## Bill DDilill

## MARCH 8. 1952

PRICE: 25 CENTS

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

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

 WASHINGTON March frow Man shine hivsparticipat Crine Hearing, will ill didik jocke for a halt-hour show
The Senator, who is expected to fealure spiritual music of many celebrities who whl play ard explain their favorseries ol 30 minute programs launched today at 3 p.m. With

Lombardo 84G In Two Weeks NEW YORK. March 1. - The
Guy Lombardo ork tour grossed $\$ 84,000$ during its first two week on the road and has nveraged piayed during the two weeks. Top Rrose racked up thus far is $\$ 0.500$ in Raletgh. N. C., on February 19 The band also set a new rec ord at Spartanburg, $S$. $C_{\text {. }}$ 1ast The band's deal pals 60 pincent Loper band would be cent. The tour las eight more Central Plaza would be telecast

## Miami Rakes Dough After Starting Slow

## ify IILLL SMITH <br> MIAMit March $1 .-A$ season that started oft win fears and full nigh corecaste now seneral that everything will come out okay in the end. <br> The pick-up began in mid. tofore offered deals suddenly Pund themselves wth1 full museef, hotels ask ed $\$ 5$ a day for ungles: and mon morns to be had. Beach. prices from s13 a day to $\$ 30$ and $\$ 40$ with plenty of takers <br> CROSBY SWEET <br> A TASTY TREAT <br> INDIANAPOLIS, March 1. Crosing Crosby, thru Bink Crosily Enterprises. Insea has branched out into stlll another of Bing Crosby Ice Cream. Franchises will be granted for the manulacture and sales: of the ice creani and by-prod. presentation of the new venture was niade to the chandising Councll here by Burch Crosh; Ey, president of Charles Brown, vice-presi-

Big carnets among night clubs
were carnets among night clubs and the Clover Club. The first, a hon, with n comparatively cheap how, replete witi, dames rmany barefoot to the chlin) is sold out
practically everj dinner show:.
 cean't compare with the first and carried the same caption and deesnt compare with the first
cuthnes. The cutines pointed out
here is adagio-dance team of that the farmers found the exhibit
hinleresting "and the brokerage here is adagio-dance team of
(Cnnfinuct on paga, if)
in its presentation reproduced a
threc-column picture of the firm's Moines.

## The reproduction was of

 and carried the same caption and
## RADIO GOES TO MARKET FOR "LUCK" <br> DETROIT March 1.-The instion point with the new "Good Luck 10 You" show which opened this week on days a week al 4 p.rm with each day's origination moved to a different giocery of the quiz show, Contestants are picked from the market patrons daily. Ralph Freeman sored by Jeike Good Luck Products.

## Brokers Now <br> Go Alifesco

CHICAGO. March 1 --Broker age firms continue to show mount
$\qquad$ as a way to interest money-holding rurat people in the
of stocks and bonds.
Two brokerage firms, one more 1952 Florlda State Farr at Tampa More recently still another firm, Lynch. Pierce, Fenner \& Beane paid tribute to fairs as a way
reaching potential customers.
In its annual financial report to
customers the huge brakerage
house outlined how it is reaching
to sell the capitalistic system) and

Scripps, Luce Mull Networking Policy

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

Nrw vork. March 1 ,-Tele-| Luce has freasenty heen re. vistion's post-frecze era wainpein- ported on the verge of making a
ning to elarify itself in at least bia TV mave, but no such move ning to clarify itself in at least oid TV mave, but no such move one respeck this week, as indice- has, as yek. materiatized How ores coming to the fore. with
$\qquad$

Danny Thomas blueprint which will bring Ilenry
Luce into the medium with both O victor MaX feet. An early jump by Mutual into TV networking is being mapped by Thomas ONeil, who HOLLYOOD. March 1 -
 known to have definite viden tor. His first album whil contain plans. The entry of United rara- songs from bis fortheoming War: mount Theaters also is regarded ner Rros.' film, "The Jazs Singer."
as pivotal, when and if lits mer-
which goes into production in as pivotal, When and if its mer- which soes into production in cer with Anicrican 8
Company is approved.
All of these forces, individually with Doris Day for Columbia Rec. and collectively, are regarded as ords recently on tunes from their capable of having a potentially co-starring Warner "ilm. "I'LI See great influence on TV. But the
wo now ereating the greatest stir Red Skelton reportedly was O' Net1. Thistry are Luce and signed by the same label this week of these the nature and character glve label two comics acquired IT'S REVOLUTION!

## Liberty Price Cut Whirls Disk Trade

## By nor nol.ontz

NEW YORK. March 1.-The with the Liberty Music Shops chaln, one of the largest and most hain, one of the largest and most
ruary 23). This sale, the first of it type on all new records by the nitety and kicked off via five column ads in The New Yor Times and New York Firald Tribune. These ads read "Sale of
All Records ni 30 per cent off.
All Makes - All Speeds - All Sizes. Columbin, London RCA Victor Deect, Capitol, Mercury MGM and all others" In discussing the sale. Aen
Kave, Likerty topper, staled: "W'e belleve that the prices of records will come down. and we are ancinus to clear our inventory before they do. In recent discussions with the powers that be in the
record manufacturing indusiry we are led to belleve that the prices of records are too hifh and if
(Comsined on mmitis) Index


Tund are songuriters who prefer
ho cut their own demonstration
platters of new tunes and theo
present them to diskesies or mu
Ie publithers. In some inston
Kublithers. In some inatances
the demonstrations have been
good enough to be purchased by the dinkeries to be purchased by merclal pressings. In mast in
stances. however, the writer stances. however, the witer
recorded disk is nothing more than a lush de is nonstration record Teachers who have become sic. record the voices of thelr pupils or the lnstrumental work of their students or student orks. Radio
stations have been licensed for any ind all spot commerclals they
may wax. Performers and (Comtlnined or jume 16)

Few Pay Trust Fund's 870G, Rest Hold Worthless Pacts

## Billboard Backstage

propasiliona, here's another. The dipk jockey ahows on which thee
ippliance dealers urge radio
usteners to buy TV setn and listeners are buit lergely on the telente dingers and bands, whose records of course, make up these shows Whic the radlo stations use these recorded talente with no remu-
neration whatsoever to the talent the recording companies ${ }^{\text {a }}$ the
music publishers and the talen and their managers do everything but wash the disk jockeys' dirty play their records. Why? Simply because if they play an arditt's records long enough he become
a Johnny Ray or a Tony Bennet
or an Lodie Fisher or a Guy or an ortcbell or Rosemary Clooney And Ray, Bennett, Fisher
Mthehell and Miss Clooney have earned large quantities of loot doine guest shots on television. Which they would never have jockeys hadn't played them into wouldn't be bble to do if they didn't have sponsors who pay th deejays to sell televiston sets. Put these wonderfully wacky
situations together and they spel showbusiness which, as Mr. Ber lin has said, there's no busimes be writing
president.

## Washington Once-Over

WASHINGTON, March 1.-At|reaching the FCC. Out of 45 TV committee has had scveral day the Senate Interstate and Foreign applications filed in the last four Commerce Committee hearing ey's nomination to the Federal Communcations Commission, Sen. James Kem ( $\mathbf{R}$., Mo.) asked Bartley for bis views on TV's use
in political campaigns. Sen. Charles Tobey (R., N. H.), whose Crime Investigating Committee's heaps of enthuaiastic fan mail interrupted the questioncr, "Jim' sald Tobey to Senator Kem, "I'c like to comment that television in saving for the candidates, at least seen and heard by more people every time they talk." (R. Ind.)
Sen. Homer Capehart (R. grinningly observed: "Yeah, bu ting the votes."
Lallation ts Relleded
In TV.Cost Edimites Inflation signs are showing up
conspicuously in TV applications

44 applications in the previous
lour months, only 12 per cent igured that the first year' costs wauld run that high
Don't be surprited

$$
\begin{aligned}
& \text { Don't be surprited to see Con- } \\
& \text { gress start taking seriously } \\
& \text { move to wipe out some of the }
\end{aligned}
$$

rederal wipe out some of the
eave that revenue source exclund Mely the states. House Ways Ing duplicate Federa, State and lacsl Laxes, is planning to meet
March 10 with a Governurs' Conference Sub-Committee which is looking into the same problem. Coniab will be a closed door one House group's study was author
ized by House resolution last fall Export Mafaland Bilf

## 10 Ie-Appear in Hanse

## A watered-down version of the

 is figured certain to emerge from Commerce Committee soon. Thecommittee has had several days
of executive coniabs on the bill
The measure, as originally drawn The measure, as originally drawn
by Sen. Ernest McFarland (D.
Ariz.), proposed drastic reforms An Commission practice, McFar land is sure to oppose House com mittee modifications FCC's ex
ited Chairman Wayne Coy known to have pushed tor the litself, meanwhilie, has completed a mild reorganization of its own One Man's "Frete" is Aoother Ma's "fre"
Just before the Senate Interstate and Foreign Commerce ley nomination to the FCC Eol under way yeaterday, Chairman
Edwin C. Johnson (D., Col.) had a chat with Bartley within earshot of the press table. Solemnly the nominee, "In taking this job, middle of the fire." A newsman puckishly corrected the Senator, No,
into

## Picture Business

| HOLLYWOOD, March 1. - TOp movie producers, who traditionally ienore anything remotely Hiked with televistion, this week showed unprecedented intereat in pay-as-you-see TV during a demonstration of the Telemeter system. An impresalve number of studlo bigwigs turned out to watch the coin-operated home box-ofitice device and were outrpoken in ite pralse. Carl oped Telemeter and last year sold 50 per cent interest in it to Paramount Pictures. <br> Those persunally attending the demoastration Included C. B. De Mille, Fhat Walles, Sol Lesser, Don Hartman, Bank of America's Bernard Glannini, Charles P. Skouras. Sam Briskin, Walter Wanger, Steve Broidy. Bill Plos and Bill Thomas Skouras, head of the Fox-West Const and National Theaters chalns, seemed particularly intrigued by the Telemeter syslem and pledsed the co-operation of his theaters once Telemeter geter rolling. <br> Old Jos E. Brown <br> Film thed in lesd <br> The demonstration was convincing. Paramount's KTLA aired an old Joe E. Brown fim for the test. Both picture and sound came thru scrambled whlle a recorded voice track kept repeating the name of the film, time of the next complete | showing and the charge for seelng the film. Cont of viewing the film was also register As weinserted colns into the box (il takes anything from a nickel to a 50 -cent piece) the required amount was correspondingly reduced until the complete rum was deposited. At thls point, the signal immediately cleared up. <br> Telemeter'॥ founders look upon their system as a "thenter with 50 million sears." Plan (subject, of course, to Federal Communleations new hlm releases, special attractions and major sporting evente via TV channel allocated for Telesecing these would turn to that channel. depasit the necessary amount into the coin box (which scribers' sets) and thereby be able to enjoy entertainment now uncost. Selectio of shows and amount deposited ar: electronically registered on a magnetle tape in each sel's coin box. Tapes will be collected monihly and serve as the collected among the yarious altraetion promoters: <br> Iaders Very Eager If Itai fyster . . . <br> Telemeter's backers are so cager to test their system, they will skirt |
| :---: | :---: |

## U. S. Chamber Warns Vs. Help To Red Fronts

WASHINGTON, March 1.-In 55 -pege report on Communism released today, the U. S. Chamentertainers are declared that pressure to join worthy causes, in allowing the use of their tronts.
The report, which does not
single out dhow business, but ingle out ahow business, but
urveys it equally with other in surveys it equally with other inorganizations, recommends that irst, American business should
ot give "financial support to not give "financial support to wo contribute to Communist causes.
tressed second point the report repudiated Communism "should not be penalized for past mis-
The booklet states "we do not warship of radio and TV cenemphasizes that "everyone con-cerned-radio executives, sponors and liztepers-should be vig from the exir, except when speak ing openly as such." merely to commentators, but not to artists and writers who other-
wise would get prestige and funds for the party" ${ }^{\text {I }}$ (Communist), the report repeatedly stresses private explaining that "entertainers are under great pressure
to join worthy causes,
also insists that since also insists that since member
ship lists of the Communist parly ship lists of the Communist purt
are not available, "the only al
cernative of thoose combaltin Communiam is to list the Comindividuals in the entertainmen Leld who have, wittingly or un-
wittingly, aided Communist or witingly,
e booklet was prepared by Communism headed by M . K . M. Mupphy, president, \&oiling Springs Savings and Loan Asso-
ciation, Rutherford, N. J.

## Rome Round-Up

## Thls columg By SYD STOGEL-

## month.)

ROME, March 1 .-The televis-
ion future in ltaly seemed to have ion future in Italy seemed to have been settled for good month
or so beck when a powerful Mulan industrial group, afler getting
verbal oksys from top governverbal okays from top govern-
ment bigws, wemt ahead to orment blgwigs, went ahead to or
ganize regular video shows for
Mitan skedded to start nex Milan, skedded to slart next
month. The private TV outfit monthi a transmitter from France and was planning to expand the
TV broadcasts to imclude Rome, Turin, Venice, Bologna, Florence Genoa, Naples and Palermo. Now Inet has announced italien Cab that the State take over TV as a monopoly in the exme way radio metivity-
The Milan
The Milan TV combine te no going to taze this lying down. A
scalding. bitter battue between exponents of private enterprise and supporters of State control over future television broadcas righte is shaping up and wilt def-
inftely explode in Parliament this spring, when the DeGaaper Cubinet's project comes up for Congressional approval. The Milan
syndicate is determined to pre syndicate is determined to pre
vent this "socialization" of video and will carry lts fight beyon Altho the Christion Demoera Cabinet has elear majority in certain that the plan to turn ove TV to the State will become law. Many people. Christian Demo-
crats included, are tired of paycratt included, are inged or yay radio monopoly's main source of income was the annual subscription tax pald by owners of sets.
Now this has been dwarfed by ad.
(Continued on pac

## London Dispatch

LONDON, M ntly Gracie Flelds. is appal some hard things about Britai night club lyrica beine sun whot her romance with the ma as "Bor Gracie is quoted as saying she never play in Britain again, whic The British doing her no good the hasty frip she made to the States during the war when mar ried to Mony Banks. They are glad she has martied the man she
loves. But they donit much car for people who entirely lose their

## TV Audiences Now Hit

Mround 4.Mil Mightty
Television-known here as the cinderella of radio-is gradually ing's listening figures. In a speech TV's Director George Barnes stated that the nighty TV audi-
ence is now around $4.000,000$, buce is now around ting to twice that figure on peak programs. Orficisl or the two British Broadcasting the Hom and Light prosrams as they are known-give them an average nightly audience of 5.197 .
000 and $2,970,000$. The dodo of the BBC the cultural Third Program, draws around 82.500 . The number of listeners has dropped
by $1,000.000$ in two years. TV vewers have risen by the same number. By the end of the year nifhtly audience of over $5.000,000$. of television give the BBC heads (Contirued on mage 48)

## Paris

 Peek
## By ANNE MICHAEIS

PARIS, Ma Sartie's play, The Devil and the good God. closed this week (at Theatre Antoine) making way for Prolaniteurs, which has been The Antoine has slated for Occher new play of Marchel Achard, probably suarring Ber-
nard Blier and Arletty, followed by one of Marcel Aymes, whase
"Head of the Others" is being halled by Paris critics as one of The Theater Atelier has in The Theater Atelier has in re-
hearsal a play by a young Ausrian author. Eritz Hoshwalder, urrent same theme as must of the problemn) entitled "Sur La Terre Hemmen). This Cone deals with in young Jesuit priest of the Middle order is to be banned and made illesal.
Georges Vitaly to Italy from dlrecting where we 15 presently hows in Milisn and Rome, both next pind. Then to Paris, for his Grand Guignol.
Candre Reybaz and his wite Catherine Toth, have taken over Noctumbules, a nd will open w/th Eplay by a Swiss author, "Ll est French version of "No Orehids
Miss Blandish" going on tour.

## "Caprles of Yisheu"

a Work at Eloile .
A new operetta, "The Caprices
Vishnu," rehearsing at the of Vishnu," rehearsing at the ing. The show, which supposedly Max Revol, with music and ly rica by Marc Fontenoy and Max Fran cois, with story by Alfred Marmusics "Lo Jardin au Rol (The at the Theater Quatiere Latin. Patricia (The Council) Neway
eiturns to Paris in April to sing the "Oepidus Rex" of Stravinsky berg. The Empire Theater bew show to include miles of wir ing for a fireworks display, which
producer Pierre Louls Guirin picked up while in Americs.
(Contitued on paye 18)

Sponsor Wants Hope, Crosby at Less Money

NEW YORK, March 1 --Ches. terfield Cigarettes this week respective networks, the teported to have asked two of its

rep that the Broadcasting Syster
top radio properties, Bling Crosby
and and Bob Hope, to take substantial cuts if they are to continue being
pponsored on radio under its ban
per next season. Both personaliteek for their stints in radio, an
week for of dough not warranted
pyount
by their current radio ratings Ifording to Chesterfield.
Indication neilner star both may tow take of

 2man wia
Autry Tour of 1.Day Stands Drew 243,844
HOLLYWOO D, March
-Gene Autry was back here this veek atter a 36-day tour of one-
dyy stands thru- the Middle West,
last and South which saw him poss $\$ 444.782$ on attendance of h3. 844 persons for 36 evenin
nd 32 matince performances. for Autry during the five years
thas been working the single
tands. The previous level was mached in 1951 , and this year's
wow was about 25 per cent better.
Total seating capacity of the
boses. played by.
$\qquad$
$\qquad$ kgged at a $\$ 2.50$ top. with child-
monder 12 geting hant price. Tour started January 16 in Kan." Where the mate
sold out and the eve
too SRO tiekets. The
continued strong thru
sing date in Tampa, Fra. 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

mankind can, be free of this
dreaded disease."

## Billbotard

sement Indestry's Leading Mewsweki

## Jests of Royalty Bring Action by Denmark Censor

$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$ offending lines were withdrawn some time ago, Lommer's battle
Last week it had been tenta-ish State Radio brondcast the

was laconically notified that after the radio censor had finished revues script there was not

## Review Index

## VAUDEVILLE

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


straighting job. Miss Martin, as
the dance hall hostess, was comThe show started with Wells and the Four Fays in their stands ard stumbling act. They worked rast and got off to good hands.
Leo De Lyon followed with his
tik ater a fe woutine. He picked up laughs, winding up way ahead.
Fedi Fedi, doing a do Fedi Fedi, doins a double dummy
act, almost indentical act, almost indentical with that
first caunt in this country as
done by De Mis. okay tashlon. chandra Kaly had probably
one of the best lighting jobs of his career. The result was that his East Indian terps sold bigger Show culting by Don Albert's
ork was right on the button. Dave Bines production helped every

Palace, New York
(Tuesday, February 26)

 ducer. Daver. Bines. Don Alberr's
house ork. house ork.

## TELEVISION

# McCleery Monkeys With Ibsen in "Peer Gynt"; Result Is Unhappy <br> by bob francis 



| meant to be played as it was written. It can be advanced, also, that Edvard Grieg wrote sdmewhat magnificent music to fit the moods of the play, and any additions by adventurous modern composers to go the maestro one better are never happy. <br> Adds No Aid | rape sequences, and Solveig's coming to Peer's cottage. But 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. |
| :---: | :---: |
| This is by way of saying that, one reporter's opinion, neither | play. Ups and |
| Guy de Vry's adaptation of the | , |
| ay (24) script nor McClee | had its ups and down |
| ection of it did Papa Ibse | Montgomery ha |
| etic drama any service. | he blu |
| mpre | plexed Peer, but his reading of |
| nted text into | ful sleigh-ride sequence |
| an called for some tall | enough to make old Ibsen |
| but the result seemed | twirl in his grave. Rita Gam's |
| tuate an acute desire to do | -a-way bride was excellent, |
| thing new and different. Ev | Frances Reid's Solveig was |
| Grieg's music wasn't | ceived. Bu |
| ficient to stand by itself, but |  |
| d to be hemmed in with mod- | - |
| ern compositions. On the | (Continued on page 11) |
|  |  |
|  | Sunday. February 24. |
|  |  |

## NIGHT CLUBS

Mercuric Jane Powell Applauded; Voice Brilliant, Poise Piquant

## By BILL SMITH

If more flicker names like Jane
powell were available with the Powel were available with the
same talent she showed there
would be would be less grumbling about
$\qquad$ up to a beg-off after belting out
the novelty oHow Could You Be-
lieve Me When I Said I Loved
You. M ley, and a new girl produetion
singer, Helen Carr. Mis Bentley
a very skilful toe dancer, seemed
lost with just her one spot. Mis a
a very, Hellft Carr. Miss Bentley
lost with just her oneer, speemed Miss
Carr showed a promising voice.
 her routine made it that more
effective. Redheads (three boys) b

# TELEVISION-RADIO 

## Shall UHF Hearing Merge With VHF?

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


## IT'S A 'FIRST'

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



## Bartley Needed on FCC, Walker Says

New Chairman Backs Truman's Choice,

Sees Help on Resolving Vital Issues

| WASHINGTON, March 1.-As <br> the Federal Communications Commission ploughed into TV allocaunder 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 strong plea to the agency to "dispose of its issues as fast as possible." Johnson disclosed that Walker, who was named this week by President Truman as chairman of the FCC, hailed Bartley to the commission as "necessary manpower" and as a much-needed vote to break a succession of " 3 to 3 split decisions on important issues," <br> Johnson said Walker had phoned him, urging swift Senate committee support of President Truman's nomination of Bartley to fill the commission vacancy Chairman Wayne coy. <br> "Mr. Walker told me of fundamental 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" <br> Bartley got a unanimous vote of approval from the Johnson | committce yesterday (29) in me ord time, less than a day aft Mr. Truman had announced ts nomination. <br> Bartley is a nephew of How Speaker Sam Rayburn, and h been his administrative assistan He is 42 years old, once served assistant to the president of th Yankee Network, and was dirte tor of war activities at the $\mathrm{N}_{\mathrm{B}}$ tional Association of Radio Television Broadcasters, 1943 .' h <br> FCC IS NEEDLED ON NEEDLES C.P. <br> WASHINGTON, March 1.Now even the Needles Broadcasting Company, of Needles, Calif. is needling the understaffed Federal Communications Commission to proces cases faster. Needles asked FCC to remove its bid for a construction permit from the processing line since the community of Needles has inade. quate radio service, and the company can utilize facilities already built by a station for. merly on the air. |
| :---: | :---: |

## TV Webs, 82 Stations

 Sign "Program Code"\author{
WASHINGTON, March 1.- All
four of the TV netwotks and 82
ing its total membership to 86

} | four of the TV netwołks and 82 | ing its total membership to $86 \%$ |  |
| :--- | :--- | :--- |
| of the nation's 108 TV statlons were |  |  |
| signatories to the new TV pro- | Other stars. | Otations which have siggt | gram practices code effective to the code are:

board of the Nattonal Association of Radio and Television Broadcast-
that all code interpretations at the
firmed by the code board untll suf
flejent precedent has been estab
In addition to subscribing to the
eode, WMBR-TV, Jacksonville.
eod e, WMBR-TV, Jacksonville
Fla.iWMAL-TV, Washington, and
WNHC-TV, New Haven, applled
NEWS CAPSULES--COAST TO COAST May Limit UHF's to 7; AM Spots Tops; Shows and Sales


Brisiol-Myers lo Sub Pir for "Mr. D. A.
NEW YORK - Bristol - Myers this week decided to air four mys ment for "Mr. D. A," its TV se-
(Continued on page 12)

## ABSORBED?

Y. \& R. "Overall" May Negate Radio-TV Loss

## 500 File for TV Channels at FCC

Westinghouse Wants Philadelphia UHF; Most Applications From Small Towns
WASHINGTON, March L-The number of applications for TV
channels has reached the 500 channels has reached the 500 the South and West
mark, with the latest bids con- The South and West. centrated mandy in smaller cities VHF in Brisiol, Vappations for and towns of the Southwest, Smith, Ark. The former, filed by

South and Western States. Federal Communications ComFederal Communications Com-
mission is presently in receipt of
some 470 applications in the Mppalachian Broadcasting Corpo, ration, operators of WCYB, esti-
mates the cost of the plant at
$\$ 314,530$, with yearly operating frequencies. as compared whith 13
UHF bids on hand the firt f last October
Altho the rate of UHF bida over the past six months has far outstepped the VHF request rate. in the past six weeks, pending ECC's decision on whether to give separately from those on VHF

Present count of applications
shows a total of 24 filed since the first of the ycar, and 52 filed in the past five months. Out of this
total, 20 VHF bids came in since the year's start, and 35 in five
months. UHF has seen inur bids since January 1, and 17 over the five months. Latest applications show higher
estimates of yearly operating
costs for, TV broadcasters comcosts for TV broadcasters com Over the past four months, 14 yearly operaling costs would be
200 ono or higher, In the previous four months, only four ou of 34 applicants estimated $\$ 200$, 000 or more yearly operaling ex-
penses.
Recent extimates for yearly crists range between $\$ 45$ 000 to almost $\$ 1,000,000$, with most estimates between $\$ 150,000$ and $\$ 250,000$.

Trend South. Wast Altho a chunk of the last half year's bids was for Midwest $T V$

## OPERATION O'NEIL

## TV High on Mutual

 Board's PlanningMIAMI. March 1 - Some of the Du Mont (with stations in New
latest Thomas 5 . Lee Enterprises (Gen- Yonk, as solld as the Columbian eral Tire, WOR and WOR-TV, Broadcanting System (with New Don Lee Network. Yankee Net. York, Los Angeles and 45 per
work, etc.), headed by Thomas cent of a Washington etation

## CLEANERS AND STREETCAR MEN

 CALL TV VILLAíNNEW YORK. March 1-Television seems to be slated fall-guy of the natlon. Pennayluania cleaners and dy-crs
claim that when TV went bigclaim that when TV went big-
time in $194 \theta$, dry cleaning time in 1948, dry cleaning
went into a slump. This conwent into a slump. This con-
clusion wos drawn as the recated that 85 per cent of the business lost in 1949 was in homes that had Just put up TV aerials. The Twin City Rapid Transit Company of Minncapolis
and St. Paud defended itself in a suit brought by the former clty to restore more complete trolley service by claiming that people don't go downtown by streetear to see movics in as great numbers as tormerly. They,

## SWG Strike Vs. Alliance

 Draws Attention of RWG
## Wrtters' Guild board of directors Bing Crosby Enterprises. Primro

 will meet Monday (3) to determine Productions and Sercen Televided what part RWG membership will Group last week ousted Frank Wis play in the scheduled Screen Writ- Lat Productions for breaking ranksers' Guidd strike set for March 10
against members of the Alliance
(Continucd on page 8. RWG is wining to grant that man SWG members are active In T Alm scripting. radio penmen maln
tain that a substantial number thin that a substantial number own ranks are engaged in
their slon between the iwo writers gulids disappeared carlier this
week when the Authors' League parent org of the scripters' undons, itsued a staternent backing SWG in
its andon aginst the Allinen Allance Rroup consists of Ge Autry's Flying A Productions. Wil-
Ilam Froidy, Jerry Fairbanks,
Zlv Productions, Roy Rogers, Abdeal would give the network six

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

## Columbia Broadcasting System's to replace "Hopalong Cassidy. radio programing department this weerk was in the midst of nego- tiations for three new radio properties. CBS is trying to package

 months seluing rights on a short term sustaining basis.CBS also is dealing for a half
hour gag show to feature Frank hour gag show to featurc Frank
Fontaine, and fnr a mystery sernes based on the Mlekey Spillane best
selling private eye stories. The latter program is to be titled,
"That Hammer Guy." The web 15
still still in the dickering stage with
NEW YORK. March 1.-The Pulse, Ine, is currently survey
ing for the first time Battimore Pittsburgh, Mifwakec, Toledo Providence and San Diego, it wa work, etc.), headed by Thomas cent of a Washington mation, announced this week by Dr. Syd-
O'Nei, into a future major factor in the television picture were discussed here at the Mure wal Broad-
casting System board of directors casting System board of directors
meeting Thursday (28). Many of the O'Neil group's most imporcant plans, however, were discussed outside the regular mest-
ing. around the beach. and At the official contab itself the long-standing limitatton of 30 per
cent on voting power ceng on voting power was abol-
ished. Thus ONeil, with difect ished. Thus O Neil, with divect
control of 58 per cent of the web's stock can meke virtually any
decislon necessary in directing decison necessary in dirccting
the web's future. Thus also the long-standing hassles between major stockhniders
issues is eliminated issues is eliminated. $A$ (quisition of the WORTV propertles, of course, and all operation's shape for the future, came in for plenty talk Thus, It is reported that one of the early stepa being mulled is
the advisability of setting up a Sales organization to represen Boston, and KH.J-TV, LOs An geles-the latter two, of course, also presently owned and oper ated by the lee Enterproses. A
present Edward Petry is the na tional sales rep for the $L$ A the Boston station, and WOR-TY Sales represents New York. As Strong As Any
Alsn up for discussion was carliest bluc-printing of the Lee Enterprises' move into video net working. This probability has the been speculated upon. Whree aforemeationed key farket stations already under an owncd, and -operated outhel ready is just about as strong is


## U.S. Probes TV But Effect Is Remote

WASHINGTON, March 1.-The television's development. Whether Justice Department announced the exploration will ever develo this week that a Federal grand into a full-scale investigation is broad inquiry ork has launched a broad inquiry into the TV-radio
manufacturling industry, with emmanufacturing industry, with ernnasis on color TV aspects. The and so protracted that it is not considered an immediate threat of being a bombshell in the path of Into a full-scale investigation is
uncertain. But, in its prescnt phase, the project is largely consued to assembling records and port willil follaw
Presumably the Justice Department'e anti-trust division has not yet to warrant a full-dress inves yet to warrant a full-dress inves-
tigation of lis own, but has chosen initead to let the federal arand jury in New York subpoena rec ords from the major companies,
including Radio Corporation of including Radio Corporation of America. The anti-trust Division will send a staff to New York to likely to run into several hundred pounds
Subpoenas issued by the grand jury call tor records, correspondence and other documents. In no nacd. The Radio-television Manufacturers' Association was among
 poena requirements is May 12 The inquiry seeks to determine Whether a conspiracy exists among set makers to restrain
trade in the manufacture and salc Trade in the manufacture and salc explore the whole ficld of radio explore the whole ficld of radio cedure. The entire patente strue-
ture will be examined, it was pointed out. Subpoenas call for reconds in connection with AM and FM sets and equipment man${ }^{2 s}$ TV. has been known for some time, and on several occasions in recent years, Including once during state and Forcign Commerce Committee, the agency has implied that an Investigation was in the offing- it is presumed thist the
department's latest step stemas from a complaint based on the has been in a running stage be. tween RCA and the Columbia
Broadcasting System. CBS won buth the Federal Communication

PLAYWRIGHTS GO TV

## Video Lures Films <br> Top Writing Talent

HOLLYWOOD. March 1.-Some|novel, "Three Wishes for Jamse," of the motion picture industry's is now on the legit stane in the foremost seripting talent is belng form of a musical, wrote "Golden lured into tetevision. Screen Gems, Gir!" for 20th Century-Fox. SC Columbja Pictures' Telecine pro- nssignment marks the first time ducing subsid, has already signed he's tried his pen at TV. our scren playwrights for scripts, Talbot Jennings, whose lates draw even more heavily upon this "Wide Misiouri" for Metro source.
SG ordered Charles O'Neil to pen Story of Nathandel Hawthorne for a hall-tour tetepic ONei

NET SLUGFEST
NBC Vs. ABC
On 'Tandem'
Vs. 'Pyramid'
NEW YORK. March 1.- The
National Broadeasting Company National Broadeasting Company
this week pointedly challenged the American Broadcasting Com"Pany's contention that ABC than NBC's "Operation Tandem."
Based on Nielsen statistics NBC pointed out that "Operation Tandem" reached 2.000 .000 more homes during October thru December of 1951 ; that It had a 32 program ratings, a 24 per cen advantage in average auder cent ad-
ratings, and 18 per chage in share of audlence. NBC also claimed that a specia Nielsen analysis establishes the lact that, during the week of Oc $8.089,000$ unduplicated homes at a "Py ramid" during the same week cost of $\$ 3.12$ per thousand, a 29 per cent cost per-thousand ad-
vantage for the NBC plan.

BIG PLANS FOR UNSIGNED TOM

## NEW YORK, Mareh I.-

 Two video networks and apackager this week blueprinted program ideas with a rural slant in which they hoped to star Thomas Mitch. ell. The American BroadcastIng Company has a "Country Broadcasting Company packager George Foley, a "Country Doctor" series. Mitchell is, as yet, unsligned
by nny of the outfits. by any of the outfits.

## WNBC-WNBT AID

## Shows Cite Life's Education Drive

NEW YORK. March 1.- rangements can be completed by Attempts were being made late next Saturday (B), NBC will send
this week by the National Broad- up a full field unit, includlne fou casting Company to arrange for cameras.
live TV coverage of the upcoming Coverage of the Ncw HampNew Hampshire primary clections
shire primaries, a key spot in the Taft-Eisentower battie for the Republican nomination. marks the start of intensive political cover
age by NBC, both AM and TV. It no live hook-up can be set-and
trade estimates put the cost at $\$ 10,000$ for the one-shot relay set-
up-NBC will cover via a film up- NBC will cover via a film
unit of two station wagons, two unit of two station wagons, two mentators, lalter bcing George
Hicks, Leon Pearson and $W$. W. Chaplin. Coverage will run from The web already has completed Its plans for covering the political conventions in Chicago. These in bined AM-TV news-deak manned on a 24 -hour basis. NBC witl assign one newsman to each major candidate and delegation chair
man, night and day. The web will utilize a staff of 300 , and $\$ 1,500$, includes the new "crash truck mobile unit, which can produce
and transmit electronic and film pictures, and the "walky-talky-

## 2 New Clients

 For Weintraub
## Willam Welntraub agency thi

 week snagged two new accounts Weintraub is to take charge of adverising for KnoxThe current agency for Knox ducto, Atkin-Kynett Company Bucto, clients are interested in ry.
dio and $T V$ but on a modest basis.


NEW YORK, March 1 .-In co operation with Life Magazine
the National Broadeastins Com operaton with life
the National Broedcas
pany' 1 namship here. WV prowrame tote more that the
"Pubject
"Public Education Today" tween March 10 and April 10 Drive marks high-point of the crease public awarenes of public
school problems today. via TV.

## Promotion is brainchild of Life

 prexy, Roy Larsen, who also mission for U. S. Public Schools.To date Life has made tie-ups

and WHAS, Loulsville. St. Louis return or special TV prograrning to takes full page ads for stations and sends out special malling to all Life subscribers; puts dis-
play posters on newsstands, and encloses special inserts in all also provides full program assistance, including gratis loans of
"March of Time." films on the
$\qquad$
$\qquad$ often travel to the city and parballyhoo. Alide from obvious publac service value of education al operation, a Life exec points (Continued on page 12)

NBC-TV HAT IN RING
Plans N. H. Primary, Convention Coverage
oring to set up tits own mlerowave relay systern between Concort,

## Will Buy " on A.BC

## PUNCHY MATERIAL

## KNXT Sets Weekly <br> Studio Boxing Show


#### Abstract

lumbla Brosdcasting $\mathbf{S y}$ ytem's ence, but request stirred a storm KNXT will launch studio-stinged of protest among local fight proboxing bouts in a weekly hour- moters and licensed elubs ind ( $6-7: 30 \mathrm{pm}$ ). Fights will be new to TV altho conducted In one of its studios in $\begin{aligned} & \text { new io } \\ & \text { the Vine Street Don Lee Building is an innovation in } \\ & \text { present day TV in the early days }\end{aligned}$ with Dave Kaufran signed as of local TV, KTLA (theen W6XYZ) mateh maker and Toon Harmon staged both boxing and wrestins mateh maker and Tom Harmon staged both boxing and wresting calling the fights. Strict Adherence, matches in its own studios, re to AAU regulations will be ob- ferend by in sutios  seconds aceordlng to regular ring years azo. Chicago's WBKB pulted Studio audience will be admitted Gary, Ind., but dwindling ioteres Tree of charge, thercby making It tinally led to their fade-out. unnecessary for the station to be Comparative low production licensed by the California Ath- budget on KNXT's series is ex KNXT sought a CAC permili, prom- show


Your Top TV Sales Opportunity


Wilmington, Delaware
In the Market which has highest
insome per family in the country.
ROBERT MEEKER ASSOCIATES
New. York
San Franciseo Chisogo

## WNBC, WCBS and WMBT Report Biz Up

New York, March 1.-Substan- diting plan numbered 16, with ial increases in radio business for one elient reporting sales in wo network hagshlp stations here creases up to 300 per cent as thls week. Columbia Broadcast- A A program categaries are up
ing System's WCBS chalked up a 26 per cent merease in ared upa over February, 1951; and the NaWNBC enjoyed its highest Feb ruary pross in station's history with a 22 per cent increase over of 20 per cent for 1952 to date. Station also reported a record ales high for WNBT last month. over those of February, 1951 . Both stations attributed bulk
increase to their souped-up super market merchandising operations. WNBC" "Chained Light-
ning" program alone accounted ord the Whonsors atsi, market merehan capacity for the has been close to capacity for the last several years bpots. station breaks and evenin in billings. Sinclair Oil recently pur hased two strips of station break 12 in all), and Griffin Oil Polish ment Hm 39 -week commit ment ror six spots a week. In thon has already sold 15 spors on the new Jomn Edwards show Which hasn't even hit the air yet "Clitt Johnson Family," spon In by Briadcast Meats.
In line with upped business for (Continued on page 12 )

## Du Mont Renews on 7; Drops, Loses Others



OF HOṪ-WEATHER VIDEO

## NBC Finds Little Drop In Summer TV Viewing



## Reynolds Maps

 Reshuffle of Web TV ShowsNEW YORK, March 1.-The this week was blueprinting of its various TV properties on the National Broad
cauting Company and the Colum cating Company and the ColumIrma. now programed on CBS Friday evening 8:30-9 period on the same web.
occupins the Friday spot on CBS. oceupics the Friday spot on CBS-
TVBC-TV be moved over to Wednesdays $10-10: 30$ p.m. 10 "Pan-
tomime quiz." which is now ont Wednesdays on NBC-TV, and was nolds of course, would also give up its Tuesday night 10:30-11 p.m.
slot on CBS FV. Wllilam Esty is Nielsen Adds Ford Foundation Account

| Ford Foundation has subscribedto the Radio and Television Nielsen Report, it was announcedthis week by A. C. Nielsen. Hesaid this was probably the firstinstance of the use of an audiencemeasurement service by an or-ganization of this type.Nielsen also announcedthe Ametpany's |
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Another conclusion is that the average head of family in a TV
home apends 115 minutes per day watching video during the sum
mer. The full results of the study mer. The full results of the study
will become avallable next week
"GUILD" TV
US Steel May Put Show On

## Once Monthly

NEW YORK, March 1-United
States Steel nt its board meeting thls month will consider the posGulld 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: Presenting an hour-long stanza once a month on TV in a prime
time slot will be something of a time slot will be something of a
problem. Few of the sponsors of dramatic programs might care to
program three times a month, esprogram three tirnes a month, es-
pecially on the Columbia Broad
casting System's TV network casting Systern's There they would lose their annual discount for consecutive
weekly programing. The United Weekly programing. The United hess on jts own terms because of

TV GIVES HAND TO PUSH RADIO

CHICAGO, March 1.-Use of a new radio series was attempted here this weck with
excellent results. Tom Duggan, WNBQ sports commen-
tator, was selected as quiz master for a program which would originate from grocery
marts and feature interviews with housewives. Duggan and a mobile erew were scheduled to appear at a local
super-market on Wednesday (27) to tape an audition for the Rutherford Compnny a
Kansas City food manufacturer.
Duggan plugged the audition on his TV sports show,
asking fems to appear at the store at noon on Wednesday.
Result was an overflow

## GLOOM CHASER

Chi WENR-IV
Maintains Sked;
Eyes Sustainers
CHICAGO, March 1.-The deep gloom and wild rumors that per-
vaded Ithe American Bropacastin: of the ABC billing logs was wightturn from New. York of Veepee John Norton. Norton immediately
spiked the rumor that WENR-TV wouldn't go on the air unt schedule 2 p.m. starting around noon, probably will
be maintained. However. the ABC execs wer
carefuly scrutinizing all sustainers, including Barbara Moro, Trade
Inn. King Calico and Mary Hart line, and those that werent on the brink of a
A encral tishtening in all dethe company to minimize the numbprograms and personnel were brograms and personnel

OK to Bell to Build New TV Facilities

WASHINGTON, March mission this week authorized Bell construet a shoo.000. 000 project for staliations. Project will include a new coaxial cable system between
Orlando and Tampa. Fla. Knoxville and Chattanooga. Tenn. and Ark., es well as extension of the leans. Texas and Oklahoma.
WKYW'S SOUND
SALES SENSE
LOUISVILLE, March 1, -
Daytime indie WKYW here, which sells its "silence" (offair time) to the Sealy Mattress Company, has now found a buyer for its "nolses." Unique deal was sparked when the bank next door launched an all-out remodeling job, complete with air ${ }^{2}$ hammer, pneumatic stone breaker, and saw Rand
hammer carpentry, Racket
roised havoc with WKYw raised havoc with wKYw
programing and provoked programing and provoke teners. Station dilemma was
further complicated by fact rurther complicaled by fact
that the bank is an important local sponsor, Smith. WKYW commercial manager, finally colved the problem by "sell ing" the noise to the party re-
sponsible for it. The bank nowsible for it sponsors a special spot series with copy reading: "Friends, we're sorry abou the noise. It's coming from nex neighor, the Citizens' food ity Bank, and Trust Company is buulding a bigger bank to better serve you-so we won't mind the noise of construc-

## Marshall Field Cancels 'Pace of Chicago' Show

## CHICAGO, March 1.-Marshall for othcr stations and to Colum-

 Chicago." the most ambitious local the Garrick. but has received no show ever attempted, is scheduled to cancel Aprif 3 after 13 weeks. The show had originally been planned for a year, as the highcelebration, but the company this week decided to exercise the 13week week cancellation clause. The
move was a major blow to Chi move was a major b
TV on several counts.
One of the main reasons for cancellation was the terrifie ex
pense run up by the show. It had been budgeted for $\$ 5.000$ to by local standards. However, the talent travel costs. an office an
staft, wiriters and producers. ha averaged out to more than $\$ 11$. tended by the stere as an institutended by the store as an hastu-
tional, seluting Chicago, As such Most dieastrous aspects of the
cancellation are the souring of the big advertiser or TV, and
WBKB being left with a half ale. The studio, which seats 600 and ls one of the best equipped in
the country. will staind as a colossal white elephant unless it gets nome shows.
ers on advertising in Chicago, but always has shicd away from putting heavy dough in radio or after the "Pace" experience they" 11

TV BONANZA
Chi Newsmen Grab Gravy Via 3 Segs

## CIIICAGO, March 1.-Chleago's

 covered a bonanza in zelevision. Thren procrams pay newsmen a total of $\$ 510$ every week. by Chicaso Motor Club on WGN"City Desk," new WNBQ sustainer, pays four men 5.50 each. "Impaet"produced by WENR-TV and The Daily News, with a bank sponsor,
uses a minimum of two dally new's repprters eaeh week at $\$ 25$ per.
All three shows use beat men and general reporters primarity. It's anew and pleasant experience
for the working slafls who used to wateh the specialists grab most
of the gravy.

## Set Radio-TV

## Institute Plans

COLUMBUS, O., March 1.-More set up for the 22d annual Insiltute for Enueation by Radio-Television Which will convene at the DeshlerTopping off the sessions will be Educational rossiburies of Television," whicb will be handled by
Burr Tillstrom and the "Kukla Burr Tillstrom and the "Kukla,
Fran and Ollie" east, at the April Pran and Ollie" cast, at the April
19 basquel.
Over-all emphasis at the In-Over-all emphasis at the In-
stitute will be placed on the growing importance of television as a medium for education on school,
college and adult level. A special college and adult level. A special
panel on education thru commercial TV outlets will be direced by Arnold L. Wilkes, WBAL-TV, director of public affars
catlon for Hearst Corp.
Other discussions on tap fo
the 1ERT include: -Simple TV Techniques for Educatlon." EdWard Stasheff. WNYE; "News by Wadio and TV," James Bormann, WCCO "Broadcasts by National
Organizations." Charles R. Steritt, Red Cross; "Building and KWSC "Bradcasting to Forcign Countries," Gcrald Kean, acting
director for United Nations Radio; drector for United Nations Radio;
"Broadcasting in Public Rela"Brondcasting in Public Rela-
tions," Lymn Poole, Johns Hopplina Unuversity, and Allen H. Wetter,
Philadelphia public school exec.

