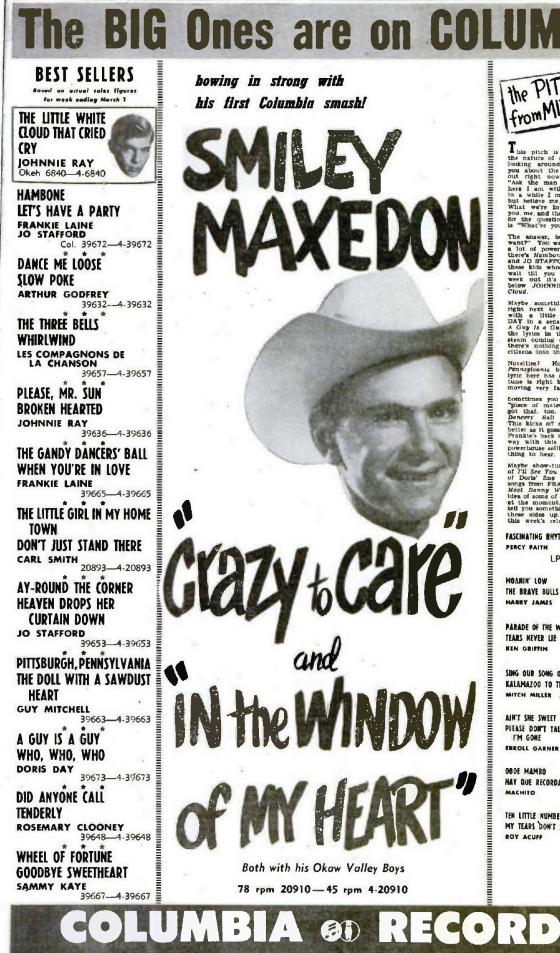
# • England's Top Twenty

	POSITI				
	دها ( د				
o da	te Wee	+ Wee		English	American
6	2	1.	THEPE'S ALWAYS ROOM AT OUR HOUSE	. Campbell-Councily	Sently-Joy
9	3	2	WISTAKES	Lawrence Wright	Mills Mesat
36	1		LOVELIEST NIGHT OF THE YEAR	.Frances Gay	Robbies
6	4	4.	DOMIND		Pickwich
12	8	5.	SOME ENCHANTED EVENING	Willierson	
22	5	6.	BECAUSE OF YOU	Dast	Brondcast Masic
7	6	7.	WHY WORRY	.Mac Melodies	Leeds
5	7	8.	DOWN YDNDER	Felderan	Le Salle
3	14		LITTLE WHITE CLOUD THAT CRIED	Larry Spier, Ltd	
10	11	38	AT THE END OF THE DAY	Chappell	Chappell
19	10	11.	I LOVE THE SUNSHINE OF YOUR		
1	_	31.	UNFORGETTABLE	Bourne Masic, Ltd	Bourne Musie
12	13	22.	LOVE'S ROUNDABOUT	Cinephonic	
19	9	14.	LONGING FOR YOU	.Sterling	Luficer
2	20	15.	SLOW COACH	.Sterling	
10	12	26.	SHRIMP BOATS	Disney	Disney
15	15	17.	JF YOU GO	Maurice	Leeds
6	16	18.	CODLES OF NOCOLES	. Edward Cox	
2	38	19.	POLLIN' STONE	. Kassner	Cromwell
13	17	20.	ALLENTOWN JALL	Bourne Music, Ltd.	Bourne Music
			• Publish	er not available as The	Billboard goes to pres

THE BILLBOARD

25

MUSIC



bowing in strong with his first Columbia smash!

Both with his Okaw Valley Boys 78 rpm 20910-45 rpm 4-20910

3)

for music that sends them ... to you !

He," "Mesterworks," 🐠, 😕 Beg. U. S. Pot. Off. Marces Registrades

b Care



This pitch is going to be more in the nature of a wind-up. They were looking around for someone to tell you about the records we're turnhap out right now, and somebody said, "Aak the man who makes 'em." So here I am with my reed dry. Once in a while I may throw you a curve, but believe me. it'l be unintentional. What we're interested in are hils-pout me, and the kids behind the mikes, e question you hat've you got?"

The answer, boys, is "What do you want?" You want a duet, maybe, with a lot of power and drive in it. So there's Hambone by FRANKIE LAINE and JO STAPPORD. Maybe you think these kids whooped it up before, but were till you hear this one. First were till you hear this one. First below JOHNNIE RAT'S Little White Cloud.

Maybe something on your shoulder, right next to your ear? Something with a little ar? There's DORIS DAT is a sensitional performance of the lyrics in this is enough to start attent coming out of your ears, and there's nothing like that to call the clisens into the shops.

Novelties? How about Pittsburgh, Pennsylvania by Guy Mitchell? The lyric here has a catchy idea, and the tune is right behind it pushing. Also moving very fast, i hear.

Biorning for the shat we call a place of mniechal" Stay put-we're got that too. Per one, The Gandy Dencers Ball by PRANKIE LAINE. This kicks off at a hot pace and gets better as it goms along (sales-wise, too.) Prankie's back in the business in a big way with this side, no fooling. The powerbouts calling he gives it is some thing to hear.

times to heat. Maybe show-times. There's the score of FUI See You in My Dreams, another of Dords' fine film chores Also its songs from FRANK SIMATRA's newest, Meet Darmy Wilson. There's a brief ides of soms of the stuff that's running st the moment. Next time TII try to tell you something about how we work thems sides up. Meanwhile, here are this week's releases.

FASCHNATING RHYTHMS

PERCY FAITH LP CL 6203-45 Set B-292

HOANIK' LOW

THE BRAVE BULLS

HARRY JAMES

39678-4-39678 PARADE OF THE WOODEN SOLDIERS

TEARS NEVER LIE

KEN GRIPPIN 39682-4-39682

SING OUR SOME OF LOVE KALAMAZOO TO TIMBUKTU

MITCH MILLER

39679-4-39679 AIN'T SHE SWEET

PLEASE DON'T TALK ABOUT ME WHEN I'M GONE ERROLL GARNER

39681-4-39681 OBOE MAMBO

HAY QUE RECORDAR

.

MACHITO

39680-4-39680 TEN LITTLE NUMBERS

MY TEARS DON'T SHOW ROY ACUFF

20912-4-20912



Mater ale protetto da copyright

MUSIC

26

THE BILLBOARD

MARCH 8, 1952

THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio - TV Show Charts (Radio Section).

# • Best Selling Pop Singles

... Based on reports received Pebruary 27, 28 and 29

Records listen are these selling hest in the nation's top volume retail record stores. List is haved upon The BillbCard's evening survey smore the 1,400 largest dearst, representing every important market area. Survey returns are weighed according to the of movert area. Records listed numerically according to priotest sales. The "B" side of each record is just listed. POSITION

Weeks to date	Wers	This		
16	1	1.	CRY J. Ray Little White Crowd That Cried Divert7816040, (4534-6040 Emit	
4	3	2.	WHEEL OF FORTUNE K. Stars	
9	4	3.	BLUE TANGO L Anderson Brile of the Balt	
14	5	4.	ANY TIME E. Fisher-H. Winterhalter	
14	Z	5.	TELL ME WHY	
7	7	6.	PLEASE, MR. SUN	
16	6	7.	LITTLE WHITE CLOUD THAT CRIED	
10	10	8.	BERMUDA Bell Sisters-H. Rene Ork	
7	15	9.	(Here Am I) BROKEN HEARTED. J. Ray Piraw, Mr. Sun Cal(78)39636; (45:4-39636-ASCAP	
10	11	10.	TELL ME WHY, E. Fisher-H. Winterhalter	
4	12	H.	BLACKSMITH BLUES	
19	8	12.	SLOW POKE	
3	14	13.	WHEEL OF FORTUNE	
6	22	14.	THREE BELIS         Les Compagnons De La Chanson           That Lacky 0/d San	
8	9	15.	TIGER RAG	
3	17	16.	PERFIDIA Four Aces A. Alberts	
11	13	17.	DANCE ME LOOSE	
4	16	18.	Sion Polar	
4	26	19.	TULIPS AND HEATHER	
1	-	-19.		
5	27	21.		
3	20	22.	WIMOWTH	
10	19	23.	SLOW POKE	
17	25	23.	CHARMAINE	
4	24	25.	STOLEN LOVE	
5	23	26.	WHEEL OF FORTUNE	
17	21	27.	SHRIMP BOATSJ. Statford-P. Weston	
3	18	28.	KISS TO BUILD A DREAM ON H. Winterhalter Leve Mater the World Ga Round	
1	-	29.	BLUE TANGO	
3	-	20	RE MY DEE'S COMPANION D Cleaner	ł

# **Best Selling Classical Titles**

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

- 3 Pucchair Madame Butterthy ....Lendon(33)LLP-A 8
- Measurghty Pictures at the Exhibition; Chicago Symptony Drk; Kubalik, conductor, Mercury (33) MG-50000

# Best Selling 45 R.P.M.

- 3
- 5 2
- S. Straws: Music of Johann Straws; Minneapolls Symphony Drk, E. Ormandy, Social for Videsmitted

DEALER DOINGS

# Trade Talk

Trade Talk A note from Patrick Radio Supply, Laurel, Miss., states, "Dealers should not blame RCA Victor for not making last-minute deliveries on 43 players. We sold over 300 units during November and Decem-ber and about 50 during Janu-ary. We bought months shead, and we keep about 200 units ahead at all times. Our 45 rec-ord sales now are up over 200 per cent and going stronger each month. The \$34.50 port-sble is our best seller and the 29.95 next. As for 45 records they are coming libru fair to good. What makes me laugh tho, is when one dealer calls RCA Victor service rotten, an-other save Decuca is bad and another save Solumbi is poor. My guesa Is that all the manu-facturers laugh at the various statements, since one dealer's words offsels the other, result, Ku wites. "Thanks to Bob Fowler. Iocal Mercury sales-man for obtaining an auto-graphed pholo of Pati Page for an ardent admirer." Mrs. Joycec Scoper, of South-ern Music Store, Orlando, Fia, says. "Decca service is the porest and Capitol's Is the phorest in the various of the solution of the solution of the save Store Corber of South-store is the other of South-store is the other of south-ern fusite Store, Orlando, Fia, says. "Decca service is the phonest and Capitol's Is the phonest Is the phone says, "Decca service is the poorest and Capitol's Is the best. It is very good to have Capitol's salesman Harold Get-tins back on the job after his brief absence. He is a most co-operative salesman."

# Chatter

The M-C Appliance Com-pany, Morgan City, La, sug-gests. "Dealers should stress the use of 45 r.p.m. inserts to increase the sale of 45 disks to people who have three-speed non-automatic players." And from University Co-Op-eralive Society, Austin, Tex, a short nete, saying "congrup the low-priced LP's. These are selling very well in our store." H & H, Arnuse-ment Company, Louisiana, Mo, writes. "To stop people at the phonograph we arrange a row of coins below the titles. This attracts attention, and when the prospective customer stops to look, four out of five will deposit coins." United Artist Record Shop, San Fran-cizco, states. "I am amazed that HCA Victor and Mario Lans would allow the release of his new record "Temptation." They evidently don or realize that the public is not stupid. No one is so big that he can afford to turn out poor ma-terial." Moiris's Music, of Elisworth, Me, says, "I put The Billboard sign (Thank You for Looking in Our Window) in one corner of our Window)

# A Deejay Writes



# Best Selling Children's Records . . Based on reports received February 27, 28 and 29 Records listed are those setting best in the nation's retail record stores (dealers), according to The Billboard's weetly dealer survey. Records are listed according to presents takes. POSITION

to d

		L  This	
to da	te Wee	k Week	
64	2	1	TWEETY PIE (One Record)
32	1	2	W. Blanc B. May
			K. Benumont-E. Wynn
108	3	2.	CINDERELLA (Two Records) I. Woods & Others
41	5	4.	LONE RANGER VOL. 1 the Becomes the Lone Ranger (Out Record) E. Teendle
25	1.4	5	HENERY HAWK (One Record)
			M. Biast
68	- 12		
24	7	7.	P. Cohiga. Nay
50	15		M. Blasc Cap(78)D8X-3102: 145)CBXF-3102
		4.	LITTLE ENGINE THAT COULD (Two Records) P. Wing
25	7	%	SNOW WHITE AND THE SEVEN DWARFS (Two Records) Dennis Day
35	10	. 8.	LONE RANGER VOL. 11 (He Finds Silver) (One Record)
10	12		6. Trendle
10		44.	THREE ORPHAN KITTENS (One Record) D. Wilson
46	6	12,	PETER AND THE WOLF (Two Records) Sterling Holloway
	10	12	HOWDY DOODY'S DO'S AND DONT'S (Dee Recent)
12	12.	1.4	Howey Doody-B. Smith
-	64	7.4	LITTLE WHITE OUCK 10ne Record) 8. tvet-P. Faith Ork
11	-	14	LONE PANGER VOL. 111 (Ne Finds Oan Reid) (One Record)
			G Trendle

# • Best Selling Pop Albums

# , Based on reports received February 27, 28 and 29

Bedauc all labels are not issued on all so-reds it is difficult to co-duct a pop aftern survey that Is startificially accurate. Furthermore, separate interdency systems make it almost impossible for burdle accurate large deliver to fill such the difficult on control section when may be dearn totation their 33 pop alturn safes and their 45 pop shum safes. Therefore, The B Issand Is no larger attracting is to the comparison to the side of second is down as allowed. - ---------

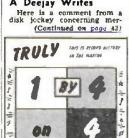
.ast Neet	This	Best Selling 331/3 R.P.M.
1	1.	AN AMERICAN IN PARIS
		G. Kelty-C. Guetare-J. Green MCMCREMEN-93: (33)E-93
2	2	I'LL SEE YOU IN MY DREAMS
		1%L SEE YOU IN MY DREAMS Doris Day Driginal Cast
3	3.	
		Original Cast-K. Grayson-A. Gardner-H. Keel
4	4.	GLENN MILLER CONCERT
		G. Miller
5	5.	LEGEND OF THE SUN VERGIN
		Vris Sumoc-L. Baster
6	6.	HONKY TONK PIANO F Carte
		F Carle
9	7.	ICING AND I Drighted Cast
7	<b>B</b> .	PAINT YOUR WAGON Dristmil Cent
-		
8	9.	SOUTH PACIFIC Mary Martin-Erio Pinza
		Mary Martin-Erio Pinta
-	The state	Capital Arthu. Capital
1	1	Best Selling 45 R.P.M. AR AMERICAN IN PARIS (POUR RECORD)
-		C M.W. C T 1991 1 C 1994
2	2	I'LL SEE YOU IN MY DREAMS (Foar Records)
	-	Duris Day Original Catt
3	3.	
		Driginal Cast-K. Grayton-A. Garover-N. Keel
4	4.	GLENN MILLER (Four Records)
		G. Willer
5	5.	HONKY TONK PIANO (Three Records) F Carte
		F Carie
6	6.	LEGEND OF THE SUIN VIRGIN (Four Records) Ying Sumecil, Barter
		Yina Sumac-L. Bayter
7	6.	TRIBUTE TO GLENN MILLER OFour Records)
-	-	A Gray
9	И.	IN LANZA SINGS SELECTIONS FROM THE DREAT CARDOU (FOR HEADS) IN LANZA RCA VICTOR OTL
		I LARSENCE VIEW VIEW Proved
	4.	NEW SOUND VOL. 11 (Three Records)
A	tn	50UTIN PACIFIC (Seven Records)
	14.	M. Martin-E. Pinza

# • Classical Reviews

And DEL: THREE SUNATAS FOR VIOLIN 757 Mandbell: THREE SUNATAS FOR VIOLIN 757 Will allow to down forth state Under Under Vield State Stat

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

DEBUSSY: THREE IMAGES FOR DRVHSS. TRA. — San Francisco Driv.P. Mentenn. Com. G.1.2.") V (33) LUM-1397 Ciguage Iburka, Rendris de Printenges In corress with sterent alters Franch. Compositi, Deksing Iburka, Rendris de Printenges In corress with sterent alters Franch. Compositi, Deksing Iburka, Berding alter Brinch. Compositi, Defainst ender, Iberli, Berding alter Data Michael Interest, Berli James Iberli alter Data Michael Interest, Berli James Iberli alter Data Michael Interest, Berli James Iberli alter Capus and Road of Drivin me. Composition Interest, Berli James Iberli alter Altind Francesster in the Interne printing anded to michael accelure relations for the aveil alter Altind Francesster in the Interne printing and the town for the and accelure relations for the aveil alter to alter alterative and the competition million Berli Iberling and the town for Alting Francesster in the Interne and the competition million Berling methematic to alter and alter alter alter and the competition million and the town for the Alter Al





Just

## THE BILLBOARD

THE

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A Great New Record!

THE BILLBOARD MUSIC **Popularity Charts** 

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio - TV Show Charts (Radio Section).

MARCH 8; 1952

PHILADELPHIA 1. CRY-J. Ray-Okeh 2. WHEEL OF FORTUNE-K. Starr-Chellol 3. PLEASE, MR. SUN-J. Ray-Columbia 4. (HERE AM [] BROKEN HEARTED-J. Ray-Columbia

5. TELL ME WHY-E. Faher-H. Winterhalter-

7. WHEEL OF FORTUNE-S. Gale-E. Wilcom-Derby 8. BLUE TANGO-L Anderson-Ducca 9. TELL ME WHY-Four Aces-A, Atherts-Decca 10. ANY TIME-E. Fisher-H. Winterhalter-Victor

DETROIT

1. WHEEL OF FORTUNE-K Stave-Capitol 2. BLUE TANGO-L. Anderson-Decca 3. BLACKSMITH BLUES-E. M. Morse-Capitol

Victor 6. TELL, ME WHV—Four Aces A. Alberts—Decca 7. PERFIDIA—Four Aces A. Allerts—Decca 9. PLEASE, MR. SUN-J. Rep-Cohombia 9. BERMUDA—Bell Sisters—Victor

BOSTON

1. BLUE TANGO-L. Anderson-Decea 2. ANY TIME-E. Fisher-H. Winterhalter-Victor

8. TELL ME WHY-Faur Acm-A. Alberts-Decca

9. TELL ME WHY-E. Fisher-H. Winterhalter-

PITTSBURGH 1. CRY-U. Ray-Oleb 2. WHEEL OF FORTUNE-K. Starr-Capitol

S. BLACKSMITH BLUES-E M. Morse-Capitol 4. PERFIDIA-Four Acre-A, Alberts-Decca 5. INERE AM II BROKEN HEARTED-J. Ray-Countria

Columbia 6. BLUE TANGO-L Anderson-Decca 7. PETTSBURGH, PENNSYLVABIA-G. Mitchell M. Mitter-Columbia 8. PLEASE, MR, SUIS-J. Ray-Columbia

5. TELL ME WHY-Four Aces-A. Alberts-Decca

10. ANY TIME-E. Fisher-H. Winterhalter-Victor DALLAS-FORT WORTH

-- Oken 4. PLEASE, MR. SUN-J. Ray-Oleh THREE BELLS-Les Compagness De La Cham-sen---Calambia

10. CRY-J. Ray-Okeh

4. BLUE TANGO-H. Winterhalter-Victor S. TELL ME WHY-E. Fisher-H. Winterhalten

M. TIGER RAG-L. Paul-M. Ford-Capitol

# • Best Selling Pops by Territories

Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billhoard In co-operation with Western Union, secures last minute sales reports f top dealers in the matgings largest record movietis. Altho the number of stams queried is each ma does not necessarily constitute a sciencific survey lamgle, there are encough proto to avoid possibility of the over-all local picture being unduly withered by the vesors of a single store.

## NEW YORK

- 1. CRY-J. Pay-Okeh 2. WHEEL OF FORTUNE-K. Starr-Capitol
- 3. BLUE TANGO-L. Anderson-Decca 4. PLEASE, MR. SUN-J, Ray-Columbia 5. TELL ME WHY-Foir Aces A. Alberts-Decc. 6. ANY TIME-E, Fisher-H. Winterhalter-Victor

- 7. SLOW POKE-Pee Wee King-Victor B. BERMUDA-Bell Sisters-Victor
- 9. TELL ME WHY-E, Fisher-H. Wind Victor
- 10. LITTLE WHITE CLOUD THAT CRIED-J. Ray

## CHICAGO

- 1. BLUE TANGO-L. Anderson-Decca 2. WHEEL OF FORTUNE-K. Star-Capitol
- 3. CRY-J. Ray-Oub 4. ANY TIME-E. Fiber-H. Winterhalter-5. PLEASE, MH. SUN-J. Ray-Columbia
- e. THREE BELLS-Les Compagnons De La Chan
- 7. HERRING BOATS-M. Kats-Capitel
- 8. LITTLE WHITE DLDUD THAT CRIED-J. Ray
- 9. TELL ME WHY-Four Aces-A. Alberts-Decce 10. WHEEL DF FORTUNE-B. Wayne- Mercury

# LOS ANGELES

- 1. CRY-L. Ray-Okeh 2. WHEEL DF FORTUNE-K. Star-Capital 3. TELL ME WHY-Four Acts.A. Alberts-Decci 4. BLUE TANGO-L. Anderson-Decca
- 5. BLACKSMITH BLUES E. M. Morse Capitol 6. LITTLE WHITE CLOUD THAT CRIED J. Ray
- 7. (HERE AM 11 BROKEN HEARIED-J. Ray-
- 8, BE MY LIFE'S COMPANION-R. Choney-Columbia
- 9. PITTSBURGH PENNSYLVANIA-G. Mitchell-M. Miller-Columbia 10. HAMBORE-P. Har is-Brill Sistern -Victor

# ST. LOUIS

- 1. WHEEL OF FORTUNE-K. Starr-Capitol 2. TULIPS AND HEATHER-P. Como-Victor
- S. KISS TO BUILD & OREAM ON-L. Armstr
- 4. PLEASE, MR. SUN-J. Ray-Columbia
- PLEASE, MR. SUN-J. Ray-Common
   TENDERLY-R. Closery-Common
   TIGER RAG-L. Paul-NI. Ford-Capital
   WHEEL OF FORTUNE-B. Wayne-King
- 8. HAMBONE-R. Sanders-Nambore Kids-Oken 9. CHINATOWN, MY CHINATOWN-8. Maxwell-London

3. BLUE TANGO-L. Anderson-Decca 4. TELL ME WHY-E. Fisher-N. Winterholten Victor

5. (MERE AM 1) BROKEN HEARTED-J. Ray-6. PLEASE, MR. SUN-P. Como-Victor 7. ANY TIME-E. Fisher H. Waterhalter-Vick

DENVER 1. CRY-J. Ray-Obsh 2. TELL ME WHY-Four Aces-A. Alberts-Droca 3. LITTLE WHITE CLOUD THAT CRIED-J. Ray

ANY TIME-E. Fisher-H. Winterhalter-Victor
 S. DANCE ME LDOSE--A. Godfrey--Columbia

MEASE, MR. SUN-J. Ray—Cohembia
 CHARMAINE—Mantovani—London
 MAMBONE—J. Stafferd-F. Laine—Columbia
 WHEEL DF FORTUNE—K. Stare—Cupitol

SEATTLE 1. BLUE TANGO-L. Anderson-Decca 2. WIMOWEN-G. Jenains-Decca 3. THREE BELLS-LES Compagners De La Chan-

TELL WE WHY-Four Acts-A. Alberts-D. WHEEL DF FORTUNE-K. Star-Capitol

D

0

# WASHINGTON 1. CRY-J. Ray-Okeh 2. WHEEL DF FORTUNE-K. Starr-Coalton

- 1. CRY-J, Ray-Otek 2. BERMUDA-Bell Sisters-Victor 3. WHEEL OF FORTUNE-R. Star-Capitol 4. LITLE WHITE CLOUD THAT CRIED-J. Ray
  - -Oven 5. BLACKSMITH BLUES-E, M. Morse-Capitol 6. WHEEL OF FORTUNE-S. Gales M. Wilcom-Derby 7. TELL ME WHY-Four Aces A. Alberts-Decca

  - s. PLEASE, MR, SUN-J, Rep-Celembra 9. BE MY LIFE'S COMPANION-Mills Brothers --Decta

# ATLANTA

- 1. CRY-J. R3--Okth 2. KISS TO BULLO A UREAM ON-H. Winter-halter-Victor 3. WHEEL OF FORTURE-K. Star-Capital 4. LITHLE WHITE GLOUD THAT CRIED-J. R47 --Okth
- 5. ANY TIME-E. Fisher-H. Winterhalter-Victor
- 6. PLEASE, MR. SUR-J. Roy-Coumbia 7. TELL ME WHY-FOUr Acts: A. Afterts-Decca 8. HAMBONE-J. Stafford-F. Laine-Columbia 9. WISHIN'-T. Phillips-King

## NEW ORLEANS

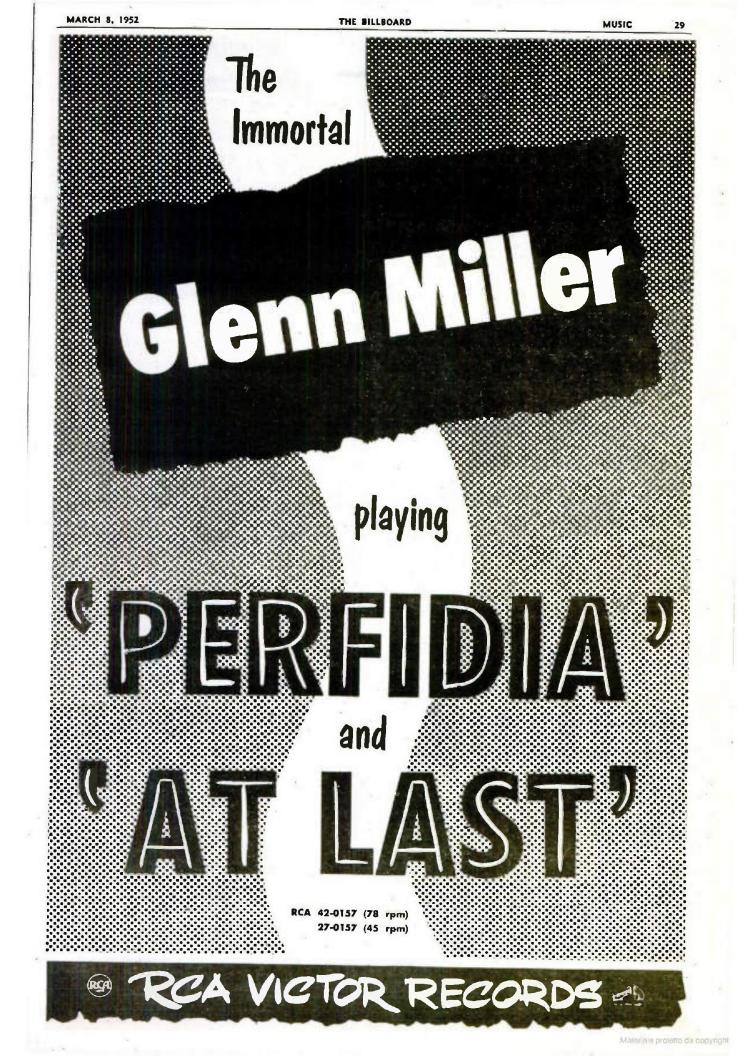
- L. TELL ME WHY--Faue Aces-A. Alberts---Decca 2. WHELL OF FORTUNE-M. Stars---Capitel 3. CRV--J. Bay--Oseh 4. BERMUDA--BeiJ Sisters---Victor
- MIN-Columbia 4. HIERE AM JJ BROKEN HEARTED-J. Ray-Columbia 5. BERNUDA-Bett Sisters-Victor 6. CRY-J. Ray-Olco 9. TELL WE WIT-Four Acts-A. Alberts-Derc
  - S. KISS TO BUILD A DREAM ON-H. Winter-Nater-Victor
  - 6. SLOW POKE-Pee Wee Kimp-Victor 7. PLEASE, NR. SUN-J. Ray-Columbia

# EL [U 1

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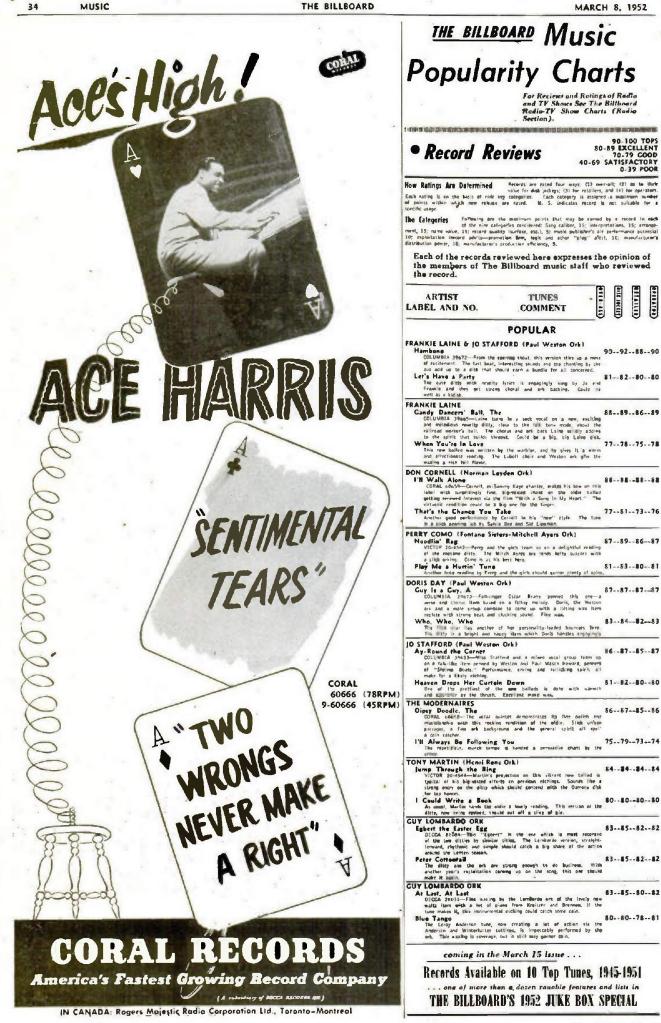