## Profitable TV Audience exclusive with

## WCATmy

 LANCASTER, PENNA. Only TV station in - only TV ctation seen-in this large, rich Pennsylyania market orco. Clair R. MeCollough, Pros.

ROBERT MEEKER ASSOCIATES
Chleago San Franci

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

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

- Continued from page 1 master plen, and his pacting of relationship with
Coy as TV consultant is regarded Goldwyn-Mayer.
as the starter's gun setting the plan in motion.
For close to 15 months, Luce Washington, de voting full time to an exhaustuve study of TV from
every aspect. No element involv. ing the legal, public service. governmental. tax. business or potential profit angles have been
overlooked in this period. Luce"s advisors are $k$ now $n$ to have
worked up a serjes of specific worked up a series of specific
necommendations. His acquisition into action is regarded as making The exact details of the plan have not gone beyond Luce's inner eincle to date. But past ree-
ords indicate that Luce is more ords indicate that Luce is more tions medium capable of molding public opinion than as merely a protitable investment. He is re-
ported to be convinced now that video is the most influential of
all media, and that the future of all media, and that the future 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-
less will scele additional stations less will scek additional stations beyond the projected acquisition timate plan is said to be more concerned with technoques than facilities. Coy, incidentally, is to be hali owner of any Luce outlets,
including KOB-TV. One conclusion, therefore. is that Luce mayy
very well tle up with a going network, rather than attempt to set upaweb of his own.
Alrcady, insiders are linking Luce's name with two webs. One
is Mutual, the other the Amercan Brondcasting Company. Tom ONeil, the headman at MBS, is a
strong and dominant personality in his own right. one who is bringing new viror to the operations of the radio web and who is known to visualize a considerable TV meeting story this issue.) Whether
two such potent forces could blend is regarded as questionable
by many. ONeil, for his part, is ANY OLD IRON?
WIS "Dance" Aids U. S. in Scrap Drives
ChICAGO, March $1 .-$ WiLS, in
co-operation with the U. co-operation with the U.S. Departmittee. will resume a successful
World war jt program of tourlng World War "National Brorram Dance" to promote scrap drive in various com-
muntties. muntices.
in Decatur, 111., April ? Pe held in Deratur, 111., Aprll 2. Persons
in that vicinity who deliver 100 in that vicinity who deliver depots will recelve $\$ 1.25$ in cash and a ticket to elther on afternoun or cvening performance by the "Barn Dance" cast. out the "Dance" on a number of occasions. footing the complete entertainment cost The Decatur performance uiltl be pald for in part by the station. with some expense sponsors.


## 500 File for TV

- Continued from pager is a Phitadelphia channel. Althe bids still roll in for such adelphia, the bulk of applications are for smaller cities such as Clarksburgi W. Va, Owenstur
Ky and Johnson City, Tenn. Ky, and
Ienn.



## - Top 25 TV Shows NATIONALLY

... According to American Research Bureau

| Wh retinge below are based on countryelde, county by county, urben and <br>  pinerd for therewt in 2.100 TY |
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| Siters juen scoint ...... 52.0 | 3.500 |  |  |  |  |  |
| Met ingron, | 1.100 | 59 |  |  |  |  |
|  | 1.850 |  |  |  |  |  |
| fanco sies meate | 1.980 |  |  |  |  |  |
| 1 Love Livy | 1.80 |  |  |  |  |  |
|  | 7.18 | 52 | 32 |  |  |  |
| 1. Yout show a smows | 1.000 | 59 | 3 |  |  |  |
| 1. hama | 5.680 | 19 |  |  |  |  |
|  | 6.270 |  |  |  |  |  |
| io. firesioe theata洅C, Turesty | 6.300 | 58 | 33 | 50 |  |  |
| 11. CAYLICADF Or Shotis nac. Fromy. 10 | 5.630 |  | st |  |  |  |
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| 13. Conerey yove ilawic 0 | 6.000 | 60 |  |  |  |  |
| 14. Mrars hr mint |  |  |  |  |  |  |
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|  | 4.160 | 1 | 36 |  |  |  |
| 21. atos Tamer | 4.400 |  |  |  |  |  |
|  | 4.750 |  | 6 |  |  |  |
| 22. mas mayme aime ........ 33 | 1.600 | so | 33 |  |  |  |
|  | 1.500 | 6 |  |  |  |  |
|  |  |  |  |  |  |  |
|  <br> Comparative Ratings of SITUATION COMEDIES |  |  |  |  |  |  |
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. . According ta Videodex Reports
$\mathbf{L}^{\text {LSTED }}$ below are the situation comedics that were on the L television networks in the beginning of January. The five that were on the Columbia Broadcasting Syatem received the American Broadcasting Company ench had four shows of this type at that time.


## тіе виивоадо Radio-TV Show Charts

## Top 5 Radio Shows Each Day of the Week in CHICAGO

Acrording to Pulse Reports

FOR FULL
INFORMATION
 Composition Sond the many other suceess or which detilure of ofmine progrom. subseribe to part of or the furin


 For fuli detsils of the Video-

 AMERICAN RESEARCH BU
REAU N. ATional Prass Buiding. REAU Natic
Washingion

## - Share of Total Audience

 Radio vs. TV CHICAGO morning period.


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5.
7.
6. D
7. SU
8. FR
9. OR
10. WE


Columbia Broadcasting System edged out the National Broadcasting Company in the number of top evening TV shows 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 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" running second and third. Those were the only shows with ratings
above 50, the next highest being "Your Hit Parade" with a 39.5.
7 lP.M. Ge Sign-Off
Sumbay

| AT |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| 1. RED SKELTON | NBC. | 9:00-9:30 | WMBO | 58.1 |
| 2. What's MY LIme? | CBS | 9:30 10:00. | wBKB | 3.1 |
| 3. COMEDY HOUR $0^{\prime}$ Connor) | NBC | 7:00-8:00. | wnso | 31.9 |
| 4. TOAST Of THE TOWM | CBS. | 7:00-8:00. | wbrs | 23.0 |
| 5. WEATHEPMAN-O Connors | Non Ket | 10:00-10:15 | WKBO | 17.1 |
| 6. COURTESY THEATER | Man Net | 9:30-11:15. | WG | 14.5 |
| 7. ROCKY KING, DETECTIVE | Dund | 800 8:30. | WGM | 14.3 |
| 8. THE PLainclothesman | Dum. | 8:30-9.00. | WGM | 3.7 |
| 9. FREO WARING | CBS | 8:00. 9:00. | whes | 3.2 |
| 10. cameo theater | HBC. | $930-10: 00$ | WMBO | 9.9 |
| mdmoat |  |  |  |  |
| 1. 1 Love lucy | CBS | 8:00. 8:30 | wars | 54.7 |
| 2. GOOFREYS TALENT SCOUTS | cas. | 7:30-8.00. | WBKB | 5 |
| 3. STUDIO OME | css | 9:00-10.00. | Wrera | . 0 |
| 7. What'S MY MAMET | NBC. | 7:00 7:30 | W~80 | 0 |
| 5. ROPERT MOHTGOMERY ...... | NBC. | 8:30. 9:30 | Wי'80 | 3 |
| 6. CRUSADE IN THE PaCIFIC (film) 7. MOTION PICTURE ACADEMY | Non Mel. | 8:30.9.00 | WEMR | . 1 |
| 7. MOTION PICTLide academy 8. dux viogo theater | Non Met. | 10:00-11.30 | WGM |  |
| 8. LuX VIOEO Theater . . . 9. Weatherman - ${ }^{\text {c }}$ ( Connors | t8s. | 7:00. 7.30. | wars | 8.3 |
| 9. WEATHERMAN-D. Connors 10. ITS HEWS TO ME | Non Met. | 10.00-10:15 | WWSO |  |
| 10. ITS NEWS TO ME | ces | 8:30. 9:00. | WBkB | 128 |
| ruespay |  |  |  |  |
| 1. Fireside theater | Br | 8:00. $8: 30$ | WNRO |  |
| 2. MY FRIENO IRMA | CBS | 9.30.10-00 | WBre | 33.2 |
| 3. texaco star theater | KBC | 7:00-8:00. | WNRO | . 5 |
| 4. CIRCLE Theater | NBC. | 8:30-9.00. | wabo | 69 |
| 5. Theater of romance | Mon Met. | 10:00.19.30. | Wr:4 | 8 |
| 6. Damger | CBS | 9:00. 9:30 | WBrs | . |
| 7. Suspemse | CBS | 8.30-90 | WBr8 | 274 |
| 8. FRAKK SINATRA <br> 9. original amateur ho |  | 7:00 8.00 | Wras | . |
| 90. WEATHERMAN-D. COnAOR |  | $\begin{array}{r} 900.9 .45 \\ 10: 00 \cdot 10: 15 . \end{array}$ | WWYO WK80 | 155 |
| weomesday |  |  |  |  |
| 1. Godfrey ano friends | cbs. | 7:00-8:00. | wers |  |
| 2. Pabsit blue ribbon bouts | cos | 9:00. 9:15. | WB68 | 32.3 |
| 3. STRIKE IT RICH | ces. | 8:00. 8.30. | Wers | 26.3 |
| 4. THE 'WE8 | CBS | 8:30. 9:00. | WBKB | 26.1 |
| 5. SPORTS SPOT |  | 9:45-10:00 | wrys |  |
| 6. KATE SMITH SHOW <br> 7. KRAFT TV THEATEP | NBC. | $7: 00-8 \cdot 00$ | WV80 | 21.5 |
| 8. KRAFT TV THEATER | Nan Mel | $8.00 \quad 9.00$ 10.00 10.30 | Wabo | 19.2 |
| 9. WEATHERMAM - 0 . Connors | Mon Met | $\begin{aligned} & 10: 00 \text { 11.30 } \\ & 10: 00-10: 15 \end{aligned}$ | WM8\% | 18.7 13.0 |
| 10. celanese theater ....... |  | $9: 00 \cdot 10: 00 \text {. }$ | WEKR | 11.5 |
| thuesdat |  |  |  |  |
| 1. BIG TOWn | CBS. | 8:30-9:00. | WBKB | 6.1 |
| 2. YOU BET YOUR LIFE | NBC. | 7.00 7:30. | WMB6 |  |
| 3. AMOS $N$ AMDY |  | 7:30-8.00. | UBE | 32.7 |
| 4. RACKET SOUAO |  | 9:00 $9: 30$ | W8r8 | 28.0 |
| 5. WAYME KING | NBC. | 9:30-10:00 | WNBO | 26.3 |
| 6. TREASURY MEN YN ACTION | NBC. | 7:30-8:00 | WMBO | 226 |
| 7. BURMS ANO ALIEN |  | 7:00- $8: 00$ $8: 30$ $8: 30$ | WBK8 | 20.5 |
| 9. HERB SHRIMER |  | $8: 00$ $8: 80$ $8: 30$ | WHEN | 19.4 |
| 10. Martim kame |  | 9:00- 9:30 | WYBO | 17.1 |
| FRIDAT |  |  |  |  |
| 1. MAMA |  | 7:00-7:30. | WBKB | 36.1 |
| 2. MAM AGAINST CRIME | CBS. | 7:30-8:00 | WBKB | 34.4 |
| 3. BOXING | NBC | 9:00-9:45 | WKBO | 26.5 |
| 4. PLAYMOUSE Of STARS | cbs | $8: 009.00$ | WEkB | 24.1 |
| 5. GREATEST FIGHIS | NBC | 9:45.10.00 | wrbo | 23.4 |
| 6. CAVALCADE OF STARS |  | 9:00-10:00 | WGN | 213 |
| 7. STU ERWIN SHOW |  | 7:30-8:00. | WENR | 18.3 |
| 8. SIG STORY 9. COMMUMITY THEATE | NBC | 8:00-8:30 | WMBA | 17.4 |
| 9. COMMUNITY THEAT | $\begin{aligned} & \text { on N } \\ & \text {. } \end{aligned}$ | $\begin{aligned} & 10: 00-11: 45 \\ & 8: 30-9: 00 \end{aligned}$ | WGM WMBO | 15.9 14.8 |
| sapurdat |  |  |  |  |
| 1. YOUR HIT PARADE | . BBC . | 9:30 10:00. | WnB0 | 39.5 |
| 2. YOUR SHOW Of SHOWS | NBC | 8:00 9:30. | WH80 | 33.1 |
| 3. hall star revue | NBC. | 700 8:00. | WKB0 | 25.1 |
| 4. KEN Mupray |  | 7:00 8:00. | WBK8 | 23.8 |
| 5. grano marouee | $n \mathrm{Net}$. | 10:00-12:00. | Wrso | 19.7 |
| 6. CRIME PHOTOGPAPHER (kina) | C8S | 9:00 9:30 | W8k8 | 11.9 |
| 7. TEEEMOVIE TIME | Ioa Me | 10:00-11:30 | WBK | 9.8 |
| 8. WRESTLIMG | DuM | 8:30-11:00 | WGA | 9.0 |
| 9. TV TEEA CLUB | 8 | 7:00-7:30 | WENR | 8.0 |
| 10. WUMOERFUL TOWM |  | 8:00-8:30 | WBKB |  |

## Toast of the Town

## TELEVISION-R

 day (24).Linco p.m
Lincoln-Mercury Motor Company,
Broadcasting
System
TY
Thimbia
bru


 On Sunday (24) Ed Sullivan ter story
person
taking

## Bention

## Met, and an exceptionally notable

 Diolores Gray, william Gaxton. dance. pine which for toatites. showdad bene augmented to $12-$ swice had been augmented to $12-t$ wice
its normal size. Ed Sullivan tied up the lush ance. The columnist-showman is his handling of this type of layout
Thru the use of ane
dote, brief bits of showbusiness history, he
touched the hilh spots in Porter's
career. This was all given point finally, by the performance Sulivan, uses the formula ex
Mayly Hhe s. done it it the Helen
Hayes story, the George White story and a number of ofter simi, ties. top talent and. as often as possible - the presentation of a
notable sere or ture by the
original performer. For instance
 lian "Gaxto sang youre the
Topse with the same verve he dis
played years azo in the Brod played years ago in the Broa, There's little point in considerof the talent on this show Per
Pormers of this caliber rarely deformers of this caibiber rarely deances. Couple them win Cole Porter material. put it all in the hair for story values, and you
are bound to cone up with in-
Eratiating entertainment gratiating entertainment Paul Acke

Winner Take All



Hollywood Star
Playhouse

## $\underset{(24), 5-5: 30}{\text { RADIO }}$ P. Meviewed Sunday


 Johnstone. Writer, Les Cruich-
field. Host. Wendell Niles. Cant:
Jane Wyman. Harry Bartell. Stan Waxman. Lois Corbef. D. ${ }^{\text {J. }}$
Thompson and John Dehner.
"Hollywood Star Playhorsr" got
oft
w
 twist on its pay-off
Scripter Les Crutchfield canne
up with tidy psycho-melo

## sequence wo ."Angel Street." an mospere of wife driven to tortual distraction

## 

|  |
| :---: |


imaginary, Her slick husband saw to mounting suspense which was
logically developed to a surprise logenement. Much of this was due
denouement
to excellent direction which completely red-herringed the motiva-
tions of a couple of the principal tions of a couple of the principal
characters. UP to the past Mo
ment it was impossible to toll just who was on whose side, and
that is solid suspense writing and

## staging. Cast Solid

Jane Wyman created a fine oral
picture of the tortured wife who wasn't quite sure herselt whether
or not she was off the mental beam Harry Bartell gave her
sound backing as as slick husband sound backing as a slich husband
with a happy faculty for puting her in the wrong. In fact, the en
tire
cast obviously wres required of them for this
sort of melo tonic and responded
sore Sccordingly. Wendell Niles hosted
ahe proceedings agreabiy, and
the the proceedings agreably, and
the propagand for bakers prod-
uctswas sonidly put across with-ucts- was soiddy put
out being intrusive
Program's format calls for use
of and of a domaticood suspense and adven-
dure scripts by various writers. ture seripts by various writers
If future shows rate
sample, the series should take on sample, the series should tike on
hefty weight in listene 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 daning. Bill Ray. Director, Lea
ducer.
"City Desk" switches the nor-
mal format and has four newsmal format and has four newspapermen being interviewed. op editors of the four Chicago dailies
discussed the latest reform movement in local polities. Bill Ray, here, was moderator.
At a desk near Ray sat one of
his assistants who answered his assistants who answered
phone calls from viewers, and particlpants. Unfortunately, the
viewer's part in the discussion
was played up at the beginning.
but Ray didn't get to their quesWas played up at the beginning, of the show. it is likely that more emphasis will be placed on the questions
in future programs, because little new material in way or out during the newspapermen's discus-
sions. Unless Ray gets men on the
panel who will give him some
newsbreaks or some fresh opinnewsbreaks or some fresh opin-
ions, the strongest gimmick for
the show would appear to be the answering of questions. have appeared on panel shows
locally, and handled themselves
like old hams. The mechantics of such a show aren't much of challenge, with the four men
seated at a long table, with Ray
Ben cameras were too often so, thew in
picking up the speakers. Particl-
pants were paid $\$ 50$ each picking up the speakers. Partic
pants were paid $\$ 50$ each.
Jack Mabley.

CAPSULE COMMENT

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Cameo Theater (TV), NBC.TV
Sunday (24). $10: 30-11$ p.m. EST. of Albert McCleery"s "Peer
Gynt" produetion on its indi vidual merits, the project lef much to be desired. as to adap Obviously, it is impossible to judge the over-all quality. un Sunday (2) and Sunday (9) also had its pps and downs,
but faults appeared to lay in direction rather than in individual performances. (See full
revicw this issue.)

Hollinood Star Playhouse (Ra dio), NBC, Sunday (24). First seg on NBC series spot-
lighted Jane Wyman in a tidy suspense Psychomanelo. Script
was both excellently written and produced. If the series format can hold up to this sample, be assured. (See full review this issue.)

## Chicagoland Civil Defenze (TV) WGN-TV, Chicago, Saturday

 (23). 2:45-3 p.m.. CST. Civil defense is. at the moment, an unexciting topic, andone that needs plenty of salesmanship. 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 ground in danger of attack and
potential bomb damage. There were several pictures showing Were several dictures showing over-all the subject was wel
handled. However, little attempt was made to dramatize the danger and need for alert ness. The progam probably was
pleasing to Civil Defense offipleasing but needs more punch
to attract a general audience.

City Desk (TV). WNBO. Chi-
cago, Saturday (23). $3: 30-4$
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## Robert Montgomery Presents


"Those in Favor" was a well-
written script that dramatically
set forth some of the difficulies
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 Anmerican
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 course of a well worked out
plot, he decided that his charity
was useless. And in the end he

The development of the plot
was via letter the Russian rep
resentative had written his wite
trankly complaining about the
 main the could have used
ruin the hussian personaly an
destroy his propaganda on th destroy his propaganda on the
human-rikht issue. But instead
he kindy helped the Russian con-
隹
he kindiy helped thing from the
ceal the whole
MVD agent on the scene.

## It's a Problem

TELEVISION-Reviewed Mon-
day-Friday (25-29), 12:30-1 pm.
EST. Susiaining via National day-Friday (25-29), 12:30-1 p.m.
EST. Sustaining Via National
Broadcasting Company, Producer Broadcasting Company, Producer,
Phyllis Adams. director, Howard
Davis. Technical director. Tom Davis, Technical director, Tom Permanent panelists, He
hurst and Fannie Hurst.
After several months on WNBT,
New York. "Jt's a Problem" went New York. Its a Problem" went victory for virtuc. For "Prob-
lem". the work of one of the youngest pringly one of the most mature public ser soday. it made so prisons who serve as panelists, aper-
whom are professionally involved whom are professionally involved
with the problems treated. None ties, but the avowed TV personali- all adult enough
to handie the job on hand with complete ease, sincerity, and gond
sence. This does not mean to sense. This dnes not mean to
neglect the fact that the basic
idca of the program, to bring on experts to discuss basic family
plot is not new. but it is a handy
dcvice. The author of "Those in
Favor," Christopher Mayhew character and situation up to the climax was subtle but ne
ceiving.


Big Top
TELEVISION-Reviewed Sai-

## urday



McMaho
Russell.
A sparkling sawdust-and-span-
gles format that accents the half dozen standard acts used weekly video's several current circus seg is probably attributable in part to the fact that astute pro graming makes for the unusual adult audicnces. Saturday (23) was facsimile of previous offerings, tho smoother

## rehears

The Grenadiers TELEVISION-Reviowed. SUn.
WI (24). $1: 30-2: 30$ p.m. CST. Via

The Author Meets the Critics
TELEVISION ${ }^{\text {ReViow }}$




THE VOTE CHASERS---5

## All Sweetness, Light Twixt Taft and Yorty

| Ed Sullivan presented Part 1 of the Cole Porter story. Great all artfully presented. This is a wonderfui formula. Sullivan has done it before via the White story, etc. (Sce full review this issue.) |
| :---: |

## CAPSULE COMMENT

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## The Author Moots the Critics (TV). Du Mont. Thursiday <br> (TV). Du M Mont. Thursiay (28). 10.10 :30 p.m., EST. Affording a startling con rest to tast week's Tate raty   Thentieth Century Congress." Themequally polte Senats Hompehart and Blair Homer capehart and Blair Moody held forth pro and about the book in that order. Kepauve hat poltaical- lhetime one-in -a. shownee to show up a poten tial opponent to for the president for the presidency, and he made the most of it. (See full <br> review this issue.)

## The Correct Thing (TV). WPIX. Sunday (24). 2-2:30 p.m.. EST. <br> This show is an extension of the Elinor Ames etiquette col- umn in The New York Dally News. and features Miss Ames answering problems after they first are kicked around by a teen-age showbiz panel. The stanza moves along fluidly, but stanza moves along fluidiy, bue has a couple of extraneous ele- ments which could be elimi- nated nated. Sponsor's pitch is at teen-age gals who are inter- ested in sewing. (See full re-

## 

| The Grenadiers (TV), WTMJ. <br> TV. Milwaukee, Sunday (24). <br> 1:30-2:30 p.m., EST. <br> By big-time standards, show would fare badly, but station's suceess indicates this must be local taste. Show is popular despite loose format, NSG camera handling and staging. Lack of planning, budget and rehearsals is obstacle the shoul tion channels move in. (See full review this issue.) <br> Paul Dixon Show (TV). ABC. <br> TV. Monday (25). 11:30-11:45 a.m.. EST. <br> Dixzon's show, emanating from WCPO-TV, Cineinnati, is more appealing than most programs of the disk jock genre. It in informal, has engaging personalities and is modestly. budgeted. (See full review this issue.) |
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Sun: T. ing Miss Ames ists prior to enlist-

## Nielsen Launches New AM-TV Survey <br> All-Around Coverage Signed by NBC at

 Reported 250G; ABC, Too, Mulls ServiceRCA Grosses \$598,955,000; NBC Sales Up


Latin Casino,
Philodelphio (Wednesday, February 26) Capacity. 530 . Price polifr.
S3. 50 minimum. Shomsinimum. food or beverage.
 The current show makes up in entergainment what it sacks in marguee vilue. or the most part
of performers for the the by far one of the most-talented offerings here in a ong time.
In the top siot is Jay Marshall.
dead-pan salirist who buids to dead-pan satirist Who builds to and lintelligent humor interwoven
with sleight-of-hand stuft. While not new to the sphere, it's been \& around these parts. And from the too long.
The mixed team of Stoner and well as their newly married stat-
us. in a scries of comedy and sometermes rowdy song routines
when also register big with the with Lou Stoner coning from the Radio Aces and Ellen Dennis via
the singing Denis Sisters. both also make the most of their flair
for comedy. The leam would do way from the lyrical expasition of marital problims, since they
register even stronger when doin a take-olf on a square dance in The Borscht Belt or kiten
five-3nd-jest song antics.

Thrusb is New
Entirety new to these parts is captivating chanteuse with well trained and lusty pipes plus a and music in top drawer fashion Her selling is entirely in the clase
register, selling extra big with
"Manhattan Towers" song solloquy. Harmonica Masters, also
The please with their mouth new. please with their mouth
organ talent which exceeds their
sense of showmanship. Also sense of showmanship. Also selling es the tuneful toe-tapping parts.
In a more tamiliar frame, and sinelng of Jack Curtis, who emsees the show, and the eye appeal
of the and dance, plus Freddy Baker Quartet for lulls, is on the strong
side. Maurice H Orodenker.

## Saddle and Sirloin, <br> Studio City, Colif. <br> (Tuesday, February 26)

Capacity: 150. Operator: Azthuz
Lyon. Shows overy hour, starting at 9 pto Price policy: no eover ters. Booking policy: non-exclu-
sive. Talent budgel. $\mathbf{5 7 5 0}$. Arthur Lyon is instituting a show policy at this smart eatery
with the Dunean Sisters. The
famed sisler team of the 20 s have csery thing to make a smash nitery
act. Working behind a phan around which all tables are did 40 minutes of top entertan-
ment. While working in such close proximity to custometa would stymie many acts. it seemed
to stimulate the veteran team.
Gals, Gals, now in their '50s, look preat,
with Vivian at the piano still the with ruian at the prano still the The Duncans showed their mettle by swltching swiftly and
casily from a nostalgic tear-jerker rasily from a nostalgic tear-jerker
unto a rollicking novelly comedy good, it's their impromptu zany Vivian plays straIght. while
Rosetta, Rosetha, who's as funny as any
comedienne currently working, does the punch lues. As a closer, Asther, tivna's daughter, who does trio harmony with them. Gal whase shy approach is splendid contrast to her animated mother
and aunt. Their material is such and aunt. Their material is such hour.
Paramount is currently ready,
ing their biopic, "Topsy and Eva, which should further project theit important past. High spot of their show was thelr wonderful ehartherization of that role whic
they created in legit in 1923 .

# Night Club-Vaude 

## Marine Dining Room,

 Edgewater Beach Hotel, Chicago(Friday, February 22)
Capaciry. 500 . Price policy. 1t 8:30 and 10:30. Monday thru Publicity. Margery Winaton. Booking policy. non-ixclusive.
Estrimated budget this show, 85 ,
000 000.

After two shows built around bands. Freddie Martin and Xavier
Cugat, sespectively, the Marine Dining Room retums to an act policy with this show-and, for
the first time, is usimg Carl Bris-
son. While the venerable Brisson son. While the venerable Brisson
is no stranger to Chicagouns, his is no stranger to Chicagoms, his ppearance in the large room at halleage, even on a short booking, three weeks. to see if he can
keep his fans coming in strong enough numbers to fitt the spot. Actually Brisson should have regularly patronizing the hotel, and while the younter customer ink up to Brisson's style. he is a real showman whn should be able
to win them over. He brings in a terrifle book ranging from pops to special material, uses excellen
bighting effects, and mixes with the rudience to such a degree that he must win everyone in the
house before he winds up his two house before he
show's a night.
Preceding Brisson on stage are Rlcardo and Norma. a good-looking young balnoom team with
some of the smartest terp turns secn Duo set the stake act, opening with a tango, then
following with a ballet, "Warsaw Concerto". a musical comedy turn dane 10 "Ma, He's Making Eyes
and close with a Porturese peasant dance. getting a conclusion of their closer.
Benny Strong. Chicago band Benny Strong, Chicago band
leader, has his 13 -man unit in for seven-weck rum and does an extremely good job of backing with Strong. Joan Hovis and
Lenny Carlson on vocals, also plays for dancing between show
Norman Wefser.

Blue Angel, New York
Capacily, 150. Price policy, 54.50 Capacily, 150. Price palicy, 5.50
minimum. Oporalors-owners. Her ing, pon-exelusive. Publicity Curt Weinberg.
budget. $\$ 3.200$.
Smart adult comedy is the chiet fare here. With Elsa Lanchester Miss Lanchester, caught some
time ago at the Plaza. is better

would of her material probably routine, even to the accents. but the audience here is quick to
catch the nuances and howled
 ard
super club circuit, has developed
understatement to a fine art. His material is fulj of listle jabs that
depend on underselling for thelr impact. Audience reaction w'as ex-
cellent.
Harry Belafonte, young folk
singer (Tormnerly a stylist), has found himself. He should go a lot
further with his ballads of the hills, plains and rivers than comShowed a lot of heart and voice sistant. Belafonte did four songs Martha Stevens. looking more the a society deb than a per-
former, offered a pleasing voice
with niaterial ranging trom standards to special. This pretty blonde
shows a lot of confidence aod does a competent job of stand-up warblin
lis Larkin outfit bocked and did intermissions in smooth, casy
to-listen-to fashion. Stuart Ross did piano rellef,
The outside
Nelson perched atop bar stoo singing beautifully in a well
trained soprano voice to Bill Roy's pianistica. The new gimmick
makes an ideal assist for the

Towne Club, Milwaukee
(Monday, February 25) Capacity. 140. Sbown, 9. 11
Price policy
si 1.50 minimum Operntor-manager, Jerry Gross-
man. Booking. nod-exclukire. With a background of nitery credits all over the country as an ork fronter rather than an act.
Bill Snyder, Decca reconder now steps out as a solo with this book. mg. Jerry Grossman, who is using ing. Jemiry Grossman, who is using entrates on record names, is havnd much success with the test.
He's also finding that Snyder can reep the ropes up here seven nigh $5 n y$ der's act has been carefully Snjder's act has been carefully o its full advantage and display: a pleasing manner with his bc-
tween-tunes chatter. His book ween-tunes chatter. His book
ranges from the classics-"Waranges from the classics-"Warcerto" and "Clare de Lume" to
 Rag' and a bit of Gcorge Gersh
win A visual" pianist Snyder win. A "visual" pianist Snyder plays and gets
Snyder also plans to give the act a whirl on the vaude circult having already signed to play the
Seville. Toronto, and a second souse in Montreal

Norman Weiser

## Ciro's, Hollywood (Wednesday, February 27 )

Capacity: 460 Price policy;
 Owner-operator: H. D. Hover
Publicity: Jim Byron. Etimated budget this show. Sho000. Essi
mated budget lasl show. $\$ 4.000$.
Herman Hover introduces the exciting Fecundo Rivera Quinte
with this show and the act shows fremendous possibilities,
trem show

they can hope to become real
headiners. They gyratc and vocalize thru 30 minutes of terrific Afro-Cuban roulines, but it's ald notonous.
Ruvera, who stays in the back ground playing standup Stelnuay and directing Joey Stabile's aug
mented group thru the difficult mented group thru the difficult
scorings. has an extremel; well scorings, has an extremely weld looking gals and two handsame
boy Besides doing some ex eeptional vocal blends, they syn-
chronize their spirlted dancing to the torrid beat of the music. Un-
fortunately. their only familiar fortunately. their only ramiliar was "Siboney." Rivera showed a short. broken-English thenk
a sou." if their writer could work you." If their writer could work
up a Spanish comedy bit ala Dave Apollon's old bit with his Ha
waitan troupe. act would pain the watian troupe. act would gain the be well if the group also learned Spanish lyrics of some American
pops and novelties to further spice the act. Fivesome work extremely fast and get solid return for at

## Copo City, Miomi Beach (Thursday, Feb: 21)

Capacity, 700. Two shows nighty, 9 and 12. Price policy, 83
beverage minimum with dinner,
Owners-operstora. Nod Schuyler Ownerr-oparstor. Nod Schuyler
and Murray Weinger. Booklng and Musray Weinger.
non-exclusive. Publity. Irviag
Mandel. Enimated talent budget Mandell. Estimated tal
current thow. 514.000 .
After nearly a half-century in show business. Sophie Tucker is
stall killing them. She seldom pave a belter periormance than in her current stint here, heading
a bill which includes Tony Ben.
nett Jack Cirter and
 It's a big show, with La Tucker
emerging biger than cver. Lavishly gowned as usual, she opened
with a rhyming autobiography stressing an alwoys stay young theme. followed with a humorous
offering. "The Sophie Tucker offering "The Sophie Tucker
School for Red Hot Mamas," ex-
(C-ntinued on page 48) spot is trying to attain in lurin
the late biz. Bill Smith.

Paramount, New York (Wednesday, February 26)
Capacily, 3.654 19ats. Price daily. Chain booker. Herry Le.
vine. Show played by Jerry Walds ork.
Here's a bill loaded with poten tal talent, each act knows its way around a stage, but it missed be-

## lon.

The hit of the show was the Billy Williams Quartet, one of the precise vocal groups around today. 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 weh." Ride, Ride andion to thelr singing for added sight values much which they picked up on their TV

Buddy Lester drew chuckles when he should have pulled yocks. His first few minutes were great; aiter that he seemed to become hand for his trumpet rouline. Georgia Gibbs has picled up a
new stic. She's now a fem new style. She's now a fem
Johnnie Ray. Her "Cry," whach she waxed for Mercury, was full of the Ray influcnce, tho the aumissed because the Jerry Wald band
The Dunhills' precise hoofology was slick as cuer, earning a jus Wand was off on timing and combo organization, indicating necessity for more rehearsais. Wald's clarinet was sniooth and warm. but he
didn't play it often enough,
Pic, "This Woman Is Dan Bok Rolontz.

Charley Foy's Supper Club,

Sherman Oaks, Calif.
(Wednesday, February 27)
Capacity: 300. Price policy; no
 erator: Charley For. Shows at acclusive. Prock: Charotte Rogers. \$2.000. Eatimated budget last khow. 82.000 .
Nostalgia is an importanl factor n a show, but it not substantial nough as sole basis for an entire
frering. The show started strong for the first 10 minutes with some hoary but good blackouts. Cast deserves eredit for working out in the show, where they work as team. for it gave the show con. IInuity.
Oldster Billy Grcen, also early well with some perennial stand. ards in ane tenor, along wilh Candy Candido, who did his Candido dipped into the blue too often, however.
Youngster Abigail Adams is an xanemely pretty gal but she can't Cully Richards. who did well in bits and in a short solo comedy stint, and Owner Charley Foy apparent nervousness. Comic ceorge Rilry never got started. fis singing opened his port of the series of but when he went into he lost the housr completely. He should junk his entire routine and
start from scratch. Headianers Jummy Conllm, a supporting player in the movies, and partner Dorothy Ryan need, materla badly. Both are good showmen. with Conlin working standing at the key
sang.
Margurrite Padula. who celehis wher 11 th consecutive yea dolng songs from the stage at Intermission. Abbey Browne's boys did an excelent backing job.

## Caught Again

BEACHCOMBER CLUB, M1-|tinenl mimicry of Billy Daniels girls now features the show bill other showbis celebs, including in this spot after an abortive sea- panicking Lill St. Cyr. In addison in which the owners were tion, they do their great "Frankie reputed to have dropped a quar- and ohnny and mitting. Aet is stuess now is on music, both vocal erping thrown in to dress up the roceedings. Opens with baritone tolk tunes and follows with ritual dancer Rose Hardaway. Gal isn't
nowcased to display the best of her talents, particularly tn the musical
depariment
Thelma Carpenter comes along ext to pick up a cood hand for inale jam-session with the Kirby Stone Quintet. This group, holdovers, close the show with their material numbers and standards. Herb Rau.

MOCAMBO, HOLLYWOOD: Billy Daniel and Lita Baron
shape up with the outstanding new terp-song act of the year, rapher, and his smart, cute pariner have 30 of the fastest minutes
on the boards currenuy. for they on the boards currenly, for they
shrewdy mix up single and dua shrewdly mix up single and duo
singing and dancing of every type. They have added lots of new tine, with Miss Baror sparkling in a song. 'I'm As Ready As l'll Ever
Be." and a "Lady Is a Tramp" number, in which she wears
$\$ 12,000$ emnine coat and carries tiny white poodle.
In addition, Danicl does a per-


BLACK
DUNDEE
Lative Cissino
currail
Mrilnatphia
Johnny Sippel.

## TIM HOLT



avallable umild dune 1

FOR AUDITORIUMS, RODFOS,

## THEATERS, PARKS, TV, EK

## ".ie jolly jorce Theatricals Earla Theater Bidg. WA 2-4677 and 2.3172 WA 2-4677 Theates Bld 2005 Peramount TORK CITY 2005 Peramount The CITY $=$

# NIGHT CLUBS-VAUDE 

Miami: A Flashy Finish to a Slow Season's Kick-Off

Early Blight Bursts Full \$ Bloom, Only Trouble Is Getting Attractions

| Darvis and Julinian who do trit that are well nigh impossible. $\square$ <br> Sophte Tony Tal Lals blast $\qquad$ <br> WARREN FUSS Everyone in Act Over Pitt Theater Date |
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NEW YORK, March 1.-A hassle involving the warner book-
ing office, the William Morris of-
fice, Fran warien and her man. ager Barbara Belle, with the as mediator, blew ap
Mayer threatened Miss Belle with violation of a contrach

It began when the Morris office Thenter, Pittsburgh, for March 7 putting Gene Nelson and the Bor-
rah Minevitch Raseals on the to the money and the single date. saying she couldn't bring her in
from the Coast for just one fob. Morts agreed to get other dates, and her salary was improved. ley that the original date had to
(Continued on page 46 )
Owner Not Closing Big Bill's in Philly Primadelphia March 1. the downtown zone has shuttered
or contemplates closing are erof the room. Cossrow purchased the spot from Bill Rodstein about
six months aga and has been operating it himself under the same mick attractions.
Cossrow is an old hand in the
eafe field, having formerly operated the Showboat here. In buypurchased the Big Bill's name. As lous following and has enjoyed usual how policy when other rooms weat begging for cus.
lomers. Switch in Sweden, Movies to Shows

## STOCKHOLM, March 1-China

 Theater, home of big-time vaudeand films during the wintermonths, switehed from pix to Porter': hit, "Kiss Me Kate"
(Swedish version of which is hav ing a long run at the Oscars TheaMe, Katie" and is expected to hold the stage until vaude season starts. Stig Lommer, of Copenhagen. Is bripging a vaude show, headed by

The 5 am. closing is compara.
tively new to the beach. In the lively new to the beach. In the
past it was felt that vacationers
wouldn't stay out beyond 1 or 2 wouldn't stay out beyond 1 or ${ }^{2}$
wes not well founded. A belic
permit costs clubs $\$ 3,000$. The permit costs clubs $\$ 3,000$. The
late closing was started by the
Five O'Clock Club which has Mastha Raye. Buddy Hackett casily one of the freshest comice to come along in recent years
With proper handling and some
Some beach clubs are not doing 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 tarifts are unusually high. present tariffs are unusually high
Food minimums of $\$ 6$ plus an-
other $\$ 4$ liquor minimun is the other \$4quor minimum is the
rulc. Walters' $L$ is about the
only club on the beach that has an all inclusive minimum- $\$ 0-\$ 8$
food or liquor. The Beacheomber is hanging MH Signs New AGVA Pact for 134 Employees
NEW YORK March 1-Radlo
City Music Hall and the American City Music Hall and the American
Guild of Vartety Artists have fi-
nally sunned a contrach, involving nally signed a contract, involving up scales of the chorus and kive
them one week's vacation a year. them one week's vacation a year.
General terms were agreed upon
some weeks ago, but weren't formalized into a contrnct until late yesterday, Under the new terms $\$ 87.50$ per week. After the hrst six
months the frit raise will be months the frst raise wlll be $\$ \mathrm{~S}^{2}$
with $\$ 2.50$ per six-month period thereafter.
The contract will run from De1953. All Increnses, however, with
have to be approved by the Wage Stabilization Board and will be-
come retronetive to Decenber 6 .

## Combo Grosses

Big for Week
NEW YORK, March 1.- The
Roxy and the Music Hall were Roxy and the Music Mal were latter was in the sixth week of jts
curreni bils. The Palace ended it long run with Judy Garland with a juicy $\$ 50,000$ for its final frame, Radio Cly Music Hall $(6,200$
se $\$ 130,000$ tor the sixth week of house cast stareshow no out siders on the bill), against $\$ 120$.
000 fur the fitth wiek. 000 for the fifth week.
Roxy ( 6,000 seats: average 587 ,
000 , 000) came thru with a walloping $\$ 120,000$ for "Five Fingers" plus
Paramount 13.654 seats; average Phil Found up its two-uceker rupa ork and "Girl In Every $\$ 58,000$. New bill has Buddy Georgla Gibbs. and This Woman

H2,30ce ( 1,700 seats, average Lauritz Melehior, Jcan Carroll, Les Compagnons de La Chanson,
Ben Blue, Leo De Lyon and

## A SUGGESTION: SOPHIE ON FLIPS

MIAMI BEACH, March 1. -Nick and Julid Darvas, come show-stopper in the Latin Quarter here, have a routine in which Julia stands and somersaults to the floor. Eddic Cantor. here on a Eddic Cantor. here on a
Uniled Jewish Appeal camUnited Jewish Appeal cam-
paign, got up on the Latin paign, got up on the Latin
Quarter floor the other night Quarter floor the other night
and fipped: "That's a slick act, but I'd love to sec you do it with Sophle Tucker!"

## Johnnie Ray <br> Is 4th GAC <br> Theater Unit

Singer Package 12G;
Cole, Patti Page,
Paul-Ford All Set NEW YORK, March 1, Theral
Gentists
Corporation
will have at least fous new packages
playing the theaters in the next few months, with the Johnnie Ray Ray is now being subanitte will have the Four Lads and Billy May's ork around him He is sct
for theaters in Cleveland, Mil waukee, Boston and Toronto an
for the Atlantic City Steel Pier. Nat (Kingl Cole will also do will be put around him in different theaters. depending on the
conditions in the areas. Les pau conditions in the areas. Les Paul
and Mary Ford will also do theaters in four-week cycles. It will
be four of theaters and four for recording da
Patti Page will repent her 15 off her concert tours with Franki
Stem's Warner Books Vaude

## NFW YORK, March 1-Flesh will come buck to the Warner

 (ex-Strand) on April 7 . Its starting bill will headiline Louis Joring up with in the hope of compermit it to stay open for more than sporadic periods,Its straight Alicker policy has
been only so-so. But it has no strong pictures coming up, and its return $\begin{aligned} & \text { evitable. }\end{aligned}$
Chi Theaters,

## Union in Pact

CHICAGO, March 1.-The four-
wreck hassie between the RKO
Grand and Palace theaters and tors' union, was settled here setting a March 5 reopening on a straight pic policy, probably with initigl offering. The Palace, still
multing a two-a-day vaude policy,
has not as yet determined when has not as yet delermined whe
it will reopen.
Dispute, which shuttered th the delay in the proposed reb, revolved around the use of rehel operators. A suit for $\$ 250,000$ fusing to issue an Injunction

[^0] ondon "Eing Croby iseard gest record seller bere," sajid a close second." The Grade office. which bas
recently cstablished a Hollywood branch with Henry Dunn in pects to do 70 per cent of the

## Blackhawk Ups

 Talent Policy As Patron Lure CIIICAGO, March 1.- Stil recelved in the horsemeat scandal the Black bawk is undertalking a heavy promotion program, plus, stepped up entertainment policy,to draw customers back into the nitery. The hy pocd show policy, ineludes the addition of Bobby as a solo at all shows, the bringing in of a natme attraction to head a three or fout-act blil opening
March 7 , and the orivination of part of which will be brosicas every Soturday afternoon.
Cancellation of "Laugh It Off" Mree weeks ahead of schedule
March 7 after approximately seven-month run. was decided upon a few weeks ago when the
Blackhaw reopened after being shuttered for 48 hours by health nuthorities. A new routine, "Six
on a Honeymoon," is already in rehearsal, and, after a two-week
break-In date at the Lalke Club, April 9. Spot closes Holy Week for decoraling.

> Wayne Opens Stint

Wayne opened his stint at the location Wednesday night, strcs-
sing his current wax releases. He
will stay in for about two weeks then will be succecded by another
recording artist.
Roth, who has been a slaunch
dvocate of radio remotes from
"Dixieland Open Horrew" adds a
from the spot as a weckly feassion
Show, part of the teen-ager
"Sost-Drink Party" will feature
Henry Brandon leading some of
the top Dixieland artists playins
the top Dixieland artists playing
Chiesgo spots in a two-hour jam
of the showe will be broadcast ove
WGN, With Fred Reynolds, WGN
disk Jockey, emsecing the seg.
Bobby Wayne and Johnny DesBobby Wayne and Johnny Des-
mond will also work the radio show. Will also work the radio

# London Will Hail U.S. Disk Greats 

Frankie Laine, Jo Stafford Signed For Palladium; D-J's Built Demand

| NEW YORK, March 1-Am | O |
| :---: | :---: |
| can record names will headline at | On the first bill there will be nine |
| the Palladium Theater. London. next seavon in a field which here- | acts, of which sux will be Grade |
|  |  |
| tofore was limited to pleture | In past seasons It was the Wil- |
| names. | lian Morris office that got the cream of the business. For the |
| The first singers to be set were |  |
| rankie Laine and Jo Stafford, |  |
| both on the Columbia label ard |  |
| both handled by General Artists | Music Corporation of American |
| orporation. Both deals | is trying to get into the overseas |
| Agency. | business, but so far it has had |
| The popularity of record names | only mediocre success, MCA has |
| England, sad Lew Grade, Was | booked Martin and Lewis but hit |
|  |  |
| les, with Joe Jackson as the top |  |
| spinner in the field. Laine"s sale |  |
| England is "enormous," sold |  |
| Grade. 'With that kind of sales |  |
|  |  |
| hum, we are sure hell be a hit at the Palladium and in the Prov- |  |
|  |  |
| Jo Stafford, amother top record |  |
| seller in Lundon, has an adued |  |
| fillip thru her tapings via Radio |  |
| urs: which are heard in |  |
| ondon. "Bing Crosby is the bi |  |

Artists' Rep Org To Fight Measure Framed by Crump
NEW YORK. March 1. - Perwill be regulated if the Crump Bill introduced in the State Asseading of the bill dischosed. At not ruled by any regulating body. State Assenblyman Elijah H. Crump. of Manhattan. said he in-
troduced the bill at the request of troduced the bill at the request of who have been swindled by agents an
The Artists Representatives* major talent offices including hundreds of independents said, It will not take such a bill with out a fight. It was imilicated that plans would nnt be disclosed un-
til hearings would be held on the bilh. That measure is now in the Judicinry Committec
The Crump Bill says that artperson who engages in counscl ng or directing artists or actors in their professional careers and who procures, offers or promises
to procure employment for such rists or actor.
Such a person shall obtain : tate and the priment of hall, upon and the Depariment contracts of employment.
"All fees for placemient by arthe measure provides, "shall be based on a schedule of fees. and by and filed with the Department A license under the bill, if it The bill would take effect July 1. -
Eckstine, Basie Sef for South

MIAMI BEACH, Fla, March 2 -More and more Negro entereach year, and the latest pair of Eckstine und Count Basie, who wext Monday ( 3 ) and Tucsday (4).
The Monday performance will torium In Miami, and Tuesday's will be at the Mami Beach Audis
lorium. For both Eckstine and The Count, it's their frst Forita pertormanees.
all in Year
It has only been during the past
year that big-name Negro performers have been booked into this arei, and then mostly in
niterjcs. Josephine Baker's suint

THE BIG ONES SAY:

## Columbia, Victor Reply to Liberty

NEW YORK March d. -Colum- of the 'powers that be' in the apropos Liberty's decision to cut disk's remarks anent the present disk industry price structure, reducing prices at this time,
Additionally, Columbia Records Additionally, Columbia Records
made a strong defense of the presnt price structure. The full Counbid statement follows:
"It has been called to our attenion that Liberty Music Shops has among other things it is said among the record manufacturers have indicated that record prices
arc loo high and that they intend are too high and that they intend
to reduce then. No executive of Columbia Records has been Shops on this subject
in any recitatory of pricing. it becomes past once evident what Columbia Rec 1. "In 1939 Columbia Record business by cutting the then ex Came the L.P
2. "In $1948^{\circ}$ Columbia Records
introduced the now farnous long playing record which effected the then existing classical record 3 "Virestually all, if not all of the major classical record com-
panties with major artists today price their long playing records "We do not know the identity

## McConkey Grabs

 Plum in 10.4k.
## R. Morgan Trek

HOL.LYWOOD, March 1 , Mc Conkey Artists Corporation year when Clyde Baldschun sewed up less Morgan's band for a $10-$ 21 across the country. The MAC Coast office will route Morgan the Chicago office picks him up. Calif., opening March Bol el, Berkeley weeks Morgan is asking that
MAC get him seven nights per
week at a minimum af $\$ 1,000$ per
 York location, following the Mc-
Conker swing. Morgan will book that date direct
Baldschun also set Will Osborne to open at the Flamingo, Las has also inked with MAC and set to Ea into the Adams Hotel
Phoenix, Ariz., opening March 25

Torme Signs
5-Year Paper
With Capitol
HOLLYWOOD, March 1 -Copt Mol disks here this week renewed
Mel Tome for another five years
Tome is currently in New York Tome is currently in New York Gaited. Tortes poet by ru Carla Livingston, Cap's per. head.
Capital has also taken on Jerry
Shard, Gotham trombonist who
beads a $10-$ piece band consisting beads a $10-p l e c e$ band consisting
of a trombone choir and a rhythm section, augmented with banjo. hotel location work. Capitol ex pecten to cut the band on novelty

 being no expense for sets, stage hands, etc. In the past, such stelevised remotes have been carried
sporadically, but the union finally clamped down. The Village Barn
ago, prior to the ban. NBC long
ago installed a studio in the Stork
Club Building in order to pick up The Stork Club show (now carried
on CBS). Building the studio ausomatically took the program out possible its televising. the Taft would be done Saturday afternoon, $12-1$ pm. The program formal entails audience participa The requests are Interesting particularly from an cconsmit
point of view. Production-wise point of view. Produetion-wise
remotes are an extremely low
budgeted

## PRICE CUTS

Liberty Has All Excited, Some Say OK
NEW YORK, March $t$ - On al
levels of the disk Industry, the
news that Liberty Music Shops
were cutting the price on all disk by 30 per cent spread like t proverbial wildiore. Despite much hat the chain would take such an was sion, the actual announcement was still surprising to many in several instances preferred to apprised of distributor and dealer reactions. Distribs, too, seemed reluctant to say anything until] hey heard from dealers. Dealers hole, tho often much more vol. their names be withheld. Don Gator, prexy of the low
priced Remington label said "I ye always had great respect
(Continued on page 20)

## Liberty Price Cut Tosses Disk Trade Into Consternation



## House Group Speed Set for Bryson Bill

 Current television programing is
## Key Publishers May Seek Southern Case Reopening

"Good for One, for All" Philosophy Seen Danger by Status Quo Pubs



## WASHINGTON, March 1.-The land several of the subcommittee

 copyrights, trademarks and pat session. deliberations soon on th right billThe fate of the bill is still uncertain. The subcommittee has
not taken ti up in executive meet-


## ruary 9). However

has been undergoing staff study

Speculation Rife on Meaning of Move as Pros, Cons Ponder Trend
dealers were willing to operate on a smaller margin the price of rec ards. It seems absurd for a mana lecturer to advertise for a mana ard at $\$ 5.45$ when, with full know facture r, such records are being sold at 30 per cent of."
The knower in starting its that Liberty caused excitement anger plea sure and various emotions among manufacturers, distributors and dealing. semowed to the one of an piety.

## Manufacturer Reaction

The reaction mong the mana-
iacturers to the new's and to the

## Yellen Puts Finger On ASCAP Agitators <br> Harbach Sees $\$ 5 \mathrm{Mil}$ Juke Toll for

 Society if Bryson Bill Becomes LawHOLLYWOOD, March 1-Seml- the yearly take from the boxes Society of Composers. Authors and be $\$ 5.000,000$. During the meeting,
Publishers, held here Wednesday it was pointed out that 511 regular Society of composers. Authors
Publishers, held here Werdesday (27), was almost complacent in
comparison with same of the other comparison with same of the other
regional meets. Only hint of trouregional meets. Only hint of trow-
bes that underlie the set-up was a short andres by Jack Yellen
chairman of the executive committee, who. along with otto Harbach, prey, and Comptroller George
iforman, was in from New York. Iforman, was In from New York.
Helen openly named Pinky HerYellen openly named Pinky Herman Lengsfelder leaders of the young, disrupting element in
ASCAP. He continually pointed out that the old-quard writers are
responsible for the huge dollar responsible for the huge dollar
volume of the org.
Hand en Harbach gave a rundown on the
progress of the Kefauver-Bryyon amendment to the Copyright Act,
$\qquad$
$\qquad$

Does the Southern decision actually establish a formula
whereby all catalogs may be
rated, or does it only apply to
logs? It is known that the arbs-
(Continued on page 20)
ot a tall shake in the hearings
nd that chances of getting a levy

comm "is assured before the sub-
Altho it would be major sur prise af the bill is reported out its present form, there appears to
be a slightly better-than-cven (Continued on page id)
was pointed out that 511 regular members, 31 n on-participating
members and 105 estates of ASCAP members and 105 estates of ASCAP
re now residing on the Coat. which almost doubles ASCAP members here since hive years apo.
I. Wolfe Gilbert. chairman of the ASCAP Coastal committee, reported that the nominating comrome e had set up a 12-man slat c
rom which six men will be elected expires year terms. Present slate ers also have the right to write Slate includes fouls nominated Slate includes Souls Gruenberg, Koehler, Jay Livingston. L, ea and, William Grant Still, Hare or Gruenberg will be Ether still the members must vote one of the MGM Bally On Stars P.A.

## Records is cashing in in extra

 Recondition, because sin of the la-bel's artists are currently working on personal appearance dates in of wax artists now in town in eludes dane Pow el at the Cope,
the Billy Williams Quartet at the Paramount Theater, Ivory Joe france at the Queens' Terrance. Theater and the Ted Straeter ort at Melchior is headlining the bill at the Palace and got rave notice Metopera star followed the lone and successful run of Judy Gar-
land at the same house



$\square$





















$\qquad$










$\qquad$















Cland at the same house.

## Music Performance Trust Fund

 Has Many Pacts, Only Few Pay| their agents have signed Trust Fund agrecments in order to be able to present their talents via recorded demonsiration reconds. <br> Music publishers, ton, have signed Trust Fund agreements for the purpose of being able to record their material when they deem it necessary. In most case3, the licenses are held but not used. |
| :---: |
| Laine-and-Page <br> Package Is Set <br> For 42 Dates <br> NEW YORK, March 1. - The Frankic Lainc-Patti Page concert Package. (The Billboard. Jan 12) D. C., on a tour that will cover 15 states and Canada. The pockage, one of the largest ever put together by General Artasts Corporation, now consists of the and Miss Page: Billy May Ork, 1Hinois Jacquet. The Choclateert, Don Rice, Clark Bros. and Jay Laurence. It is undersiood that the unt has been booked for about a $\$ 10.000$ guarantee against 60 per eent of the gross. <br> The parkage will play arenas and auditoriums and armories startiog in Washington. then Rıchmond. Norfolk. Raleigh. Bal- timore. Scranton, Hershey, Springficld. Montreal. Toronto, Guelph, Oatario: Syracuse. Butfalo. Pitisburgh. Pa, Toledo, Flint, Detroit, Columbus, Cincin+ nati, Troy, Indianapolis. St. JoMoines, Minneapolis Milwaumee, St. Lowis, Chicngo and Cleveland, in that order. The unit will do 42 performances in 30 davs, ending May 11. <br> This package is the spring edition of the "Biggest Show of up by GAC. They intend to send out a fall parkage as well. The Lalne-Page package is booked by the Gale Apency, Arranged by GAC. Gale, in association win |
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## Conkling Sets L-A Bii Trip

bla Records President Jton Conk ling is scheduled to leave Thurs Mexieo and South Amerius. Conk in that part of the world. He d. set to return
Conkling's trip will cover such
countries as Brari!, Mexico, UruEvuay, Argentina, Chile. Pern

Fires, Floods Hit Ballroom Locations
 nperators in recent weeks. with the
damage still undietermincd. Carl
Lauman, operator at Beresford. Lauxman, operator at Beresford.
S. D., reported the Fliz had been
destroved by fire recently. Ballroom had been rented out for the
preninis. The fire staried either from an overheated furnace or a
smoldering cigarelte after the
dance ended. Several Ohio operators have been hit by water in recent weeks, with the angual spring floods. still to rome Ed Schot, Corscy Island, been under six feet of water. While
C. M. Brown, Buckeye Lake, $O$ said his ballroom had eseaped


## Tests Compare Indie Outlets' Strength With Nets in Pushing Songs to Top

 Checking Service, : pioneer here in labulating tune performances on
the alr for Incluston in national
ratings. has auletly been exper!ratings. has guletly been exper!-
menting with a weckly survey
which might peventually become a which might eventually become a
ynrdstiek for simllar studics thruout the nation.
The RCS 1 are designed to pive a comprohensive picture of out trends in sone popularliy in
Chicalco compared with olher major cities and, perhaps most lm -
porlantly, to indicate the relative strength of the independent radio
ouUlets, compared to web outicts in pushing a tune into the bit cate-Initially confined to liwe progrom
checks. RCS few weeks an

service, RCS topper Zarz Snow ly survey or Chi music.


Coral to Wax "Songs" Best

NEW YORK, March 1-Coral the winnags tune on the "Songs ends on April 5. The winning

amateur tune of the current conamateur tunr of the current con-
test eycle will be recorded by
the Mariners Quartel on the Cohe Mariners Quartet on the Co
lumba label. Tho Coral has agreed to record not specified ang artist. preferring to mate. The Columbin deal how cver, named the Mariners disking,
as a prize when the contest first started. "Song for Sale" is tele.
cast by the Columbia Broadcast ing System vigh
Sunday nights.

IVES RECORDING IN NASHVILLE
NEW York, March 1:The Burl IVes has always
been knownas a fork snepr
he cuit his firt records his he eut his first reeords this
week in Nashvile folk music
 his new waxing paet with
Deecca, Ives
Hew to the TrnDesca, IVes ncw w the Ton.
nessee
city recording session. Disks are
scheduled for early release by the label
the label
Handling the date for
Decca was Paul Cohen, who Decce was Paul Cohen, who
heads the label's country and heads the label's country and
Weatern a.der. sct-up.

## LIFE-STORY

## Styne-Cahn

 Ballad Had
## Ups, Downs

## NEW YORK Mareh 1-Devel

 oping history of the Julie Styne Sammy Cahn balad "I'll WallAlone" is one of the mere Interesting around the Alley these
days. Published by Maylair Mu
sic ln 1 Mu, the sonp ran smark
int the first American Federa into the first Ameriean Federa
tion of Musicjans' record han Re
sult was that it got two a capella кult was that it got two a capella
records (Dinah Shore on Vieto records Martha Tilion on Capitol) plus an orchestra-backed cutting
by Mary Martin on Decca. right Tfier Decca signed with the AFM The Shore record did reasonably
well, w ith the other two laying
 Well's arrival. Augusit 23. 1951 .
Main impetus loward bigger at
tendance with the Welk band has tendance with the Welk band ha
been the weekly hour-long. Ty
show via KTH.A. worked out show vian tha, worked out inte
last Auxust by Sam Lutz. Wek's
personnal manager, und Klaus Lansberg of the station. Welk's
show has two sporasors ond curshow has two sporasors and cur-- WASHINGTON, March 1.-The
rentiy is the second-rhted ork House Judiciary Subcommittec Thow among nipe different band on Copyrights. Patents and Trade Cooley, who has been doing a

## his batlroom. Welk's 1 nking, plus the fact that

 Welk s inkinf, plus the fact thatboth sponsors have renewed for
13 week, which takes them thru the summer, which takes them thris tho he has a provision th the pamonths out of the Aragon, will
probably not do one-nighters probably not do one-nighters poriant Midwest one-night oper. lour of five months of one
nighters for MCA Despite

HOLLYWOOD. Mareh 1.- that Welk has a verbil agreement Probably the longest location band only with MCA. and jts under pact in the last decade wis signed stood that We I k personally Welk and $W$ between Lawrence K Ing. man
ading director of the Aragoi, Ball.
 guarantee against a 50 per cent the one-night circult this ycar.
privilege for the five-day lerpery Art Kassel. who has put in over books in addition. Welk usually books out on the off-Tuesday.
Inking of Welk refleets a sharp Lrking of Welk refleets a shar
contrast in conditons for the ocean-side terpsilate, which ha
been having rough sledding durin
the past three years previous 7.500 from the writers of the In her complaint Mre Biggs had alleged that the defendants.
had recejved the Iden for the tune rom her late husband The case had been tried in court before Bieger release this week Mrs. and Stone were the writers of the case was the publisher of the tune. Acuff-Rose. tho merely as a matroyalica untll the suif wiaseltled.
Chattanoogie Shoe Shine Boy" was one of the hig his of 1950 with the Bing Croshy and Red
Foley diskings of the tunr hitiong high sales figures. Jack Stapp is the program director for WSM in WSM. Is now with KFO in San Francisco.

House Group Clears Celler Bill; Juke Issue May Be Next
of any English-language works himit. The bull whil affect authors and publishers of music scores, TV seripts, plays, books and simi:
lar works. UNFSCO's mode copyright pact is being whipped
to completion for vote by the organization at Gencea in September.

Clear for Jukes
Discharge of the Celler Bill is ee's deek far early examinntion of the Bryson-Kefauver Juke box copyrights bill. The subcommittee has not this measure since the
(Continued on page 18)


MILWAUKEE, March 1-Rack-
ing up the highest grosses in years ing up the highest grosses in years most of Wiseonsin this week rereceipts, which established new records. showed no signs of
glackening with the advent of slackening with the advent of
March. Among the factors believed responsible for the exceldurma December: 45 r.p.m. and sharply, and record promotions bave been hypoed considerably by the rash of nam
in recent weeks.
Most retallers In Upper Wisconmin have advised dealer conlacts. here and ip platters are now the "main stay" of ther establish-
ments, with if repm. strongest
in the indie and smaller iabel
feld. Too the influx of $100-$ field. Too, the influx of 100 -
record Jukes in the hinterlands has been marked in recent months,
a trend which staried a year or
more ago in Milunukec. With winter weather a faetor to be
reckoned with in the North. many juke operators have set up disk they purchased them thru distriba -but getting the disks when they
need them without resorting to lengthy and hazardous trips to this Deliveries on 45
Deliveries on 45 disks have been stepped up considerably in this
territory, dealers reported, and the donut sides on the major labelis
are now coming thru in quantity without delay. Smaller labels are
still having diffeultics with deliveries, and the has hampered
their sile with the juke opetators their mic with the juke operators
as well as with the general public. Strong Promotions
Retall recerd stores here, work-
ing closely with diskery reps and ing closely with diskery reps and
local disk jockeys, have been enrecent week: by capitalizing of recent weeks by capitalizing on
the recording ortists playing the
bistros. Among those who have been aopearing thruout the eity
autographing sides and meeting the store's patrons are Bill Snyder.
Decca. and Xavier Cugat and Abhey Lane, Mercury. Both have whit the latter in some cases drawing down a fee for
personals with the artists.
Large newsoaber ads have been
used regularly by stores to promote the annearance of artists,
while the jocks do their bit vin air thite. However. few personal appearances are made by musicians
like Snvder and Cugat. on the
airers because of local American Ferleration of Musicinas' rullings
banning such shos. Siromg play the $\mathrm{d} . \mathrm{j}$. sessions and tie-ins with the band chanters, a la Abbey
Lane, have done their part to put over the promotions.

## This promotion program is al. ready set to continue for several

 ready set to continue for severalmore months. wifl diskery Reks assured of more names thru book
Ing policies at the Town Room ing policies at the Town Room,
where Jerry Grosman, operator, Tic Toc Club. which has Sophie
Tucker coming in March 7 for her arst nitery appearance in the Beer

Father Hines Goes
To 16-Piece Combo CHICAGO, March 1 - Earl
(F)ther) Hines. now playing oneniphters with his new six-piece group, and play two dates with
the 16 -piece org. Initial bnoking or the larke band is the Y CirHincs heading an all-btar Negro ast for the high budget YMCAAuditarium.
Hines will follow the St. Louls
stand with a week at the Regal stand with a weck at the Regal
Theater here. where additional reaction to the augmented band ill be tested.
Depending upon the outcome of ventual decision as to whether fincs will revert to his six-man uring recent break-in date a the Blue Note here, or continue

RECORD CHIDES TARDY AT MASS PhiLADELPHIA. Masch
 Kelly, public relations chicf
for wipZ, local Philco videe statione as he fxplains how
the Rev, Francis Mccinty,
 arrivalis to Sunday Mass.
 tem to play, a recording of
"Slow Poke. He replays it "Slow Poke. Me replays it grins of late arrivals indicate
he won't have to wase the war much longer. war much longer.
However, as far as Kelly is concerned, he's not taken in as eastly, "I too," says the Slow Poke' while walking into the church the last two much for my tardiness, but record."

## Chi Spots Set Big Name Orks

CHICAGO, March 1. - For the
Arst time in a number of months.
a strong line-up of bands will be a strong line-up of bands will be
playing here in April, with followups thru the territory ollowing bookings: Stan Kenton into the Blue Note April 4 for
two weeks; Ray Anthony, Aragon. April 12 for two weeks: Ralph Morticre, Melody Mill, April 18
for wo we Be Benny Strong Edgewater Beach, thru mid-Apri
wilh another narne set to follow and Leo Pieper. Trianon, April 15
for 4 weeks. Earl Hines. with
1616 -piece outfi comea into the
Regal Theater May 2, whle Ted Weems has been booked for the
Martinique, opening late in March for three weeks.

## Decca Has 8

 New AlbumsRecords has lined up eight new album releases for immediate distribution. Three of the sets will be
issued on three speeds, three are being made available on $45 \mathrm{r} . \mathrm{pm}$ released on LP and another is being p
speeds.
Three-speed packages are "On man band; 'Rockin' Chair Lady,
by Mildred Bailey, and "Trumpt by Mildred Bailey. and "Trumpet to the 45 catalog are a Tony Mar
tin and Jery Gray ork album Easter," The gold label LP fea Russ Morgan polka set will be
pressed on 45 and 78 .

## Chinn Names 1952 NBOA Committees

FARGO, N. D., March 1.-With the executive board set 10 meet at
the LaSalle. Hotel, Chicago. March 20, to discuss current and upcoming affairs of the National Ball Chinn, pressdent this week an-
nounced the following committes nounced the following
lo function thru 1952:
Music Licensing - Tom Archer. Des Moines, charman: Kennet Moorc Chicaro, and
tunka, Mankato, Minn
Legislative - Jerry Jones, Sa
Lalee City, chairman: T Fash man, E, Dubuque, Ill. Lloy Meyers, Cleveland; W, H. Wenk stern, Cedar Rapids, I
Wingard, Fremont. O.
Membership - Vic Sloan, Lin coln, Neb., chairman; V,C. Sperry Topeka, Kan.: Sylvester Esler,
Appleton, Wis.: Leo Ketterer,
Montevideo. Minn. and Milt Magel. Cincionati.
Dance Promotion-Kirk Hayes, Oakland. Calif, chairman; Larry Moore, Chicago; T. E Spackman,
Monticello. Ind. and Joe Barry, Bridgeport Conn
Co-Operative Buying-Kenneth
Moore, Chicago, chairman: H. H.
 Kerker, Daven port la, an
George Devine, Milwaukee. Appointed previously (The Bill
board, February 23) was a new gricvance committee which will be
headed by Alice MrMahon Indi headed by Alice MrMahon Indiana Root, Indianapolis. The ex a for the ne
of NBOA.
Music Week
Set for May 4

## Tune Guide Experiment

- Continued from page 16
 one period which could swin
majority of the live segment.
Following are the results of the
suricy condueted during the week ending February 23 by RCS:
Songs with most performance live and recorded, on network sta-
dons: "A Kiss to Bulld a Dream On," "Anytime," "Be My Life's
Companion.", "Blue Tango,"
"Brokenhearted," "Charmaine,
 "Life Is a Beautiful Thing." "Love
Lies," "Marshmallow Moon,"
"Oops." "Shrimp Bosts," "Silly Dreamer," "Singing in the Ran, Lhtle White Cloud That Cried, er." "Undecided," "Wheel of For
tune," "Wishing" and "Would


This week's most played records:
Any Tume" Eddue Fisher; "At
Last," Ray Anthony; "Be My Life's Companion," Rosemary Clooney: "Blue Tango," Leroy Anderson;
"Hambone,". Ray Suunders 114
Walk Alone My Love Hins Gone, Ray Cure
"Stolen Love." Eddy Howard; "Whecl of Fortiune." Bobby Wayne, Last week's most played records:
Bermuda," Bell Sisters; "Be My
"MI CAFETAL"
Latin Disk A Sleeper In the USA
NEW YORK, March 1-Even the Latn American disk market s coming up with sleeper hits nally called "Mi Cafetal" origi-
Discos Fun Colombia by a major hit for the market in their platter featuring the Her-
manas Lima, fem trio and manas Lima, fern trio, and if
censed Columbia Records in Mexico to press the record lor
that market. Agaln the disk racked up heavy sales figures and spilled over Into Texas,
Callfornia and New Mexico. Since then, the original waxing has been released on the Okeh cut three, ways on RCA Victor Columbia Records here is already readying the release of its own
version. Meanwhlle, pubber version. Meanwhlle, pubber
Howic Richmond went after the Howle Richmond went alter the and Antonio Fuentes in Colombia, and pieked up the song for his Hollis Music catalog.
Richmond is currently getting Richmond is eurrently getting
English lyrics set for the song. dance tempo called porro.

## ASCAP Seeks New F.M. Pact

NEW YORK, March I.Authors and Publishers is secking Co work out a new licensing
arrangement with Functional
Music

tional Music, whose franchise
holders supply music holders supply music to restaurants and stores via FM stations
Functional handles the music now claims to have several thou-
sand outiets. Org has head sand outiets. Org has headquarreportedly number several hundred. Functional it is staled, has
been paying ASCAP same fees bean paying ASCAP rame fees
as have FM outlets- 12 mnnualY. ASCAP states this low fee presently unprofitablic operation
Society, tho, feels the fec for Honctinnal Music iranchises The Functional
The Functional Mugic outlets
operate thru 11 franchise in New operate thru 11 franchises in New
York. Buffalo, Newarts. Philadel-
phia. Washington. Detrolt, Balliphia. Washington. Detroil, Bali-
more. Chicago, Longview, Tex
Meriden, Connom and Des Molnes. without station commercials
whule Storecast handies the commercials.
ASCAP has made several
proposols to Functional regardins new tyंpes of deals, and a Functional rep states several proposais
are "under consideration."
In various cities, however have filed suit against certain so-
called beep" operators, alleging fuilure to pay public performance filed in Federal Dlgtriet Cour February 13 by Feist. Harms
New World and Remick against scriber, and Musitnne, Inc., beep operator. Suit asks for
damages and an injunction In Detroit. suit was filied in Chappell and Santly-Joy, against Ronson. Who do businces 2 s
Brothers Delicatessen and ResLaurant, beep subscriber, and Injunctinn and damages ar by public performance.

## Trio on Weiss,

 Benjamin Disk
## NEW YORK, March 1. The

 song-writing team. already booked as a nigh club aet on the ture ${ }^{\text {p }}$ hit, has now become part of digker of the original 'Wheelplatter, this wieck cut another
Benaman and Wess tune, and Benjamin and Weiss tune, and
used the writers and Derby sales
manager Whil Rose as
washing ton. March 1.-Five broadrasters in Montana, Idaho Communcations Commission to amend its rules to permit broadof five TV stations. Declaring that "no cogent reason exists for reles. the brief supports similar Pleas for relaxation of the fiveAmerican Broadcasting Company National Broadcasting Company and the Du Mont network. This wreek's brief was tiled by Butte. Mont.; Idaho Broodcasting and Television Company, Boise, castern Idaho Broadensting and
Television Company, Idaho Falls Southern 1daho Bruadcasting and and Utah Bromparetino and Tele

Allen Okayed

## For Niteries

HOLLYWOOD, March 1-Rex Allen, Republic's Arizona cowboy entry, this week hol studio fipst of a series of nitery engagements. Alien, whose pix are pointed at
the kid trade, thus far has drawn a blank when attempting to make nitery engagements, but the studio city firm okayed a two-weely
engagement at the Thunderbird Motel. Las Vegas, Nev., opening the highest atipend paid a Western entertainer at the spot, will
headline the Heldorado Week testivities al the hosteliry. Its his
first nitery engagement in 10 and the William Morris office have been pitching Allen for contracts. and if this Roes over. Allen may
Ink a pact, which will enable him to do elubs in between the eight
to nine flickers he does for Republic yearly.
Allen is doing his first pop-type
ple, "Jeannie." the life of composer Stephen Foster, in which he plays a featured role. He will
probably eut duets for Deces within the rext month with Roberta

Big Ones Say:
Continued from sage!
duce the value of the dealer's intme." ${ }^{\text {d }}$

## Victor Siand

The full RCA Vietor statement
"RCA Victor reconds are sold by this company, as the manu-
facturer, to distributors at one uniform price to all. The distributors then sell to dealers who, in
turn, sell the records to the public. RCA Veltor recommends, both to distributors and dealers sug-
gested resale and list prices whith it feels, will afford a falr return these are suggested prices only over the records or their prices
once the merchandise has been acquired by distributors. We do not presently contemplate any
change in our price to distributors or our suggested resale and list Decea and Capitol exees made

## Celler Bill Cleared

public hearing carly this month The bill's (ate remains uncer. tan Because of its controversial nature, a further staff study has been authonzed, and it is obvi-
ously the subeommittee's Intention at the present time to delib-
erate on the bill rather than let it go on the shelf, However, it
would be a great surprise if the bill were discharged in its present
form Revision appears to be in the wind.

Thr sinfers backed chrip Betty The ditty waxed "I May Hate
Myself in the Morning." The tune was around some monttis ago and
recorded at that time, but falled to create any bles stir.


## Key Pubbers May Seek Southern Case Reopening

- Continurd from page 15
trators, in wryting up their re-
port, clearly stated that their deermination of the Southern case was not to be construed as a all putlishers should be resolved, Interested In soiving Southern's problem. How ever, a very highly

HONEST

delincation of the material in the
panel's report, on the Southerm panel's report, on the Southern
case. It was interesting In many Ways. The panel, for instance, philosophically entered into a ablify:" and quated delinitions, thus: Availability"-the quality or state of being ayallable, utility
for a purpose, usable. profitable liness for a special purpose.

## Factors Defined

The panel further defined the factory entering Into the tradi-
tional concept of availability, In. tional concept of availability, inlarity" 2nd "vogue," The pane then searched for what it con-
sidered the true factors of atajlability and came up with lis own concept of "units of consistency" March 1).
In the history of availability generally been over ratings have formances. This is what happened
in the Southern case. The panel in the Southern case. The panel in order to arrive at a performcovering performances of 21 cata-
logs for $a$ period of lour years Tunes considered were so-called "prestlge" songs, a term implying crrtain restrictions. For instance
tunes must have been at leas tunes must have been at leas
three years old. Tunes barred in cluded arrangements of public domain songs, ele. In other words the panel tried to cut away from many intangibles as possible, while sull clinging to a "prestige"
idea. coupled wilh performances

Fisher Case
powerful - HAMBONE (Rush)-Billboard avards -PICK" honors to eaoh of the three disks released to date. The Jo Stafford-Frankie Laine team (Col.)
gives a top performance" and should gives a top performance" and "should
score big-and fast." Billboard also likes the original Red Saunders version (Okeh) which has the wost drive and 3pirit. a poverful wax item. * No 1035 a standout is the Phil Harris Bell Sisters (Vic.) platter which also rates a PICK. De日jays will have a cleld day $\begin{aligned} & \text { fith these records. }\end{aligned}$

PERFIDIA (Peer)-Four Aces and Al Arert (Dec. -ther "Disk of the Week. Report says, another saxing that should climb to the top. a monderful performance. " Billboard gives it a "PICK," rates it at 90 points (tops) and says. "Should be a big Finner and the sequel to "Tell Me Why" on the hit lists."
"BEST A BRIGHT EYES (Johnstone-Montei) Lhe Knightingales (Skylark) and Dick the Knightingales (Skylark) and Dick this ditty which earns a Best Bet." Can make the grade.
ADVANCE A CUY IS A CUY (Ludiow)-Advance reports indicate this time is break-
ing for a landslide. Doris Day (Col.) and Ella Pitzgerald (Dec, received Ith special enthusiasm by deejays. Watch the trade paper reviēs.
"BELIO A REST MY BONES (Spitzer) - Lorry Ralne (Coral), alซays a capable per rofmer, lands a Best Bet for this effort. Billboard calls it a. solld interpretation spins.
"TOP A I'LL ALWAYS BE FOLLOWING YOU (Meridian) - Tune merits general praise; Varlety lauds the Modernaires (Coral) version as "a top-flight choral Workover. Billboard says Jim-
my Dorsey (Col.) "punches this one thru in solid style." The Sonny Burke (Dec.) disk is also commended for a top-11ight job.
$\underset{\text { HIGH }}{\text { MATES }}$ SINCERE(Spitzer) - Variety gives a vocalists" in reoomending the Johno Dee Trio (Jubilee) disk as a "highly listenable" tune with "a solid chance to break inrough.
"DYNAMIC" ROCK CITY BOOGIE (Central)ennessee Ernie and Lhe Dinning Sis ters (Cap.) teamup on "a dymamiodriv ing mumber 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 Latin tavorite. Billbonrd lists the disk as an operator's pick.

Not generally known is the fact that the Southern case is not the only one to have gone fito arbiration. Fred Fisher, back in appublishers' classification commit-
tee for a hike fn availability. The Fase went 10 the brard of appeals. Fisher was offered a raise. but rejected it and went into arbitraexpects to get a decision "in about one week. The chairman of the Broad handing the case is National Broadeasting Company music exec Tom Belviso, Who chalred the Southern case Fisher, however. unike Southern, Just asked
for a hike. Southern asked for much more: an explanation of the philosophy of availability. Southerris Ralph Peer also suggested Belvito in be created.
Belviso, in other words, has coready had scveral cases under
consideration. In some quarters it was considered that his postthat of inpuartial chairman might become more or less permanent. However, since the impaet of the Southern decision, much agitapubbers, together with the feel lng that perhaps it would be wise 10 overturn the decision
be legally accomplished.

Historical Background The concept of avallability cieties in the United States. In foretgn countries the pay-off is strictly on the basis of perform-
ances. In ASCAP the theory is that the gradual acquisition of contribute to the general pool of music and supply a stabilizing element. This, it ${ }_{3} s$ felt should be barsing the publisher money.
The evaluation of availabllity see aforemientioned definitions) in view of the difficulty of of
formulating a mathematieal formulating a mathematical yardmittee in the early years of John Painc's rogime considered ha mathematien of arriving at a the very concept of avallabillty (vogue, nature. character, etc.)
militates against this. One chammilitates against this. One cham-
pion of the traditional system of pion of the traditional system of determining availability argues
thu publisher divisipn is a applying to performances, aviailability and senionty. Perform ances, he polnls out are a
mathematical measure. Seniority mathematieal measure. Seniority
may be construed as semi-mathemay be construed as semi-mathematucal. So availabilaty counts for
nly about one-third of the total publisher monies. How wrong can an avallability rating
lally when administered
 erence can it make in the total money a publisher can receive? Intangibles
This publisher, one of the foremast men in the Society's availonethird of the ple as "painting a picture." In other words, availability must he full of lntangib
qualities, as mature, voguc, ete-

## Liberty Has 'Em All in Dither <br> - Continued from page 15

 for the Liberty management andtheir judgment." A major depar

This pushes the whole buy lem to the front. Many dealers will drop out of the buslness un-
less manufacturers and distribu. less manufacturers and distributhe list price and dealer disconsin, selling cost is too high and the unit sale is too low, We may just
give up our record department
since we don't depend on it any since we don't depend on it any
more for either profits or store Frank Walker, president MGM Records: No comment.
Harry Kruse, executive vice.
prestdent of London Records:" No comment at this time".
Harty Sultant local distributo and a record retal shop owne lols of credit for fighting back.
it's about time someone did it's about tume someone did Bernard Simon. owner of the Music House chain. Buffalo: "T'v
always had the greatest admira always had the greatest admira
ton for Liberty. The are doing this with due provocation. 「m sorry to see it happen. but I can
understand why Ben Kaye mad this move, and I don't blaye him It's the manufacturers lault
They provoked ith and they can still stop it."
Doubleday will not lower oures exce: Jerry Newman, Esoleric Rec ords topper, pointed to the closin. nett distributing firm in Boston nett distributing firm in Boston.
Bennett handled such independ ent lines as Esoteric, Bartok. Concert Hall, Dial. Period. Occanic etc. Aecording to Newman. Bennett attributed the folding of his firm to the price cutting practice
which had recently sprung up in which had recently sprung up in
New England, and the mall order business being done in that area by New York price cutting

These Deep Thought
These comments were typical of the lmmediate reaction by
tradesters. One of this city's tradesters. One of this city immediste conference attended by top store brass, the record buyer and the merchandiser for the department. This store, well. known for tis antl Fair Trade
Laws stand, only recently started Laws stand, only recently started
to maintain targer disk inven. tories by switching from a two week stock turnover figure to
six-week ligure. six-week figure.
802 Lowers Ban

- Continued from pa. 15 feelg it is making some headray
agajnst films or disks inasmuch as live music is being promoted Lifting of the ban by Local 802 ited to certain hours - makes ited to certain hours - makes merclal 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 setti

> Liberty Price Cut
> ord discount houses here. When ord discount houses here. When
asked for a statement on the
Liberty move, sand crypicalls. "When you play with matehes you can get burnt." When asked if the Liberty sale would cause nny fur. ther and deeper price cuts by his store, Goody stated
tingency arises, we can cut further." In the same edition of The New York Times (n) in which Goody's ad reads "Up to 46 per cent off on LP Records.
> A statement issued by the Lib-
erty Shops sald: WWe are comerty Shops said: "We are com based on sound business princi ples, we realize that it is ne
sary to make a tair profit sary to make a fair profit.
There is no valid reason for current list prices of records. Ma. terials are plentiful and there are
no shortayes. In 1940 the list prices of records were reduced by one-half, and all prospered - In fact, the record busines the entire record industry, se
ceived sueh a lift from this stimu lant that many new manulactur ers entered the lield and have Trodesters have varying opin
ions on the latest Liberty move, some claiming that the shop is
tring to do two things: (1) To take away some of the business that the well-known price-cutters
now enfor: (2) Put pressure on now enjog; (2) Put pressure on the manufacturers to either cut their suggest


## Stop-Look-Listen NAT COLE'S UNPORGETTABIET' Cupitol 1808 <br> mounsis INC.

$\square$ A WEAVER OF DREAMS

## 

EDWARD CUSSMER, lac.
Would
You


TAWNEN MUSIC, IMC.


## Played by JOHNNY MADDOX and the RHYTHMASTERS

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


## FOLLOWING HIS GREAT HIT... "SIN"

## EODY

## HOWARD

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


## COUPLED WITH

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

MERCURY 5784•5784X45

the billboard Music Popularity Charts

For Revirumand Rotinge of Radio and TV Show, Sre The Billboort RadiouTV Shme Charra (Radic Section).

## MOLOR ROLL OF H1TS

The Nation's Top Tunes



| Last | $\begin{array}{c}\text { Mis } \\ \text { Week }\end{array}$ |
| :--- | :--- |
| Weest |  |

1. 2. liry

1. 2. Tell He Why




1. 3. Wheel of Fortune

1. 2. Any Time




1. 5. Little White Cloud That fried

1. 6. Slow Poke

1. 7. Please Mr. Sun

1. 8. Blue Tango


1. 9. Bermuda



```
Hem, decoose Om, Lum. Whil
```

- 10. Strimip Roats




[^1]

## 

## - Records Most Played by Disk Jockeys



## VOX JOX

## —By JUNE BUNDY

## Cimmix

Barte Parg WILK, Wilkestest for "warmest kiss imprint mailed in," with Johany ("Cool, oor Kisses) Purtor as judge. WSPR, Spring field, Mass, are "looking for a straight sure.
fire zive-away gimmick" to es. tablish a new mail count on
heir national show "Coffee With Lee and Lorraine." Chicago. is furnishing Coven juke 10 new records most likely to ockey's standpoint." Coven crators to use as a buying
 Columbus, Ga, ${ }^{\text {Ger }}$ are buitding
listenership, via a "feud" on Their respective platter pro Srackio.. Ray Golden. KSTN. tonguc in -cheek." "Winner for -Who's your favorite Californla deejays contest was Ray Gold past, Gordon Towne Herb Shelton, WJZ. New York, exehange wenther reports on phone) with two way conver. Iy by both stations.

Ad Lib Cuttings
Fred Lowis. WJNO, West the following last week. Nor. man Kuy. Capitol Record smith Lea Grear. sportcaster Fred Wolf. WXYZ he pirked the wrong career. several years absence following gane average of 237... Gionge Bannikter. WBUD, Morrisvilte pa, now has one full hour of
program time dity. more than any other deejay in the
 WACE. Chicopee. Mass.. col. lected close to 55.010 for the
"Mireh of Dimes" campaign via Itstener pledges ...Veteran Remate impersonator Fizaneis over WXYZ, Detroit Palmer, WIAC, Johnstown, Pa
has penned the tune Rlsk Miy Hones which Lorry Rainer

## Trend Talk

 - Whar. Now you watchl Gisele Maekension ppened to Dunigen, WEBK. Tampd Faststarl, then a slow first turn. Seems lost in the rush from "Fiacre" brought a violent bar who flain and educated histene a regional Canadian Frene Clart Meid, WAKR. Akron, writes, Eddy Howard spoils a
good record with a violation of a basie singing rule He takes a breach in the middle
of a word. Listen to the tast lime of Stolen Love-is a $1000-$ that Odesse bluays ... Seems tunes on the local Monor Roll from ways in the wrong ordex ROML, trels Gerry Graitger.

- Best Selling Sheet Music

| (e) |  |  |  |  |  |  |
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## - Songs With Greatest Radio Audiences (ACI)



## - England's Top Twenty

| posiniom Werts / List / Mis 10 dotel mertionet |  |  |  | Enquith | Anerim |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 6 | 2 | 1. | thepls always ncom at our mouse | Comporilemery | Smirlr.en |
| 9 | 9 | 2 | uistames | Lunrence Winpe | Nisbs Muse |
| 36 | 1 | 2. | LOVEliEST MEMT of the vear. | Frames 0w | - Atioum |
| 6 | 4 | 4. | domimo ..................... | .res | . Pidurich |
| 12 | - | 5. | Some enchantrd enening. | Willtomen | Willimemo |
| 2 | 5 | 6. | stcause or vou. | das ...... | Arenotest Mosic |
| 3 | 6 | 1. | mer moray | , Macmers | . 1 erd |
| 5 | $\dagger$ | d. | DOWM YOVDER. | .teturn | .Lesalm |
| 3 | 14 | 8 | LITTLE white croud that cajeo. | . .tary Spine, Lid | .50kr |
| 10 | 11 | 12 | A1 IME EME OF TME DAY. | Chapell | . Cmom |
| 19 | 10 | 11. | 1 LDVE THE SUNSHIME of VOUR | . Werla. |  |
| 1 | - | 11. | Uw Cacitiasle | Earm Mosic. | . lorrm Vask |
| 22 | 13 | 11. | love's moundabout | tinpomenk |  |
| 29 | 9 | 14. | Lowimbide vou. | Sterling |  |
| 2 | 20 | 15. | SLOw COACH. | . 5 krilioy |  |
| 10 | 12 | 26. | shativp ioats | . 0 inmey | .0nm |
| 15 | 15 | 17. | If rou co. | .mamike | .1enh |
| 6 | 16 | 18. | CODLES Of MOCDLES | Etand Cer |  |
| 2 | 18 | 19. | motilu store | , monm | . Coman |
| 13 | 17 | 20. | ALIMTOWM | Bew me Musk, | . Aowe Max |



# тне вицвоаво Music Popularity Charts 

For Revicme and Raringe of Radie End TV Showe Ser The Rillhoard
Radio. TV Shoee Charts (Rodle Sertion).

## - Best Selling Pop Singles






| 16 | 1 | 1. | CRY |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
| 4 | 3 | 2. | WHEEL OF FORTUME $\qquad$ K. Stars <br> (1) Wame Lom You <br> ..... Cso(781104: casif-1\%4-ascar |
| 9 | 4 | 3. | blue tanco $\qquad$ L Anderson <br> Bellin of the salt .... Dect78278875; lasfo-27ars_ASCAP |
| 14 | 5 | 4. | ANY TIME $\qquad$ E. Fisher-H. Winterhalter <br> Now brions <br>  |
| 14 | 2 | 5. | TELL ME WHY $\qquad$ fout Aces-A. Alberts Gardral to the fisk Ox(76)27860, is5 $59-27860-\mathrm{cm}$ |
| 7 | 7 | 6. | Please. Mr. SUN $\qquad$ J. R2y <br> (there in D) B-chen hemarted <br>  |
| 16 | 6 | 7. | IITTE WHIE CLONO गְHAT <br> CRIED <br> J. Ray <br> en <br>  |
| 10 | 10 | 8. | BERMUDA.............. . . Bell Sisters.H. Rene Ort |

715 9. (Mere Am II BROXEN HEARTED. J. ROy ..............................
10 11 10. TElL ME WHY .............E. Fisher.H. Winferhditer

## 412 II. BIACKSMITH BLUE <br> .E. M. Morse



622 14. THREE BELIS
That Lexty 0 is 5
Les Compegnons De la Chanson

89 15. TKER RAG
I. Paul M. Ford

3 17 16. PERFIDIA

- 010 tome

Cent72) $920 ;$ (45)F-1920-iscal
You Bromm in Lo.............. four Aces-A. Alberts
11 13 17. DAME ME LOOSE ........... A. Godifey
416 18. COME WHAT MAY
P. Page

426 19. TULIPS AND HEARHER ........ P. COMD
1 -19. HAMBONE
F Laine J. Slafford
527 21. BE MY LIFES COMPANOH .... Mills Brothers

1725 23. CHARMAINE.......... Mantovani
424 25. STOLEN IOVE
LOVE ............. Howa

523 26. WHEEL OF FORTUNE .........E. Wiltox-Sunny Gale
1721 27. SHRIMP BOATS .............J. Salford-P. Weston
$\begin{array}{lll}3 & 18 & 28 \\ \text { KISS TO BULLD } \\ \text { A DREAM OH. H. Winterthatiter }\end{array}$
1-29. BLUE TANCO ................ H. Winterhalter
3 - 30. BE MY LIFE'S COMPANION.... R. Clooney

## - Best Selling Classical Titles

坒
Hest Selling $331 / 3$ R.P.M




Besi Sollitg 45 R.P.M.