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# THE BILLBOARD





ARTIST LABEL AND NO.	TUNES COMMENT		
	POPULAR		First CRAZY HEART MEN 11103-KILDZ MANN DAVIS
PIKE IONES & HIS COUNT	COUSINS		
I've Yurned Gadabout VICIUR 20-IS68-A truly fil ment is down an brinkly in the	ne Pee Wee King and Redd Jones group. Could be a strong	\$38383	
both pap and states name to	If the customer is willing to	take a	CRAL IND3-KING
Down South	lines' envis emericat munter	78797680	KINS MAR
Ditty is the sidle No typical forward reading which should	Jones giermicks here, just a t do well south of the Mason	te sight -	
particularly in pate bours; DINAH SHORE & TEX WILL	LIAMS		
Double Shuttle, VICTOR 20-4561-Pairing of	the top star and the countr	81828081	
ditty with plenty of personality	the duo run thru a country ice	100	
Senator From Tennessee Mere shuffle rhythm here as	Miss Shore and Williams tear	79827678	
Tennessee	intrique the residents of the	State of	
THE THREE SUNS You're Not Worth My Te	1479	80827880	a: normal
Johnny Parker, with the Three	a ballasi necelives a warmi neati Suns furnishing goort backing a	ng from Rendition	Sum
is the Four Aces style. Two Wrongs Never Made A feet and by the tra	a Right with Johnry Parker and mail	80827880	
making like the Four Aces. Tu	me is simple and recentive.		First CRAZ MEM 11103-KILLOZ And NON DANNA DANS Binging
DENNIS DAY (The Arcadian Mistakes		80817980	A PLAND AND SHEER A REAL AND A PLAN AND AND A PLAN AND A PLAN AND AND A PLAN AND AND A PLAN AND AND A PLAN AND AND AND AND AND AND AND AND AND A
VICTOR 20-4560-A sweet, ol: strong performance from the performance. This is, an item	stemish ditty with good lyrics re- warbler over a stylish chorus	and orb	
I Hear & Rhapsody	that could get more.	78797778	
"Clash By Night" The vocal i arrangement is fine.	group supports him strongly and	the ort	
FOUR KNICHTS	hade Black What		
More I Co Out With Some CAPITEL 1995-The Four Kni Nete and metadious ballad.	<b>chody Elac. The</b> gits show their fine, smooth bli The group is in the old Mill	80827682	
tradition Doll With the Sawdust He	art. The	76767676	
Ano her striking useal effort balladi. The boys sing it well	by the quartet on a new "to	wr-jerker	
MILLS BROTHERS		80827880	
DECCA 25021-The foursome Unity team warming on an astrac	has one of its better efforts tive cry song. With the guartet	here as back in	
the public ear ole their "B could get action,	e My LHe's Companion'' plat	ter, this	
High and Dry Alternating verse and charus b country market. The group de	allad sounds like better material	70726869	
XAVIER CUCAT DRK	ver were enough worth IC, Cho.		
Acapulco Polka, The MERCURY 3798—Abbe Lanc P	handles the lyries on a happy po		
Lot's of free swinging spirit.	rial are both a switch for the C		
Hillbilly Mambo Band, Th Unessa presination of Letin with the construction ditty for	Americal tenns and lastrumen alls to excite, the Abbe Lane	75777375	
Themas wave it a pood chant,	Good navelty item		
MARGARET WHITING (Le		79807879	
the song a big item again, the doubtedly be up with the stro	arrest revival drive behind the al a this uttarly charming rendition open disks on the ditty.	will un-	
I Could Write a Book Here of the same kind of pe	rformance from Miss Whiting,	79807879	
BURT TAYLOR (Percy Feit	Pol Joey," A typical, musiciani	y withert	amal -
		79807878	
COLUMBIA 39654-Tayler	ruects much warmth lints a	(het at	
COLUMEIA 39654-Taylor I diby now getting a reveal p a Song in My Heart." If the	njects much warmth laba a with via the Jane Froman blopi tune makes it, this slicing is o	bet for a	
COLUMBIA 39654-Taylor I dilly now getting a revival p a Song In My HearL <sup>M</sup> If the share of the action. Solitude	ush via the Jane Froman blopi tune makes it, this slicing is t	68-726667	
COLUMBIA 34654—Tayler I ditly now getting a rewral p a Song In My HearL" If the share of the action. Solidude A mark, meaningful reading of stors a fine job.	ush via the Jane Froman biopi	68-726667	
COLUMEIA 39634-Tayler ditty now getting a revinal p a See in My Heart." If the share of the action. Solirude Amare, nearingful rading of derix fine Job. ROBERT Q. LEW/S Sundar Is My Day With	ush via the Jane Froman biopi bune makes it, this slicing is t the lovely Duke Ellington standar You	68726667 6. Taylor 78807678	" INFACT
COLUMEIA 39654-Tayler 1 ditty now getting a reveal p a See in My Heart" If the share of the action. Soifuide A mare, nearingful reading of door a fine jeb. ROBERT Q. LEWIS Sunday Is My Day With MGM LILES-The red-TY S	ush via the Jane Froman biopi tune makes it, this slicing is t the fovely Duke Ellington standar	d. Taylor 78726667	
CDLUMBIA 39634-Target ditty new priving a revinut p a Seng in Mry Heart." (If the share of the action. Solid ude A mann, maxingful rending of don't a five ligh. ROBERT Q. LEW/IS Sunday Is My Day With MIGH ILIGS-The radie TV's thent and some ocal gives plane action Noodlin' Rag The original new heavy tank.	with the law Froman blook tune makers it, this sticting is t the fowely Duke Ellington standar You To a norely ditty, we an idea. The hokey material sh item gets a tilic reading from t	Accented 767678 accented 767676	
CDLUMBIA 39634-Target ditty new priving a revinut p a Seng in Mry Heart." (If the share of the action. Solid ude A mann, maxingful rending of don't a five ligh. ROBERT Q. LEW/IS Sunday Is My Day With MIGH ILIGS-The radie TV's thent and some ocal gives plane action Noodlin' Rag The original new heavy tank.	with the law Froman blops tune maker it, this sticking is t the fewely Duke Ellington standar You can write a morely ditty, wa an idda. The hokey material in item gets a tile: reading from it of the action and from it	Accented 767678 accented 767676	
CDLUMBIA 34934-Target olity new priving a revinal p a Sams in My Hart'. 14 the share of the action. Solitude A marn, maxingful rending of Bort a free 18h. ROBERT Q. LEW/IS Sunday Is My Day With MUMI LIDS-The radie TV s them and some social sime plane action Noodlin' Reg The original new heaty-tank. the sk. Stoold grab of row Not (KING) COLE (Netso Yow Wargs't There CAPITO, 1948-An attraction	with the large Froman biopi- ture mater it, this site is to the lowly Duty Ellington standar You The overly Duty Ellington standar the overly dity was an dise. The over material sh item sets a tile: reading from is of the action are the dity. m Riddle Ork) a new balled is hance over	d. Taylor         68726667           d. Taylor         78807678           accented         767676           .exist and         767676           .exist and         78797778	(Wont you) PLEASE
COLUMBIA 34934-Target olity new priving a revinal p a Samp in My Marzl." If the share of the action. Solitude A maran, maxingful rending of dors a five lith. ROBERT Q. LEW/IS Sunday Is My Day With MGM ILIDS-The radie TV s them and some social gives julge action Noodlin' Reg The original new many tank be set. Stoold gash of som Not (KINC) COLE (Netso Yoe Warget There CAPITO. 1948-An attracti- typical spillator readings. 5 Pati is a pood me.	with the later Froman biopit tune matter it, this sticling is t the lowly Duty Ellington standar You Car solis a morely ditty was an dise. The hoter material sh item gets a tiles reading from is a of the action on the ditty. <b>n Riddle Ork</b> ) a new balled to handlet are long period by Alec Wilder.	Accented         68726667           Accented         78807678           puls         91           Accented         767676           Accents         767676           Accented         78797778           Accented         78797778	
CDU UMBIG 3 5453-Target 1 ditty new priving a revinal p a Sams in Mr Marzu'' If the share of the action. Solid ude A marn, maxingful rending of dent a free lith. ROBERT Q. LEW/IS Sunday Is My Day With MUM ILIDS-The radje TV s that and same social sime jute action. Noodlin' Rag The original new heaty tant. the sk. Stoold grab of two Nat (KINC) COLE (Netso You Warge't There CAPITO. 1958-An attracti- typical splithed readings. S Patt is a post one Yee Will Nerve Core O(L).	unt make the Jame Froman biopit tune makers it, this sticking is t the towing Duty Ellington standar You Tar sells a morely ditty was an dise. The booksy material sta- tem sets a tiles making from in the of the action on the ditty. In Riddle Ork) a new ballad to handre one loog period by Alec Wilder - dy samt this one, the Mrs.	d. Taylor         68726667           d. Taylor         68807678           accented         78807678           polls set         767676           et coler, 787977         787977           and Ruch         77787677	
CDLUMBIA 34934-Target OLLUMBIA 34934-Target a Sams in Mr Harzt". If the share of the action. Solitude A mann, maxingfu] rending of Bors a free 188. ROBERT Q. LEW/IS Sunday Is My Day With MIMI LIDS-The radje TV s (burt and some social given plane action Noodlin' Rag The original new nearly tant. Modifie' Rag The original new nearly tant. No Warship Could be the original Pati is a pool one You Wall New Corew Oll. The Case fram with undoout In material or performance. with the aid of a mandolin bi	unt make the Jame Froman biopi- tune makers it, this sticking is t the towing Duty Ellington standar You Car Joils a morely ditty was an dise. The output material a fide, the output material a ticen gets a tile: reacing from is a fidelic Ork) a middle Ork) a mew balled by Alec Wilder J dity samt this arow, the B <sup>4</sup> / <sub>2</sub> .	d. Taylor         68726667           d. Taylor         68807678           accented         78807678           polls set         767676           et coler, 787977         787977           and Ruch         77787677	
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# MARCH 8, 1952

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MARCH 8, 1952



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# Advance Record Releases

Acpie Honey—Filip Phillips Quintet (Broadway) Mer 19960 Broad-any—Filip Phillipi Quintet (Apple) Mer 1960 Chopsticks Marnho—Gal Tjuder Trio (Vilwal Galaxy 703

HOI JAZZ ALBUMS Herman Gram Jazz At the Philamenoid Val. 34 Attent (5:10°).-Colorato Minister. Intellight Harbort (5:10°).-Colorato Minister. Intellight Harbort (5:10°).-Colorato Minister. Intellight Yaug.-Metr. Cablor. Bully Tarylor Plane Alaura (3:10°).-Bad Powell--Mer C-507. Billy Tarylor Plane Amorana Abused (3:10°).-Billy Tarylor Plane Manorana Abused (3:10°).-Billy Tarylor Jones for Marchano (3:10°).-Mino--Willies Ween for Marchano (3:10°).-Mary Low Williames Charlow (3:10°).-Mary Low Williames (3:10°).-Mary Low Williames Annuel (3:30) IP-313. Mary Low Williames Plane Panagemena Ahnuel (3:10°).-Mary Low Williames (3:10°).-SWosterlak, United Herrison (3:10°). 2, From This Merinas Dis SWosterlak, Mary Mattry Your the Crant Mark (3:30) LP-134.

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Group-William H. Scheide, mat.-MGM 333 E-118. Binetal-wilde, Grataria, Saek of the Forest Allown (1-327 National Phillipminis, and --Bitcher (1-327 National Phillipminis, and --Bitcher server-Gelosen (13) CRL P-118. (ChaiRowitz, Eage Genjain Letter Schein and VIIIa-Labes Bannans Frankinsk No. 5 Albon (1-1077) ----Biopening Cannas, D. Stellang, Gelji, Lana, McComman, Stellang, Stellang, McComman, Cannas, D. Stellang, Gelji, Mathematical Stellang, Stellang, McComman, Stellang, Canada, Canada, Canada, V (23) LW-1201.

# INTERNATIONAL

Salary Grzet---Ray Meany Ork (Nie) Oana 747 Good-Bye Maria Polita---Boa Larkin-Stanley Ork (Leas) Polo 157 Gressma Othewcyna Polita---Al Soyka Ork (U.S.A.) Dana 748 Griestina Olimorea nomen en Dana 748 Polla-Dos Latin-Stanley Ork (Good-Bye) Puro 107 Maustain Tap Palla-Kenty Bass-Polla Peoperi Maustain Tap Palla-Kenty Bass-Polla Peoperi Maustain Tap Peklam Kerny Baki-Polta Peperti (Printer) Carial 60663 Nilly Chen Tariej Zony-Ray Henry Ork (Blais) Dava 747 Printer Polta-Kenny Basi-Polta Peppers (Mona-tain) Genal 60663 U.S.A. Obersh-Al Soyba Ork (Greetma) Dava 748

# FOLK • Continued from page 32

Den't Eur Be Afaig to G. Home-Etion Britt Teittel V 20-4533 Don't Say You Long Me, Just Show It-Field Teitman (III) Gel 2009 Don't Wate Voor Tear-Toomy Sorthee (Mon) Don't Wate Voor Tear-Toomy Sorthee (Mon) Den Head Construction (Geoffred) V 20-4733 V 20-4523 Easy on the Eyes-Eddy Acods (Anything) V 20-Easy on the Eyes-Eddy Acods (Anything) V 20-Early on the Types-Eddy Amedia (Anrything) V 30-4569 "We (Larsen an a Tocka Bar-Elton Britt (Bick-treich) V 20-4522 "Barlet (Bick-treich) V 20-4523 "Barlet (Bick-Warlet (Vallie) Out (Bic Goor-Gee Autry-Carl Goire Dis (Am 11 Col 20104 Woorder If Will Aukas Barlet (Barlet Carl Goire Dis (Am 11 Col 20104 Barlet (Bick-Barlet Carl 6-1322 "Bitli Bic Loving Vau-Fayed Talimae (Deard) Col 20104 Col 20104 "Barlet Marsten-Lape BicAu/Iffe Des (Backanden Charlet Momer-Bit Mean-taby Pandere IAA Ingel Col 40406 "Bitle Barl I Kee-Bitle Bitl (Deart) V 20-4531 Coral 64122 Annual Aread-Siller Williams Laway Corat A Revision Aread-Siller Williams Laway Corat A Revision Aread-Siller Williams Laway Corat A Revision Aread-Siller Williams Laway Corat Doral 64122 One Reiming Around Slim Williams (Asiay) Corat 64121 Rainy Night Slurs-Johnny Hicks (Are'Yos) Col

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# **RHYTHM & BLUES** · Continued from page 33

iliddle of the Night-The Clovers (Dor) Atlanti

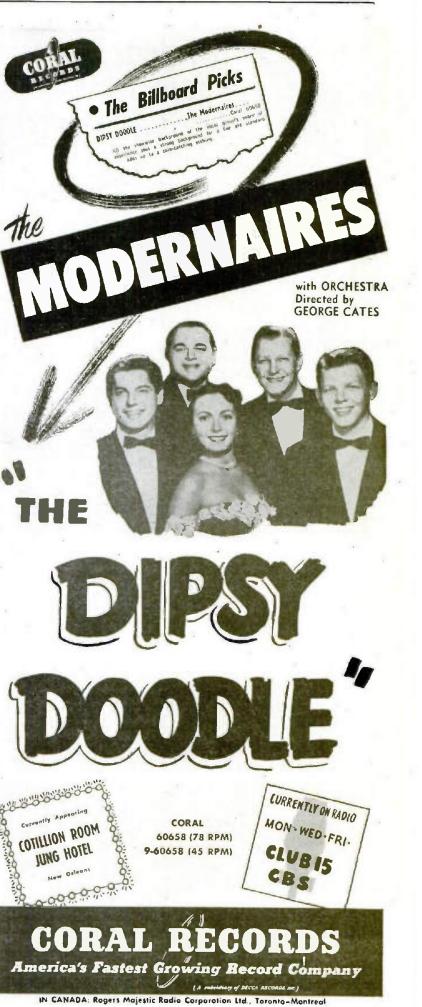
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The start stille Gel for Me-Janke Broki (Lose) FMI 38 Step and Bay-Tas Smith Ork (Low) Ders 1501 Serban (Boye Your White Kapain-John Geng-Het Lackas & Old Timers (Nay) Builet 100 Sent Sates-De Terret-View) Builet 100 Attacts 960 Tailing a Chaser on Love-Lightsing Tris (Annie) Revert 131 Tailing And Factor Daing to Me-The Dominaes Cohen Frideral 2059 Tailing Het-Mada Drocks Trie (Romaned) Trashiship-Oney There Bay (Ders't) Bazan 9135 Voo Doo Mark-Jimery Cok Ork (If You) Moders 400

600 Jay Down South-John Gordy-Hets Jackson & Old Termers (Steambau) Bellet 1101 Hene I Sam You-Horace Bauley (From) Coral 60662 Uses the Swaltees Come Back to Capistrane-The Domines (That's) Federal 12059



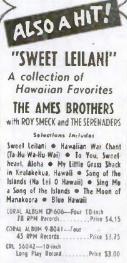


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policy last week. Wayne appears for a series of tunes following the regular "Laugh It Off" floorshow.

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tom Frank Hanshaw, of the local GAC office, has Miss Hawkins set for a two-week appearance at Reveryl Hills Country Club, New-port, Kv., in May. Peter F. Goyak. Capitol Records boss here: tossed a cocktail party Monday evening (3) at the Variety Club in Hotel Netherland Plaza for thrush Helen O'Connell and Dean Martin and Jerry Lewia, with the local press, radio and music gentry as guests. Martin and Lewis closed a three-day stand at the RKO Albee Theater Monday. Goyak has another ma-jor event mapped for April, when he takes as his bride Mary Rauss, of the local RCA Vietor distribu-tor's office. Barney Rapp. ex-band leader turned booker, has joined the Frank Sennes Agency in the Sheraton-Gibson Hotel.

# Hollywood

Hollywood Al Rinker, one of the Rhythm Boys with Paul Whiteman and now a five-lance scongwriter, has formed an ASCAP pubbery, Christopher Music, with Bud Day, Nai Tannen is acting as their selling agent. First plug is 'Meant to Tell You.'' by April Stevens on Victor. Ellen ('I Wanna Say Heilo'') Suiton has been renewed at the Chapman Park Hotel. Los Angeles. Mary Landau has booked Harry James for eight Thursday night dances at the Riv-erside Raneho. Booking is a break in policy, for spot has used straight Western band diet. Icaturing Tex Williams band diet. Icaturing Tex Williams band diet. Icaturing Tex Williams band diet. Jocal 47, AFM, raised jobbing scale from \$12 to \$14 for two hours of casual as of March 1. Barcley Allen, who was Injured in an auto acci-dent two years ago, played a date last week at a North Hollywood church He had been bedded at his home in Denver. Mort Ruby set Leo Reimanis ork for its first Coast job in years with the Eastern soelety leader opening at Beverly Hills. Hotel March 18 for eight weeks. Spot has been an MCA citadel.

# RHYTHM AND **BLUES NOTES** By BOB ROLONTZ .

• Continued from page 33

the show, along with Benny God-man. Dorothy Sarnetf. Canade Lee. Day Dawn and Dusk. Lil Hayes, the Continential Aires. Lucy Monroe. Jimmy Durante, and many others. The benefit co-chairman of the event are Lena Horne and Oscar Hammerstein II.

# **R&B** Records to Watch

In the spinon of the Billboard's music
staff the following records have the best
sales and serformances potential among the
rhythm and blues records received this week
5-10-15 HOURS
Ruth Brown
AS YOU ARE
Slim Gallard
NO MORE DOGGIN'
Roscor Görden
SWEET SIXTEEN
Ine Terrer Atlantic 960

Arnet Cobb starts on his first Middle West one nighter tour the end of March. Cobb is booked as far West as Minneapolis. He will stop over in Chicago to make some diskings for the Okeh label. James Moody Ork, now headlin-ing the show at the Philadelphia Showboat, will play the Apollo Theater, New York, on March 28, marking his first Eastern theater appearance

# MUSIC AINS - DELU 4,4 AINS Dert MGM Signs De Marcos For "Skirts" Tunes . . . sellers DE JUXE France's Plant to U. S. for ederal Buying, Selling Songs . . . \* RECORDS POPULAR FIDERAL - KING \* TEDDY PHILLIPS SUNSHINE & FLOWERS 15156 and 43-15156 \* JACK RICHARDS and The MARKSMEN THREES A BLUE SKT WAY OUT YONDER YOU'RE NOT WORTH MY TEARS **Religious** Choruses For Galahad Label 15161 and 45-15161 MARY SMALL. ROMANCE ME RIVER. GET A-ROLLIN' 15157 and 45-15157 ALAN HOLMES COODEY, MARIA, I'M DEF TO KOREA THAT'S WHEN YOUR MEART-ACHES BECIN 15166 and 45-15166 - DEC INCK BROWN 1 HEAR A RHAPSODT THE UNSEEN RIDER 15159 and 45-15159 brought in from Chicago to Dal-ance the group. The new numbers will be among the first releases by Gala-had, new label headed by Father Lord, of St. Louis, to be devoted primarily to religious numbers. FEDERAI FOLK-WESTERN EATH KSHAT SLAW KINS SLOW PORE TWO ROADS 988 and 45-988 BE MY LIF'S COMPANION UVERYBOPY'S COT A CIRL BUT ME 1039 and 45-1039 "Little Spanish Town" -DEL YORK BROTHERS WHEN DO YOU WANT A LITTLE LOVIN' LOVE SWEET LOVE 1042 and 45-1042 \* EDDIE SMITH & THE CHIEF BER BARREL POLKA MOURNING LOVE 1041 and 45-1041 \* COWBOY COPAS UX1 ELUES COPY CAT 1034 and 45-1034 Husing Will Salute Capitol Records . . SEPIA-BLUES EARL BOSTIC FLAMINGO I'M CETTING SENTIMENTAL OVER TOU 4475 and 45-4475 SLEEP SEPTEMBER SONG 4454 and 45-4444 ĽX. SONNY THOMPSON MELOW BLUES Parts 3 6 2 4488 and 45-4488 TINY BRADSHAW THE TRAIN KEPT A-ROLLIN' KNOCKIN' BLUES 4497 and 45-4497 KINO. WYNONIE HARRIS LOVIN' MACHINE LUSCIDUS WOMAN 4485 and 45-4485 2 Federal **IDERAL** + FLUFFY HUNTER WALK RICHT IN, WALK RICHT OUT ITHE WALK. IM BLUES! LOVE'S & FORTUNE 12056 and 45-12056 - KING - DELUXE

THE DOMINOS WHENTHESWALLOWSCOME BACK TO CAPISTRANO THATS WHAT YOU'RE DO-ING TO ME 12059 AND 45-12059 Ŀ - FEDERAL - KING -\* INTTEE ESTNER RING-A-DING-DOD THE CRYING BLUES 12055 and 45-12055 CINC. DELUXE FIDI HOT BROWN -DILUXE NOM BLUES ROCKIN' MAN 3319 and 45-3319 W ## . #104 listributors ino

RECORDS INC CINCINNATI 7, OHIO

Music as Written

MGM Records last week signed the De Marco Sisters to a one-record pact. The five gals will cut a pair of tunes from the MGM nieture "Skirts Ahoy" in which they appear with Billy Eckstine.

Buying, Selling Songs ... Jacques Plant, songwrlier and chief of the Editions Du Lido pubbery in Paris, leaves for the United States this week to buy some of the latest American songs and to set recent French hits with American pubberles. Plant is the guy who wrote the original French lyrics for "Domino." "Ma-damaselle Horiensia" and "The Old Windmill." He mode the French translations for the Amer-ean dities. "Forever and Ever," "Buttons and Bows." "Beloved Be Fatthfull" and many others.

for Galahad Label ... DETROIT, March 1. — First group of six original songs by Pather Daniel A. Lord has been out by a 20-voice unit of the Don Large Chorus, WJR feature, for Galahad Records. Facilities of the General Motors recording studios, for which Large is also musical director, were utilized. Eight former members of the or-ganization. currently with the Wayne King Chorus, were brought in from Chicago to bal-ance the group.

"little Spanish Town" Big in (lereland ... NEW YORK, March 1...-There's no telling where a hit disk might come from. Bill Randle, jock at WERE, Cleveland, was rummag-ing thru some old lems in a warchouse and came up with "In A Little Spanish Town," recorded by Los Planolas de Antonio Eaco-bar on the Columbia-Spanish In-ternational label. It's done with three planos, honky tonk style, and is breaking well the Cleve-land.

Capitel Records . . . In honor of the forthcoming 10th anniversary of Capitol Rec-ords, deejay Ted Husing will de-vote two hours of his WMGM program on March 1 to Capitol diskings. He will play tunes by the firm's top singers, combol, orks, vocal groups, etc. Last week jock Vince Williams dedicated his February 27 show over WJZ to Capitol waxings, playing the 10 biggest hits on the label since the company was started.

Dring, deejay Ted Husing wild de program on March I to Capitol was weld an exponent of the second and the conventional banding the second and the s

# **On the Stand**

Billy MayReviewed at Rainbow Carden.<br/>Pomone. Calif., February 22, Personal manager: Cardos Gasta<br/>Booked by General Artists Corp.<br/>Saxes: Bill Ainsworth. Editation of the server the serve

MARCH 8, 1952

# **New Diskeries** FOLK TALENT AND TUNES

Continued from page 32

ing in Florida on doctor's orders. ... Hank Snow did the Perry Como TV-er February 27 while in New York cutting for NBC Thesaurus and also Victor disks. ... Al Lewis, after 18 months at WTTM, Trenton, N. J., is working Saturdays at WJWL, Georgetown, Del.

# Disk Jockey Doings

Disk Jockcy Doings Don McLeod is doing eight hours per week of h. b. and West term music at KATY, San Luis Obispo, Calif. He needs records. A unt Louise Foster is doing a daily two-hour evening country disk show at KAND, Corsicana, Tex, Miss Foster recently con-tribution drive, elimaxed by a ig dance held at College Inn Skaleland, Corsicana, featuring Floyd Tillman and Charlie Adams. She plans to promote mer area. Al Texry, doing two d. j. shots daily at KVOL, Lafay-eitc, is working with his five piece band in that area. Terry distributes his own records and books names into the local Bound-ry Club. — Tex Justua, after Ind, has moved to WENL, Boon-ville Ind. — Morriss Taylor, KMOR, Oroville, Calif, has plans or a live talent jamboree. to be called "Country Music Hall." Mich WONE, Dayton, O.

talent Al Morris, WONE, Dayton, O., conducted a popularity poll of his listeners with Eddy Arnold, Hank Snow, Bill Monroe, Hank Williams and Carl Smith finish-ing in that order. . . Smokey Graves, Wi.VA, Lynchburg, Vn., has cut his first sides for Gotham, Philadelphia diskery. He reports that Bill and Mary Reid and Ticklish Tickle have rejoined his Blue Star Boys ork on the sta-tion.

# MGM Signs Pact for TV's Judy Johnson

TV's Judy Johnson NEW YORK, March 1.—MGM singer Judy Johnson for a two-side waxing deal in which shell uet with Bill Hayes, who holds a regular disking contract with the label. The pair are featured vo-calists on the "Show of Shows" rideo program. The diskery fig-ures to cash in on the du's popu-larity with TV audlences. The Johnson-Ilayes team has often performed on the "Show will be Shows" as a duet. Disks will be released as soon as possible.

**Bloom on Coast** 

BIOOM ON CLOASSI HOLLYWOOD, March 1. — A number of new disk labels have made their appearance in this area, with Irvin R. Gwiriz, foun-der of both Musicraft and Dia-mond diskeries, acting as prexy of one label and adviser to sev-eral others. Gwiriz's first clients as a consultant are the Lariat. Cavalier and 20th Century labels. Lariat, operated by Ken Wilson, prexy of Lariat Music, BMI affili-ate, has inked Eddie Cletro, West-ern singer currently on "The Ros-coe Ates Show," an ABC-TV fea-ture; Joe Maphia, singer-guitarist with Cliffie Stone, and Patsy Pres-cott, Arizona cowgrt. Cavalier Is a new San Francisco diskery which will be headed by Tom Spinasa, one-time band leader. The 20th Century Itrm is headed by Lou Yauch, weteran flicker pro-duction biggie here. Gwirtz Is awaiting clearance from the American Federation of Musicians on a disk license for his new firm, Audio Records. He has inked Horace Heidt and Hia Musi-cal Knights pius Curley Graves, planst; Johnny Stanley, noveity warbler. and Ralph Sigwald, tenor.

planist; Johnny Stanley, novely warbler, and Ralph Sigwald. tenor. Tonimy Conn, songwriter, has set up Beacon Records. Conn re-ceived union okay on the name after it was established that the former diskery with the same perated by Joe Davis, Eastern music pubber, had dis-solved. Conn has inked John Laurenz, formerly with Mercury; Ronnie Gibson, Merritt Smith and Betty White, all TV personalities: Heck Harper, Western singer from Seattle, and the Bachelors, cock-tail unit eurrently at the Holly-wood Drake Hotel.

# THE BILLBOARD **XOT XOA**

says, "People around here arc

Gab Bag

# 27G Armstrong **Gross** in Isles • Continued from page 24 Schmitt. WISC. Madison, Wis.,

VIUDD III IDIGJ HONOLULU, March 1.-Louis Arm stron g played to 10,000 people hence in a double-header concert Wednesday night (27). The trumped player grossed \$26,-720 for his furst appearance on the islands. Concert was held in the Civic Auditorium after Arm-strong was presented the key to city on his arrival that afternoon. Over 5,000 people jammed the hall for each concert Wednesday. The house set up stage seats and sold standing room. Armstrong repeated on Thursday night with two more concerts and again drew top grosses. Armstrong package is working happy to see a few more ballads coming back on the hit parade, and so am It" ... Byron Taylor,

drew top grosses. Armstrong package is working on 60 per cent. Thursday's con-cert scats were so hard to get that local scalpers were asking up to \$20 for a \$4.80 ticket. The jazz musician doubled yesterday (29) into the Brown Derby Cafe and played afternoon shows for the Army, Armstrong returns to San Francisco on March 10 after six concerts here. Joe Glaser is booking similar concert dates in Japan for Armstrong.

# **Disk Sales Off** In Washington

WASHINGTON. March 1.— Disk sales fell off sharply here over the past week, record stores report. Store managers say the slump may last a couple of weeks more because customers have al-rendy spent much of their ready eash at this city's annual Wash-ington birthday bargain sales, and are now saving up to pay income tax payments by the mid-March deadline.



MUSIC

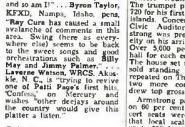
• Continued from page 26 chandising by dealers. Accord-ing to the jock, the dealers in his territory do not follow thru when a tune is "hot" due to disk jockey play. The letter is from Bill Endicott. Station from Bill Endicot, Station (KBRC, Mt. Vernon, Wash, He writes, "Orchids to RCA Victor and Capitol for new releases. Decca, Coral. Mercury, Colum-bia. London or MGM never do come hrut. But our main prob-lem here is the laxness or in-difference shown by record dealers. Even when we create a demand, dealers have too much to do with appliances or musical instruments to bother with a 'skieline' like records. To any aspiring record dealer a sizable income can be had here because there is a demand that should be met in records." We would be present to have the dealers' comments on this letter.

TRULY THIS IS MORA HISTON BY 0 h ONE BY FOUR ON FOUR PT

# **RCA** Promotes **School Library**

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PROADUZAY

# Shop Talk

**R. R. Poils Community: On 7 p.m. Carloin ...** The New York Central Railroad is polling its commuters on their feeling about the 7 p.m. curtain being used Monday evenings for "South Pacific." The line states that it is making the survey so that it ean "be prepared to furnish adequate train service home, fit-ting in with the earlier final cur-tain, if this can be arranged."

Pincelon Theaker Sked;
 Blackfriars Back ...
 Princelon Theaker Sked;
 Blackfriars Back ...
 The Scenie Artists Union has de clared the production of "Women of Twillight" unfair be-cause it will bring its scene for automatic the Place" March 4 to 15 at the Mur-ray Theater in Princeton, N. J., as the first production of their current year. It will be staged by John Capais and Maurine Mat-thews will play Helen of Troy.
 The Male Animal" with whore the system date even with the Navy, Richard Aldrich will scone ter will hold its spring dram sea leggt producer. ... The City Cen-ter will hold its spring dram sea leggt producer. ... The City Cen-ter will hold its spring dram sea leggt producer. ... The City Cen-ter will hold its spring dram sea leggt producer. ... The City Cen-ter will hold its spring dram sea leggt producer. ... The City Cen-ter will hold its spring dram sea leggt producer. ... The Blackfriars Guild, which has leggt producer. ... The City Cen-barts by Getrude Stein and Vi with the "The Male Animal" with relie he created in the play he more in collaboration with Jame Thurber...... "No Bed of Backs", a new musical-dramation way Laughing Stock Company is touring service hospitals and way Laughing Stock Company is touring service hospitals and Red Cross.
 Wag Training Currs Huwsen Land

# Wing Training Course Showcases Talent . .

Shewases Talent ... The Professional Training Pro-gram of the American Theater Wing is presenting showcase per-formances to invited audieoces at the President Theater on Monday and Tuesday (3, 4). The group will do the first act of "Stalag 17" and the last net of "Stalag 17" and the last net of "Louder, Please" by Norman Krasna. Jo-seph Kramm. author of "The Shrike," is the director, and Thomas Reid Burnoit assisted on production.

# "Gentie Folks," "Almanac," Readying; Others Sel . .

John Golden has taken over "The Gentle Folks," drama of

DIRECTOR SUMMER THEATRE Did like to contact an experien rector to take full charge of a sum solid rice in a Central Pennsylvi sort area. Pienty of good amai ent syniable. Seating ensectly app-lately 300, Last year was our first y solid admission wi we had over 10,000 admissions at 30 and \$2.40. Give full details of ex-rience and suggested arrangements in ther to Box D-15c, c/e The Sillboard, neinnell 22, 0.