## DEALER DOINGS

## Trade Talk

A note from Parrick Radio Supply, Laurel. Miss., states, RCA Victor for not maktrg last-minute deliveries on 45 players. We sold over 300 units during November and December and about 50 during Janu-
ary. Whe bought months ahead and we keep gbout 200 units ahead at all times. Our 45 record sales now are up over 200 per cent and going stronger each month. The $\$ 34.50$ portable is our best seller and the
$\$ 29.95$ next. As for 45 recorda 829.95 next. As for 45 recorde good. What makes me laugh tho is when one dealer calls RCA Victor service rotten, another says Decea is bad and
another says Columbis is poor another says Columbitis poor. facturers laugh at the varfous statements, since one dealer's words offsets the other, result, Muro." ${ }^{\text {e }}$ Company, Wendrix Music Company, Witchita,
Kar, writes, "Thanks to Bob Kan, writes, "Thanks to Bob man for obtaining an autodraphed photo of Patti Page Mr an ardent admirer. Mra Joye Cooper, of South: ern Music Store, Orlando, Fla., boys, "Decca service is the best. It is very good to have Copitol's salesman Harold Gave link back on the job after his brief absence. He is most co-operative salesman

## Chatter

The M-C Appliance Company. Morgan City, La." sugthe use of $45 \mathrm{r} . \mathrm{p} . \mathrm{m}$. inserts to lncrease the salc of 45 disks to people who have thire-speed And from Univeratity $\mathrm{Co} \cdot \mathrm{Op}^{\text {no }}$. And irom Univeraity Co-Op. 2 short note, saying "congratulationg to Columbia for issuing thetr low-priced LP's. These are selling very well in our store ". H. H. Amuse.
ment Company. Louisjana. Mo. writes. "To stop people at the phonograph we arrange a row phonograph we arrange a row. attracts attention. and when the prospective customer stops to look, tour out of "ive wil!
deposit coins." Unfied deposit Eoins." cisco. states. "I am amazed that HCA Victor and Mario Lanza would allow the release of his new record "Temptation." They evidently do not realize No one is so big that he can aifford to turn out poor material." of Ellsworth, Me., says, "I put The Billboand sign (Thank You in Looking in Our Window, dow, and a great many people, ineluding the druggist across the street have stopped to see What the sign says. It is a good
attraction of the Music Box, Hillsdale, N. J., writes "Tn your spare of Les Paul and Mary Fozd's "Tiger Rag" at $331 / 2$ r.p.m. You will hear a new singing group
that is a wow. It sells fasier that is a wow. It sells faster regular speed and that is saying plenty Let's hear how you like itt," (Capltol Records please
A Deejay Writes
Here is a comment from a disk Continued on page 43)

## TRULY



- Best Selling Children's Records



## - Best Selling Pop Albums

## 


Lan $\operatorname{lin}_{\text {Whet }}$ Beal Selling $331 / 3$ R.P.M.


2 ILL SEE You IM Mry oreams
Car7ek-804, 63sct t198





## - 7. Eimb ano i

$\qquad$ Orec7B)0a-506; (33101 9008
7. Paint your walom

- a. Sovith pacifit








## This week's

## New Relcanss ...on ReA lictor

 Rerrane witships coast to Coast, waek of Marsh

| POPULAR <br> EDDIE FISHER with Hugo Winlerhaltor's Orchestro and Chorus <br>  eridoy maptin and his Orhestra <br>  fRame CaRLE and his Orthestra <br>  <br> PHIL HaRRIS and THE BELL SISTEAS <br>  LUls arcural anl his Oichestra <br>  <br> $20-4331$ (47-4531) <br> Lawnewe duchow and his Red Raven Orchesla <br> Ita. Ha-Ho. Me-Polha 20.1533 (re.us:3) |
| :---: |
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COUNTRY - WESTERN
EDOY aRNOLD. The Tennessee Plowboy

JOHNNIE LEE WIILS and his Bops
 sows of the ploweets


| RHYTHM-ELUES |  |
| :---: | :---: |
| Micku whliams |  |
| ${ }^{\mathrm{y}}$ $\qquad$ big boy audup <br>  | 438 619 |
|  |  |
|  | 20-357 (10.c5:a |
| COLLECTORS |  |
| GENW MILES and his Orchestra |  |
| frotilat | 1-8.83: (17-61a\%) |
| CHILDREN'S |  |
| orighal cast <br>  |  |
| orIGWAL Cast <br>  |  |
| PAUL WMGg. BOB hIUsTON and THE THREE BELUS and a PEEP with Morman leyden's Ork Lhele mippor modr. |  |
| Lutie stoper Marse | X-63s cwr case |



THAT'S THE CHANCE YOU TAKE/FORGIVE ME Fddid Fiaher with Hugo WIntertaliter Ort $20-4374-(47-4571) *$
 about the "plus" that is in RCA Victor records. During be the "plus" in the form of ads that will eppear in the leading newspapert around the country on the following mor chendise and on the follawing datas. During the week of March 3rd publications. dally ads featur ling Exio Pinzas new album "OPERA BROADWAY AND HOLLYWOOD" and the $\frac{101}{}$ lowing. merchandise: FIOM ARIAS"; Verdi: "LA TRAVI. ATA complos!! Bizet: "CAR MEN" complete!; "CARUSO ALBUM": from "Broadway""PAINT YOUR WAGON TEE KINGAND I.' "SEVEN TEEN: GUYS AND DOLLS' from "Hollywrood" - "TWO TICKETS TO BROADWAY.* "AN AMERICAN IN PARIS. -AARON SLICK FROM PUNKIN CRICK and GREAT MOTION PICTURES. Ouring the wreek of March 101 h of "TOP Franki Carle's album of "TOP POPS" foaturing the merchandise. or "AARO CRICK. with the score of th new Paramount Picture. fee turing Dinah Shore. Rober: Merrill and Alan Young. The wook of March 17th. will feature "SNOW WHITE AND AND DOPEY" along with all the other favarite Disnoy folk: SSNOW WHITE AND THE SEVEN DWARFS.* "CINDER. ELLA." "ALICE TN WONDER. LAND." "BAMBI" "DUMBO." LITILE PIGS." and "THE ORPHANS" BENEFIT." "PE. PLESEED:
The week of March 241 h will teature Hed Seal Collectors
merchandise: $P$ ablo Casals. "ENCORES BY CASALS": Heifels-Koussevilsky-Brahms: "CONCERTO TN D"i Frity Kreisler - TMY FAVORITES" Hayden: "CONCERTO IN D" Hayden: 21: Pinae.Gigli-Verdi: "REOUIEM MASS": Sergei Rachmaninofi - Schumanp: "CARNAVAL": Aksel SchiofsSchubert: DIE SCHONE MULLERIN ; Ariuro Toscanin BEETHOVEN.
The "plus" in RCA Vlctor records. as wo have told you many limes. is in the form of national advertising in leading
newspapern.

The stars who make the hits are on

## the bluboaro Music Popularity Charts

For Rpriews and Ratinga of Radio and TV Shown See The nillboard Radio-TV Shom Charts (Redio Section).

## 

## - Best Selling Pops by Territories




A Great New Record!


DECCA
28021 (78 RPM) 9-28021 (45 RPM)




## CHICACO <br> 2. WHEEL OF FORTUWE-K. Ster-Cepitiol

 2. ERY-S. Ruy-oboh4. AHY THEE-E. Thare H, Wimertalibe- Victer


 - - Cureh



## PHILADELPHIA

## WAEEL CF FOMTUME—K, Stor-CMII

 3. PLEASE, MR. SUM-」. Men-Columbls

 a. TIGER Thē-L Puol.m. Ford-Cuploor 7. WHEEL OF FORTUME-S. GIE-E Wicar2. blue taugo-L A demen-berta -. TELL ME WHY-Tow Ake. A. Albrth-Derth

## DETROIT

1. WHEEL OF FOHFUME-K Stern-Capiot 2. BLUE TAMGO-L. MAbrimon-Decta 2. BLACKSMITM BLUES-E. M. More-Cwhol 4, BLUE TAHCO-M. Wimethatur-victoo 3. TELL ME WHY-E. Bibwor-H. Wirternalter5. TELL ME WHY - Fow Acee A Albra-becta 7. Pent till-Fow Ace A. Alteris-Dexca -. Mease. we suy-J. Reg-Comotio - BERUUDA-Bet1 Sisters-Victe

## BOSTON

1. HLUE TANCO-1 And OMOC
 3. SLOW PDME-Pte wee Klog-view 4. WHEEL OF FORTUME-L. Sum-Csolool 5. Lrtie white clovo that caied-j. my
b. PLEASC, me sumbr. Ray-Oteh
2. THREE brils-Les comparman de le Chum
 2. TELL ME WHY-E. Fiakerwh. Winlemater2. TVictor

## ST. LOUIS

1. WHEEL OF FCRTUNE-K, Stan-C2shol 3. KISS TO BUILD A OREAM OII-L. Ammitra 4. Please, mRe sult-J. Rap-Eclumbis 5. TE NOERLV-R. Cloancy-Comentla
 7. WHEEL CF FORTUNE-B. Wapm-King
 -. chinata

## WASHINGTON

CRY-d. Rap-Okem
2. Wheet dr fohrume-ne siar-Cantiot 2. Bue TAMCO-L. Anderwon-Decsa

5. ChERE AH IJ BOKEM headteo-d. hm-

- PIEASE, MR. SUW-P. Como-victer

7. AHY BIME-E. Fiblet M. Wimethaller-victor


## PITTSBURGH

## URCH

WhEEL OF FOATUME-K. SLar-CのTOL 3. BLACKSMITH ELUES-E M Marno-Cupitol 3. PTefidia-fioue Acts-h Alberts-Decto
5. HERE AM 11 Grokem meanted-d. AroCoumbia
clue tivga-l Andmoa-Oreta
Pitiseurgh penlistivama-ce mitemit
PLEASE, UR. SUK-J. Rer-Cohumbia
 AnY TMEE-E. Fisher.M. Winternultor-vikoer

## DALLAS-FORT WORTH

2. CRY- J. Rar-Otwh
3. BERMUDA-Belt Sinter-Vitior
4. Little mitre clovo inat galed-d. Hag

5. Wherl of roktume-s. Gamim. Wilcar-
6. геแ


- Be wy lyers compantom-mas er - Deca


## ATLANTA

2. kiss to sullo a uriam on-m. Winier
3. WHegi of Foatumemr sear-Caphal 3. Wheti of roatument sear-Caphal 4. HTLLE MMTE CLOUD Thar CRLED-A Ray 5. ANY TIME-E. Fidmat. Wim: haltop7. TELL UE WMY-FEA Ache A. Albores-ored a. HAM MONE-1. StMmerd-F. Lolm-columbin -. wishlu-T. Tullop-Kim

## NEW ORLEANS

1. TELL ME WHY-Fom Ace.A. Aberin-Deca 2. WHEEL OF FORTUNE-X. Starn-Cipital 3. Cay-1 Rey-oren
2. AERMUDA-Sen Stien-Viecor
3. MTS5 TO Builo a diktam On-H. Whlem
4. sLow Moke-Pee wel King-vkeer


# THE BILBoard Music Popularity Charts 

For Reriews and Ratinge of Redio
and TV Showra See Thr Rillboard
Radioty Shuw Charta (Radio
Srrulon).

## (1)



## - Most Played Juke Box Records



List of Record Distributors ly Label and Slate THB RILLBoard's 1952 JILKX BUX SPRELAL,


## THE BILLBOARD

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




- Folk


## FOLK TALENT AND TUNES



| Artists' Activities |  |
| :---: | :---: |
|  |  |
| ville. S. C.. has cut 1315 -minut opper (Gutar) Sm mith and wnothe |  |
|  |  |
| 13 are being cut Guests used o |  |
| Campanil and che Tornatse |  |
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| Rombers, Fred Kirby (Columbia) |  |
| RCA. Reporit is thet the firr |  |
|  |  |
| ville are getting consaderation |  |
| Smilt's group ${ }^{\text {appear }}$ On Kat |  |
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| Ruthie. and are boek in |  |
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| west Missouri regional web ou of kDMO Carthage, Mo. They |  |
|  |  |
| also are doing personals with Te Wulfams has worked nine week |  |
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| C\&W Records to Watch |  |
|  ormances 的temital mond the ciuulty and |  |
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| hoospital after a seriou back operation but curnentiy vacation eration, but currentiy 18 vacation |  |
|  |  |

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

 Comine Up
. MISSING ©N ACTION . ......................... E. Tubb
I'M SORRY tor You. MY trifno ......... Hank Williams
3. Saly doc rag ......................... Red Foley $\qquad$

## - Best Selling Retail Folk (Country \& Western) Records



## position




## PITTSBURGH LIKES $20^{14}$ Century

"The finest sound on record"


Golham Record Corp. LOVIN' time


HAVE HER WAY ......


103 3. GIVE ME MORE, MORE, MORE Lelty Frizzell

$65 \quad$ 5. 100 OUD 10 CUU THE MUSIARD. Red Toley E. Tubb

SUNSHINE ……

37 8. SIIVER ANO GOLD ........... Pee Wee King
289 9. MOM AND DAD'S WALIZ . . . . . Lefly fiutell

Coniling Un



Stars of GRAND OLE OPRY



## "THERE'S SOMETHING NEW IN SAN BERDOO" <br> "MEDITATING TODAY" <br> DORMAN RECOREA

# the bll board Music Popularity Charts 

Far Retieks and Aatingl of Radio and TV Shows See The Billboard RadiotV Show Charth (Radin Sartion)


- Rhythm \& Blues Record Releases


## Most Played Juke Box Rhythm \& Blues Records




1 - 5. WHER OF FORTUNE ......... D. Wastington


3 - 6. lime white cove that
84 8. HOW MANY MORE YEARS . . . . Howling Wolf
36 9. GIVE ME CENTRAL 209....... Lightnin Hopkias suw in
158 9, COLD. COLD HEART
D. Washinglof

## - Best Selling Retail Rhythm \& Blues Records




For Keciews and Ruringat Redto and TV Shnow Sar The Billonard Radia-TV Show Charta (Radio Section).

## - Record Reviews

$\qquad$ $90-100$ TOPS
80-89 EXCELLENT $40-69$ SATISFACTORY
Kow Pating 0-39 POOR





 arrevilion moner. 18: mo
Each of the records reviewed bere expresses the opinion of the mempers of The Billboard music staff who reviewed the record.

| ARTIST | TUNES |
| :---: | :---: |
| LABEL AND NO. |  |
| COMMENT |  |



Records Available on 10 Tep Tunes, 1918-291



 state by state

$\star$ Biggest Music-Record<br>News of the Year

THIS sensationol, record-breaking Juke Box Speciol Issue of The Billboard is the result of months of intensive preparation. The Juke Box Special has been carefully compiled to give you the very feotures, orticles, ideas of most volue to music-record people in the critical times ahead.
Anyone interested in any phase of the music-record business —Juke Operotors, Disk Jockeys, Retailers and Distributors of records and sheet music alike-will find it of tremendous value for months to come in his own music record work.

## VALUABLE ROUND-TABLE FORUM ON TODAY'S JUKE PROBLEMS!

This Ciant IUKE BOX SPECIAL brings fogether in an unique Round-Table Conference some of the top juke operators. association execs. distributors and manufacturert in the business. Here they thrash out the most pressing problems facing the music-record industry today! In addition, you get these timely, informative features.

- Advance Record Releases

- WHAT ABOUT THE OINE PUYY Where it' uned-Remulta-

- HKHER PROFITI THRU GOOD MCCOUNTILGG - One operator solven
profte grow!

- WILI ASCAP WIN THE BAMLE OF JUXF ROYALIES! - Row much sill 18 eont you
moves on both tide.
- IALENT AND TUIKS IN MUSIC MACHIKS - ountry and Weatern, Rnytbm and Bluen, Pap and Foik artists and years.





GEORGES GUETARY
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| 78 |

## TOMMY EDWARDS



CINDY LORD
GODOBF SWEEMERTI WISHIN.

LIONEL HAMPTON
on, roors | love you UIIE MLD

ALAN DEAN

VICTOR MARCHESE
faMMGO | WHEH I DRELAM O
MGM RECORDS
ime greatest name (B) in intralainme.

## the billboard Music Popularity Charts For Rewinses and Ratinga of Redia and TV Shome Sre The Billhonad Radio-TV Shur Charls (Rodio Sertion).

- The Billboord Picks
 A GUY IS A GUY.
. . . . . . . . . . . . . . . . . . . . . . Dorts Day

 SUMMER IS A.COMEN IN

Nal (King) Cole
(190)

A.ROUND THE CDRNER

GAMDY DAMCES' BALL ....................... The Weavers-Gordon Jenkins DTh.



## - The Disk Jockeys Pick


 Not mill bet




## The Operators Pick

 ret momated holew
2. Candr dancens ball.........................Frathig laine.............columbin 3\%6s 2. BLUE TANGO.................................. Hus Whatemaher Orh...... VkU 20.4318
 5. MEAVEN DROPS HER CURTAN DOWM............... it Stafford.................. Columia 3\%53

## - The Country and Western Disk Jockeys Pick




?

I GET A AICK OUT OF YOU . . BEGIM THE BEEUIME...DIMAK .. SHTIMEMTAL JOUPMEY... MY BLUE HEAYEM... HOUSE ARTY HOP ... PERDIDO (OA 33 only)... WAGON WHEELS on 33 oaly)...

(ncinnati 7, ohio

## Music as Written


among the first releases by GalaLard, of St. Louis, to be devoted "Litlle Spanish Town"
Big in Cleveland
NEW YORK. March 1.-There's come from. Bill Randle, jock at WERE, Cleveland, was rummag-
ing thru some old items in Warchouse and, eame up with "In A Litte Spanish Town. recorded
by Los Pianolas de Aninnin Esco-
bar on the Columbia-Spanish Inbar on the Columbia-Spanish In-
ternational label. It's done with
Inree pianos, honky tonk style, and is

## Husing WIII Salule Capitol Recerds.

In honor of the fortheoming ords, deejay Ted Husing will de vote two hours of his WMGM
program on March 1 to Capitol diskings. He will play tunes by orks. vocal eroups. etc. Last week
ock Vince Williams dedieated his February 27 show over WJZ to Capitol waxings. playing the
10 bigrest hits on the label since 10 biggest hits on the label

## New York

John Burguss, RCA Victor Rec-
ords merchandise manager, became the father of twin boy, be week. The Burgess clan now
totals five youngsiers.
man Glmbel. MGM Records dis man Glmbel. MGM Records dis
tributor in the Boston area. wa sion last week. $\dot{\text { Don Tibbis. Disk jockey }}$ H.. was in town last reeck with
the Hermonetfes, vocal trio he manages. Mrody became the parents. of Brody became Mr parents of
girl last week. Mrs. Brody is the
former Solma Aich. Miklo Rossa will guest conduct the Port
land (Ore.) Symphony Concer ork on March 3. . MGM Ree ards promotion and publacity used on the cover of label's Te
Streterer album, "Have You Me Mriseter albu
Herman Lublnaky, Savoy and
Regent lopper, has sizned the Thepent lopper, has simned the Merrymakers. Mes also paeted
"The Dream Man," who does stint a la The Continental
Lennle $\mathrm{Hodes}$. professiona
manager of Criterion Music Cosp. manager of Criterion Music Corp.
is the papa of new twin boys,
born Sunday (24) at Jewish Mem. orial Hospital. Mother, young orial Hospital. Mother, young-
sters and Lennie doing fine.
Clariz Dennis moved here with Claris Dennis moved here with
his family from the coast to work in the cast... Ray Anthony and the Anthony Musse Corporationg
open offices in the RKO Building
Wednesday, Mareh 5. Fred Ben son. the ork leader's persona
manager will handle the office

## FOLK TALENT AND TUNES

- Continued from page 32 ing in Florida on doctor's orders. Como TVeer February 27 while
in New York cuting for NBC in New York cutting for NBC w'TTM, Trenton, $\mathbf{N}$. J., months at Saturdays at WJWh, Georgetown,

Disk Jockey Doings
Don Mclood is doing eight tern music at KATY, San Luis
Obispo, Calif. He needs records. Obispo, Calif. He needs records. a daily two-hour evening country disk show at KAND, Corslcana,
Tex. Miss Foster recently conducted a "March of Dimes" contribution drive. elimaxed by a Skaleland, Corsicana, featuring Floyd Tillman and Charlie Adams. She plans to promote her area....A Terry, doing two eltc, is working with his five piece band in that area. Terry ooks names into the local Bound Vong stay at WJPS Evanswille Ind., has moved to WBNL. Boonville, Ind. Oroville Calif has plans or a live talent jamboree. to be which will feature local Hall." talent.
Al Morris. WONE, Dayton. 0 his listeders with Eddy Poin of Hank Snow. Bil Manroe, Hank ing in that order Graves. WLVA, Lynchburg, Vn. Philadelphia diskery, He reports Ticklish Tickle have rejoined his Blua Star Boys ork on the sta-

## Grant Wakely

 Damages PleaNEW YORK March 1--Fed eral Judge Vincent Leibell this
week granted Jimmy Wakely the right to an inquest to assess damnges against the defunct Sterling Records, which, Wakely eliarges, wrongfully reproduced four of his the defunct American Recording Association.
for his sult, Wakely has asked boukht the masters from a trustee in the bankruptcy of ARA, who did not know ARA was to return Mills to Broadeast "Anderson" Show NEW YORK, March 1-Pubber
Sid Milis returned this weet Chicago. where he negotiated a number of network promotions on Mills eomposer. With Don Mar cotte, National Broadcasting Com "Any promaming exec, Mills se derson," 10 be aired Monday (3)
on the NBC web with Joseph Gallichio's ork. 11:30-12 p.m. Be cause Chi origlnations at this hour Connecticut and New York, Mhils worked out an ndditionat deal whereby the Monday show would be teped and rebroadcast March 8 to those areas.
Mills also set promotional deals Systern, American Broadcasting ing Syatem network shows opig:nating in Chicago.

## MGM Signs Pact for

TV's Judy Johnson
NEW YORK, March 1.-MGM
Records this week pacted TV
singer Judy Johnson for a two
side waxing deal in which she'll
duet with Bill Hayes, who holds a legular disking contract with the calists on the "Show of Shous" video program. The diskery figures to cash in on the duo's popuThe Johnson audiences.
often performed on the team has often pertormed on the "Show of released as soon as possible.

## New Diskeries Bloom on Coast

HOLLYWOOD, March $1, ~ A ~$ number of new disk Jabels have made their appearance in this
area, wilh Irvin $R$. Gwirtz, foun-
der nond diskth Musicraft and Diaof one label and acting as prexy eral others. Gwirtz's first clients as a consultant are the Lariat. Cavalier and 20th Century labels.
Lariat, operated by Ken Wiison, Lariat, operated by Ken Wiison,
prexy of Lariat Music, BMI affiliate, has inked Eddie Cletro, Westerr singer currently on "The Ros-
coe Ates Show," an ABC-TV feature; Joe Maphis, singer-guilarist with Clilfie Stone, and Patsy Prescoth, Arizona cowgrrl. Cavalier is
a new San Francisco diskery
which will be headed by Spinasa, one-time hed by Tom The 20th Century firm is headed by Lou Vauch, weteran flicker pro-
duction biggie here. Gwirtz is awre.tin


Muricians on a disk license for his new firm. Audio Reconds. He has Inked Horace Heidt and His Musi-
cal Knights plus Curley Graves pianst; Johnny Stanley, novelty
wartler. and Ralph Siguald

set up Beacon Records. Conn receved union okay on the name after it was established that the
former diakery with the name. operated by the sanne Eastern music pubber, had dis. solved. Conn has inked John Laurenz, formerly with Mercury; Betty White, all TV personalities: Betty White, all TV personalines.
Heck Harper, Western singer from Seattle, and the Bachelore cock tall unit eurrently at the Holly
wood Drake Hotel.

## RCA Promotes <br> School Library

Victor Records is curch 1-RCA midst of a large-scale promotion of its "record library for elementary schools" which includes a
spectal pachage deal of the allbums in the serics plus a new bums in the serics plus a new
model 45 r.p.m. phonogreph. Promotional actlvity centers around a special mailing to 60,000 elementary sctoools being made by of diskery but on the letterheads
of the local distributors. Tho the of the local distributors. Tho the
promotion is being handled by RCA Victor and the Victor dis-
tribs, actual sales tribs, actual sales are made dis-
retail oul lets closest The baste package and sebools. unit is being offered to the phono for \$109.9. The diskery points next July 30, the price for the package returns to $\$ 149.80$. RCA
Victor has re-recorded Victor has re-recorded all of its
educational catalog of $45 \mathrm{rp} . \mathrm{m}$. educational catalog of 45 r . mm . as
part of the renewed activity in part of the renewed activity in
the field. Albums include notes for the teachers prepared by the Gladys Tipton. Musical selectiong by Ardon cornwe ork conducted alburns single vocalists and choral groups are also used. educational librarg plan for the package calls for the naming of basic educational dealers in key
areas thruout the country. these dealers are situated near potential school buyers. Library packages, RCA dish retailer franchised by going to elementary school edu cators includes a return coupon permitting the school's purchasing
agent to designate the local dealor agent to designate the local dealor can be obtained. The entire mad1ing cost is being borne by the RCA
Victor home office. Edueationa Trant Ama label is Frank Amaru.

## DC May Hypo

 School Music
## ouse committee is studying

 Carroll D D Kearns week by Rep. afficiale here to expand the city el education of the publie musitiddren in the capital to include instrumental and choral instrucing of music as classroom teacbKearns. appreciation. Musieians American Federation o$\qquad$

## VOX JOX 27 G Armstrong <br> - Continued from nage 24 <br> Schmitr. WISC. Madison, Wis., says, "People around here are

 happy lo sce a few more ballads coming back on the hit parade, KFXD am l! . . ' Byron Taylor, "Ray, Nampa, Idaho, pens, Ray Cura has caused a smallavalanche of comments in this area. Swing there as everywhere clse) seems to be back to the sweet songs and bood
orchestrations such as Billy
May and Jimmy Palmer." May and Jimmy Palmer.
Laverne Watson. WRCS kle. N. C. is "trying to revive one of Patis Pages lirst hive Confess, on Mercury and
wishes the country would give this
platter a Isten."

## Cab Bag

"I'm not gething major reTherefore it's hard to pick a bridge. KCLW . Hnmilion tilli$\therefore$ People in small markets also shape the destiny of ree-
ords. Why dont some of thesc ords. Why don't some of thesc
record distributors use the record distributors use the
small town jocks to build some of the hits? We get them after What has hajpened to Capitol MGM and Deccu? Have they gonc out of business? ${ }^{\text {gin }}$-Dean Griffin. WHSY, Hattlesburg, Miss.
records for a waman's program would be greatly approgram Jennie Mix. WJPreciated." Orleans.
chairman of" the "As national Division of the 1952 'March of Dimes' drive. I'd like to thank splendid co-operation. A worth While job-Well done."-Dean Landfear, WMT, Ccdar Rapids, la. the "My humble apologles for the sarcastic note of last jay column Appreciate the Kets results."-Phll Brook KR , KRKD, Los Angeles.
vice to unhappy decjays: Go vice to unhappy decjays: Go
have a talk wilih the distribs
from whom from whom you're getling no service and iron out your dif.
ficulties. Also don't forget see the guys from whom you are getting service. Let them know how therr disks are doing WF your areas."-John Wrisloy, "Two local schools have a cas. paign cuery year, known as solicht funds for the Chines War Orphan Fund. Every $\$ 5$ contribution gives them the right to name one of the or-
phans. Both schools (unbeknownst to each other) selected 'Robb Thomas' as a name for ane of their foster babies. There glso is a two-year-old in Green Bay, Wis named Robb Thomas Robb Thomas, WEMP. MIlwat. WAATS HOME TOWN FROLIC BOY

## DEALER DOINGS

- Continued from page 26 chandising by dealers. Acwording to the Jock, the dealers in his territory do not follow thru When a ture is "hot" due 10 disk jockey play. The letter is from Bill Endicalt. Station KBRC. Mt. Yernor Wash 1 º Writes, "Orchids to RCA Victor and Capitol for new relcases. Dece, Coral. Mercury. Columbia, London or MGM never do come thru. But our main problem here is the laxness or in-
difference shown by record dealers. Even when we create a demand. dealers have too much to do wilh appliances or musical instruments to bother with a 'sldeline' like records.
To any aspiring record dealer To any aspiring record dealer here because there is a demand that should be met in records." We would be pleased to have the dealers' comments on this letter.


## TRULY , mommer



## Ist RECORD BY

## DON LARKIN

VOTÉD ONE OF NATION'S TOP TEN DISC JOCKEYS IN IIIFJBOARD POLL

SIVGS IIIS OH'N TUNE
Cood-Bye Maria
POLO RECORD No. 167
GIRLS! GRAIS YOUR MAN! Leap Year Polka

Stanley and lis Orrh. ims POLO'S SMASH RECORD TWO BIG SIDES
$>$ NEW RELEASE
, .aens. SONG

## ‘MEANT TO TELL YUH’ <br> sung by <br> APRIL STEVENS <br> R.C.A. Victor Record \#20-4567 <br> CHRISTOPHER MUSIC CO.

1680 No. Vine St.
Hollywood 28, Calif.
Sole seiling Agent KEYS MUSIC, IMC., 146 W. 54ih S., Mew York 19, M. Y.

## Shop Talk

## V. Lingley. Wins liff <br> Vs. 4. Noestler.

pute bet ween arthitraters of the dis. Sidney Kingsley over the latter's dranazization of the former
novel. Darkness nt Noon " hand ed in their desision this week in favor of Kingsley. In addition to awarding Kingsley 55,000 damler must sign contracts for production of the play within a week
of their being handed him or else
they will they will become valid
Koestler had rardeavored to re-
Ktrain Kingstcy strain Kingsley from Eranting
certain rights to the play. He also complained that he had not been coript. that hie permission had not been obtained for radio presentations that were madc, and that his
name had not received cqual name had not received cqual
prominence with Kingsicy's in the publication of the play. The arbi-
trators were Loo Chorme, W. Herdame and S. Jar Kaufmen

## 1. 1. Polls Commuters

## - 1 p.m. Curlain

The New York Central Ratiroad iseling about the 7 p.m. curtain belng used Monday evenings for that it is making the survey so
that it ran "be prepared to furmish adequate train serviec home, fitting in with the earlier rinas

## 'Women of Ivilighr'

The Scenic Artists Union has "Womer of Twllight" unfair be. cause it uill bring its scepery with it from London. Pickets hate
been on duty at the Plymauth opens next week under the spon sorship of Jeseph Kipness and
Jack Hylton. . Having com. Nated, A year's leave with the be mustered bact Into service as a ter will hold its spring drame seathree revivals. the first of which Will be "The Male Animal" with role he crested in the play he
wrote in collaboration with James Thute in collaboration with Three Acts ${ }^{\text {" }}$ by Gertrude Stcio and Vir. gil Thomson is definitely set as
the fourth production in the current play series of the American National Theater and Academy,
end wlil open at the ANTA Play house on April 16... "No Bed of revue, written, directed and pro duced by Aobert Bernstein and Warren Moyers of the off-Brandis touring service hospitale and camps under

## Wiag Itaining coarse

## Shownses Talenl.

The Professional Tralning Prowing is presenting show ase per formances to invited audiences at
the President Theater on Monday the President Theater on Monday
and Tuesday $(3,4)$ The group and the last ant of Louder, Saph Kramsh author of "The Thoman Reid Burnott assisted on
"Gentle Folks." "almanac."
Readying; Others Sel .
John Goiden has laken over
The Gentle Folks," drama of

|  |
| :---: |

## WANTED <br> PMOMOTIONAI DPEETO

 Write DE LYS THEATEE CORP.
136 W. SEL SL Now Yovk City

Negro life by Frank Alexander
and E. A. Krumschmidt. Golde is belping wath the relinishing of the third act and hopes to be able to get the play on besfore the end
of this season. Previous owiners of this season. Previous owners
of the script were Clifford Har man and Frederiek ONeal. Harry Rigby Jr., will probably
spontor "John Murray Anderson's sponsor "John Murray Anderson's
Almanac," and have it before audiences early next season. Hernikely choice for the fem lead And now that Larry Storeh is still trec of "Curtain Going Up," he may be able to take a leading
role in the Anderson opus. Alrole in the Anderson opus. "Alworks for about two and a hali bute and Henry Sullivan and Long Wateh," comedy-drama by
Morrie Ryaind and Harver Haillip. it set to move into the currently rounding out its Boston there to Philadelphia. go from Elman's "The Brass Ring". is set
for the Lyceum beginning April 14. George Brandi hinted last week that he does not expect to
operste the subway circuit again this summer beeause the oper-
ation showed a loss the past two years....Joseph Heid will be
the producer of The Unclean." the play about the Alder Hiss
case by Robert o'Byan and Ed.

## Princeion Thealer Sked;

## Blachtriars Badk

## The Princeton Theater Intime

 The Trosent Jean Giraudoun's Place" Masch 4 to 15 at the Mur ray Thenter in Princeton N. J. John Capsis and Marine Maf The ws will play Helen of Troy The group will then do three newplays written by Princeton stuplays written by Princeton stu
dents, and, enrily in May they
hope to present John OHara's still uncompleted script The Blackfriars Guild, whieh has been out of operation the pas
year because of the unavailability April 15 quarters, will retury clame is by Louis de Wohl. The Augustine. The qroup's resusci-
tation was made possible by tation was made possible by the
co-operation of the School of Radio Technique, which now leases the premises they had pre-
viously uked. version of Clifford Odets" "The Theater in Copenhagen last week and the Swedish version of "Cal Me Madam" concluded its twomonth run at

## Shuberts Halt "Widow":

## Philly leal Sel

The Shuberts called a halt to Merry Widow" at the Shuber Theater. Philadelphia, last week, Withdrawing the production for hope of a spring return. ... Phila mer tent for dramatic offermas in the eity's Fairmount Park. to operate the civie-sponsored project. Barnberger, Who oper at New Hope, Pa., has been un musieal tent sct up in the philly
uons.

## Daly, Mary Patton Signed;

## Mcthing" Continues

Mar Pation and James Daly roles in Helene Fraenkel's "Dark series of experimental plays at 24. Presiden Theater on March Thenter The American National "Mres the Mr Thing of Mary Chate' with tickets available for mail
requests thru June. The fantasy requests thru Junc. The fantasy
will have to move to another house after March 22. however
since Truman Capotes "The since Truman Capote's "The Martin Beck Theater at that time
Warren Munsell Jr. was last Week mamed general manacer o
the wharp" production
575
575

| Out of Town <br> Review |
| :---: |
| FLIGHT INTO EGYPT |

        Shubert Theater,
    New Haven, Conn.
    

Olabi br hoo majer bir
tion in all its "Flight" has distinc
writing. its magnificent acting
and its Ekilled direction-it still is
a big question as to whether or
not Mr. and Mrs. Pewbuy
The low-keyed plot, which tells
the story of the Engel Family,
does not carry the welght to gain
any complete sympaliny. A pew-
sitier can feel sorry about the
sitter can ee
Engels' plight. But the abourbiem
is too isolated, 100 individual to
hype much emotional reaction
The inclination is to say: "Too
birger problems of my own." And
America makes no difference. The
nuthor tells you immediately that
they are perniless, and have no
friends or acquaintances over
here. Why, under these circum-
here. Why, uncer these circum
stances, the author believes thn
the U.S. A. is their promised land
Gust Hiber. who makes her
American debut in this opus, cer-
tainly proves that the plaudits
Which preceded her were justi-
ficd Hers is an fntense and dis-
ficd. Hers is an intense and dis-
cinguished portrayal. and her su-
perb performance ean very well
vault her right into legit's wep
ranks. Lukas as the invalid hus
band does a rounded job in his
subdued role, and rises to great
point up the tragedy. The part
and the plot are well suited to his
recognized capabilities.
The entire cast, with one lone
exeeption, contributex fine per
serves a separate bow. The single
cxception to the excellent por-
trayals is Jo Van Fleel. whose
short offering, a party girl, was
very poorly done, and the only
over-acting in the play.
Under Elia Kazan s subte di.
Under Elia Kazan s subtle di-
rection, "Figh"" gets itself stead
rection, "Flight" gets itself stead
ily off the ground, altho some-
what slowly. Rarely does it re-
what slowly. Rarely does it re-
yerse itself and bog dou'n. An
inevitable inerase in tempo will
take place before its Stem bow-in,
and that no doubt will assist in
heavy plot.
Settings and costunes are donc
for brillint effect. As a first
play, Flight can be termed in
disinguished effort. It might even
disinguished effort. It misht even
But commereinlly, its future look
much in doubt. The nature of lts
much in doubt. The nature of its
word-of-mouth belp to the b.o
Without such great performance
as Miss Huber and Lukas bring to
it, the play would have litule to
recommend it to the average
recommend it to the averag
playzoer.
tnter is particularly outstanding.
Ashton's indieation of the hold
Anter particularly outstanding
Ashton's indieation of the hold
over power of the legend. When
they all regaln their status in the
Mey all regain their status in the
Moded era, is eleverly pro-
jected in fact, "Tintagel" is
clever in all dcpartments, includ
ing Beaton's magic with sets and
costumes and ine Bax score
piece's mood and action. It is the
sort of fare the Centerites should
leature more often.
leature more often.
The rest of the program, in
cluded "Serenade." "Li Valse"
cluded "Serenade". "Lia Valse"
an eleventh-hour substitute tor
A La Francala," due to an injury
evening's opener "Serenade."
Confinued on page 48 )

## Equity Library Theater

LADY IN THE DARK
Lenox Hill Playhouse

##  <br> 

It takes courage to tackle the streamilining of a proposition like Lady in the Dark to the dimeo-
sions o. a tiny stage and a pennyante budget. But courage is some. thing that the torch-bearers of Equity Library, Thenter have never lacked. Considering its facillifes, the group has come up
with a very creditable, dolls' With a very creditable. dolls'
house edition of Moss Hart's musical play. And incidentally it shoucases
mean ability
Some cutting of the last act has not been too happily accomplishiced with the result that the conlused
heroinc's arrival at normalcy beheroine s arrival at normales be-
comes abrupt. Contrarywise, some of the lirst act sceres
have been dirccted at snail's pace. with an over-emphasis on
the movie idol's stint, which could stand the time-saving operation More readily than later sequences. direction. Some whll like it and won't
On the good side of the ledper and male volces excellentiy do rected by Leonard Kastle. Despite the lack of proper technical devices. the fantasy sequences are
effectively tied into the straikht effectively tied into the straight
story. The costuming is ingenious for an obviously rock botion expense account. and it is really
amazing to sec how much may amnaing to see how much may be accomplished on solitie. quits herself excellenily in the title role. A small but exceeding
true volce shows to advantare in the dream scenes and khe brimgs more than considerable warmith to her over-all projection. Jackson Young also is outstanding as the brash but likable lad who sees
thru her complexes, and Lee Ber. thru her complexes, and Lee Ber-
yere makes an a musing portrait of the pansyish photor and is 'Tschaikovsiky' number. There are able contribulions also from
Russell Gold. Leta Bonynge, Julie Russell Gold. Leta Bonynge
Christy and John Merrick. Christy and John Merrick.
This is one of ELT's really am. bitious efforts. Personally, this
reporter thinks matlers of thit magnitude present too great a hurdle for top successful executon. no matter how much isgenuity is displayed, the seams
can't belp but show. However, it does serve as an opportunity
for the display of some Iresh talent and that is all to the good for theater. Bub Francis.

## Dramatic Routes

 Chient
 Fhigh Into EAsph icoionian somion Aud-


$\qquad$





## ARENAS \& AUDITORIUMS

## Polack, 'Hollywood' Top 1951 Grosses

LOUISVILLE, March 1- here. Gross betore taxcs was runpolack 8ros.00ircus Western Unit ning clase tio $\$ 450,000$ thru February 11-17. The show played $\$ 550.000$ was anticipated by the end represents a 12 per cent Inerease to Nick Londes, building manager, over the 1951 rum Concessions cxaptha basis. Manazer of per the
cat Whth Iter Wins 4506 With 4 Days to 60 .".jolywood Ice
DETROIT "Holly
Revue," starring Barbara Ana DETROIT - "Hollywood Ice
Revue," starring Barbara Ann
Scoth continued to pile up records Catering Brings New Business To Portland Aud PORTLAND Ore... March
Introduction of calering service at Intraduction of catering service at
Public Audiorium here has
brought an esumated 52.000 in
additionat revenue in $t h r e c$ additional revenue in three
manths. Manager $W$ illiam Duygan disclosed this weck. The city's
share is one-lighth of the gross Iron catering operalluns con-
tracted with Gerald G. Pingree. A nuinber of the additional events booked into the bulding
as result of the catering service
have been staged in the basement, which was remodeled as
part of a $\$ 130,000$ improvement program. About 5.000 persons crowded into the basement for a banquet rally for Sen. Robert audliorium seats 3,500 and up to
4.500 if the wings are opened. Controis Prices
Dugan said that the new cater-
ing contract gives tho buildtits control over prices, whereas the former concession set-up provided
for agreements between the opfor agreements between the op-
erator and parties renting the
auditorium. auditorium. In the past. he said.
these concessions brought the city
only about $\$ 900$ annually. only about $\$ 900$ annually, The remodeling program in-
cluded new kitehen faclities. eluded, new kitehen facilties.
lighting, painting and draperlcs
in the basement plus painting, in the basement plus patinting,
new seats, draperios and stane
eutions, carpeting and acoutical improvernents. cilities are trade the basement faby the calering service. These inand sportsauto show, The Ore-
gon Education Ascomition gon Education Association meetclude displays of merchandise
used in schools.
in the third ueck at olympia

## DEE TOURS

## Cleveland Buildings Offer Wide Range of Attractions

## Globe Trotiers, Autry Up Gate At Waterloo

WATERLOO Ia, March 1.-The scored anc of its wip months atind to tabulations announced this manager. For an appearance of the Harbined boxing and wrestling card

drew 4.500 persons a week later. drew t.500 persons a weck hater.
Gene Aulry pulled 11.50 for
afternong and night shows with a $\$ 1.30$ to $\$ 2.50$ acale for adults
and hatf prices for youngsters.
Close to 2,000 turned out for the "Grand Ole Opry" unit and that
crowd whs duplicated for the croa
loa Coming up at tive building are Spike Jones, Monday (3): two weeks of high school basketball cus, May 6, and "Ice Vogucs,"
May 10-16. Cancellation of protessional baskelball games has
left some week-end dates open thru May 1, Hanssen said.