# WANTED

PROMOTIONAL DIRECTOR W. Y. und out of town theatre project. Wite DE LYS THEATRE CORP. W. 58th SL. New York City

Singley Wins Idf Y. A. Matsiler ...
Negro life by Frank Alexander and E. A. Krumschmidt. Golden in the between Arthur Koesiler and idder Kingsley over the latter faranatization of the formeri-novet. "Darkness at Noon," hand if the brand subscription of the formeri-novet, "Darkness at Noon," hand if the brand subscription of the formeri-novet, "Darkness at Noon," hand if the brand subscription of the season. Previous owners of the transfer the states of the season previous owners of the strain rights to the play. The abso-tions that has permission had not bee scomplained that Hoest with become wild with mark fingsley is signature alone.
Neestler hand endeevored to re-strain Kingsley from granting torst the this permission had not been obtained for radio present itors were Leo Chere, W. Hei strain this commuters on the promisence with Kingsley's in the strate Adams and S. Jay Keufman.
The Polic Cambulet South Pallic." The line states of the scale the play. The abso-rest dams and S. Jay Keufman.
The poling its commuters on the focing used Monday evenings for "South Pallic." The line states of the scale the scale the open down is summer because the oper-ting in with the earting for the scale the subsequence of the scale the subsequence of the scale the subsequence of the scale defined the scale the subsequence of the scale the subsect of the play. The abso-trates and scale the subsequence of the scale the subsect of the play. The abso-trates and scale the subsequence of the subsequence of the scale defined the subsequence of the play. The abso-trates the play and the subsequence of the scale scale scale scale defined the subsequence of the subsequence of the scale scale scale the subsequence of the play. The abso-trates the subsequence of the play is set to move the comparison the scale defined the subsequence of the scale scale scale scale the subsequence of the play. The scale scale scale scale scale the subsequence of the scale scale scale scale the subsequence of the sc

# Princeton Theater Sked;

Blackfriars Back . .

SHOWLOG	
Performances Thru	
March 1, 1952	
DRAMAS of State	*

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# (fulter) 114 109 164 244 150 405 MUSICALS . 10-12, '50 575

(1 mper juli	
Guys and Dolls	532
(461) Street)	
Patet Your Wages	128
(Shubert)	
Pal Jory	68
South Pacific 4- 7, '49	1188
The King and L	388
(St. James)	
Top Banana	240
Two sil the Atsle	262
CLOSED	
Dear Barbarians 2-23, '52	4
(Royale) (Opened 2-21, '52)	
Desire Under the Eins 2-24, '52	48
(ANTA Playhouse)	
Opened 1-16, '521	

# **KNIGHTHOOD**

N. Y. Ballet 'Tintagel' Is

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Out of Town Review	
FLIGHT INTO EGYPT	
(Opened Monday, Prbruary 25)	
Shubert Theater,	
New Haveo, Conn.	1
A new play by George Taberi Directed	1
A new play by George Taberi Directed by Ein Kasan. Sets and lighting by Jo Mielainer. Costumes by Anna Hill John-	n
mereiner: Continer by some sind some stort. Company manager, Richard S. Freis, Price spreasentative Ben Korn- sentich by Isens Mayer Brinnier. Clubb J. Stort Mayer Brinnier. Frei Willams Twerfit Ber. David Onateshu Lull Ener:	
swrig, Stage manager, Jost Vera Pre-	1
arnied by Indue Mayer Seisnich.	
Hassan	1
Tewfik Bey	1
Lill Engri	1
	1
Barlender Chris Oampel Mr. Wugihof Edgar Pranken	ł
	14
Capi, Preurs	l
Lipton	1
Bronson Des Kerfer Chodlos Joseph Anthony While there can be no doubt	H
While there can be no doubt	
that "Flight" will be firmly in-	li
trenched as an artistic success,	١.
there is still grave doubt that its	Ľ
business office will be as com-	Ľ
pletely enthusiastic. For, despite the fact that "Flight" has distinc-	ļ
tion in all its aspects-in its fine	P
writing, its magnificent acting	Ł
and its skilled direction-it still is	1
a big question as to whether or not Mr. and Mrs. Pewbuyer will	1
list it as "entertainment."	1
The low-keyed plot, which tells	ł
the story of the Engel Family, voluntarily exiled from Vienna,	Į į
voluntarily exiled from Vienna,	1
does not carry the weight to gain	Ŀ
any complète sympathy. A pew- sitter can feel sorry about the	Ľ
Engels' plight But their problem	ļ
Engels' plight. But their problem	Ľ

is too isolated, too individual to hype much emotional reaction. The inclination is to say: "Too bad about them — but, I've got bigger problems of my own." And whether or not they ever reach America makes no difference. The author tells you immediately that they are penniless, and have no friends or acquaintances over here. Why, under these circum-stances, the author believes that the U.S. A. is their promised land is never explained. is too isolated, too individual to

the U.S. A. is their promised land is never explained. Guisti Hiber, who makes her American debut in this opus, cer-tainly proves that the plaudits which preceded her were justi-fied. Hers is an intense and dis-tinguished portrayal, and her su-perb performance ean very well vault her right into legit's top ranks.

	The	eater	
LADY	IN	THE	DARK
Opened	Wedne	adar. Pri	FUARY 873

Equity Library

# Lenox Hill Playhouse

munical play by Moss Hart. Music by Rurt Weil. Eyrker by Ira Gernhein De rected by Coorge Lipton. Bellings by Peas Peace and Standard States and States Dancia by Elizabeth Olibert, Musical do rection by Linabeth Olibert, Musical do Freedoid by Ruith Liberty Theaster.

Dr. Brooks
Mirs Bowers
Lizs Elliott
Miss Poster
the state the second state and the state of
Miss Stevens
Maggie Grant
Alison Du BoisJulie Christy
Russell Paston
Charley JohnsonJackson Young
Randy Curtis
Harry, an office boy Jerry Harvey
the direct buy the direct
Krndail Neshitt Jack Horn
Kelen a model
Marcia, a model
Jack
Bon Butler
De che se
Barbara
DANCERS: Sheldon Ossosky, Billie Kir-
nich Dohert Haddad

sich Robert Haddad SINGISRS: Kathryn Albertson, Virginia Beorge, Carl Manning, Edward E, Block, Ferry Harvey, Robert Morris, Jeanime B. Cowles, Joan Keeman, Alma Drate, Keith Kaldenberg.

Katemera. It takes courage to tackle the streamlining of a proposition like "Lady in the Dark" to the dimeo-sions o. a tiny stage and a penny-ante budget. But courage is some-thing that the torch-bearers of Equity Library. Theater have never lacked Considering its fa-cilities, the group has come up with a very creditable, dolla' house edition of Moss Hart's mu-sical play. And incidentally it showcases several players of no mean ability. ELT's "Lady" has it faults.

mean ability. ELT's "Lady" has it faults. Some cutting of the last act has not been too happily accomplished with the result that the emfused heroine's arrival at normalcy be-comes over abrupt. Contrary-wise, some of the first act seenes have been directed at a small's pace, with an over-emphasis on the movie idol's stint, which could stand the time-saving operation more readily than later sequences. However, that's what makes for direction. Some will like it and some won't. On the good side of the ledger

some won't. On the good side of the ledger three is a double quintet of fem and male volces excellently di-rected by Leonard Kastle. De-spite the lack of proper technical devices, the fantasy sequences are effectively bed into the straight story. The costuming is ingenious for an obviously mock bottom ex-pense account, and it is really benacomplished on so little. Castwice Elizabeth Parrish ac-

# 44

# ARENAS & AUDITORIUMS

# MARCH 8, 1952



LOUISVILLE, March 1- here. Gross before taxes was run-Polack Bros. Circus Western Unit grossed \$63,000 at the Armory here. Vectorary 11-17. The show piayed \$550,000 was anticipated by the end under Shrine ausplees. The gross of the run Sunday (2), necording represents a 12 per cent increase over the 1951 run. Concessions exceeded all other years on a per about \$350,000 thru Wednesday or the rut was understood to be about \$350,000 thru Wednesday or about \$350,000 thru Wednesday or the net was understood to be about \$350,000 thru Wednesday or here the state of the state of the state of the state about \$350,000 thru Wednesday or the full run last year.

# Wirtz Icer Wins 4506

With 4 Days to 60 .... DETROIT — "Hollywood Ice Revue," starring Barbara Ann Scott, continued to pile up records

**Catering Brings** 

**New Business** 

# Shriners' Expo Opens May 16 in Conm. . . .

To Portland Aud PORTLAND, Ore, March I-Introduction of catering service at brought an estimated \$2000 in additional revenue in three introduction of catering service at brought an estimated \$2000 in additional revenue in three in the citys share is on-edgith of the gross from catering operations con-tracted with Ceral G. Pingree. A number of the additional

tracted with Gerald G. Pingree. A number of the additional events booked into the building as a result of the catering service ment, which was remodeled as program. About 5,000 persons to a banquet rally for Sen. Robert A. Taft. The space normally as commodates 3,000 persons. The suditorium scata 3,500 and up to 4,500 if the wings are opened. Controls Prices Duggan said that the new cater-CHICAGO — Forty - fourth an-nual automobile show at the In-ternational Amphitheater here closed Sunday (24) with total at-tendance of 474,000 reported for the nine-day run. The total com-pares with 457,000 last year. Ed-ward L. Cleary was producer.

# At Waterloo

WATERLOO, Ia., March 1.—The hippodrome-a u d i tor i um here scored one of its buj months at-tendance-wise in January, accord-ing to tabulations announced this week by Win Hanssen, secretary-manager

a reported \$6,000 above the net for the full run last year.
 Earl Hines frames linit for \$1. LOUIS—Earl Hines, with a mangented band numbering a \$1.30 to \$2.50 acale for adults a for wear \$2.60 persons a week later. Gene Autry pulled \$11,500 for afternoon and night shows with a mangemented band numbering a \$1.30 to \$2.50 acale for adults a for sets, with a set with spanner to spanner with the singles playing two full shows daily.
 Shraeri Erpo Opens May 44 54

Joan Brandon. Coming up at the building are Spike Jones, Monday (3); two weeks of high school basketball tournaments; Kelly & Morris Cir-cus, May 8, and "Ice Vogues," May 10-16, Cancellation of pro-fessional basketball games has left some week-end dates open thru May 1, Hanssen said.

**Spike Jones** 

**Starts Tour** 

35 STANDS

# Globe Trotters, Toledo \$\$ for Henie; 'Vanities' Sues Arena Steinman Suit Asks \$25,500 Damages; Skating Star Works Despite Injury

Steinman Suit Asks \$25,500 Damages; Skating Star Works Despite Injury TOLEDO, March 1.—A \$25,500 Tormage suit was filed against Sports Arena, Inc., here Tuesda too by Skating Vanlides' and harold Steinman, manager of the source steinman, manager of the source stein Vanlides' charged the steinman, manager of the source stein Vanlides' charged the Arena with breach of con-in booking the Henie show, failed to live up to terms of a contrai-sad to have existed between 'Vanlide' and the Arena. 'Viril Gladeaux, Arena presi-the bad been given until March 20 to answer the suffered two frac-tured rils in a fail at Karasa City prior to her Toledo opening-source the reformance and later was ex-sammed but no higher was ford the pain persasted thru ford and the fractured two frac-tured rils in a fail at Karasa City prior to her Toledo opening-source the formance and later was ex-sammed but no higher was ford the pain persasted thru ford to a for kee and inexperiment performance and later was ex-sammed but no higher was ford to christing opening was found to a for kee and inexperiment performance she had been given until March 20 to all some fractured thru ford and the fractured thru ford and the fractured thru ford to christing opening was found to a ford all some she to a ford kee and inexperiment performance she had been given until March 20 to all some fractured thru ford and the fractured from page 3 March end youtdoor date booked and reins checked altendance and the was the additions, would consider the ford and the four Strongs, the Jennes and the four strongs, the Jennes and the four strongs, and the fractured the university of Cincinnati. According to the reord carding the and the four strongs, and the fractured and the four strongs, and the fractured and the four strongs, and the fractured and the four strongs, and dutty source and the i At Des Moines City Seeking

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Materiale protetto da coovright

Miami Winds

**Up Fast After** 

# **Hocus-Pocus** By BILL SACHS.

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THE two surprise acts on the nurse of the light store the surprise acts on the induced like goldish, steins of beer pro-dametrican Magicians show held at the surprise of the light Street Theater, Chi-rago, February, were Kuma and Milbourne Christopher. The show a given to a series of acts between sets and stagehands, between sets and stagehands. Kext, a night club scene, with Mibourne Christopher as emseet Bartender Tom Canfield pour as the trage to pro-tartactive given to a series of acts and a dead duek. De Yip Louie offered a whirlwind of Oriental tricks and Illusions. Final section was given to a series of acts bropes, flowers and ehanging mag-name. Kim zoomed thru his sike and parasol stunts to his famous topes, flowers and ehanging mag-not anusing tricks with a Bob Bartender Tom Canfield poure aboy from the audience for and adcent and the audience for and adcent and the second was a light stricks at noce. Finish between introduced as cele boy from the audience for avife were introduced as cele bratender Soth wedding an there down and the strings and set the soulence and a decal duek. Soth wedding an there down an magic show at the second year with his thureday night magic show at the second year with his thureday night magic show at the string and the tripped over his strings and set off his tricks at once. Finish beginning so that the audience to a string the string the tripped over his strings and set off his tricks at once. Finish thureday night magic show at there down as the ten there down as a string the stripped over his strings and set off his tricks at once. Finish there down as a stripped over his strings and set the tripped over his strings and set the stripped over his strings and set the tripped over his strings and set the tripped over his strings and set the tripped over his strings and set the

ing his magical wares at the Top Hat Club in the Canadian metrop-DDIE JOSEPH. internationally bronk Johns Johns Harman at the seri-ously ill with a heart altment at his home. Reay House, Orniston Road, India. His friends are urged to drop him a cheery note. Bob Nelson, of the Nelson Enterpress. Columbus, O., is back at the salt mines after a brief vacetion-business jaunt to Miami Beach, Fla. He was among those present for Rajah Rabold's open-ing at the Beachcomber, Miami Beach, February 26, . . Mal B. Lippiacolt reports that after two weeks of nne-nighters thru Loui-siana, his wife, Maxime, has re-tired from the act to open a booking office in the Majestic Theater Building, Shreveport, La. Official opening was last Satur-day (1). Mal and his daughter, Francine, will continue with the magic turn. Typewriting from Shreveport, Lippincott says in part: "I'm a little late with my mid-winter report. Several weeks during the fall we made Texas theaters, were okay, but we had few of those and were happy when the bookings ran out. For 16 days, thru the holidays, we held forth at the Dailas Club. Texarkana. Club did a splendid business nut it proved a pleasant date. Later, a few dates thru Arkansas were as bad as those in Texars, so we quit. My wife, daughter and 1 made the recent Louisiana, Arkansas and Missis-sippi fair meetings and enjoyed the jackpotting with the attraction boys. Also, several of the fair managers bought my unit for their annual the coming season." . Boccart and Company will present their hour's show of kiddie magic at the Turn Hail Theater, Lexington Avenue and 85th Street, New York, nex t Saturday and Sunday afternoon (8-9). Tickets are tabbed 75 cents and 31. only in their names of color of The hotel rooms have not taken p the play away from the clubs despite the pre-season fears. The Nautilus does okay with Georgie Price: the Saxony is doing badly with Dean Murphy. The latter was brought in to draw the heavy drinkers who apparently didn't materialize. The up-town hotels, Monte Carlo and Casablanca, have Harvey Stone in the former and Myron Cohen and Beity George in the latter. Both are doing well. The fact that the hotels are way up town keeps many-potential night elub customers, in the area. Oddly enough few hotel rooms make any real dough from their latter. Oddly enough few hotel rooms make any real dough from their guests. Their big business comes from outsiders who pay mini-mums of from \$3.55. Originally hotel guests were also charged the minimums but raised such a how! that it was removed.

at Copa City here last year started the trend, which was fol-lowed in 1952 with Lena Horne's

lowed in 1952 with Lena Horn's three record-smashing weeks at the Clover Club. Elsewhere. Theima Carpenter and Rose Hard-away are at the Beachcomber. Club; Billy Banks, in the Sea Guill, and the Red Caps, the Copa where Billy Daniels just closed. Since the announcement that Eekstine and Count Basie are set for local performances next week, at least two nitery ops have made pitches for the pair.

# Long Run in Denmark

COPENHAGEN, March 1,-Fred Skaarup's vaude-burly re-vue, at the Moulin Rouge, closed lis long run of 170 days on Tues-day (26). Show was presented twice nightly, plus a midnight per-formance on Saturdays.

CIRCULARS FREE

COSTUMES-Clowns all other occasions. Cot in touch with

push for the extra enores, but most work cuffo in the hope of getting new students. The consensus is that the season into will last longer because it started later. Some clubs are planning on a year round operation (clober). Sour ber and Cotober). Sum mer biz has increased, with tour-ists from Cuba and South America now filling the hotels and patron-izing cates. The major problem facing all afters. The bait of a "vacation in the sum" doesn't work any more. The kind of acts that tors. Chamber of Commerce peo-ple feel, however, that summer tors. Also they feel that many the size of their hats, say opera-tion to keep buying the biggest tors to kindo the long for wacations and work ean't draw the size of their hats, say opera-tors. Chamber of Commerce peo-ple feel, however, that summer tors. Chamber of Commerce peo-ple feel, however, that summer the summer will be In a posi-tion to keep buying the biggest tors to kindo the long the biggest tors to kindo be long the biggest tors to kindo be long the biggest tors that be long the biggest tors to kindo has be find a posi-tion to keep buying the biggest the summer will be lured by a fixe weeks of Miami Beach dough, plush lush hotels and paim trees.

Hotel Set-Up

**Burlesque Bits** 

Warren Fuss

• Continued from page 14

er's Circus and an ice show that was to play the town, day and





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JAMES ELLIS





# Hotel Ser-Up Many of the hotels, having dis-covered that standard aels don't pay off, are now going in for club date acts, a different one each night. Money varies in ae-cordance with the sales pitch of the agent or the lure of the per-former. The minimum is \$25 as single and \$40 a double. There are some complaints that dance teachers have taken jobs away from other performers. Practic-ally every hotel has a dance studio with a half dozen teachers. All of them do exhibitions at night before paid audiences. Some get paid for the extra chores, but most work cuffo in the hope of getting new students. The consensus is that the sea Eckstine, Basie

# Continued from page 14

# RINKS & SKATERS

# **Roadshow Rep**

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

the opening of the outdoor season.

# Drivin' 'Round the Drive-Ins

Construction of a 500-car copacity drive-in North of Spokane's city limits will star adolphia, announced that it will be seady for operation in the source reason that it will annou in the adolphia, announced that it will adolphia, announ

TANKES For Its 23rd Janual Sector Smecially People who can do parts. Muscian, Parino Playert Ar Names. In, answer, Long teason, three-day stands. Write age, weight, height, what you can and will do; akis stats towest selary. Working Men wanted: carliey Ray, Burb, Cas, Weit, Woodrow, write ar wire. Show opens the last of March

PLUMKETT'S STAGE SHOW San Antonio, Tex.

**OPEN A DRIVE-IN THEATRE** AT LOW COST

ed rebuilt equ 5. Time payment available to respon-parties. Write, giving location and ber of cars. SPECIAL DFER! Tempered only a Marquea Letters, 4\*, 359: 8\*, 10°, 600; S. O. S. CINEMA SUPPLY P. Dept. L, 607 W. 52 St., New York 19.

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g, versatile, small organized Show; stands; must know good territory, ver complete territ theatre and portation. What have you? Useful

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NORWICH, Conn. March 1. —Roller skates and a night club atmosphere are being used at Connecticut State Hospital here to help mental patients back to healthy lives. Harry N. Kremer, occupa-tional therapy chief at the hospital says that skating and an occasional taste of night club atmosphere can be useful in treating several types of mental disease. The skating is done to

The skating is done to lively music and new patients are carefully taught to skate. The night club therapy was the inspiration of Dr. Ronald H. Ettle, hospital superin-tendent. Scores of small tendent. Scores of small tables are set up, gay paper streamers eriss-eross the cell-ing and multi-colored lights are strung. An orchestra plays hit music and refresh-ments are served.

Idaho Skaters Run Up \$2,258 **'Dimes''** Score

At a show in Burley, the kids collected \$610; in Gooding the take was \$421; at a show in an-other lown they netted approxi-mately \$227, with the biggest haul coming from the two shows staged bere-\$1,000. Included in this rink floor when emsee Gus Kel-ker stood in the middle of the floor, bent over with his coat over his bead and promised any-one who could hit the "target" the return of their money. None of the coins struck him, McNew relates. Billed as the second annual FRANK FAIN has awarded the

**FRANK FAIN** has awarded the construction contract for his new drive-in at Livingston, Tex, to David R. Hendrick & Com-pany, Waco. Spot will be named the Chief in bonor of the Cou-shatti Indian tribe. H. L. Durst. owner of the 87 Drive-In, Fredericksburg. Tex., has re-ported to police the theft of 104 Wagner red IU-inch letters from the marquee of the drive-in. ... Mr. and Mrs. Lee Guthrie will construct a new drive-in at Wheeler, Tex., to be known as the Automobile Movies. ... Oreste Richter is doubling as manager of the Boulevard Drive-In and the Corpus Drive-In, Cor-pus Christ, Tex. Cherles N. Rich-ter recently resigned as man-ger of the Boulevard Drive-in the latter Spot. ... A. A. Outdoor Theater Corporation has been charted with the corpora-tion department of the office of Secretary of State Harris B. Mc-Doweil Jr., of Delaware, to deal in theaters. Its capital investment is \$1,000. Offices are in the Cor-poration Trust Building. Dover. ... Bert Rose, who formerly had out the Boots and Saddles dog act in vaude, has framed a new ca-nine turn and Is slated to break II in In laide pic houses its the Cin-cinnati area. He plans to make a route of Midwestern drive-lins with the opening of the outdoor season. relates. Billed as the second annual polio Roller Skating Show of 1952, the revue presented 24 num-bers, including the finale crown-ing of a polio king and queen Intermission entertainment was provided from pupils from a local dance school.

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# Crown "J-A" Queen; **Contests Hike Gates** Fordham's Jacqueline Sokoloff Winner:

Loot to 110 Contestants Hits \$7,000

NEW YORK. March 1. — The skates. Lanvin perfume, Ronson New York Journal-American's lighters, and Trifari jewelry. In \$7,000 Skate Queen contest, one of some cases, the rink operator the biggest girl-hunts in history, added to the prize kitty by donat-winds up this week with winner ing a trophy and/or flowers for Jacqueline Sokoloff flying Tues-his elimination winner. All rink day (4) to Sun Valley, Idaho, for were a gold Longines wrist watch. Bill Love, skating columnist for Chicago precision skates, sterling silver trophy, modeling contract, four-week tour with "Skating Vanlius," cigarette lighter, per fume and jewelry. Allogether, the big queen quest

Allogether, the big queen quest awarded prizes to 110 girls the 1 top contestants at each of 10 rinks. The new queen, judged faitest from an original field of over 6.000 entrants. is 19, works for the Co-lumbia Broadcasting System and skates at Fordham Palace, the Bronz, After win ning the Fordham elimination, she com-peted against nine other rink vis. The entry queen results and the rink March 17-18, and will be for dam elimination and all-star gudging panel. Judges for the finals were movie

Judges for the finals were movie and television star Hona Massey: model agent Harry Conover, and Frances Rushmore, fashion and beauty editor of The New York Journal-American.

VIIIICS SLOPE
 Using panel.
 Judgeing panel.
 Judgeing

February 19. Also, on the Jersey side of the Hudson, Eileen Wilson and her movie actor husband, Les Kellogg, Twin City Arena, Elizabeth. N. J., February 14, and TV's Morey Amsterdam and Dagmar. Boule-vard Arena, Bayonne, February 19. Not a single tudes to the

Not a single judge failed to sppcar as advertised—and all stayed at rinks from the judging at 9 p.m. thru the awarding of prizes at 10:30—10 field days for hounds!

Most rink ops reported a jump of better than 500 at the box office on contest nights, a good deal for them since the paper bore all necessary expenses.

Elimination awards included Wittnauer watches, Chicago

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# The Final Curtain

owner-manager of the Circus Asros the Russian zone of Orrmany. Peb-ary 13 in Leipsig. He founded the ow in 1958 and it was one of the rgest in Rasiero Oermany.

48

BARNHART-Charles. program director of WMBD, Provis, III., in an auto accident in that cNy Satur-day (23) when his car skidded on key pacement, and smashed finto a utility pole. Burkwed by his widow, Midferd, the was injured sightly in the acci-tent

NEXT - Charles J. (Jeet. Next - Showmen & 9 year. Provenary bin Detroit of a heart attack Be had wand a Oirl Show at the former River-iew Park. Detroit, and had also been n the read with former Leo Lipps how. Por many years general avent how. Por many years general avent Niractions, he teamed with Jack Galha-her to baing out the Playiand United hows in 1947, and with Semmy Stone o portait the Royal Kamoire Show and MA is returned to the Waide organiza-it the time of his dealth was penetail gent of the Waida Exposition Shows operated by Otenn Waid 27., Be was director, past vice-prevident and life estation Survived by his widow. Lify, herment in Showmen's Moid, Porest aren Cemetery, Detroit. (See Cambial return of detalls;

EBRY-Vernam Eagene, 50 reastent of Omkinnd, Chilf., who was a trumpeter with a London dance band Pebruary 28 in the faiter city. He re-turned to England last November after the death of his wife.

OV-Mera Anna Marie, JT, wifs of comic Eddie Poy Jr., Febru-ary 24 at their home in New York alter a long litnes. Befera their marriage in 1923 she was an actreas under the name of Elesnor Balley. In addition to her histomd, a ton and two broihers sur-histomd, a ton and two broihers sur-

# GILMSN-Frank A., 72. Blutton show point and show both the state show bothers for 41 years, had a can then bothers for 41 years, had a can time loured with the Parker Shows, Sur-vived by a too and a daughter. Burlin Pacific Coast Showmen's Rest, Los Am-geires, following eremaitom.

peter, following eremailem. BEIMM--Carl W. Al inter-ationally known authority on harmony and theory of multic and a Cincinnali mulaic Teacher since 1002. Prbrury 25 at his home in Cincinnit. Entired three years ago, he was the composition department of the Cincin-nati Concervatory of Manic and con-ductor of the Conservatory symphony erchesirs. Ne was one or the founders of the Autor and the Cincin-and Concervatory of Manic and con-ductor of the Conservatory symphony erchesirs. Ne was one or the founders of was past president of the Obio Mulci Teachers' Association and a mem-ber of the Kuast Teachers' National As-motication Griem was a member of the Masonic order: Other gurvivors are his meanic order; Statistic and a serve-tives Provider 25 with tremation to fol-low.

BC: HE: Dd--William A 80, formerly with the old Oremania Band of Roston, February 18. He played all the Dickge Wolds Fair in 180 with the the Dickge Wolds Fair in 180 with the the Dickge Wolds Fair in 180 with the tournd with the Boston Pasitival Orches-ins and Orrmshia Band, both of which wree conducted by the lata Rmil Molien-hauser. He also played for many years and a number of Doston thraiser of-chesires. Survived by a son. Henry.

BUNT-Flora Fewler, 62, at her home in Chicago, February 24, 58 e and ber hubband. Al. were wider Inswn in reakhow-rep circles and iorred their M. A. Hont Stock Company inru the Midrest for more than a hait withing, other survives Include a son, Cyril Meyers, one safer, Mayolie Poeler Einsido and a boother, Zuward Poeler,

# APLAN-Bealantia O. 33. specident at he burneak Payne Ad-Start (1990) and the start of the Phile-ériohia His Wilow, Jennie, Iwo sona a daughter and two sitem surview, Serv-kes February 37 in Philadeiphia and burial Uneffa.

MAREE-Freetrick L. rentribulist, Pebruary 25 in Pindiay, O He had been in wuidrille for years, and was also a teacher and suther af a book any westifuquiem Rurrived by bit widow, Maglewise, Interneta in Grand Lawo Corniery, Detioit.

TALONE-John E. who formerly incurred with Moonsy's Control Currum, the Quality Novelty Carnitral, the late SG Oliver and other outdoor shows. Perbusy 20 Survivel by his widow, Ida, and iwo daughters.

CANNY-Walter I., Ed. secretary of the Brown County Pair Mount Stering, III., for 45. years. Peo-ruary 18 in a St. Louis hospital (De tails in Pairs and Expositions Section.)

# Harry E. (Pat) Miller March 6th, 1951 One year without you, My Darling I miss you more each day. ROSE

# NOREL-D'Avignen. Detsoli musician, Pibruary 24 in St. Petraburg. Pia. He had been with the Detroit Symphony Orchestra for two ersons and had also been choir organ-lat in Teronte and Detroit Survived by his wibow. Elasche, and three sons in-terment in Mount Olivet Cemetery. Detroit.

OFFERMAN-Will. 50, perch artist and manager of the Pive Opinoa Troupe, recently in Han-swer. Oermany.

PRILLIPS-Sena, 76, once leading lady for actor B. H. Births

# BARNES-A daughter, Patricia Ann. to Mr. and Mrs. Cliff Barnes January 19 at Roger Wil-Deliner (Barnes January) dence. Molher, before marriage, was dence. Molher, before marriage, was fance. Molher, before marriage, was dence. Molher and marriage was dence. Molher and marriage was dence. Molher and dence. Molher and dence. Molher and dence. Molher dence. Molher and dence. Molher and dence. Molher and dence. Molher dence. Molher and dence

LOTER-A daughter, Becky Ann, February 25 in Memorial Hospital, Corpus Christi, Tex., 80 Mr. and Mrs. Richard Later.

CADES A daughter, Perm Michele, to Mr. and Mrs. Maz Gedes Pebruary 10 in Mount Sinai Hospital, Philadelphia, Pather in builtess manager of the Philadelphia Exhibitor, film trade magazine.

FORBEST-A daughter to Mr. and Mrs. Ted Forrest Forvary 25 in Fhliadelphia. Father is leader of the instrumental-vocal Ted Forrest Trio.

Of LIPE-A con. Siephen Anton, to Mr. and Mrs. Joha Oilles Phruser 5 in San Antonio. Pather is an announcer for Station WOAI in that effy.

EOSTETLES-A son to Mr. and Mrs. Vince Hostetley, recently in Fort Worth. Pather is a mrm-ber of the production staff for Btation WHAP-TV in that city.

A son to Mr. and Mrs. Ed Josiya recently in Houston. Pather is a cameraman on the staff of Station KPRC-TV in that City. LAYNE-A son to Mr. and Mrs. Bill Layne Peb-ruary 25 in Camdre, N. J. Pather is a member of the song and comedy team of Layns and Hinrs.

MARTIN-A daughter to Mr. and Mrs. Bert Mer-tin Peonary 10 in Dryn Mewr Pau Hospital, Pather is advertising manager of the Philadelphia Exhibitor, film irade magasho.

PARKER-A daughter to Mr. and Mrs. Bob Parks recently in Houston! Faiher is a mem ber of the film room staff with Station KPRC-TV in that city.

TAXEY Beeky Meyers, Prbruary 3) in Detroit. Bhe was the of Banuel Taxey, owner of the Film change Drug Store, show business is ing place. Pour children also survive itement in Workmeto's Circle Cruss

Pet of the ing ter.

VAN DER HEIDT-Priss, 70, manager of the Jacob Busch Circus in the Russian sone of Germany, re-cently in Masdeburg.

centry in Masceburg. WALPSIG-Asthew, 21. Tasks massiss with the Cast. Slubby and Bis Bucchers group. Feb-ruary 18 in as atto accident near Ber-way. HI He was en route to his home in Minselle. IL, following an appear-ic State and appeare to his home of Cincinnal Ling and appeare down of the Contenal Ling 1944 he and four members of the matcat of the first entertainment section. Pollowing the wat the group played New York ngal table for two yatar and since 1944 had bern on Berty at atta William is a stater. Services and burtal the CEntra-neti.

# AGNES MAE WHITE passed away in Santa Manic Calif., March 10, 1948, You'll Always Be in My Heart." From Your Dear Husband, HARRY B, WHITE

YANKELLVICH-Jaims, M. a pioneer in the Argentine radio i dustry, Pebruary 25 in Fuence Aires, October, 1953, he opened what is a the country's only TV station.