35 STANDS

> Spike Jones Starts Tour At Des Moines

DES MOINES. March 1.-Splke
Iones' Musical Depreciation Re. Jones' Musical Depreciation Re-
vue launches its spring tour with a two-day stand at the KRNT
Theater here today and tomorrow, The current route rakes Jones to
Clukago March 15-16 and $311-$ wakee Ap
are booked.
Most of the stands are in audicoriums and arenas. However. the for the Civic Opera House, and in Miluaukee the revue plays Devine Dalloon plays four other Iowa stands and moves on to Illinois, Indiana, closes April 8 al Winispeg.
Hastings Buys
McConkey Acts

## CHICAGO March 1.-McCon

 moving into the audaricna bookang picture on a major scale thisyear, has snatehed the full pack age tor the "Show of Progress at the Muncepal Auditorium
Hastings, Neb, March $17-21$. Show, which is promoted thru-
out the State by the Chamber of Commerce. luas upped Its budget to a new high this year to handle
a full band plus four acts. Mchis band to play the show and
has set Nichols and Haley. the
Adaros, Manny Opper, and Eddie and Lus


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

TOLEDO, March 1.-A $\$ 25.500 \mid$ performing without bandagea, damage sult was filed agtunst
Sports Arena. Inc, here Tusesday duced to 5,200 by bere was re(2G) by Skating Vanlies" and
Harold Stemman, manater of the the show. The revues
recetion here has been strong. roller show. Mean while the "Sonja Feception here his been strong. hine-day rus-at wes playing a takes developed on and wedpeswas expicted to gross 5160.000 by the next night. In the sult "Vanitles" charged
the Arena with breach of conHollyword Ice Reync" caught the Henic show here Munday (25).
They came in chartered busses from Detroit where they close were scheduled in Detroil

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

- Continued from pape 3

Mass.; Soulh Bend. Ind. and Mitiplashed two weeks in zdvance. There snatgs eropped up during troupe at Cedar Rapids In. Flond
waters struek at Funtington, W Waterd struek at Runtington, W. at Jacksonville, Fla. The latter Was the only outdoor date booked
in the shein
Autry attributed the success of Autry attributed the success of
the tout to increased showing of his television pictures in areas
having TV and to generally mood weather encountered. After the
close in Tampa Autry and the Cliss County Boys headincd at an event stared in the Orange
Bow Mismi. Bowl, Miami.
addith Autry on the tnur, in addition So the Cass Cuunty Buys, were: Smiley Burnette, Pat But-
tram, Johnny Bond. Frankie Marvin, the Four Strongs, the Jernez Knapps, Phyllis Lane, the Candy Mountan Girts, the Melody
Raneh Boys and Autry's horses,
Champ.

## Gimbel Urges

Confab Hall
NEW YORK, March 1--At a Ventlon and Visitors Burrau in the Hotel Blltmore here, Wednesday (27), during which he was re-elected president and chair-
man of the boand of dinectors.
Bernard chandser, urged the city to buld a new convention hall to further
tap business meeting and vacation markets. volume of convention husiness which. prassibly, cannot be in. creased until a new convention hall ts built,"
707 conventions, contrasted wost to only 335 in 1945 . The number of
ont conventions already set for 1952 "indieates a compuratively busy revealed.

## Israel Bond <br> Program Set

CHICAGO, March 1.-Bonds for
Isracl. Isracl, a national organization
which is holdime a mationwide drive March 9 to sell Israel government bonds, has arranged to talke
over the Chicago Stadlum on Apri! 13 and every Chicagoan who purchases a bond will be given a Licket to a giant show to be staged on that
date. Presentation will be enseed by Gearge essenl, and it is expected
hat Edde Cantor will also behere for the event Other acts are now being lined up, with the spmisnr reportilg that all union require-
ments, ineluding the American nels murst be pald for benedits, will | be observed.

## Hocus-Pocus

THE two surprise acts on the niversary. Professor Slyter pro hoonnual Merernational Brother- duced live golddish, steins of beep American Magicians show held at oflfered a whirlwind of Oriental Mapo. February, were Kuma and Milbourne Christopher. The show vealing what happens backstage prior to a show. with vie Tors. George Coon. Bob Lewis and
Bobbe Riehards millink around belween sets and slagehands.
Next, a night club scenc with Next, a night club scenc, with
Milburne Christnpher as emsee. Bartender Tom Cantiold poured
magic drinks for headwaiter magic drinks, for headwaiter
Dorny to serve, Joe Berg ranged
from ege bag to sucker egh. Romalis. attractive girl vent exs. a boy from the audience for aid
clever Unish. Earl Adcock and clever पinish. Earl Adcock and
wife were introduced as cele-
brating their 30 orh wedding an.


Hew
York



| COSTUMES |
| :---: |
|  |  |



Attention, Show People


## Miami Winds

 Up Fast After A Slow Start\author{

- Continned frum page 14
} ber of formulas but cant com-
pete with the nearby Copa. The terms of the tease gives the Copa
the ripht to pass on tits headliners the right to pass on its headliner
and obviously the Copa isn't going to permit the Beacheomber to be-
come real opposition. Ciro sw come real opposition. Ciro's, with
Red Pollack up front, does a solid first show but only a so-so second one. Joe E. Lewik the current
headiner, already in his sixth week, has tallen off. Carol Bruce has just been brought in, and
Harry Richman is set to follow. Mother Kelly's, another 5 a.ms operation, does okay in spuri Morrisey, a strange combo of Frankie Laine and Johnnie
who should get a whack record date. As a sight act she watch Customers here appa:
ently love her or hate her. There no in between. A t she dioes bust nes
 Frankie Laine and Jackic Miles jams them in nightly. In between shows Mau
the lounge.
Strip Jointz
The strip joinis are doing only
o-so. Very few of them have
so-so. very lew of them have They use strippers, six or seven
all doing basically the same routines; eight bars of music, bumps and grinds. They differ
only in their names or color of only in the
their halr.
- The hotel rooms have not taken derpite the away from the clubs Nautilus does oksy with Georgie Price: the Saxony is doing badly
with Dean Murphy. The latter with Dean Murphy. The latter drinkers
materialize.
Carlo and Casablanca, have Harvey Stone in the former and
Myron Cohen and Betty Gcorge In the lateer. Both are doing well. The fact that the hotels
are way up lown keps many in the area
Oddly enough few hotel rooms make any real dough from the guests. Their big business comes from outsiders who pay mini
mums of from $\$ 3 . \$ 5$. Originally the minists werc also charge the minimums but raised such
howi that it was removed. Hotel Set-Up
Many of the hotels, having dis
covered that standard nels don' pay off. are now going in for club date acts. a dufferent one
each naght. Moncy varies in aeeach night. Money varies in ae
cordance with the sales. pitch of cordance with the sales pitch of
the agent or the lure of the per tonmer. The minimum is $\$ 25$ a are some complaints that dance teachers have taken jobs away
from other performers Practic from other performers Practic
ally every hotel has a dance studio allifevery hotel has a dance studio
wih a half dozen teachers. Al of them do exhibitions at. night before paid audiences. Some get pald for the extra chores, but
moss work cutfo in the hope of moss work cuffo in the hope of
getting new students. The consensus is
The consersus is that the sea. son which began so badiy and so
late will close with a burst of big money. Some believe the season will last longer because it started later. Some clubs are planning on a year round operation (closing only for the hurricane months mer biz has increased, with tourisis from Cuba nnd South America now filling the hotels and patron bing cafes.
The major problem facing all cate ops is attractions and sal in the sun" doesn't work any in the sun doesn't work any come down to Miami looking for vacetions and work can't draw the size of their hats, say opera whs. Chamber of Commerce peo ple feel, however, that summe
tourist business is potentially tourist business is potentially si big that cates will be in posi-
tion to kerp buying the biggest
attractions in a period where hot attractions in a period where ho
weather up north makes work Weather up nort makes worl
less. Also they feel that many television names who lay olf for
the summer will be lured by the summer Will be lured by plush dush hotels and palm trees


## Burlesque Bits

| A DELE GROVE for many years cer and hovering near death at the home of her sister, Mrs. Stella M. Sullivan. $313 \mathrm{l} / 2$ 24th Street. McKeesport, Pa. Adele is anxious to locate her only daughter, Lols Krellar (or Keller), and Edgar McMillan, stagehand. The latter was in Detroit when last heard phone by her bedside. Her phone number is McKeesport 84303 . Mrs. is given only a few weeks to tive. Dolores Leland. former burly star; Rirk Brown, her husband, now with "It Remains to Be Seen. at the Morusco. New. York. and their $10-y e a r$-old daughter. Dolores. are entertaining Mrs. Brown's dad. George Pruitt, up from Florida, at their new home <br> Jo Hammond. comic, and Sian Goode. straight, completed four weeks at the Clvic. Los An. geles. February 24 and moved to the Star, Portland, Orem for an indellnite stay, opening March replaced Jack Diamond. Mandy Kay and Charlie Harris at the Latin Casino. Philodelphia. Iast | Mpers, of the Empire, Newark. week of April 4. ... Mr, and Mrs. Milt Schuster and Abe Gore are vacalioning at Miami Beach, Fla. <br> Francibe jolned the Hirst Circuit at the Roxy. Cleveland, February 22. ...Stan Harris. house singer, has replaced Tommy Wayne at the Gayely, Detroli. Wayne filled in upan the exit of John Winnion. <br> Herbert Minsky is recovering from a heart attack at his New York home. He had been managing $n$ touring ballet org. |
| :---: | :---: |


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los church S\%
Nower Yow 7


1 Plumed Ostrich Fans
sOUTH AFRICAN FEATHEI CO

# RINKS E SKATERS 

## Roadshow Rep



## Drivin' 'Round the Drive-Ins



## FIND NEW USE FOR SKATING

NORW'ICH, Conn. March 1 - Roller siates and a nigh used at Connecticul State Hospital here to help mental patients back to healthy lives Harry N. Kremer, Dccupa thonal therapy chief at the an occasional taste of night club atmosphere can be useful in treating several types of mental disease.
The skating is done to Lively music and new patients are carefully taught to skate. The night club therapy was h. Ettle, hospital tendent. Scores of 5 m all tables are set up, gay paper streamers eriss-eross the celling and multi-colored lights are strung. An orchestra ments are served.

## Idaho Skaters Run Up $\$ 2,258$ "Dimes" Score

TWIN FALIS. Idabo, March The March of Dimes fund of Twin Falls County has been en-
riched by $\$ 2,258$ because 150 menriched by $\$ 2,258$ because 150 mem-
bers of the Rhythm Roller Skate Club, of Rhythm Foller Rink to put their shoulder to the whed in behall of the campaign.
 hearsal and five performances later (shows were given in four ping their bultons in pride over out that many rinks in large calie success. Kenneth L. McNew, man ager of the Rhythm skatery, who
donated the use of the rink and skates for two nights, is lavish in praising the youngsters, reportwith instructlon-in an area 90 -mile radius of Twin Falls. The local press. 100 , climbed on the band wagon, giving the kuds a fine
batch of publicity which is bound to help the sikating sport in the area.
At a show in Burley, the kids take was \$121; at a show in another lown they netted approxi mately $\$ 227$, with the biggest haul coming from the two shows staged um wos $\$ 58$ gathered from the rink floor when emsee Gus Kelker stood in the middle of the lloor bent over with his coal one who could hit the "target" ofe return of their money. None of the coins struck hirn, McNew
relates.
Billed as the second annual
Billed as the second annua
Rolio po52, the revue presented 24 numbere, including the finale crown-
ing of a polio king and quecn Intermission entertainment wa provided from
dance school


## Crown "J-A" Queen; Contests Hike Gates

## Fordham's Jacqueline Sokoloff Winner; Loot to 110 Contestonts Hits $\$ 7,000$

NEW YORK. March 1. - The ${ }^{\text {skates, Lanvin perfume, Ronson }}$ New York Journal-Americans inghters, and Trifari jewelry. In $\$ 7,00$ Skate Queencontest one of
the biggest girl-hunts in hlstory, added to the prize kitty by donat winds up this week with winner Jacqueline Sokolof flying Tuesday (4) to Sun Valley, Idaho, fos her grand prize, an all-expense
vacalion at the resort's swank vacation at the resort's swank
Lodge. Among her other awards were a cold Longines wrist watch Chicago precision skates, sterling
silver irophy, modeling contract silver irophy, modeling contrac
with the Harry Conover agency four-week tour with "Skatin Vanities, cigarette lighter, per-
fume and jewelry. Allogether, the big queen ques
a warded prizes to 110 girks, the 11 top contestants at each of 10 rinks. The new queen, judged fairest
from an original feld of over 6.000 from an original held of over 6.000
entrants, is 19, works for the Coentrants, is 19. works Syadeasting System and shates at Fordharn Palace, the Bronk After winning the
Fordham elimination, she competed against nine other rink vic tors February 21 at Sherman Billing's Stork Club. where she re
ceived the nod from an all-star judging panel.
Judges for the finals were movie and television star Hona Massey Frances Rushmore, fashion an beauty editor of The New York Journal-American.
Elimination officials, all big, names. were crooner Guy Mitchel
and Eileen ("Lucky Strike Hl and Eileen ("Lucky Strike Hil
Parade") Wilson at Emplre RJnk Brooklyn, January 18; novie and Heston ("Greatest Show on January 23; ice star Barbara Ann Scott and comic Jerry Lester ary 25; TV pixje 1mogene Coce and singer Y Sooky Lanson. Min TV's Paul Winchell and Jerry Mahoney. Fordham. Frbruary 1; hurst February $6_{i}$ movie star Denise Darcel and TV comic Jack
Carter, Gay Blades, Manhattan February 8, and singer Lanny
Ross. Mi. Vernon (N.Y.) Arena February 19.
Also, on the Jersey side of the
Hudson, Eileen Wilson and her movic actor husband. Les Kelloge. Twin City Arena, Elizabeth. N. Jo
February 14, and TV's Morey Amsterdam and Dagmar. Boule19.

Not a single judge tailed to 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 deal for them since the paper bore all aecessary expenses.
Elimination awards included

## -

## SKATES



## The Final Curtain




Births












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AGNES MAE WHITE
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## Marriages





 Textovistatrond


## Divorces



## Shop Talk

- Continued trom: nave 44
"Harp" are Julput Facine. Last of
Hobinsong Hobinson. Val Dufour. Jay Bay.
ney, Anthony MeGrath, Ruth Av. few wr and Margaret Furf.
Vicki Curnmings was signe
Week for a leading role in "FIre
engine salpsmen bu charle fire-


## OUTDOOR <br> Communications to 188 W. Randoleh St.ic Chicalco 1, III

MARCH 8, 1952

## Bronx Rodeo Snafus Fail to Chill Legion

NEW YORK, March 1-Plagued
trom the start by a last-minute combination of unlon hassles, delays and mix-ups, Bronx County
American Legion Rodeo, StamAmerican Legion Rodeo, Stam-
pede and Round-Up, whinh opened to a smash matinee with hundipped sharply Saturday (23) and kept falling off thru the middle
of fits nine-day stand in the
Bronx's monster Kingsbridge mancuvers were known to man

| As a result of audience con- <br> management announcement over the p-a. system asked dissatlsified patrons to retain ticket stubs and 10 return gralus on one of the following days. Exactly how many took advantage of the offer could not be leamed, altho bad word-of-mouth undoubtedly hurt that evening, when only 3,000 attended. Next afternoon, Saturday (23), at tendance rose to 8,700 , dropplng again at pight to 4,000 . Sunday was a free one, doors being thrown open for 1,000 vets and 4,500 un- derpriviteged kids invited by the auspice committee. since city laws here forbid ticket sales to armory events on the Sabbath. <br> Show caught Monday matinee skedded late, $3: 45$ p.m., to cateh school moppets. Over 100,000 school tickets were distributed thru Bronx and lower Westchesportationwise, may have helped keep youngest kids away, <br> The show Itsell. due to delays, went on sans rehearsal, with Hollywood Sky Rockets and Mickey King two of the three programed high acts, unable to go unill Saturday night while the motorcyelists, only ithished cormer of the mammoth structure on Monday evening, the rodeo's |  |
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N Y. TIMES
FEATURIZES
1,000 OAKS
THOUSAND OAKS, Calif Mareh here came in for a feature story almost two col-
urnns in length in the contertainment section of the FebYuary 26 edition of The New york Times, with the plece Jamison.
Prominently mentioned
cere Biny Richards, once Bin Richards, once Cincus and later oi Selig Zoo: Trader Horne, Mabel
Slark and Melvin Koontz. With a neat twist the story descrimal trainer, Ray Anthony o learn his trade under the G.I. bill of rights. It took
a special act of Congress to a special act of Congress to
make his training possible. make his traning possible.
The feature also enumer tes pihe compound have been given stellar parts.

## Mortion Talent In Union Now, <br> Sez AGVA Head

## NEW YORK, March I-ALI of

 formers have become members ofthe American Guild of Variety AGVS, according to Jack Irving,
now head, and as such will
nowe under the rules and

## 

Morlon has signed AGVA's

performer per week. thing will be ironed out satisinterference with the Mortor show set for Kansas City early
this month
In the meantime, George A In the meantime, George A Stee Bought several packages from

## Cattle Disease

 Hits Regina Winter Fair
## REGINA. Sask.. March 1.-The

here by whe Regina Exhibition

## Association and skedded to open March 24, bas been canceled due to an outbreak of hoof and mouth

to an outbreak of hoof and mouth
discase In the province that has necessitated drastic Federal gov
ernment quarantine restrictions.
The annual winter cevent 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 Mkely
Rnancial loss to the Reajina ExhiLeod. organization's manager and secretary-treasurer of the Sas-
katchewan Livestock Associations
Under the present quarantin
estrictions it is doubtful whethe the exhibition's harness race meet ing, scheduled for three days in are also concerned about the fat of their scheduled spring activi
$\qquad$
Robert Ringling
Leaves \$116,000
 Robert Ringling. It was revealed ghares of stock in Ringling Bros

Shows, Inc., valued at $\$ 96,514$.
Other assets included stock in
the Sarasota Oil Company Oklahoma.

## Van Tilburg Circus Gets Early 10\% Lead

## Minneapolis Shrine Offering Includes

Keller, K-M Animals, Cristiani Acts
MINNEAPOLIS, March 1.-The ticket prices. scaled at $\$ 1.20$ and $\begin{array}{ll}\text { Noel Van Tilburg-Edna Curtis } \\ \text { Circus for Zurach } \\ \text { Shrine Temple } & \text { Cipaclty is } 8.300 \text {. Kid }\end{array}$
here got off to a fast stayt at Min- The performance is strong on neapolis Auditorium Thuraday
(28) and set jits sights on exceeding (28) and set its sights on exceeding
the altendance record of 163,000 the attendance record of 163,000
set in 1951 . Show runs thru March set in 1951. Show runs thru Mareh
8 , with S unday performances omitted
Opening house of 4.500 was 800 better than last year's while the 400 less than last year's. Frkday matinee drew enother 4,500 .


The performance is strong on an massomment of nemagerie stock from Al G. Kelly \& Miller Bros.
Cireus and others. Also on deck Cireus and others. Also on deck
is the Crisulani family, bareback iding. The line-up includes:
Shriners' soec: Buddy and Jean
Peterson and Pierrot and PirouPeterson and Pierrot and Pirouette, roller skating; Evelyn Lewis, If ers; Alphone and Virginia Hus rei. aerial: Six Ortans. teeter first three performances were
about 10 per cent ahead of 1951 's comparable perjod. He was hope-
ful. bowever. that the gross would ful bowever. that the gross would
go beyond that percentagewise by mid-weck.
Van Tliburg buill a show wheh cost an estimated 10 per cent more than last year's, largely because of
transportation and labor expenses. transportation and labor expenses.
This year's program book scored
a slight gain with an $\$ 8.000$ gross. a slight gain with an $\$ 8.000$ gross.
Concession business for early per-
formances was 10 per cent ahead. Strong On Animals
 by heavy snow, this ycar's effort is bucking
Vadis," and the last day of a Dean
Martin Jerry Jews apperance.
Circus this ycar has added federal Circus this year has added federal
tax, which it formerly absorbed, to

## Outdoor Show

Opens 9-Day
Chicago Run
CHICACO, March I.-The Intermational Sports and its type to play Chicago this year, Rot under
uay here loday at the International Amphitheater for a nioeday rus under tice aegis of Increased patrun-participation in outdoor sports is a fealure of gory is a fish derby in which
anglers can make gratis attempts at hooking live trout, a two-hole golfers. and a live turkey shoot.
Main entertainment is the two-

(Continued On page 53)
N. J. Spot Books

Thru Joyce, Adds
Covered Stage
WHILADELPHIA, March 1. ble Clement, owner-operatir of is arranging for name altractions
thru the Jolly Joyce agency here. Shows wili go an regardless of weather since Clement has increasing playground pames for childreen, as well as pienic tables. continuously from 1 to 11 p.rm. with special shows added on rodeos during the season.
Reports 33 Dates
For Steele Show
LONDON, O Masch 1, -"Steele in
in lowa. Mas Minnesoti for 33 fairs
Wisconsin, Nebraska and North Dalota, re-
ports Robert B. Sieele ports Robert B. Steele.
$\qquad$

Lewis borme Deano. Evelyn ewis, Corknne Dearo and Ethe]
Marine, traps: Corky Crisliani, Jane King and Clarion and June aerial: Alexander Konyot. dreati,

## N. Y. Solons

Move to Ease
Sun. Shackles
ALBANY. N. Y., March 1.Joint Legisiative Committee on mendations at the State capital
here February 25 which may help here February 25 which may help
pave tbe way for easing of Sunpave tbe way for easing of suck
day blue laws pertaining to stock car races and
in New York.
Committee recommended that
the Statewide ban on some Sunday sports and recreations be abol. ished and that communities re-
ceive local option power to decejve local option power to derent Legislature of the group's proposals was expected to imple-
ment Sunday presentation of stock car and cincus events. How-
ever, palimutuel racing on Sunis specifically prohibited under ther sections of the law.
Committee is expected to came out for legalization of all Sunday activitles relating to health or
recreation. The group was created ive weeks ago at the request study the State's muddle of blue
laws and recommend revisions.

New International Artists Group Is Formed in Germany HAMBURG, March , Anter


The new federation was formed by delegates of the Variety Art-
ists Federation. England: De Al Remene of Netherlands, the Art-
ists section of the Austrian trades union, the Internationale Artisten Doge, Germany; the Dansk Artist Artists Forbund. Norway. Bel. organizations are expected to join. Members of the founding oranizations will be protected le gally when appearing in the affil-
inted countries. Founding of the federation has re-established the broken involuntarily in 1939, Will Feldman, head of the 1Al,
Germany, has been appointed president, and George Barnes, of
the VAF. Encland, vice-president. the VAF, Encland, vice-presicent
Hendquarters are in Amslerdam,
where Bods Roeters, sceretarygencral, holds office.

## Quote Correct Price

 On New Target RangeNEW YORK. March 1.-Harry the newly unveiled Becker filmprice of the device is $\$ 2,000$, and


BUILDING-REBUILDING A RIDE
 deabie eockipnts $\$ 125.00$ estue $=3$ hown
 doen. Onder now. CHSTM ENGINEERGG S AMUSEMERT CORP.

The TVL-A-WHIRL Ride 'Best Buy in Rides Today' $\star$ Varr Populat and Prollistie
 - Good looking A Good auslity and whal a RepeaterIII SELLMER MFG. $\mathbf{C}$.
Faribault, Minnesota

## LOOK! PARKER DOES IT AGAIM



C. W. PARKER AMUSEMENT CO.


## CLOSE-UPS: THOMAS S. BLUM Had to Be Talked Into Taking N. C. Fair Post <br> By JIm MeHUGII

(This is anothor of a seribe of
articles on litile lnown factu about articles on little known facti about poople pro
THEY had to toll Thomas $S$. Blom-Salem, N C C Fatr, ing move in view of the fact that he long had dabbled in show business, first as an amateur and then as a professlonal, and all of his efforts ts business had a touch of ballyhoo attached to them. As a youth Tom showed a strong show business in general. At 11 he was working diligentiy to become an accomplished wire walker and he might have succeeded in this fond ambition had it not
been for his mother who would been for his mother who would grant parental approval. time. Tom persisted in his show business efforts. A few years later he was with the noted Rice Vaude ville Troupe presenting a group of
11 trained dogs. He was, he be11 trained dogs. He was, he be
lieves. the first trainer ever to have a dog do a loop-the-loop utilizing a nine-foot hoop. He had a knaek with animals and found it easy to trals on ${ }^{2}$ He trained horses, a bull that worked smooth ly and pigs. Training the porkers wapt them hungry and fed them as a revard.
Formed Own Circus
After his initial show experi-
ence. Tom formed Blum Bros. Circus. His first date was at Rom noke, Va ${ }^{2}$ and while playing there
he met a triend, Johnny J. Jones, who persuaded Tom to join his carnival with his circus. Tom oined with his dog show, doublun as a tree act at fairs. He had a high diving dog and a pooch that dove thru tire.
Insurmountable hard luck hit the unit "wth rain blanking ou
every day of the week, including Saturday. Tom had to wire home for money to return to WinstonSalem. It was a sad occasion, but Tom refarded the set-back as a temporary measure.
Had he walted a
er, it would not have been neces sary to wire home for money. The




## THOMAS S. BLUM

secretary of Radford, Va., Falr hered with and expenses for 10 cents With admission pegged at wound up in the "bis" money wround $u p$ in the "bis" money,
grossing in a single day". The show prospered for a time and ran for 90 days in Winston-Salem alone. Tobaceo Ad Specialis! As a native of Wlaston-Salem. Tom was naturally involved in the on which the town and the area revolves. He was an advertising specialist and in the early dayz painted pictures and advertising slogans on the inside of store win dows. The pictorials and his work The sales messages were heeded by some, at least, as indicated by ring revenues.
Tam uas responsible for the ame Camel that udentifies one of the nation's most popular brands Company official watched Tom's work it the time he was plugging tobacco and a forthcoming Shrine convention at Allanta. Tom depicted typlcal desert scenes usual. y as5ociated with the Shrine, in-
cluding a Camel in each one. His cluding a Camel in each one. His
work rated considerable attention and the public war tilling about it The secretary to the Reynold's sales manaker suggested the adopcion of the word Camel for cis (Continued on poge 53)
20G Blaze Hits
"Rodeo Ben" Plant
PHILADELPHIA. March 1. ene Autry visited Ben the Rois wardrobe for a summer's tour as progressing. A few days later loke as a $\$ 20.000$ fire swept the Toke as a $\$ 20,000$ fire swept the
ar of the plant. The company ki
ates tane Pl Western clothing. The fire started in a rear room. ven sewing machines were deayed in addition to many utly made costumes.


FOR SALE

miniature train co. rensselaer. indiana

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## Coming April 12

THE BILLBOABD


## Advertisers are the

 Spring Special's Biggest Boosters . . .because it sells and selis and keeps on selling Phlladelphla advertiser andyzes. Here's how tremendous sales power: ". . . Itw rexten are quid thinking and aring - litep have been exed to making dectivas in the lusiness werld-if acal lonks geod they trip il. Sales converf quiditi tran poul ads."
(signed/W, R. Bmrt)
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 extre 20.000 copios (a total of more than 70,000) will do an even bigger selling Job! Retter reserve advertising space now-
deadine Is April 2 .

## New York 36 - Cindinnall 22 1564 Broadway PLan 7-2800 <br> 2160 Patiorson $3 t$. <br> DUnbas 6450

- Chicago 1

188 W. Randolph $\$ t$. CEntral 6.8761

Hollywood 28
6000 Sunset Bivd.
HOHiswood 9.5831

- St. louis 1 390 Arcade Bido. Chestnut 0443
- Detroil 1 Fox Theatre 8idg. Foodward 2.1100


## Out in the Open

There is no indication of when additional million dollars, it was the grand jury investigation of decided to shelve plans. This gan State Fair at Detroit will end. available to Illinois county fair g Meanwhile, however. no amuse- for additional State aid. But some mint contracts will be signed. The next meeting of the finis board is skedded for March 20, and con-irnet-sceking attraction and carjury probe is over by then so that the board can act on attractions at that meeting. Sidney Phillips. Who resigned as president of the Michigan State Fair board after
being indicted by the jury for being indicted by the jury for court Thursday (28) for a peretrial examination. The case was adjourned to March 6.
A long-shot chance exists that Chicago will have a lair this year.
Some $\$ 400,000$ in State aid is available, and when Chicago's big. shes failed to come up with an

big race last year and so far has no plans for any show's this year. Conn., booker reports that a recent date of his scheduled for Sacco, Me., was the victim of a blizzard. He said the expert1927 when his troupe was ma mooned between Rutland and Bel. lows Falls, Vt. for three days as the result of a flood.
Mary and Russ Moyer are back In their Reading (Pa,) home after ness and pleasure jaunt in Florida. The Reading Fair publicist and director handed publicity for Jove Chitwood auto thrill group in Florida. A siege of cold weather hurt business Storing Riverside $P$ al $k$, Agawam, Mass., and son Matthew. and a daughter were New York visitors last week.

Pete and Maud Anderson and Mrs. Opal Mouser. of Andeisun's were recent guests of Bill Green al the Sports Arena. Toledo. where the Sonja Hondo ice show was playing.
Jack Reynolds, who took over this year as general manager of Eastern States Exposition. Springfield, Mass., was a New York Miter last wall Huedepohl Mr. and the Grace Lines' Santa Rosa, Frithe Grace Lines Santa Rosa. Fri-
day (29). for a 12 -day Caribbean cruise. Paul hopes to visit Coney
(Contlut on page 57 .

## NO SHORTAGES HERE

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HEY DEY - LINDY LOOP Aa folie ride will cont you dough Replace worn ropes

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For SII DR LEASE-RESONABIE
H KENTUCKY DEREY
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palisiots spictuilis company

## Shoofing Galleries

 Ard sumpl ar for Entem and Western H. W. TERPENING
## Talent Topics

## Dy Charlie byrnes and jim Mchuch

Johnny Mack Brown. Monofram in from Beverly Hitar, who share top bilting at the Bronx
County Rodeo, is enjoying his County Rodeo is enjoying his lirsi visit to New York in 10
years. Last time the sadde luminary was here he starred on radoo shqu with Gertrude Lawrence and Herbert Marshall in appearances with Brown Gray. WMCA decjas, Paula Stone's TV
show and Jim Atkins afternoon show and Jim Atkins afternoon
video hoss opera kid series Brown's agents are lining up some
TV guest shots, after which be TV guest shots, after which be planes back for two pictures a production

Irah Watkins owner of the
chimp act, infos from Tampa that he recently added two new male chimps to his troupe. The act recently played the Gene Autry Circus in Miami, where Syivia Buddy, put the chimps thru their paces.
The Great Cepler Family, high wire, has been wintering at its home in San Antonio since re land tour with the E. K. Fernan. dez Show. Herman Copler says that the unit has been booked to with Four hawaif and the Orien With Fernandez. Great Furz-
ner, with his spirel ball and aerial ner, with his spiral ball and aeria
see-saw acts, is the free attraction at the seventh annual Palm Beach County Exposilion. which opened February 29 and runs thru Marc 8 at West Palrn Beach, Pla.
Five Abbot Sisiers arrived in
New York Thursday proceeded to Sarasota, Fia, to loin the Ringling circus Act Is
booked by Stanley $W$. Wathon who Elosed at the Roosevelt Hotel, New York, February 6, Were Mardi Gras.
Rolando. one-finger equilibrist now serving in armed torces, expects weeks for special services troop entertalnment. ' Brephounds Bade Grezhounds made a TV appear-
ance Sunday (2) on Ed Sulfean's
-Toast of the Town
Joo Beach writes from Sprin
Joo Beach writes from Spring-
ficld, Mas5., that he recently ticid, Masht the Gene Autry show at the Auditorium there. He also visited Smillay Burnetse, Four Strongs and Happy Kollems. At the Court Square Theater he
visited the A visited the Aenivedos. Hermine's


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## Whatll You Hove conconsion-

 itt Poppert is now the counirys most comploto con-cession supply houso, feavr-
ing equipment and supplies ing equipmont and supplies barbocve. snow-balls and ohes dimilor iteme. Aleo paper stop in to


MIDGET RACING CARS



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## At the Valley Arena he chatted with the St. Leon Troupe, Atrendis Troupe and Stero Evins. <br> Harold Gautier's Excess Bag Wage, comedy dog act currently ill embark for England next tall perform in the holiday run of he Bertram Milts Circus. Leo Couture. high diver, has buen lgned for the Mid-South Fir Couture will do his | Couture will do his |
| :--- |
| Continued on pare 57 | <br> N. Y. Seaside Mulls Plans For Season <br> NEW YORK, March 1-General Manager Ed Kelmans and Opperaseaside Park here, are negotiating with four clectrical firms to re1 ng . both general and neon, it was announced this week. <br> arried on with a soli drink firm nd with George Maruka. The ompany may work a tue-up with Seaside to provide spotlight for he park. Mazuka, who operater Areade garmes at Palisades (N, J.) Park, may <br> Kelmans is mulling the sale of the park's Whip ride, whieh would be replaced by several kiddle rides. Promotion chief Charles Doc) Morris plans to make a pitch for George Tomasco's Chateaux in Miniature, walk-thru exhibit tc tured last season at palisades. <br> Holiday Hypes <br> Rock's Spot \$S

NEW YORK, March 1. - With Washington's Birthday, Friday
(22), providing a booster, Rocka(22), providing a booster, Rockaakes over the three-day week. chill chased customers
Commuttee for the annual Mardi Gras staged in the Rockaways area during the fall met this week and approved expenditures for Queens Borough. A Joseph Geist rom a of Playiand, will return and will take part in planning major changes in the park's elecSpot will
Spot will continue week-end op-
eration, and all rides were opened eration, and all rides were opened
today. A new soft drink stand also is being built.
A. C. Tabs Hefty Holiday Week-End ATLANTIC CITY. March 1. The threc-day Washington' passed expectations, thanks to the combination of excellent weather and heavy promotion. There was no official estimate of the number of visitors during the threedays, but a study of rooms avail
able and figures on traffic across the Delaware Memorial and Cam. den-Philadelphia bridges. re vealed an estimated 100.000 vis itors. cured week-end experience au cured well, in the opinion of ho Easter Sunday week-ends. Most of the larger hotels were sold out earls in the week, By Thursday nitht (21) they were practically full. But by automabile. bus and
rall people still came, even filling rabins in the suburbs Restaurants had long lines of customers. Thousands crowded the Boardbusy summer week-end. On all art busincssmen were preparing for crowds. On the Boardwalk, shops usualy closed untu Easter, Some barome crow of. Some barometer of the number
Boardwall strollers count of visitors to the General Motors free exhiblt on Steel Pier. The amusement center is closed until Easter week-end, but 30,000 people visited the cxhibit. Rest pavilions and beach chalrs were ing rhairs was brisk. It all painted a brighter picture for the coming

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## O. Henry inid

## TENTS

ALL SIZES-ALL TYPES Matecials on hand to mathe tor
sithis died in colors or "CMEX FLAME.": Undcruriters approved tlame, water sind mildew-treated ducks. Wate roday
3. T. JESSOP GEO. W. JOHNSON

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GOLD MEDAL PRODUCTS $\mathbf{c} 0$.


## Had to Be Talked Into Taking N. C. Fair Post

- Continued from page 50
aretles. This was done and Tom / such circus notables as Jack Mills, joined the Reynolds company and Ralph Clawson, and agency heeds 11 years. Tom traveled every State in the Tom has never given up on his
union putting up Camel ads. He desire to run a circus. It isn't likecontinues to make trips on behalf ly that he will yel form one since of the company rad its products, he is no longer a youth. The matcentering his attention on publlc ter of his age is a deep secret and


## Tursis Down Fair Job

 Tom was running a goll course in 1933 when W. (Will) Reynolds, head of the tobaceo clan and key, gince, but it adds up to little fun man to the operation of the local to check up on the answer. mair asked him to take over the Tom looks young and acts fair, asked him to take over the young. Despite the rush of build-manugement of the annual. Tom refused, noting that he was as ing a new farr plant in about a
busy as he desired to be at the busy as he desired to be al the year's time, Tom was exemplary
time. Shortly after, however, the his calmness tas the gates of the directors held a-mecting and he Winsion-Salem Fans swunt open to ascept by C. We. Harris, Reyn- lot of work in fashioning each olds vice-president. whom Tom year's fair. the visit of show peohad interested in the importation. ple booked in for grandstand and brecding and showing of Dober.
man pinchers al dog shows all man pinchers at over the country.
Tom says he is still too busy, but
apparently he is thriving on his
job. The event last year moved
yevice Timing
for Rides job. The event last year moved Device for Rides tion it has had. A model layout is
under way in a section that is destined to become one of the greatest focal points in the South. $\begin{aligned} & \text { Tor starting stopping and diming } \\ & \text { Thru the Reynolds Foundation. }\end{aligned} \mathbf{\text { rdes }}$, Whru the Reynolds Foundabion, fides and games was phaced on moved in its entirely. The new here today.
fairgrounds are adjacent to the Gadgel limes any interval from educational eenter. Belween them one to 15 minutes. and is housed will be a new sports stindium and on the fairgrounds itself a new
coliseum. With so much lure cohseum. With so much Iure labor and time-saving device also grouped in one spot. it is belleved has an emergency swlich

that thousands of North Carolinians soon will be making fre- According to tis makers, the quent trips to the aren to attend automatic trmer will prove of the many widely publicized events $\begin{aligned} & \text { great aid to ride and game owners. } \\ & \text { seheduled to be held there. }\end{aligned}$ enabling them to eliminate "lost | scheduled to be held there. | enabling them to eliminate most" |
| :--- | :--- |
| Frides due to inept labor-handling |  |
| riend of Showbla | and operator-Patigue especially on | Tom is perhaps the best friend capacity days. Makers claim it that show business has in Win- will at last make possible a unj-

ston-Splem and its environs. $A$ form ride, in length of time, eli-ston-Sulem and its environs. A lorm ride, in length of time, eli-
buddy of Ed Kcley's. he has many minating, squawks from eusiobuddy of Ed Kelley's, he has many minating squawks irom eusta also numbers among his frlends rides.

## Gruberg Sees Big 1952 <br> In New York Spot's Bow

 related how his Gruberg's Fun-
land here opened last Sunday for
week-end operation to red-hot


SIMMONDS $\underset{\text { ght }}{8}$ CO.


SAY YOU SAW IT JN
THE BLLLBOARDI

## Beatty Dickering For Giraffe, Hippo

TV Retakes Made, Trainer Plans Trip To Houston, Miomi; All Acts Signed

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## Oflawa Rotary

 Awards Wirth Circus PactOTTAWA, March 1.-Contracts the Ottawa Forum Company and
the Frank Wirth aneney for an the Frank wirth ayency for an
indoor circus to be presented here
the week of Hay ly. Dite woils be presented under auspiecs of the
to and underprivileged ehildren.
Tom Gorman represented the the arency. Both said that preps an intensive advertlsinp-publicity communities within driving dis-
tance of here. will mark the first Hagen Starts Trek; Dailey Staffers Join


## LEIPZIG. March 1-Clif: Aeras

 Circus in plnytig to weak houses The to have tired of circus shows. such acts have been octs. When rather high salaries, they havebeen kept on toos long. thus losing their noveliy value. celated to Berlin's Circus Busch), which was hit by the death of lis
manager. it in new dmettesFussiars accused the laie manager cotten" to pay amusement and in inventory of all stock mad physica
properties. Rumors are that the show may be exappropriated and declared a "propert's of the people"
 Mills Bros" Circus this week an
nounced the sips.ing of D. J. Rohu. sen. Swedish horse trainer. for the
1952 performance and expansion of
the show's promollonal department Jark Mills conferred with depariment heads during a nop-over
it guarters here. He was en route
la Ploricia and cubs. He reported General Agent H. W. Ahrhart is
well ahend of the bnoking schedule well ahend of the bookins schedule agers have twen added More managers are to be added later, Mills
sald.
Jake Mills snid nahusen p proJake Mills said Rahusen. A pro-
twe of the Circus Schumann. with The Wallaby Troupe will sail from Eneland aboard the Queen Ellza-
beth on March 15 . The contingen
ofth on March 15. The contingent
ters. Hugo Schmidt, who whll wor
rached quarters last weck.
Banquet slie Change
plans for the show's annual
opening day banquet were con-
pleted here by Jack Mills and Fred
Staforin. press chief, who also wes
huddling with brisem aresent
schedule calls for the affalr to be
schedule calls for the affalr to be
in the high school annex Special
civic evints in connection with
evic events in conneclion with
the show's opening are being
planned by Charles hanchester, of

## Mills' Quarters Hum; Horse Trainer Signed

GREENTITLE, O., March 1 - $-\mid$ matertal for a Sunday fentur

Plan Repeat for King Confirms Plan Polack Smash For Street Parade

WHite PLALINS, N. Y, March 1.
Polack Brus:- Eastern Unll

Special Equipment, Tronsport to Be Used; City Permits Come Easy, Says Co-Owner

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whi
3) aven
ue teng

## R-B Peddles

 Poughkeepsie Legion 1 DayPOUGIIKEEPSIE, N. Y, March 1. With an eye toward the hassle
raised here last year when the
kinglin-Barnum eircuas signed for Kinclin-Barnum circus signed for
 the two performances.
$\qquad$ week between Paul Eaples, pis Paul Samuels, local attorney and
Legion bigwtg. The reported price was 528.000 , same as the Legion posts of Long fisland are paying

Macon. Ga. March 1.-Con-
Inmation that King Bros. Circus
is re thring the traditional noon
strect parade vas giv n this week xtrect parade was giv n this week by Co-Owners Floyd King and
Lueio Cristiani. Plans call for extensive advertisina of the ps-
rade. The line-up lis scheduled to include special parade wagons cages, mounled riders, No 1 and
No. 2 bands, Side Show band and No. 2 bands, Side Shaw band and
clown Wand, elephants, canels clown band, elephants, camets Mueh of the parade equipment
will be uaed excluaively for that will br uged exclusively Tor that
purpose, King explained. Re said
that it would be transported that it would be transported the parade was expected to revive much old-time glamour of circus any dificulty so far in obtaining Walker Bros. Opens Strong In New Mexico

Show moved next to the Air
Force base here for performances
and then 1o Amarillo, Tex.
Buchanan has the show bonked
Buchanan has the show booke

In the program are Noble and and pony drll: Fuzzy Plunket
 wire; Ernie Smith, dogs; Clark's act and comedy a crobatics Sanchez Family, trampoline. acroMike, clowns, and Phydis Lizel
aud Carmen Sanches. Ladders.

Tiger Bill Sets March 24 Bow

WAEEDER Tex. March 1 - selueduled to open Mareh 24 ot pieces of show-owned equipment

and nbout 17 other trucks and and abou
Performance will be given in
a three-sided canopy, 180 by 280 , Which provides a 100 by 280
arena. Scats will include ment is painted white and Fquilp Members of Leo (Tiger Bill much of the siaff and performance. There will band, plus calliope.
Side Show witl he managed by Happy and Masic Loter. Also on
and a pany rive. Scheduled for
Hennett, mental and blade box: Jean Mereer, punch and ven turer: knife and fire acts: Mon-

## Alternate Opening Days Set

 For Ringling-Barnum in N. Y.NFW YORK March 1.-Ring
permits for the street parade." The first King parade will be With the dapenting, in Maern. onth away, work at winter quar. ben expanded. Ora Parks, genral press representative, has aro ved and is directine preparation and radio material
While there was no verification rom winter quarters. it was precar's parade came from the success last y yar of King Bros. downtown bally prucedure. An air and occasionally of her equipment or lacal organizational bands cates. the line-up approached paunusually large crowds to the business areas of mwns
King Bros. witl be the first
show to porside on $n$ thily schedule since 1939, when both Cule produced narket spectacles. Howpever. the Jay Gnuld Cireus las
paraded regularly on the second day nf two-day stands, using some how-owned equipment logetier with schoo

## Firemen Win 2 Turnaways At Evansville

EVANSVILLE Ind. March $1,-$ iremen union's fourth annual inopped previous efforts by a hefty margin and scored turnaways at
the Salurday and Sunday (23.24) the Salurdzy and Sunday (23-34) cetion Sunday and tha delegntion was headed by Karl K Knecht, antional CFA president.
On the program were Kelly
Miller eleptrants and dogs, with Whltes Thorn; Christuansen's Liberty horses: George Lereh,
wire and jusgling: the Ridolns wire and jusgling: the Ridolas
unsupporied ladders; Franklin
and Astrid hand balanelng; Renee and Jim revolving fadders;
and
Violette Ronks, head-balancing: Hanel Troupe, comedy casising: Erich sdams and Company nlanges: Clow'ni Jack LnPearh
Frank Caln, Billy Grimn, John Wacy and Dlek Soulsby. and

## Barlay Berlin

 Gate SlumpsBERLIN, March 1 -Attendance drop. Which bernn in middle JanuBarlay clreus liers, wilth show play-
ing io less than quarter bouse Capacity is 1,200 .
Altho current proxram is considered excellent, being earsidernbly Trubka's tiger aet In February, the Barlay circus secms unable to re-
capture public interest. forcing enrlifr than plannuxd clobine, ru-
mored due any day now. Show probably will begin its annual tour toward the end of this month, with
dirst stands to begin in the Soviet Zone. mnn eircus will get permission to
play West Berlin this summer has not been made vet. Best rhances
are qiven to Berlin's own Circus are qiven to Berlin's own Circus
Busch in company with the Sirassburger circus, efircus Holzmueller, ar Grnck saude-ciretas. Flual de-
elsion probably will be made in three weyks.
New lee show, Vienna Ice Revac. in he seconstructed but sidl monWesi Berlio, continues to excellen business. St rring Eva Pawllk. and ice elown, Bent capek, show's gate
looks to hold up for next few looks to to
wes.