# Marriages

- DALE-MeVEY-Johnny Dale, night club comedian, and Dully MeVey, nikery singer, in Phila-deiphia March 1.
- GEROLD-DAY-Arthur Gerold, general manager of the Lamber(ville (N. J.) Music Circus, and Marilyn Day, stage singer, Pebruary 23 in Bogota, N. J.

LEN SURMON-Lew Klein, producer of WPIL-TV, Phila-delphia, and Janet Surmon Pebruary 14 in Philadelphia.

- MARKS-T BOMAR-Guy Marks, bight club comedian, and Barbara Thomas, dances, February 24 in Philadelphia.

TENDN.STAFFORD-Paul Weston, composer and orches ra leader, and Jo Stafford, singer, February 36 in Los Angeles.

Divorces

CARSINS-Gene Tierney, film actress, from Oleg Cassini, non-pro, February 29 in Sanis Monica, Cuilt.

# Shop Talk

• Continued from pave 44

Rounding out the cast of "Harp" are Jules Racine. Larry Robinson. Val Dufour, Jay Bar-ney. Anthony McGrath, Ruth Aw-taway and Margaret Feury. ... Vicki Cummings was signed last week for a leading role in "Fire Sale," the comedy about fire-engine salesmen by Charles Hor-ner and Henry Miles.

Peek By ANNE MICHAELS

Paris

# **Round-Up**

By SYD STOGEL

• Continued from page 2 continued from page 2 vertising income, which has sprouted like the magic beanstalk.
 Vet, the government plans to raise the subscription tax, and radio fans still fork out their hard-earned lire.

# Gassman Plans Theater,

hard i-earned lire.
Gaisman Plans Thealer,
May Siar La Winters ...
Stage and flick star, Vittorio
Gassman, who left recently for
gassman, who is seek
pheul.s. with Shelly Winters, is
breferae, "Gassman, who is seek
include "Othello" and "Oyrano de
pergerae, "Gassman, who is seek
gas Nevada divorce from his
for nearly two minutes after she
gores la "The Country Gut," bio
Cluiford Odets.... Rome with have a new legit theater son
The country Gut, "Some of the baser nenovate and opens next season with as tageshow.
Censort Haul Out Shears
On letal, Import Pir...
Some of the best features of
"Ok Nerone," the local satire of
"Qu Vadis," were cut out when
"Qu Vadis," were cut out when

On lacal, laperi Pir... Some of the best features of "OK Nerone," the local satire on "OK Nerone," the local satire on "Quo Vadis," were cut out when censors scissored practically every Silvana Pampania... Saturing buxom, bosome Silvana Pampania... Also banned was Esther Williams in a sarong in an MGM piz... lall part of the "decency" drive being conducted by the Christian Renoir finally started his film tor to to sock the upper hand and fin-soch to the "decency" drive being conducted by the Christian Renoir finally started his film tor to the "decency" drive being conducted by the Christian Renoir finally started his film tor to he Merime classic other pop selections, he came thru "The Carriage of Gold," starring inthe carriage of Gold," starring inthe carriage of Gold," starring room... Bithen Alexander Knox "Buropa SI" is in the cutling room... Eighten films are be-ing ground out in and near Rome Toto, one of Italy's top movie comics, is attracting lots of at tention in "Cops and Robbers," with Aldo Fabrizi. Bartad Si and Song Si an okay manner. With Aldo Fabrizi. Science and the started startice films are be-ing in the started films are be-ing ground out in and near Rome Toto, one of Italy's top movie comics, is attracting lots of at tention in "Cops and Robbers," With Aldo Fabrizi. Science and the started started his bard (10) backs up the proceed-tings in an okay manner. Herb Rau.

London **Dispatch** 

By LEIGH VANCE

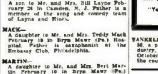
• Continued from page 2 more money out of the plann responsible for handing it out Doris Day Climbs in

# British Popularity . . .

British Popularity . . . Differences between the tastes of British and American audi-ences get another illustration la the comparative disk sales over here of Dinah Shore and Doris Day. Altho a superb artist, Miss Shore's name appears less and less frequently, while Miss Day manages to sell around 400,000 copies of one of her disks, "Cana-dian Capers." One possible reason: Miss Day is seen more frequently in films. Dasde Off Ced of the

Copa City • Continued from page 13

changed banter with long-time accompanist Ted Shapiro, swung into a reprise of old-time tunes, ending with the inevitable "Some of These Days," and finished with a hilarous." Sophie Tucker for President" in which she tossed a backet of campaign but-tons to ringsiders.



B058-A despiter, Shari-Ann, lo Mr. and Mrs. Lloyd Ross at Miriam Honpital, Provi-dence, R. L. Prbruary J. Pather is a night club weeshist and member of the American Oulid of Variety Artists board in Providence.





mits you more each day. HAZEL & DWAYNE

# Sothern, Pebruary M in Los Angelm, She was the wifu of Taylor Holmes, for years prominent on stage and arcen, and the mother of the late Phillips Holmes, actor. 345 BEhn-Densid. 18. a lead in the musical. "Ocnjicmen Prefer Biondes." Pebruary 23 in a sui-cide leap from a Detroit hotel window.

cide leap from a second ROUTT-Mrs. Thes. Wife of Theo Rout, buyer and book for the J. G. Long Theaters, reveally Dallas. Bis formerly was emoloyed Dallas film exchanges, instituting N timan Armen Bereice and Monogram H busband and daughter survive.

Baddenio and Gragart estimate 1600 AB -1-back G., 52, in Danbury, Conn. February 19. He was boat concessionsire at Danbury Park. Lake Candiewood, for the past Line years. Survived by a brother and three years. Survived by a brother at three years. Survived by a brother at three years.

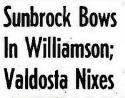
STARE-Joseph. 12. faiher of Mariin Starr, radio com-monitator over WiNB New York, Peb-ruary 26 in Ithat eity. Bis widow, four other sons and a daughter survive.

Spivy May Take Over "The Capricorn" ....

# **OUTDOOR**

# Bronx Rodeo Snafus N.Y. TIMES FEATURIZES Fail to Chill Legion

roces stockmen mancelly raced to finish installing the show's physical properties. Installation delay arose when the armory's National Guard con-tingent held a drill and review which lasted until midnight of the night before, preventing show work crews from entering until only a few hours before Priday matinee's advertised show time, whether the Legion committee and Kibbler had been notified of the late drill could not be learned, altho there was much grumbling among rodeo preson-nel over the advisability of hav-ing risked the opening to take advantage of the holiday (Wash-ington's Birthday), so the possi-



WILLIAMSON, W. Va., March I.-Larry Sunbrock's Rodeo and Thrill Show kicks off its 1952 season with a March 2-4 stand in the new Field House here, to be followed by a stand in Logan, W. Va., March 5-7.

W. Va., March 5-7. Sunbrock will play a 30-week season, as be did in 1951 when 168 eities were played to what he terms excellent business. More than 10 weeks for 1952 are aiready booked by Sunbrock and his agent, Bill Breeze. Ken Maynard is headlining the combo, with Roy Simpson and family, Mildred and Frank Biron. Felix Mornelz, Charley and Jewel Poplin. Dorothy and Hank Rec-nan, 40 other performers and 52 (Continued on page 57)

(Continued on page 57)

# Wirth Again Set for D. C. **One-Nighter**

NEW YORK, March 1. - The Frank Wirth ugency will again furnish all talent for the annual "Night of Thrills," major outdoor show business appetches lated for Griffith Park, Washington, June 13, Herman Blumenfeld an-nounced this week. Blumenfeld said the usual format will be followed, with many aerial and ground acts in-cluded in the program. A large freworks display is also sched-uled.

NEW YORK, March 1.—Plagued bility exists that the late Guard from the start by a last-minute maneuvers were known to man-combination of union hassles, de-lays and mix-ups, Bronx County American Legion Rodeo, Stam-pede and Round-Up, which opened to a smash matinee with hun-dreds of turnaways Friday (22), the p-a. system asked dissatisfied kept falling off thru the middle of its mine-day stand in the p-a. system asked dissatisfied of its mine-day stand in the p-a. system asked the off the offer could armory, world's second largest. Sponsored by 59 posts form a start wordcombination of union hassles, de-lays and mix-ups, Bronx County American Legion Rodeo, Stam-pode and Round-Up, which opened to a smash matinee with hun-dreds of turnaways Friday (22). dipped sharply Saturday (23) at each start of the start of the start of the start fusion at the capacity opener, a management announcement over dipped sharply Saturday (23) at for its mine-day start of the start of the start of its mine-day start of the start of the start start of the start start of the start start of the start of the start of the start of the start start of the start of the start of the start of the start start of the st

keep youngest kids away. The show itself, due to delays. went on sans rehearsal, with Hollywood Sky Rockets and Mickcy King, two of the three programed high acts, unable to go until Saturday night, while the third, Rob Cisme and Company, aerial motorcyclists, only finished rigging in a budly located far corner of the mammoth structure on Monday evening, the rodeo's fourth night. Lighting Poor

 programed high acts, unable to go until Sturday night, while the hird, Rob Clame and Company aerial motorcyclists, only finished rigging in a budly located far corner of the mammoth structure, no orner of the mammoth structure, no ornoutside lighthe structure, no orner of the mammoth structure, no o

# Draw Up 40% At San Antonio Expo-Rodeo

EXPO-KOGEO SAN ANTONIO, March I.—San Antonio Livestock Exposition and Rodeo wound up its 10-day stand here in Bexar County Coliseum Sunday (24) after pulling an esti-mated 180,000 patrons, 40 per cent more than a year aço. Rodeo attendame: figures for the Everett Colburn event broke all existing records with early figures indicating a turnout of 97,119 an increase of 3,776 over the '51 event According to E. W. Bickett, expo president, no final figures on the rodeo are available but gen-totaled 33,942, topping '51 by 11,-410. This figure is expected to be upped when results are received from scattered sales points and from the sale of block tickets to industrial firms.

# Mobile Mardi Gras Big Draw

March 1. – Provide the sponsored by Sadir Share states of the sponsore states and sponsored by Sadir Share states of the sponsored by Sadir Share states of the sponsore states and sponsored by Sadir Share states of the sponsore sponsore diverse states of the sponsore diverse states of the sponsore diverse states of the sponsore sponsore diverse states of the sponsore sponsore dive

# 1.000 OAKS

THOUSAND OAKS, Calif., March 1.--World Jungle Com-pound here came in for a feature story almost two col-umns in length in the entér-tainment section of the Feb-ruary 26 edition of The New York Times, with the piece penned by Barbara Berch Jamison.

Jamison. Prominently mentioned were Billy Richards, once manager of Al G. Barnes Circus and later of Selig Zoo, Trader Horne, Mabel Stark and Melvin Koontz. With a neat twist the story describes the efforts of tyro animal trainer, Ray Anthony, to learn his trade under the G.I. bill of rights. It took a special act of Congress to make his training possible. The feature also enumer-ates pictures in which animals from the compound have been given stellar parts.

# Morton Talent In Union Now, Sez AGVA Head

AGVA officials feel the whole thing will be ironed out satis-factorily, and there will be no interference with the Morton show set for Kansas City early this month.

In the meantime, George A. Hamid has started booking the Steel Pier at Atlantic City, hav-ing bought several packages from General Amusement Corporation.

# Cattle Disease **Hits Regina** Winter Fair

REGINA. Sask. March 1.—The five-day winter fair, sponsored here by the Regina Exhibition Association and skedded to open March 24, bas been canceled due to an outbreak of hoof and mouth disease in the province that has necessitated drastic Federal gov-ernment quarantine restrictions. The annual winter event in-cludes a four-night light horse show and a sale of cattle, swine and hog carcasses. No estimate has yet been made of the likely funancial loss to the Regina Exhi-bition Association's manager and secretary-treasurer of the Sas-katchewan Livestock Associations. Under the present quarantine

katchewan Livestock Associations. Under the present quarantine restrictions it is doubtful whether the exhibition's harness race meet-ing, scheduled for three days in early June, can be presented. Other fairs in Western Canada are also concerned about the fate of their scheduled spring activi-ties.

# Van Tilburg Circus Gets Early 10% Lead

Minneapolis Shrine Offering Includes Keller, K-M Animals, Cristiani Acts

mid-week. Van Tilburg built a show which cost an estimated 10 per cent more than last year's, largely because of transportation and labor expenses. This year's program book scored a slight gain with an \$8,000 gross. Concession business for early per-formances was 10 per cent ahead.

tormances was 10 per cent ahead. Strong On Animels While the 1951 run was plagued by heavy snow, this year's effort is bucking "South Pacific," "Quo Vadis," and the last day of a Dean Martin-Jerry Lewis appearance. Circus this year has added federal tax, which it formerly absorbed, to

**Outdoor Show** 

CHICAGO. March I.—The In-ternational Sports and Ouldoor Show, second event of its type to play Chicago this year, got under way here today at the Interna-tional Amphitheater for a nice-day run under the aggle of American Shows, Inc. this city Increased natrun-participation

ay run ander the acts of American Shows, Inc. this city Increased patron-participation in outdoor sports is a feature of this year's edition. In this cate-gory is a fish derby in which anglers can make gratis attempts at hooking live trout, a two-hole indoor golf course open to all yolfers, and a live turkey shoot. Main entertainment is the two-acday, 80-minute stage and water show in the arena. Sam Howard's water troupe is back this year. Other talent on the bill includes Willie West and McGinty, with their comedy building stint; Sharkey the Seal, Brooks' man-(Continued on page 33) (Continued on page 53)

# N. J. Spot Books Thru Joyce, Adds **Covered Stage**

Covered Stage PHILADELPHIA, March 1. — With the opening set May 11, Al-ble Clement, owner-operator of Circle A Ranch, Deer Park, N. J., is arranging for name altractions thru the Joly Joyce agency here. Shows will go on regardless of weather since Clement has in-sialled a canvas covering over the stage. Clement is also in-ereasing playground games for children, as well as picnic tables. Sunday shows will be presented continuously from 1 to 11 pm. with special shows added on holi-days. Clement also will present rodeos during the season.

Keller, K-M Animals, Cristiani Acts MINNEAPOLIS, March I.—The Noel Van Tilburg-Zina Curis Circus for Zurach Shrine Temple here got off to a fast start at Min-neapolis Auditorium Thursday (28) and set its sights on exceeding the attendance record of 163.000 set in 1951. Show runs thru March 6, with S und a y performances omitted. Opening house of 4,500 was 800 better than last year's while the Thursday night house had 3,500 or stol 1951. Show runs thru March 6, with S und a y performances omitted. C. S. Lagerquist, acting general the great and of 1951. C. S. Lagerquist, acting general the in-eup performances were about 10 per cent ahead of 1951 comparable period. He was hope-ful, however, that the gross woile go beyond that percentagewise by mid-week. Van Tilburg built a show which per son at pierce and a fuer son and pierce or and Pierce trei, actil: Six Orlans. Letter-board; Albert S p111 er Seals. Web which gend fation and June Cristiani. Spanish web; Lalage, arcital: Six Orlans. Letarion and June Continued on page 571

(Continued on page 57)

# N. Y. Solons Move to Ease Sun. Shackles

ALBANY, N. Y., March 1.— Joint Legislative Committee on the Sabbath Law made recom-mendations at the State capital here February 25 which may help pave the way for easing of Sun-day blue laws pertaining to stock car races and circus performances in New York.

car races and circus performances in New York. Committee recommended that the Statewide ban on some Sun-day sports and recreations be abol-ished and that communities re-ceive local option power to de-eide what activities they wish to restrict. Approval by the cur-rent Legislature of the groups proposals was expected to imple-ment Sunday presentation of stock car and circus events. How-ever, pair-mutuel racing on Sun-days would still be out, since it is specifically prohibited under other sections of the law. Committee is expected to come out for legalization of all Sunday activities relating to health or recreation. The group was created five weeks ago at the request of Gov Thomas E. Dewey to study the State's muddle of blue laws and recommend revisions.

# New International Artists Group Is Formed in Germany

Formed in Germany HAMBURG, March 1. — After five years of negotiations, the In-ternational Federation of Variety Artists was founded here re-cently. The new federation was formed by delegates of the Variety Art-ists Federation. England: De Al-ists Federation. England: De Al-ists Federation. England: De Al-ists section of the Austrian trades union, the Internationale Artisten Loge, Germany; the Dansk Artist Forbund. Denmark. and the Norsk Artists Forbund. Norway. Bel-gian, French and Swiss artist organizations will be protected le-pally when appearing in the affil-inted countries. Founding of the federation has re-estabilished the mutual co-operation which was broken involuntarily in 1939. Will Feldman, head of the IALs Germany. has been appointed president, and George Barnes, of the VAF, England, vice-president, Werer Rodi Roeters, socretary-general, holds office.

# 49



Matenale orotetto da convrich

MARCH 8, 1952

# THE BILLBOARD

CENERAL OUTDOOR

51

# Out in the Open

There is no indication of when the grand jury investigation of decided to shelve plans. This administration of the Michi-gan State Fair at Detroit will end Meanwhile, however, no amuse-for additional State aid. But some interested Chicagoans want a fair, next meeting of the fair board is skedded for March 20, and con-tract-sceking attraction and car-jury probe is over by then so that the board can net on attraction who resigned as president of the jury for taking a S300 bribe, appeared in court Thursday (28) for a pre-trial examination. The case was adjourned to March 6.

A long-shot chance exists that Chicago will have a fair this year. Some \$400,000 in State aid is available, and when Chicago's big-gies failed to come up with an

**3000 BINGO** dusificate carda. These are (th Calling Numbers Tel seds, 33.39, 56 Cards 54) ; 100 cards, 55.50. All cards 5 300 e 55 per 100 Fb hoper, 74; Wood Calling Nu inlest Tally Card, 35; Colori unlest Tally Card, 35; Colori DOU 10r ++

# 3000 KENO

1.30 wets of 100 conds each Flar wit actions the conds, not the 18 Listit weight conds. Per set of 1 ally card, calling markers, 33 HT will GAT BiNGO CA8DS. Green, Yellow Carda, podial de ta Sar, er 100, Sala, polisi the Sar, er 100, Calling Marke 1, per 100, Calling Marke 54. 51 754

Instance in the cards. Subgright White comment of the Ministry of the Subgright White subgright of the Subgright Subgright of Subgright Subg

M. SIMMONS & CO.

dates and for the outdoor season. Leo Overland, of the Joie Chit-wood organization, shows all in-dications of becoming a sweeping compound tycoon in lowa. Leo has obtained an interest in a com-pound manufacturing business in Indianola. I.a., and already has built up large outlets through the Hawkeye State for his product. Bill Hollard, winner of the In-dianzpolis 500-mile auto race in '49 who'll race this season for '49 who'll on business and was in-terviewed on the radio show commanding from the Chez Paree.

Nod E. Torli of the Wisconsin DeLaxe. Company, Milwaukee, was in Chicago Thursday (28) for the meeting of the Showmen's League of America, and enthused over his firm's carctoon caplion contest. ... Rube Liebman. Des Moines sales rep for the Barnes-Carruthers Theatrical Enterprises, Chicago, also was in the windy eity recently setting acts with B-C execs. Rube returned to Des Moines in company with Sam J. Levy Jr. who is making fair booking meetings with him.

Fred C. Murray, international pyro exec, has been confined to his home for a week with a cold. Fred missed a planned trip to Tampa to supervise a fireworks display. He expected to be back in his Jersey City offices by week's end.... Walter, Stobbins was a New York visitor last week. Walter reports staging only one

DDITIONAL TON'S AT SAME DRDER, SLM h change of wording and color and \$3.75. nuttiples of 30,000 uchats of a kind and color.

A did A victim of A victim A victim of A victim of A victim A victim of A victim A vict

Jack Reynolds, who took over this year as general manager of Fastern States Exposition. Spring-field, Mass., was a New York Visitor last week, Mr. and Mrs. Paul Huedepohl sailed on the Grace Lines' Santa Rosa, Fri-day (29), for a 12-day Caribbean cruise. Paul hopes to visit Coney (Continued on page 57)

They're All Installing



# TROUPER HIGH INTENSITY ARC SPOTLIGHT

for large theaties, arenas, auditoriums, ice shows. Adjustable, sett-regulating transformer

in base Automatic are control & trim ot cathons burns 80 minutes.

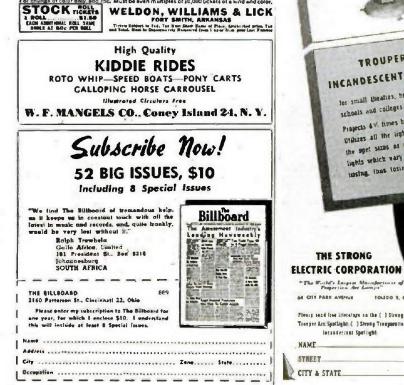
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- A STARF EDGE FROM HEAD SPOT TO FLOOD,
   REQUIRES NO HEAVY ROTATING EQUIPMENT, SIMPLY PLUG
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Strong

Projects & V: times brighter head spots. Utilizes all the light through most of the spot same as contrasted in spotlights which vary spot size salely by

# TROUPERETTE





10.1







ASTRO FORECASTS

All Availing Complete for 1932 Cristal Balti, Imported On and in those vasas: Expl. Jack 5, Jack 5,

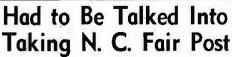
NEW DREAM BOOK

(20 Futer 2 Main Number, Charles and Putter 10 Desember, Charles and Guid Paper Carers, Good Quality Paper, Bannie HOW TO WIN AT ANY KIND OF SPECU LATION, Mr. Wall Bound, Ball, PACK OF 79 EGVETAN F. T. CARDS, Anneres All Quertions, Lucky Num-251

SIMMONDS & CO.



THE BILLBOARDI



# • Continued from page 50

The event last year moved into a new plant, the third location of the shad. A model layout is under way in a seel ion that is destined to become one of the greatiest focal points in the South Thru the Reynolds Foundation, The new automatic device is being moved in its enlivery. The new fill be a new sports studium and on the fairgrounds itself a new colliseum. With so much lure grouped in one spot, it is believed that thousands of North Carolina is none spot, it is believed that thousands of North Caroling to the many widely publicized events scheduled to be held there.
 Fried of Showbla
 Tom is perhaps the best friend that show business has in Win-throw business has in Win-throw field the Reivirons. A buddy of Ed Kclley's, he has many times aided the Ringling Brost. Clircus in securing lots locally. He squeeze in maximum number of also numbers among his friends.

week-end operation to red-hot business. He tabled the bow as 25 per cent better than last year, with spending exceptionally heavy. Ride tickets again are fixed at three for 25 cents or 12 for \$1. Gruberg said he noted few cus-tomers buying the former strip. A balloon darts concession grossed \$204 during the noon-to-8 p.m. working hours, Gruberg said. Gruberg was impressed because the opener came without benefit of any advertising or publicity. He said the buik of the trade was via autos, with few locals in the crowd. The latter was to be ex-pected, since this is principally a summer resort town. Kiddie rides open Sunday in-

a summer resoft town. Kiddie ridcs open Sunday in-cluded Merry-Go-Round, pony-and-buggy. Ferris Wheel, Fire Engine, Locomotive, Rocket, Air-plane, Roto-Whip, Elephant, Streetcar, Water Boat and Auto. A food stand also received heavy play, Gruberg said.

Chi Outdoor Show

hunting bloodhounds, Jimmy Ross

(Continued on page 57)

business.

THE BILLBOARD

Send to 2160 Patterson St. Cincinnati 22. O.

GENERAL OUTDOOR

53





In New York Spot's Bow LONG BEACH, Long Island, N. Y., March 1—Operator Max Gruberg had happy visions of the coming season this week as he related how his Gruberg's Fun-land here opened last Sunday for week-end operation to red-hot butiness.

Park Operators!

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A lind Pempano 6: Moderni Hami 14. WICHITA FALLS, Tex. March WICHITA FALLS, Tex. March I.-U. A. Hyde has been named executive manager of the Na-tional Wheat Harvest Festival, started here last fail as an an-nual celebration. Hyde is former State secretary of the Texas Junior Chamber of Commerce and for the past year: back off Paim Sunday, when daily operations begin.

Billboard

# CIRCUSES

# **Beatty Dickering** For Giraffe, Hippo TV Retakes Made, Trainer Plans Trip

To Hauston, Miami; All Acts Signed

# Polack Smash In Westchester

<section-header><section-header><section-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text>

# Plan Repeat for King Confirms Plan For Street Parade Special Equipment, Transport to Be Used;

City Permits Come Easy, Says Co-Owner

EVANSVILLE, Ind., March 1-Firemen union's fourth annual in-door dreus here Fobruary 21-24 topped previous efforts by a hefty margin and scored turnaways at the Saturday and Sunday (23-24) performances. Circus ans from Indiana and Kentucky reserved a section Sunday and tha delegation was headed by Karl K. Knecht, antional CFA president. On the program were Kelly-miller elephants and dogs, with White ey Thorn; Christiansen's Liberty horses: George Lereh, wire and juggling; the Ridolas, unsupported ladders, Franklin and Astrid, hand balancing; Renee and Jin, revolving Indders; Jacqueline Hurley, contortion: Erick Adams and Company-chimp: Lakse, rings and one-arm planges: Clowing Jack LaPeart Lyrank Cala, Billy Griffin, John Lacy and Dick Sculsby, and Frank

# **Barlay Berlin** Gate Slumps

Gate Slumps DERLIN, March 1—Attendance for on which been in middle Janu-ner, continued thru February for Daring circus here, with show play-ing to less than quarter bouscs. Capacity is 1,200. Atthe current program is consid-my ord excellent, being considerably hypoed with addition of Franz Trubica's tiger act in February. the Barlay circus seems unable to re-capture public interest, forcing entire than planned closing, ru-mored due any day now. Show probably will begin its annual tour invest to begin in the Soviet Capacity of Berlin this summer has one been made yet. Best chances burge circus, circus Hotzmueller, or Grack's vaude-circus. Final de-sino probably will be made in the weeks. The reconstructed but still reac-tion show, Vienna Ice Revue. At he reconstructed but still reac-bact been fact, show's gate books to hold up for next few weeks.

Materiale protetto da copyright

# **Hagen Starts** Trek; Dailey **Staffers** Join

OKLAHOMA CITY, March 1.— Howard Suesz' Hagen Bros' Cir-cus left here Monday (25) during a snow storm and moved to Alice, Tex., where the show upens Sat-urday (1). Paul Pyle, former superintend-ent with Dalieg and Campa, is superintendent of Hagen this sea-son Bertha Drane, also a Dniley veteran, has the front door with Hagen. Ivan S. Douglas is 24-hour man and Mr. and Mrs. Dan Steward have the cookhouse.

# Mills' Quarters Hum; Horse Trainer Signed

Florse Irainer SignedGREENVIILER, O., March I.-<br/>Mills Bros." Circus this week am-<br/>nounced the signing of D. J. Rahu<br/>sen, Swedhish horse trainer, for the<br/>1932 performance and expansion of<br/>the show's promotion and<br/>agers are to be added later. Mills<br/>und that two more promotion man<br/>agers have been added More man<br/>agers have been added More man<br/>agers have been added More man<br/>agers are to be added later. Mills<br/>and.<br/>Jake Mills shild Finhusen, a pro-<br/>trage of the Circus Schumann, will<br/>be added later. Mills<br/>trage of the Circus Schumann, writis<br/>bas the wardrobe truck builting in a showrd the Queen Eliza-<br/>bas the vardrobe truck built in a new days<br/>stated by her daughter, Generictve,<br/>has the wardrobe truck builting in an expansion of<br/>the ward how there provend in the staff and perform-<br/>and have broken several menage ridues are<br/>stated by her daughter, Generictve, the milk be a Snake Show<br/>and have broken several menage ridues are<br/>the shaft he wardrobe truck builting in a new days<br/>stated by her daughter, Generictve, the shaft and perform-<br/>and have there. Here which will be built jean Marie Loter. Also on<br/>and a pony ride. Scheduled for<br/>the stateroom sleeper. All be built jean Mercer, punch and went:<br/>too a stateroom sleeper. All be built jean Mercer, punch and great and blace box;<br/>the trucks now have been.<br/>there will be a state on sleeper. All be built jean Mercer, while and like built performation which here contingen and performation which will be built je

Stevard have file control and a pony ride. Scheduled for the side and the side a

WAELDER, Tex., March 1.— Tiger Bill's Wild West Show is scheduled to open March 24 at El Compo. Tex., it was learned this week. Show will have 18 pieces of show-owned equipment and about 17 other trucks and trailers.

**Bronx Rodeo** 

# 55

# **Under the Marquee**

Clyde Beatty, owner of the cir-us bearing his name, has been hade an honorary member of the plown Lion Club, of San Ber-ardino, Calil. His selection was roposed by K. L. Waring, who on Earth." Friedman and Harsey known in show business as ert Mays. Roy Chapman. club ferident, reports. . . . Among isitars to the Polack Eastern Ciyde Beatty, owner of the cir-cus bearing his name, has been made an honorary member of the Uptown Lion Club, of San Ber-nardino, Calif. His selection was proposed by W. L. Waring, who is known in show business as selection was business as president reports. A mong wisitors to the Polack Eastern Unit during the stand in Kingston. Ont, wore Mrs. L. J. Polack's niece and family and the Willion Bert husband, Chubby Guil-that her husband, Chubby Guil-that ler husband, Chubby Guil-that ler husband, Chubby Guil-forthe is not belging Singh with the lon act on Wallace Bros. Shows as was reported recently. She says that her husband, chubby Guil-for the past two years. He under-went heart surgery in Mercy Hes-pital, Brownsville, February 27. Guilfoyle is a well known ani-mel trainer. Orville Speer, Clinton, Ind., Te

WANTED SCOTT FIELD, PARKERSBURG, W. VA. Lighting parks, available for clincone carnivals, thrill shows, etc. Rainwa tacisties at back gate. Plenty parkin space, Park Jocated between two ma-highways at edge of town. Confect C. M. SCOTT 1060 31.1 Parkenburg, W. Ya WANTED **CIRCUS OR RODEO** Booglital Ausiliary of 600 members il-stres to confact Show for one or two day gland, either in Nay or Augus, Organiza-tion revers large portion builtung Ca-resort area, Larger advance sales assured. Contact LEONARD SHERWOOD, P.O. 601 16. Livenstan Amor. N. Y. TELEPHONE SALESMEN WANTED Solitor ion infantly advanting of the an old entablished row apparture. Pay event day, We have the frank You with H. CARAY NELSON 744 Machine Stranger of Action Pay Machine Stranger Stranger

NEED AT ONCE Union Trombone, Bass, Double Drun Few more Acts. Fuller, call Wire Carl Weelrich STEVENS BROS," CIRCUS

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WANTED-ACTS or a scla. April of work. Il descriptions that do two or mare Por dates from March 29 through I. 4. Can place Phonemen Flexity J. C. PATTERSON PATTERSON BROS CIRCUS Fairview Hotel Manifeld, One CHIMPANZEES Males and Females Very Large-About 15 Yr. Old I. J. WATKINS Rt. 3, Box 836. Tampa, Fla.

# WANTED ev.ait a EDEP Raby or waill Performing Elephant, Performing Elephant, Deforming Elephant, Deforming Elephant, and from the substitution of the state panel from the for mile. Give all details in firms letter and pictures. Windhester and Snooks, contact. All anvers imme-diately, pieces. Address. All SETA Brillish Celumbia, Canada.

type,

Col. H. G. Coffey. secretary-auditor with circuses and carmi-vals for over 20 years, has signed with Wallace & Clark Circus as auditor... Steven Crows, clown, the past several seasons with Mills Bros." Circus, has signed with King Bros." Circus.

The new McCartney bridge on Highway 59, cight miles south-west of Texarkana, Ark, bears the nameplate that was affixed to the original bridge over Sul-phur River there. It was named in honor of W. A. McCartney Sr. in recognition of his outstanding work in the interest of better roads and highways. A former showman, he owns the Hotel Mc-Cartney in Texarkana... Wyast Davles, clown, who was in New Orleans for the Mardi Gras, will be with Rogers Bros.' Circus... Jaek Müls. Mills Bros' Circus... Jaek Müls. Mills Bros' Circus... Jaek Müls. Mols Bros' Circus... Jaek Müls. Mols Bros' Circus... Jaek Müls. Mols Bros' Leehy went to Sarsonte. Fin., where he will remain until March 7. James M. Cole and Buck Leehy visited Polack's Eastern Unit at White Plains, N.Y. The new McCartney bridge on

Clyde Wixom assisted George W. Stark. Detroit eity historian, in research for a story in The Detroit News which verified the forgotten fact that the city square, famed Grand Circus, once held an actual show-the Robinson & Lake Circus, June 6, 1862.

Irene Parry, of the Ringling-Barnum Side Show, was returned to Detroit Memorial Hospital re-cently, and Phil Starr advises that her condition is considered serious. Ernis Burch is doing advance publicity work for "The Greatest Show on Earth." Para-



\* \* PROMOTIONAL MEN \* \*

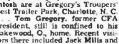
\*\*\* JACK MILLS \*\*\*

be, proven men who are not atraid to work, can get money and want considered. If you can qualify and can start immediately, write, hone (on or after March 7). State experience and whom you have

where he will remain to since weeks. Bill Antes, in charge of radio and television on the Ringling-Barnum circus, arrived in New York Thursday (28) and set up headquarters at the Hotel Para-

pable of being executives.





May Be Annual Legion Welfare Committee was comprised of County Commander John A. Reugan, chairman; James A. Brady, vice-commander, and Frank Meehan, past county com-mander. Kibbler, who produced, directed and sigged the event, made up the fourth committee member. Aitho disappointed over opening snafu and attendance fall-off, committee members re-portedly blame no one and are eager to make the rodeo. first ihey've sponsored, an annual event. event. Jack Burnett, who handled pub-

event. Jack Burnett, who handled pub-licity, advised that ad promotion budget ran around \$10,000, with the committee buying space in all deilles except Times and Tribune. Bronx weeklies, and Westchester chain. Publicity culled in big sheets was weak, but an accident in the opening parade resulting in a woman and boy being injured got big play. Seventy-five per cent of budget went into heavy spot campaign on indic stations, which gave good publicity play. No TV was bought, altho video shows were latching on to some rodoo talent for free appearances. Kibbler goos next to Uline Arrona, Washington, for a week's stand, beginning April 15. He has set no auspices there as yet. Pete Irving.

Pete Irving.

# **Dressing Room Gossip**

rope spinning of Jack Westeatt, rode offreetor, and Earl Jan and Pappy Sutton. Dustanding in overeoming grysteal handieraps were Braudys Greyhounds, which showed aits to seven gally pom-pommed stied by Zefta Loyal, who came up with a good soprano volce. with an added novelly touch of a twee handsmey costumed in red were handsomely costumed in red were handsomely costumed in red times, white jodphurs and black free boots. winning a big hand drab surroundings. Rudynoff's ballerina horses, to condition of the turk, which was brought in frozen, due the acots. winning a big hand rode stock managed to navigate at near-normal gail. Show music, 12-plece band stilla Osterhand. Roy F. Wild, Roy Dacked by organ. directed by Mare Angelo woke's mitnels with backed by organ. directed by Mare Angelo woke's mitnels with backed by organ. directed by Mare Angelo woke's mitnels with backed by corgan. directed by Mare Angelo woke's motore ad libeke mand aurounding glass wind deab gene also did a noteworthy job altho hindred by the dragging pace and unaccountable lags brit tween also did a noteworthy job altho hindred by the dragging pace and unaccountable lags brit furgen acus. Pence ad libeked mightly to cover time gaps cap-cially during free pony givenway. with winning number cued to serial numeral stamped on pro-gram cover. Mare Angelo Worgen ad unaccountable lags brit tween acls. Pence ad libeked from y given way the dragging pace and unaccountable lags brit furgen over. Marge Annual Lesion Welfare Committee was with winning number cued to serial numeral stamped on pro-gram cover. Marge Annual Lesion Welfare Committee was term in the acus free down with commers from Gibert The Keetter the and thered by the dragging pace and unaccountable lags brit furgen over the gaps cap-cially during free pony givenway. With winning number cued to serial numeral stamped on pro-gram cover. Marge Annual Lesion Welfare Committee was the promonited of County Commander Lesion

Polack Eastern Kingston. Ont., a new date for this show, was sponsored by the Rotary Club. Ruby Cutschall was cook of the week. The Ruggera Ballet has added new spangled ef-dets to the green wardrobe. The writer bought a new Scotch uni-form for the elown band. Haroid Conn finally found big balloons for his janifor come-in-bit. Ed Raymond, Haroid Conn, Red Carter and the writer did three hospital shows for the velerans and crippled kida in Kingston. Slivers Madison and Frenchie Durant have their worrise as the buts are losing weight from being kept in the bagsage car so much. White Plains, N. Y., was not sponsored as the show had been



MAY 2ND Name Your Price-Wire or TED SHELL, M.S., Oberifn. (3) THREE FIRST-CLASS PHONE MEN No Lushes. Tuberenlosis Deal-Police to follow. Advertising and Ticket Men. Write, giving qualifications and where you can be reached. J. W. Collins 56 E. Fourth St. Room 205, Rauh Bidg. Dayton, Ohio WANT ELEPHANT ACT

# One of two with own trans. portation for 35 week season. Open March 11. Phoenix, Arts., week' stands. Wire or write Phoenix, Ariz.

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# **3 PHONEMEN-3**

Pay daily Tirkets and Book. Lansing opens March 10th, Strong auspices. Plenty work to follow. J. A. Raekley Lansing, Mich

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# **FAIRS-EXPOSITIONS**

**BROKERAGE FIRMS' EXHIBITS ON RISE** 

Investment Houses Show Mounting Interest in Pitch to Rural Areas

# · Continued from page 1

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POMONA, Calif., March 1. —Educational features of the 1951 version of the Los Angeles County Pair here proved to be the biggest draw, according to a survey con-ducted by the John B. Knight Company, Hollywood. Of those queried, 54 per cent sadd agricultural live-stock, home furnishings. ap-pliances, poultry and flower exhibits brought them to the annual. Races. grandstand shows and midway attractions were lurcs for 29 per cent, and 17 per cent had the most interest in letting their chil-dren see the fair.

# Indio, Calif., Tops '51 **Despite Reduced Run**

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 Index of the foundation stage, call
 Index of the denied and the stage is a tree and the stage is atree and the stage is a tree and the stage is at tree and tre

INDIO, Calif., March 1.-Run, Ing only six days this year, Riverside County Fair and Na-tional Date Festival beat its 1951 Total attendance for the stand anding February 24 was 155,661 against 146,786 a year ago. Turrent stand differed from 1951 in that the closing day was a Sun day. Last year the fair opened on a Friday and closed on Thurs, y. Following the policy of the stanuel to get in a week-end and washington's birthday, the opener day, 23 when 47,869 elicked the this year was Thesday (19). This year's display topped biggest day this year was Fri-day (23) when 47,869 elicked the the date for the run was halid as prior to the conflict the event was held downtown and the mark was considered the hyghest altho no furgers were available on prior annuels. R. M. C. Fullenwider, manager the big the conflict the year was a the big the conflict the year was the big the conflict the event was held downtown and the mark was considered the hyghest altho no furgers were available on prior annuels. R. M. C. Fullenwider, manager the big the conflict the the Conflict the the the option the year was a low and the mark was considered the hyghest altho on furgers were available on prior annuels were available on prior annuels were available on prior the year were were available on prior the year were were available o

# figures were avaluate annuals. R. M. C. Fullenwider, manager of this event as well as the Orange County Fair, Santa Ana, said exhi-bits and premlum money were Turnstiles Count **Turnstiles** Count

11,143 Increase **First Four Days** 

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# MARCH 8, 1952

# **Morristown Seeks** \$ Aid for Atom Ex From Biz Groups

MORRISTOWN, N. J., March I. —Two 20-minute movies from the United States Atomic Energy commission were shown at the quarterly meeting of Morris County Fair Association, which is attempting to secure financial ald from, corporations in the State to present the commission's atomic energy exhibit at this year's fair. Movies are titled "Operation Sandstone," which shows the preparation and blasts at Eniver-tok, and "Unlocking the Atom," which gives the background and highlights of atomic energy de-velopment.

# Walter I. Manny, Vet III. Exec. Dies

WOUNT STERLING, 111, March 1.-Funeral services were held here Friday (22) for Walter I. Manny, 82 secretary of the Brown County Fair for 45 years, who died February 18 in a St. Louis hospital. Many was a former newspaper editor, district attorney and served as both a senator and representative in the State Legis-lature. Surviving are his widow, Eleanor, a brother, Fred and two grandchildren.



Pages for RESULTS!

• Continued from page 52 comedy low-board work as part recently moved from his farm in of the Sports Show there, with Cassville, Wis, to Centerville, Ia. his high dive to be one of the featured free attractions on the fraingrounds. Vagabounders, trampoline, are fraveling with the pro-basketball month. Lamont was originally Harlem Globerrotters, doing their stint between the halves..., Key

Vagabounders, trampoline, are traveling with the pro-basketball Harlem Globetrotters, doing their stint between the halves.... Kay-leita, high performer, will move east this summer to play fairs for the Gus Sun office... Eric Fill-more, juggler, is at the Casino, Montreal, for a two-week engage-ment ment

Mr. and Mrs. Charley Wild, for-mer dog act owners, left Chicago Tuesday (26) for Florida where they plan to establish a new home just outside SL. Petersburg. Sam Howard's Water Show chosed recently at the Milwaukee out-door show and headed for Chi-cago, where it opened Saturday (1) at the outdoor show. Also on the bill at the latter is Sharkey the Seal.

the Seal. Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, will produce the show at the two-day picnic of nearly 20,000 Con-solidated-Vultee Aircraft Corpo-ration workers September 12-13 in San Diego. Talent tentatively set for the show includes Ted De-Wayne Trouse, Risley, and Phil and Bonnie Banta, perch. Brunson necenity produced a show for the Yunghan and Wright, musical; Mercer Brothers, comedy dance; Knipht and Days, pantomime; Diana, rolling globe and contor-tion; Eddie Garr, emsec. and Kenny Apperson and his Para-mount Players ork.

Dee Sisters, trampolinc and trapeze, will play the Wabasha, Minn. fair this year along with the Great Smelona, high wire; Gabriel and Nemeth, perch, and Cortello's dogs... Capt. william Buschbom. of Liberty Horse note,

Out in the Open

**Talent Topics** 

Sam Howard's Swim Show will play the Griggsville, III... Fair this year, augmented by Frank Torrence. high act: Great Sme-tona. wire; Buddy and Jean Peter-tona. wire; Buddy and Jean Peter-ton. roller skating, and Cortello's "Hollywood Scandals," dog act. .... The Machines are spending the winter in Sarasota, Fla., play-ing club dates in the area.

The Larabees, whips and ropes, closed recently at the Windmill Club, Jacksonville, Fla., and are playing spot dates in and around Miami, Jonnie Larabee writes that the fishing has been good and one day they came back with a string of 16. They also ran into Rex and Betty Powers and visited with Lucy and Danio. dog act owners, and the Zacchini family at the Gene Autry Circus in the Orange Bowl, Miami.

Jack Andrews, whips and ani-mals, is in New York where he has appeared on several television shows with his pigmy white mule. The animal has been on the Ar-thur Godfrey and Gasry Moore shows, with others pending. An-drews infos that he is set for a busy season outdoors.

Grandstand talent line-up for the Menden, III., Fair will include Earl and Michele, balancing: Silvers Johnson, comedy car; the Palmers. songs; Buddy and Jean, roller skating; Great Smetona, high wire, and Gabriel and Nemeth, perch.

# Sunbrock Bows Continued from page 49

bead of stock. Sunbrock plans to invade Canada starting April 14.

• Continued from page 51 Island Park, Caracas, and other during stopovers. On Istanto Fark, Caracas, and other funspots during stopovers. On Thursday (28) he attended the an-nual meeting of the insurance committee of the National Asso-ciation of Amusement Parks, Pools and Beaches, of which he is recommittee corrections.

14. VALDOSTA, Ga., March 1.-Larry Sunbrock's Rogers Rodeo was shut out here last week when city, county and ball park officials combined to deny permits and facilities. The show was canceled after radio and newspaper adver-tising campaigns already were under way. Meanwhile. Harry Crum and Raymond Taylor began promo-tion of a rodeo date at nearby Quitman. Ga., with Mill Hinkle handling the publicity. Their how is zcheduled for March 14-16. The Sunbrock show's ads car-ried the Rogers Rodeo tile with billing of 'Cowboy Ray Simpson and movie horse 'Trigger,'' Local persons received a telegram from W. Arthur Rush, manager of Roy Rogers, movie star, stating that neither the star nor his horse. Trigger, were to be in Valdosta. Another telegram from Si Rubens, owner of Rogers Bros. Clrcus, made It elevar that there was no connection between the ercus and Sunbrock's Rogers Rodeo.

# Van Tilburg Circus Continued from page 49

age horses; Cannestrellis, unsup-ported ladder; Adaro Trio, equili-brists, and Virginia Sisters, bal-

aneing. Kelly-Miller Lu c lo Cristiani rides hippopoiamus, presented by John Narfski; Sonny Moore's dogs and ponies; Joseph Berosini, high wire: Cristiani, bareback riding; Clearans, high trapeze; Kelly-Miller Elephants, presented by Shirely Lindemann and Fred Lo-gan: Aida, high act. In clown alley arc Happy Kel-lams, Joe Lewis, George LaSalle, Ted Tosky, Gene Warkle, Snell Brothers, Joe E. Coyle, Bozo Cary, Larry Anderson, Curl Marx, Percy Rademacher and Poolles Laform. Included in the Kelly-Miller baggage car move, along with the hippo and elephants, were two carmels, horses and a small cage with four-pony hitch, all used in the spec. With Van Tilburg on the staff are Edna Curtis, assistant pro-ducer and personnel director; Leo Hamiton, equestrian director; Lary Cervonc, bandmaster, and Preston Lambert, announcer. aneing. Kelly-Miller Lucio Cristian



Beneman-Montana Winter Pair, March 22-28 George Sime

Winter Fairs

Mobil Mardi Gras • Continued from page 49



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Top Monty-Making She

57

# SOUTH BEACH Staten Island. While beach attendance in N.Y. C. generally declined last season. South Beach showed an astounding increase of 90% over 1950. ACCORDING TO OFFICIAL PARK DEPART-MENT FIGURES.

58

In the 100% Location Now Offered FOR LEASE:

(1) Store, modern, 32250. (Fascington for past 5 years.) Only Store of by size on beach. Available for switzble amuve-ment game or device.

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Sees Boom Season;

Adds Rides, Land

Dooking of industrial, Union Frichics DETROIT, March 1.—Expansion manager. He returned from Florida of service faelities and increased and was hospitalized here recently emphasis on major pienic bookings of treatment of a dialocated spinal disk. Acreage adjoining the park on the north has been purchased to provide parking for an additional 2,000 cars. bringing total parking capacity to 3,000. Land is to be graded immediately and the neces-sary fill-in work will be completed in time for the park opening. Start of the season has been set for Easter Sunday, April 13, the carlies tow for this park in sev-eral years. The spot rarely has opened prior to Decoration Day because of its location and elimate; (Continued on page 72)

PARKS-RESORTS-POOLS

worth. Since the spot is right off the Boardwalk of this ocean-front community, Max en-visioned trouble with the liquid in the spot's Water Boat ride tank because of possible low temperatures. This It was not needed, he cagily added a considerable quantity of anti-freeze solu-tion to the water in the tank to be on the safe side.

BETTER SAFE

THAN SORRY

**Bob Reichardt Resigns Posts** At Des Moines

DES MOINES, March 1.—Rob-ert A. Relebardt has resigned from his positions as president and gen-eral manager of Rivervlew Park here. He announced that he is leaving the park business to launch a new firm, the Tread Way Automatic Door Company, at Des Moines. NEW YORK, March 1. — The Insurance committee of the Na-tional Association of Amusement Parks, Pools and Beaches met here with insurance company repre-sentatives yesterday at the Hotel New Yorker to discuss coverage and rates for the 1962 season. Last year, the annual meeting increase, only half of the boost originally sought by insurance company excess for 1951. No report on the outcome of yesterday's meeting was made public.

MARCH 8, 1952



MONTICELLO, Ind., March 1.— Indiana Beach, on Shafer Lake bear here, will launch its most in tensive advertising program this scason, it was announced this week by Manager T. E. Spackman. Bernstein Awarded Detroit Mgr. Pact DETROIT, March 1.—Herman Bernstein was awarded a two year contract to operate a Merry Go-Round at Belle Ele Park her His bid was the only one received by the city council. It provides for 40 per cent of the take to go to the city. Haren Funk, former Michigan State Fair manager and now city commissioner of pur-chases and supplics, asked for the Spackman ald best faired fair an ew DETROIT WGT. Talt DETROIT March 1.—Herman Bernstein was awarded a two-year contract to operate a Merry-Go-Round at Belle Isle Park here. His bid was the only one received by the city council. It pravides for 40 per cent of the take to go to the city. Hazen Funk, former Michigan State Fair manager and now city commissioner of pur-chases and supplies, asked for the bids and Bernstein was the only one of 18 solicited to enter an offer.



A WONDERFUL OPPORTUNITY FOR TWO OF FOLL OFFICIENT (In the second second

# MYRTLE BEACH AMUSEMENT PARK

OPENING MARCII 29 WANT FIRST MAN FOR FLY. OPLANE AND FURISE WE ALL HIDES. No upt or devent, no tuck to drive. Freifer mi in Concremons Unoya Davia, contact Earl Husted herri ANCHOR TOPS AND FRAMES, New, news here up, DN SECOND MEN FOR d men. Can use wired E FOR SALE-TWO E200 00 each LL'INDES. No upi or dewrit, no truche to drive, Prefer married men. Can us Contrainon: Unon Davis, contact Rari Husted herri HAVE FOR SALE CELOR TOPS ARD FRAME, New, never meen us. tous it wire, root HAIRY BEACE, Nyrill Bench, South Carolina







Cincinnal Zoo has purchased more than 60 rare specimens, most of them from tropical habitats, which will be placed on exhibit within a few weeks, it was reported Monday (25) follow-ing the return of E. W. Townsley, zoo president, from a buying trip to Florida. The shipment of animals, all

**Indiana Beach Starts** 

- MONTICELLO, Ind., March 1.- He said almost every available



# Planned to Squeeze **Conklins for 100G**

New Provisions May Net Annual Sum in 5-Year Period, Mayor Says

MARCH 8, 1952

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# CNE Pact Changes COLD, RAIN HIT IN FLA.; **BUSINESS MIXED IN TEX. Higher Per Capita Spending Greets** Strates Shows at Orlando Fair

Gets Okay Biz Eye Operation

ORLANDO, Fla., March 1.— Higher per capita spending than last year marked the first four-cleared and the temperature days of the Central Florida Ex-position here this week for the James E. Strates Shows The weather, however, cut at-tendance, with Monday (23) dawning to predictions of shows: all of Tuesday. Cold winds tendance, Orthology (23) tendance, with Monday (24) tendance, with Monday (25) tendance, with Monday (25) tendance, with Monday (25) tendance, with Monday (26) tendance, with Monday (26) tendance, with Monday (26) tendanc

59

LaCross Org, Gillette Bros. Merge for '522 St. ALBANS, Vt. March 1-LaCross Amusement Enterprises and Gillette Bros. Shows have due to the system of the system. Combine of orgs will play part of the off LaCross route and part of the system off the system of the system of the system of the system of the system rest of the system off the system of the system of the system of the system off the system off the system rest of the system off the system of the system off the syst

All IIIUIU I COII INDIO, Calif., March I.—Play-ing its first date of the 1952 season here, the Frank W. Babcock United Shows garnered neat busi-ness for the six days of the annual Riverside County Fair and Na-tional Date Festival. The annual pulled 135,661 people during the stand, which was one day less than in 1951, when the attendance totaled 146,786. Opening Tuesday (19), midway business got off to a slow start with the next two days showing gradual increases. With Washing-for 3 Birthday and a parade staged in the city, the gate mark that day was 47,989. The one day over-shadowed the first three days' turnstile clicks of 36,953. Satur-day and Sunday continued strong with the attendance for the two-people. The lot was the one used for the

CARNIVALS

60



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THE BILLBOARD

Continued from page 59

Plan CNE Pact Changes

WANT WANT

MARCH 8, 1952

**GAMES-CONCESSIONS** Wanted for APPLETON JR. CHAMBER OF COMMERCE CIVIC CELEBRATION

July 3-4-5-6 17th annual celebration in prosp ous industrial and farming cons

munity. 40,000 population with trading area of 100,000. All Concessions and Games open

Appleton Junior Chamber of Commerce

Contact FRANK C. LAPPEN

314 W. Wisconsin Ave. Appleton. Wis.

FRONTIER SHOWS

WANT CONCESSIONS

One of a kind: Hanky Panks and Stock Wheels. Corn Game, American Palmistry. Every store arrictly stock. No buy back.



# **Midway Confab**

Billy and Bobby Ann Wingeri. who are wintering in Cincinnati, took delivery on a new trailer a strict diet and now weighs a light 204 pounds after tipping son. former Scooter foreman on with his wife, retired from the road in 1950, is employed at an Oklahoma City van and storage company. The McGlassons daughter, Patry, is attending the state divery on a business has been so good of late new trailer and concession tent. Hen Tate, of Tate's Curiosity school there. . . C. H. (Pop) Kansas. Hansen plas to open his season at the Stock Show in Mercedes, Tex., March 6-10. Jean Nedja held a showfoll

Stroyed last year in a storm in Kansas. Hansen plans to open his season at the Stock Show in Mercedes, Tex, March 6-10. Jean Nedja held a showfolk ret-together recently at his home in Philadelphin to discuss the borby Kerk, Anthony Scally, Jay Borling, Dixie Bells and Mr. and Mrs. B. O'Conner. ... Eddie B. Strader Shows in 1950, is making now were recent weck-end ment Enterprises for the season Duncan were recent weck-end Mrs. B. O'Conner. ... Eddie B. Strader Shows in 1950, is making now were recent weck-end Mrs. B. O'Conner. ... Eddie B. Strader Shows in 1950, is making now were recent weck-end Mrs. B. O'Conner. ... Eddie B. Strader Shows in 1950, is making New York to weit Donald Huttle-his home in Michigan City, Ind. is playing one-day stands in Georgia, will return to the mid ways in May. Van Stokes, who has located at Hort Hirkchmoon's Willard Sea Food Restaurant in Michigan City, Ind, since last June, will return

Van Stokes, who has located at his betroit headquarters follow-his Detroit headqu

Mal Plummer, human pretzel, while with an International Harvester unit in Call
 fornia, enjoyed a visit from Ed Lucas in Chico. Hal Opened with the Submer Your of Europe. Antonio March 3.
 Lou Leonard. veterin Royal Antonio March 3.
 Lou Leonard. veterin Royal Marcha 2.
 Madame Zola (Wise) and Prince Mathematical Company of New York, stopped at Bronx County Rademe Zola (Wise) and Prince Anthony had the palmistry booth ta Riverside County Fair and Matting Company of New York, stopped at Bronx County Rademe Carafts Shows at the Mathematical Contexplaint in Canada. Emphasis in the Journe and Iriend Victor has gone out with Royal American and World of Mirth shows the last few seasons.
 Louda Concessionalies, are playing four Souther California for lowing their seasonal debut at Riverside County Fair, Indio.
 William and Peggy Eweil re-

Riverside County Fair, Indio. William and Peggy Ewell re-port from Hornestead, Fia, that they chalked up two weeks of excellent business with the Bar-ney Tassell Shows there... Mack and Kilty Martin, who have been with Vivona Broa.' Shows for the past three years, will go out in 1952 with Johnny's United Shows. They will have one Girl Show on the org thru the still dates and will add another for the fairs. They took delivery on a new trailer recently..... Homer H. Scott, owner-manager of Georgia Amusements, returned to Toccoa, Ga., winter quarters last week from a booking tour thru the Carolinas and Virginis. H. Henry says that work in quarters is about completed and ready for the opening scheduled for early in March at 'Augusta, Ga.

Joe Pearl, topflight mail man and The Billboard sales agent on Cavalcade of Amusements for a number of years, has joined Strates' Model Shows in the same

ROCHESTER, N. Y., March 1.-lew membership cards will be is-ued to members in good standing pril 1. Shows that have changed

Lew seasons. Louis (Dada) King returned to New York after an eight-day so-journ in Canada. Emphasis in the Northland was on whiter sports. Dada says, with sleigh riding or-cupying himself and his hosts after an eight-inch snowfall. Tranquility of the cold country and the hospitality of friends made the trip most pleasant, Dada reports. The jovial concession secretary of World of Mirth Shows made the round trip by plane. Gerald Snellens, World of Mirth general representative, showed Gerald Snellens, World of Mirth general representative, showed few ill effects last week after having all of his remaining upper teeth removed. Nor did he let it deter him in his never-ending quest to secure advertising con-tracts for his organization. Gerald suys that his new teeth are now being fashioned and that he ex-pects to be sporting them shortly ... Hild and Frank Bergen are vacationing in Hollywood, Fla. They will return to their Rich-mond, Va., home in a week or two to ready their World of Mirth Shows for their opening engage-ment. Mr. and Mrs. John Marks and

Mr. and Mrs. John Marks and Ethel and Earl Purils planed from Mismi to Havana recently. They visited the new Coney Island. Park and met Bennie and Harry Weiss. American Carnival Ass'n, Inc. By MAX COHEN-ROCHESTER, N. Y. March 1. ROCHESTER, N. Y. March 1.

ROCHESTER, N. Y., March 1.— New membership cards will be in the window shows. April I. Shows that have changed for the shows is still quested to send their new titles in for the record. We have an file detailed reports on price and wage controls issued by the Committee far Economic Developments. National Product tion Jane Chinn Hospital, Webb regulations governing use of alume num, iron, steel and copper wire.



We have had 23 years of Successful Operation and expect 1952 to be one of our Bestl Opening VICINITY OF DETROIT in APRIL

# WANTED

SHOWS SIDE SHOW MOTORDROME FUN HOUSE MECHANICAL SHOW

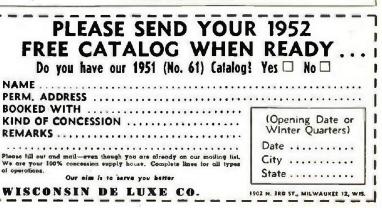
CONCESSIONS Have a low openings. We book only one of a kind at still dates. WHAT HAVE YOU?

All Mail to JOHN F. REID, Mgr., 3426 Iroquois. Detroit 14, Mich.

Foremen and Second Men for Twin Wheels, Caterpillar, Rolloplane. Must be semi-drivers, subsr and gentlemen at all times. WE PAY WELL.

RIDE MEN

Phone: WAlnut 1-7924







# **Club** Activities

# Showmen's Association

# **Heart of America** Showmen's Club 913A Broadway, Kansas City, Mo.

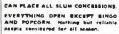
KANSAS CITY, Mo., March I.— Meeting was held February 22, with President E. H. Hugo presid-ing, and Treasurer George Car-penter and Al C. Wilson, secre-tary, in attendance. Past Presi-dent L. K. Carter, chairman of the ways and means committee, re-ported that the Saturday night jamborees were drawing. F. W. (Boxie) Warfield donated the door ported that the Saturday night jamborees were drawing. F. W. (Boxie) Warfield donated the door prize for the week of March 1. Banquet and ball tickets will be sold by members on the road. An-nual affair will again be held in the Georgian rooms at the Hotel Continental on New Year's eve. Club voted to lower the initiation fees again during the summer, and from May 1 to October 31 the total cost to join will be \$10.

# **REYNOLDS & WELLS SHOWS** WANT FOR 1952 SEASON ACTION ILI NEVER & DULL MOMENT ACTION ILL NO MUDDY LOTS PLAYING ALL 2 & WEEK STREET CELEBRATIONS AND FAIRS

16 FARS . . . 30 WEEK SEASON . . . 16 FARS



No Oriad Stores or Wheels



CAN PLACE COMBINATION COOK-NOUBE AND GRAB. Must be first class in every way peered for circus meres.

# FOR SALE

# HELP WANTED

CAN PLACE POREMEN AND SECOND AND THIRD MEN ON ALL MAJOR RIDES MUST BE ASLE TO BET RIDE UP AND DOWN TWICE A WEEK AND DRIVE Semi-Trailess.

SEMITRALESS. CAN FLACE SINGO COUNTERMEN, BLECTEICIAN WHY Knewnodes of Disal power and electric motors. FIRST-CLASS MECHANIC with resis for Chevrolet Tractors, most know vacuum brakes. Winter Guartess Now DPEN with Cooknouse-Lou Barese In Charges.

ALL ROUIPMENT MUST BE PIRST CLASS IN RVERT WAY IN KEEPING WITH STANDARDS OF THIS SHOW. SHOW OPENS MUSKOGEE, OKLAHOMA, APRIL 2157,

SHOW PEOPLE-IF TOU ARE INSERTSTED IN LOTS OF ACTION FOR 1912. CONTACT Reymolds & Wells Shows, Box 782, Munkagee, Okla.

# CAPITAL CITY SHOWS

WANT-OPTHING MARCH 15. DOWNTOWN VALODITA, GA.-WANT CONCESSIONS-LeastInuite Start Generations of the March Loss from the Start with the March Bases, Besternen for Title Delosus, and Second Men that drive smith the March Bases, Besternen for Title Delosus, and Second Men that drive smith the March Bases, Besternen for Title Delosus, and Second Men that drive smith the start and the start and the start of the start of the start works (the for drive show PDN Ball & March Alego Parts) the start handle a ten ride, when PDN Ball & March Alego Parts. The start of th L. KEEF, Box 201, Valdosta, Ga. (Phone 3647J)

# Wanted-Ride Help for 3 Units & Concession Agents

rep-Go-Round, Perris Wheel, Chairplane and J mber, Long season playing Philadelphila lots act MAX GRUSSEG, P.O. Sen 181, Philadelphi Jon Vanhar Danks who is integrated in making none years conclusion a director for Hanky Panks who is interneted in making cond money playing for churches on Philadelphia Jula 1 have the exclusive on Hanky Panka --only one of a kind. Contact WM. HAGELMAN, 201 5. 76 5%, Philadelphia 7, Pa.

# Showmen's League af America

54 West Randolph Street, Chicago

# **Regular** Associated Pacific Coast Showmen's

Troupers

106 E. Washington, Los Angeles

# Association

1235 S. Hope St., Los Angeles 16

THE BILLBOARD



CARNIVALS

63

Wheel and Merny-Go-Round, Till Roll-o-Plane, Want to buy Octopus Leo Lane Shows

wennah Beach, Georgia

**GOLD BOND SHOWS** NOW CONTRACTING FOR 1952 RIDES - SHOWS - CONCESSIONS MICKEY STARK, Owner 0. 80 210 Mt. Shering, IN (Phanel 398) Her Quarters at Fairgrounds

Anna Jane Bunting. Check was sent to the American Red Cross. First prize, donated by Estelle Regan, and door prize won by Jeannetle Hart was do-nated to the club. Luncheon was served by Virginia Von Behren and Gertrude Donnelly. St. Pat-rick's Day dance and supper will be given in clubrooms March 17. Others in attendance were Ellen Robertson, Lenora Gdynia, Clara Campbell. Elsie Wear, Daisy Da-via, Mary Thompson, Jean Wolf. Helen Germain, Joan Lipsky. Teress and Arlene Sidenberg.

# BARNEY TASSELL UNIT SHOWS

MIAMI, FLA., NORTH DADE FAIR AND EXPOSITION, STARTING MARCH 15 TO MARCH 22; 2 SATURDAYS AND 1 SUNDAY. DAY AND NIGHT FAIR AT DADE COUNTY ARMORY GROUNDS, INTER-FAITH PROJECT, SPONSORED BY METHODIST CHURCH AND JEWISH CENTER.

\$25.000 worth of script being sold, good for all rides. shows and concessions.

# IF GOING NORTH, THIS IS IT

Will place major Rides of all kinds. Shows and strictly legitimate Concessions. No grift.

A queen from each community will be picked every night and the crowning of Miss Inter-Faith the last night.

# Write, wire for space to

**BILL TUCKER** 1470 N. W. 33d St., Miami. Fla., or

BARNEY TASSELL this week Bunche Park. Opa Locka. Fla.