## Under the Marquee

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## 

boy, Deve Friedmen, Para-
mount Pictures rep at Atlanta
report reports, that Brownie Gudah, o ing dates for "The Greatest Show Gmith nisn of Paramount signed Gudath for Allanta, Chattanooga,

Mr, and Mre. W. G. Mathes Maght the James M. Cole Indoor Clirels during its stand in Albany,
N. Y. and visicd with Ownez
Cole and Buct Cole and Buek Leahy, who is an open house party for Searsmond. Ind. February 20. That night he appeared with a six-act
vaude show at the Schenley Distillery Company's Lawrenceburg Ind. Dlant.
ind
Col. H. G. Coffoy, secretary uals for over 20 years, has samed with Wallace \& Clark Curcus as auditor. . Steven Crowe, elown.
the past several seasons with Mills Bros. Circus, has signed with king Bros. Circus.

Highway 59, cight miles south west of Texarkana. Ark, bears the nameplate that was affixed o the original bridge over Sul-
hur River there If was narned in honor of W. $\mathrm{A}, \mathrm{McCartmey} \mathbf{S r}$.,
in recognition of his outstanding work in the interest of better hhowman. he owns the Hotermer Mc. Carney in Texarkana.... Wyat Orieans for the Mard Giras, Circus. went to Ravana, Cuba last week
went to Sarasota. Flan., where he will remain until March Whited Polack's Eastern Unit at White Plains, N. Y.

Clyde Wixom assisted George W. Stark. Detroit city historran, Detrolt News which verifsed the orgutien fact that the city square,
famed Grand Circus, once held an actual show-the Robinson \& Lake Circus. June 6, 1882
Irene Parry, of the Ringling-
Bamum Side Show, was returned to Detront Memorial Hospital cently, and Phil Starr advises
that her condition is considered that her condition is considered
serious. Ernie Burch is doing advance publicity work for "The
Greatest Show on Earth." Paramount Pictures has dubbed him Blanko. the clown and he has
appeared on Jeanie, Gray Jarvib' Dick Lare's and Jay Stowart's tecevision programs as
well as at schools and hospitals Johnny Fulghum. who'll be with the Kelly Miller advance,
visited Cetlin of Wilson Shows quarters recently and saw the
five flat cars that the show bought recentiy from Fingling. Barmum
Splvia Gregory and Flo Menesh are at Gregory's Troupers
Rest Trailer Park, Charlotte, N. C president. still is confined to bis Lakewood, 0 , home. Recent visiFrs there included Jack Milis and Davenport show periormers.

Virienne Mars, curator of the Hertzberd collection al the San
Antomo Public Library, has been in contact With both cecil doing research work for motion prctures based on circus life.
Ted Milligan. now in Hugo Okla, has signed to go with
Chesfer Grogory. who has the Wallace Bros.' Side Show. Milli-
gan will sell trekets. Carcy innati former trouper. left Cinwhere he will remain for three
werks
Bin Anfex, in charge of radio and televition on the RinglingYork Thursday (28) and set up headquarters at the Hotel Para

## $\star$ ћ PROMOTIONAL MEN $\star$ ћ



2669 Eucur $\star \star \star$ JACK MILISS $\star \star \star$
 closure. thus proving agena th maghty draw TV has made of


Dog Act Clicks
Outstanding in o vercomin
physical handicaps were Braudy

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\begin{aligned}
& \text { physical handicaps were Braudys } \\
& \text { Greyhounds. which showed is } \\
& \text { to seven }
\end{aligned}
$$

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\begin{aligned}
& \text { to seven gatly pom-pornmed } \\
& \text { hounds working inside a ring. } \\
& \text { with on added novelty touch of a }
\end{aligned}
$$

knics, white jodphurs and black
knee boots. winning a big hand in

pace and unaccountable lags be mikhtily to cover time gaps espe with winning number cued to
serial numeral stamped on pro


Lefion Welfare Committee wa comprised of County Commande A. Brady, vice-commande, and
Frank Meehan, past county commander. Kibbler, who produced directed and slaged the even
made up the fourth commite made up the fourth committe opering snafu and attendanc portedly blame no one and are
eager to make the rodeo. firs eager to make the rodeo. Irs
Jack Burneth, who handled pubbudget ran around $\$ 10,000$, wit the committee buying space in all dailles excep Times and Tribune Bronx weeklies, and Westchester
chain. Publlity culled In big the open weak. but an alciden woman and boy being injured
got big play. Scventy-five per ecn of budget went into heavy spo gave good publicity play. No TV was bought, altho video show
were latehing on to some rodeo thlent for free appearances
Kibhler Kibhlet goess next 10 Uline stand. beginning April 15. He has set no auspices there as yet.
Pete Lrving.

## Dressing Room Gossip


with eircus performers staging the master of ceremonies and was as with a good soprano voite Kids Iest right and sceral job of impersonstung Al Jolson Kate Smith's "When the Moon Comes Over the Mountain." Jerry Munday demonstrated that there is talent in the elephant depantment by playing th
singing and dancing.
Stan Collins. Cleveland circus
an. gave a bang-up party for mosi
of the personnel Saturday (23).
Visitors Included Sanford Mar-
key, Maggie Burns, Ross Manna. Donald, Tom Manning. Johnny Rose Mille, Winnic and Doi Gregory, Peg Collins Rose and Wramer, And Mrs. Charlie Eell.
A cake was dellivered 10 the performers from Gilbert Rejehert,
ormer Fingling ginpl Telegram ormer Fingling Rinpl Telegram that all is well in Tampa-DICK

Polack Eastern
this show, was sponsored by the Rotary Club. Ruby Cutschall was Ballet has added new spangled effecls to the green wardrobe. The
writer bouth a new Scotch uniHarold Conn itnally found big balloons for his janitor come-in
biL Ed Raymond, Fiarold Conn. Red Carter and the writer did three
hospital shows for the velerams and crippled klds in Kingsion Durant have their worrics as the bulls are losing weight trom beink kept in the baggage ear so much,

## Educate Your Elephants <br> ont large and one small WANTED <br> ObERIN COLIEGE MOCK CONVENTION

 MAY 2NDbought by Ed Ceecolinit and Pat
Freederico. Slivers Madison had reunion wilth his wirr buddy,
Gearge Shue, whom he hadn't seen In ejight years. Dick and Dorothy who where with the shoula Tray, motored from Phlladelphia for a ineluded Mr. and Mrs. Alfredo Landon and midge troupe; Ingrid and Bernard Zenner. formerly with
Rose Gould Tria; Pete Ivanoff, Mr. and Mrs. Ray Trees, Mr. and Mrs Parvis, Helen (Frenchie) Marcell Jomes Marin. CFA: Hans Lederer agent: Joe Jansley, azent formerly
of Four Jensleys; Don Suderland, Terry Helgerson and R. C. Doud; Irv Duschean; Dick MicConnell Clown, who will be; Buek Leahy Stanicy Wathon, apent; Adriana, of Krammer : Charlie: Katherine Krammer; the Worthintes, Elmer Madeline Parks. Aren Fougner, son. Nine Starkey, Willam ButterTicld, Herb Phillips, Bill Bell. Joe Ella Monaco, Edina and Della BOB LORA family-

$$
-\mathrm{win}
$$



## (3) THREE FIRST-CLASS PHONE MEN

 Advertiod ip and Ticker Men. Write, ziniwe qundification and
where sui can be ranhed.

## J. H. Colling

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## WANT <br> ELEPHANT ACT

One or t wo with own trans.
portation for 35 wesk season. Open March 11. Phoenix. Artz.. Phoenix. Aris.
herramo bros.' circus \& carmival.


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HECAUSE OF DISAPPOINTMENT
Can place one Family Aet, doing three or more. Na Stock Acts
unlest is is Doge. Reply bT wire

## HAGAN-WALLACE CIRCUS

* WANTED FOR MILIS BROS.' CIRCUS $\star$
 $=2=3=2$
$\square$
HACK MHILS



## BROKERAGE FIRMS' EXHIBITS ON RISE

Investment Houses Show Mounting Interest in Pitch to Rural Areas

## - Continued from page 1

firm established direct contact and
obtined the names of many inter-
csted In the firm's summary of its oprations, it concludes
eral Reserve Board figures suggest
that litue more than a third of all those who could afford to invest, now own stocks and bonds despite ness. "Here then is where we need your help in telling others something of the story of what it means
to invest. in placing at their disposal any of the education mayou think they might find helpful. ing for your help. Because we are committed, as we know you are. Athe proposition that investing in investor, good for busincss, good New Exhibits With their exhibits at Florida pany and A. M. KIdder \& Company demonstrated that they con-
cur wiuh Merrill Lynch. Pierce Fenner and Beane in utilizing how the stock. bond and commodity markets operate.
modity markets operate-
More targe American manufac-
turers than ever before are showingers keen interest in exhibiling at fairs, either with a view to start-
ing exhiblis or expanding exhibits. Each winter The Biliboard norber of inqulties from manufac-
turers. advertising agencies, etc. on exhlbiting at farrs. This win-
ter the inquiries have come in carlier and in greate
any recent year
Two factors are
ncrease. One is a growing realizatlon that such exhibits are a
good way to build either sales or good will. The other reason is the many fairs.

New Interests
Indicative of this is a recently argest euwing machine urer which hereto had shown 1 tttle interest in exhibiting at falrs.
This firm now is seriously considring the step because some of Its and Japanese manuficturers, tained cxecllent resulis with their exhibits al fairs last year. Fair managers and secretaries themselves are putting more lime, study and effort into their cormthis, plus slepped up promotion is thiding in the mounting interest by potential exbibitors at fairs. There is generally a rising trend,
too, by fair execa to give greater too, by fair execs to give greater aled either within their State or drawing area. Since the end of
Worid War $I{ }^{2}$, the Wisconsin State Fair instituted "Wisconsin at onsiderable number with either machines in operation or some Faimation. voted State

Mull Bis Sbows major tairs are mulling plans for

MIND OVER
MIDWAY MATTER

- POMONA, Calif, March 1. 1931 version of the Los
Angeles County Fhir here proved to be the biggest draw, according to a survey conCompany. Hollywood. Of those queried, 54 per stock, home furnishingl. appliances, poultry and fower exhibits brought them to the
annual. Races. grandstand annual. Races. grandstand shows and midury atractions and 17 per cent had the most
faterest in leting their chil-
dren see the fair. dren see the fair.



## Des Moines Sets

 50c Gate, Inks AttractionsDES MOINES, March 1 --Iowa
State Fair this year will return to a 50 -eent gate asa result of the repeal of the federal admission tax 50-cent fixed price, which with tolal price 60 cent tax
Deeision to operate with a 50 -
cent gate was made at a two-day
meeting of the fair boand
meeting of the fale board here
this week During the meeting
this week During the meetin
the board closed for its 1952 at peations of which bargel 1951 contracts.
Barnes-Carruthers Theatrical Enterprises, Chicago, again was
signed to present a night grandstand revue. National Speedwaya (Al Sweeney and Gaylord White)
were pacted for five afternoons of were pacted for sue afternoons of and two of stocks. Aut Swenson's Thrill Show each were awarded contracts lor one performance and
Leo Cremer's Rodeo for five shows Leo Cremers Rodeo for hive shows
in four days. Two afternoons of skedded.
Amusement Company of Amer-
ca Shows will be on the midway. Nightly fireworks again will be provided by Thearle-Duffield Fire works Company, Chicago.
Fair for the second
year will run 10 days ending
GETS GREEN LIGHT

## Shreveport Plans Okayed For New Youth Building

SHREVEPORT. La., March 1.- Seating capacity will be from 8.000 Hrave blocked construction of a to 10,000 while the dormitory por-
combination youth building and 1.200 to 1500 tructure vill slep combination youth building and 1,200 to 1,500 young folks during
cattle judging arena at Louisiana fair week. In addition to lits use cattle judging arena at Louisiana fair week. In addition to lits use come and work is expected to gel
as a livestock arcna, plans are to
under way soon. W. R. (Bill)
circuses and ouilding for rodeos, Hirsch, fair manager, amounced Authority from National Pro-
duction Authority for the use of duction Authority for the use of
steel and copper, wice denied steel and copper, twice denied
was received recently and ad ditaonal money has been mad
available by the State Legistature to augment the $\$ 25,000$ already
on hand. on hand.
Plans for the building, which
was started in was started in 1046 but never go beyond the foundation stake, call successiul movement to obtain for a structure 390 by $210-\mathrm{fect}$
with an arena 120 by 240 -fect.


## Orange Show Names Buie <br> Acting Mgr.

## SAN BERNARDINO. Call

 March 1-Earl Buie has been tional Orange Show here. He sueceeds Russell 2. Smith who waskilled with Mrs. John Lounsbury, killed with Mrs. John Lounsbury,
a member of the decorating and theme committee, in an automoCalif. where they had attended
the Rlverside County Fair and National Date Festival (The Bull
board, Mareh 1). Buie ujill serve in his new ea-
paeity during the 1952 Orange pacity during the 1952 Orange
show. which opens for a 11-day

run March 6 . Election of manager is set for May 1, as the post Is flled | on a year-lo-year basis. |
| :--- |
| Buie joined the annual In 1947 | after serving on the staffs of the

morning and al ternoon news-
papers published by The Sunmorning and a tishoon by The Sun-
papers published bishing Company
Telegram Puble He was eity editor for 17 years. their deaths while en route home from the Indio event which closed Sunday (24). Smith was at the
wheel of his car when it was struck head-on. Altho virtually leet. police suid.

## FREE ACTS

NO DOUBT
NEWCASTLE, Australia. March 1. - Magnificent weather and a well-behaved erowd of 40,000 promised an uneventful day Friday (22) at the annual Agricultural Show and Carnival here until a monkey from one of the Side Shows bil two children to set off a chain reaction of mis. haps. Minutes later a camel snapped at a man's head and, tho misaing. managed to seThe excitement caused by the events had no sooner died an air rescue demonstration an air rescue demonstration of a group of important of of a
ficials.

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

## INDIO, Calif, Mareh 1-Run- up. This year's display topped Riverside County Fair and Na- The farr featured a horse show Lional Date Festival beat its 1951 each afternoon, with circus nets tional Date Festival beat its 1951 each afternoon, with circus nets run of seven days by B, 875 people. and camel races between events. Total attendance for, the stand ending February 24 was 155,661 ere again supplied by New- ton (Carolina) Brunson, of Hollyending 148,786 a year ago. in thatent stand difiered from 195 In that Last year the wair apened day. on a Friday and closed on Thurson a Friday and closed on Thurs- day. Following the policy of the annurit to get in a week-end and this year was Tuescay (19). <br> Biggert day thess year was Fri. thay (22) when 47.989 elicked the turnstiles. This beat the record dan whe day, a Sunday, in 1951 when topper was a parade in the city a $10: 3 \mathrm{om} . \mathrm{m}$ kides day on the carnival lot and a school holdiday. At tendance for the run was hailed a a record since the war. However, prior to the conflict the event was held downtown and the mark was considered the highest altho no figures were available on prior annuals. of this event as well as the orang County Fair, Santa Ara, said exhl bits and premlum money wer <br> $\qquad$ Bonsie Banta, perch act, Diana, rolling globe and contortion, and Goo-Goo (Y. Goo-Goo (Y. Natarno), clown. Night feature was the Arabian Pageant, a free attractlon. On Sunday morning a combined remphithealer. On the mid way were Frank W. Babcock's United Shows. playing the date for the first time. <br> Imperial, Calif., Beats '51 Pace Early in Run

## Spokane Event

Sets Revival For Sept. 12-15
SPOKANE, March 1. - Spovived this year after 25 years, the new Spokate Interstate Fair Asso
riation announced this eiation announced this, weck
Dates are September 12.15 . acquired near Havana and Broad-
way, east of the city limits. Ex way, east of the eity limits. Ex.
hibits, which will be mostly agrihibits, which will be mostly agri-
cultural this year, will be in tents Lone-range plans call for moder exhibit buildings. a arandstand.
midway area and a demonstra
midway ar
New officers arc John T. Little,
president; Arthur Mayer. first presiden Aresthur Mayer, ors second vice-president; Lionel wolf, secretary. and Firth Chew
treasurer. P. Russell Gladhart ba becn named chairmran of arrange-
ments. Selections of a fair man ager and plans for entertainnuen will be mnounced soon

## USTA May Lose Powers In N. Y. State

ALBANY. N. Y March 1.Three bills to jack up the State's
take from flat and harness racing were approved by the Senate ber Thursday (2B). Legislative path Was also cleared for proceedings next week on a fourth bill transfering to the State Harness Rac Ing Commission the licensing au-
thority now wielded by the United States Trotting Association. recommended action by the jolnt lectislative committee Investigating racing last summer. Bills passed. if also okayed by the 15 per cent on plare a tax o!
cacing levied on frat race gates). Bulls will also increase daily thoro-
bred track license from $\$ 25$ to Shop, and jump tariff cxacted from
thorobred $\$ 350$ to $\$ 600$. for each racing day. Lather tariff goes to Slate to defray cost of checking hoeses, to preven be fought fourth bill, expected to USTA, would take away from the arganizallon all jts licensing and picials. Last bill would also re-
quire commission to lieerse all participants and employees a drivers. License fee would be $\$ 10$ a year.

## Turnstiles Count <br> 11,143 Increase

First Four Days
imperial, Calit, March 1-At the end ot the first
nine our of its
Wint tions, which opened Saturday (23) was it,143 hened od itsartuendance
for the same period in 1951 . Weather same pertiod in 19531
Contratin the start was bood eontrasting with the oold stretch
that marked last year's opening days. tartine with an attendance of 5.649. the annual has bested cach of lis comparative days a year day ran ahead of 1951 by 4.827 and 4,749 respectlvely. Monday was
kids day with schools observing a holiday and special prices of 9 . cent rides prevailing on the Pan American Amusement Company's midwey from noon until 4 p.m. The fair showed an increase in
exhibitors for prizes exhibit prize exhibitors for prizes, exhibit prize
money and commere his year the number of exhibitors money exceeds 1951 by $\$ 3,737$ and commercial displays by 15. Night grandstand show is preGeorge Eunt of the Hunt-Webb up for the show whe. Talent lineinclude the 2 D's horizontal bar art; Pat Patterson, marioneltes;
Rookie Lewis, emsey; Hartis Nelson, comedy musical: Gilbert and
Lee, comedy knockabout ann Lee. comedy knockabout Nun
Garri Girls (8). and Wally Webb The second show opened Frb-
urary 26 for three days with Sheppard Brus, $S$ wiss bell ringers; Lionel Kaye and Company, emsee
and comedy magic: Johnson brothers, Indian elubs; Ken Card Moore mosine canimue. Third and last show opened February 29 and leatured Pape and Renee. Bhoulder
perch: Charlic Piekard, enase: Buly Gilbert comedy musical; jukgling; and Becswax Moore and his shepherd dogs. The Garri
Girls and Webb's orchestra played he entire nine-day run. Located in a section near the Mures the mations that had been nstrumental in building the rich are displayed in the International Settlement Building. Queens represent the nations, which include
Mexic. Pakistan. Japan, Amerand China, Philipp
an Hindustan.
Hosse racine was programed on pening day (23) and Monday thru Wednesday (27). Auto races with famous old cars and Ralph DePalma was an opencr. A horse
show is skedded for the last four afternoons and
Pan Ameriean Amusement Company is on the mideway for the have the novelfies on the indeNewion Stone the monogrammed hats.

Morristown Seeks
\$ Aid for Atom Ex
From Biz Groups
MORRISTOWN, N. J.. March 1. United States Atomic Energy Commission were shown at the quarterly meeting of Morris attempting to secure financlal aid from corporations in the State to present the commission's atomic energy exhibit at this year's fair. Movies are titied "Opcration Sandstone," which shows the preparation and blasts at Eniwewhich gives the background and highlights of atomic energy de velopment.
Walter I. Manny,
Yet III. Exec, Dies
MOUNT STERLING. IU, March 1-Funeral services were held
here Friday
(22) for Walter I. Manny, 82, secretary of the Brown County Fair for 45 years, wh hospltal.

ditor dis a former newspaper editor district attorney and
served as both a senator and representative io the State Legis. Sure. Surviving are his widow arandchildren.


FAIR SECRETARIES! comract rhe ERNI YOUNG AGEECY

New Ideas in Grand sland Shows
203 M. Wabesih Avenue Chirage, Illiseols
hational home Shows IMC

Trodo inposilon orgonlantion EIRLIONS, IN BITY LEADIME GTIES Sponsers. Shew Menagene Spase
Solimen. Eyhititera Writel
Grower A. Sodirey. Pres.


## Une The Billboard chacolfied

 noun om RESUITS!
## Talent Topics

- Conlibued Stom pance 52
comedy low-board work as part recently moucd from his fam io of the Sports Show there, with Cassville. Wis, to Centerville. Ia his high dive to be one of the eatured frce attractions on the airgrounds.
Vagabounders. trampoline, arc
raveling with the pro-basketball Harlem Globetrotters, doing their stint betwcen the halves. . Kay. east this summer to play fairs for east this summer to play fairs for
the Gus Sun office. . . Eric Fill. more. juggler, is at the Casina, ment.
Mr. and Mrs. Charley Wild. forTuesday (26) for Florida wher they plan to establish a new home just outside St. Petersburg. . . recently at the Matiwnukec closed docently at the Miluaukec out
show and headed for Chi cago, where it opened Saturday (1) at the outdoor show. Also on the bill at the latter is Sharley the Seal.
Newton (Carolina) Brunson, of will produce the thow al Arency day picnic of nearly 20,000 Con solidated-Vultee Aircraft Corporation workers September $12-13$ in
San Diego. Talent tentatively set San Diego. Talent tentatively set
for the show includes Ted De. Warme Troupe, Risley, and Phill and Bonnio Banta, perch. Brunson zecently produccd a show for the Vaughan and Wright musical; Knighi and Daye, pantomime Diana, rolling globe and contortion: Eddle Garr, emsee, and Kennt Apperion and his Paramount Players ork.
Dee Sisfers, trampolinc and
irapeze, will play the Wabasha, Minn., fair this year along with the Great Smolona, high wire; Gabriel and Nemeth, perch, and Buschborn. of Liberty Horse note,


## Oul in the Open

- Continued from page 51

Island Park, Caracas, and other funspats during stopovers. On Thursday (28) he attended the an. nual meetung of the insuranceciation of Amusement Parks, Fools and Beaches, of which he is
executive secretary.
Mr. and Mrs. Charles Zemater Booking Ontice, Chicago Jack, of the Zematc skedded to leave Chicago Tues day (4) on a two-week combination varation and buminess trip
to Florıda. While there, they plan to Florida. While there, they plan stop-offs at Miami, St. Pctersburg
and Tampa. Frank Winkley, top man in Auto Racing, Inca pras spokesman for auto raeing in a recent sports-business feature section of The Minneapoils Morning Tribune. In the article, Winkley pointed out the big increase in
costs of staging auto races and weather hazards faced by the promoters.

Ben S. Allen, of Pusters, Inc
conftred to bed for a week with conftred to bed for a week with
a virus infection, reports business up over last year, capped by signing of two ncw national ac-
counts. He snid he's in the proc. ess of making up new paper. ..
Bill $V$ vil. of Aleyon Speedway
Bill Vail, of Alcyon Speedway.
Pitman, N. J., has booked Ranger Pitman, N. J., has booked Ranger
Joe and his entire show for his May stock car races.

Mames D. Friela manager of the Mlehigan State Fair, has returned to his Detroit home from Flor
with a bad case of the gout

William F. (Bill) Hirsch, manager of Louisiana State Fair, from falr patrons and triends, has moved his hobby collection of
miniature elephants into the Lomature elephants into the falr's Where they can be seen by the public. The collectinn, which includes almost 2,400 elephants of
n!1 sizes and colors, has been brought logether over a period of 29 years.
James E. McGinlef, nssistant State Fair, Shreveport, in 1951 has been appointed to an executive post with the Shreveport Of
tice of Price Stabilization.


#### Abstract

presenting his cockatoo and ma-


 caw act for several weeks at Ratnbow Gardens. Boynton Beach. monith. Lamont was originally skedded to close March 1.Sam Howards Suim Show wibl play the Griggsvillc, Ill.. Fair Torrence, high act; Great Srac tona, wire; Buddy and Jean PeterHollywood Scandals" dog act the winter in Sarasota, fla, playing winter in Sarasota, Fla.
in dates to the area.

The Larabees. whips and ropes closed recently at the Windming Club, Jacksonvile, 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 strins of 16 . They also ran into Rex and Be11F Powers and visited wilh Lucy and Darlo. dog act owners, and the Zacchini family at the Bown, Miami

Jack Andrews. whlps and anl
mals, is in New York where he
has appeared on several television shows with his pigrny white mule.
The animal has been on the ArThe animal has been on the Ar.
thur Godfrey and Garry Moore shows. with others pending. An drews infoe that he is set for a busy season outdoors.
Grandstand Lalent line-up for Earl and Michole. balancing Slivers Johnson comedy ancing Pelmers, songs; Buddy ond Jean roller skating: Great Smetona, Nemeth perch and Gabriel and Nometh. perch.

## Sunbrock Bows

- Continued from pape 49
head of stock Sunbrock plans to invade Canada starting Apri

VALDOSTA Ga.. March 1,Larry Sunbrock's Rogers Rodeo
was shut out here last week when city, county and ball park officials facilities. The show was canceled after radio and new wapaper advertisine campaigns already were under way
Meawowile Harry Crum and Raymond Taylor began promotion of a rodeo date at nearby Quitman. Ga.. with Milt Tinkle how is scheduled for Ma
The Sunbrock show's ads car ried the Rogers Rodeo title with bllling of "Cowboy Roy Simpson and movje horse "Trigrer." Local
persons received a telegram from persons received a telegram from Rogers, movie star, stating that Rogers, movie star, stating that
nether the star nor his horse Trigger, were ta be in Valdosta Another telegram from Sil Rubens owner of Rogers Bros.' Circus madc It elear that there was no Sunbrock's Rogers Rodeo.
Van Tilburg Circus - continued from nooe 48 age horses; Cannestrellis. unsupported ladder; Adaro Trio, equili brists. and Vtratnia Sisters. bal arcing. Miller Lucto Cristlant Hdes hippopotamus, presented by John Narfski; Sonny Moore's dogs
and ponies; Joseph Beroseni, high and ponies; Joseph Berostni, high Lure; Cristiand Family, Cristiani, barcback riding: Clearans, high trapeze; Kelly Shirely Lindemann and Fred Logan: Aida, high act.
In clown alley arc Happy Kel-
lams, Joc Lewis, George LaSalle Ted Tosky, Gene Warnke. Snell Brothers, Joe E. Coyle Bozo Cary,
Larry Anderson, Carl Marx, Peryy Rademacher and roodles Laform Included in the Kelly-Miller bagrage car move, along with the hippo and clephants, were two with four-pony hitch small cage With four-pony hitch, all used in
the spec.
With Van Tilburg on the staft re Edna Curtis, assistant produccr and personnel director; Leo ramilon, equestrian director; Preston Lambert, announcer.

## Winter Fairs

Ahizona
 califormia
San Bernardino-kytional Oragy Bloo FIORDA

 montana

Mobil Mardi Gras Continued from page 19
theme in their parade of 12 at tractive toats teaturing every fashioned a side show to an oldfashioned cmillope. Heading this
parade was the society's 96 -foot dragon which belched smoke and clame while wriggling its way hru the streets.
Most of the rides and conces-
ions were provided by Al Wac sions were provided by Al Waaners Cavalcade of Amusements,
uith Frank Peppers furnishing the rides and attrections at the Whe rides and attractions at the brought over his Merry-Go-
Round from his Theodore, Ala winter quarters. Fewer novelty alesmen were in evidence this year, but there was a larger atincluding William MeDonald, Jack Downs, Darby Hieks Roy Cooss Bill Sterling R. H. Broome and Slim Collins.

## Now Available Spring, Summer and Fall Bookings for Fairs and Cannivals <br> mer and Fall



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## PARKS-RESORTS-POOLS



## Jefferson Beach Sees Boom Season; Adds Rides, Land

Stahl Plans Easter Opening, Pushes Booking of Industrial, Union Pienics DETROIT, Mareh 1.-Expansion manager. He returned from Florida emphasts on major pienle bookings for treatment of a dislocated witl highlight the 1952 season at spinal disk. Jefferson Beach Park, according to Acreage adjoining the park on | Karry Stahl, president and general | $\begin{array}{l}\text { the north has been purchased to } \\ \text { provide parking for an additional }\end{array}$ |
| :--- | :--- |

Carroll Plans NRA Exibit For NAAPPB

## NEW HAVEN, Conn.. March

 -Edward J. Carroll, operator of dent of the National Associationof Amusement Parks, Pools and of Amusement Parks, Pools and
Beaches, and John E. Ernst presiRecreation Association. conferred here recently on the NAAPPB promolional exhibit for the NIRA national convention during May
in Rochester, N . in Rochester, N. Y. Nationaj Cash Register Company Dayton, O. Jack Fulton, of Chi-
cago, NIRA executive secretar (Conttrued on page 72 )
New Animal Shipment Slated for Cincy Zoo Cincinnati, March 1 . - The Clncinnati 200 has purchased
more than 60 rare specimens more than 60 rare specimens
most of them from iropical habitals, which will be placed on exhiblt within a few weeks. it
was reported Monday (25) following the return of E. W Townsley,
zoo president, from a buying trip $z 00$ presiden
to Florida.
The shipment of animals, all rom Central and South America,
will include 6 night morukeys will include 6 night morkeys.
red howler monkeys, 3 pair of squirrel monkeys, 4 capuchín mankeys 1 pair of cottontop marmosets. ! pair of sillyy mar-
moscts. 1 pair of paras. I pair of moscts. 1 pair of pacas, 1 pair of
capybaras. 3 pair of red squirnels, capybaras. 3 pair of red squirrels,
2 pair of twotoed sloths and i large tguana.

## ELECTRIC GROUP GAME

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6 Year Lease. All or part 10 active partrer. Now opcrating ar CONEY ISLAND, New York. Can be tinaneed.

Write or Call
DAVE OXFELD 990 Broad St.، Newark, N. J. Detroit Mgr. Pact DETROIT, March 1 ,-Herman
Bernstein was awarded a woo Bernstein was awarded a wo
year contract to operate a Merry Go-Round at Belle Isle Park here.
Hit bid was the only one received by the city council. It provides for 40 per cent of the take to go
to the city. Hazen Funk, former Mlchigan Slate Fair manager and now city commissioner of purchases and supplics, asked for the
bids and Bernstein wase the only bids and Bernstein wins the only one of
ofter.

## fKEEBALI

Cmestica's 7avorite Skill Game FOR PARKS, ARCADES, RESORIS, LOCATIONS
no other game, individually played, has equal popularity
high earnings with trouble-fref operation proven by hundreds of installations
 80 GAMES AN HOUR WITH EITHER $5 c^{*}$ OR TOc* SLOTS-"OPTIONAL

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| :---: | :---: | :---: | :---: |
| RTS | 1308. | philaditpria 44. | AFFINC FI |

BETTER SAFE THAN SORRY
LONG BEACH, Long Is.
Iand, N. Y., March 1.-While land, N. Y., March 1 .-While crowing over the excellent 24 opening of Funland here, Gruberg also revealed that he took precautions to make sure the patrons got their money's warth.
Since the spot is right off the Boardwalk of thus oceanvisioned trouble with the liquid in the spot's Water
Boat ride tank because of Boat ride tank because of
possible low temperatures. possible low temperatures. cagily added a considerable
quantity of anti-freeze soluquantity of anti-freeze soluto bu on the sale side.

## Bob Reichardt

Resigns Posts At Des Moines

DES MOINES March 1.-Rob ert A. Relchardt has resigned from his positions as president and gen eral manager of Riverview Park
here. He announced that he is leaving the park business to Automatic Door Company, at Des Moines.
Relehardt has been manager of Riverview since 1940. He is a di rector of the Nalional Assoctation of Amusement Parks, Pools and Beaches. serving at the the year.
No announcement was made reat the Des Moines park. which it
owned by the New Riverview
Amusement Company

## Indiana Beach Starts Multi-Media Ad Pitch

MONTICELL.O, Ind., March 1,- Ie sald almost eve
ndiana Beach, on Shater Lake medium will be used.
dear bere, will launch its most in- More than 200.000 pleces of di tensive advertising program the Painted panel boards and 24 week by it was announced this
Bernstein Awarded
shects will be used thruout the
Hoosier State. Small rond signs Hoosier State. Small rond signs
will be erected on major highways will be erected on majojor highways around use. Bumper strips, radi spots, window cards and a nightly radio airing of dance music from the ballroom are scheduled.
using buduct has been increased 20 per cent, backed by in estimate that business wil\} warrant the added expenditure. He pointed out that Indiana Beach has played to steadily increasing business and this year are expected to increase

## Spackma

Spackman also stated that a new and will board is being designed highway be located on the main to Indian a Beach. Summertcelto ing for the resort has been sched img for for May 2\%, he announced.


## MYRTLE BEACH AMUSEMENT PARK

## OPENIVG MARCII ?s

WANT FTMST MAN FOR FI,Y.OPTANE, AND FEMRIS WHELL, EKCOND MEV POR



## CNE Pact Changes Planned to Squeeze Conklins for 100G

## COLD, RAIN HIT IN FLA.; BUSINESS MIXED IN TEX. <br> Higher Per Capita Spending Greets <br> Strates Shows at Orlando Fair

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

## っ! •~,

Louis Goebel Opens Strong At Calii. Fair
IMPERIAL, Calif., March 1. -
Louis Goebel's Pan American Louis Goebel's Pan American
Amusenient oompany opened
here Saturday (23, for the nine.
day California Mid-winter Falr to good grosses. This marks the first
time the show has played this date and the organization featured its usual policy at community Riverside County Fair and Na-
tional Date Festival in Indio on Sunday (24) however, about 10 concessionaires set up here.
While there were no figure
available for comparison, Jimm available for comparison, Jimmy
Wood, genera! manager, reported
a good starting business. Sunday was heavy, with Monday, kids
day, pulling 15,470 people. In 1951 the comparative day was $10,721$.
Fair attendance for the first four
days was chalked up at 37,615 against 1951.
Pan Ameriean of the run here, El Centro and Calexico in this immediate area. The last named ${ }_{210}$ pulls visites from Los Angeles, is also set to play the Spports-
men's Show in San Diezo. These
dates will use concessionares dates will use concessionaires.
Wood said.
On the loral date the show de.
buted a Hi-Ball, a Frank Rhubetz bute
Official line-up ineludes, in ad
dition to Goebel and Wood. Bill
Overly, dition to Goebel and Wood. Bill
Overly, General agent; Ken
Baker, Cal Groine, Cedric Olson, Baker, Cal Groine, Cedric Olson,
Fredde Miller, advanc; Owa
Thornton, cashier; Larty WilLanis. electriciar, Joe Montagne,
nssistant, Bill Randall meehanic,
Steve Johnson. Fred Tueker, as. Sleve Johnson, Fred Tueker, as.
sistants: Clite. Henry, lot superintendent Dale Bates, assistant;
Leonard Senate, artist and show
posters: Milo Hartman, superinpasters: Milo Hartman, superin-
tendent of ticket selders, Emma
Hartman. superintendent of ticket takers: Mary and Andy Whate.
privilege car, and Frank Chiccaprivilege car, and Frank Chicca-
rello, boss eanvassran, and Ish-
mel Escalante assistant mel Escalante, assistant.
Ride foremen include Buster
Moore, Ferris Wheel; R. A. ShewMoore, Ferris Wheel; R. A. Shew-
maker, Hi-Ball; Wilson Barnhll,
Mix-Up; Edwin C. Bunch. Tilt:
a-Whirl; Robert Land, Funhouse; a-Whirl; Robert Land Funhouse;
Charles Harrington, Lttice Dippers
Jullan Tomlinson, ponies; Thomas Julian Tomlinson, ponies; Thomas Vaughan, boat ride; Fred Spears, MerryaCo. Round; Charles Blue,
Dittle Airplane, and Robert Thornton, kiddie autos.
Meridian, Miss., Fair
Pacts Brown-Wallace
MERTDIAN, Miss, March $1 .-$ Brown \& Wallace Shows will pro-
vide the midway at Mississippi
Fair and Dairy Show here this
year, W. R. Canaddy. president,
announced; Kline, general agent, represented the shows in negotia-
tions.

## MTAM1. Mareh 1.-An estimated , 500 showfolk turned out for

 1,500 showfolk turned out for theMiami Showmen's Association's
fourth Park here February 24 . Frandon
games and entertainm games and enteriainnent were the
order of the day, under supervi-
sion of a commitiee headed by EdOutdoor show people present
included Dave Endy Mr prand included Dave Endy, Mr. and Mrs
Max Goodman, Mr. and Mrs. Joe Goodman and family, Jack Wilson Bistany, Mr. and Mrs. J. C. Mc-
Caffery, Mr. and Mrs. Ralph Endy Bucky Allem, Mr. and Mrs. Ai
Baysinger, Bernie Mendelson. Ed-
die Hacketh Clif wilson Mr and die Hacketh Cil Wilson. Mr. and
Mrs. Bill Tucker, Mr. and Mrs. R.
C. McCarter, Mr, and Mrs. Robert K (Bob) Parker and Mr. and Mrs.
Howard Stahler. Mr and Mrs, Bill Cowan. Mr.
and Mrs. Wiliam Glick, John and Mrs. Wiliam Glick, John
Quinn, Jack Ester, Tommy Alten,
Mr. and Mrs. Tommy Carson. Mr. and Mas. Red Hicks, Mr. and Mrs. Zerenner, Mr. and Mrs. Gcorge nom Korn, Mr. and Mrs. Jack Whitey Terra, Mr, and Mrs. Rerry Mrs. Paul D. Sprague, Mr. and
Mr. ©nd Mrs. R. Stngie and Mr.

1

ORIANDO, Fla. last year marked the first four
days of the Central Florida Ex position here this week for
James E. Strates Shows The weather, however, cut at-
tendance, with Monday
$(25)$ dendance,
Rain held offedietions of showers.
p.m. but it conlinued all that night and
all of Tuesday. Cold winds

## laCross Org,

 Gillette Bros. Merge for '52 Paul R. LaCrosss, owner-manaker anmouneed his week
Combincd org 5 will play part
of the old LaCross route and part of the Gillette route, he said Many concessionalres from both
shows will join the front end of the new organization.
LaCross also announced plans to open a new night elub here
late in March. The nitery will be
called Club Volcano called Club Volcano. Mrs. LaCross will assist.
ment of the spot.

## Crafts Expo

Winter Tour
Gets Okay Biz

## Crafts' Exposition Shows end their

 tour of the Imperial Valley spots moves into San Bernardino, wherethey will be Joined by Crafts' 20 they will be Joined by Crafts' 20
Big and Crafts Fiesta shows for
the 11 -day National Orange Show, which opens Mareh 6 .
N. Crafts Enterprises, has of O. N. Cratts Enterprises, has been
good, Roger Warren, manager said. At the initial spot, conces-
sions were committee-operated. Concessjanaires Jolned the shows
In Calexico to play that city,
Yuma. Aril. and this city before moving to the big spring event in
San Bernardino At Yuma, the show played un
der Veterans of Foreign War auspices, Local date was for the Shows featured 5 niajor, 5 kud die and a pony ride; 24 conces
sions. Vanilies Show, Penny Ar cade and Funhouse.
A 120 -foot Illusion Show will
be featured at the Orange Show.
Aussie Showmen Lift Fair Boycott

## NEWCASTLE Australla, Mareh

 - Differences bet ween midway event. Excessive ground rents re sulted in the boycott of a year
agn-
Business this year was reported excellent, with huge reporte
wrowds spending freely. Some 10,000 at
tended the fair February 22 .
Chi Italian Fete
To Open July 23
CHICAGO, March 1 -Annual
Italian Festival, for the benefit of the Itallan Old Peoples' Honie, 3. Joseph DeSerto, chairman, anEvent again will be held at the Roosevelt Road and Cicero Ave
nue fot.
tirst carnival to obtain a permit to show in this city in thrce years. Shows previous stand at the
San Antonio Stock Show, played last wrek by the Franklin Rgerethian. Hice ed far birger grosses than eiuher of he last wo toars.
Rides cent and concessions were 50 per cent hilher than either yonr
Banner Sor An Antonio business was scored despter rain four days of the 10 -day event One of the
days that caught rain was Children's Day.
Drougha Conditiont
Hit Alamo Exposition
KINGSVILLE, Tex, March 1. -Drought conditions have dried up money In this area, and Jack Ruback's Alamo Exposition have little money
will be out of action the greater part of March It will close here
Contzuapd on mantee 60)
.
Frank Babcock
Tabs Neat Biz
At Indio Fair
INDIO, Calif, March 1, Playing its first date of the 1952 seasnn United Shows garnered neat busjness for the six days of the annual Riverside County Fair and Na-
tionai Date Festival. The annual tional Date Festival. The annual
pulled 155,681 peoplc during the stand, which was one day less than totaled 146,786.
Openting Tuesday (19), midway business got off to a slow start
with the next two days showing with the next two days showing in the city day was tf, 989 . The one day over-
shadowed the first three days shadowed the first three days'
turnstile clicks of 36.953 . Saturday and Sunday continued strong day week-end chalking up 70.719 The lot was the one used for the past two ycars and located near the entrance to the grounds.
Babcock, a veteran showman and for the past several years interested in real estate, used 10 a bout 80 concesslons, 10 of which were operated by Cecchint \& 20 doot towers well spolted.
Sho:v moves on 24 pieces of roll. Sho: mor
ing stock.
to Rabenck, the owner. Larry Ferfis, manager; Howard Coffelt. sec-retary-treasurer; Chet Barker,
ride superintendent; Vance Horton, clectrician and Octopus foreman. and Blll Swenson. tickets.
Ride foremen; Reki and E. K . MacCrander, Rolloplane; Lloyd
Cannon, Merry-Go-Round: Steve Rhinchare, Tilt-a - Whirl, and
Lewis Ray. kid rides. Other reaular ridemen are Leland Hudson.

## C. Joe Bennett

Dies in Detroit
DETROIT, March 1,-Funeral 28 for $C_{\text {. Joe Benneth veternn }}$ denly Saturday (23) in the clubAssociatione He had recently signed to go out this year as ken-
cral agent for $W$. G. Wade Jo. Last rites were held in the
Lovejoy Funeral Home with burial in the Dctrolt etub's plot
in Fores! Lawn Cemetery. Pall. Wearers included Roscoe T. Wade,
Wack Dickstein. E Eddie Borrison,
and Frene James E. Strack Norman, of the


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isst W. CARMOLL Avi

Plan CNE Pact Changes

## - Continued from page 59

cent per Watt Robert Saunders, 4 tract when it was brought ou arst vice-president and commit- that the principle of a rive-yea dee chairman, backed up the renewal was established last Au nayor. CNE Treasurer Fred Kust, the committee agreed to add
Quirk explained thal the figure a clause providing for a review Quirk explained thal the figure a clause providing for a review waser enrror and was meant to at the end of two years to make
cover only shows and rides.
sume that the Conklins are keep. Jump Bond to 50 G The committee recommended The amended draft provides that a performance bond, which that the Conklins would pay the had not previously been paid, al- full charges for electrical serv-
tho called for in the contract, be raised from $\$ 10.000$ to $\$ 50,000$ and the rate of 25 per cent of the

 plained that the arnual held present charge of $\$ 0,000$. that the posting of a mond was a The committee further agreed hat the posting of a bond was a 10 aumil tenders on a third bingo
mere technicatity. However, the mayor labeled this money, re. before renewing those held by ceipts which were not on hand the Conklins and William Beasprior to the opening of the event ley. If was reported that Beasley The mayor furt her questioned had offered to increase his rental
the terms of the contract which from 10.000 to $\$ 15.000$ and that calls for payments of 35 per cent the Conklins had ayseed to up
their payment from $\$ 2.000$ to $\$ 4$.