64 CARNIVALS

A. A. Barth, Gen. Mgr.

WANT

714 SO. HASEELL

SPRING FESTIVAL

APRIL 17-27 In Montreal, Canada's Great New

\$3,000,000.00 SHOW MART!!!

WE WANT: Rides-Electric Driven, Concessions (Stock only), Shows (must be clean)) 75,000 sq. ft. Pitchmen-this is it!!! Write, Wirs, Phone (No Collect)<sup>®</sup> GL 4070

MONTREAL EXPOSITION ASSN.

THIS IS A BIG MONTREAL START-

MORE TO FOLLOW

SCHAFER'S JUST FOR FUN SHOWS

Ride Holp in all departments who can drive new trucks. McHenry wants Drome Riders with Motorcycles. Also good proposition for Side Show with own inside, we have new top for outside. Archie Hensley wants Girls

tor Pasing and Dancing. E. C. (Doc) Anderson wants Jig Show Talent. salary out of office. Can place Hanky Panks of all kinds. reasonable. Noveliles open, also Custard. Want Man and Wile, or Man, for Fun House. Also Grind Show Talkers. This Show has 15 "Red" Fairs and elars out

W. A. SCHAFER

VICTORY EXPOSITION SHOWS **OPENING MARCH 15-PECOS, TEXAS** 

an place Sido Show, Snake Show, Unborn Show and Monkey Show. Want Foremer or Wheel, Scoter and Tit. Also Help on other Rides. Can place High Stilker, Can tack, Heop-La, Cork Gallery and other Hanky Ponks. Address

ALVIN VANDIKE, 231 Kendelin St., San Antonio, Texa

JOLLYTIME SHOWS

late. Opening in Tyler, Texas, March 28, All answers to

P.O. Box 51, Stn. H, Montreal

WANT

DALLAS. TEX.

THE BILLBOARD

Pioneer

Winter Quarters

Virginia Greater

Pioneer
 WAVERLY, N. Y., March 1.-Manager Mickey Percell announced this week that the shows and open their season April 25 in South Waverly under strong and celebrations have been booked
 Struch Rice, business man and celebrations have been booked works and handle the kiddle mathematicate fairs and celebrations have been Struch Rice, business man ager, ordered new cenvas for his nonker will date fairs may ordered new cenvas for his oncessions. Mr. and Mirs and me boaked his poperin mail tooked wor concessions and Harry. Gusters crew is replanting the reidded Charles and Joe Percell Mr. and Mis. Leon Hausmer, Ar. Charles for her concessions. A new winch for the Octoput reach and compression and plant, ment was purchasing mer-chandise for her concessions. A new winch for the octoput read compression and gears. Cuyteroy. Brown & Wollcoce StavanNAH, Ga. March 1.--Date of eights in the nealen to the solution. Bay AnnNAH, Ga. March 1.--Date of eights in this nealen eight needen in the bay of and bay and concessions. A new winch for the Octoput read sange under treenty. A new winch for the paint depart. Brown & Wollcoce StavanNAH, Ga. March 1.--Date of eights in this nealen eight needen in the solution. Bay AnnNAH, Ga. March 1.--Date of eights in this nealen eight needen beak this cont and and ball game. G & B. Rides

MARCH 8, 1952



Opening March 17 in the beart of Mobile, Als. What Riffore sho glaved Marine trans-Ward Riffore sho glaved Marine trans-Ward Riffore and do not drate. Ward Porters for Ruitovane, Smith & Ward Porters for Ruitovane, Smith & Ward Porters for Ruitovane, Smith & Ward Porters and Ruitor, Smith & Smith &



WANT Agents for all Concessions. Also Per-centage Dealers and General Concession Help. The following contact: Sheo: Cliff, Art Snide, Banny Londes, Ployd Porter and Wife, Stormy, other Agents, contact, Show opens Wallace, N. C., March 22nd, then Cherry Ponty, N. C. 75,000 Marines, payday, All replies this week

A. R. WHITESIDE t/o Orange State Shows, Palekee, Pla



# HELP WANTED

ctrictan Diesel plants or transform-, Caterpillar Foreman, Spitfure Fore-n, Rielp on all Ridge, Man to take i charge of Moles Forome. No drunka nier quarters open Marth III. Show

MODEL SHOWS, INC.

TURNER BROS.' SHOWS Contracting for 1952 Le ritimate Concessions, Shows with or transportation, Want Capable Agent W

car, (No collect calls or wires.) Addrew Petersburg, 88, Phone 238.

WANT TO BOOK No. 5 ELI FERRIS WHEEL With reliable unit or show around Phila delphia or Pittsburgh, Porn. Have operator and transportston for same Wire or Write LEO M. BISTANY Phin St. Hatel Migmi, Fla

COOKHOUSE WANTED On account of disappointment can place first-plans Cookhouse. To accommodate 3-lide, Babow and Act convession Show. Best Cookhouse Show on the read today. Huckel and Six Cat Alerch, wire, Opening here March 14.

MANAGER, UNITED EXPOSITION SHOWS

For Sale—Motordrome 50 ft, overall Drome, complete with lop and addwall 3 Machines, About 41500-00 worth of parts and frames, newly painted and ready to go. 30 ft. Great Dane Trailer, All for \$3500.00 All for \$15

# Johnny T. Thusley Shows Greenville, S. C. Phone 2-0749 The Bast Court St.

# Advertisers are the Spring Special's **Biggest Boosters...**

... because it sells and sells and keeps on selling for them for months and months. Here's how a Philadelphia advertiser analyzes The Billboard's tremendous sales power;

"... your readers are quick thinking and acting - they have been used to making decisions in the business world-If a deal looks good they buy it. Sales convert quickly from your ads."

# (signed/W. R. Burrl)

Mr. Burrt should know. His Billboard ad sold \$13,500 worth of equipment.

Yes, sales do convert quickly from Billboard ads, and the Spring Special's extra 20.000 copies (a total of more than 70,000) will do an even bigger selling jobl Better reserve advertising space now-deadline is April 2.

• St. Louis 1 390 Arcade, Bidg. CHestnut 0443

Brown & Wallace SAVANNAH, Ga., March L. Lots of activity is taking place in quarters at the Municipal Airport. A crew has been building, paint-ing and repairing equipment. Two Wigon-type fronts, one for the Garl Revue and a colored revue, are being built under supervision of Paul Pyle. Mr. and Mrs. John Garrett have arrived with their cookhouse. Fitzis Brown is on buying trip; Al Wallace is in charge of quarters. The white: taitve, who had a conference with Messrs. Brown and Wallace, left for the North to complete book ings. The Mississippi Fair and Darly Show at Meridian. Miss, and Southwestern Fair at Albany Ga., have been contracted. B 9 L

Fige Dros. SPRINGFIELD, Tenn., March 1. Quarters work is progressing as shows get ready for their April 19 opening here. Manager W. E and Mrs. Page have returned from a month's vacation in Florida. Staff, in addition to the Pages. includes E. H. Broome, assistant manager: C. C. Lensure, general agent; Earl Vincent, billposter; Earl Lane, operations superinten-dent, and Prank Humter, transpor-tation superintendent. Mm. Page is secretary-treasurer. Recent visitors included Mr. and Mrs. Tommy Humphrey. Norman Anderson and C. C. (Specks) Grosseurth.



A. J. SUNNY AMUSEMENTS MA 14679

# **Coming April 12**



# THE BILLBOARD

• New York 36 SPRING SPECIAL

PLaza 7-2800

• Cincinnati 22 1564 Broadway 2160 Patterson St. DUnbar 6450

 Chicago 1 188 W. Randolph St. CEntral 6-8761

 Holivwood 28 6000 Sunset Blvd. HOllywood 9-5831 Detroil 1

Fox Theatre Bidg. WOodward 2-1100

death of Mrs. Eleanor McCune, co-owner of the org, work again is in full swing with a crew of five men. W. E. Hobbs is manager. Shows will open about middle of April. Hobbs has leased his drive-in cafe and dance hall for the sca-son. This will be the writer's 13th year on the shows. — FRED OWENS.

WANTED

WANUELD Ride Heij for Kiddie Parks prefer man and wife with trailer. Also have work for wide. Man must be able to operate News Genound or Ferris Wheel and do or right party. For Sale. Benni 1950 Cheyrolet Traiter, 8 weed, 38 (f. Prac-hauf van body, special built for Nerry Genound. Cheep for cash. All replies to JACOB PRYOR, Box 7-5, Rt. 2,

OPENING MAY 3. PLAYING STATE OF MAINE BECLUIVELY. Want Beans, legitimate Concessions. Penny Areads, Cusard, Scalen, Ast, Sani Han Stenso, Legitimate Concessions. Penny Areads, Cusard, Scalen, Ast, Sani Marker Speedwark, Mioto Dome, Alibiette Shave, Pan House, or will give e back and to one who can produce. Eddes - Till, Detemas, Relio-Piane. Can the two more Kill Rides. For Sale-Croady The Turks and Trabler or will 'U Sanshine Choo-Inco Train. Very law P.C. for shows and Rides. DICK WILCO N.E. Mar Aver, Mismir, File, until March 18br. Inten Gi Mami ST, South Perland

**B** & C EXPO SHOW OPENING APRIL 25TH Want-Rides, Shows, Concessions-Want Rider-Octour, Till, Spiffen, Bioper, sie funk Rider, Shows-Cirr Show wills own Arrade, Cunard, Derby Rever, all Hanky Panks. WHAT RATE YOU? Ride Reip on all Rides Marca on Arres, Till Enrich Panks. WHAT RATE YOU? Ride Reip on all Rides Marca on Arres, RIDETRICIAN boccan drave sent. For Sale-Rolio-Place, Smith & Smith Chairoplane, Can be hould on Marc. N. Y. M. N. COLREGOUS, MEMALOK, N. Y.



Opening March 29, Rich Square, North Carolina-Two Saturdays Opening restor Fr, and square, where a first a first strategy of the strategy first strategy for the strategy first strategy for the strategy Last Call\_STEEL CITY SHOWS-Last Call OPENING MACH ITH, DOWNTOWN NEW SOSTON, TEAS, Want Hanky Panks of all kinds, suppressing Scalar, Darks, Darks, Charles, Carlor, Carlor,

# B. & H.

SUMTER, S. C., March 1.—After a four-week lay-off due to the death of Mrs. Eleanor McCune, co-



THE BILLBOARD



Materiale protetto da copyright

1



19% deposit, balance C.O.D. AETNA WATCH CO. W. Randolph St. Chicago I, ISI Hustrated HERE THEY ARE, HUSjust off the press. Good clear illustrations. Sand \$1 for 12 booklets and receiva FREE rue of the larger size 32 page books. Resh e buck for 17,52 oil 14 books to, g1 to arr receive FREE rwe of the

SOUVENTR PENNANTS Made af dead Grade Collan Pail the Arr Charge Collan Pail Arr Arr Arr Charge Collan Pail Arr Arr Arr Arr Arr Arr Arr Arr Arr Vermit P.O. B. Mary William P.O. B. Mary M. A. WALES Co., unc., Coll Server, B.Y.

216-F West Jackson

AL'S PRINT SHOP

Chicage: III,

**Coming April 12** 

47 00 ..

RANGE SHOOTING GALLERY by of guns. So cases ammunition. I Atlantic City Boardwalk, New Jeros ful opportunity for operator, can n because of other business intere-information write or phone R

attend because of other hummen inte further information, write or phone Perry, 2104 E. Cumberland 54., Philade 20, Pa.

The second secon

way, N Y 1000 WREXI.Y EARNINGS REPORTED: No celling, nor good to buy Bundreds of operators are sing our yoriem be var own bese and the boss of mixers. With for hese booking coulded "Collect and Grow Rich." I Surface President. Booking A. Vis. COIN-OPERATED

MACHINES. Second Content NoTice-only advertisements of used machines accepted for publication in this column

A-I BARGAIN-CIGARETTE AND CANDY Vending Machinas all makes, models iowest prices What have you to sell? Mask Postel, 2052 Milwaukes Ave., Chicago III set

ACT AT ONCE-SEND FOR REAL HAR gain prices Richer & Calchers, A.S.T Dalleners, Big Came Sunders, Kieche Skil Gun, Exhibit Card Machines, Advance Ball Gun, Northwestern Model 31 Master Venders A Gerry PO Box 5415 Phila-delphia

BULK VENDING MACHINE BARGAINS-Sr Actorn Charm Vendors, 500: 10 1/ Victor Universals, 375, 1 1/2 Topper, 58: 3 Celumbus Sr aut, 815; 1 Luchy Roy Se nut, 815, 6 White Sr aut, 815; 1 Luchy Roy Se nut, 82, 6 White Sr aut, 816; 1 Luchy Roy Se nut, 82, 6 White Sc aut, 816; 1 Luchy Roy Se nut, 82, 6 White Sc aut, 816; 1 Luchy Roy Se nut, 816; 6 White Sc aut, 816; 1 Luchy Roy Se nut, 816; 6 White Martin Sc autor Sc autor Sc autor Sc autor Sc autor Kohn, 141 Gresory Ave., West Orsnes, N. J. FOR SALE-10 UNIVERSAL MIGHTY MID-zet Nut Vendors) price \$300 express paid W. M. Power, Palestine, Tex.

OR SALE → 9 ELECTRIC DIGGERS, Sr. with top, frame, bally, sidewall, booter, ble, etc.; perfet: good inuch and trailer raitable; manks offer. Sox #C-13, e/o Bil-bard, Cincinnali 23, O. FOR SALE - 34 = 3031 WURLITZER 50 WIRE Boxes, 6 Factord boxes, 2 Rock-Ola 20 wre boxes, 75.50 cach, all like acc. Buddy J. Bisck, 415 Yate 5t., Mexico, Mo.

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 Marchaelles, B. Marc

The Way 25 to be a supervise of the second s

Ave. Mismi. Fis. 200 PEXNY: COUNTER GAMES WANTED-Have 100 to 6 & Frombjaston Mantes and Victors, Its new; Irado refl, what have yee NAO Raies, Mit Forward Ave. Fitts 156 Victors V. V. WITH STREE CARINETS 157 Fit forms, vends and hind methadober 158 Mit Mit New Jersey Indianapolit Baidib Mid N New Jersey Indianapolit Baidib Mid N New Jersey Indianapolit and

FORMULAS & PLANS

FUEL SIZE PATTERNS-TOYS, FURNI-ture, Whatmats: K.Z. Built: no special tools needed: Elemetrated catalog 100 B B WU Lard's, Canega Park Catif and

FOR SALE SECONDHAND COODS

AAAA BARGAINE - NEW FLOSS MA-chinas, EEIg new sichtome ribbens, 82 ech. 821 devent new percorn or peanue sech. 821 devent new percorn or peanue view etc., Philadelphia, Phil Philadelphia, Phil Philadelphia, Phil Philadelphia, Phil R, Ball rina, three sections, 60, 30, 20; dair condition, theps at 5300; will accert any thing merchantable as trade in Caintee Lass Ce. 622 devents of Lincoln. 81 (Continued on page 68)

Billboard

Outdoor Source Equalling

cial

CONCESSION SUPPLIES

April 12, 1 93



MERCHANDISE

SCREWDRIVER

EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one - WANTS one - BUYS onel

Sells On Sight!

67



303 Fifth Ave., New York 16, N. Y All the news of your industry every week in The Billboard . . 

MARHEN RING CO.

# Advertisers are the Spring Special's **Biggest Boosters** . . .

... because it sells and sells and keeps an selling for them for months and months. Here's how a Philadelphia advertiser analyzes The Billboard's tremendous sales power:

"... your readers are quick thinking and acting - they have been used to making decisions in the business world-if a deal looks good they buy it. Sales convert quickly from your ads."

# (signed/W. R. Burrt)

Mr. Burrt should know. His Billbourd ad sold \$13,500 worth of equipment.

Yes, sales do convert quickly from Billboard ads, and the Spring Special's extra 20.000 copies (a total of more than 70,000) will do an even bigger selling job! Better reserve advertising space now-deadline is April 2.



THE BILLBOARD

New York 36 Cincinnati 22 1564 Broadway 2160 Patterson St. PLaza 7-2800 DUnbar 6450

.....

Chicago I 188 W. Randolph St. CEntral 6-8761

Hollywood 28 6000 Sunset Blvd. HOffwood 9-5831

• SI. Louis 1 390 Arcade Bidg. CHestnut 0443

 Detroit 1 Fox Theatre Bidg. WOodward 2-1100







MERCHANDISE

69





# MARCH 8, 1952

**Great Buys** 

for **REEL** 

SALES ACTION Nationally Advertised

Fishing RODS

11581 OCEAN \$6.25

Salt Water Rods with 4930 OCEAN SG.75 CITY REELS IN DOL Lot npie \$7.50 Prepaid e Ret. \$13.45

RODS GUARANTEED 1 YEAR With Order-

CITY REELS

Fresh Water Rods with

\$7.00 Prepaid + Ret. \$11.95

GLASS

THE BILLBOARD



**Merchandise Topics** 

**IRVING MORRIS. INC.** 54 FRELINGHUYSEN AVE. NEWARK 5, NEW JERSEY BIGELOW 3-4300

New York Mills Sales Company, after 3 years, is moving into the heart of the wholesale district at 20 West 23d Surcel, where they will occups four floors, including a well-arranged up-to-date store. Mills claims that their prices challeng any competitor's in the lines of novclites, leweiry, gitts, sundrise toys and housewares. . . Mary fyran. Inc. has introduced a price and the store of serving trays for the prize and premum field. They are soil tinished frosted oak and aliver tosh rounded corners. Retailing for sib. toware complexed and silver to shiphilighted with chrome fin-ship tim weight. Klin...dry wood is hiph in weight. Klin...dry wood is the wood to prevent warping. There All Acound Dickroson Menufacturing for they prize a system, designed for more high tim skeed corners. Retailing for state and preview the state and the store of two and premum field. Moo, has brought out its new Mexihot bar-breve system, designed for more



MERCHANDISE

71

GIVE TO DAMON RUNYON CANCER FUND





# **Good Turnouts** In Key Cities Welcome Derby

Chicago Coin Game Debuts in Midwest, Texas, Fla., Calif.

Texas, Fla., Calif. CHICAGO, March 1.—Special operator showings for Chicago Coin Machine Company's four-player Derby moved into high gear this week-end with simul-taneous events in St. Louis, Dallas and Jacksonville, Fia., Saturday (1) and San Antonio and Cleve-land Sunday (2). Others will be held in Miami Monday (3) and Los Angeles Wednesday thru Fri-day (5-7). Thus far the showings have drawn heavy turnouts of opera-nors and their servicemen. These included the Atlas Music Com-nany, Des Moines and Central Music Distributing Company in both Kanas City, Mo., and Omaha (The Billboard, March 1). At the three showings today, Ed Levin. Chicago Coin sates manger, was in Dallas to help May Williams with guests of Com-mercial Music Company, while ed Bunk, owner of Bush Distrib-uling Company, conducted the San Lewis, Chicago Coin assistant (Continued on page 34)

# **Genco Delivers** Springtime, New Type Skill Game

CHICAGO, March I. — Genco Manufacturing & Sales Company here announced Friday (29) dis-tributor shipments on its new type game, Springtime, are under way and showings will begin soon.

And the submerse of the proven play in the back giass seems incorporated on its backglass seems principle which attracts repeat to the set to such regrets it in the succeeding game.
Based on the action of the backglass seems increased in the play channeling the playtor channeling the platrons increase. Player also can make replays by contained the 1/2 network is used withing a sequence in rotation and as he extends the rotation of and as he extends the rotation of and as he extends the totation of the backglass seems increase. Player also can make replays the settion shot in spring time is less than two minutes.
How the settion setting the playtor can be backglass and playfield take place in spring time is less than two minutes.
How the setting the spring time is less than two minutes.



# Test Legality Of Bells in Private Clubs

SPOKANE. March 1.-The future of bell machines in private clubs in Washington State was placed in the hands of the State Supreme Court this week as the tribunal

Surplus Parts, Units

CONSOLIDATES POSITION

**Rock-Ola to Auction** 

COIN MACHINES

New NPA Move Seen Aiding Juke, Vender Mfrs.; Games to Stay Tight

In Washington State was placed in the hands of the State Supreme Court this week as the tribunal beard arguments on the con-stitutionality of a 1935 State law box equipment, factoring manufacturer of juke box equipment, factoring corporation locations. Action was brought by the Brotherhood of Friends Lodge bere, lan effort to reverse June, 1951, County Superior Court (Continued on page 86) New Mass. Bills Peril Veender, Juke, Game Ops

# Wender Mirrs.; Games to Stay Light WASHINGTON, Mirch I.— Arter gradually convincing manu-facturers in many industries that shortages of key materials would step, sheet and strip, hot rolled step, sheet and strip, sheet step, she

DETROIT. March 1: — A re-newed attempt to secure legaliza-tion of Bowl-o-Matic in Detroit was made Wednesday (27) thru a Circuit Court suit for a writ of mandamus to require the eity and the police department to au-thorize or permit the opera-tion of the game is not banned under the terms of the city or-dinance which was specifically simed at pinball when written a decade ago. decade ago. Case was filed by Automatic (Continued on page 86)

# Roc-A-Ride Co. Sets Conat as **Major Distrib**

PHILADELPHIA. March 1.-PHILADELPHIA, March 1.—Tn, a move toward blanket market everage, Roc-A-Ride Sales this week appointed Conat Sales Com-pany, New York, exclusive dis-tributor in all previously unas-signed territories. The outlet will handle the coin-operated horse, thunderbolt, and Lun-A-Ride, kiddie rocket plane, as well as other coin devices to be produced by Merry-Go-Round Sales.

TOKYO, March 1. — The tre-mendous interest developed in pinbail games thru Pachinko Par-tors In Japan since 1846 is rapidly approaching the national craze log an estimated 169,344 pinbails, awards Couat sales rights in a coording to the local finance commission. As impressive as these figures (Cominued on page 84) New York City.

# **Calendar** for Coinmen

Laternation of the provided structure of the

# Invalidate Portland **Digger Ban Ordinance**

# PLANT DAMAGED Marvel Plans

Last year these per-machine tax bills were defeated. The CMAM has been successful in <u>(Continued on page 79</u>

THE BILLBOARD

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In Key Cities

**Japanese** Pin **Biz Booming** 

House Copyright Group Plans

Early Decision on Bryson Bill

Fate of Measure Called Uncertain; Politicos Promise "Careful Study"

# **Juke Royalty Bill Passage** Seen Unlikely

NEW YORK, March 1.--An op-timistic attitude on the eventual disposition of the Bryson-Kefau-ver juke royalty bill was expressed here Tuesday (26) by Sidney H. Levine, national counsel for Music Operators of America. Addressing over 100 members

of the Automatic Music Operators' Association, local coln pho-nograph trade group, Levine said he saw little likelihood that the he saw little likelihood that the measure would secure Congres-sional approval. He urged them, however, to continue making their opposition to the bill known to legislators. Operators here and elsewhere have been conducting an active mail campaign against the measure.

### Levine Report

Levine. Report Levine, who spoke against the pupposed amendment to the Copy-right Act at the recent committee hearings in Washington, told local operators the primary defect of the bill, aside from the prohibitive financial load it would place on them. Is its unworkability. It would require operators to pay copyright owners a penny a record side a week for all records in phonographs, with the burden of filing monthly statements to such owners entirely the responsibility of operators. Levine's report th AMOA mem-

of operators. Levine's report to AMOA mem-bers lasted well over an hour and during his address he quoted lib-erally from the hearing records. A further eye-witness account of the hearings was presented by Albert S. Denver, AMOA presi-dent, who also testified against the bill. The meatings it he Hearer Hud

The meeting at the Henry Hud-son Hotel also heard an address by a representative of the Social Security Administration, who urged members to take advantage of coverage now offered to self-employed businessmen.

# Rock-Ola Juke **Distribs Meet**

NEW YORK, March 1.—Eastern Seaboard distributors of Rock-Ola phonograph equipment met here February 28-29 to discuss mutual problems and get a line on company policy for 1952. It was the fourth in a series of regional distributor conferences called by the manufacturing firm (The Billboard, March 1).

rengthen ic Field rers, plugs, jacks terminals, relays and many others; dies—machine dies for selector units and phono-grapha; humber=204,000 feet of mahogany, walnut, gum and poplar, fir panels and plywood and others; wood working equipment and office equipment.

# Continued from back of the viscous of menti). HOLLYWOOD HAS SPURT OF NEW DISKERIES. Lariat, Cavalier, 20th Century and Audio among newcomers. (Music Department.) WISCONSIN ENJOYS HIGH GROSSES. Platter business, Juke installations boosted. (Music Department.) And other informative news stories as well as the Honor Roll of Hits and pop charts.

ICY LOCATION CY LOCATION BUFFALO. March 1.-Ever see a juke box on ice? The "Ice Capades of 1852" has cast a juke in a featured role of a number called "Juke Box Jamboree" as a tribute to the way the machines have captured public Imagination. The phonograph used in the show is a specially de-signed Wurlitzer 1400 which has been constructed to look the same from front and back. The machine was specially strengthened to withstand the rugged treatment involved in the constant handling it re-ceives in the show. Both the Ice Capets and Ice Cadets take part in the num-ber, and much of its color and musical success is attributed to the juke box.

JUKE JIVES UP

to the juke box.

# **Evans Starts 1st Shipments Of New Jubilee**

CHICAGO, March I. — Initial shipments of the H. C. Evans Company's new 40-selection 45 and 78 r.p.m. Jubilee juke boxes started this week and are under way to distributors across the nation.

nation. Pians for distributor showings of the new Jubilees probably will be held up until the company starts production of its new 100-selection model, the Century. Final design changes of the Cen-tury have not been approved as yet, but the company said it ex-pects to start sample deliveries in the early part of April. Both new Jubilee models and a

The early part of April. Both new Jublee models and a handmade pilot model of the Cen-tury were shown for the first time by the company at Chicago's Morrison Hotel in conjunction with the Coin Machine Institute convention.

# Neb. Music Guild

## **Rock-Ola to Strengthen** Position in Music Field Continued from page 7.

<u>Continued from page 15</u>
 <u>Continued from page 15</u>
 <u>Charge that a modified version</u>.
 <u>Exactly how to revise the bill</u>.
 <u>Exactly how to revise the bill</u>.
 <u>The group could</u>.
 <u>Report the bill in its present</u>.
 <u>NEEDLES GET ROLE</u>
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 <u>NAM TV Film</u>
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 <u>The sentiment in the subcommittee state.</u>
 <u>Subcommittee state.</u>
 <u>The sentiment in the subcommittee state.</u>
 <u>Subcommittee state.</u><

# Illinois Music Men Curb Location Change Habit

CHICAGO, March 1. — The practice of providing change for purposes other than customer use in a juke box. Now, when a call from some definition of growing into a vexing distant location is received. Lin-practice, now has been practically delof said, he explains to the change and thruout Illinois. The practice has been largely will send the change. He also tells stopped, key music operators re-the owners that he cannot afford to pult needs from some at the time the latter makes collections. Operators here and thruout the lime the latter makes collections.

routemen at the time the latter makes collections. Operators here and thruout the State still receive occasional calls of change and, depending on the situation, will oblige if they can Generally, however, such calls nave become so infrequent they no longer constitute a problem. Bob Lindelof, of the General Music Corporation here, said "We still get calls for change and during the high the coation if close by." But he adden that his firm no longer pulls in serviceman during the night to serviceman during the night to serviceman during the night to serviceman during to to some iso lated location with 2016 in dime. Before educating location own-

Before educating location own-ers, Lindelof said, "we usually re-ceived two or three calls a night." At first Lindelof tried to meet these demands, but he soon found that the owners were using the

# Central III, Group

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are: HOUSE GROUP CLEARS CELLER BILL. Juke issue may be next on Committee dacket (Music Department). LIBERTY SHOPS CUTS FLIP TRADE. New York price war cracks open with chain's move (General-Music Depart-ment). HOLLYWOOD HAS SAMPLE

Statt, Kemodels MLWAUKEE. March 1. Mitted, Inc., distributor for the kudolph Wurlitzer Company in Wisconsin and Upper Michigan, announced this week two addi-tions to its staff and plans for re-modeling and enlargement of its bulking here. The new men are Al Rogahn. mande head of the parts depart-ment, and Leonard Sheehan, trav-ling sales representative. Shee-han formerly was a regional man-any charge of the Wisconsin terri-ory for Wurhtzer in 1946-147. For the last three years he was a sales manger for the relequiz Corpora-tion in Chicago. M. Jacobs Jr., president of theirm's present quarters is ex-pected to start this month. The plans call for a revamping of the tirm's offices and showroom.



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# CHICAGO, March 1.—The pre-cision manufacturing methods used by Permo, Inc., makers of phonograph needles here, are to be featured in a national tele-vision show —"Industry in Action" —sponsored by the National As-sociation of Manufacturers. "The film will be telecast locally

NUSERANU

Continued from page 15

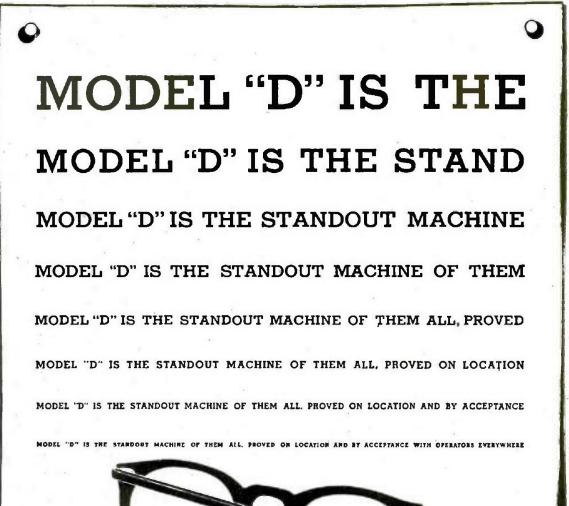
-spoilsored by the National As-sociation of Manufacturers. The film will be telecast locally by 65 stations across the United States. The entire film will be of half-hour length. Jack Baker, Permo official, said that NBC newsreel camera-man Earle Crothect recently spont three days at Permo's North Side location shooting 40 minutes of film. This will be cut and edited to 10 minutes. The film is focused primarily on Permo's needle production but it also touches on the firm's other products such as Instrument pivots which are used in defense production. All aspects of Permo's operations will be covered from production to the metallurgical laboratory and the company's engineering department which de-signs the firm's production equip-ment. Once the film has been aired

ment. Once the film has been aired over TV it will be made available to libraries, boards of education and similar groups.

## United Expands Staff, Remodels

75

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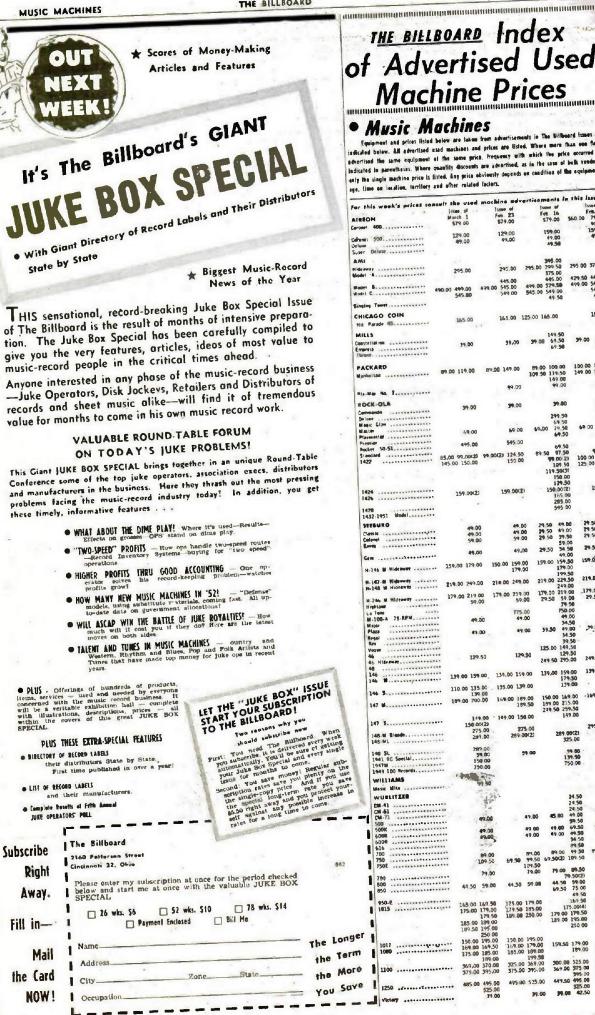


THE BILLBOARD

Plain to See-without Glasses!

Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN



THE BILLBOARD

76

THE BILLBOARD Index of Advertised Used **Machine Prices** IL STATISTICS STATISTICS

# Music Machines

Equipment and prices listed below are taken from advertisements to The Billboard tunes at indicated below. All advertised used machines and prices are listed. Where more than one firm effertised the same equipment of the same price, frequency with which the price occurred its indicated in parentheiss. Where grantity discounts are advertised, as in the case of both renders, sufficient im perdinastes, minere qualities devouses and an eritinet, as in intraste or per tream ally the single machine price is listed. Eny price abviorsty depends on condition of the equipment age, time on incelion, territory and offer related factors.

er this week's prices con IREON	(sue of March 1 579.00	1ssee of Feb. 23 \$79.00	1	manta In I sue of Sec. 16 \$79.00 \$6	Feb. 9
romet 400		129.00		199 00	90 06 159 08
teret 900	129.00	49.00		49.00 49.58	49.00
MI		295.0	295.00	395.00 299.50 2 375.00	95 00 375 00
plat A	295.00	445.0	0	445.00 4	29 50 445.00 199 00 545.00
adet B	190.00 499.00 545.00	499.00 545.0 549.0			549.00 49.50
HICAGO COIN					150 00
tic Parade 45	165.00	165.0	125 00 1		
AILLS postrilation mores	39.00	39/	39.0	149.50 69.50 69.50	39.00 68.50 69.50
ACKARD	89.00 119.00	89,00 149.	109.5	0 100 00 119 50 149.00 99.00	100 00 119.50 149 00 150.00 99.00
Ha-Mes No. T		<b>6</b> 3	00	44.00	
Connente	39.00	. 34	.00	39.80	99.00 60.00
Belaze Magi: Glow				299.50	69 50 69 00 79.50
Master Playmatter	69.00		00 69.	00 29,50 69.50	69.50
Premier	495.00		00	69.50 50 97.50	69.50 99.00(2)
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a tat. A Midsenty				199.50	219.00 249.00
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146 5 147 W	13	2 00	169.00	150.00 169	00 184.00
		9.00 149.00	156.00	249 50 259.	50 149 00
147 S	150 0	5 00	275 00	289.00	295 00 300.00
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750 750E		209.50 69.	109.50		n.50 79.
1 790		79.00 59.00 44	79.00 .50 .59.00	79.	50(2) 79.50 59.00 44.50 59 75.00 69
850		69.11	.00 179 00	1	49 50 59 50 150.00 175
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		39.00	39.0	0 99.08	42.50
and a second			Mar	minte ave	

## **County Guild Skeds Affair**

NEW YORK, March 1.-The Westchester Operators' Guild will hold a dinner May 6 to celebrate its second anniversary, Seymour Pollak, secretary, announced this week. Affair will be held at Bill Aeiber's Farm Restaurant, Eins-ford, N.Y. Pollak, dinner committee chair-man, said the association expects e capacity altendance at the event. WOG covers music and game op-erators in Westchester County, North of New York City.

## Milwaukee Distrib Plans New Building

MILWAUKEE, March 1. — All operations of the Hastings Dis-tributing Company here will be housed under one roof in eight weeks when construction of a new addition to the firm is com-pleted.

## Northern Service School Draws 12 **Ops**, Servicemen

CLEVELAND, March I.—North-ern Music, Inc., Wurlitzer distrib-utor here, conducted a service school on Wurlitzer equipment last week at the R. & S. Sales Company in Marietta, O. Chicago

Company in Marietta, O. H. E. (Herb) Wedewen, head of Northern, said 12 servicemen and operators attended the sessions and were instructed by John Hodona, Northern's service man-ager. A wire recording was made to be used later as a refresher course and to coach new additions to the firm's service staff.

to the firm's service staff. Prior to the class sessions, the group was entertained at a dinner given by Rod Rose in the absence of Ted Snearly, owner of R. & S. Commenting on Wurlitzer's auto-matic volume level control, Rose said the device is now standard on all the machines used by his firm.

"Brighten Your Profit Picture"

with the

ROCK-OLA

\$

\$

profit twins

ROCK-OLA

SLIPER ROCKET 50 SELECTION PHONOGRAPH MODEL 1434

Chicago First Distributors report step-ped up deliveries on Keeney's Deluze League Bowler. Owners Joe Kime and Wally Finke point out the average player feature on the game has made a big hit with players and operators alike. Mal Finke, head of First's pre-mium division, said the new fish-ing sets are moving fast and adds lamps and small appliances also are in high demand. Marvin Ros-enstein has taken over as office manager. Like Wally Finke, Ros-enstein has had a lot of experi-ense in the accounting field. Sam Stern. Williams vice-presi-dent, left Wednesday (27) for a brief trip to the West Coast.

THE BILLBOARD

Contracts have been let and work on the 28 by 120-foot structure of the result of the machines used by him a weak when construction of a music route. Som Hastings, head of the firm and operators of a music route, and operators in his music route, and operators in his area was had and operators in his area was had and marginal location which made the most define the more the new building when til was be small and marginal location which made the most define the more to the new location and a serviceman would have to the new to the new location and a serviceman would have to the new to the new location and a serviceman would have to the new to the new location and a serviceman would have to the new to the new location which made the most define the said such location which made the most define the contry with §2 in change.
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As far a soperators in his area was being sold to set on a service with proving sub and the sold with the factory sub and the sold operators in his area was being sold to set on the resperiment with proving sub and the most being music machine operators.
As far as operators in his area was being sold to set on the resperiment with proving sub there over the week-end. A format there and a serviceman would have to be an evice the weak end of the there over the week-end. A format bend with the farmated.
As far as

# **Coinmen You Know**

At J. H. Keeney & Company shipments on the sigarette vend-ers have increased and Sales Manager Paul Huebsch has been rushed to keep up with Deluxe League Bowler demand. Keeney also is getting a lot of attention on its TV receiver line especially by operators in fringe areas. Roy McGianis, firm president, re-cuperating in Florida, called the plant Wednesday (27) and re-ported he was feeling better each day.

Ben Coven. president of the Coven Distributing Company, re-ports that the firm's recently in-augurated one-stop record service

Cleveland. Sunday (2) to aid is progressing. The new service George George and Roy Monroe of the Wurlitzer outlet in Chicago greet visiting operators and ex-jain the key Derby game fea-sual with John Jackson serving tures. (Continued on page 78)





## \* Twin Features

\* Single Button Selection

## ★ Dual Title Strips

- \* Positive Electric Accumulator
- \* Multi-Selective Choice After Coins Deposited

\* Location Proven

\* Simple to Operate



ROCK-OLA 50 SELECTION-3 WIRE UNIVERSAL WALL BOX MODEL 1542

Both designed with the operator in mind to help you make more money. ROCK-OLA MANUFACTURING CORP. 800 North Kedzie Avenue \* Chicago 51, Illinois



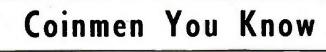
Record Reviews

the record.

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

90-100 TOPS 80-89 EXCELLENT 70-79 COOD 40-69 SATISFACTORY

0-39 POOR



## · Continued from page 77

78

• Continued from page 71 Over at World Wide Distributors Al Stern reports orders for the new Williams Deluxe World Bernard Kliey, head of Airport Charlis Pieri, Monarch Coin. • Continued from page 71 • Over at World Wide Distributors Al Stern reports orders for the ager. Low Wolcher also stopped • In for sales discussions while mak-from New York to his San Fran-to base stopped • . . . Jimmy Martin, James H. Mar-the Williams Sportsman also is classe discussions while mak-the Williams Sportsman also is classe description. In the sola. currently on a long road for New York to his San Fran-tor King & Company, headed by partners Tom King and Paul Charlis Pieri, Monarch Coin. • Charlis Pieri, Monarch Coin. • Charlis Pieri, Monarch Coin. • Contante Company the sola currently on a cong reading the sola. Currently on a long reading recipi-ents these days of numerous cus-tor the solar current of the readvantage, the solar current of the company headed by partners Tom King and Paul to the new surroundings, they there is the solar current of the county shuf-the solar current of the county shuf-the new surroundings, they charlis Pieri, Monarch Coin. • Charlis Pieri, Monarch Coin. • Charlis Pieri, Monarch Coin.

charlie Piezi. Monarch Coin, left on a short road trip to close an important deal. Meanwhlle guidornings of the city's leading caso business which he found plenitiful. His main concern was return worths. Kiley says the source of the source of the source of the source of the temporary shortages of shipping meetings are on a mutually ad-torn deliveries. Firm will have to sturugge along without Jean Col. Iava operators attending taik out ins. secretary, who got married Saturday (1). Buster Williams. Memphis, was in for a visit with Billy DeSelm.

The Old Well team of Norwalk defeated the Johnnie Gauch Tav-ern team at Gaùche's Tavern, Railrmad Avenue, 8 to 1 in the first round of their county shuf-lleboard championship match Thursday (14). Winner of the championship will bid for State bonors and then a chance for na-tional competition.



REVOLUTIONARY NEW CABINET DESIGN AND BEAUTY . PICTURE WINDOW VISIBILITY OF RECORD CHANGING ACTION • IMPROVED INDIRECT KEYBOARD ILLUMINATION • "LIVING RAINBOW" LIGHTING ... LOCATION-LENGTH VISIBILITY FOR LOCATION-WIDE ATTRACTION MA · QUICK-SERVICE FACILITIES



ARTIST	TUNES	
LABEL AND NO.	COMMENT	
LATI	N AMERICAN	
OBBY CAPO Alondra SEECO 7135-4 sentimental watta	is given a very permasher veral by the	78797778
Ya .	Is given a very persuasive vecal by the ag. Yone is presty,	70 90 90 90
D7 83539.	meding of an infectious mambo, with ras. One a-rangement is punchy and	
AICEULYO VALDES & SONOI Aparaarse Un Pollo SEECH 7161-Singer and chorus I gwaracha. Valdes ort backing is p	do an exciting job on this melodious	73747273
Eguemio A solrited guarache receives a cap- with good ork support.	able watal from the singer and chorus	68686868
IERMANAS LIMA Mi Cafetal		70707070
OKEH 6859-A Latin newly about the ferrore quarter, backed by it	t a coffee plantation is sold nicely by pood ork reading.	/0/0/0
To Vas Amor Girl vocal group terms in an effe- bolero cillers. Ork backing is good	ctive reading of this fair-ta-mideller	68686868
COUNT	RY & WESTERN	
COWBOY COPAS & KATHY C Copy Caf KING 1036A slick bouncer in the charm by Copat and bis daughter	OPAS	84858384
chancer.		
Those "Gone and Left Me" Another five effort by Copas-this Syric lifes	Blues time on a country blues with a good	\$3\$38383
OMMY SOSEREE		78797580
<ul> <li>CORAL 64120—Somehow comes then this invely country weeper. The we item for Julies.</li> </ul>	u with a strong and stylized vocal en other has warmth and feeling. A good	1
Dan't Waste Your Tears The warbler is effective on a sliph	I and centrived country ditty.	686 <b>868</b> 68
DDIE HILL Saity Dog Rag MERCURY 6383-Competition from		77787578
MERCURY 6383—Competition from rag ditty pives this etching a hard for some of the colo.	row to hos. Still, it should come in	
Stolen Love First-rate country coverage on the Howard.	pap effick started by the jabel's Eddy	77787578
CHARLIE MONROE (His Kent An Angel In Disguise DECCA 46406-Selid socal by the	tucky Pardners)	75-777276
Could be strong in rural beit.		68686769
Another back country item is a by the singler. Vocal is better that	ven a stylized and effective reading a the material.	
LYON BRITT Don't Ever Be Afraid to Co VICTOR 20-4531-Britt kands one	Home	74777074
average ballad, Little Boy I Knew, The An attractive ede to a little boy is		
strong country muterial despite the	e chantae's effort and name solve.	
Square Dance: Wheet Aroun CAPITOL CAS-4020—Gregorison, (	d one of the best known callers in the	71707371
business, dees Ma usual stuff here dance. Disk is taken from the lat Square Dance: Around Just	in calling the patterns for a square bell's Groggerson album.	
Mars of the same here. Packaging dante ties.	Une Includes Instructions and basic square	71707371
AATTIE O'NEIL & SALTY HO Shackles and Chains	LMES	70736870
KING 1033 Holmes' Marmonica pt	aying and Miss O'Noil's dusting with untry disk with a backwoods flavor.	70736870
Same comment.		10130810
Don't Trade Your Love For DECCA 46404Prophet has a p Whither or not be gets much a	r Gold cod have battad to work with here, stigm-will depend on the promotion	70736870
behind the disk. I'm Going Back To Birmingh: Prophet impresses with his backwas Rhythm dity penned by Chuck Mur	ann ods chanting en his bow on the labet.	66686466
ANNY TRAINS		
Love'm and Let'm Be CORAL 64122A slever novelty is Lerics are cute, tune is linely.	en is given a good reading by Brown	69716571
I Wonder If We'll Always B. A felr country anogur is handled	e Apart capably by the singer.	65666465
LIM WILLIAMS		63636868
const. 64121-Williams effectively on this rhythmic nowity tune.	Ball his baby to stay home at night	

Away 65--65--65--65 is adequate on a SPEEDY WEST Concern Task CAPTIOL 1991—A boundy beaution by West is delivered smoothly by compour in this art enting. Roaddalde Rag Jimm Byrant is the featured pertaints in a pleasant hotmanental mading. 65--65--65--65 65--65--65--65

RHYTHM & BLUES RED SAUNDERS ORK Imbone OREM 8802—This, the original "Hambane" stalling, is a severitul was frem. Treesendous spirit and drive based on the chilacing and hand-clapping of a bunch of kids should make this a strong contender in the goa market. 89--90--88--89

Boot 'Em Up A strong, riff-built 71--72--70--71 ith an all flavoral kine beat ori with \$4--84--84--84

PERCY MAYFIELD ORK Big Question, The SPICIALTY SP-423-A blues with an in typical Wayfeld projection and feeling. chanter. Munt Is On, The Mayfield waits out the story of a search for "2 woman who 84--84--84--84

Fine blues, this prove Set write mit. Find Birty, then, ESTER WILLIAMS ORK My Home Ain't Here SPECIALY SP-#22-Williams sets up a Hopping chainst on a busins item white the even maintains a big West. I Can 't Lose With the K Steff I Use The tensor is up here. Williams and the offs paured out a bi with here of other 82--82--82--83 79--79--79--79

the main and

# **Cole Products Hikes Canadian Vender** Output

New Sales Offices, Location Dept. Set For Can. Division

For Can. Division CHICAGO, March 1. — Cole Products Corporation's Canadian division. Cole Products Canada. Ltd., has scheduled production of 800 three-flavor cup venders dur-ing 1932, establishment of two ad-diutional sales offices and a loca-tion department for operators in the provinces, President Albert Cole reported this week after re-turning from an extensive stay in that country. In operation for over a year, the Canadian division turned out approximately 500 cup machines during that period, Cole stated. He said that with the second production run at the George-own, Ont, factory, the Cole-Spa continues to be the only cup-type soft drink vender manufactured in Canada. Cole announced the appoint

sort drink vender manufactured in Canada. Cole announced the appoint-ment of L. A. Leach as merchan-dising manager for the Canadian firm, with headquarters in the Toronto sales office. 737 Church Street. J. Howard Whillans con-tinues as Canadian sales manager, a post he has held since the di-vision's inception. With the step up in production this year, the Toronto office has installed a more complete line of parts and service facilities, along with increased supplies. The <u>(Continued on page 80)</u>

# **Wood Cabinets** Victor Leader

CHICAGO, March 1.-Increased

CHICAGO, March 1.—Increased production on its two wood eabi-net bulk venders, Baby Grand and Jumbo 100, is scheduled to keep pace with demand, Victor Vending Corporation announced this week. Harold M. Schaef, president, said the output potential was good for the wood models, which use a minimum amount of scarce medels now constitutes the bulk of Victor's output, he stated the all-metal Topper and Topper De-luxe units were being produced to the limit materials supply.

## PRICE STRIKES NEW NOTE WITH SIREN CHARMS

SIREN CHARMS. NEW YORK, March 1.—A plastic siren, said to vend per-fectly and capable of produc-ing a plereing whistle sound, was released this week by the Paul A. Price Company. New charms, offered to bulk oper-ntors at 55 a gross, will be followed shortly by four new series for which molds are main has a number of other vending novelities in the de-sign stage. Price sells direct to operators as well as thru distributors.

# **Juice Venders** In Long Range **Snow Crop Test**

CHICAGO, March I .- While ac-ChicAGO, March I.—White ac-knowledging that an automatic merchandising test was under way. Snow Crop Marketers' West-ern Division office here reported this week that conclusions would not be reached "for another seven or eight months."



# Cup Ops Cite Pros and Cons In Sirup-Making Programs

## Find Self-Mix Programs Exclude Colas; List Equipment Needs, Cost

CHICAGO, March 1. — Two qualifications of the cup vender operator's sirup-making program become upparent upon investiga-tion, tending to show that in no instance has it become a 100 per ent answer for any one operator. Larger operations making their and flnished sirups from Coca-Cola and Pepsi-Cola; usually both colas are used to supplement self-produced sirups. This is the third and final

elf-produced sirups. This is the third and final article in a sories on sirup concentrates, including price, brand and availability and statements on concentrate sales policies by officials of leading soft drink menufac-turers. The first articles ap-peared in the two preceding issues of The Billboard.

This is the third and final article in a sories on sirup concentrates, including price, brand and availability and statements on concentrate seles policies by officials of leading soit drink menufac-furers. The first articles sp-pared in the two preceding issues of the Billboard. While the number of operators using self-made sirups has in: for weighing chemicals, a baume treased during the past year and hydrometer and hydrometer jar, a half, the practice has by no means become a trend. A survey of sirup-making operations by The

79

THE BILLBOARD

# Eyes More Steel, **Other Metals**

## Continued from page 73

aluminum and copper would prove adequate for increasing their out-put slightly. Two other slants on the over-

were that conclusions would for here would prove and part of the series and products and prove added during the part yet and the control of the series and products of the series of

# Chi Juice Bar Office Moved

CHICAGO, March 1.—Juke Bars Sales headquarters here have been moved to 5519 Broadway. They were on Jefferson Street follow. Tred Schuyler continues as Midwestern soles manager. He an nounced that over 100 of the six selection canned juice venders ar now on location in the Chicago area. Heaviest concentration of the equipment, he said, continues to be in the East, the South and Southwestern areas. Early vol-under way shortly on the West Coast, according to Schuyler.

# Per Machine Tax New Mass. Vender Threat

## • Continued from page 73

by the New York subway system (The Billboard, February 23), for il owing an almost \$2 million gross take by coin equipment last year. CTA Break-Down CTA commissions were derived from 69 cup venders operated by Mechanical Merchants, Inc., which from 85 penny gum, nut, candy venders and weighing scales np-erated by Transit Sales which logether returned 56,725 on 226,900 during 1951. The drink equipment grossed size0,800 during 1951. The drink equipment grossed is opposed to it, seven States mounced. Guy pointed out that the num-ber of drink units on location varied almost month by month. He said there were for announced. Guy pointed out that the num-ber of drink units on location varied almost month by month. He said there were for allater part of the year were not allater part of the year were for latter part of the year were for he said subscuests and of vending ma-chands subscuest and years there were do there almost month by month. He said there were for allater part of the year were not latter part of the year were for he operation during May, 66 in pocember. The penny equipment, the said there were of amachines the pointed out that the num-ber of drink units on location varied almost month by month. He said there were of machines the pointed out that the num-ber of drink units on location varied almost month by month. He said there were of machines the pointed out that the part of the year were not latter part of the yean

# **Operator-Placed Cig Venders** Favored, Tavern Paper States

CHICAGO, March 1—Operator placement of cigaretic venders in savern and restaurant locations waned equipment in a feature at ticle in the current issue of the sationally distributed Everage Dealer News. The story points out that only two cigaretic machine manufac-jurers offered venders to location owners. It stressed that while pra and con arguments over the merfits of self-ownerating or commission placement of such equipment can trade, the commission arrange ment appears to have the more tavern and restaurant owner



80

Gotham Ops See Hope • Continued from page 79



ALL EQUIPMENT UNCONDITIONALLY GUARANTEED

TRADE PRICES

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

## Ingredients Extract (\$10.75 gallon). 40 ounces at Sc an Cost

Two 100 lb. bags of sugar at \$8.25 each... 16.50 Chemicais (citric acid solution) 75 -1.50 

Cost per gallon, per 40-gallon batch of cherry sirup, figures out just under 56 cents. The operator pointed out that other flavors run higher, altho a few are lower in

finished gallon cost. ABC Story

As perhaps the largest self-processor of sirups, ABC Vending Corporation produces about 2,000 gallons of eherry, lemon and lime, orange, root beer and grape sirups each day. To accomplish lhis, ABC has set up its own subsidiary, Dee Lish Beverage Corporation. In the latter's plant, which is said to have

a 6,000-gallon-per-day capacity, seven full-time employees are kept busy.

Paul Rosenbaum, ABC vice Paul Rosenbaum, ABC vice-president, with a brother, Max, also controls United Beverage, another cup operation in Chleago. United started producing its own sirups in November last year to supply its theater-industrial routes. As in the New York oper-ation, Coke and Pepsi-Cola sirup is purchased as formerly.

Another large Chicago operator, specializing in theater locations, recently discontinued his sirup making after 10 years. The reason:

making after to years. The reason: increasingly cramped quarters with growth of the operation. However, the \$400 worth of sirup-making equipment is being re-tained by the operator for possi-ble re-use depending upon fu-ture conditions.

ture conditions. While using concentrates can result in a 25-30 per cent supply cost savings, this is nullified if the operator has to lease additional space in which to produce his sirup, this operator maintains. Other Chicado purplays, con-

Spirup, this operator maintains. Other Chicago operators, con-sidered large in total number of venders of diversified type, have not attempted to institute their own sirup-making programs where the drink phase of their operation numbers less than 60 machines. Still others specializing in eup equipment, or who have over 60 cup venders in their diversified routes, have not waxed enthusiastic over sirup making. Midwestern reaction generally as on a parallel to Eastern drink op-crator's attitude toward scif-made sirup. West Coast

### West Coast

West Coast On the West Coast, Los Angeles and San Diego operators report active interest in sirup making. D. J. Davkison in Hollywood, for Instance, maintains a \$2,000 plant for sirup production. He chains that product-cost savings and product control warrant the in-vestment and continuation of his program. Current plans are to en-large the sirup program, event-ually to include the making of the firm's own CO2. Latter is fig-ured to result in an additional profit of about 2 per cent gross. County Beverage Company, in

ured to result in an additional profit of about 2 per cent gross. County Beverage Company, in San Diego, operators of over 300 cup machines, set up a \$1,758 Sirup-making plant. Result of pro-ducing its own sirups for the past three years, according to County's Larry Granfield has been "fresher and better sirup." While soft drink manufacturers permit Granfield to use brand names on sirup finlshed from their concentrates, he states that in most instances he uses his own brand name. Gran Flavors, on the selection panels. As in other sections of the coun-try, West Coast cup operators "making their own" report they continue to buy finished cola sir-ups to complement their own products.

products.

## **Cole Products** · Continued from page 79

1/3 dep. with or ders. hel. CO.D.

1

same facilities will be offered by the new sales o fices when they open shortly in Montreal and open short Vancouver.

New this year will be the Cann-dian division's location depart-ment, corresponding to the U. S. service, which will pre-locate ma-chines for both new and estab-lished operators in the provinces.

dan abritan al

Hebel Corp. Sets Higher Output Goal

CHICAGO, March 1. — Fred Hebel Corporation announced this week that 1952 production of its FFIC ice cream vender is expected to surpass last year's output. Fred Hebel, president, said the im-proved steel altualiton was the basis for his optimistic outlook. Along with the bettered ma-terials supply, the firm's 1952 pro-duction will be further aided by lits expanded facilities. Late last year it purchased the plant and equipment of Groetchen Tool & Manutacturing Company here. Latter firm had previously acted as a contract manufacturer for Hebel. A second and third contract man-ufacturer, Era Tool & Engineer-ing Company, Franklin Park, III., and Sanitary Refrigeration Com-pany, Fond du Lae, Wis, continue to at as contract producers.

<text>

Maloy said the association hopes to have all regional meet-ings behind it by the end of June. This would leave two months for concentrated activity in prepara-tion for the national convention in Chicago, September 14-17.



# FLOATING CUP MACHINE DOES LANDSLIDE BIZ

LANDSLIDE BIZ ABOARD COAST GUARD CUTTER CAMPBELL, March I.—A cup drink vender is dispensing 25,000 Cokes to crew members during each horth Atlantic, ahip's ex-change office Ensign Robert Seufert reported. The cup machine replaces a bottle vender formerly used "Twenty-five thousand drinks would have filled an entire storage room on the ship." Seufert said. With the cup machine, there was no container problem, before or after their use. The vender is installed in bridgeway between decks, outside the galley door. Ship's rules permit crew members to carry their drinks anywhere aboard except to the weather room. Best customers, Seu-fort declared, were the en-gine-room crew. I was pointed out that the use of cup venders and paper tups "proved a boon to the U. S. weatherships operated by the Coast Guard, where stange space has been a prob-lem."

## Operated from Coast to Coast and 20 Foreign Countries "SILVER-KING" Vendors

built for professional operators 5

BUM" (166 to the Pound) or require 13/1a" size. Nut and Sat Sum, Candy, Charms Vanders, Ic-St U.S. and Paralan Coins, "Het-Mut" Venders, Desig -

SILVER-KING CORP 422 Diversey Perkway

· Continued from page 78 PISTACHIO 1007 Detroit VENDOR "CILEN

KING'

NEW

SUPH.

VENDOR

Chicago, 18

Detroit Sam J. Weisser. Veteran Detroit amusement game operator, is dis-posing of much of his arcade and game equipment to concentrate on shuffleboard, which he believes has continued possibilities for growth in this area. Henry C. Lemke, of the Lemke Coin Ma-chine Company, has taken over additional store space adjoining his present quarters to be used for storage and display purposes. BALL GUM VENDOR RUTARY

Anthony A. Swargs. head of Nu-Way Popcorn Sales, has been spending a couple of weeks at the dispandenced that the supply of estimate the supply of the spending a couple of weeks at the spending a couple of the spending at the spending at the offlice here. J. F. Fouser, of the Charles F. Warrick Company, manufacturers of a floatess electode liquid level control for drink dispensery. Bor short tons, raw value, com-of daribuid a float float to the distribute float float the spending at the distribute reported this week of the week the short tons ween for U. S. con-

Coinmen

You Know

Berkley. Warras Ryan. of Royal Oak, present of the Michigan Self. Service Laundry Association, re-ports that the association is plan-ning a reorganization is plan-present set-up which dunctions present set-up which functions present set-up which functions an up-State affiliate... Edward A. Gorney, wetteran game in turca, and is now engaged in de-fense work with the Mercury Steel Company... Mrs. Martha Rheaume, whoo wned the B. & M. Music Company, has sold the juke box route establishes of her hushed to the new Lang Music Company, and has retured torm business. Edward Connor, member of De-

**Corn Conferences** 

CHICAGO, March I.—National Association of Popcorn Manufac-turers has inaugurated a series of regional popcorn educational con-ferences in key cities thru the U. S. and Canada. First of the sponsored meets was held in Detroit Tuesday (26) at the Book-Cadillac Hotel. All meetings will be day-long

Cadillac Hotel. All meetings will be day-long conferences and will center on mutual problems relating to all phases of the popcorn business. NADM provident William H

THE BILLBOARD

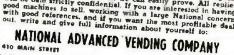
Supplies in Brief

Chlorophyll





We are now ready to place on the market two new machines which have not been kicked around among the various pro-notional companies and the regular dealers. The machines are: A small, compact, innor regular dealers. The machines ball machine which plays a tune each time a gum ball is dispensed. Besides these two new machines, we have our regular line of special vendors for sales distributors.



# DUBUQUE, IOWA



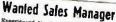




CHAMPION NUT & CHOL. CO. "194 Tremont St.



\$4,000 COMMISSION As our control of the second s



Transfer Jones Figura Machine Salesman Insperimental Venting Machine Salesman In act as Ra Workshow Tor all Sales west of the Workshow Tor all Sales the Salesman witching out on an exclusive training Person witching out on essemicial the Salesman Salesman children to individuate of Vendine Ma rates the Salesman Salesman Machine Salesman Salesman vending distributed and Vending version to resolution.

Write full details your qualifications

VENDOMATIC SALES COMPANY 3808 Tamps Street Tampa, Planida

\$32.50 EA.

645 BEDFORD AVE.

Edward Consor. member of Dc. troit city council. is organizing Michigan Automatic Machine As-sociates as a beverage vending organization, at 14628 Mark Twain Avenue. Dale Saure. Just back from at 14628 Mark from the back from Florida, where he visited his fabrer, Arthur P. Saure. founder of the business, of A. P. Sauve for & Son. Maxwell Falk, former coin ma-chine operator and jobber, has returned to the novelty field as the Falk Distributing Company, using the slogan of The Novelty King," Lou Nemesh, manager of Music Systems, Inc. Seeburg dis-tributor, is leaving about March 10 for a vacation in Florida.

The Canteen Company's branch in suburban Ferndale was bur-glarized over the week-end, losing about \$3,000 in cigarette stock and a panel truck. Michigan Automatic Phonograph Owners' Association has scheduled an elec-tion of officers for March 13. "ITTEL (Continued on page 83)

Vice received a green light from the city council last week. The proposed structure will ac-commodate about 100 cars it will operate without regular attend-anis; the driver locks the car on the script section at ground level. The car is moved up to vacant is an abrought down again, all mechanically without intervention by employees. The driver puts the parking fee in the coin chute to get his car back when he is ready to have if delivered. Cars will be tiered 10 high. A parking scale of 25 cents an hour, with 10 cents per additional hour and a top of cents for the day was proposed. The City Park-ing Authority, faced with the problem of the city office buildings. Proposing the structure is the Automatic Stor age Compare

Proposing the structure is the Automatic Storage Company, headed by B. B. Balkema, Grand Rapids.

## 'Here's How" '52 NCWA Meet Theme

WASHINGTON, March 1.-Na. tiohal Candy Wholesalers Asso-ciation and exhibit would be "Here's how in candy wholesalers" NCWA's annual meeting," NCWA's annual meeting, the seventh to feature a candy display, is scheduled for May 18-21 at the Palmer House, Chicaso

Emphasis will be placed on methods which have made the wholesaling of candy profitable for "some wholesalers despite the unstable conditions in the in-







J. SCHOENBACH

BROG

4 25, N. Y.