Conklins Silont
contract stated plalinly that a ride would be conaldered new for only one year. This point was raised because the Velare Bros. Sky for the past wwo Years at the 29 reason for that was to draw business and that this was acrom-
plished in keeping with his job. The question of the Conklin's insurance was also raised by the mayor. He pointed out their percentage of the premium of $\$ 8,000$ was firss 20 per cent and then 17 per cent. Since the shows and
rides are important factors in the ridcs are important factors in the
setting of rates. he claimed the midway operators ought to be Altho it has been previousty reported that the Conklins had been
awarded a second five-year pact awarded a second five-year pact posed contract after a disecting process in an open meeting here yesterday, the midway operators reportedy have not yet seen the pact nor have they been made aware of the terms except thru pipelines they may have to the It was assum
It was assumed at the meeting hanzes in of the proposed ucceptable to the Conklins. No elther Patty or Frank Both have premium. paper coverage of their dealings Review Pact in 2 Years with the CNE have rated in Altho the mayor dropped his tensive coverage and banne

- Continued from page 58
at Austin. Tex- where it will|(2). Early days of the eclebration launeh its regular season. March
lay-off is made because of the uncertainties of the weather and also because of Lent
Charro Days Celebration at
Brownsville. Tex. played prtor to the stand here, provided better midway business than last year. over ' 51 . There were more tour ista, too, than last year but pracTically no citrus fruit crop as a
result of the blighting freeze of result of th
last March.
J. George Loos Score Whopping Holiday Gro LAREDO, Tex, March 1.-
George Washincton's Birthday, tradionally the big day of th 15-day George Washington Birth day Celebration here, provided J. George Loos United Shaws
with a thumping turnout and a with a thumping turnout and a
matching gross. The midway was jammed from ea
til late at night.
New:spapers estimated the haliday midway throng at 25.000 . and carried stories quoting loos that
the crowd "proves hi carnival the crowd "proves the carnival of the celebration." day (16) closes tomorrow night

Worst Weather In Years
Hits Mobile Mardi Gres
MOBILE, Ala, March 1.-Moclosed Tuesday night (26) experi enced the worst weather in years and showmen and ride ops sutAI wacherdingly.
Al Wagner, owner-manager of the Cavalcade of Amusements,
had rides in two locations on the parade route. Gern Clity Shows operated on a lot opposite a Wag ner location, and Henry Peppers spotted his rides in the Negro
section. Marie K. Smuckler Bernie working a stand on the main parade route, did fairiy well with The Mardices and candy hos
The Mardi Gras program started February 14

Rain-Cold Combo Hu
ajversal in Ceorgis
BARWICK. Ga, March 1.-Universal Amusement Company, her weather. However, busincss wo rated satisfactory in the face of the handicap.

## A.MP stows

space hamited - Last cale - space LimitED
ANDERSON STREET I.OT, AUGUSTA, GEORGIA



## A. D. PODSORINSKI

CONEY ISLAND SHOWS

wonderfil houte-Excellent sponsors JAY GOULD CIRCUS
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## WANTS

RIDES: Soitlire. Ostoous, Till. any other Novelty Ride. Aso Chuldrer's Redos not
 Hotel, St. Lowin. Ma.

## GAMES-CONCESSIONS

appleton in. chamber of COMPEREE CIVIC CELEBRATON Jwiy :3-4. $\mathbf{3 - E}$
17th ambuad colehration ta prosper ous induatracl and larming come munity. 10.000 population with trading ataca ol 100.000 . All Can centiont and Gamel open

Appletioo Junior
Chamber al Commerce

FRANK C. LAPPEN $3 t 4 \mathrm{~W}$. Whacansio Ave Appleton. Wia.

## FRONTIER SHOWS

## WINT CONCESSIONS

One of kind: Hanky Ponks and Siock Wheenin Corn Game, store strictly stock. No buy back.
Long semson. Our route: Ari rona. Nevad, Idihho. Uish Wyoming and Colorado Filiss and celebration acere faries contact us for dates. Permanent addrest: 2928 W.
Pima St.. Phomix. Arixons.


JOHNNY PARKER
Wants Immediafely

## Attraxtive. intalligent Cirl, unders 25, to me o manage Untorn show will noncile

 mon manage Unkorn show Will hascile anwer. Send all first latter, Alua YoumSRAJE MODFL SHOWS

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INDEPENDENT

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## HUBERT'S MUSEUM

274 W, 42nd 3 s. New York,



## Midway Coníab

Billy and Bobby Ann Wingert. who are wintering in Cinclnnati, took delivery on a new trailer
February 26 . Roy McGlasFebruary 26 . Scooter foreman on Viciory Exposition Shows, who, with his wife, retired from the Oklahoma City van and storage company. Ihe McGlassons daughter, Patsy, is attending
school there. sehool there. C . H. (Pop)
Hansen has taken delivery on a The trailer and concession tent. The trailer replacea the one deKansas. Hansen plans to open his season at the Stock Show in Mercedes, Tex., March 6-10.
Jaan Nidja held a showfolk get-together recently at his home coming season. Guests included Bobby Kork, Anthony Scally. Jay Darling. Dixia Belle and Mr. and Mra. B, O'Conder.
Smith. annex attraction on Bill Smith annex altraction on Bil Srader Shows in 1950, is making his home in Michigan City. Ind., and will not return to the road is playing one-day st and $s$ in Georgia, will return to the mid
ways in May.
cays in may.
Ven Stokes. Who has located at Herb Hirschmoonts Willard Sea Food Restaurant in Michligan City, to the road in April with a Side Show. road in April with a Side spending ind winter months work ing church dates in Loulsiana his wife, the former Kathleen ried recently, are ho were mar in Vanceburg Ky. Niday, who is on a 30 day furlough from camp Gordon, georgia, to exseas. Hal plummer, human pretzel, While with an Internafornia, enjoyed a visit from Ed Lucas in Chico Hal opened with another Harvester show in San Antono March 3.
Lou Leonard, veteran Royal is a patient in the Southwes Ftorida Huspital Tampa. Madame Zola (Whas) and Prince Anthony had the palmistry booth tional Date Festival, Indio, Calis on Frank Wi. Babcock United Show: Followind the date, they joined the Crafts Shows at the Na tional Orange Show, San Bernardino. . Josephine and Jimany Lynch. of J. Lynch Enterprises spots in Southern California fol lowing their seasonal debut a Riverside County Fair, Indıo.

William and Peggy Ewall report irom Homestead. Fla., that excedent business with the Barney Tassell Shows there. ... Mact and Kilty Martin. who have been with Vivona Bros.' Shows for the past ehree years, wil 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 fars They took delivery on a new
trailer recently... Homer H trailer recently. . Homar $\mathbf{H}$ Amusements, returned to Toccoa from a booking tour thru the Carolinas and Virginia. H. Henry says that work in quarters about completcd and ready for in March at Augusta, Gar

50 Pearl, topplight mail man and The Bilboard sales agent on Cavalcade of years, has ioined Sirates' Model Shows in the same

American
Carnival Ass'n, Inc.
ROCHESTER, N. Y.. March 1-New membership eards wil be isApril 1. Shows that have changed tities since the 1951 scason are requested to send their new titles in for the record.
We have on flle detailed reports on price and wage controls issued Developments. National Production Authority has lesued further regulations governing use of alumi-
capacity for 1952 . Joe. who is strict dint Tand now has been on Light 204 pounds after tipping he scales at 350 pounds for many the Florida pity for another five weeks and ecity for another five 25th as a mail man and sales gent for The Billboard. sales H. M. Tate. of Tate's Curiosity Shop, Phoenix. Ariz., reports that business has been so good of late that he's been making and ship-
ping shrunken heads down to the ungles of South heads down to the Lise
heirs home in Montice Selier are at cadying the in Monticello. Ark. hows for the 1952 lour reddie Blythe has signed hus bingo stand with LaCross Amusement Enterprises for the season Duncan were recent werke guests at the recent weck-end home of Frank Smike The Smiths. are plamning to make a trip to New York to visit Donald HuttleHoward. of Mr. and Mry Ray were recent visitors on Royal exposition Shows in Key West ia. Also visiting there were Bob Bob Templeton has returned his Detroit headquarters follow. ine a Florida vacation.
Frank Koss. George Schimberg. Franela Diomie and Mr. and Mrs Konneth Reis are joinng the pany for the season. Capt. R. V. Aitz. Motordrome operator, was a Rositor at winter quarters in River Hiloge- Owner-manager Severin \%-ton panel truek.
Lucy Clevio. sister of Severin
Hilo, is convalescing following a leg amputation last werk at
Bill Powell, globe-trotter, snilled ast week on the S.S. America during whict he'll glve hils usual once-over to showbiz in England and on the continen Mictor. who with his brothes Morris. operates Victor Noveliy Yanufacturing Company of New Rodeo to visit A. Hymes. a cus Lomer and irlend. Victor has gone out with Royal American and
World of Mirth shows the last World of M

Loulis (Dada) King returned to New- York after an elight-day so-
ourn in Canada. Emphasis in the Nourn in Canada. Emphasis in the Dada says with sleigh riding oc cupylng himself and his hosts Tranquility of the cold country and the hospitality of friends made the trip most pleasant, Dada reports. The jovial concession ecretary of World of Mirth Shows made the round trip by plane. eneral representative, showed ew ill effects last week after having all of his remaining upper leeth removed. Nor did he lei it deter him in his never-ending quest to secure advertising con.
tracts for his organization. Gerald says that his new teeth are now being fazhioned and that he expects to be sporting them shortly - Hilds and Frank Bergen are vacationing in Hollywood, Fla. They will return to their Richmond. Va., home in a week or Shows for their openting engagement.
Mr. and Mrs. John Marks and and Earl Purtle planed from visited the new Coney Island Park and met Beanie and Harry Woise. Who are operating the bingo conwhe is operating severai rides. their Richmond, Va., home to ready their shows for the season. The Purtles, also residents of Rlchmond, again will present Mo-
tordrome units at Palisades (N.J.) \& Wilson Shows.
Ray (Happy) Carr, of Mickey Percell's Pioneer Shows, is still
confined to White Haven Sant conimed to White Haven Saniwould like to read letters from Hocks. are vactioning in Hot Springs.
Mrw Harold (Kathrya) Eutah is City, Mo, following and recent troke.

## 

OPENING NEAR DETROIT APRIL YO, FOLLOWED BY THE BEST ROUTE OF STILL SPOTS, FAIRS AND CELEBRATIONS IN MICHICAN, OHIO AND INDIANA.
 10.1 Side Show. Anmal Show. Motor Drome. Monkey Show and Glase House.
WANT TO BUY SEARCH LIGATS AND SET OF TUBS EOR CAR OCTOPUS.
P.S: All Concesslon Feople booked pieare with in how much space you onl zequlre.

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## 



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Fly-O.Plgme, Till-A.Whmi with or without trannostlation, and any new Aide, Want Monkey Show, Bug Sruke Show Ino gechl or any Strow that is in keecing with our high standards. Dr. Serge Ueling. Irain master. wants to hear from Iack horgysutt. Cockey.



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We have had 23 years of Successful Oparation and expact 1952 to be one of our Bestl Opening VICINITY OF DETROIT in APRIL
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| Wheets, Caterpillar, Rolloplane Must be semi-drivers. sober and | Muxt be semi-drivers. sober end Wentler All Mail te Johiv F. REID, MEr.. 3.42解 Ireamois. Detrelt 14. Mleh. Pheme: WAinm 1.7924



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WANT

## GAYLAND SHOWS

WANT

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| SIDE SHOWS |
| CONCESSIONS |
| RIDES |
| HELP |
| ROUTE |

sox alb. Caloant, atta, CAN,
wecks work, fiftecn weeks live spots, Magician and Wife, must be able to work other illucions. Also Pit Acts ( Will book Stock Concestions, Shooting Gellery, Darts. Punk Fack. Bingo. elc. Will book Till Fly-b-Plane. Caterpillar or any Rida not conflicling
which has own tramportation. Can place Forman tor all rides; salary and percentoge; must be ablo to drive trucks.
Manitoba, Saskatchewan. Alberta and British Colurnbia, Fifteen week Iive spots, with best stampedet and fairs in Western Canada. Addreas live seplis. wi
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OPENING SATURDAY, MARCH 29-2 SATURDAYS SELMA, ALABAMA
CONCESSIONS—Will Sell 'Ex' on Long Range Gallery. All other Le. gltimate Concessions open.
SHOWS-Will place Snake, Wild Life. Athletic Show. (Bull Martin ploase call. Have good openlng for Glass House.
HELP-Can place Ride Help for 14 office owned rides. WANT A-1 Billponter, must be able to promote kiddie matloess.

Wire JOHNNI DENTON, Mgr., Doiham, Ala.



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Six Cats. Balloom Darta, Buckets Pitch-Till-U-Win, slum Sers, Cane Reck, Bent tha Deslof.
Billy Conlt, contact Rudy Ball Opening March 12 th in $\mathrm{N} . \mathrm{C}$. noy T. DEFFY Ruskin. Fla.


## Club Activities

 unteere
Another collection at the meet-
ing ylelded $\$ 143$ for Villa Maing ylelded \$143 for Villa Ma-
donna Della Neve, near-by Elils school, to belp pay off lis mew pavilion. More money will be
lurned over to the school March 10 when elub to sembers will set
10 when up rides and concessions on thei grounds with all proceeds to go to the fund.
President Rndgers presented a
nlaque to Mayor Curtis plaque to Mayor Curtis hixon of tampa and the following memSprague, Harty Rubin, Eddie
Lowe. Roy B. Jones, Richard Lowe. Roy B. Jones, Richard
(Pat) McGee. Lioyd Serlass, Robert Purvis, W. (Bill) Clain, W, O. (Bill) Perrot, Jonnic Johnson, Jack Young, T. W. (Slim) Kelly, Peter Burkhardt, Joseph Scior. tino, George Ringlin, Edward E. Zacchini C. J. Sedlmayr Jr.
Tommy Arger, Rdt and Cliff
Chambers, 0 . White Chambers, O. J. (Whitey) Welas,
Harry Jullus, Harry (Irish) Farry Julfus, Harī (Irish)
Gaughn and Vernon $K$. Korhn. Eddie Goung. Nat Rodgers, C. J. Eddie Young. Nat Rodgers, C. J.
Sedimayr Sr., Royal American Sedimayt Sr.. Royal American
Shows, Royal Crown Shows.
World of Mirth Shows. Farl Maddox, Sam Gordon. Joseph Pontico Edward Hunter. Dave Sehwarliz.

## Heart of America Showmen's Club

913A Broadway. Kansas City, Ma. KANSAS CITY, Mon March 1.Hecting was held February 22, with President E. H, Hugo presiding and Treasurer George Carpenter in attendance. Past President L. K. Carter, chairman of the ways and means commitice. reported that the Saturday night jamborees were drawing. F. W (Boxie) Warfield donated the door
prize for the wiek of March Banquet and ball tickets will be sold by members on the road. Annual affair witl! again be held in the Georgian rooms at the Hotel Continental on New Year's eve.
Club voted to lower the initiation Club voted to lower the initiation
lees again during the summer, and from May during the summer, and cost to join will be $\$ 10$.

Jack (Potts) Horbelt, Hardy diady, George Reinhardt, GeralEple Zacehtni, Tampa Daity Times. Tampa Moming Tribunc. Radio Station WALT and Radio then WDAE.
The regular Saturday night (23) the activity at the Largo and Winter Haven fairs. Bob Graham and his band provided the music for the dancing. Mr. and Mrs.
Harold Yenny celebrated their Harold Yenny celebrated their
17 th anniversary at the event. 17th anniversary at the event.
Among those providing entertainment was Mae Dudley. Jack Young was in charge of enter Lainment and Earl Maddox super. Gused the tickets.
Guests on hand
Guests on hand ineluded Billy Miekey Schnoor. Beverly Murphy, Gerry Moody. Joan Leonard, Mr. and Moody. Moan Leonjor and Mrs. J. R. Rtavelt, Jodephine Havuood. Lieutenant Addie Baggesly. Mrs. Rose Shapiro.
Mrs. Audrey Williams, Howard $P$. Reed and John E. Siodek.

## REYNOLDS \& WELLS SHOWS

WANT FOR 1952 SEASON
ACTIONIII NJVER A DULL MOMENT ACHONIII NO mubor tors
 16 falts. . . 30 weex seasom ... 16 fais

| sHows | covcessiovs |
| :---: | :---: |
| want shows of all typs with <br>  | -a naven fon mankt manke LOTS Of actione |
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|  | AND Mopconn. Nothime bur rellable |
| HON OM ANY FMEAK OR ODP |  |
|  | CAN Plact comaination cook. |
| CAN PLACE GILL sHOW oeprated oy of hard wort with yevag tolent copatit |  |
|  |  |
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| WAMI-OPENIWG MARCH 15, DOWMTOWH Yaldosia, ga.-want <br>  <br>  <br>  troat, mounted on rruehauf van. Au ropiles: <br>  <br> Wanted-Ride Help for 3 Unils \& Concession Agents <br> Feraman and setona Man for Nerry-fichitoand, Forrla Wheel. Chairplane and Khade <br>  <br>  <br>  |
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## Showmen's League of America

 54 West Randolph Street, Chicago CHICAGO, March 1.-Past President Fred H. Kressmann opened the regular Thursday dight (28) meeting. With him at the table were Walter F. Driver, treasurer; Joe Stralbich, secretary, and Past President Lou Keller.The lease committee announced That if work proceeds aecording to Plan the March 13 meeting will be heldhth foor of the Woods Building Membership was saddened by Membership Whas saddened by funeral was skedded for Monday (3) with interment in Showmens Rest. Chaplain George B. Filint and the Al Sopenas American Lesion Post co-operated in funeral day (26).
Siek list inciudes Wulliam D. Sullivan, who came here from Texas for treatment at Al Jan Bros.
"Hospital. Cufford H. Darling, Jack Hospital. Cufford H. Darling, Jack Denjamin, Louis Belden and Jack Klein are still confined. Lou
Leonard writes from Southwestern Florida State Sanilarium, Tampa, that he would like to hear from friends.
Mr. and Mrs. Millo Anthony came
in from Missouri for the funeral In from Missouri for the funeral of Frank Bligh. Members at the
meeting after long absences inmeeting after long absencex th-
cluded Willizm J. Stephens. Jack Klippel, William Wolper, Ned Tor1. Jack Dumeld and Rube Liebman. Smom Goldstcin was in town on business. Mel Harrie plans 10
leave for Michican soon. ieave lor Mishisisan soon.


## GOLD BOND SHOWS <br> HOW COWTRACIING FOR 1952




Regular Associated Troupers
106 E. Washington. Los Angoles LOS ANGELES. March 1 -Since LOS ANGELES. March 1 - Since was slarted, a great deal of acwas sarted, a great deal or ace
tivity has prevailed around the
club. A showmen's frolle was held at the Date Festuval. Indio Calif, and Frank Babcock, who
played the dite, gave permission to phayed the dite, gave permission to Jmmy Lynet served a ham din-
ner. Joe Kruy, charman for the ner. Joe Kruy, charman for the evening, assisted. Proceeds went
to the building fund. After wing tund.
athered at Lynch's the show, al gathered at Lynch's place. Carry-
ing awny prizes were Nell Robing awny prizes were Nell Robi
deau. an electric razor; a botile W. Harper won by Pexey Boyd Mums extra dry, Mrs. Jack Archer; casting rod, Larry Nathan; pair men's silppers, Johnny Branson. and it box of cookies, Madge Buck-
ley. Larry Nathan sold the largest ley. Larry Nathan sold the largeal
number of tickets. Babcock said number of thekets. Babcock said evening-
Fred Smith, buliding committec chadrman. has submitted several locations. Prexident Lill Schue has been making plans for the coming
year and in conjunction with the year and in conjunction with the secured 18 arand prizes for the baziar books. Estelle Hanscom donated a tablecloth and napkins
which wijl have names embroldwhich will have names embroldbazaar funds. Cards were reis In England visitiog her uephew Major James Patierson.

Missouri Show Women's Club
415A Chespat St.. Si, Louin ST. LOUIS, March 1.-Meeting was called 10 order by President Jcannette Hart. On rostrum were Martuerite Lohmar, treasurer;
Fay Davia secretary: Verna Fay Davia secfetary: Verna
Schantz. social sectetary in ab sence of Babe Weinstein; Nora Gdynia. sergeant at arms, and
Rose Brown. Chaplain. Mavis SaRose Brown, chaplain. Mavis Sa-
villa and Mary Bazzell are new Wembers. On siek last are Babe Weinstein. uhose father is scri-
ously in in hospital. and Mrs. Anna Jane Bunting. Letiers were Anna Janc Bunting.
Check was sent to the American
Red Cross. First prize, donated by Gertrude Donnelly, wias won by Estelle Regan, abd door prize Won by Jo the club. Lancheon was and Gertrude Donnelly. St. Patrick*s Day dance and supper will Be given in elubrooms March 17 , Others in attendance were Ellen
Robertson Lenors Gdy. Robertson. Lenora Gdy nim, Clara
Campbell. Elsje Wear, Dajsy DaCampbell. Elsie Wear, Dass DaVis, Mary Thompson, Joan Lipsky Teresa and Arlene Sidenberg.

## BARNEY TASSELL UNIT SHOWS

 10 march 22: 2 saturdays and 1 Sunoary. day and might falr at dad countr ammory grounds, lifirp-amt proifct. sponsorid if menhodit church and jewsh temit.
525.000 worth of acript being sold good for all ridos. ahows and concessiona

If GOING NORTH, THIS IS IT
Will place major Rides of all kizds. Showe and atrictly logitimate Concestions. No grift.

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

Write, wire for space 10

## HBLL TLCKER

1470 N. W. 33d St., Miami. Fla.. or

## bainey tassell

this wook Bunche Park. Opa Locka. Fla.

Pacific Coast Showmen's
Association
1235 S. Hope St.. Los Angeles 16 Ladies* Auxiliary
Club's regular meeling was called to order by President Lucille
Dolman. Other officers on hand Dolman. Other officers on hand president: Fay Prosser, second hird vicc-presldent: Grace Merkey, secretary, and Pagey Forstall. reasurer. Past President Margael Farmer also was on the rosGara and Mre Ray Bellows, BarMarja Bernardil were introduced Reported on the slek list were Gladys Mackey, Dotty Jensen. May Allman. Luclile Gilligan.
Sympathy was extended Donna Day on the death of her mother
Door prizes were won by Patty Cook, Ann Doolan. Barbara Woody and Betty G. Coc. Bank night award went to Opal Manley. Nina Rogers turned in the proceeds from the successiul Box Social held last
month. Maria Tall reported on members in Arizona Including Madge Buckley, Betty 1.3 pes, Jewel! hobdiay, Josephlne Linch.
Nancy Myers. Nina Ros
Flant and Virgina Rogers, Sally brief talks.

Lo

## one Stor Show Woment <br> <br> Club of Texas

 <br> <br> Club of Texas}$$
3105 \text { Forest Ave.. Dallay }
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Dijoyed another Mocial The club (beef and porfe luncheon) Februs ary 18, With Mrs. Katy Little as hostess. On February 21 another dinner was server, with 73 guests registered. Martha Moss, who just
returned from Florida, prepared ham dinner, assisted by Betty Harris, Francis Palmer. Corent Greer, Billy Wyatt and Cladys Was beld Februal business meeting Was beld February 25, with Presiwis voted to have the remainder of the clubhouse painted and buyag new porch furniture. and buy Many mornbers enjoye
day party in honof of Mrs. Joe Isles at her home in Grand Prairic, Tex. She recelved many gifts. an operation at Methodist Hospt an operation at Merhodist Hospichaplain, Alyne Morency, has relurned to New York.

WANT CONCESSIONS FOR COLUMBUS, CA.
CHATTAHOOCHEE VALLEY EXPOSITION OCTOBER 13-18 INCL.

A COLDEN OPPORTUNITY ... They'Il Sell Fast, So Hurry! This is All - No More Sold

1 Holo gallery
1 coon house
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2 snoweall stavos
1 tafy candy stamo
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CIVE TO DAMON RUNYON CANCER FUND

## Think You're Junny?

 HERE'S YOUR CHANCE TO PROVE IT and win valuable prizes! WISCONSIN DE LUXE'S
## CARTOON CAPTION CONTEST

 Tha coveon brow bo verur rous ine the
 HERE'S THE FIRST CARTOON SAMPLE CAC
Think You Can Do Better? CONTEST RULES:


2. Mall your ontries to: 1701 Mu Thre ste C. sury your

4. Pria: whomain monnunced seet



LIST OF PRIZES:
 ind Prise-Feed Mixem. solls lor $\$ 39.95$. 3 AWAADS
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## SPRING FESTIVAL

APRIL 17-27
In Montralal Canada's Great New

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

WE WANT: Rides-Electric Driven, Concessions (Stock onily), Shows (must be clesn!) $75,000 \mathrm{sq} \mathrm{q}_{0} \mathrm{ft}$. Pitchmen-this is it!! !
houtpell exposition assy
A. A. Borth, Oen. Mgr

THIS 15 A BIC MONTREAL STARTMORE TO FOLLOW

## SCHAFER'S JUST FOR FUN SHOWS <br> WANT

Bide Holp is all deportments who eexn drtve aew trucks. Mcheary wanta Drome flidere with Motorcyclec. Miso good propostion for Side Show wh own inside. Fo. bave new top lor outside. Archie Monsley mamis Girla for Posing and Dancing. E. C. (Doci) Radaraon wante Iig Show Taledi salary out of attice. Can plaze Kaniry Panhy al all Etade reaconable. Novelles open. also Cumlard. Want Man and Wile, of Man. for fan Hoase Alao Grind Sbow Yalkers. The Show bat 16 Red Fairy oad olc Ti on late. Openting in Tyler, Texad, March 23. Ala answeis 10
H. A. SCHAFER

714 SO. HASEELI
dallas, tex.

## VICTORY EXPOSITION SHOWS

HPENVG आ AHCH 13 -[PECOS, TENAS


ALVTV VNDIKE, $2: 1$ Kendelia st., Sam Intonits. Trxas

## JOLLYTIME SHOWS

Dpening March 29, kish Squart. Worth Garolina-Iwa Saturday



Last call-STEEL CITY SHOWS_Inast Gall
arting magct iath Downtome nsw eoston rexa



## B G C EXPO SHOW

Want-Ridets, Shows. Concersions-Wame


## DICK WILCOX SHOWS

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## Winter Quarters

## Pioneer

WAVERLY, N. Y., March 1.Manager Mickey Percell ar-
nounced this week that the shows nounced this week opea their season April 25 will open their season April 25 in South Waverly under strong auspices. Paul Merriek has the and a number of still-date falrs and celebrations have been booked
Stretch Rice, businese man ager ordered new canvas for his concessions. Mr and Mrs matinees, press and radio. T. J Thomas booked his popenrn and opple traller. Louis Mitchell booked two concessions and Harry
and Moe Dailey booked four. and Moe Dailey booked four. Merry-Go Round and rebuilding Merry-Go Round and rebuiding included Charles and Joe Perrell, Mr. and sirs. Leon Hausmer, Art Cramer, Harold Marsh and Mr and Mrs Nacle Mrs Percell is in New York purchasing m
chandise for her concessiong. A new winch for the Octopus tractor and compressor and spray equipment for the paint depart ment was purchased recenty.

## Brown \& Wallace

SAVANNAH, Ga., March 1,quarters at the Municipal Airport A crew has been building. painting and repairing equipment. Two wagon-type fronts, one for the
Gurl Revue and a colored Garl Revue and a colored revue, are being built under supervision Garrett have arrived with their cookhouse. Fitzie Brow' is on a
buying trip; Al Wallace is in charge of quarters. The winte cookhouse is under supervision of
ative who had a contcrence with Messrs. Brown and Wallace, left for the North to complete book-
ings. The Mississippi Fair and Dairy Show at Meridian. Miss Ga+have been contracted.
B. 8 H .

SUMTER S.C., March 1,-After a four-u'eek lay-off due to the death of Mrs. Eleanor MeCune, coou'ner of the org, work again is in
full swing with a crew of five men. W. E. Hobbs is manager Show's will open about middle of Aprit. Hobbs has leased his drivein cafe and dance hall for the sca year on the shows - FRED year on


Virginio Greater
SUFFOLK, Va., March l.ear's scheduie. With work crew king advantage of the idea ucet is quite satisfied woce Ma succi is quite satisfied with the
progress. Wilham Smith has the furbishing job on the Kiddi Whip and boat rides almost com pleted. Red Underwood has Jus ompleted a good refinishing job on show's' Kiddie Auto and train rides Manager Masucci nd Geaopped over to North Carolina on business trip one night recently. A fu eptdemic prevalent in this area has closed many schools and put several of the work crew unHew arrivals added to work crew rew Bill Penny; from his home in outh Carolina, and Fletcher Gibon. from his home in Charloties vile. Penny was added to the arpenter crew. while Gibson went into the uphoistering depart-
ment repairing smats on the Ferment. repairing se-ats on the Fer-
ris Wheel and Whip. Visitors re. cently included W. L. Morrls, Bum Bradshaw. Wallace Goodrich. Harry P. Taylor and Sam Stallings. Gus Morgan will be back this roming season with age and scales pan stand and ball game.
G. \&B. Rides

PARKERSBURG. W. Va. March - Org has contracted the Taylor County Fair. Prunty, Wran Shen Steve litro fs in charge of painting and repairing at guarters here, with Pete Taylor, Ernest Condon. Raymond Bailcy, Woodrow Hafer James and Darold Scheen Hinz man as assistants. A transtormat kiddic rides hive been bultGEORGE BROAS.

## Page Bros

SPRINGFIELD, Tenn.. March Quarters work is progressing ad shows get ready for their Apri 19 opening here. Manager from and Mrs. Page have returned fro
month's vacation in Florida. a month' in vacation to the Pages. ncludes E. RI Broome, assistant nanager: C. C. Leasure, genera agent Earl Vincent, billposter; Earl Lane operations superintendation superintendent. Mra. Page is secretary-treasurer. Recent visitors included Mr. and Mrs. Tommy Humphrey. Norman Anderson and C. C. (Specks)
Groseurth.

## FOR SALE




ALABAMA AMUSEMENTS opening March 17 in the beart of Mablle, ALs.


WHITESIDE'S
COMCESIONS
WENT
Akents for all Conkessionk Also PwrHelp. The following contact: sheo. Culfer, Art Smidoer, Boonny Londer. Floyd Porter and Wite, stornv. other Agonts. contach then Cherry Point, N. C. 75,000 Mavines pentay. All rool ons this week efe Orange state shoms. Patratem. Mo.


HELP WANTED
 Winter Gearers oprn Morth Na nimaw
HODEL, SHOWS, INC.
TURNER BROS.' SHOWS
Contrecting for 1952



WINTT TO ROOK No. 5 EL FERRIS WHEEL



COOKHOLSE WANTED

 HANAGER, UNITED EXPOSITION SHOWS

## For Sale-Molordrome

So ri overill Prome momplefonth
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## Advertisers are the Spring Special's Biggest Boosters . . .

beeause it sells and sells and keeps on selling for them for monthy and months. Here"s how tremendous sales power: analyzes The Billbourd':
$\because$... your readern are quich thatating and ading - they have been used to mating decisions in the business werlu-lit a deal looks good they buy H. Sales converl quithly trea your det."

Mr. Burrt should know. His Blaboard ad sold
$\$ 13.500$ worth of equipment $\$ 13.500$ worth of equipment.
Yes, sales do convert quickiy from Bllboard ads, and the Spring Special's extra 20,000 coples (a tota of more than 70,000 ) will do an cven blgger
selling jobl Better reserve advertising space nowselang
diadine is April 2.


## C. P. O. Box 1488 Detroit 31, Mishipan



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| Blue graiss shows |

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## Lawrence Greater Shows  <br> Sil Ley 0 Morris Lquky



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A Markef Place for Buyers and Sellers RATE: 15\& A WORD-MINIMUM \$3

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## HELP WANTED-ADVERIISEMENTS

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## BRONZE WESTERN SADDLE HORSES

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MAKE $\$ 650$ PER MONTH




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## FOX TAILS

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## Merchandise Topics

## New York

Mills Sales Company, after 36 years, is moving into the heart of the wholesale district at 26 West 23d Streel, where they will occupy four floors, including a wellarranged up-to-date store. Mills
claims that their prices challense caims that their prices challenge
any competitor's in the lines of any competitor's in the lines of
noveltics. jewelry. gifts, sundries, toys and housewares. ... Mary Ryan. Ine.. has introduced a new
line of serving trays for the prize line of serving trays for the prize
and premium ficld. They are sold in nests of four in beautifully lox, highlighted with chrome fin. ish rounded corners. Retalling for
\$15, they are easily cleaned and light in welght. Kiln-dry wood is
used to prevent warping From All Around
Dicknrson Manufacturing Com. pany, Springrield, Mo., has
brought out jts new Mexihot bar. becue system, designed for more
economienl. uniform and lasty andwiches. It $2 s$ said to save 30 s no overheating and excessive hrinkjng. Adaptable to gas, buystem has been designed to take ar a minimun of counter or back. teins and tea scts are the latest ems introduced by Klepa Aris lazed wood. The hand-dccorated, biten three-quarimals loclude a ng on wellow pillow and an mouse half-inch high. The three-piece sells for $\$ 1$. The tea set pelling for $\$ 0.95$, is camposed of 10 handerafted in detail for two ing three-inch tray and cups half-inch high. The steins are of authentic design, all pewier with They come two inches high. one with glass insert, selling for $\$ 1$ each or $\$ 1.85$ per patr. In assorted ets of six they sell for $\$ 5$.

$\qquad$



## Good Turnouts

 In Key Cities Welcome DerbyChicago Coin Game Debuts in Midwest, Texas, Fla., Calif.
CHICAGO, March 1. Special operator showings for Chicago player Derby moved into high gear this week end with simul
taneous events in St Louis, Dallas
and Jacksonville. Fla., Saturday (1) and San Antonio and Cliveland Sunday (2). Others will be
held in Miami Monday (3) and
Los Angeles Wednesday thru Friday (5.7). drawn heavy turnouts of opera-
tors and their servicemen. These
included the included the Alas Music Com
many, Des Koines and Central
Music Distributing Company both Kansas CIty, Mo. and Omaha
(The Billboard, March 1). At the three showings today,
Ed Levin, Chicago Coin sales
manager, was in Dallas to help manager, was in Dallas to help
Ray Williams with guests of Com-
mercian Music Company Ted Bush, owner of Bush Distribusing Company. conducted the Sam Lewis, Chicago Coin assistant
Genco Delivers Springtime, New Type Skill Game

CHICAGO March $1 .-G e n c o$
Manufacturing \& Sale Company Manufacturing \& Sales Company
here announced Friday (29) dis-
tributor shipments on its new tributor shipments on
type game, Springtime, are under
Way and showings will begin soon.
Featuring all the proven play
appeal ideas found on appeal ideas found on a key fiveall the action of another game lion. The back section has 14
balls and introduces a carry-over principle which attracts repeat play by enhancing the patron's
possibifitics of winning replays on the succeeding game.
Based on the action of the backglass section alone, the player can record from 1 to 20 replays by
making a sequence in rotation making a sequence in rotation player has completed the $1-7$ fro-
tation and as he extends the rota-
ton to $1-8,9,10,11$ and 12 his replays increase. Player also can
make replays by guiding ball thru playlield. Tho there is an manly two equines taking place in Springglass and playficld take place
separately. Playing time is less than two minuter.

## 12-YEAR OUTPUT OF USS. MINT

## Coin Industry Eyes More Steel, Seeks Other Metals

WASHINGTON, March 1- The following is a comparison of actual U. S. Mint deliveries of coins the years 1940 to 1951, including eirimated deliveries

for the fiscal years 1952 and for the fiscal
1853 :
Fiscal Y'

## New NPA Move Seen Aiding Juke, Vender Mfrs.; Games to Stay Tight



## Calendar for Coinmen

## March 3- Illinois Amusement Association, monthly meet

ing. 208 North Madison Street. Rockford IIS.
March 4-Centra) Association of Music and Coin Machine Operators monthly meeting, Belleerive Hotel. Kansas City. Mo.
March
Q-Phonorraph Merchants' Association, monthly Meeting Hohenden Hotel. Cleveland Association, monthly March 6-Summit County Music Operators' Association,
 3110 M Street, Washing tor. Coin Machine Association, monthly meeting, Hub Enterpriser Building. Washington. Association March
monty meeting
March 11 A Stomatic
to March 11-Automatic Phonograph Owners' Association,
Sheraton Gibson Hotel Cincinnati on March 11-California Music Guild monthly meeting. 311 Club. Oakland. Music Operators of Northern Illinois, monthly meeting. Site to be announced.
March 13-Michigan Automatic Phonograph Owners Association. monthly meeting, Maccabees Building, Detroit. March 10 -Westchester Operators Guild. Inc. monthly March 20 - Progressive Music Guild of South Jersey March 24 Phonograph Owners' Association, Monthly meeting, Broadvjew Hotel, East SL Louis. Di. March 24 Central States Phonograph Operators' Associa-
Eon monthly meeting 821 Main Street Peoria 111 .
Lion monthly meeting Unique Cafe, Los Angeles.
March 25 Automatic Music Operators Association, IDe. March 25 Automatic Music Operators' Associa
monthly meeting. Pork Sheraton Hotel New York.


Test Legality Of Bells in Private Clubs
SPOKANE, March 1,-The future
of bell machines in private clubs of bell machines in private clubs
in Washington State was placed in the hands of the State Supreme
Court this week as the tribunal heard arguments on the con-
stitutionally of a 1935 State law
permitting the equipment in such luxations.
Action
here. In an effort 10 reverse at

## New Mass. Bills Peril

 Vender, Juke, Game OpsEOSTON, March 1.-The lexischusetts with bills now in the laxation committee that, it en-
acted into law, tobacco men deacted into law, tobacco men decigarette operator but every autolame operator.
The biggest fight, spearheaded Cigarette Merchandisers Assocla ion of Massachusetts, is against
iwo of the proposed House Bills 1114 and 1115 .
The former provides that "No berated vending machine for use obtaining a license from the com missioner of corporations and tax issued upon the payment of a tax of $\$ 20$ per machine and shall be and conditions as the commission er may impose. Whoever main aims a vending machine as afore

$\qquad$ censed as herein provided shall be section shall not apply to coin-oping products selling for less than of tobacco products or operators cigarettes. \$100 distributors or 100; distributors or operators of
food or other merchandising disorators, of welphume machines, $\$ 25$ distributors or operators of juke
boxes or coin-operated music ma hines, \$100. 1115 provides "t House Bill 1115 provides "L censes shall be issued upon the pin ball machines, s io for soft amines" The and $\$ 5$ for all otb rom $\$ 25$ to $\$ 100$, asked in Bill 11

Defeated in $\$ 1$
Last year these per-machine
ax bills were defeated. The comentucd matresfulu in PLANT DAMAGED
Marvel Plans Scoring Unit Output Soon
Ted Rubenstein announced Thursday (28) the Marvel Manufactur-
ing Company would again be in ing Company would again be production on its new shuffleweeks despite the fire damage to (22). Marvel is located at 2847 Fullerton Avenue here.
Rubenstein said daniage to the building
$\$ 20,000$.
Also damaged by the fire was
the Mid-State Company, headed by Bruno Kosck. This distribut-
ing firm is located at 2369 Mil. ing firm is located at 2363 Mil-
wake Avenue, and the rear of the building is adjacent to the
Marvel plant.

Japanese Pin Biz Booming In Key Cities
TOKYO. March 1.- The Irepinball games thru Pachunko Parpinball games thru Pachunko Par-
lots Japan since 1948 is rapidly approaching the national craze.
stage. Latest reports list 7,52 such arcadc-type locations hours ing an estimated 169,384 pinball,
according to the focal finance according to the local finance
commusion. As impressive as these figures
(Continued on noe of

## 3 headquartered at



PHILADELPHLA, March 1. -In a move howard blanket market week appointed Cont Sales Com-
pans, New York, exclusive dispans, New york, exclusive dis-
tributor in all previously tunastributor in all previously anas-
signed territories. The outlet will handle the coin-operated horse,
Thunderbolt and Lun-A-Ride, kiddie rocket plane, as well is other coin devices to be produced Sam Kohn, head of both RocARide and Merry-Go-Round. an= nounced that Conat's territory
comprises the New England states, New York. New Jersey, Texas Nebraska. Missouri, Kentucky Alaama, Georgia, Illinois, Indiana awards Cont sales rights in Comet, headed by Nat Conn, is

## Invalidate Portland

 Digger Ban OrdinancePORTLAND, Ore. March 1-- Tors attorney John F. Reynolds The city ordinance designed to He contended the ordinance was found to be invalid this week by gency basis. Rey molds also asked three Circuit Court Judges. The the court to find the ordinance
finding followed the pattern of invalid on the emergency basis their earlier decision the Billclay's ban on pinball machineshe cry cannot ban coin-operaled a State regulation.
Since the passage of the digger ordinance the operatransing order obtained by Raymond and Elsie Bose. Portland Crane Company, tors, which delayed enforcement of the ordinance pending a ruling by the three judge court.


## House Copyright Group Plans Early Decision on Bryson Bill

Fate of Measure Called Uncertain; Politicos Promise "Careful Study"

- Contanued from pere 15 chance that a modified
might be recommended. might be recommended.
Exactly how to revise the bal Exactly how 10 revise the bill
is vexing the subcommittee staff. The group could: in its present
Report the bill in

NEEDLES GET ROLE NAM TV Film

## On Industry Stars Permo

CHICAGO, March 1-The precision manulacturing methods phonogniph needles here, are to ve leatured in a national tele -sponsored by the National. The film will be telecast. localify by 65 stations acruss the United
States. The entire film will be of
half hali-hour length.
Jack Baker, Permo official
said that NBC
newsreel camera? man Earle Crotchett recently
spent three doys ai Permos North Side Incation shooting 40 minutes of film. Thls will
The film is focused promarty 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 production to the metallurgical prodratory and the company's
engineering department which de. signs the firm's production equipment.
Once the film has been aired to tubrarles, boards of cducation and similar groups.

## United Expands

 Staff,Remodels Unitcd, Ince distributor for theRudajph Wuritizer Company in Wisconsin and Upper Michigan announced this week two addibudlding here. The new men are AI Rogahn
nanved head of the parts department. and Leonard Sheehan, trav cling sules representative. Shee In charge of the Wisconsin territhe last threc years he was a sale
manager for the Telequiz Corporation in Chicago.
Hited sacobs Jr., president of the firmis present quarters is expected to start this month. The firms offices and showroom.

## 300perators Attend

 South Illinois MeetEAST ST. LOUSS. Ill, March 1 of the Ptronorraph Owners' Asso held Monday (25) in the Broad view Hotel here.
Some 30 mem
or the Schneider. president, reported was the main topic of discussion Ington on the ASCAP sponsored
Bryson Bill which would Impose


## Illinois Music Men Curb Location Change Habit

## CHICAGO. March 1 . The

 practice of providing change for uring the war had all the indicapractice. now has been practicallyeliminated in the Chicago area aliminated in the The practice has been largely topped, key music operators recampaien listructing loca alion roulemen at the time the latter makes collections.
Operators here and thruout the
State still receive occasional calls for change and, depending on the situation. will oblige if they can.
Generally, however. such calts have become so infrequent they
no longer eonstitute a problem.
Bob Lindelof, of the Genern) Bob Lindelof, of the Genern
Music Corporation here, said. We stlll get callis for change and
we'll answer the request of the

send him miles out to some iso-
lated location with $\$ 10$ in dimes
lated location with $\$ 10$ in dimes
Before educating location own-
Before educating location own
ceived two or thrce calls a night.
At first Lindelot tried to mee these demunds. but he soon found
that the awners were using the

## Central III. Group

 Mulls Rising Costs
## reORIA. III- March 1. T The monthly meeting of the Central

 monthly meeting of the Central (25) and the major pertion of the session was devoted to a discussion of the Bryson Bill and increased costs of operation.Les Montooth. president of the
association. said pight members association. said pight members
attended the meeting which was
held in bis offices. The next mieeting al which new officers will be elected was set for March 24 .
Montooth reported that two major tears are occupying the
minds of association members The fact that if the Bryson Bili
is passed it possibly may wipe oul many of the smaller opera-
tors, and the necessity of snreased revenue to meet rising cosis.
He said operators will have to thru jumpins to dime play or thru better Inancial ar
with location owners.