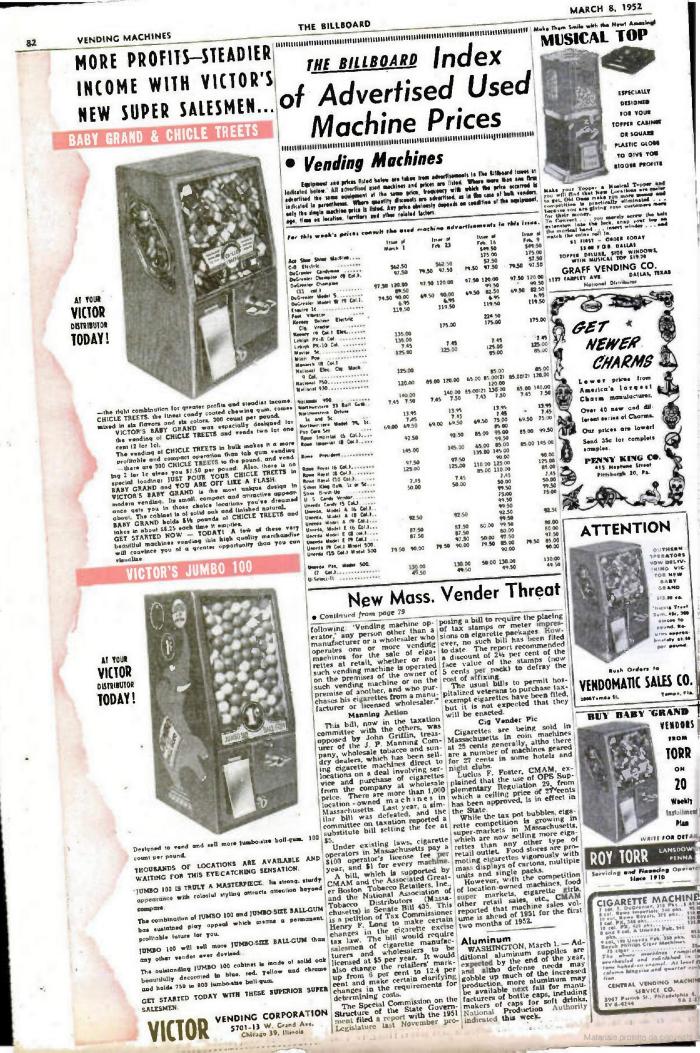
DETROIT, March 1.-A coin-operated automobile parking de-vice received a green light from the city council last week. George MacDuff is switching with the London tabel record from Perkins Distributing Com-pany to Radio Distributing Com-pany, where he will manage the record department for both MGM and London disks. William Stra-han remains as assistant.

Car Park Elevator

# Detroit Eyes Coin

phases of the popcorn business. NAPM president William H. Beaudot, A. B. C. Popcorn Com-pany, Chicago, and Executive Vice-President Thomas J. Sulli-van will attend each of the meet-ings, Attendance, it was an nounced, will include non-mem-bers.

bers. The second regional meeting was staged Friday (29) at the Royal York Hotel, Toronto, Future regional conferences being set for Chicago. Munneapolis, Kansas City, Dallas, Nashville, Cincinnati, Des Moines, Seattle, Los Angeles, Boston, New York and Philadelphia.



VICTOR

CRETESMEN

GET STARTED TODAY WITH THESE SUPERIOR SUPER

Sile ef 4 d-on enamel. At le against and quarter CENTRAL VENDING MACHIN

SERVICE CO. 3967 Parrich St., Philadelphia 4, EV 6-6244 BA 2-6

THE BILLBOARD

## 83

HERE'S

20

£

THE SECRET TO

**BIG PROFITS IN** 

BULK VENDING

# Coinmen You Know · Continued from page #1

## Pittsburgh



\*\*\*\*\*\*\*\*\*

VICTOR'S BARY GRAND \$13.00 .... 100 a. man \$12.00 ---. CHICLE TREET VENDOR

VINDS 2 FOR 18. Something Newl-COOD BIC PROFITS. Also Jumbe 100. Courts age Its, wends for 3130 Ib. Sound, We carry like antino Victor of methics and parts. Lowest 8 on our, charms and parts. write today

H. B. HUTCHINSON JR. 860 North Ave., N. E., Atlanta é, Gu. Tel.: Emerson 4300



Pittsburgh M. J. Abelson, general sales manager, Oak Manufacturing Company, who just returned from the convention in Chicago and the sasociation for bulk vending machine operators and ball gum people and the sasociation's spirited policy.

Joseph McGlenn has organized his routes so that there are no particular difficulties. . . Sidney Heinwasser, owner of the Save Rate Store on North Side's Stock-ton Street, is making arrange-ments to handle a coin-operated timer for sun lamps that operators can install in beauty shops.

can install in beauty shops.
Sidney Weinstein, partner, Sid-mor Vending Company, who suf-fered torn musics in his log last July, has been also in his log last July, has been also to walk about this month. "Jerry and Mac. buyers for Tr.'State Amusement Company, Wheeling, W. Va, in fown, as well as Al Slater. Slater Music... W. F. Hams. I divisional sales manager, Cole Products, Inc., enloyed deer hunting in Cameron County and reports there are quite a number of deer in the area... Popular with ops are Pattl Page's "Come What May" and Eddie Howard's "Stolen Love."

Howard Crombie, Tri-State Au-tomatic Candy Corporation, re-ports that the company's progress lately is due to steady work on a new plan put into effect. Jos Abraham. Abraham Music, Altoona, Pa., has been in town, as well as Leo Dixon. Triangle Music, Youngstown, O.

## Pittsburgh

Pittsburgh Victor Abeison, of Empire Dis-tributors, has a display of Acorn parts and machines in his win-dow. Mayer J. Abeison, gen-eral sales manager, Oak Manu-facturing Company, is having a party at the Carousel for his son, Norman Robert, March 9 in honor of his confirm March 9 in honor of his confirmed and expects in sports that being up to-date with march 10 equipment. Harbert Cohen head of Confec-tion Specialties Company, reports one of the better ways of improv-ing business today, if your ser-field an even better protects med worked with his bother and worked with his bother, march distributors in Wheeling, W. Ya-Bill Calig, Independent operator N

Bill Calig, Independent operator from Hazelwood, Pa., increased his operations along with those of Carl Nichals, when the two joined forces. Johanny Morris, who operates on the North Side, was calling on a few friends, as was Howard Degelman.

was Howard Degelman. Monroe Greene. partner, Coin Machine Agency, reports that having the merchandise people was at the right price, is half the problem in operating successfully in today's market. If people aren't coming in, experimenting with this formula is something to think about . Foury Ross, one of Pittsburg's old-timers operating near Uniontown in Fayette Coun-ty, was in town.

Ty, was in town. Gian Gillette doubts that in-creased tension of any type in the European theater will have any pronounced detrimental af-fect on non-essential selling here. Operators stopping in to see James Winston, of Danforth Com-pany, can't help but notice a number of physical changes made in the building.

picking out a good Florida loca-tion where he can relax.

Raymond Watts, district sales manager for Mills Automatic Merchandising Corporation, con-films the thought of a number of operators that the Pittsburgh area is getting near the saturation point on some machines. Robert Hunt, who has a record route around Duquesne, Pa., is vacationing in Florida.

Cleveland

Cicveland Lief Music Distributing Com-pany, the H. C. Evans distributor for Ohio, is busy doing its early spring cleaning in order to get its showrooms ready for the three new Evans' models. The new line will include two 40-selection pho-nographs, one for 45 r.p.m. and the other to 78 r.p.m. along with the new 100-selection Century model. Lief states that the operators who saw the machines in Chicago are anxiously walting their ship-ments.

Mr. and Mrs. 14. S. Ginger, of the Cleveland Coin Machine Ex-change, returned from their vaea-tion in Miami, reporting an ex-cellent time visiting with operator Phil Warner, Eric, Pa.

## Hartford, Conn.

Rita Fish, sister of Abe Fish, who concluded her nursing stud-les at University of Buffalo re-cently, plans to work here New equipment is getting scarce ac-cording to Abe. "It looks like spring and summer are going to tell on the quality of equipment now in operation," he com-mented.

mented. Francis E. Stern, of Stern & Company here, will co-chairman the Advanced Gitts Division of the 1982 Hartford Jewish Fed-eration Fund campaign. Drive, which raises money for israel as well as for numerous national and metropolitan Hartford insti-tutions, starts in April.

tutions, starts in April. Ben Katz has been elected a vice-president of Country Club Sods Company, Hartford. His father, Mike, also a vice-presi-dent, was one of the firm's founders in 1839. Other officers re-elected were: President, Mor-ris Kats: general manager, Lou Kats: vice-sident, Mike Kats: assistant treasurer, Milton Kats: and clerk, Lenny Kats. Disk Links of Control Boomete

and clerk, Lenny Rais. Dick Linke, of Capitol Records, New York, brought the record-ing team of Les Paul and Mary Ford into Hartford for press and radio interviews in advance of a benefit appearance at a Water-bury church dance. They were escorted around town by Jack Warner, Hartford branch mana-ger of Capitol Records.

## Indianapolis

Richard (Dick) Wagner, repre-sentative for Cain-Caillouette, has announced his resignation effec-tive March 1. He will join the sales organization of the Hutton Sales Company here.

Sales Company here. The firm dealing in games and amusement equipment here report some incuring from amusement parks and drive-in theaters, where playgrounds are maintained. The Sicking Company, Inc., reports business fairly active, with new games moving along. Marvin Bernan, head of the Sicking Com-pany, Inc., is reported confined at home with tonsilities. Betwee Mary of the Moledy

week vacation. President lorney for Associated Amusement Edward Shaffer of the Shaffer Machine Operators of New York, was at the local branch on busic nographs and wall boxes at the local branch is good, and business Tilford Gross. of Madison Music, is handing out eigars to mark the birth of his second daughter. Lort. ... **Hary Berger**, of West Side Distributors, is pushing his staff to keep up with the demand for shuffle game conversions. His (Continued on page 84)

Is active. Clarence Hohman, of the Janes Music Company record shop, spent Tuesday in Cincinnati buy-ing records. . . Fred Timmons, of the Timmons Music Company at Muncie, Music Company at Muncie, Jacobie Conley, of the Conley Music Company, Muncie, Ind., is vacationing in Florida with Mis. Conley.

with Mrs. Conley. Robert (Bob) Lanshan. formerly with Mars. Conley. Bob Calderon Distributing Com-pany, distributor of the Rock-Oia Distributor of the Rock-Distributor o

## New York

New York Route owners joining the Auto-matic Music Operators' Associa-tion recently include Skip Mardy. Hardy Amusement; Dave Hen-drichaoa. Cross land Clgarette Service, and Augustino Amato. of Liberty Carrette Service. . Al Simon. Chicago Coin factory agent, was busy a good part of last week demonstrating firm's new four-player Derby to visiting ops.

SIMPLIFIED SERVICE MEANS , MORE MONEY . . LESS



THE NORTHWESTERN CORPORATION 829 M. ARMSTRONG ST., MORRIS, ILL



## COIN MACHINES

THE BILLBOARD

THE BILLBOARD Index

of Advertised Used

**Machine Prices** 

Equipment and prices listed below and taken from advertisencets in The Nilheard issues as indicated below. All advertised goid machines and prices are listed. Where more than one from advertised the same sequenced at third discount are price, thereares with which the price occurred in indicated in parabless. Where quantify a price belows and the two discount are the count of the two dark and the making price in bladd. Any price belows of descendence of the registered, app, time on location, kertifery and other related factors.

Amusement Games

# Coinmen You Know

terms and extra-rarge pais. Ed Bernelt, of Cameo Vending, has that sign out again. It invites out income tax forms... Teddy (Champ) Seidel helped run a duly bank of shuffic alleys at the the g Grand Central Palace last week matic during the run of the Sportsmen's Show.

3

specialty is installing Formica N. J., branch, returned from staff. Reick is spending several Miami last week. Meanwhile weeks learning a few of the basic Miami last week. Meanwhile weeks learning a few of the basic Stateman Lew (Kempy) Kempor, pointers of coin machine mainte-satesman Lew (Kempy) Kempor, pointers of coin machine mainte-has that sign out again. It invites territory.

G. & W. Novelty's Glenn Gadike ranks himself among the top boosters of Xavier Cugat's music ever since he had a personal chat with him recently in the Windy City. Cugie gave him a private preview of his newest Mercury disking.

Johnny O'Brien held a preview day for music ops in his Major Distrib office recently to intro the newest dercury police. The Mil-waukee Polka, by the Wally Ives ork. O'Brien reports a satisfac-tory acceptance of the tune, with up-State ops also buying.

For this weak's prices consult the used machine advertisements in this issue Issue of Feb. 16 \$250.00 295.00(2) Issue of Feb. 9 Issue of Feb. 23 Issue of March 1 \$295.00(2) 295.00(2) 325.00(2) \$250 00 295 00(5) 325.00(2) 39 50 69.50 49 50 50 69 00 89.50 89.50 89.50 39.50 69.50 49.50 39.50 49.50 89.50 39.50 39.50 47.50 49.50 89.50 39.50 49.50 65.00 89.50 50.00 89.50 94.50 22.50 49.50 47.50 24.50 37.80 49.50 89.50 119.50 49.00 134.50 49.50 49.50 49 50 119.50 40.00 134.50 119 50 89.50 119.50 49.50 134.50 134.50 225.00 275 00 114 50 79.50 225.00 275 00 114 50 225 00 275.00 225 00 275 00 114 50 114.50 35.00 79 50 79 50 42.50 65 00 35.00 11.50 69 50 135 00 59.50 59.50 \$9.50 25 00 54,50 59 50 54,50 124,50 19.50 54 50 124.50 34.50 79.50 57.50 395 00 54.50 54.50 124 50 69.50 79.50 79.50 79.50 89.50 49.50 355 00 365 00 375 00 395 00 57.50 59.50 345.00 375.00(2) 395.00(2) 445.00 465.00. 495.00 50.00 325 00 555 00 395 00 425.00(2) 00 465.00 79 50 79 50 69 50(2) 114.50 119.50 465 00 425.00 465 00 79.50 79.50 69.50(2) 114.50 119.50 79.50 69.50(2) -114.50 99.00 119.50 79.50 14.50 65 00 69 50(2) 114.50 95.00 119.50 25.00 59 50 42.50 49 50 42.50 49.50 95.00 29.50(2) 60.00 69.50(2) 85.00 89.50 97.50(3) 159.50 49.50 49 50 29.50(2) 59.50 67.50 69.50 85.00 99.50 95.00 99.50(3) 100.00 159.50 60.00 72.50 29.50(2) 69.50 75.00 65.00 89.50(2) 99.50(2) 159.50 29.50(2) 69.50 79 50 89.50 95.00 99.50(3) 115.00 139.50 Catalina (Chicago Cald)...... Champton (Bally)...... 72 50 72.50 \$2 50 69.50 39.50 49.50 Champion (Chicago Cain).... Champion Basketball Chaderella (Gotting)..... 39.50 45.00 39.50 49.50 39.50 49 50 49 50 50.00 69.50 74.50(2) 85.00 99 50 134 50 109.50 40.00(2) 50 00 74,50(2) 85 00 95.50 134 50 47.50 50.00 60 00 65 00 14.50(2) 85 00 134.50 109.50 49.50(2) 56.00 65.00 69.50 74,50(2) 85.00 109.00 89 50 109.50 109.00 65.00 89.50 109.50 450.00 495.00 425 00 425.00 465.00 475.00 175.00 175 00 475.00 175.00 349.00 25.00 29.90 175.00 175.00 45 00 29.50 45 00 175.00 35.00 49.50 69 00 79 50 25.00 29 50 175 00 249.50 25.00 29.50 19.50 79.50 49.50 79.50 40 00 49.50 65.00 69 50 79.50 75.00 119.50 119.50 119 50 75.00 105 00 119.50 39 50 164 50 94.50 **39 50 45.00** 110 00 164 50 89,00 94 50 39.50 164.50 94 50 39.50 164.50 94.50 124 50 49.50 74 50 89.50 13 .50 124.50 74.50 139.50 174.50 49.50 139.50 124.50 49.50 115.00 139.50 195.00 199.50 255.00 279.50 39.50 49.50 85.00 115 175.00 195.00 279.00 225.00 279.00 159.50 250.00 49 5 49.50 49.50 50.00 99.50 59 50 59.50 99.50 40.00 59.50 64.50 85.00 99.50 97.50 114.50 144.50 114 Four Horsement Sreshie (Williame) Georgin (Williame) Gia Rumary (Gottinti) Girmo (Williame) Gold Emp (Rally) 114.50 144.50 114.50 144.50 79 50 25 00 64.50 76.50 39.50 35.00 44 50 65 00 44.50 64.50 65.00 84.50 44.50 64.50 34.50 95.00 24.50 34.50 69.50 90.00 129.50 Goiden Glores (Chicage Coin), Gondosa (Ennibit) Grand Awred (Chicage Cola), Harrest Maon (Bally)....... Harvest Time (Gence)...... 60.00 69.50 90.00 109.50 129.90 245.00 275.00 75.00 109.50 129.50 69.50 90 00 11 275.00 89.58 109.50 129.50 135 00 29.50 69.50 65.00 75.00 Hayburner Hits and Rama (Genes)..... 129.50 29.50 69.50 75.00 104.50 129.50 42 50 55 00 69.50 42.50 Hit Palade (Cottlieb)....... Holiday (Chicaga Cola)...... 124.50 124.50 69.50 75.00 79.50 124.50 25.00 29.50 Hot Rod (Bally) ..... 29.50 29.50 50.00 29.50 39.50 50.00 54.50 64.50 39.50 50.00 140 00 139.50 25.00 54 50 79.50 35 00 49 50 59 50 24.50 40.00 55 00 59.50 79.50 49.50 79.50



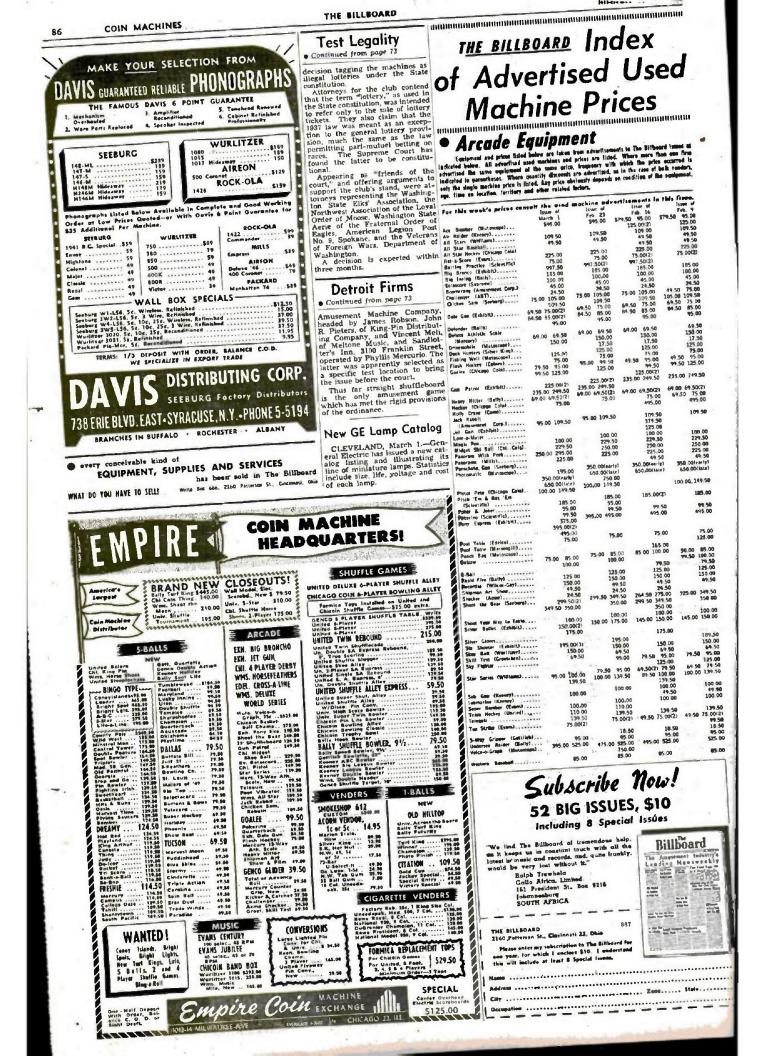


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BOX D-160 BILLBOARD CINCINNATI 22, OHIO

SAVE MORE MONEY-MAKE MORE MONEY Subscribe to The Billboard TODATI ... are page 3 for rates Materiale protette



THE BILLBOARD

COIN MACHINES

Next Money-Maker!

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87

Shuffle Games Equipment and prices itsied below are taken from advertisements in The Billhoard issues of officated below. All advertised used machines and prices are listed. Where more lines one for indicated in parameters, there many distances are advertised, as in the price activate which advected and the price activate advectional, as in the price activate sty file alogie machines price is listed. As price advected, as a modifies of the equipment, p, time an incution, incritery and other related factors. Williams World For this wook's prices consult the used mechine advertisements in this issue Jisse el March 1 \$29.00 50.00 60.00 125.00 DeLuxe Issue of Feb, 23 0 50 00 60 00 125.00 Issue at Feb. 16 \$49.50 \$0.00 eter (Keetery)...... Series 549.50 60 00 \$49.50 Beater (Chicago Cola)... Ball (Armsement)..... all (Bally)...... 125.08 79.50 49.50 99.00 
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"Press Boa" view of lighted diamond and colorful ball park stimulates plays 49 58 59 50 95.00 99.00 119.50 125.00 49.50 115 00 11 sale Shuffle Alley (United) 74.50 75.00 79.50 75 00 79 50 74.50 Double Shuffle Biley Express. Reboard (United) Dack Film (Kerney)...... 139.00 159.00 95.00 114.00 125.00 FASTI EXCITINGI BIG-TIMEI 139.00 159.50 95.00 114.00 125.00 139.00 159.50 114.00 125.00 159.50 Plee Player Shuffle Attey United PLAYER CONTROLLED PITCHING AND 275.00 295.00(2) 300.00 305.00 BATTING 300.00 305.00 309.50 310.00 ATTING AUTHENTIC BASE RUNNING! & LIGHT-UP DIAMOND 305.00 309.50 \$25.00 Five Player Shuffle Reband (Ibnited), Four Player Shuffle Alley Rebaund (United), Pour Player Shuffle Alley (United) ON PLAYFIELD! . SKILL - AID 305.00 315 00 915 00 315 00 285 00 INDICATORSI 285.00 285 00 285.00 ............. 250 00 275.00(3) 285.00 225.00(3) 285.00 275 00(3) 275 00(2) 285 00 295.00 Slider (Grecal..... 29.00 29.50 30.00 35.00 39.50 165.00 195.00 215.00 29.00 29.50 30.00 35.00 39.50 165.00 195.00 215.00 225.60 265.00(2) 275.00 REPLAYS 29 00 29.50 30 00 99 50 29.00(2) 29.50 30.00 39.50 Score flowier (Universail, of Souter (Bally) ...... FOR HIGH SCORE 165 00 195 00 150 00 215 00 225 00 265 00 275.00 165.00 195.00 200.00 265.00 775.00 215 00 225.00(2) 250.00 265 00(2) SPECIAL CHANGEOVER Longer Bowler (Kerney) ..... 219 9 219 50 225 00 229 00 735.00 245 00(2) 255 00 JACK CONVERTS FROM 225.00(2) 229.00 235.00 235.00 245.00(2) 255.00 165.00 225 00 229 58 235.00 245.00(2) 255.00 League Bowler 2 Player (Keensy) League Bowler, 4 Player (Keensy) Se TO 3 FOR 25¢ PLAY 99.50 129 50 99 50 QUICKLY, EASILYI 249.50 199 50 249.50 225 00 249.50 225 00 249 50 259 00 269 50 24.50 35.00 24 50 76 76 AVAILAND AVAILITY BUILT FOR YEARS 24,50 35 OB 24.50 35.00 149.00 24.50 25.00 9.00 29.50(2) 50w/s 35.00 159.50 24.50 25.00 29.50 34.50w/s 39.50 55.00w/s 59.50w/s 59.50w/s 159.50 24.50 25.00 29.00 29.50 34.50n/s 35.00 39.50 55.00n/s 59.50m/s OF PROFITABLE OPERATION ! DON'T "HOLD OUT" ON YOUDSELET Williams 49 50m/p 55.00m/p DON'T "HOLD OUT" ON YOURSELF! Shuffle Alley Express, 2 Player (United) 125.00 135.00 139.50 55.00=/e 59.50=/p SEE-BUY CREATORS OF DEPENDABLE PLAY APPEAL! 125 00 125 00 169.50(2) 125 00 123 00 169 50(2) 174.50 45 00 49,00 49 50(2) 50.60 55.80 59,50 69.50 129,50 174,50 174,50 49,00 49,50(2) 55 00 69,50 129,50 129,50 **OELUXE World Series** Shuffle Alley Express (United) 45 00 49.00 49.50 55 00 59.50 75 00 129.50 45.00 49.00 49.50 55.00 59.50 62.50 69.50 129.50 AT YOUR DISTRIBUTOR NOW! Orlage Alley & Player 4242 W. FILLMORE STREET CHICAGO 24, ILLINOIS ....... 325.00(2) 339.50 345.00 300 00 325 00 350 00 325 00 350 00 ALLER DE LE 350 00 45302 5 30 24 502 5 30 35 00 43 30 45 507 59 50 50 50 169 50 24 50 189 50 24 50 189 50 75 180 00 195 or 180 50 195 or 75 50 100 095 or 105 50 99 50 105 50 55 00 50 00 65.00 95.00 24 50(2) 29.50 35.00(2) 39.00 49.50\*/p 179.50 65 00 95.00 24.50(2) 34 50 35 00(2) 45 00 49 50%/a Great Guns for 65.00 95.00 65.06 95.00 24.50r2) 34.50 24.50r2) 34.50 35.00 45.00 35.00 45.00 49.50w/p 49.50e/p Shufflecade (United) Shuffle Jungle (Bock-Ola) Shuffle Jungle (Bock-Ola) Shuffle Lang (Bock-Ola) Shuffle Lang (United) Shuffle Lang (Boally) Arcades & Operators BEST BUYS OF THE WEEK! 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SPECIALI 95.00 99.50 115.00 79.50 124.50 185.00 195 00 199.50 215.00 WANTED Keeney 4-Way Conver-tion for Shuffisbeards, Flactric Scorebeards, for Shuffisbeards, Ancellant S109.50 uttle Ten Strine TEvans.... 123.00 93.00 Sally BAPID PIRE 150.00 179.50 185.00 199.50 215.00 Wms Doubts Hander 5 10.50 Gence Stider 29.50 Gence Shide Tarons 199.50 Universed Supar Twin Bowlar 49.50 Twin Bowlar 99.50 185 00 195 00 199 50(2) ALL OUR USED MACHINES ARE PACTORY RECONDITIONED THE MUNVES WAY. SHUFFLEBOARD SUPPLIES 95 00 99 00 99 50 161 50 BALLY-Peed Bowler Bowler, F.P. note Shuffle Alley Rebound JUnited? 95.00 99'00 99.50 79.50 119.50 169.50 ····· 549.54 89.50 95.00 99.00 139.50 99.00 99.30 100.00 19.50 119.50 169.50 40.00 49.50(3) 55.00 59.00 61.50 100.00 85.00 180 00 Alley (United) ...... 77,80 BINGO TYPE GAMES Life-a Lifes - Bits on Rives - Bits on Bran - Star - 375.00 Bright Bras - Write Concy faland - Wires ORDER NOW YOUR RIFLE SPORT Benter (Bally1...... 49.50(2) 55.00 59.00 65.00 69.50 92.50(3) 55.00 59.00 65.08 69.50 Lite-s-Lines Bivo-Star New S-Star Bright Spors Coney felend 169 50 49 50(2) 55 00 59.00 59.56 Complete Life of Artado Machines Parts and Subplies for Your Even Need Illustrated in Our Colstog-Pre Upon Request. Bensier (Edeland)..... Scareboard stansetts Shuffle Alley sited 95 00 29,58 95.00 95 00 PURVEYOR Shuffleboard Co. 
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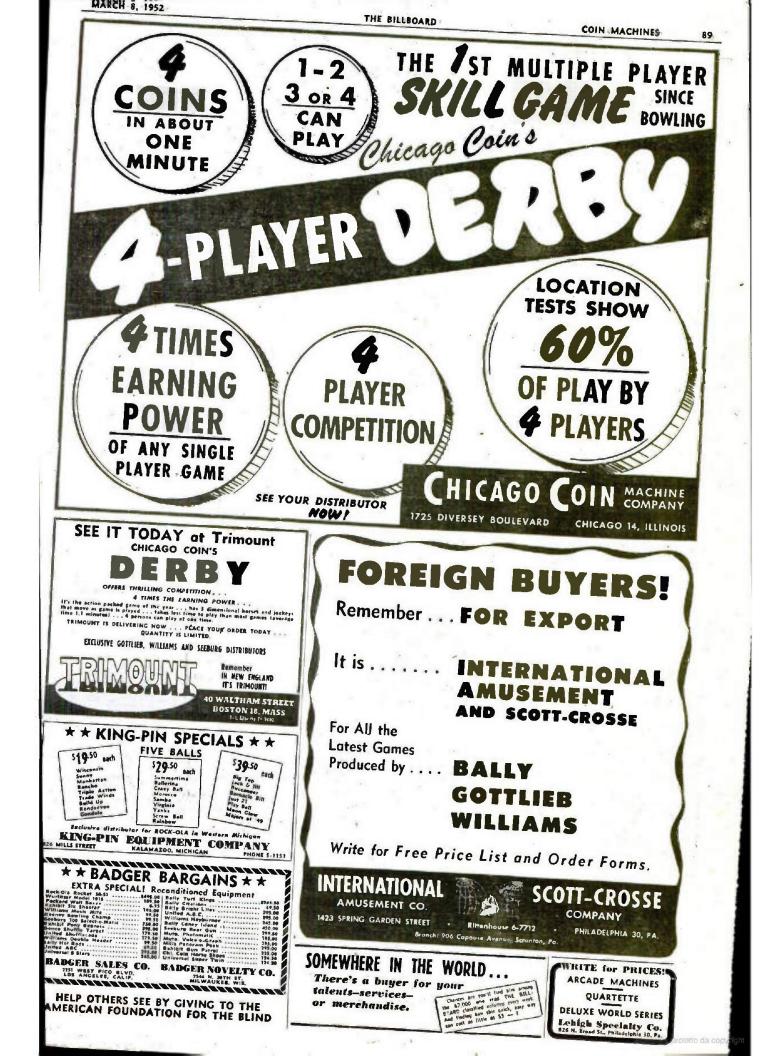
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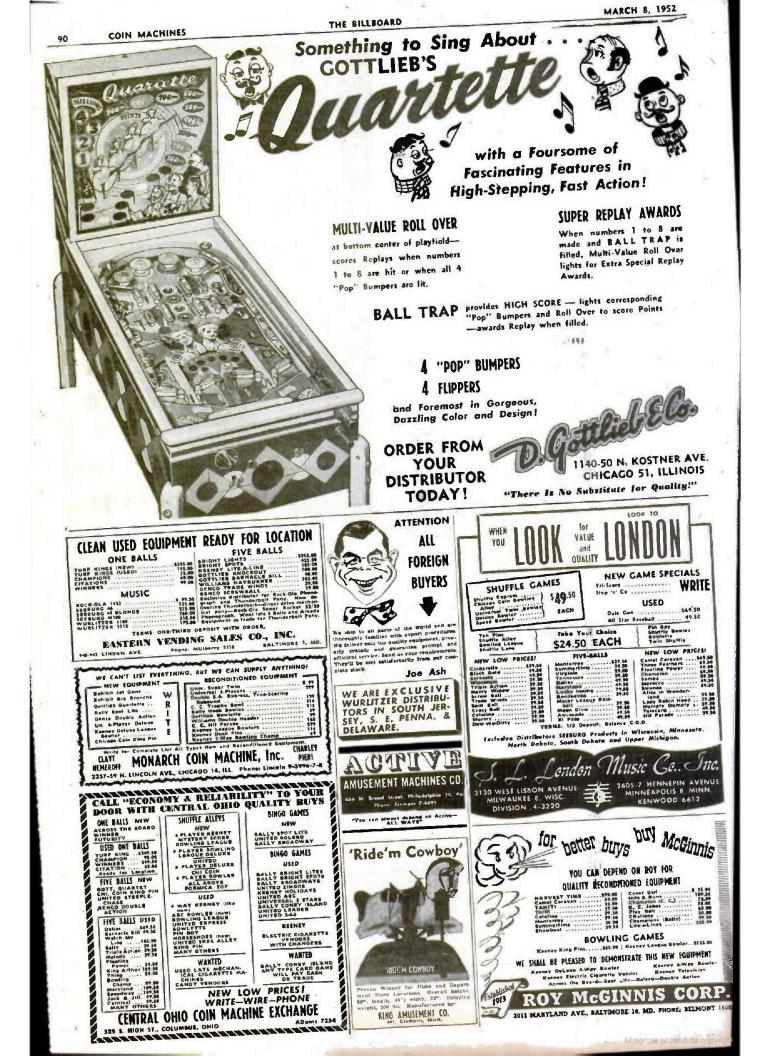
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ave at Least Part of Each Week's Earnings-Buy U. S. Savings Stamps and Bonds















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