## Rock-Ola to Strengthen Position in Music Field

## - Continurd from page 73

 ricd the auctionere, Samuel IWinternitz \& Company, that only those products, supplies, parts
and machinery wilf be offered for sale which have been labeled curplus by the manufacturer.
The declsion to hold the auction sen Plano Company from the that date the piano manufacture moved Into a plant it had built
at the end of 1951 and left behind many items including machinery which dt found unproftable to ing up this situation. Rock-Ola
Intso decided parts, products and machinery which it no longer could use and which was taling up valuable production and storage space.
The items to be offered The items to be offered for
auction include pars-assemblies and parts, Shufle Lane and Shufselectors, Jensen speakers, frac-
tlonal and miniature elcet $r i$

JUKE JIVES UP ICY LOCATION

## BUFFALO, March 1.-Ever

 see a juke box on ice?The "Ice Canades of $1952^{*}$ has cast a juke in a featured
role of a number called "Juke role of a number called "Juke to the way the machines have The phonograph used in the show is a speclally designed Wurlizer 1400 which has been constructed to look the same from tront and back The machine was specially strengthened to withstand the rusged treatment involved in
the constant handling it rethe constant handing it re-
ceives in the show.
Both the Ice Capets and Ice Both the Ice Capets and Ice
Cadets take part in the numa. Cadets take part in the num-
ber, and much of its color and musical success is attributed

## Evans Starts

1st Shipments

## Of New Jubilee

CHICAGO, March $1 .-$ Initia
shipments of the $H$. Evan shipments of the H. C. Evans and 78 r.p.m. Jubilee juke boxes started this week and are under
way to distributors across the nation.
Plans for distributor ghowings
of the new Jubilecs probably will of the new Jubilecs probably will
be held ap unth the company
starts production of its new 100 . starts production of its new $100-$
selection model, the Century Final design changes of the Century have not been approved as
yet but the company said it exyet, but the company said if exthe early part of Apri.
Both new Iubnee models and a handmade pilot model of the Cenury were shown for the frat Morrison Hotel in conjusetion with the Co
convention
Neb. Music Guild
Opens 2-Day Meet
KEARNEY Neb Mamh i-Two-day quartcrly meeting of the for today in the Hotel Fort Kear-
ney here with Mrs. Alma Morton, of the Morton Arnuser
Company, acting as hostess. Plans called for registration and nformal get-togethers lodsy and The meet is being staged in coo operation wit
of Commerce

## materials and machinery for pro-yers, plugs, jacks terminals, relay ductlon. Roek. Ola has also noti

and many others; dius-machine dies for selector units and phonographs; lumber-204.000 feet of mahogany, walnut. gum and moplar, fir panels and plywood and others; woodworklng equip ment: metal-working equipment
and office equipment. to be Roll of Hits and pop sharts.

Juke Royalty Bill Passage
Seen Unlikely
NEW YORK, March 1.-An op timistic attitude on the eventual disposition of the Bryson-Kefau ver fuke royally bill was ex pressed here Tuesday (26) by Sid ney $H$. Levine, national counsel for Music Operators of America. Addressing over 100 member of the Automatic Music Opera tors Association, lacal coin pho-
nograph trade group. Levine said he saw bittle likelihood that the measure would secure Congres sional approval. He urged them,
however, to continue making their however, to continue making their
opposition to the bill known to legisiators. Operators here and elsewhere have been conducting the measure.

Levine Repor
Levine, who spoke against the
pjoposed amendment to the Cnpyriche Act at the ment to the Cnpy richt 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 unworkablity, it would require operators to pay sopyright owners a penny a record phonographs, with the burden of filing monthly statements to such owners entrely the responsibility of operators.
Levine's report in AMOA mem. bers lasted well over an hour and during his address he quoted libA further eye-wlitness account of the hearings was presented by
Albert $S$. Denver, AMOA president who also lestified agains the bill.
The meeting at the Henry Fudby a representative of the Social Security Administration, who urged members to take advantage af coverage now oflered to self-

Rock-Ola Juke Distribs Meet
NEW YORK, March 1.-Eastern Ola phonograph equipment mock here February 28-29 toi discuss
mutual problems and get a line on mutual problems and get a line on
company policy for 1952 . It was the fourth in a series of regional the manufacturing firm (The the manuacturing
Bilboard, March 1).
Art Weinand, Rock-Ola vice president and director of sales
chaired the sessions, with w. E Hall, regional manazer, slso representing the company,
On hand were Jerry Golumbo,
Golumbo Disiributin Baston: Dan Wertz, Wertz Distributine. Richmond; CMIf Balile, Bailie Distrbuting. Sy racuse; Harvey Goldman, Eastern Vending. Baltlmore;
Abe Witsen and Sal Groenteman International Amusernent; Scolt Burke and Bob Slifer Sieacoas Distributors, Nexark, N. J.

## Info in Other Departments

## Among the stories of interest to the coin machine lndustry

 HROUSE GROUP CLEARS CELLERR BILL. Juke issue may be next on Committee docket (Musie Department),LIBERTY SHOPS CUTS FLIP TRADE. New war cracks open with chan's move (General.Music Depart HOLLYWOOD HAS SPURT OF NEW DISKERIES. Lariat
Cavalier, 20th Century and Audio amons newcomers. (husi Cavalier, juke installations boosted. (Music Department)

# MODEL "D" IS THE 

 MODEL "D" IS THE STAND MODEL "D"IS THE STANDOUT MACHINE MODEL "D" IS THE STANDOUT MACHINE OF THEMMODEL "D" IS THE STANDOUT MACHINE OF THEM ALL, PROVED MODEL "D" IS THE STANDOUT MACHINE OF THEM ALL, PROVED ON LOCAŢION MODEL " $D$ " IS THE STANDOUT MACHINE OF THEM ALL. PROVED ON LOCATION AND BY XCCEPTANCE



## $\odot{ }^{\circ}$ <br> * Scores of Money-Making Articles and Features

## It's The Billboard's GIANT JUKE BOX SPECIAL <br> tory of Record Labels and Their Distributors

 - With Giant pir With Gite by state> Biggest Music-Record News of the Year

THIS sensational, retord-breaking Juke Box Special Issue of The Billboard is the result of months of intensive preparation. The Juke Box Special has been carefully compiled to give you the very features, articles, ideos of most value to music-record people in the critical times ahead. Anyone interested in any phase of the music-record business - Juke Operators, Disk Jockevs, Retailers and Distributors of records and sheet music alike-will find it of tremendous value for months to come in his own music record work.

## VALUABLE ROUND.TABLE FORUM

ON TODAY'S IUKE PROBLEMS!
is Ciant JUKE BOX SPECIAL brings together in an unique Round-Table Conference some of the top juke operators. association execs. dist pressing and manufacturers in the business. Here they thrash out the most press get problems tacing the music-record

- What ABOUT THE DMME PLAY! Where It's used-Reswian
- "TWO.SPEED" PROFITS - Huw ogs handle two-gpeed route

Operatlons HIGHER PROFITS
eratom solves
Mothe grom?

- HOW MAYY NEW MUSIC MACHIMES IN '52! - "Defonse moders. ulats on government allocatious?
- WILI ISCAD WIN THE BATHIF OF JUNE ROVALIEES! - How muct will it eost yes
- HILENT AND TUIES IN MUSIC MBCHNES Fountrise and Weatera. Rtiythm and slues. Pop and Folk arilish and тйев.

now!
Occupatio


## County Guild Skeds Affair

NEW YORK, March 1-The hold ehester Operators' Guild will its second anniversary. Seymour Pollak, secretary announced thit week. Arfair wiff be held at Bill Relber's Farm Restaurant, Elms-
ford, N. Y.
Pollak, dinner committee chairman. sald the association expects WoG covers music and game operators in Westchester County. North of New York Clity.
Milwaukee Distrib Plans New Building MILWAUKEE, March 1.-All
operations of the Kastings Disoperations of the Rastings Dishoused under one roof in eight new addition to the firm is completed.

Contracts have been let and work on the 28 by 120 -foot structure is slated to start in three weeks. The addition will be the second within a year for the firm.
Sam Hastings head of the firm and operator of a music route and operator of a music route, will be moved from its present site to the new building when it is finished.

## III. Music Men

- Continued from page 74
change only if the location owner is willing to come alter it.
Schnelder said the big comthat it was the small and marginal location which made the most de mands. Often he said such locations would call up at 2 or 3 a.m. drive four or five miles out in the country with $\$ 2$ in change.
As far as operators in his area
are eoncerned, Schncider said their net experience with providing a change scrviee "has been very poor," and because of the viding such a servlee, it now has been ilmost ellminated.

Northern Service School Draws 12 Ops, Servicemen
CLEVEIAND, March 1.-North ern Music, Inc., Wurlitzer distrib
utor here, enducted a school on Wurlitzer equipment last week at the R. \& S. Sales ompany in Marietta, 0.
H. E. (Herb) Wedewen, head of Northern, said 12 servicemen and and were attended the sessions Hodona, Northern's service John ager. A wire recording was made oo be used liter as a refresher 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 A . \& S . Commenting on Wurlitzer's automatic volume level contral, Rose
said the device is now standard on all the machines used by his irm.
Others attending the school infrom Northern's Columbus office.
L. A. Record Bar Moves LOS ANGELES. March 1.West Pico Boulcerard for ithe past eight years has moved to new and Barger quarters at 2277 West Pico Bouteward, a spot vacated by General Music Company the first of
the month. the month.
The premises have been reno-
valed and the move gives vated and the move gives Leuen-
hagen almast 1,000 more square hagen amast l, 000 more square
feet of space. Willam Leuenhagen, owner of the record establishment serving music machine operators, said that the building in which be was located was being sold to setthe an estate.
The move to the new location wild place Leuenhagen in the near by are Badger Sales. for A . Robisson Company, H. O. Heddergott National Rejectors, Auto matic Enterprises and Bard Music Leuenhagen started moving to
his new site Wednesday (20). Business was being conducted
there over the week-end. A for mal opening is being planned, bu no definite date has been set.

## Coinmen You Know

## Chicago

First Distributors report stepped up deliveries on Keeneys cluxe League Bowler. Owners out the average player feature on the game has made a big hit with players and operntors alike. mium dlvision. sald the new fishing sets are moving fast aod adds lamps and small appliances also are in high demand. Marvin Ros. astoin has taken over as office manager. Like Wally Finke, Ros. enstein has had a lot of experiSare in the accounting field. . dent, left Wednesday (27) for a briel trip to the West Cosst.
Git Kilt, Empire Coin Mnchine Exchange, has found business steady and demand increasing all along the line. Vince Shay fective sales campaign for the evans Jubilee phonographs in the Illinois and Indiana lerritory. Ace roadman, Stanley Lovin. Is makng a fine recovery from his reing out of town operators in his usually friendly way. Jerry Bremner put in a lot of overtime last week expediting shipments. Howis Freer, recovered from a bout with the flu, reports plenty vender Jine. vender line.
Ed Levini, Chicago Coin Machine Company sales manager, spent a busy three days altendong four-Player Derby showings in Des Moines, Kansas City and Oruaha Friday, Saturday and Sunday (22-24). Each event was exceptionally Wel) attended, Levin
reported. Saturday (1) he was in Dallas for a showing at Commercial Music and Sunday (2) he planned to be at the Commercial Music's San Antonio headquarters. Meanwhile, Sam Lewis was in St. Louis Saturday (1) to showing and planned to go to the

```
Cleveland. Sunday (2) to aid is progressing. The new service George Ceorge and Roy Monroe of the Wurlitzer outlet in Chicago plain the key Derby game fea- Saul with John Jackeon terving ures. the customers behind the counter
At J. H. Keeney \& Company (Continued on vage 78
shipments on the cigarette vend-
Ma have increased and Sales
Manager Paul Huebich has been
ushed to kerp up with Deluxe
cague Bowler demand. Keeney
also is getting a lot of attention
by operators in fringe areas. Roy
McGinnis, 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, reoris that the firm's recently im-
```


## MR. OPERATOR:

# A Momited number of parts for 

# PACKARD PHONOGRAPHS AND 

``` MALL BOXES available from WURLITZER FACTORY
```


## For More MUSIC PROFIT in '52 Choose the <br> 

## RISTAUCRAT S.45

RSTAUCRIT, men, 1216 E. Wisconsit Avenue, Applelon, Wisconsin

## "Brighten Your Profit Picture"

 with the profit twins


Both designed with the operafor in mind to help you make more money. ROCK-OLA MANUFAGTURING CORP.

800 Nerth Kedzie Avenuo - Chicogo 51, 1 Ilinois
$\star$ Twin Features
$\star$ Single Button Selection

* Dual Title Strips
* Positive Electric Accumulator
* Multi-Selective Choice After Coins Deposited
* Location Proven
$\star$ Simple to Operate

rock-ou 50 seliction. 3 wine $\int$ UNIVE RSAL WALL BOX
MODEL 1542



## Coinmen You Know



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

- Continued from page 32




Thom "Cone and Lefe Me." giuter 33--83--83--13 TOMMir soseser

| TOMMY sostete <br> How Can You Smile <br>  <br>  item for hive. | 78--79--75--80 |
| :---: | :---: |
| Dan"f Waste Your Tèrin <br>  | 68--68-684--68 |
| EODIE MILL |  |
| Salty Dog Reg <br>  <br>  for mory of the coin | 17--78--75--7 |
| Stolen Leve | 77--78--75-.7 |


| CHARLIE MONROE (Hit Kentucky Pardneri) <br> An Amel In Disguira <br>  <br> cals $m$ strom in neat bell. <br> I'm Old Kentucky Bound <br> Aneghep baxk country fiem is ome a itrlized ad eftective reasime <br> $68--68--67--69$ |  |
| :---: | :---: |
|  |  |
|  |  |


ELYON ERITT
Don't Ever Be Afraid io Co Home
Don"e Ever Be Afraid io Co Hame $\qquad$ 74-77-90-74

The wh $n$
riy dene by er ti, but is. no

HERE CRECGERSON (Slim $G$ Hin Country Cousinit

5quare Oance: Around Juyt One
introction and benic tavery 71--70-.73...71

MATTIE O'NEIL \& SALTY MOLMES

70-.73--68-. 70

ur Love Is Cone
70--73--68--70
ORVAL PROPHET
 DANNY BROWN
Lowe'm and Let'o
$69 .-71-65--71$

65.-66--64--65

SIIM WILLIAMS
Out Running Around
corat bal 12 -68--68--68--68 $65-65--65-65$
 65--65--65--65 SPEEOT WEST 65--65--65--65
 65-.65--65-65
Moadside Mag
$\qquad$
afo saunders ork

Hambon:

71--72--70-.78
Coot ment Mot
 PERCY MAYFIEID ORX

tyier wosferd arojection and leetim. Could bas a bip one for the
Hun II: On, The

## LESTER WILLIAMS ORK



## VENDING MACHINES

## New Sales Offices,

 Location Dept. Set For Can. DivisianCHICAGO, March 1. - Cole division, Cole Products Canada, 800 three-flavor ing 1952. establishment of two ad ditional sales offices and a loca thion department for operntors in the provinces. President Albert turning from
In operation for over a year approximately 500 cup machines He said that with the second production run it the George-
town Ont., factory, the Cole-Spa continues to be the only cup-type
soft drink vender manufactured in Canada.
Cole announced the appoint-
ment of L. A. Leach as merchan ment of L. A. Leach as merchanfirm, with headquarters in the Soronto sales office, 7 Jillans con tinues as Canadian sales manarer a post he has held
With the step up in production this year, the Toronto office bat of parts and service facilities, (Continued on page 80 )

## Wood Cabinets

 Victor LeaderCHICAGO, March 1-Increased production on its two wood cabi-
net bulk venders, Boby Grand
and Jumbo 100 , it schedulrd to keep pace with demand, Victor
this week. M. Schacf. president said the output potential was
good for the wood models, which use minimum amount or scarce models now constitutes the bult all-metal Topper ind Topper Deluxe units were being produce
to the 11 mit materials supply.
Chi Juice Bar Office Moved CHICAGO, March I.-Juice Bar Sales headquaners here have beey
moved to 5519 Broadway. They
were on Jefferson Street follow Were on detferson Street
ing their opening last fall.
Fred Schuyler continue Midwestem sales manager. He an nounced that over 100 of the sixnow on location in the Chicago the equipment, he sald, continues $t o$ be in the East, the South and
Southwestern areas. Early volume placement is expected to be
under way shortly on the West Coast, according to Schuyler.

Operator-Placed Cig Venders Favored, Tavern Paper States
CHICAGO, March 1 -Operator
placement of cigaretie venders in Lavern and restaurant locations owned equlpmentin a feature ar. nationally distributed Beverag Denler News
The story points out that only
two cigarette machine manufac two cigarette machise manufac owners. It stressed that while pro and con arguments over the merjits of self-ownership or commissio placement of such equipment ex isted in the tavern and restaurant asted in the tavern and restauran chine was come better deal.
date, the constane
ment appears to have the mor

It also pointed out that adverse
factors in self-owned cinarett factors in self-owned cigarette venders ineluded initial purchase price, maintenance and deprecia-
tion "Also, inventory leakage, the reason for the vender's installation $n$ the first piace, usually conlinues when the machine is slocked from supplies kept on the prom.
ises," the article set forth. Referring to the 1951 Census of the Industry by Vend, sister pubteation of the biliboard, the ar-
ticle $q$ u oted cigarette vender
placement and sales volume to

## Cup Ops Cite Pros and Cons In Sirup-Making Programs

Find Self-Mix Programs Exclude<br>Colas; List Equipment Needs, Cost


#### Abstract

CHICAGO, March 1. - Two Billboard revealed that some op- is screened against inserts; it has qualifications of the cup vender erators who had adoptcd the self- a ready supply of hot tap water become apparent upon fnvestiga- use. In any event, there is as yei floor drajn. Sanitary sinks are retion, tending to show that in no no established front either defi- quired. Local health regulations instance has become a 100 per $n$ nely for or against the self-made require periodic inspection of the cent ansuer for any one operator. sirup among the natioats larger operators sirup-making equipmachines it is not praculcal. Where sirup-making programs Larger operations making their have been instituted, the qverage own sirups have. in every in- stance. reported purchasing regu- has ranged from about $\$ 350$ - cost stance, reported purchasing requ- $\$ 100$ for the minimum equipment lar brand finished sirps from requirements to over $\$ 2,000$. Daily


 boca-cola and colas are used to supplementproduction needs set the type and
dollar cost of the system.


This is the third and final concentrates, including priee. brand and aveilability and statemenis on concentrate sales polities by offieisls of loading wolt drink manufacpeared in The Bullbo preced. While the number of operator

## Equipment

In Long Range Snow Crop Test
CHICAGO. March I.-While ac nerchandising that an automatic way, Snow Crop Marketers' West ern Division office here reported
this week that conclusions would or cight months."

## Fred McCahey, division man-

 pensers were beling used in volume to sell Snow Crop orangeuice. However, he stated the com pany was determined to explore
the mechanics and sales of
vender-sold fulce thonoly betore vender-sold
committing
itself
in sponsoring such equipraent.
Mills Industries dual-flavor juice venders. Prior to Snow Crop's
usage of this equipment, the Mills units had been used solely by
Minute Maid to vend its orange and lemonade juices.
Geiger, Novasic On Exhibit Comm. CHICAGO, Mareh 1.-National ciation mnnounced the appointment of herb Geiger, Geiger Aukee, and Nick Novasic West Allis
Vendors, West Allis, Wis, to the exhibit sales committee
1952 NAMA convention. held in the Palmer Hous will be ago September 14-17

## Chi Subway, El Venders Gross \$328,000 in '51

## CHICAGO, March 1 -Chiengo While a sizable increase com

 Transit Authority reported thisweek that 921 vending and serv
iec machines grossed approximately $\$ 328,000$ during the calendar year 1951. Robert Guy. Cub information department head cated that the transit systems arnings from this equipment was 12 -month period. The 1950 earnings totaled $\$ 8,155$.

## Per Machine Tax New

 Mass. Vender Threat
## - Continued from page 73

Vigorously opposing the bills and House appeared before the com
pared to CTA's 1949 vender earn-
ings of $\$ 59.369$ from approxi-
mately 472 vender and service machines that year, the 1951 fig ure is no comparison with the
$\$ 646,570$ in commssions recelved by the NCW York subway systern lowing an almost $\$ 2$ million gros CTA Break-Down
CTA commissions were dertved Irom 69 cup venders operated by returned the transit system $\$ 27$, 814 on a 27.6 per cent basis, and from 845 penny gum, nut, candy
venders and weighing scales np erated by Transit Sales which together returned $\$ 56,72$
25 per cent comnission.
The drink equipment prossed $\$ 226.900$ durine 1951 machines Gross earnings and CTA commission from the eight ice cream venders in opertation during the
latter part of the year were not announced
ber of pointed out that the num varied drink units on location He said there month 69 machines in operation during May, 66 in June, 68 in November and 54 in
bowever, was more stable in-
stallation, with 247 gum 145 nut
ruary in opposition to the bills.
C. S. Darling, exccutive direcchandising Association, has bulletined all Massachusetts automatic merchandisers as follows your business is in danger
Legislature to vote arainst House
come to the floor of the House,
He pointed out that the bill
discriminates unfairly apainst A method of selling, it would ralse is opposed to it, seven States which have had per machine taxes have repealed them, its passage
would hurt not only every Massa. chusetts operstor but also all
Massachusetts manufacturers of candy bars and of vending ma hines."
bills at a hearin Fobruary of the
candy Company, Cumbridge
ess, Coca-Cola Bottling Company, Merehandising Company. Ablicton: Harold Cutter, Automatic Ice ream Salex, Dorchester; William . McConnmll Jr, A utomatic Mer. handising Corporation. Medford; Eucius Foster, CMAM: Jarvis Massachusetts, Boston.
Summary of arguments used made by the executive director of

Another measure. which is of House Bill 47, which would force owned more than 1.000 locationn Massachusctts to take out This bill provides, "Section 1 of Chapter Gic of the General Laws, inserted by Section 1 of Chapter
547 of the acts of 1945, is hereby amended by striking out the defition of vending machine opera-
wor
2n the 18 th, 19 th. 20 th and nserting in place thereof the


## Ops Cite Pros and Cons <br> - caninued

plies a 2.000 machine route. Other than ABC, however, there are not more than three or four New York These who operate some 300 venders al topether. All. including ABC, con together All. including ABC, con-
tnue to buy tinished Coke and in ABC's case Pepsi-Cola sirup.
Chick's Drinks, another New
York operation, supplies its 170 machines in the city's Independert subway line with sirups made
up by a processor in special op tches to its own formula. Chick Pepsi sirups.

## Cost Breakdown

Another Gotham operator. who requested he remain nameless, his "mix your own program. He claims that self-mixed sirup, on
the average, costs hum about 60 cents per gallon. Thinner than ready-made.
more sirup is used per drink, but more sirup is used per drink. but
the result is fewer service calls due to jammed solenoid valves, he states.
He assigns one of his service-
men to turn out $300-400$ gallons of sirup one day each week. Usin an extract, instead of a concendown for a 40 -gallon batch of 26
baume cherry sirup was cited by
BLADV MFE. CO


Wa) deren ant orn

## Ingredients

Engredionis
Exiact 1310.75 gallo
40 ounces ounce
Two 100 ib . bage

## a).

Cost
Two 100 bb 3.60
chugar at $\$ 8.35$ each. 16.50
comicmis (citric acid
sohution)
Total.
Cost per gallon, per 40 -gallon
batch of cherry sirup. figures out just under 56 cents. The operator higher, altho a few are lower in finished gallon cost.
As perhaps the largest self-
As perhaps the largest self-
processor of sirups, ABC Vending processor of sirups, ABC Verding collons of eherry. lemon and lime. orange. root beer and grape sirups each day. To accomplish Ihis, ABC has set up dts 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 Roserbaum, ABC vice
president, with a brother, Max,
alsa controls United Beverage. president with a brother, Max,
ango controls United Beverage,
another cup operation in Chicago. Unother cup operation in chicago. sirups in November last year to supply its the ater-industrial
routes. As in the New York oper. routes. As in the New York oper-
ation, Coke and Pepsi-Cola sirup ation, Coke and Pepsi-Co
is purchased as formerly.
Another large Chicago operator, specializing in theater locations making after 10 years. The reason:
increasingly cramped quaters increasingly cramped quarters
with growth of the operation However, the $\$ 400$ worth of sirupmaking equipment it being reture conditions.
While using
result in a $25-30$ per centes can result in a $25-30$ per cent supply
cost savings, this is nullified if the
operator has to lease additional operator has to lease additiona
space in which to produce hi sirup, this operator masitains.
Other Chicago operators. cor venders of diversified type, have not atterapted to institute their where the drink phase of theit operation nurnbers less than 60 machines. Still others specializing in cup equipment. or who have
over 80 cup venders in their
diversified routes have not waxed diversified routes, have not waxed
enthusiastic over sirup making Midwestern reaction generally it on a parallel. to Eastern drink op-
erator's attitude toward sclf-made erator

West Coast
On the West Coast, Los Angeles
and San Diego operators report and San Diego operators report active interest in sirup making.
D. J. Davidson in Holly wood, for
instance, maintaing a $\$ 2,000$ plant for sirup production. He chaims that product-eost savings and
product control warrant the Investment and continuation of his
program. Current plans are to en program. Current plans are to en ually to include the making o ured to result in an addtrional
profit of about 2 per cent gross. profit of about 2 per cent gross.
County Beverage Company, in San Diega, operators of over 300 cup machines set up as $\$ 1.758$
strup-making plant. Result of pro ducing its own sirups for the past three years, aceording to County's
Larry Granfield. has been "Iresher Larry Granfield.
and better sirup."
While soft drink manufacturers
permit Granfield to use brand permit Granficld to use brand
names on sirup finished from their names on sirup finished from their
concentrate, he states that in brand name, Gran Flavors, on the selection panels.
As in other sections of the counmaking their own" report they continue to buy finished cola sirups to
products.

## Cole Products

- Contrinued from page 79 same facilities will be offered by
the new sales offices when they the new sales offices when they
open shortly in Montreal and open shortly
Vancouver.
New this year will be the Cana-
dian divlsion's location departdian division's location depart ment, correesponding to the U. S chines for both new and estab-
lished operators in the provinces.


## Gotham Ops See Hope

## - Contirued from page 79

ter of protest which would be
sent to city tax collectors along
with sales tax payments of all
H. F. (Pete) Maloy, NAMA executive, in a cormpact roundup of
association activities, reported that some activities, reported were now enrolled in the organdzation"s group insurance program ing coverage benefits now totalreater sut $\$ 3,000,000$. He urged survey, which of the NAMA cost valuable tool he described as a to measure their business eff: to measure their business effs-
ciency against industry norms. Stngled out for special mention Singled out or special mention
among NAMA services were the among NAMA services were the gram, the accomplushments of jts government liaison committee and its efforts in combating adverre legislation. Maloy poyated NAMA remployer-employee committee. stating that the sroup confronted whith union and other abor problerns.
Suppliers were told by Maloy that 80 per cent of the exhibit
space for the September convenspace for the September conven-
tion had already been sold. He predicted the available space would be oversubseribed come show time.
The next area meeting on the NAMA agenda kicks off Tuesday (4) in Philadelphia, at the Hamilton Court Apartment Hotel, with Vending, as chairman. It will be followed by a confab Friday (7) nt the Hotel Douglas, Newark.
N . J. with John Sharenow, of N. J., with John Sharenow, of North Jersey
These get-togethers will be fol-
lowed by three others in Pennsylowed by three others in Pennsyl-
vania. On March 12 James Vipond will chairman a meet in Scranton at the Hotel Casey:
W. S. Georgia will preside at a Althering March 14 at the PernAlto Hotel. Altoona, and Joseph
McGlenn will chairman a regional session at the Hotel Webster Hall, Pittsburgh, March 18.
Maloy said the association hopes to have all regional meet-
ings behind it by the end of Jure. This would leave two months for concentrated activity in prepara-
tion for the national convention in tion for the national convertion in CUTTER CAMPBELL, March dispensing 25,000 vender is crew members during each
three-month crulse in the North Atlantic ship"s tex change office Ensign Robert Seufert reported
a The cup machine replaces a bottle vender formerly used. "Twerty five thousand entire storage room on the enis," Seulert said. With the cup machine, there was no containcr problem, before or after their use,
The vender is
The vender is installed in the bridpeway between decks.
outside the galley door. Ship's rules permit crew members to carry their drinks anywhere aboard except to the weather foom. Best eustomers, Seufert declarcd, were the en-
gine-room crew. it was pninted out that the use of cup venders and paper
cups "proved a boon to the cups "proved a boon to the by the Coast Guard, where storage space has been a prob-


Avonatic Morchendiaing ${ }^{-1}$
"VEND is dolna a awell job for he induniry. VEsiDie Febrwary "Trraile" on the Jence Jamea nromotery wis right on the
C. W. ORR

Weat Frantin, N. H.

## VEND

2160 riternan sis
Mase anter mi culstripHon to VENO
Masarine
Name
Addre:
Clly.


 CHICLE TREETS. the and aby color. 300 ceunl per popid. victor's EATY GHAND wat onpectally denignod one
 profltable and comble TheErs to the pound. (there is an
 apoclal loadingt fUST POD ARE OFE LIKE A ELASH. VICTOR'S JABY GRAND is the mont uaxpae dowap and ance ools you in thone chale locettion, youd alural. BABY GRAND holde 5 ht pound amplen. takos to about NOW - TODAY! A tow of theat vary bavilitul machinos vendiaq thiz apportwaity Thicions Jumbo 100


## New Mass. Vender Threat

## - Collowing: 'Vending machine op- posing a bill to raquire the placing

 Collowing: 'Vending machine op- por tax stamps or meter impreserator, any pers a wholesaler who sions on eigarette paeka bendirgg ever, no such bill has been fled reties at retall, whether or not andse value of the stamps (row such vending machine te operam of 5 cents per pack) to defray the

on the premises of the owner such vending machine or on the The usual buls to purchase tax premise of another. from a manu. pilalized velerans to pures been filed, | facturer or licensed wholesaler. | but it is not expected that |
| ---: | :--- | :--- |
| Manning Aetion |  |

This bill, now in the taxition commiter with John Griffin, treas- Cigarcttes are being machines urer of the J. P. Manning Comat al 25 cents generally, attha thered pany, wholesale tobacco and sell- are a number of machines geared
dry dealers, which has ben se to for 27 cents in some hotels and dry dealers, which ras direct to for 27 cents in some hole ing cigare te machine deal involving ser- night clubs. Foster. CMAM, exvice and purchase of cigaretes plained that the use of OPS Supfrom the company at whole 1,000 plementary Regulation ${ }^{29}$ Neconts price. There are machines in which a ceiling price in effect in location-owned Last year, as sim. has been approved,
Massachusetts. defeated, and the the State,
, 1 , ilar bill was defeated, reported a While the tax pot bubbles, committee on
substitule bill setling the tec at retle competion in Massachusetts
super-markets in \$5. Under existing laws, cigarette $\begin{aligned} & \text { super are now selling more eiga } \\ & \text { wher }\end{aligned}$
 ounn per pound. housands of locations are avathaple $\$ 100$ operator's license fee per housands of locat catchimg sensation. UMEO 100 is TPULY A MASTERPIECE. lis etrong. aturdy appearan $\$ 100$ operator $\$$ for every machine. A bill, which is supported by CMAM and the Associated Greater Boston Tobacco Retallers. Th of and the Nationa (Massa- of location-owned machises, girks. Tobacco Distributonn 435. This other retail sales, elc. CMAM chuse(ts) is Senate Commissioner reported that machine sales volis a petition lang to make certain ume is ahead of 1851 Henry F in the cigarette excise tax law. The bill would requife salesmen of cigarette manufacturers and wholesalers it would licensed at $\$ 5$ per year,
also change the retailers' markalso change from 6 per cent to 12.4 per cent and make certain elarits for changes in the req
determining cosis. The Special Commission on the SLructure of the State GovernStructure a report with the 1951 ment filed rept November pro- indicaled this weel.

- Continued from pege al

Pittsburgh

# Coinmen You Know 

 Company, who just returned from Abolson. Empire Distributors, is Rapmone can relax
the convention in Chicago and

Peeling well these distrib.
berl Cohen, Confections. trip to the East, is interested in
the tssociation for bulk vending machine operatory and ball gum

Company, Frant, Bev-o-Matic


Monroe Greene, partner, Coin
Machine Ageney, reports that one
factor in the frm's hactor in the furm's success is that on the road pariner are constanty business. . Glen Gillette repo to

Rapmond Watts. district sales
Manager for Mills Automatic
Merchandising Min manger for Mills Alrict sales
Merchandissing Corporation, con
firms the tho firms the thought of a number of is geting near the saturg area
point on some machines.

BリY Movie-tv charms


## route around Whe has Daquesne, Pard

## Cleveland

time of year. good level for this
Joarph McGlean has organized

$$
\begin{aligned}
& \text { pany the H. C Evans distributor } \\
& \text { for Ohio is busy doing its early } \\
& \text { spring cleaning in order to get dts } \\
& \text { showrooms pasdy }
\end{aligned}
$$ his routes so that there are no Rein wascer, owner of the Sidsoy ton Street, is making arrange ments to handle a coin-operated

timer for sum can install in beauty that operatora

## Sidney Weinctin

 mor Vending Comp. partner, Sid fered torn muscles in his leg las this month. hable to walk about buyers for Tri- State Amusement$$
\begin{aligned}
& \text { sales manager coie Product, Inal. } \\
& \text { enjoyed deer huneing in Cameron } \\
& \text { County and reports there are } \\
& \text { auite nut }
\end{aligned}
$$

$$
\begin{aligned}
& \text { county and reports there are } \\
& \text { auite a number of deer in the } \\
& \text { area }
\end{aligned}
$$

SAMUEL EPPY

$$
\begin{aligned}
& \text { area a number of deer in the } \\
& \text { Patai Poges Popular whith ops are } \\
& \text { Pand Eddie Howard': Mat May" }
\end{aligned}
$$

$\qquad$

## (20)

 VICTOR'S VICTOR'SBABY
GRAND 13.00 . $\$ 12.00$.e. CHICLE TRETT VEMDOR


H. 8. HUTCHINSON JR.

chgallette macminea
=
ander ofition we con itive ien iout DAVE LOWY \& CO.

$$
\begin{aligned}
& \text { Lief Music Distributing Com- } \\
& \text { pany the H. C. Evans distributor } \\
& \text { for Ohio, is busv dain to }
\end{aligned}
$$

Mr. and Mrs. IL S. Gikeer, OI
the Cleveland Con Machine EX-
thange, returned from thel Change, returned from thelr vaca-
toon in Mamed reporting an ex-
cellent time visiting with operato
Howard Crombic. Tri-State Au
tomakic Candy Corporation, re-
porns chat the company's progress
Jately is due to steady work on
new plan put into effect.
Altoonar, Pam. has been in town

## as well as Leo Dizon, Triang

## Pittsburgh

tributors. has a a of Empire Dis.
parts and machines in of A A wis win
dow. . Meyer J. Abelson. gen.

## eral sales manager, Oak Manu

party at Company, is having a
Party at the Carousel for his son
of his confirmation, and expects quite a few persons in from out of-town Gorge Mansour reports that being up-to-date with
musie boxes is an excellent way musie boxes is an excellent way
to pionecr in a new location be-
fore following up fore following up with a greater Herbert Cobon. head of one of the betier ways of improvIng busincss today, is your ser
vice is satisfactory, is to attemp
to find an even to find an even better attempt
operatuben Dobkin, independent
opa passed away last operator who passed away last
week at 51 , had closed his route
and work distributors in Wheeling, W. Va, Bill Calig, Independent operator from Hilazelwood. Pa., increased joined forces... Johnn Mor Morris. who operates on the North Morris. was calling on a few friends, at
Monroe Greene. Dartner, Col having the merchandise that Whr, at the right price, is half the
problem in operating successfult in today's market. If people, aren't this formula is something to think about.
Phtisburg's Flditimers Fons, one of near Uniontown in Eayette Coun

Glen Gill reased tenston of any that inthe European theater will have fect on non-essential selling here.
Operators stopping in to se pany, Wanston, of Danforth Comnumber of physical changes made

W, $F$, Hamel, divisional sale manager, Cole Products, Inc., back reports business picking un with prospects for spring looking good operator from Keyser wepden coming along kretty weil. W. Va.,

Hortard $\operatorname{Cob}$
Whita Fish, sister of Abe Fish ies at University of Buffalo stud cently, plans to work here. New equipment is getting seance New cording to Abe. "It scance ne spring and summer are going to
tell on the quality of equipment
now in operatlon

## Francis E. Stern, of Stern \&

 Conipany here, whli co-chairman the Advanced Gifts Divlsion ofthe 1952 Hartford Jewish whieh raises campaign. Drive well as for money for israel as and metropolitan Hartford insti utions, starts in April.
Ben Kalz has been elected Soda Comppany. Hartford. Clut father, Mire, also a vice-presi dent, was one of the firm's is elected were: President, Mor. Katz: vice-president Miker, Lou
assistant treasurer Mauric Ely assistant treasurer, Maurice Ellion; and clerk, Lenny Kate.
Diek Linke. of Capitol Records, ing team of Lrought the record radio interviews in advance and radio interviews in advance of
a benefit appearance at a Wator-
bury bury church dance at a Water cscorted around town by were germer, Hartiond branch mana-

## Indianapolis

## Richard (Dick) Wagnor, repre-

 sentative for Cain-Caillouette, has announced his resignation effec-tive March 1 . He will foin Sales Company here. the Hutton
The firm dealing in games and some inquiry from amuereport parks and drive-in theaters whent playgrounds are malntained. Ther
Sicking Company Sicking Company, Ine., report games moving active, with new nama, son of Mra, Lottio Ber pany, Inc., is reported confined at home with tonsilitis.
Robert Moss, of the Melod tricken with a heart attack convalescing at home. Hus eondt-
tlon is improving. lon is improving. lection of Easter reeords which Joe Flynn, manager Shaffer Music Company, and his wif

## 

week Varation.
Edward Shaffer of the Sresident
Muaic Corney for Associated Amusement was at the local branct ons, 0 ., ness. The supply or Sench on busi'
nographs and weeburg phonographs supply of Seeburg pho-
local branch is wall boxes at the iocal branch is good, and business the
is active. Claronce Hohman. of the Janes Mpent Cuempany record shes,
 at Muncimmons Music Company boxes buying and selecting juk Conley Music Company, Muncie, nd., is vacatoonpang in Muncie,
with Mrs. Conity.
Hobert (Bab)
with Harold F. Meeker. formerly operator, has resigned and box the Calderon Distrabuting Company, distributor of the Rock(Bob) phonograph.
Janes Mosic Cormeriy with the and will enter the tery, resigned dustry. He was a television in-
did sometor and did some servising while with the Irwid. (ormerly with Janes Mu the Company, has resigned to juin
lecting and Music Company, col-

## New York


matic Music Operators, the Auto-
tion recenuly include Ship Hactia.
Hardy Amusement; Dive Hon:
drichson. Cross-Iland Cigarette
Service, and Auguatino A
Liberty Cind Augurtino Anmarto, of
Liman Service.
Simon Cignrelte Service. AI
agent, was busy a good factory
last week demy anstrating part of firm's
new four-player Derty to visiting new four-player Derby to visiting
Max Schaffer, whase local at way Sports Palicee and the Broad-
Mruseum, is expected back

Machine Operators of New York of last week. wirus attack mos

Thlford Gross, of Madison Music, birth of out cigars to mark the Lori of his second daughter taff to keep ups, is pushing his or shuffle game with the demand (Continsed on pape 81)

HERES the secrit to BIG PROFIIS IN bulk vending


The Wecout prafit makel eperstom hat
Umplilied servise sult vendina tield
 arled at yeuply alobe is elomene and


THE MORTHWESTER CORPORAFION






##   KEW YOR1 18,

## DON'T DELAY

ORDER NOW!
From UTtLE ACORNS mighty INCOMES growl

## ACORN

ALL-pUBpose VENDOR
With oll then meve - own om

- Winh all whing mele,

Icontione mis



Breath-taking News! hilOROPHYLL (um for Venders!

pealorhios now being accepted with thit BALL-CUM, INC.

## Coinmen You Know

- Continued from page 83


Ed beraen. of agnin. It invites territory.

 (Champl Seidel helleys at the the general meeperators' Associa- music ever since he henenty in the Grand Central Palace last week matic Kelusuary 26 at the Henry chat with during the run of the Sportsmens Hudson. Feature of the concamod private preview of his newest Show.
Dave Simon, of Simon Sales,
interrupted his Florida vacation
ato
in way, on the recent hearinks




interrupted to some local business
to attend
before retuming South last week.



## Test Legality

- Continued from page 73 decision tageting the machines as constitution.
Astorneys for the club contend
that the term "lottery," as used in that the term "ottery, as used in
the State constitution, the State constilution, sale of lotiery tickets. They also claim that the
1937 law was meant as an exception to the general lottery prowi sion. much the same as the law
permitting pari-mutuel betting on
Toce permitting pari-mutuel bettine has tound the later to be conds of the

Appearing of "triends of the court," and offering ardumere at-
support the clubs sland, were tonneys representing the Washing-
ton State Elks Association. the ton State Elks Associathe Loyal
Northwest Association of the
Order of Moose. Washington State
Arsie of the Fraternal Order of Order of the Fraternal Order of
Aerie
Eagles, American Legion Post Aerie or American Legion Post
Eagles, Spokane. and the Vetcrans
No. 9. Serign Wars. Department of
of Fing
Washington.
A decision Is expected within
three months.

DAVIS DISTRIBUTING CORP.
T3BERELELVD:EAST-SYRLCUSE,N.N. PHONE 5.5194
BEANCHES IN BUFFALO ROCMESTER

- every conceivable kind of

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THAI DO FOU HAYE 10 SEU

TEE BILLBOARD Index of Advertised Used Machine Prices "'Arcade équipment







SPECIAL

 WITH THE SMARTEST MYSTE OF ALL TIME
PLAY-INCITING COME PLAY-INCITE BOWLER" HTES UP ORTED. 3 OR 4 ON FIRST COIN INSERTO. Hes! when THE "AVERAGE SCORE" OF 140 TO 259 APPEARS IN THIS SECTION FOR THE PLAYER TO MEET OR BEATI



* Plastic ever-slick Silent Playfield $\star$ Up to 4 Players Each Game $\star$ 20-30 Automatic Scoring * KEENEY LITE-UP PINS "average score" pops up on mystery basis after last shot is made

Install KEENEY'S

## Order raom your

 KEENEY DISTRIBUTOR
## RCA COIN RADIO

Ruplacement Forth. IMMEDIATE DELIVERY COIN ER

Every Conceivathe kind" of EOUIPMENT SUPPLIES AND SERVICES | SE |
| :--- |
| $H$ |

 DELUXE ceague bomier TODAY!
Rementer now availabie in

## 90

COLOR COMBINATIONS
This wide werietry of cator combinstions mation

 aroms. Farithones Held rapaim:... and distributoms we Invied to write tat complete intermation an

 bulthing mirieg hamos. te meet pour ngetbtic anions th tratelied. Some of the wornd lasgest mants imp critamers. We stoe mationtain an gevert otalf od engine Wers and harmass Send bluepringo and tweetrientione.
$\qquad$

1.00K: Terrifle IBuyst



 War
 1/2 DTEHIN DINT. CH.


- 12 nillbiond Coming April 12
tHE BILLBOABD

Alvertisers are the Spring Special's Biggest Boosters ....

- because it sells and sells and kerns on selling for them for montins and months. Here's how it tremendous sales power
*. . . pour readers are quick thinking and asling - they have been used to making decisions in the business world-il a dea looks good they bry H. Sales conrent quichly Irow your ads." (slgned/W. L. Butri)

Mr. Burrt ghould know. His Bulboard ad sold $\$ 13.500$ worth of equipment.
Yes. sales do convert quickly from Billboard adsh and the Spring Special's extri 20.000 copies (a cotal of more than 70,000 ) will do an even bifger selling jobl Retter reserve adkertisins space nowdoadline is April 2.





## FOR SALE





Use The Billboerd Clasified Pages for RESULJI


 Eunythingje all stacightiod out wd weir guard for Capouty Production!

## SEE...BUY...MAKE MONEY WITH...

## Thumiluphont |LWN-A-Ride <br> THE ORIGINAL DIRECT DRIVE

 MONEY-MAKING MECHANICAL PONYYou know about Thunderbali: terrific action on location. You low about the axeluaive. mechanical lectures. Hare: mane thing ale you should know. It: mportantl thunderbeh has been inspected by leading marne companies and hay passed the lest. You can St publ al lobithy incur ane on ont al pour Thenderbollil. Farther. mare. Wire backless you We wi a $\$ 00.000$ many. facturerit product marine.

## EXTRA SPECIAL ANNOUNCEMENT!

We are very, very Nappy to announce the appointment of CONAT SALES COMPANY, INC. 631 10rh. Avenue, New York 19, N. Y.

OPERATORS:
our other distributors in the territories delivery in their territory and this ad. Remember, our distributors will wed beneath their names in were making IMMEDIATE DELIVERY! work with you $100 \%$ names in



Roc-a-Rice Sales
EXCLUSIVE FACTORY DISTRIBUTORS

## There Is Only One <br> GBG B So be SURE, ask for "Big Bronco"!

 The FIRST and BEST!

The 14 yeare of development behind the rugged construction of BIC BRONCO insures years of trouble-frec service. Backed by 51 years of manufacturingexperience.

On Display at Your Exhibit Distributor

ESTABLISHED
 STRIKE Or SPARE
FLASHER LIGHTS
CAN PICK-UP
$7-10$ SPLIT

## SIZES

8 FT. BY 2 FT.
9 FT. BY 2 FT.


## ONLY SEEBURG HAS THE <br> Selectomatic

MECHANISM.....



[^0]:    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.

[^1]:    
    

